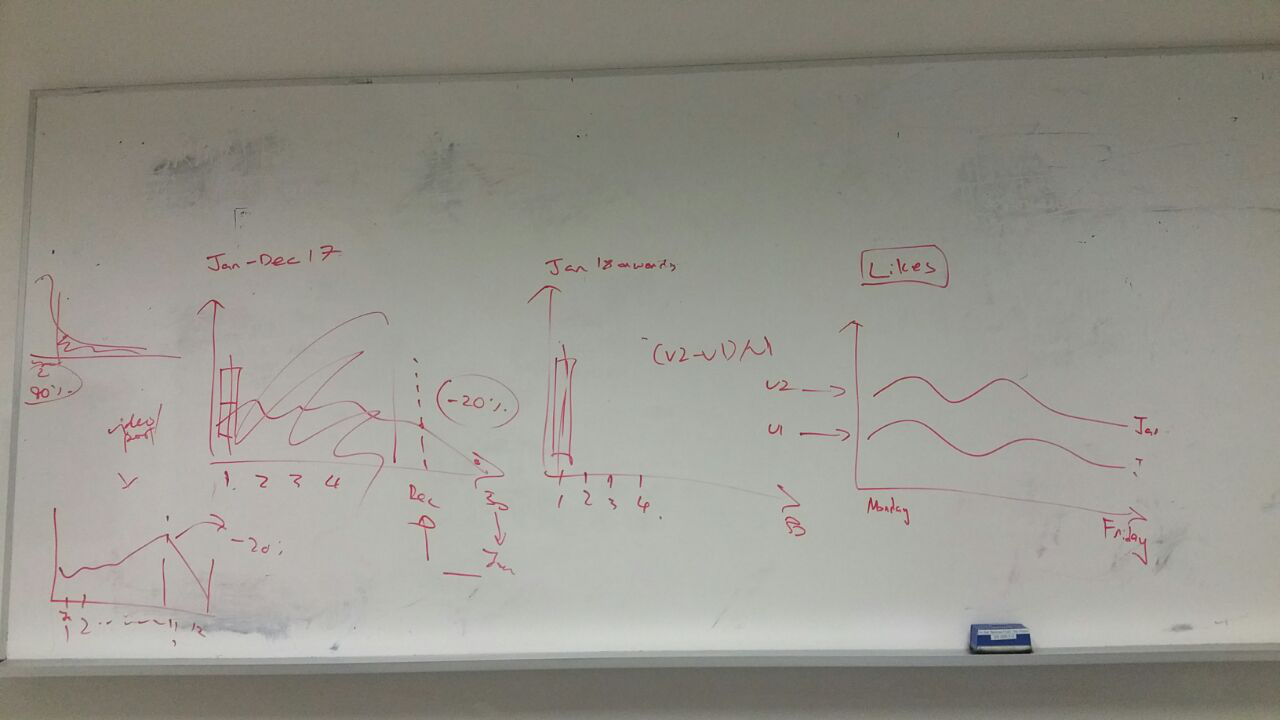
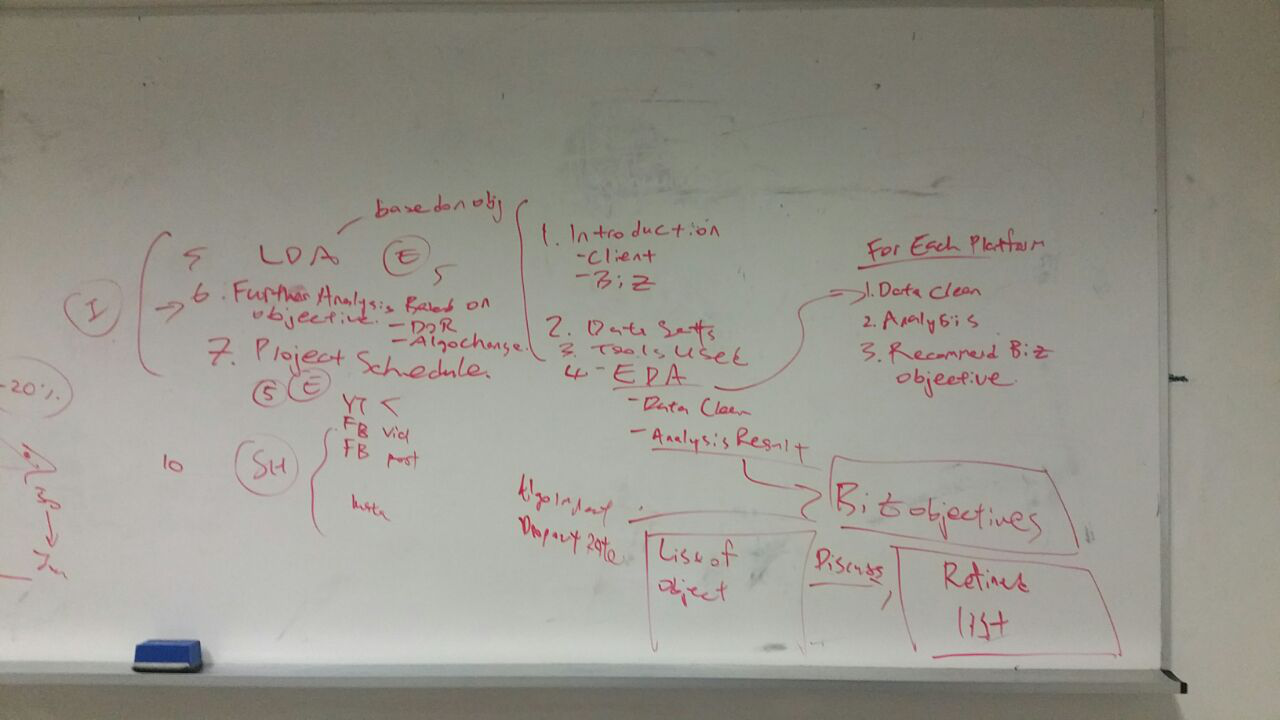
## **Internal Meeting Minutes 6**

|  |  |
| --- | --- |
| Date/Time | 20th Feb 2018 |
| Venue | SIS GSR 3.4 |
| Attendees | Eric, Ivan, Shing Hei |
| Agenda | 1. Slides Format 2. Investigation on Facebook Algorithm Change |

|  |  |  |  |
| --- | --- | --- | --- |
|  | Task/Description | Person in Charge | Due Date |
| 1 | **Slides Format**   1. Introduction – Client / Business 2. Data Sets (including crawled data) 3. Tools used 4. EDA    * Data Cleaning: For each platform: 5. Data Clean 6. Analysis 7. Recommended biz objectives    * Analysis Result    * Biz Objectives 8. Biz Objectives – List of Objective (based on discussion) 9. Refined List 10. LDA: why do we want to LDA – for cross-platform analysis (initial objective) 11. Project Schedule, i.e. Gantt Chart   **Refer to Figure 2 for slides outline.**  **Deadline for Slides: Monday (26th Feb 2018)**  **Deadline for Report: Saturday (24th Feb 2018)** | All | Nil |
| 2 | **Investigation on Facebook Algorithm Change**   * Only look at FB post and video files for comparison between Jan 2018 and the months in 2017 * Compare key metrics (likes, shares and comments) with 2017 and 2018 data; look at the percentage point of decline using calculated field in Tableau   (Refer to figure 1) | All | Nil |



**Figure 1: Facebook Algorithm Change**

**Figure 2: Slides Outline**