

Marques Soares

Team #9

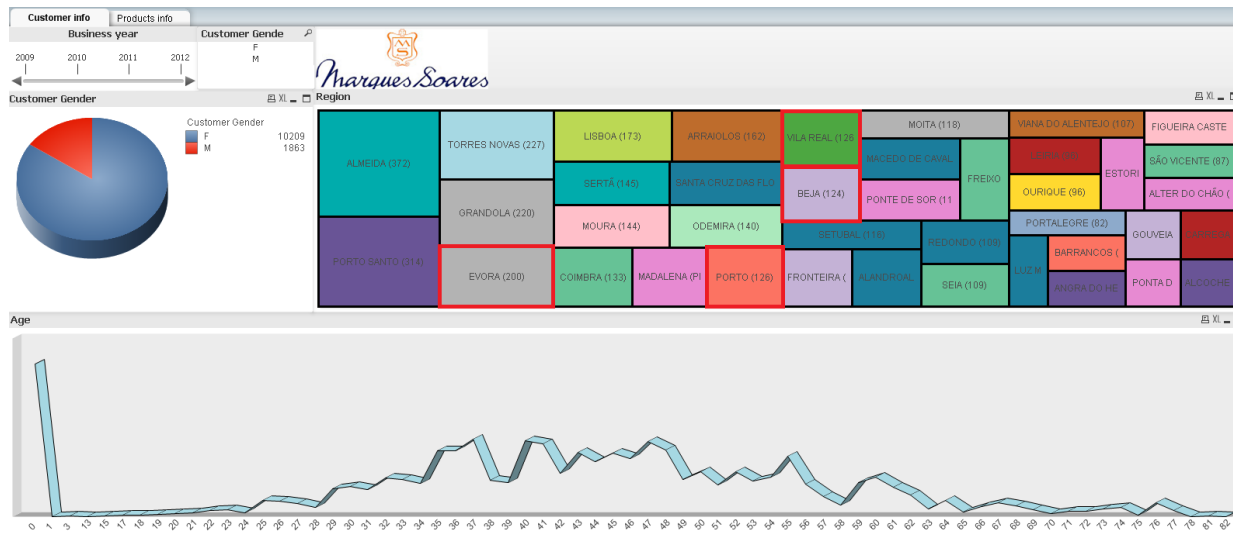
Team introduction

We are four IT guys and a business student, here's the overview of the group:

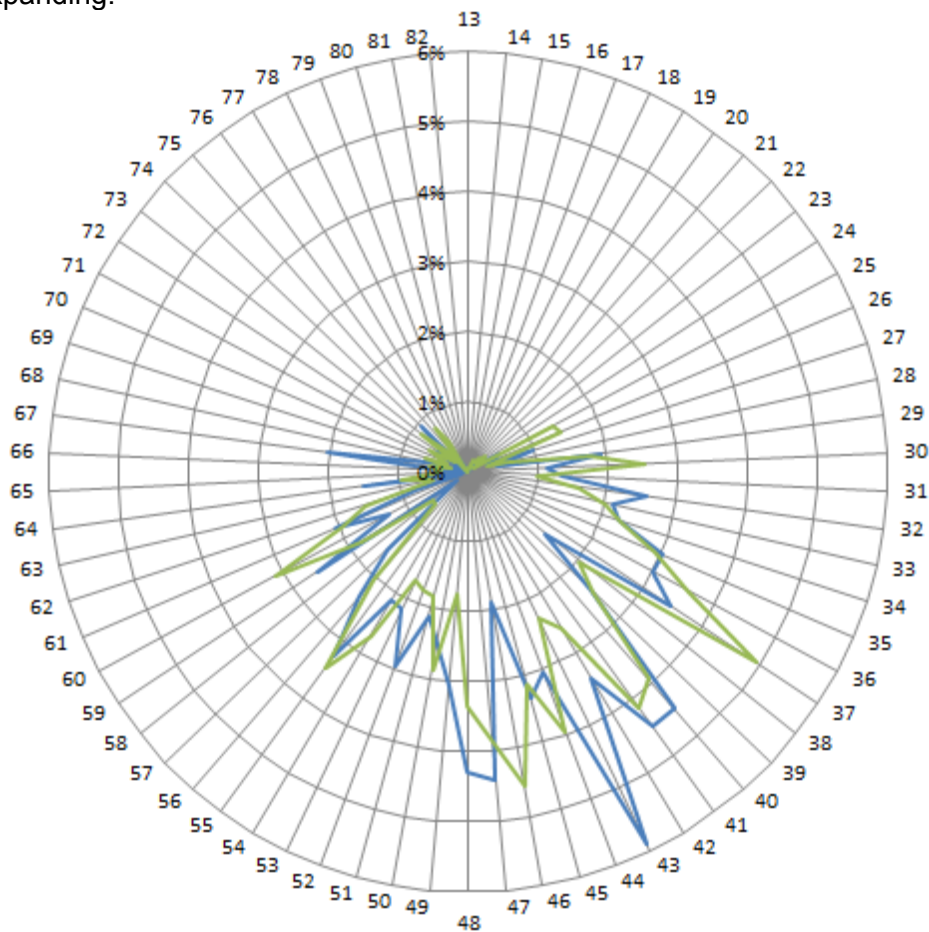
- Peter is a business student from Latvia. His main experience is related to advertising and media planning.
- Rene is an IT administrator who is in his last year in Estonian IT college.
- Joeri is a IT/business student from Belgium. He is studying at the university of Mechelen.
- Fabio is a big data and web developer from Spain. He is about to present his master thesis at University of Vigo.
- Kostas is an IT student from Denmark interested in functional programming and advanced computing topics.

