## Team introduction

Our extremely dynamical team consists of five people:

- **Pablo** the Plant from **University of Vigo, Spain**
- **Pierre** the Resource Investigator from **University College of Namur - Liege - Luxembourg**
- Marius the Team Worker from **Vilniaus kolegija**
- Hans the Completer-Finisher from **Fontys University of Applied Sciences**
- Kermo the Monitor Evaluator from **The Estonian Information Technology College**

We have developed a very efficient working environment where everybody has their tasks. First Pablo bursts out ideas which Pierre investigates. If proved reasonable, Marius does the job. Hans gives it a final touch and Kermo is constantly monitoring the process.

Our customer is a company named Marques Soares. Their main business area is clothing, but they sell all kinds of different products as well. For example, shoes, bags, jewelry and other accessories. The variety of brands is spectacular. One can order self-made clothes as also products from quality brands. The main channel for ordering products is a catalog that is published two times per year.
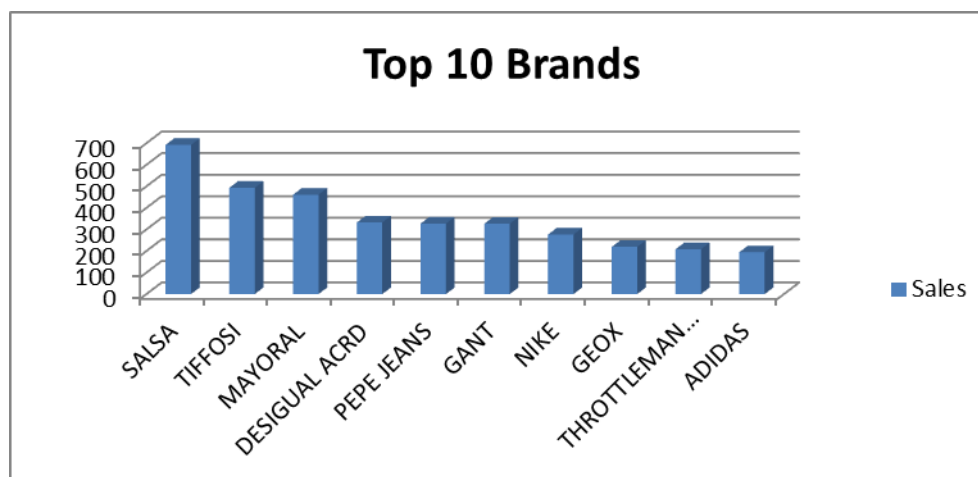


The main purpose for them at the moment is to launch a fully working website. The target is to make it the main channel for ordering products. However, this is quite difficult considering the main customer group is women around 40-50 years of age. This might be somewhat inaccurate because of children clothes are usually paid with their parents account.

