DS 1.1.4

1. Based on pageviews, see which of the three goods was viewed the most during each month. Perhaps pageviews vary during certain times of the year (holidays, seasons). If the products are sold internationally, this could create more variables. The activity of the website and purchases data will be used to determine which products were bought and how many times a person visited before buying. The success of ads will determine from the number of clicks and whether or not the product is actually purchased. This data will be the most useful to decide which product to place on the new campaign. With the cost and price information, the most optimal product can be picked based on profit generated. All these factors need to be considered when picking the right product. It is a combination of everything not just which one will bring in the most money.
2. With the timestamp information, see which steps users are taking the most time to complete. This will be the area that needs to be improved. I would guess the payment or plan choice page will take the longest. With the marketing spend information, there could be an opportunity to revamp the plans and market them.
3. Since traveling is very seasonal, different lists should be made for different times of the year. The number of clicks on a hotel play a role in its ranking. The number of clicks that turn into a booking should also be a factor in ranking. The popularity availability and price should determine where hotels rank.
4. The data should be analyzed to determine which groups of people are most actively using the social network. The frequency of login and length of session will be useful in determining this. The churn could exist within a certain age group.