Web Analytics at Quality Alloys, Inc – 2008 - 2009

A data analysis by using R

Ship 4 - Titanic

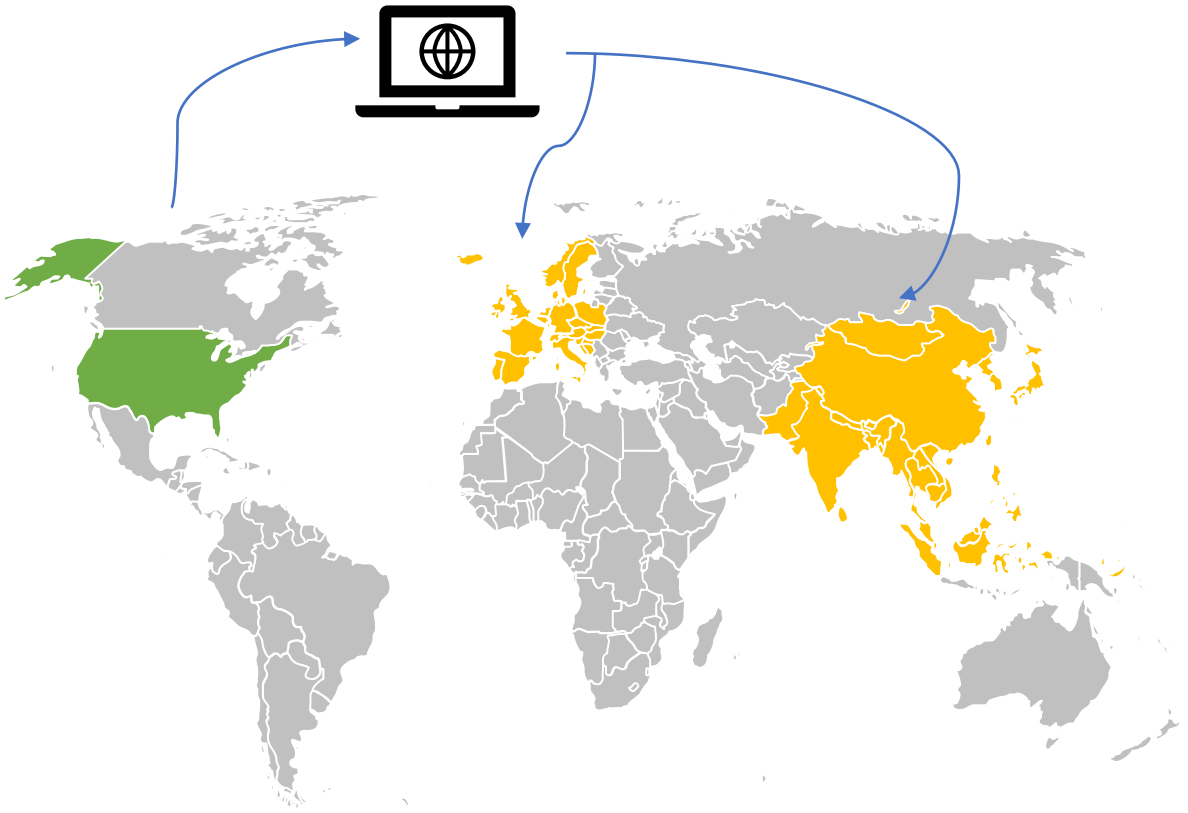
Hult International Business School

Business Objective

Leveraging online presence to increase profit

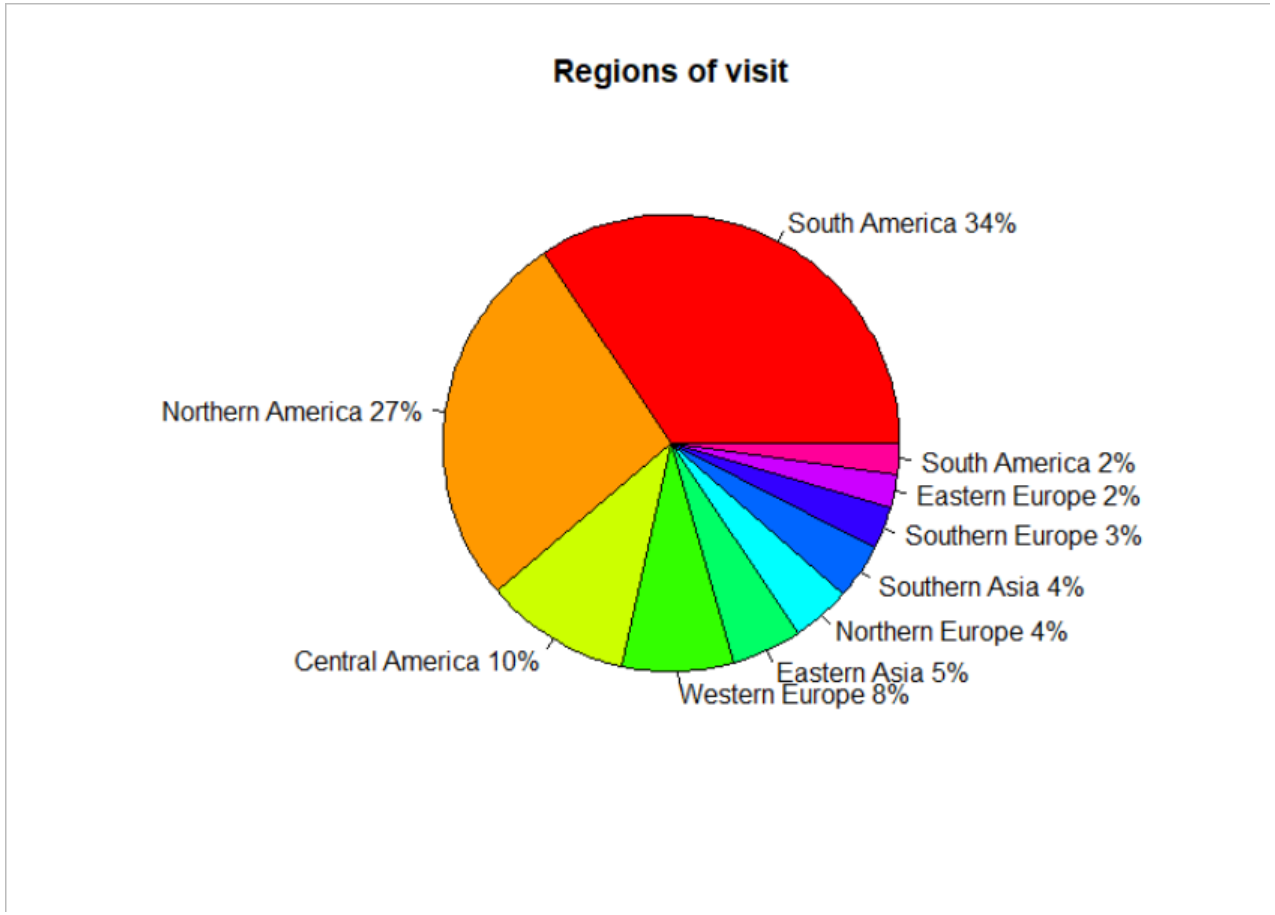
- Accessing untapped Asian market
- Increase sales in European market
- Increase brand awareness overall

