

Internal Meeting 13

Date	15/10/18
Time	1130pm – 1230pm
Venue	SMU LKS Library GSR 3-3
Attendees	<ol style="list-style-type: none"> 1. Chester 2. Hong Yang 3. Solomon 4. Jeryl
Agenda	<ol style="list-style-type: none"> 1. Going through post-mid terms

Agenda

Item	Description
1	<p>Geospatial maps</p> <ul style="list-style-type: none"> • 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 <p>Marketing planner</p> <ul style="list-style-type: none"> • 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? <p>Customer Dashboard</p> <ul style="list-style-type: none"> • Next UT - To Hide days not selected? <p>Store dashboard - show day and date in the time series chart on top of the revenue when hover over</p> <p>Business value</p>

- 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?
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- 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
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- 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

	<ul style="list-style-type: none"> • Fix a date with Jamie for mid November <p>Final presentation</p> <ul style="list-style-type: none"> • 23 November 2018 - 2pm <p>Why use sales data to predict... can we use other variables to predict as well? what about promotion data?</p> <p>performance of data - faster for the prediction, is it hardware or software issues</p> <p>Changing of database to include sales event.</p>
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.

Prepared by,
Solomon

Vetted and edited by,
Hong Yang