

# PAPER: MARQUES SOARES

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Group 3

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## 1. Team introduction

*Olga Popova*



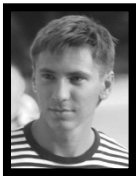
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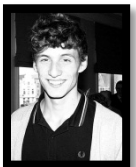
*Sopheak Kong*



*Nauris Zivulins*



*Collin Van der Vorst*



## 2. Customer description

Marques Soares was founded in 1960 in the city of Porto and mainly focused on clothing business. In the earliest days their customers consist of the people across the city of the Porto until new stores are founded around the country.

Nowadays majority of the customers consist of the middle age of the female. The main channel for selling still occurs by mail order though they have aimed to maximal web order which is one of the main Internet strategy for them.

We see also that there is a big difference between Internet customers and shop customers. The Internet customers are a lot younger than shop customers. Marques Soares wants that their target audience is about 40 to 50 years old woman, but it just isn't possible. They have to adapt their marketing policy on the Internet, to catch a wide range of customers. Because of the younger audience, they have to be more active on social media.

From the business view it is essential to maintain a good customer relationship with old customers because it's more expensive to get new customers.

Our conclusion of the customer description is that they must have a specific marketing strategy on every target audience. They should do that to maintain customers because they will think that Marques soares is more like a human oriented company than just a company that is only oriented at making profits. Although they think that Internet isn't a personal way of doing business, they have to make it personal, and this only can be done via data mining!

### 3. Case data

For this case, we received an Excel sheet of the online customers from Marques Soares. Unfortunately it wasn't as useful as we were hoping for. The primary obstacle was that we couldn't separate the normal customers with the customers that paid with the famous family card. That is a problem because now when we data mine and analyze the data, we get the wrong information. It looks like older people are buying the products, when maybe it is totally the opposite. And we don't like 'Maybe', we want certainty! That is also our main suggestion towards Marques Soares. If we have more access to their information and if they would gather more information, we really would give them a really good solution. And now it's only suggestion, because of the lack of information. We want more information of the customers itself, and not of the card. Maybe it is also too early to give statistics of the Excel sheets, because it has not enough data.

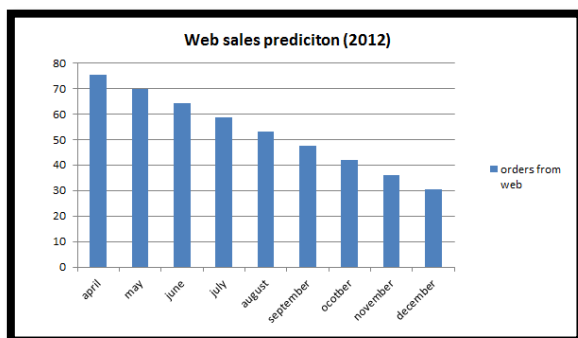
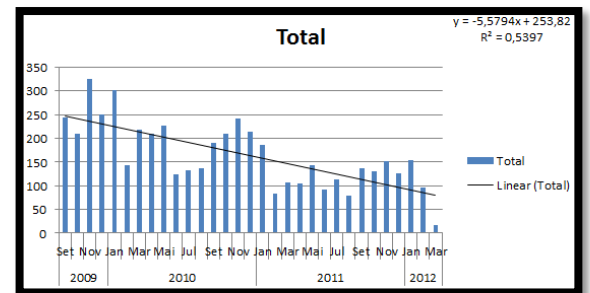
We were really glad when we received the Google Analytics account, because it was much easier to analyze the internet traffic and the behavior of visitors. We get some useful information, like where people were coming from to go to the site, what keywords they type, etc. This way we could easily know what our audience is. But every gold medal has a dark side, Marques Soares website gather less information because they were only using Google Analytics for 2 years. So we are a little bit afraid that our results aren't accurate enough to draw conclusions. But at least we can analyze the people at the present, but not for the future. We can do this but it's not the safest way.

So our conclusion of the case data is that we would like to have more information, because information is the key to knowledge. Knowledge is the key to wisdom. And wisdom is the key to success!

