Internal Meeting 1

Date	19/03/18
Time	8pm – 9pm
Venue	SMU SIS
Attendees	1. Chester 2. David 3. Hong Yang 4. Larry 5. Solomon
Agenda	1. Analytics 2. Customer 3. Store 4. Sales 5. Others

Agenda

Item	Description
1	**Analytics** • What kind of customer profile goes into the store? • Which part of the day has the best sales, and what is the composition of the sales? (whole year, when is the sales peaking, which day of the week etc) • What items are customers more likely to purchase? • Purchase patterns (predictive) • Consumer behaviour • Machine learning • Analytics + predictions
2	**Customer** • We must create profiles with existing data sets (does not contain profiles) • Computer Vision – to track the people walking outside the store • Track Mac Address (legality issue)

	• Customer's previous sales record (address) • How to identify people? Using labels • How to create labels? Create a small subset and manually label (by surveys), then use machine to extrapolate • Machine learning => clustering based on attributes (businessmen) • Data from the last five years • Scalable • Social media digging • Plotting on charts • Different profiles, what is he most likely to buy • Rolling data (adding new data to past data)
3	**Store** • The purpose of this – manpower allocation • If this store has a lot of small sales -> allocate an impatient salesman who can close deal quickly • If Thursday busy day => nobody can take leave • Shape stores (punggol – new estate, starting families) according to analytics (Store is running out of space, should allocate space wisely)
4	**Sales** • Uploading new data • Printable data • DPA (data protection act) – we have to work in scanteak • Strip away (names, identifier) • Postal code and how high they stay (live high/low) • Hotspots (BTO) • Prediction Chart – if the person looks like this, what is he likely to buy?
5	**Others** • Everything to be built on python • We will have access to offline database • Google app engine • Mid May – end September (UAT) – • Finish 60% before August 17 (already figured out the customer profiles etc, three different views, charts etc) • After school start, prediction analytics • First name last name order day mailing address cell phone number items purchase selling price per item, show room purchased, sales

	person who served them, date of purchase, delivery date, how many complaints, date of complaints, sales order timing, time taken for delivery (from start of delivery to customer sign), buy first deliver later, down payment, pay full

The meeting was adjourned at 9:00 pm. These minutes will be circulated and adopted if there are no amendments reported in the next three days.

Prepared by,   Vetted and edited by,
Larry   Solomon