TEAM V
ANLY482 SUPERVISOR MEETING
MINUTES 2

Date	11 January 2017
Time	18:00 - 19:00
Venue	SIS Meeting Room 4.3
Attendees	Team V: Andrew, Sarah Supervisor: Prof Kam
Agenda	1. Update supervisor of project with Vanitee 2. Update supervisor of data collection progress 3. Discuss project's analysis objectives 4. Discuss if methodologies used is suitable

S/N	Item Discussed	Remarks
1	Data	- To sieve out test data and start exporting it - Prof Kam advised the team to look into Trifacta (open source tool) for data wrangling. Alternatively, we can export into csv and look at it in JMP for data integration and table merger
2	Analysis - Customers	- Prof Kam advised the team to put aside analysis on point 4 of the proposal's Project Objectives as there is not enough data to do this prediction - The team will have to put the rest of the points in the proper context and see if we can combine some together - Prof Kam advised the team to look into customer analytics (RFM - recency (the last time they used the app), frequency (how often they use the app) and monetary (how much they spend)) - The team can use cluster analysis for customer segmentation - In the analysis, the team can work towards finding out the customers who are stagnant, finding out the value each customer creates, finding out which services generate the most profits, study customers

		buying patterns and find out the customers who are more reactive and responsive to campaigns, credits and gems
3	Analysis - Beauty Professional	- Prof Kam advised the team to further understand Vanitee's business model - The team needs to clarify with Vanitee if Beauty Professionals have to pay a fee to list their services - Also, the team will clarify with Vanitee on how they deter customers/professionals from making bookings outside of the app - Prof Kam advised to KIV the following analysis/objective: detect/studying signs of leakages using historical data. (e.g. Customers or Beauty Professionals creating bookings outside of the app) - Also, as an additional KIV option, the team can look into whether the activeness of a Beauty Professional (i.e. creating new services) will induce more bookings - However, the team should only move into this alternative objectives when the team has completed the agreed upon analysis items as those should be more than enough to analyse
4	Methodology	- Prof Kam advised to rethink about how the team would want to go about using survival analysis as a time period is usually needed in survival analysis - The team suggested that campaign codes can be used in survival analysis by looking at a time frame of two weeks before and after a campaign code is given out - Prof Kam advised the team to look further into it. The team can do some research and readings to understand better

S/N	Action Item	Action By	Deadline
1	Clarify the range of test data in the database with Jame	Andrew	By 14 Jan 2017
2	Revise Proposal Report - Project Objectives	Andrew, Sarah	By 15 Jan 2017
3	Arrange meeting with Vanitee to update them on project scope	Sarah	By 20 Jan 2017