

Ranjit Sidhu

@rssidhu

ranjit@sidspace.info

www.sidspace.info

statistics into decisions



9am, 16th August, 2012:  
"What the fcuk just  
happened then?"


9am, 16th August, 2012:  
"What the fcuk just  
happened then?"


*And other stories....*

0

 Tweet

 in

 Share

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 Pin it



# Sector Statistics



1 / 42



+ Follow

## Sector Stats

by [Brian Kelly](#)

Slides from a talk by Ranjit Sidhu on "Sector Stats" given at the Institutional Web Management Workshop 2006 on 15 June 2006.

3,917  
views

Copy and paste this code into your blog or website

```
<iframe src="http://www.slideshare
```

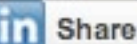
Copy

Customize...

- Is the value of web teams effectively communicated to budget decisions makers?
- If not is this contributing to making the cuts to teams easier?
- Have institutional web teams learnt from the past to become enablers rather than wall builders?
- The web is sexy:



2



<iframe src="http://www.slideshare

Copy

Customize...



14 / 131

2

Like

2

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Share

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Pin it





Zegna

Zegna

- 5-giu-2013

Which pair will you be picking up this se  
#pants to <http://bit.ly/19r6Qoo>

[G+ Follow](#)

## Data Science: The Numbers of Our Lives

By [CLAIRE CAIN MILLER](#)

Published: April 11, 2013

**HARVARD BUSINESS REVIEW** calls data science “the sexiest job in the 21st century,” and by most accounts this hot new field promises to revolutionize industries from business to government, health care to academia.

[Enlarge This Image](#)

The field has been spawned by the enormous amounts of data that



FACEBOOK



TWITTER



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SAVE



E-MAIL

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Wh  
Bob  
Blar  
Blue  
Dies





Zegna

Zegna

- 5-giu-2013

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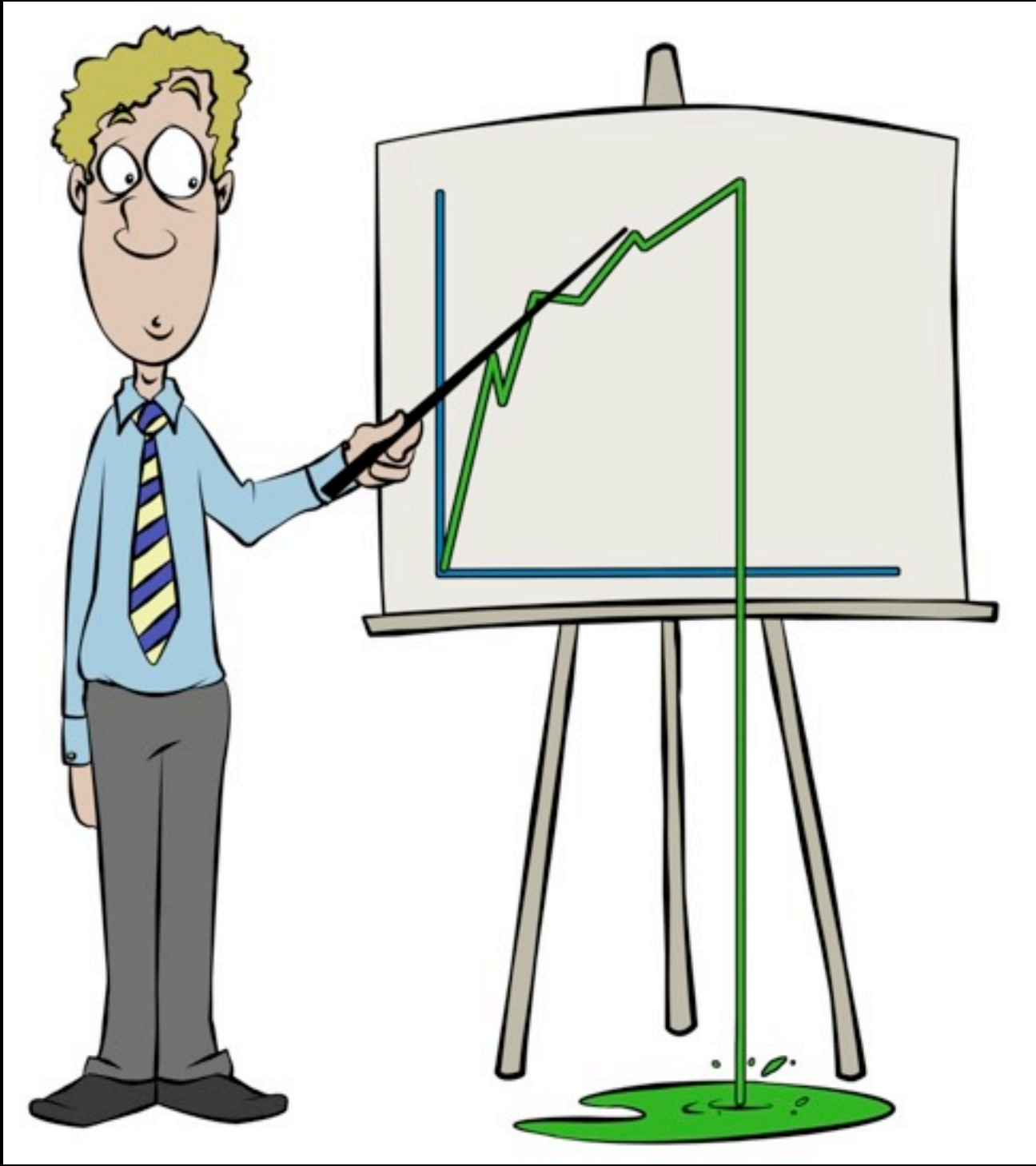
Bob  
Blar  
Blue  
Dies

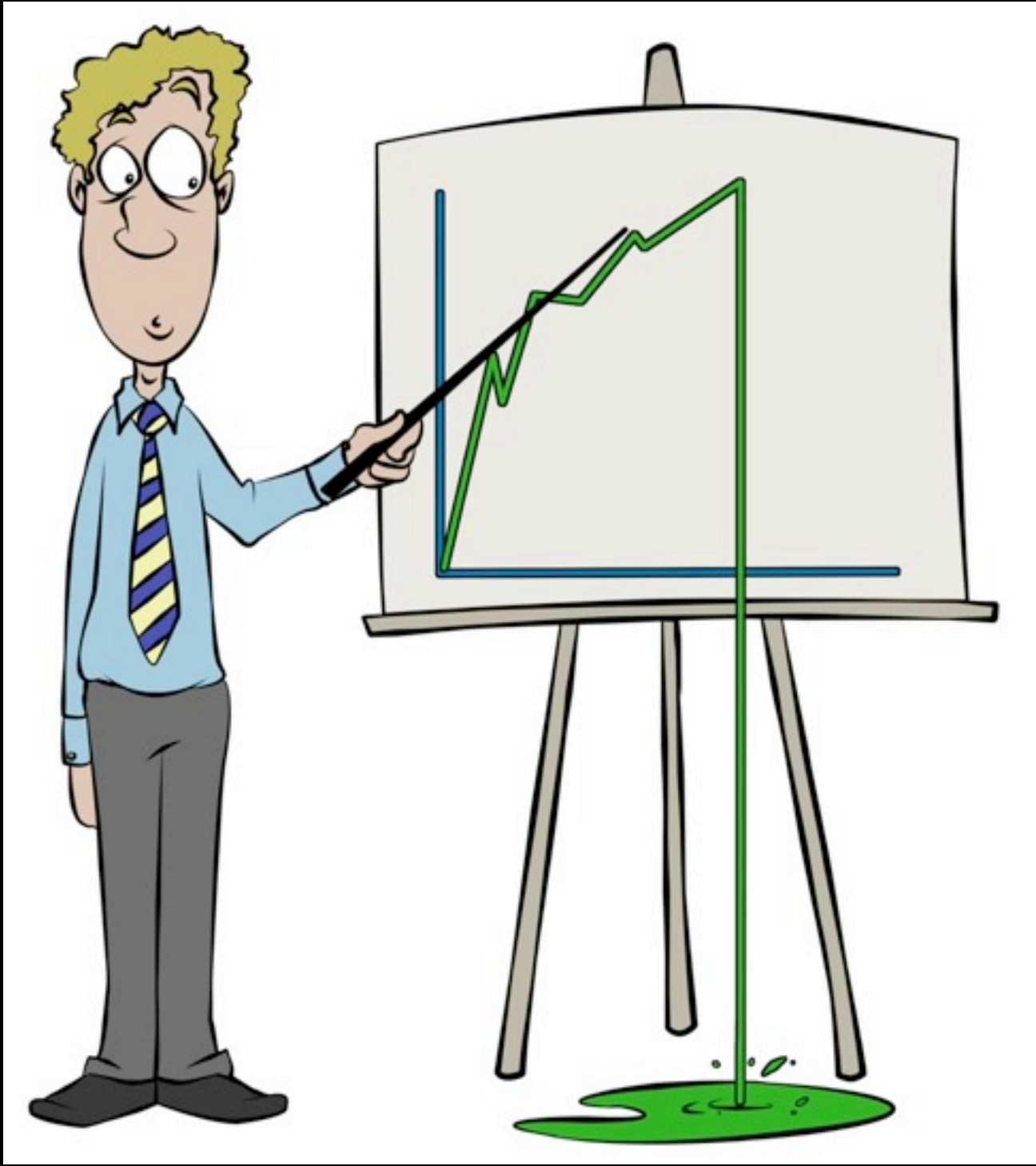


16th of August 2012

CHANGED

EVERYTHING









£9,000



£8,500,000

You are here:

[CO Home](#) > [News](#) > [Releases](#) > [Cabinet Office News 2010](#) > [Clamp down on Government websites to save millions](#)

Last updated: 30 June 2010

## Clamp down on Government websites to save millions

CAB 104-10

24 June 2010

The Minister for the Cabinet Office, Francis Maude, has today pledged to scrap hundreds of unnecessary and expensive government websites and slash the cost of the remaining sites to save millions of pounds.

In autumn 2006 the Government committed to dramatically culling the number of websites. In March 2010 there were still 794 websites; now, the Government has identified 820.

As part of the Government's efficiency drive, all of the existing 820 government funded websites will be subject to a review looking at cost, usage and whether they could share resources better. No new websites will be permitted except for those that pass through a stringent exceptions process for special cases, and are cleared by the Efficiency board which is co-chaired by Francis Maude and the Chief Secretary to the Treasury, Danny Alexander.

The expectation is the review, which will report by the Spending Review in September, will aim to shut down up to 75% of existing sites and then look at getting the remaining sites to cut their costs by up to 50% and move onto common infrastructures.

A report published today by the Central Office for Information (COI) found that across government £94 million has been spent on the construction and set up and running costs of just 46 websites and £32 million on staff costs for those sites in 2009-10. The most expensive websites are:

- [uktradeinvest.gov.uk](#) which costs £11.78\* per visit; and
- [businesslink.gov.uk](#) which costs £2.15 per visit.



> millions of pounds.

> In autumn 2006 the Government committed to dramatically culling the number of government websites. In 2010 there were still 794 websites; now, the Government has identified 820

As part of the Government's efficiency drive, all of the existing 820 government websites will be subject to a review looking at cost, usage and whether they could share resources. Only a limited number of websites will be permitted except for those that pass through a stringent efficiency review. In special cases, and are cleared by the Efficiency board which is co-chaired by the Chief Secretary to the Treasury, Danny Alexander.

The expectation is the review, which will report by the Spending Review in 2010, will shut down up to 75% of existing sites and then look at getting the remaining 20% down by up to 50% and move onto common infrastructures.

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- [businesslink.gov.uk](http://businesslink.gov.uk) which costs £2.15 per visit.



car insurance

[Advanced Search](#)  
[Language Tools](#)

Google Search

I'm Feeling Lucky

[Advertising Programmes](#)

[Business Solutions](#)

[About Google](#)

[Go to Google.com](#)

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car insurance

Search

About 112,000,000 results (0.28 seconds)

Advanced search

- Everything
- News
- More



**Go Compare Car Insurance**

Sponsored links

GoCompare.com/Cheaper\_Car\_Insurance 5 minutes could save you £212 on your car insurance! Get a Quote Now  
Go Compare Car Insurance - 83% of customers save up to £500

**Quote Me Happy™ Car Cover**

www.Aviva.co.uk/Car\_Insurance UK Car Insurance From Just £186 Get the Aviva Deal. Quote Now!

