**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 AnalysisHelp > Book > Predictive & Specialised Modelling > Association AnalysisEunice 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
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| 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 himPraj 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 doEunice 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
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Minutes taken by: Wen Jie