Part 1: Google Analytics Background The Whitman School of Management launched an Internet recruiting campaign in February 2011, using Google ads and Delta Airlines flight magazine advertisements. An assessment of opportunities and results is now necessary to establish the direction for 2020-2021.

Resources Use Google Analytics to examine the Whitman Graduate Programs Internet marketing campaigns. All data can be accessed via Google Analytics. If you have any questions, please send me an email. All data is between January 1, 2011 and December 31, 2014. Use only this timeframe.

Questions: Problem #1: Whitman.syr.edu (Exclude SU) Use the Whitman.syr.edu (Exclude SU) data for these questions.

Problem #1 questions (Whitman.syr.edu (exclude SU)):

1. What is the first month in 2011 that has a click for the Google Ad Campaign?

February

1. What is the day of the month that has the first click for the Google Ad Campaign?

26th February

1. Between January 1, 2011 and September 30, 2011, how many clicks were recorded for the Campaign/Campaign ID: Whitman FT MBA?

9358

1. Between January 1, 2011 and September 30, 2011, what was the cost for the Campaign/Campaign ID: Whitman FT MBA? (two decimal places, no dollar sign)

37699.45

5. Between January 1, 2011 and September 30, 2011, what was the cost per click for the Campaign/Campaign ID: Whitman FT MBA? (two decimal places, no dollar sign)

4.03

6. Between January 1, 2011 and September 30, 2011, what was the bounce rate for the Campaign/Campaign ID: Whitman FT MBA? (two decimal places, no % sign, xx.xx)

78.39

7. Between January 1, 2011 and September 30, 2011, what was the pages/session for the Campaign/Campaign ID: Whitman FT MBA? (two decimal places, xx.xx

1.83

Problem #2: MBA Marketing – Full-time Use the MBA Marketing – Full-time data for these questions. Only consider the dates from July 1, 2012 through December 31, 2013. Problem #2 questions (MBA Marketing – Full-time):

8. What is the first month between July 1, 2012 and December 31, 2013 that has a click for the Google Ad Campaign?

October

9. What is the day of the month between July 1, 2012 and December 31, 2013 that has the first click for the Google Ad Campaign?

October 26th, 2012

10. Between October 1, 2012 and September 30, 2013, how many clicks were recorded for the Campaign/Campaign ID: Whit MBA?

4751

11. Between October 1, 2012 and September 30, 2013, what was the cost for the Campaign/Campaign ID: Whit MBA? (two decimal places, no dollar sign)

78,144.53

12. Between October 1, 2012 and September 30, 2013, what was the cost per click for the Campaign/Campaign ID: Whit MBA? (two decimal places, no dollar sign)

16.45

13. Between October 1, 2012 and September 30, 2013, what was the bounce rate for the Campaign/Campaign ID: Whit MBA? (two decimal places, no % sign, xx.xx)

82.53

14. Between October 1, 2012 and September 30, 2013, what was the pages/session for the Campaign/Campaign ID: Whit MBA? (two decimal places, xx.xx)

1.27

Problem #3: MBA Marketing – iMBA Use the MBA Marketing – iMBA data for these questions. Only consider the dates in 2012. Problem #3 questions (MBA Marketing – iMBA):

15. What is the first month between January 1, 2012 and December 31, 2012 that has a click for the Google Ad Campaign?

February

16. What is the day of the month between January 1, 2012 and December 31, 2012 that has the first click for the Google Ad Campaign?