Attract potential customers to website



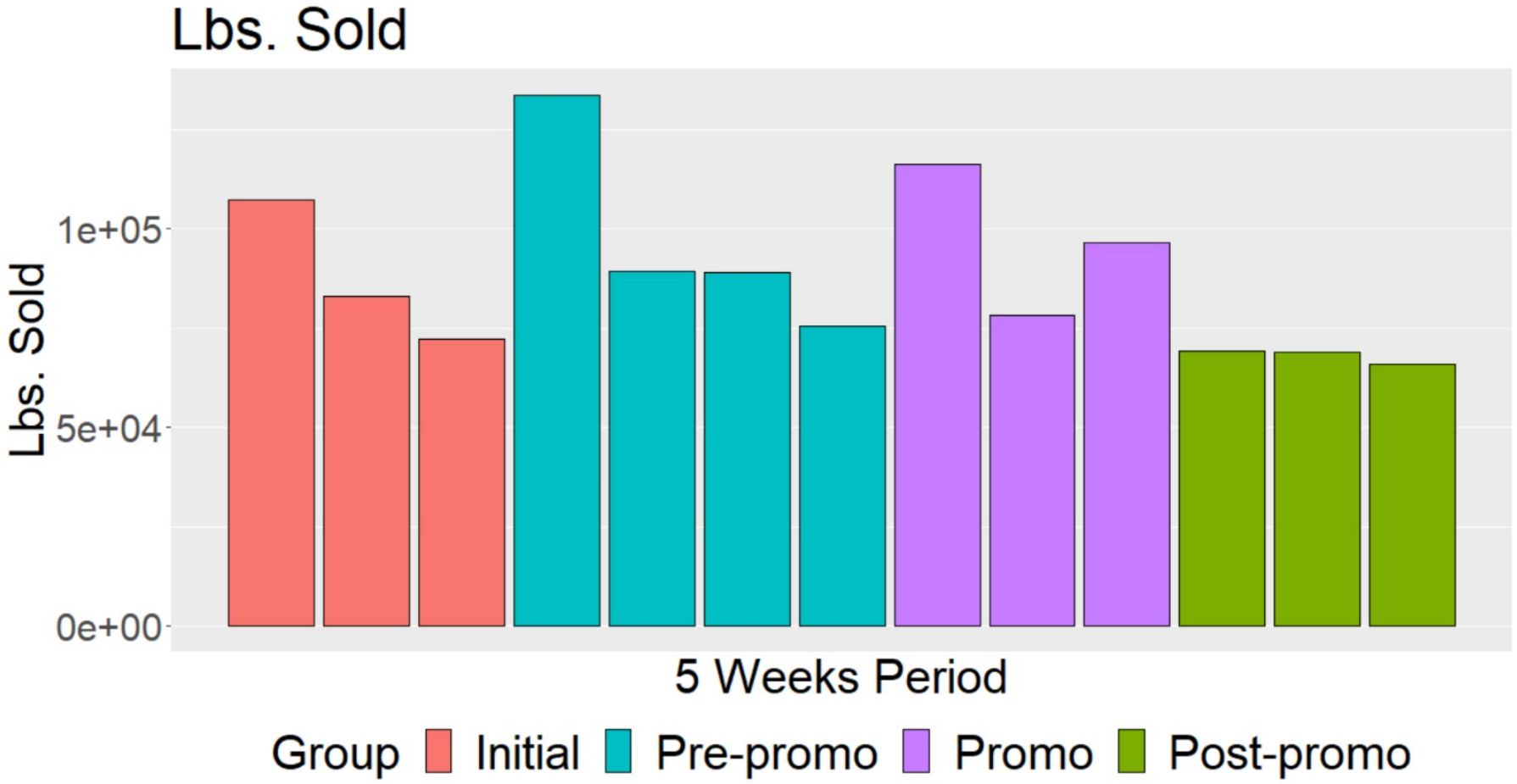
Promotion missed objectives

No significant awareness in European or Asian market



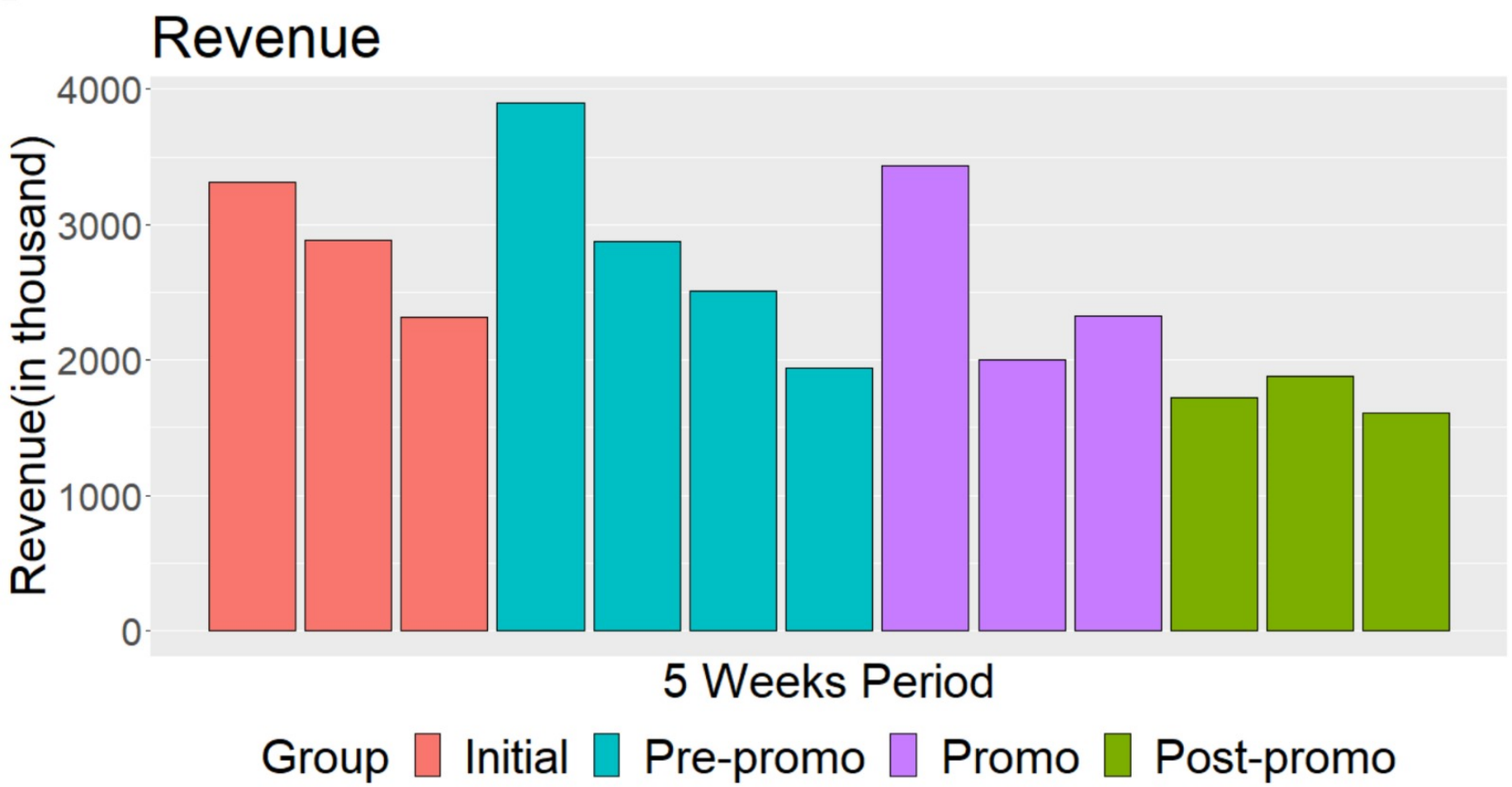
Promotion missed objectives

No significant increase in amount sold (in lbs)



Promotion missed objectives

No revenue or profit increase

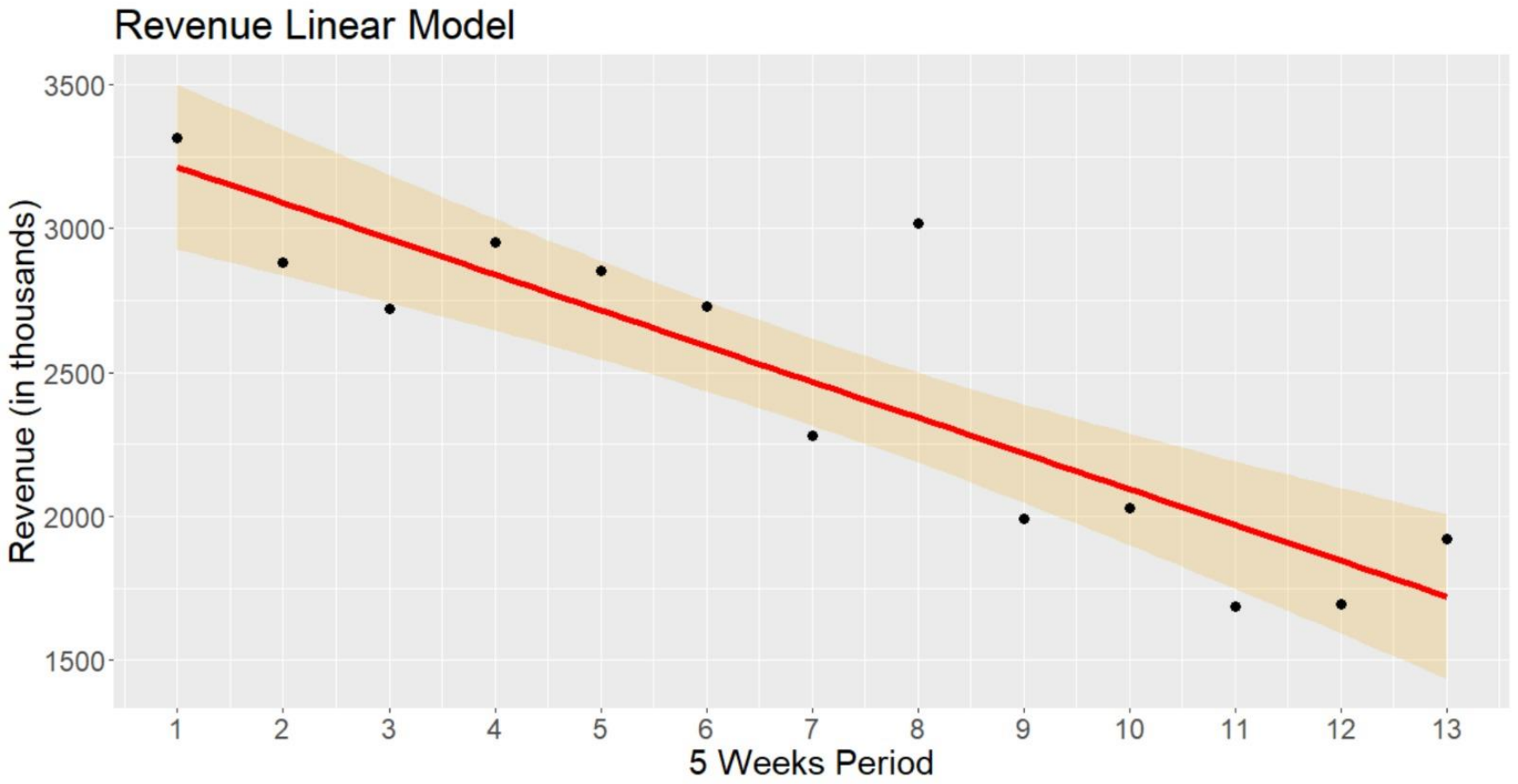


What happened?

Taking a closer look at the effects and missed opportunities of the promotion

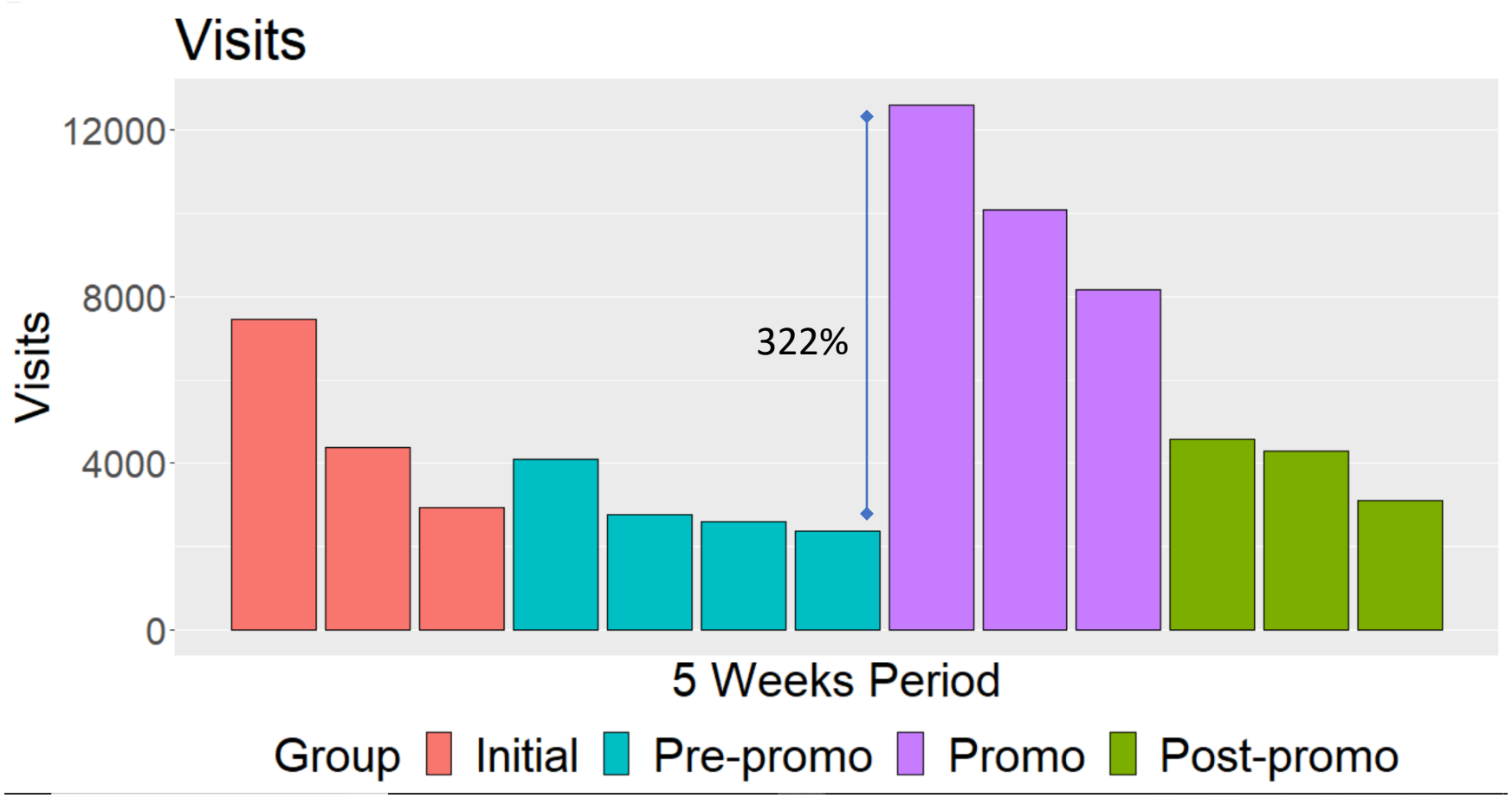
Market Crash

General down turn of market activity due to banking crisis



Website Traffic

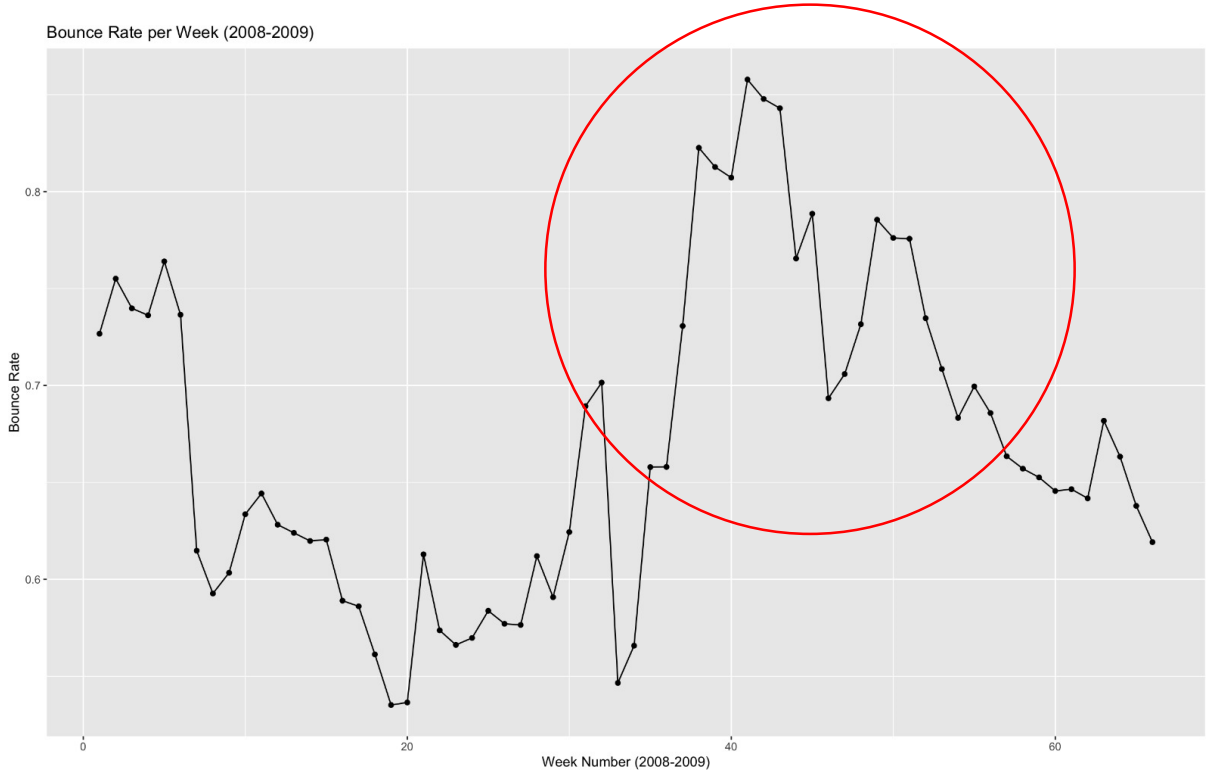
Effective customer targeting achieved 322% page visit increase



