## **Internal Meeting Minutes 5**

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| Date/Time | 13th Feb 2018  |
| Venue | SIS GSR 2.2 |
| Attendees | Eric, Ivan, Shing Hei |
| Agenda | 1. Golden ratio
2. Going forward plans
3. LDA analysis
4. To-do list
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|  | Task/Description | Person in Charge | Due Date |
| 1 | **Golden ratio**Input: Followers/ Likes **Objective**: Dashboard with sliders, and sponsor would be able to adjust the numbers accordingly (*refer to picture attached)*Engagement ratio calculated as: * **(Like + Comment + Share / Following)**
* Need to state one-year period
* Facebook engagement rate already accounted the changing following ratio
 | All | Nil  |
| 2 | **Going forward plans**1. Algorithm change investigation **- Before Interim**
2. Dropout rate **- Interim**
3. Golden ratio (Eatbook) **– After interim**
4. YouTube video – seasons **– After interim**
 | All  | Nil  |
| 3 | **LDA Analysis**Current 6 chosen number of categories for running the LDA model: 1. Events
2. Review
3. Work
4. Travel
5. Food
6. Lifestyle (e.g. CNY)

**To-clarify:** A measure on accuracy of generated columns – compare generated columns and compare with the blog categories column? * Categories might not be reflective of the blog post title

**Current Algorithm:** Sort and take the highest (index number (based on word mapping), probability) **Moving on:** We will need to decide the threshold (say below 0.3 probability), we will categorize it as “others” | All | Nil  |
|  | **To-do-list**1. Algo change Investigation – Shing Hei
2. LDA deeper analysis – Ivan
3. Golden ratio calculation (in the lead up calculation)

**Admin**1. Report – Eric
2. Slides – Ivan
3. Sandbox/Archive – Shing Hei
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