**03_23 Sponsor Meeting**

Date/Time       23 March 2018, 5:00PM – 6:30PM

Attendees       Arushi, Tanushree, Shubhangi

| Serial Number | Notes | Actors | Follow up Action |
|---|---|---|---|
| **1.** | **Clustering:**<br>You can start with RFM, but if the clusters are too big, then you would probably add more.<br>R- Used days for recency<br>F- Use interval b/w bookings for Frequency<br>M- Use total number of diners in attended bookings<br><br>Final deliverable:<br>1. Distinct Characteristics of each cluster with very distinct behavior.<br>2. Clusters with groups of 2.<br>3. Develop more characteristics of the clusters.<br>4. Groups can't be too big or too small.<br>5. Should have very distinct features.<br>6. How far are the clusters?<br>7. Remember to find distinct clusters | All | Carry out a clustering analysis |
| **2.** | **Distance:**<br>Hypothesis:<br>Does Eatigo get people travel long distances?<br>- Compare 10% with 5% group<br>- Basically use summary statistics. | | Test on QGIS |