



Marques Soares

An in depth analysis of the company

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Team introduction

In this chapter we introduce ourselves and which study we are following.

We are team 1. We consist of the following persons:

Henrique Fernandes – Portugal.

He studies informatics in Universidade Portucalense, he is in the third year of his studies.

Laura Pulķe – Latvia.

Laura studies for third year business management in BA school of business and finance.

Jon van Gerven - The Netherlands.

Jon studies “business and IT” at the Fontys university at Eindhoven. He is currently in the 4th and last year of school.

Miro Lehtevä – Finland.










Miro studies software engineering in Helsinki Metropolia University of Applied Sciences.

Cédric Dzierla – Belgium. He studies Software Engineering University College of Namur – Liege - Luxembourg

Customer description

In this chapter we give a description of the customer from the interviews we held.

Business canvas

Key Partners  Delivery service Brands organizations	Key Activities  Marketing Clothing design Key Resources  People, Staff, Brands	Value Proposition  Good quality clothing Treatment to customers Debit plan without interest	Customer Relationships  Unique credit cards Channels  Catalogue Webshop	Customer Segments  50 year old people (catalogue) People in the age range 15-30 (Webshop) Families
Cost Structure  Marketing & sales, manufacturing, staff		Revenue Streams  Stores, web shop, catalogue (phone order, order by mail)		

USP Unique selling points

Marques Soares uses special credit card to give their customers different payment options. Customers can choose between 5 months to 10 months payment time with the credit card, debit cards and a cash payment options. Around 90 % of the all customers are using the credit card.

Marques Soares also uses product catalogues sent to their customers twice in a year. Postal sales are the second biggest revenue for the company. The company takes orders via phone, post and internet. Their web page is around 10 – 20 % of the total catalogue sales.

The company is special because of their treatment of the customers. Employees know customers habits, products they are interested in and giving them customized service.

Customer segments

Average customers of Marques Soares are around 50 years old female person purchasing clothes. The average user of the web page is slightly younger than other customers of the Marques Soares.

Channels

They have media of communication, they have an all new Facebook page, they also

use a newsletter to stay in touch with their customers. People have access to a catalogue and can purchase stuffs by 3 ways, the first one is telephone, the second one is postal order and the last is the web page.

Radio, magazines and e-mail and other traditional media are used to advertise their company.

Key partners

Marques Soares has an own producers who produces their brand's clothes.

Key products

The Marques Soares is mostly a clothing company, but they have a lot of a wide category of different kind of products. Jeans are the most profitable products for the company.

They also have products from different categories like computers to boost the sales of their main products.

Business questions

The company wants us to give an advice how to attract more new younger customers to the web shop.

Business goal is to increase the amount of customers and get them to buy on the web page.

The questions for the data mining and analysis are as follows:

Product	Which product category sells the most in the age range of 14-35?	Which product sells the most in the age range of 14-35?
Customer	How profitable are the customers in the age range of 14-35 at the moment?	Are customers in the age range of 14-35 likely to churn?
Channel	What effect will discounts have on sales with customers in the age range of 14-35?	Which retailer supplies the most popular products for customers in the age range of 14-35?
Marketing	How big is the increase in customers after they started to advertise on Facebook, etc.?	Are customers in the age range of 14-35 likely to respond to promos?

Data analysis

All the data is clear, it has 25 attributes. There are some fields not filled, the data is missing. For example order number has the same number for several orders, because of the error in system.

By using Marques Soares credit cards there might be missing information about real customer, for example, if mother buys a t –shirt for child, there is no information about child, but mother.

Company should have information about e-mails to send newsletters. Also it might be useful to have data related with social networks, for example, who follows them on Facebook. Marques Soares would know how much they have to spend on putting advertisements there

Internet Strategy

The company actually have a web shop to give to their customers the possibility of buy what they want through there. The website has different options of payment, like debit card, credit card and customer credit card. They send by week more or less 20000 emails with newsletters, about a short list of products.

Online mission: their mission in internet is improving sells by this system, because the number of sales are very low compared with postal and phone sells.

