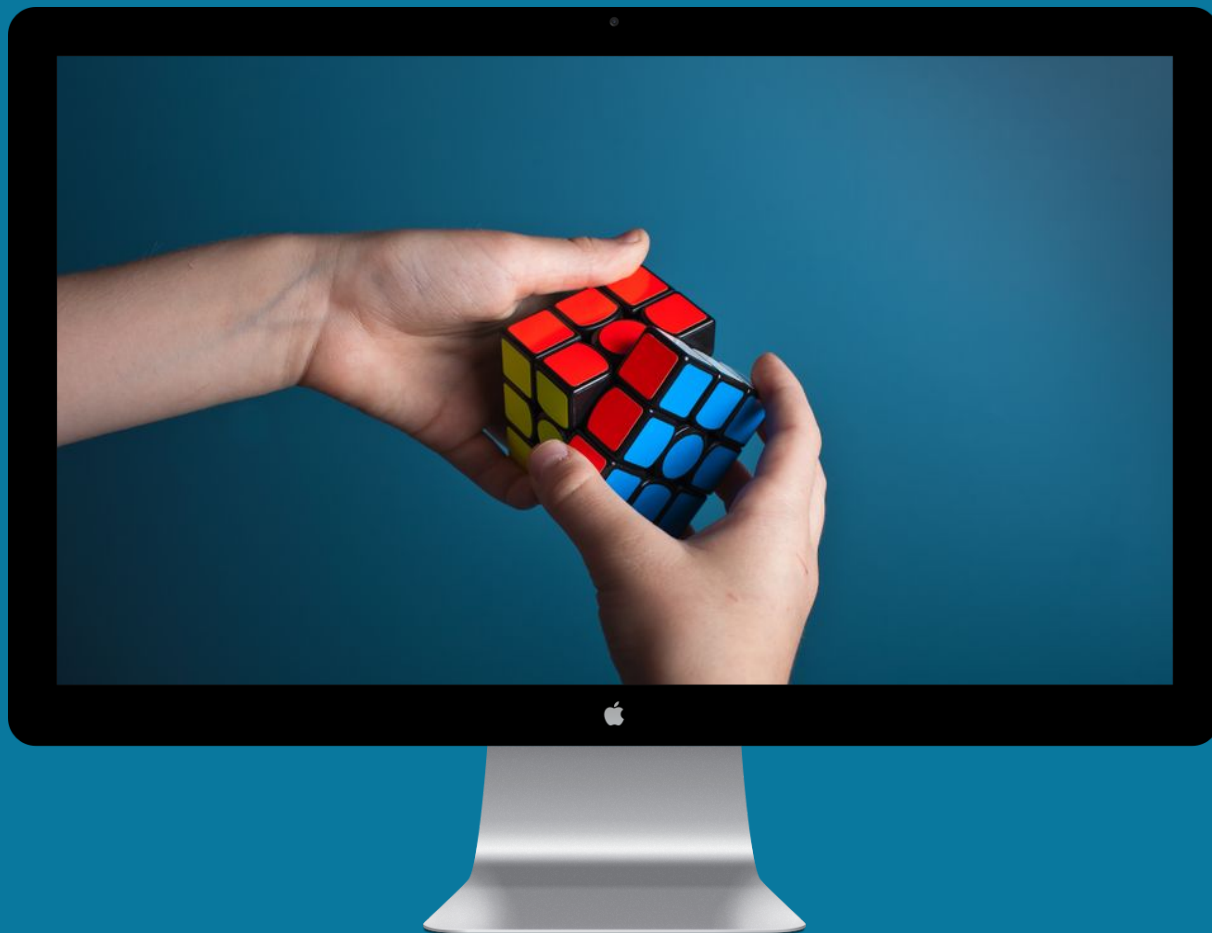# Web Analytic at Quality Alloys Inc.

