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| Meeting Minutes 3 | |
| Date | 20 August 2019 |
| Start Time | 3:30pm |
| End Time | 4:30pm |

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|  | Agenda | Follow Up Action |
| 1 | Phase 1: Brainstorm   1. **Agritech**  * Integrate IoT for farming quality with blockchain ledger * Profiling the farmers (reputation score) * Market Basket Analysis for customers based on data * Recommend products to customers * Upselling, cross selling and packaging of products * Amount of crops to be grown depending on type * Monitoring * Determine whether crops are harvestable * Determine quality of goods * Best transportation route * Forecast weather for growing of crops, alerts for farmers * Pricing of goods * Optimal location for warehousing * IoT in warehouses to sense food spoilage  1. **Ascott**  * Better trip experience: Pulling of external data and customer booking data to make recommendations and suggestions of activities to do. * Manpower Management: Analysis of new property and new areas, and allocate manpower based on seasonality changes. * IoT to detect number of outgoing customers to call for cab * Geospatial Analytics: Expansion of hotels * Social Media Analytics: Find out what people are saying about the hotel, and of competitors * Smart Hotel: Voice command, switching off lights with app * Clustering of customers for package deals  1. **Old Chang Kee**  * Create an app * Ordering and picking up * Find the nearest outlet * Track rider’s location and food status * Allow food to stay fresh by allocating sufficient time for chef to cook * Assign nearest 1-2 outlets to cook the food in order to prevent disruption of store retail sales * Analyse historical demand for easier logistics and staff planning * Demand and supply to prepare the food based on day, timing * Roster allocation * Market Basket Analysis to recommend new packages to do promotions and time-based offers. * Inventory management using IoT * Customer analytics: Clustering of customers for segmentation and retention  1. **EZEN**  * Pricing Analysis through data scraping * Create an app for appointments and monitoring of waiting time * Recommend hairstyles or nail design based on customer demographic and preferences * Analyse salon’s logistical usage based on past trends to facilitate restocks * Offer memberships and track transactions in order to provide personalized discounts * Dashboard for reporting * Digitisation * Payment System * KPI Review | - |
| 2 | Phase 2: Consolidation and elimination of ideas   1. **Agritech**   Idea 1: IoT   * Integrate blockchain ledger with farming quality * Dashboard to monitor crops * Profiling of farmers   Idea 2: Market basket analysis   * Recommend products to customers * Upselling, cross selling and packaging of products * Amount of crops to be grown depending on type   Idea 3: Monitoring   * Determine whether crops are harvestable * Determine quality of goods * Best transportation route * Forecast weather for growing of crops, alerts for farmers * Pricing of goods  1. **Ascott**   Idea 1: Manpower management   * Analysis of new property and new areas, and allocate manpower based on seasonality changes.   Idea 2: IoT   * Detect number of outgoing customers to call for cab   Idea 3: Social media analytics   * Find out what people are saying about the hotel, and of competitors   Idea 4: Customer segmentation   * Clustering of customers for package deals   Idea 5: Dashboard   * To display charts from analysis/ monitoring  1. **Old Chang Kee**   Idea 1: App development   * Order and pickup * Finding nearest outlet * Assign nearest 1-2 outlets to cook the food in order to prevent disruption of store retail sales   Idea 2: Market basket analysis + promotions   * Recommend new packages to do promotions * Time-based promotions   Idea 3: Analysis   * Demand and supply to prepare the food based on day, timing from historical data * Roster allocation * Inventory management using IoT   Idea 4: Customer segmentation   * Clustering of customers for segmentation and retention   Idea 5: Dashboard monitoring   * Monitoring and visualisation of analysis  1. **EZEN**   Idea 1: App development   * Booking of appointments * Mobile payment system * Pricing Analysis   Idea 2: Product recommendation   * Obtain information of trendy hairstyles/ nail designs from web. Make recommendations based on customer preference and demographics.   Idea 3: Analysis   * Analyse salon’s logistical usage based on past trends to facilitate restocks   Idea 4: Personalized discounts   * Memberships to track customer transactions in order to provide personalized discounts   Idea 5: Dashboard   * Visualisation of data, KPI reviews, digitisation. | All: Team members to email respective sponsors about the potential ideas discussed.  Team members to contact profs for project supervisor  Check whether data required can be found on the web (e.g information about weather, hairstyle designs, competitor hotels, etc).  Else, need to talk to point-of-contact to request for some data and understand what kind of data they have. |