## 4. Processing and analysis of data

### 4.1 Web transactions

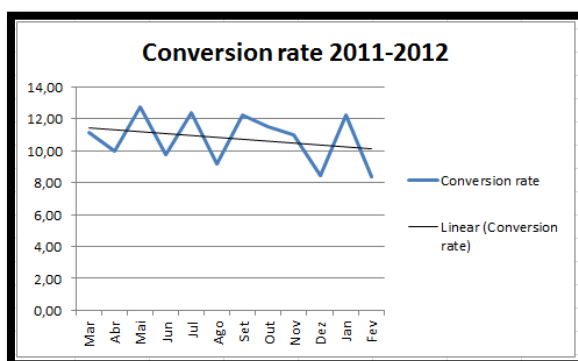
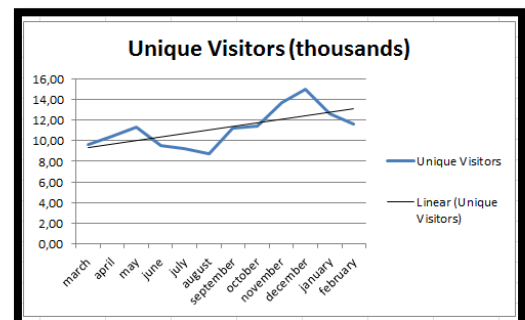
First we made a graph of the amount of online orders on the site. It's clearly that it decreasing during time. This is not a good trend at all, because it is critical for everything we do on the website. We tracked the results out of excel, with table-mining tools. Marques Soares has to improve these numbers, to compete with their concurrent.



Out of previous results, we made the function " $y = -5.5794x + 253.82$ " out of. With this function we can make predictions of web sales in future. The only thing you have to do is replace the x of the number of months. This is based on the trend line of the table, so not accurate. Also based on the past, so they can change something!

### 4.2 Traffic conversion

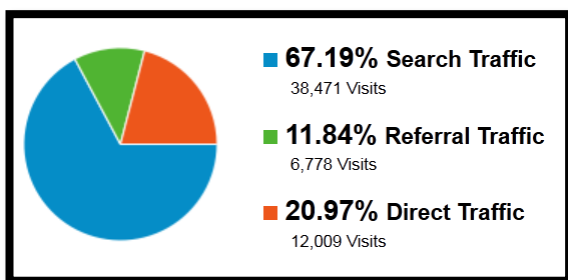
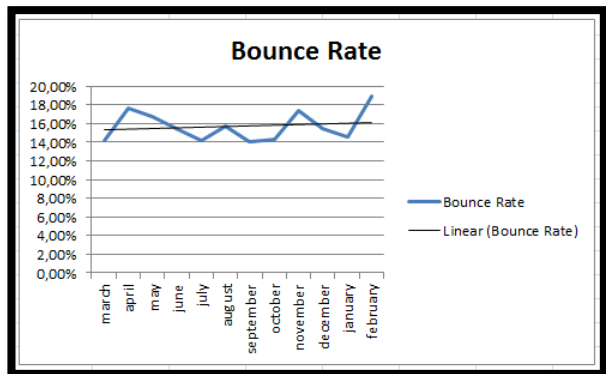
The interesting fact about our website is that the amount of unique people visiting the site is increasing. This is a good thing because more people will know something about the website. We see also that especially the months in the winter are very important, probably due to the weather, because these are higher than in the summer. So they could do more promotion in the winter.



First we were surprised about the results of the statistics, so we looked at the buying behavior of the online customers. This is rather bad news for Marques Soares, because although there are more customers the percentage of conversion doesn't increase. We proved this with our conversion rate figure, the function we used is "orders divided by the unique visitors".

## 4.3 Web statistics

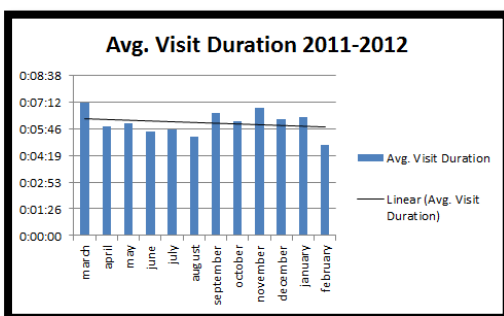
This table represents the bounce rate that we researched in *Google Analytics*. The bounce rate is when surfers come on the site and immediately go away. This is bad because they wouldn't buy anything. We have to attract them more, so when they arrived at the home page. Even though it was accidental, they would still give a look.



