**AP Supervisor Meeting Minutes – 1 April 2016:**

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| Date: | 1 April 2016 |
| Time: | 2:30 p.m. |
| Venue: | SMU SIS Prof Kam’s Office |
| Attendees: | Denise Quek Si Ying |
|  | Tan Wei Song |
|  | Prof. Kam Tin Seong |
| Agenda: | 1. Discuss project progress |
|  | 2. Final Deliverables Clarification |
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1. **Review of meeting’s discussion**

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| **S/N** | **Issues Discussed** | **Action By** | **Due Date** |
| 1. | **Evaluation of Explanatory Models:*** If there are variables with missing values close to 50% (e.g. 52%, 48%), might want to consider running 2 analyses – one including the variable and the other excluding the variable. If variable is excluded, observe what are the other variables and their resulting logworth values that were picked out as a result of the exclusion. Might consider presenting both sets of results to sponsor to make a decision.
* To determine when to stop splitting decision tree model, consider when the contribution “Portion” in column contributions become very small.
* Compare both logistic regression and decision tree model by picking out differences in confusion matrix, then the parameters at the 0.01 levels.
* Limitation of our analysis is that it assumes that the behavioral pattern of Personal Care consumers does not change.
	+ As a result of the limitation, can use the model to map out redundant questions. Use the dataset as an experiment design dataset to craft questionnaire with optimal number of questions.
* Modeling process – modify the modeling process from Prof Kam’s lecture notes by removing “Model Comparison” and adding arrows such that we iterate through the data preparation process.
 | Denise & Wei Song | 6 April 2016 |
| 4. | **Final Deliverables*** Time limit for final presentation is 40 minutes maximum.
* Showcase what the team is looking for when checking dataset. Include screenshots.
* Showcase what is so special about this project during presentation.
 | Denise & Wei Song | All to note |

1. **Next meeting’s agenda**

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| **S/N** | **Issues Discussed** | **Action By** |
| 1. | Next meeting will be internal meeting. Date and venue to be confirmed.Agenda:* Final Presentation Slides
* Final Report
* Finalize Models
 | Denise, Wei Song |

The meeting was adjourned at 3:30pm. These minutes will be circulated and adopted if there are no amendments reported within the next three days.