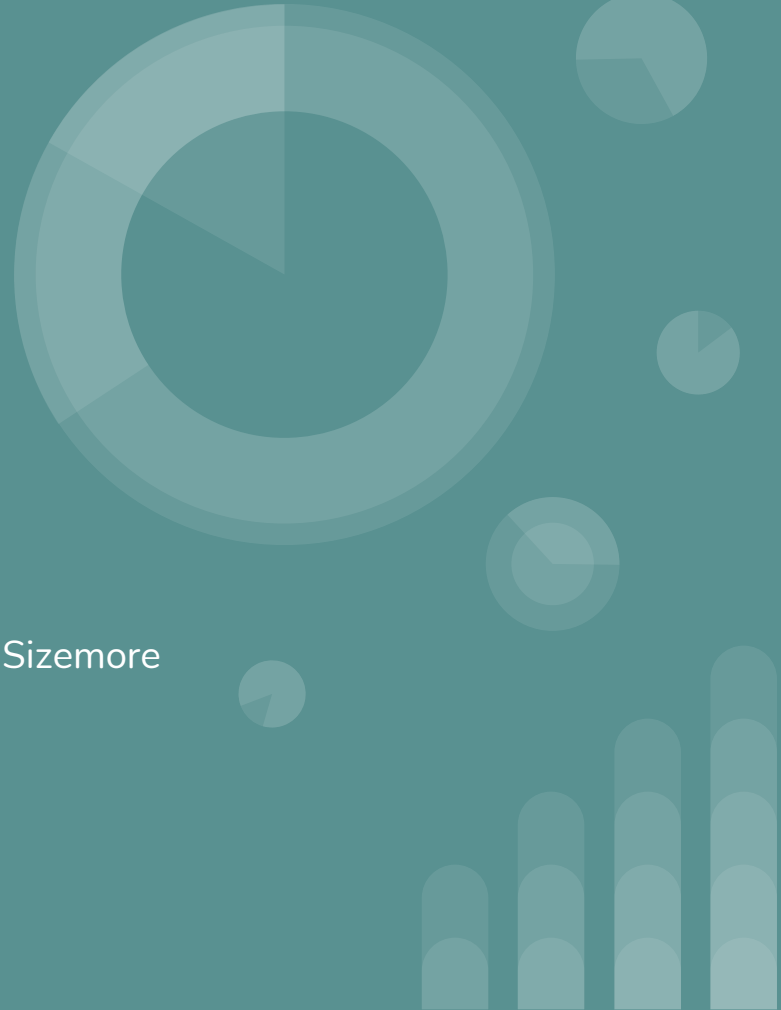


Week 9 - 10 Summary

Group G: Easton Snow, William Thompson, and Lane Sizemore





Week 9: Review FOR Midterm...

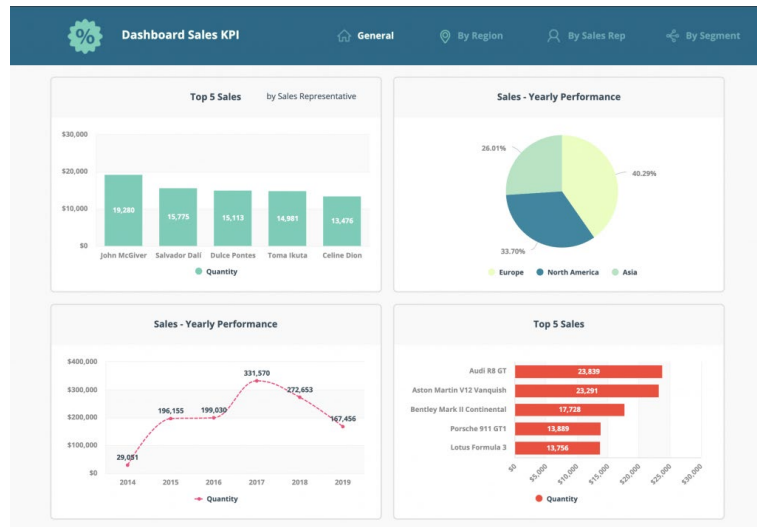
- Went over Midterm Logistics
- Reviewed the lecture notes for each week
- Reviewed assignments 2 and 3
- Took exam during Friday's live session





Week 10: Dashboards and Business Applications...

