**Date:** 15 March 2018

**Time:** 1400-1500

**Venue:** SIS Meeting Room 4.1

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

**Agenda:**

1. Review mid-term presentation
2. Understanding direction of phase 3

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| S/N | Area of Discussion | Action to be taken |
| 1 | Moving forward with MBA   * Data requirements (Form of transactions, tools used) * Organisation of data   + Every row = 1 transaction   + Split by individual transaction or user * Will need to understand how to calibrate minimum support and lift | Explore association analysis:  JMP Pro 13 > Analyse > Screening > Association Analysis  Help > Book > Predictive & Specialised Modelling > Association Analysis  Eunice and Wen Jie to follow up |
| 2 | Deliverable depends on whether the client is a technical or non-technical user   * For technical users: can buy JMP or open source tools such as R or Rapidminer * For non-technical users: prepare a business-centric report to help them effect their business |  |
| 3 | Final Deliverable   * Practice research paper with exploratory and confirmation analysis * Share important parts of the project after our business analysis or techniques   + This depends on the client | Discussing with our client what would be more useful to him  Praj to call Akshay as soon as possible |
| 4 | Doing MBA or Customer Segmentation   * Doing a proper job on 1 instead of 2 * Explain the rationale behind it   Customer Segmentation   * More useful if there is high percentage of repeat customers – to know how to promote to them = CRM * But hard to determine actual customer online, may be someone else using the same IP   MBA   * Understanding purchasing patterns * Find the unique customers and number of transactions with 1 item or more * Sequential MBA * MBA by transaction or unique customer within a specific time window | Review the data to confirm which type of analysis to do  Eunice and Wen Jie follow up |
| 5 | Final Presentation   * Seminar style * Choose specific exploration to justify analysis * Explain the analysis   + Data requirements   + How it works on JMP * 3-5 literature review on how people implement the said analysis that is relevant to us * Explain methodology * Use company data to implement example * Conclusion and implementation |  |

Minutes taken by: Wen Jie