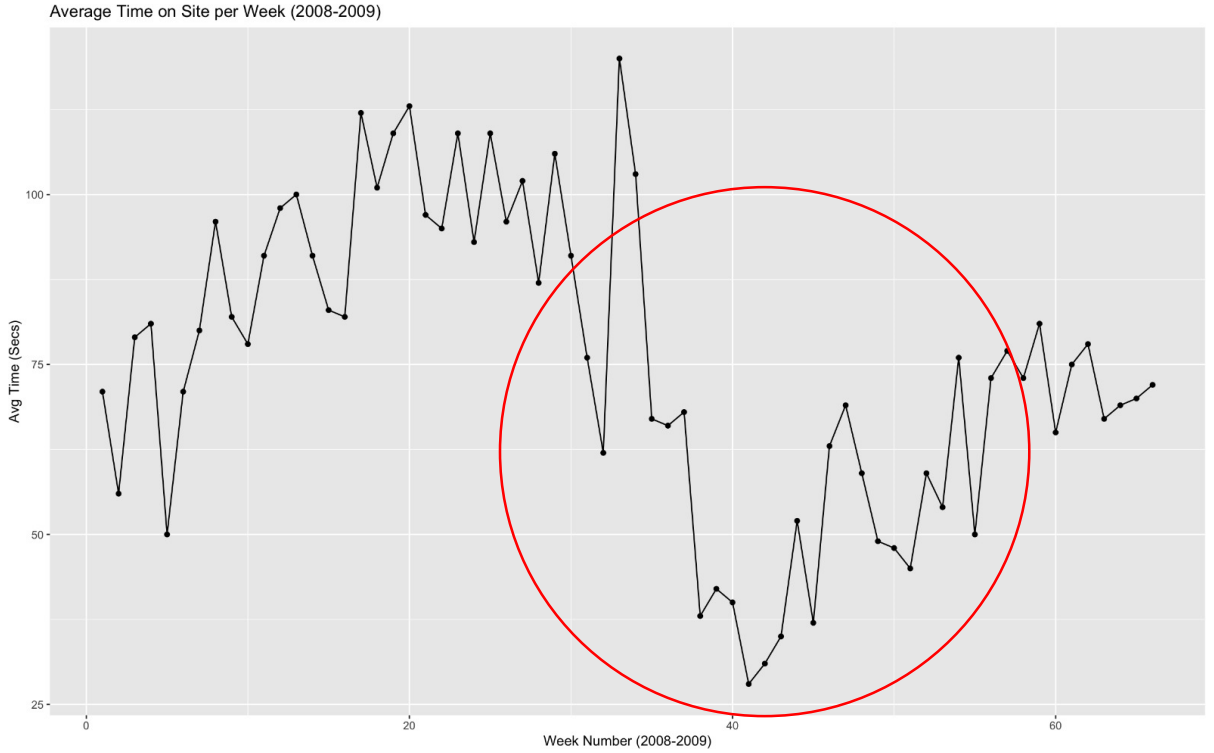
Website visits in depth

Site design misses customer needs, makes them leave page

Bounce Rate per Week (2008-2009)

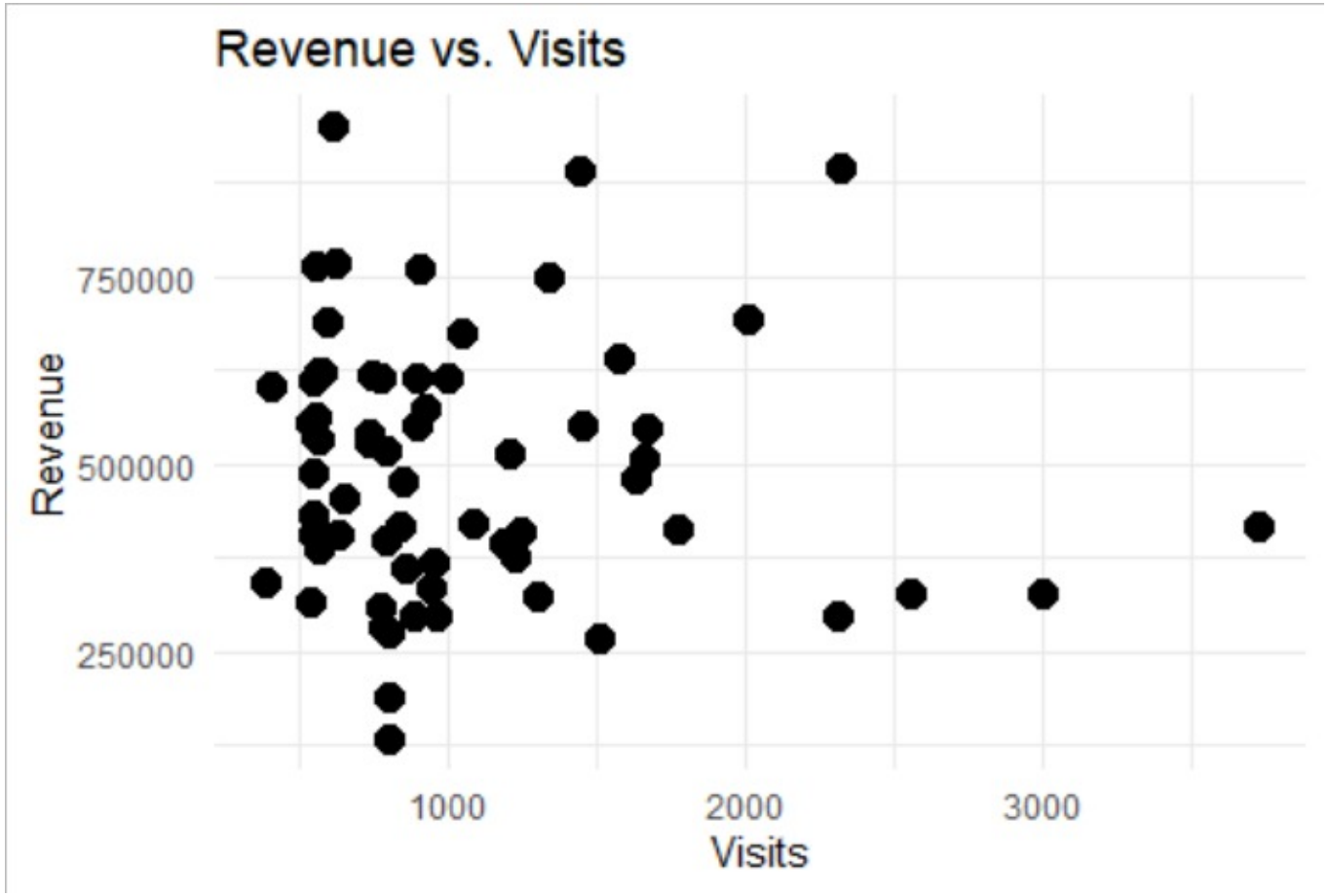


Avg. Time on Site per Week (2008-2009)



