

Keywords reporting

Stefan Duprey

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Table des matières

1. Keywords per magasin	1
2. All magasins together	2
3. Magasin--informatique	3
4. Magasin--musique-cd-dvd	4
5. Magasin--musique-instruments	5
6. Magasin--dvd	6
7. Magasin--livres-bd	7
8. Magasin--juniors	8
9. Magasin--high-tech	9
10. Magasin--vin-champagne	10
11. Magasin--photo-numerique	11
12. Magasin--animalerie	12
13. Magasin--electromenager	13
14. Magasin--le-sport	14
15. Magasin--telephonie	15
16. Magasin--arts-loisirs	16
17. Magasin--pret-a-porter	17
18. Magasin--auto	18
19. Magasin--Unknown	19
20. Magasin--maison	20

Chapitre 1. Keywords per magasin

Magasin	Percentage of keywords
informatique	8.69
musique-cd-dvd	3.27
musique-instruments	0.32
dvd	3.01
livres-bd	9.15
juniors	6.77
high-tech	2.78
vin-champagne	0.70
photo-numerique	2.01
animalerie	0.61
electromenager	5.96
le-sport	2.51
telephonie	4.53
arts-loisirs	0.68
pret-a-porter	4.17
auto	3.14
Unknown	28.57
maison	13.13

Chapitre 2. All magasins together

Entity	Global Coverage rate	Average Position	Average Volume
cdiscount.com	63.79	4.91	190.04
amazon.fr	73.66	6.36	264.57
ruedocommerce.fr	51.15	7.62	194.40
conforama.fr	10.14	7.73	369.67
darty.com	19.60	5.54	644.20
fnac.com	39.57	7.35	398.84
priceminister.com	55.62	7.86	180.91
zalando.fr	3.42	5.89	1032.49
ldlc.com	14.09	6.96	267.18
boulanger.fr	14.52	7.67	568.62
pixmania.fr	21.47	9.10	173.74

Chapitre 3. Magasin--informatique

Entity	Global Coverage rate	Inside magasin coverage rate	Average Position	Average Volume
cdiscount.com	5.65	65.07	5.37	253.63
amazon.fr	6.67	76.77	6.51	319.76
ruedocommerce.fr	3.85	44.26	7.93	231.11
conforama.fr	0.32	3.73	10.11	335.22
darty.com	2.79	32.15	6.96	493.64
fnac.com	5.02	57.73	7.00	428.82
priceminister.com	3.37	38.78	8.00	193.79
zalando.fr	0.01	0.07	4.56	4708.89
ldlc.com	5.45	62.76	5.95	270.61
boulangier.fr	1.55	17.81	9.43	616.44
pixmania.fr	2.86	32.96	9.34	283.09

Chapitre 4. Magasin--musique-cd-dvd

Entity	Global Coverage rate	Inside magasin coverage rate	Average Position	Average Volume
cdiscount.com	0.15	4.59	5.68	252.64
amazon.fr	1.28	38.97	7.24	438.64
rueducommerce.fr	0.10	3.11	8.11	2069.65
conforama.fr	0.01	0.29	7.08	409.17
darty.com	0.01	0.42	7.79	288.42
fnac.com	0.87	26.73	7.62	1080.04
priceminister.com	0.36	11.13	8.39	165.53
zalando.fr	0.03	0.92	5.28	411.05
ldlc.com	0.01	0.27	7.47	156.00
boulanger.fr	0.01	0.30	7.73	837.69
pixmania.fr	0.02	0.74	8.92	180.38

Chapitre 5. Magasin--musique-instruments

Entity	Global Coverage rate	Inside magasin coverage rate	Average Position	Average Volume
cdiscount.com	0.09	28.44	5.28	266.35
amazon.fr	0.19	57.69	6.88	340.22
rueducommerce.fr	0.08	25.32	7.78	266.41
conforama.fr	0.01	1.61	5.75	1528.75
darty.com	0.01	1.74	8.05	759.00
fnac.com	0.09	26.76	8.29	421.29
priceminister.com	0.15	47.73	7.82	196.25
zalando.fr	0.00	0.13	6.00	720.00
ldlc.com	0.01	3.05	7.29	272.35
boulanger.fr	0.01	1.67	7.07	1048.57
pixmania.fr	0.02	6.21	10.27	214.22

