IP WISDOM 2012

Final Report

Marques Soares

Group 8

João Sousa

Juhani Nuorteva

Jelle Van de Vliet

Sarunas Urbelis

Vlad Ardelean

Contents

Introduction

This final report will contain info of our team members, how we worked together past two weeks and how we prepared to our tasks.

Also in this report you can find the customer description, Marques Soares, who came to us about the purpose to make their e-business the channel with more sales than the catalogue.

The report we will present to you contain some data about the online store, how the website is doing, the percentage of visits, returning visits, sales, top brands and how we processed and analyzed data with some tools.

To conclude we will provide some conclusions and some suggestions how they can make their website and the channel with the most sales provider.

Team Introduction

Our team is number 8 and it consists of five people from different countries:

- João Sousa- Portugal
- Juhani Nuorteva-Finland
- Jelle Van de Vliet-Belgium
- Sarunas Urbelis-Lithuania
- Vlad Ardelean- Romania

In the beginning of this project we were told to find our belbin roles for our group, and to identify people's behavioral strengths and weaknesses in the group.

Our team is composed by 2 Shapers, a Plant, a Specialist and a Teamworker.

The Shaper's are challenging individuals, who provide the necessary drive to ensure that the team kept moving and did not lose focus or momentum. The Plant tends to be highly creative and good at solving problems in unconventional ways. The Specialist has an in-depth knowledge of a key area.

Finally the teamworker helps the team by using versatility to identify the work required and complete it on behalf the team. Since we have 2 shapers, the organization part is going really well for us, we easily split jobs and the work flow is superb.

Customer Description

Marques Soares is mainly a clothes shop but also sells perfumes, decoration, lingerie, shoes and much more.

The first store of Marques Soares opened doors at Rua das Carmelitas nº92 in 5 of November of 1960 with only 10 employees. The founders were Antonio José Marques and Manuel José Soares Antunes. Nowadays the company has 370 employees divided into five cities of Porto, Braga, Aveiro, Santarém, Beja, Vila Real and Évora.

The company has 70.000 clients and they have many brands in store for example Adidas, Gant, Nike, Mayoral, Salsa, Pepe Jeans, etcetera. Marques Soares also has an optics and restaurant.

Case Data

To help the company in study we received google analytics data and an excel file from their online sales revenue between 6 September 2009 and 9 March 2012. It consisted department sales, location information, the price, customer information, product description, brand and the order date. They also sent us the web server logs

Processing and analysis of data

We started processing the data by doing interviews to the people of marketing & business and IT. From that interview we noticed that the company wasn't very interested to improve their future with new technologies. One of the most considerable question was "Are you planning on adding some online payments like paypal?" This was important because nowadays every e-shop has online payments and if they want to attract young people, they should do it. Unfortunately the answer was "No, it's not in our plans".

After the interview our vision of the company was not so good because they didn't have a futuristic view and that's really necessary because customers want unique factors to the websites.

When we received the excel file we had to identify the KPI's for the website and for the data that we received from them.

Website KPI's:

KPI	Description
Name	Online Sales
Definition	Boost online sales so that the e-business platform will the nº1 in sales.
Unit Scale	Quantity of products sold
Date,Time measurement	1 year

KPI	Description
Name	Visitor Loyalty & Visitor Recency
Definition	This allow the company to see if people visit the website repeatedly and if they do it more frequently
Unit Scale	Page views
Date,Time measurement	2-2 months

KPI	Description
Name	Percentage of New Visitors
Definition	This measures how successful the marketing actions are attracting new visitors to the site
Unit Scale	percentage(%)
Date,Time measurement	5 months after next advertisement campaign focused on the online store

Business KPI´s:

KPI	Description
Name	Sales per year
Definition	This measures if our company is progressing per year or regressing on sales.
Unit Scale	Total of sales per year
Date,Time measurement	1-1 year

KPI	Description
Name	Demographic
Definition	This measures where's the zone that has the most consumerism
Unit Scale	Quantity of product sales on each fall
Date,Time measurement	1 year

Qlickview and Google analytics

Using tools called Qlickview and Google analytics we could translate the data to graphs.

In the next picture you can see the online sales in a speedometer and the percentage of visitor loyalty and new visitors in a pie chart and the online sales of the years 2009,2010,2011,2012.

