**Online webex meeting with project sponsor Loreal**

Date: 20 Jan 20

Time: 1400hrs – 1500hrs

Meeting agenda: Update project sponsor on project progress for Weeks 1-3

Items discussed:

1. Project progress update
2. Additional requirements
3. Misc & Deliverables

1. Project progress update

* Changes made to project milestones/schedule

2. Additional requirements/suggestions

* Competitor analysis 🡪 eg comparing foundation between loreal and Innisfree
* Can try to scale up by category – pick only one category to work on (eg retrieve Maybelline product reviews)
* Possible ideas
  + Identifying top sellers for similar products/top colours
  + Top products with >400 ratings
  + Price promotion correlation with reviews (Eg if loreal runs a flash deal/bundle sale, does it lead to more positive reviews?) \*good to have
    - Price cut
* Model
  + Train the model (eg “this product is the bombz” 🡪 positive sentiments and not negative
  + Categorise review by service (shipment fast), product, expiry date etc
    - Focus on lipsticks. The colours. -> what shade has the best positive reviews
  + Rating analysis will depend on the number of stars (good, very good, etc)
* Visualisation
  + Do up mockup dashboards
  + To be interactive, and show insights (identify correlations. Price vs reviews?)
  + If review = “product comes w free sample” -> positive review

3. Misc & Deliverables

* Request for data
  + Sale data (highly impossible)\*\*
  + Product promotional data (must sign NDA)\*\*

*\*\*31 Jan 20: Data request is currently put on hold/not needed at the moment*

* Deliverables
  + Share github link with Vivian
  + Flexible webex meetings (biweekly)
  + Share updated projected plan