**Compare Car Insurance**

Moneysupermarket.com/Car-Insurance Officially the Fastest Comparison Site. Compare 120+ Prices in 2 mins

**Car Insurance | Compare Cheap Motor Insurance Quotes ...**

Save up to £475 on your car insurance with Britain's no1 comparison site. Compare over 100 insurers in under 5 minutes without the horror of haggling.  
Top tips for cheaper car insurance - Car Insurance Guide - Fiat  
www.moneysupermarket.com/car-insurance/ - Cached - Similar

**Cheap Car Insurance Quote UK, Motor Car Insurance - Swiftcover**

Looking for cheaper car insurance in the UK? Get a quote online in 60 seconds. 25% of people save at least £100 with Swiftcover motor car insurance.  
www.swiftcover.com/ - Cached - Similar

**Cheap Car Insurance UK | Online Car Insurance Quote | Home & Life ...**

Get a Fast Insurance Quote Online from MORE THAN. Car, Home, Pet, Life, Travel, Van & Business Insurance. We Do More, So You Stress Less - Get a Quote!  
www.morethan.com/ - Cached - Similar

**Gocompare.com**

Compare car insurance quotes from over 120 insurance companies. Get a car insurance quote ... Compare home insurance quotes from over 70 insurance companies ...  
www.gocompare.com/ - Cached - Similar

**Cheap Car Insurance Quotes | UK Online Home Insurance | Admiral ...**

- The web
- Pages from the UK
- Any time
- Latest
- Past 2 months
- More search tools

## Our customers save an average of £211.94 on Car Insurance\*

### Compare your quotes now

- Our customers save an average of £211.94 on Car Insurance\*
- Gocompare.com compares car insurance prices from over 120 insurance companies.
- Compare our cheapest quotes from over 1000+ prices.
- Our service is completely free – the price you see is the price you pay, so you can buy with confidence.

get a quote

£5-£15 (£5.84)

We compare quotes from over 120 car insurance companies:

[> See our panel of car insu](#)

WELLS FARGO

Hastings DIRECT

ZURICH

Sainsbury's  
Finance

M&S

PERFORMANCE  
DIRECT

£22.12

25,000



17



Was there a warning?

# 2012 APPLICATIONS BY SUBJECT

Subject Group

Difference

---

# 2012 APPLICATIONS BY SUBJECT

Subject Group

Difference

**TOTAL**

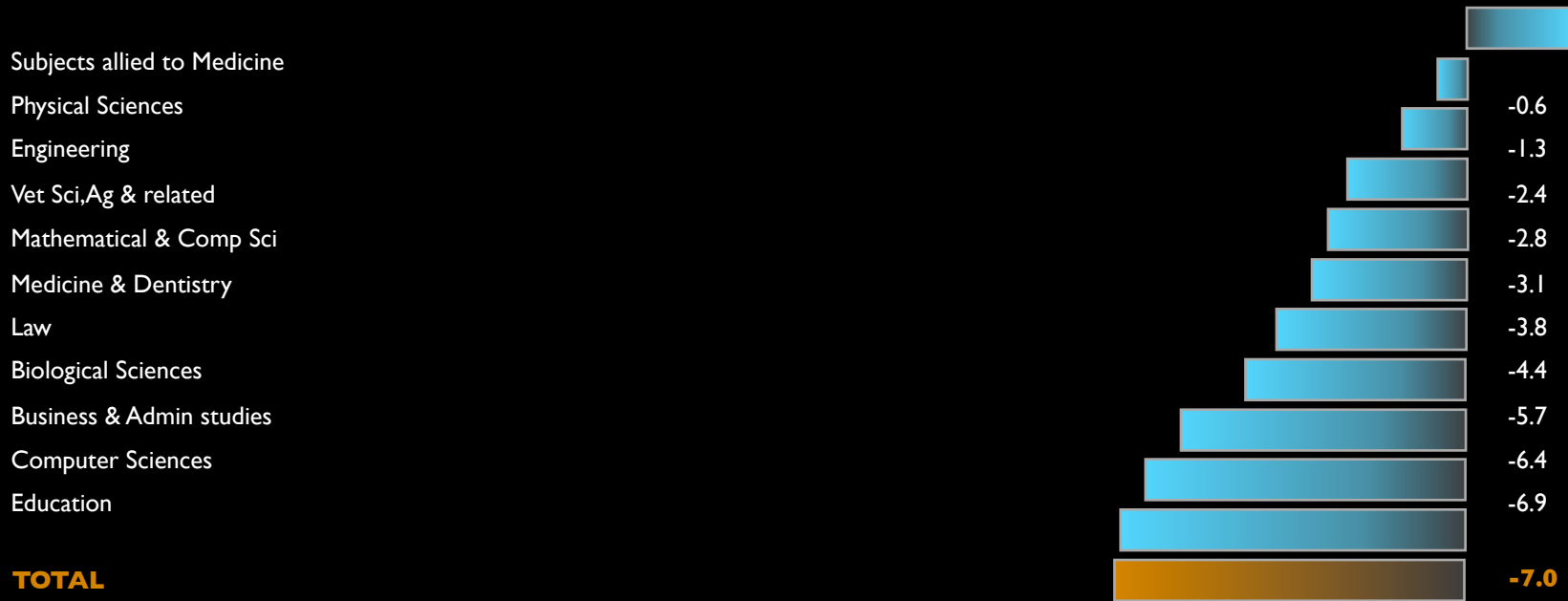


**-7.0**

# 2012 APPLICATIONS BY SUBJECT

Subject Group

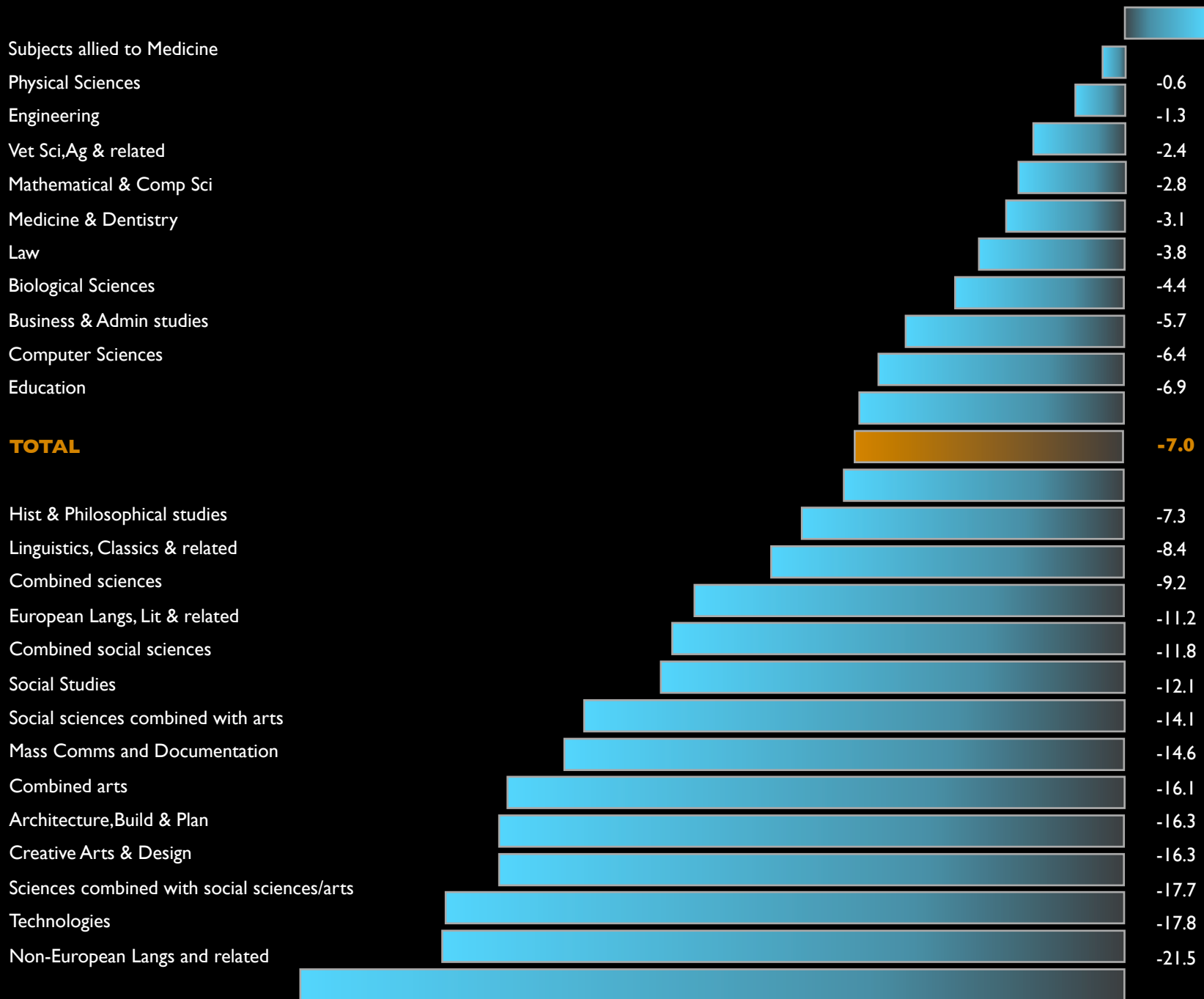
Difference



# 2012 APPLICATIONS BY SUBJECT

Subject Group

Difference



# 2013 APPLICATIONS BY SUBJECT

Subject Group

Difference

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# 2013 APPLICATIONS BY SUBJECT

