QualityAlloys

Manish Grewal

26/07/2020

# PART 1 - EXECUTIVE SUMMARY

Average visits and average unique visits have shown a marked increase in promotion period. However, profit, revenue and lbs. sold show a steady declining trend over the four periods. This suggests that the website promotion did not have a positive effect on sales.

## Evaluation of the goals of the company website

### (a) drive new sales - NOT MET

The data analysis presented in PART B of this document clearly shows that revenue and quantity of material sold have been reducing over the period of analysis. Thus, we can say that the website has not been able to drive new sales even during the promotion period.

### (b) make product and contact information available - MAY BE MET

This goal can be considered as met if we assume that the contact information has been presented well on the website, .

### (c) give or add legitimacy to its brand. - MAY BE MET

Just the existence of an official company website does add legitimacy to the branch. However, a survey given to the right audience, customers, potential customers and general public, may be able to shed more light on this. The available data is not sufficient to answer whether this goal has been met.

## Findings from demographics:

There is significant Direct Traffic, which could be a result of the website link socialized in the promotion. Traffic from search engines could be increased with the help of SEO (Search engine optimization).

The paid listings on globalspec.com are generating more referrals than thomasnet.com, however, both of them together are not generating much referrals compared to google ads.

The traffic from sedoparking.com may need to be investigated more as it could indicate users mistyping the QA website address and landing on a parked domain with a similar name.

As expected, google is the top search engine source of visits. SEO should be targeted at google search engine.

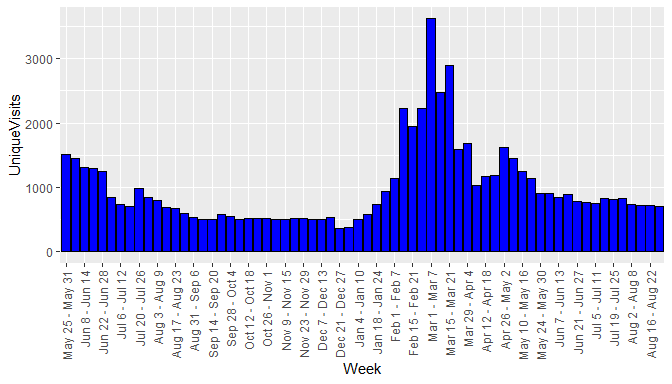
As the traffic is coming from various geographies, it may be a good idea to support multiple languages on the website (internationalization).

Website development / testing should focus on Internet Explorer and Firefox compatibility / support on Windows platform, followed by Mac and Linux as the majority of users are using this stack.

