

# Sponsor Meeting 5

Date	5/10/18
Time	3.30pm – 5.30pm
Venue	Scanteak Showroom (Toh Guan)
Attendees	<ol style="list-style-type: none"> <li>1. Chester</li> <li>2. Hong Yang</li> <li>3. Jeryl</li> <li>4. Larry</li> <li>5. Solomon</li> <li>6. David</li> </ol>
Agenda	<ol style="list-style-type: none"> <li>1. Insights</li> <li>2. Things to make changes</li> </ol>

## Agenda

Item	Description
1	<p><b><u>Insights</u></b></p> <ol style="list-style-type: none"> <li>1. Customers don't give IC and instead give their phone number as IC</li> <li>2. Those born before 1968 were dropped as it was not possible to find out their age group</li> <li>3. Money may come from their parents (Likely for the cluster that has 25 years old staying in semi detached in bukit timah)</li> <li>4. Younger people are starting to move out</li> <li>5. Sanity Check – survey to see if the data is true</li> <li>6. However, targeted users are the ones that bring in a larger revenue.             <ol style="list-style-type: none"> <li>a. Average invoice per customer</li> </ol> </li> <li>7. Lowest spending has the highest number of accounts</li> <li>8. 4pm has the highest number of sales             <ol style="list-style-type: none"> <li>a. It is by amount, should we change/add number of transactions</li> <li>b. There is a time lag between their front POS system and their backend system. Hence may cause a difference.</li> </ol> </li> <li>9. Revenue per day is higher than expected (For 1<sup>st</sup> august, it was around \$5k.. but what was shown was \$200k)             <ol style="list-style-type: none"> <li>a. Pandas date reading issues (dd/mm... etc)</li> <li>b. Total sales revenue taken instead of individual cost</li> </ol> </li> <li>10. Planner             <ol style="list-style-type: none"> <li>a. Also, drop consider using median for the clusters instead of the middle point.</li> <li>b. Clusters may be too large hence, can drop attributes</li> </ol> </li> </ol>

	<p>11. Product associations seem likely as most were the “free gifts”</p> <ul style="list-style-type: none"> <li>a. Customers are promotion-driven</li> <li>b. Percentage of occurrence should vary across timeline</li> </ul>
2	<p><b><u>Things to make changes</u></b></p> <ul style="list-style-type: none"> <li>• Can remove tianjing, B2, IWA, wholesale, Star Vista and parkmall (PM)</li> <li>• For each showroom, what’s the top k products – show in store dashboard (based on revenue)</li> <li>• Static heat map, how many customers per subzone</li> <li>• Preprocess data during upload</li> </ul>

The meeting was adjourned at 5.30pm. 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,  
Solomon