

Supervisor Meeting #11

Drafted by: Liam Pang (10/04/2018)

Edited and Vetted by: Ong Geok Ting (10/04/2018)

<u>Date</u>	<u>Time</u>	<u>Venue</u>
10/04/2018	1700Hrs – 1800Hrs	SIS MR 4-06

Participants: Mdm Meenakshi, Liam Pang Shi Liang, Ong Geok Ting and Tan Rui Feng

Agenda:

- 1. Review presentation content**
- 2. Consolidate recommendations for the presentation**

Meeting Item 1: Latent Clustering				
S/N	Issue	Action	By	Due
1	<p>Feedback from Supervisor</p> <p>Poster: “LCA is better because it creates clusters of more equal size.” Are you making a statement about the techniques or your data? You cannot make such a comment about the technique, only for your data.</p> <p>Agenda: Amend to reflect literature review, need to highlight that we did it as it is an important portion for the report</p> <p>Introduction: When we said that we want to capture anticipated market growth, it is hinting we are doing very specific type of analysis such as forecasting. Reword how we communicate our objective to make sure that it specifically relates to what we had done. Reword to “increase</p>	<p>The recommendations from supervisor should be swiftly incorporated.</p> <p>Poster: Amend words</p> <p>Slides:</p> <p>Agenda: Update</p> <p>Introduction: Amend words</p> <p>Literature review: Read up on the suggested paper and amend the words used.</p> <p>Data preparation: Provided better justification and elaboration.</p> <p>K-Means Clustering: Change the words used for profiling.</p>	All	12/4/18

	<p>engagement to reduce attrition and increase user base”.</p> <p>Literature review: CCC, largest or optimal? Use optimal because they are not the same. Ideally, find a research and cite what they did. One research we can look at would be latent class models for clustering: a comparison with k-means. Access this on research gate. This could be the closest reference for the team as they conduct customer segmentation using these two techniques. The idea is to take these papers as input and do something to improve on the research. For our paper, provide better rational on why we choose these techniques.</p> <p>Data preparation: Put in some text to explain why the data are appearing in the way they are. Be clear, concise and slow on this portion. Provide a summary of what are all the data variables you have and what it is. E.g. Sessions: The total amount of times the member have login to REO over the period of 6 months. The audience should be clear about all the variables you have, to ensure they have a complete understanding. Member days: Might be confusing on why we exclude it. Have to provide clear and strong justification. Total user have to be amended, it is confusing</p> <p>K-means: use parallel coordinate plots. Use import instead of</p>	<p>Latent Class Clustering: Explain the need to do LCA.</p> <p>Conclusion: Amend the organisation and provide a more persuasive conclusion.</p>		
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<p>synced, as it might be obvious to audience. Inattentive might not be the best word to name the profile but it can be said that they are inattentive because their attention is split across platforms. Although we should not change at this point, ensure we plain it more correctly. Direct agents, maybe see them as key customers.</p> <p>Latent class clustering: Justify that we are trying a different technique due to the nature of our data distribution and to see if ‘better’ clusters can be identified in terms of membership size.</p> <p>Conclusion: Mention about how many similar classes we see, how strategy should be consistent. Put the clusters into a table for comparison and grouping. “These are common clusters, so the strategy are the same.” So you do not have to be long winded and make it seem like we are asking the client to choose the clusters produced by the different techniques. We should be the one which choose and tell the client “This is better for you, so you choose the clusters developed by this method.” Another way can be just to explain the profile for now but keep the strategy for the last part with LCA.</p> <p>Format: Present and go, like a seminar/conference style. Other faculty members or postgrad students may visit.</p>			
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