**Week 5**

**Summary:**

* Optimized the storylines together
* Modified presentation slides in accordance with the requirements
* Refined some conclusions in slides
* Determined approach to Case 2

**Meeting arrangement:**

|  |  |  |
| --- | --- | --- |
| Time | Meeting content | Recorder/holder |
| 6/12 20:00-20:30 | Discussed the storylines again and issues | Chen Yaoding |
| 9/12 20:00-20:30 | Modified presentation slides together | Long Jingyu |
| 10/12 20:30-21:00 | Discussed Case2 and Set a time for a meeting with mentor next week | Hu Jingyi |

**Improvement about draft this week:**

* Provide footnotes on high vs low value customers and specific classification of RFM).
* Talk more about customer segmentation.
* Make strategies to create more high value customers.
* Clear data and conclusions, more insights about mobile user experience subscription user loss

**Individual task:**

1. Behavioral Interventions Revision:

* Subscription user loss, take paused customers into consideration.
* Talk about product id with mentors, find exact products.
* Rethinking the topic about Surprise yes/no.

**Next week:**

* Each member to improve their part and prepare additional slides
* Explain possible additional insights derived from the clustering results
* Start assigning Cases2 tasks for everyone