Meeting minutes

- Team SkyTrek

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| Date (dd.mm.yyyy) | 08.03.2016 |
| Attendee(s) | Jedaiah, Aseem, Prof Kam |
| Absentee(s) | Viet Huy |

Contents

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| Item | Discussion point | Remark |
| 1 | Report should include detailed technical write up. Details and rationale for usage of various nodes in rapidminer should be included |  |

Actions

|  |  |  |
| --- | --- | --- |
| Task | Assigned to | Status |
| Update mid term report with technical analysis | Team | Created |
| Explore details of incorporating categorical and numerical data into regression *model* | Huy | Done |
| Get Skyscanner NDA to Prof Kam | Aseem | Done |
| Update dataset with content theme allocation for each URL | Jedaiah | Done |
| Analyze text mining clusters for titles | Jedaiah | Done |
| Run regression analysis again | Aseem | Done |
| Add article titles to dataset | Huy | Done |
| Wiki update for week 8 | Aseem & Jedaiah | Done |
| Manual classification of content types based on heavy weightage terms generated from k means model | Jedaiah | Done |
| Book consultation slot with Prof Kam for week 8 Tuesday this Sunday1. To clarify with Prof Kam on issues mentioned in proposal feedback

How should we account for the NDA since the final conference paper would eventually be published online? | Jedaiah | Done |
| Complete wiki updates for week 71. Minutes clean up and upload

Updated Gantt chart | Huy | Done |
|  |  |  |
| Complete data pull of 7 datasets and get them verified by AseemRemarks: Huy will be out of town for week 8 and must ensure that pulled dataset is accurate and ready for analysis in week 8 | Huy | Done |
| Pull Google Analytics Data | Aseem | Done |
| De-aggregate shares count for each URL | Jedaiah & Huy | Done |
| Build regression model based on current dataset  | Aseem | Done |
| Come up with list of possible title categories to clear with sponsor  | All | Done |
| Clarify with Prof Kam: Is there a way to dynamically assign new articles to the relevant clusters based on the trained model? | All | Done |
| Characteristics to scrape from article:1. Number of words (remove stopwords)
2. Number of links
3. Images
4. Videos
5. Number of shares of article (by Jed)
 | Huy | Done |
| Retrieve URL share count | Jedaiah | Done |
| Put topic modelling and google trends research and implementation into Gantt chart timeline | Jedaiah | Done |
| Input meeting with client  in gantt chart for: 1. 25th Jan
2. 2nd Feb
3. 11th Feb
 | Jedaiah | Done |
| Create flow chart documenting process how skyscanner team plans for the next quarter’s content postings. To send it to client for verification | Aseem | Done |
| Test Google API public holiday pulling | Huy | Done |
| Create a mockup for the following visualization: * + To plot Unique page views views (count) vs Week of article publishing
	+ Clicking this particular bar of interest (week has high count) would drill into the next bar chart (Number of unique page views, vs identifying URL)
	+ Further clicking on the URL would reveal characteristics of the article (e.g.  number of images, videos, etc, bounce/exit rate, etc)
 | Jedaiah | Done |
| Create a mockup for the following visualization: * + Identify key features of popular posts (MLR against unique page views)
 | Huy | Done |
| Create a mockup for the following visualization:* + Where do they come from (On the whole country news page level, where do the traffic come from)
	+ How long do they spend at the page (average time on page)
	+ Do they visit other pages? (bounce rate vs exit rate)
	+ How effective are the recommended pages? (If GA does not track the unique page views, then this analysis is not going to be implemented)
	+ [Just to prove a logical point] Correlation test between number of shares vs unique page views
 | Jedaiah | Done |
| Deal with proposal segments: 1. Sponsor and Background Information
2. Motivation
3. Objectives
4. Data
5. Scope of Work
 | Aseem | Done |
| Questions for Prof Kam:1. Ask Kam about requirement to post sample date. Concern: data confidentiality
2. What is required for scope of work?  (different from methodology)
 | All | Done |

*The minutes were prepared by: Jedaiah Tan*