Excel Case #2: Mark's Collectibles, Inc.[1]

Case Description and Instructions

SKILLS CHECK	
You should review the following areas:	
SPREADSHEET SKILLS	
✓ Import External Data	✓ SUM Function
✓ COUNTA Function	✓ Pivot Tables
✓ COUNTIF Function	✓ Pivot Charts
✓ AVERAGE Function	✓ Cell Formatting
✓ MAX Function	✓ Worksheet Formatting
✓ MEDIAN Function	✓ Insert Worksheet
✓ MIN Function	✓ Data Range Names

Case Overview

Several years ago, small, stuffed animals called Tree Point Babies became very popular with collectors. Each month Tree Point Babies issues several new stuffed animals. Over the years, demand for retired Tree Point Babies has grown. This has led collectors to purchase many of these stuffed animals in the hopes that the stuffed animals can be resold at a later date for a profit.

Mark Allan is the owner of Mark's Collectibles, a newly established online reseller of the very popular Tree Point Babies stuffed animals. In an effort to widen his market for reselling these stuffed animals, Mr. Allan has built a small Web site hosted by a Web service provider, showing high-quality images of his available Tree Point Babies. Periodically, Mr. Allan receives a data file downloaded from his Web hosting service that contains data about visitor traffic at his website. He would like to utilize this data to glean insights on visitor usage of his website. Unfortunately for Mr. Allan, the downloaded data are not in a useful format; fortunately for you, Mr. Allan hires you to make sense of the data in the file and use the data to prepare a Site Statistics Analysis worksheet that *is* useful to him.

The Site Statistics Analysis worksheet will provide Mr. Allan with information about his Web site's visitors, including the number of visited pages, types of operating systems and browsers his visitors are using, length of time spent in each visit (i.e., visit durations), and more. In addition to preparing the Site Statistics Analysis worksheet, you will use the worksheet data to create additional tables and charts to show Mr. Allan information, such as the number of pages

---

[1] This case is based on Lisa Miller (2009), MIS Cases Decision Making with Application Software, Fourth Edition, Pearson Prentice Hall, Upper Saddle River, New Jersey.

viewed by month, average visit duration by month, and the most popular Web browsers used by visitors to his site.

Scenario Details

Mr. Allan pays a nominal fee to a Web hosting service to host his Web site. As part of its service, the Web hosting service provides Mr. Allan with a text file containing traffic statistics for this Web site. Figure 1 shows a sample of this data. As Figure 1 shows, the text file is not in a useful format, so you have been hired to format this data into a useful worksheet for Mr. Allan.

Figure 1: A Sample of Data from Web Site Statistics Text File

IP Address	Operating System	Browser	Site Connection	Add to Favorites	Entry	Exit	Bandwidth	Viewed Page
999.010.210.133	Windows	MS Internet Explorer	DuckDuckGo	Yes	42186.47638	42186.49344	400	4
999.250.150.140	Linux	Chrome	Yahoo	No	42189.47352	42189.48189	1	3
999.111.233.190	Windows	Firefox	WOW	Yes	42189.58203	42189.60697	250	2
999.140.152.160	Windows	MS Internet Explorer	Ask	No	42191.4299	42191.44541	750	15
999.180.007.222	Macintosh	MS Internet Explorer	Dogpile	No	42191.61228	42191.62361	255	4

Mr. Allan gives you the most recent text file containing his Web site's traffic data and asks you to import the data into an Excel worksheet. To improve the appearance of the data, Mr. Allan asks you to properly format the data in the worksheet. For instance, you should apply a time format that will display the dates and times of visitor entries and exits in a more user-friendly format. He also asks you to include a header in the worksheet, specifically requesting that the date range of the file's content be included in the header lines.

Mr. Allan wants each row of data to be assigned a visitor number. The visitor number is intended to help him quickly determine the number of visits his Web site has received; this number is not intended to uniquely identify each visitor. Mr. Allan wants the Visitor Number column to be the leftmost column in the worksheet.

