**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

|  |  |  |
| --- | --- | --- |
| 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