

# SCM 651: Business Analytics

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WEEK 3

# Agenda

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Welcome/Polls

Google Analytics Access, Teams, Homework #1

Review of concepts

Group discussion of articles

Upcoming Assignments

Wrap up/feedback

# Google Analytics, Team Formation & Homework #1

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Google Analytics – everyone has access right now

- Required for Homework #2 (due before week 6 live session)

Teams – your teams are set for the semester

- Teams of 4-5 students each

Homework #1 – Regression

- due before class in Week 4 live session
- Located in the 2SU Assignments and Deliverables folder

# Week 3 - Review

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## One-way sensitivity analysis

- Only one variable changes, allowing you to see the effect on the outcome

## Two-way sensitivity analysis

- Two variables changes simultaneously, allowing you to see the joint effect

# Week 3 - Review

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## Conditional formatting

- Colors, bars, icons to facilitate interpretation
- When are some better than others?

## Dashboards

- Combine table and graphical representation

# Week 3 - Review

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## Google Analytics: general measures

- Visits, new visits, % new visits
- Bounce rate, average visit duration

## Google Analytics: locations

- Countries, states, cities
- Visits, new visits, % new visits

## Google analytics: behavior

- Frequency and timing
- Engagement (length of time on site)

# Week 3 - Review

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## Google Analytics: technology

- Operating system & browser
- Network provider
- Mobile device

## Google Analytics: visitor flow

- Entry and exit point

# Week 3 - Review

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## Google Analytics: Acquisition

- Channels (organic search, referral, direct, social, email)
- Source/medium (google/organic, direct/none, syr.edu/referral, bing/organic, va.gov/referral)



# Week 3 - Review

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## Google Analytics: advertising

- Advertising (key words, adwords)
- Dayparting (time of day)

## Google Analytics: social

- Facebook, LinkedIn, Twitter, Google+

# Week 3 - Review

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## Google Analytics: Behavior

- Site content (ability to drill down to each web page for page views, average time on page, bounce rate, exit %)
- Landing pages (first page viewed by user)
- Exit pages (last page viewed by user)
- Site speed, page timings, speed suggestions

# Article #1: Web Analytics

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## Web Analytics: Enhancing Customer Relationship Management

- Describe the four main categories of metrics and relate to the Google analytics lessons
  - Website usability; Traffic sources; Visitor profiles; Conversion statistics
- Describe the common techniques for Web analytics
  - Clustering/classification; Association rules; Path analysis; Sequential patterns
- What are some business applications of web analytics?

# Article #2: How eBay Uses Data

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## How eBay Uses Data and Analytics to Get Closer to Its (Massive) Customer Base

- What is an A/B test and what is its purpose?
- Describe the three biggest challenges of web data
  - Data at a large scale
  - Collecting the right data
  - New kinds of data
- How can Power Sellers use data better?
- Why are web analytics better than surveys?

# Upcoming assignments

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## **1. Homework –**

*Homework #1 due before live session #4*

Each team member submits the same team documents:  
MS Word homework assignment and Excel file for backup

## **2. Hands-on: Week 4 online materials**

**MS Access**: Importing data, creating relationships, simple queries  
fixing dirty data, complex queries

*Complete before our next live session*