Transcribed notes by Gary Gregg.

On Wednesday, January 17, 2018 at approximately 7:50 PM, a standup meeting was held at 164 Savery Hall at the University of Washington. Present were Megan Hazen, Gary Gregg, Jahnavi Jasti, and Abhishek Varma. The meeting lasted approximately 20 minutes. The following topics, or points were discussed:

- Scatterplots showing average "balance due" (subtotal plus tax) versus month offset from January 2007 were shown and discussed. These data were obtain from the **Custdata** (customer data) tables by Gary Gregg. The results shows that price increases by Kids on 45th are not keeping pace with inflation. The data point for the last month of data (April 2017) appears to be an outlier that resulted from efforts to close the store by the previous owners (check with Elise & Bookis). This data point should be excluded from the model. It will make the model curve flatter, but probably still significant. The flattened curve will show an increase in the rate at which the store has not been keeping pace with inflation with its consignment clothing pricing.

- Megan opined that she likes to see plots at the standups, so these will be a good thing to bring to our future meetings to show the team's progress.

- The **Sales** tables are being analyzed by Jahnavi Jasti. The tables have fields for "checked in" (items received for sale?) and "checked out" (item sold), but in some very few cases the later precedes the former. Two possible reasons for this were discussed: 1) That the item was actually made available for sale – and sold by the store – before the store actually received the item from the consignor (could this be done with a photo of the item?), or; 2) a mistake was made in data entry.

- Abhishek Varma is analyzing the **Product** tables. Abhishek suggests that we build a regular expression evaluator to determine item condition by parsing the description field.

- We discussed the possibility of answering the question of how long it takes items in a particular category to sell. This is one of the two important questions that Elise & Bookis would like to have answered, expressed as: *"How long does it take, on average, to sell a particular type of item?"* See last week's meeting minutes. We really need to answer this question with the provided data, or explain why we cannot.

- We discussed the question of how data in the legacy sales table were recorded, particularly sales. The most modern technologies for doing this were not available in 2007. We should ask this question of Elise & Bookis at our next meeting.

- We decided to contact Elise and/or Bookis for a meeting on Friday, 1/19/2018. Failing that, we will shoot for early next week.

- It will be possible to join data in the **Products** and **Sales** tables using the product scan code. Gary opines at the time of this writing that data in the **Custdata** and **Sales** tables can be joined using the customer ID field.

- We know that there are tables in the **Sales** table for active items and sold items. We also know that it is an open question whether there is duplication between these two tables. However, the intent was that items were moved from the active table to the sold table once they were sold. See the sponsor meeting minutes from January 9 2018. Another question arose at tonight's meeting: What became of items in the active table that were never sold, and were disposed of in some other way (e.g., given up for donation)? This may be a question for Elise & Bookis.

- We discussed – as a policy – whether the former owners of Kids on 45th donated unsold items to charity without first notifying the consignor partner. We concluded that they probably did. We can ask Elise & Bookis whether this is their current policy. Note as of this writing: This theorized policy asks consignors to take a leap of faith that Kids on 45th will not report sold items as "given to donation" simply to avoid paying the store credit.

- Megan strongly suggests that the team put a *Recommendations* section in the report, to include recommendations for future data acquisition by Kids on 45th, and how it will be analyzed.

- Seasonality of items was discussed, and how items can be presented to maximize sales.

- The definition of a "romper" was discussed. A "romper" is defined as 1) a young child's one-piece outer garment, or; 2) A one-piece outer garment for adults, typically worn as overalls or as sports clothing. It seems a romper is what one wears while in the act of romping.

- The team should compile a list of questions that will be presented in the report. These will be the formal questions of high business interest to Kids on 45th.

- We discussed the question of how customers of Kids on 45th change over time. For example, what percentage of customers are one-time customers versus repeat customers? Do repeat customers simply vanish once their kids outgrow any clothing that can be purchased in the store?

- A potential question to answer: What differences are there between one-time customers and repeat customers? How much do they buy? What kinds of things do they buy? It seems that one-time customers will not be customers who list items on consignment, since by definition they would not be returning to spend any store credit they they earned...they are, after all, "one time" customers. Note: Gary should look at this because the relevant data is probably in the **Custdata** table.

- Potential question to answer: Is store credit too high or too low at 40%? This would be enormous help to the enterprise if it can be answered in a way that is supported by the data.

- Possible question: Can the store conduct A/B testing of some kind to determine customer preferences, and thereby maximize sales?

- Question: Do higher quality items end up on consignment? Can this be determined? It would seem a logical conclusion, as higher quality items would tend to outlast a child's wear, and would only become unusable when a child outgrew it. Cheaper items would tend to break or wear out before outgrown. Can we answer this question from the data?

- Question: Does the store offer higher quality used items than the new items available at Target? This would seem to be a selling point. Can we answer this from the data?

- For next week: Merge the **Product** & **Sales** tables. Also try to merge the **Custdata** tables and one or both of the other sets (**Product** and/or **Sales**).

- For next week: Continue data analysis.