

MKT 6352 Quiz 2 A

1. For August 2019 which of the below pages are outliers using Exits as metric? (use 1 standard deviation) (3 points)

- a. Facebook App Home
- b. Womens:Dresses
- c. Straight Light Jean
- d. Womens

2. For April 2019, calculate (3 points):

- a. What marketing channel generated most cart additions (excluding Unspecified):

Channel: Email Cart Additions: 9,858

- b. Within that channel which product generated most revenue

Product: Pumi Luggage Set Revenue: \$77,250

- c. Within that channel which page collected most page views

Page: Home Page Page Views: 8,461

For March 2019, run a product conversion funnel report for “Logo Side Watch” and populate the below information (3 points):

- a) Units: 232
- b) Average Units per Product View: 0.11
- c) Checkouts to Orders: 24.57%

