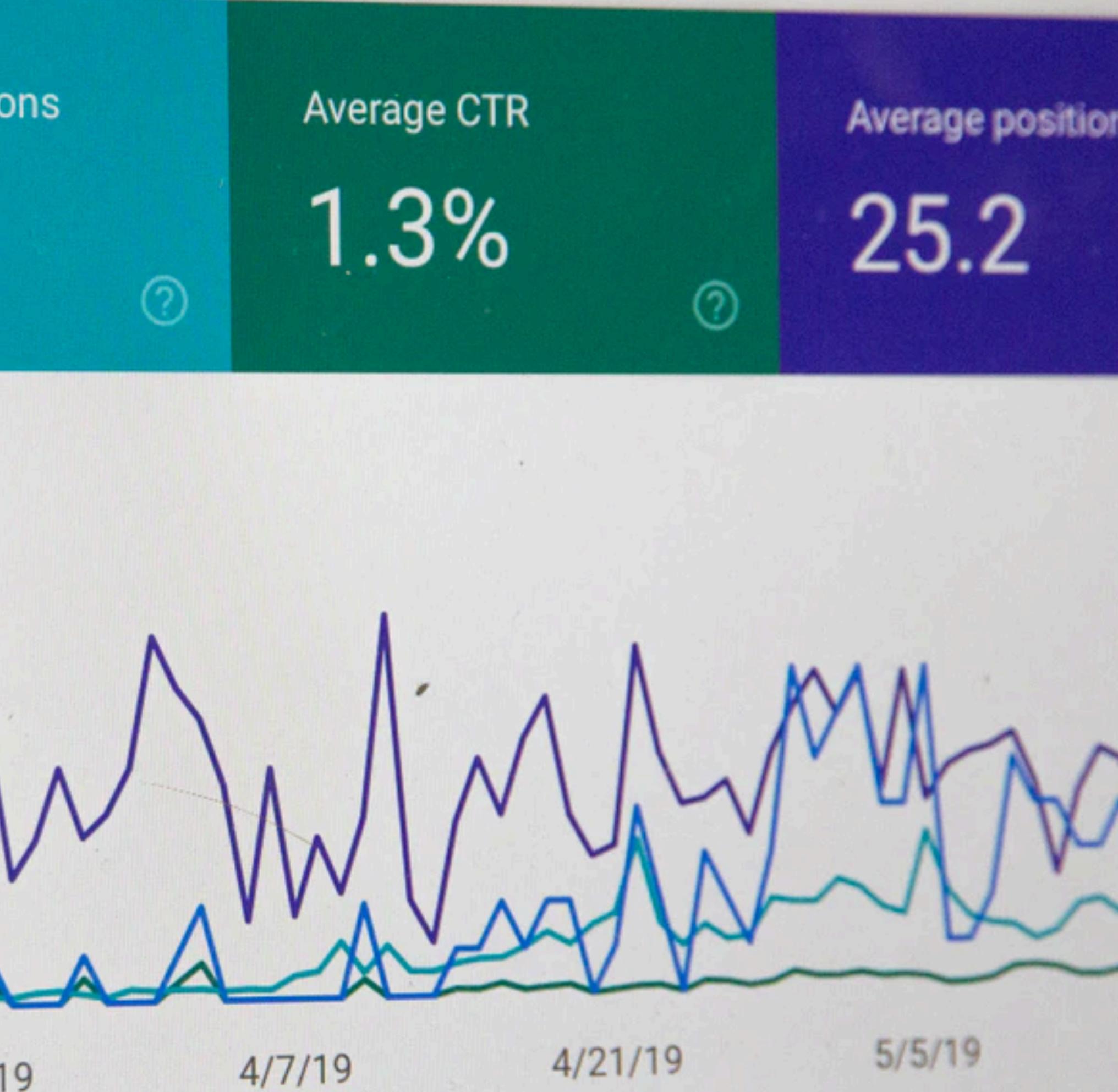


Increasing Customer Conversions at **Quality Alloys, Inc.**



HULT
INTERNATIONAL
BUSINESS SCHOOL

MSBA4 Team 5
Jason Lee, Arundhishaan Kanagaraja,
Sharmaine Aguilar, Abril Flores & Bowen Zhang



Agenda

Alloy Market

Visits

Website Traffic
Google Trends

Conversions

Inquiries
Lbs Sold

Profits

Logistic Model

Key Recommendations

Appendix



Top Industries for Alloy

Leveraging the market can optimize our reach

Consumer Products
Transportation
Electrical

B2B Buyer Journey

Missing the first stage will create a domino effect on the latter stages



Adapted from SiriusDecision Buyer Journey Map Framework 2016

B2B Buyer Journey

Missing the first stage will create a domino effect on the latter stages



Adapted from SiriusDecision Buyer Journey Map Framework 2016

Stats on B2B Purchasing Behavior

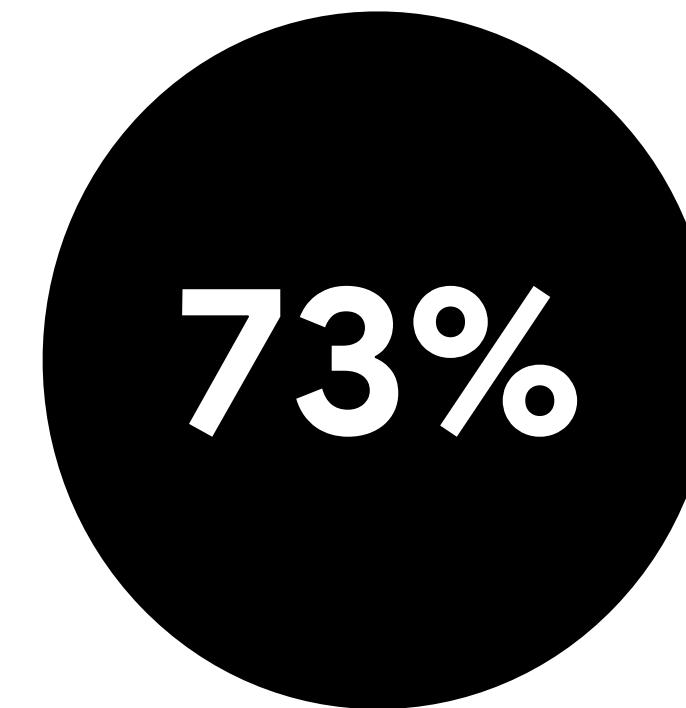
Purchasing online directly from vendors is the main preference for B2B Customers



Go online to
find products



Say site
design is an
important
factor



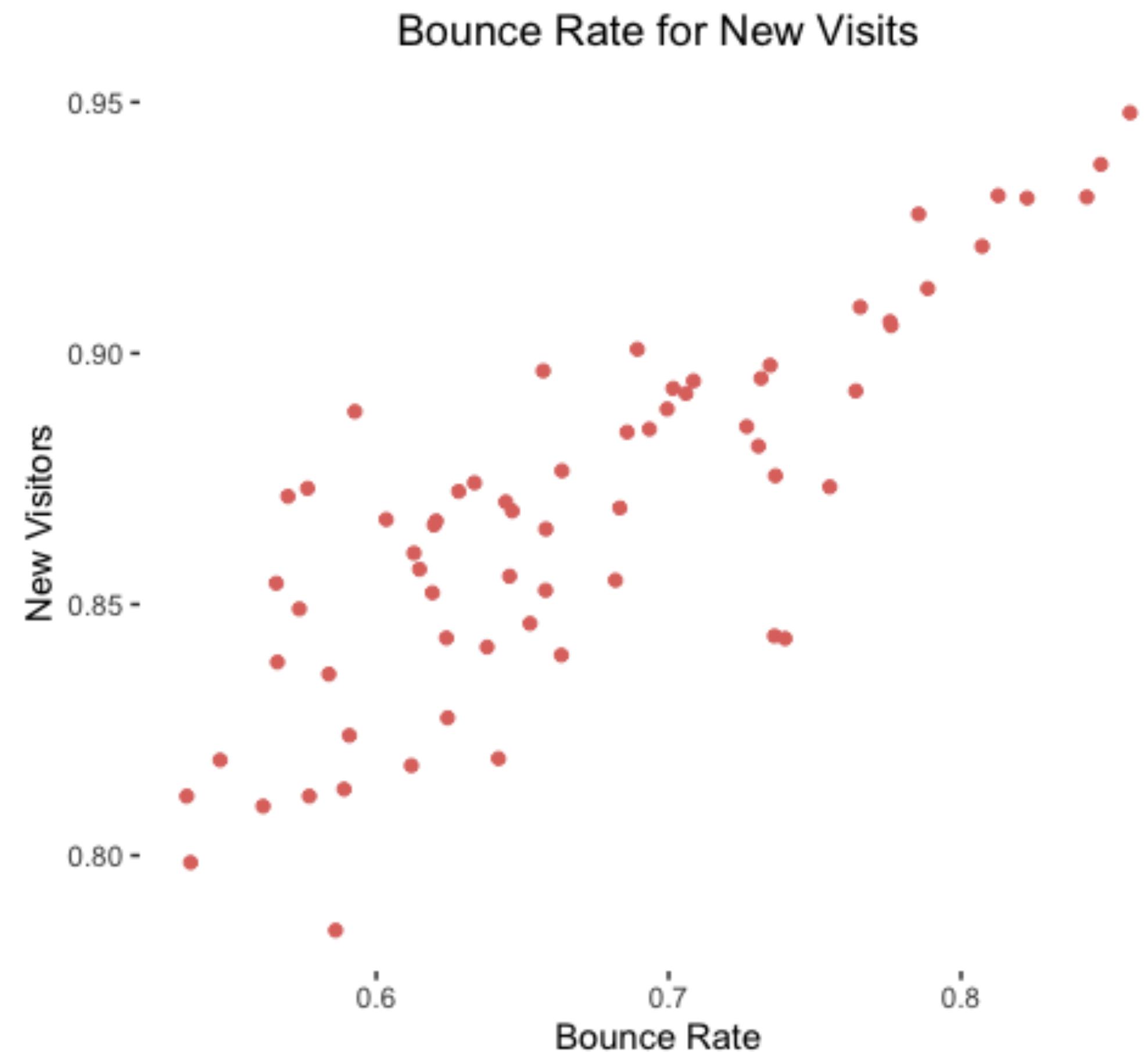
Use Google

Visits

Web Traffic & Google Trends

New Visitors Are Leaving the Site at a Faster Rate

Updating landing page and website design can drastically improve first time impressions



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HOME ABOUT ALLOYFIX WHEEL SERVICES PORTFOLIO TESTIMONIALS WHEEL INNOVATIONS CONTACT US

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A DIVISION OF WHEEL INNOVATIONS

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Full Name

Phone Number

Email Address

Address

City Zip Code

Select Service

Additional Comments

GET A FREE ESTIMATE

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ALLOY FIX WHEEL SERVICES

We'll make your scratched, gouged, bent wheels look like new

REFINISHING **STRAIGHTENING** **PERSONALIZATION**

REMANUFACTURING

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce sollicitudin nisl purus, eget viverra enim venenatis a. Phasellus velit ipsum, lacinia quis magna vel, tristique faucibus massa.

