MTech(IS)

Self-Learning Systems

Project Report

ANFIS For Marketing Event Survey

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Companies around the world spend billions of dollars on marketing campaigns every year. These investments typically revolves around conferences, seminars, workshops, round-tables and luncheons. Monetary outlays involve paying for the conference grounds, event management companies, agents and freelancers to do part of the executions, flights and hotels for staffs flying in, gifts, meals, handouts, and many other items that typically number in the range of tens of thousands to tens of millions per campaign. Also, many man-hours are spent in preparing the conference ground, in running the events, and in the networking between sales staffs and attendees.

1.0 EXECUTIVE SUMMARY

Notwithstanding the substantial amount of investments made, it is common to see ROIs which are below par, or sometimes inflated.

This project addresses the key issues impeding many of these events from achieving good ROI, and to help companies save cost, and to connect with their prospects and business opportunities.

2.0 PROBLEM DESCRIPTION

One common problem that happen for many companies is that the level of follow ups with the event attendees may not measure up to the level of investments made. There are usually a great amount of menial work just having to plough through piles of survey response forms. Then there are people hired to do data entries, and to analyze the response forms. And most importantly, to decide which attendees should be followed up with.

For some companies, doing this follow up job may not be the responsibilities of full-time staffs. This may be because the volume of work coming from the many campaigns that are run are way too much for the lean marketing and or business development teams. As such, some companies hire freelancers or agents to do the job. These resources may be temporary data entry people who are not skilled in making good inferences on the survey responses. Sometimes, even if well trained full-time staffs are tasked with the job, the sheer volume of work may just overwhelm them.

Making good inferences and decisions can make a lot of difference in terms of cost savings and can open doors to opportunities in this case. Reaching out to all attendees is not advisable even if they indicated to be contacted. The cost to do so may not be feasible.

Not reaching out to enough attendees means companies may be losing out on opportunities. So it’s important to find a middle ground, especially when company resources are usually quite scarce.

Often times, the optimal line to be drawn between those attendees to call and those not to call may be quite fuzzy. In this respect, humans typically lean on inference based on data collected rather than applying a scientific formula. In view of this, we have devised an ANFIS system to replace the human making such a decision. As far as we know, this is the first such ANFIS system deployed for such a job.

3.0 SOLUTION

**3.1 Reasons for Why ANFIS is Suitable to Solve this Problem**

**3.2 System Design/Model – Components of the System**

4.0 RESULTS

**4.1 Findings**

5.0 CONCLUSION

**5.1 Observations & Insights**

APPENDIX A. USER MANUAL

APPENDIX B. CODES & DATASETS