DATA SCIENCE: R | TEAM 10
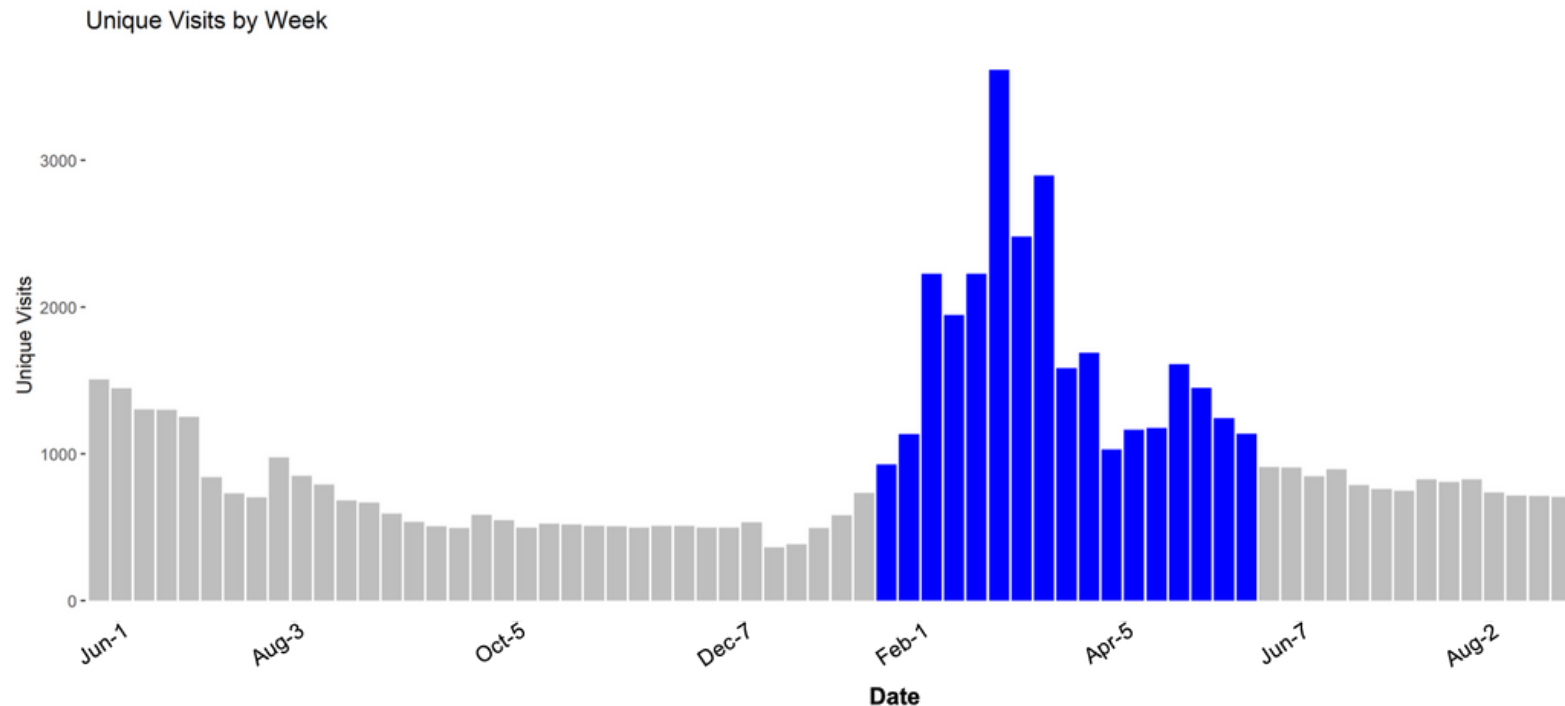
The Problem

- WEBSITE UNABLE TO CONVERT LEADS

- PROFITS DROPPING DESPITE INCREASE WEB TRAFFIC
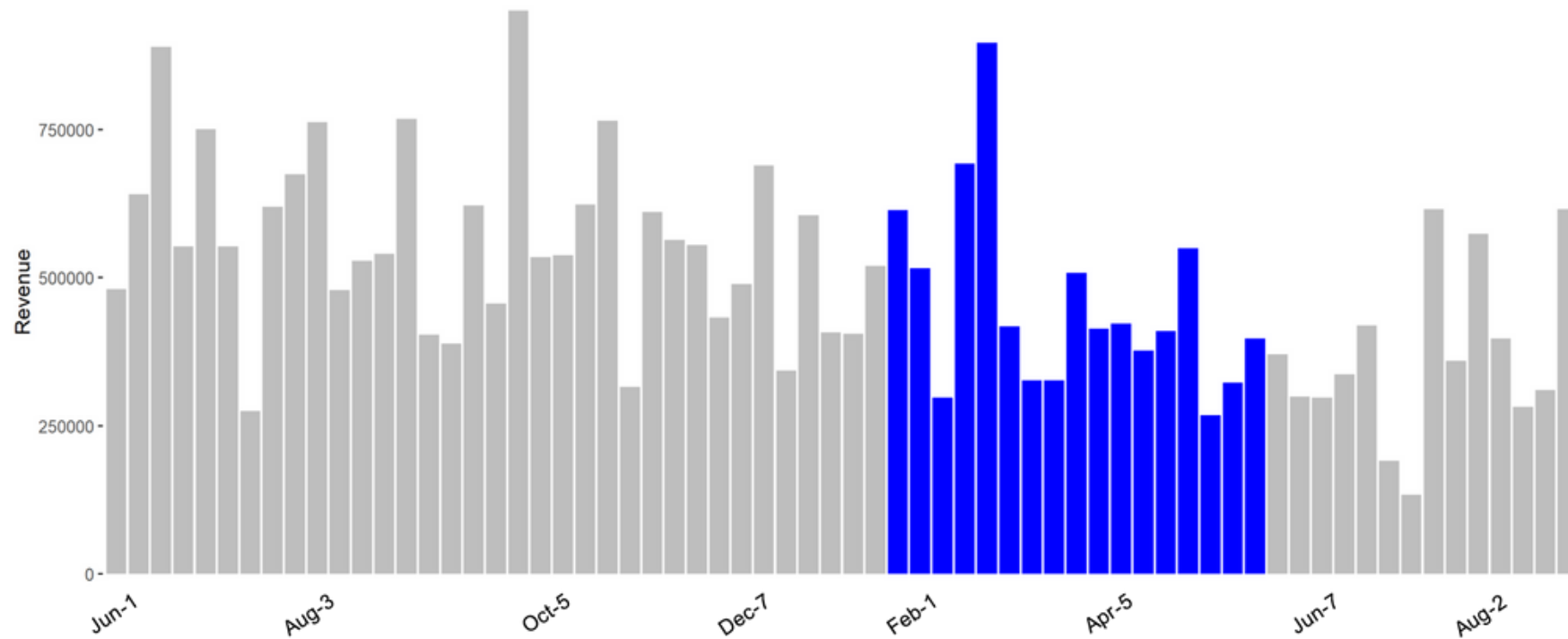
Unique Visits vs. Time