Subject Group

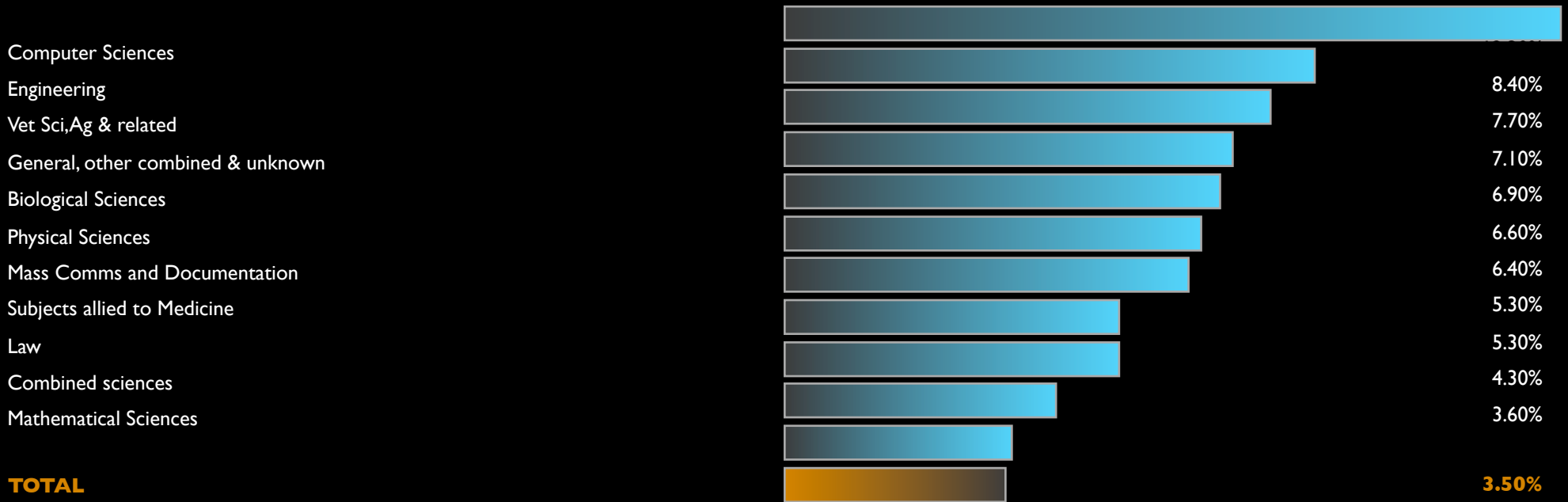
Difference

<b>TOTAL</b>		<b>3.50%</b>
--------------	---	--------------

# 2013 APPLICATIONS BY SUBJECT

Subject Group

Difference



# 2013 APPLICATIONS BY SUBJECT

Subject Group

Difference

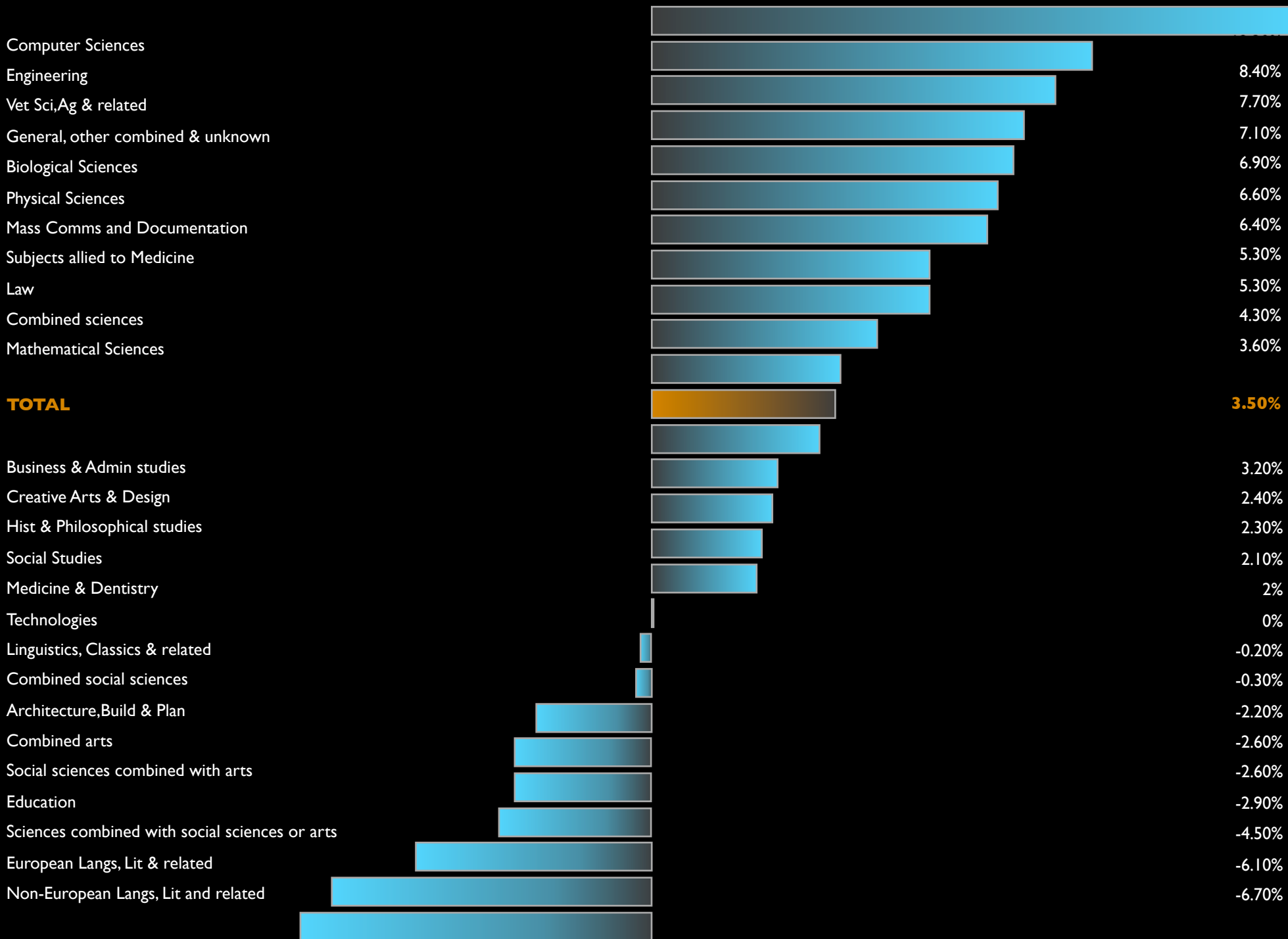
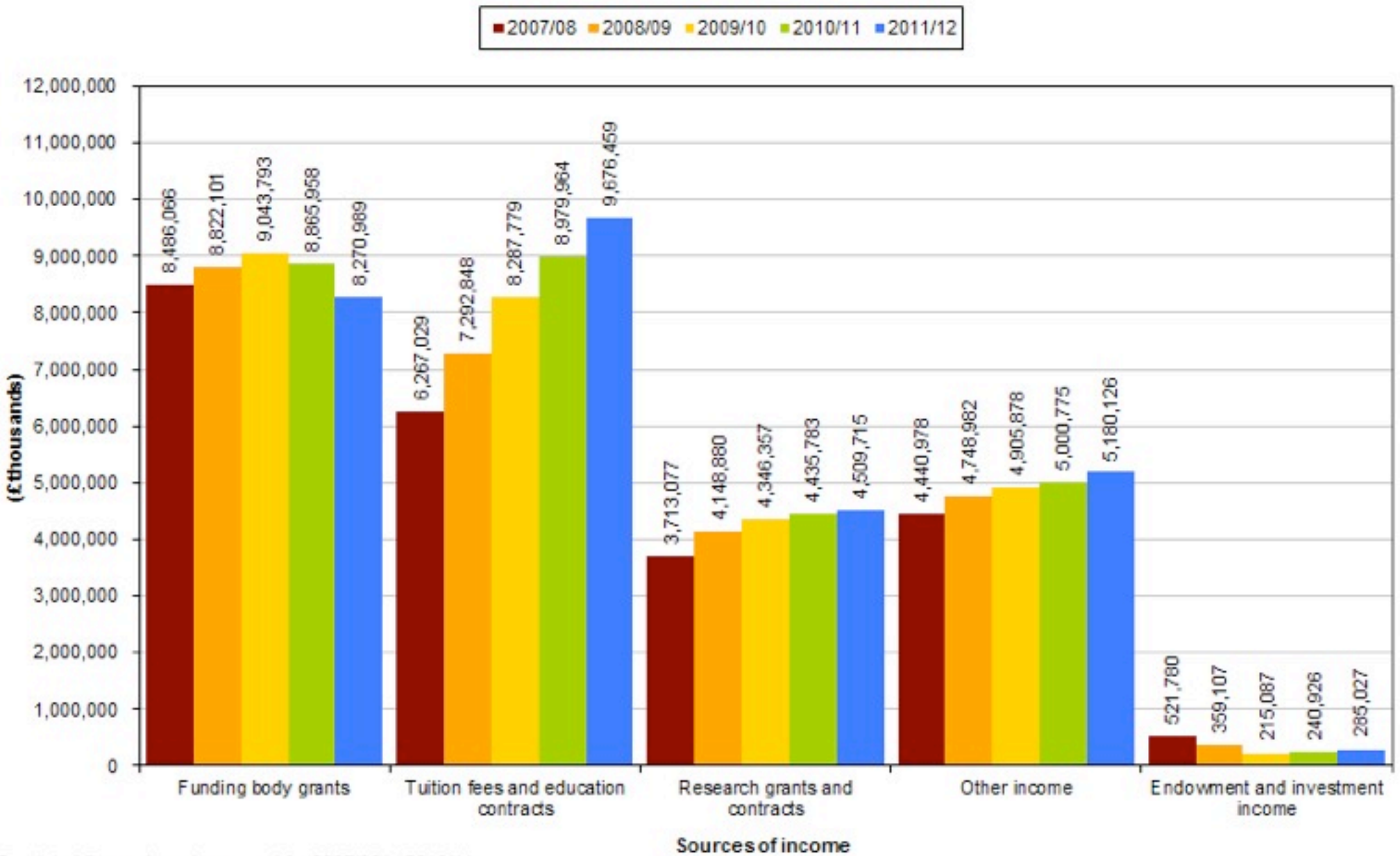


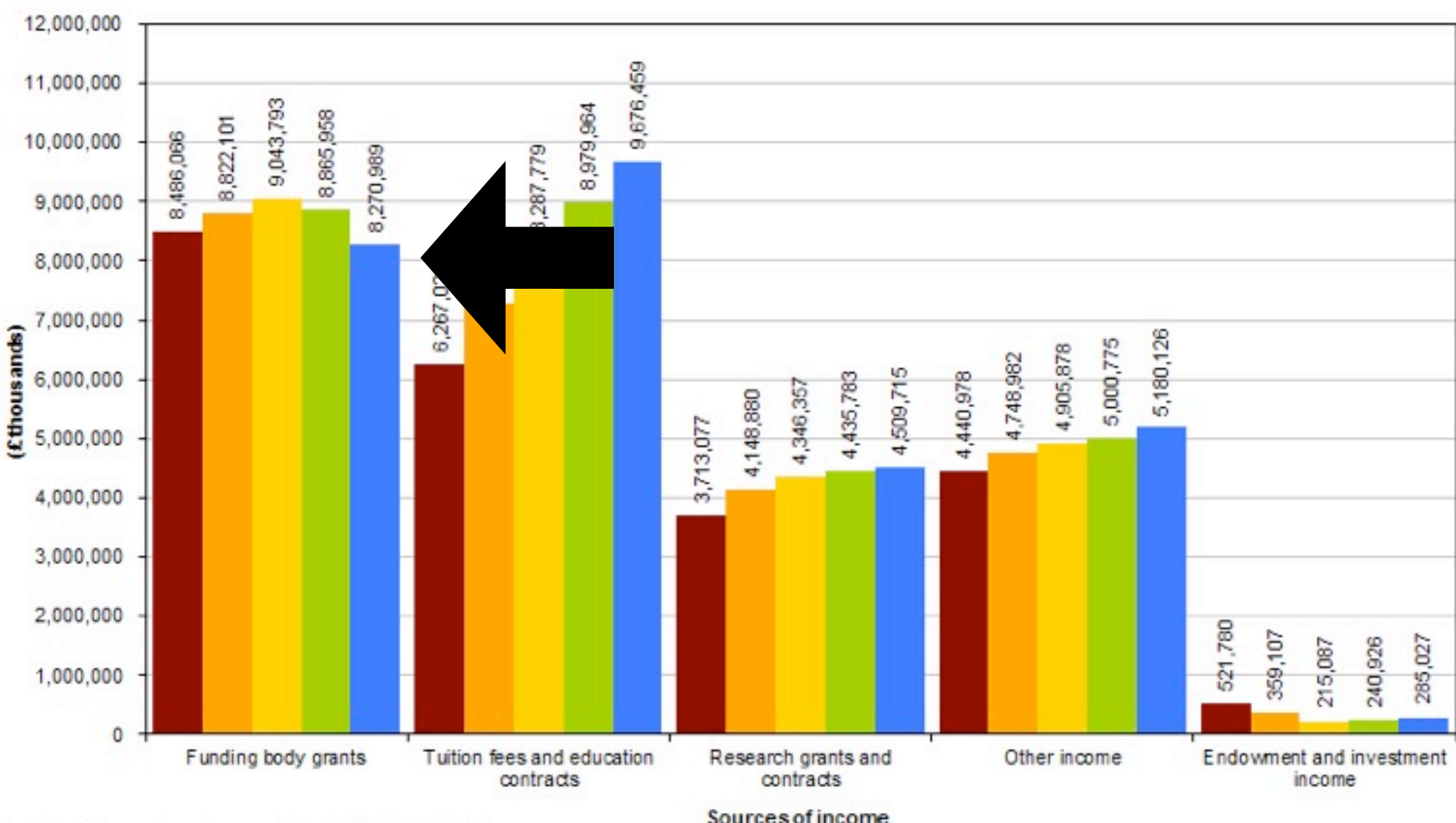
Chart 4 - Income by source 2007/08 to 2011/12



Re-stated figures have been used for 2007/08 to 2010/11  
 © Higher Education Statistics Agency Limited 2013

