Analytics Practicum Supervisor Meeting 06

MEETING CALLED BY	Prof Kam
TYPE OF MEETING	Project Briefing
FACILITATOR	-
NOTE TAKER	Chong Xin
TIMEKEEPER	Chong Xin
ATTENDEES	Chong Xin, Bowei, Hui Min

Agenda topics

1330 - 1350	TABLEAU VISUALISATIONS	ALL MEMBERS

DISCUSSION	- Need to adjust visualisations e.g. font size, graphs placement, to optimize for Sponsor Meeting 01. - Show a log-transformed version of the graphs that are very skewed with very few data points at the extreme rights. - Do a transformation on the R graph, i.e. $x' = 365 - x$, so that the interpretations of the graphs and labels will be clearer. - Use a light colour for the bars of the graph, and use a dark colour to highlight the selected cluster. - Name each dashboard & graph/visualization with a proper tile - Prof highlighted a need to present the visualisations in an ordered and proper way for the ease of digesting the information. - Order of the slide: visualization, RFM marketing concept, results of cluster analysis, workflow.

ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
- As per mentioned above	All members	Sponsor Meeting 01

1350 - 1410	2ND DASHBOARD (DISTRIBUTION OF PATRONS)	ALL MEMBERS

DISCUSSION	- Choropleth map - shows the planning area and number of patrons staying there - Better to present the <All> results, then zoom into something intuitive, and then go deeper into uncommon insights we can uncover from the visualization - To present the results of our cluster analysis, we borrowed the concept of RFM, which is often used in marketing analysis - Include some visualization or infographics on how RFM is used in marketing - Interpret the 6 different clusters

ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
- As per mentioned above	Hui Min & Bowei	Sponsor Meeting 01

1410 - 1420	3RD DASHBOARD (RFM)	ALL MEMBERS

DISCUSSION	- Adjust the colours and words of the RFM dashboard - Add a title for the dashboard and adjust the title for each graphs - To share with them the overall distribution (skewed), then go on to talk about the clusters - To visualize the RFM data on the library level and the subzone level.

ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
- As per mentioned above	Hui Min & Bowei	Sponsor Meeting 01

1420 - 1430	HUFF'S MODEL	ALL MEMBERS

DISCUSSION	- Using the population data for each planning area/subzone, separate them based on public vs private housing, then check if the model would be more sensitive to the data. - Can also separate population by age groups (i.e. 0-15 vs 15 and above) to check using the model too. - We will need to input them in our model to test the hypothesis. Only include them in if there is statistical significance.

ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
- Prepare for the midterm progress report and presentation	All members	Sponsor Meeting 01

OBSERVERS	-
SPECIAL NOTES	Sponsor Meeting 01 is scheduled to be tomorrow, 3.30pm, at SIS Meeting Room 4-3. Midterm Progress Report is due this Sunday, 9 Oct. Prof may not hold a midterm presentation if all groups are making good progress. All members will present on their findings in the Team Meeting prior, and complete the PPT slides & visualisations for the Sponsor Meeting.