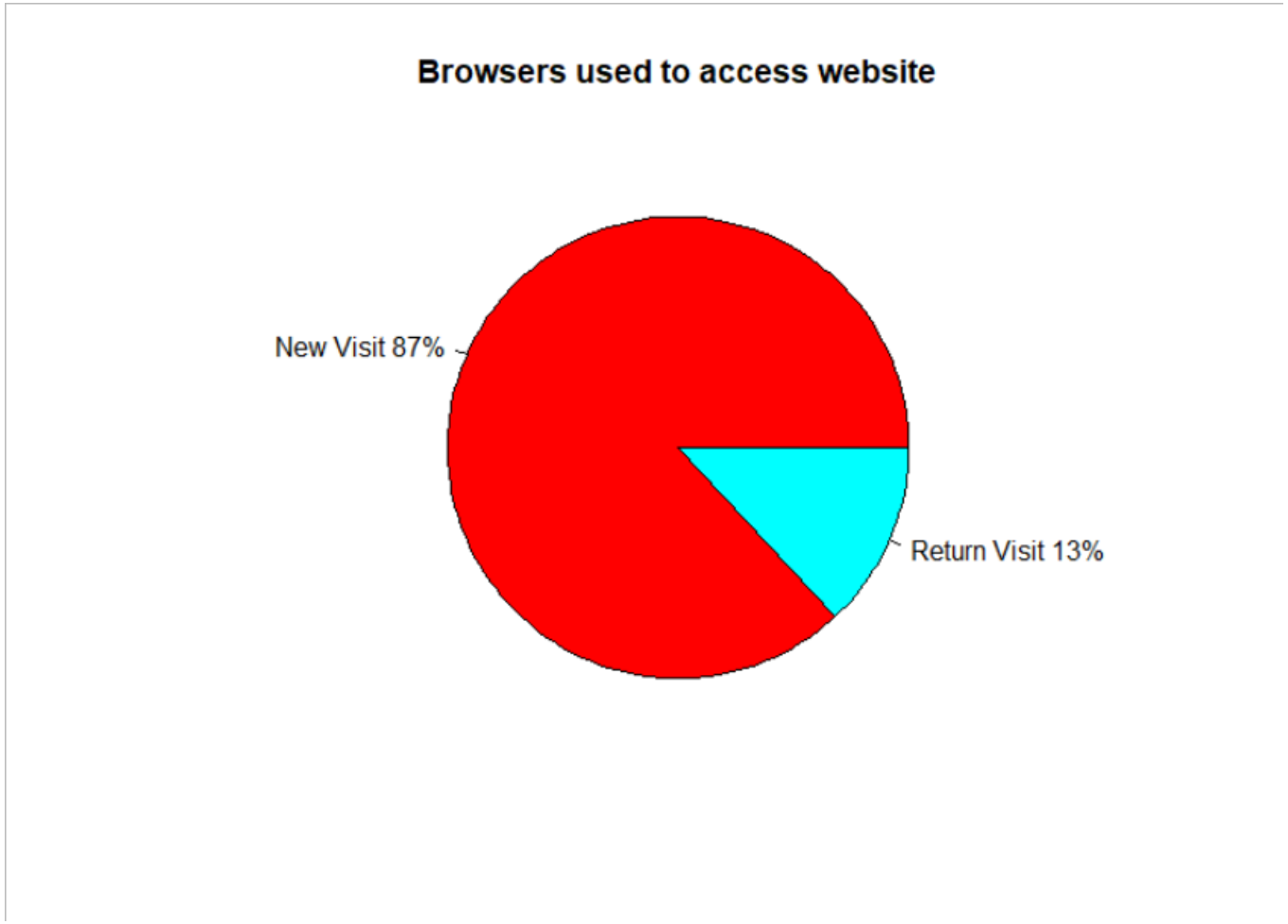
Funnelling customer interest

Lack of sales funnel disconnects website from sales



Customer disconnect

87% of customers view page once, never come back

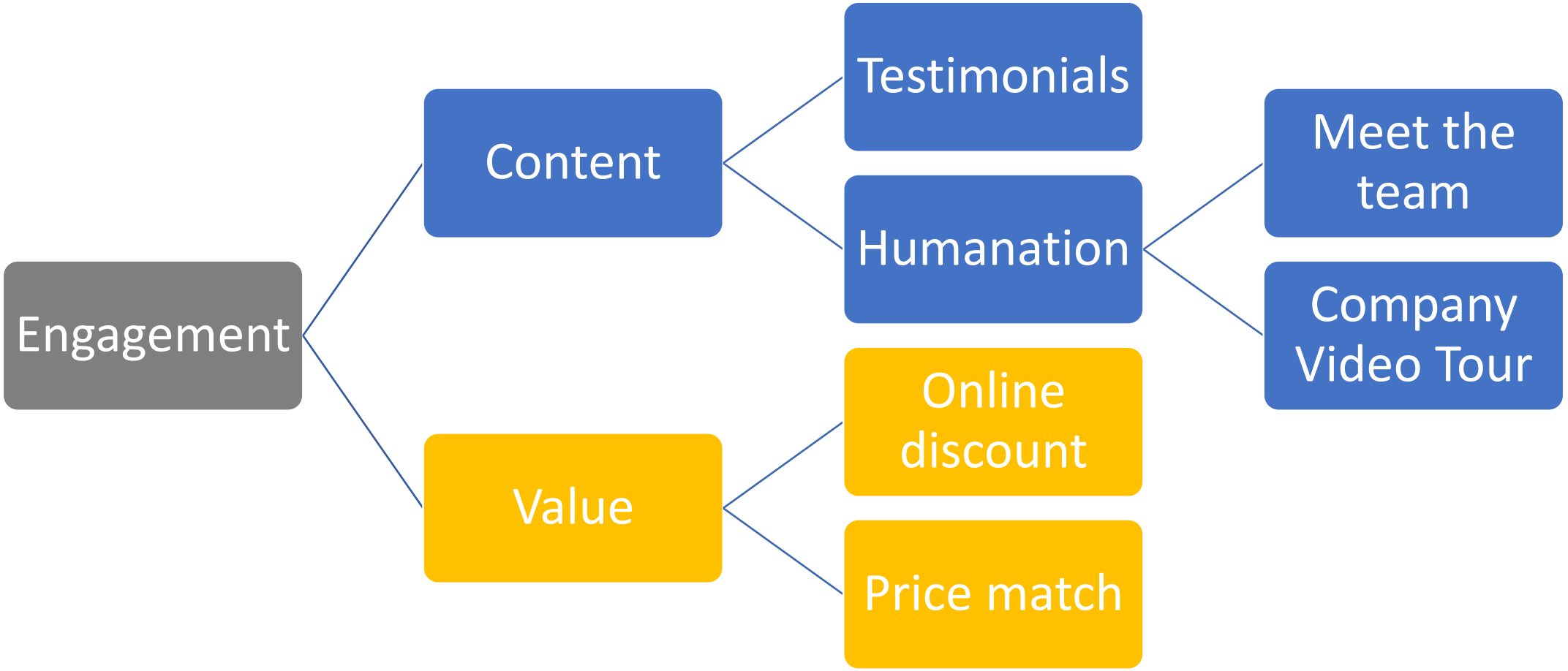


Recommendations

What should we do to make the website a success?

Engage visitors

Increase viewing time through valuable content on site



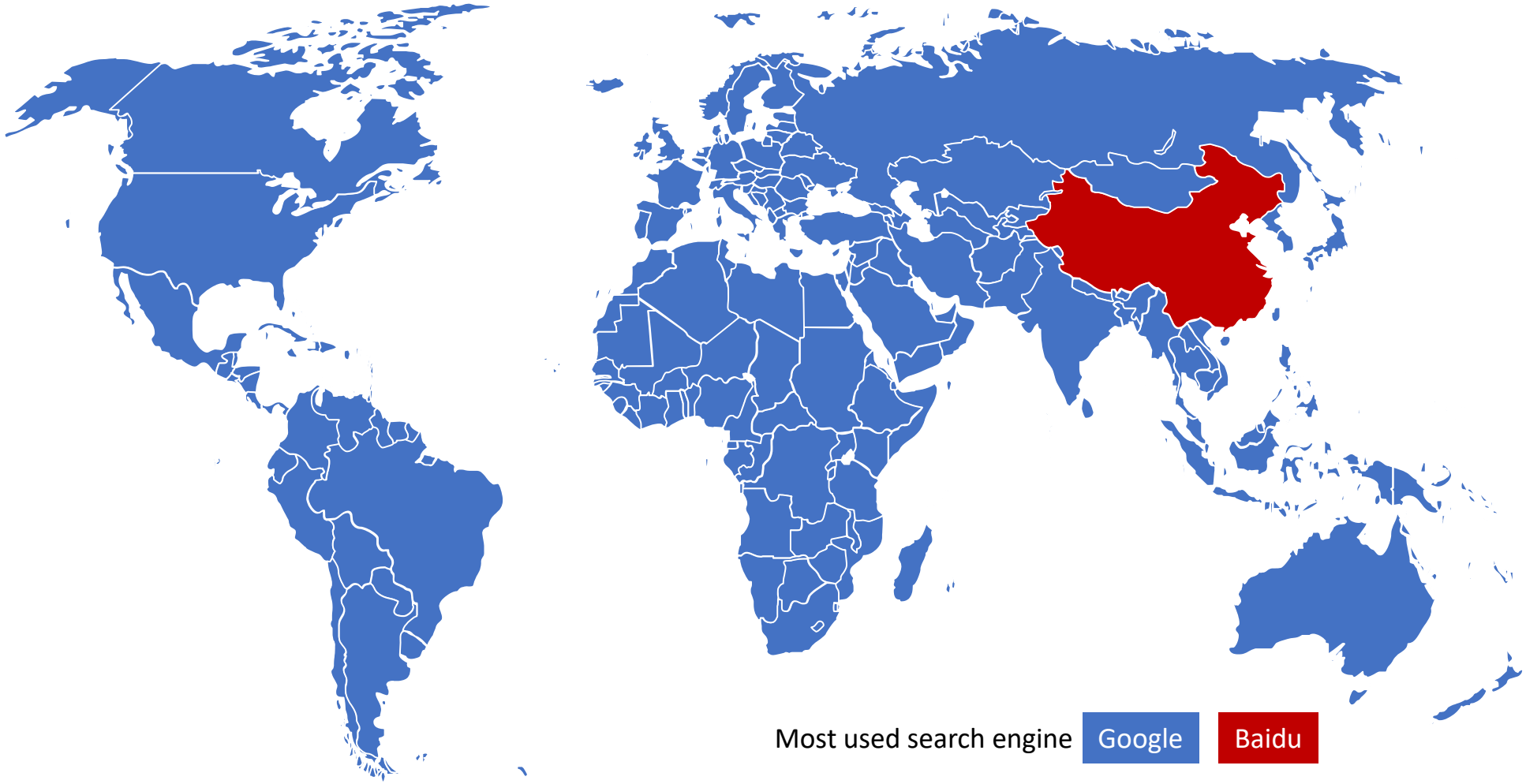
Sales Funnel

Adding streamlined online sales funnel to foster conversion

- Call to action on every page
- Separate landing pages for search terms
  - 30% traffic through searches
- Pre-select product, volume, due date when requesting quote

