

TEAM V  
 ANLY482 SPONSOR MEETING  
 MINUTES 1

<b>Date</b>	14 December 2016
<b>Time</b>	15:00 - 15:30
<b>Venue</b>	Evershine & Century Complex
<b>Attendees</b>	Team V: Andrew Vanitee: Xiao Shi
<b>Agenda</b>	Find out more about Vanitee and it's business requirements

<b>S/N</b>	<b>Item Discussed</b>	<b>Remarks</b>
1	Project	<ul style="list-style-type: none"> <li>- Andrew informed Xiao Shi about Analytics Practicum requirements               <ul style="list-style-type: none"> <li>- Finding a sponsor that can provide the team with sufficient data to conduct analysis</li> <li>- Project deliverables to be in the form of research paper and will conclude with Analytics Conference</li> </ul> </li> <li>- Xiao Shi mentioned that she understands the requirements and that Vanitee had work with student teams from SMU in the past (e.g. for CAT project)</li> <li>- Xiao Shi explained how Vanitee currently functions as a platform to bridge customers and beauty professionals in Singapore</li> </ul>
2	Data	<ul style="list-style-type: none"> <li>- Xiao Shi mentioned that Vanitee would be able to provide approximately 2 years' worth of marketing/advertising data</li> </ul>

3	Marketing	<ul style="list-style-type: none"> <li>- Xiao Shi explained that Vanitee would like to find out the Return on Sales (ROS) from the marketing efforts done to support Vanitee events</li> </ul>
4	Promo codes	<ul style="list-style-type: none"> <li>- Xiao Shi added that Vanitee uses promotional codes to attract customers but would like to find out more about the effectiveness in ensuring repeat customers</li> </ul>
5	Analysis	<ul style="list-style-type: none"> <li>- Xiao Shi suggested that the team look into cohort analysis</li> <li>- Xiao Shi suggested RJMetrics software as a possible tool to be used</li> </ul>
6	NDA	<ul style="list-style-type: none"> <li>- Andrew informed Xiao Shi of NDA to be signed before the project can commence</li> <li>- Xiao Shi replied that she will only be available after 5 Jan 2017</li> </ul>

S/N	Action Item	Action By	Deadline
1	Arrange meeting with supervisor to find out if project is suitable	Andrew	By 25 Dec 2016