We wanted a chart which represents the actual numbers of what the route of the visitors. The biggest part of the visitors went to the site via search engines. This is rather normal, because search engine are really popular. But we have to improve the referral traffic, because this means that we are linked with a lot of sites.

Of the 67.19% that enter the site via search traffic, we want to know what the keywords were. And the results were pretty impressive, they just enter 'marques Soares', this means that we have a really good brand name. So we suggest that we also go wide. So if they enter 'Portuguese shop' in Portuguese, you will see Marques Soares shining at the top.

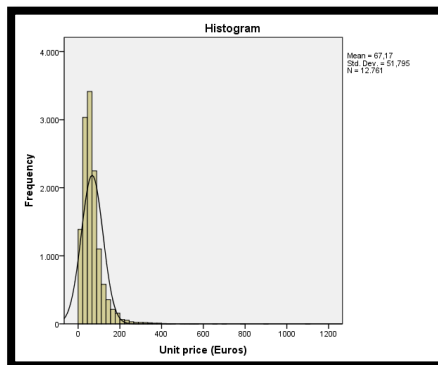
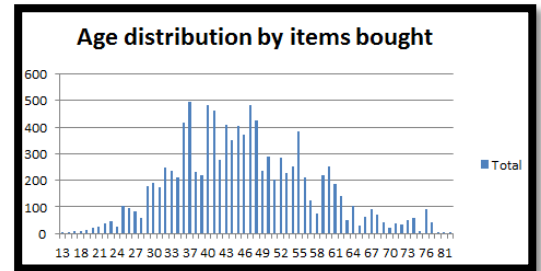
Keyword	Visits
1. marques soares	24,903
2. (not provided)	3,267
3. armazens marques soares	659
4. www.marquessoares.pt	412
5. marquessoares	388
6. marques soares porto	372
7. marques e soares	317
8. http://www.marquessoares.pt/	253
9. marques soares catalogo	249
10. marques soares online	212



Then we looked up the duration of a visit, these is important because we want that the customers is as long as possible on the site. This is important because it results in bigger profits. And they will discover the company better. A possible way to do this is via datamining, because when they recommend personal products customers are more likely to buy something.

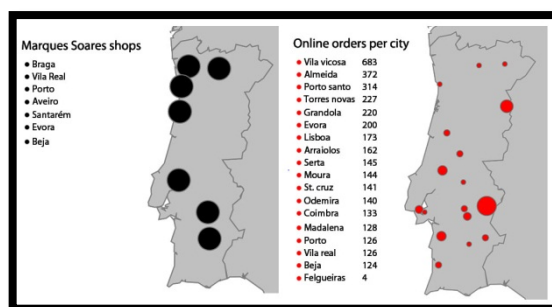
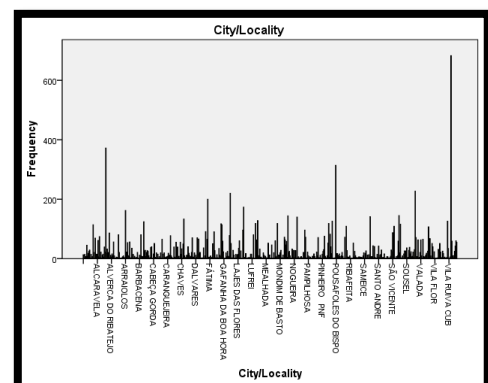
## 4.4 Transaction statistics

We want to have a more clearly view of the internet customers. That's why we made statistics how old our customers are. This is because we can then concentrate on our target audience on age. We combined spss results with excel actions.



This histogram gives us the most commonly bought products on the internet. The result is 67.17 €. So on the website we don't have to concentrate on the high price products because they don't sell that good. And the lowest priced products are also not very popular. So our suggestion is that we get our focus on the products of the range of 50 to 80 €.

