

ANLY482 MEETING MINUTES (INTERNAL)

(13 SEPTEMBER 2016)

Date:	13 September 2016
Time:	16:00-19:30
Venue:	SIS Level 4
Attendees:	SMU: Anita, Sally, Xiu Ming
Agenda:	<ul style="list-style-type: none"> • Datasets discussion

S/N	Things Discussed/Done	Remark
1.	Page Level Data	<ul style="list-style-type: none"> • Users demographic <ul style="list-style-type: none"> ○ Calculate the difference in the new likes gained each day as the figure captured is an aggregated one • Daily Total Freq <ul style="list-style-type: none"> ○ Team would like to find out why the total frequency count (#time) is higher on certain day, related to what kind of posts were posted on that day • Change in Daily Likes <ul style="list-style-type: none"> ○ What caused more likes on certain days? • Daily page engaged users vs organic reach • To be handled by Anita
2.	Posts Level Data	<ul style="list-style-type: none"> • Popularity of the posts, Top X posts • Post with most negative feedback • Engaged by likes/comments/shares • To be handled by Sally
3.	Video Level Data	<ul style="list-style-type: none"> • Video data also available in Posts Level, Xiu Ming to find out if the video data in Video Level dataset overlap with the one in Posts Level • Use the number of times a video is viewed until 3seconds or 95% to measure the performance of a video
4.	Advertisers' Profile	<ul style="list-style-type: none"> • Create additional columns in the integrated Posts Level data to include the indicate which posts are paid and the profile of the advertiser

Item Due/Actions
Deadline: <ul style="list-style-type: none"> • Initial findings on the different datasets