SCM 651: Business Analytics

WEEK 3

Agenda

Teams

Review of concepts

Group discussion of articles

- Web Analytics: Enhancing Customer Relationship Management
- How eBay Uses Data and Analytics to Get Closer to Its (Massive) Customer Base

Homework #1: due before next class

Week 3 - Review

One-way sensitivity analysis

- Only one variable changes, allowing you to see the effect on the outcome

Two-way sensitivity analysis

- Two variables changes simultaneously, allowing you to see the joint effect

Week 3 - Review

Google Analytics: general measures

- Visits, new visits, % new visits
- Bounce rate, average visit duration

Google Analytics: locations

- Countries, states, cities
- Visits, new visits, % new visits

Google analytics: behavior

- Frequency and recency
- Engagement (length of time on site)

Week 3 - Review

Google Analytics: technology

- Operating system & browser
- Network provider
- Mobile device

Google Analytics: visitor flow

- Entry and exit point

Week 3 - Review

Google Analytics: Acquisition

- Channels (organic search, referral, direct, social, email)
- Source/medium (google/organic, direct/none, syr.edu/referral, bing/organic, va.gov/referral)

Week 3 - Review

Google Analytics: advertising

- Advertising (key words, adwords)
- Dayparting (time of day)

Google Analytics: social

- Facebook, LinkedIn, Twitter, Google+

Week 3 - Review

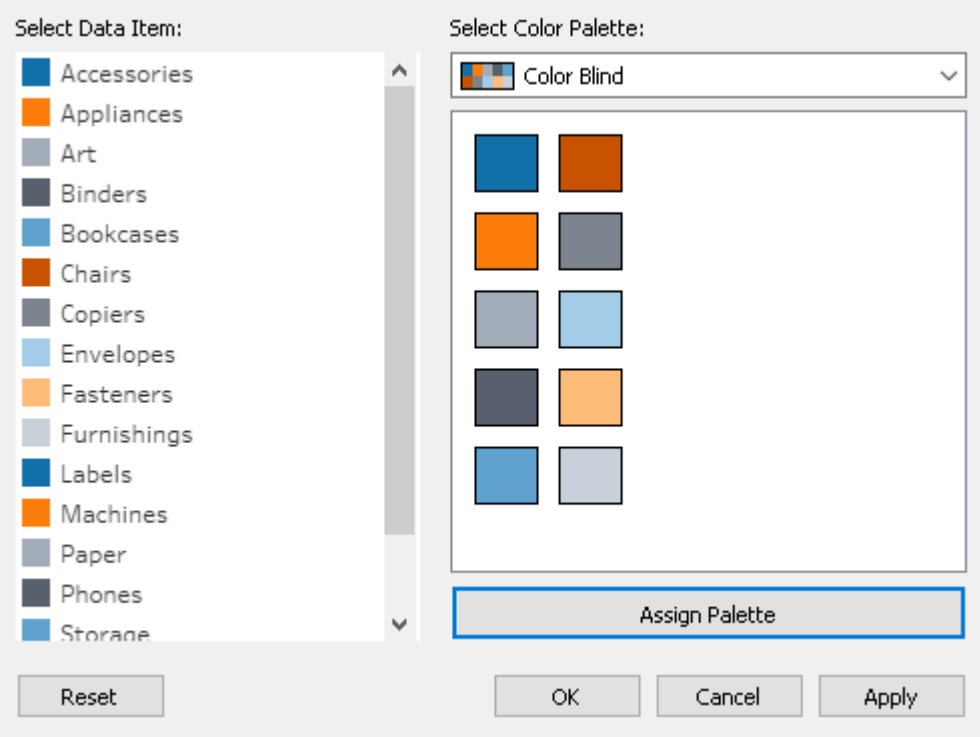
Conditional formatting

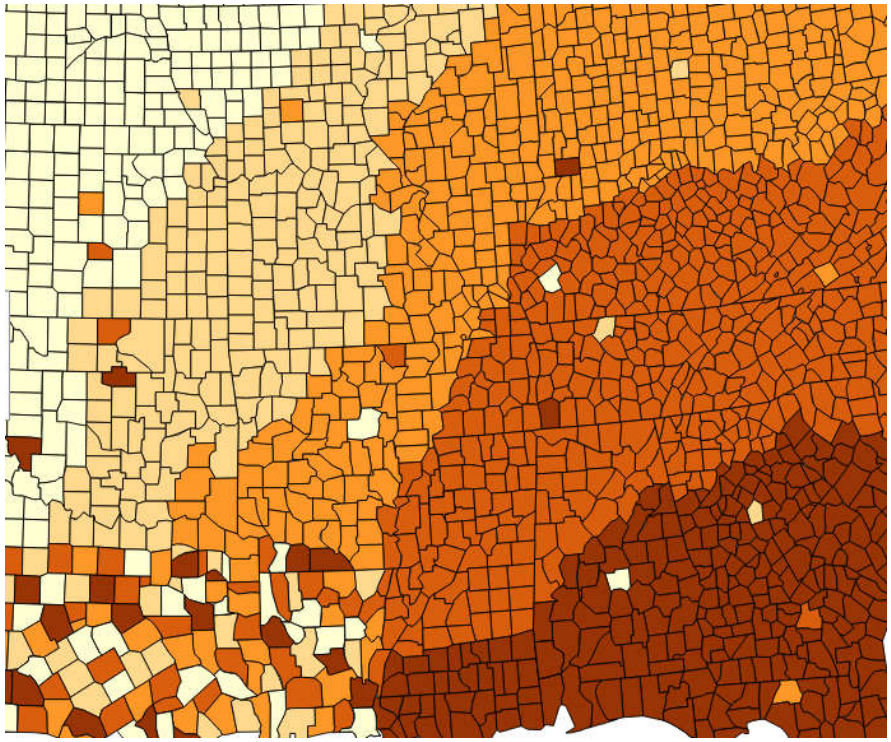
- Colors, bars, icons to facilitate interpretation
- When are some better than others?

