
IT Operations Center

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What's Going On?

The IT Manager of IT Operations Center is looking for help understanding the traffic from their company website.

- When pages are accessed, what is the likelihood that the user will click on the Chat area?
- What is the likelihood that users will access the Phone area?
- Do the pages that offer the Chat and Phone link offer enough information so that users won't feel the need to click the links to get more information?

Analysis

- ❖ **Website Entry:** A record# field indicating a website entry occurrence
- ❖ **Articles Page:**
 - 1 =Articles Page accessed
 - 0 = Articles Page not accessed
- ❖ **FAQs Page:**
 - 1=FAQs Page accessed
 - 0= FAQs Page not accessed
- ❖ **Tutorials Page:**
 - 1=Tutorials Page accessed
 - 0= Tutorials Page not accessed
- ❖ **Contacts Page Chat Link:**
 - 1=Chat link was clicked from one of the pages accessed
 - 0=Chat link was not clicked from one of the pages accessed
- ❖ **Contacts Page Phone Link:**
 - 1=Phone link was clicked from one the pages accessed
 - 0=Phone link was not clicked from one the pages accessed

Phone Link Traffic

ContactsPagePhoneLink

Rows: 3 | Columns: 1

Contacts Page Phone Link:

- 1=Phone link was clicked from one the pages
- 0=Phone link was not clicked from one the pages

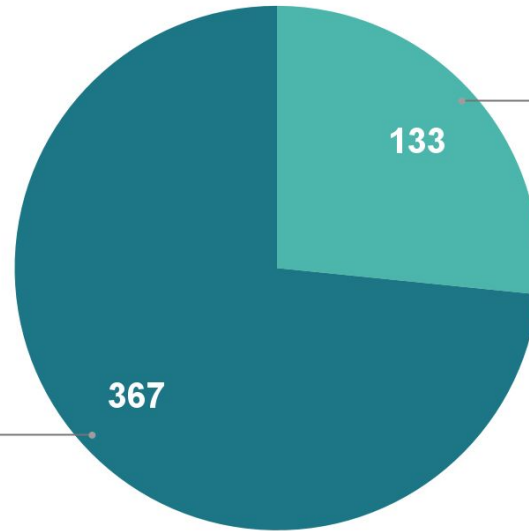
<input type="checkbox"/>	?	1
<input type="checkbox"/>	0	133
<input type="checkbox"/>	1	367

Clicked

73.4%

Not Clicked

26.6%



Contacts Page Phone Link:

- 1=Phone link was clicked from one the pages accessed
- 0=Phone link was not clicked from one the pages accessed

Chat Link Traffic

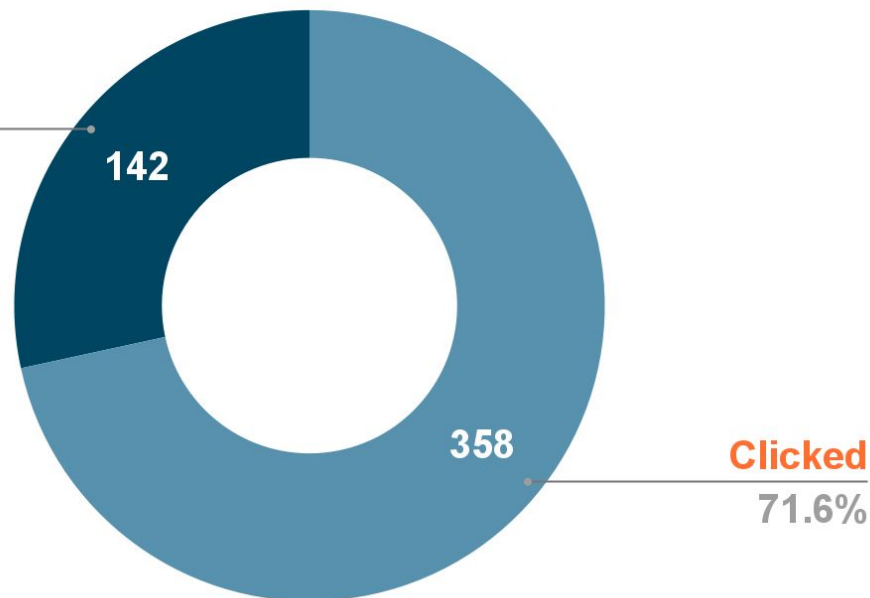
ContactsPageChatLink

Rows: 3 | Columns: 1

<input type="checkbox"/>	RowID	count <i>Number (integer)</i>
<input type="checkbox"/>	?	1
<input type="checkbox"/>	0	142
<input type="checkbox"/>	1	358