Chart 4 - Income by source 2007/08 to 2011/12

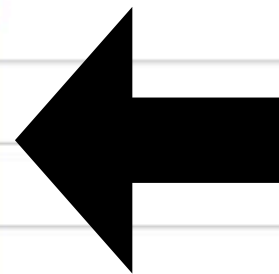
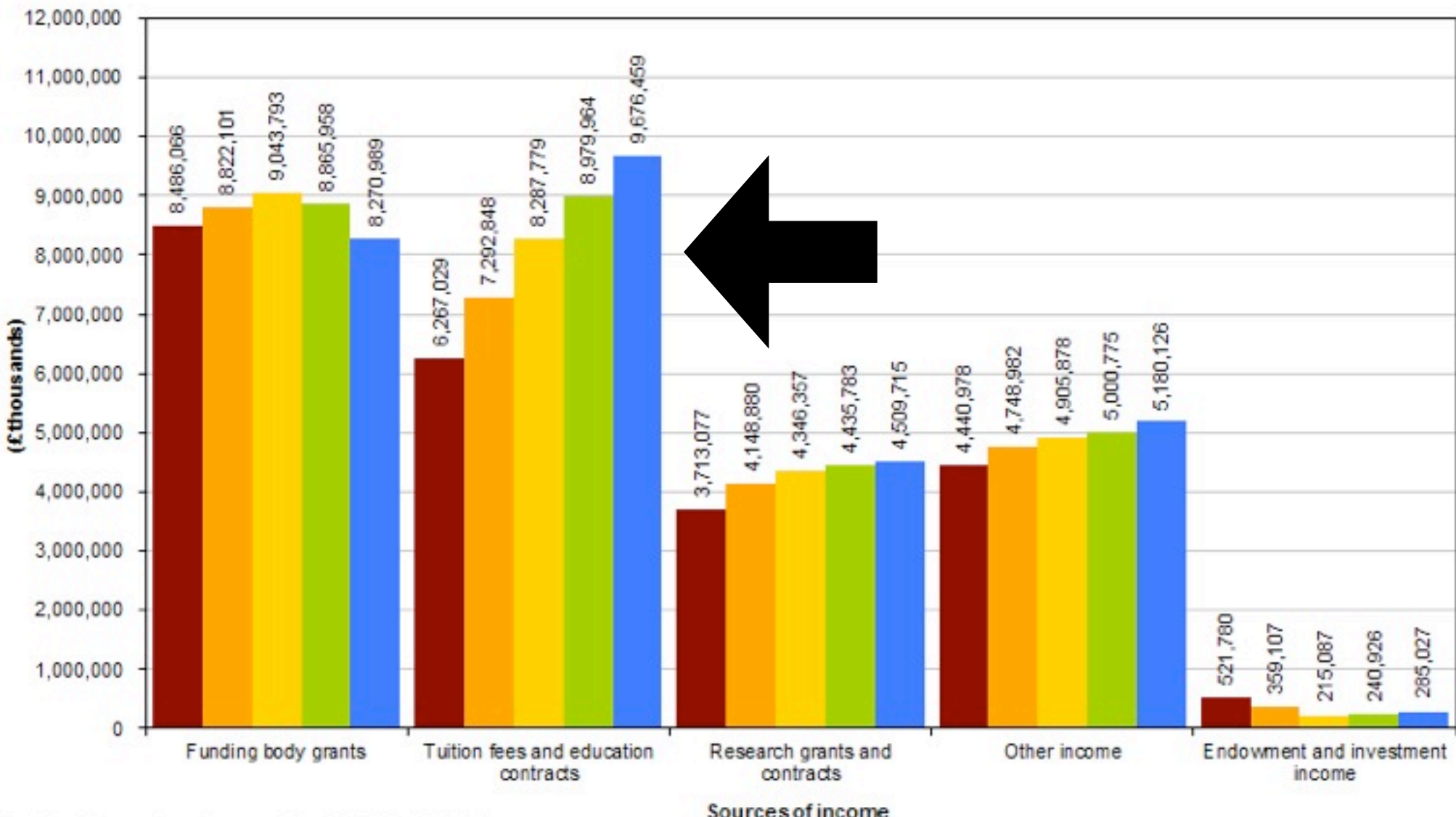
■ 2007/08 ■ 2008/09 ■ 2009/10 ■ 2010/11 ■ 2011/12



Re-stated figures have been used for 2007/08 to 2010/11  
 © Higher Education Statistics Agency Limited 2013

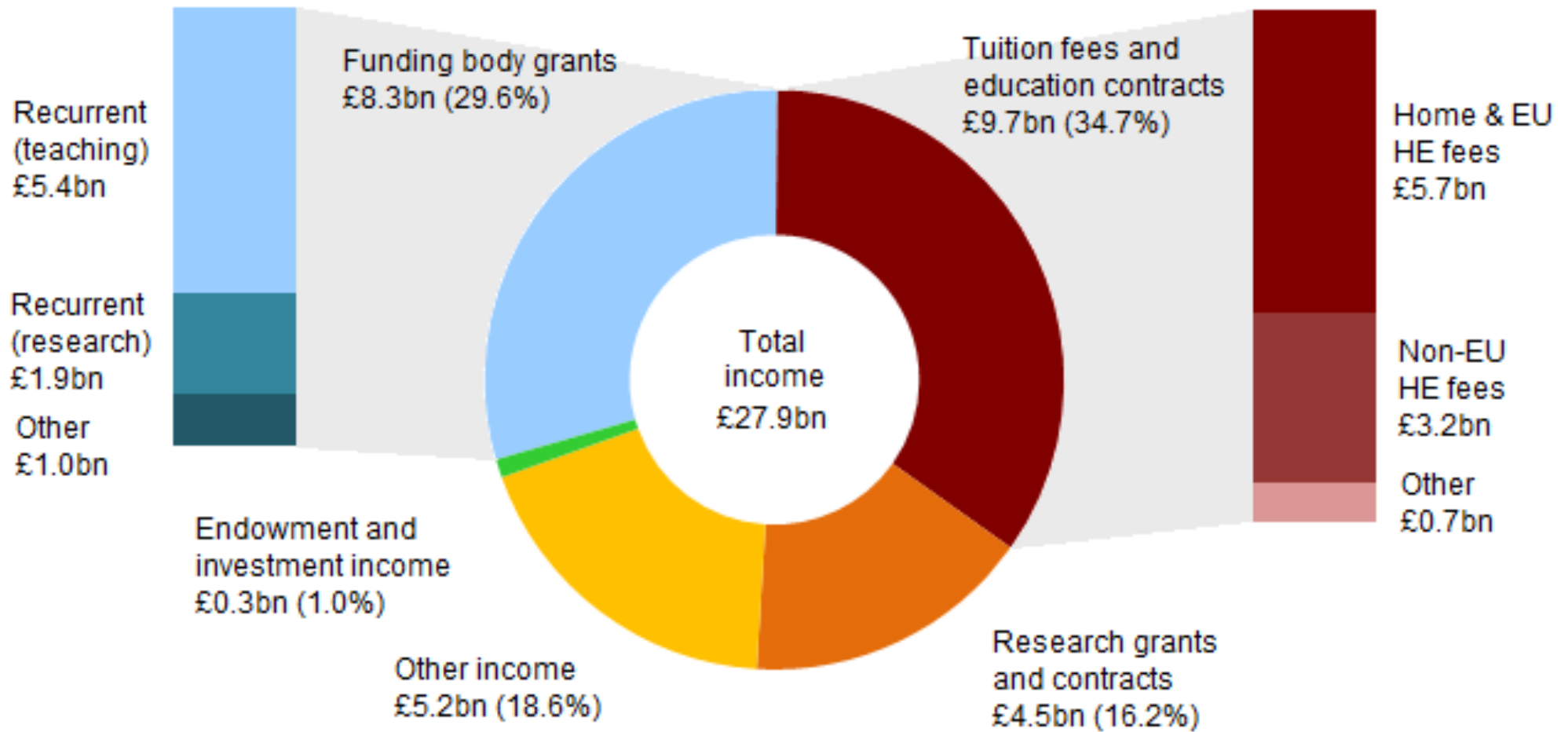
Chart 4 - Income by source 2007/08 to 2011/12

■ 2007/08 ■ 2008/09 ■ 2009/10 ■ 2010/11 ■ 2011/12



Re-stated figures have been used for 2007/08 to 2010/11  
 © Higher Education Statistics Agency Limited 2013

## Income of UK HEIs by source 2011/12



Source: HESA HE Finance Plus 2011/12

© Higher Education Statistics Agency Limited





Is this the death of the  
unified University  
Sector?

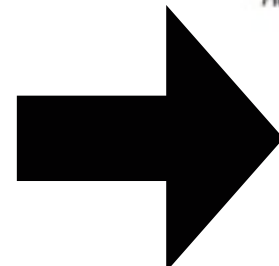
Total UK	27922316
Total England	23296892
Total Scotland	2842412
The University of Cambridge	1322128
Total Wales	1275339
The University of Oxford	1016161
University College London(#2)(#4)(#8)	871210

# Yes:

Total UK	27922316
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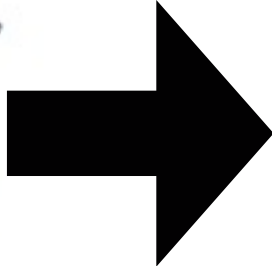
### Consolidated income and expenditure account for the year ended 31 July 2012

		Year ended 31 July 2012	Year ended 31 July 2011 <i>Restated</i>
	<i>Note</i>	£m	£m
<b>Income</b>			
Funding body grants	1	197	203
Academic fees and support grants	2	149	127
Research grants and contracts	3	293	284
Examination and assessment services	4	300	266
Publishing and printing services		241	227
Other income	5	123	127
Endowment and investment income	6	19	17
<b>Total income</b>		<b>1,322</b>	<b>1,251</b>



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Conso

	2012	2011	% inc/(dec)
Funding council grants	58.5	61.5	-5%
Tuition fees and education contracts	70.7	67.2	5%
Research grants and contracts	27.4	27.7	-1%
Accommodation and hospitality	19.6	19.2	2%
Other services rendered	7.7	7.2	7%
Other income	12.7	11.2	13%
<b>Total Income</b>	<b>196.6</b>	<b>194.0</b>	<b>1%</b>

