

ANLY482 MEETING MINUTES (INTERNAL)

(20 SEPTEMBER 2016)

Date:	20 September 2016
Time:	16:00-18:00
Venue:	SIS Level 3
Attendees:	SMU: Anita, Sally, Xiu Ming
Agenda:	<ul style="list-style-type: none"> • Project Update

S/N	Things Discussed/Done	Remark
1.	Issues identified in the Page and Posts Level Data	<ul style="list-style-type: none"> • The followings are the issues identified: <ul style="list-style-type: none"> ○ Duplicates Post_Id and Post Message ○ Missing values in Daily Page Posts, Daily Total Freq, Lifetime Likes, Daily Demographics in the Page Level Data ○ Actual posts were removed from Facebook • After viewing the actual post on Facebook, team has decided that: <ul style="list-style-type: none"> ○ Rows which associated with duplication in Post Message are to be retained if the content of the post is different ○ Otherwise, rows associated with any issues mentioned above are to be excluded from the analysis
2.	Project update	<ul style="list-style-type: none"> • The sudden spikes on 18 and 19 August 2016 Likes were mostly related to Pokemon • SGAG's posts are engaged more of age group 18-24 and 25-34 for both gender • Ensure that team members are running on the same Tableau version, upgrade to the latest Tableau if needed

Item Due/Actions
<p>Deadline:</p> <ul style="list-style-type: none"> • Document the findings/analysis in Powerpoint slide • Discussion on Video Level Data in the next meeting