

# ANLY482 MEETING MINUTES WITH SPONSOR (9 Feb 2018)

<b>Date:</b>	9 February 2018
<b>Time:</b>	16:00-17:00
<b>Venue:</b>	DHL Customer Solutions and Innovations
<b>Attendees:</b>	Team: Ruiyan, Qian, Nicholas, Sponsor: Jeff Neo, Wesley Boo, Aziz-ur Rahman
<b>Agenda:</b>	Clarification of Data

<b>S/N</b>	<b>Things Discussed/Done</b>	<b>Remark</b>
1	Presentation by sponsor on project expectations	<ul style="list-style-type: none"> <li>• Different customer data files are in different formats, currently DHL CSI uses a converter which contains a standard template for data collected in recent years</li> <li>• Some terms and columns will have to be changed and combined on our end – services are labelled as Deferred, Standard and Express for older file, while the names have been revised to Air Economy, Air Connect and Air Priority. Commodity type column labels differ as well.</li> </ul>
2	Discussion of data	<p>Clarification of column data</p> <ul style="list-style-type: none"> <li>• DHL has different prioritisation levels               <ul style="list-style-type: none"> <li>○ Strategic - very competitive and heavily discounted pricing</li> <li>○ Tactical - slightly competitive</li> <li>○ Market - the market average pricing, normal tariff</li> </ul> </li> <li>• Key target variable being Award Status – Main values to consider are Gained, Lost (previously had contract), Retained, Not Gained.</li> <li>• Origin and Destination are important factors – analyse not just based on regions, but on distance as well</li> <li>• Main goal of project is to be able to advise business units on rates/prices to fix</li> </ul>

		<ul style="list-style-type: none"><li>• Sponsor wants to identify if customer is price pincher or value seeker – that category may vary based on the attributes as well, customer may be less stringent on price for different regions or routes</li><li>• All prices stated are in per kg unless otherwise stated</li><li>• Target lanes column indicates if lanes are DHL’s focused lanes/is strong in those lanes</li></ul>
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<b>Item Due (Team) / Actions</b>
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Deadline: End of week. <ol style="list-style-type: none"><li>1. Conduct exploratory analysis of data, and share findings with sponsor at the end of the week to discuss methodology.</li></ol>
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