As you can see the highest year of online sales was in 2010 and after that there was a regression of the online sales.

Figure 1-Online Revenue of 2012

The data we have of the year 2012 is only of the first three months but from figure 1 you can see that the revenue isn't too good mostly because of the crisis that Portugal is facing.

But compared to the online sales, their website, in the point of views and returning visitors they are doing pretty well.
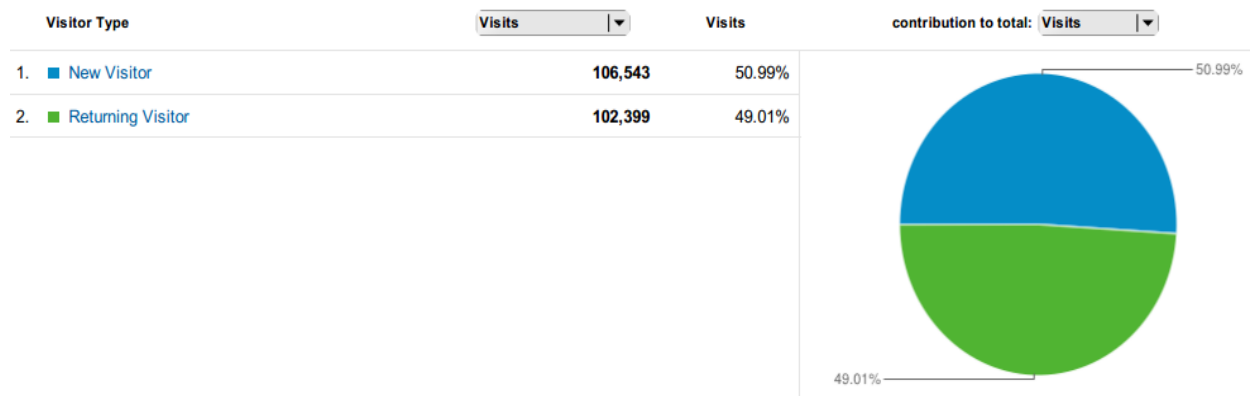

Figure 2-New Visitors & Returning Visitors

The website has a high percentage of new visitors 50.99% and also a good percentage of returning visitors.
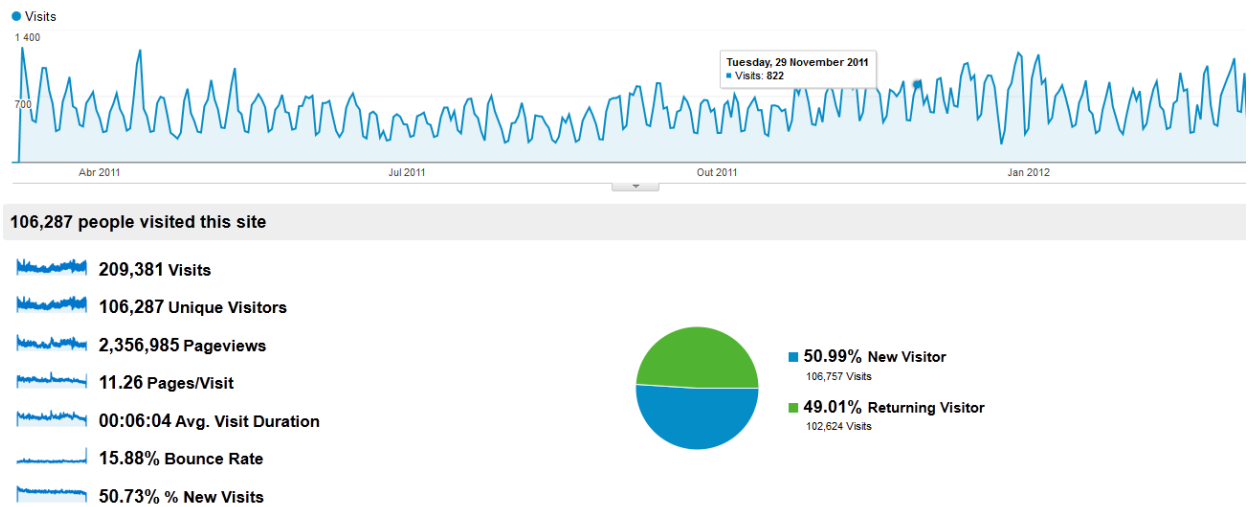
Website Views

