

Meeting minutes

- Team SkyTrek

Date (dd.mm.yyyy)	02.02.2016
Attendee(s)	Jedaiah, Aseem, Huy, Ms. Antoinette (Skyscanner Content Manager)
Absentee(s)	

Contents

Item	Discussion point	Remark
1	<p>Key Findings from Sponsor</p> <ul style="list-style-type: none">- Content Planning <ul style="list-style-type: none">- Key Performance Indicator <ul style="list-style-type: none">- Main focus	<ul style="list-style-type: none">- There are 2 ways to separate the content theme: specific destination and audience segment- The number of articles are spread out among all the content themes- Content of different markets may not have direct link or effect with each other (different format and process, different proportion of content themes) → focus on Singapore- Skyscanner employs 6 freelancers in Singapore for writing up the articles- Freelancers to research SEO keywords for each article before writing <ul style="list-style-type: none">- Organic Growth of traffic- Skyscanner focuses on bounce rate more than exit rate <ul style="list-style-type: none">- Long term: grow site traffic organically- Short term: What makes an article good? What content types/themes work better?
2	<ul style="list-style-type: none">- Data Analysis	<ul style="list-style-type: none">- We were unable to pickup any share from Twitter Insight: Skyscanner doesn't share full URL on Twitter, but instead use bit.ly shortened URL- High bounce rate across all articles Insight: Share on social networks → People read only shared article then leave site → little engagement with the site- Title categories:<ul style="list-style-type: none">• Categorized based on SEO keywords of content theme• maybe look at patterns of wording in titles- Focus on unpaid / non-advertised metrics → align with main focus of

		fostering organic growth - Important metrics Skyscanner cares about: <ul style="list-style-type: none"> • Time on page • Unique page views • Organic search > organic traffic
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Actions

Task	Assigned to	Status
De-aggregate shares count for each URL	Jedaiah & Huy	Done
Build regression model based on current dataset	Aseem	Done
Come up with list of possible title categories to clear with sponsor	All	Done
Clarify with Prof Kam: Is there a way to dynamically assign new articles to the relevant clusters based on the trained model?	All	Done
Characteristics to scrape from article: <ol style="list-style-type: none"> 1. Number of words (remove stopwords) 2. Number of links 3. Images 4. Videos 5. Number of shares of article (by Jed) 	Huy	Done
Retrieve URL share count	Jedaiah	Done
Put topic modelling and google trends research and implementation into Gantt chart timeline	Jedaiah	Done
Input meeting with client in gantt chart for: <ol style="list-style-type: none"> 1. 25th Jan 2. 2nd Feb 3. 11th Feb 	Jedaiah	Done
Create flow chart documenting process how skyscanner team plans for the next quarter's content postings. To send it to client for verification	Aseem	Done
Test Google API public holiday pulling	Huy	Done
Create a mockup for the following visualization: <ul style="list-style-type: none"> ○ To plot Unique page views views (count) vs Week of article publishing ○ Clicking this particular bar of interest (week has high count) would drill into the next bar chart (Number of unique page views, vs identifying URL) ○ Further clicking on the URL would reveal characteristics of the article (e.g. number of images, videos, etc, bounce/exit rate, etc) 	Jedaiah	Done
Create a mockup for the following visualization: <ul style="list-style-type: none"> ○ Identify key features of popular posts (MLR against unique page views) 	Huy	Done
Create a mockup for the following visualization: <ul style="list-style-type: none"> ○ Where do they come from (On the whole country news page level, where do the traffic come from) 	Jedaiah	Done

<ul style="list-style-type: none"> ○ How long do they spend at the page (average time on page) ○ Do they visit other pages? (bounce rate vs exit rate) ○ How effective are the recommended pages? (If GA does not track the unique page views, then this analysis is not going to be implemented) ○ [Just to prove a logical point] Correlation test between number of shares vs unique page views 		
<p>Deal with proposal segments:</p> <ol style="list-style-type: none"> 1. Sponsor and Background Information 2. Motivation 3. Objectives 4. Data 5. Scope of Work 	Aseem	Done
<p>Questions for Prof Kam:</p> <ol style="list-style-type: none"> 1. Ask Kam about requirement to post sample date. Concern: data confidentiality 2. What is required for scope of work? (different from methodology) 	All	Done

The minutes were prepared by: Jedaiah Tan and Nguyen Viet Huy