

# Meeting minutes

- Team SkyTrek

Date (dd.mm.yyyy)	16.02.2016
Attendee(s)	Jedaiah, Aseem, Huy
Absentee(s)	

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## Contents

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Item	Discussion point	Remark
1	- Focus of Analysis	Reminder to indicate rationale for splitting dataset into paid and unpaid sources. This is due to large fluctuations in metrics for paid sources. Regression analysis of a good article should be done on unpaid sources.

## Actions

Task	Assigned to	Status
Book consultation slot with Prof Kam for week 8 Tuesday this Sunday <ol style="list-style-type: none"> <li>To clarify with Prof Kam on issues mentioned in proposal feedback</li> <li>How should we account for the NDA since the final conference paper would eventually be published online?</li> </ol>	Jedaiah	Created
Complete wiki updates for week 7 <ol style="list-style-type: none"> <li>Minutes clean up and upload</li> <li>Updated Gantt chart</li> </ol>	Huy	Created
Complete data pull of 7 datasets and get them verified by Aseem Remarks: Huy will be out of town for week 8 and must ensure that pulled dataset is accurate and ready for analysis in week 8	Huy	Created
Wiki update for week 8	Aseem & Jedaiah	Created
Manual classification of content types based on heavy weightage terms generated from k means model	Jedaiah	Ongoing
Explore details of incorporating categorical and numerical data into regression model	Huy	Ongoing
Pull Google Analytics Data	Aseem	Done
De-aggregate shares count for each URL	Jedaiah & Huy	Done
Build regression model based on current dataset	Aseem	Done
Come up with list of possible title categories to clear with sponsor	All	Done
Clarify with Prof Kam: Is there a way to dynamically assign new articles to the relevant clusters based on the trained model?	All	Done
Characteristics to scrape from article: <ol style="list-style-type: none"> <li>Number of words (remove stopwords)</li> <li>Number of links</li> <li>Images</li> <li>Videos</li> <li>Number of shares of article (by Jed)</li> </ol>	Huy	Done
Retrieve URL share count	Jedaiah	Done
Put topic modelling and google trends research and implementation into Gantt chart timeline	Jedaiah	Done
Input meeting with client in gantt chart for: <ol style="list-style-type: none"> <li>25th Jan</li> <li>2nd Feb</li> <li>11th Feb</li> </ol>	Jedaiah	Done
Create flow chart documenting process how skyscanner team plans for the next quarter's content postings. To send it to client for verification	Aseem	Done
Test Google API public holiday pulling	Huy	Done
Create a mockup for the following visualization: <ul style="list-style-type: none"> <li>To plot Unique page views (count) vs Week of article publishing</li> <li>Clicking this particular bar of interest (week has high count) would drill into the next bar chart</li> </ul>	Jedaiah	Done

<p>(Number of unique page views, vs identifying URL)</p> <ul style="list-style-type: none"> <li>o Further clicking on the URL would reveal characteristics of the article (e.g. number of images, videos, etc, bounce/exit rate, etc)</li> </ul>		
<p>Create a mockup for the following visualization:</p> <ul style="list-style-type: none"> <li>o Identify key features of popular posts (MLR against unique page views)</li> </ul>	Huy	Done
<p>Create a mockup for the following visualization:</p> <ul style="list-style-type: none"> <li>o Where do they come from (On the whole country news page level, where do the traffic come from)</li> <li>o How long do they spend at the page (average time on page)</li> <li>o Do they visit other pages? (bounce rate vs exit rate)</li> <li>o How effective are the recommended pages? (If GA does not track the unique page views, then this analysis is not going to be implemented)</li> <li>o [Just to prove a logical point] Correlation test between number of shares vs unique page views</li> </ul>	Jedaiah	Done
<p>Deal with proposal segments:</p> <ol style="list-style-type: none"> <li>1. Sponsor and Background Information</li> <li>2. Motivation</li> <li>3. Objectives</li> <li>4. Data</li> <li>5. Scope of Work</li> </ol>	Aseem	Done
<p>Questions for Prof Kam:</p> <ol style="list-style-type: none"> <li>1. Ask Kam about requirement to post sample date. Concern: data confidentiality</li> <li>2. What is required for scope of work? (different from methodology)</li> </ol>	All	Done

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*The minutes were prepared by: Jedaiah Tan and Nguyen Viet Huy*