Consultation Meeting Minutes

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| Date/Time | 6th Jan 2017, 1:30pm to 3pm |
| Venue | SMU SISS Meeting Room 4.6 |
| Attendees | Prof Kam, Albert, Jun Liang, Russell |
| Agenda | 1. Share findings so far for review 2. Determine areas to work on |

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|  | Task/Description | Person in Charge | Due Date |
| 1 | Line graph to reflect increasing  Date format - 3 columns DD MM YY  Organise in terms of columns  column : age cohort and age group  another column gender: M F  Change excel format DDMMYY  JMP stack and join tables!  “If i want geography its in another tab, if i want gender its in another tab”  Master table - Data Analytics sandbox  Post ID - can link same post tgt  Major lifespan of post might have ended already.  In general what is the decay? In order to have a good measure  Eg joseph schooling - media keep on making it appear  Other posts maybe after 1 day  API - the raw individual touchpoint  Why we want raw data Google Analytics data - more accurate assesment of patterns | All | 12 Jan |
| 2 | Survival analysis - start date is day 1 - when does it first drastic drop - push into day 1 or hour 1  Calculate out each different diminishing period. So i have a cut off interval. EG based on analysis its 48 hours. THEN extract only the 48 hours to compare it to the lifetime post likes etc to have a clearer picture | All | 12 Jan |
| 3 | JMP word cloud - remove stop words. Run second round  Stop words in data dictionary  JMP text statistics  Text mining - latent class analysis to classify text to see if they form groups - refer back to original post and know what is the statistical count  Latent class analysis  Extract text terms classify and analyse - regression to find out like relations with words  1st trial - get a sensing then if bryan is interested then ask for more  [Video + shared video]  ANOVA test if likes to compare means to prove links or video is statistically  JMP  Video vs link | All | 12 Jan |
| 4 | Data cleaning to be done later  1. Post.xlsx filter by video and shared video to join with video.xlsx 95% views, unique views etc - Albert  2. P  3. Gender age group country - Russell  4. Rapidminer word cloud - JL | All | 12 Jan |