Sponsor Meeting 4

Date	13/8/18
Time	1pm – 3pm
Venue	Scanteak office
Attendees	1. Chester 2. David 3. Larry 4. Solomon
Agenda	1. Update of current project status

Agenda

Item	Description
1	**Updates from client's side:** • Snapshots of our preliminary dashboard will be used during a company presentation • Our project will be used to complement their existing system • Clarified with client with regards to PDPA – there is a clause on their form which states that data collected can be used to improve services and hence there is no infringement of PDPA
2	**Updates of current project status:** Customer clustering - Customers are now clustered based on age, house type and income (household) - Income (household) is determined based on house type and housing loan approved. All these will be accomplished through the help of data from government websites. - Question from client: How do you determine my region and house type? – postal code will help us identity the region and delivery address (contains unit number) can help us to identify your house type. - Clients are looking towards having personas to represent the profiles (we will produce the respective clusters and clients will label the clusters accordingly (e.g. white collar, blue collar, etc.) Marketing campaign project recommendation - Inputs (store, item category, target segmentation, payment methods and specific days)

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- Client has reflected that this is very important for the marketing team to upsell certain products to certain customer clusters
- This will help in terms of stock planning (as we know what items people are more likely to purchase or purchase together)
- This gives our client more control (as they can specify their inputs based on what they know)

Client's current marketing plan
- How do they decide on the type of promotional activity, prices, and items?
- Loss leader (using one popular item to drive in more sales for other items)
- Ageing list (for items which are not moving fast enough so we have promotions to sell it)
- Seasonal activities (Christmas, New Year, etc.)
- Client's request: To use this to show which region to carry out the promotion at.
- For instance, we have a lot of sofas (item category) to clear, given that it is September (period), which showroom (store) should we carry out the promotion in order to target a specific profile (since we only have limited marketing budget, we want to target a high spending profile)

Deliverables
- Next meeting will be early September
- Further breakdown items into smaller categories instead of just (sofa, bedroom items, dining room items, others, and mattress), Scanteak's staff will be helping us out on this
- We will be providing settings tab for clients to define categories based on their product code (e.g. clients can specify product codes starting with c1 = leather sofa, c2 = leather chair, etc.)
- Increase the number of filters to make it more intuitive for our client
- Tabs: Uploading of data, customer profile, store profile, heatmap, marketing campaign project recommendation

Expected outcome
- To reduce planning time, marketing time and cost
- Improve the way they plan their marketing campaign (they only have limited marketing dollars)
- Better train their sales staff (how to optimize each promotion/sale)

The meeting was adjourned at 3pm. These minutes will be circulated and adopted if there are no amendments reported in the next three days.

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Prepared by,
Larry

Vetted and edited by,
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