**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 CNYActual 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
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| 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
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| 5 | Advice for interim presentation* Methods and content must be robust
* Must be able to handle the technical questions
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Minutes taken by: Wen Jie