Decrease in Traffic after Initial Launch
Significant Increase during Promotion
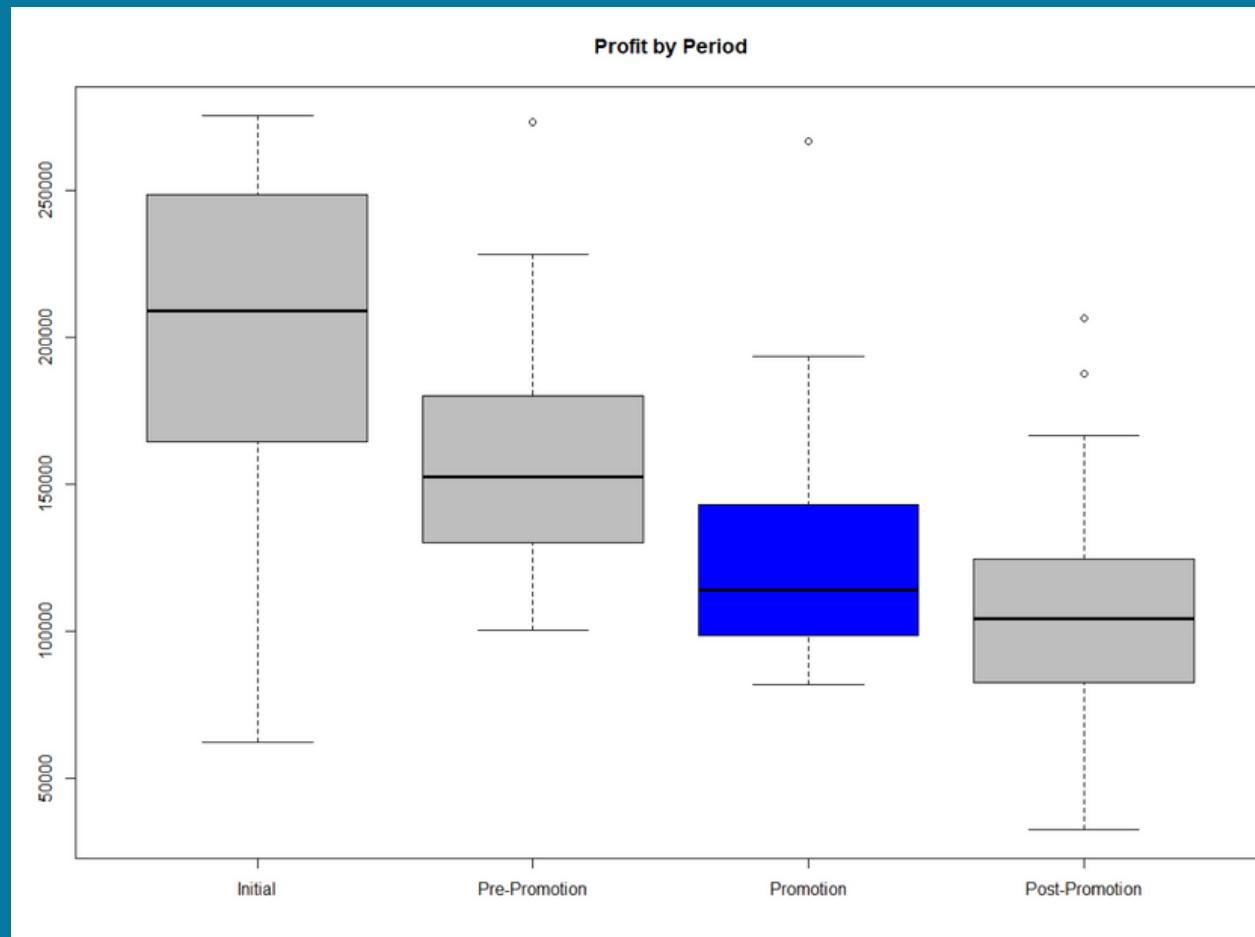**Increased Traffic didn't sustain when Promotion stopped**

