TEAM V
ANLY482 SPONSOR MEETING
MINUTES 3

Date	23 January 2017
Time	10:30 - 11:45
Venue	Evershine & Century Complex
Attendees	Team V: Andrew, Sarah Vanitee: Xiao Shi, Jame
Agenda	1. Clarify with Jame some questions we have about the data 2. Verify our understanding of the business process with sponsor Update sponsor of progress and project scope 3. Show sponsor current findings

S/N	Item Discussed	Remarks
1	Data Cleaning Progress	- Andrew updated Jame that the team used the columns is_test and test_at to sieve out test data - For bookings tables, Andrew mentioned to Jame that we will sieve out rows without a master_id as those rows are the child rows. James let us know that the master_id was only implemented last April or May and all past records will have a master_id. Only the 2015 data does not have a master_id. - Andrew updated Jame that we are intending to use data from Aug 2015 to Dec 2016, but Jame advised us to use the data from Dec 2015 instead as before that they were still doing some testing. - Datetimes using the UTC format is converted to a SST format (UTC+08:00)
2	Data Clarifications	- In the customers table, some rows have the no user_id. Through the clarification, Jame told the team that customers with no user_id are customers that a professional added manually, or

		they are imported from a contact list. One thing to note is that, it is not checked if the customer and user are the same person. However, they are trying to do that currently. - Andrew clarified with Jame about the bookings with deleted_at data. The team is told that bookings with deleted_at are assumed to be non-existent. This row of data is used to replace a state in their business process before. - Andrew also explained to Jame about not getting the correct number of bookings with the number in the dashboard, but the number was close enough. After checking, Jame realised that the numbers includes data from the deleted_at column. It is decided that deleted_at should be sieved to get a better representation of the total number of bookings. - Andrew informed Jame that there is data that is not indicated as a test data but it has description and email indicating that it is a test. - Andrew asked Jame if the booking_count in users table is updated because if it is, the team can use it in one of their EDA queries. However, Jame said that some columns were not updated correctly during a period of time hence some rows may be incorrect. The team decided not to use data with this column in our queries.

3	Clarifications on Business Process	- Xiao Shi and Jame told the team that in the past, they collect a 20% vanitee fee for every first time customer and a 5% transaction fee. However, that has been revised and they now collected a 5% Vanitee fee and 5% transaction fee.
		- Xiao Shi and Jame also made clear to the team that payment for manual bookings can be made by either cash or credit card. If by credit card, a 5% transaction fee will be charged. For a manual booking, a 5% fee is also charged. Hence, manual bookings are recorded and will be not bypass Vanitee.
		- In order to avoid leakages where a professional and a customer have a booking agreement and avoid the charged fees, the app allows
		    - 1) customers to leave a review to a professional so that the better the reviews, the more customers will be attracted to make a booking
		    - 2) to block out timings in the schedule so

		that customers will know when to make a booking - 3) use Vanitee to manage their schedule without having to keep a hardcopy. This minimises the chances of losing the hardcopy version. - The team's understanding of the loyalty program is alright. Xiao Shi and Jame told the team that incentives are given only after the customer checks out.

4	Review of Project Scope	- Andrew confirmed the revised project scope with Xiao Shi and Jame and that are fine with it. For customers, they are as follows:
		  - To determine customer segmentation from current booking patterns
		  - To understand customer behavior in terms of RFM (recency, frequency, monetary)
		  - To evaluate effectiveness of using campaign codes to ensure repeat bookings
		  - To understand how customers are using credits and gems
		  - To determine the CLV by campaign
		- For professionals:
		  - To determine if there's any correlation on what makes professionals more attractive to customers
		  - To determine if there's any correlation on what makes professionals active
		- In terms of attractiveness of a professional to a customer, Xiao Shi and Jame suggested that the team can look into prices, location, which services and categories are more popular
		- They also suggested that the team can look at organic customers (customers who have made more than one booking without using any incentive) and what made them behave as such.
		- Xiao Shi and Jame also suggested to the team that we can also find out if users/professionals are dropping out after one or two times of usage and what the indicators are that they will do so.
		  - Some suggested indicators are starting out as an online booking then moving to manual, also see if even in this situation are they still browsing Vanitee, professionals starting to cancel their bookings and seeing an increase in manual bookings.
		- Andrew explained to Xiao Shi and Jame that the

		team is unable to proceed with one of the project scope they earlier requested, projected numbers of users in different tiers, as there is insufficient relevant data to do so. They are both alright with the team not proceeding with this.
5	Project Progress	- Andrew took Xiao Shi and Jame through the findings the team has came up with so far. No comments were made from Xiao Shi and Jame about the charts and graphs. - Xiao Shi stated that it is free for professionals to use the app. - Xiao Shi mentioned to the team that she hopes that even after the project ends, Vanitee will be able to keep the analysis as a continual project for themselves so that the company will be able to use this on a daily basis. - The team can update Xiao Shi and Jame about any new findings along the way and also recommend what would be useful to include in their dashboard to improve on it. - Xiao Shi and Jame also told the team that they currently have an event at Google called Vanitee Salon, from Mondays to Fridays professionals are stationed there to provide their services. Users will be able to book through Vanitee as a normal user. Hence, this is something the team will need to consider while doing our analysis.

S/N	Action Item	Action By	Deadline
1	Continue on EDA	Andrew, Sarah	By 1 Feb 2017