For each visit, Mr. Allan wants to know the visit duration. Mr. Allan knows that the first 10 seconds of the page visit are critical for the user's decision to stay or leave. The longer a user is on the page, the more likely they will stay and, hopefully, purchase something. As you study the imported data, you see that the entry and exit times for each visit are included, so you tell Mr. Allan you will calculate and include a Visit Duration column. In fact, as you study the raw data, you realize there are other statistics (e.g., average, most frequently occurring) that can be drawn from the raw data. You discuss those with Mr. Allan and include the ones he says he wants.

Design Considerations

To design the spreadsheet needed, you will create a workbook with one main worksheet. Then, you will create additional worksheets as requested in the instructions provided by your instructor.

Although you are free to work with the design of your workbook, the worksheet should have a consistent, professional appearance. You should use appropriate formatting for the cells and worksheets.

Case Questions and Deliverables

Your instructor will provide specific directions for completing this case. In addition to an Excel Workbook, you may be asked to respond to specific questions that will require you to interpret the outputs of your worksheet, to perform additional analyses by modifying key inputs, to create new charts or graphs, or to add additional worksheets.

Excel Case #2: Mark's Collectibles, Inc.

Instructions

Be sure to begin this assignment by downloading the text file (SiteStatistics4v15.txt) containing the data you will import into your worksheet! Download and save a copy of that file to begin your work.

Case Background and Scenario: Read the background information about Excel Case 2: Mark's Collectibles, Inc. to grasp the business situation you are to address. This third Excel assignment requires you to use and expand your Excel skills to address Mr. Allan's questions.

Design Specifications:

In a single Excel file:

1. *Import the data*
    Open a new workbook and ***import*** the data from the SiteStatistics4v15.txt file into a worksheet. To import:
    a. On the ribbon, click the Data tab
    b. In the Get External Data group, select the data source. Since we have a text file, click the From Text button. Then, select your file and click the Import button.

    The Import Wizard will ask you to define the Original Data Type; like most files, ours is a delimited file, meaning fields are separated by some type of character (see Figure 2). Confirm that and click "Next."

Figure 2: Text Import Wizard, Step 1
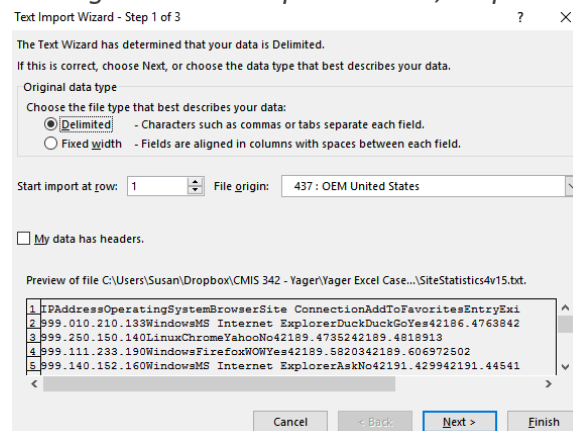
In our file, fields are separated by a tab (i.e., SiteStatistics4v15.txt is a tab-delimited file). When doing a file import, you can always tell when you have found the correct delimiter because the data will line up in the columns (see Figure 3). Click "Next."

Figure 3: Text Import Wizard, Step 2
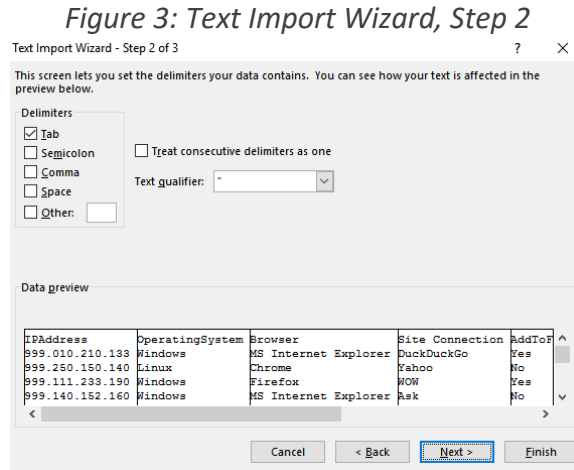
The defaults on the Step 3 screen are appropriate, so click "Finish." The defaults in the Import Data pop-up are appropriate, so click "OK."

