# **Scrum Report 11/20**

**Have we talked to the client recently? When are we meeting with them next?**

* We met with the project manager and client on 11/17. During the meeting, we discussed our results from last week. Both client and project manager gave us feedback and recommendations for using content type and letting us focus on users with a completion rate above and included 85 for our project. Our next meeting will be at 11/24.

**What have we worked on?**

* Based on the feedback from our client, We first added a new column “content type” into our Action dataframe. Then we divided Action into two separate tables. The first one is the entries that have completion rates above and included 85. The rest of the entries will be stored in the second tables.
* We mainly focused on the first table. First of all, we changed the amount of impressions shown in our result. If a user has close frequency in two different hours, we should report both. For instance, on Monday, a user reads at 2 PM for 14 impressions and 4 PM for 12 impressions. The number of impressions are close and both 2PM and 4 PM will be reported with impressions shown in the result table. If a user reads at 2 PM for 14 impressions and 4 PM for 1 impressions on Monday, the difference between the frequency is huge and we can ignore the 4 PM. Only 2 PM and the corresponding impressions will be shown in the result table. To test the closeness of frequency, we use average. For each day, we find the average frequency of each hour. If the frequency is larger than the average, we will remain the hour and frequency; if not, we will ignore the hour time.
* Then, we generate tables of frequencies with different content types. This helps us determine which content type is the most popular and acceptable by the users overall, which can be used to send notifications for our new users (secondary goal of our project). At the same time, we can also check the frequency of each user and see which content type they like the best which can be used to increase the completion rate of each notification.

**What will we be working on next?**

* We will start to use algorithms like clustering and classifications to find the hour time. And we will compare the results of the algorithms to our current result tables.
* We plan to start to do predictions for new users. We first need to find some tendencies of users in all. For instance, we can see which device they use for the most. We should also check for the channel as well. By choosing different variables, we might use regression or other prediction methods to predict when we should send notifications.

**Have we run into any issues? Do we need help?**

* We plan to use categories of content type to divide the action 0-85 table. However, we are not sure about which type of table we should generate. One way is to generate different tables for each content type with frequency and hour in it. Another way is to generate a whole table. And add different columns to show the frequency of content type of each day of the week. Since we are not sure about this, we have sent an email to our project manager about this. And we will schedule another team meeting to answer this question after we get the response from our project manager.