**Project progress meeting with project supervisor Prof Lo**

Date: 31 Jan 20

Time: 1030hrs – 1115hrs

Meeting agenda: Update project supervisor on project progress for Week 4

Items discussed:

1. Project progress update
2. Suggestions/feedback

1. Project progress update

* Data cleaning
  + We intend to split the reviews into 2 categories – product & delivery
  + Using discourse analysis
  + Split by “.” & other conjunction words
* Exploratory data analysis & visualisation sketches

2. Suggestions/feedback

* Visualisation
  + Analyse if positive reviews response rate is faster (compared to other reviews)
  + Focus on what the dashboard can offer (insightful results)
  + Correlation viz
    - Price correlation (amongst the categories)
    - Rating vs Polarity (Lazada v Shopee)
    - Rating vs No. of Product Sold (amongst the categories)
    - Sentiment comparison amongst quarters
  + KIV: competitor analysis
    - Analyse no. of reviews received, sentiment, average rating
    - Show figures on the top bar (on dashboard)
  + Reference: social mention softwares 🡪 look at how data is presented
* Model building/Data cleaning
  + Be modular and reusable
  + Clean data through discourse analysis/keywords
    - E.g. if sentence contains a “but”/”however”, take the sentiment after the word, and review is considered negative. Analyse 2nd part of sentence and ignore the first
    - Usually after the conjunction word, if it’s a pronoun = likely that both parts of sentences are talking about the same topic. If it’s a noun = different topics.
* Suggested scope
  + Midterm review: **sentiment analysis + response rate** + correlation analysis (w Lazada)
    - Arrange UAT with sponsor and gather feedback -> present during midterms
  + Final: competitor analysis + important figures
    - Arrange 2 rounds of UAT