Figure 3 Website views

We have the data from 6 of September of 2009 to 9 of March of 2012 but the company only started to use google analytics from 6 of March of 2011, and you can see all the factors from the website, views, unique visitors, page views, etc…
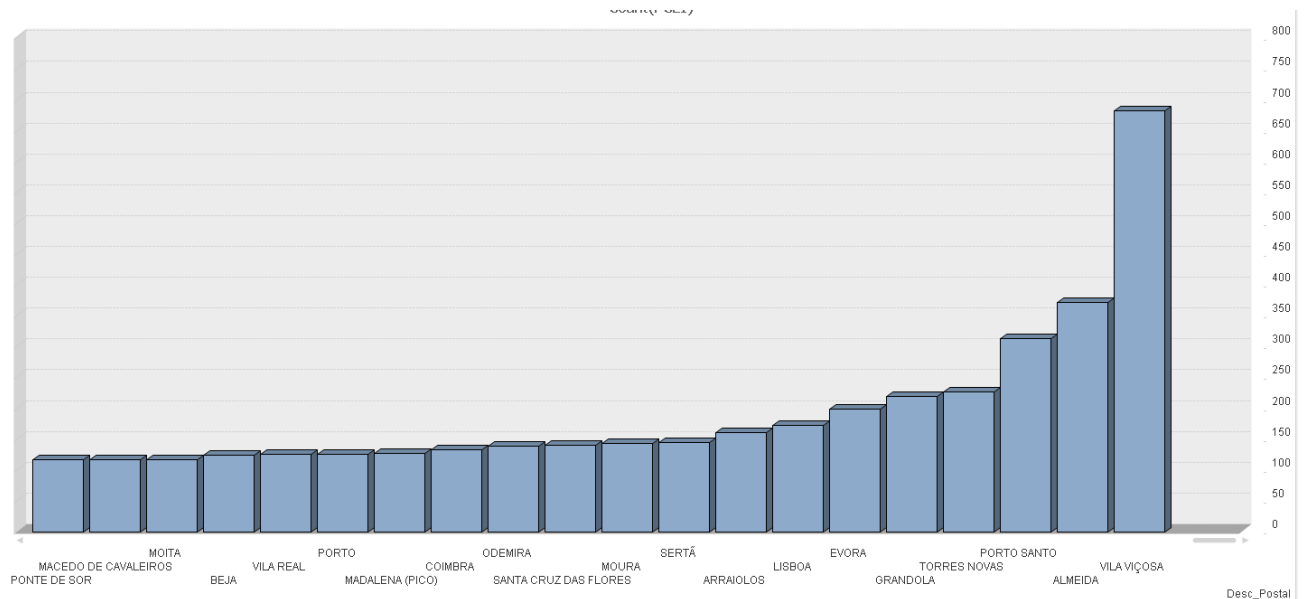
A good thing about the website is that they have a nice number and percentage of unique visitors.

Demographics

In the next figure you can see which cities have more views in the website.

Region	Visits	Pages/Visit	Avg. Visit Duration	% New Visits	Bounce Rate
1. Porto	90,224	11.08	00:05:39	55.15%	14.82%
2. Lisboa	36,869	10.15	00:06:36	46.49%	19.89%
3. Aveiro	14,738	11.03	00:05:28	52.87%	17.89%
4. Évora	9,635	13.10	00:06:56	42.43%	10.05%
5. Setúbal	8,570	12.22	00:06:38	44.32%	12.95%
6. Braga	8,360	11.60	00:05:39	57.02%	16.63%
7. Santarém	5,440	12.66	00:06:41	48.88%	17.52%
8. Coimbra	4,178	11.84	00:06:26	48.49%	16.44%
9. Faro	4,163	12.52	00:06:44	48.40%	12.39%
10. Regiao Autonoma dos Açores	3,846	13.48	00:08:05	38.59%	10.87%

