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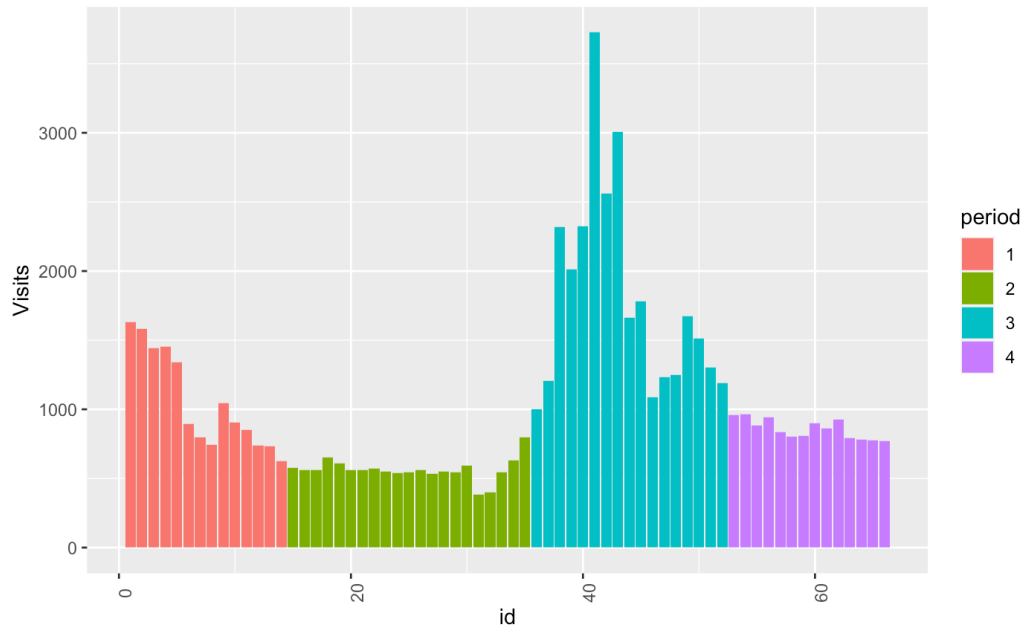
MIS 380-50

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Quality Alloys Case Write-up

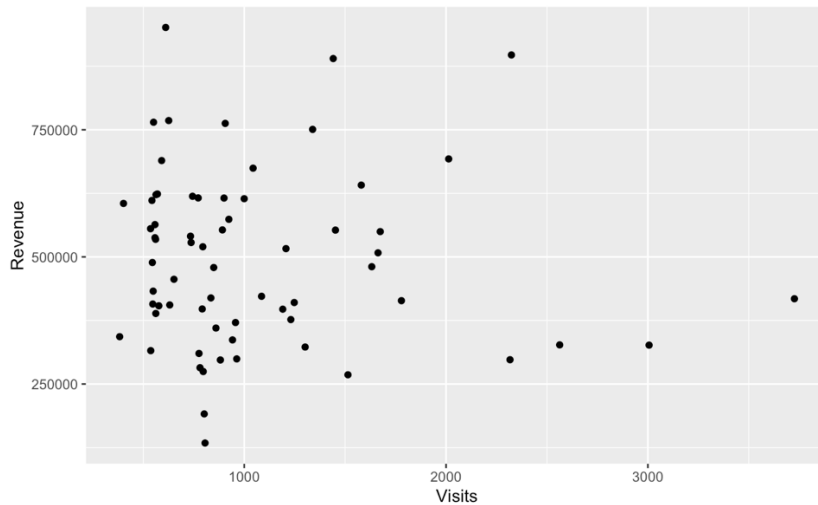
This case focuses on a company, Quality Alloys, that distributes metal alloys to customers. It generally sells small, precisely measured, high quality pieces of metal to user-specified dimensions. Quality Alloys has one disadvantage: it is a very small company. In an effort to boost revenues and popularity, the company implemented a website for customers to be able to view available products. Orders were still placed over the phone though. A few months later, Quality Alloys paid for a professional brochure to be sent out to potential customers. The main question of this case is whether or not this brochure was effective. In order to answer this question, the website and sales data were combined to see what effect the brochure had on different variables. Here were my findings:

1. The brochure drastically increased visits to the website. Below is the plot showing visits per week, colored by period.

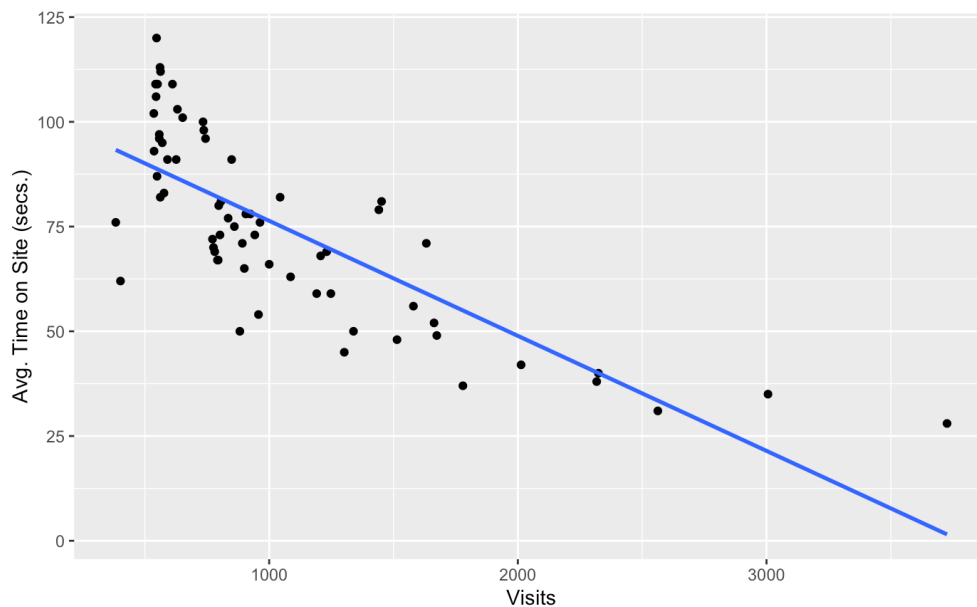


It is apparent that period 3 (when the brochure was released), got a lot more visits to the website. But did more visits help the company?

2. The increase in visits did not result in an increase in revenue. The relationship between revenue and the number of visits was found to be statistically insignificant by regression test. If we take a look at the scatterplot of revenue vs. visits, there is no clear relationship at all:



3. One notable effect of the brochure is that it decreased average time of each visit to the site. The brochure brought more visits, but lots of shorter ones:



So was the brochure effective? Since the goal was most likely to drive up revenues, it was not effective. It did succeed in driving up traffic to the website though. If the company implemented online ordering into their website, another brochure might be useful in getting customers to that order page and driving up revenues.