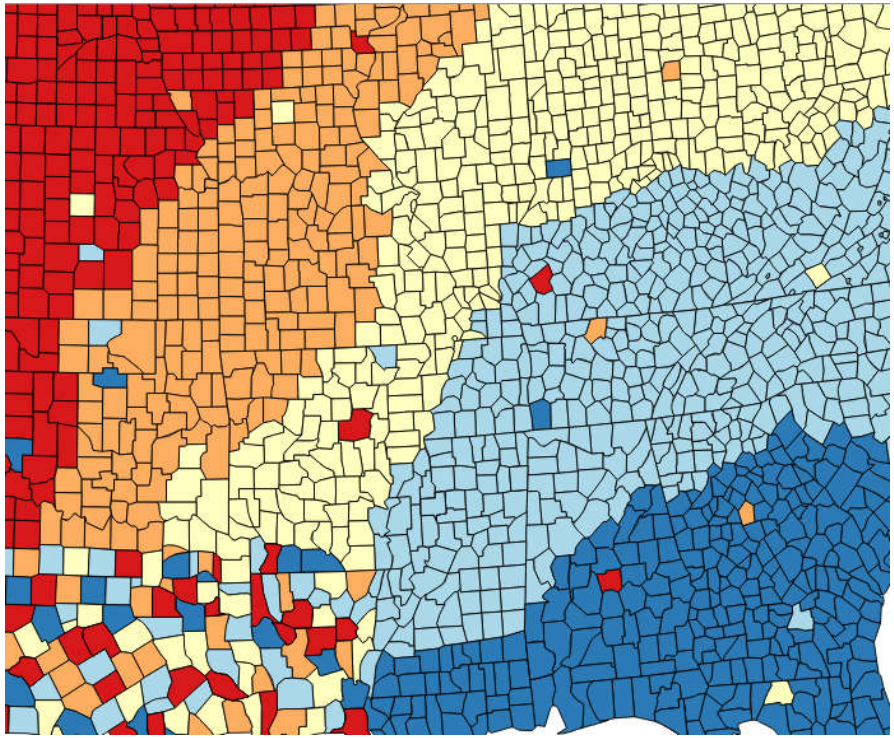
Dashboards

- Combine table and graphical representation

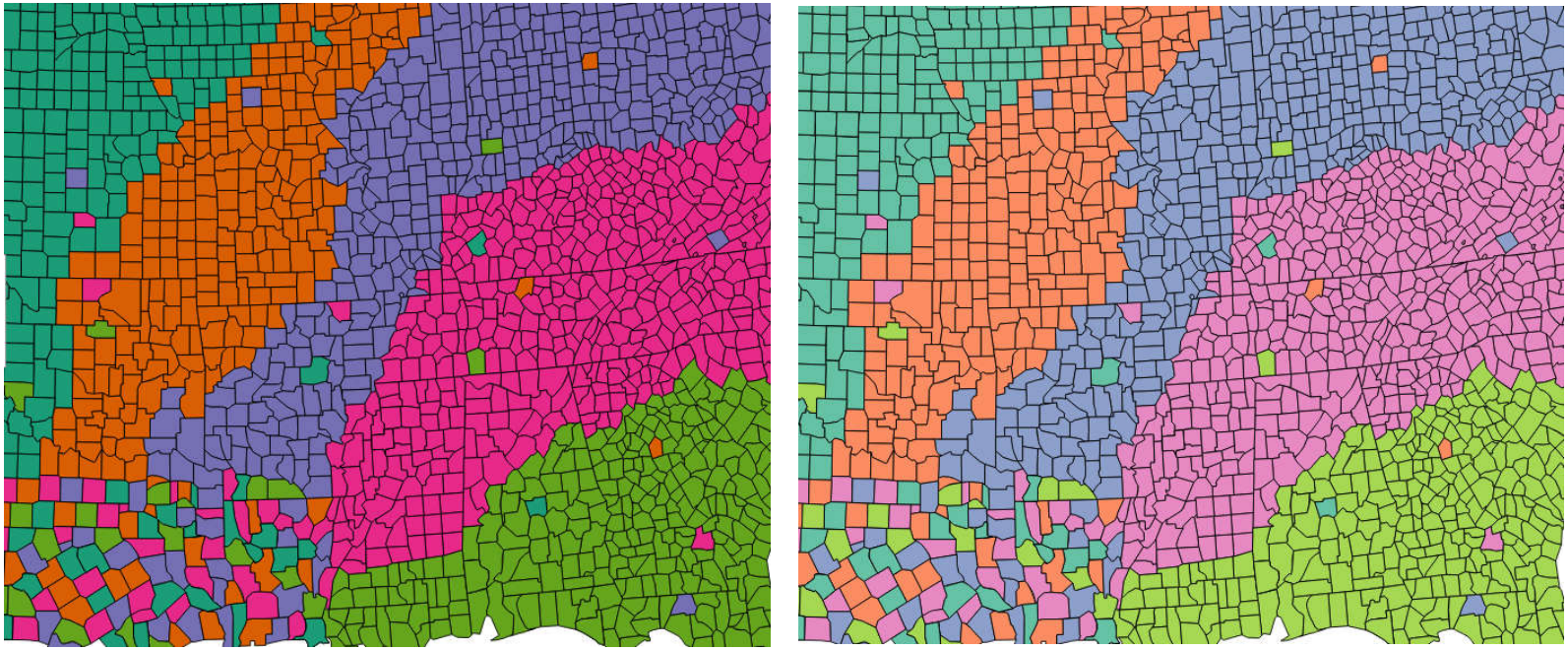
Palette Choices







www.colorbrewer2.org



www.colorbrewer2.org

Article #1: Web Analytics

- Web Analytics: Enhancing Customer Relationship Management
  - Describe the four main categories of metrics and relate to the Google analytics lessons
    - Website usability; Traffic sources; Visitor profiles; Conversion statistics
  - Describe the common techniques for Web analytics
    - Clustering/classification; Association rules; Path analysis; Sequential patterns
  - What are some business applications of web analytics?

Article #2: How eBay Uses Data

How eBay Uses Data and Analytics to Get Closer to Its (Massive) Customer Base

- What is an A/B test and what is its purpose?
- Describe the three biggest challenges of web data
  - Data at a large scale
  - Collecting the right data
  - New kinds of data
- How can Power Sellers use data better?
- Why are web analytics better than surveys?