Chat Link Traffic

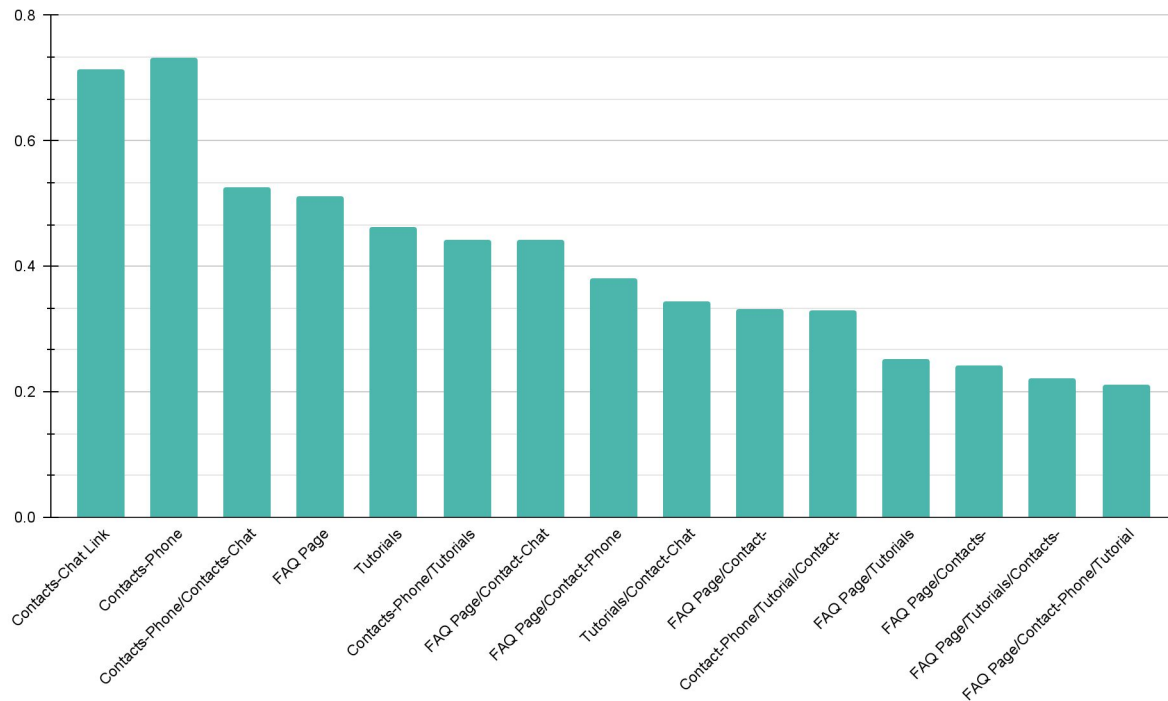
Not Clicked
28.4%



Contacts Page Chat Link:

- **1**=Chat link **was clicked** from one of the pages accessed
- **0**=Chat link **was not clicked** from one of the pages accessed

Frequent Items Set List



Frequent Item Set List

rs: 15 | Columns: 2

#	Support(0-... Number (double)	Items Set
1	0.212	[FAQsPage,ContactsPagePhoneLink,TutorialsPage,...]
2	0.222	[FAQsPage,TutorialsPage,ContactsPageChatLink]
3	0.242	[FAQsPage,ContactsPagePhoneLink,TutorialsPage]
4	0.251	[FAQsPage,TutorialsPage]
5	0.329	[ContactsPagePhoneLink,TutorialsPage,ContactsPageChatLink]
6	0.331	[FAQsPage,ContactsPagePhoneLink,ContactsPageChatLink]
7	0.345	[TutorialsPage,ContactsPageChatLink]
8	0.381	[FAQsPage,ContactsPagePhoneLink]
9	0.443	[FAQsPage,ContactsPageChatLink]
10	0.443	[ContactsPagePhoneLink,TutorialsPage]
11	0.463	[TutorialsPage]
12	0.511	[FAQsPage]
13	0.525	[ContactsPagePhoneLink,ContactsPageChatLink]
14	0.715	[ContactsPageChatLink]
15	0.733	[ContactsPagePhoneLink]

