Internal Meeting 14

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| Date | 15/10/18 |
| Time | 1130pm – 1230pm |
| Venue | SMU LKS Library GSR 3-3 |
| Attendees | 1. Chester
2. Hong Yang
3. Solomon
4. Jeryl
5. David
6. Larry
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| Agenda | 1. Going through post-mid terms
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Agenda

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| Item | Description |
| 1 | **Geospatial maps*** Historical sales start date and end date
* Comparison of historical sales of date group 1 and date group 2.
* Customer age group in each sub zone
* % of customer age in sub zone
* % of customer by sub zone
* Population in each sub zone by age group

**Marketing planner*** Predictive analytics integration?
* Cluster of customer, will we be able to use filter?
* Prepare explanation on the model
* Can we integrate public holidays etc into the data?

**Customer Dashboard*** Next UT - To Hide days not selected?

**Store dashboard**- show day and date in the time series chart on top of the revenue when hover over**Business value*** Doesn't save time - instead it's providing insights
* Google cloud is not a value to the client

More clear with values - if you wanna prove that you save them time and budget, provide evidence.Redo value proposition**Presentation*** Demo how we discovered the insights.
* Go deeper in the insights and state how can we make use of such insights
* How did they use the insights? What benefits does the insight provide?
* Action taking after UT 2 using the dashboard.
* Performance of the analytics.

**Poster*** What to put on the poster
* Do we need to include dog face of ben gan?
* Select one of the 2 sample Layouts form the A2 Poster Template Protrait file provided in the IS480 google drive folder
* SMU, SIS & IS480 logo is mandatory. Please do not change the background color of the logos obtained from the IS480 google drive folder
* Please ensure that your Team name, Team Members’ Name, Supervisor Full Name and Sponsor Full Name is in the Poster.
* Font Size for Poster: Use the font size guide from the Poster Template
* One Print version: JPG format, A2 size (height 595mm x width 420mm) with 300dpi resolution (we will scale down for booklet)
* Name the poster using your Team's Name. ie. TeamPosterPrint.jpg
* DUE DATE 29 OCTOBER 2018 (or is it postal day that day)?

**VIdeo*** 1 min video on our project
* Please refer to previous semester 1 minute pitch (some are interesting, but I believe yours will be better!)
* Please ensure that the video resolution is of good quality, as we will be playing the video during the poster event
* Please ensure that the images, websites, music used in the video clip and videos are royalty free
* Please ensure that your Team Name, Supervisor Full Name, Sponsor Full Name is in the video clip
* Please include that the SMU SIS & IS480 logo provided in the IS480 google drive folder. Please do not change the background color of the logos
* Name the video using your Team's Name. ie. TeamVideo.mp4
* Here is a great resource on producing a video

**UT3*** Fix a date with Jamie for mid November

**Final presentation*** 23 November 2018 - 2pm

Why use sales data to predict... can we use other variables to predict as well? what about promotion data?performance of data - faster for the prediction, is it hardware or software issuesChanging of database to include sales event.   |
| 2 |  |

The meeting was adjourned at 12:30 pm. These minutes will be circulated and adopted if there are no amendments reported in the next three days.

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| Prepared by, Solomon  | Vetted and edited by, Hong Yang  |