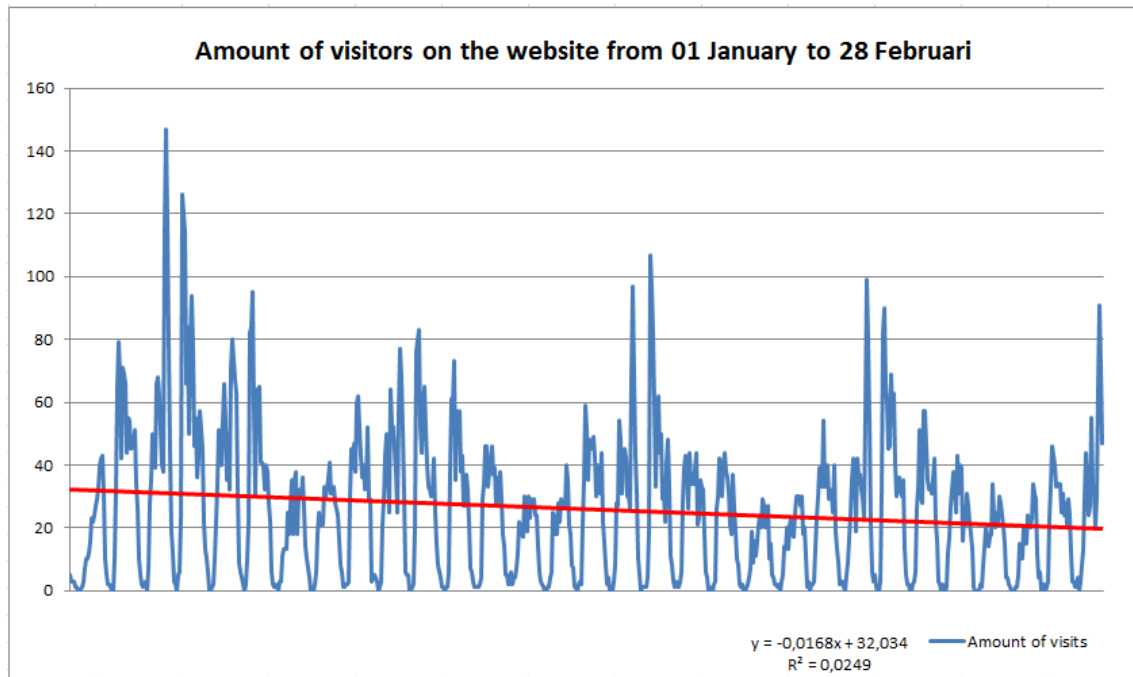
Online vision: they want an improvement of website meta-keywords, for a better position in search engines like Google. For answer to their customer's needs, they want build a suggest system on their website, to suggest at that specific customer what he/she likes. E.g. clothes of the customer's favourite brands or show the customer's favourite type of clothes in first page.

Critical success factors: the online strategy they adopt is a strategy for indoor range, is only directed for their country. At the time they improve their vision to social networks like twitter and Facebook. They only have three types of payment in their site (credit card, costumer credit card, post express). They changed their website template to be more attractive to customers eyes.

