Sponsor Meeting #3

Drafted by: Tan Rui Feng (28/02/2018)
Edited and Vetted by: Liam Pang (01/03/2018)

Date	Time	Venue
27/02/2018	1100Hrs – 1200Hrs	99.co Meeting Room

Participants: Ms He Lay Yu Mei ("Sponsor"), Tan Rui Feng, Ong Geok Ting, Liam Pang

Agenda:

1. **Clarification on Variable**
2. **Clarification on Questions**

Meeting Item 1: Clarification on Variable				
S/N	**Issue**	**Action**	**By**	**Due**
1	The sponsor made a mistake with regards to the raw data provided. The clarification lies with the cobroke requests mentioned. Cobroke requests is the enquiries they sent to other agents instead of enquiries received	To correct representation of data in our report	Ong	02/03
2	Enquiries refers to initiation from everyone, homeseekers and other agents	To correct representation of data in our report	Ong	02/03
3	The identified cluster 1 for paid is likely to contain agents who probably have a lot of buyers, and they use REO to send cobroke requests on behalf for their clients. The sponsor was quite confused about the clustering due to the team's misunderstanding of cobroke request variable.	Check the original data of cobroke.	Ong	02/03
Meeting Item 2: Clarification on Trend				

S/N	Issue	Action	By	Due
1	Tan asked the sponsor on the reason behind the existence of the extreme outlier. The sponsor was not aware of this. She suggested a potential reason where the free user can publish more than 5 listings but the system will 'push' them downwards.	REO will perform follow-up to understand better	Sponsor	

Meeting Item 3: Feedback on Dashboard

S/N	Issue	Action	By	Due
1	The sponsor explained that new users may be doing better due to momentum for those new users who are performing well compared to old users	-	-	
2	When asked about the spikes in sessions in July, September and sometime in Q4, the sponsor explained that the web traffic and activity level increased because agents might be coming online to explore an alternative since their close competitor has increased in price	Sponsor was surprised that the spikes occurred for a single day and not sustained. They will investigate on their own.		
3	When asked about the slowdown in listings, the sponsor explained that Internally, the API used was errornous in labelling synced as organic, therefore, it could have created the illusion that the increment of organic listings slowed.	-	-	
4	The sponsor made a remark that all the time series ones look reasonable.	-	-	

Meeting Item 4: Clarification on Questions

S/N	Issue	Action	By	Due

1	REO can only capture SOME leads. Currently, there are buttons included such as "Call Agent" to reveal contact number. There are offline interactions that cannot be captured. A single enquiry can be an interaction that deals with multiple listings, but REO will still capture that as 1.	The team can look at solutions on how to better capture leads	-	Next meeting
2	The sponsor explained that the spikes in usage, can be unexplained junks, scrapers, etc	The team to send Yu Mei the dates, the sponsor will investigate the these dates on their other platforms/data.		
3	The features of dashboard include: - Applying the sessions/enquiries table to other data points. Ong replied that this feature works mostly because sessions and enquiries are direct input/output - Tracking metrics instead of providing deep insights. - Clear difference between free and paid, aside from just having the feature to filter datapoints between free/paid. - Clear distinction between organic and synced listings even though REO is already tracking it - Aggregating data by time period through having a date range. For instance, a weekly breakdown or a monthly breakdown can be explored - Tracking retention: 99.co measure it by how many people came back after 1	Send screenshot of dashboard spreadsheet		

	month to login or create a listing. It would be nice to create something to show retention between free/paid, and how those retained ones perform vs those who left. A retained user is someone who: came back in the following month. Sub-retention metric such as cobroke, listings etc can be created. As membership length is not telling to her, the pie chart and bar chart can be combined with a visible percentage. Scalability: Ong mentioned that the data is broken down into 3 separate sheets, which might be complicated. The sponsor acknowledge the difficulty. She asked for a screenshot of the spreadsheet Ong used so she will figure out how to use SQL to directly extract from their databank.			
	The sponsor will share the dashboard with the agent marketing team for their input.	Sponsor to send, the team to await feedback	Sponsor	

Meeting Item 5: Plans on Moving Forward				
S/N	Issue	Action	By	Due
1	Ong mentioned that the investigation into cobroke to find network effect would be interesting. The sponsor explained that there could be some interest in explaining the cobroke system because there are agents who send cobroke massively. However, 99.co	Inform the supervisor about these findings	Team	27/02

	sometimes uses contest to drive up cobroke. There could be spammers who send over a thousand cobroke in a single day. Some agents do not own the listing but they duplicate other agents' listing, so when there is an enquiries they will initiate a cobroke request. In conclusion, The sponsor also feels that their existing data is too noisy to find any meaning from it.			
2	When discussing on final delivery, the sponsor mentioned that she is not expecting a lot of things, especially predictive analysis because their data are not clean. She provided sessions because those are cleaner and she can track them. Something useful the team can focus on is the dashboard. The visualisation will assist them greatly.	To work on the dashboard's design	Ong	Next meeting
3	Ong asked if it is possible to have the breakdown of enquiries into those from other agents and from homeseekers. The sponsor said she will provide us with the data for Q3 and Q4.	Receive enquiries breakdown	Sponsor	02/03