**Costumers Ages**
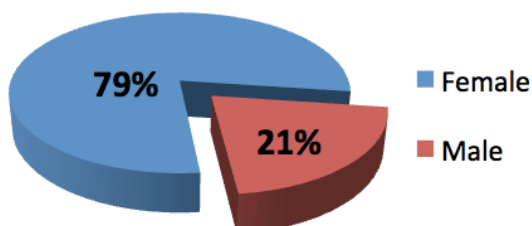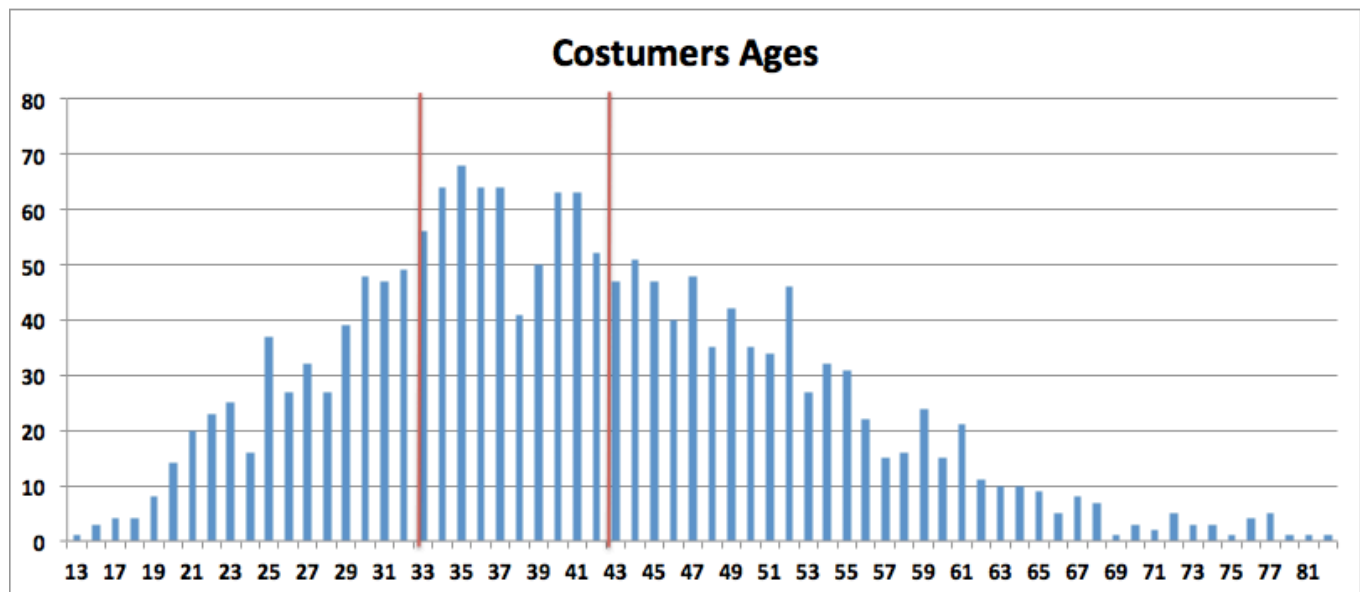
## Case data

They have provided us a spreadsheet describing online sales during the period of about two and a half years. Each line corresponds to a product sold. The Spread is composed of 12.761 lines which represent **5278 sales** and **1821** different **customers**. Each line includes details on customer, product purchased and transaction.

On customer:

- Customer number
- Gender
- Customer's birthday
- Location
- Profession.

On product:

- Department
- Product Description
- Unit price
- Color
- Size
- Brand
- Etc.

On transaction:

- Payment method

- date of the order

We had an opportunity to interview people from the company itself. There were representatives from IT and Marketing department. In order to analyze the data and find some patterns for suggestions we had:

- dataset file
- the answers to our questions we asked during the interview
- website of the company
- latest catalog
- their profiles in social networks such as Facebook, Twitter
- Google Analytics data of the website www.marquessoares.pt to compare the visits on the website with the sales database.

## Processing and analysis of data

## Sales by brands 2010/2011
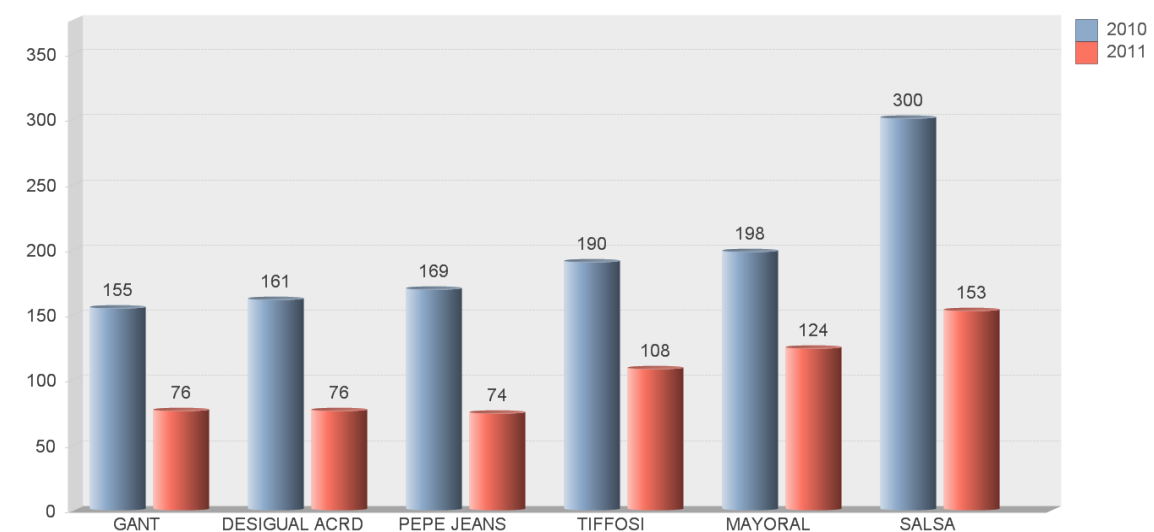


We have been comparing the sales from the most important brands and we have founded the sales were going down from 2010 to 2011. This is a very important indicator that tell us we need to put more focus on the most successful brands oriented regarding to their main customer.