Unique Visits by Week

Revenue vs. Time

Increased traffic did not result in stable increased revenue.
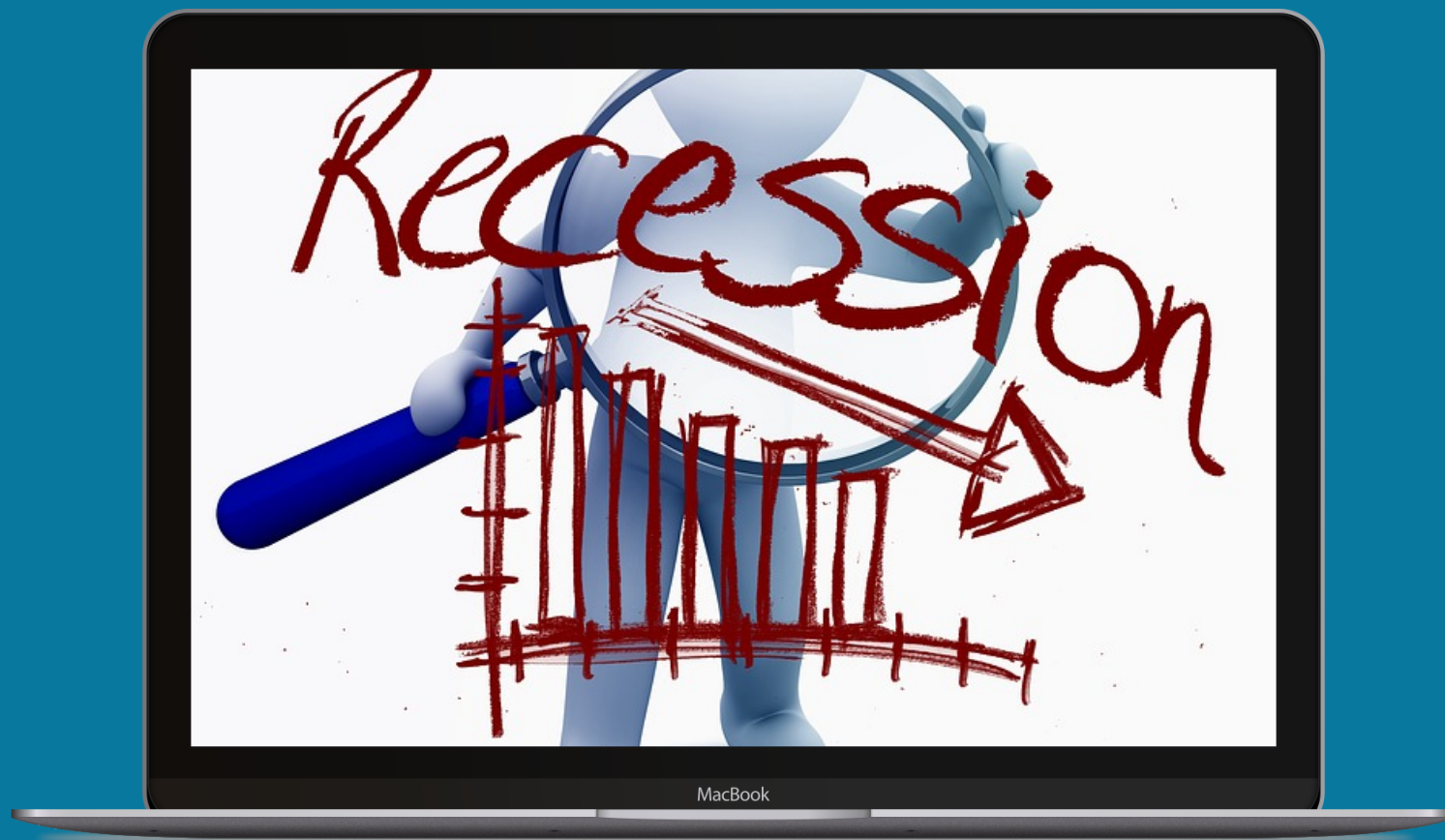
Profit by Period

Profit by Period

- Consistent decrease in profit.

