MKT 6352 Midterm A

Name: …………………………………

NetID:…………………………………

True or False *(1 point each)*

1. An event is a numeric count of a specific action that occurred on the website
   TRUE   FALSE
2. eVar is a traffic variable that allows us to tie revenue to a specific value
   TRUE   **FALSE**
3. A Counter event increases the count by "1" each time the event is set
   TRUE   FALSE
4. eVar values persist while sProp values don't persist
   TRUE   FALSE
5. A Visit is a session of no more than 12 hours of continuous activity, with no more than 45 minutes of inactivity
   TRUE   **FALSE**
6. Unique Visitor is synonymous of Unique Customer
   TRUE   **FALSE**
7. A Single Access happens when the customers lands on the website, scroll down the page and leaves without viewing a second page
   TRUE   FALSE
8. AUR is equal to Revenue divided by Units
   TRUE   FALSE
9. Conversion is equal to Visits divided by Orders
   TRUE   **FALSE**
10.   AOV is equal to Revenue divided by Orders
    TRUE   FALSE

11. Participation allocations means the success event is allocated evenly for each page/value
   TRUE   **FALSE**

12. Natural Search is the organic listings showed when customers perform a search on search engines
   TRUE   FALSE

13. Natural Search traffic can be identified by looking at tracking code and search engine
   TRUE   FALSE

14. Keywords used on search engines can be found in the internal search keyword report
   TRUE   **FALSE**

15. A traffic report (sProp) can be broken down by a conversion report (eVar)
   TRUE   **FALSE**

16. Segments can be built at Customer, Visitor, Visit and Hit level
   TRUE   **FALSE**

17. Saint Classification are used to upload external data into Adobe Analytics
   TRUE   FALSE

18. Unspecified in the Tracking Code report represents Direct Load & Natural Search
   TRUE   FALSE

19. The number of entries on a website is higher than the number of exits by definition
   TRUE   **FALSE**

20. Adobe Analytics geographic data is based on survey data
   TRUE   **FALSE**

Multiple Choice (xx points each).

21. Assume that Page Views were recorded at the following times from one unique cookie (Visitor) on the same day:
9:00am, 9:31am, 10:00am, 10:35am, 11:00pm, 11:29pm
How many visits are there? *(3 points)*
    a. 1 visits
    b. 3 visits
    c. 4 visits
    d. 6 visits

22. For September 2019 which of the below products are outliers using Units as metric? Use 2 standard deviations *(5 points)*
    a. **Carry On black croc skin**
    b. Nourishing Body Gel
    c. **Embroidered Strapless Dress**
    d. Full Harmony

23. For January 2019 calculate visits, visits penetration and conversion for PC, Tablet and Mobile Phone for Repeat Visitor. Show your work. *(5 points)*

    Visits: **PC 78,362; Mob Phone 31,553; Tablet 143**

    Visits Penetration: **PC 71.2%; Mob Phone 28.7%; Tablet 0.1%**

    Conversion: **PC 8.91%; Mob Phone 11.03%; Tablet 8.39%**

24. For September 2018 what is the tracking code with highest AOV and at least 2,000 visits (exclude unspecified). Show your work. *(3 points)*

25. For August 2019, the marketing expense for Email campaigns was $1MM. If the Cancel Rate is 10% and the Return Rate is 45%, what is the ROI? Show your work. *(10 points)*

Revenue = $2,455,814

Net Sales = 1,215,627

ROI $ = 215,627

ROI = 0.22

26. For November 2017 what are the 3 most common pages that visitors view after the Home Page. Show your work. *(5 points)*

Page 1: **Children& Toys**   Instances: **13,203**

Page 2: **Womens**   Instances: **9,453**

Page 3: **Mens**   Instances: **8,127**

27. For July 2019, run a product conversion funnel report for "Black Sequin Dress" and populate the below information. Show your work. *(5 points):*
    a. Average Orders per Checkout

0.32

    b. Product Views

1,145

    c. Average Revenue per Unit

$333.75

28. For February 2018 how many visits were generated by visits that saw the Product Descriptions page and within 10 page views placed an order? Show your work. *(5 points):*

21

Segment at the visits level where [page = Product Descriptions] then within 10 page views [order exists]

29. Your company is considering creating an Italian website to accommodate the growing demand. The yearly cost of the project is $1MM and will increase Revenue for the country by 50%. be your analysis on 2018 data and consider a 10% return rate and 40% cancellation rate. Would you recommend to implement the project? Show your work. *(10 points)*

	No Project	With Project
Revenue 2018	$5,107,856	$7,661,784
After Cancel	$44,597,070	$6,895,606
After Return	$2,758,242	$4,137,363
Cost	0	$1,000,000
Profit	$2,758,242	$3,137,363

30. For January 2019 complete the below tr and identify the change in revenue and its drivers. Show your work. *(15 points)*

	LY	TY	% vs LY	# vs LY	Metric Change Impact on Revenue
Revenue	$22,657,339	$22,126,687	-2%	-$530,652	
Visits	95,610	286,030	199%	190,420	$45,125,097
Conversion	13.56%	4.44%	-67%	-9.12%	-$15,245,605
AOV	$1,747.85	$1,744.18	0%	-$3.67	-$47,514

What is driving the change in revenue?

31. By leveraging the c answer the below questions (2 points each):
   a) What is the pagename when you perform a search on neimanmarcus.com for "chanel sunglasses"
   Pagename: **Designers:CHANEL:FASHION**
   b) What evar captures the filter type (ex size) when you filter on any search page on neimanmarcus.com
   Evar: **evar36**
   c) What prop or evar tracks if users are logged in or not on neimanmarcus.com
   Prop: **prop24**
   Evar: **evar9**

d) Is Nordstrom.com using Adobe Analytics as web analytics tool? Explain your answer.

NO

32. For February 2018:

a) *Which mobile 1acturer with more than 100 orders has the highest Conversion Rate (Visit)? Show your work. (3 points)*

Verizon 20.29%

b) *Which product finding method by that manufacturer has the highest AOV? Show your work. (3 points)*

Wish-List 1,416.44