Sponsor Meeting 2

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| Date: | 20 Dec 2016 |
| Time: | 4.30pm-5.45pm |
| Venue: | Mindshare office |
| Attendees: | Lim Yu Xiang Bendexter  Tan Jun Rong  Wang Jing Xuan  Rhian Tan (Mindshare Liaison) |
| Absentees: |  |
| Agenda: | Meeting with Mindshare for potential practicum project  Reason: Realized project by Vocanic may not be approved due to the lack of business objectives and general direction by Vocanic |

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| **No.** | **Details** | **Action By** | **Due Date** |
| 1 | Introduction of Mindshare and possible projects   * Marketing Mix Modelling: Use of multi-variate regression analysis to measure how media investments and promotions contribute to KPIs such as sales volume for their clients * Digital Attribution: Use of probabilistic modelling to measure how different digital channels contribute to digital conversions (based on consumers’ propensity to convert after various digital touchpoints for their clients) * Introduction to cookie data tracked by Mindshare’s FAST team for their clients | Rhian Tan | - |
| 2 | General Discussion   * Casual talk with Rhian, the Senior Data Analyst in Mindshare, about life in a media agency to foster potential working relationship * Agreed to arrange for another day for signing of NDA | ALL | - |

The meeting was adjourned at 5.45pm. These minutes will be circulated and adopted if there are no amendments reported in the next three days.

**Agenda for next meeting**

1. Signing of NDA
2. Discussion of final project scope
3. Getting data set from sponsor

Prepared by,

Bendexter Lim

Vetted and edited by,

Tan Jun Rong