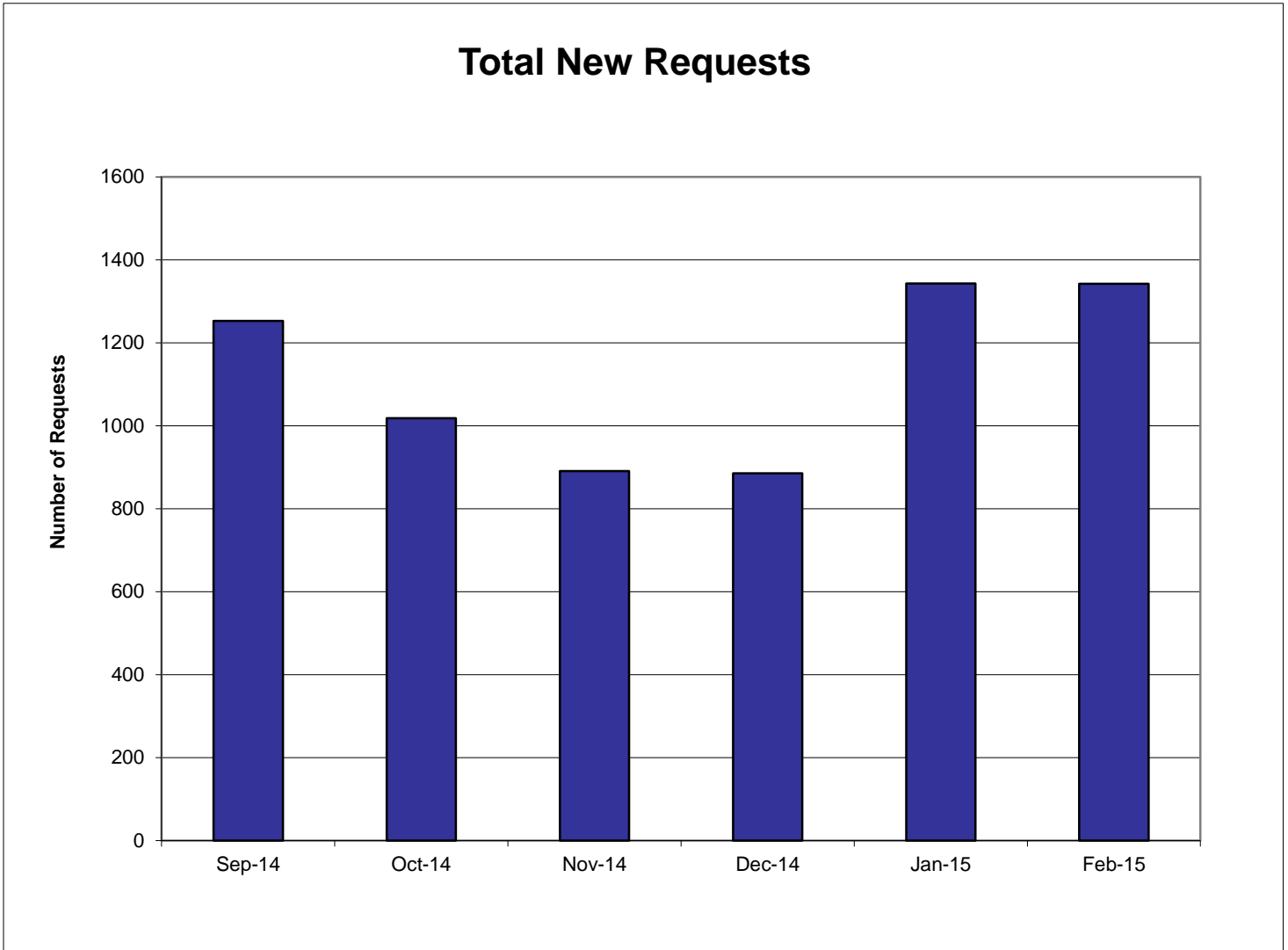
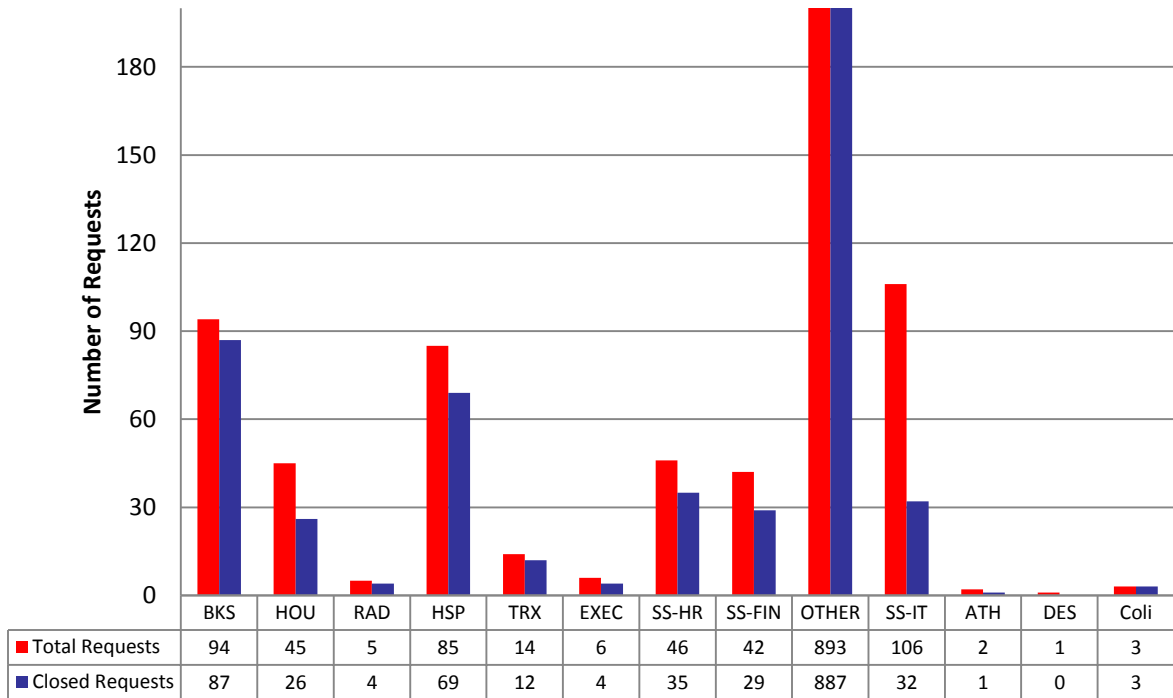


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Monthly Operations Reports
February 2015**



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Monthly Operations Reports
February 2015**