Income  
Fundin  
Acade  
Resear  
Exami  
Publis  
Other i  
Endow  
Total inc

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**2013 UNIVERSITY**

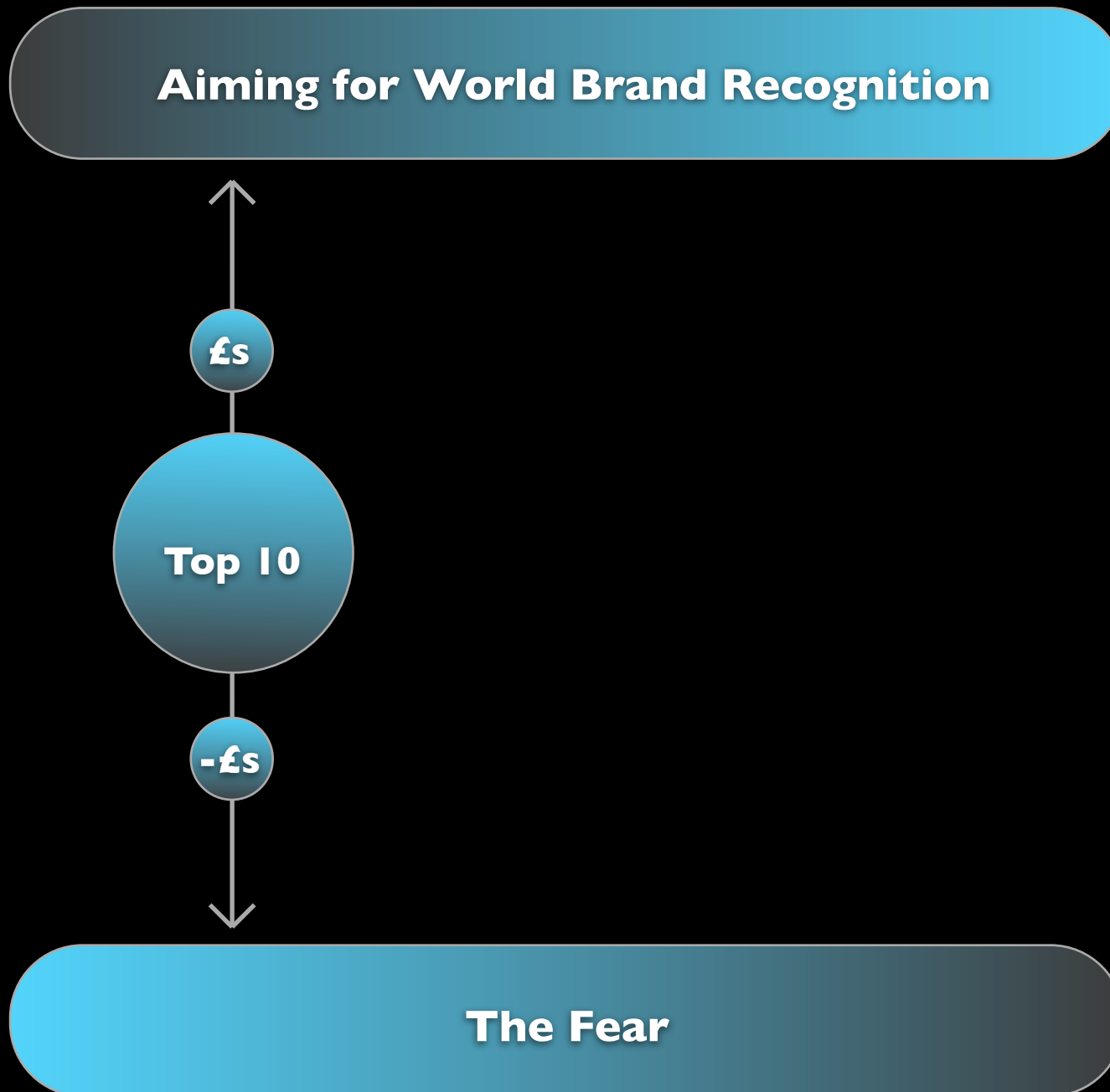
**Aiming for World Brand Recognition**

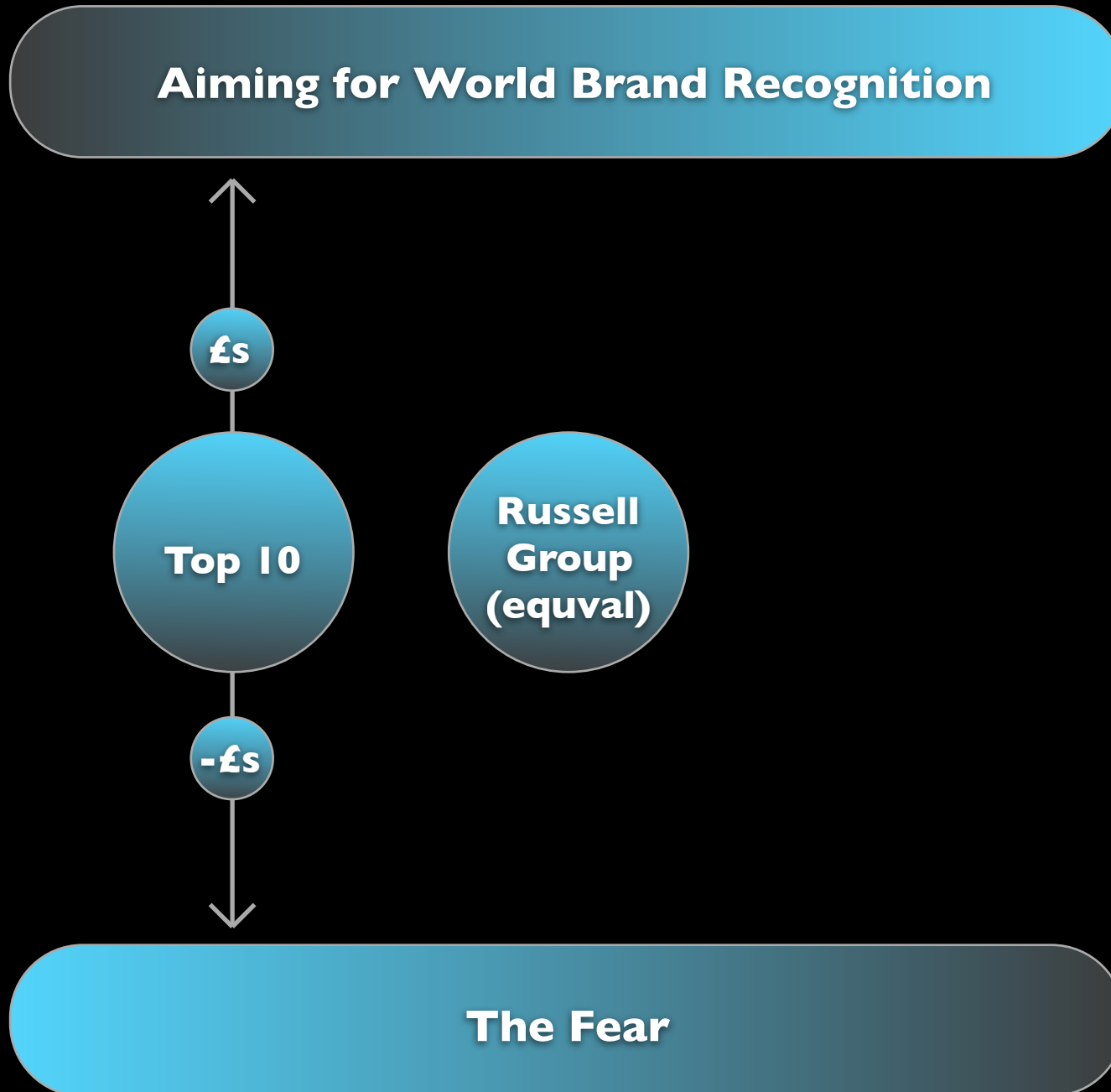
**The Fear**

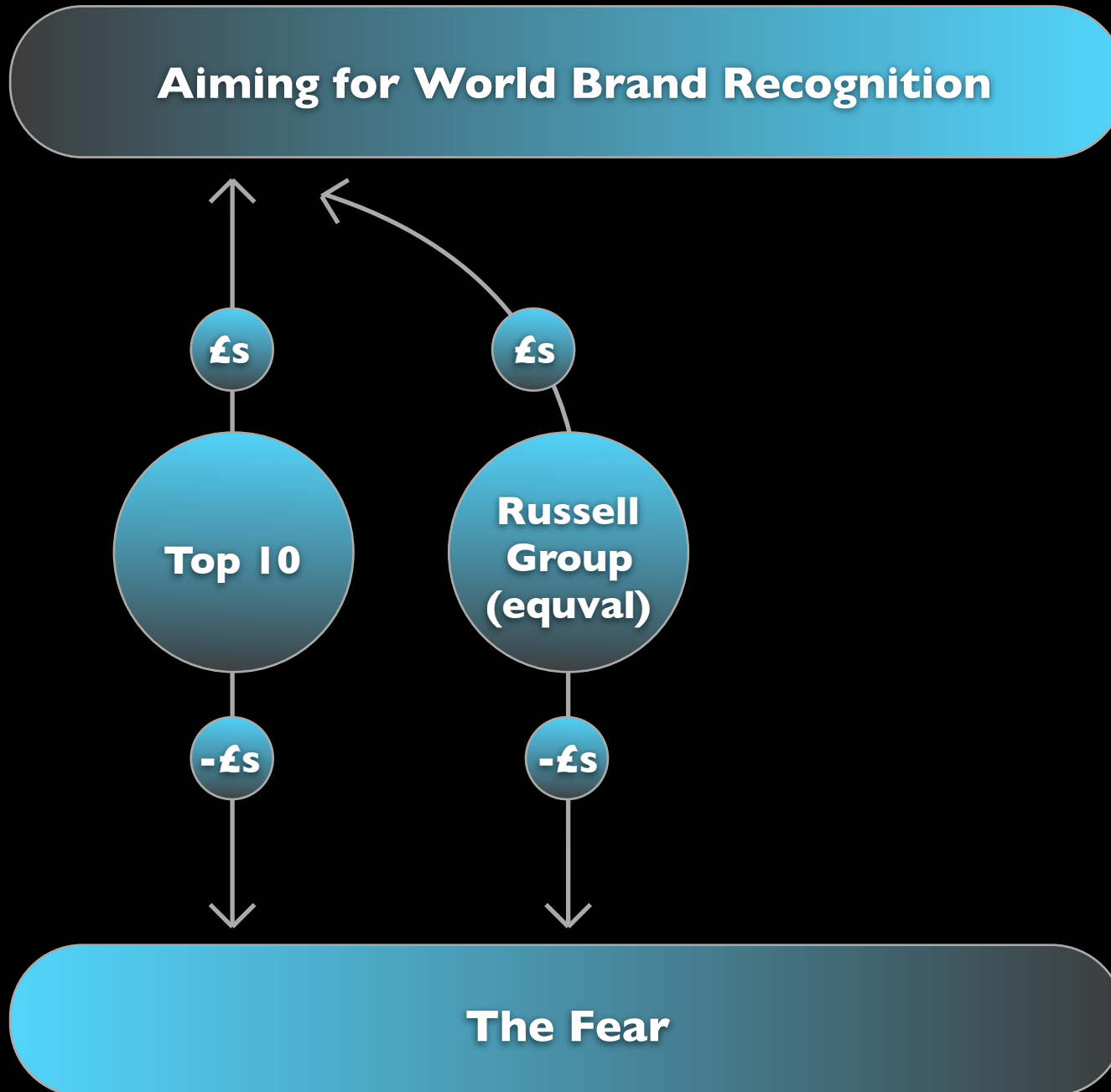
**Aiming for World Brand Recognition**

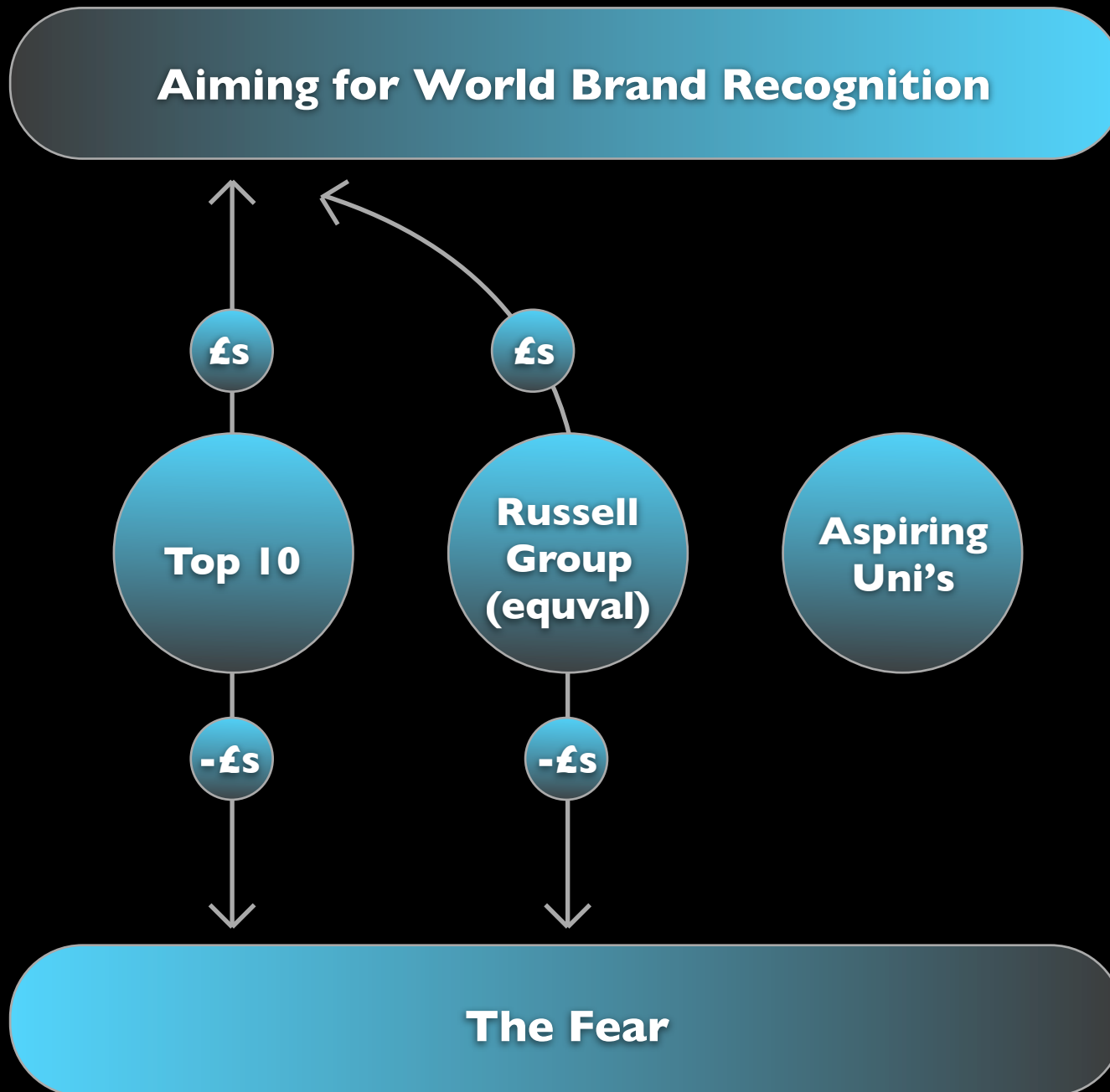
**Top 10**

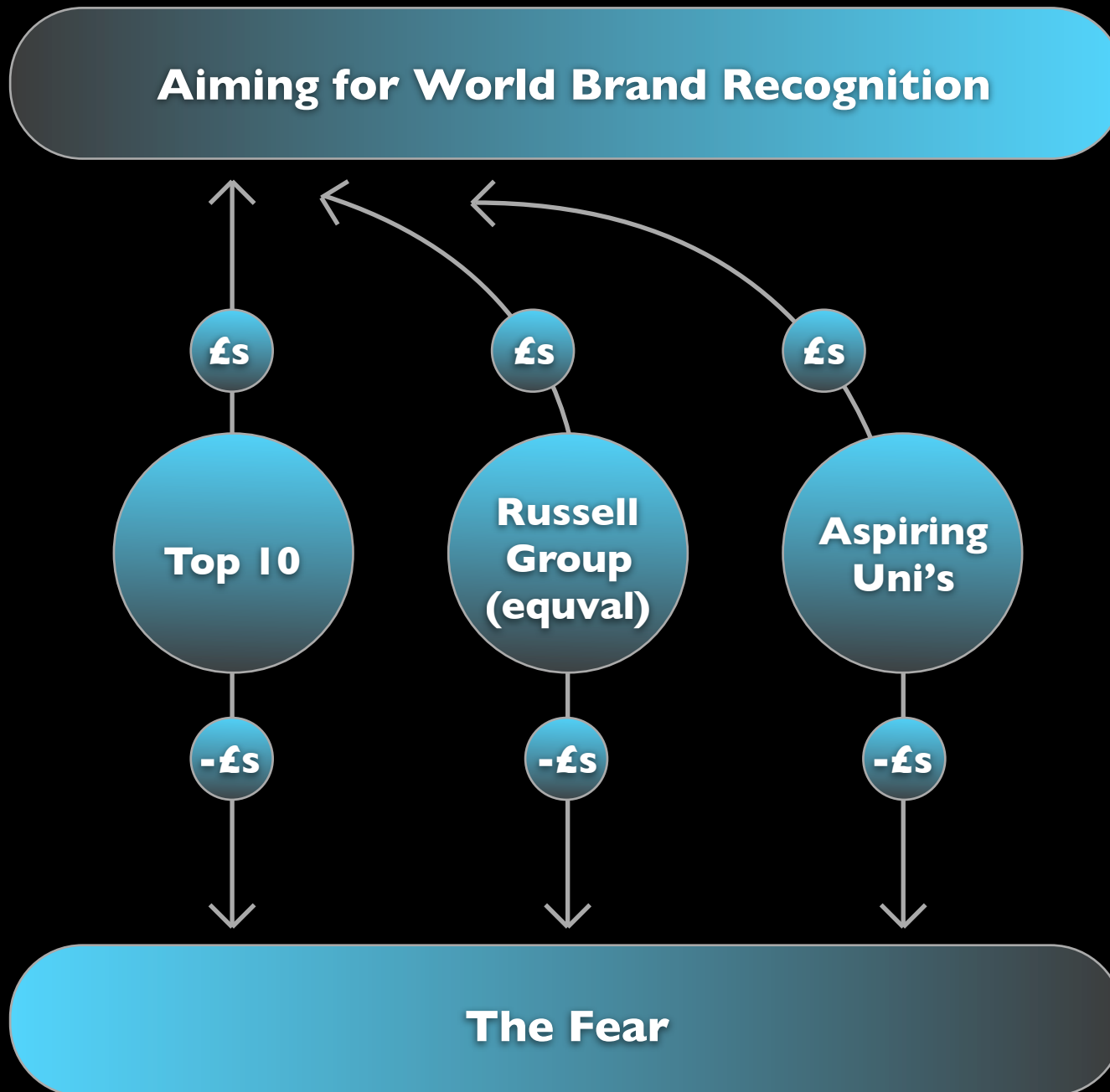
**The Fear**















In such a comparative market:  
Intelligent  
Targeted  
Show value.

THE CHARTERED  
INSTITUTE OF MARKETING  
MARKETING  
EXCELLENCE  
**AWARDS**  
2012

**FINALIST**  
EDUCATION



# Overview - Sources

1. Google Analytics
2. Mediahawk
3. Facebook/Google Adwords
4. Telephone records
5. External data feeds
6. UCAS/HESA data to help targeting.

**39,999 VISITS BY 9,999 VISITORS +33% WoW**

### CLEARING PAGE EVENTS

<b>MOBILE CALLED</b>	<b>EMAILED</b>
TOTAL 23	TOTAL 33
<b>UCAS website</b>	<b>TWITTER JUMP</b>
TOTAL 33	TOTAL 33

CLEARING HOME					
PAGE VIEWS 444					
COURSES AVAILABLE	COURSES AVAILABLE	COURSES AVAILABLE	COURSES AVAILABLE	COURSES AVAILABLE	COURSES AVAILABLE
444	444	555	6666	666	444

### ONLINE CAMPAIGNS

TALKSPORT		
VISITS 444		
NO. OF CONVERSIONS 444		
<b>SPEND</b>		
£444.50	33.3	n/a
TOTAL SPEND	COST/VISIT	COST/CONV

STUDENT ROOM		
VISITS 333		
NO. OF CONVERSIONS 33		
<b>SPEND</b>		
£4,444.30	£12.03	£44
TOTAL SPEND	COST/VISIT	COST/CONV

UCAS TOTAL		
VISITS 921		
NO. OF CONVERSIONS (excludes phone) 5,331		
<b>SPEND</b>		
£4,444	£12	£11.11
TOTAL SPEND	COST/VISIT	COST/CONV

### GOOGLE TOTAL:

ATTRACTION	SPEND
VISITS 833	
WEBSITE CONVERSIONS 44	£55
TELEPHONE CONVERSIONS 44	£55.5
AV TIME ON SITE (seconds) 555	55%
PAGES VIEWED 8.95	
TOTAL SPEND	COST/VISIT
	PERCENTAGE CONVERSION

### FACEBOOK TOTAL:

ATTRACTION	SPEND
VISITS 44	
WEBSITE CONVERSIONS 4	£333
TELEPHONE CONVERSIONS 4	£11.51
AV TIME ON SITE (seconds) 44	
PAGES VIEWED 5.55	
TOTAL SPEND	COST/VISIT
	PERCENTAGE CONVERSION

### SOCIAL MEDIA- BUZZ

ATTRACTION	UPUFT ESTIMATE (VISITS)	ENGAGEMENT SCORE	CLEARING VISITS	WEBSITE CONVERSIONS	TELEPHONE CONVERSIONS
facebook	22	+33	33	1	2

ATTRACTION	UPUFT ESTIMATE (VISITS)	ENGAGEMENT SCORE	BRAND MENTIONS	WEBSITE CONVERSIONS	TELEPHONE CONVERSIONS
twitter	33	+33	42	33	33

ATTRACTION	UPUFT ESTIMATE (VISITS)	ENGAGEMENT SCORE	YOUTUBE VIEWS	WEBSITE CONVERSIONS	TELEPHONE CONVERSIONS
