

S.M.A.R.T. GOAL

(Defines your
dependent
variables)

Independent
variables

In 2 months, analyze
archived click-stream data
to determine the website
changes that will most efficiently
increase revenues by 15% on a
month-to-month basis compared
to the same month last year.

Layer 1

DV1: **TOTAL \$ spent per transaction**
Clickstream database, "total spent" field
aggregated by SUM over each transaction ID
DV2: **TOTAL \$ spent per month**
Clickstream database, "total spent" field
aggregated by SUM over date (month)
DV3: **TOTAL \$ spent per customer**
Clickstream database, "total spent" field
aggregated by SUM over each customer ID

Do specific demographics
disproportionately
contribute to revenue?

Do specific behaviors
disproportionately
contribute to revenue?

Did specific marketing
strategies disproportionately
contribute to revenue?

Layer 2

Age?

Gender?

Income?

Longer time
on site?

More visits
to site?

Promotional
emails?

Facebook
ads?

Tweets?

Layer 3

Specific analyses to run & graphs to make