**Supervisor Meeting 4**

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| **Date:** | 8th September 2017, Friday |
| **Time:** | 4.30pm |
| **Location:** | Professor Steven Hoi’s Office @ SIS Level 4 Room 4052 |

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| **Attendees:** | Rachel Wong  Jeremy Tay  Liaw Wee Kiat  Manfred Loh  Tan Si Ying  Lim Li Ting |

**Agenda:**

1. Update on our process
2. Enquire on the Influencer Value Algorithm

The meeting was adjourned at 5.00pm. This minutes will be uploaded to IS480 Wiki page, and adopted if there are no amendments reported in the next three days.

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| Time | Item | Action |
| 4.30PM | 1. Update on process 2. Enquire on the Influencer Value Algorithm    1. Try to focus on Subscriber than Likes/View    2. Suggested to follow the attrition model:       1. Sales, Credit and Payment History       2. Geographic Location Attributes       3. Customer Service Data       4. Internet Usage and e-Communications       5. Promotional History    3. Explore more on this Algorithm and make sure that basic Ecommerce functionalities are working well    4. Improve more on marketing Effectiveness (instead of like and view)    5. Can consider AB test or machine learning (AB test - come with 2 model and try and test try model is better; and compare with model work well with the budget)    6. However, we might not have time for it |  |

Prepared by,

Lim Li Ting

Vetted by,

Tan Si Ying