Sponsor Meeting Minutes: Sharing Clustering Progress
Date/Time   16th March 2018 5:00-5:30 PM
Attendees   Tanushree, Shubhangi

Serial No.	Notes	Actors	Follow up Action
1.	- Updated our sponsor on our progress with clustering - Shared with him how we want to use recency ,frequency, Monetary as the base variables and then profile using variables such as booking preferences - He shared with us that he would like us to add more depth into the RFM clustering and instead of it being a 3*3 matrix, it should be an n*n matrix ,if we were to plot it.	All	Come up with the clustering variables and run an initial clustering to show our sponsor by next week . he will then give us feedback on the clustering.

	- Shared our progress with the distance measure on QGIS and showed him the booking we had mapped on the Singapore map. - Clarified with him about the bookings made from outside Singapore: t is not an anomaly and people might book from other locations if they are travelling for the day they will be back in Singapore.	Tanushree	Discuss with prof the insights shared by our sponsor and calculate the distance measure on QGIS.