

Transcribed notes by Gary Gregg.

On Wednesday, February 14, 2018 at approximately 7:20 PM, a standup meeting was held at 164 Savary Hall at the University of Washington. Present were Megan Hazen, Gary Gregg, Jahnavi Jasti. The meeting lasted approximately 25 minutes. The following topics, or points were discussed:

- The team inquired whether we can outsource some of our poster presentation work, such as providing content to a third party so that they can create the final product. Megan says that would be okay.
- For the poster presentation, Megan described what will happen. The team will have a station, and interested visitors will read our poster, and then ask us questions about our research.
- Asked about what recommendations she would make to *Kids on 45th* for future data retention, Jahnavi said she would suggest to keep track of condition and size of items held on consignment.
- Gary believes that each of the Kids on 45th legacy sales data Access databases are self-contained entities, with no foreign keys across databases. He draws this conclusion because it appears that the "sales" table appears with nearly identical content in both the *Custdata* and *Sales* databases. The version in the *Sales* database appears to have three weeks more records (to 22 April 2017, versus 1 April 2017), but other than that they are the same. If the practice were to maintain foreign keys across databases, then there would have been no need to replicate a table.
- Elise has mentioned several times that the "presets" table (in the Product database) is the go-to place for detailed product type categories. And yet...this table appears to contain no index in use as a foreign key in any other table. If fact, if the point immediately above (about no foreign keys across databases) is true, then if "presets" keys are present anywhere else, then it would have to be another table in the *Product* database. Please inquire to Elise about this. Jahnavi has used category information local to the *Sales* database, and finer grained category information might be available in the *Product* database.
- Gary had discovered this week that – as a trend – the store is selling fewer consignment items per purchase transaction, while the count of new items per purchase transaction has remained about the same. He theorizes two possible reasons for this: 1) that consignment items are priced too aggressively (Megan thinks not...she thinks consignment items at the store are already dirt cheap); 2) that with an improving economy, customers have becoming less budget-minded, and are now buying new clothing items for their kids instead of used; 3) Megan thinks demographic changes in the Wallingford neighborhood over the last ten years may be a factor.

- A considerable amount of time was spent discussing suggestions that can be made to *Kids on 45th* for improving their business. These were the ideas discussed –
 - High quality new items cost a lot; the enterprise might see value in emphasizing consignment items that cost quite a bit more when new. High quality shoes were mentioned in this category.
 - Megan things three priorities for the enterprise will be: 1) retaining existing customers; 2) bringing in new customers; 3) getting customers to buy stuff, particularly consignment items.
 - A tier structure for encouraging patronage, for example 20% back or 25% back for different levels of purchases, buy four and get one free style promotions as suggested by Abhishek last week, etc.
 - Gary pondered what kind of customers patronize *Good Will* for used clothing. While he suggested a lower-income demographic, Megan theorized that it is a budget-minded demographic. Can Kids on 45th target this same demographic with advertising?
 - We came back to high-end items (ordinarily expensive as new), and suggested again that the enterprise focus on these, to include things like soccer clothes and rain suits.
 - Maintaining a mailing list. The team noticed that there is a “maillist profiles” table in the *Custdata* database, but it is empty. Was this a discarded idea?
 - Gary suggested asking customers to provide anonymous feedback, to include their opinions about new and consignment item prices, store hours, effectiveness of advertising, and recommendations of any kind that might benefit the business.
- Megan suggested the team coordinate their independent work thus far in order to develop a coherent, single story to tell. This will involve taking inventory of what we have so far. She suggests that this is a good activity for the coming week.
- Gary suggested that the team drop the idea of creating a model in favor of doing a deeper dive into the data research, and creating the consistent story. The consensus seemed to be that this is the direction the team should go.