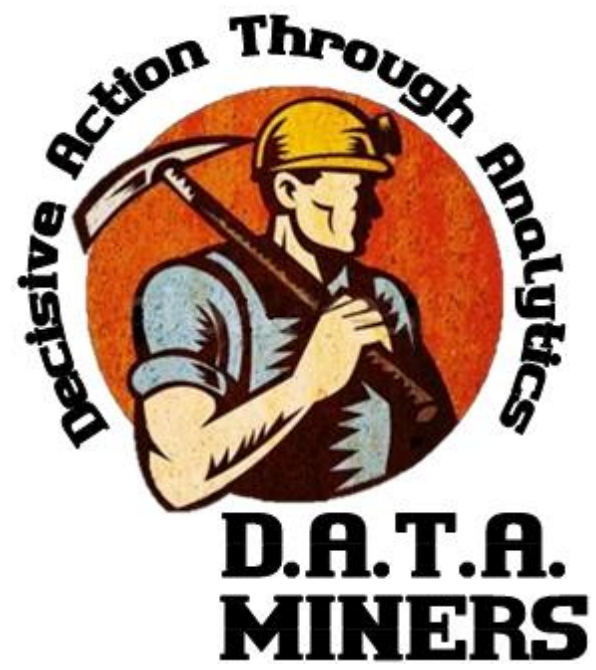


Country/Territory	Visits	Avg. Time on Site
United States	67,442	00:01:54
United Kingdom	18,948	00:01:57
India	2,322	00:00:58



Shoppers Choice Final Presentation

ISDS 7540 • 11/27/12

Pravina Gurung, Mel Lazo,
Dawn Melancon, and Stephanie Spinella





Project Background



- ShoppersChoice.com offers the Internet sales of appliances, kitchen accessories, camping equipment, indoor & outdoor furniture
- This project will analyze the profitability of certain keywords and product items



Objectives

- **Increase profitability**
 - Eliminate *keywords* that are unproductive and fail to meet expectations of desired goals
 - Eliminate *products* that do not have adequate profit margins





Methods & Data Sources

- **We worked with three Excel files:**
 1. AdWords Keywords – 8/6/12 through 9/5/12
(4,781 observations and 8 variables)
 2. Keywords-Jan-Sep – 1/1/12 through 9/6/12
(48,828 observations and 18 variables)
 3. Sales_Cost
(5,119 observations and 6 variables)





Overall Approach

- 1) Reduce costs by eliminating keywords that have low quality scores**
- 2) Reduce product costs by eliminating unproductive items**
- 3) Reduce costs by evaluating bounce and conversion rates**



Rule #1: Reduce costs by eliminating keywords that have low quality scores

- **Remove keywords with...**
 - Quality scores less than or equal to 4
 - Impressions less than or equal to 50
 - Click through rates less than or equal to 1.5%
- **Output of Analysis**

	Before	After	Difference
Number of keywords	260,167	12,661	247,506
Total Costs	\$834,873.80	\$504,407.88	\$330,465.92



Rule #2: Reduce product costs by eliminating unproductive items

- **Remove products with...**
 - Selling prices less than \$5.00
 - Gross margins less than 35%
 - Product costs greater than \$3,000 with zero conversion values
- **Output of Analysis**

	Number of Items Deleted	Savings
Total	823	\$208,161.41



Rule #3: Reduce costs by evaluating bounce and conversion rates

- **Remove keywords with...**
 - Bounce rates greater than 80%
 - Conversion rates equal to 0
- **Output of Analysis**

	Before	After	Difference
Number of keywords	260,167	1,736	258,431
Total Costs	\$834,873.78	\$545,560.61	\$289,313.17



Summary of Results

Rule	Total Savings
<i>Rule 1</i>	\$330,465.92
<i>Rule 2</i>	\$208,161.41
<i>Rule 3</i>	\$289,313.17
Total	\$733,976.71

**Each rule will produce the above amounts mutually exclusive of each other. Once combined, some rules will overlap which produces the total amount listed above.*