**Date:** 13 February 2018

**Time:** 1400-1445

**Venue:** SIS Meeting Room 4.5

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

**Agenda:**

1. Seeking advice based on current data amount of data extracted

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| S/N | Area of Discussion | Action to be taken |
| 1 | Need to speed up the work done and provide insights from exploration, before moving on to any sort of analysis | Complete data extraction and compilation by CNY  Actual exploration to be done by consultation next Monday |
| 2 | Analysis:  For paid users, Market Basket Analysis can be used   * Used to analyse cross-sales so as to recommend combination of products and various bundling * In order to increase sales and conversion rates   Understanding the products’ purchase rate   * Propensity to purchase |  |
| 3 | Summary of exploratory results   * Looking at individual products to identify the following (suggested, non-exhaustive list)   + Best sales, best sales % rate   + Do the company follow the 20/80 rule or scattered?   + Are there any variations to sales of the products in the months?     - Seasonal or mostly ad-hoc purchases? * Is there any specific product with higher page views or higher conversion rate?   + Is it a one-time rate or does it exist over a few months? * Ensure that the report / research is reproduceable   There has to be a clear understanding of our data, and produce tangible results, even if the resulting model or analysis has low accuracy | Perform initial personal exploration, before the group finalises the actual list for the project   * What and how we want to find * Think of the subsequent action from our exploration |
| 4 | Ideas for analysis   * Product Flow Analysis   + Pushing products with high conversion rate & bring in similar products * MBA for cross sales * Our analysis must be reproduceable by the client without our help   + User guide / application for him to continue the analysis with real updated data   + Time series forecasting * Building a dashboard that has the relevant and required data to help the company perform better analysis and business decisions in future   + Dashboard   + Reporting system   + Drag and drop / click button methods – user perspective thinking * Using freeware such as powerBI, R-Shiny to create a responsive web app | * Have a good initiative of MBA before next Monday’s consultation with Prof Kam * Identify a secondary analysis * Have an idea of what app we can build to visualise and automate our analysis |
| 5 | Advice for interim presentation   * Methods and content must be robust * Must be able to handle the technical questions |  |

Minutes taken by: Wen Jie