**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” |
| 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