

## ANLY482 Analytics Practicum

### Meeting Minutes

Date:	27/01/2015
Time:	1800h
Venue:	SIS Meeting Room 4.1
Attendees:	Prof KAM Tin Seong CHENG Fu Mei LEONG Wai Sum Lynette SEOW Hui Xin
Absent with Apologies:	–
Minutes Taker:	LEONG Wai Sum

#### Agenda:

<b>Topic</b>	Understanding given dataset
<b>Content</b>	<ul style="list-style-type: none"><li>• Sponsor chooses to remain anonymous<ul style="list-style-type: none"><li>○ Prof Kam will function as the sponsor as well</li></ul></li><li>• 3 datasets: CRM (Customer Relationship Management), Transactions, and metadata</li><li>• Some fields are hidden (values replaced by XXX)<ul style="list-style-type: none"><li>○ E.g. owner_country, acct_group, Local Currency</li></ul></li><li>• Currency used is consistent for all, can just be treated as the same unit</li><li>• Not all fields have data dictionary due to confidentiality; to be treated literally as it is, e.g. Z, W for sub_segment_code</li><li>• Transaction period is first 6 months of 2008</li><li>• Transit time refers to time from sending to receiving</li><li>• Transit time to be taken as a consistent unit of measure</li></ul>

#### Follow-up Actions:

S/N	Task	Person Assigned	Due Date
1	Preliminary data exploration	All	31/01/2015, 1159h