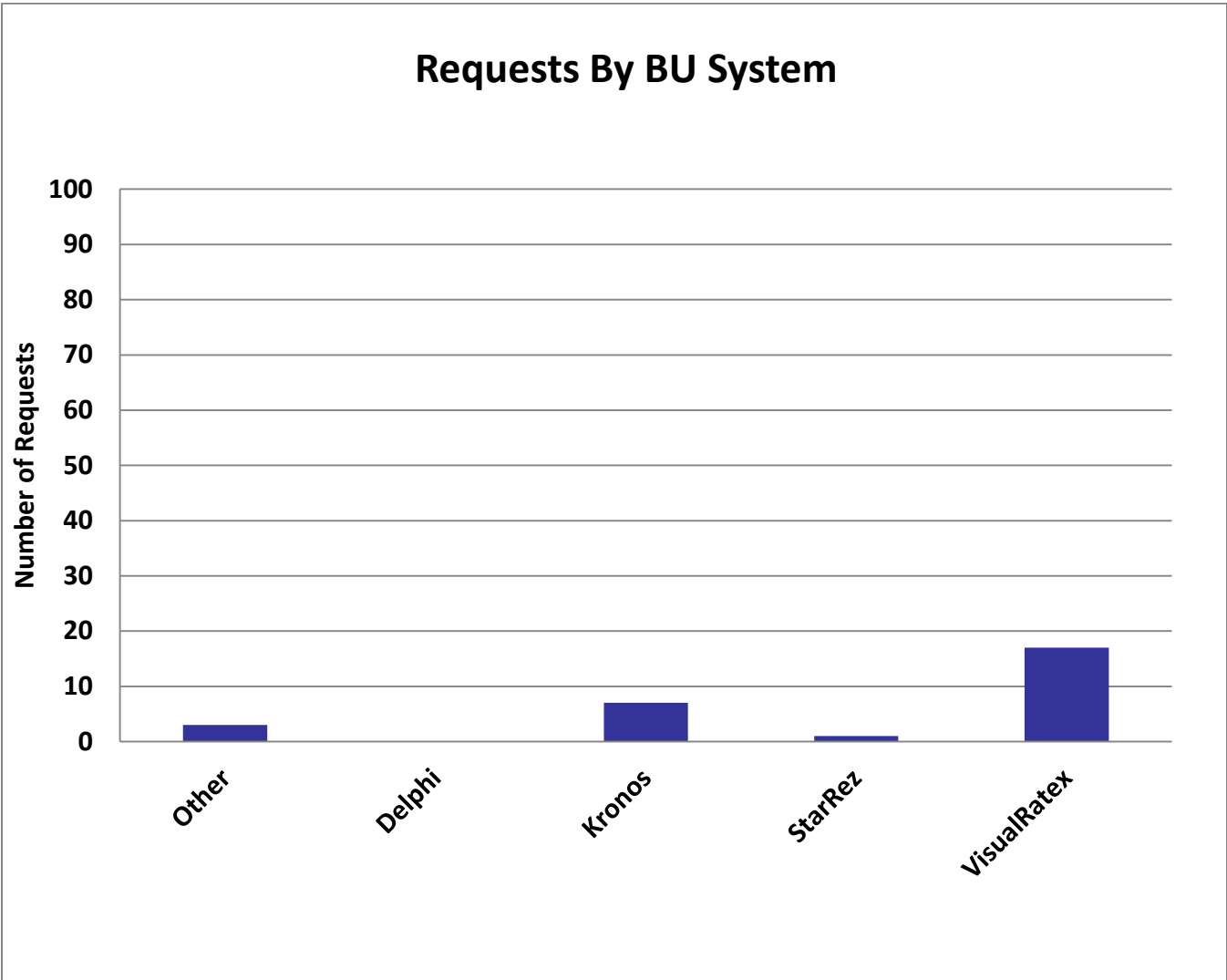
Total New Vs Closed Requests



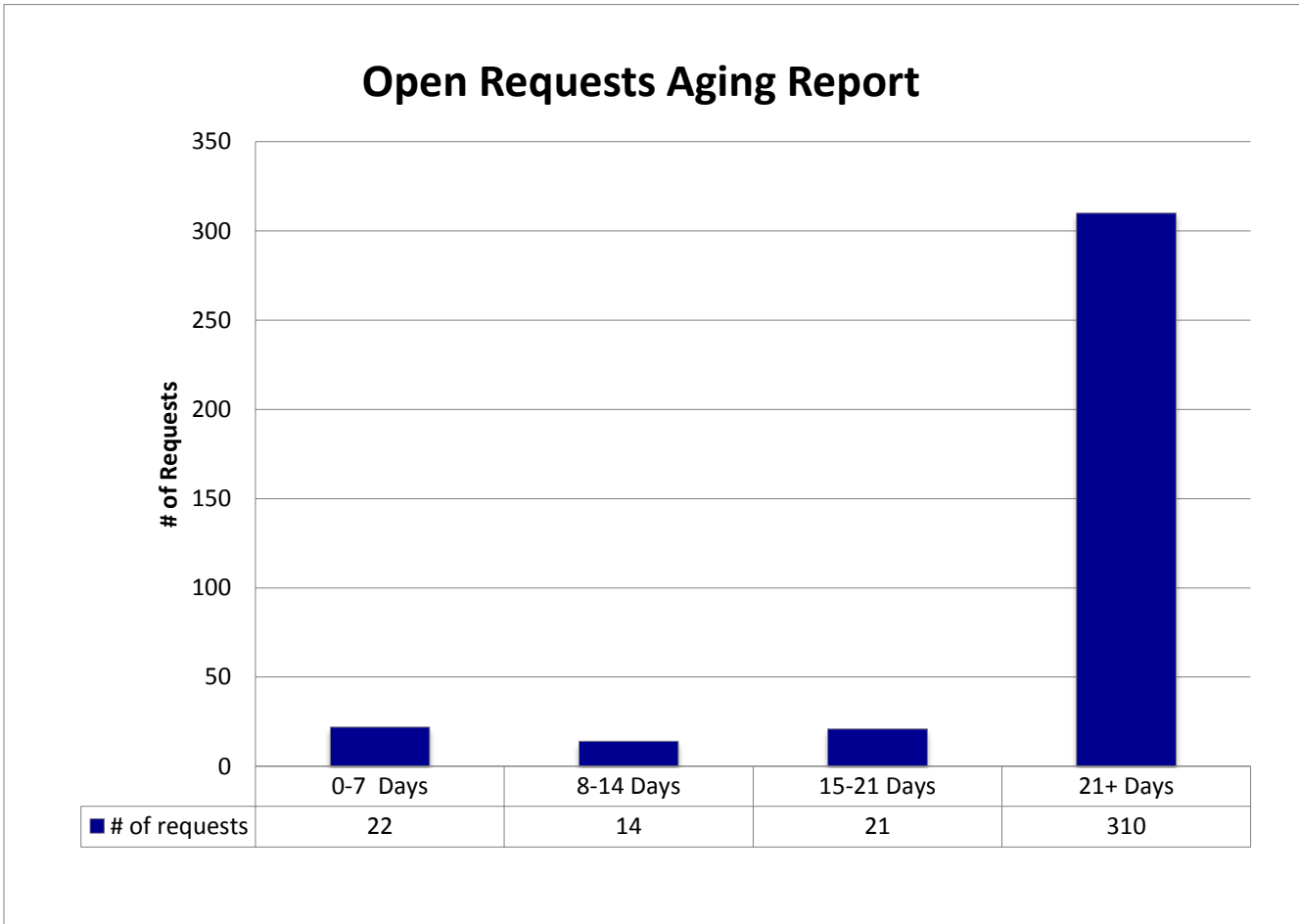
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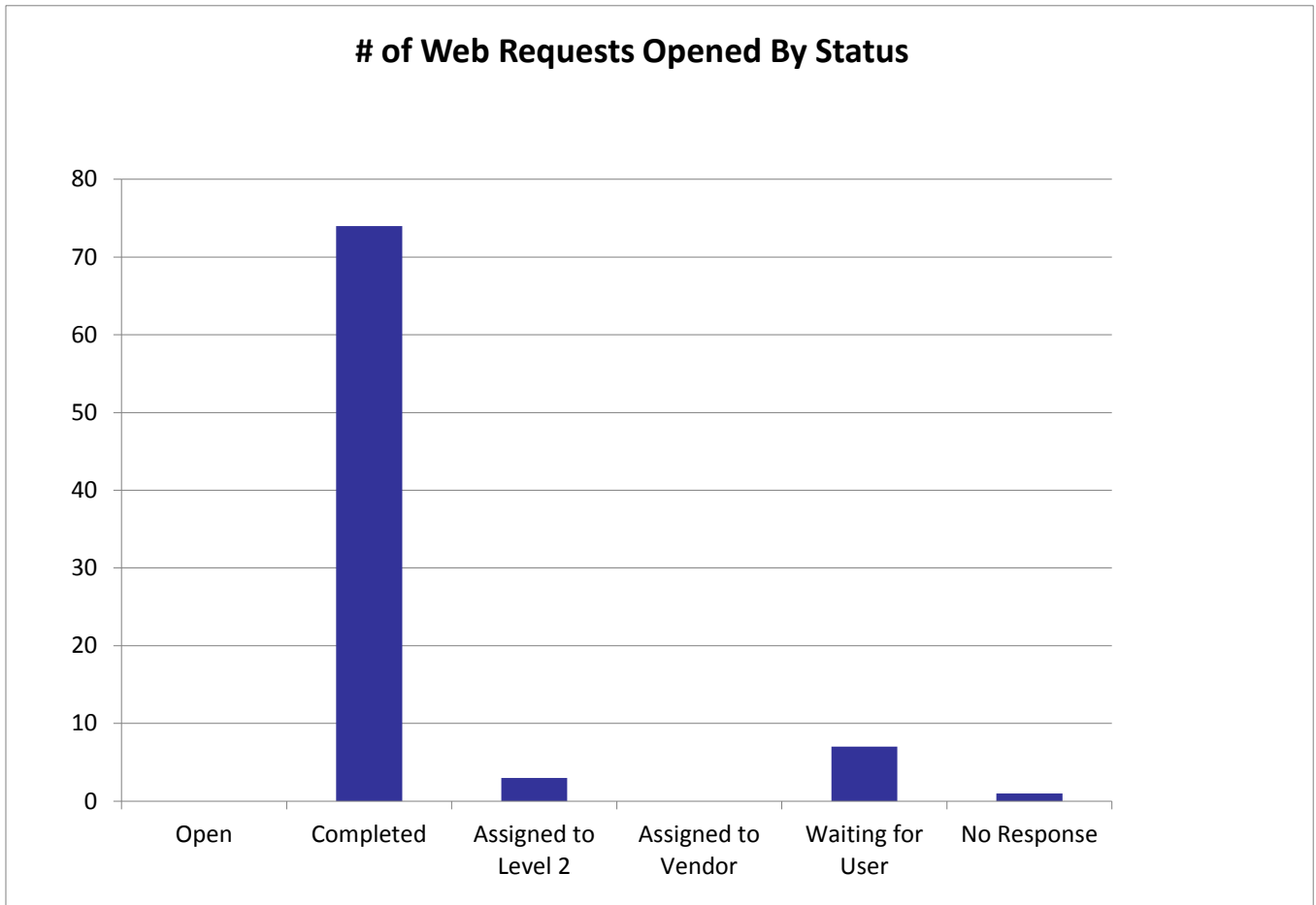
**USC Auxiliary Services IT
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February 2015**



