

Internal Meeting 9

Date	10/09/18
Time	1130pm – 1230pm
Venue	SMU LKS Library GSR 3-3
Attendees	<ol style="list-style-type: none"> 1. Chester 2. David 3. Hong Yang 4. Larry 5. Solomon
Agenda	<ol style="list-style-type: none"> 1. Marketing Campaign Dashboard 2. Changing of database 3. Explanation behind machine learning algorithms used

Agenda

Item	Description
1	<p><u>Marketing Campaign Dashboard</u></p> <p>Updates:</p> <ul style="list-style-type: none"> • Successfully integrated front end with back end for filter options • Changed filter options from single-select to multi-select • Issues with displaying the interactive table <p>To do:</p> <ul style="list-style-type: none"> • Resolve and display the interactive table • Implement call backs from the Marketing Campaign Dashboard • Integrate Marketing Campaign Dashboard with outputs from the machine learning output (product association)
2	<p><u>Changing of database</u></p> <p>Updates:</p> <ul style="list-style-type: none"> • As the processing speed of data store is too slow (at least 3 seconds) for any form of process, we will have to switch to another data base

	<ul style="list-style-type: none"> • Another way to increase the processing speed is to do some form of data prepping beforehand <p>To do:</p> <ul style="list-style-type: none"> • Setting up of the SQL server • Normalizing schema • Uploading of the postal code table (as it is currently static) • 4 primary tables (customer, sales item, sales, item) • mySQL will be used for computing (used to replace Data Store as it is too slow) • Data Store will be used for long term data storage instead of computing • Chron job to synchronize data between Data Store and mySQL
3	<p><u>Explanation behind machine learning algorithms used</u></p> <p>Updates:</p> <ul style="list-style-type: none"> • Currently using elbow method to identify the optimum k for k-means clustering visualization <p>To do:</p> <ul style="list-style-type: none"> • Research and provide logic for various machine learning algorithms used (product association and customer profiling) • Research into ways to ensure the accuracy of machine learning algorithms, and how they are robust

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,
Larry

Vetted and edited by,
Solomon