YouTube	3333	+33	2,222	33	3

### OTHER MEDIA

METRO		
VISITS		
NO. OF CONVERSIONS		
£3,500	£3.33	£3.33
TOTAL SPEND	COST/VISIT	COST

THE BIG ISSUE		
VISITS 22		
NO. OF CONVERSIONS (PROJECTED) 0		
£5,555	£4.44	£3.33
TOTAL SPEND	COST/VISIT	COST/CONV

**DID YOU KNOW?**  
9999 phonecalls were made to the university yesterday. Of these 32% were from the Newcastle, 23% from Sunderland and 15.2% from a mobile

### REGIONAL PRESS (due to reporting restrictions these are projections)

KANSAS HERALD & POST UPUFT ESTIMATE (VISITS) 444 TELEPHONE/WEB CONVERSION FROM AREA 5/11 COST: £999	YOUR TIMES AND CITIZEN UPUFT ESTIMATE (VISITS) 11 TELEPHONE/WEB CONVERSION FROM AREA 1/11 COST: £999
MILTON FREEMAN CITIZEN UPUFT ESTIMATE (VISITS) 11 TELEPHONE/WEB CONVERSION FROM AREA 5/11 COST: £999	BRIDGESMITH CHRONICLE UPUFT ESTIMATE (VISITS) 11 TELEPHONE/WEB CONVERSION FROM AREA 5/11 COST: £999
NEWCASTLE TELEGRAPH & CITIZEN UPUFT ESTIMATE (VISITS) 9 TELEPHONE/WEB CONVERSION FROM AREA 5/11 COST: 999.91	THE STAR UPUFT ESTIMATE (VISITS) 11 TELEPHONE/WEB CONVERSION FROM AREA 5/11 COST: £999
NOAM SMITH UPUFT ESTIMATE (VISITS) 11 TELEPHONE/WEB CONVERSION FROM AREA 5/11 COST: £999	QUEEN HERALD UPUFT ESTIMATE (VISITS) 11 TELEPHONE/WEB CONVERSION FROM AREA 5/11 COST: £999
SHEFFIELD AND WILFELD TIMES UPUFT ESTIMATE (VISITS) 11 TELEPHONE/WEB CONVERSION FROM AREA 5/11 COST: 999.99	MY HEMPSTEAD/SABITTE UPUFT ESTIMATE (VISITS) 11 TELEPHONE/WEB CONVERSION FROM AREA 5/11 COST: £999
GREEN OF HERTS ADVERTISER UPUFT ESTIMATE (VISITS) 11 TELEPHONE/WEB CONVERSION FROM AREA 5/11 COST: 999.99	NORTHAMPTON CHRONICLE UPUFT ESTIMATE (VISITS) 11 TELEPHONE/WEB CONVERSION FROM AREA 5/11 COST: £999
DAILY PAT EXPRESS UPUFT ESTIMATE (VISITS) 11 TELEPHONE/WEB CONVERSION FROM AREA 5/11 COST: £999	CAMBRIDGE EVENING NEWSPAPER UPUFT ESTIMATE (VISITS) 11 TELEPHONE/WEB CONVERSION FROM AREA 5/11 COST: £999

**DID YOU KNOW?**  
**99%**  
Of traffic came from Google and found you by searching your brand.

**DID YOU KNOW?**  
**999**  
sessions of livechat faculty were started last week.

**DID YOU KNOW?**  
**999**  
visits from the Facebook advertising was from the Sport related advert

**DID YOU KNOW?**  
**999**  
visits from the Facebook advertising was from the Computer related advert






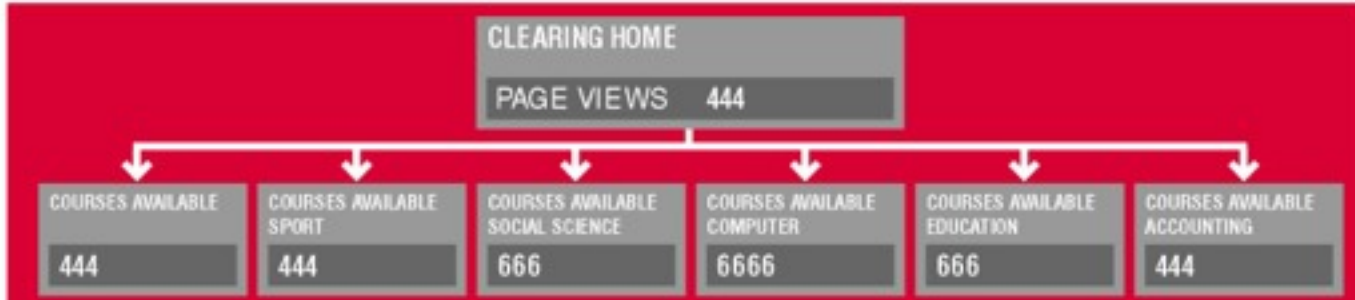
# CLEARING DASHBOARD FOR UNIVERSITY OF LIFE

Data for the week of 16th to 23rd of August 2013

Provided by: 

