

**MEETING MINUTES #4– SPONSOR**

**Date/Time
Venue
Meeting with
Attendees**

15th February 2017, 7:30pm
Phone call
Ridwan Ismeer
Aayush Garg, Prekshaa Uppin

**Agenda**

1. Update client on progress

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| Point made by | Notes | Follow – up Action |
|  |  | **Task** | **Person(s) Responsible** | **Due Date** |
| Aayush, Prekshaa | 1. Update sponsor on the six categories of influence we decided on – Social, information sharing, problem solving, support, idea generation, recognizing leaders. Explain how we will create a network for each of these 6 categories and combine the values of all 6 (by taking an average) to give one influence score.
2. Explain our approach of feature engineering and use of text mining to come up with a subject line weightage.
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| Ridwan | 1. Our sponsor suggested that we do not simply take an average of the values from the six categories as some might represent how influential a person is more than the other. That is, for example, it is possible that an individual’s social interaction may not affect how influential they are. Hence, our sponsor suggested that we run a ***correlation analysis*** to understand how each of the 6 categories can affect influence. If there are some that do not directly give a meaning of ‘influence’, then it should either not be included in the calculation, or given a lower weightage. ***Try to understand – What is an email network? Is it a social network? An information sharing network? A problem solving network? A support network? Etc or a combination of those?***
2. The sponsor explained how their current TrustScore is calculated 🡪 using 5 categories – volume of emails, how recent was there an email exchange, reply rate, and two others. These 5 categories make a total of 50 points, each with 10 points. However, these 10 points are randomly handled to give a particular score, which is inaccurate. ***Hence, our sponsor wants us to find an experimented and better method of calculation.***  - It is designed for 3000-5000 employees - Requires a minimum of 3 million rows of data
3. Test if the factors being used by the sponsor currently are correct.
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*Meeting minutes prepared by Prekshaa Uppin
Minutes has been vetted by Aayush Garg*