Meeting Minutes (Supervisor Discussion #2)

Date: 10 January 2018

Venue: School of Information Systems, Level 5

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

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| **#** | **Discussion Content** | **Purpose** | **Action Taken** |
| 1 | * Not very concerned about 2 people team versus 3 people team * How do you differentiate a consulting project versus an analytics project * Analytics centric and data-driven, * Need to showcase how the auction event actually drives the engagement of the arts scene, whatever policy or strategy you come up with must be substantiated by data. * EG. taking the LTA public transport computer data and extract out data on people who use MRT → analyse the patterns of how people access the MRT at different time periods → based on this analysis, recommendations! * Address certain decision making or strategy * Possibly define next phases in analysis * Demographics of these visitors * Rate of people coming from choa chu kang or tampines | Discussion about Shereen Teo Boon Khee leaving the team  Difference between Analytics and Consulting project  Clarification on project scope | - |
| 2 | * **What are we going to do, who is your sponsor, what business questions/objectives, what kind of data is available, If possible include the questionnaire, metadata, sample data.** * Proposal on what we intend to upload on wikipage | Understanding the deliverables of wikipage and report proposal | - |
| 3 | * Associations between event A and event B - Market basket analysis -- what are the events people tend to go to -- match with their demographics * If they meet this profile then they tend to attend such events * Find out if people’s behavioural traits can dictate their propensity to participate | Prof. Kam suggestion on Market Basket analysis between different art forms | - |
| 4 | * Cross tabulations -- frequency versus activities they go to -- high/low versus what are the attractive activities * Eg. once a year may be high value customers, however the multiple times a year is low value customers * Get consulting report | Prof. Kam suggestion on cross tabulations to identify high-value customers | Taking up of this suggestion for deeper analysis |
| 5 | * Section E: Liken scale data -- reanalyse and cluster commonalities, quantitative analysis * Divergent step bar chart - Tableau or R | Prof. Kam suggestion on Liken Scale analysis/data visualisation | - |
| 6 | NDA | - | Preparation of NDA |