ANLY482 AY2016-17 T2 Group 8

Internal Meeting Minutes 1

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| Date/Time | 3rd Jan 2017, 12:00pm to 4:00pm |
| Venue | SMU SOE Study Lounge |
| Attendees | Albert, Jun Liang, Russell |
| Agenda | 1. Share findings so far 2. Work out flow of presentation |

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|  | Task/Description | Person in Charge | Due Date |
| 1 | EDA:  Focus on video-level data.  Compare proportions – what % of counted views were watched to 95% compared against those watched for 30 seconds  The group did manual classification of 900 posts data into categories, before using RapidMiner to train a model that gave approximately 50% accuracy. More data is needed to train a better model, and this could be a good reason to request CMS data from the sponsor. Request for more data in the next sponsor meeting. | All | 12 Jan |
| 2 | Business Questions:  How well is ‘subsidiary A’ performing compared to sponsor’s beauty posts?  What makes the top 50 videos viral compared to the rest?  Different virality criteria - Facebook data includes video posts. How about website editorial posts? - regression  Paid post costs - analysis? $x for y quantity of reach  When does virality die off? Rate of decay? | All | 12 Jan |
| 3 | Presentation flow:   1. We did an EDA with the following findings 2. Animated gif of growth of overall page likes with time + Geographic dashboard 3. Top 50 posts after cleaning the video data for 95% video length views or more than 30 seconds 4. Post analysis by type to conclude that video is the best focus based on reach + [engagement] 5. In depth analysis of video data    1. Proportion what % of counted views watched to 95% or 30 seconds 6. Posts vs Page data – correlation    1. Data cleaning and comparison of likes    2. Decay of post-performance? Trend dies off at 30 days? 7. Other EDA that might be of interest    1. Paid vs organic - what are the quantity of impressions/reach/etc 8. What data we want moving forward + what deliverables we can offer moving forward    1. Remaining years FB insights data    2. FB Ads manager data pertaining to paid posts, what is the ROI 9. Questions for Bryan    1. Does TSL use Buffer to schedule their social media posts?    2. Can we put TSL name on the wiki itself + anonymization of info | All | 12 Jan |