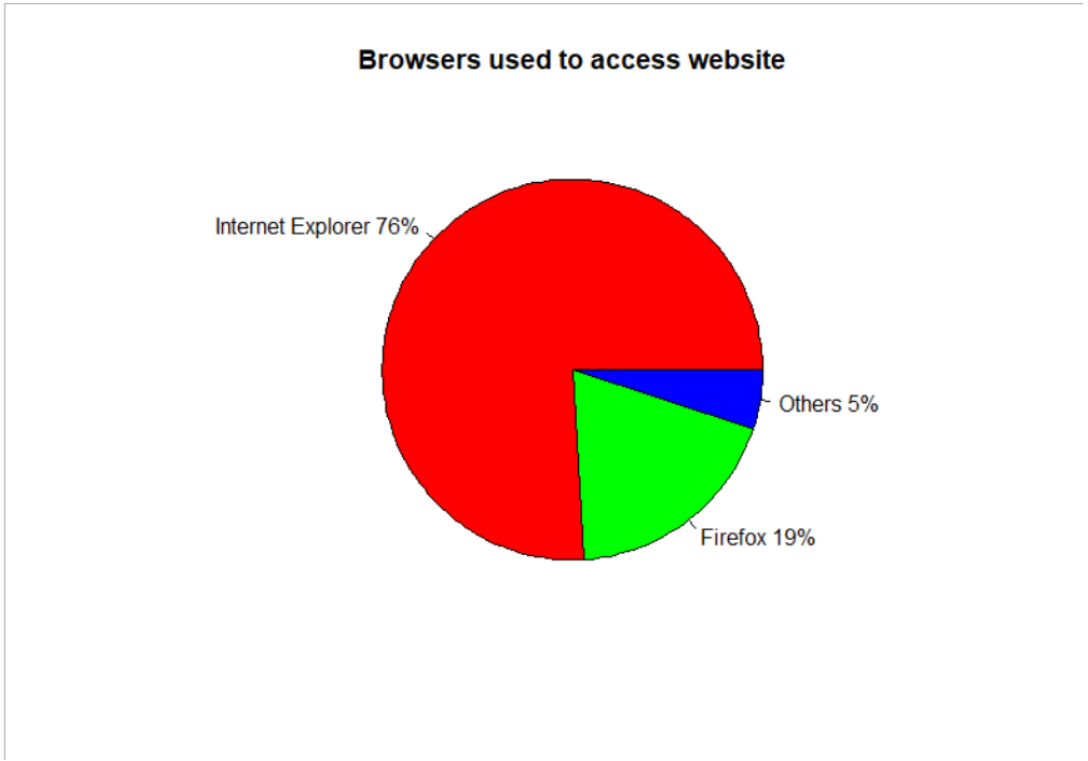
Localize marketing efforts

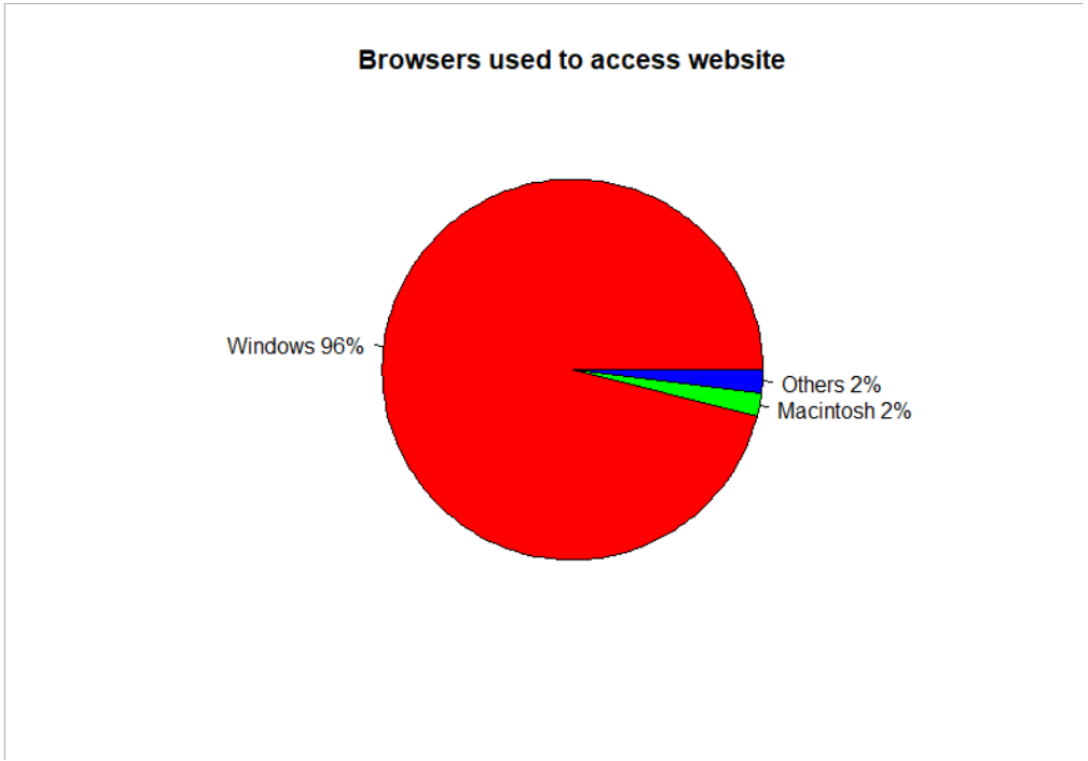
List on Baidu.com for Chinese market



Optimize web presence

76% of visits via Internet explorer, 96% via Windows OS



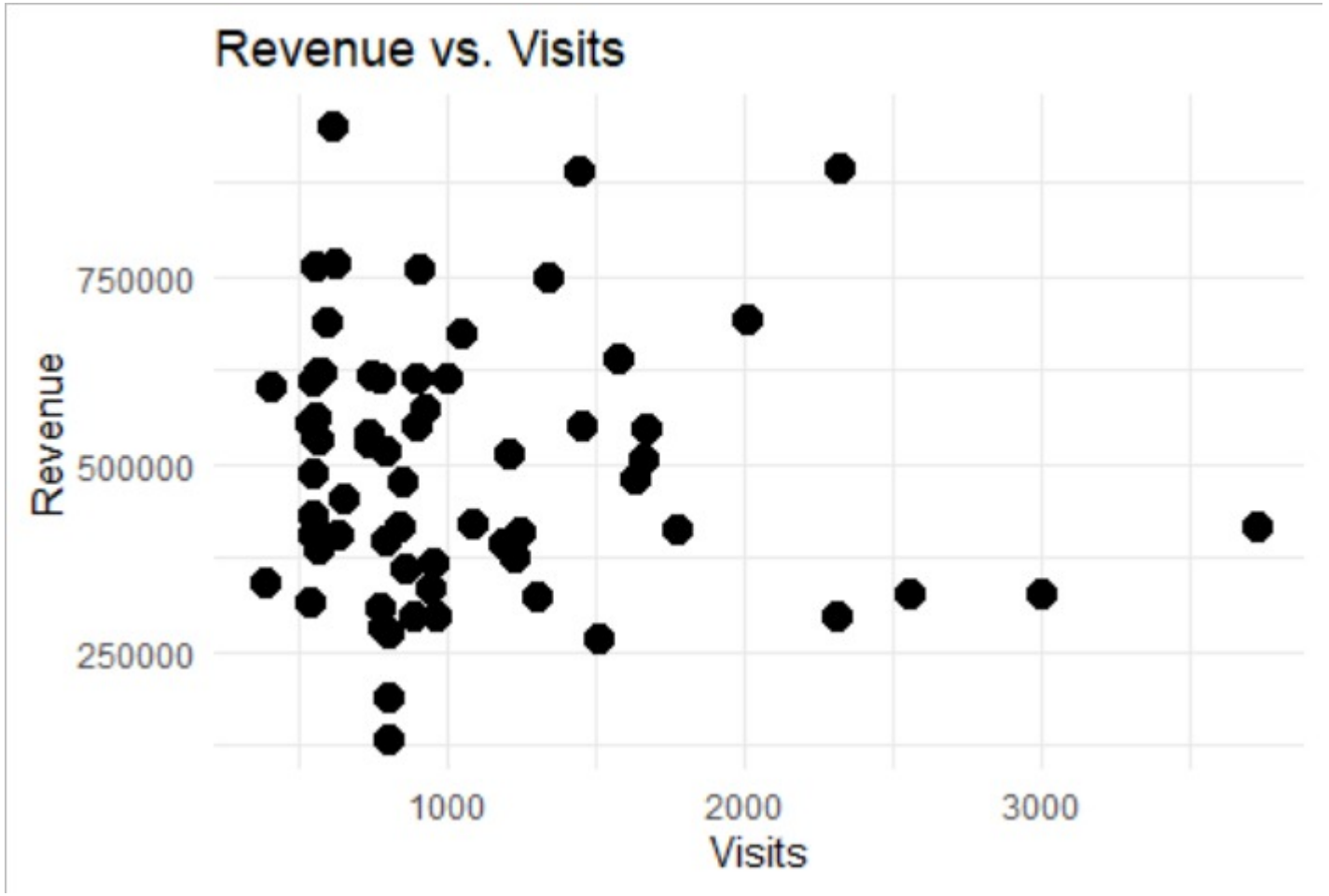


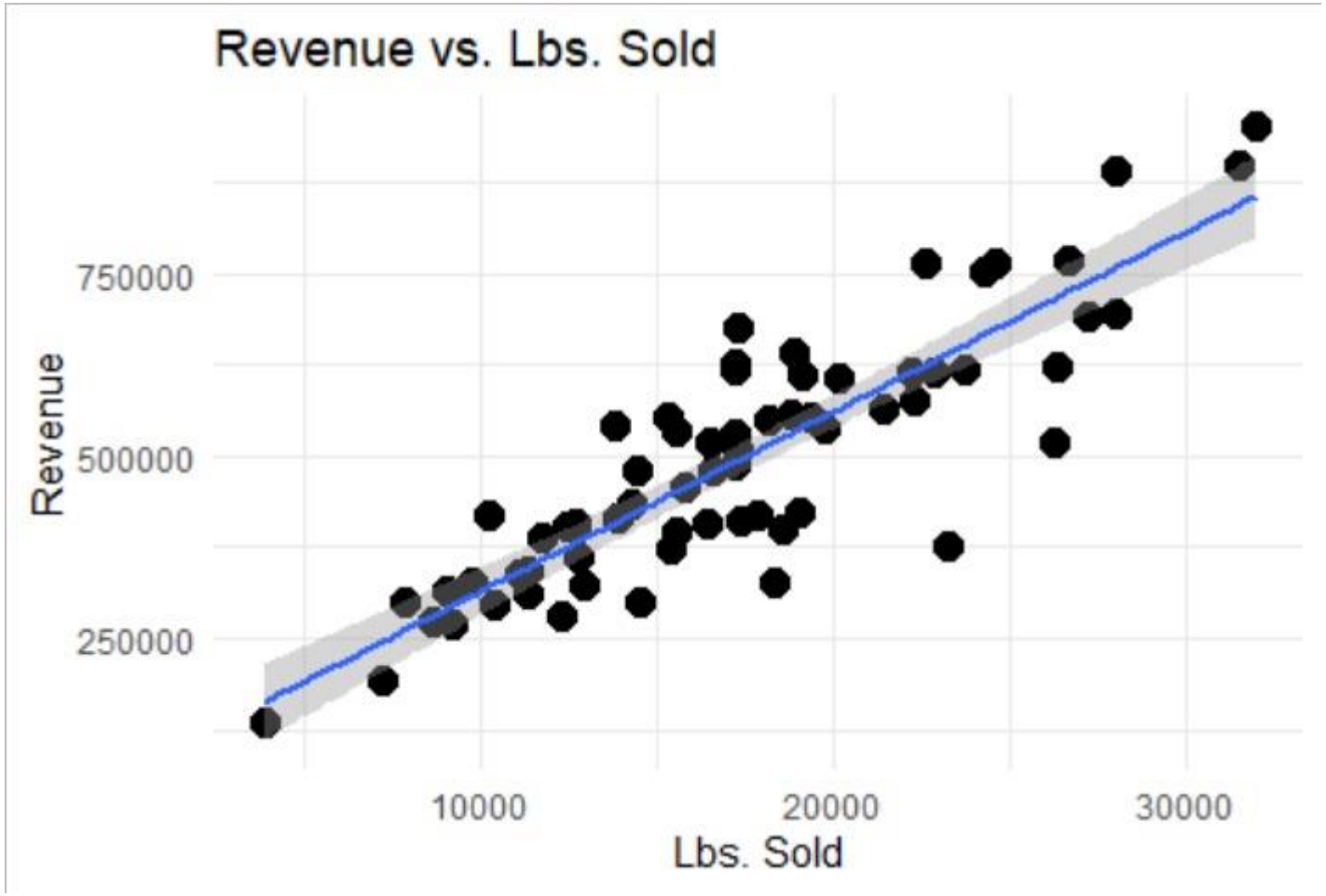
Questions and Answers

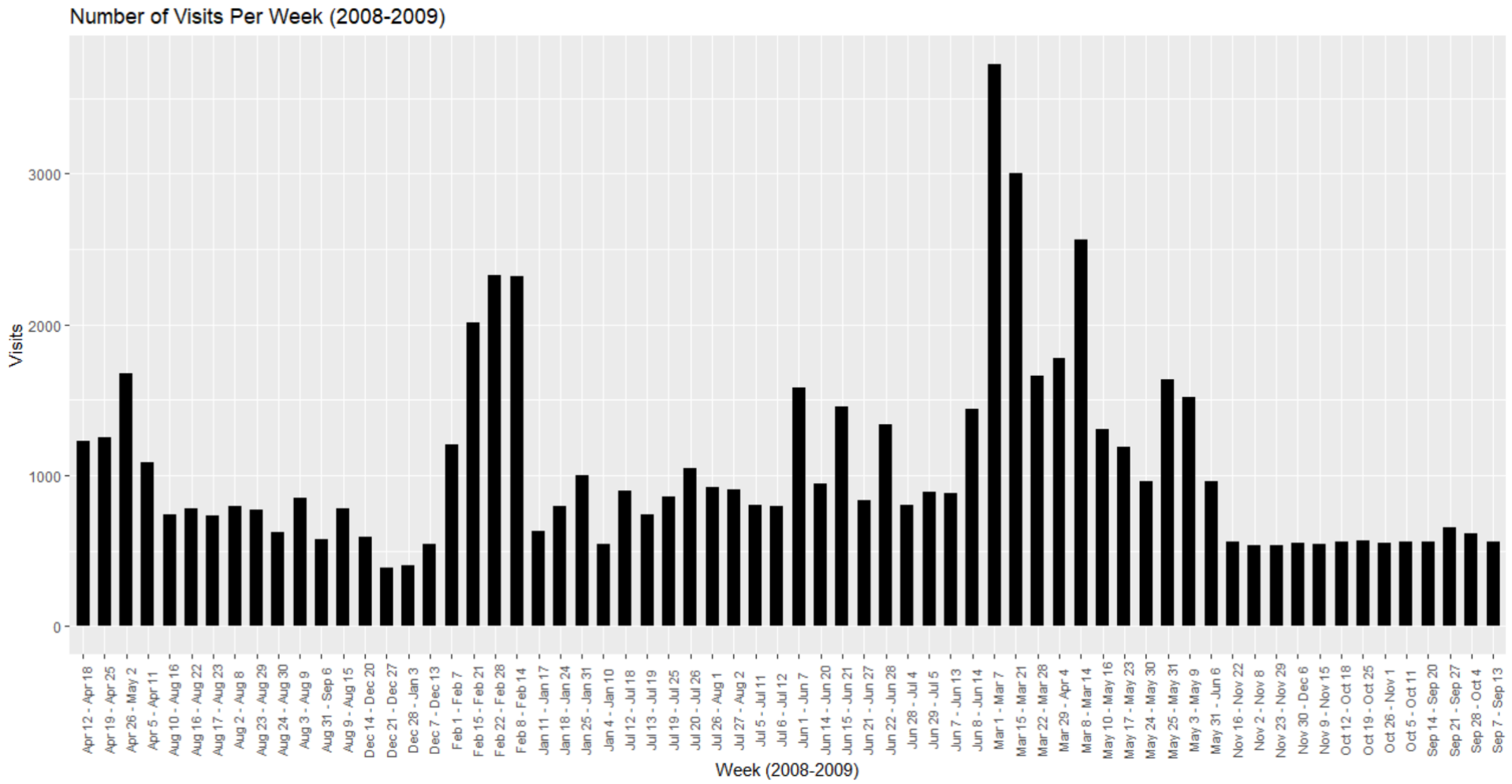
Thank you for your attention!