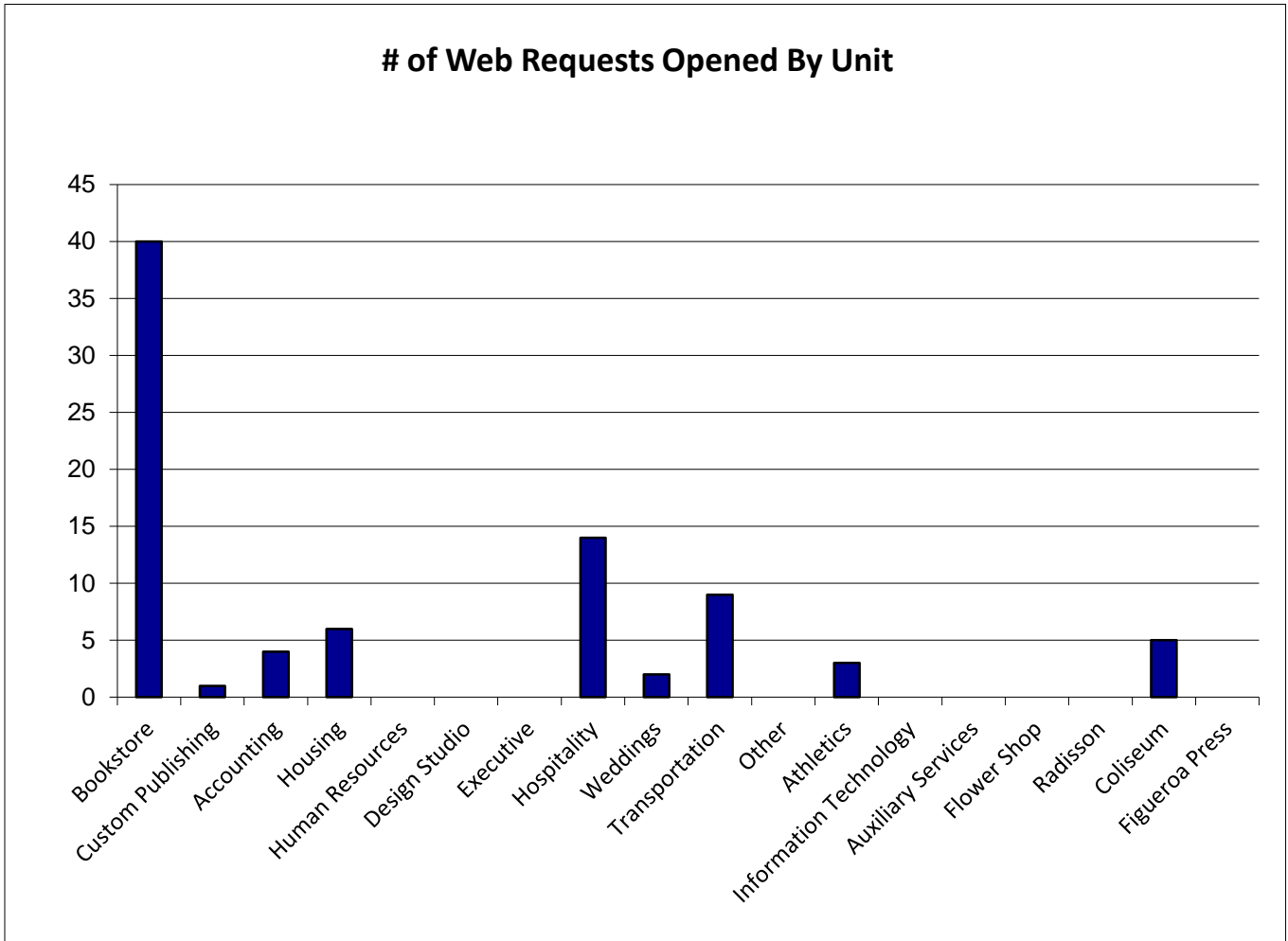
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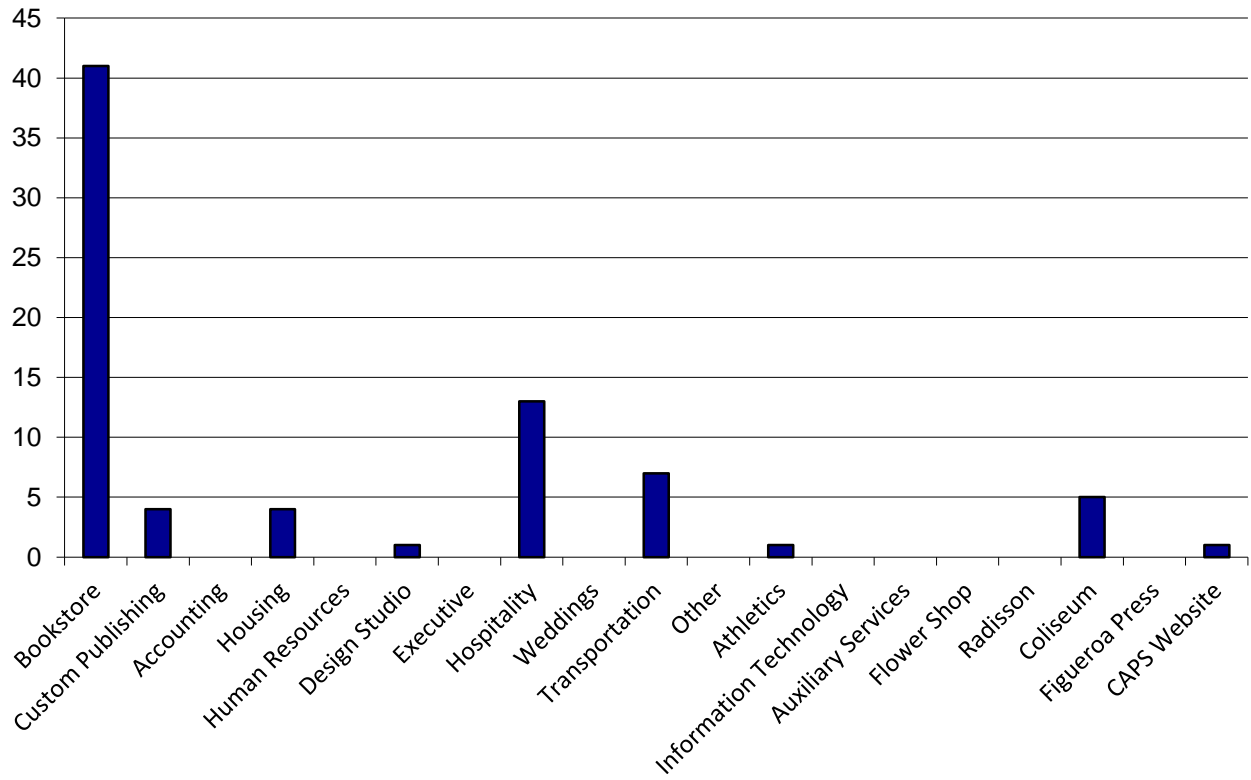


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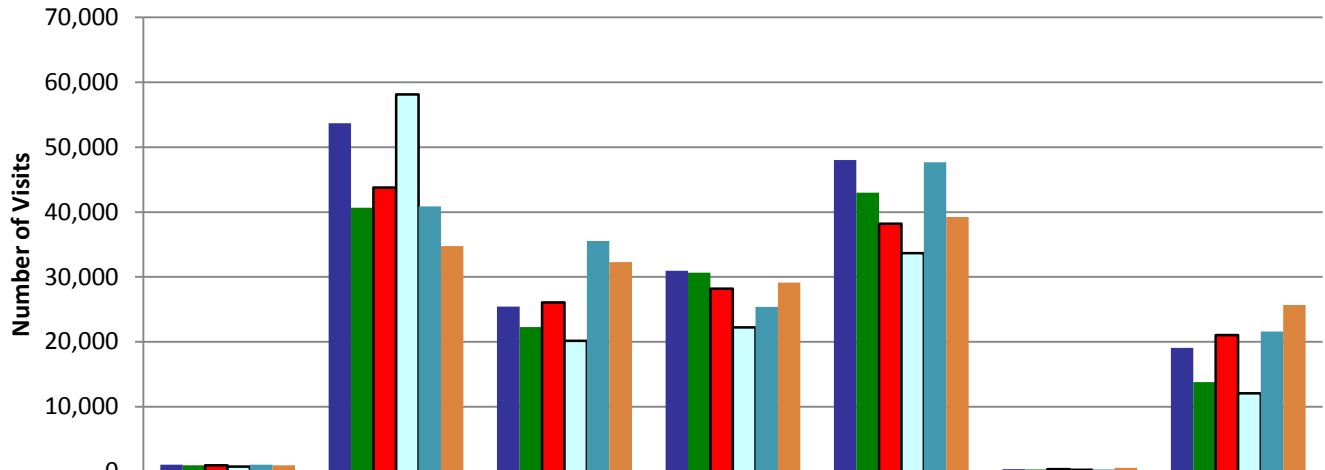
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of Web Requests Closed By Unit



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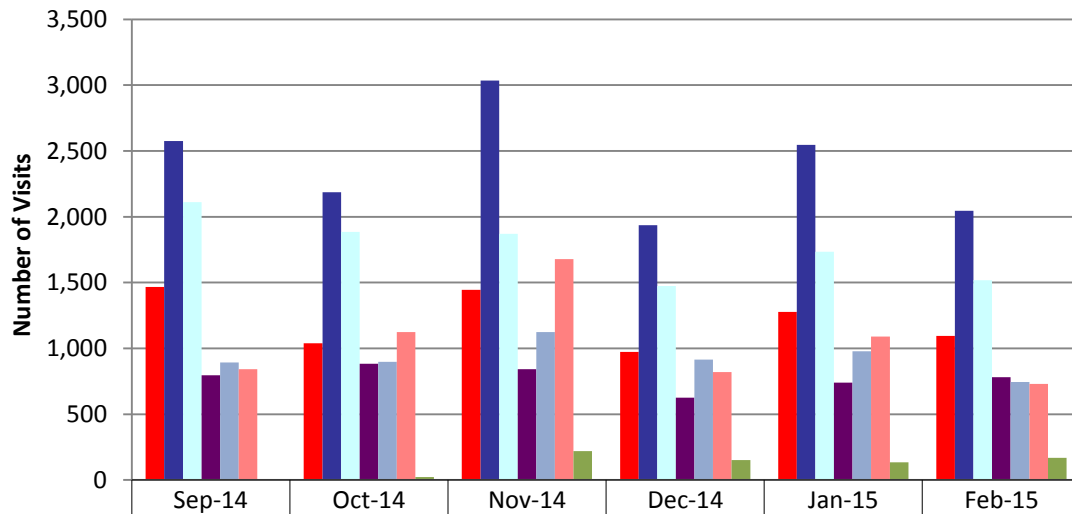
Web Visits Per Month - BU Main Sites



	aux.usc.edu	Bookstore	Housing	Hospitality	Transportation	BKS - Other (Flower shop)	Coliseum
■ Sep-14	1,096	53,693	25,419	30,941	48,026	392	19,076
■ Oct-14	1,009	40,654	22,264	30,685	42,996	362	13,825
■ Nov-14	975	43,773	26,083	28,182	38,194	401	21,038
■ Dec-14	798	58,119	20,156	22,222	33,660	283	12,071
■ Jan-15	1,090	40,846	35,519	25,379	47,646	344	21,579
■ Feb-15	989	34,760	32,293	29,135	39,228	600	25,677