Rows: 14 | Columns: 5

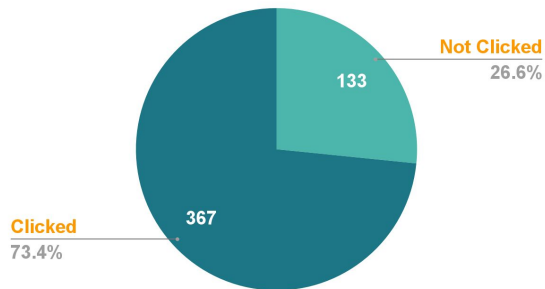


<input type="checkbox"/>	Support Number (...)	Confidence Number (doub...)	Lift Nu...	Consequent String	Items Set
<input type="checkbox"/>	0.212	0.876	1.226	ContactsPageChatLink	[FAQsPage,ContactsPagePhoneLink,TutorialsPage]
<input type="checkbox"/>	0.212	0.955	1.304	ContactsPagePhoneLink	[FAQsPage,TutorialsPage,ContactsPageChatLink]
<input type="checkbox"/>	0.222	0.881	1.233	ContactsPageChatLink	[FAQsPage,TutorialsPage]
<input type="checkbox"/>	0.242	0.96	1.311	ContactsPagePhoneLink	[FAQsPage,TutorialsPage]
<input type="checkbox"/>	0.329	0.743	1.04	ContactsPageChatLink	[ContactsPagePhoneLink,TutorialsPage]
<input type="checkbox"/>	0.329	0.954	1.302	ContactsPagePhoneLink	[TutorialsPage,ContactsPageChatLink]
<input type="checkbox"/>	0.331	0.869	1.216	ContactsPageChatLink	[FAQsPage,ContactsPagePhoneLink]
<input type="checkbox"/>	0.331	0.748	1.021	ContactsPagePhoneLink	[FAQsPage,ContactsPageChatLink]
<input type="checkbox"/>	0.345	0.746	1.044	ContactsPageChatLink	[TutorialsPage]
<input type="checkbox"/>	0.381	0.746	1.019	ContactsPagePhoneLink	[FAQsPage]
<input type="checkbox"/>	0.443	0.867	1.214	ContactsPageChatLink	[FAQsPage]
<input type="checkbox"/>	0.443	0.957	1.306	ContactsPagePhoneLink	[TutorialsPage]
<input type="checkbox"/>	0.525	0.717	1.003	ContactsPageChatLink	[ContactsPagePhoneLink]
<input type="checkbox"/>	0.525	0.735	1.003	ContactsPagePhoneLink	[ContactsPageChatLink]

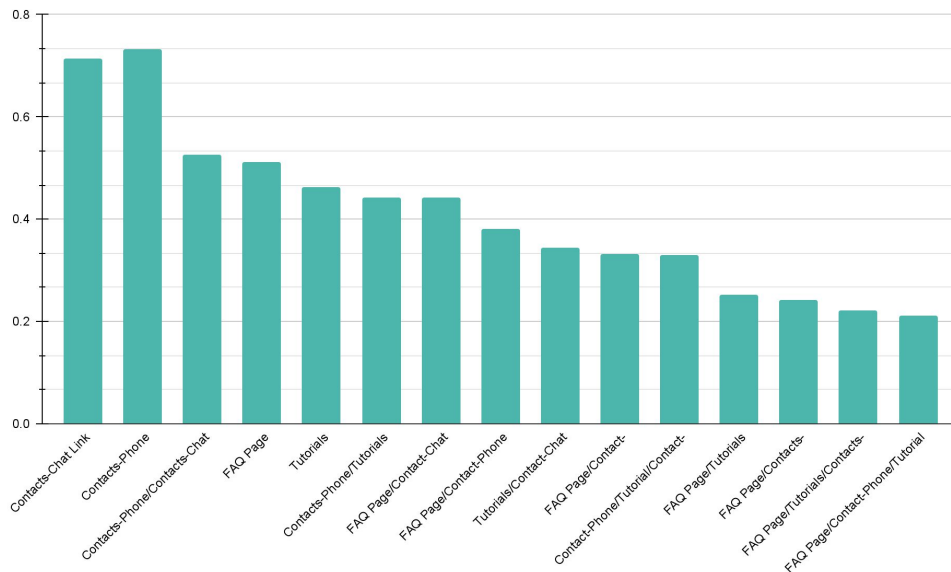
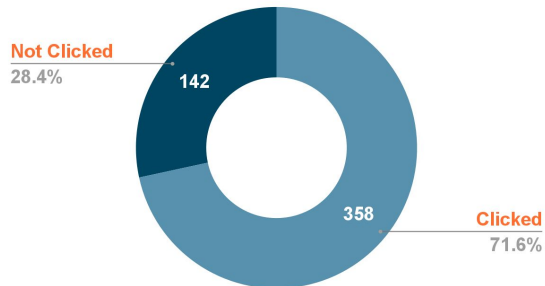
Results

- ❖ The majority of the website users needed to contact someone.
- ❖ The website doesn't have clear information or doesn't answer common user questions

Phone Link Traffic



Chat Link Traffic



Suggestions

- Floating Chat Box
- Website should be updated and more user friendly

