Supervisor Meeting #9

Drafted by: Liam Pang (29/03/2018)
Edited and Vetted by: Ong Geok Ting (29/03/2018)

Date	Time	Venue
29/03/2018	1300Hrs – 1400Hrs	SIS MR 4-06

Participants: Mdm Meenakshi, Liam Pang, Ong Geok Ting, Tan Rui Feng

Agenda:
1. **To discuss on ways to improve the latent class and k-means clustering results**
2. **To improve the current dashboard build with the clusters result**

Meeting Item 1: Discussion about latent analysis vs k-means clustering				
S/N	Issue	Action	By	Due
	The team shared with the supervisor that they have not been successful with producing clean clusters using four selected variables for K-Means analysis. Supervisor proposed using 3 variables instead – without customer enquiries since that produced clusters which are more heterogenous. This adds greater value to the cluster analysis.

Supervisor also recommended the team to investigate why adding more variables resulted in the creation of less distinct clusters. Variables not included in the clustering at this point can be used to check their distribution against the clustering groups later.

The two techniques should ideally, produces similar results. | Use three variables by excluding consumer enquiries for the next K-means clustering iteration. Determine if the results are indeed better than existing results.

To read up on variable selections to understand how more variables can result in the confusion of clusters. | Liam Pang | 4/4/18 |

S/N	Issue	Action	By	Due
1	The supervisor reminded the team to evaluate the resulting clusters with several factors. Firstly, the team should check for uneven distribution. Secondly, check if the clusters are distinct. Lastly, the clusters are check to see if they explains the observations well. Using business sense, it is also possible to merge the clusters based on their similarities. The same set of recommendation can be applied onto these merged clusters.	-	-	-

Meeting Item 2: Visualisation

S/N	Issue	Action	By	Due
1	Supervisor offered several suggestions on the current visualisation build. - Add notes/texts/legends to explain the terms - Prevent visualising data over a large data range - Ensure all graphs are titled - Mask the values if the dashboard is going to be uploaded onto the project wiki	To make amendments according to supervisor's advice.	Ong Geok Ting	4/4/18
2	For the Clustering Analysis profiles: - Stack the charts top to bottom to have a better view. - Avoid using different measurement on the same visualisation - Have options to view the values for individual clusters, comparison	As above	Ong Geok Ting	4/4/18

	between clusters and overall			