



### **Prof. Meeting Minutes #3**

Date/Time                    7<sup>th</sup> Feb 2018, 2:00PM-3:00PM Attendees  
Arushi, Tanushree, Shubhangi

Admin for the week: Arushi

Serial Number	Notes	Actors	Follow up Action												
1	Developing a User Table: <ul style="list-style-type: none"> <li>- RFM alone isn't enough</li> <li>- Need to add proportion of customers who did not show up/cancelled</li> <li>- Add frequency (how often they book)</li> <li>- Filter out data that represent less than 2% of the data</li> <li>- Be careful of outliers, not necessary all outliers are statistical (High number of bookings needed for analysis)</li> <li>- Funnel Plot Suggestion</li> <li>- Develop Table as follows:</li> </ul> <table border="1" data-bbox="412 804 1141 1136"> <thead> <tr> <th data-bbox="412 804 488 1136">CUST ID</th> <th data-bbox="488 804 594 1136">Recency</th> <th data-bbox="594 804 716 1136">Frequency</th> <th data-bbox="716 804 867 1136">Propensity to attend (Cancel/no-show)/(Total bookings)</th> <th data-bbox="867 804 1003 1136">Discount Distribution (10%)</th> <th data-bbox="1003 804 1141 1136">Discount Distribution (20%)</th> </tr> </thead> <tbody> <tr> <td> </td> <td> </td> <td> </td> <td> </td> <td> </td> <td> </td> </tr> </tbody> </table>	CUST ID	Recency	Frequency	Propensity to attend (Cancel/no-show)/(Total bookings)	Discount Distribution (10%)	Discount Distribution (20%)							Arushi and Tanu	Developing User Table by following meeting on the 14/-
CUST ID	Recency	Frequency	Propensity to attend (Cancel/no-show)/(Total bookings)	Discount Distribution (10%)	Discount Distribution (20%)										
2	Developing a Vendor Table: <ul style="list-style-type: none"> <li>- Need to look at Redemption Rate</li> <li>- Find out how vendors are classified as heartland/CBD</li> <li>- Develop Table as follows:</li> </ul> <table border="1" data-bbox="310 1297 1141 1339"> <thead> <tr> <th data-bbox="310 1297 574 1339">Resto ID</th> <th data-bbox="574 1297 846 1339">Number of Bookings</th> <th data-bbox="846 1297 1141 1339">Redemption</th> </tr> </thead> <tbody> <tr> <td> </td> <td> </td> <td> </td> </tr> </tbody> </table>	Resto ID	Number of Bookings	Redemption				Shubhangi							
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3	Our Final Project Deliverables: A Report on 2 things: <ol style="list-style-type: none"> <li>a. High Performing Vendors</li> <li>b. Dominant Traits for Customer Clustering</li> </ol> To confirm with sponsor on project deliverable format		Share with Supervisor												