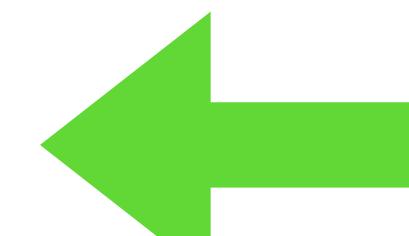
EXPLORE

WHEEL INNOVATIONS

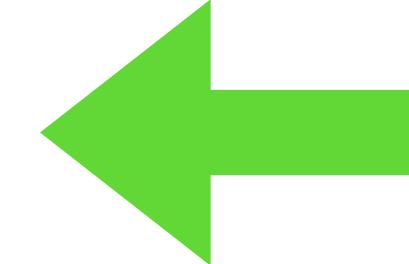
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque

DAMAGE IS TOO GREAT?

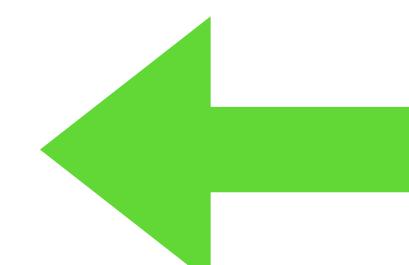
We can send the wheel to our main facility for more in depth repairs.



Visible Call to Action



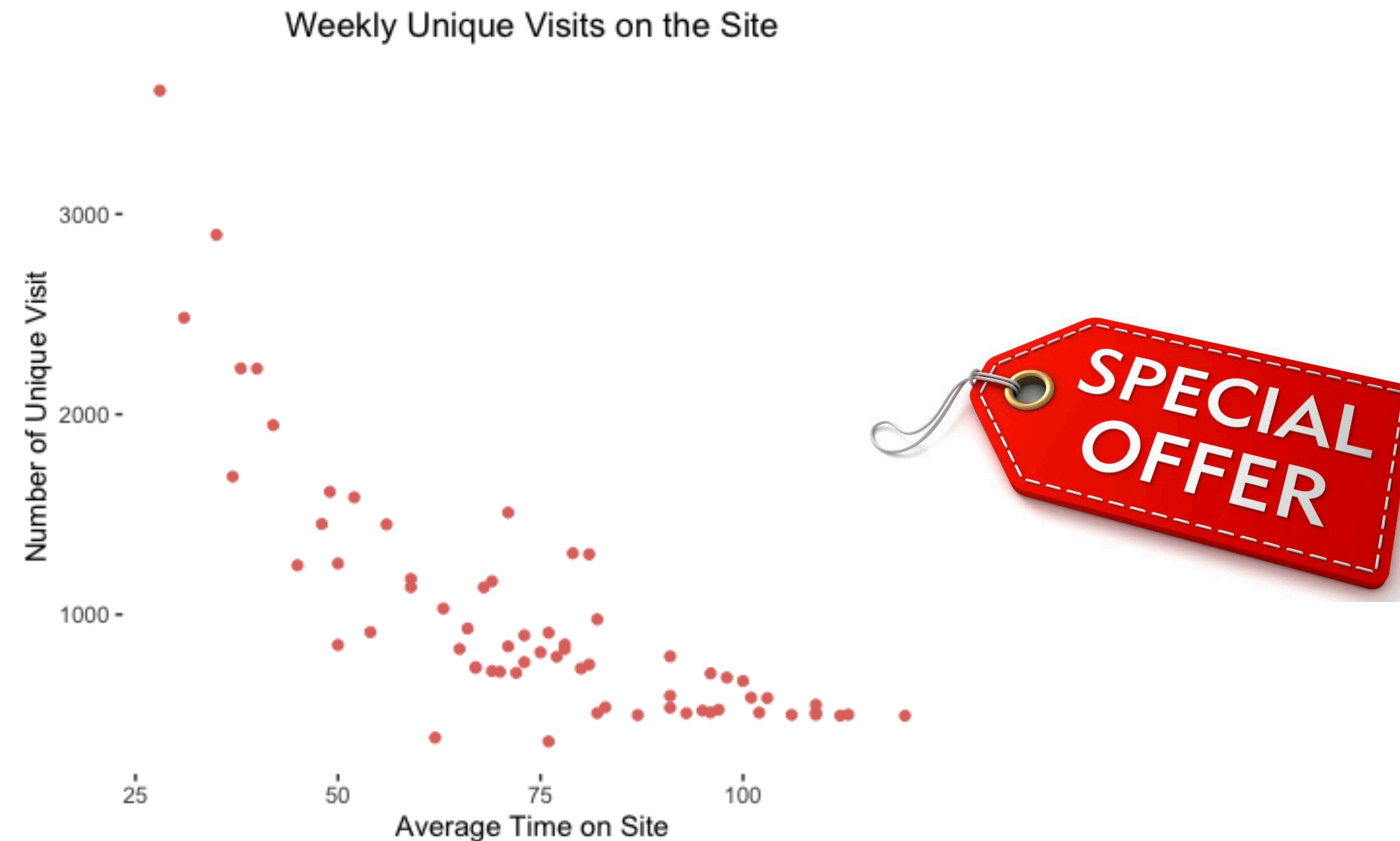
Expert Knowledge



List of Products & Services

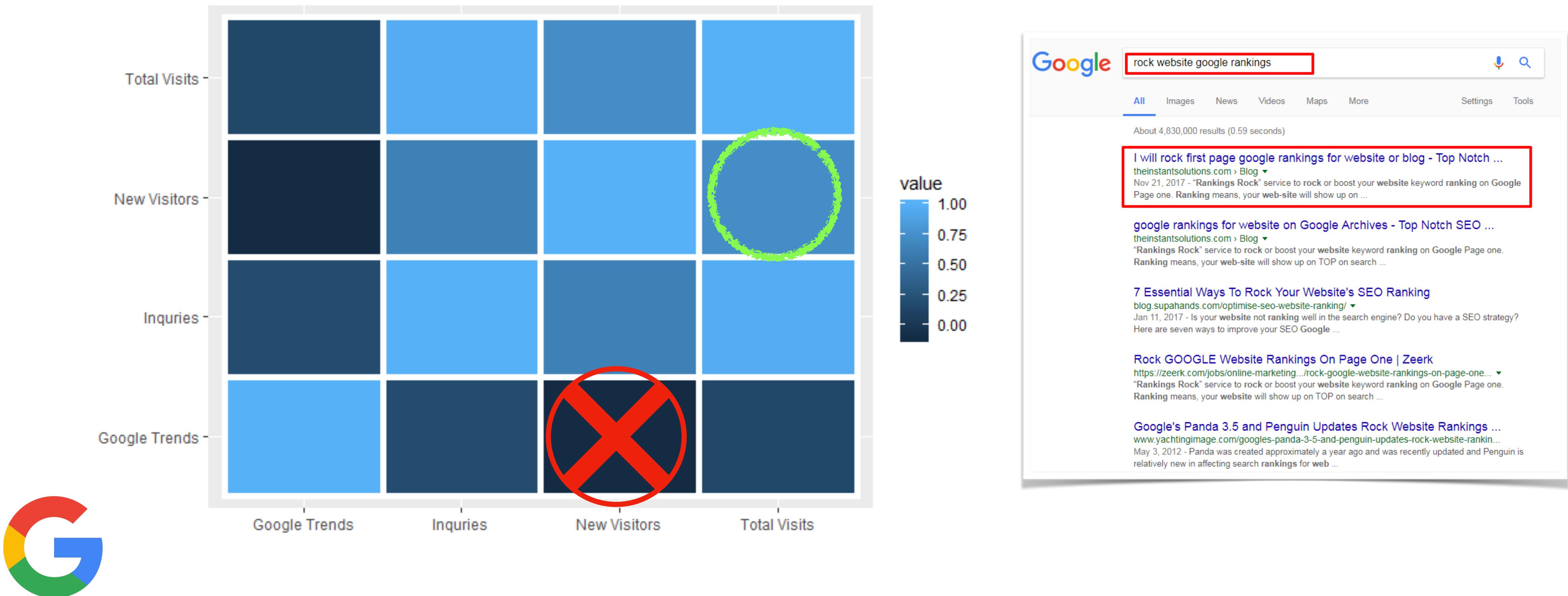
Average Time Decreases as Unique Visits Decreases

