



<b>Project Name:</b>	<b>Geospatial Analysis for Branch Location Optimization</b>		
<b>Date of Meeting:</b> (DD/MM/YYYY)	13/02/2018	<b>Time:</b>	2:00-3:00
<b>Minutes Prepared By:</b>	Shraddha	<b>Location:</b>	Client HQ
<b>4. Detailed Discussion/ Notes/ Decision</b>			
<b>Agenda / Issues</b>	<b>Discussion</b>		<b>Decision</b>
Ask questions raised by sponsor	<ol style="list-style-type: none"> <li>About the model: The model takes all the data and combines it to predict sales using mathematical associations and percentages and does not contain any regression or huff modelling.</li> <li>Asked for taking the data away, and sponsor agreed to let us have .shp files and excel extracts from the software.</li> <li>Details of location data: It is organized by XY coordinate and they use a combination of tracing and buckets theory to determine geo-location. The data is hexagonal and taken from a cell tower by triangulation.</li> <li>Where exactly the location data is from; Dataspark or Starhub? It is directly from Starhub.</li> <li>How the income and expenditure data is collected and aggregated? They do not have income data. Expense data will be aggregated from their sales data, where <math>\text{Total Sales} / \text{Total Customer} = \text{Average Spend of Customer at that Outlet}</math>. We will aggregate this over a Subzone.</li> </ol>		

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Discuss the specifics of new data to be received from sponsor	<p>We will get monthly sales data of each branch.</p> <p>We will receive their version of the pull factor data. It should contain POIs like shopping malls, food courts, MRT/ bus stops, car parks etc nearby.</p>		We will be double checking the pull data as it was updated in 2015.
<b>5. Action Items</b>			
<b>Action</b>	<b>Assigned To</b>		<b>Due Date</b>
Get remaining data from sponsor	Vani, Shraddha		15/02/2018
Analyze and process received data and schedule meeting with supervisor Meenakshi	Vani, Shraddha		15/02/2018
<b>6. Next Meeting (if applicable)</b>			
<b>Date:</b> (DD/MM/YYYY)	15/02/2018	<b>Time:</b>	9:30
		<b>Location:</b>	MR 4.5
<b>Objective:</b>	Discuss received data and ask questions on how to proceed.		