## Google Analytics

We used different data from Google Analytics to find a correlation between these data and the Marques Soares sales data besides any hidden pattern that could be useful for the company to improve.

We first used demographic data, to find if the number of website visits per region, has a link with the website sales.
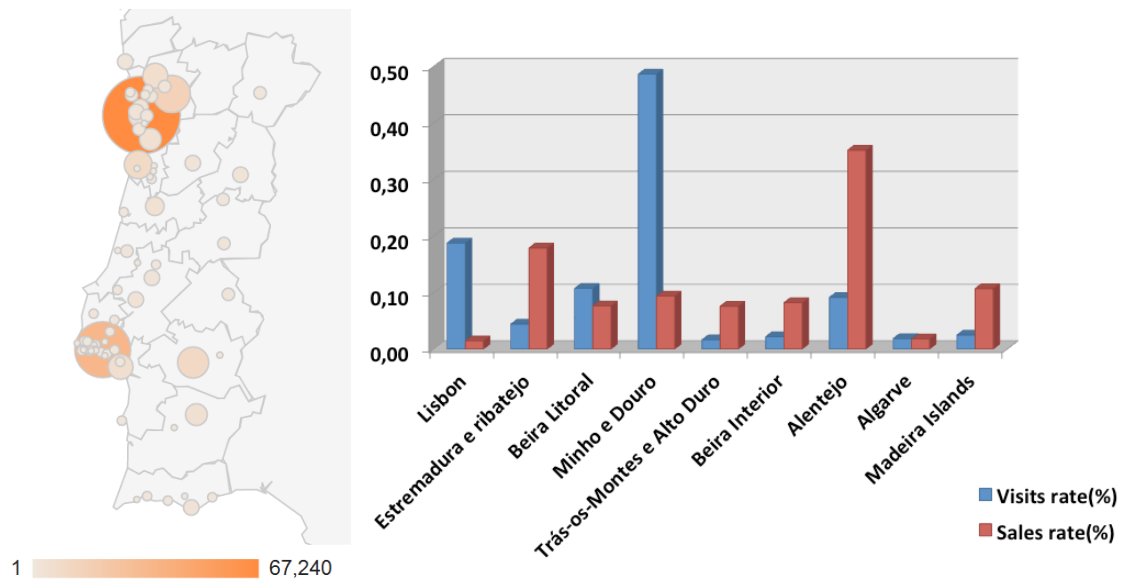


After the analyses of these data, we can see which regions have a good correlation between visits and sales and which have a high sales rate and a low visits rate. So, it's possible to put the focus in regions with problems with a marketing campaign for the website or maybe try to improve the sales in the most successful regions with other kind of promotions.

We also used these data to show the rate of the population in Portugal which is visit the website and if in the cities where Marques Soares has shops, the population rate of visits is bigger. All the regions underline in red are the regions where Marques Soares has shops.

