

# Sponsor Meeting 3

Date	18/7/18
Time	3pm – 4pm
Venue	Scanteak office
Attendees	<ol style="list-style-type: none"> <li>1. David</li> <li>2. Hong Yang</li> <li>3. Jeryl</li> <li>4. Solomon</li> </ol>
Agenda	<ol style="list-style-type: none"> <li>1. Update of current project status</li> </ol>

## Agenda

Item	Description
1	<p><b><u>Update of current project status</u></b></p> <p>Current project analytics:</p> <p><b>Phase 1</b></p> <ul style="list-style-type: none"> <li>• Conventional analytics (Pure results) <ul style="list-style-type: none"> <li>○ [Name, District, Subzones (~400), Citizenship, ...]</li> <li>○ Weather – affects footfall</li> <li>○ Types of household/size (condos, hdb, terrace, etc)</li> <li>○ First digit of id refers to item category <ul style="list-style-type: none"> <li>▪ Can try to further split them into further sub-categories</li> </ul> </li> </ul> </li> <li>• Item categorization</li> <li>• Customer classification <ul style="list-style-type: none"> <li>○ Income, age, race</li> <li>○ Suggestions: Retired, student, working adult</li> <li>○ A customer can be placed in multiple categories</li> </ul> </li> <li>• Store Analytics <ul style="list-style-type: none"> <li>○ If there's an event nearby, can expect higher footfall</li> <li>○ New employee, can give suggested range of products for certain customer</li> </ul> </li> <li>• Is it possible for certain products to be identified for a sale targeted towards certain customers?</li> <li>• Repeat customers?</li> <li>• If a customer buys product A, how likely are they to buy product B? <ul style="list-style-type: none"> <li>○ Match up products for marketing purposes</li> <li>○ Purchase with purchase</li> <li>○ Associated product purchase</li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>• Who are scanteak’s customers? <ul style="list-style-type: none"> <li>○ Mosaic (Provides some customer structures)</li> <li>○ Capitalland provides free wifi, is able to access customer’s fb and assess whether they have children</li> <li>○ What stores targets what customers?</li> </ul> </li> <li>• Tie data from data.gov</li> <li>• How often to update data? <ul style="list-style-type: none"> <li>○ Monthly basis</li> </ul> </li> </ul> <p><b>Phase 2 – Predictive analytics (Machine Learning)</b></p> <ul style="list-style-type: none"> <li>• Stock take predictive analytics</li> <li>• What certain customers are likely to buy?</li> </ul>
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The meeting was adjourned at 4 pm. 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