TEAM V
ANLY482 SPONSOR MEETING
MINUTES 4

Date	20 February 2017
Time	1:45 - 2:45
Venue	Evershine & Century Complex
Attendees	Team V: Andrew, Sarah Vanitee: Xiao Shi, Jame
Agenda	1. Clarify with Jame some questions we have about the Campaigns table 2. Clarify with Xiao Shi and Jame about the formula used in calculation profit 3. Review current findings with Xiao Shi and Jame 4. Update sponsor of progress and project scope

S/N	Item Discussed	Remarks
1	Data Clarifications - Profit Calculation	- Andrew first went through in detail Vanitee's previous and current business model. Jame and Xiao Shi acknowledges to show that our understanding of it is correct. - To reiterate, the previous model is 20% Vanitee fee (for first time bookings), 5% transaction fee (for online bookings), 75% professional payout. The current model is 5% Vanitee fee for a booking, 5% transaction fee (for online bookings), 10% cashback fee (in the form of credits), 80% professional payout. - Andrew went on the explain the alternative formula to calculate profits that we came up with. Andrew showed an example to illustrate it better. - Xiao Shi and Jame acknowledges that the formula is alright to be used.
2	Data Clarifications - Campaign Table	- Andrew went through the data and tables that we used. He also went through the items that we filtered out during our analysis.

		Update on what we have done till date	- Jame and Xiao Shi acknowledges to show they are alright with what we did. - Andrew told Jame that in the Campaigns table, some data have missing start_at dates but have an end date. Jame said that we should use the created_at dates as the start_date for values pertaining to this that are missing. - Jame went on to clarify a few other columns in the table that might cause confusion. - Discount_redeem_expire_at stores the datetime that the campaign codes will expire at for redemption, which means this is the last date that customers can make a booking and using the code. - Discount_usage_expire_at means the last date a booking can be made on, so any dates after this for a booking that uses this campaign code is not allowed. - Start_at shows the datetime which the campaign starts at while end_at shows the datetime that the campaign will cease.
3	Update on EDA findings		- Andrew presented the charts showing the breakdown of bookings by year, month and date. These bookings in the analysis are bookings which are online and checked out. - Xiao Shi and Jame are alright with the charts. However, for the bookings used in this analysis, the day the booking was created on is used. - Xiao Shi and Jame suggested that we do a graph that looks at the date that the service is book for. - For example, to explain clearly, the current charts used dates which the bookings are created on, on the other hand, we should look into the dates in which a booking is carried out on, to be checked out on. In this case, we know that many book through Vanitee on Saturday but we do not know the day this booking is made for. - For this, the team has decided to do up another set of charts. - Andrew went on to show the chart on bookings breakdown by monetary value. - Xiao Shi and Jame suggested to break it down further to show the individual services (hair, makeup, facial etc) for each monetary range. Also, they would like to see the range of <= $50 be broken down into smaller values. - Andrew suggested that the values can be split by intervals of $10. Xiao Shi and Jame's rationale for

		this is to find out the ideal price customers are willing to pay for a particular service.
		- Andrew went on to the following charts in the slides and Xiao Shi and Jame have no issue with it.
		- For the chart on breakdown of services by category, Andrew told Jame that we have used the category id 1 to get the main category. Jame said the categories are stored as an array but it did not appear to do so. Hence he will check and get back to us.
		- Also, Jame mentioned that to look at customers' credit usage, we should use the column price_credit and we did use that.
		- Xiao Shi and Jame are okay with the charts showing the age and gender for customers and professionals.
		- Andrew showed the chart on services breakdown by price and likewise, Jame suggested we do a further breakdown to show the individual services.
		- For chart on services breakdown by professionals, we should look at only professionals who are published. This confirms that they are currently active and providing a service.
		- Xiao Shi and Jame suggested we look into campaigns by analysing which campaigns have the most redemptions and bookings, and also the amount and duration it covers. We can also look into for the type of campaign, what is the ideal amount to have.
		- Xiao Shi and Jame said that campaigns breakdown of usage might not be beneficial to them at this point in time.
		- Also, for campaigns, always see that it is is_publised.
		- Xiao Shi and Jame would like the team to zoom in further into each customer segments (inactive and active customers) and identify customers who make a lot of bookings and what are they doing (how recent, how active, how much they spent)
4	Project Progress	- Xiao Shi mentioned again that she would like for us to let her and Jame know what are the important analytical charts, numbers and columns that Vanitee would need to have to build and continue analysing after the end of the project. - Andrew mentioned that we will include this in the final segment of our project.

| | | - Andrew asked if there are any concrete ways to sieve out test data in campaigns table as there are no indicative columns to show as such.
- Jame said that we can use campaigns that have bookings tied to it as the legitimate campaigns, but this might not be as accurate as it leaves out the campaigns that are legitimate but with no bookings made.
- Andrew mentioned to Jame about the negative $99K in loss in revenue.
- Even though Jame is unsure, he mentioned that it part of it could be there marketing costs which includes the use of campaigns and customer acquisition costs. Furthermore, this amount is over the span of 2 years. |

S/N	Action Item	Action By	Deadline
1	Prepare Interim Presentation deliverables	Andrew, Sarah	22 Feb 2017
2	Prepare Interim Report	Andrew, Sarah	26 Feb 2017
3	Continue on EDA	Andrew, Sarah	By 3 Mar 2017