

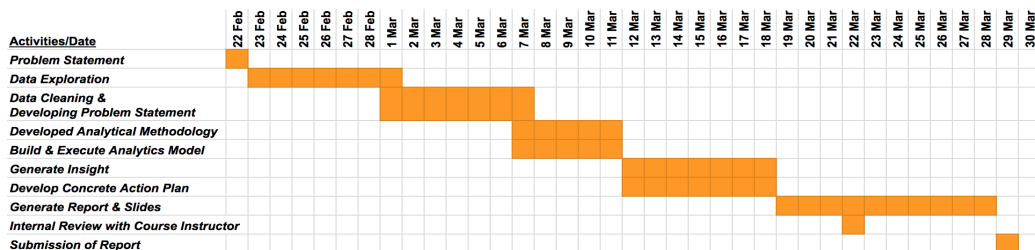
Progress Report 1

Project Title

C2LAP with Paula

Project Timeline

Start Date	End Date	Activity	Remarks
22nd Feb		Problem Statement	Finished. Broad problem statements
22nd Feb	1st Mar	Data Exploration	Finished. Explore data provided
1st Mar	7th Mar	Data Cleaning & Developing Problem Statement	Missing values, required data More detailed problem statements
7th Mar	11th Mar	Developed Analytical Methodology	linear regression, clustering, association
		Build & Execute Analytics Model	
12th Mar	18th Mar	Generate Insight	
		Develop Concrete Action Plan	Recommendations
19th Mar	28th Mar	Generate Report & Slides	
22nd Mar		Internal Review with Course Instructor	Report refinement after review
29th Mar		Submission of Report	
19 Apr		Presentation of Report	



Tasks Completed

Problem Statement

How can we develop a sustainable customer journey and reduce operational cost to improve profit?

Data Exploration

Names	Responsible Explorations	Data Source
Chen Ziao	Customer Journey, SKU Association	API & Order Data
Lee Pei Shan	Product Line	Sales Data
Ng Ning Ting Vivian	Product Channel	Sales Data & Online Resource
Leonard	Sales & Inventory	Sales Data