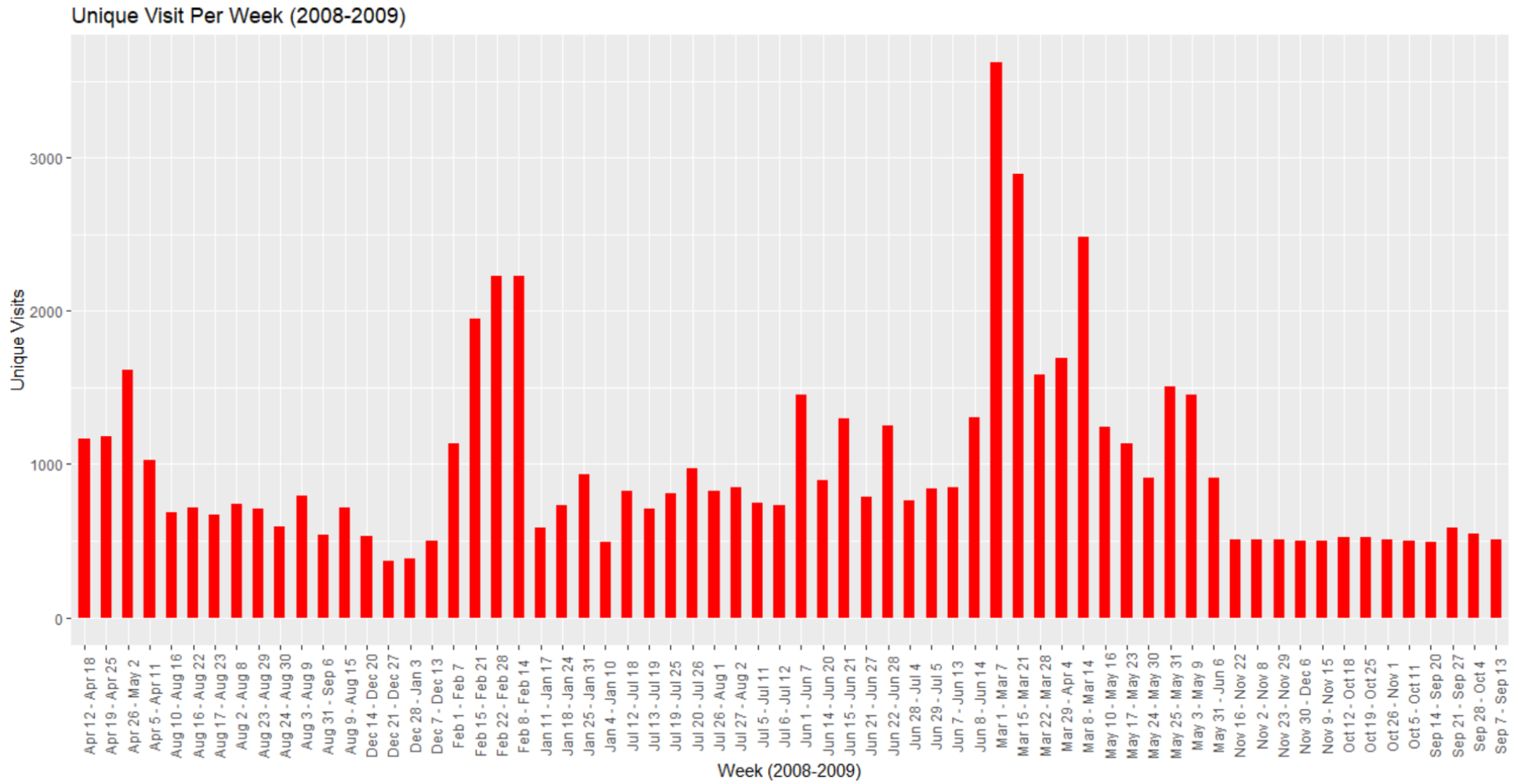
Appendix

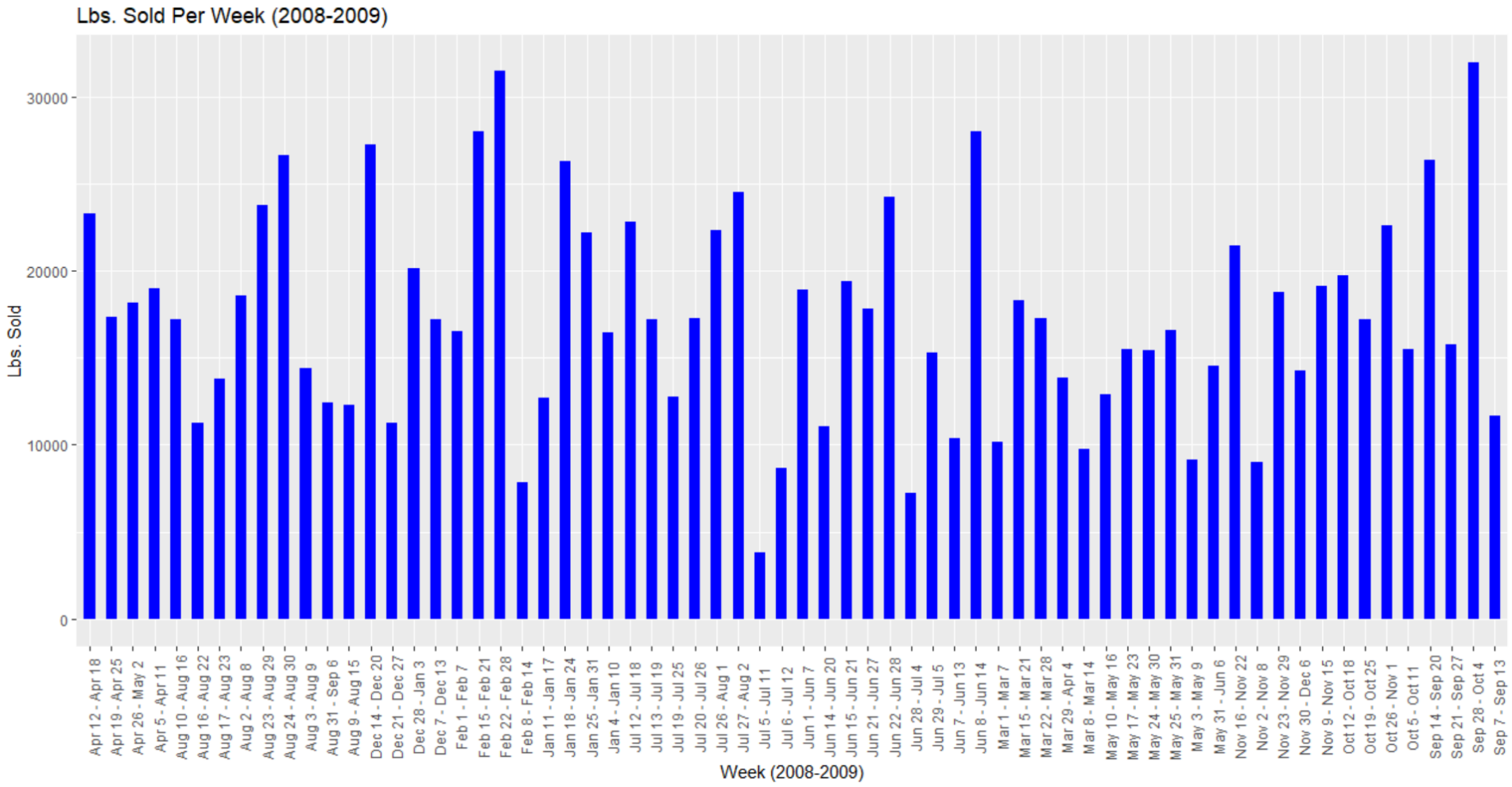
Further resources


Revenue vs. Visits
Revenue
750000
500000
250000
1000
2000
3000
Visits


Revenue vs. Lbs. Sold
Revenue
750000
500000
250000
10000
20000
30000
Lbs. Sold


Number of Visits Per Week (2008-2009)
Visits
0
1000
2000
3000
Apr 12 - Apr 18
Apr 19 - Apr 25
Apr 26 - May 2
Apr 5 - Apr 11
Aug 10 - Aug 16
Aug 16 - Aug 22
Aug 17 - Aug 23
Aug 2 - Aug 8
Aug 23 - Aug 29
Aug 24 - Aug 30
Aug 3 - Aug 9
Aug 31 - Sep 6
Aug 9 - Aug 15
Dec 14 - Dec 20
Dec 21 - Dec 27
Dec 28 - Jan 3
Dec 7 - Dec 13
Feb 1 - Feb 7
Feb 15 - Feb 21
Feb 22 - Feb 28
Feb 8 - Feb 14
Jan 11 - Jan 17
Jan 18 - Jan 24
Jan 25 - Jan 31
Jan 4 - Jan 10
Jul 12 - Jul 18
Jul 13 - Jul 19
Jul 19 - Jul 25
Jul 20 - Jul 26
Jul 26 - Aug 1
Jul 27 - Aug 2
Jul 5 - Jul 11
Jul 6 - Jul 12
Jun 1 - Jun 7
Jun 14 - Jun 20
Jun 15 - Jun 21
Jun 21 - Jun 27
Jun 22 - Jun 28
Jun 28 - Jul 4
Jun 29 - Jul 5
Jun 7 - Jun 13
Jun 8 - Jun 14
Mar 1 - Mar 7
Mar 15 - Mar 21
Mar 22 - Mar 28
Mar 29 - Apr 4
Mar 8 - Mar 14
May 10 - May 16
May 17 - May 23
May 24 - May 30
May 25 - May 31
May 3 - May 9
May 31 - Jun 6
Nov 16 - Nov 22
Nov 2 - Nov 8
Nov 23 - Nov 29
Nov 30 - Dec 6
Nov 9 - Nov 15
Oct 12 - Oct 18
Oct 19 - Oct 25
Oct 26 - Nov 1
Oct 5 - Oct 11
Sep 14 - Sep 20
Sep 21 - Sep 27
Sep 28 - Oct 4
Sep 7 - Sep 13
Week (2008-2009)


Unique Visit Per Week (2008-2009)
Unique Visits
3000
2000
1000
0
Apr 12 - Apr 18
Apr 19 - Apr 25
Apr 26 - May 2
Apr 5 - Apr 11
Aug 10 - Aug 16
Aug 16 - Aug 22
Aug 17 - Aug 23
Aug 2 - Aug 8
Aug 23 - Aug 29
Aug 24 - Aug 30
Aug 3 - Aug 9
Aug 31 - Sep 6
Aug 9 - Aug 15
Dec 14 - Dec 20
Dec 21 - Dec 27
Dec 28 - Jan 3
Dec 7 - Dec 13
Feb 1 - Feb 7
Feb 15 - Feb 21
Feb 22 - Feb 28
Feb 8 - Feb 14
Jan 11 - Jan 17
Jan 18 - Jan 24
Jan 25 - Jan 31
Jan 4 - Jan 10
Jul 12 - Jul 18
Jul 13 - Jul 19
Jul 19 - Jul 25
Jul 20 - Jul 26
Jul 26 - Aug 1
Jul 27 - Aug 2
Jul 5 - Jul 11
Jul 6 - Jul 12
Jun 1 - Jun 7
Jun 14 - Jun 20
Jun 15 - Jun 21
Jun 21 - Jun 27
Jun 22 - Jun 28
Jun 28 - Jul 4
Jun 29 - Jul 5
Jun 7 - Jun 13
Jun 8 - Jun 14
Mar 1 - Mar 7
Mar 15 - Mar 21
Mar 22 - Mar 28
Mar 29 - Apr 4
Mar 8 - Mar 14
May 10 - May 16
May 17 - May 23
May 24 - May 30
May 25 - May 31
May 3 - May 9
May 31 - Jun 6
Nov 16 - Nov 22
Nov 2 - Nov 8
Nov 23 - Nov 29
Nov 30 - Dec 6
Nov 9 - Nov 15
Oct 12 - Oct 18
Oct 19 - Oct 25
Oct 26 - Nov 1
Oct 5 - Oct 11
Sep 14 - Sep 20
Sep 21 - Sep 27
Sep 28 - Oct 4
Sep 7 - Sep 13
Week (2008-2009)


