

Internal Meeting 4

Date	13/07/18
Time	6.30pm – 9.00pm
Venue	SMU SIS
Attendees	<ol style="list-style-type: none"> 1. Chester 2. David 3. Hong Yang 4. Larry 5. Solomon 6. Jeryl
Agenda	<ol style="list-style-type: none"> 1. Discuss analytics functions of Store dashboard 2. Discuss analytics functions of Customer dashboard 3. General layout of dashboard design 4. Tasks to be completed before sponsor meeting on 18 July

Agenda

Item	Description
1	<p><u>Analytics functions of Store dashboard</u></p> <ul style="list-style-type: none"> • Overall view • Date filter (Year, Quarter, Month, Week, Day) • Breakdown by items • Sales per day • Customers location • Source • Member type
2	<p><u>Analytics functions of Customer dashboard</u></p> <ul style="list-style-type: none"> • Customer profiling • Age, race, gender • Address – mapped to districts
3	<p><u>General layout of dashboard design</u></p> <ul style="list-style-type: none"> • Overall design – grid to select major categories

	<ul style="list-style-type: none"> • Main chart in the centre to immediately show important data (e.g. Store – Bar chart with percentage of total revenue (y-axis) by store (x-axis))
4	<p><u>Tasks to be completed before 18 July</u></p> <p>*High-fidelity prototype of Store dashboard*</p> <p>David & Larry:</p> <ol style="list-style-type: none"> 1. Breakdown by day/month/year 2. Breakdown by all stores/single store 3. Breakdown of sales/percentage contribution to overall sales 4. Breakdown of product types 5. Breakdown of region of stores/customer 6. Breakdown of sales by days of the week 7. Breakdown of customers per advertising platform <p>Chester:</p> <ol style="list-style-type: none"> 1. Ethnicity Breakdown 2. Subregion tagging for both delivery & billing 3. Gender breakdown 4. Income data (if possible) <p>Jeryl:</p> <ol style="list-style-type: none"> 1. Edit Front End 2. Update Wiki 3. Hi-Fi Prototype <p>Hong Yang:</p> <ol style="list-style-type: none"> 1. Classifying customer purchases 2. Research on machine learning

The meeting was adjourned at 9.00pm. These minutes will be circulated and adopted if there are no amendments reported in the next three days.

Prepared by,
David

Vetted and edited by,
Solomon