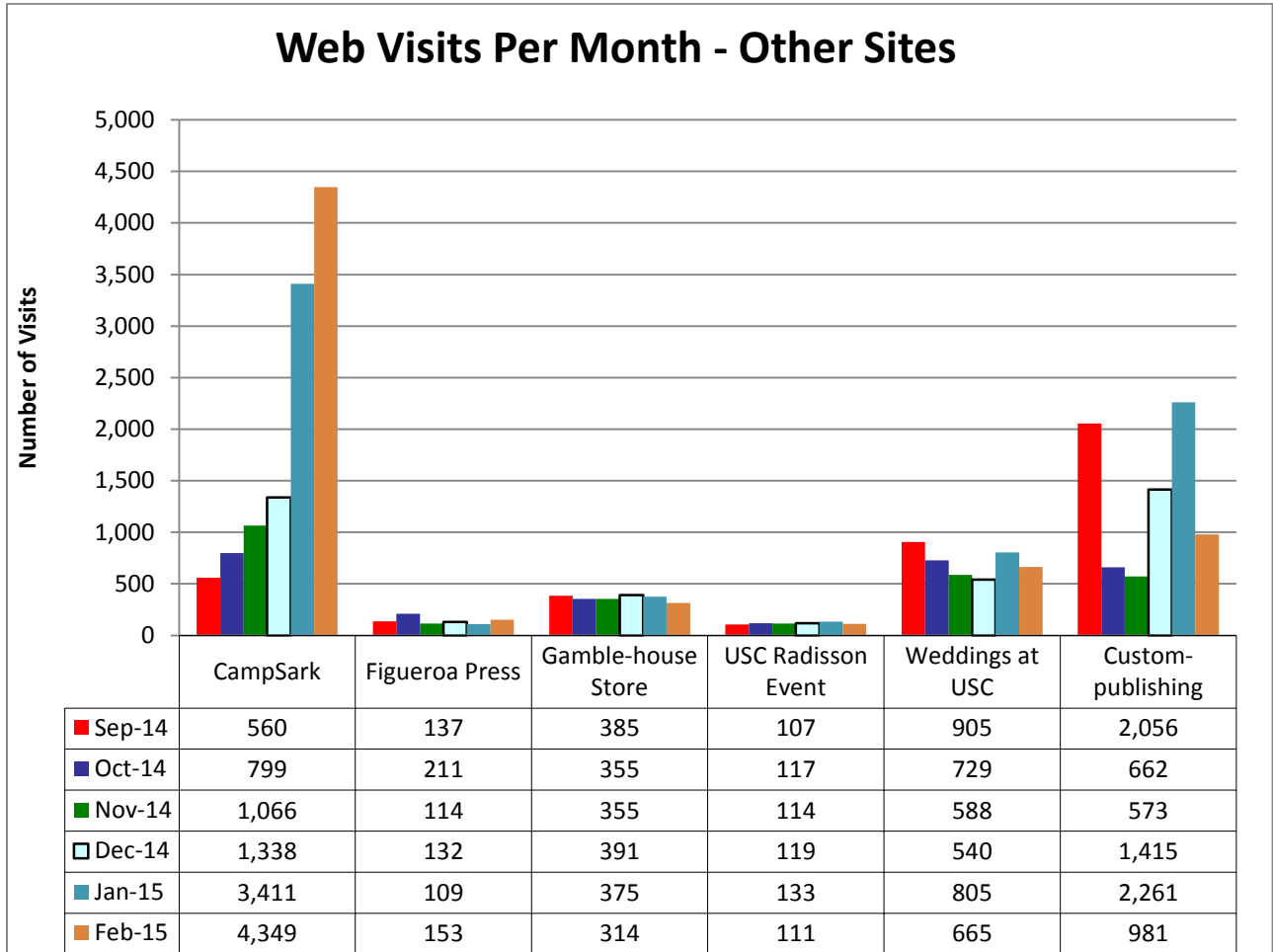
**USC Auxiliary Services IT
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February 2015**

Web Visits Per Month - HSP Micro Sites



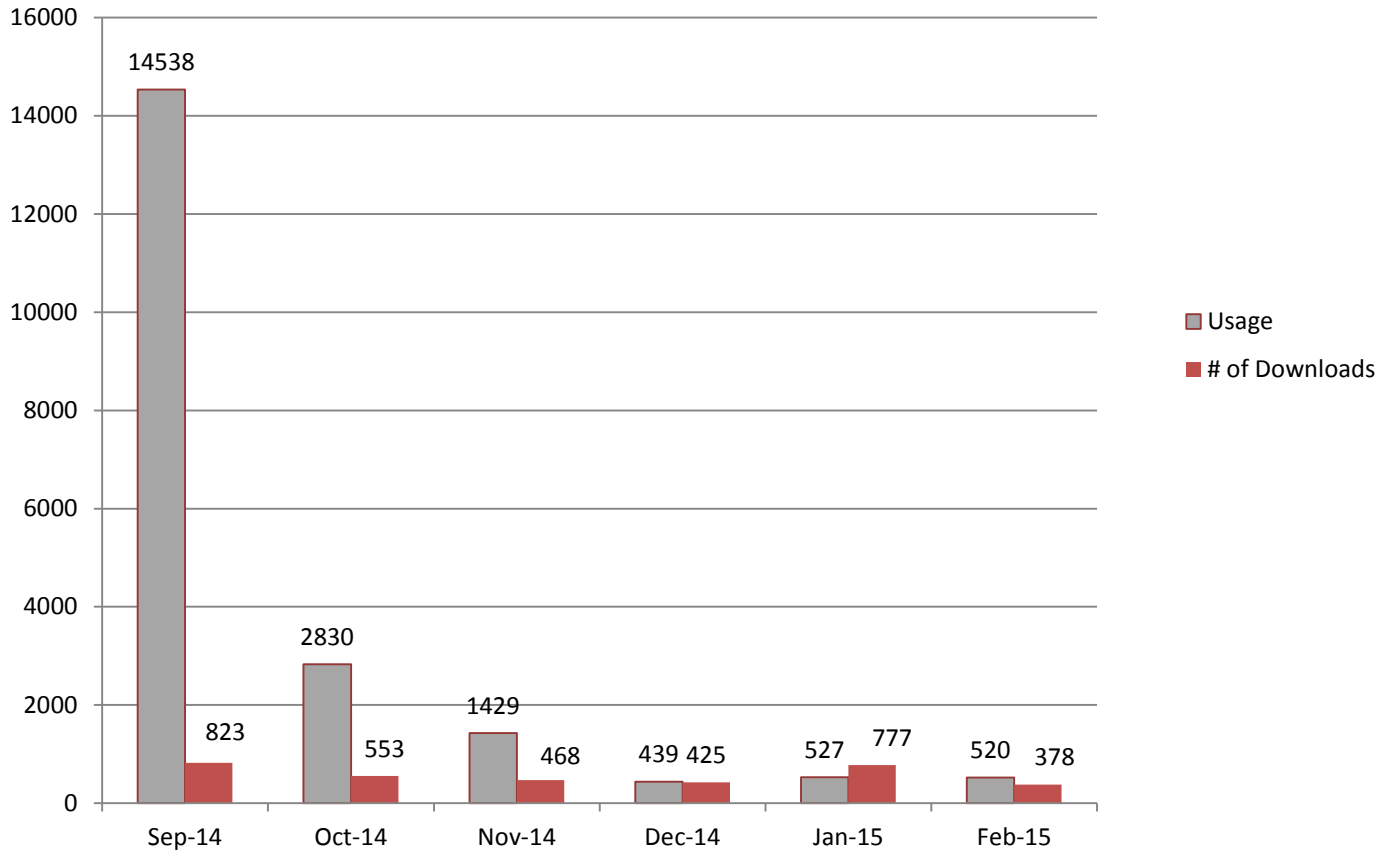
	Sep-14	Oct-14	Nov-14	Dec-14	Jan-15	Feb-15
McKays	1,466	1,038	1,446	972	1,278	1,095
The Lab	2,576	2,187	3,035	1,936	2,545	2,045
Moreton Fig	2,112	1,886	1,871	1,475	1,735	1,518
Rosso Oro's Pizzeria	795	884	843	626	740	780
Seeds Marketplace	892	898	1,123	915	977	744
Traditions	841	1,123	1,677	819	1,090	730
The Edmondson		22	220	152	135	169