This graph show which city order the most products in Portugal. You can see clearly that Vila ruiva club orders the much. So Marques Soares should investigate why they have that amount of online orders, to do it also in other cities



In this graph we proved that if you don't live in a city which has a Marques Soares store, the amount of orders are perspicuously higher than other cities. That's why we have to improve on this cities.



## 5. Conclusions and suggestion

### 5.1 Web transaction

With this real-time access to critical data, organizations can take advantage and optimize all business processes and improve the experience of clients. Monitoring web transactions can improve and simplify the way an organization does business. Properly analyze the activity of business data in real time and capture the skills of web transaction monitoring. Quality monitoring solutions capture all transaction channels and dynamically food web transaction data appropriate for the relevant systems.

### 5.2 Recommended products

After analyzing of results extracted out of Google Analytic, concludes that is possible to see the sales of particular products. With this information we have an idea what peoples like and what they could like.

We can suggest that in the site will be introduce “Recommendation System”. It can help customers to find the products that they would like. Also the customers are willing to stay at the site much longer, because the site offers them a personal service. For the company this option can help increase sales and will make them more user-friendly.

### 5.3 Traffic conversion

Traffic conversion looks at how well websites are doing. What traffic conversion does is convert inbound website traffic into measurable actions like online sales, requests for literature, poll or survey completions, etc. This is done so that you can determine your website’s Return On Investment (ROI) and improve profits.

### 5.4 Web statistics

Marques Soares has to analyze the current market situation. To learn more about their clients and to know what they like is important, so use tools such as Goggle analytics and Webmaster tools. Tool shows how people found your site, how they explored it and how you can improve the visitor experience. With this information, you can improve the ROI of your website, increase conversions and make more money on the web.

## 5.5 GEO web sales distribution

In cities where there are no physical stores, a good option would be to sell your business is widely over the Internet. People from small towns who cannot afford to make the trip to another city may be possible to make a purchase on the Internet.

Advantages of making purchases online:

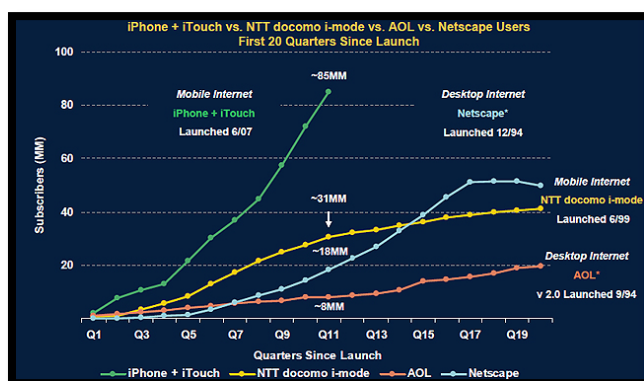
- Site Comfort and availability during 24h
- Search quick and easy item and price
- Possibility to buy without leaving home
- Possibility to buy faster
- Possibility to choose different modes of payment
- Satisfaction Survey is available on the website and easy to complete

Satisfaction Survey helps to assess customer satisfaction and enables improve services.

## 5.6 Mobile web

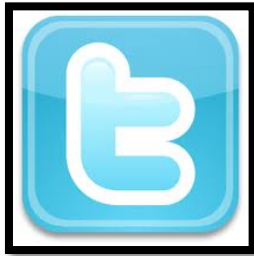
Traditional Web was first created just for computers. But nowadays the electronic commerce increases every day. To keep existing customers and to attract new clients, we would like to have access for mobile phone. The customers can visit and make their purchases more convenient and faster.

At the beginning this kind of technology will be expensive. But Marques Soares will get more profits of it in the future, and may double the internet visitors. They can't afford it to left behind in mobile web while other companies are using the different mobile platforms



### 5.7 More communication

For companies that want to continue growing, it is virtually impossible to stay out of social networks. Social networks stimulate shops online and physical. Customers come to see the models and end up buying the products which is the main mission of a company. And the clothes that ended up online causes the customers to browse the physical stores to make the purchase. It also could be a cheap way to make advertisements.



### 5.8 Price statistics

Histogram graph or “ranking” of the products shows the financial possibility of customers to purchase the item with a specific price.

Suggestion: those who purchase items less frequent company can do a discount to advertise other products.