

Analytics Practicum Supervisor Meeting 04

MINUTES

AUGUST 31, 2016

1600 - 1715

SMU SIS BUILDING MEETING ROOM 4-3

MEETING CALLED BY	Prof Kam
TYPE OF MEETING	Project Briefing
FACILITATOR	-
NOTE TAKER	Bowei
TIMEKEEPER	Bowei
ATTENDEES	Bowei, Hui Min

Agenda topics

1300 - 1330

VISUALISATION UPDATES

ALL MEMBERS

DISCUSSION	<p>Shown Prof the visualization on Tableau</p> <ul style="list-style-type: none"> - Showed prof the improved malls layer, with the missing malls from the earlier layer included - Showed prof the new visualization of distribution of patrons for each library - Updated prof about the new datasets we have found (MRT, Bus, Tuition) - Updated prof about how the tuition data is obtained via crawling insing search results <p>Possible new visualization functions</p> <ul style="list-style-type: none"> - Text panel to show the total number of patrons that come from a particular subzone (e.g 20000 patrons in Jurong East) - Another way is to use parameter to do a selection for users to see the number in absolute values. For the bar graphs, the axis can be in absolute number, while the bar is labelled in percentage. This eliminates the need for a dropdown selector <p>RFM analysis</p> <ul style="list-style-type: none"> - Prof says need to see how many people in a planning area visits other library - Prof says we need to show where people with high frequency come from. We need to be able to do selections like this for RFM. - Prof says we need people to understand what cluster 1,2,3 is. You want to visualize that when you show them cluster 1, they are all high,high,high etc. - We tend to use parallel coordinates for cluster. But we must be careful as we are not showing all the detail, we are just showing the combination of cluster - In this case we might want to show a visual table to show them the 3 or 4 cluster sets we talked about. Show them in a table with RFM and cluster number as headings, then check boxes that match. - To show the cut off line to show they are active, low R etc. We want to show that each of them has a distribution. Show the cutoffs for each attribute of the cluster on the distribution curve - Have a bar chart to show cluster 1,2,3 and when you highlight cluster 1, it will highlight the portion of the distribution curve that corresponds to cluster 1 - Visualize the distribution of High frequency eg. Using a proportional map. After we group them in clusters we can map them and show how the people in cluster 1 are distributed etc. 	
	ACTION ITEMS	PERSON RESPONSIBLE
<ul style="list-style-type: none"> - Update the visualization by adding more specifics - Update the visualization to show the RFM analysis 	All members	Sponsor Meeting 05

1330 - 1400

WEB APPLICATION

ALL MEMBERS

DISCUSSION	<p>Data gathering</p> <ul style="list-style-type: none"> - Try to provide client with the crawling and geocoding function - To find a way you can crawl insing data programmatically <p>Visualization</p> <ul style="list-style-type: none"> - Think about how we want to put our analysis together because the NLB is not going to get tableau immediately or at all - We need to think about what is going to happen. If we need to design an application for them, what are the recommended tools we are going to suggest to them? D3? Shiny R? We should think about them so we can suggest these two options 	
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	<ul style="list-style-type: none"> - We should also try it out to get a feel of the differences and see which one has better controls. If we want to use R, then it will be more logical than if we use Shiny R to do the interface - It doesnt need to be put into a web server, can be a standalone. - Design an application using shiny to allow them to see the map/distribution. Can be not so highly interactive - Can use leaflet and shiny together - It will be easier using Shiny R if you want more analytics. It is a UI web interface for R, and it can link with leaflet library directly <p>Huff's Model</p> <ul style="list-style-type: none"> - Start on exploring implementing the huff model and UI using Shiny 		
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE	
<ul style="list-style-type: none"> - Research on Shiny R - Research on implementing Huff's Model 	All members	Sponsor Meeting 05	