Meeting Minutes (Sponsor Discussion #3)

Date: 12 Jan 2018

Venue: Email Correspondence

Participants: Leong Jia Min, Wendy Tan

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| **#** | **Discussion Content** | **Purpose** |
| 1 | Dear Wendy, I hope you have been well since the last time we corresponded.Our team would like to update you on our progress ever since receiving the Population Survey sample data a week ago. We have taken the time since then to form a more concrete understanding of the data set structure and completeness and are pleased to find that it is very systematic and well-cleaned. At this point, we are only kick-starting the data exploration phase and the sample data has been very helpful in allowing us to generate clearer project objectives and scopes. Being more informed, we would like to re-propose the project scope with a different approach: **"Our team would like to uncover insights on Singaporeans’ likelihood of paying for arts/cultural events."** The rationale for choosing this project scope is because we are aware of NAC’s long-term objective to create a self-sustaining arts scene in Singapore. Not only did we feel that this is a meaningful question to pursue, we also felt that it might be a more unique approach to discover trends/patterns within the given data set. Working backwards, we believe that this scope is a good starting point to achieve the NAC’s long term objective. In addition, our previous project scope was to understand customer satisfaction levels and drive customer loyalty by building a model following the consumer experiential journey through arts events. However, after referring to the Population Survey on the Arts 2015 Research Paper during our secondary research, we felt that the value-add of such a project might not be as significant due to overlaps in analysis. Its largely consultative nature is also at tangent with our Analytics Practicum project learning objectives.As such to detail our team’s proposal, our first data exploration phase is to understand our target audience – Example analysis questions: "Are there fundamental differences between people who pay and those who don't; what factors are more likely to influence someone to pay; etc". Our analysis aims to go more in-depth than summary statistics based on questions such as "Most Important Reasons why you attend an Arts Event". The direction we are driving towards is to do an associative analysis on either "Number of Events Paid" or "Percentage of Events Paid" as dependent variables against other independent variables, examples of which are: “I enjoy arts and cultural events”, “I attend arts and cultural events for social reasons”, assuming that they act as drivers for public attendance. All variables and analysis will be built on data from the Population Survey. Ultimately in this initial data exploration phase, we hope to uncover relationships between the reasons why some members of the public pay for arts and culture events. Our visualised Practicum end-point at this moment would be to leverage on the discovered relationships/correlations between variables to encourage these ‘high value’ members to increase frequency of attendance to paid arts events. Note that this is one of the possible models we are thinking of as of now. As our data exploratory phase continues, we will consistently update you again once we are certain of the next developments.  Kindly advise what you think regarding this proposed scope. Thank You Jia Min LeongSingapore Management UniversitySchool of BusinessJmleong.2014@smu.edu.sg | Re-proposal of project scope |