Chapitre 6. Magasin--dvd

Entity	Global Coverage rate	Inside magasin coverage rate	Average Position	Average Volume
cdiscount.com	0.53	17.55	6.32	82.41
amazon.fr	1.51	50.31	6.17	1114.90
rueducommerce.fr	0.25	8.31	9.06	64.00
conforama.fr	0.01	0.39	8.02	3457.67
darty.com	0.02	0.53	6.81	359.37
fnac.com	1.14	37.91	6.40	940.71
priceminister.com	0.81	26.85	7.90	196.68
zalando.fr	0.03	0.90	5.53	378.48
ldlc.com	0.01	0.37	8.74	500.26
boulangier.fr	0.02	0.75	8.84	4382.24
pixmania.fr	0.09	2.84	9.76	56.23

Chapitre 7. Magasin--livres-bd

Entity	Global Coverage rate	Inside magasin coverage rate	Average Position	Average Volume
cdiscount.com	0.42	4.60	7.94	274.19
amazon.fr	5.82	63.63	5.90	432.66
rueducommerce.fr	0.31	3.34	9.26	306.94
conforama.fr	0.03	0.33	7.81	373.59
darty.com	0.04	0.39	7.01	1984.21
fnac.com	5.05	55.26	6.52	686.72
priceminister.com	2.70	29.55	8.82	478.38
zalando.fr	0.03	0.34	6.22	993.67
ldlc.com	0.03	0.29	7.08	537.65
boulangier.fr	0.03	0.37	7.91	25797.48
pixmania.fr	0.04	0.38	9.55	267.00

Chapitre 8. Magasin--juniors

Entity	Global Coverage rate	Inside magasin coverage rate	Average Position	Average Volume
cdiscount.com	4.55	67.20	5.11	169.40
amazon.fr	5.67	83.84	5.34	228.07
ruedcommerce.fr	2.82	41.70	8.51	129.06
conforama.fr	0.19	2.81	8.27	336.52
darty.com	0.22	3.20	7.23	584.36
fnac.com	3.60	53.22	8.05	240.74
priceminister.com	4.42	65.38	7.83	158.22
zalando.fr	0.03	0.39	6.91	2737.91
ldlc.com	0.09	1.37	8.63	1140.57
boulanger.fr	0.13	1.86	9.02	1100.27
pixmania.fr	1.36	20.04	9.86	116.34

Chapitre 9. Magasin--high-tech

Entity	Global Coverage rate	Inside magasin coverage rate	Average Position	Average Volume
cdiscount.com	1.88	67.53	4.91	253.94
amazon.fr	2.09	74.99	6.70	258.19
rueducommerce.fr	1.16	41.77	8.31	225.24
conforama.fr	0.38	13.67	8.74	329.07
darty.com	1.33	47.75	6.07	665.27
fnac.com	1.75	62.90	6.88	448.67
priceminister.com	1.35	48.58	7.77	314.86
zalando.fr	0.00	0.09	7.43	600.00
ldlc.com	1.06	38.12	7.95	294.53
boulangier.fr	0.99	35.56	7.38	515.08
pixmania.fr	1.21	43.30	8.59	277.95

Chapitre 10. Magasin--vin-champagne

Entity	Global Coverage rate	Inside magasin coverage rate	Average Position	Average Volume
cdiscount.com	0.37	53.47	5.05	253.88
amazon.fr	0.09	12.52	7.17	1413.96
rueducommerce.fr	0.08	10.86	7.03	350.99
conforama.fr	0.01	1.36	9.00	5118.75
darty.com	0.01	1.22	6.71	853.82
fnac.com	0.03	4.44	7.40	862.22
priceminister.com	0.13	18.45	8.17	94.35
zalando.fr	0.00	0.29	3.00	252.00
ldlc.com	0.00	0.36	4.70	193.00
boulangier.fr	0.01	1.35	6.88	846.00
pixmania.fr	0.01	0.98	11.38	76.92