**Visits per region depending on population rate(%)**
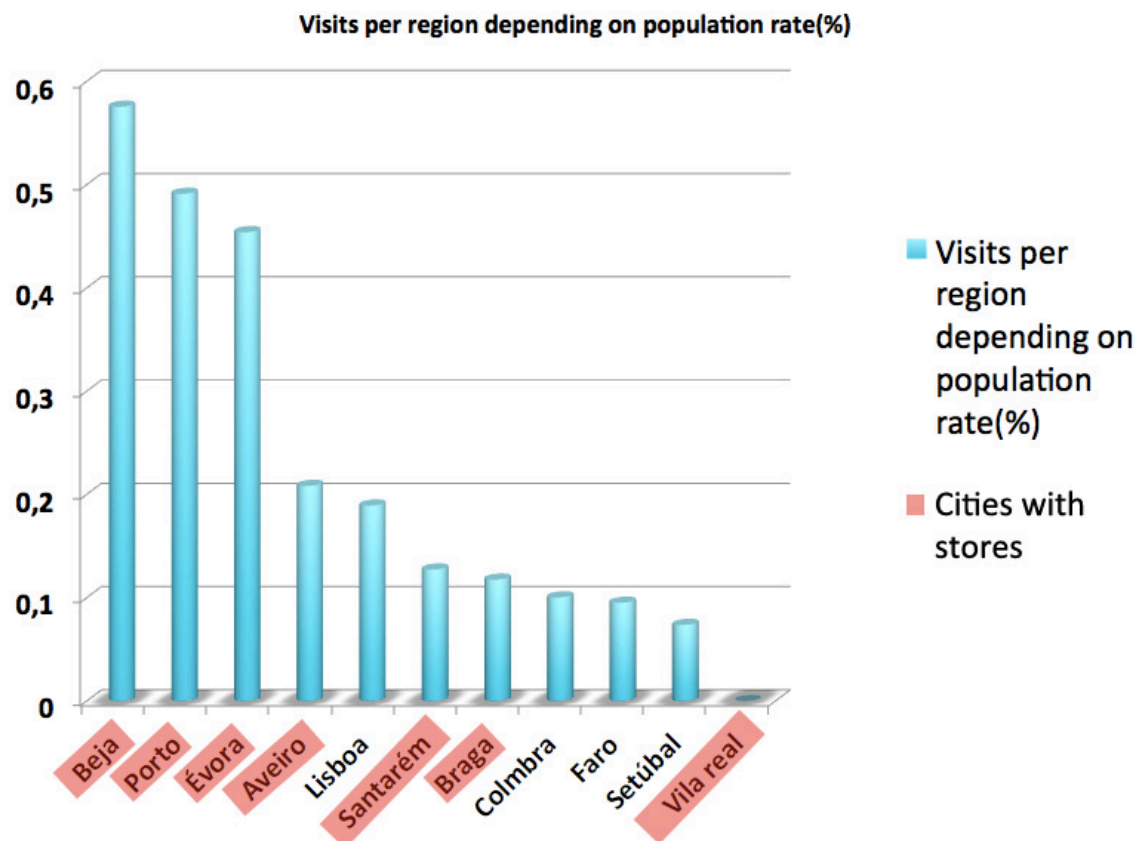
We can see the regions with the biggest rate are regions where Marques Soares has shops. But in Vila Real there is no visits even Marques Soares has a shop in this region. To have more visits, we should maybe tell to the shops customers that Marques Soares has a website in some way, like promotions or discounts.

## Social networks: The new social marketing

During the interview, the representative from the marketing department of Marques Soares told us that they recently created a twitter account and a Facebook page, so we decided to take a look.

## Facebook

We can see that on Facebook, we have more and more people who are talking about this, but the number of new "Likes" per week decreasing, it could mean that this communication mean doesn't really improve the number of probable customers on your website.

**Likes and People Talking About This**

| People Talking About This | Total Likes |
|---|---|
| 119 | 3.084 |

**Page Insights**

2012 m. Sausio 29 j.
Most Popular Week [?]

Porto, Porto
Most Popular City [?]

18-24 years old
Most Popular Age Group [?]

● People Talking About This
● New Likes Per Week

Feb 24, 2012                    Mar 24, 2012

## Twitter

On twitter, we see that there are only 10 people who are following the Marques Soares tweets. Twitter is maybe not the most social network used in Portugal. With only 10 followers, this Twitter account needs to work on increase their followers.



**Marques Soares**
@ptmarquessoares
Sejam bem-vindos ao twitter oficial da Marques Soares, uma empresa de comércio a retalho, que oferece uma ampla variedade de produtos e marcas.
Portugal · http://www.marquessoares.pt

Siguiendo

231 TWEETS
0 SIGUIENDO
10 SEGUIDORES

## Marques Soares Data Analysis



**Internet usage by Age in Portugal**
unece.org

■ 16 - 24
■ 25 - 54
■ 55 - 74

In this chart you can see the usage of the Internet from Portuguese People on the year 2011.

It is pretty clare than the widest range of the potetial website customers are young people, from 16 to 24.

Besides, we have seen average age of your customers is about 41 years old, so we decided to analyze your data to find which brands were the most popular for the people under 30 years old.

