Team Meeting #5

Drafted by: Liam Pang 31/01/2018)
Edited and Vetted by: Tan Rui Feng (01/02/2018)

Date	Time	Venue
31/01/2018	1900Hrs – 2130Hrs	SOE/SOSS Rm 3-01

Participants: Liam Pang , Ong Geok Ting and Tan Rui Feng

Agenda:

1. To explore data transformation
2. To discuss about potential difficulties

Meeting Item 1: Data Transformation				
S/N	**Issue**	**Action**	**By**	**Due**
1	Tan and Pang pointed out that they have tried to do the data transformation as agreed previously on their own. However, they are unable to do so effectively using Excel. Thus, they have explored JMP pro instead.			
2	Ong pointed out that JMP Pro is an effective tool which satisfies most of their needs. She shared with her team mates on how it could be done.	Merging data into one sheet	Ong	7 Feb
Meeting Item 2: Challenges faced				
3	The team were conflicted on whether converting existing data fields into binaries might cause difficulties with the later stages of analysis as they are intending to conduct some form of customer segmentation. However, the team move			

	forward with this concern in mind.			

Other Business

- Notes on data transformation:

Users:

- Created Members_Days by transforming account creation date into days by deducting from 31 Dec 2017.
- Removal of users with accounts newly created after 31st December 2017.
- Created Status and transform paid and blacklisted into 1 and 0 respectively. Users who are blacklisted are removed.

Subscription:

- Created Paid by transforming paid into 1 and free into 0.

Sessions:

- Created DaysOfWeek with Sunday to Saturday being labelled from 1 to 7 respectively.
- Created Session_Weekdays and Session_Weekends columns based on the value from DaysOfWeek.
- Created Hours to convert the time into their respective hours.
- Created WMAE by categorising time into four exclusive 6 hours slot starting from 0000 hrs.
- Created columns such as SE_E1, SE_E2, SE_E3, SE_E4, SE_D1, SE_D2, SE_D3 and SE_D4 to indicate when each session took place.
- Created the columns SE_DO and SE_EO to indicate the total number of sessions taking place during weekdays and weekends.
- Created SE_TOTAL to tabulate the sum of user sessions.

Listing:

- Created DaysOfWeek with Sunday to Saturday being labelled from 1 to 7 respectively.
- Created Session_Weekdays and Session_Weekends columns based on the value from DaysOfWeek.
- Created Hours to convert the time into their respective hours.
- Created WMAE by categorising time into four exclusive 6 hours slot starting from 0000 hrs.
- Created columns such as LI_E1, LI_E2, LI_E3, LI_E4, LI_D1, LI_D2, LI_D3 and LI_D4 to indicate the frequencies of user sessions taking place during each respective time slot.
- Created the columns LI_DO and LI_EO to indicate the total number of sessions taking place during weekdays and weekends.
- Created LI_TOTAL to tabulate the sum of user sessions.

- Created two columns – Sync and Organic to indicate the type of listing.