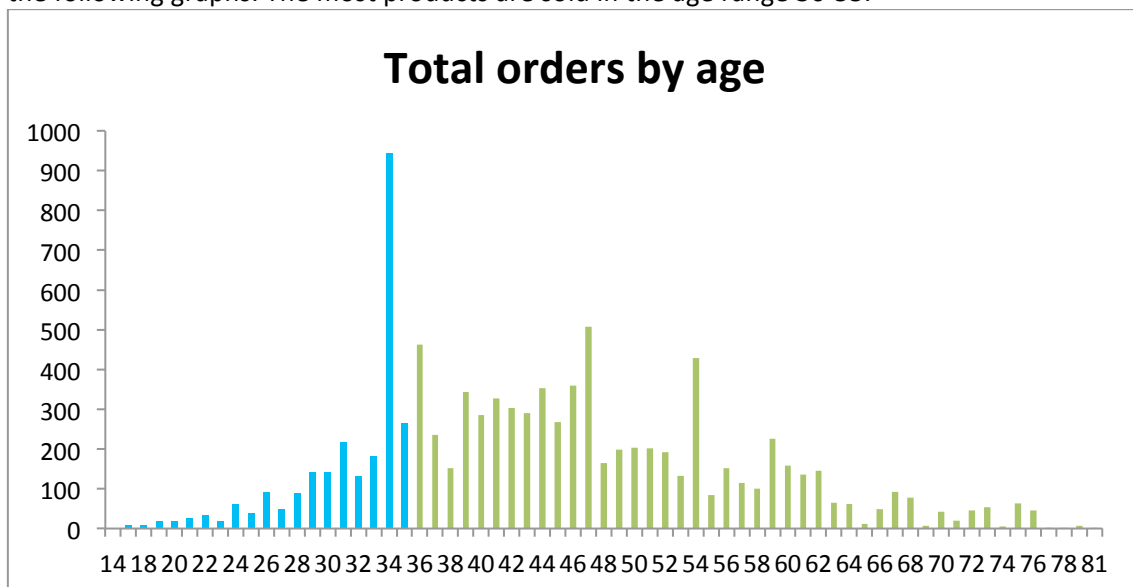
Processing and analysis of data

In this chapter we take a look at the data from the internet sales.

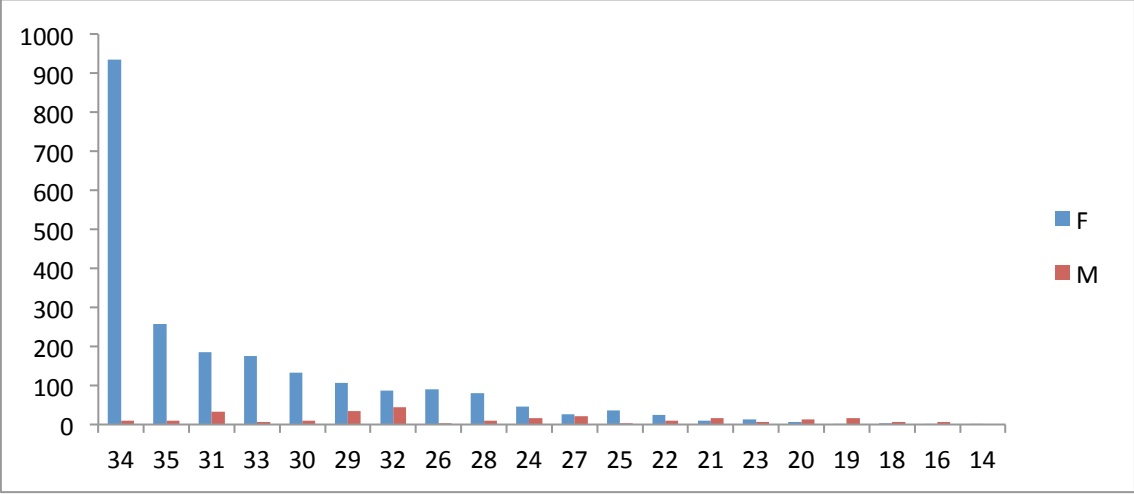
This graph shows the amount of visitors on the website from 1 January to 28 February. In January the visitor amount per day is much higher than in February. We have no clear idea why this is, but we think that we will be able to make it rise after our suggestions have been added.