Loyal customers should be targeted with promotional discounts to drive up orders



No Correlation Between Google Trends & New Visitors

Poor SEO presence for “alloy” gives opportunity for organic growth



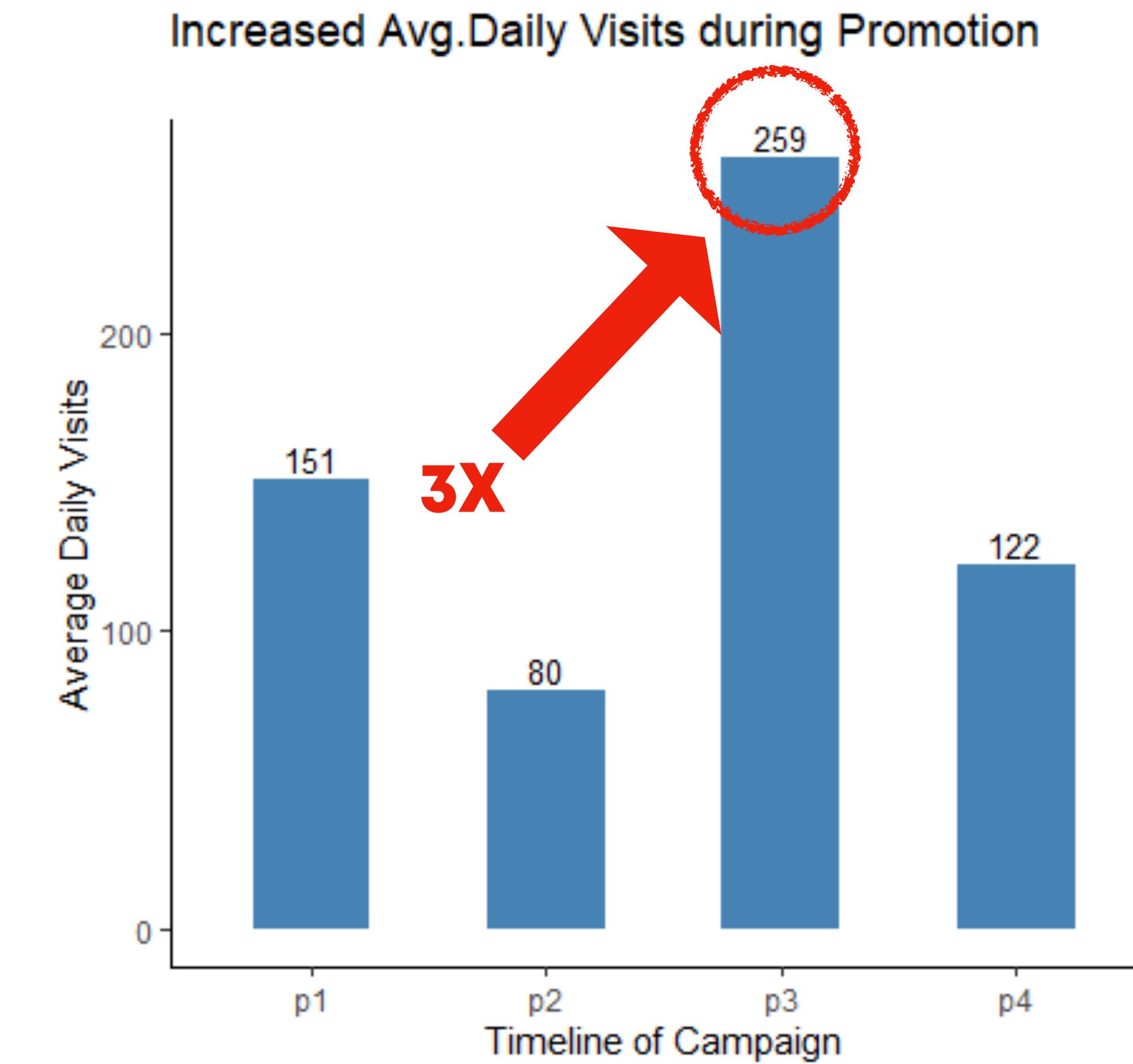
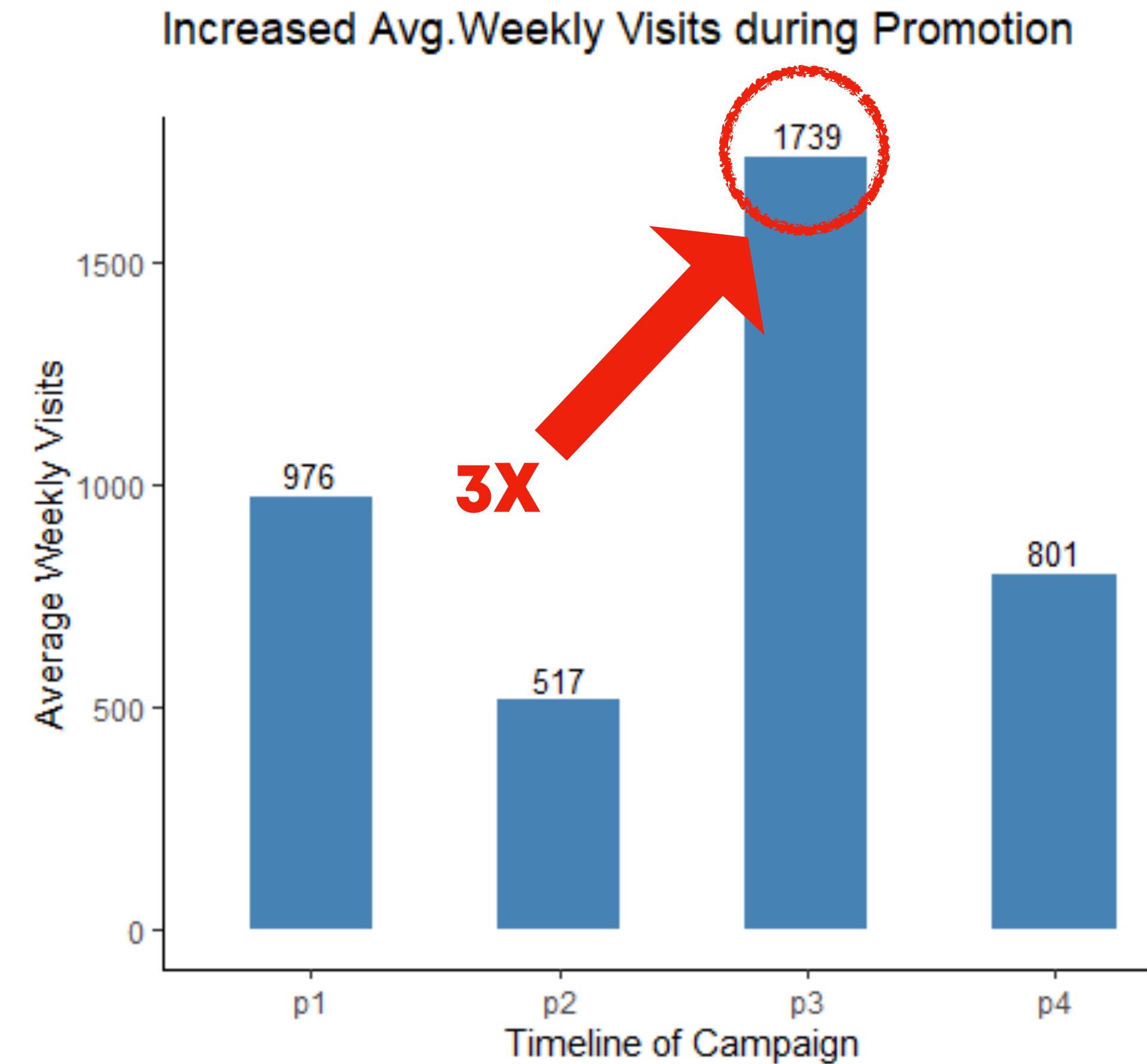
Car Manufacturing States Show High Demand

Alabama, Ohio, Michigan expected. North Dakota surprisingly high for main producing dry goods