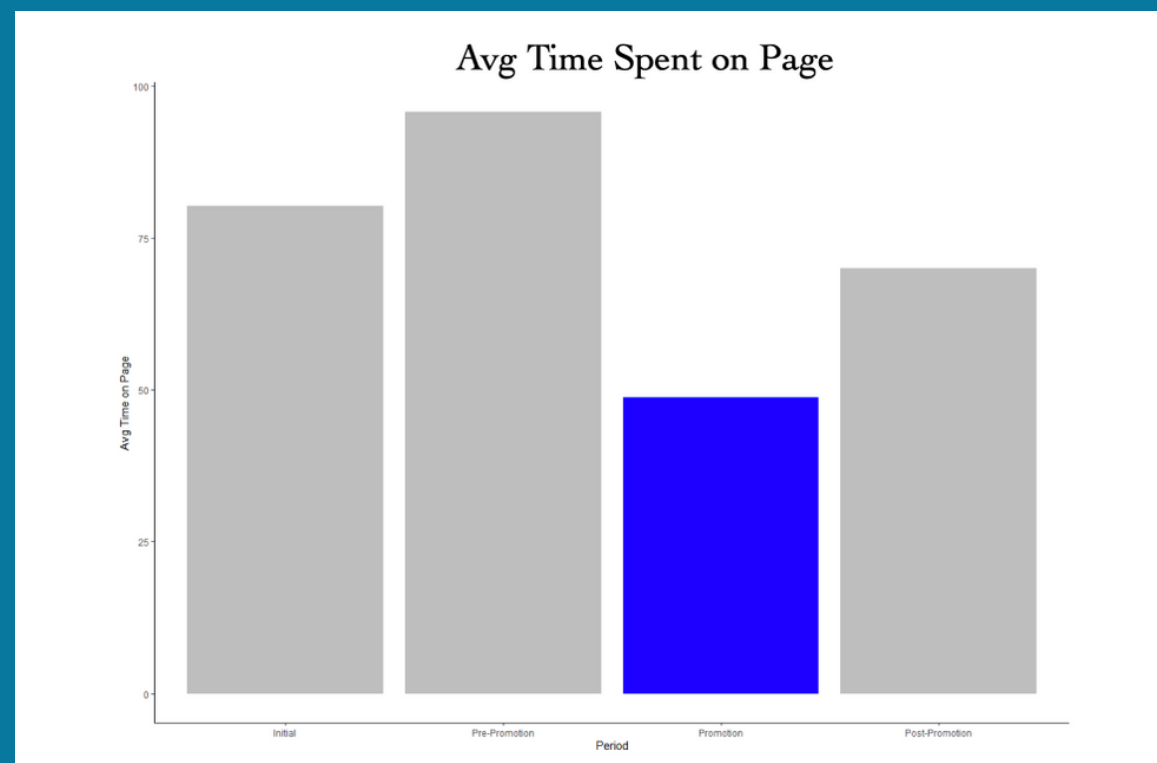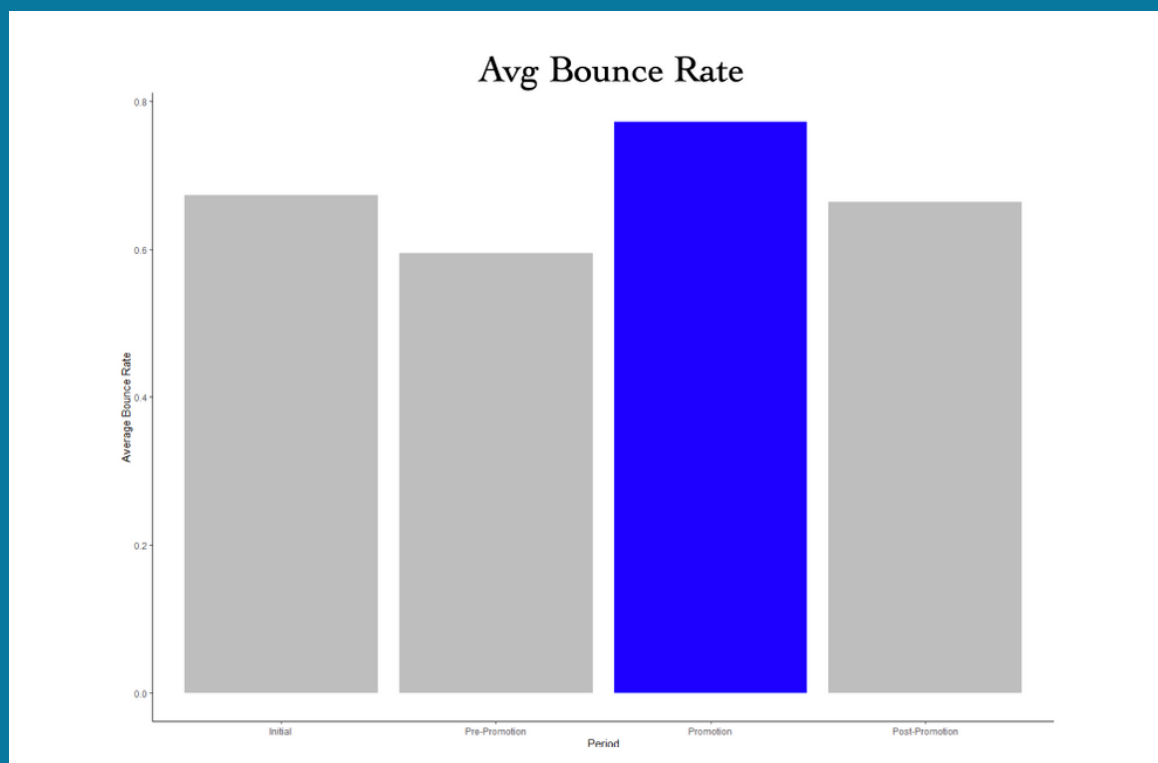- Range of profit was smaller during promotion.

