**Date:** 21 January 2018

**Time:** 1500-1845

**Venue:** SOE Level 3

**Present**: Eunice, Prajval, Wen Jie

**Agenda:**

1. Figuring out our definition of conversion rate
2. Initial exploration of data

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| S/N | Area of Discussion | Action to be taken |
| 1 | Using Client ID as the primary key for our data extraction   * From 9 Mar to 28 Jan |  |
| 2 | Exploration of data   * Sort users based on bounce rate   + Bounce rate <100% = 36,545 people * Potential to use logistic regression   + Enable us to identify which factor has a significant effect on Conversion Rate and which has a direct correlation. * Using time factor to further understand conversion rate * Found out how to extract data from Google Analytics | Extract Users ID with the following conditions:  Praj:   * Age, City, Continent, Country, Event Action, Gender, Keyword, User type   Eunice:   * Count of Sessions, Days since last session, days to transaction, hour, Page Depth, Referral Path, Session Date, Session Duration, Sessions to transaction   WJ:   * Campaign, Exit Screen, Medium, Product, Shopping Stage, Landing Screen   2 weeks to extract the data. Follow up meeting during week 5 |
| 3 | Potential definitions of conversion rate   * Conversion Rate = Sessions x Transactions x Average Session Duration x Bounce Rate x Revenue * Conversion Rate = Sessions x Transactions (Binary (1 = Transaction, 0 = No Transaction) and non-binary (0,1,>1) ) x Average Session Duration (normalize numbers) x Bounce Rate (Normalise) x Revenue (Normalise and non Normalised) |  |

Minutes taken by: Wen Jie