2. *SAVE YOUR WORKBOOK!*
3. *Complete the sheet*

    a) The Entry and Exit columns contain system date/timestamps. Format both of these columns to show date and time in real-people language. HINT: Look at the "Custom" number formats, and the screen capture below.

Figure 4: Entry/Exit Date Formatting

F	G
Entry	Exit
7/1/2015 11:25	7/1/2015 11:50
7/4/2015 11:21	7/4/2015 11:33
7/4/2015 13:58	7/4/2015 14:34
7/6/2015 10:19	7/6/2015 10:41
7/6/2015 14:41	7/6/2015 14:58

    b) Add a column as the left-most column in the sheet to carry Visitor Nbr. To populate this column, enter the values for the first 2 (or more) rows, then select the set of cells you've entered values into and drag the lower right corner down the column like you do for formulas. HINT: You should have 93 visitors.

c) Add a column to the right of the Exit column for Visit Duration. Create a formula to calculate the length of each visit to the website, and copy the formula down the Visit Duration column. Be sure to format this column as h:mm:ss (see "Custom" time formats and screen capture below).

Figure 5: Visit Duration

Visit Duration
0:24:34
0:12:03
0:35:55
0:22:20
0:16:19

d) In your discussion with Mr. Allan about other description statistics you can provide for him, you determine he would like to see a few additional tables ***at the bottom of the sheet***, specifically:

1) A summary table that provides descriptive statistics on the Visit Durations, Bandwidth, and Viewed Pages (see Figure 6). To calculate the values in the table, use the Average, Median, Max, and Min functions to reference cells in main area of the sheet.
Results for Visit Duration should be in the h:mm:ss format. Results for Bandwidth and Viewed Pages should be to 2 decimal places. (The bandwidth in this dataset is expressed in kilobytes.)

Figure 6: Visit Summary

	Visit Summary		
	Visit Duration	**Bandwidth**	**Viewed Pages**
Mean	0:21:21	174.95	10.35
Median	0:21:36	153.00	11.00
Maximum	0:40:52	750.00	25.00
Minimum	0:00:42	0.00	0.00

2) A table showing how many visitors added his site to their "Favorites" each month (see Figure 7). To do this, you want to order the data rows by month, then count the number of "Yes" occurrences in each month's data rows. So:
    i. Select the **column header _and_ data rows** in the main portion of the worksheet, then use Custom Sort from the Sort & Filter dropdown from the ribbon. Sort on Entry date to get the rows grouped by month.
    ii. Looking at the Entry dates, select the rows for the first month and create a range name for them (xxxFAV where xxx is an abbreviation for the month). Do this for each month

appearing in the data. NOTE: A quick way to define a range name is to use the FORMULAS tab, Define Name.

iii. Now use the COUNTIF function to calculate the number of times a visitor did add to favorites ("Yes") and did not ("No") for each month.

iv. Use AutoSum and/or the SUM function to provide the row and column totals.

Figure 7: Added as Favorite Link?

106	**Added as Favorite Link?**			
107		**July**	**August**	**September**	**Total**
108 **Added**	5	8	9	22
109 **Not Added**	24	30	17	71
110 **Total**	29	38	26	93

3) A table showing the total number of visits and the total number of viewed pages, by month (see Figure 8). You already have the data sorted by month. The COUNTA function counts the number of cells that are not empty; you can use this function to determine the Visit Count for each month. HINT: You want to count the non-empty rows in the dataset for each month… hmmm, those range names you set up for the last table could come in handy here!