Hypotheses for Falling Profit

- Promotion Campaign isn't Finding the Right Audience
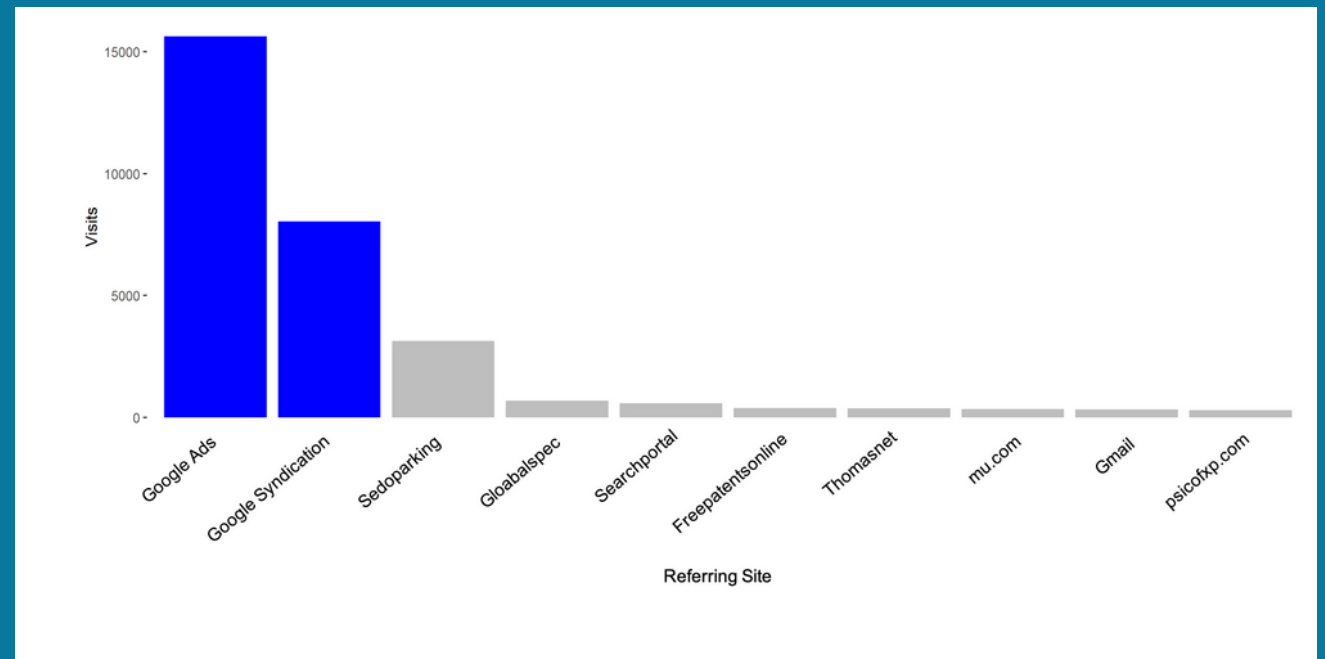
- Global Recession affecting Sales