High Rate of Website Visits During Promotion Period

Weekly and daily visits tripled from pre-promotion to promotion period

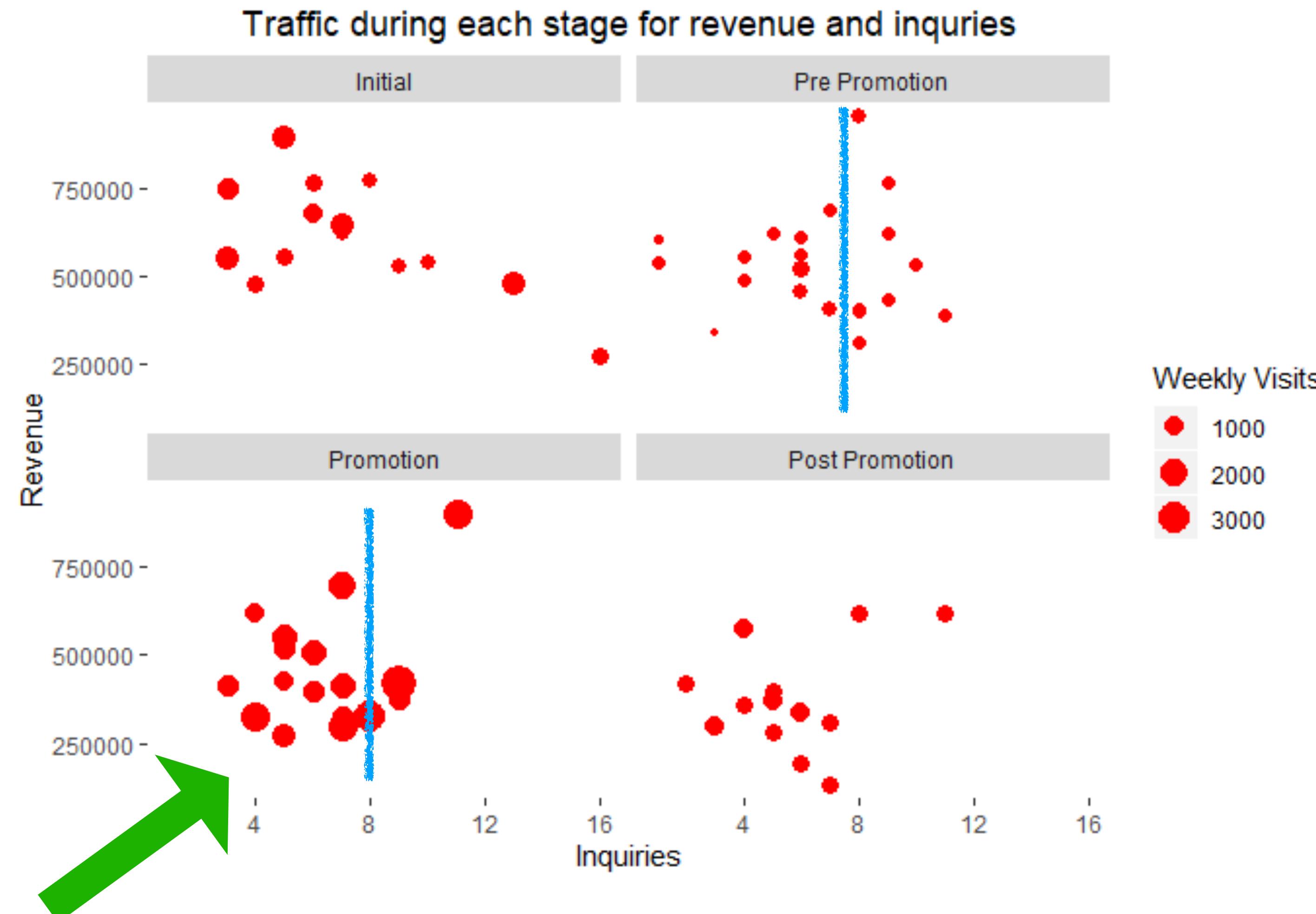


Conversions

Inquiries, Lbs Sold & Profits

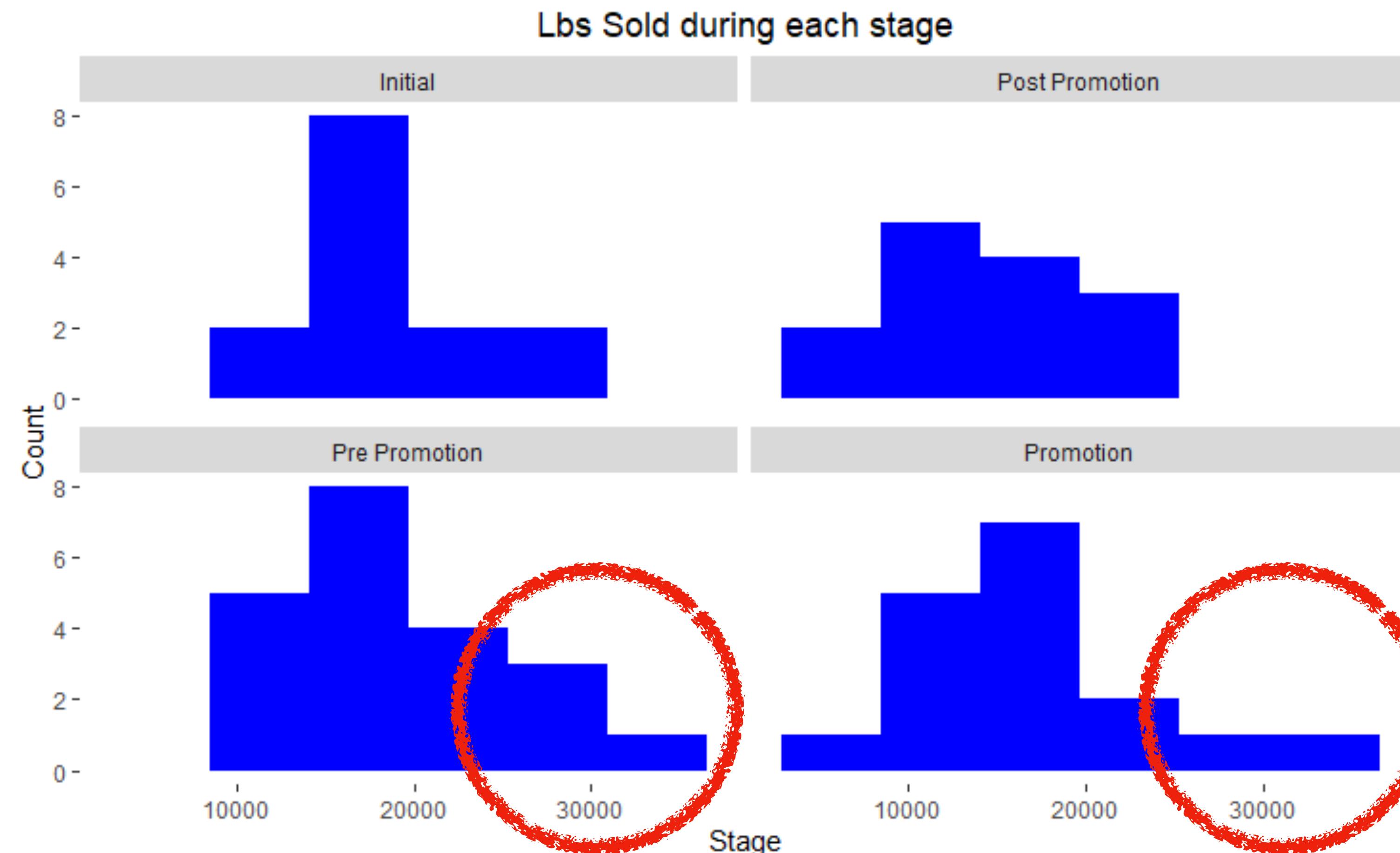
Promotion Period Had Low Inquiries and Revenue

Providing more product offerings or catalog information online will increase inquiries



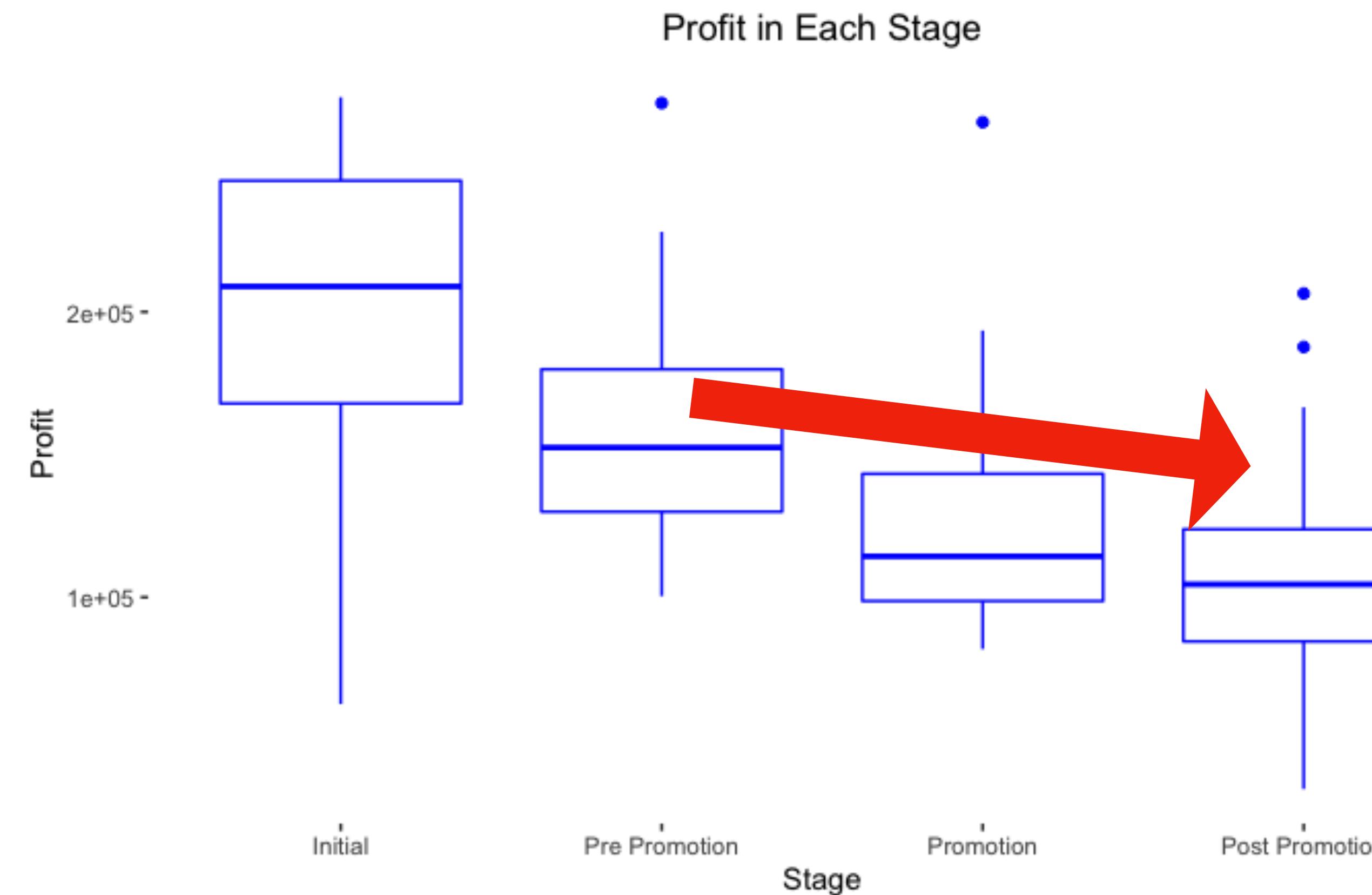
Distribution of Lbs Sold During Each Period

Orders of 30,000 lbs and more happened only once promotion started



Steady Decline in Profits Over Periods

Promotion spending outweighs sales and brings overall profits down



Logistic Regression on Inquiries Made by Customers

Quality Alloys, Inc. needs more conversions from visits on websites to customer inquiries

Variables that impact inquiries made by customers

Page Views

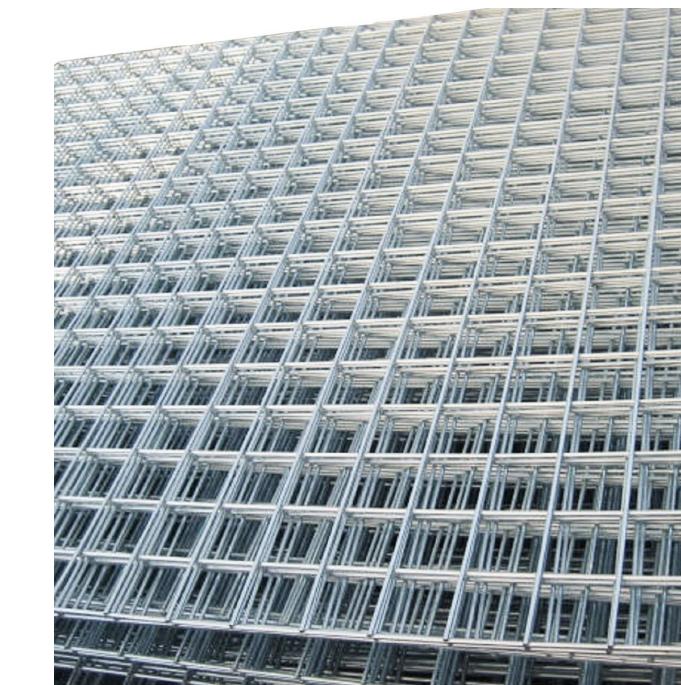
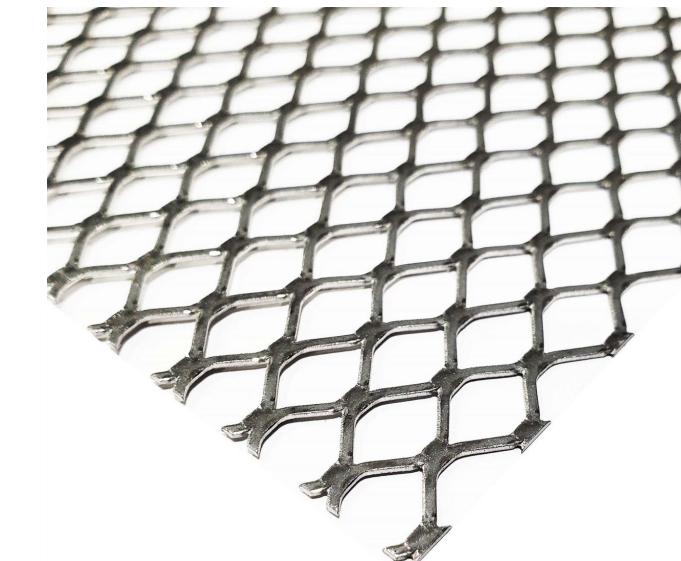
Average Time on Site