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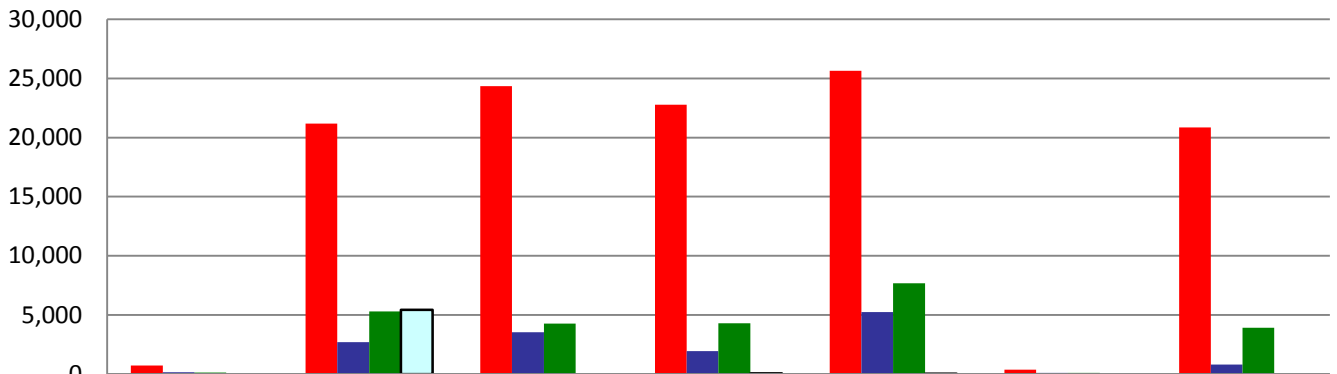
USC Auxiliary Services IT
Monthly Operations Reports
February 2015

TSP Mobile App Stats



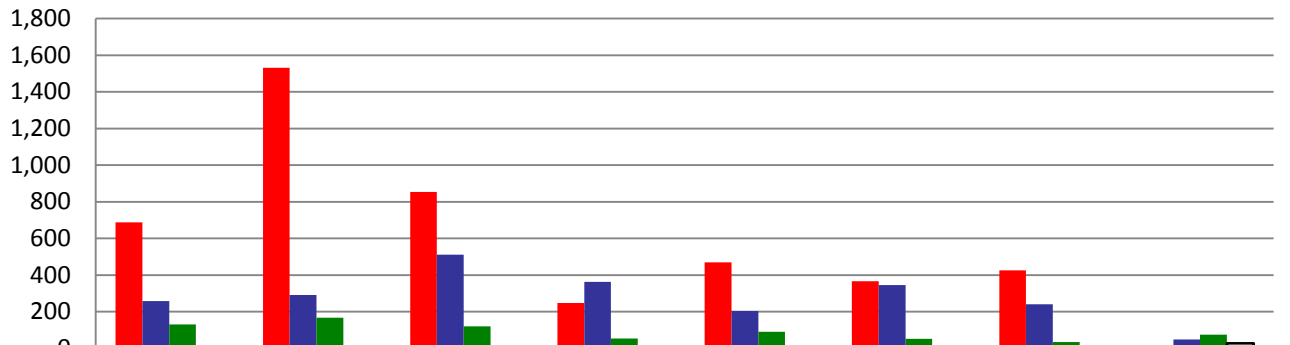
**USC Auxiliary Services IT
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February 2015 Traffic Sources - BU Main Sites



	aux.usc.edu	Bookstore	Housing	Hospitality	Transportation	BKS - Other	Coliseum
Search Engine	717	21,178	24,356	22,790	25,638	373	20,848
Referring Sites	142	2,702	3,540	1,947	5,249	106	804
Direct Traffic	125	5,283	4,261	4,286	7,676	110	3,914
Campaigns	0	5,435	0	56	1	0	0

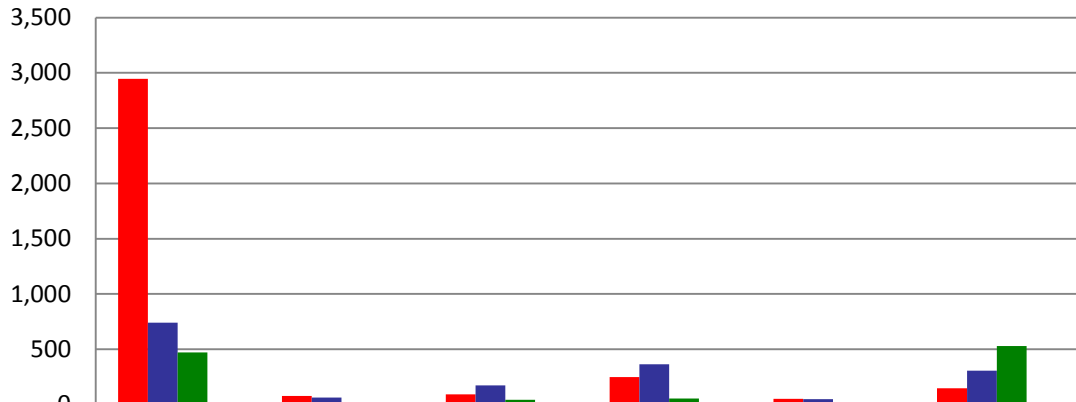
February 2015 Traffic Sources - HSP Micro Sites



	McKays	The Lab	Moreton Fig	Weddings at USC	Rosso Oro's Pizzeria	Seeds Marketplace	Traditions	The Edmondson
Search Engine	688	1,531	854	248	469	366	426	14
Referring Sites	258	291	512	363	204	346	240	49
Direct Traffic	131	167	120	54	90	51	35	74
Campaigns	1	0	3	0	0	0	0	27

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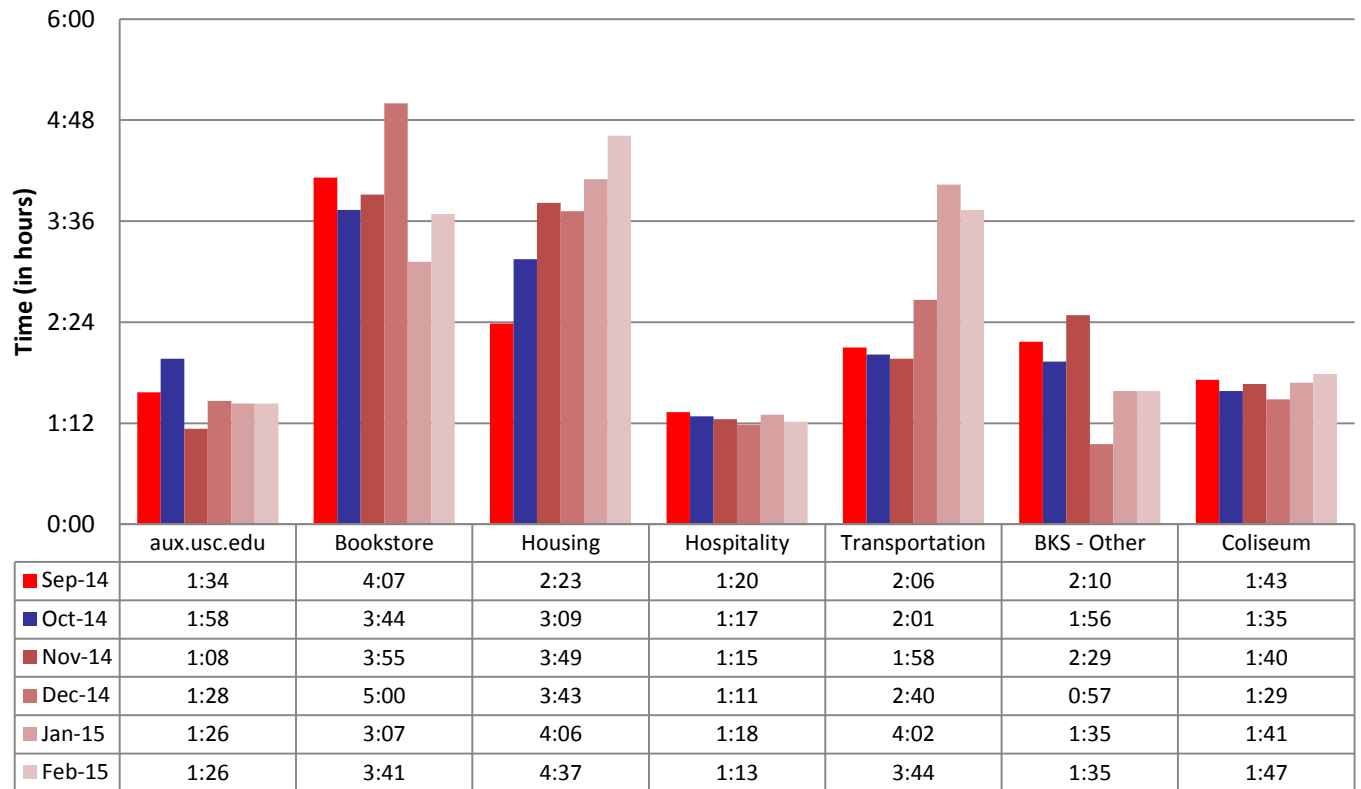
February 2015 Traffic Sources - Other Sites



	Coach Sark Camp	Figueroa Press	Gamble-house Store	Weddings at USC	USC Radisson Event	Custom-publishing
■ Search Engine	2,946	76	92	248	50	146
■ Referring Sites	740	63	173	363	48	307
■ Direct Traffic	471	13	43	54	13	528
□ Campaigns	0	0	0	0	0	0