1. The cities with most views are Porto, Lisbon and Aveiro.

2. The cities with most online sales are Vila Viçosa that is situated on Évora and Almeida situated on Guarda.

Traffic

1.	google / organic	15,108	66.59%
2.	(direct) / (none)	4,588	20.22%
3.	facebook.com / referral	483	2.13%
4.	bing / organic	313	1.38%
5.	beta.mail.sapo.pt / referral	180	0.79%
6.	mail.sapo.pt / referral	156	0.69%
7.	pesquisa.sapo.pt / referral	123	0.54%
8.	webmail.iol.pt / referral	108	0.48%
9.	marquessoares.pai.pt / referral	74	0.33%
10.	alojadaslojas.com / referral	73	0.32%

Most of the traffic (87%) is coming from searches on google or direct accessing to the website.

Some of the advices to further increase the traffic and the number of possible customers would be to optimize the website for other search engines (bing, yahoo).

Also, we can see that there are no visitors coming from other websites. Therefore Marques Soares should consider making some ads to be placed on other websites.

Conclusions and suggestions

Based on the data given it is obvious that most of the people who buy things online are not from the major cities. The people from regions that do not have shops nearby are interested in buying things online, so it should lead to some marketing strategy to attract those smaller regions.

Vila Viçosa - highest revenue in year 2009/2010 (14%)

Almeida - 14% in 2009, 11% in 2010

Looking at the sales of 2011, Lisboa is growing (1% - 2009, 6% - 2010, 13% - 2011) while Almeida is dropping down (4% - 2011).

From our point of view, the big cities should receive much less attention when it comes to the online sales because the people who are interested in buying things from Marques Soares are most likely visiting the shop in the city. On the other hand people who do not have shops in their region would be interested in buying things online because it is the easiest way for them to get and see the items they want.

1. Website lacks advertisements for bestselling brands
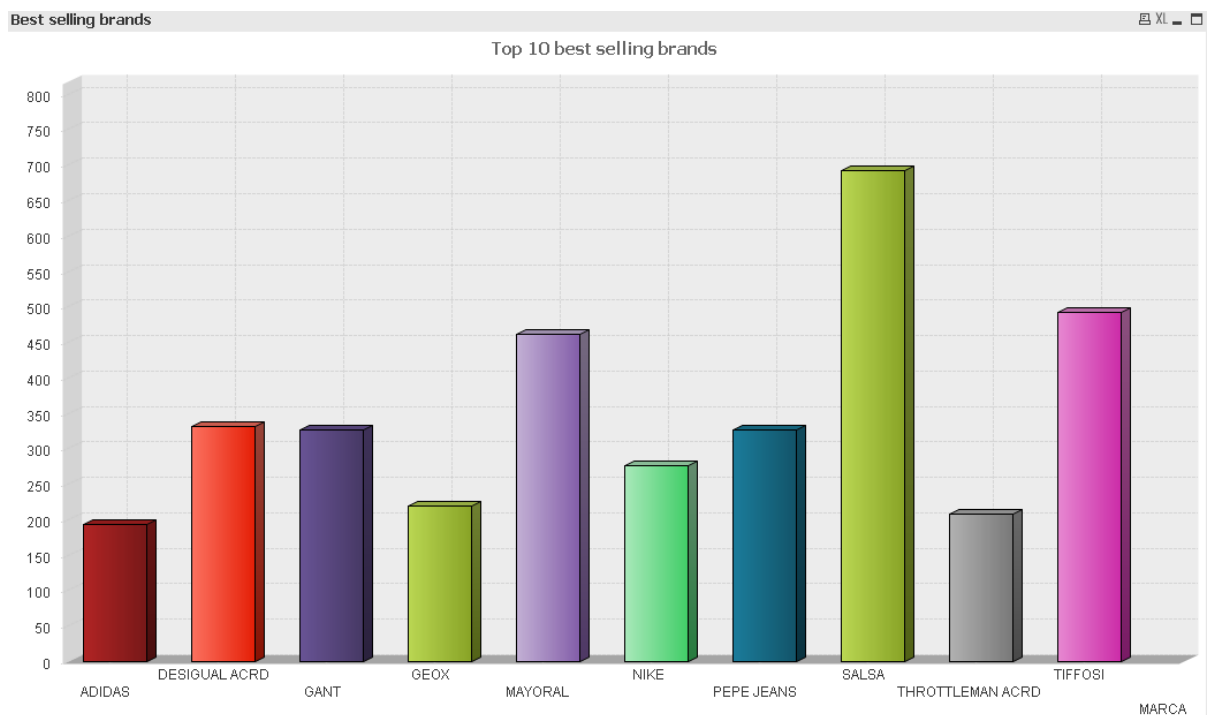
As you can see "Salsa" is the bestselling brand. If you visit the page of "Marques Soares" the only place where you can find "Salsa" is on the cloth list. There should be an advertisement on that brand which would be visible to people who are reaching the website. E.G. Ebay.com now has a big banner for t-shirts of NBA, because it is one of the most wanted thing right now.

