PRESIDENCY UNIVERSITY
BENGALURU

SET B

SCHOOL OF MANAGEMENT
END TERM EXAMINATION – MAY / JUNE 2024

Semester : Semester VI - 2021
Course Code : BBA3066
Course Name : Web Analytics
Program : BBA

Date : May 29, 2024
Time : 09.30am to 12.30pm
Max Marks : 100
Weightage : 50%

Instructions:
(i) Read all questions carefully and answer accordingly.
(ii) Question paper consists of 3 parts.
(iii) Scientific and non-programmable calculator are permitted.
(iv) Do not write any information on the question paper other than Roll Number.

PART - A

ANSWER ANY FIVE QUESTIONS   **5 X 2 = 10M**

1. Explain the common metrics used in web analytics?

(CO1) [Knowledge]

2. Define the first step in the web analytics process?

(CO1) [Knowledge]

3. Define "hits" in web analytics.

(CO2) [Knowledge]

4. Explain the different types of traffic sources commonly analyzed in web analytics?

(CO2) [Knowledge]

5. Explain how marketing analytics can help businesses enhance their ROI.

(CO3) [Knowledge]

6. Describe Dash Board and its importance in presenting the data.

(CO4) [Knowledge]

7. How can mobile analytics tailor marketing to individual preferences and behaviors?

(CO5) [Knowledge]

PART - B

ANSWER ANY FIVE QUESTIONS   **5 X 10 = 50M**

8. Explain briefly how can an e-commerce businesses optimize their online presence to enhance customer engagement, increase conversions, and maximize revenue?

(CO1) [Comprehension]

9. Explain the different web analytics models including website analytics, social media analytics, mobile app analytics, and email marketing analytics, discuss their unique characteristics, data sources, and strategic applications.

(CO2) [Comprehension]

10. Illustrate how optimizing AdWords campaigns can contribute to improved performance metrics such as click-through rate and conversion rate.

(CO2) [Comprehension]

11. EcoStyle is an e-commerce business specializing in sustainable clothing and accessories. Despite having a loyal customer base and a strong mission for environmental sustainability, the company struggled with optimizing its marketing efforts to reach a broader audience and improve sales conversions. The primary goal was to utilize marketing analytics within web analytics to understand customer behaviors better, optimize marketing campaigns, and enhance overall website performance.
Question:
Write all the Metrics in Marketing Analysis used Web Analytics perspective to improve the EcoStyle E-Commerce business.

(CO3) [Comprehension]

12. Explain, how do privacy concerns impact the use of Google Analytics, and what measures can organizations take to ensure compliance with data protection regulations while using this tool?

(CO4) [Comprehension]

13. Jet Electronics is a mid-sized e-commerce company specializing in consumer electronics. With a significant online presence, the company aimed to optimize its web traffic to increase sales and customer engagement. The primary goal was to understand the various sources of web traffic and how they contributed to revenue generation.

(CO4) [Comprehension]

14. Explain how does market basket analysis benefit retail businesses in optimizing their sales strategies and improving customer satisfaction?

(CO5) [Comprehension]

PART - C

ANSWER ANY TWO QUESTIONS   2 X 20 = 40M

15. Analyze the sample set of data for 10 rows representing visits to a website:

Visit	Bounce	Avg. Time Spent (min)	New Visits
1	Yes	5.2	Yes
2	No	6.5	No
3	Yes	4.8	Yes
4	Yes	7.2	No
5	No	4.6	Yes
6	Yes	5.9	No
7	No	6.8	Yes
8	Yes	4.5	No
9	Yes	5.1	Yes
10	No	6.3	Yes

In this dataset, each row represents a visit, Average Time Spent, and New Visits to the website, and the "Bounce" column indicates whether the visit resulted in a bounce or not. "Yes" indicates a bounce, and "No" indicates no bounce. Calculate the Total Bounce Rate, Average time spend and New Visits Ratio on the provided table.
Questions:

1. What is the percentage of visits that resulted in a bounce?
2. What is the average time spent per visit on the website?
3. What percentage of visits are classified as new visits?

(CO2) [Application]

16. The data was collected from spooty.com (E-Commerce Website).

Date/Time	Total Visitors	No of Conversions	No of Single Page Visits	Total Sessions	Total Page Views	Total Duration
12/05/2024 07:22	202	38	195	195	962	3388
11/05/2024 08:22	448	24	61	177	938	1550
10/05/2024 09:22	370	54	21	159	454	2635
09/05/2024 10:22	206	74	48	131	789	2312
08/05/2024 12:22	171	98	139	243	685	4325
07/05/2024 15:22	288	80	140	103	403	2757
06/05/2024 04:22	120	18	122	212	692	1356
05/05/2024 09:22	202	97	110	257	545	3070
04/05/2024 06:22	221	10	122	238	475	2785
03/05/2024 12:22	314	17	193	218	338	3569

Using the above Table Data, Calculate the below Metrics and write an interpreation of the business performance based on the results.
1. Conversion Rate
2. Bounce Rate
3. Average Session Duration
4. Pages Per Session
5. Conversion Per Session

(CO3) [Application]

17. GlobeTrek is a well-established travel agency that has been in operation for over 15 years, offering customized travel packages to destinations worldwide. Despite having a solid customer base and excellent service ratings, GlobeTrek has noticed a significant decline in engagement and conversions from their social media channels over the past year. The management is concerned about the effectiveness of their current social media strategy and is considering an overhaul to better align with current market trends and customer expectations. GlobeTrek aims to revitalize its social media presence to enhance engagement, increase follower growth, and ultimately boost package bookings through its platforms. The company wants to leverage social media analytics to identify weaknesses in their current strategy and develop a more robust approach to social media marketing.
Question:
Considering the challenges faced by GlobeTrek in engaging its audience on social media, how would you use the provided social media analytics to identify the key areas of improvement in their current strategy, and what specific steps would you recommend to enhance their social media engagement and increase conversions?

(CO5) [Application]