**Customers under 30 years old**

**Most succesful Brands (<30y)**
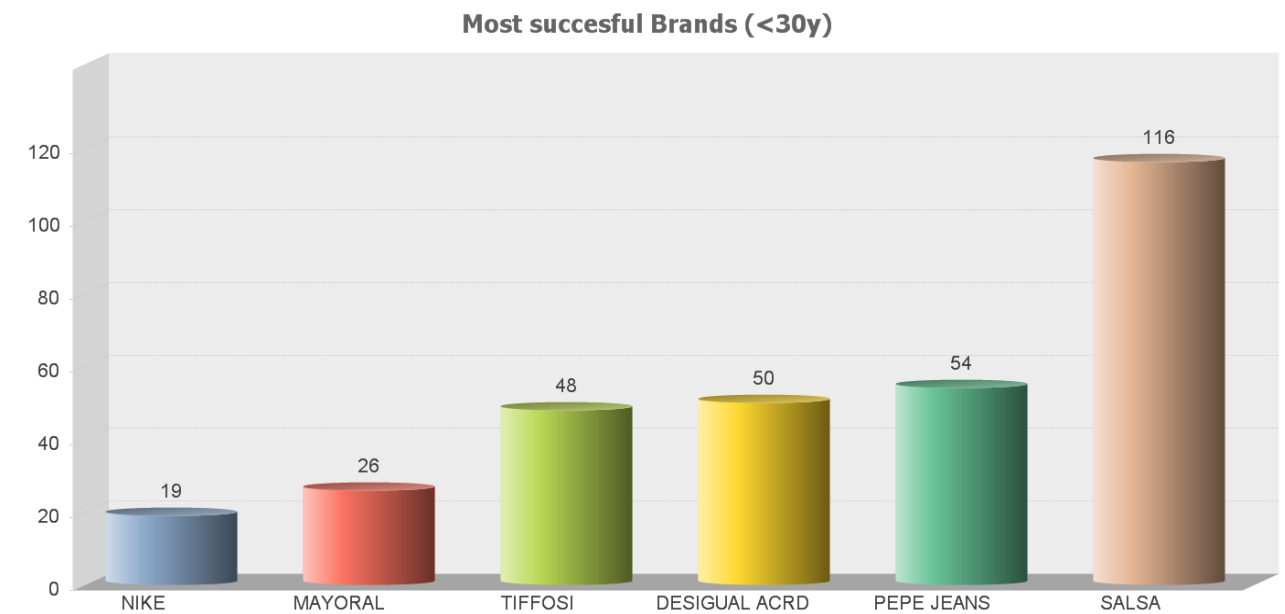


On this chart we can see the best-selling brands for people under 30 years old. So, we suggest them to launch a marketing campaign with the most popular brands depending in regard to this sort of customers.