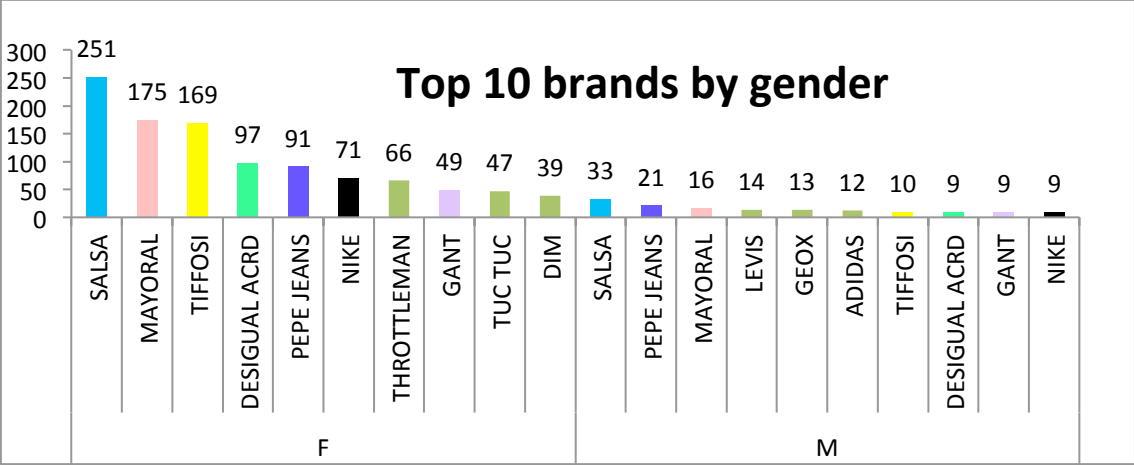
The following graph shows the total orders by age. We have highlighted the focus area (young people (teenagers/young adults)). This will be the group we will focus our other data on with the following graphs. The most products are sold in the age range 36-55.



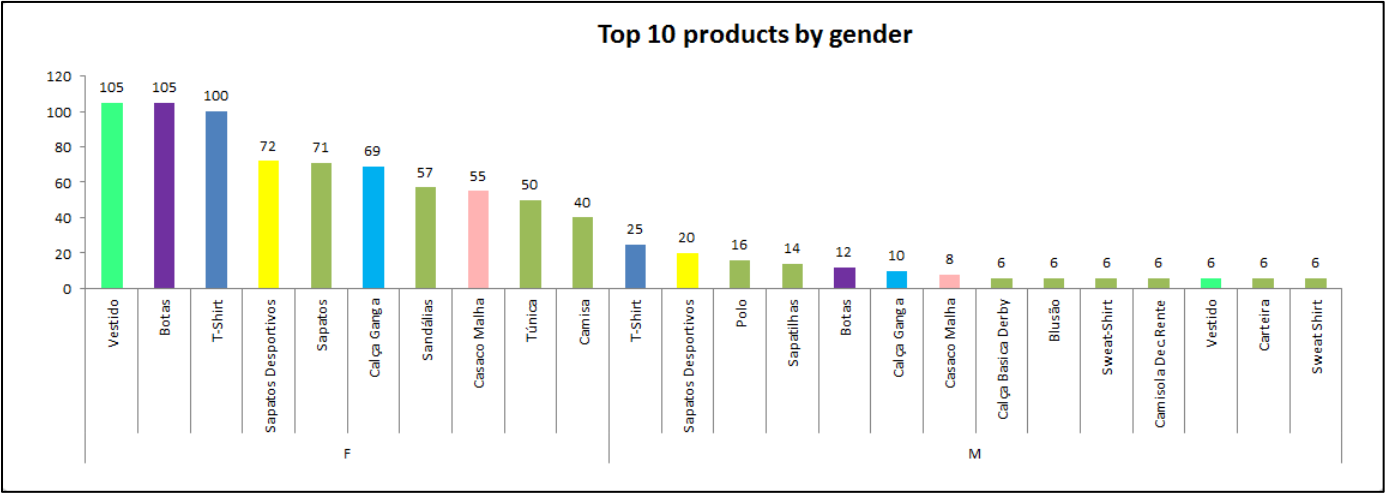
This graph shows the sales by age range 14-35 and is divided between male/female. The female orders are a lot bigger than their male counterparts. Of course this is just the sex of the customer itself, not if they bought a male or female product.



This graph shows the top 10 sales by brand within age range 14-35 and divided between male/female. The biggest brand for both of them is Salsa, and mayoral is the 2nd biggest for females and the 3rd biggest for males.



