T(eam)ROLL

Supervisor Meeting Minutes

Date: 29 January 2016
Time: 1500
Venue: SMU SIS Lv 4 Meeting Room
Attendee(s): Amirah, Prof Kam
Absentee(s): Sze Huey

Agenda:

No	Description
1	Seek supervisor's advice on project progress
2	Clarifications on midterm deliverables and gather feedback on proposal submitted

Meeting Progression:

No	Description
1	The team showed prof the initial dataset provided by sponsor. Prof suggested exploring the characteristics of a post to the engagement level, which is line with team's proposed methodology. The team will have to select data relevant in defining the engagement level. The team will be adopting SGAG's definition of engagement level, which is the number of likes, comments and shares.
2	The team will have to prepare the data and explore findings and insights. Data preparation and a clean set of data includes the characteristics of the posts.
3	Prof suggested researching more on social media analytics. Social media analytics allow the team to gain better insights in the engagement level. Prof suggested looking at both page level data and post level. Page level data involves the engagement on a broad basis, whereas post level data focus on the engagement level for every post.
4	The feedback on submitted proposal is that it is too generic. The team has failed to narrow the scope and identify the analysis requirements of the project. Analysis requirements refer to the selection of relevant data. However, prof will be placing emphasis on work plan, background of the company and business objectives in driving the analytics project.
5	By midterm, the team will have to at the very least, compile all necessary data and complete exploratory analysis. The team will have to come up with a categorical framework and identify the characteristics of the photo before cleaning the data. Prof wants to the team to upload clean data before arranging another meeting.

Action items:

No	Task	Person In Charge	Due
1	Upload clean data on elearn	Sze Huey	4 February
2	Come up with categorical framework	TeamROLL	2 February
3	Data cleaning	TeamROLL	4 February

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The meeting was adjourned at 3.45pm. These minutes will be circulated and adopted if there are no amendments reported in the next three days.

Prepared by:

Amirah