Consultation Meeting Minutes

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| Date/Time | 28th Dec 2016, 3pm to 4pm |
| Venue | SMU SISS Meeting Room 4.1 |
| Attendees | Prof Kam, Albert, Jun Liang, Russell |
| Agenda | 1. Run through developments of sponsor meeting 2. Clarify future actions |

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|  | Task/Description | Person in Charge | Due Date |
| 1 | Explained to Professor Kam that sponsor has given us 6 months’ worth of data, and intend to ask for more information subsequently.  Presented the raw data to Professor Kam and asked for advice, his advice as follows:  To conduct a more breadth-wise EDA, which includes Distributions, Peak trends, Summary stats, Box plots and  Descriptive modelling - to find out useful information  E.g. leisure: 200. Out of 200 likes aren’t the same - large Standard dev? Something interesting? Some posts in this category well done. Other posts not sp much.  Which category always well received? Consistent? Why consistent? What is editor doing to make it consistent?  Only with initial finding then can we proceed with verifying with sponsor on what may be of interest to them and then diving deeper into the data. | All | 12 Jan |
| 2 | Also, asked Professor Kam whether our findings must immediately lead to fixing their business problems, meaning that our team must find the problems for the sponsor. | All | nil |
| 3 | Highlighted sponsor’s concern of not using their namesake for the project to remain anonymous. As such, it is possible to doctor the data before release (i.e. financial data. \*1000 + 50 etc if they are uncomfortable with releasing revenue data. 5M can be 15M).  Label sponsor as a Web services company for now | All | 12 Jan |
| 4 | There is a new NDA which includes a clause for the sponsor to have a 14 days’ approval time window.  Need to drop by sponsor’s office to sign the revised NDA | All | 12 Jan |
| 5 | Proposal itself - 30th Jan workshop find out  Describe process e.g. EDA first then advanced analytics. Prepare first round of report. Key areas for further investigations. Present to sponsor then request for more data.  For the proposal - just the process | All | nil |
| 6 | Break up different portions of data for each person to do EDA on:  Overall Page Stats: Russell  Post Level Analysis: Jun Liang  Video Level Analysis: Albert | All | 12 Jan |