PORTS

After level of the website increases, grows the number of visitors. Percentage of visitors who can come on website is directly proportional to the sales in Internet in current period. Each additional percentage of visitors gives a similar percentage increase in sales. Therefore, it is important to minimize the percentage of visitors who could not come on your website (failure rate) - as a reserve to increase sales. For example, if the percentage failure rate was 3%, and became 1%, sales in the Internet will grow by 3 - 1 = 2%

To calculate the number of ports required in the current period, it is necessary to correctly predict the number of visitors. Attendance depends on:

1．Website development

2．Corporate advertising

Formula for calculating visitors in the current period - 85% of visitors in the previous period + 500 \* corporate advertising in the current period (Internet, thousands)

For example, if the number of visitors in the previous period was 95 000 people, corporate advertising 75, then number of visitors in the current period will be equal to:

95 000 \* 0.85 + 500 \* 75 = 118 250 visitors.

The lowest possible failure rate may be 0%, but in practice it is very expensive to reach this level (you need a lot of ports), so target - 0.1%. The formula for calculating the minimum required number of ports to reach 0.1% will be:

Visitors in the current period ^ 0.0001 + 6

For example, if the number of visitors is 118 250, then required number of ports equal to:

118 250 ^ 0.0001 + 6 = 18 (rounded)

**Optimal strategy of buying ports**

For example, on scenario 12C1 each 1% increasing in sales gives income 5 000 (from personal experience), which is equal to buying 5 ports, but in fact ports are cheaper. You should hold minimum failure rate - optimal 0.1%

Payment after buying ports goes with lag of 1 period. Ports purchased in 1 period, will be payed in 2 period, etc. For example, ports purchased in 5 period, you will pay in 6 period, ie never. Therefore, in 5 period you can buy even 99 ports without any costs to your company. On the contrary, ports increasing will reduce failure rate to 0% and give small bonus to sales.

端口

网站级别增加后，游客人数增加。 网站上访客的百分比与当前互联网销售量成正比。 每增加百分比的访问者的销售额同样增加。 因此，重要的是尽量减少不能访问您网站的访问者的百分比（失败率） - 作为增加销售额的储备。 例如，如果百分比失败率为3％，并成为1％，互联网销售额将增长3 - 1 = 2％

要计算当前所需的端口数量，有必要正确预测访客数量。 出勤取决于：

1．网站建设

2．企业形象广告

本期游客计算公式 - 前期访客总数的85％+ 500 \*本期广告（互联网，数千）

例如，如果上次访客人数达到95000人，企业广告75，那么当前游客人数将相当于：

95 000 \* 0.85 + 500 \* 75 = 118 250访客。

最低的故障率可能是0％，但实际上达到这个水平是非常昂贵的（你需要很多端口），所以目标是0.1％。 计算所需最小端口数量达到0.1％的公式为：

本期参观人数为^0.0001 + 6

例如，如果访问者数量为118 250，则所需的端口数量等于：

118 250 ^ 0.0001 + 6 = 18（四舍五入）

**购买港口的最佳策略**

例如，在情景12C1中，每个销售额增加1％的收入提供5 000（从个人经验）的收入，这相当于购买5个港口，但实际上港口更便宜。 您应该保持最小故障率 - 最佳0.1％

购买港口后的支付与1个时期的滞后。 港口在第一期购买，将第二期支付等。例如，在5个时期内购买的港口，你将在6个时期内支付，即永远不会。因此，在5个时期，您甚至可以购买99个港口，而不会对贵公司造成任何费用。相反，港口增长将会将故障率降低至0％，并给予小额销售奖金。