Bounce Rate

Recommendation

Complementary Products and Services

Partnerships



Expanded Sheet

Wire Mesh

Pipe Valves & Fittings

Model: About 70-80% Predictive Power

```
my_mod ← glm(success_inquiry ~ page_views+avg_time_on_site+bounce_rate,data = log_data,  
family = "binomial")
```

Key Recommendations

\$25,000 spent during promotional period did NOT have any significant improvements



Improves first time
impressions



Targeted with promotional
discounts



For organic
growth



Or catalog information online
will increase inquiries



More efficient
targeting practices

Thank You!

Appendix

Descriptive Statistics

Distribution of Lbs Sold

Distribution of Lbs Sold per period

Google Trends

Relationship Between Visits & Revenue

% Change in Profit & Revenue

Outlier in Revenue Growth

Correlation Matrix - Focused on Inquiries & New Customers



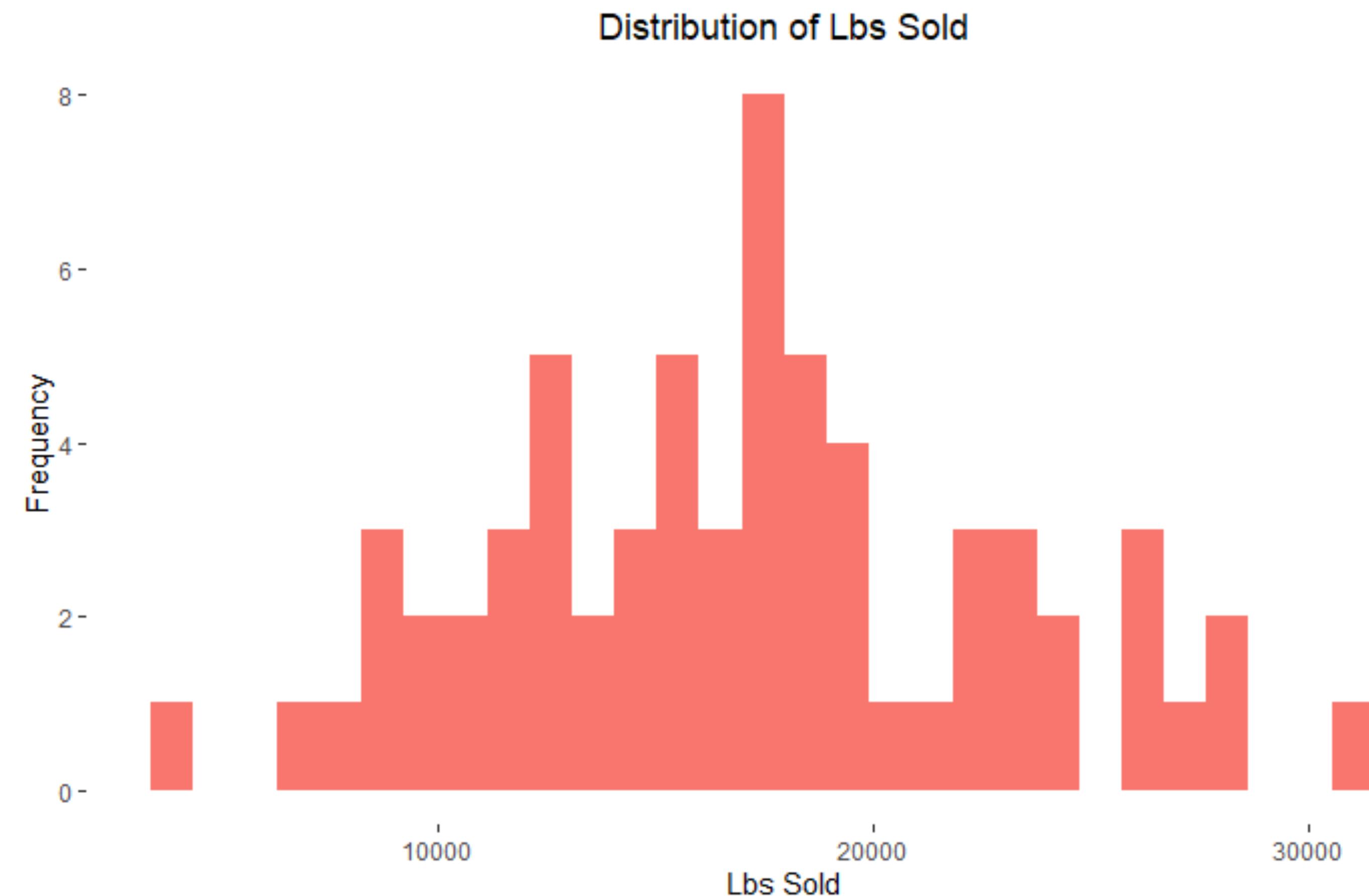
Visit & Financial Summary Measures

Descriptive Statistics for the Following Variables

	Visits	Unique Visits	Revenue	Profit	Lbs. Sold	Inquiries
Mean	1052	989	495440	150898	17342	6.3
Median	842	790	484857	150898	17216	6
Std. Dev.	638	621	171591	57683	6068	2.76
Minimum	383	366	133967	32825	3826	1
Maximum	3726	3617	951216	275218	31969	16

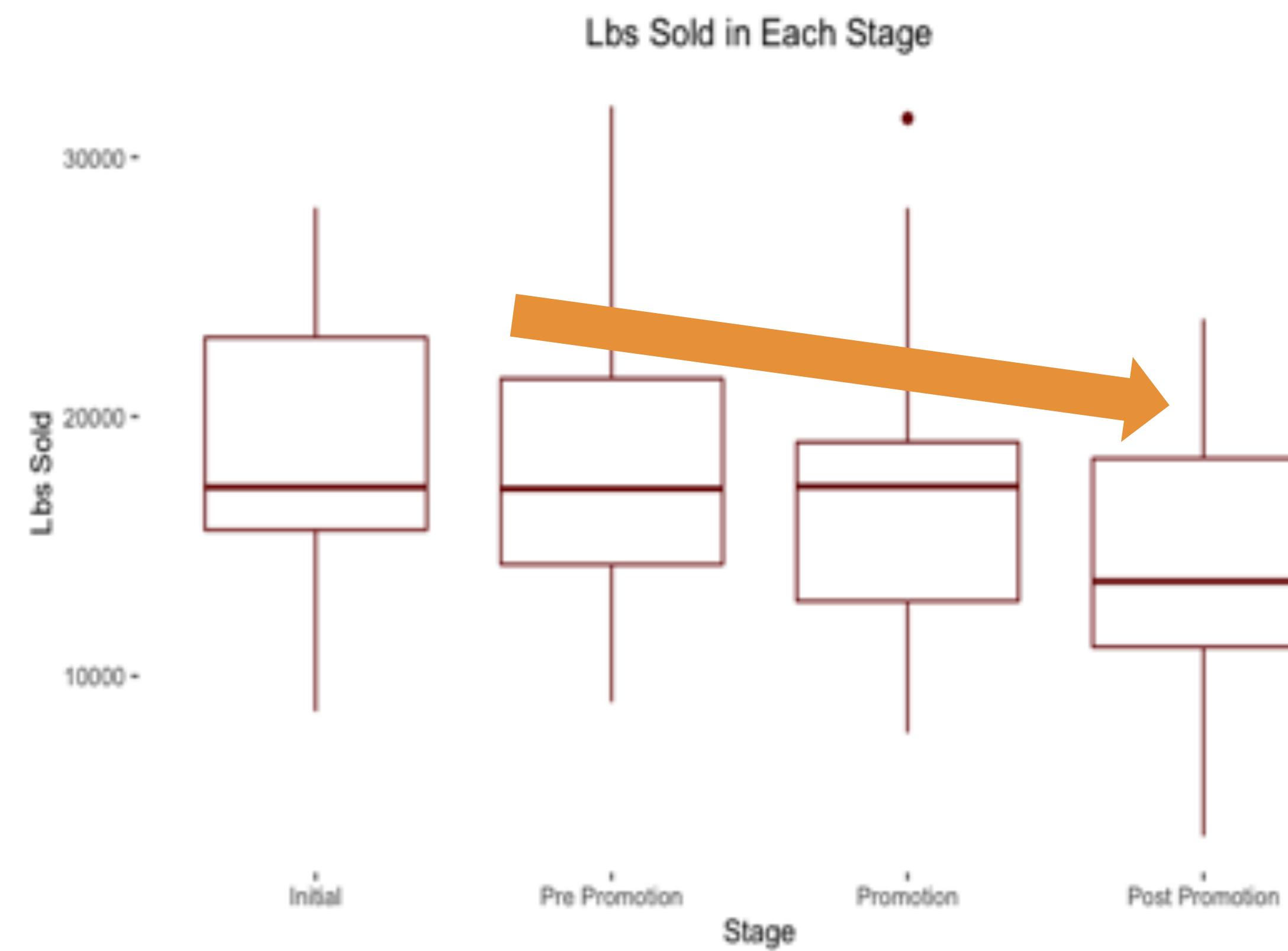
Normal Distribution of Lbs Sold to Customers

