

TEAM V
ANLY482 INTERNAL MEETING
MINUTES 4

Date	11 January 2017
Time	19:30 - 20:30
Venue	SIS Level 3 benches
Attendees	Team V: Andrew, Sarah
Agenda	<ol style="list-style-type: none"> 1. Discuss Project Proposal - Objectives 2. Discuss Project Proposal - Methodologies 3. Data Collection progress

S/N	Item Discussed	Remarks
1	Project Proposal - Objectives	<ul style="list-style-type: none"> - The team will remove point 4 of Objectives under Customers. - The RFM is a method that the team has not heard of hence we will be doing some reading on it to further our understanding. - By reading briefly a little, we think that it can be used to direct our thoughts on how to approach our EDA. - The team will take Prof Kam's suggestion on the EDA that we can do such as looking into stagnant customers, customers' buying patterns and the services that generate most revenues. - The team will prioritise the EDA that we will attempt according to Prof Kam's suggestion. - With regards, to the business model, the team also feels that they have some enquiries we need to make to understand the whole process better.
2	Project Proposal - Methodologies	<ul style="list-style-type: none"> - Having mixed feelings about Survival Analysis, the team will do further

		readings to see if using this analysis is suitable to find out the effectiveness of campaigns by Vanitee.
3	Data Collection	- As the team has not decided on the exact tool to use to look at the data, the team will take Prof Kam's suggestion and look into using JMP for data integration and EDA in the future.

S/N	Action Item	Action By	Deadline
1	Read up on how to use JMP	Andrew, Sarah	By 13 Jan 2017
2	Read up on RFM analysis	Andrew, Sarah	By 13 Jan 2017
3	Update Project Proposal	Andrew, Sarah	By 14 Jan 2017