

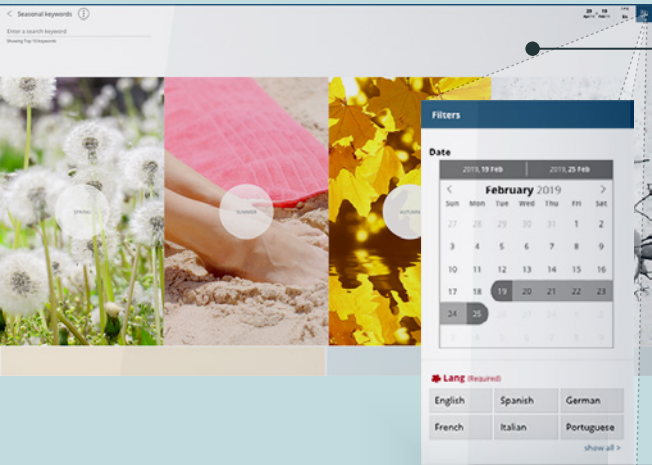
EmpathyInsights

SEASONAL KEYWORDS VISUALISATION

Understanding the behaviour of searched terms within a site and their performance during different periods and seasons is fundamental for merchandisers and product managers in eCommerce. It allows them to not only anticipate market trends through a solid understanding of their products, catalogue and real demand but also plan and react to seasonal variety.

The Seasonal Keywords visualisation analyses each keyword, in terms of time and frequency, to reveal tangible results about each query behaviour.

By displaying each keyword's performance within the selected season, and offering comparisons between different terms, the visualisation provides an overview of trends and the keywords selected.



Selectable. There's an option to select all the search keywords. Each selected keyword will show the total number of queries and its percentage during a specific season.

Relatable. A list of the top five related terms will be shown in order to contextualise the query. This makes it easy to identify which are the most common terms associated to each keyword and what are the most frequent ones.

In the initial overview there is the possibility to choose a particular season or just check the behaviour of keywords within the whole seasonal calendar.

Comparable. The performance of two keywords can be compared in terms of the number of queries shown within a particular season. The most repeated queries associated with a keyword could also be compared as well as contrasted against any other keyword or selected query.



Provides valuable, accurate and tangible information with a seasonal perspective.

Underlines the best and worst moments in a product lifecycle.

Identifies outliers by each keyword or query to define their high points during the seasons framework.

Allows comparisons between two different terms and its related queries in order to decide the right moment to introduce a particular product into the market through understanding previous keyword behaviour and past usage.