Adobe Analytics Challenge 2017

School : UT Dallas
Team : PVN Analysts

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Agenda

- Business Objective and KPI
- Overview : 2016 v. 2017
- Overview : Weekday v. Weekend
- Top 3 Resorts Analysis
  ➢ Room / Non-Room Revenue Analysis
- MGMG Needs Improvement
  ➢ Channel Analysis
  ➢ Referring Domains Analysis
  ➢ External Search Analysis – Google, Bing, and Yahoo
  ➢ Social Network Analysis – Facebook
- Recommendations

Business Objective & KPI

Key Business Objective	Key Performance Indicators
Increase online revenue for MGM	• Order Conversion Rate • Revenue • Average order value • Visits • Unique Visitor • Page View

9 Months 2016 vs. 2017

2016 v. 2017
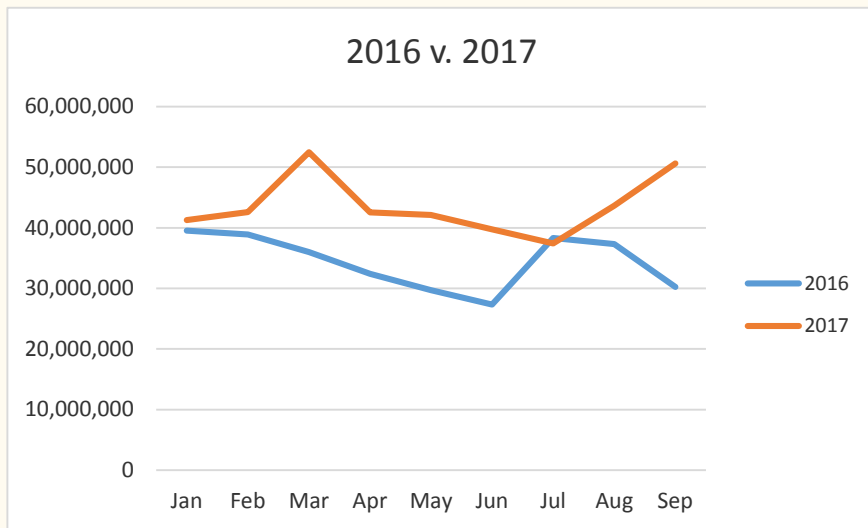
	YoY 9-month change %
$Total Revenue (+Resort Fee)	27%
$Room Revenue + Resort Fee	23%
Unique Visitors	0%
Visits	7%
Internal Campaign Tracking Codes (eVar2) Instances	1334%
External Campaign Tracking Codes Instances	-10%

- Total revenue grows 27% while unique visitors keep the same
- We wonder the root cause of growth is the increase of Internal Campaign Instances

If the External Campaign Instances also increase, the result will be much better

Weekend is Worse than Weekday

	Total Revenue	Orders/Visit	Visits	Unique Visitors	BounceRate	AvgTimeSpent OnSite(sec.)	AvgPageViews/Visit	TimeSpent/ Visitor(sec.)	TimeSpent/Visit (sec.)
Monday	76,526,211	0.0182	8,891,764	7,193,140	33.02%	375	3.52	451	375
Tuesday	78,279,078	0.0184	8,835,782	7,096,197	32.30%	373	3.53	451	373
Wednesday	77,484,888	0.0186	8,787,980	7,073,915	32.70%	372	3.51	449	372
Thursday	75,051,447	0.0187	8,633,920	7,009,216	33.55%	366	3.45	438	366
Friday	68,795,036	0.0181	8,417,340	6,905,732	35.49%	350	3.29	414	350
Saturday	53,062,042	0.0161	8,054,969	6,635,513	36.85%	345	3.21	406	345
Sunday	57,251,712	0.0167	8,053,874	6,619,142	34.81%	363	3.37	428	363