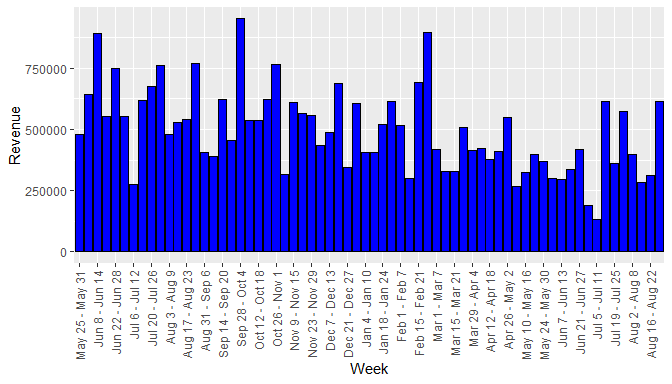
# PART 2 - DATA ANALYSIS

## 1. Column Charts

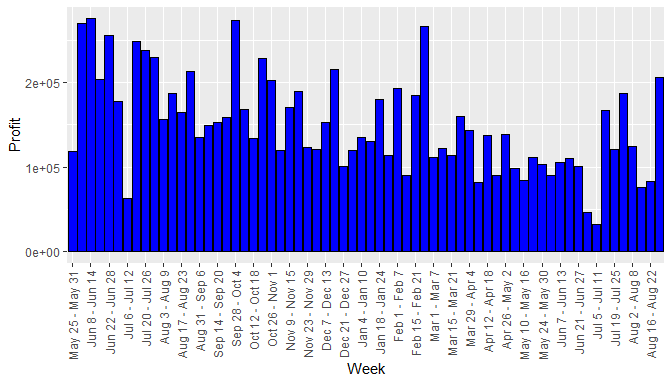
### a. Unique visits over time



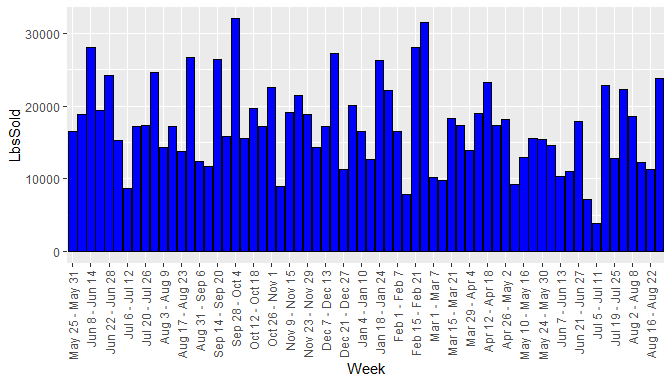
### b. Revenue over time,



### c. Profit over time



### d. Pounds sold over time.



## 2. Summary by period

### a. Summary table of Initial Period

VISIT AND FINANCIAL SUMMARY MEASURES - INITIAL PERIOD

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Visits | UniqueVisits | Revenue | Profit | LbsSold |
| mean | 1055.2143 | 975.9286 | 608250.1 | 200233.41 | 18736.729 |
| median | 899.0000 | 845.5000 | 586169.7 | 208913.00 | 17269.696 |
| std. dev. | 355.0333 | 319.5972 | 155930.4 | 60691.55 | 5427.393 |
| minimum | 626.0000 | 594.0000 | 274567.6 | 62580.40 | 8633.059 |
| maximum | 1632.0000 | 1509.0000 | 890076.7 | 275218.10 | 28052.924 |

### b. Summary table of Pre-promotion Period

VISIT AND FINANCIAL SUMMARY MEASURES - PRE PROMOTION PERIOD

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Visits | UniqueVisits | Revenue | Profit | LbsSold |
| mean | 562.95238 | 516.80952 | 534313.5 | 159932.03 | 18440.774 |
| median | 558.00000 | 510.00000 | 534541.7 | 152476.40 | 17215.118 |
| std. dev. | 80.87118 | 70.93914 | 150502.8 | 42682.68 | 5965.630 |
| minimum | 383.00000 | 366.00000 | 315647.1 | 100388.40 | 8992.422 |
| maximum | 795.00000 | 734.00000 | 951216.2 | 273174.70 | 31968.976 |

### c. Summary table of Promotion Period

VISIT AND FINANCIAL SUMMARY MEASURES - PROMOTION PERIOD

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Visits | UniqueVisits | Revenue | Profit | LbsSold |
| mean | 1814.3529 | 1738.8235 | 456398.8 | 131929.90 | 17112.923 |
| median | 1663.0000 | 1585.0000 | 413937.1 | 114328.40 | 17299.115 |
| std. dev. | 758.1017 | 743.0253 | 161741.1 | 47776.85 | 6519.071 |
| minimum | 1000.0000 | 930.0000 | 268159.5 | 81841.40 | 7814.050 |
| maximum | 3726.0000 | 3617.0000 | 897163.7 | 266476.70 | 31496.257 |

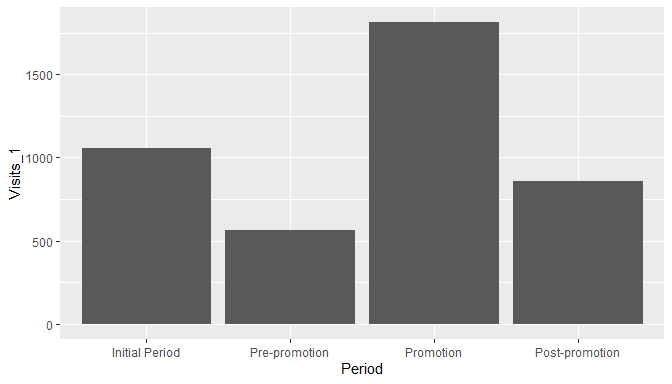
### d. Summary table of Post-promotion Period

