

## Sponsor Meeting Minutes

**Date:** 28<sup>th</sup> Dec 2017  
**Venue:** WeWork @ Beach Road  
**Attendees:** Raymond (Chope), Marc (Chope), Au Zhe Wei Jonathan,  
 Ng Bing Yao Manfred, Yak Sze Hao  
**Agenda:** Introduction and problem identification

S/N	Notes/Task	Assigned To	Follow-Up Action
1	Raymond and Marc welcomed us to Chope's office. Jonathan, Manfred and Sze Hao explained the scope of the Analytics Practicum project.	NA	NA
2	Marc and Raymond gave a brief introduction on the business of Chope: a) history b) business model c) revenue streams	NA	Do more background research on Chope
3	Jonathan, Manfred and Sze Hao gave an overview on what the Analytics Practicum project is about and potential areas we can work on for Chope which include optimizing of various services provided (within restaurant, reservations, location operations, international operations).	NA	NA
4	Raymond and Marc shared what they have in mind for the team upon hearing what our project is about. Shared with the team that they would like to see how to further optimise their email marketing efforts as compared to the current situation.	Jonathan, Manfred, Sze Hao	Research on viability of the project  [Completed: First meeting with supervisor]
5	Team proceeded to inform Raymond and Marc about the Non Disclosure Agreement that we have prepared by the school (SMU) and our preference to use it.		Prepare hardcopy NDA with Signatures [Completed: Second meeting with Sponsor - See below]

Prepared by: Au Zhe Wei Jonathan

Checked by: Yak Sze Hao

# Sponsor Meeting Minutes

**Date:** 22<sup>nd</sup> Jan 2018  
**Venue:** WeWork @ Beach Road  
**Attendees:** Raymond (Chope), Marc (Chope), Au Zhe Wei Jonathan, Ng Bing Yao Manfred, Yak Sze Hao  
**Agenda:** Sign NDA and receive dataset

S/N	Notes/Task	Assigned To	Follow-Up Action
1	Confirmation of the NDA with Raymond and Marc. Followed by passing them a hard-copy version of the NDA.	NA	NA
2	<p>Raymond and Marc showed us the different data sets that they would be passing us. Namely</p> <ol style="list-style-type: none"> <li>1. Reservation data</li> <li>2. Reservation route</li> <li>3. Emailer promotions</li> <li>4. Email interactions</li> </ol> <p>Explained the various datasets to us and how to interpret the data</p> <p><b><u>Source attribution for users</u></b>            EDM – click follow through all the way to the end            Possible – model whether customer actually books aft click through</p> <p><b><u>Reservations dataset</u></b>            c-time – time of reservation            rez-time – reservation time            u-time – update time if edited            rez status – cancel/no-show            source - if restaurant name, then booked through restaurant website – don't charge restaurant</p>	All	Check for errors
3	<p>Discuss possible areas for data exploration regarding the different data. Potential ways of cleaning the data and how to link up the various data sets. Clarified various issues regarding the chope business.</p> <p><b><u>Revenue streams</u></b></p>	All	To check with Chope if any questions regarding the data

	<ol style="list-style-type: none"><li>1. Cover charge (Main revenue stream)<ul style="list-style-type: none"><li>- \$1 per person</li><li>- \$2 completed reservation</li></ul></li><li>2. Subscription<ul style="list-style-type: none"><li>- Ipad system – fixed cost</li></ul></li><li>3. Vouchers<ul style="list-style-type: none"><li>- Sell restaurant vouchers to users – eg 10% off</li></ul></li><li>4. Marketing<ul style="list-style-type: none"><li>- Feature restaurants in EDMs for a fee</li></ul></li></ol>		
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Prepared by: Au Zhe Wei Jonathan

Checked by: Ng Bing Yao Manfred

# Sponsor Meeting Minutes

**Date:** 6<sup>th</sup> Mar 2018  
**Venue:** WeWork @ Beach Road  
**Attendees:** Raymond (Chope), Marc (Chope), Au Zhe Wei Jonathan, Ng Bing Yao Manfred, Yak Sze Hao  
**Agenda:** Interim Updates

S/N	Notes/Task	Assigned To	Follow-Up Action
1	<p>The team updated Marc and Raymond regarding our progress with the project. Went though the timeline:</p> <ul style="list-style-type: none"> <li>• Data Cleaning (methods used were Python and JMP)</li> <li>• Consultation with project mentor on techniques used for data cleaning</li> <li>• Initial analysis of data</li> <li>• Exploratory data analysis</li> </ul>	N.A	N.A
2	<p>The team presented our interim presentation to Marc and Raymond by firstly going through our data preparation and cleaning steps.</p> <p><u>Interactions Data</u>            Raymond asked if we noticed any unusual data when we were cleaning it. Sze Hao and Jonathan noted that for the interactions data set, there were some records with over 7000 columns of data which indicated many actions of open or clicking of the email. Noted the possibility of click bots. Hence the reason of only taking the time of the first and last action in this process of data cleaning and to ensure a manageable set to work with.</p> <p><u>Reservations Data</u>            Manfred noted that an issue with data entry for the column “phone” as some users enter text into that column. Possible measures would be to use a form of validation to prevent that from</p>	N.A	N.A

	happening in the future.		
3	<p>Going through the EDA, Raymond and Marc noted that they were impressed with our findings.</p> <p>Sze Hao asked if there is some sort of A-B testing being used for their campaigns as he noted that from the analysis and Marc acknowledge that they used that.</p>	N.A	N.A
4	The team concluded the presentation with saying what we will be doing going forward, where we will do text mining and joining both sets of data together to see the which words contribute more of a conversion rate into users opening or clicking the email received	ALL	Proceed to continue with the project

Prepared by: Au Zhe Wei Jonathan

Checked by: Yak Sze Hao