39,999 VISITS BY 9,999 VISITORS +33% WoW

CLEARING PAGE EVENTS	
MOBILE CALLED 	EMAILED 
TOTAL 23	TOTAL 33
UCAS website	TWITTER JUMP 
TOTAL 33	TOTAL 33





**OVERALL: 12,222 VISITS**

**COST: £12,222.08 | MOBILE DEVICE: 22% | NEW TO SITE: 22% (EXCLUDING BRAND NAME "BEDFORDSHIRE" THIS ROSE TO 81%)**

**WINTER CAMPAIGN GENERAL**

VISITS	4444
WEBSITE CONV. (CAMPUS TOURS)	44%
MOBILE USE	44%

£3,333.33	→	£0.87	→	£0.50
SPEND		COST/VISIT		COST/CONV

**VIRTUAL OPEN DAY**

VISITS	555
WEBSITE CONV. (CAMPUS TOURS)	55%
MOBILE USE	55%

£555.55	→	£5.55	→	£5.55
SPEND		COST/VISIT		COST/CONV

**OPEN DAYS**

VISITS	1,555
WEBSITE CONV. (CAMPUS TOURS)	55%
MOBILE USE	55%

£555.90	→	£5.35	→	£5.99
SPEND		COST/VISIT		COST/CONV

**BA MULTIMEDIA JOURNALISM**

VISITS	555
WEBSITE CONV. (CAMPUS TOURS)	55%
MOBILE USE	55%

£5,555.55	→	£5.55	→	£5.55
SPEND		COST/VISIT		COST/CONV

**BA JOURNALISM AND PR**

VISITS	3333
WEBSITE CONV. (CAMPUS TOURS)	33%
MOBILE USE	33%

£333.33	→	£0.91	→	£2.39
SPEND		COST/VISIT		COST/CONV

**BSC SOFTWARE ENGINEERING**

VISITS	333
WEBSITE CONV. (CAMPUS TOURS)	33%
MOBILE USE	33%

£1,333.33	→	£2.61	→	£3.53
SPEND		COST/VISIT		COST/CONV

**BSc COMPUTING & MATHEMATICS**

VISITS	555
WEBSITE CONV. (CAMPUS TOURS)	55%
MOBILE USE	15%

£555.96	→	£5.55	→	£5.55
SPEND		COST/VISIT		COST/CONV

**BSC BUSINESS INFO SYSTEMS**

VISITS	5555
WEBSITE CONV. (CAMPUS TOURS)	55%
MOBILE USE	55%

£466.54	→	£2.29	→	£5.555
SPEND		COST/VISIT		COST/CONV



**GOOGLE TOTAL:**



**ATTRACTION**

VISITS	833
<b>WEBSITE CONVERSIONS</b>	<b>44</b>
TELEPHONE CONVERSIONS	44
AV TIME ON SITE (seconds)	555
PAGES VIEWED	8.95

**SPEND**

£55	→	£55.5	→	55%
TOTAL SPEND / PERIOD		COST / VISIT		PERCENTAGE / CONVERSION

**FACEBOOK TOTAL:**



**ATTRACTION**

VISITS	44
<b>WEBSITE CONVERSIONS</b>	<b>4</b>
TELEPHONE CONVERSIONS	4
AV TIME ON SITE (seconds)	444
PAGES VIEWED	5.55

**SPEND**

£5555.55	→	£333	→	£11.51
TOTAL SPEND / PERIOD		COST / VISIT		PERCENTAGE / CONVERSION

## REGIONAL PRESS (due to reporting restrictions these are projections)

KANAS HERALD & POST	
UPLIFT ESTIMATE (VISITS)	444
TELEPHONE/WEB CONVERSION FROM AREA	5/11
<b>COST</b>	<b>£1000</b>

MILTON FRIEDMAN CITIZEN	
UPLIFT ESTIMATE (VISITS)	11
TELEPHONE/WEB CONVERSION FROM AREA	5/11
<b>COST</b>	<b>£1000</b>

KEYNES TELEGRAPH & CITIZEN	
UPLIFT ESTIMATE (VISITS)	6
TELEPHONE/WEB CONVERSION FROM AREA	5/11
<b>COST</b>	<b>£655.83</b>

ADAM SMITH	
UPLIFT ESTIMATE (VISITS)	11
TELEPHONE/WEB CONVERSION FROM AREA	5/11
<b>COST</b>	

ORWELYN and HATFIELD TIMES	
UPLIFT ESTIMATE (VISITS)	11
TELEPHONE/WEB CONVERSION FROM AREA	5/11
<b>COST</b>	<b>£884.65</b>

QUEEN OF HERTS ADVERTISER	
UPLIFT ESTIMATE (VISITS)	11
TELEPHONE/WEB CONVERSION FROM AREA	5/11
<b>COST</b>	<b>£884.65</b>

DAILY FHIT EXPRESS	
UPLIFT ESTIMATE (VISITS)	11
TELEPHONE/WEB CONVERSION FROM AREA	5/11
<b>COST</b>	<b>£1000</b>

YOUR TIMES AND CITIZEN	
UPLIFT ESTIMATE (VISITS)	11
TELEPHONE/WEB CONVERSION FROM AREA	5/11
<b>COST</b>	<b>£1000</b>

BIGGLES SMITH CHRONICLE	
UPLIFT ESTIMATE (VISITS)	11
TELEPHONE/WEB CONVERSION FROM AREA	5/11
<b>COST</b>	<b>£1000</b>

THE STAR	
UPLIFT ESTIMATE (VISITS)	11
TELEPHONE/WEB CONVERSION FROM AREA	5/11
<b>COST</b>	<b>£1000</b>

QUEEN HERALD	
UPLIFT ESTIMATE (VISITS)	11
TELEPHONE/WEB CONVERSION FROM AREA	5/11
<b>COST</b>	<b>£1000</b>

MY HEMPSTEAD GAZETTE	
UPLIFT ESTIMATE (VISITS)	11
TELEPHONE/WEB CONVERSION FROM AREA	5/11
<b>COST</b>	<b>£1000</b>

NORTHAMPTON CHRONICLE	
UPLIFT ESTIMATE (VISITS)	11
TELEPHONE/WEB CONVERSION FROM AREA	5/11
<b>COST</b>	<b>£1000</b>

CAMBRIDGE EVENING NEWSPAPER	
UPLIFT ESTIMATE (VISITS)	11
TELEPHONE/WEB CONVERSION FROM AREA	5/11
<b>COST</b>	<b>£1000</b>

### LUTON HERALD & POST - PROJECTED



ATTRACTION	
UPLIFT	
<b>WEB CONVERSIONS</b>	<b>111/2</b>
TELEPHONE CONVERSIONS	3
AV TIME ON SITE (seconds)	33
PAGES VIEWED	333

SPEND		
£3333	→ £3.33	→ £333
TOTAL SPEND / PERIOD	COST / VISIT	COST / CONVERSION

### MITON KEYNES CITIZEN - PROJECTED



ATTRACTION	
VISITS	333
<b>WEBSITE CONVERSIONS</b>	<b>3/3</b>
TELEPHONE CONVERSIONS	3
AV TIME ON SITE (seconds)	333
PAGES VIEWED	n/a

SPEND		
£3333	→ £33.33	→ £3333
TOTAL SPEND / PERIOD	COST / VISIT	PERCENTAGE / CONVERSION

## JOURNALISM BA

VISITS  999

WEBSITE CONV. (CAMPUS TOURS)  99%

MOBILE USE  9%

**£999.99**

**£0.45**

**£4.55**

SPEND



COST/VISIT



COST/CONV

JOURNALISM BA		
VISITS		999
WEBSITE CONV. (CAMPUS TOURS)		99%
MOBILE USE		9%
£999.99	→ £0.45	→ £4.55
SPEND	COST/VISIT	COST/CONV

- Mobile Ads 150% conversion
- Targeted display Ads
- Best Ads:

JOURNALISM BA		
VISITS		999
WEBSITE CONV. (CAMPUS TOURS)		99%
MOBILE USE		9%
£999.99	→ £0.45	→ £4.55
SPEND	COST/VISIT	COST/CONV

- Mobile Ads 150% conversion
- Targeted display Ads
- Best Ads:

- [BA in Journalism and PR](#)  
Uni of Beds dedicated Newsroom  
For a Career in Journalism and PR  
[www.beds.ac.uk/Journalism&PR](http://www.beds.ac.uk/Journalism&PR)
- [BA in Journalism and PR](#)  
UKs Best Bursaries & Scholarships  
For a Career in Journalism and PR  
[www.beds.ac.uk/Journalism&PR](http://www.beds.ac.uk/Journalism&PR)



Can we make data a integral element to  
the success?



# SiD ONLINE MEDIA ANALYSIS AND REPORT

1<sup>st</sup> January 2012 to 31<sup>st</sup> December 2012

**BLOGS** (SiD with Essex)

**101** mentions: 3,7999 Top mentions:



<http://www.isa-rc22.org/blog/?p=447>  
Engagement: 50%



<http://blogs.lse.ac.uk/politicsandpolicy/archives/21698>



[http://cordis.europa.eu/fetch?CALLER=EN\\_NEWS&ACTION=D&RCN=34441](http://cordis.europa.eu/fetch?CALLER=EN_NEWS&ACTION=D&RCN=34441)



[http://www.gazette-news.co.uk/news/10131985.Women\\_better\\_at\\_recycling\\_than\\_men\\_according\\_to\\_Essex\\_Uni\\_researcher/](http://www.gazette-news.co.uk/news/10131985.Women_better_at_recycling_than_men_according_to_Essex_Uni_researcher/)

http://www.nzherald.co.nz/nz/news/article.cfm?c\_id=1&objectid=10793021

Engagement: 55%  
Relevance: 55%  
Influence: 55%

http://healthland.time.com/2012/03/20/want-a-brighter-baby-feeding-on-demand-not-on-a-schedule/

Engagement: 55%  
Relevance: 55%  
Influence: 55%

http://www.magicmaman.com/allaitement-et-alimentation-a-la-demande-les-bebes-plus-intelligents,2220,2052750.asp

Engagement: High  
Relevance: Medium  
Influence: High

http://www.physicsforums.com/showthread.php?t=639473

Engagement: Low  
Relevance: Low  
Influence: Low

## INFLUNCERS OF NOTE AND THEIR MENTION

**WHO:**  
Sociology Professor at SIDCSID  
Director Of Research Centre on Health and Welfare VpRes Celiac Ass Italy.



Follow

Disability and care needs in the older population [iser.essex.ac.uk/projects/disab...](http://iser.essex.ac.uk/projects/disab...)  
#welfare

Reply Retweet Favorite More

1:22 AM - Feb 27, 2013

Authority: 44  
Followers:  
Influence44%

## INFLUNCERS OF NOTE AND THEIR MENTION

**WHO:**  
CenEA - SiD: Non-Governmental Centre for Economic Analysis (<http://www.cenea.org.pl/pl/>)



CenEA - Centre for Economic Analysis - 56 like this.  
3 January at 05:08 ·

Like

Three new EUROMOD Working Papers have been published recently on ISER website:  
"Improving Work Incentives: Evaluation of Tax Policy Reform Using SRMOD" (EM11/12) by Saša Randelović and Jelena Žarković Rakić (University of Belgrade)  
"Economic well-being and distributional effects of housing-related policies in 3 European countries" (EM10/12) by Virginia Maestri (University of Amsterdam)  
"The fiscal and distributional impact of possible tax reforms in the Netherlands" (EM9/12) by Klaas de Vos (CentERdata)

Authority:44  
Likes (Facebook):  
Influence44%

## INFLUNCERS OF NOTE AND THEIR MENTION

**WHO:**  
Nick Durie - 56 followers  
9 February at 12:11 ·

Britain 'working.' New data for 2012. Rich continue to get richer, poor continue to get poorer. As in 2011, as under Labour before in 2010 and previously. Britain working.



Rich get richer and poor get poorer: new report on impact of recession [www.iser.ac.uk](http://www.iser.ac.uk)  
ISER specialises in the production and analysis of longitudinal data - evidence which tracks changes in the lives of the same individuals over time

Authority:  
Facebook Friends: 3,567  
Followers: 56  
Influence: HIGH

## RECOMMENDATIONS

SiD is mentioned regularly in Blogs around the world, because of the type of research SiD does it is particularly picked up as evidence to a particular social position or lifestyle choice. However, it also is mentioned on governmental blogs, for example that of the European Commission.

Online newspapers and discussion groups in particular were interested in the study regarding demand fed babies, this was picked up across the world; The New Zealand Herald being among the newspapers who ran with the story. It was also very popular on discussion boards, in particular mother focused websites. SiD studies have been mentioned by influential academics, governmental and non-governmental organisations around the world, though particularly in Europe. It has also been mentioned by political activists of social networks.