2. Website lacks recommended (related)/last seen item section. This part is one of the keys for an e-shop to be attractive to customers.
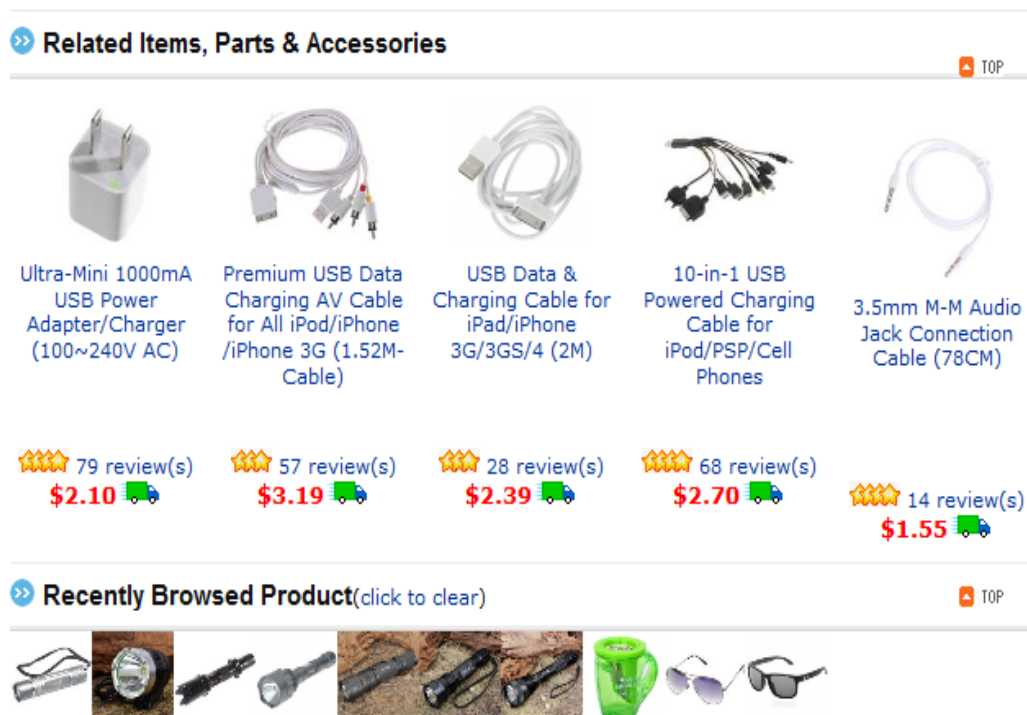
One of the most annoying problems that customers meet when browsing online is the lack of viewed item history. Related parts are also very great

for increasing sales, because it allows providing customers with combo sales. E.G. If a person is ordering jeans, a banner shows various belts that might fit the jeans.

3. Search is not working properly. The items should have keywords linked to them e.g. This Adidas shirt is tagged as: "ADIDAS TOP". We think that what makes the search exclusive is that if you would look for keywords such as "red shirt stripes", it would show this result. That makes a huge difference between the catalog and the local shops since search there is not as easy as it could be online.

4. SEO. If you look for "cloth shop Portugal" or any other type of keyword combination even in Portuguese, you cannot find "Marques Soares". We suggest making it easier to find via "Google and other search engines".