The worst 2 days of a week
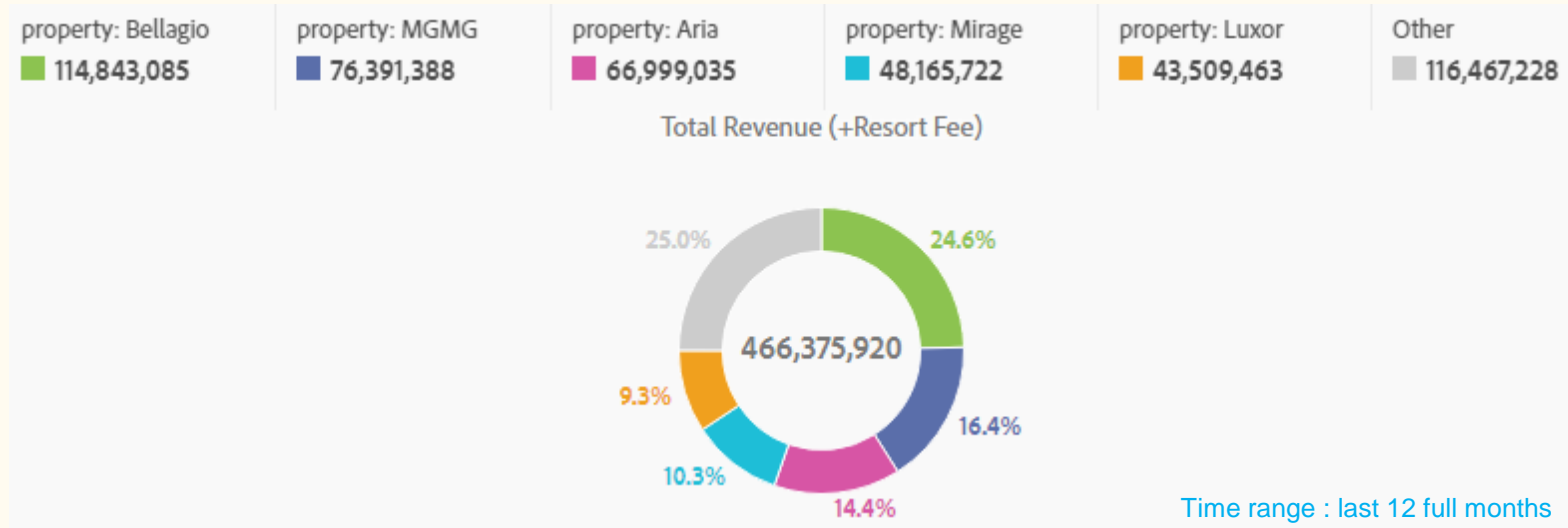The 3rd worst day of a week

- We can not conclude that biz customers are more than recreation customers but we can hypothesize that.
- We can conclude that people during weekday are willing to spend more time

Suggestion :
Weekday ➔ Deliver Informative message or campaigns that need more time to consume
Weekend ➔ Deliver Casual message or campaigns that need less time to consume

Top 3 Resorts

property: Bellagio	property: MGMG	property: Aria	property: Mirage	property: Luxor	Other
114,843,085	76,391,388	66,999,035	48,165,722	43,509,463	116,467,228

Total Revenue (+Resort Fee)

25.0%   24.6%

466,375,920

9.3%   16.4%

10.3%

14.4%

Time range : last 12 full months

- Bellagio, MGMG, and Aria are the top 3 resorts
- Representing 55% of total revenue

Room / Non-room Revenue & Page Views

Time range : last 12 full months

Legend:
- Total Revenue (+Resort Fee)
- Room Revenue + Resort Fee
- Page Views
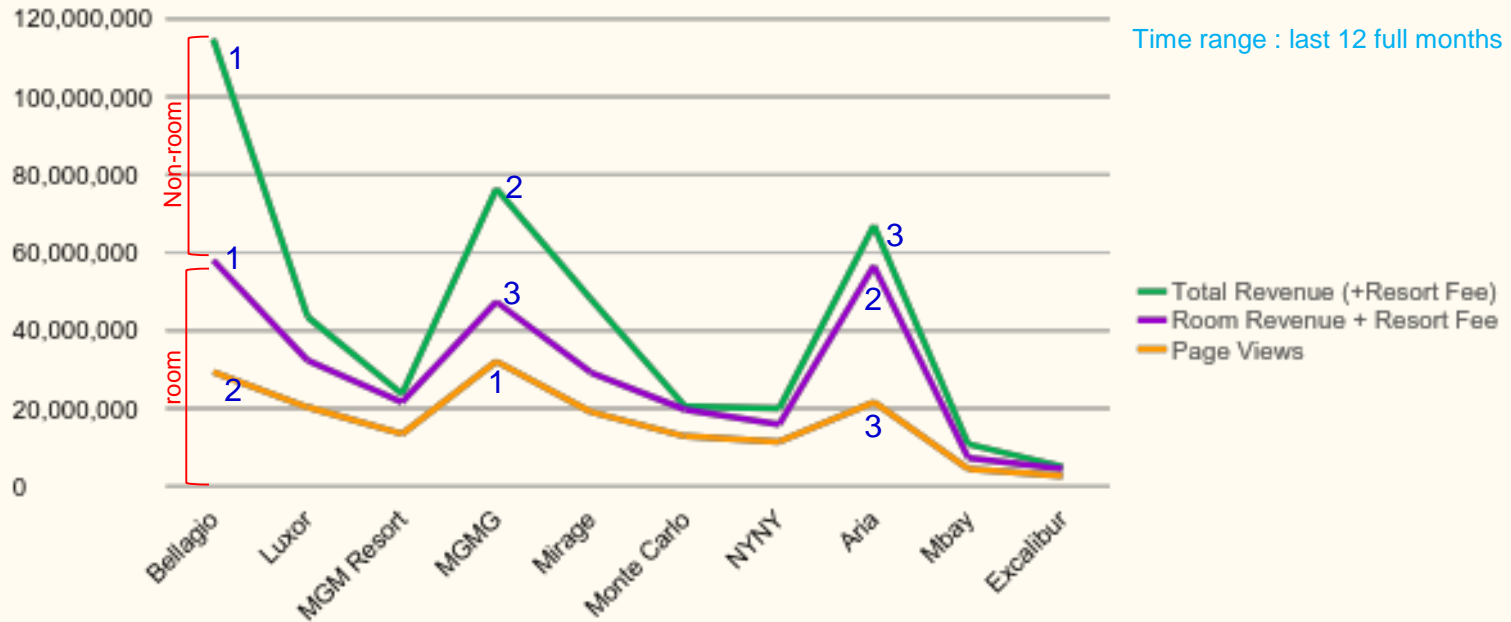
- Bellagio : #1 in room and #1 in non-room sales (Ent., Dining)
- MGMG : #1 in page views(also in visits & unique visitors) but #3 in room sales
- Aria : #3 in page views but room sales close to #1. Very few in non-room sales