To calculate the Viewed Pages for each month, you will want to define a new (additional) range name and use the SUM function.

Figure 8: Visit Count / Viewed Pages

109	**Visit Count / Viewed Pages**			
110		**July**	**August**	**September**	**Total**
111 **Visit Count**	29	38	26	93
112 **Viewed Pages**	251	391	321	963

e) Finally, add headers to the main section of the worksheet. Headers should indicate that the sheet has been prepared for Mark's Collectibles and contains Site Statistics for the time period of the data included in the worksheet (e.g., "July – September 2015"). Also modify the column headers in ways that you think improve the look of the report.

f) Name this sheet "Detail Statistics" and take a moment to admire it.

4. *Provide one more thing for Mr. Allan*

Mr. Allan loves what you have produced! Now that he sees what you can do, he asks you to do one more thing. Since you are getting paid by the hour, this is great!

Mr. Allan would like charts that show the *average Visit Duration* by Operating System, by Connection, and by Browser. You decide to provide these by creating 3 pivot tables/charts (one each for Operating System, Connection, and Browser). You will place all 3 of these on the same (new) sheet in the workbook.

Here's some guidance to help you with the first pivot table/chart:

a. Select the range of data to be used for the first pivot table (average Visit Duration by Operating System). *When selecting your data for a pivot table, be sure to include the entire data area **and column headers**, but NOT the report headers*. I find it easiest to assign a range name!

b. From the INSERT tab, in the Charts grouping, click the down arrow of PivotChart, then select PivotChart & PivotTable. For this first pivot table/chart, choose to place it in a New Worksheet.

c. Working in the Pivot Chart Fields at the right, you want Rows of this first pivot table to be Operating System.

d. Visit Duration is what you want in the data cells of your pivot table, so send it to "∑ Values". Then click the down arrow to change Value Field Settings from Count to Average (because Mr. Allan want to see the average stay).

e. Over in the pivot table, format the Visit Duration cells to display as h:mm:ss.

f. Move the chart to sit beside the table. In the chart area:
   o Rename the heading of the chart as needed.
   o Remove the Legend.

g. Call this new sheet "Visit Duration Averages."

Okay, you're on your own for the other 2 pivot tables/charts! *Be sure to place them in the same sheet (your "Visit Duration Averages" sheet)*. HINT: After clicking the radio button for "Existing worksheet", go to your "Visit Duration Averages" sheet and click in a column A cell below your prior pivot table(s).

5. *At this point, your Excel file should consist of 2 worksheets named:*
   Visit Duration Averages
   Detail Statistics

Case Deliverables:

Submit your Excel file through the Blackboard assignment link. Images of how your work should look follows.

Visit Duration Averages

Row Labels	Average Visit Duration
Linux	0:18:11
Macintosh	0:22:37
Windows	0:21:13
Grand Total	**0:21:21**

Average Visit Duration by Operating System

Row Labels	Average Visit Duration
AOL	0:23:40
Ask	0:19:37
Bing	0:26:55
Direct Connect	0:21:17
Dogpile	0:21:10
DuckDuckGo	0:30:47
Google	0:20:53
WebCrawler	0:17:52
WOW	0:21:32
Yahoo	0:12:00
Grand Total	**0:21:21**

Average Visit Duration by Connection

Row Labels	Average Visit Duration
Chrome	0:16:11
Firefox	0:15:44
MS Internet Explorer	0:22:09
Opera	0:33:08
Safari	0:25:55
Unknown	0:19:08
Grand Total	**0:21:21**

