

Transcribed notes by Gary Gregg.

On Friday, February 15, 2018, at 1:20 PM, a meeting was held at Choclati on N 45th in Wallingford. Present were Elise Worthy, Gary Gregg, Jahavi Jahsti, and Abhishek Varma. The meeting lasted approximately one hour. The following topics, and/or points were discussed:

- Gary had previously planned to examine number of transactions concluded by the store per month to quantify it, and see if it was stable, increasing or decreasing. Jahnavi has already done that analysis, however.
- Jahnavi will look at whether consignor partners exhibit different shopping habits than other customers.
- Abhishek suggested the store adopt a policy of marking items high, but nevertheless having frequent "sales," with corresponding markdowns.
- The group went over the proposed reasons why purchases of consignment items may have declined over time. These were also much discussed in our standup meeting from 14 February, 2018. The possible reasons include: 1) items priced too high (unlikely, says our instructor Megan. Megan thinks the consignment items are priced dirt cheap); 2) customers are more inclined to buy new items of the same type because the economy in general, and their circumstances have improved; 3) demographic changes in the Wallingford neighborhood (Megan's preferred reason).
- We discussed again how consignor partners get a 20% discount on new items.
- We discussed how the store recently changed their policy so that if a consignment item becomes marked down, then the consignor putting up the item also shares in the decreased proceeds from an eventual sale. Previously the consignor received the full 40% of original list price (as store credit) when a sale was eventually made.
- We discussed Megan's suggestion for focusing the store's business. Megan thinks the store should focus on high-end consignment items to maximize profit. However, Elise has said the store has decided not to do this in favor of focusing on ordinary items.
- Gary brought up his concern that the "presets" table in the *Product* database (where Elise had previously pointed the team for detailed product category information) has no index that is used as a foreign key in any other table. Because the "sales" table in the *Sales* database appears to be replicated in its entirety in the *Custdata* database, Gary believes that each *Kids on 45th* database is a self-contained entity. If that were true, then the "presets" table should therefore have a foreign key present only in another table in the *Product* database. The group debated whether the **description** field in the "presets" table has a foreign key in another table in the *Product* database.

- The group was brought back to the most important questions that *Kids on 45th* wants answered for the team's report: 1) What is the average price-per-category of consignment items sold by the store over the period in which data was kept, and; 2) What is the average time-on-shelf of consignment items in those same categories.
- Gary opined that if the team could not answer those questions by the conclusion of the project, then it would be a "bit of a fail."
- The group also considered the things that Megan is most interested in the team providing, namely: 1) business recommendations for the store, and; 2) recommendations to the store for future data collection.
- Elise described how the store has a new loyalty program in the work with Squares.
- Elise said that the store was really not concerned about the buying practices of the previous owners of the store, which is also contained in the sales data present in the legacy databases. The team was correct to exclude this information from consideration.
- Elise is definitely interested in learning how consignor partners are different than other customers.
- Elise says that when e-mailing her with questions, the team should put the question directly in the subject line of the e-mail. Apparently Elise gets a lot of e-mail, and she may overlook something important if the subject line does not catch her attention.
- There are only about three weeks left in the project, so the team needs to finish analyses, construct the final report, develop content for the presentation poster, and construct the poster (or outsource that work) before the deadline.
- Gary suggests that upon conclusion of the project, the team can turn their GitHub repository over to Elise and Bookis for their future use.