VISIT AND FINANCIAL SUMMARY MEASURES - POST PROMOTION PERIOD

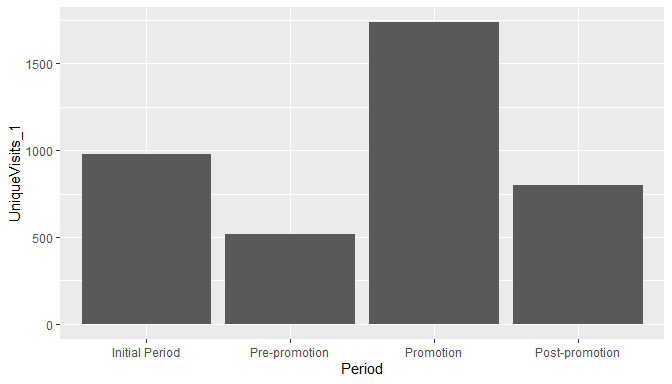
|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Visits | UniqueVisits | Revenue | Profit | LbsSold |
| mean | 856.57143 | 800.78571 | 371728.0 | 111045.82 | 14577.794 |
| median | 847.50000 | 800.00000 | 348397.1 | 104530.45 | 13646.895 |
| std. dev. | 70.88855 | 72.35615 | 145728.3 | 49065.27 | 5941.556 |
| minimum | 772.00000 | 709.00000 | 133966.9 | 32825.30 | 3825.748 |
| maximum | 963.00000 | 912.00000 | 615950.2 | 206441.20 | 23761.614 |

## 3. Column chart of the means over the four periods

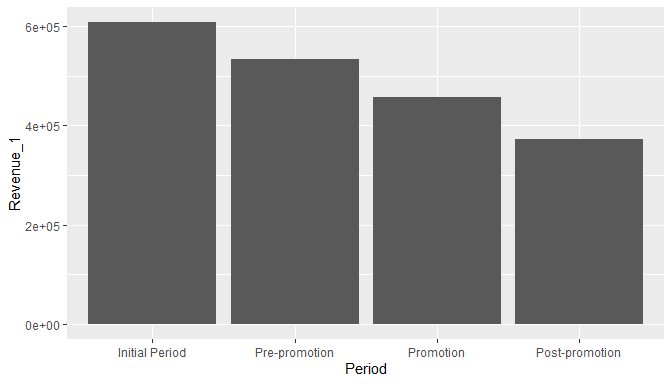
### a. Mean Visits by Period



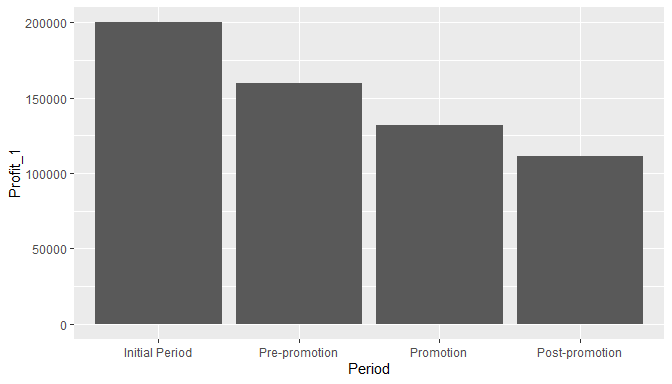
### b. Mean Unique Visits by Period



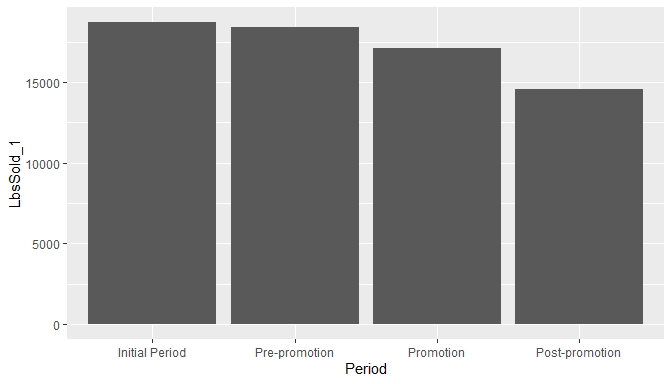
### c. Mean Revenue by Period



### d. Mean Profit by Period



### e. Mean Lbs. Sold by Period

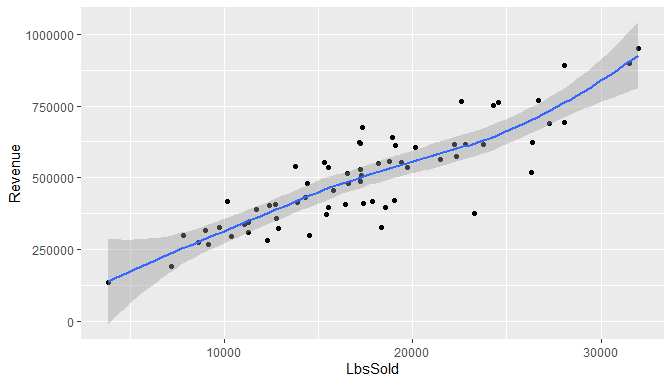


## 4. Summary of findings thus far

Average visits and average unique visits have shown a marked increase in promotion period. However, profit, revenue and lbs. sold show a steady declining trend over the four periods. This suggests that the website promotion did not have a positive effect on financials.

