AP - 1st Consult

<u>Questions</u>
NDA Requirements? change LKCSB -> SMU
- II. Analytics 2nd Major, course code before name
- submission to client - will submit to client for vet through before submitting to the school for archive (less confidential ver., as other faculty members may have access to it), submission to prof kam (more detailed/ confidential ver.)

Deliverables? - do we need to create a tangible dashboard/ visualisation?
- need not build something
- can just perform analysis to help them gain better understanding of their business
- graded based on the robustness of the group's application of analytics

Project proposal deadline on Sun - is it due due?
- YES IT'S DUE OMG
- use attached report s guideline
- as detailed as possible
- not more than 10 pages, PDF format, upload on WIKI
- "proposal need to be as clear as possible"
- should be as realistic as possible, needs to be achievable
- if there are any changes to the proposal, it should be mentioned in the final report

<u>Feedback</u>
- Narrow down on scope to only focus only one aspect
  - in order to fully appreciate the complexity of the Chinese Market
- INCLUDE IN PROPOSAL AS WELL, if we are working on Market basket analysis, should do secondary research on famous application of MBA, similar for any other analysis we intend to perform like Geospatial etc. - will need to perform more in depth geospacial analysis
- What do we define by "MBA"?
  - but we will also have to take note of <u>events sequence</u>
- Ref for CRM related past-projects
  - "Be customer-centric"
- Tools -> be more specific SAS Enterprise Miner, JMP etc.

<u>To-do</u>
- send prof kam digital ver. to vet through with SMU lawyers
- need to confirm with them regarding their Data dictionary (i.e. fields, data structure etc.)
- check back with C&K regarding their Sales channels in China