2

17. Between January 1, 2012 and December 31, 2012, how many clicks were recorded for the Campaign/Campaign ID: Whit MBA?

9804

18. Between January 1, 2012 and December 31, 2012, what was the cost for the Campaign/Campaign ID: Whit MBA? (two decimal places, no dollar sign)

107120.34

19. Between January 1, 2012 and December 31, 2012, what was the cost per click for the Campaign/Campaign ID: Whit MBA? (two decimal places, no dollar sign)

10.93

20. Between January 1, 2012 and December 31, 2012, what was the bounce rate for the Campaign/Campaign ID: Whit MBA? (two decimal places, no % sign, xx.xx)

89.22

21. Between January 1, 2012 and December 31, 2012, what was the pages/session for the Campaign/Campaign ID: Whit MBA? (two decimal places, xx.xx)

1.14

Problem #4: Google Ads Summary Compare the results of the three Google Ad campaigns. Use your answers to Parts 1, 2, 3 to solve the following questions. Possible answers are Whitman.syr.edu (exclude SU), or MBA Marketing – Full-time, or MBA Marketing – iMBA. Problem #4 questions:

22. Which campaign had the highest number of clicks?

MBA Marketing – iMBA

23. Which campaign had the highest cost per click?

MBA Marketing – Full-time

24. Which campaign had the lowest bounce rate?

Whitman.syr.edu (exclude SU)

25. Which campaign had the highest pages/session?

Whitman.syr.edu (exclude SU)

Part 2: Access Queries Background For this section, you are required to create queries to retrieve data from an Access database. You can use SQL, Query Wizard, or Query Design (recommended). Your score is based on your answer, not on the technique used.

Resources Use the Access database Orders.accdb in BlackBoard’s Content:

Problem #5: Simple Query Perform a simple query on the products, calculating the minimum Unit Price, average Unit Price, maximum Unit Price, total Units in Stock, and total Units on Order.

Problem #5 questions:

26. What is the minimum Unit Price?

2.50

27. What is the average Unit Price?

28.87

28. What is the maximum Unit Price?

263.50

29. What is the total Units in Stock?

3119

30. What is the total Units on Order?

780

Problem #6: Multiple Table Query (two tables) Perform a multiple table query on suppliers and products to find average Unit Price, total Units in Stock, and total Units on Order for each company. Problem #6 questions:

31. What is the average Unit Price for products from Leka Trading?

26.48

32. What is the total Units in Stock for products from Bigfoot Breweries?

183

33. What is the total Units on Order for products from Karkki Oy?

60

Problem #7: Multiple Table Query (two tables) Perform a multiple table query to calculate the minimum freight, average freight, and maximum freight by shipper company name.

Problem #7 questions:

34. What is the minimum freight charge for Federal Shipping?

0.40

35. What is the average freight charge for Speedy Express?

65.00

36. What is the maximum freight charge for United Package?

890.78

Problem #8: Multiple Table Query (criteria) Perform a query for each of the questions listed below. All require one or more criteria.

Problem #8 questions:

37. How many supplier company names have total Units in Stock greater than 200?

3

38. How many supplier company names have total Units in Stock less than 50?

3

39. How many supplier company names have total Units in Stock equal to 98?

2

Problem #9: Multiple Table Query (criteria) Perform a query for each of the questions listed below. All require one or more criteria.

Problem #9 questions:

40. Which supplier country has total Units in Stock greater than 600?

USA

41. Which supplier country has total Units in Stock less than 50?

Brazil

42. Which supplier country had total Units on Order equal to 50?

Sweden

43. Which supplier country has Units in Stock greater than 250 and Units on Order = 0?

Canada

Problem #10: Multiple Table Query (sorting) Perform a query for each of the questions listed below. Sorting the result will assist on these.

Problem #10 questions:

44. Which employee last name has the largest number (count) of orders?

Peacock

45. Which employee last name has the smallest number (count) of orders?

Buchanan

46. Which employee last name has the largest total freight?

Peacock

47. Which employee last name has the smallest total freight?

Dodsworth

Problem #11: Multiple Table Query (two tables and criteria) Perform a query for each of the questions listed below.

Problem #11 questions:

48. What is the maximum Units in Stock for the category Seafood?

123

49. What is the maximum Units on Order for the category Seafood?

70

50. What is the maximum of Reorder Level for the category Seafood?

30