**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 problemIncrease 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
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| 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
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Minutes taken by: Wen Jie