5. Investing in the website advertisement. As we can see from the data, most of the hits come from "Google". When people are looking for "marques soares". There should be an advertisements to the shop (banners) on some popular sites that may have potential buyers.
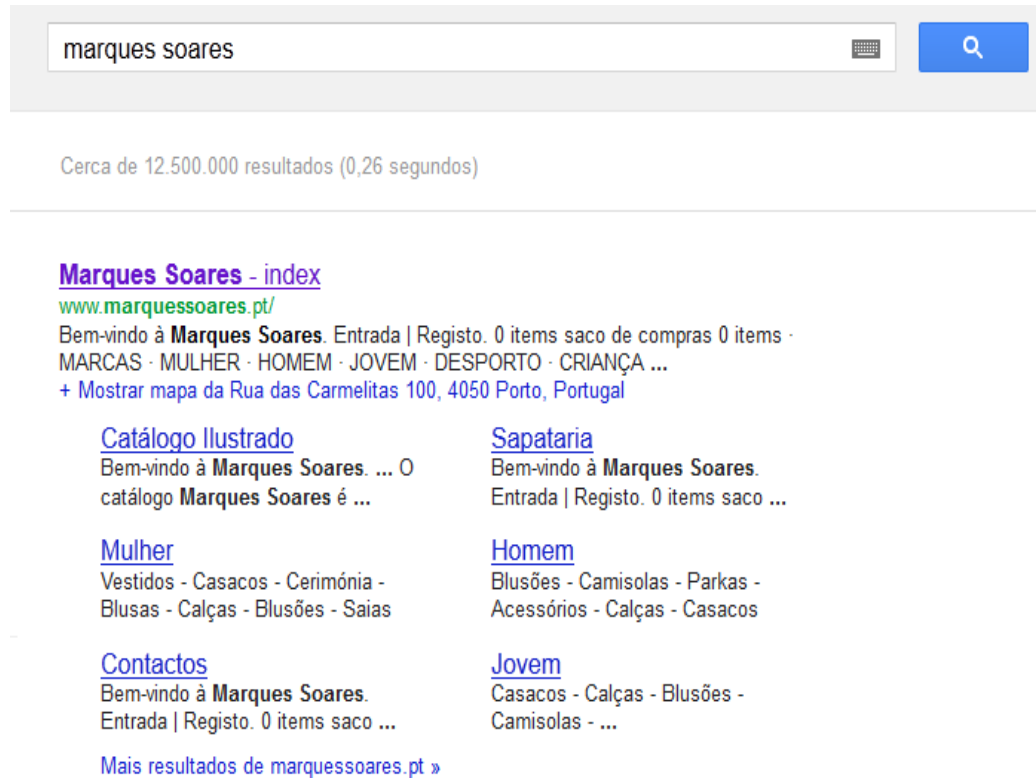
6. Fixing the website. The website has a lot of bugs. For example you cannot delete orders and you cannot delete your account. It doesn´t offer web payments such as "PayPal".

Advertisement and SEO

It is good to have many people visiting your website by using a search engine. However in Google Analytics we can clearly see that the most used keywords are all related to "Marques Soares", so these people already know the store and probably are customers.

	Keyword	Visits ↓	Pages/Visit	Avg. Visit Duration	% New Visits	Bounce Rate
☐ 1.	marques soares	9,588	16.32	00:06:05	43.09%	10.40%
☐ 2.	(not provided)	1,965	16.41	00:06:18	51.35%	11.81%
☐ 3.	armazens marques soares	257	17.73	00:07:25	47.86%	10.51%
☐ 4.	www.marquessoares.pt	195	16.47	00:07:32	37.44%	11.28%
☐ 5.	marquessoares	167	15.63	00:08:06	37.13%	16.17%
☐ 6.	marques soares catalogo	144	18.73	00:06:10	52.08%	6.94%
☐ 7.	marques soares porto	129	15.00	00:04:22	57.36%	17.83%
☐ 8.	marques e soares	122	20.80	00:06:40	54.92%	9.02%
☐ 9.	http://www.marquessoares.pt/	107	13.79	00:07:22	43.93%	14.02%
☐ 10.	www marques soares	83	16.45	00:06:54	50.60%	9.64%

What Marques Soares needs is new visitors that have never heared about them. The goal should be a higher page rank when people just look for some clothe shops. Some ways to do this:

1. Use better keywords

   For simple keywords as *Loja de Roupas* (Clothes Store), *Sapatos* (Shoes) and *alcados* (Shoes), Marques Soares' website does not show up on the first page in Google (Rule no.1 about Google: nobody ever looks on any other page than page 1) although the competition is low and the monthly searches are very high in Portugal. Other good keywords are *Moda inverno* (winter fashion) and *Jogos da roupas* (bundle of clothes).