- Used to visualize key performance indicators
- Types of dashboards
 - Strategic
 - Analytic
- Need to know four things for creating a chart
 - What type of chart is it?
 - What data you have/need for the chart?
 - What is on the X axis?
 - Y axis?
- Hands-on Practice



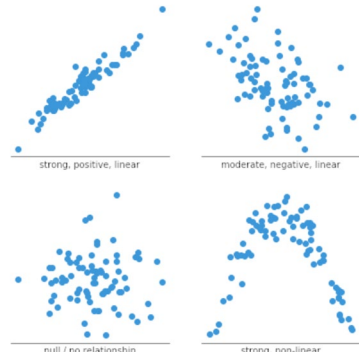
Week 10: Review OF Midterm...

	A	B	C	D	E	F	G	H	I	J
1										
2										
3										
4										
5										
6										
7										
8										
9										
10										
11										
12										
13										
14										
15										
16										

Sample sales data							
Date	Color	Region	Units	Sales		Color	Sum of Sales
3-Jan-16	Red	West	1	\$11.00		Blue	7464
13-Jan-16	Blue	South	8	\$96.00		Green	6414
21-Jan-16	Green	West	2	\$26.00		Red	5508
30-Jan-16	Blue	North	7	\$84.00		Silver	6970
7-Feb-16	Green	North	8	\$104.00		Grand Total	26356
13-Feb-16	Red	South	2	\$22.00			
21-Feb-16	Blue	East	5	\$60.00			
1-Mar-16	Green	West	2	\$26.00			
13-Mar-16	Blue	East	8	\$96.00			
23-Mar-16	Blue	North	7	\$84.00			
28-Mar-16	Green	West	2	\$26.00			
3-Apr-16	Blue	South	8	\$96.00			

EXCELJET

- Dr. Kumar walked through the midterm step by step.
 - Explained how each answer should have looked.
 - The midterm tested the knowledge of the course materials and readings up until this point.
 - There was an emphasis on numerical summary measures and graphical measures.
 - Pivot table and Scatter Plot fluency was needed to complete the test correctly.
 - Be able to identify the correct type of graph or chart to use.
- The interpretation of the graphs was equally as important.
- Tell a story about what the data is showing.



Week 10: Introduction to Web Analytics...

- Web Analytics - The study of the usage of websites through the collection, measurement, and interpretation of data.
- It is broken down into 4 different types of Web Traffic
 - Direct- The user already knows the website and its purpose.
 - Organic- The user learns about the website through a search engine, directory, or third party website.
 - Referral- The website is promoted on another website i.e. social media.
 - Campaign- The website is promoted through paid traffic such as video advertisements, email, and general internet marketing.
- Metrics
 - Number of Visitors, visits, Exit rate, Bounce Rate
- Google Analytics
 - The most popular and widely used web analytics service.
 - A limited version is available for everyone for free with a more advanced version available for purchase.





Week 10: Discussion of reading materials...

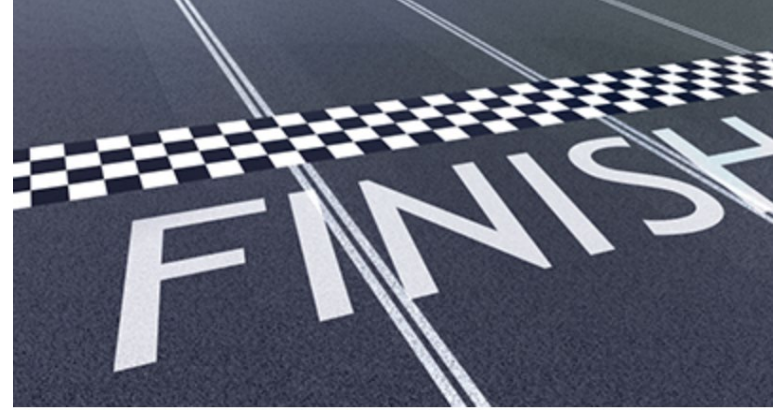
10 Reasons why you need google analytics for business growth

- Explains how the variety of information Google analytics provides is valuable to anyone aiming to grow a business.
- Gives examples of how pieces of information like geographical location, common search terms, or user interest can be used to strategize growth.
- Google analytics is a very efficient tool to not only gather information, but to also track growth and measure goals over time.





Summary/Conclusion...



- Dashboards give a nice visual representation of what the data is doing.
- Understand how to properly create and manipulate pivot tables.
- Scatter plots show how positively or negatively the data is related.
- Web Analytics provide useful feedback to website owners.
- Google Analytics is a valuable tool to track website traffic.

