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To pass this practice quiz, you must receive 100%, or 1 out of 1 point, by completing the activity below. You can learn more about the graded and practice items in the [course overview](#).



Activity Overview

In this activity, you will review the internal site search data for an e-commerce store and categorize each search term. Then, you'll suggest a new product category for the store, based on the type of products customers are searching for on the store's website.

As you learned earlier, one of the ways to discover new product ideas is to analyze the search terms that customers use on the store's website. If customers are searching for products that the store doesn't currently sell, you may want to consider adding those products to the website.

Be sure to complete this activity before moving on. The next course item will provide you with a completed exemplar to compare to your own work. You will not be able to access the exemplar until you have completed this activity.

Scenario

Review the scenario below. Then complete the step-by-step instructions.

As an e-commerce specialist, you work for a company that sells fine art supplies online. Recently, the company conducted market research and identified craft supplies, such as yarn or candle making supplies, as an area of growth and opportunity.

After identifying craft supplies as a new product opportunity, the company reviewed the internal site search data for their website and discovered an increase in the number of customers searching for craft supplies over the past year. A majority of the search terms that customers used are related to one of three categories: yarn, jewelry making, and candle making.

The company wants to know which of these categories received the highest number of searches so that they can begin researching the products within this category and decide if they're worth selling.

Your manager has provided you with a list of search terms used by customers that relate to craft supplies. Your task is to review the search terms, select a category for each search term, and identify which category received the highest number of searches.

Step-By-Step Instructions


Step 1: Access the template

To use the template for this course item, click the link below and select "Use Template."

Link to template: [Internal site search data](#)

OR

If you don't have a Google account, you can download the supporting materials directly from the attachment below.

 [Activity Template Internal site search data](#)
[XLSX File](#)

Step 2: Select a category for each search term

In the site search data spreadsheet, select a category for each search term using the dropdown menu in the Category column.

The dropdown menu includes the following choices:

Yarn

Jewelry making

Candle making

Other

If a search term doesn't seem to relate to yarn, jewelry making, or candle making, you can select *Other* in the dropdown menu.

Note: If you are using Google Sheets, the Unique Search totals will automatically populate the pivot table as you select each category. If you are using a different spreadsheet, you may need to refresh the pivot table for the results to populate. To do this, right-click any cell in the pivot table and select Refresh.

Step 3: Identify which category received the most searches

Review the Search Totals column in the spreadsheet to identify which category received the highest number of unique searches. Highlight this category in yellow so that you can easily identify it as the category with the most searches.

Pro Tip: Save your work

Finally, be sure to save the work you did to complete this activity. This can help you work through your thought processes and demonstrate your experience to potential employers.

What to Include in Your Response

Be sure to address the following criteria in your completed spreadsheet:

Select a category for each search term

Identify the category with the most searches