Orders of 18,000 lbs are the most frequent purchased quantities



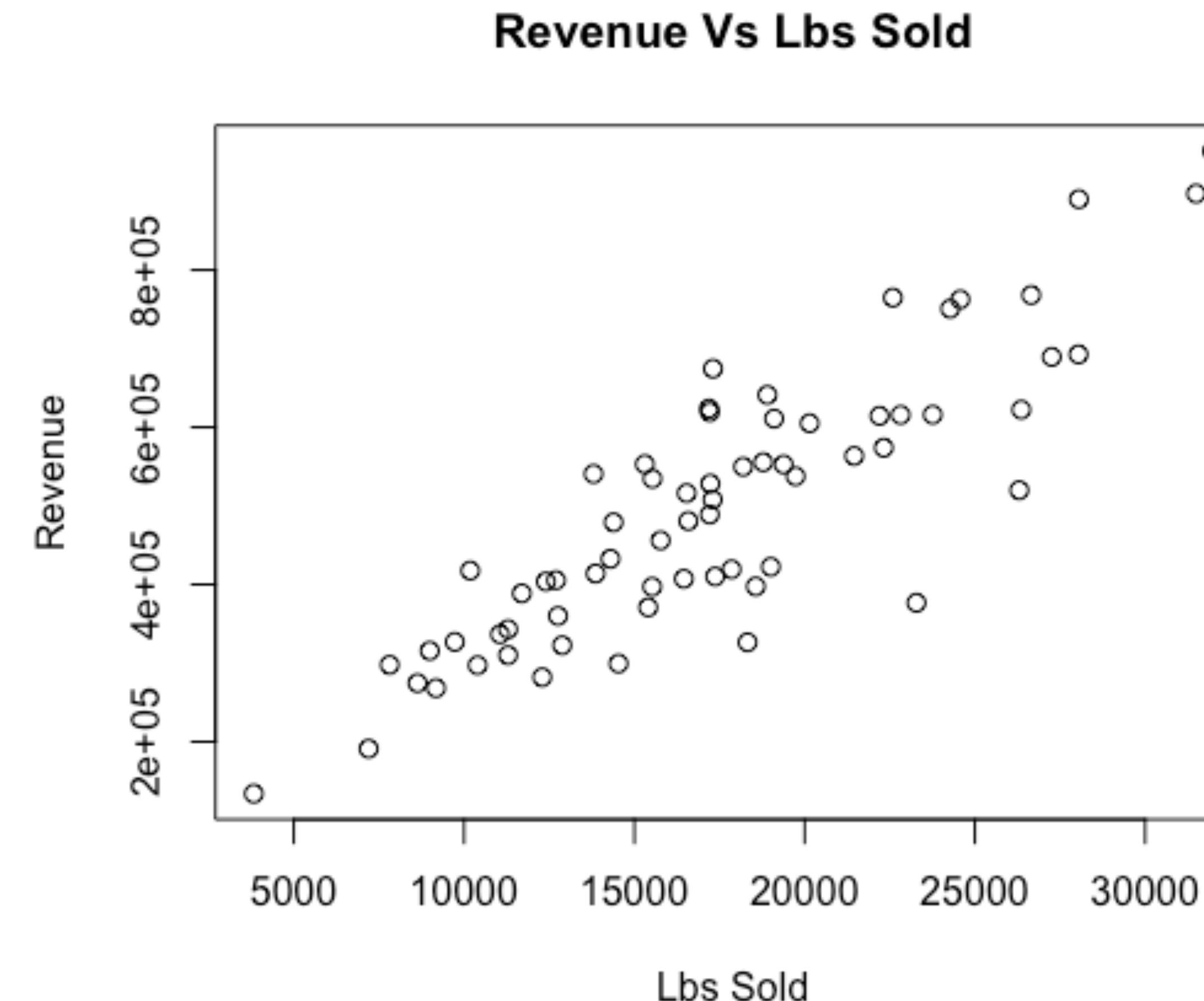
No Significant Change in Lbs Sold During Promotion Period

Median is slightly higher despite smaller quartile ranges



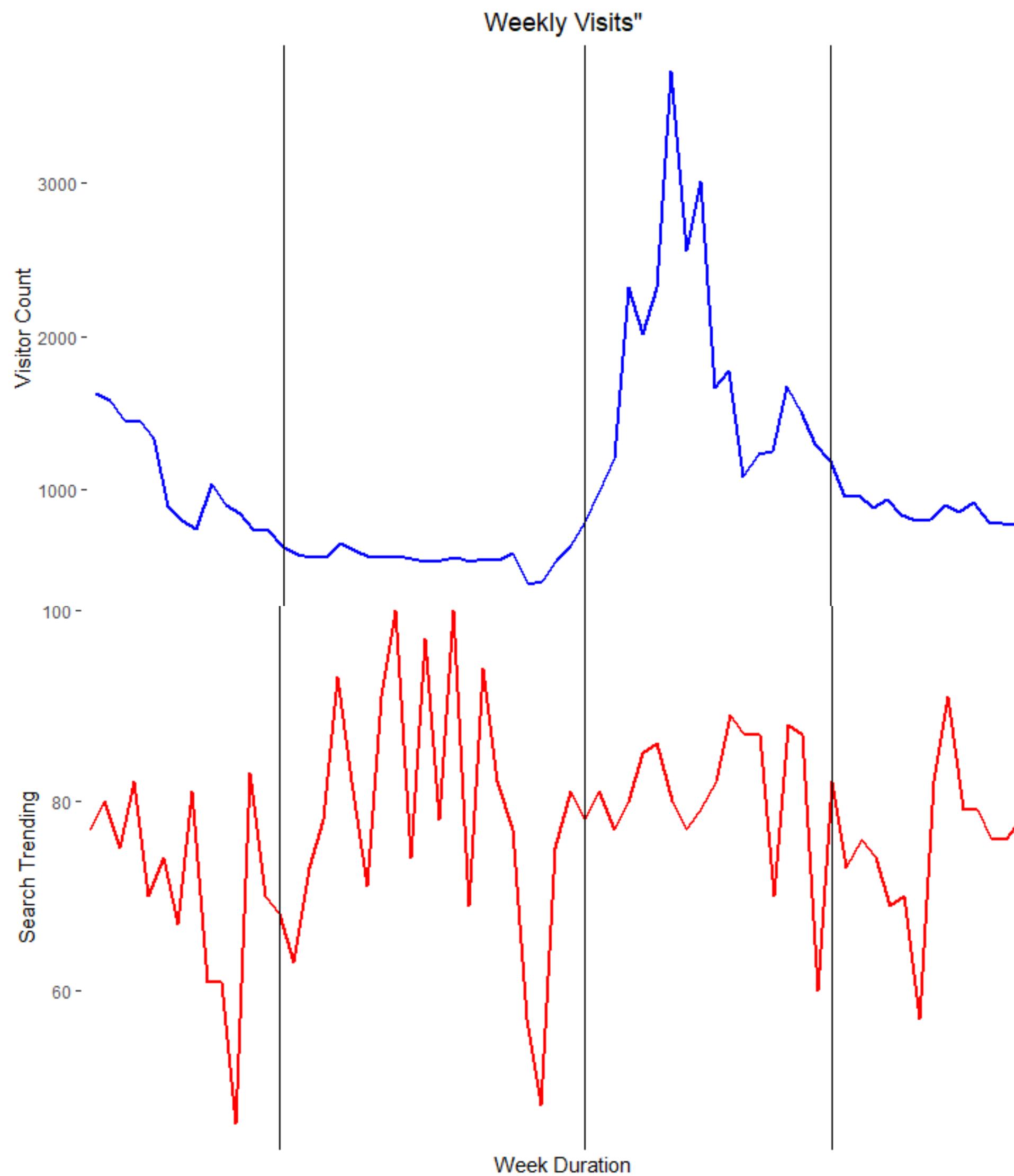
Relationship Between Revenue vs Lbs Sold

Strong positive correlation between the two variables



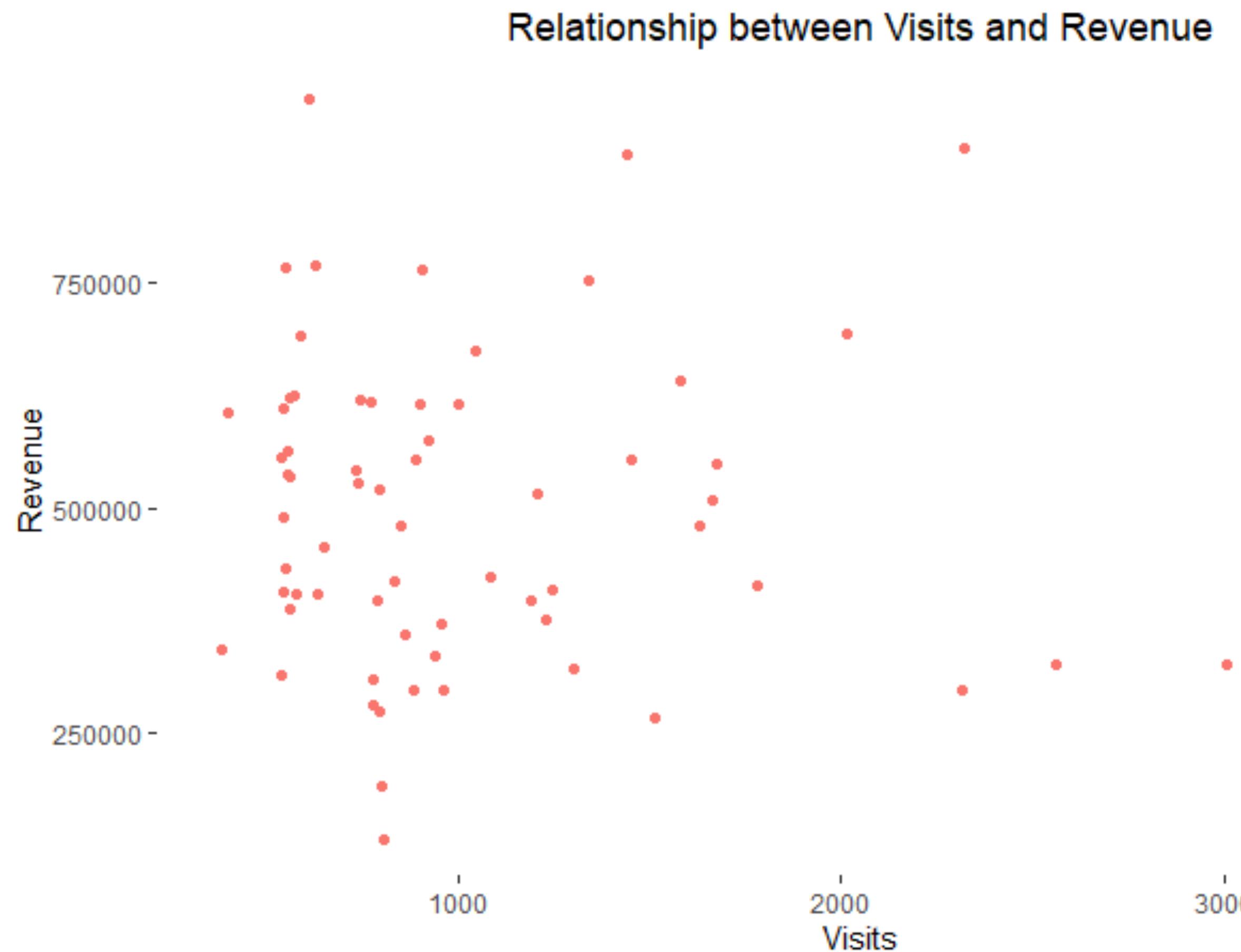
Comparing Google Trends Over Same Period of Time

