ANLY482 Analytics Practicum
Meeting Minutes

Date:	24/02/2015
Time:	1530h
Venue:	SIS Meeting Room 4.3
Attendees:	Prof KAM Tin Seong
	CHENG Fu Mei
	LEONG Wai Sum
	Lynette SEOW Hui Xin
Absent with Apologies:	–
Minutes Taker:	LEONG Wai Sum

Agenda:

Topic	Exploratory Data Analysis (EDA)
Content	• Start with "*Local Revenue*" vs "*Recency*"
	• Then use data filter to show the box-plot distribution graphs for each of the 4 sales channels
	o Clearer with less clutter
	• Add line showing mean
	• Do the classification/binning according to the quantiles or using them as a guide
	• Pareto chart
	• Binning should be based on either equal counts or equal intervals (e.g. quantiles)
	o Decile (10 bins)
	• Create new column with formula to keep all the data in one file
	• Useful add-ins can be found on the JMP website
	o E.g. Interactive binning
	• Is there a need for visualisation tool/graph?
	• Average transactions per account to show how active the account is
	• Need to do comparisons to find out the differences (and similarities)
	• 2 ways: to start off with completely no grounding OR to start off with readings and literature review
	• Cannot use AHP to weigh due to the lack of marketing experience and expertise
	• In our case, the cluster analysis will not have weights
	• Is the distribution affected by the accounts with 0 revenue?
	• Compare and understand the implications of different approaches

Follow-up Actions:

S/N	Task	Person Assigned	Due Date

1	Pareto Chart	Wai Sum	25/02/2015, 1800h
2	Univariate and bivariate (*Sales Channel*) analysis	Wai Sum	25/02/2015, 1800h
3	Binning analysis	Fu Mei Lynette	25/02/2015, 1800h
4	Compile slides	Fu Mei	25/02/2015, 2359h
5	Write mid-term report	All	01/03/2015, 2359h
6	Update Wiki page	Fu Mei	02/03/2015, 2359h