

GROUP PROJECTS

CASE 14: ADVERTISING WITH BANNER ADS

HighwaysAndByways.com

Business is booming at HighwaysAndByways, a dot-com firm focusing on selling accessories for car enthusiasts (e.g., floor mats, grill guards, air fresheners, stereos, and so on). Throughout the past year, HighwaysAndByways has had Web site management software tracking what customers buy, the Web sites from which customers came, and the Web sites customers went to after visiting HighwaysAndByways. That information is stored in a spreadsheet file and contains the fields in the following table. Each record in the spreadsheet file represents an individual visit by a customer that resulted in a purchase.

Column	Name	Description
A	CUSTOMER ID	A unique identifier for a customer who made a purchase
B	TOTAL PURCHASE	The total amount of a purchase
C	PREVIOUS WEB SITE	The Web site from which the customer came to visit HighwaysAndByways
D	NEXT WEB SITE	The Web site the customer went to after making a purchase at HighwaysAndByways
E	TIME SPENT	The amount of time that the customer spent at the site

HighwaysAndByways is interested in determining three items and has employed you as a consultant to help. First, HighwaysAndByways wants to know on which Web sites it should purchase banner ad space. Second, HighwaysAndByways wants to know which Web sites it should contact to determine if those Web sites would like to purchase banner ad space on the HighwaysAndByways Web site. Finally, HighwaysAndByways would like to know which Web sites it should develop reciprocal banner ad relationships with; that is, HighwaysAndByways would like a list of Web sites on which it would obtain banner ad space while providing banner ad space on its Web site for those Web sites.

Some Particulars You Should Know

1. As you consider the information provided to you, think about the levels of information literacy. In other words, don't jump to conclusions before carefully evaluating the provided information.
2. You don't know if your customers made purchases at the Web site they visited upon leaving HighwaysAndByways.
3. Upon completing your analysis, please provide concise yet detailed and thorough documentation (in narrative, numeric, and graphic forms) that justifies your recommendations.
4. File: CLICKSTREAMS.xls (Excel file).