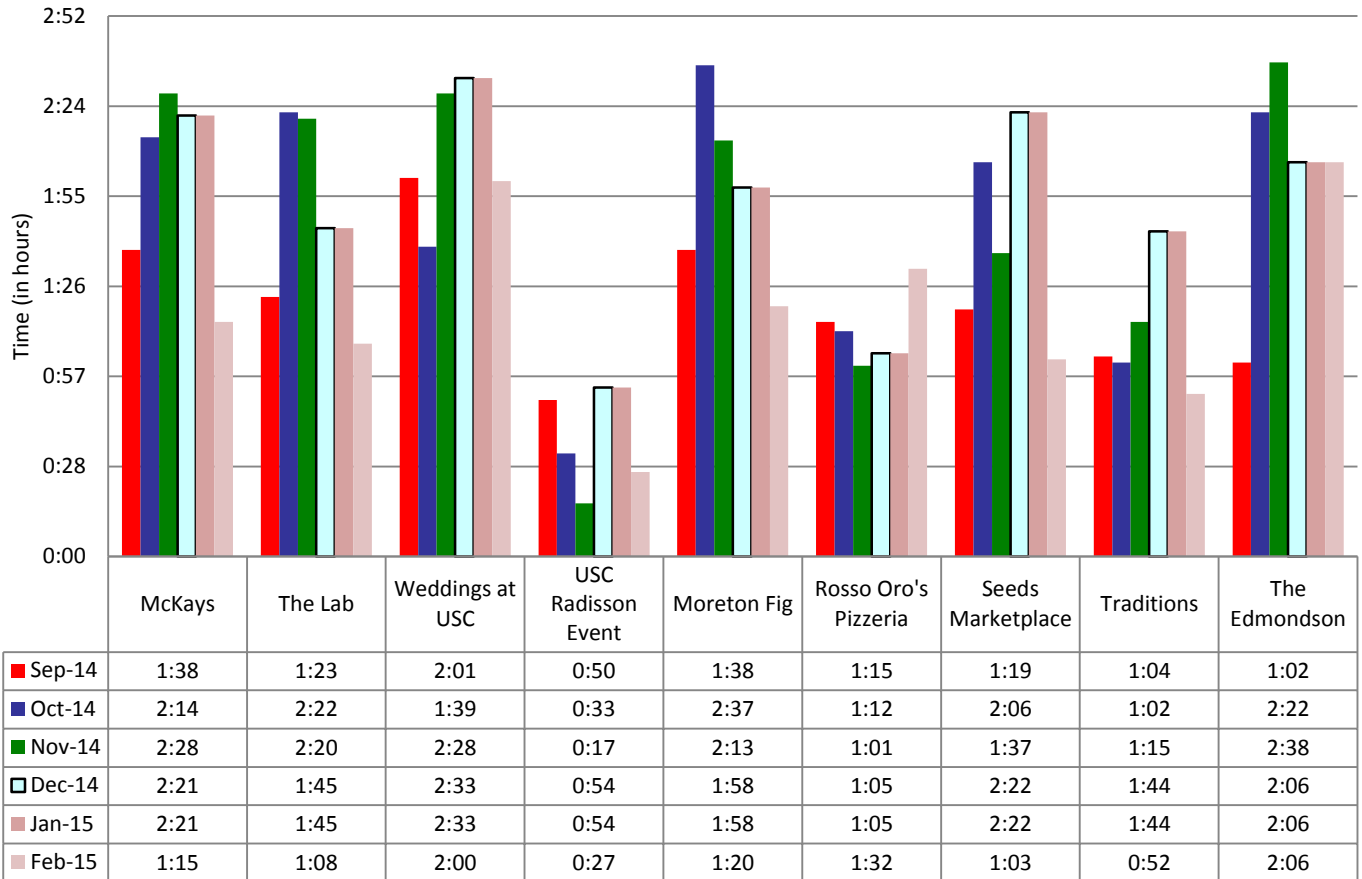
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Average Time Spent on Website - BU Main Sites



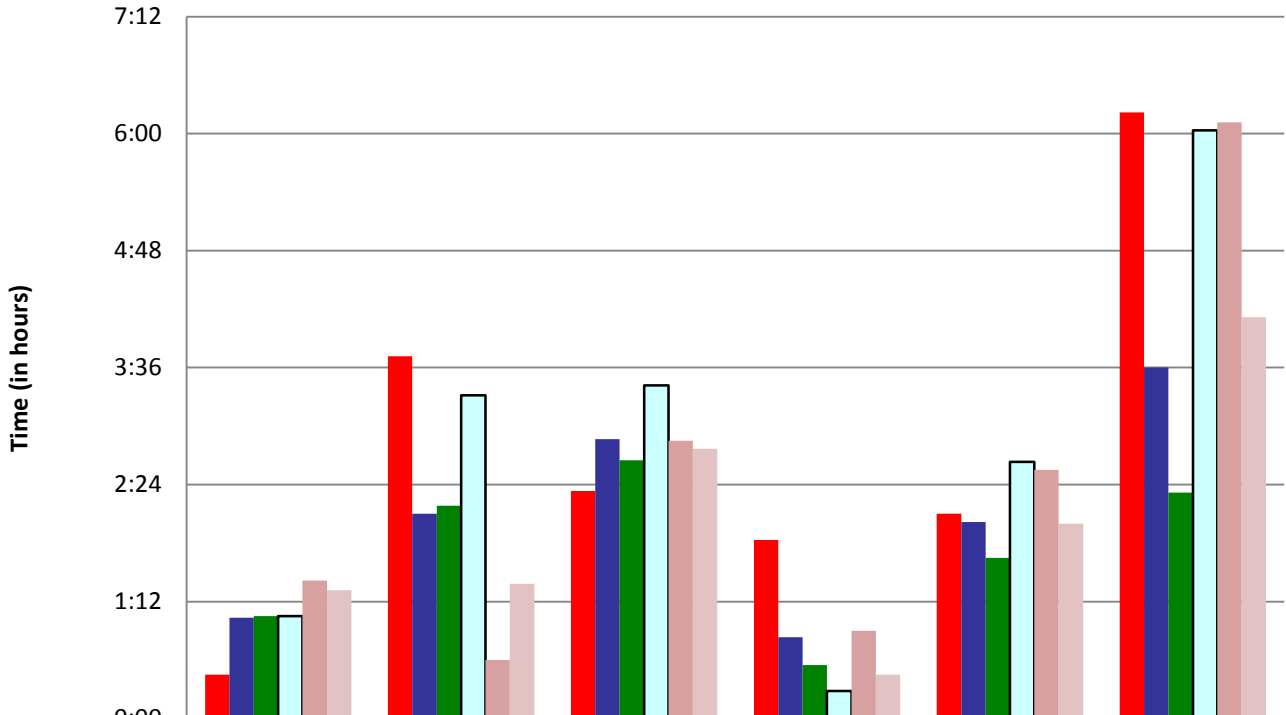
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Average Time Spent on Website - HSP Micro Sites



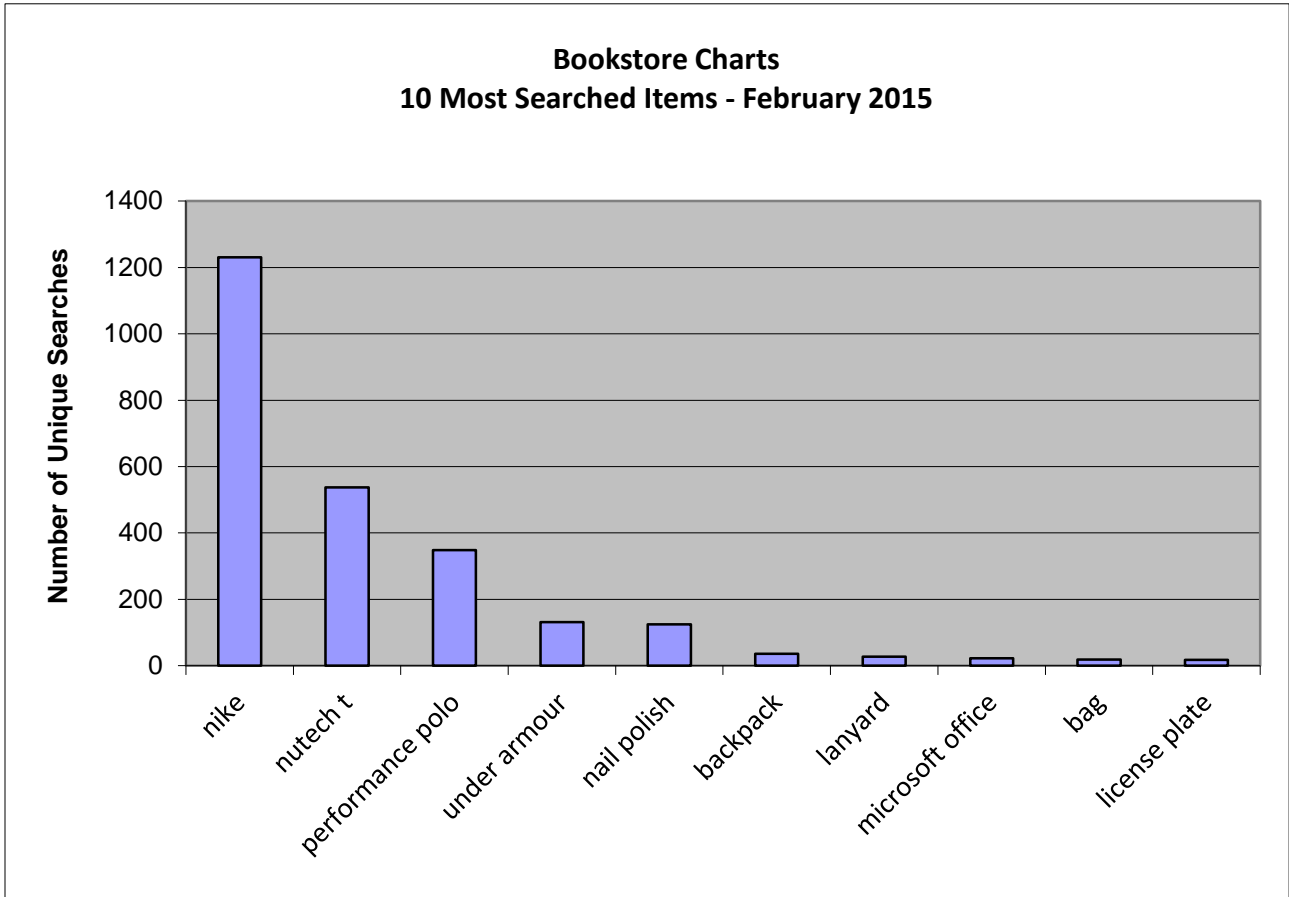
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Average Time Spent on Website - Other Sites