**Favorite men and women products**

We analyzed which are the favorite kinds of product for men and women to help you to find on which kind of products you can do some promotions to interest most of the people.
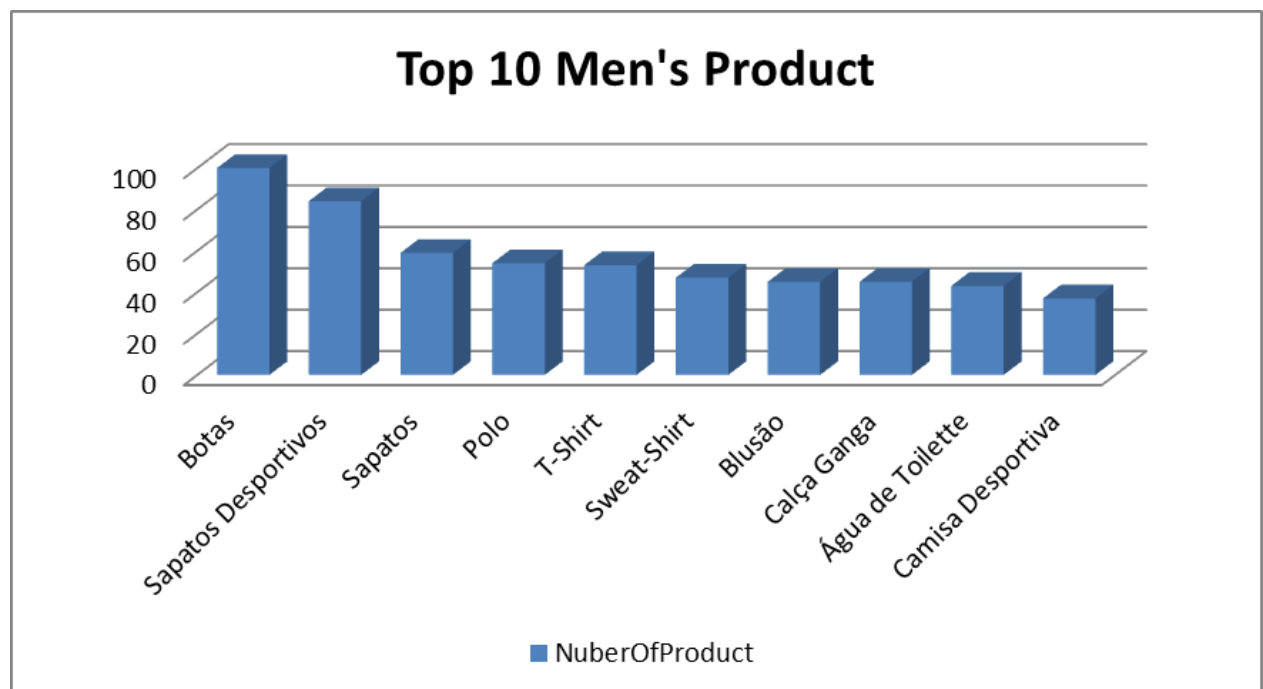
Here we can find an interesting thing, the 3 most sold products for men belong to the shoes category. As regards to this chart we can think on make the shoes brand offer wider taking advance of this information in order to improve our amount of sales.
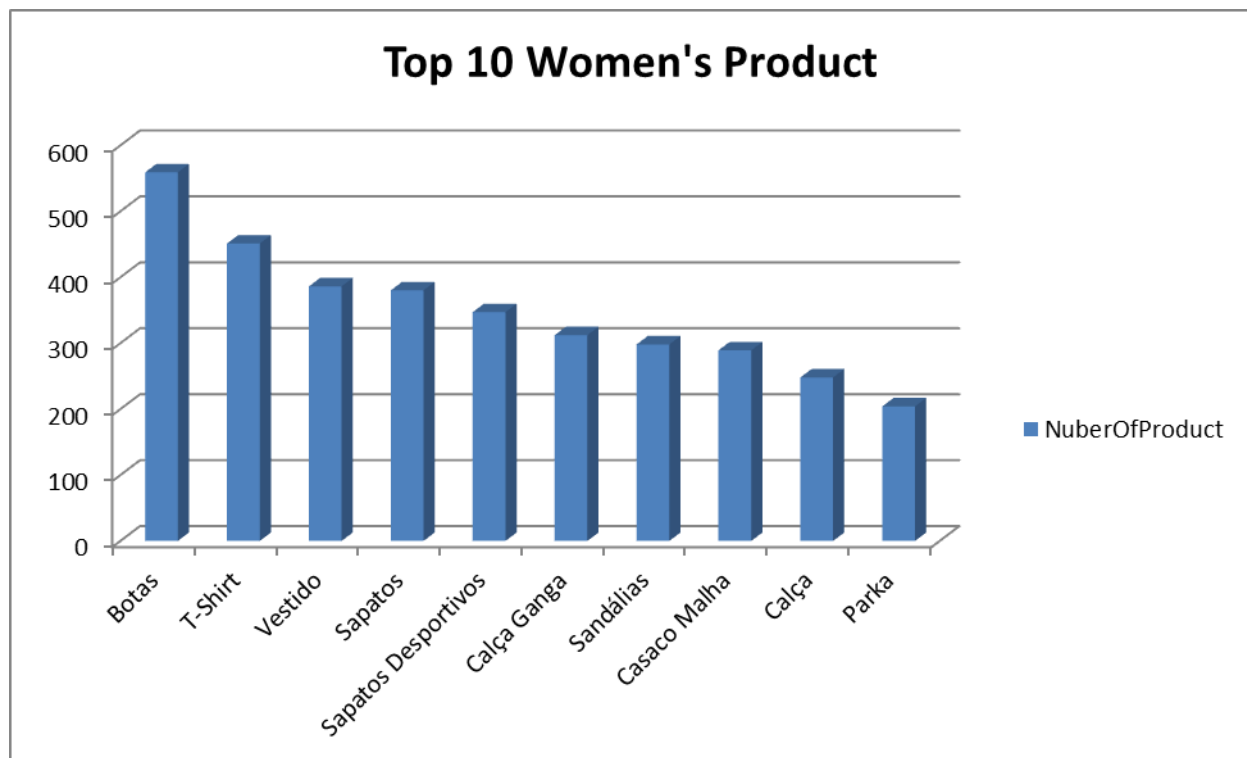