## 5. Revenue and Lbs. Sold

### a. Scatter plot Revenue and Lbs. Sold

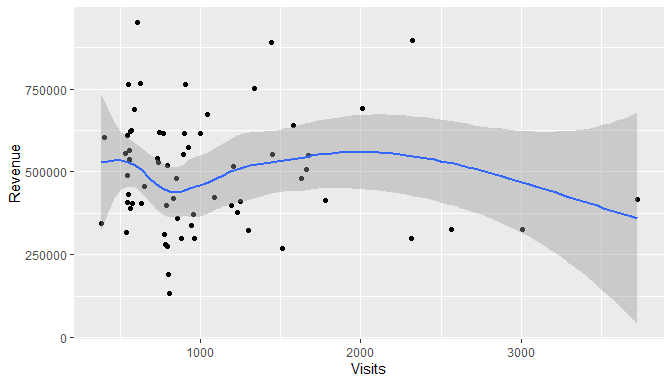


### b. Coefficient of Correlation

## [1] 0.8689297

## 6. Revenue and Visits

### a. Scatter plot Revenue and Visits

 ### b. Coefficient of Correlation

## [1] -0.05939183

## 7. Summary of results

The scatter plot of Revenue and Lbs. Sold shows a high degree of correlation.

The scatter plot of Revenue and Visits mirrors the earlier observations from the column chart - revenue does not increase or decrease with visits. Thus the website did not meet the goal of driving sales.

## 8. Modeling data

### a. Summary of Lbs. Sold data per week from January 3, 2005, through the week of July 19, 2010.

## [1] "Mean: 18681.5551724138"

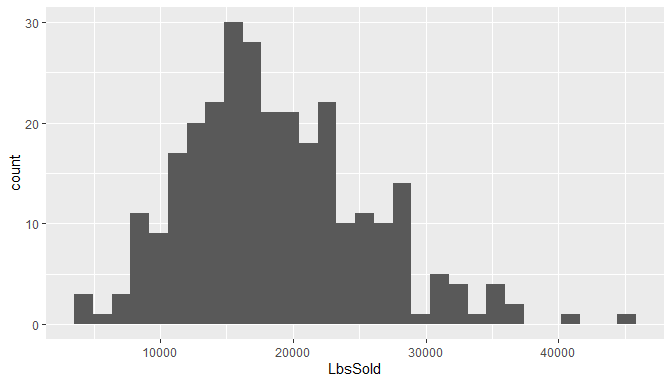
## [1] "Median: 17673"

## [1] "Std. Dev.: 6840.50793952086"

## [1] "Minimum: 3826"

## [1] "Maximum: 44740"

### b. Histogram of the pounds of material sold data.



### c. Histogram description

Histogram appears bell shaped with a few outliers on the right side. Also, mean is greater than median, so the data is right skewed.

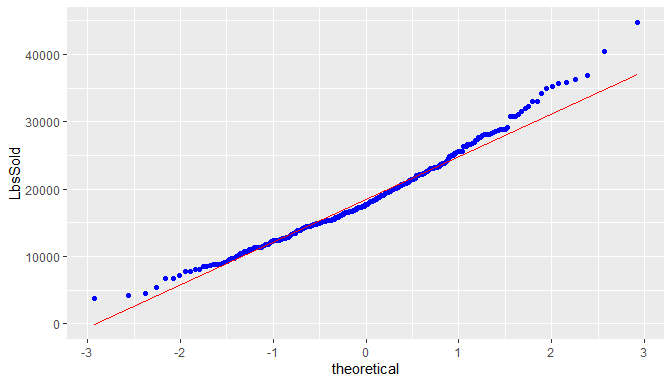
### d. Empirical rule

|  |  |  |  |
| --- | --- | --- | --- |
| Interval | TheoreticalPctOfData | TheoreticalNoOfObs | ActualNoOfObs |
| mean ± 1 std. dev. | 68 | 197.2 | 201 |
| mean ± 2 std. dev. | 95 | 275.5 | 276 |
| mean ± 3 std. dev. 99% | 99 | 287.1 | 288 |

