

Supervisor Meeting #1

Drafted by: Tan Rui Feng (17/01/2018)

Edited and Vetted by: Ong Geok Ting (18/01/2018)

| <u>Date</u> | <u>Time</u> | <u>Venue</u> |
|-------------|-------------------|--------------|
| 16/01/2018 | 1630Hrs – 1700Hrs | SIS MR 4-06 |

Participants: Liam Pang, Ong Geok Ting, Tan Rui Feng, Prof Kam Tin Seong (Advisor)

Agenda:

1. Feedback on project proposal
2. Exploring options for our project

| Meeting Item 1: Feedback provided on project proposal | | | | |
|--|--|---|-----------|------------|
| S/N | Issue | Action | By | Due |
| 1 | <p>The team shared with advisor on the clients' needs</p> <ul style="list-style-type: none"> - Visual analytics for sharing with their stakeholders - Their target users (sellers) only stay on platform that provide the most number of leads¹ so they would like to find out how to engage the sellers more effectively <p>Advisor's concern is that if the number of users on Real Estate Online's platform is comparable with the total number of real estate agents in the country which makes it difficult to further increase the engagement activity.</p> | <ol style="list-style-type: none"> 1. Do desktop research on number of active property agents in Singapore 2. Find out the close competitors of sponsor | Tan | 20/01/2018 |
| 2 | <p>Advisor shared his perspective on what other data sets we need regarding <i>users</i> because the aggregate data provided by sponsor is not useful in creating any insights to address the problem.</p> | <p>The team needs to find out:</p> <ul style="list-style-type: none"> - the frequency of use of each agent | Ong | 17/01/2018 |

¹ A lead refers to a customer contacting an agent regarding a listing. The website does not capture end to end transaction.

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| | | <ul style="list-style-type: none"> - the number of users opting out each month - number of new users and retained users - whether agents belong to a certain group | | |
| 3 | Advisor shared his perspective on what other data sets we need regarding <i>sessions</i> . | The team needs to find out: <ul style="list-style-type: none"> - timestamp of each session | Ong | 17/01/2018 |
| 4 | Advisor shared his perspective on what other data sets we need regarding <i>enquiries</i> . | The team needs to find out: <ul style="list-style-type: none"> - breakdown of the aggregate data | Ong | 17/01/2018 |
| 5 | Advisor shared his perspective on what other data sets we need regarding <i>cobroke</i> . | The team needs to find out: <ul style="list-style-type: none"> - the identity of agent who initiated the transaction - the identity of agent on the receiving end of transaction | Ong | 17/01/2018 |

Meeting Item 2: Exploring options for our project

| S/N | Issue | Action | By | Due |
|-----|--|--|------|------------|
| 1 | Advisor shared that we can look at profiling of all subscribers so that we can match the subscribers to the sponsors' marketing strategy. He also suggested generating a dashboard to show who are the high frequency users, low frequency users so that sponsor knows how to better engage them. | Relook at project proposal after updated data is received from partner | Pang | 23/01/2018 |
| 2 | Advisor also suggested that we can look at drop off rate. This is such that we can detect attrition rate and compare whether | | | |

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| | <p>people drop off at the start of subscription plan or nearing the end.</p> <p>Hence, this will call for different courses of actions for the company. For instance, if users drop off at the start, it could be that the interface is not user friendly.</p> | | | |
| 3 | <p>Advisor shared that we can do network analysis to see who is the 'mafia' so that we know the interactions between users.</p> | | | |