

Sponsor Meeting Minutes

Date/Time: February 14, 2018

Venue: SMU

Attendees: Yorisan, Cliff and Amanda

Agenda: 1. Show Sponsor dashboards created and seek advice on improvement.
2. Clarify current data extraction methods and how the data given to us was processed.

S/N	Notes	Action by	Follow-up Action
1	<p>Sponsor shared that the insights which management wants from the charts includes:</p> <ul style="list-style-type: none">- Analysis of the periods of dips in distribution of its products, by highlighting the other charts during the same period.- Trial conversion rate, which is shown in the difference of Regular Usage rates and Total Awareness rates	Cliff and Yori	Amend the dashboard according to what sponsor advised on.
2	<p>Sponsor will be giving additional data on investments the company has made on marketing efforts, and the periods and duration of its past marketing campaigns.</p>	Cliff, Yori and Amanda	Convert additional data provided by the sponsor to relational form. Add into the existing dashboards. Trial deployment of dashboards online or on websites.