**Date:** 11 January 2018

**Time:** 12:45pm - 1:15pm

**Venue:** Google Hangouts- [Click here](https://hangouts.google.com/hangouts/_/smu.edu.sg/analyticspracticumwithbrainsmith)

**Present**: Akshay (Sponsor), Prajval, Eunice

**Agenda:**

1. Introduction of team
2. Questions for Akshay:
	* What his future goals are for the company, both long-term and short-term goals (i.e. do you intend to go global?)
	* What are the current issues that your company faces (i.e. conversions, technical problems, Supply Chain Problems)
	* What are the current advertising platforms the company utilises
	* What is the kind of data that the company collects
3. Sharing of ideas by Prajval and Eunice:
	* Marketing Campaigns
	* Customer Profiling
	* Website “flow”
	* Further ideas:
		1. Product Catalogue
		2. Bundling
		3. Forecasting
4. Sharing Data/ NDA
	* Sharing terms of the NDA
5. Upcoming Deadlines

|  |  |  |
| --- | --- | --- |
| S/N | Area of Discussion | Action to be taken  |
| 1 | Introduction of teamWe talked about how our team functions, what the general goals and themes of the Analytics Practicum is like.He gave us some more background information, that the target clientele is parents of kids upto the age of 8 years old, of a relatively good economic standing.  |  |
| 2.  | What his future goals are for the company, both long-term and short-term goals:* Short term:
	+ Raise retention levels amongst customers, it’s an area they’ve ignored or not given full-attention to yet, so they’re looking to have major overhauls there.
	+ Increase visibility and compatibility with customers for increased sales on e-commerce sites and all the avenues of marketing and sales
* Long-term:
	+ Presently focused on raising and retaining client base
	+ Reducing the cost per acquisition, presently 3-4K Rupees, and managing the LTV of customers
 |  |
| 3.  | What are the current issues that your company faces:* Tracking of customers, since their revenue streams are variegated (own website, Amazon, Hubscotch etc.)
* No direct loyalty programme on website – but on email, made for each time, each client purchase can unlock a discount.
 |  |
| 4.  | What are the current advertising platforms the company utilises:* The main stream is Facebook, also Instagram and Google
 |  |
| 5. | What is the kind of data that the company collects* Good amount of Google Analytics is used on their website, trackers are placed on all tabs and so on, but no analysis has been conducted as of this moment
 |  |
| 6. | Sharing of ideas by Prajval and Eunice:* Marketing Campaigns
	+ Find text analysis commonalities within:
		- 1. Portals, parents used during the phase
			2. Brands in same space
			3. Bestsellers on listings

->These text analysis words should give a list of key phrases or words that attract most popularity, they can be used both for direct sales increase by increasing visibility on the e-commerce sites, or for more effective advertising on social media sites.* + Customer Profiling
	+ Website “flow”
	+ Further ideas:
		1. Product Catalogue
		2. Bundling
		3. Forecasting
 |  |
| 7. | 1. Sharing Data/ NDA
	* Sharing terms of the NDA
		1. Should be no worries
 | * Prajval to email Akshay the NDA
 |
| 8. | Follow up action: | * Prajval to email Akshay on the data that is required and share what data we need and when we need it by
 |

Minutes taken by: Prajval,