Another interesting thing is that the most sold product for both woman and men are shoes. So Marques Soares could deal with a bigger range of shoes brands and improve their sales.
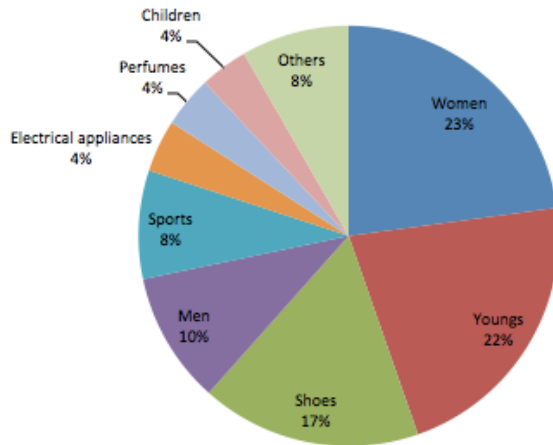
## Payment Method
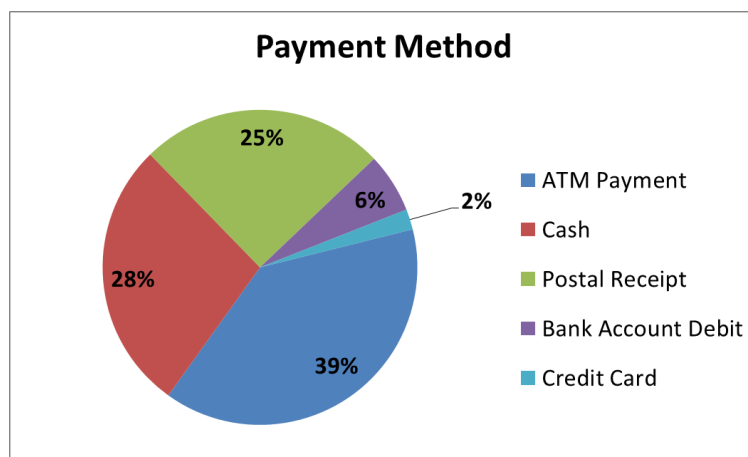


We have also analyzed the payment method in order to help the company to improve the payment system on the website.

## Revenue/Department

We have found out which departments sell the most through the website. This information is so usefull in order to focus our attention in the department with the most revenue.



## Website testing

Tested with alternative platforms (Firefox on Ubuntu) and works rather well.
Tested with a mobile device (HTC Desire over WiFi) - scales with magnification and works rather well, allows choosing the goods and putting them into the basket.

Testing with javsascript turned off in the browser - works, albeit incompletely (passable, but could be better)

Bad practices and errors

- The coding standard used - HTML 4.01 Strict. Pretty ancient - but now it may be wise to skip XHTML altogether and move to HTML5.

- Validation - the W3C validator shows 53 errors and 36 warnings (http://validator.w3.org/check?uri=http%3A%2F%2Fwww.marquessoares.pt&charset=%28detect+automatically%29&doctype=Inline&group=0).

- Testing with text browser - the page cannot be accessed at all with Lynx. Given that it simulates quite closely the screen readers used by blind web surfers, it is a serious PR blunder.

- Screen reader emulation by Fangs (https://addons.mozilla.org/en-US/firefox/addon/fangs-screen-reader-emulator/) - the output is as follows (NB! never mind the mixture of English and Portuguese - but the structure is rather garbled):

## Conclusions and suggestions

It is pretty clear that the company needs to improve their sales in some departments, focus on the most profitable regions and the weakest ones in order to obtain a wider set of customers.

How we can improve the sales?

### Improving social media and Search Online Optimization (SEO)

As we have seen, people from 16 to 24 years old are the widest age range of Internet usage in Portugal so we must focus on that promoting this channels with customer oriented online marketing. Hiring some community managers or a marketing company that take care of your online communities and get useful and updated information from them would be a good idea. That is the way to find the most updated trends and brands.

Promote the website with discounts codes and cheapest prices if you buy through it would be a good idea as well.

### More focus on younger customers

Related with Social media is to take the most proffitable brands in the company for the young people and offer more products from them.

### Region oriented advertisements

We know the most successful regions and the weakest ones so we can orient our advertisements in the way it can help the most in each case.

### Shipping worldwide

Comparing Marques Soares with other similar companies with online shipping which have more success. The worldwide shipping would be a good choice to take advantage of the increasingly online market.