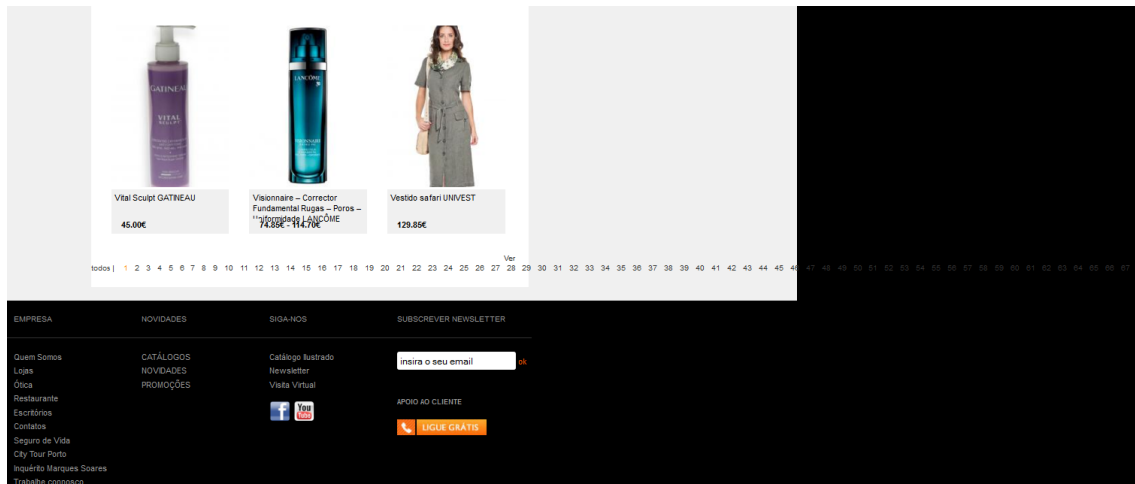
This graph shows the top 10 products within age range 14-35 and divided between male/female. There are 3 product types that sort of overlap, namely: T-shirts, Sapatos Desportivos and Botas.



Processing and analysis of the website

In this chapter we take a look at the website and its features. We also take a look at the google analytics of the website.

- Open searches generate too many pages. The template can't handle it and will stretch out. The following example shows how it looks:



- No email validation on the newsletter



Registo na newsletter

A sua conta de email foi registada com sucesso na newsletter da MarquesSoares.pt

- There is no secure transfer when creating an account or making a payment.
- As far as we know, the database is not protected against SQL injections.

Processing and analysis of the social media

In this chapter we take a look at the social media of the company.

- Too much time concentrating only on facebook
- Twitter uses the same information as facebook (posts get forwarded from facebook)

Conclusions and suggestions

In this chapter we post the different conclusions and suggestions per subject to make Marques Soares e-business more profitable.

Data suggestions

The data suggestions involve suggestions to improve the quality of the data and to make the company able to do a better data analysis in the future,

- When making a new user account
 - Validate the entered data (cannot be born in the future, etc)
 - Validate the email (correct format and send an activation link)
 - Save the data in a correct format (example: dd-mm-yyyy, not yyyymmdd)
- Data should be complete(filling all fields)
- Remove not needed data fields
 - Store department
 - Customer profession
- Change some data fields
 - Customer honorific title
 - Order year/month/day

Website security suggestions

The website security suggestions involve suggestions to improve the website security so the customer will feel more secure when making a user account or payment on the website.

- Validate the queries (so an empty search doesn't show everything)
- Secure the database against SQL injections
- Make a secure transfer during payment and user creation(HTTPS)

Promotion suggestions

The promotion suggestions involve suggestions to improve the ability to attract new customers and especially new customers in the age range of 14-35.

- Customize 2 newsletters for different age groups (teenagers/young adults, adults)
- Use facebook and twitter to reach the different types of age groups
 - Twitter is used mostly by teenagers/young adults
 - Facebook is used by a broader audience

- Post competitions for the target audience so they can win gift cards (or something equal)