Quality of Traffic

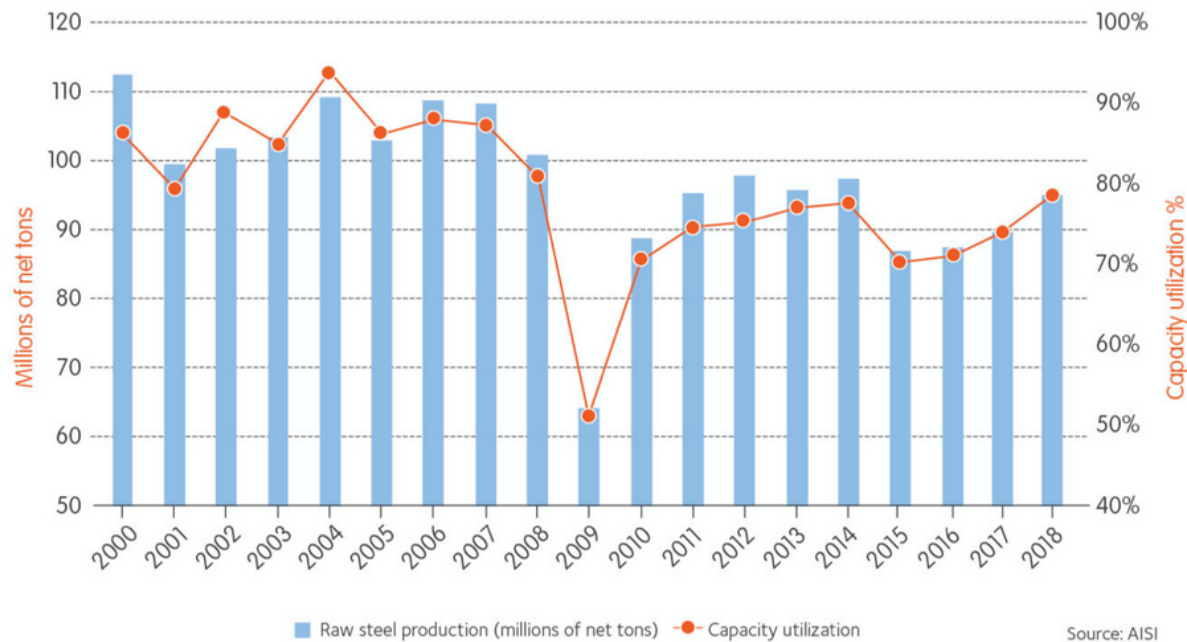**Increase in traffic led to worse quality traffic**

Assessing Traffic Sources

- Most Traffic comes from Google Ads which doesn't seem the best channel for B2B.

- Decrease in quality of traffic directly responded to increase in visits from Google ADS
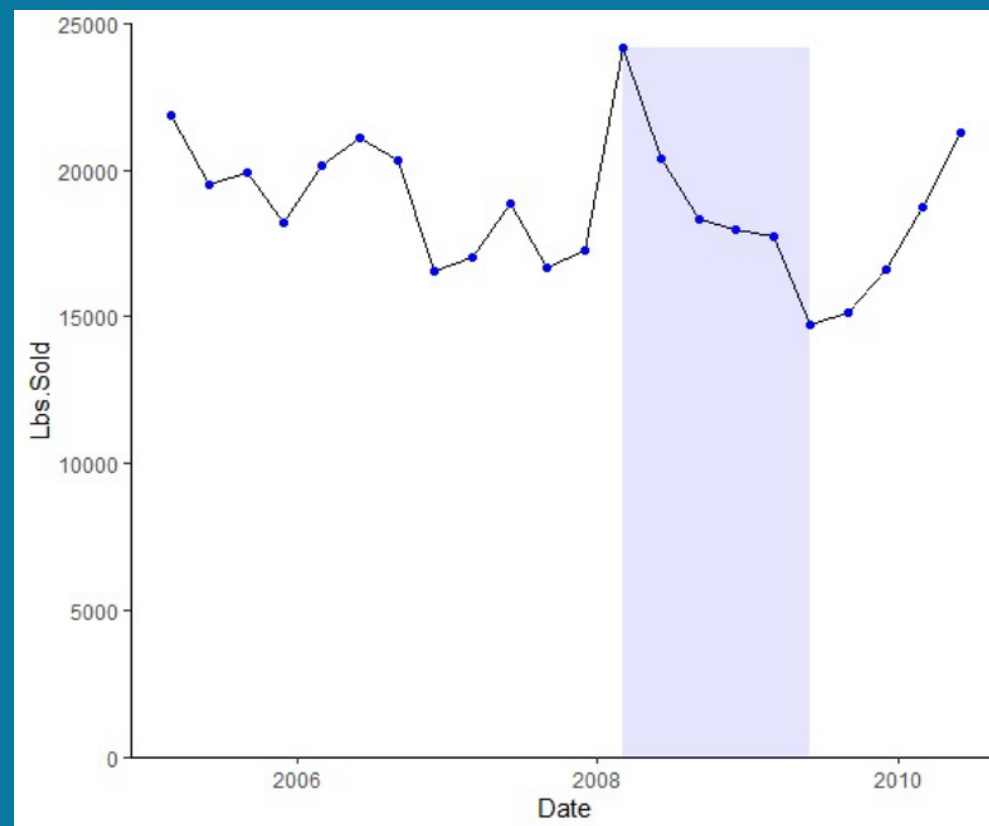
Recession and Steel Industry

- Sharp decline in steel industry production between 2007 and 2009.

