

ANLY482 MEETING MINUTES WITH SUPERVISOR (10 OCTOBER 2016)

Date:	10 October 2016
Time:	17:40-18:30
Venue:	Meeting Room 4.3 SIS
Attendees:	Team: Anita, Sally, Xiu Ming, Supervisor: Prof. Kam
Agenda:	<ul style="list-style-type: none"> • Project Update

S/N	Things Discussed/Done	Remark
1.	Findings on Page Level - exclude outliers	<ul style="list-style-type: none"> • To exclude the posts on 30th May 2016 in the Page Level drill down
2.	Findings on Posts Level – exclude outliers	<ul style="list-style-type: none"> • Find the commonalities between the popular posts
3.	Findings on Video Level	<ul style="list-style-type: none"> • Should not regard the jumping video as outliers as the figure does not differ much from 3rd post

Item Due (Team)/Action(s)
<p>Action:</p> <ul style="list-style-type: none"> • Read up on Latent Analysis for unsupervised classification for categorical data <p>Possible Approach/Methodology:</p> <ul style="list-style-type: none"> • Integrate all the popular posts together before perform cluster analysis, video posts to be placed in a different worksheet • Principle-Component Analysis • Cluster Analysis, segment the posts into homogenous group (e.g. high likes/comments/shares), find the common characteristics • Perform unsupervised classification