Lbs. Sold Per Week (2008-2009)
Lbs. Sold
30000
20000
10000
0
Apr 12 - Apr 18
Apr 19 - Apr 25
Apr 26 - May 2
Apr 5 - Apr 11
Aug 10 - Aug 16
Aug 16 - Aug 22
Aug 17 - Aug 23
Aug 2 - Aug 8
Aug 23 - Aug 29
Aug 24 - Aug 30
Aug 3 - Aug 9
Aug 31 - Sep 6
Aug 9 - Aug 15
Dec 14 - Dec 20
Dec 21 - Dec 27
Dec 28 - Jan 3
Dec 7 - Dec 13
Feb 1 - Feb 7
Feb 15 - Feb 21
Feb 22 - Feb 28
Feb 8 - Feb 14
Jan 11 - Jan 17
Jan 18 - Jan 24
Jan 25 - Jan 31
Jan 4 - Jan 10
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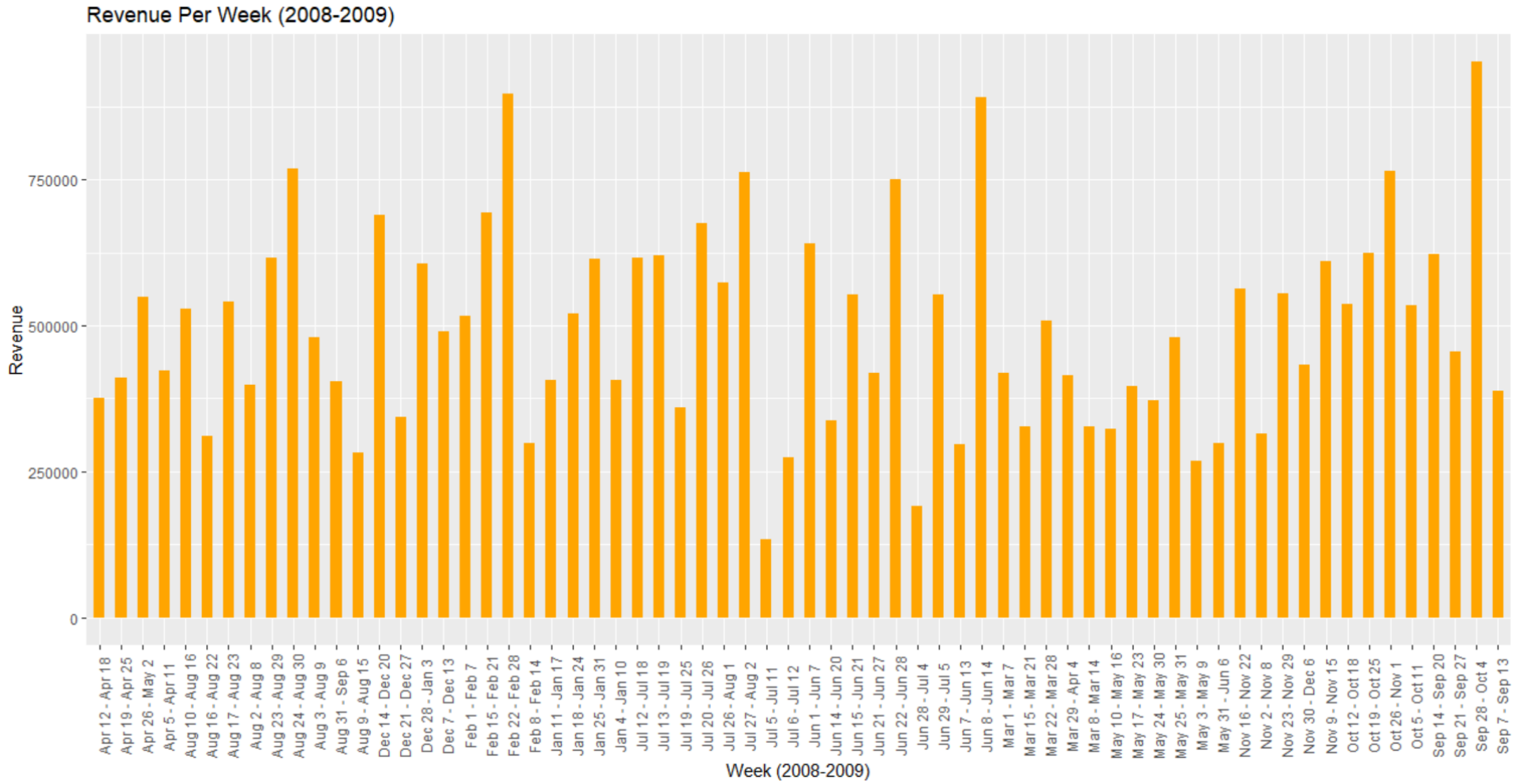
Jul 19 - Jul 25
Jul 20 - Jul 26
Jul 26 - Aug 1
Jul 27 - Aug 2
Jul 5 - Jul 11
Jul 6 - Jul 12
Jun 1 - Jun 7
Jun 14 - Jun 20
Jun 15 - Jun 21
Jun 21 - Jun 27
Jun 22 - Jun 28
Jun 28 - Jul 4
Jun 29 - Jul 5
Jun 7 - Jun 13
Jun 8 - Jun 14
Mar 1 - Mar 7
Mar 15 - Mar 21
Mar 22 - Mar 28
Mar 29 - Apr 4
Mar 8 - Mar 14
May 10 - May 16
May 17 - May 23
May 24 - May 30
May 25 - May 31
May 3 - May 9
May 31 - Jun 6
Nov 16 - Nov 22
Nov 2 - Nov 8
Nov 23 - Nov 29
Nov 30 - Dec 6
Nov 9 - Nov 15
Oct 12 - Oct 18
Oct 19 - Oct 25
Oct 26 - Nov 1
Oct 5 - Oct 11
Sep 14 - Sep 20
Sep 21 - Sep 27
Sep 28 - Oct 4
Sep 7 - Sep 13
Week (2008-2009)


Revenue Per Week (2008-2009)
Revenue
750000
500000
250000
0
Apr 12 - Apr 18
Apr 19 - Apr 25
Apr 26 - May 2
Apr 5 - Apr 11
Aug 10 - Aug 16
Aug 16 - Aug 22
Aug 17 - Aug 23
Aug 2 - Aug 8
Aug 23 - Aug 29
Aug 24 - Aug 30
Aug 3 - Aug 9
Aug 31 - Sep 6
Aug 9 - Aug 15
Dec 14 - Dec 20
Dec 21 - Dec 27
Dec 28 - Jan 3
Dec 7 - Dec 13
Feb 1 - Feb 7
Feb 15 - Feb 21
Feb 22 - Feb 28
Feb 8 - Feb 14
Jan 11 - Jan 17
Jan 18 - Jan 24
Jan 25 - Jan 31
Jan 4 - Jan 10
Jul 12 - Jul 18
Jul 13 - Jul 19
Jul 19 - Jul 25
Jul 20 - Jul 26
Jul 26 - Aug 1
Jul 27 - Aug 2
Jul 5 - Jul 11
Jul 6 - Jul 12
Jun 1 - Jun 7
Jun 14 - Jun 20
Jun 15 - Jun 21
Jun 21 - Jun 27
Jun 22 - Jun 28
Jun 28 - Jul 4
Jun 29 - Jul 5
Jun 7 - Jun 13
Jun 8 - Jun 14
Mar 1 - Mar 7
Mar 15 - Mar 21
Mar 22 - Mar 28
Mar 29 - Apr 4
Mar 8 - Mar 14
May 10 - May 16
May 17 - May 23
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May 25 - May 31
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May 31 - Jun 6
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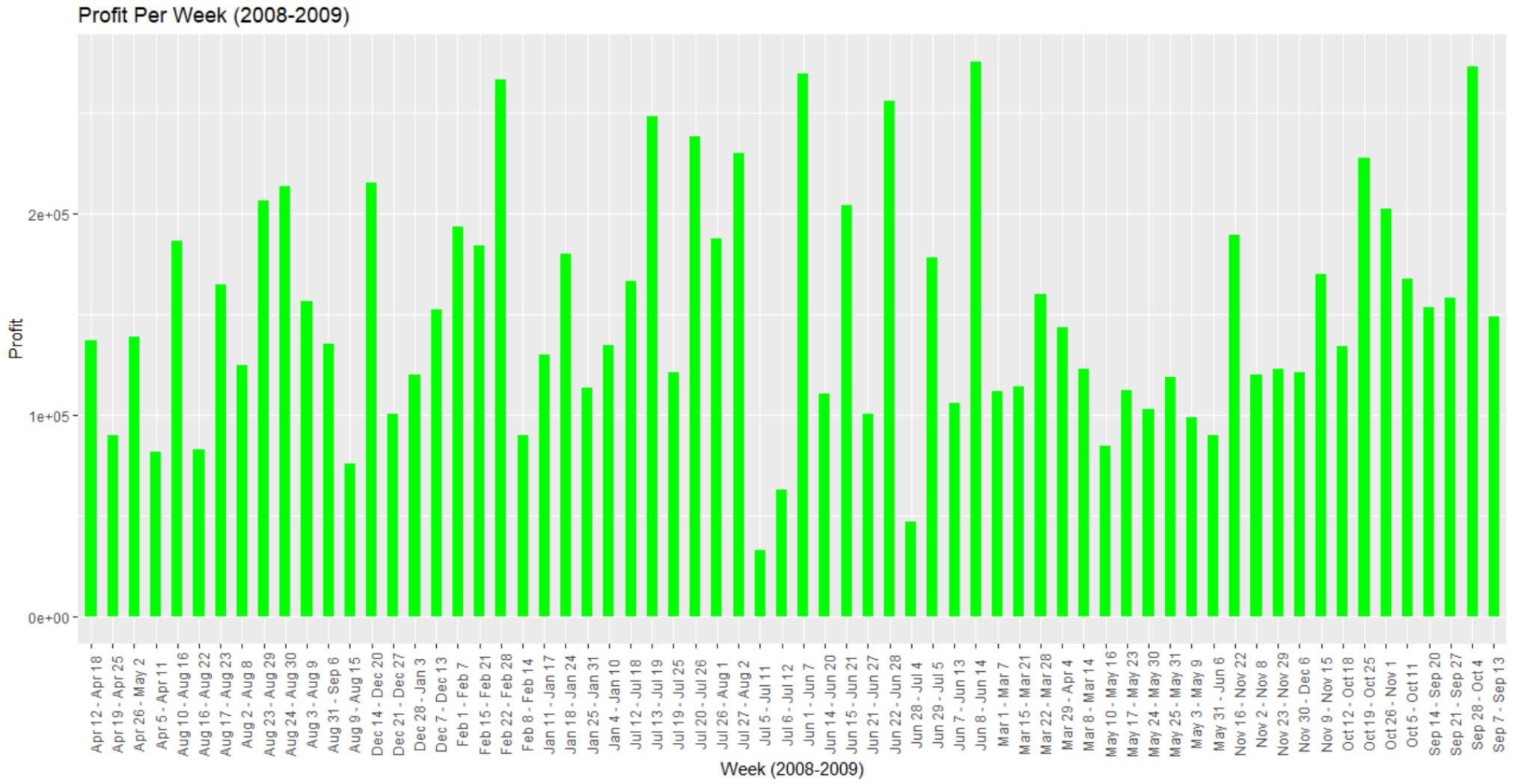
Nov 23 - Nov 29
Nov 30 - Dec 6
Nov 9 - Nov 15
Oct 12 - Oct 18
Oct 19 - Oct 25
Oct 26 - Nov 1
Oct 5 - Oct 11
Sep 14 - Sep 20
Sep 21 - Sep 27
Sep 28 - Oct 4
Sep 7 - Sep 13
Week (2008-2009)