### e. Refine empirical rule

|  |  |  |  |
| --- | --- | --- | --- |
| Interval | TheoreticalPctOfData | TheoreticalNoOfObs | ActualNoOfObs |
| mean + 1 std. dev. | 34.101 | 99 | 84 |
| mean - 1 std. dev. | 34.065 | 99 | 117 |
| 1 std. dev. to 2 std. dev. | 13.669 | 40 | 35 |
| -1 std. dev. to -2 std. dev. | 13.631 | 40 | 40 |
| 2 std. dev. to 3 std. dev. | 2.139 | 6 | 9 |
| -2 std. dev. to -3 std. dev. | 2.131 | 6 | 3 |

### f. Is pound of material sold bell shaped?



From the normal probability plot, we can see the LbsSold data approximates the bell shape but not exactly.

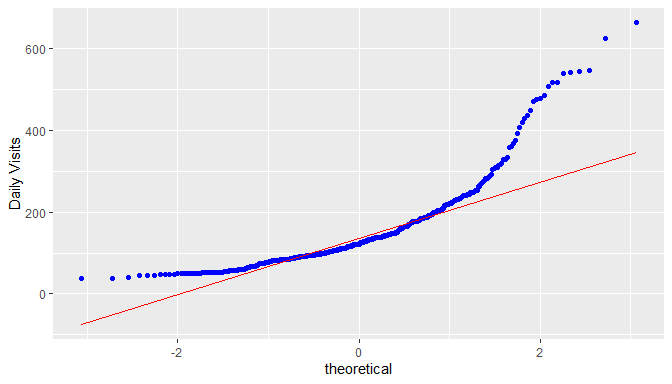
### g. Skweness and Kurtosis

## [1] "Skewness using formula 3\*(mean-median)/sd: 0.442315913378401"

## [1] "Skewness using library: 0.629032218484559"

## [1] "Kurtosis: 3.53337138531912"

## 9. Comparison of the distribution of the pounds sold data with that of the daily visit data.



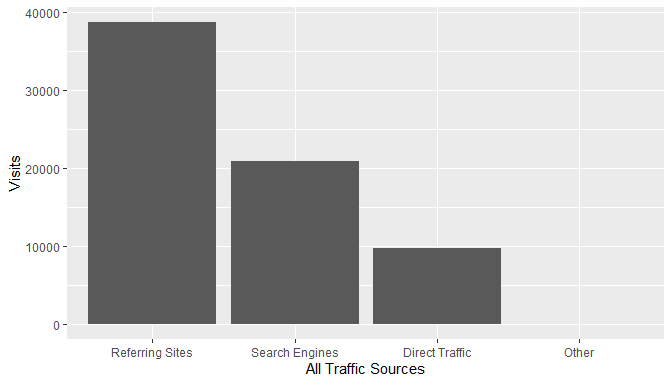
The empirical rule shows the actual number of observations matches the theoretical number of observations within 2nd and 3rd sd, but there is huge difference in the first sd (314 (68%) theoretical vs 392 (85%) actual).

The refined empirical paints a different picture. There are almost twice the number of observations (284in

The mean is greater than median, so the data is right skewed. Skewness and Kurtosis are also high compared to Lbs Sold data.

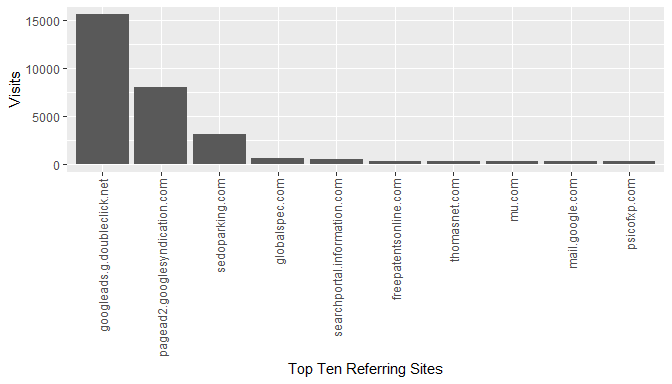
## 10. Demographics

## a. All Traffic Sources



There is significant Direct Traffic, which could be a result of the website link socialized in the promotion. Traffic from search engines could be increased with the help of SEO (Search engine optimization).

