



# Marketing Web Analytics and Insights

## Group Project



# Group Project Guidelines

The group project is modelled after the “[Adobe Analytics Challenge](#)”. Some slight modifications are introduced as the challenge is only available in the Fall semester:

1. You will select a Company (with e-commerce business) for your project
2. You will assume that data in the Google Merchandise Store account is representative of the company selected

Presentation must be within 20 slides and you will have 15 minutes to present. The presentation will need to be recorded as an MP4 file and uploaded on e-learning, in addition to the excel file containing your analysis.

# Group Project Workflow

1. Identify a Company (with e-commerce business) that you want to use for the project
2. Provide a brief description of the company
3. Establish key business objectives and success metrics that you will use to evaluate performance based on the company's characteristics and public statements about its goals
4. Access the [Google Merchandise Store](#) account and assume the data available is representative of your company
5. Using Oct 2022 as timeline ( vs Oc 2021 ) provide a summary of the company's ecommerce performance and analyze the factors impacting the selected KPIs (provide an excel file with your analysis and brief, but detailed summary in your slides with major trends, etc).
6. Based on the findings of your analysis, provide actionable commendations for business improvement

# Grading Criteria

- Establish key business objectives and success metrics. I want to confirm you understand what the company's business goals are and based on those what the appropriate KPIs to monitor are. This criterion is included to make sure you anchor your analysis and findings on what's important to the business. **15%**
- Analyze factors impacting success metrics. I will be evaluating the quality, depth, uniqueness, and potential value of your analysis. It is important to provide a summary of the KPIs performance and insights on what is driving it. **35%**
- Recommend opportunities for business improvement. I expect to see a connection between your analysis findings and the recommendations you make. The more actionable and impactful your recommendations, the better. **35%**
- Professionalism and communication skills. I am looking for polished presentations that are rehearsed and presented in a professional manner. Easy to read slides and clear recording are also included in this. **15%**

# Goals

The goals of the group project are to familiarize yourself with:

- Pulling data from Google Analytics as we do not have a quiz covering this section of the class
- Understanding a company's business and what KPIs you should select to fully evaluate performance
- Performing analysis to provide a summary on performance and explain in a simple and clear way to Sr Executive what is driving the change
- Providing actionable business recommendations based on the analysis you performed (be an thermostat not a thermometer)
- Presenting your findings in limited time (you only have a few minutes in a meeting to share your point, what is really important?)

# Google Merchandise Store Data

To access Google Merchandise Store data follow the instructions at the below URL

<https://support.google.com/analytics/answer/6367342?hl=en>