### **Sponsor Meeting Minutes**

**Date:** 28th Dec 2017

**Venue:** WeWork @ Beach Road

**Attendees:** Raymond (Chope), Marc (Chope), Au Zhe Wei Jonathan,

Ng Bing Yao Manfred, Yak Sze Hao

**Agenda:** Introduction and problem identification

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| S/N | Notes/Task | Assigned To | Follow-Up Action |
|  1  | Raymond and Marc welcomed us to Chope’s office. Jonathan, Manfred and Sze Hao explained the scope of the Analytics Practicum project. | NA | NA |
|  2 | Marc and Raymond gave a brief introduction on the business of Chope: a) history b) business model c) revenue streams |  NA | Do more background research on Chope |
|  3 | Jonathan, Manfred and Sze Hao gave an overview on what the Analytics Practicum project is about and potential areas we can work on for Chope which include optimizing of various services provided (within restaurant, reservations, location operations, international operations). |  NA |  NA |
|  4 | Raymond and Marc shared what what they have in mind for the team upon hearing what our project is about. Shared with the team that they would like to see how to further optimise their email marketing efforts as compared to the current situation.  | Jonathan,Manfred,Sze Hao | Research on viability of the project[Completed: First meeting with supervisor]  |
|  5 | Team proceeded to inform Raymond and Marc about the Non Disclosure Agreement that we have prepared by the school (SMU) and our preference to use it.  |   | Prepare hardcopy NDA with Signatures[Completed: Second meeting with Sponsor - See below]  |

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Prepared by: Au Zhe Wei Jonathan

Checked by: Yak Sze Hao

### **Sponsor Meeting Minutes**

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**Date:** 22nd Jan 2018

**Venue:** WeWork @ Beach Road

**Attendees:** Raymond (Chope), Marc (Chope), Au Zhe Wei Jonathan,

Ng Bing Yao Manfred, Yak Sze Hao

**Agenda:** Sign NDA and receive dataset

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| S/N | Notes/Task | Assigned To | Follow-Up Action |
|  1  | Confirmation of the NDA with Raymond and Marc. Followed by passing them a hard-copy version of the NDA. | NA | NA |
|  2 | Raymond and Marc showed us the different data sets that they would be passing us. Namely1. Reservation data
2. Reservation route
3. Emailer promotions
4. Email interactions

Explained the various datasets to us and how to interpret the data**Source attribution for users**EDM – click follow through all the way to the endPossible – model whether customer actually books aft click through **Reservations dataset**c-time – time of reservationrez-time – reservation timeu-time – update time if editedrez status – cancel/no-showsource - if restaurant name, then booked through restaurant website – don’t charge restaurant | All | Check for errors |
|  3 | Discuss possible areas for data exploration regarding the different data. Potential ways of cleaning the data and how to link up the various data sets. Clarified various issues regarding the chope business.**Revenue streams**1. Cover charge (Main revenue stream)- $1 per person- $2 completed reservation 2. Subscription- Ipad system – fixed cost 3. Vouchers- Sell restaurant vouchers to users – eg 10% off 4. Marketing- Feature restaurants in EDMs for a fee | All | To check with Chope if any questions regarding the data |

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Prepared by: Au Zhe Wei Jonathan

Checked by: Ng Bing Yao Manfred