Meeting Minutes - [Team Ameilax]

Location: School of Information System Meeting Room 4.3

Date: 17th March 2016

Time: 230pm – 330pm

Attendance

Professor Kam Tin Seong, Wong Jia Wei, Sng Ei Leen, Tan Ziling Amy

Agenda Items

1. Consult Prof Kam on next phase

Action Items

No.	Item	Action By	Due Date

1.	Market Basket
	
	• Not much to validate, more of trying to deliver business insights
	• From the results, try to determine packages to cross-sell
	• Focus on the lift above 1 and close to 1
	• Bring it to discuss with sponsor
	    o Does it make sense?
	    o Has he tried it? Any business reason why he have not?
	• Can also use it to identify purchasing pattern
	• If possible, map back to the profile, who are these people? Students? Adults?
	    o Can only do for the 2010-2012 data
		Amy	27th March 2016

2	Attendance Utilization
	
	• Find out which package type you can analyse and which you cannot
	    o Demonstrate using the ones we can analyse
	• Link to the necessity of the database design
	    o If he collects these data, he would be able to understand his business better
		Eileen	27th March 2016

	• If his utilization is low, not good from the business perspective, they did not appreciate the whole course		
3.	Relational database • To discuss with sponsor whether any fine tuning needs to be made	Jiawei	27th March 2016