Profit Per Week (2008-2009)
Profit
2e+05
1e+05
0e+00
Apr 12 - Apr 18
Apr 19 - Apr 25
Apr 26 - May 2
Apr 5 - Apr 11
Aug 10 - Aug 16
Aug 16 - Aug 22
Aug 17 - Aug 23
Aug 2 - Aug 8
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Jan 18 - Jan 24
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Jul 27 - Aug 2
Jul 5 - Jul 11
Jul 6 - Jul 12
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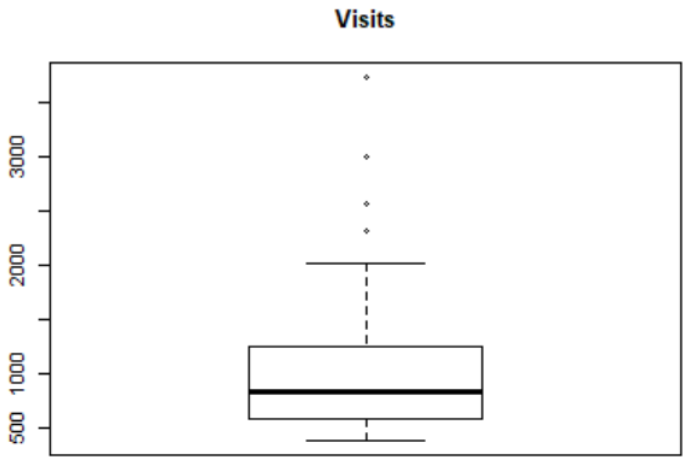
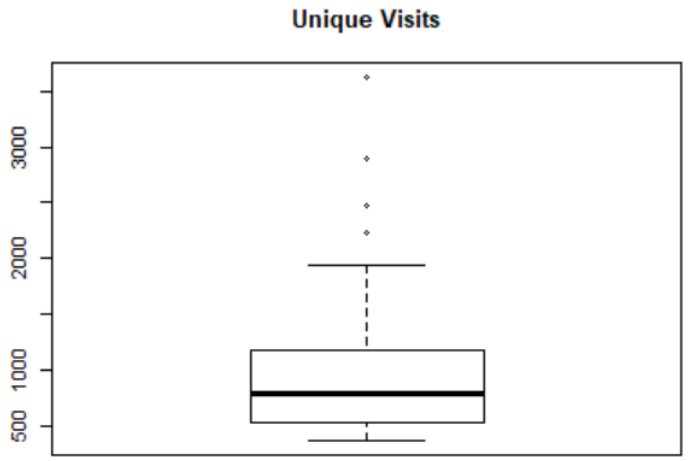
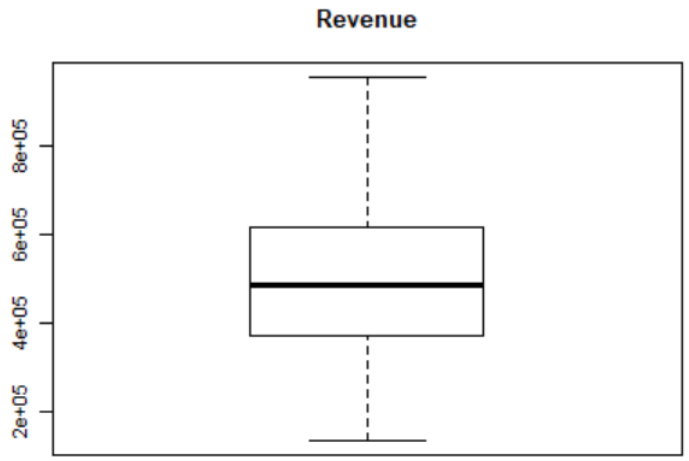
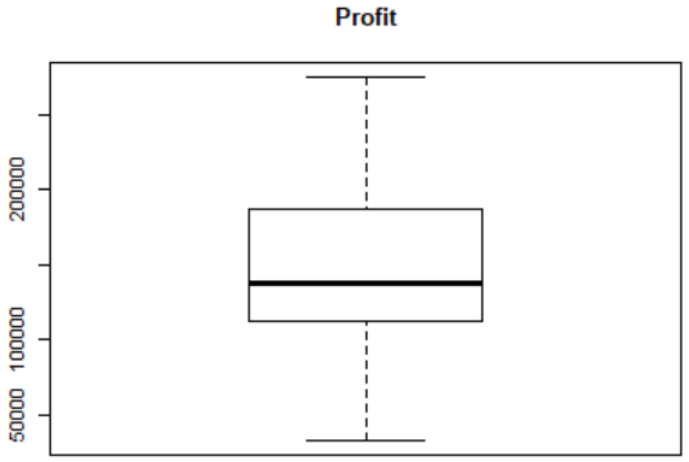
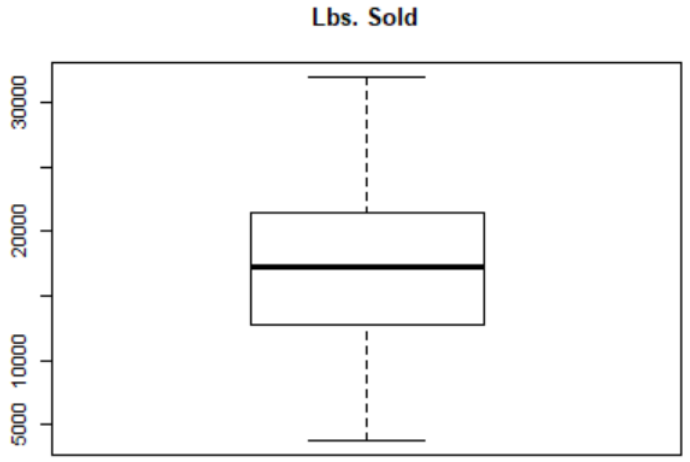
Week (2008-2009)

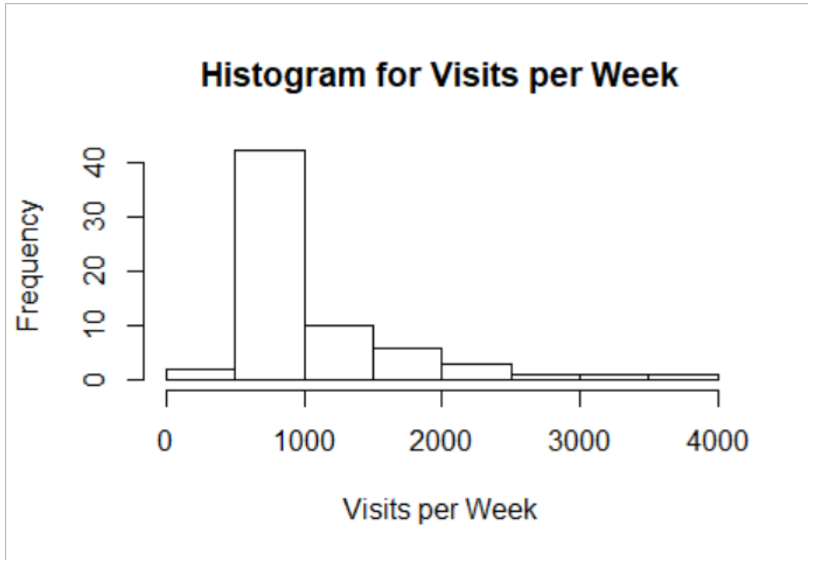

Visits
500
1000
2000
3000

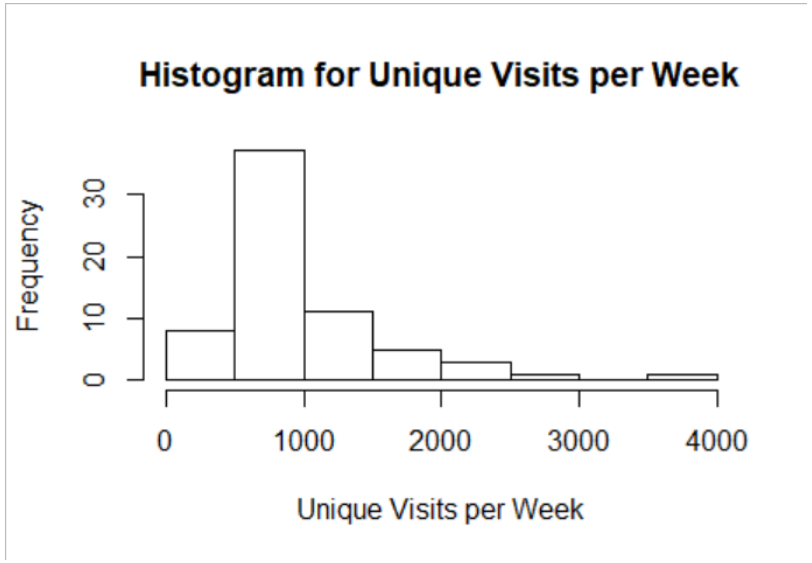

Unique Visits
500
1000
2000
3000

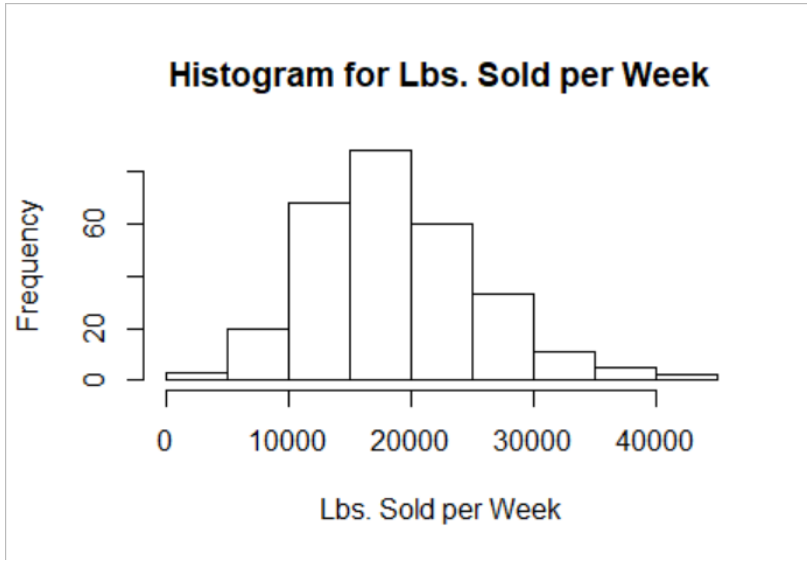

Revenue
2e+05
4e+05
6e+05
8e+05

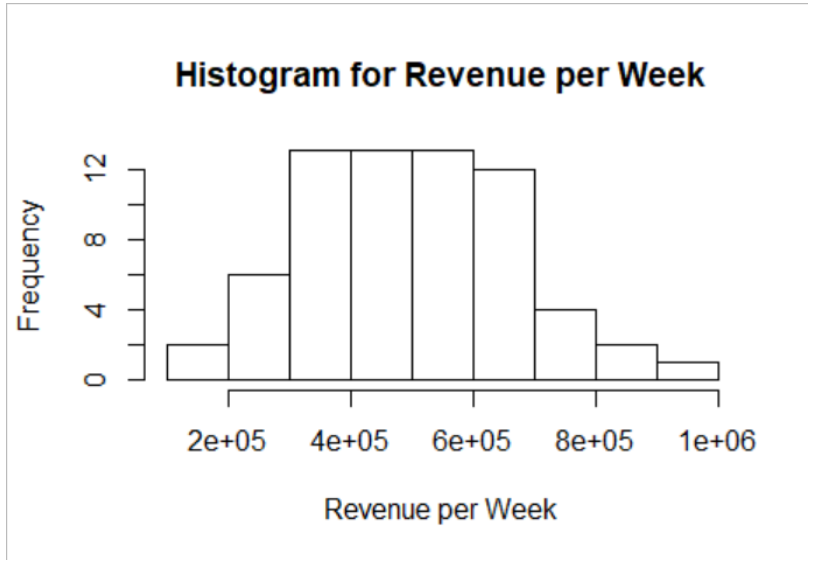

Profit
50000
100000
200000

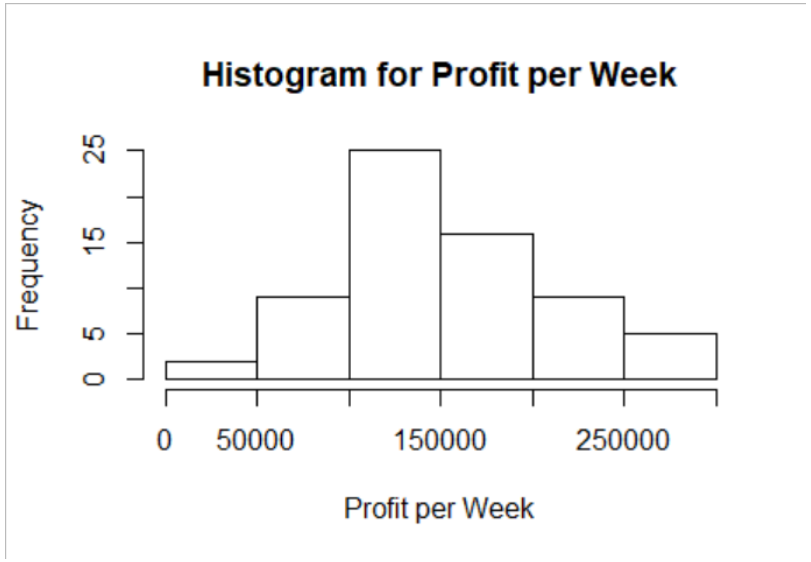

Lbs. Sold
5000
10000
20000
30000


Histogram for Visits per Week
Frequency
0
10
20
30
40
0
1000
2000
3000
4000
Visits per Week


Histogram for Unique Visits per Week
Frequency
0
10
20
30
0
1000
2000
3000
4000
Unique Visits per Week


Histogram for Lbs. Sold per Week
Frequency
0
20
60
0
10000
20000
30000
40000
Lbs. Sold per Week


Histogram for Revenue per Week
Frequency
0
4
8
12
2e+05
4e+05
6e+05
8e+05
1e+06
Revenue per Week


Histogram for Profit per Week
Frequency
0
5
15
25
0
50000
150000
250000
Profit per Week