

S.M.A.R.T.

GOAL

(Defines your dependent variables)

In 2 months, analyze archived click-stream data to determine the website changes that will most efficiently increase revenues by 15% on a month-to-month basis compared to the same month last year.

Layer 1

- DV1: TOTAL \$ spent per transaction**
Clickstream database, "total spent" field aggregated by SUM over each transaction ID
- DV2: TOTAL \$ spent per month**
Clickstream database, "total spent" field aggregated by SUM over date (month)
- DV3: TOTAL \$ spent per customer**
Clickstream database, "total spent" field aggregated by SUM over each customer ID

Do specific demographics disproportionately contribute to revenue?

Age? Gender? Income?

Do specific behaviors disproportionately contribute to revenue?

Longer time on site? More visits to site?

Did specific marketing strategies disproportionately contribute to revenue?

Promotional emails? Facebook ads? Tweets?

Layer 2

Layer 3

Independent variables

Specific analyses to run & graphs to make