Chapitre 11. Magasin--photo-numerique

Entity	Global Coverage rate	Inside magasin coverage rate	Average Position	Average Volume
cdiscountry.com	1.13	56.36	5.72	276.70
amazon.fr	1.73	86.28	6.06	273.66
ruecommerce.fr	0.65	32.58	8.59	248.78
conforama.fr	0.11	5.60	10.24	204.64
darty.com	0.80	40.08	7.53	581.06
fnac.com	1.71	85.02	5.33	410.87
priceminister.com	1.01	50.26	8.05	310.38
zalando.fr	0.00	0.08	10.80	160.00
ldlc.com	0.53	26.57	8.75	151.27
boulanger.fr	0.58	28.68	8.73	392.84
pixmania.fr	1.04	51.99	8.30	267.41

Chapitre 12. Magasin--animalerie

Entity	Global Coverage rate	Inside magasin coverage rate	Average Position	Average Volume
cdiscount.com	0.31	50.79	5.39	342.67
amazon.fr	0.34	55.39	7.76	522.89
rueducommerce.fr	0.23	37.57	7.65	982.46
conforama.fr	0.01	1.56	7.68	780.00
darty.com	0.00	0.68	5.27	157.33
fnac.com	0.02	2.85	7.87	77.50
priceminister.com	0.34	55.97	6.51	216.24
zalando.fr	0.00	0.47	5.29	11441.43
ldlc.com	0.00	0.36	7.22	93.33
boulanger.fr	0.00	0.34	7.20	192.00
pixmania.fr	0.01	0.95	10.18	113.64

Chapitre 13. Magasin--electromenager

Entity	Global Coverage rate	Inside magasin coverage rate	Average Position	Average Volume
cdiscount.com	5.02	84.24	4.13	197.41
amazon.fr	4.17	69.95	6.64	226.66
rueducommerce.fr	4.52	75.80	7.79	212.66
conforama.fr	1.94	32.49	8.50	415.45
darty.com	4.03	67.71	5.17	367.07
fnac.com	2.12	35.52	9.17	169.67
priceminister.com	3.07	51.56	8.90	186.19
zalando.fr	0.01	0.10	7.50	10401.88
ldlc.com	0.04	0.73	6.95	256.77
boulangier.fr	4.05	67.95	6.72	397.09
pixmania.fr	3.09	51.86	9.26	202.71

Chapitre 14. Magasin--le-sport

Entity	Global Coverage rate	Inside magasin coverage rate	Average Position	Average Volume
cdiscount.com	1.20	47.93	5.61	228.38
amazon.fr	1.31	52.22	7.47	269.45
rueducommerce.fr	1.01	40.23	7.48	307.03
conforama.fr	0.05	2.04	7.05	758.05
darty.com	0.03	1.02	8.20	519.31
fnac.com	0.09	3.76	7.95	285.31
priceminister.com	1.32	52.74	7.84	206.71
zalando.fr	0.38	15.09	6.23	871.90
ldlc.com	0.02	0.68	8.04	355.07
boulanger.fr	0.03	1.03	9.13	294.48
pixmania.fr	0.08	3.16	9.45	240.13

Chapitre 15. Magasin--telephonie

Entity	Global Coverage rate	Inside magasin coverage rate	Average Position	Average Volume
cdiscountry.com	3.77	83.31	3.92	317.07
amazon.fr	4.05	89.47	6.25	393.65
ruedecommerce.fr	2.47	54.54	8.53	530.17
conforama.fr	0.07	1.47	9.90	227.27
darty.com	1.37	30.22	8.69	851.94
fnac.com	3.10	68.38	8.22	608.77
priceminister.com	4.37	96.46	6.82	336.17
zalando.fr	0.00	0.07	5.38	725.00
ldlc.com	1.47	32.53	8.65	175.80
boulangier.fr	0.71	15.71	9.02	401.68
pixmania.fr	0.96	21.23	9.45	399.20

