## **Supervisor Meeting Minutes 3**

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| Date/Time | 8th Feb 2018  |
| Venue | SIS Meeting Room 4.3 |
| Attendees | Prof Meena, Eric, Ivan, Shing Hei |
| Agenda | 1. LDA Clarification
2. Update on Project Objectives
3. Mid-term Requirements
4. To-Do List
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|  | Task/Description | Person in Charge | Due Date |
| 1 | LDA Clarification* Conversion of vector into frequency and bank of words
* Specify the number of topics

**Prof Meena:** * Learn topics based on input
* Find the right topic
* Key: Get a trained LDA
* E.g. Product reviews:
	+ From the probability of words (topic vector); each topic has a set of probabilities;
	+ Show me top 10 topics
	+ Each vector (probability + 1)
	+ Use the trained LDA to run another data set; assign a topic based
	+ Trained LDA using a block dataset
	+ Procedures: Stemming

**Ivan:** * Run topics from the blog and use the trained LDA
* First need to manually interpret the topic from the blog
* Prof: How many topics? Generate 20 to 50 topics. Meaningfully 10 topics
* Prof: Refer to Trained LDA Python
 | All | Nil |
| 2 | **Update on Project Objectives****Company XYZ Findings:** * About the golden ratio:
* To illustrate that from the clean record of XYZ – what should be the organic ratio of engagement (without buying any followers)
* Industry standard: engagement over followers ratio
* XYZ could use the stats to pitch to potential clients
* Require us to generate the clean followers ratio/metric

**Meena:** * Choose some companies and find out the ratio
* Engagement levels for other companies
* Ideal scenario: When XYZ go to a particular client, quote the engagement ratio being found out
* Require crawling?
* Engagement to follower ratio: depends on current data that we have. Average Engagement level/followers per post/content
* Followers increase over time: timed a post (common scale). Compare the post requires us to have a common metrics
* Compare the XYZ company and 5 sister sites: Calculate percentage of engagement across

**Campaign effectiveness?** – leaving it out for now | All  | Nil  |
| 2 | **Mid-terms Requirements**Have objectives that are agreed with sponsors* Took the right data to do that
* How much have we explored in the data and EDA? How are we seeing ourselves going forward?
* The data cleaning and exploration
 | All  | In the run-up to mid-terms |
| 3 | **To-Do List*** Submission of data sets and minutes
* E-learn > Assignment > Interim Data Sets
 | All  | Before the end of next week  |