

ANLY482 MEETING MINUTES WITH SUPERVISOR (06 OCTOBER 2016)

Date:	06 October 2016
Time:	14:30-15:30
Venue:	Meeting Room 4.3 SIS
Attendees:	Team: Anita, Sally, Xiu Ming, Supervisor: Prof. Kam
Agenda:	<ul style="list-style-type: none"> • Project Update

S/N	Things Discussed/Done	Remark
1.	Findings on Page Level	<ul style="list-style-type: none"> • Highlight the issues identified e.g. duplicates in Post_ID and Post Message to SGAG that the double count may exaggerate the figure seen, thus the duplicates are to be excluded from the analysis. Team to provided recommendation to SGAG on issues identified (not applicable for missing value) • To exclude the outliers (18, 19, 23, 24 August 2016) and perform the analysis again • Show only like by gender and age for August 2016
2.	Findings on Posts Level	<ul style="list-style-type: none"> • Change the axis to a darker Font colour • “Reach by Post Type” – Photo, Link, Video, etc. <ul style="list-style-type: none"> ○ Bar Chart: Total ○ Box Plot: Distribution ○ Check if there’s any outlier cases for video • “Reach by Post Type & Industry” <ul style="list-style-type: none"> ○ Attention to FMCG industry as links & photo seem to draw higher reach and Technology industry of the reach via links

		<ul style="list-style-type: none"> • “Reach by Industry & Advertiser” <ul style="list-style-type: none"> ○ Use same colour for the bar chart • Remove the outlier posts and perform analysis again
3.	Findings on Video Data	<ul style="list-style-type: none"> • Place the total reach of the video posts in the video dataset <ul style="list-style-type: none"> ○ Check Reach vs Play, some posts may have high reach but low play and vice versa

Item Due (Team)/Action(s)
Deadline: by next meeting (10 Oct) <ul style="list-style-type: none"> • Analysis after remove the outlier cases as discussed