- Effects of Recession could be counteracting effects of promotion
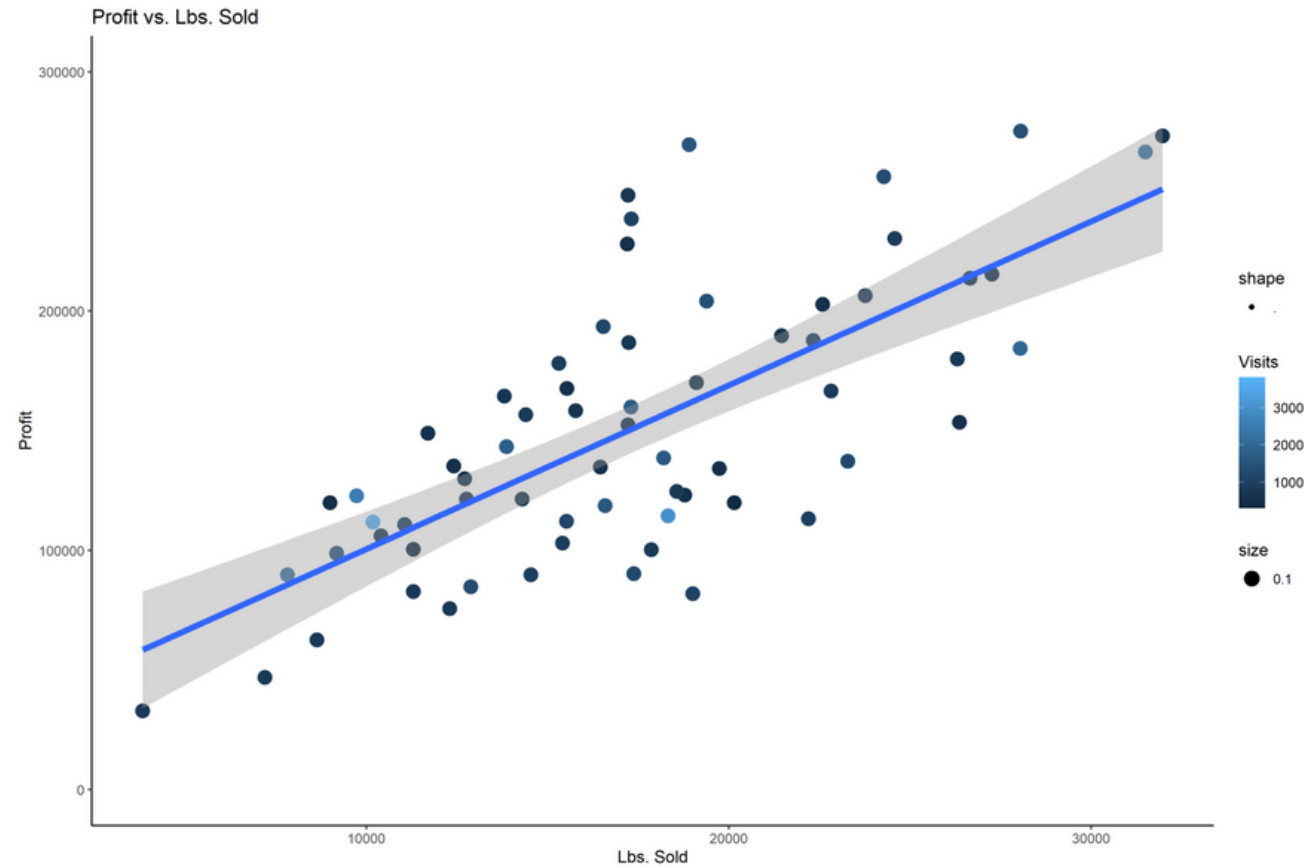
- Source

MADE WITH
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LBS Sold 5-Year Trend

- Spike in Q1 2008 (Pre-Recession)

- Consistent Decline from Q2 2008 to Q3 2009 (Recession).

- Immediate improvement as recession ended.

Profit vs. Lbs Sold

Causation between Lbs. Sold and Profit

RECOMMENDATIONS

? A/B Test Landing Pages.

Focus on clients with high AOV's or low AOV's with high chance of converting.

Implement UTM Tagging to Attribute Revenue to Traffic Sources Directly.

Focus on less costly promotion activities until recession is over and industry picks up.

Develop Logistic Regression to Assess Quality of Inquirie.

Team 10

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