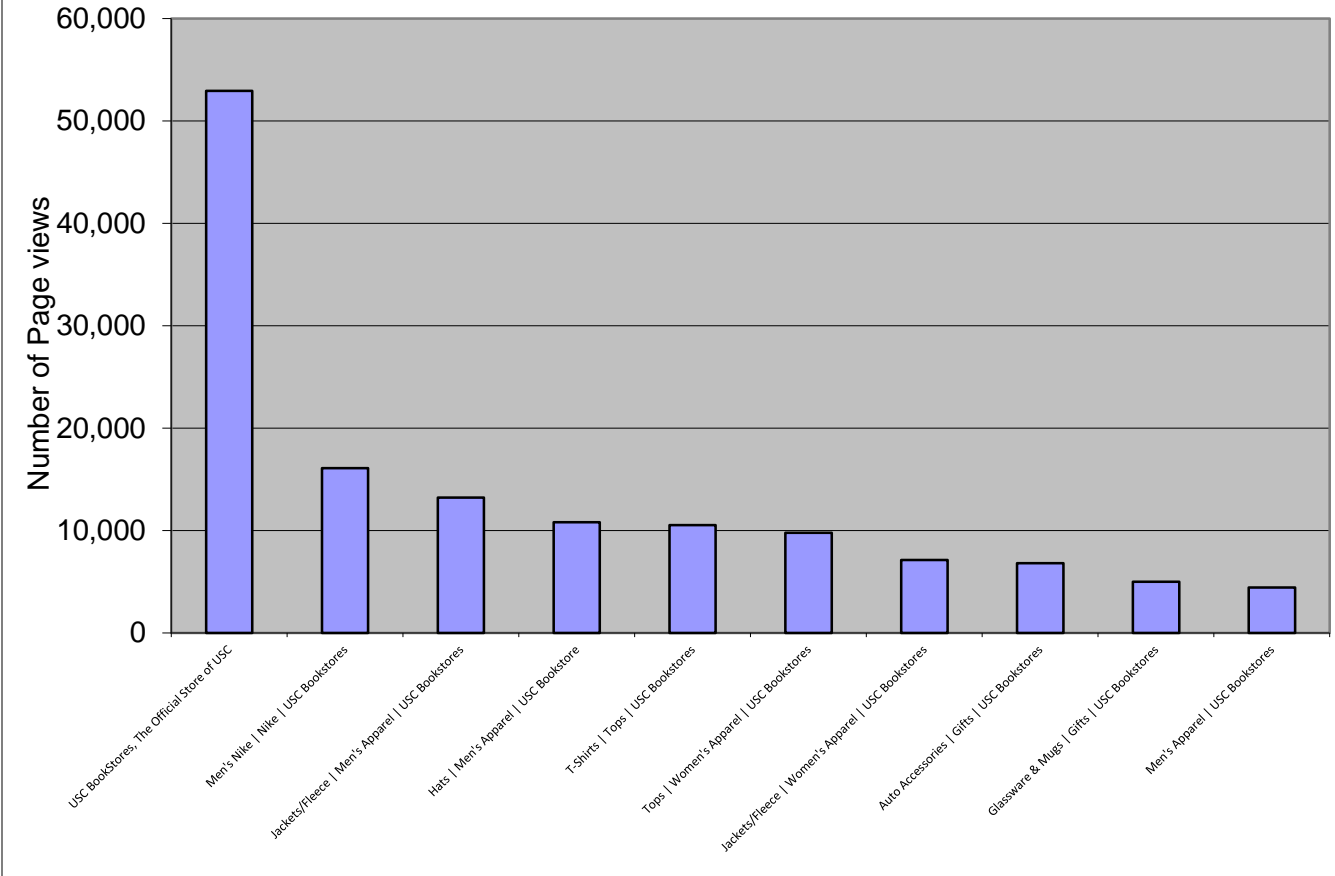
	Coach Sark Camp	Figueroa Press	Gamble-house Store	USC Radisson Event	Weddings at USC	Custom-publishing
■ Sep-14	0:27	3:43	2:20	1:50	2:06	6:13
■ Oct-14	1:02	2:06	2:52	0:50	2:01	3:36
■ Nov-14	1:03	2:11	2:39	0:33	1:39	2:19
□ Dec-14	1:03	3:19	3:25	0:17	2:38	6:02
■ Jan-15	1:25	0:36	2:51	0:54	2:33	6:07
■ Feb-15	1:19	1:23	2:46	0:27	2:00	4:07

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February 2015**



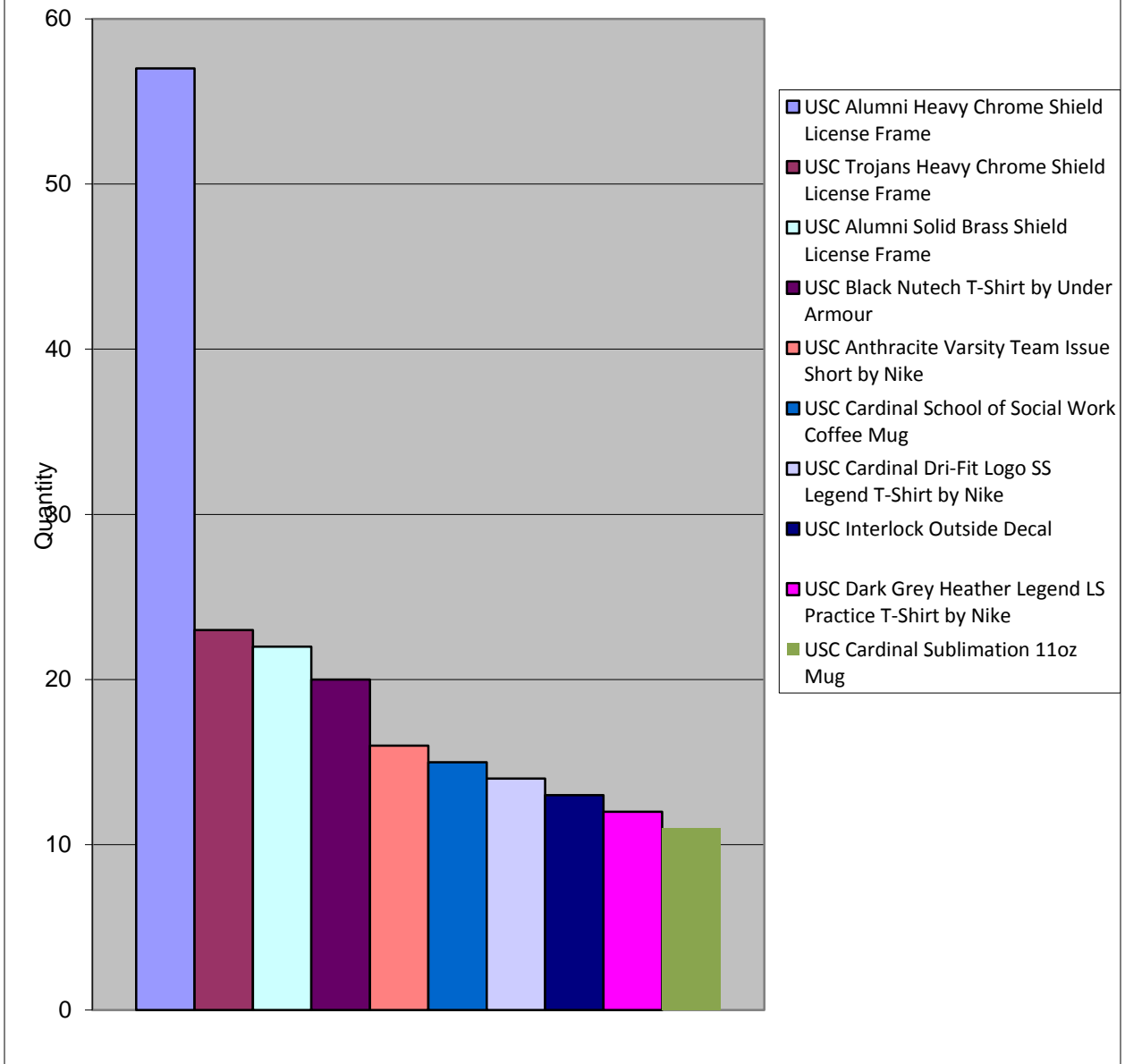
**USC Auxiliary Services IT
Monthly Operations Reports
February 2015**

