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 increasingDate format - 3 columns DD MM YY Organise in terms of columns column : age cohort and age groupanother column gender: M FChange excel format DDMMYYJMP stack and join tables!“If i want geography its in another tab, if i want gender its in another tab”Master table - Data Analytics sandboxPost ID - can link same post tgtMajor 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 appearOther posts maybe after 1 dayAPI - the raw individual touchpointWhy 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 1Calculate 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 roundStop 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 countLatent class analysisExtract text terms classify and analyse - regression to find out like relations with words1st 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 statisticallyJMP Video vs link | All | 12 Jan |
| 4 | Data cleaning to be done later1. Post.xlsx filter by video and shared video to join with video.xlsx 95% views, unique views etc - Albert 2. P3. Gender age group country - Russell4. Rapidminer word cloud - JL | All | 12 Jan |