Customer description

In the IP case we worked together with Marques Soares, a Portuguese business that sells a variety of products. It has recently begun to use the web to promote and sell their products. From interviews with Marques Soares representatives we got an insight about their customers, at least the ones who order products from the catalogue. The customer demographic shows us that most of the customers come from regions where there are no stores. Company representatives stated that the average customer is a woman who is around 50 years old. If we compare this assumption with data we got from website sales database, we can see that people who make purchases online are slightly younger. The average age of these consumers is 45 years.



In calculation of this average age, some customers were excluded due to missing data about their date of birth. Another interesting thing we found out about website customers that the trend that customer age is decreasing. In values it tells us that customer age has decreased only by 1 year during last two years but following chart shows that there are several age groups that are expanding.



Case data

The data used included different documents presented by lecturers, information gathered during the interviews with people of Marques Soares. We were also supplied with following data - website sales data as excel file, access to Marques Soares Google Analytics account and a server log file. Google analytics data included data about the website visitors and demographics of the users of the website. Excel database included information about sales and information about the clients. We found out that some of the data was more relevant than the remaining and for example we completely excluded data from a server log file, because most of this data can be found in Google Analytics. We also used some data from outside the given documents, which is the social media data from Foursquare and Twitter. We used API's of these Social networks to access data.

Processing and analysis of data

To get the twitter data we use twitter API with the tweepy python library. We create a small app and register it on twitter to get the OAuth token and client token of the API.

To get the foursquare data we also use the API with the following python wrapper <https://github.com/mLewisLogic/foursquare> . The foursquare API is pretty restrictive, and we cannot found all the users who check in in a specific place, but we were able to get the customers who upload a photo or post a picture of the site.

From transaction data we extracted customer-related information such as demographics, age and product preferences. The data can be used by the company for targeted marketing campaigns. Some of the extracted data show trends over the years.

For easier and faster processing transaction data (over 14 thousand entries) were imported in a SQL database. This setup allowed us to query the data in ways which are not possible using Excel. Later with the results to the queries we exported to excel and dashboard, where we created charts.

Conversion rate was calculated by dividing unique orders with unique visits. Unique orders we got from excel file by grouping them together by order numbers, client number and also by date, after which they were added up together by months. That means if order numbers, client number and date are the same, then they're counted as one, even if the product itself is different. We got amount of unique visitors from Google Analytics by each month except March 2012.

Conclusions and suggestions

Improve social media activities

We plan to improve the presence of the brand on social media. Nowadays the brands need to embrace the new technologies to talk with the customers and get feedback.

Unfortunately the social media presence of Marques Soares is not very intensive, they only use the Facebook fan page and twitter as a mirror of the Facebook content.

A good recommendation is to implement a customer relationship management tool to track the interactions with the customers.