During promotion period, visits went up but no significant change from Google Trends



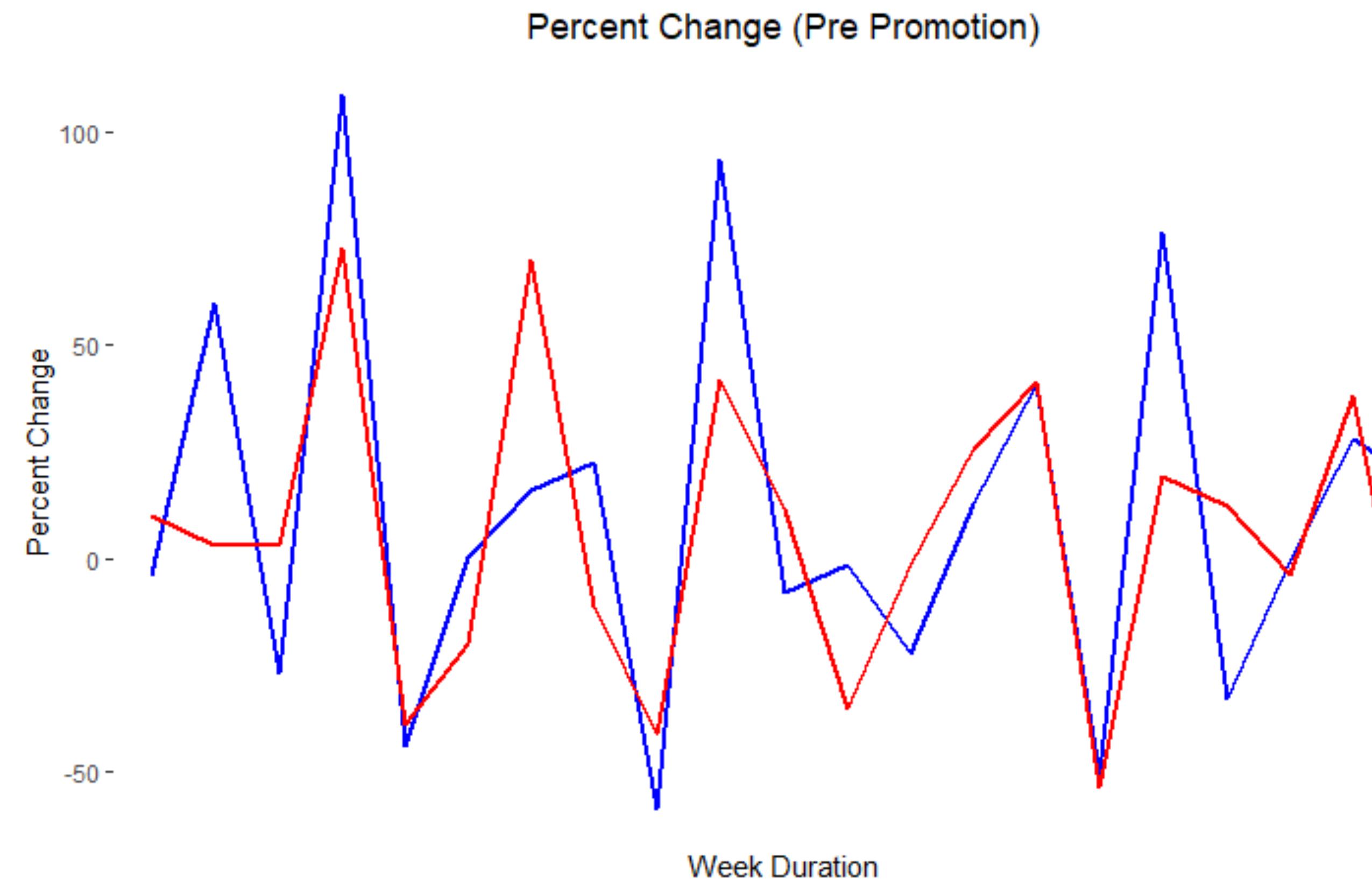
No Relationship Between Visits & Revenue

Data points are not affecting them in a positive manner



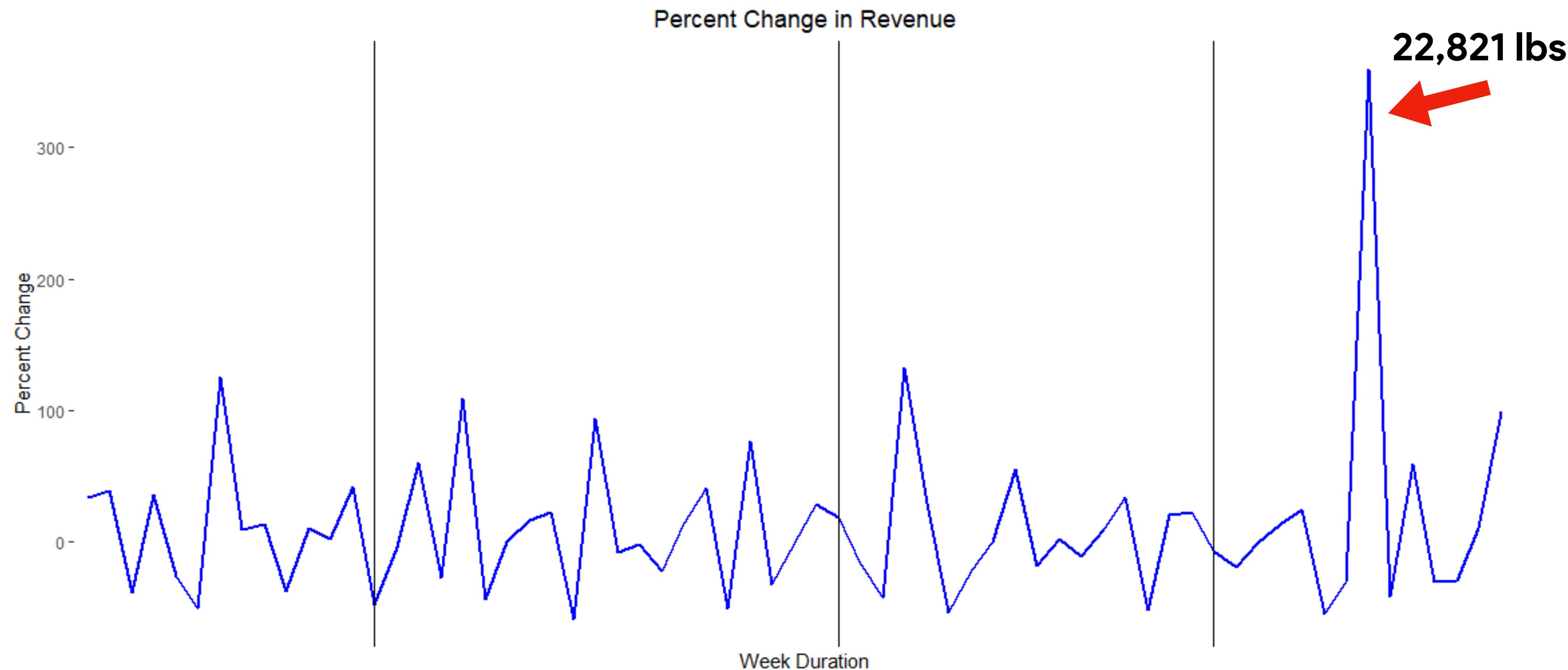
No Significant Changes Between Profit & Revenue