Chapitre 16. Magasin--arts-loisirs

Entity	Global Coverage rate	Inside magasin coverage rate	Average Position	Average Volume
cdiscount.com	0.22	32.76	6.86	201.74
amazon.fr	0.47	69.27	6.17	251.69
rueducommerce.fr	0.21	30.40	7.92	957.53
conforama.fr	0.01	1.20	7.00	364.29
darty.com	0.02	3.58	8.39	242.30
fnac.com	0.18	26.45	7.12	267.53
priceminister.com	0.28	41.31	8.26	211.95
zalando.fr	0.00	0.36	5.33	135.00
ldlc.com	0.04	5.18	9.28	79.76
boulangier.fr	0.02	2.58	9.04	177.29
pixmania.fr	0.04	5.37	9.68	70.80

Chapitre 17. Magasin--pret-a-porter

Entity	Global Coverage rate	Inside magasin coverage rate	Average Position	Average Volume
cdiscount.com	2.75	65.76	5.03	227.76
amazon.fr	2.93	70.10	6.85	287.29
rueducommerce.fr	2.09	50.08	8.23	216.77
conforama.fr	0.24	5.80	7.73	157.17
darty.com	0.05	1.19	7.89	434.27
fnac.com	0.63	15.19	9.36	225.75
priceminister.com	2.59	62.16	8.52	205.12
zalando.fr	0.93	22.29	5.32	1414.12
ldlc.com	0.01	0.35	6.60	1206.73
boulanger.fr	0.04	0.95	8.38	820.88
pixmania.fr	0.94	22.49	8.94	202.67

Chapitre 18. Magasin--auto

Entity	Global Coverage rate	Inside magasin coverage rate	Average Position	Average Volume
cdiscount.com	2.01	64.06	4.86	1024.06
amazon.fr	1.93	61.47	7.03	205.80
rueducommerce.fr	1.64	52.29	7.57	173.14
conforama.fr	0.03	1.02	9.19	146.41
darty.com	0.49	15.67	6.32	5519.33
fnac.com	0.60	19.25	7.54	572.88
priceminister.com	1.62	51.68	8.01	188.28
zalando.fr	0.01	0.27	5.56	422.00
ldlc.com	0.34	10.96	8.10	882.12
boulangier.fr	0.41	13.12	7.57	9435.94
pixmania.fr	0.64	20.41	9.20	230.31

Chapitre 19. Magasin--Unknown

Entity	Global Coverage rate	Inside magasin coverage rate	Average Position	Average Volume
cdiscount.com	24.05	8.42	4.92	187.74
amazon.fr	25.57	8.95	6.40	254.78
rueducommerce.fr	19.25	6.74	7.54	199.17
conforama.fr	3.10	1.08	7.83	454.78
darty.com	7.54	2.64	5.01	680.22
fnac.com	12.49	4.37	7.36	348.99
priceminister.com	21.22	7.43	7.86	176.75
zalando.fr	1.92	0.67	5.89	964.31
ldlc.com	4.77	1.67	7.00	309.43
boulangier.fr	5.06	1.77	7.67	410.01
pixmania.fr	7.14	2.50	9.09	169.10

Chapitre 20. Magasin--maison

Entity	Global Coverage rate	Inside magasin coverage rate	Average Position	Average Volume
cdiscount.com	9.67	73.70	4.54	157.54
amazon.fr	7.85	59.78	7.11	170.86
rueducommerce.fr	10.43	79.48	7.28	171.37
conforama.fr	3.62	27.59	6.69	272.12
darty.com	0.84	6.43	7.31	386.09
fnac.com	1.07	8.17	9.02	351.76
priceminister.com	6.48	49.34	8.64	152.92
zalando.fr	0.04	0.27	6.40	1614.52
ldlc.com	0.18	1.39	7.60	216.51
boulangier.fr	0.88	6.69	7.46	355.44
pixmania.fr	1.93	14.72	9.67	162.21