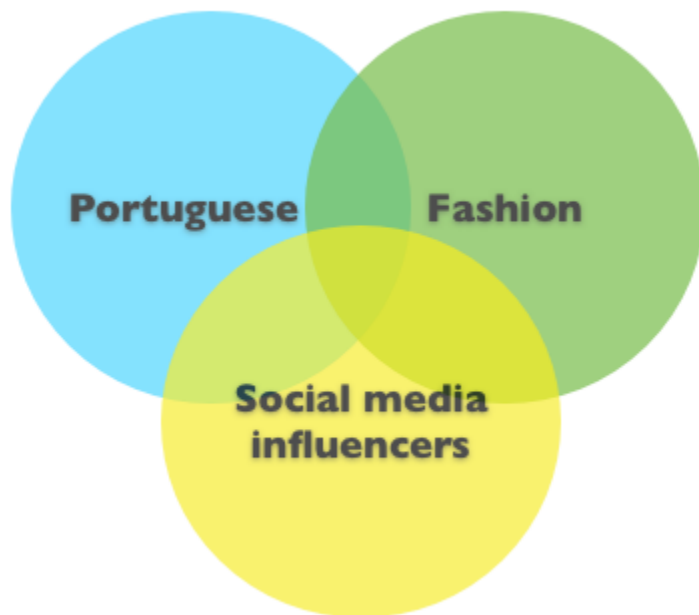
Use twitter to talk with the customers

Marques Soares has a twitter account (@ptmarquessoares) but it's not promoted and act as a copy of the Facebook content. It's a second class citizen. The nature of twitter makes easy to spread information such as deals, new shops, new products, easily and provide a direct communication with the customer. We think that the twitter account must be promoted.

Due to the nature of the network, some people had more influence than the others(had more followers, more retweets, etc...). We create a couple of apps to detect the people that might be interested in follow Marques Soares.

One app uses the Foursquare API to detect the people that interact in some way with "El Corte Ingles" of Lisbon and Porto. From this people we store the twitter username.

The second app get the twitter users following brands like Levi's, Adidas, Burberry, etc... from portugal, it looks for the people who is following at least two of the brands. So we get people interested in fashion from portugal, this is our target audience and the people we should follow. Then users are ranked by the number of followers to get the more influential ones.



Improve website

Website load time optimization

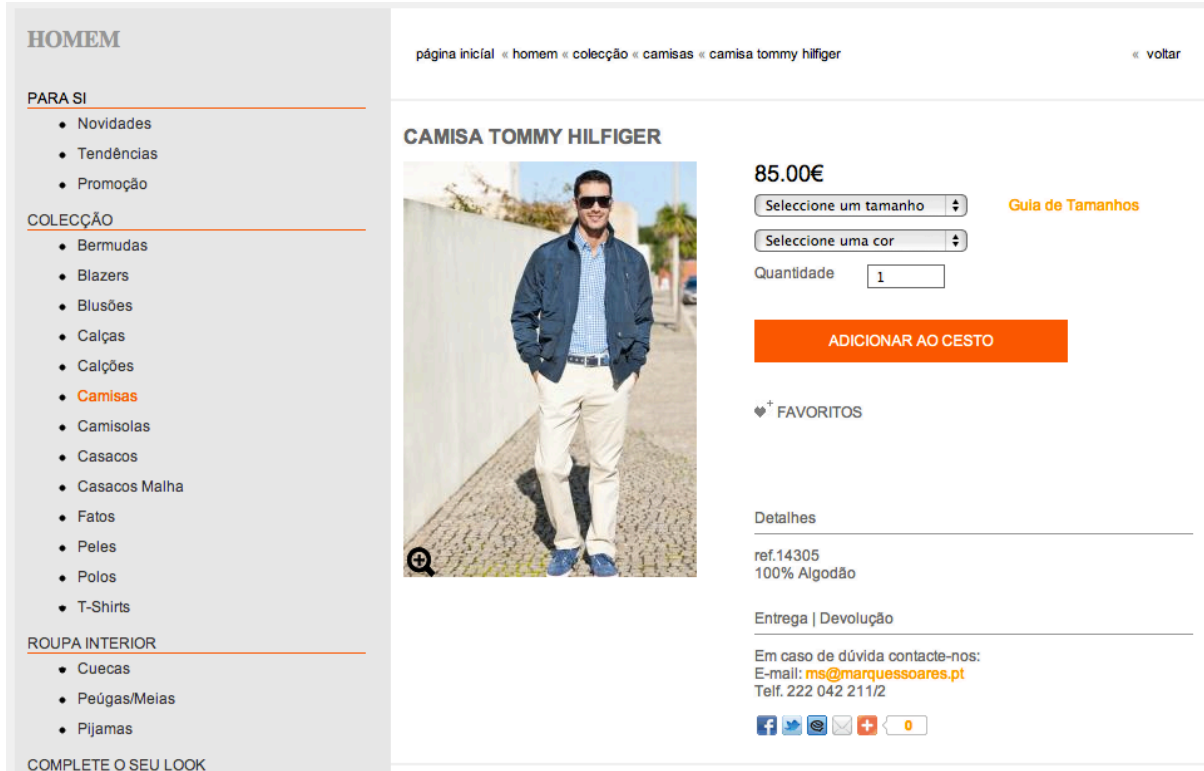
Loading time is a major contributing factor to page abandonment. Slower page response time results in an increase in page abandonment. To decrease the load time of <http://marquessoares.pt> we propose the following:

