

Supervisor Meeting #4

Drafted by: Liam Pang (23/02/2018)
Edited and Vetted by: Tan Rui Feng (24/02/2018)

<u>Date</u>	<u>Time</u>	<u>Venue</u>
23/02/2018	1400Hrs – 1500Hrs	SIS MR 4-06

Participants: Liam Pang, Ong Geok Ting, Tan Rui Feng, Prof Kam Tin Seong (Advisor)

Agenda:

1. Update on outputs of clustering and its corresponding issues
2. Clarification on Interim Presentation
3. Discussion on Google Data Studio

Meeting Item 1: Update on outputs of clustering and its corresponding issues				
S/N	Issue	Action	By	Due
1	Tan shared the modification of variables for clustering.	-	-	-
2	Supervisor asked about the reason for studying activity based on weekends, weekdays and time slots. Tan shared that this is part of data exploration and this is important because agents have flexible working hours. Pang shared that a potential business application could be for when customer service should be provided.	-	-	-
3	Supervisor reminded the team to be careful with removal of outliers as that could be a group by itself. Tan mentioned that the team is aware of that and the outliers are few in numbers. Supervisor say if the count is handful (<10), the removal of them should be fine.	-	-	-

4	Based on the clustering analysis produced by JMP Pro, Tan have calculated the Z-scores for easy comparison between segments. He shared that there are four observable groups. The first group are high performers with high activity and high enquiries. The second group are not very active but they received a high number of co-broke requests. Third group have very low activity and enquiries, so the team hypothesized that they are inactive. The fourth group has the highest count and they have average performance.	-	-	-
5	Supervisor proposed thinking about potential recommendations for each of these clusters. The solutions can be co-created with the project sponsors. Potentially, the team can request for more data for the individual segments for further investigation.	The team needs to look at recommendations for each cluster for upcoming interim presentation	Tan	25/02

Meeting Item 2: Clarification on Interim presentation

S/N	Issue	Action	By	Due
1	Supervisor reminded the team about the confidentiality of information during interim. She advised the team to consult the project sponsor if there are other ways to look at agents' behaviour or if other data can be obtained.	The team needs to update the sponsor about project progress	All	27/02
2	Supervisor asked if the team is aware of what exactly does the sponsor is expecting to see for the data visualisation. Ong explained that the sponsor requested an overview. Supervisor proposed presenting at least a draft for the interim presentation so as to ensure that the client and team is	The team will prepare discussion materials with sponsor regarding visualisations on Google Data Studio	Ong	27/02

	aligned on how the end product should look like.			
3	Supervisor advised the team to produce parallel plots for the visual communication of the segments characteristics.	The team will produce parallel plots for visualisation of cluster features	Tan	25/02
4	Supervisor advised the team to produce some exploratory analysis on the free users, even if clustering is not possible. They can be group into different segments after identifying any patterns or meaningful variables manually without running a k-means clustering analysis. Supervisor stressed that the team should investigate free users with sessions count greater than 0 as they are still using the platform.	The team will explore exploratory data analysis for free users	Pang	25/02
5	Supervisor remind the team to discuss with the sponsors what metrics/design is expected for the dashboard. Ong asked for advice on how to manage the sponsor because if the team present most of the work during the interim, it might appear lacking when the team present again during the final presentation. The supervisor mentions that this is part of client management strategy. Ong mentions that the team will prepare a draft of the visualisation, which the supervisor advised for as well. Supervisor recommend the team to think about scalability of the visualisation as well. If the team struggles to produce the visualisation, the project sponsor would not be able to do so on their own for future dashboards.	The team needs to consider scalability of project by investigating whether there are better ways to construct data set	Ong	25/02

6	Tan asked what is expected for the interim presentation. Supervisor said the important is on how the team collected, cleaned and prepared the data. Even if these stages are not completed, the team should have thought through these stages and have a concrete plan in place.	The team will prepare the deliverables for interim presentation	All	25/02
7	Supervisor recommended the team to prepare the content early as the research paper for the analytics conference is a key deliverable which the team should not neglect.	The team will commence the preparation of the research paper	Pang	01/03
8	Supervisor ask the team to update the wiki when possible, although this can also be done at the end of the project.	The team will update the wiki regularly	Ong	25/02

Meeting Item 3: Discussion on Google Data Studio

S/N	Issue	Action	By	Due
1	Ong share with the supervisor on issues faced on Google Data Studio. One issue is the inability to upload the full data set.	The team will look at how to import data into Google Data Studio	Ong	25/02