**Date:** 20 February 2018

**Time:** 12:45pm - 1:15pm

**Venue:** Phone Call

**Present**: Akshay (Sponsor), Prajval, Eunice, Wen Jie

**Agenda:**

1. Update on data exploration to date

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| S/N | Area of Discussion | Action to be taken  |
| 1 | Update of data cleaning and exploration so far* Product performance in separate bins by price and categories
* Revenue from various products
* Users sessions behaviour by medium, duration and items
* Seasonality
* Geographical sales

User flow* Page flow, most visited landing and exited pages
 | Some insights were provided by Akshay on certain behaviours that can be used to explain the data* City and product sales were mostly down to amount of paid advertisements

These insights could be used to help in our Interim Presentation |

Minutes taken by: Wen Jie