



Web Analytics and Big Data Insights

The Challenge

We are partnered with one of Australia's largest retailers, with a wide range of home improvement products. This client had a website mainly for informing people of store and product information, but the website didn't allow buying products online.

This client wanted to know what products, services and home improvement ideas people are interested in and actively research online so that they can gain context and insight into their own websites analytical data.

The client wanted to utilise this information for better understanding online demand and how it related to their business.

Our Solution

InfoCentric identified industry specific search items and linked these to the business products in a meaningful way. This enabled our team to use measures on demand and domain ranks for these searches to identify gaps in online presence and where the competition ranked in comparison.

The next step for our team was to look at how these online searches affected day to day sales in brick and mortar stores. To do this InfoCentric created models to estimate the impact that web activity may have on the forecast of sales. This gave us the understanding of the online searches lag to brick and mortar sales.

Our team also identified the most frequent sequence of pages visited by a customer by various store departments. We built a heat map of page sequences to identify a customer's most likely next/exit page (item).

The Benefits

This allowed the client's marketing team to understand relationship between web searches and sales and the lag.

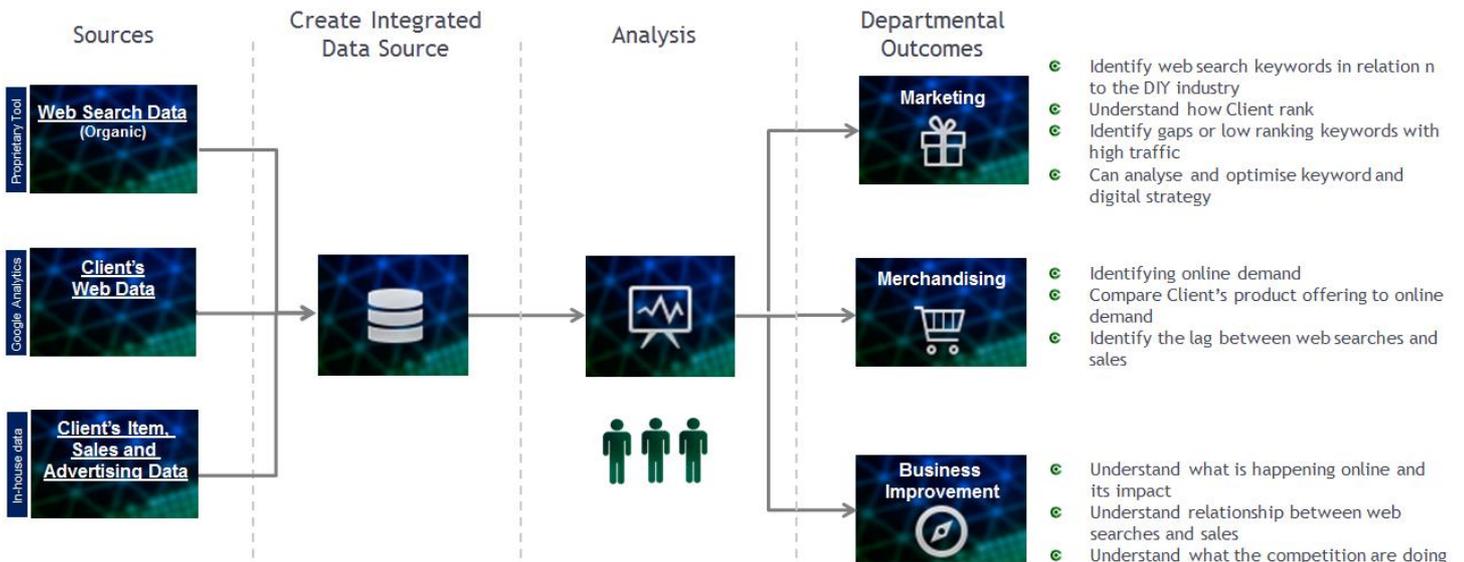
The analysis provided by our team helped the client to understand what competitors are doing and the current market trends.

The result was that web analytics became an essential input to the decision making, leading to significantly increased effectiveness in digital marketing, merchandise and overall business improvement.

How will InfoCentric help enhance your organization Insight today and tomorrow?

See diagram to understand the integrated data source.

InfoCentric Web Analytics Approach



Your end to end knowledge of retail, information management and customer behaviour makes you the ideal partner to help drive our business into new and exciting areas.

General Manager, Store Operations

The thought leadership you have displayed has allowed us to improve our customer understanding in ways we would never have considered. For example, retaining high value customers by stocking high loyalty products that we would normally have deleted.

General Manager, Merchandising

Engage with InfoCentric

Find out how InfoCentric can help you get more insight into your organisations information today.

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