Sponsor Meeting Minutes

Date/Time: February 28, 2018

Venue: Company X

Attendees: Yorisan, Cliff and Amanda

Agenda: 1. Show Sponsor dashboards created and seek advice on improvement.
                  2. Seek directions from Sponsor on which brands and variants to focus on.

S/N	Notes	Action by	Follow-up Action
1	Yori shows dashboard on Tableau. Show the changes to the awareness, penetration and usage table into quarters. Shared the benefit of tableau, such that it can see the specific values by toggling over. Can adjust filters easily. Tableau has advantage over Qlik due to the time period granularity. Able to split whatever you like. Sponsor asks whether able to do on mobile. The mobile was only done on Qlik.

Sponsor explains that for conversion rate table, both are conversion rates, one is awareness into trial and the other is repeat (trial into regular usage). One is the basic level and the other trial into regular consumption.

Sponsor mentions that for equity, they might want to compare two to three brands at a time. Val wants clear distinction between input and output. Mentions that the dashboards are messy now. | Cliff and Yori | Amend the dashboard according to what sponsor advised on. |
| 2 | Qlik input and output layout tried, but impossible to fit in. Mention user friendliness of Tableau. Mention that unable to upload on Qlik data due to NDA. Showed Cliff's own account on Qlik. Need Company X's own public cloud. Showed the phone interface on Qlik.

Explain the relational format of data required to sponsor. We will be giving them the steps to clean the data. Cliff showed the excel dashboard created. On excel, when the brand is changed, they want all the charts to change accordingly. Sponsor tells group to focus on Qlik and excel. Group asks the how important it would be for the distribution to be analysed in sub segments. Sponsor mentions not important, but good to have. | Yori | Change focus from Tableau to excel. |
| | Sponsor tells group to focus on the six brands for KPI. Group is doing total company's X's main brand now. Sponsor tells us to move on to the six brands and its | Amanda | Clean the data for other brands and the additional files |

	variants, such that the dashboard is dynamic to focus on variants when clicked.		which sponsor will provide.
	Objective two, team asked how much focus should be placed on sales from company X to retailer. Scanned sales important for modern trade. Sponsor tells us to use assumptions when using throughput or scanned sales. For example, if there is a campaign in February, look at January, moving average sales for three months to get rid of loading effect. Sponsor mentions that TOP and MOB tracking of promo not high.	Yori, Cliff and Amanda	Will use AO tracking and campaign data to find relationship with sales and KPI.
	Mentioned possibility of automating the data cleaning using R. Possibility of commissioning to the next batch of students.	Sponsor	Will tell upper management.
	Team tells sponsor that Qlik is suitable if the marketing team has programmers or coders. Sponsor mentions that Qlik in the Finance department is currently used for financial reporting and they work together with IT. Yori mentioned the cost of tableau for personal and pro. Team clarifies other parts of the data, such as how PI values are derived and where to find custom release data.		