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Smockish should in the future keep track of their traffic to compare year over year. This data will start to show patterns that can be used for a couple items. The first is that it can be used for marketing purposes. If there are certain seasons that the site experiences higher traffic and more sales, this could be used to promote the site to both customers and artists. For the customers, they could offer discounts or other promotions to spur higher sales. To the artist, they may encourage them to increase their presence on the site by holding more talks and also to list more items for sale. They could give the artists a notice a few months in advance so the artist has time to prepare more pieces for market.

The other point would be for computing power. They may need to scale up on servers virtually through services like AWS and they can then forecast how much to scale up and for how long and also what the cost would be for the business.

Some of this might be accomplished with Google Analytics which someone else will touch upon but there are other more server analytics tools that probably would be better suited for this. If they use AWS there are built in tools for analyzing their data. They can also go with a third party solution like IBM’s SPSS Analystic Server, though that level would more likely be down the road once the site has grown well past the start up phase.