We would recommend SiD, as previously mentioned, develops deeper online connection with organisations and people online, in particular by leveraging social media networks

# SOCIAL MEDIA DASHBOARD

Data For 1<sup>ST</sup> July to 31<sup>TH</sup> December 2011  
Provided by SiD, Statistics into Decisions

## TOP LINE

Mentions:

**10,666**

AV posts / day:

**300**

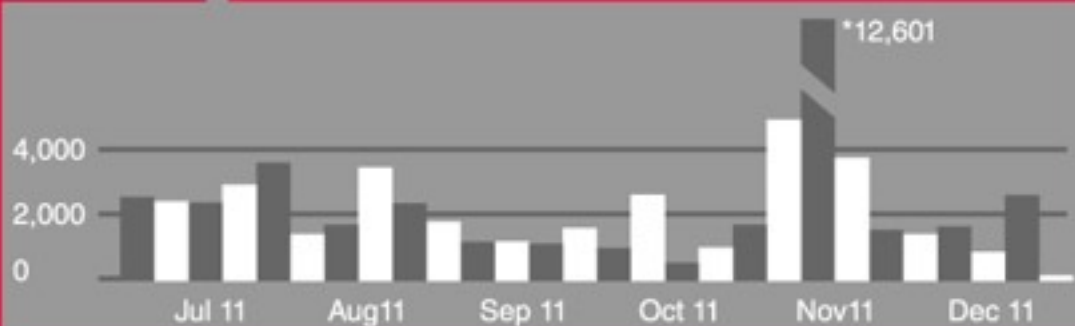
Most popular day:

**20 Nov**



**2,999  
POSTS**

## TIMELINE



## GENDER



13,522

Most popular day:  
**11 Aug** → **111 VIEWS**

Other websites: 17%

Mobile devices: 20%

YouTube channel: 7%

India %	4.1	29.7	25.9	18.5	5.3	16.2	0.3
USA %	5.4	6.5	10.3	20.5	39.1	14.5	3.8
Pakistan %	2.3	26.5	25.0	44.1	2.0	0.0	0.0
Age:	13-17	18-24	25-34	35-44	45-54	55-64	65+

University of SID  
Views: 7,210

Adult nursing @ University of SID  
Views: 4,256

**facebook**

Brand views:  
**1,000,867**

AV responses / day:  
**12**

Likes:  
**2,466**

**GENDER & AGE**

Female	0.98%	31%	7.9%	2.3%	0.98%	0.43%
Age:	13-17	18-24	25-34	35-44	45-54	55+
Male	0.91%	32%	16%	2.2%	0.79%	0.97%

**BREAKDOWN**

Wall: 12,119

Discussion boards: 1,563

Photos: 2,950

Information: 1,187

**BLOGS**

Mentions:  
**38,423**

AV posts / day:  
**230**

Most popular day:  
**18 Nov** → **3,926 VIEWS**

**FOCUS ON: AMAZING WORK BY SID VICOUS**

colossal.com:  
http://www.thisiscolossal.com/2011/11/sid/arm  
Linked 4,881 times

Tumblr  
http://mono.tumblr.com/post/12854490238/uk-based-artist-susan-stockwell-recently-completed  
1648 likes

An Epic Win!  
http://wins.failblog.org/SID  
Likes 519, Linked 395 times

Comment  
Silkone  
November 16, 2011 at 1:18 pm  
This is really cool i've seen it myself and hopefully will be going to this uni. I thought it looked familiar!

**FLICKR**

Total views:  
**41,947**

AV views / day:  
**18**

Most popular day:  
**15 Jan** → **350 VIEWS**

**TWITTER: SID SITE ENGAGEMENT**

Visits: +111

Engagement score: +2

Stayed to view content: -4

Time spent viewing content: +3

Amount of content viewed: -3

Conversion score: -3

**YOUTUBE: UoB SITE ENGAGEMENT**

Visits: +1

Engagement score: +15

Stayed to view content: +3

Time spent viewing content: -3

Amount of content viewed: +3

Conversion score: -5

**FACEBOOK: UoB SITE ENGAGEMENT**

Visits: 12,412

Engagement score: -31

Stayed to view content: -24

Time spent viewing content: -6

Amount of content viewed: -6

Conversion score: +2



Products

Business solutions

Support & Learning

Download

Company

Buy



Sales: +44 1628 590 3

# Adobe Marketing Cloud

Overview

Social marketing

Media optimization

Digital analytics

Testing and targeting

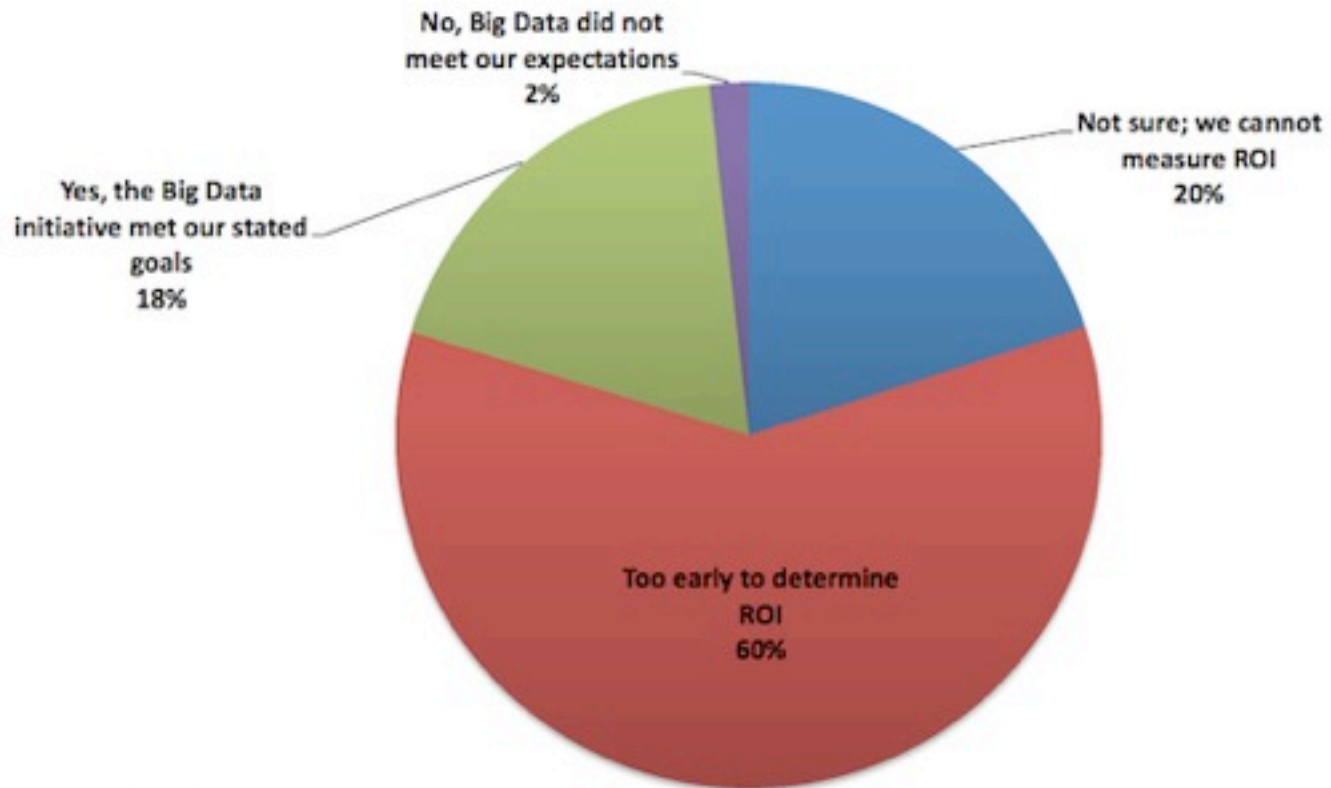
“MARKETERS HATE  
BIG  
DATA”

**THAT'S NONSENSE.**

Turn terabytes of data into real strategic insight.

[See the solution >](#)

Question #14 Do you consider your Big Data project a success?



It's not clear yet if big data will deliver a big ROI.

Connotate

If you didn't do anything meaningful with the small data you had, why will you do anything with the big data?





Big Data+  
Big Project=  
Big Waste of Money

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**2013**

## Unistats has received over three million page views since launch

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Course name, subject or course code   [Advanced search](#)

**Shortlist: 0**  
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The official website for comparing UK higher education course data

Includes official data on each university and college's satisfaction scores in the National Student Survey, jobs and salaries after study and other key information for prospective students.

Compare stats about courses by adding them to the short list

**COURSE ASSISTANT**  
 Answer a few questions to let us help you find some courses

**UNISTATS**  
 Compare official course data from universities and colleges

VISITS	476
TOTAL VISITS	1047
DAILY	9



**Since its launch on the 27 September 2012 to the 20 March, the Unistats web-site has received 3,315,620 page views and 171,186 unique visitors – an average of 984 new visitors per day.**

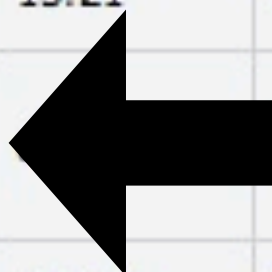
Since its launch on the 27 September 2012 to the 20 March, the Unistats web-site has received 3,315,620 page views and 171,186 unique visitors – an average of 984 new visitors per day.

in 175 days got 171,186 unique visitors  
Each visitor cost (estimated £2million to set up)  
£5 per visitor

Source/medium	Visits	Pages / visit	Avg. visit duration	% New Visits	Bounce Rate
(direct) / (none)	212,897	11.28	00:07:58	69.89%	22.19%
google / organic	45,374	13.21	00:09:00	0.92%	23.07%
widget.unistats.ac.uk / referral	20,271	8.5	00:07:25	1.03%	29.54%
bing / organic	2,367	15.83	00:10:21	0.34%	15.29%
thestudentsurvey.com / referral	1,019	9.3	00:05:16	2.06%	32.19%
hefce.ac.uk / referral	770	11.36	00:06:58	0.52%	17.01%
ucas.ac.uk / referral	702	12.83	00:10:18	4.13%	24.07%
ucas.com / referral	678	14.07	00:10:54	5.60%	14.60%
yahoo / organic	584	15.95	00:10:44	0.86%	32.36%
search.ucas.com / referral	331	9	00:05:46	0.91%	43.81%



Source/medium	Visits	Pages / visit	Avg. visit duration	% New Visits	Bounce Rate
(direct) / (none)	212,897	11.28	00:07:58	69.89%	22.19%
google / organic	45,374	13.21	00:09:00	0.92%	23.07%
widget.unistats.ac.uk / referral	20,271		00:07:25	1.03%	29.54%
bing / organic	2,367	15.83	00:10:21	0.34%	15.29%
thestudentsurvey.com / referral	1,019	9.3	00:05:16	2.06%	32.19%
hefce.ac.uk / referral	770	11.36	00:06:58	0.52%	17.01%
ucas.ac.uk / referral	702	12.83	00:10:18	4.13%	24.07%
ucas.com / referral	678	14.07	00:10:54	5.60%	14.60%
yahoo / organic	584	15.95	00:10:44	0.86%	32.36%
search.ucas.com / referral	331	9	00:05:46	0.91%	43.81%



# LLB Law

UCAS code	Typical offer	Length
<b>M100</b>	<b>AAA</b> (See <a href="#">full entry requirements</a> )	<b>3 years full-time</b>

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We have organised the range of subjects into three streams which allow you to choose your own pathway through the programme. This way you can customise your degree studies to fit your career preferences.

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## Any questions?

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+44 (0)1904 325804  
[law-ug-admissions@york.ac.uk](#)

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**LLB in Law**  
University Of York

**73%**  
Assessed by coursework

**98%**  
Students agreed staff are good at explaining things

**93%**  
Students agreed staff made the subject interesting

**KIS** KEY INFORMATION SET  
Official data collected by HEFCE

Less than 1 (yes 1)  
visitor per university per  
day is clicking the  
UniStats widget

Data can never alone be  
the answer.

Big data is the fast food  
of analysis?

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MICHAEL POLLAN

THE NEW YORK TIMES

NO 1 BESTSELLER



COOKED

Databases are pi\$\$ easy,  
figuring out what is useful is  
hard:

You can't outsource thinking.





What's a mook?

**FREE DESTROYS  
DIVERSITY**

# Solutionism sucks

Evgeny Morozov

“IF we still live a  
capitalist society where  
arts make a living- better  
farer pricing models?”

“FREE’s pricing model is  
unfair and benefits the  
rich”

“Early adopters have a  
responsibility”

Intelligent  
Targeted  
Show value.

Ranjit Sidhu

@rssidhu

ranjit@sidspace.info

www.sidspace.info

statistics into decisions