MGMG Needs Improvement

- MGMG gets lower order conversion than others in the past 12 months.
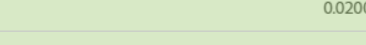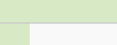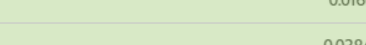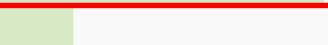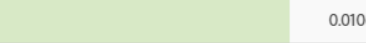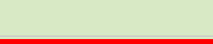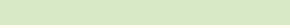
MGMG needs to increase its conversion rate

MGMG Channel Analysis

- Low order conversion rate on natural referrers (mobilitie and aprimo) and social networks.

Channel Stacking (eVar25) (evar25) Page: 1 / 561 > Rows: 50 1-50 of 28,048	Visits	Bounce Rate	Orders per Visit
	↓10,695,686		0.0162
1. natural search	3,822,591 35.7%	30.00%	0.0167 100.0%
2. other natural referrers	1,355,177 12.7%	66.00%	0.0064 39.2%
3. paid search	1,089,599 10.2%	14.04%	0.0200 100.0%
4. typed/bookmarked	1,060,566 9.9%	28.26%	0.0160 98.7%
5. None	688,070 6.4%	7.98%	0.0384 100.0%
6. paid social networks	312,522 2.9%	74.20%	0.0010 6.2%
7. display view-through	262,776 2.5%	17.99%	0.0232 100.0%
8. display	194,111 1.8%	51.22%	0.0106 65.3%
9. mgm properties wifi private browsing	185,595 1.7%	64.38%	0.0001 0.6%
10. social networks	171,619 1.6%	72.14%	0.0043 26.6%

Referring Domains Analysis

- Google got the highest traffic (46%), but Bing only 3% and Yahoo 2.3%
- However, Bing and Yahoo got the highest conversion rate (22.6% & 18.6%) while Google only 14.7%
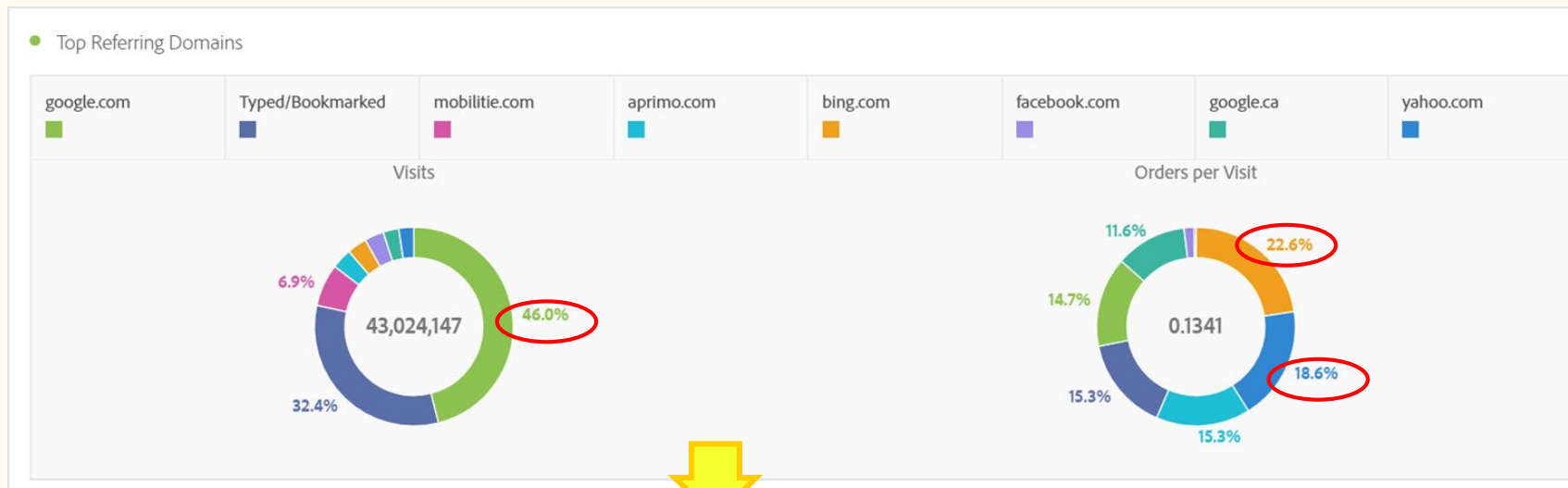
Goals:
- Increase conversion rate of traffic from Google.
- Increase traffic from Bing and Yahoo.

