**Date:** 3 February 2018

**Time:** 1300-1600

**Venue:** SOE GSR 3.9

**Present**: Eunice, Wen Jie

**Agenda:**

1. Follow up with the data extraction from previous meeting
2. Follow up with Prof Kam’s consultation

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| S/N | Area of Discussion | Action to be taken  |
| 1 | Sharing of extracted data* Too messy, as some data extracted from Google Analytics are in the format of users, while some others are in sessions
* Therefore, cannot match the variables together to the primary key – User ID
 | Match whatever we can as of now. Variables that cannot be made binary shall be taken note of Completing the extraction of data and send to WJ for compilation by next weekend |
| 2 | Customers transaction details* Extract the lowest level of data – demographics, details of purchase users, and their e-commerce journey
 | Each member will take exactly 1/3 of the 600 customers and manually record down the details from Google AnalyticsOnly capturing page views and actions takenDue by 10th Feb |
| 3 |  |  |

Minutes taken by: Wen Jie