Average Visit Duration by Browser

Detail Statistics

	Mark's Collectibles, Inc.									
	Site Statistics									
	July - September 2015									
Visitor Number	IP Address	Operating System	Browser	Site Connection	Add To Favorites	Entry	Exit	Visit Duration	Bandwidth	Viewed Pages
1	999.010.210.133	Windows	MS Internet Explorer	DuckDuckGo	Yes	7/1/2015 11:25	7/1/2015 11:50	0:24:34	400	4
2	999.250.150.140	Linux	Chrome	Yahoo	No	7/4/2015 11:21	7/4/2015 11:33	0:12:03	1	3
3	999.111.233.190	Windows	Firefox	WOW	Yes	7/4/2015 13:58	7/4/2015 14:34	0:35:55	250	2
4	999.140.152.160	Windows	MS Internet Explorer	Ask	No	7/6/2015 10:19	7/6/2015 10:41	0:22:20	750	15
5	999.180.007.222	Macintosh	MS Internet Explorer	Dogpile	No	7/6/2015 14:41	7/6/2015 14:58	0:16:19	255	4
6	999.204.209.208	Linux	Unknown	WebCrawler	No	7/7/2015 1:13	7/7/2015 1:28	0:15:40	100	20
7	999.215.233.111	Macintosh	Safari	Bing	No	7/7/2015 2:49	7/7/2015 3:03	0:14:11	20	2
8	999.177.166.144	Macintosh	Chrome	Google	No	7/8/2015 15:03	7/8/2015 15:33	0:29:47	300	25
9	999.133.205.212	Macintosh	MS Internet Explorer	Google	No	7/10/2015 5:26	7/10/2015 5:36	0:10:29	190	1
10	999.101.203.011	Windows	MS Internet Explorer	AOL	No	7/12/2015 3:53	7/12/2015 4:11	0:17:20	400	4
11	999.111.233.190	Windows	MS Internet Explorer	AOL	No	7/12/2015 12:24	7/12/2015 13:02	0:38:22	1	12
12	999.104.202.251	Macintosh	Chrome	Bing	No	7/14/2015 7:17	7/14/2015 7:42	0:25:15	250	14
13	999.250.150.140	Linux	Chrome	Yahoo	No	7/14/2015 18:06	7/14/2015 18:15	0:08:38	750	3
14	999.111.233.190	Windows	Firefox	WOW	Yes	7/14/2015 22:42	7/14/2015 22:51	0:08:11	255	2
15	999.140.152.160	Windows	MS Internet Explorer	Google	No	7/16/2015 15:48	7/16/2015 16:27	0:39:27	10	15
16	999.180.007.222	Macintosh	Safari	Dogpile	No	7/16/2015 19:40	7/16/2015 20:06	0:26:29	100	4
17	999.204.209.208	Windows	Unknown	WebCrawler	No	7/18/2015 8:52	7/18/2015 8:56	0:03:26	5	20
18	999.215.233.111	Macintosh	Safari	Bing	No	7/18/2015 15:10	7/18/2015 15:39	0:28:31	100	2
19	999.177.166.144	Windows	Chrome	Google	No	7/20/2015 11:27	7/20/2015 11:34	0:07:24	20	25
20	999.133.205.212	Macintosh	MS Internet Explorer	Google	No	7/20/2015 19:34	7/20/2015 20:11	0:36:58	300	1
21	999.101.203.011	Windows	MS Internet Explorer	AOL	No	7/22/2015 14:26	7/22/2015 14:51	0:24:56	190	4
22	999.111.233.190	Windows	MS Internet Explorer	AOL	No	7/23/2015 1:37	7/23/2015 1:51	0:14:19	400	12
23	999.104.202.251	Macintosh	Chrome	Bing	No	7/24/2015 21:07	7/24/2015 21:47	0:39:55	1	9
24	999.010.210.133	Windows	MS Internet Explorer	DuckDuckGo	Yes	7/26/2015 13:08	7/26/2015 13:39	0:30:50	250	4
25	999.250.150.140	Windows	Chrome	Yahoo	No	7/28/2015 9:16	7/28/2015 9:26	0:09:38	750	3
26	999.111.233.190	Windows	Firefox	WOW	Yes	7/29/2015 21:50	7/29/2015 21:53	0:03:05	255	2
27	999.140.152.160	Windows	MS Internet Explorer	Google	No	7/30/2015 8:05	7/30/2015 8:08	0:02:04	100	15
28	999.180.007.222	Macintosh	MS Internet Explorer	Dogpile	No	7/30/2015 16:20	7/30/2015 16:58	0:38:13	20	4
29	999.204.209.208	Windows	Unknown	WebCrawler	No	7/30/2015 23:35	7/31/2015 0:14	0:38:18	300	20
30	999.215.233.111	Macintosh	MS Internet Explorer	Bing	No	8/1/2015 23:20	8/1/2015 23:37	0:17:07	190	12
31	999.177.166.144	Macintosh	Chrome	Google	No	8/2/2015 1:02	8/2/2015 1:07	0:04:53	400	25
32	999.133.205.212	Linux	Chrome	Google	No	8/2/2015 2:12	8/2/2015 2:32	0:19:53	1	1
33	999.101.203.011	Windows	MS Internet Explorer	AOL	No	8/2/2015 12:33	8/2/2015 12:49	0:16:24	250	4
34	999.111.233.190	Windows	MS Internet Explorer	AOL	No	8/4/2015 7:10	8/4/2015 7:41	0:31:57	750	12
35	999.104.202.251	Windows	Chrome	Bing	No	8/5/2015 21:01	8/5/2015 21:21	0:19:30	255	10
36	999.190.193.183	Windows	MS Internet Explorer	Yahoo	No	8/6/2015 4:06	8/6/2015 4:16	0:09:57	87	7
37	999.40.247.212	Windows	MS Internet Explorer	Ask	No	8/7/2015 16:28	8/7/2015 16:53	0:25:08	153	13
38	999.211.170.209	Windows	MS Internet Explorer	Yahoo	No	8/7/2015 23:08	8/7/2015 23:15	0:06:54	81	7
39	999.248.65.182	Windows	MS Internet Explorer	Google	No	8/9/2015 15:58	8/9/2015 16:14	0:16:02	210	18
40	999.109.187.236	Windows	MS Internet Explorer	Yahoo	Yes	8/9/2015 21:53	8/9/2015 21:55	0:02:50	72	6

