**Date:** 29 March 2018

**Time:** 1500-1600

**Venue:** SIS Meeting Room 4.6

**Present**: Prof Kam, Prajval, Wen Jie, Eunice

**Agenda:**

1. Present the progress of MBA so far
2. Discuss the draft paper to be submitted for client’s review

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| S/N | Area of Discussion | Action to be taken |
| 1 | Paper and Poster basic requirements   * Email and CC prof when sending the paper and poster to the client * Document the editorial work   + Comment section + full tracking |  |
| 2 | Paper   * Intro (1 paragraph)   + Provide broad overview, the challenge of gaining business insights for SMEs   + How data analysis is important to gain insights   + Intro client & their market, and why we decided to work with them   + Summarise overall paper – more detailed than abstract * Literature Review   + Do not bring in our case   + Intro MBA is all about   + Explain the 3 concepts important for MBA (support, confidence, lift)   + Bring in practice references * Basic comments   + Limitations not needed since we are doing MBA for the paper   + Remove section 3 instead of 2.4: Limitations   + Be clear in the methodology of how we treat the data   + Explain the multivariate values & atomic results   + Use histograms to why we choose MBA * MBA   + How calibrations can give us reasonable results (proper way of calibration)   + Describe the JMP method, data-mining technique   + Can pull samples out to show why certain rules don’t exist   + Start with discussion of frequency item set * Recommendations   + Applying retail applications on virtual * Business recommendations   + Have a section in front of the paper to discuss important exploration points | Review every single section and fit accordingly to what Prof’s feedback   * Praj to work on introduction and literature review * Wen Jie work on the rest of the paper * Eunice focuses on the poster   Done by 31st March and Praj to send the draft paper and poster to Akshay by 2nd April |
| 3 | Poster   * Can discuss exploration and summary of entire paper |  |

Minutes taken by: Wen Jie