## **Internal Meeting Minutes 4**

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| Date/Time | 6th Feb 2018 |
| Venue | SIS GSR 3.4 |
| Attendees | Eric, Ivan, Shing Hei |
| Agenda | 1. Job Scope/ Preparation for Sponsor Meeting 2. More about LDA |

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|  | Task/Description | Person in Charge | Due Date |
| 1 | Job Scope/ Preparation for Sponsor Meeting:   1. Update wiki: **Eric** 2. Minutes / Meetings: **Shing Hei** 3. Summarize key findings 4. Generate Hypothesis + Objective    1. Topic Modelling (LDA)    2. What deeper insights to generate? 5. LDA: Consult Meena 6. Facebook Algo change (comparison period); to get Jan data   Presentation flow for XXX later:   * What is LDA - how it helps us: categorisation of tags across multiple platforms. Master file not really helpful in this * Metrics across platforms after LDA - likes, comments and shares? * Specific objectives that we need to tie down for investigation. Speak to Operations group and what do they want to find out? Business motivations? * Share findings we have so far: * Breaking the myths. Posting on Thurs/timing is better for likes? | All | Nil |
| 2 | LDA  Key: ID (Word); Value: Frequency (number of occurrences) | All | Nil |

Reference for LDA:

<https://rstudio-pubs-static.s3.amazonaws.com/79360_850b2a69980c4488b1db95987a24867a.html>