Revised: 02/07/2016

Mark's Collectibles, Inc.										
Site Statistics										
July - September 2015										
Visitor Number	IP Address	Operating System	Browser	Site Connection	Add To Favorites	Entry	Exit	Visit Duration	Bandwidth	Viewed Pages
41	999.190.240.80	Windows	MS Internet Explorer	WOW	No	8/10/2015 8:42	8/10/2015 9:16	0:34:09	135	11
42	999.212.179.75	Macintosh	Safari	Bing	No	8/12/2015 5:25	8/12/2015 6:01	0:35:24	258	22
43	999.135.192.236	Windows	MS Internet Explorer	Dogpile	No	8/12/2015 23:21	8/12/2015 23:42	0:21:17	222	19
44	999.182.250.249	Windows	MS Internet Explorer	Dogpile	No	8/15/2015 16:27	8/15/2015 16:38	0:11:06	213	18
45	999.18.176.118	Windows	MS Internet Explorer	WOW	No	8/16/2015 3:27	8/16/2015 3:58	0:31:20	135	11
46	999.103.186.34	Macintosh	Chrome	Direct Connect	Yes	8/16/2015 6:05	8/16/2015 6:07	0:02:51	30	3
47	999.211.251.83	Windows	MS Internet Explorer	Google	No	8/16/2015 13:25	8/16/2015 13:45	0:20:46	90	8
48	999.23.49.28	Windows	MS Internet Explorer	WOW	No	8/17/2015 1:16	8/17/2015 1:41	0:24:18	147	12
49	999.166.80.64	Windows	MS Internet Explorer	Direct Connect	Yes	8/17/2015 2:28	8/17/2015 2:42	0:13:14	12	1
50	999.204.158.8	Windows	MS Internet Explorer	Ask	No	8/18/2015 18:39	8/18/2015 18:49	0:09:24	201	17
51	999.186.201.72	Windows	MS Internet Explorer	Ask	No	8/20/2015 7:07	8/20/2015 7:24	0:17:04	153	13
52	999.92.220.233	Windows	MS Internet Explorer	Google	No	8/20/2015 17:12	8/20/2015 17:44	0:32:14	126	11
53	999.30.183.65	Windows	MS Internet Explorer	Yahoo	No	8/21/2015 0:23	8/21/2015 0:27	0:03:18	87	7
54	999.76.107.216	Windows	Chrome	Google	No	8/21/2015 9:21	8/21/2015 9:28	0:06:39	111	9
55	999.9.30.240	Windows	MS Internet Explorer	Yahoo	Yes	8/21/2015 13:56	8/21/2015 14:29	0:32:50	57	5
56	999.132.222.191	Windows	MS Internet Explorer	Webcrawler	No	8/21/2015 22:03	8/21/2015 22:17	0:14:03	99	8
57	999.241.152.36	Windows	MS Internet Explorer	Google	No	8/22/2015 8:44	8/22/2015 8:47	0:03:03	132	11
58	999.120.208.1	Macintosh	Chrome	Direct Connect	Yes	8/22/2015 10:58	8/22/2015 10:59	0:00:42	27	2
59	999.51.217.244	Windows	MS Internet Explorer	Google	No	8/22/2015 23:57	8/23/2015 0:18	0:21:36	162	14