Despite additional cost of promotion , it is NOT impacting overall profit



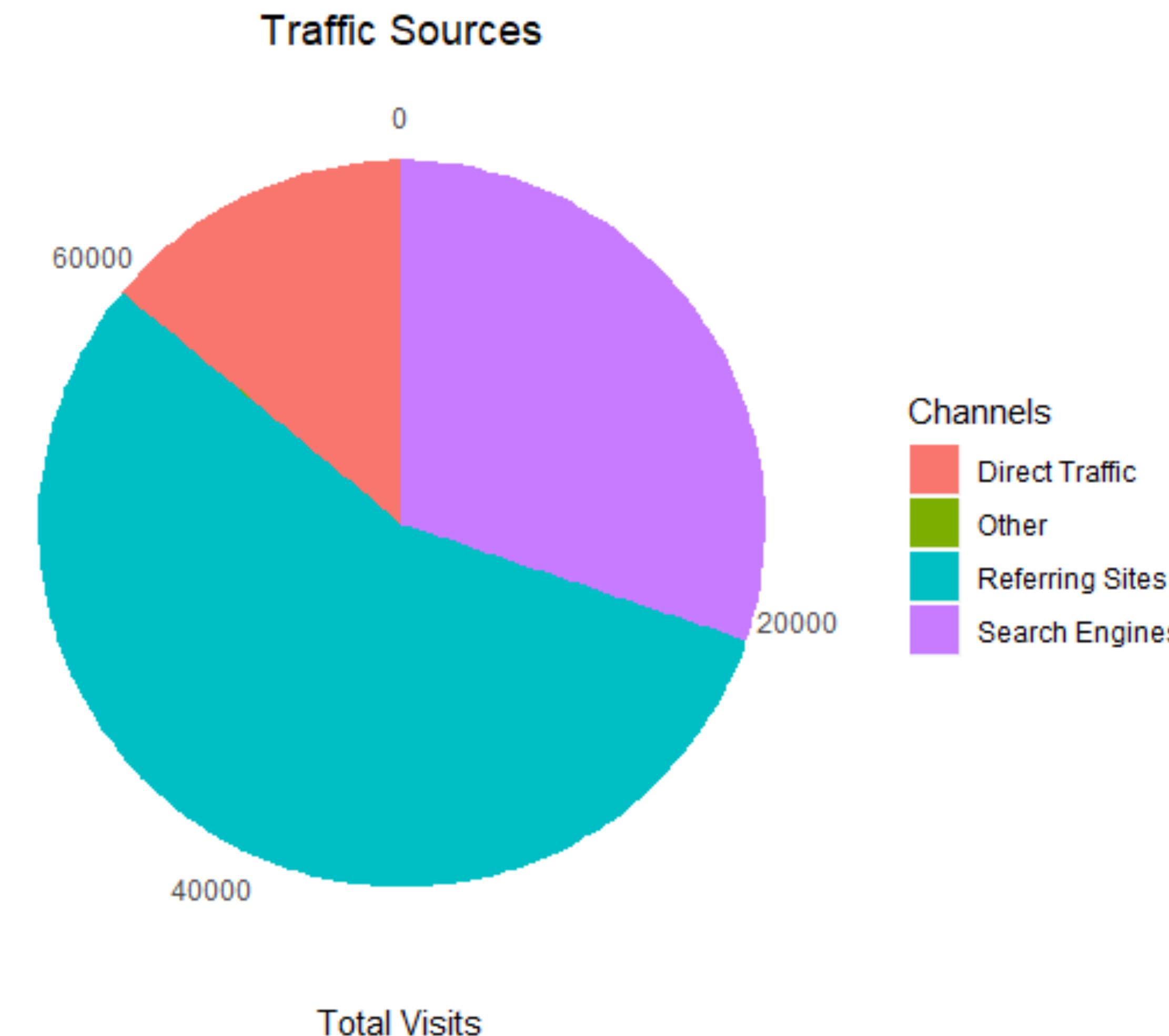
Single Week Jumps Revenue Growth by 350%

Week July 12 - 18 saw a big boost in percentage change month over month



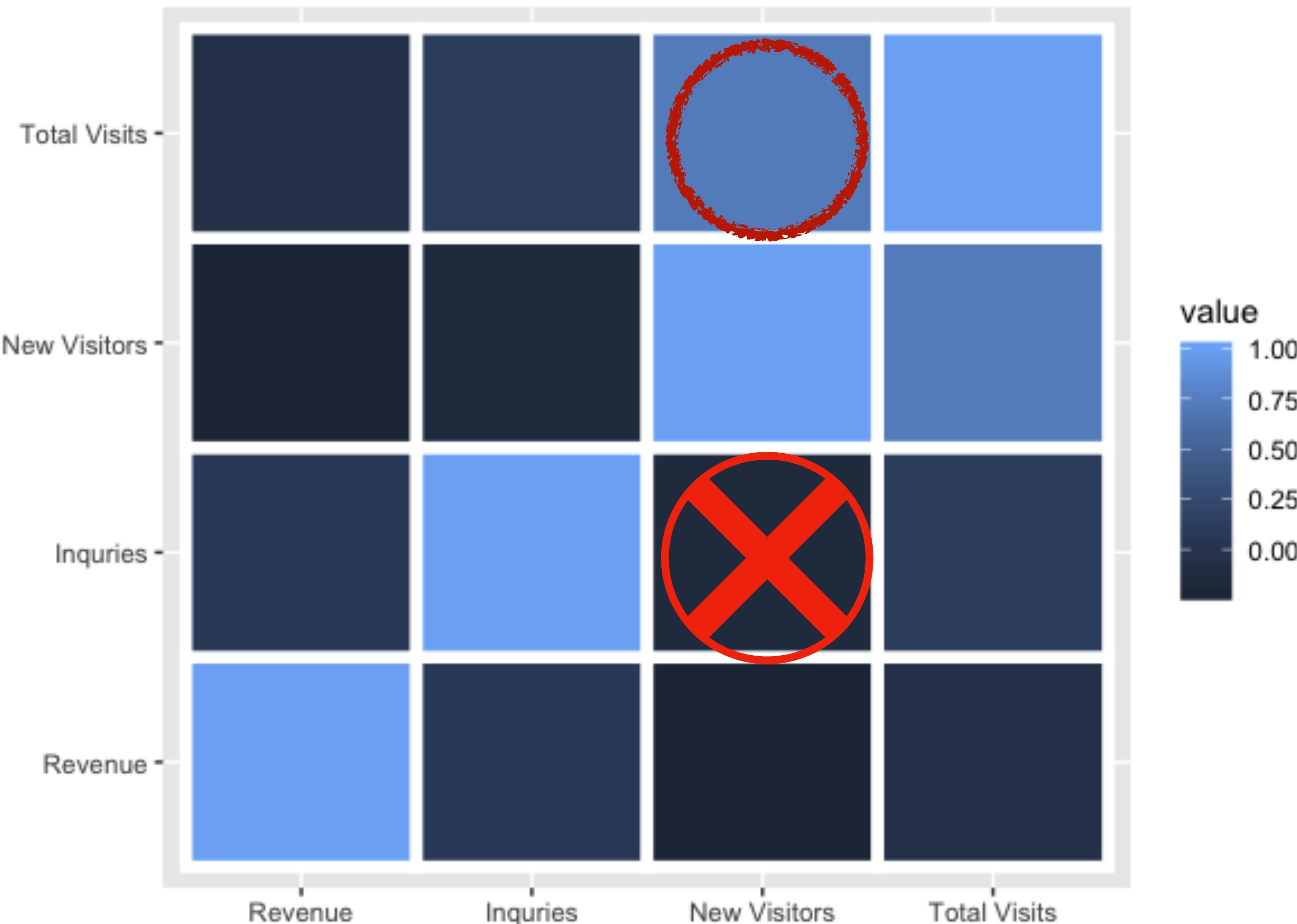
Increased Traffic From Referring Sites Channel

High volume of traffic not converting into customers, potentially harming profits



New Visitors Are Not Converting Into Customers

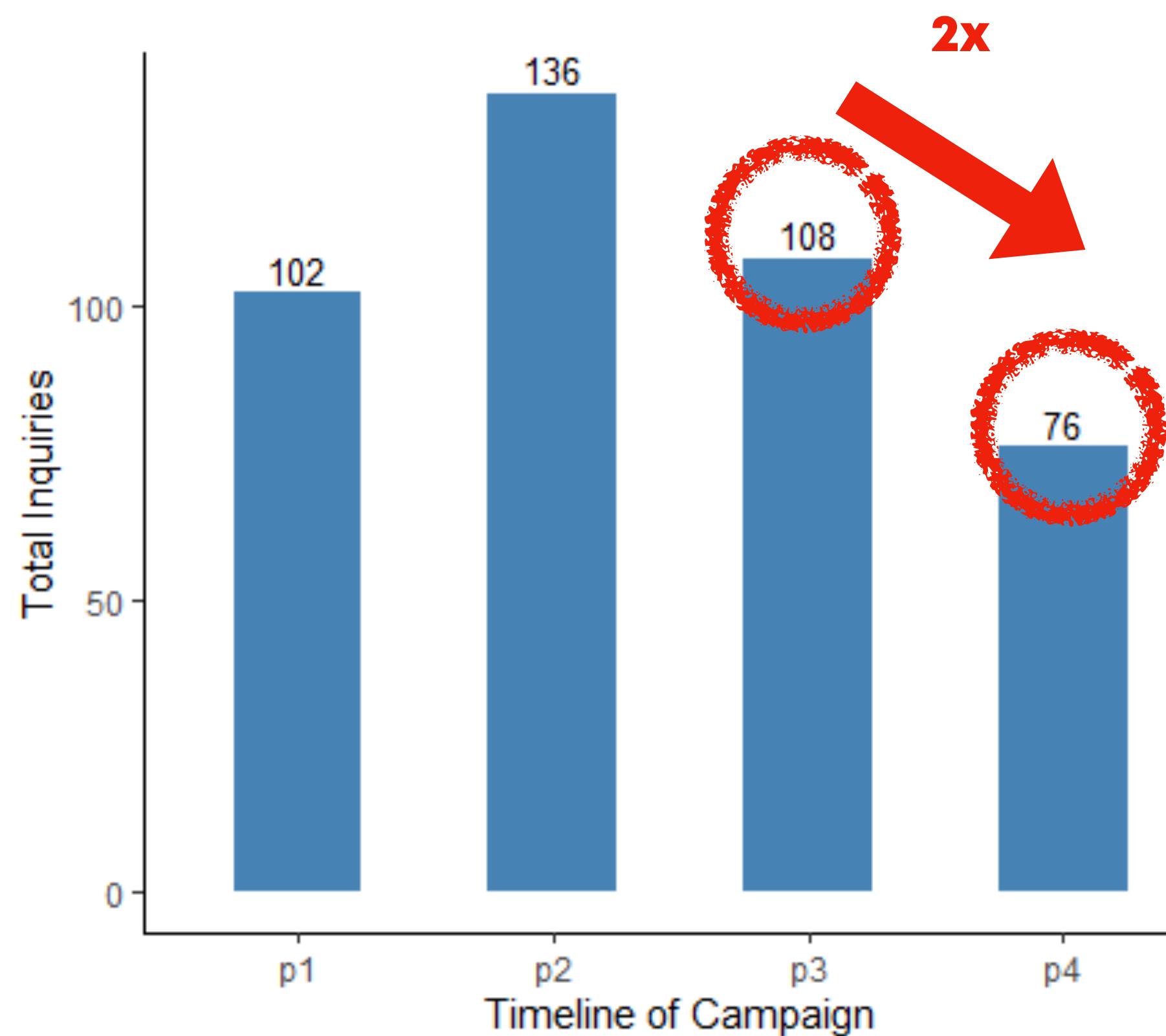
High correlation between page views and new visitors, but not with inquiries and revenue



Decline in Total Inquiries Made by Potential Customers

Ineffective inbound marketing showing lesser inquiries when weekly and daily visits are higher

Decreased Total Inquiries during Promotion & Post-Promotion



Decreased Total Profit during Promotion & Post-Promotion

