Meeting Minutes (Group Discussion #3)

Date: 10 January 2018

Venue: Lee Kong Chian School of Business, GSR 3-3

Participants: Aaron Poh Weixin, Leong Jia Min

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| **#** | **Discussion Content** | **Purpose** | **Action Taken** |
| 1 | Discussion about Shereen Teo Boon Khee leaving the team | Decided to continue with a two-man team | - |
| 2 | Comparison with Existing Population survey on the Arts Research  Type of analysis available   * Snake chart on perceptions on the arts * Spider chart compared to 5 years ago on the perception of arts -- developments * Bar chart comparing 2013 and 2015 on consumption of arts on digital media * Line chart on attendance over time and participation | Attempt to deviate from existing analysis from NAC. Reduction of overlaps in analysis | Review of National Population Survey Research Paper 2015 |
| 3 | Possible analysis (Potential scope)   1. Filter to only those who are paying -- understand the motivations for why they pay    1. Can be gathered through question C5    2. Find the correlations (pair-wise correlations/ multiple correlation) behind reasons for them attending.    3. Look at percentage    4. To increase margins/profits: How to increase attendance or increase frequency or Increase the percentage of them paying    5. Ultimately creating a marketing strategy to get people to pay for arts events    6. For those who are currently not paying -- understand why they are not paying or factors they are dissatisfied with    7. Also gathered through question C5    8. So if we focus on C5.1, we can find out | Deepdiving into Prof. Kam’s suggestion on cross-tabulations of high-value audiences | Streamlining of new project scope |
| 3 | Using Market basket analysis, identify the associations between different art forms. If one art form is especially profitable and its attendance levels are highly correlated with that of other art forms, then there is a potential in forming a recommendation based on this. | Deep-diving into market basket associations as a back-up plan | - |