- **Reduce the number of js and css files:** this will reduce the number of HTTP petitions. Right now there are 5 css and 11 JavaScript files.
- **Use a cache system:** like memcached. The most visited pages like the index must be in memory, ready to be served.
- **Use a CDN to serve static files:** css, images and js files can be served usign a CDN like amazon S3. If this is not possible we can use the jQuery version cached by Google.
- **Put the JavaScript files at the bottom of the page.** The html content will load faster
- **Minimize image size:** the images had a lot of white space resulting in a waste of bandwidth.

We also found a bug on the website after you change password to less than 5 letters, then you can't change it anymore. Bug comes from wrong validation when person tries to change less than 5 letter password then it gives error about it.

Product page optimization

This is the actual look of the product page of the website:



We have the following suggestions:

1. The social media buttons are small and placed on the bottom of the page, so it's difficult to find it at a first sight.
2. The "add to favourites" button doesn't switch to red colour once you click on it or you visit a product already on your favourites.
3. There's almost no text to describe the product.
4. The size info link, opens a popup window, this can be confusing for some users.
5. If there's one colour or size available of the product it must be checked by default

Other improvements

1. Add facebook open social graph meta tags <https://developers.facebook.com/docs/opengraph/> . So when the people share a product on his Facebook wall the proper photo and description appear.
2. Find some good relevant keywords and make a good SEO job. This keywords must appear on the site meta description and on the title of each page.
3. Redesign of the header. There's a lot of unused space and the section names are too small to read on small screens.
4. Make a mobile version of the site.
5. Add a sitemap to increase visibility on google.
6. Add description meta tags

Make a clear website strategy

From interviews with company representatives we couldn't see a clear vision what are the objectives of website. Only objective provided by company was that website sales have to be increased.

We came up with our own objectives of Marques Soares website. One of them is the same - to increase website sales. Following two are closely related to this objective and can definitely help to meet this main objective. Next to business objectives - Increase sales, improve effectiveness of website and increase traffic to website are also KPI's provided by our team, which we think are the best measures to track how and if these objectives are reached.

1. Increase sales
 - Revenue from the website
2. Improve effectiveness of the website
 - Conversion rate
 - Time spent on site
 - Pages per visit
 - Bounce rate
 - Pagerank
 - Page load time
3. Increase the traffic of the website
 - Number of visits
 - Number of pageviews
 - Pagerank

Promote the website

We suggest for the company to promote the website in order to increase the online sales.

One of the problems we found browsing the google analytics data is that most of the users who came from search engines are already looking for "marques soares". This is the top 16 keywords that people uses to find Marques Soares:

Keyword	Visits	↓
marques soares	9,588	
(not provided)	1,965	
armazens marques soares	257	
www.marquessoares.pt	195	
marquessoares	167	
marques soares catalogo	144	
marques soares porto	129	
marques e soares	122	
http://www.marquessoares.pt/	107	
www marques soares	83	
marques soares contactos	79	
marque soares	66	
marquessoares.pt	65	
catalogo marques soares	60	
amazéns marques soares	46	
marques soares beja	45	

To get more visits on google we suggest to find some relevant keywords like “mercar roupa online”, “armazens mercar” or something similar and create backlinks to <http://marquessoares.pt> with the following keywords.

Also this keywords can be used to buy some traffic from services like google adsense.