

Team Meeting Minutes – Week 2

Project Title - Improving Checkout Experience to Reduce Cart Abandonment in Australian E-Commerce

Date & Time – 12/01/2026, 5.30pm – 9pm

Platform – Zoom Meeting

Attendees

Member 1 - T Mudiyanseelage Mudith Mahen Banuka Thilakarathna (240112)

Member 2 - Ampitiye Gedara Sanjeevani Pathiraj Warnakulasooriya (240170)

Member 3 - Iurapita Gedara Nirosha Kumari Jayarathna (240205)

Agenda & discussion table:

Agenda Item	Discussion Summary	Decisions / Outcomes	Action Items (Who, By When)
1 Finalise synthetic dataset schema (columns + meanings)	The team discussed what information should be included in the synthetic checkout dataset to reflect realistic e-commerce checkout behaviour. Key checkout and user behaviour fields were proposed, including device type, load time, payment method, cart value, and checkout step completion.	Dataset schema confirmed. The dataset will include customer/session attributes, checkout journey steps, and the final target label “ abandoned ” (0/1). Dataset size agreed to be between 5,000–10,000 rows for better model training.	Member 2: Finalise column list + descriptions and save as docs/dataset-schema.md (By end of Week 2). Member 1: Implement the dataset generator in Colab and save CSV to GitHub (By end of Week 2).
2. Synthetic data generation rules (realistic logic)	The team discussed how to generate synthetic data in a realistic way so it makes sense in analysis. For example, higher page load time should increase abandonment probability, and mobile users may show slightly higher abandonment.	Generation rules agreed. Abandonment probability will be influenced by multiple factors such as load time, payment method type, device type, and number of checkout steps completed. Rules will be documented for transparency and viva explanation.	Member 1: Implement logic rules in notebook and generate dataset (By end of Week 2). Member 3: Document “why synthetic data” + basic assumptions in docs/ethics-and-data-assumptions.md (By end of Week 2).
3. Storage, GitHub structure, and evidence	The team confirmed file naming conventions and where the dataset, notebook, and documentation should be stored. Also agreed on	Folder/storage confirmed: Dataset saved in data/, notebooks stored in notebooks/, documentation stored in docs/. Evidence	Member 1: Create notebooks/week2_synthetic_data.ipynb and commit dataset + notebook (By end of Week 2).

collection plan	what evidence must be captured for weekly submission.	screenshots and outputs will be saved in results/. Minimum 1 commit per member for Week 2.	Member 2: Validate dataset (quality checks + simple summary stats) and commit findings (By end of Week 2). Member 3: Prepare meeting notes + update weekly log evidence list (By end of Week 2).
-----------------	---	--	---

Risks / Issues Raised:

- Risk / Issue: Synthetic dataset may not be realistic, which can weaken insights and model interpretation
- Impact: Medium
- Next Steps: Validate dataset using summary statistics and quick charts (abandonment rate %, load time ranges, category balance). Adjust generation rules if required.

Next Meeting:

19 Jan 2026, 4.00 PM – 8:00 PM

Planned focus:

- Confirm synthetic dataset quality and final CSV version
- Start Week 3: Funnel analysis + EDA charts
- Confirm chart outputs and written insights for report/log