	Keyword	▲ Competition	Local Monthly Searches ②	Google Search Network ②	Search share	Approximate CPC (Search) ②	Local Search Trends
☐	☆ da moda ▼	Low	450,000	-	-	€0.30	
☐	☆ moda ▼	Low	450,000	-	-	€0.29	
☐	☆ calçados ▼	Low	246,000	-	-	€0.22	
☐	☆ lojas ▼	Low	1,000,000	-	-	€0.25	
☐	☆ sapatos sapatos ▼	Low	301,000	-	-	€0.24	
☐	☆ sapatos ▼	Low	301,000	-	-	€0.24	
☐	☆ compras ▼	Low	165,000	-	-	€0.35	

2. Add metadata

Metadata is a very good way to make your website appealing to new customers. Metadata (data about data) contains information about your webpage for both search engines and visitors. You can choose what description any search engine will give when your site is shown in the search results. For the moment Marques Soares does not have any metadata.

Zara's metadata: *<meta name="description" content="Poderá comprar todas as novidades que cheguem à loja cada semana e também encontrará as fotografias do catálogo, do lookbook e da colecção." />*

As one of the closest competitors to Marques Soares, it is appropriate to compare both to each other. It is unnecessary to say that the description of Zara's webpage is more appealing and clearer for visitors than the information about Marques Soares.
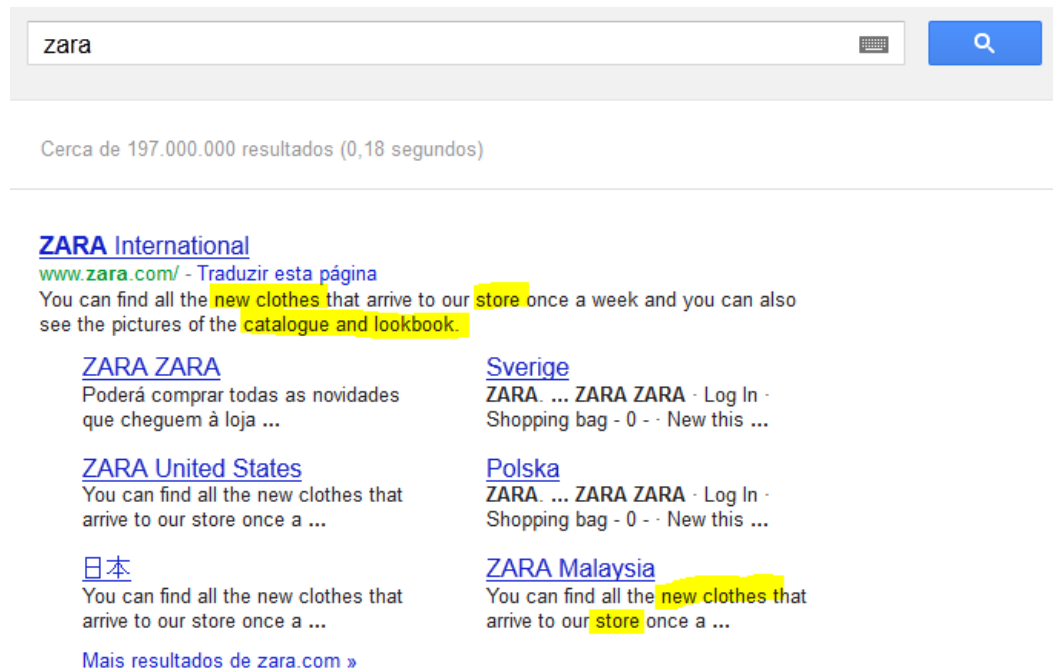
new clothes, catalogue and *lookbook*.

Another interesting tool to gain more visitors and customers is placing advertisements online. Of course advertisements are no magic tricks that will all of a sudden gain you enormous amounts of customers. Our advice is to first focus to get the website up in the search results, so that the amount of customers will increase by itself. After that time advertisement can be used too.