**Date:** 9 January 2018

**Time:** 1130

**Venue:** LKCSB GSR 2-4

**Present**: Eunice, Prajval, Wen Jie

**Agenda:**

1. Understanding the client’s company and his needs
   1. Exploring information provided
   2. Defining project directions
2. Organising online meeting with the client - Akshay
   1. Signing of NDA
3. Wiki Page, proposal

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| S/N | Area of Discussion | Action to be taken |
| 1 | Overarching problem  Increase online sales / turnover   * Increase effectiveness of online marketing campaign   + Finding out key words, web crawl (his own site and competitors)   + Visual ads     - Analysing unstructured data * Profiling of current and potential customers for better targeted advertisements   + Repeat patterns of customers   + Geographical segments * User flow and interface of website   Proposed   * Propose listing of products * Bundling of products (i.e. MBA) * New ad platforms (i.e. AB testing) * Predictive modelling and growth patterns   + Seasonal data, inventory setup * Future goals – global / regional / national | Understanding what data client has and when we can receive it   * Web flow, sales, marketing expenses, web crawling etc. * Done 9/1/18 by all during client meeting |
| 2 | Timeline   * Confirmation on client’s meeting tomorrow, regarding the data and NDA * Consultation with Prof Kam on Thursday * Aim to receive data on Friday * Meanwhile, set up Wiki page and proposal template * Project proposal to be done by Saturday |  |
| 4 |  |  |

Minutes taken by: Wen Jie