**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