## **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 |