

Supervisor Meeting Minutes

Date/Time: February 21, 2018

Venue: SMU

Attendees: Yorisan, Cliff and Amanda

Agenda:

1. Explain what Cliff and Yori have done on Qlik and Tableau.
2. Ask why Prof Kam does not recommend Qlik Sense.
3. Show how we do our data cleaning and if it is fine to do it excel. Ask how to use JMP to clean the data.
4. Ask for acceptability of current role splitting.
5. Explain why we may not have Exploratory Data Analysis in the Interim Report due to delay in obtain data from sponsor.
6. Show Prof our proposed presentation structure and ask for advice.

| S/N | Notes | Action by | Follow-up Action |
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| 1 | Cliff explains what we have done so far. Yori shows tableau dashboard. Prof states that we can offer to tell the sponsor that data should not be retrieved in the current way. We mentioned that we clean data on excel and we are unable to use JMP to do it. Prof tells us that it can be done on JMP using table -> stack, but the ideal platform to use is R (open source) on Open Excel. We can make it a recommendation (to be commissioned to the next batch, but sponsor needs the students to know how to use R). | Cliff | Document the current process of data cleaning. |
| 2 | <p>Prof asks us how we check for consistency after we clean our data. We mention that we do comparison by comparing the graphs to the sponsors and by scanning through the data while we are cleaning it. We did find that the sponsor used some values wrongly and some values were null or negative.</p> <p>Prof mentions that for the KPI table, three columns, period, quarter and year, should not be needed, and there should only be time period, since Tableau allows users to define it in any way we want.</p> <p>Prof mentions that null values can be due to un-updated data. They need to be addressed since they affect the average values. We cannot exclude them and</p> | Yorisan and Amanda | Update Wiki and Interim Report |

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| | <p>should highlight to the sponsor that they need to be updated.</p> <p>We should recommend the sponsors a platform with respect to pros and cons. Tableau is self-serving, click and drop, Qlik has less flexibility due to additional need to script, since it was designed in that way. Main consideration for the sponsor: Do they have programmers (use Qlik), or are they casual users (tableau)?</p> <p>Put everything we have done (which has sensitive information) in the report. For the Wiki, put in flow diagrams to show the data cleaning process, and if it is manual, conceptualise the process.</p> <p>Presentation structure advise: Pay attention to “Ability to formulate managerial or/and business recommendations based on the analysis results.” Discuss the issues with data processes. Discuss what we have learnt from the data based on the dashboard prep and what to recommend to the sponsor.</p> | | |
| 3 | Explained to Prof that we have yet to clean and combine the campaign, retail promotions and Nielsen scanned data in time for any Exploratory Data Analysis to be presented in the Interim Presentation. | | |
| 4 | Prof suggests that we address distribution data in time for the Interim Presentation, to demonstrate the capabilities of Tableau, i.e. the ability to create summaries easily and get subtotals. | Cliff | Clean distribution data. |