

TEAM V
ANLY482 SUPERVISOR MEETING
MINUTES 4

Date	1 February 2017
Time	17:30 - 18:30
Venue	SIS Meeting Room 4.1
Attendees	Team V: Andrew, Sarah Supervisor: Prof Kam
Agenda	<ol style="list-style-type: none"> 1. Update supervisor of latest meeting with Vanitee 2. Update supervisor of project progress 3. Update supervisor of EDA progress 4. Discuss some findings in EDA with supervisor 5. Clarify with supervisor on the scope of Interim

S/N	Item Discussed	Remarks
1	Meeting with Vanitee	<ul style="list-style-type: none"> - Andrew updated Prof Kam about the clarifications the team made with Vanitee about the data they provided. - Prof Kam acknowledged the updates. - Andrew updated Prof Kam about the business process clarified with Vanitee with regards to the Vanitee fee, credit card payment mode for manual bookings, incentives for users and Vanitee's latest event with Google. - Prof Kam acknowledged the updates. - Andrew updated Prof Kam about the project scope discussion the team had with Vanitee previously. With regards to organic customers that Vanitee suggested to the team to look into, the team will further clarify with Vanitee about the type of indicators to look at and the type of data that will be suitable for this. - Prof Kam acknowledges and agreed that we should clarify with Vanitee about this.

2	Project Progress Updates	<ul style="list-style-type: none"> - Andrew updated Prof Kam about the project's current progress. - 1. Charts are revised to use JMP instead of excel. 2. Columns are created in JMP instead of creating different versions of the data file. 3. Labels are added to values for better viewing purposes. 4. More bookings data are removed as they are made by admin users. Prof Kam acknowledges.
3	EDA - Update	<ul style="list-style-type: none"> - Andrew updated Prof Kam on the EDA done thus far on bookings, customers and professionals. - For the breakdown by service type and the analysis pertaining to loss and revenue from bookings, Andrew informed Prof Kam that the team will need more time to complete these tasks as the data is quite complex and situated in different tables. - Andrew further explained that categorising by service type is not be easily done as there is not standard format in the data hence resulting in many different categories when they should belong to the same category. For example, "nail", "nail polish", and "nail art" should be in the same called Nails, but in the table they are considered 3 different categories. - Prof Kam suggested we regroup the beauty categories according to the descriptions. - As the Vanitee fee model has been changed a few months back, the team will need to further clarify with Vanitee on the exact period of the its implementation. Prof Kam agrees on this.
4	EDA - Charts	<ul style="list-style-type: none"> - Andrew presented to Prof Kam the charts that the team have generated so far. - For the chart showing Bookings Breakdown by Year, Prof Kam stated to remove the year 2014 as the data is too little to be insightful. - The will be using data the start of 2015 to end of 2016 so that we will have 2 full years of data. - For Bookings by Recency, as there are 92% of people that booked more than a month ago, Prof Kam suggested we break it down further into 1 month, 2 months, 3 months and more. - The chart for Breakdown by Monetary Amount does not take into account the discounts that are given. The team will generate another chart according to the discount. Prof Kam

		<p>acknowledges this.</p> <ul style="list-style-type: none"> - Bookings by Duration from sign up to first booking made shows 76% of people booked within 1 week. As it is good to know if users book immediately after signing up, Prof Kam suggested the team further breakdown the chart further into days. Such as, 1 day, 2 days, 3 days. - From the perspective of the sponsor, it will be insightful to them to know if users sign up immediately. As this could mean if Vanitee should push promotions to these new users to incentivise them to book quickly. - Andrew presented the graph on the number of professionals versus non-professionals. However, both the team and Prof Kam agreed that it is not insightful. - Andrew showed Prof Kam the graph on the Breakdown by Age of Professionals and it showed a sharp spike in the age 16. The team suggested it could be the default age of the sign up form. Alternatively, as some professionals are not an individual person but is a business, it will have beauty professionals of different ages. Prof Kam agreed with this.
5	EDA - Upcoming	<ul style="list-style-type: none"> - To end off, Andrew mentioned to Prof Kam that the team will work further on the EDA, especially for breakdown by service types and the revenue generated by different service types. - Prof Kam commented that the team should start cleaning up the rest of the two tables and do analysis on it. - The team can look into which services are more well-received and the revenue generated.
6	Interim	<ul style="list-style-type: none"> - The team asked Prof Kam about the scope of the Interim presentation. Prof Kam said the team should present all the EDA. Also, the team can show part of the models and segmentation that have been built and done. The team can also report any initial findings.

S/N	Action Item	Action By	Deadline
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1	Continue with EDA on other tables	Andrew, Sarah	By 8 Feb 2017
2	Clarify with Vanitee with regard to time period of current and past business models	Andrew	By 8 Feb 2017