60	999.52.162.133	Windows	MS Internet Explorer	Ask	No	8/25/2015 13:49	8/25/2015 14:20	0:30:58	171	14
61	999.106.53.225	Windows	MS Internet Explorer	Google	No	8/25/2015 22:08	8/25/2015 22:32	0:24:13	102	9
62	999.75.136.40	Windows	MS Internet Explorer	Ask	No	8/27/2015 12:30	8/27/2015 12:43	0:12:25	177	15
63	999.147.12.138	Windows	MS Internet Explorer	Direct Connect	Yes	8/27/2015 12:38	8/27/2015 13:15	0:37:01	0	0
64	999.56.52.92	Windows	MS Internet Explorer	Direct Connect	Yes	8/27/2015 15:56	8/27/2015 16:16	0:20:15	39	3
65	999.84.139.160	Windows	MS Internet Explorer	Direct Connect	Yes	8/27/2015 19:06	8/27/2015 19:24	0:18:09	39	3
66	999.36.115.76	Linux	Opera	Bing	No	8/29/2015 15:00	8/29/2015 15:34	0:34:41	249	21
67	999.197.254.186	Windows	MS Internet Explorer	Google	No	8/29/2015 23:33	8/29/2015 23:46	0:13:12	105	9
68	999.157.145.68	Windows	MS Internet Explorer	Dogpile	No	9/1/2015 15:52	9/1/2015 16:06	0:13:38	201	17
69	999.96.16.204	Windows	MS Internet Explorer	DuckDuckGo	No	9/2/2015 7:23	9/2/2015 8:00	0:36:26	192	16
70	999.113.4.13	Windows	MS Internet Explorer	Direct Connect	Yes	9/2/2015 10:34	9/2/2015 11:06	0:32:29	39	3
71	999.240.162.181	Windows	MS Internet Explorer	Yahoo	Yes	9/2/2015 15:38	9/2/2015 16:00	0:21:56	63	5
72	999.34.13.233	Windows	MS Internet Explorer	DuckDuckGo	No	9/5/2015 4:08	9/5/2015 4:39	0:31:20	156	13
73	999.225.179.104	Windows	MS Internet Explorer	Google	No	9/6/2015 18:09	9/6/2015 18:37	0:28:23	174	15
74	999.127.223.89	Windows	Chrome	AOL	No	9/8/2015 13:20	9/8/2015 13:59	0:38:21	237	20
75	999.191.79.51	Windows	MS Internet Explorer	WOW	No	9/9/2015 0:59	9/9/2015 1:12	0:13:49	144	12
76	999.160.75.95	Windows	MS Internet Explorer	Direct Connect	Yes	9/9/2015 3:29	9/9/2015 4:09	0:40:17	30	3
77	999.220.104.152	Windows	MS Internet Explorer	Ask	No	9/10/2015 15:43	9/10/2015 16:05	0:22:02	153	13
78	999.123.233.168	Macintosh	Chrome	Google	No	9/12/2015 14:15	9/12/2015 14:41	0:25:51	279	23
79	999.108.144.220	Windows	MS Internet Explorer	Ask	No	9/14/2015 5:24	9/14/2015 5:54	0:29:59	189	16
80	999.110.39.94	Windows	MS Internet Explorer	Direct Connect	Yes	9/14/2015 6:50	9/14/2015 6:55	0:04:26	15	1

