## **Internal Meeting Minutes 5**

|  |  |
| --- | --- |
| 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 |

|  |  |  |  |
| --- | --- | --- | --- |
|  | 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 |  |  |

