**Week 3**

**Article #1: Web Analytics: Enhancing Customer Relationship Management**

1. Describe the four main categories of metrics and relate to the Google analytics lessons

   Website usability

   Traffic sources

   Visitor profiles

   Conversion statistics

2. Describe the common techniques for Web analytics

   Clustering/classification; Association rules; Path analysis; Sequential patterns

3. What are some business applications of web analytics?

**Article #2: How eBay Uses Data and Analytics to Get Closer to Its (Massive) Customer Base**

1. What is an A/B test and what is its purpose?

2. Describe the three biggest challenges of web data

   Data at a large scale

   Collecting the right data

   New kinds of data

3. How can Power Sellers use data better?

4. Why are web analytics better than surveys?