

SCM 651: Business Analytics

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Week 3

Agenda

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- Google Analytics Access
- Teams
- Homework #1: due before next class
- Review of concepts
- Group discussion of articles
 - Web Analytics: Enhancing Customer Relationship Management
 - How eBay Uses Data and Analytics to Get Closer to Its (Massive) Customer Base

Google Analytics, Team Formation & Homework #1

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- Google Analytics
 - Required for Homework #2
- Teams
 - Form teams of 4-5 students each
- Homework #1 - Regression
 - due before class in Week 4 live session

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 recency
 - 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?