

## Supervisor Meeting Minutes

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Date/Time: March 12, 2018

Venue: SMU

Attendees: Yorisan, Cliff and Amanda

Agenda:

1. Update Prof Kam on the client's preference for Qlik Sense and Excel
2. Ask about Prof Kam's opinion on the structure of our report
3. Ask about the inclusion of data structure in the report
4. Show Prof Kam the new datasets received from the client

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S/N	Notes	Action by	Follow-up Action
1	<p>Update Prof Kam that the sponsor wanted, excel and Qlik, instead of Tableau. Prof said that since there is no way to force them, we should work with Qlik sense. Focus on the Learning Experience how to better use Qlik Sense. For the practice research paper, we have done the comparison, so we should compare, when designing the dashboard with loose data, how we went about doing it. State the advantages and disadvantages. It will be a benchmarking of Tableau vs Qlik. We should define how well they can handle the data. For instance, the structure of excel is fixed, while Qlik is more flexible. Qlik Sense, came from Qlik View, a data warehouse software, hence, while it excels in data transformation, users need to code everything, and it allows users to handle data from raw form to that used for reporting purposes.</p>		
2	<p>Cliff asks whether we should bring in how we structure data. Prof agrees that we should. The user currently starts with excel, with already structured tables, and is unable to bring it back to the raw form. Excel summary tables will not be able to produce a dashboard. Show the restrictions faced when using their excel table. Explain how we can create more meaningful dashboards from raw tables. Explain how to use Qlik, to create the visualisation.</p> <p>Work on the Qlik sense more, and use the</p>	Cliff, Yorisan and Amanda	Create manual for each dataset to convert into Flat Table format. Email client for data in the rawest form.

	<p>scrip of Qlik sense to transform the data. We do not know the client's raw data format. We should get it asap.</p> <p>Ask client if they have the data in flat table format, which they should have, but if do not, we need to write up the steps to convert into Flat table format. If done on excel, do manuals.</p> <p>Distribution data: find the information from before any touch up is done. Explain to her if she can spare us one of the latest quarter data.</p>		
3	<p>Showed Prof the new sets of data received from the client, campaign data, and retail promotions data.</p> <p>For the campaign data: it would be good to indicate that the period of the campaign, 1 month, 2 weeks, etc. We should check with the client if it is safe to say it is two months, by assume the campaign starts early of the month? We can try to investigate the impact of the campaign on sales.</p> <p>Retail Promotion data: compare the promotions, with the non-promo period. How many weeks they have promotions for Brand A in a month. Count etc. We can classify them according to sales channel (big supermarket and mama shop). Ask for the sales record (specific to stores), since they send their people to track how much sales for the store. (Possible findings: may find that retailers are holding stock etc)</p>	Amanda and Cliff	Clean the new sets of data and conduct EDA for second objective
4	<p>Prof told the team to choose one objective to focus on, which also depends on how much data we can get from her. We can only use both objectives if we can link them, and not make them seem like independent parts. Data cleaning might be the link between them.</p>	Cliff Yorisan Amanda	Choose objective to focus on for the report.
5	<p>Prof asks how the data was checked for consistency after being cleaned. We mentioned that we do comparison by comparing the graphs to the sponsors and by scanning through the data while we are cleaning it. We did find that the sponsor used some values wrongly and some values were null or negative.</p>	Yorisan	Amend the period used in Tableau dashboard.

	<p>Prof mentions that for the KPI table, three columns, period, quarter and year, should not be needed, and there should only be time period, since Tableau allows users to define it in any way we want. Yori ask about the breaking of lines between years (use the line graph option, continuous line). Year is treated as numerical. With Tableau, they can retain it as reporting month, and maintain at a granular level.</p> <p>Null values can be due to un-updated data. They need to be addressed since they affect the average values. We cannot exclude them and should highlight to the sponsor that they need to be updated.</p>		
6	<p>We should recommend the sponsors a platform with respect to pros and cons. For instance, Tableau is self-serving, click and drop, whereas Qlik has less flexibility due to additional need to script, since it was designed in that way. Main consideration for the sponsor: Do they have programmers (use Qlik), or are they casual users (tableau)?</p>		