



12/04 Final USDA Presentation

Date/Time 12th April, 2:00PM-2:30PM

Attendees Arushi, Tanushree, Shubhangi

Serial Number	Notes	Actors	Follow up Action
1	<p>Improve the literature review. You need to highlight a few reference articles whereby cluster analysis has been applied and what are the conclusions or observations or tips or tricks that give you good takeaways for your analysis.</p>	Arushi	Look for other literature cases where cluster analysis is used. And then include it in the report.
2	<p>Cluster Analysis: Re-elaborate the K-Means Cluster. Centroid, Euclidean distance, either exhausts number of iterations. Clearly explain how it iterates and how it gets stopped or control. Read up on CCC and what happens when CCC is negative?</p>	Shubhangi	Refer to notes prepared and increase elaboration on research paper.
3	<p>Z-Score Profiling: Elaborate more on the Z-Score. What is the data value range for Z-Score and how do you interpret if it's positive or negative? Large positive means? Close to 0, what does it mean? Large negative, what does it mean?</p>	Shubhangi + Tanu	<p><i>Shubhangi:</i> Complete write up on what exactly is done on Z-Score. <i>Tanu:</i> Add in what a low Z-Score profile means</p>
4	<p>Client Recommendations: Good if you can elaborate how the sponsor can use it to make decisions? Target High value customers, then they look at Cluster A. Reactivate Customers, look at Cluster etc.</p>	Tanu	Group clusters into low/moderate/high. Then give actionable steps that the client would use it for.