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 |
| Agenda | 1. Going through post-mid terms |

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 issues  Changing of database to include sales event. |
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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 |