

Sponsor Meeting 2

Date	24/05/18
Time	7pm – 8pm
Venue	SMU SIS
Attendees	<ol style="list-style-type: none"> 1. Chester 2. Hong Yang 3. Jeryl 4. Larry 5. Solomon
Agenda	<ol style="list-style-type: none"> 1. Customer 2. Data Store 3. Business Questions 4. Item Database 5. Machine Learning 6. Testing 7. Extra 8. Timeline

Agenda

Item	Description
1	<p><u>Main purpose</u></p> <ul style="list-style-type: none"> • The main purpose of creating this dashboard/charts for Scanteak is because they are moving towards making decisions based on clinical results instead of solely experience/intuition. It is more of science instead of feeling and machine over human. <p><u>Customer Information</u></p> <ul style="list-style-type: none"> • Conversion script required to get gender of customers • Is it okay to expose this information to <u>external API</u>? <ul style="list-style-type: none"> ○ Alternative is not as accurate ○ Get the limit of the api and request rate ○ Pre-cache it (names database) – store on csv ○ First names for gender, last names for race <p><u>Customer Module</u></p> <ul style="list-style-type: none"> • We need to create the different customer profiles • What customers likely to buy what • How are the salesperson supposed to use this data? <ul style="list-style-type: none"> ○ They will only know what kind of people are likely to buy what kind of products during different periods • Things we use to categorize customers

	<ul style="list-style-type: none"> ○ Income ○ Parents vs singles ○ Age group ● End product: Printable charts for salesperson to refer to in order to make their recommendations <ul style="list-style-type: none"> ○ Once a customer steps into the shop, salesperson can use the chart to identify which profile group the customer falls under and make appropriate recommendations based on what they are likely to buy and amount they are likely to spend
2	<p><u>Data Store</u></p> <ul style="list-style-type: none"> ● Remote API to upload data (local instance) ● Need to use Google App Engine (python) <ul style="list-style-type: none"> ○ Similar to docker ○ Severless
3	<p><u>Business Questions</u></p> <ul style="list-style-type: none"> ● Which item has the most sales? ● Which hour has the most traffic?
4	<p><u>Item Database</u></p> <ul style="list-style-type: none"> ● Category of items ● What we have now is only the identifier ● We need to categorize it ourselves (for example, green chairs, blue chairs and red chairs should all fall under the category of “chair” instead of being identified as a single entity)
5	<p><u>Machine Learning</u></p> <ul style="list-style-type: none"> ● Do scanteak’s salespeople have the ability to know what a certain customers want by just looking at them. <ul style="list-style-type: none"> ○ More experienced one may have the ability (5-10 years) ● Request to interview employees (mid-term and final) as a metric ● Scikit learn has a few algorithms available – may not be able to run on google app engine ● Ensemble learning
6	<p><u>Testing</u></p> <ul style="list-style-type: none"> ● Python has a lot of different frameworks, we can test the validity of a certain script by running it with a small sample

	<ul style="list-style-type: none"> • Raw data that has been processed on our end needs to be validated (to ensure that fields have been mapped appropriately e.g. age/race) • Set up test cases to make sure that coding logic (as compared to framework’s scripts) is working well
7	<p><u>Extra</u></p> <ul style="list-style-type: none"> • Recommends SCRUM • Can use Dash Framework for displaying data as charts • Recommender – only if everything is already done well • Basic is just a visualization of the data <ul style="list-style-type: none"> ○ Will be able to see peak sales and etc to be used for business decision ○ End goal is to use the 3 views to allow executives to make business decisions (where to set up a store)
8	<p><u>Timeline</u></p> <ul style="list-style-type: none"> • End June <ul style="list-style-type: none"> ○ Meet with business people (higher executives) to test the visualization (descriptive analytics) • July <ul style="list-style-type: none"> ○ Predictive analytics can be started ○ End July another review with business people (maybe can include store people as they are the main target audience for the customer profiling module’s reference chart) – to get feedback • August <ul style="list-style-type: none"> ○ Staff Profiling ○ End August another review • September <ul style="list-style-type: none"> ○ Refining of data

The meeting was adjourned at 8:30 pm. These minutes will be circulated and adopted if there are no amendments reported in the next three days.

Prepared by,
Jeryl

Vetted and edited by,
Larry