**Date:** 23 January 2018

**Time:** 1500-1600

**Venue:** SIS Meeting Room 4.5

**Present**: Prof Kam, Eunice, Wen Jie

**Agenda:**

1. First sharing with Prof Kam regarding the data received

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| --- | --- | --- |
| S/N | Area of Discussion | Action to be taken  |
| 1 | Understanding raw transaction data* Visit date & transaction date
* Average number of clicks or views it takes for it to become a sale
* Getting to the lowest level of data
 |  |
| 2 | Purchase vs Non-Purchase* Can compare social demographics
* Trends and similarities between the 2 groups
* For those that purchase, we can understand their purchase behaviour and what items they buy more
* For those that don’t purchase, identify if there is a common pattern 🡪 confirmative analysis
 | Capture transactions data* Backtrack the customer profile
* View patterns in details

For non-purchases* Understand why they don’t purchase
* If there is 100% bounce rate, understand if it’s the page or product that is “bad”
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| 3 | Exploratory Analysis* Identify the variables to consider
* Defining the response variable (how conversion affects revenue)
* Number and details of purchases
 | Work load to be split between all 3 for data from those that purchased |

Minutes taken by: Wen Jie