

TEAM V
ANLY482 INTERNAL MEETING
MINUTES 10

Date	3 March 2017
Time	16:00 - 16:45
Venue	SIS Level 5
Attendees	Team V: Andrew, Sarah
Agenda	<ol style="list-style-type: none"> 1. Neaten up EDA 2. Discussion on Cluster Analysis variables 3. Discussion on Association Analysis

S/N	Item Discussed	Remarks
1	EDA	<ul style="list-style-type: none"> - We looked through the further findings of the niche and mass market. - Both of us agreed that it is a good perspective to look at how the customers are spending.
2	Cluster Analysis	<ul style="list-style-type: none"> - We looked at the RFM variables that Prof Kam suggested we could use for our analysis. - Both of us think that using this is good as it keeps with the consistency of our EDA. - Also, upon closer look, we realised that transformation of the data will be needed to carry on with the analysis. - As there are two types of clustering analysis we can do, we both decided that both K-means and Hierarchical clustering can be done before deciding which is better.
3	Association Analysis	<ul style="list-style-type: none"> - Andrew suggested we should look into Prof Kam's suggestion on doing

		<p>Association Analysis.</p> <ul style="list-style-type: none"> - After doing some readings, Sarah mentioned that it will be a good step to take to further discover meaningful insights for Vanitee. - Andrew agreed and also mentioned that Vanitee can also use this information as part of their marketing efforts.
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S/N	Action Item	Action By	Deadline
1	Do K-Means Clustering and Hierarchical Clustering	All	7 Mar 2017
2	Do further reading on Association Analysis	All	8 Mar 2017