How To Improve Conversion Rate from Google

Top Search Keywords (eVar6) for 3 Top Resorts

Aria	Bellagio	MGMG
spa	parking	pool
pool	pool	spa
parking	wedding	parking
wedding	spa	david copperfield
restaurants	buffet	restaurants
aria	weddings	gym
gym	restaurants	ka
weddings	map	boxing
wifi	o	west wing king

Legend:
- sports (green)
- info (gray)
- dining (pink)
- entertainment (cyan)
- room (orange)

Suggestion:

Use these keywords to maximize SEO and PPC campaign

Bing and Yahoo Got High Average Order Value

Facebook Got High Bounce Rate

	Visits		Bounce Rate	
Referring Domain Page: 1 / 841 › Rows: 10	Oct 1	↓10,695,686	Oct 1	Sep 30
1. google.com	3,686,430	34.5%		23.7%
2. Typed/Bookm...	2,172,516	20.3%		21.9%
3. mobilitie.com	935,039	8.7%		82.4%
4. facebook.com	387,523	3.6%		66.7%
5. bing.com	270,480	2.5%		11.8%
6. google.ca	244,576	2.3%		24.9%
7. google.co.uk	230,692	2.2%		27.4%

Top Referring Domains

Suggestion : Create landing pages which are more attractive to customers.

Entry Pages from Facebook

• People had high expectations of "grand pool complex" which brought 25% new users and 26% visits, but which got the highest bounce rate (91.3%).
• The pages of "show booking:show selection" and "entertainment:mike tyson" got the same problem of high bounce rate (82.5% & 86.4%)

	Visits		Page Views		Bounce Rate		Unique Visitors	
facebook.com	387,523	3.6%	573,709	2.0%	66.7%		328,738	4.4%
Entry Page Page: 1 / 32 > Rows: 25 1-25 of 782	Oct 1	387,205	Oct 1	↓573,709	Oct 1	Sep 30	Oct 1	Sep 30 328,738
1. mgmg:booking:room booking:select dates	59,890	15.5%	120,820	21.1%	35.0%		52,744	16.0%
2. mgmg:amenities:grand pool complex	102,840	26.6%	109,926	19.2%	91.3%		83,462	25.4%
3. mgmg:mgm grand las vegas home	52,622	13.6%	95,986	16.7%	56.1%		49,105	14.9%
4. mgmg:booking:show booking:show selection	44,822	11.6%	50,898	8.9%	82.5%		36,987	11.3%
5. mgmg:entertainment:mike tyson	39,885	10.3%	48,196	8.4%	86.4%		35,362	10.8%
6. mgmg:restaurants:morimoto	17,278	4.5%	20,022	3.5%	62.7%		14,728	4.5%
7. mgmg:hotel:executive queen suite	6,031	1.6%	15,018	2.6%	35.9%		5,365	1.6%
8. mgmg:hotel:grand queen	4,745	1.2%	11,845	2.1%	35.2%		4,144	1.3%
9. mgmg:hotel:stay well grand king	4,214	1.1%	10,129	1.8%	36.0%		3,738	1.1%
10. mgmg:hotel:grand king	3,484	0.9%	7,958	1.4%	42.0%		3,093	0.9%
11. mgmg:booking:room booking:room choices	5,651	1.5%	7,619	1.3%	6.1%		5,482	1.7%
12. mgmg:booking:room booking v2:select dates	3,850	1.0%	7,331	1.3%	1.0%		3,826	1.2%

Recommendation

- Differentiate delivered message and campaigns between weekday and weekend.

- Utilize internal keywords such as sports and show name to optimize external SEO and PPC.

- Set MGMG as the main target to improve.

  - Increase Ad budget on high-converting channels such as Bing and Yahoo to drive more traffic.

  - Offer attractive entry pages for MGMG Facebook users.