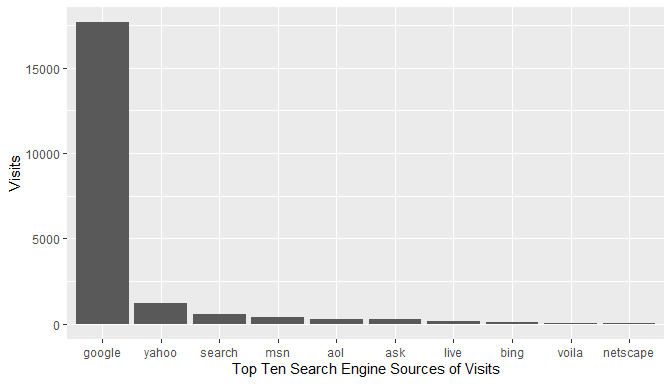
## b. Top Ten Referring Sites



The paid listings on globalspec are generating more referrals than thomasnet, however, both of them together are not generating much referrals compared to google ads.

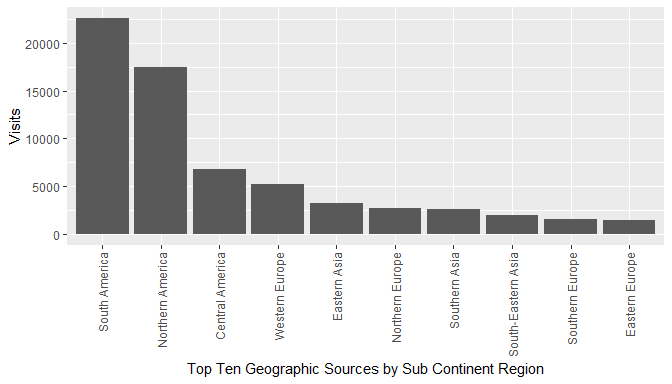
The traffic from sedoparking.com may need to be investigated more as it could indicate users mistyping the QA website address and landing on a parked domain with a similar name.

## c. Top Ten Search Engine Sources of Visits



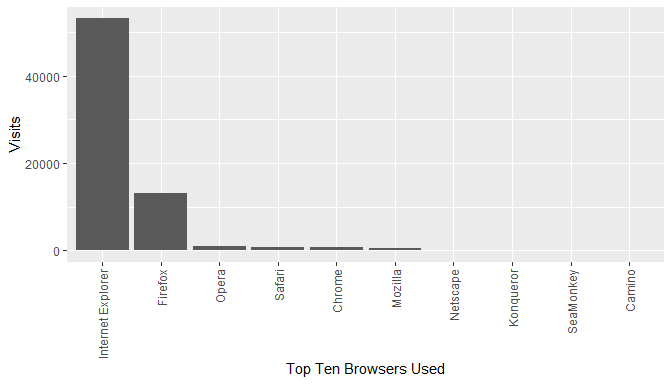
As expected, google is the top search engine source of visits. SEO should be targeted at google search engine.

## d. Top Ten Geographic Sources by Sub Continent Region



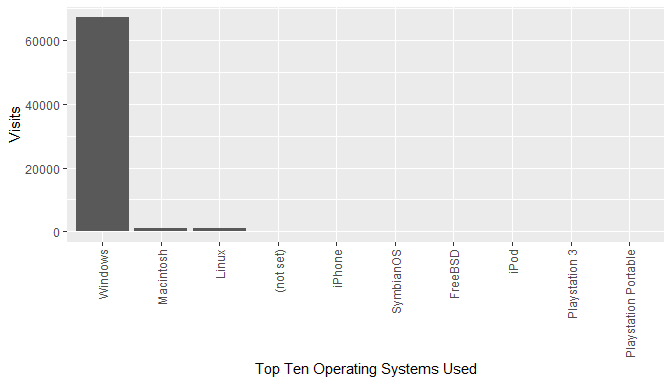
As the traffic is coming from various geographies, it may be a good idea to support multiple languages on the website (internationalization).

## e. Top Ten Browsers Used



Website development / testing should focus on Internet Explorer and Firefox compatibility / support.

## f. Top Ten Operating Systems Used



Website development / testing should focus on Windows platform, followed by Mac and Linux.