Revised: 02/07/2016

**Mark's Collectibles, Inc.**
**Site Statistics**
**July - September 2015**
Visitor Number	IP Address	Operating System	Browser	Site Connection	Add To Favorites	Entry	Exit	Visit Duration	Bandwidth	Viewed Pages	
81	999.44.209.91	Windows	MS Internet Explorer	Direct Connect	Yes	9/14/2015 8:19	9/14/2015 8:42	0:22:36	18	2	
82	999.121.85.33	Windows	Opera	Bing	No	9/16/2015 4:34	9/16/2015 5:06	0:31:34	252	21	
83	999.51.113.213	Windows	MS Internet Explorer	Direct Connect	Yes	9/16/2015 5:26	9/16/2015 5:52	0:26:19	9	1	
84	999.153.3.203	Macintosh	Safari	Bing	No	9/18/2015 1:25	9/18/2015 2:03	0:38:51	249	21	
85	999.125.184.49	Windows	Chrome	AOL	No	9/20/2015 1:12	9/20/2015 1:20	0:07:38	297	25	
86	999.41.67.210	Windows	MS Internet Explorer	Google	No	9/21/2015 15:24	9/21/2015 16:05	0:40:52	207	17	
87	999.46.16.186	Macintosh	Safari	Bing	No	9/21/2015 15:38	9/21/2015 15:47	0:08:58	258	22	
88	999.157.134.213	Windows	MS Internet Explorer	Direct Connect	Yes	9/21/2015 16:43	9/21/2015 16:53	0:10:26	24	2	
89	999.43.148.102	Windows	MS Internet Explorer	Ask	No	9/25/2015 6:36	9/25/2015 6:43	0:07:12	171	14	
90	999.99.61.60	Macintosh	Safari	Bing	No	9/27/2015 1:55	9/27/2015 2:24	0:29:04	240	20	
91	999.84.154.183	Windows	MS Internet Explorer	Direct Connect	Yes	9/27/2015 2:19	9/27/2015 2:54	0:35:04	3	0	
92	999.138.81.213	Windows	MS Internet Explorer	Google	No	9/28/2015 18:27	9/28/2015 19:01	0:33:56	201	17	
93	999.203.79.162	Windows	MS Internet Explorer	Direct Connect	Yes	9/28/2015 19:55	9/28/2015 20:29	0:34:08	18	2	

**Visit Summary**
	Visit Duration	Bandwidth	Viewed Pages
Mean	0:21:21	174.95	10.35
Median	0:21:36	153.00	11.00
Maximum	0:40:52	750.00	25.00
Minimum	0:00:42	0.00	0.00

**Added as Favorite Link?**
	July	August	September	Total
Added	5	8	9	22
Not Added	24	30	17	71
Total	29	38	26	93

**Visit Count / Viewed Pages**
	July	August	September	Total
Visit Count	29	38	26	93
Viewed Pages	251	391	321	963