



### **03\_30 Sponsor Meeting**

Date/Time 30 March 2018, 5:00PM – 6:30PM

Attendees Arushi, Tanushree, Shubhangi

Serial Number	Notes	Actors	Follow up Action
1	<p>Discussion over Routine Variable:</p> <ul style="list-style-type: none"> <li>• Same window for all users -&gt; routine measure is assuming 2 months behavior, so make a new cluster for new users completely acc to me don't make big interpolation</li> <li>• New User -&gt; After Nov 2017 (let them be separate)</li> </ul>	Shubangi	Update the variable calculation
2	<p>Customer Variety and Rest Variety: Better for profiling according to Vinol but may be useful as a clustering variable too</p>	All	Work on Clustering
3	<p>Comments on Clustering:</p> <ul style="list-style-type: none"> <li>• Number of Clusters: preferably 5 or more than 5 cluster</li> <li>• Do 2 levels of clustering: Get 3 distinct clusters and then further cluster using other variables</li> <li>• Clusters not too small or too big</li> <li>• Call overlapping transition users between cluster 1 and cluster 2</li> <li>• Create an excel Sheet: Put all iterations there and for each trial, show how many clusters, sizes, comparison of averages</li> </ul>	Arushi and Shubhangi	Work on Clustering

	<p>from overall means and between clusters</p> <ul style="list-style-type: none"> <li>• Start with as many variables and keep shortlisting them:</li> <li>• Don't force clusters</li> <li>• Ensure the clusters have physical meaning</li> </ul>		
4	<p>The sponsor is not interested in booking location – he knows that data is not good and clean</p> <p>He is only interested in restaurant to restaurant – home range stuff</p> <p>For example, we take 1-2, 2-3 , 3-4 and average that out as distance</p>	Tanushree	Work on QGIS