

TEAM V
 ANLY482 INTERNAL MEETING
 MINUTES 2

Date	30 December 2016
Time	20:00 - 23:00
Venue	Skype
Attendees	Team V: Andrew, Sarah
Agenda	Finalize project objectives and discuss on potential analysis that can be done

S/N	Item Discussed	Remarks
1	Data	<ul style="list-style-type: none"> - Andrew updated that he had just gotten access to Vanitee's database through MongoChef - He added that there were 59 different tables within the database, out of which only some are useful for analysis - The team went through the different tables within the database to try and understand the data structure - Andrew added that Vanitee had an admin portal that had a glossary of terms that could help the team better understand Vanitee's business process
2	Project objectives	<ul style="list-style-type: none"> - Andrew added that he had obtained more business requirements from his 2nd meeting with Vanitee earlier in the day - Sarah suggested that the new requirements should be added on to the previous ones and that the team should reformulate the project objectives based on Vanitee's requirements - Based on the previous meetings with Vanitee, the team understands that

		<p>Vanitee's 2 main stakeholders are consumers and beauty professionals. Hence, it would make more sense if the project objectives were categorized to these 2 stakeholders</p> <ul style="list-style-type: none"> - The team eventually narrowed the objectives accordingly, 5 for consumers and 2 for beauty professionals
3	Potential analysis	<ul style="list-style-type: none"> - Before brainstorming over potential analysis to be done, Sarah suggested to research on the lifecycle of analytics from google and the team's previous analytics modules' resources - The team deemed that the following few steps are necessary regardless of the nature of the project: <ul style="list-style-type: none"> - Data collection - Data preparation - Exploratory data analysis - Data cleaning - Data normalization and transformation - Andrew identified that since one of Vanitee's main concern is customer segmentation, Cluster Analysis can be considered as a potential way to segmentize customers based on their booking patterns - Sarah added that the team may have to find out how often do customers make bookings in the first place as there might be customers that only make bookings once a year - Andrew mentioned that another key objective was to predict the Customer Lifetime Value (CLV) based on different campaigns - Sarah added that she had heard about an analysis that could be used to predict the CLV, which was called Survival Analysis - She added that it could measure the time taken to a particular event e.g. a booking - Andrew stated that the team is still unsure of the practicality of using such an analysis and that the team should

		conduct further research into it as well as consult their supervisor
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S/N	Action Item	Action By	Deadline
1	Complete project proposal	Andrew, Sarah	By 1 Jan 2017
2	Update wiki	Sarah	By 1 Jan 2017
3	Research more about Survival Analysis	Andrew	By 8 Jan 2017