SUPERVISOR MEETING

Project Name:	**Geospatial Analysis for Branch Location Optimization**		
Date of Meeting: (DD/MM/YYYY)	07-03-2018	**Time:**	17:00-18:00
Minutes Prepared By:	Shraddha	**Location:**	MR 4.7

1. Meeting Objective

Discuss midterm feedback and steps moving forward.

2. Attendance at Meeting

Name	Role	Status	Remarks
Meenakshi Gopalakrishnan	Supervisor	Present	
Shraddha Ramesh	Minute Taker	Present	
Vani Sound	Participant	Present	

3. Meeting Agenda

- Discuss feedback given by professor and show changes made based on Professor Kam's feedback
- Ask for feedback that wasn't discussed during midterm presentation due to lack of time
- Discuss further steps and meetings to proceed with the project.

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4. Detailed Discussion/ Notes/ Decision

Agenda / Issues	Discussion	Decision
• Discuss feedback given by professor and show changes made based on Professor Kam's feedback and ask for feedback that wasn't discussed during midterm presentation due to lack of time	Things to change/improve: Change managerial recommendation regarding retail outlets; just say that they have more business from Retail; don't say that they should open more based on information from client. Conclusion on Higher TIMs vs Customer Count should be drawn after doing a bivariate analysis for a correlation with JMP Do not use the bubble chart; use a map instead or a bar graph to represent high customer count outlets and their subzones	Change managerial recommendations and charts and recreate charts based on changed data.

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• Discuss further steps and meetings to proceed with the project.	In the next 1 week, need to define a clear scope for the project. Think about the angle of final output: Demand for grid? Demand for outlet? Score for an outlet? Do regression of resident, worket, transient. It is to relate total bet amount and population. Re-analyze huff Model: Can take into account the weightage of another attractive branch nearby. Also carry out correlations between the following: Between bet amount and customer count. Between types of POIs and bet amount? Think of doing a regression model that explains correlation between customer count and other factors. (eg: MRT within 100m) To understand real implementation and feasibility, look for example of Huff Model with data. Keep in mind the important recommendations and business insights for the final presentation.		Do all possible correlation analysis before next meeting to discuss the scope and next steps concretely.	

5. Action Items

Action	Assigned To	Due Date
Do correlations and redo graphs	Shraddha, Vani	13/03/2018
Arrange for next meeting with Professor Kam	Shraddha	07/03/2018

6. Next Meeting (if applicable)

Date: (DD/MM/YYYY)	13/03/2018	Time:	4:30-5:30	Location:	TBC
Objective:	Discuss future steps with Professor Kam				