Meeting Minutes (Supervisor Discussion #3)

Date: 11 January 2018

Venue: Email Correspondence

Participants: Aaron Poh Weixin, Leong Jia Min, Prof. Kam Tin Seong

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| **#** | **Discussion Content** | **Purpose** | **Action Taken** |
| 1 | Dear Prof,Currently we are trying to re-propose a possible scope with the sponsor, NAC and would like to seek your approval first before contacting them. Our current scope is to analyse possible solutions to monetise this industry and create a sustainable ecosystem. We originally aimed to do this by identifying gaps in customer satisfaction and improving customer loyalty through the auction system.As discussed yesterday, this is not feasible scope for the purpose of this class. As such we would like to propose the following alternative scope:**"We would like to provide additional insights on factors that influence people's likelihood of paying for arts/cultural events."** The rationale for choosing this project scope is because we believe it is a good starting point to achieving NAC's long-term objective of creating a self sustaining arts scene in Singapore. To achieve this objective, it is important we start off by understanding our target audience - "Are there fundamental differences between people who pay and those who don't; what factors are more likely to influence someone to pay; etc"Our analysis aims to go more in-depth than just a summary of the variable "most important reasons why you attend an arts event". The direction we are driving towards is to do an associative analysis on either "number of events paid" or "percentage of events paid" which will be defined as dependent variables against other independent variables based on specific questions within the survey. For example, we will filter the data to only individuals who paid for events, then identify whether reasons such as “I enjoy arts and cultural events”, “I attend arts and cultural events for social reasons”, etc are driving variables for their attendance. Ultimately we hope to uncover correlations between the independent variables or a combined group of variable (some more than others) which are more likely to drive monetary contributions by public/consumers of the art scene. This will taken as a data preparation and exploratory (model planning) phase to understand the data set in-depth, before moving on to model building. Kindly advise if this is a feasible scope before we check again with NAC. Thank YouAaron | Email draft to Prof. Kam to seek approval of revised Proposal scope | Email sent |
| 2 | **Screen%20Shot%202018-01-14%20at%209.53.58%20PM.png** | Professor approval of job scope, however warning that we might need to review proposal after EDA | **-** |