**Bookstore Charts
10 Most Viewed Pages - February 2015**

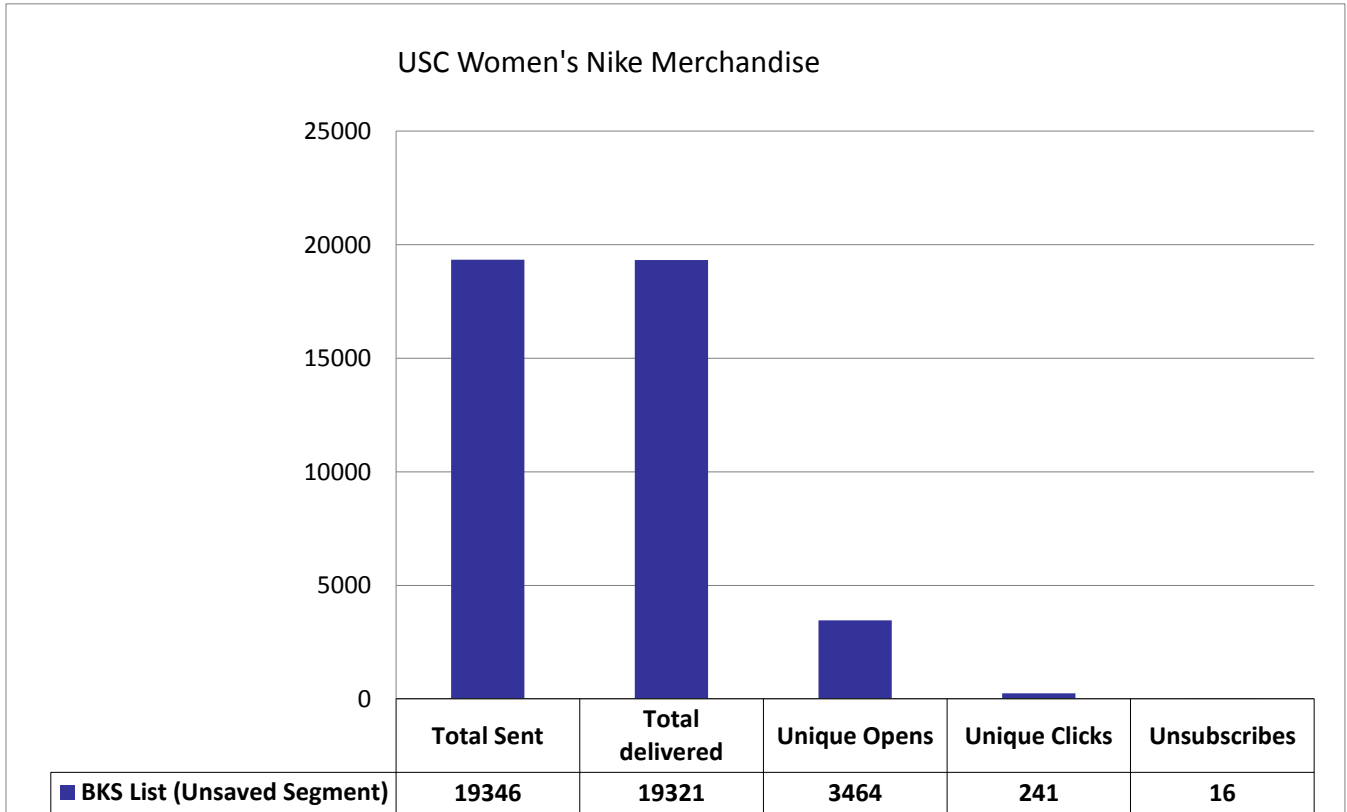


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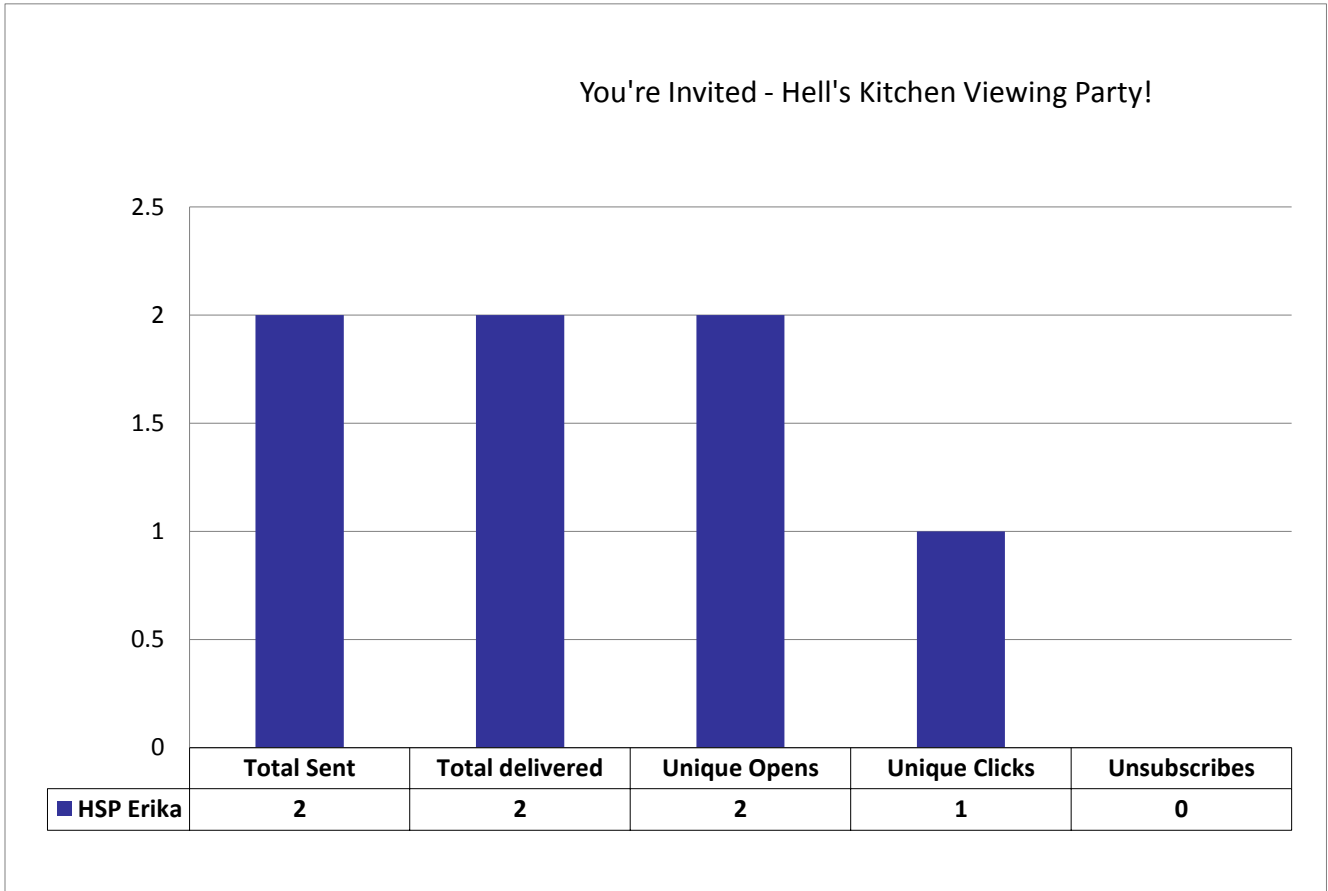
**Bookstore Charts
10 Most Purchased Products February 2015**



**USC Auxiliary Services IT
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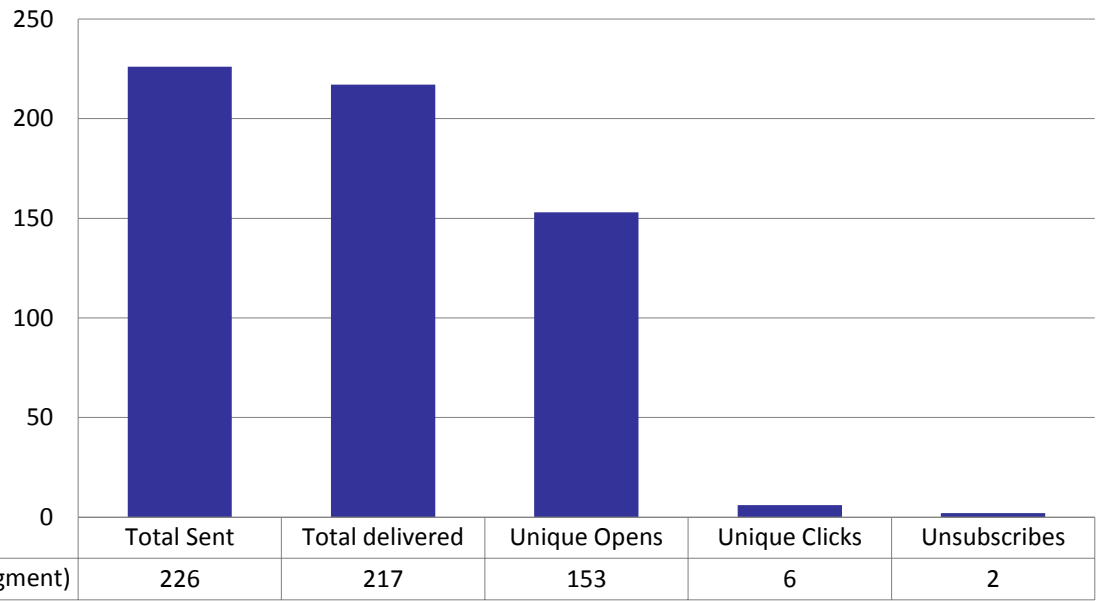


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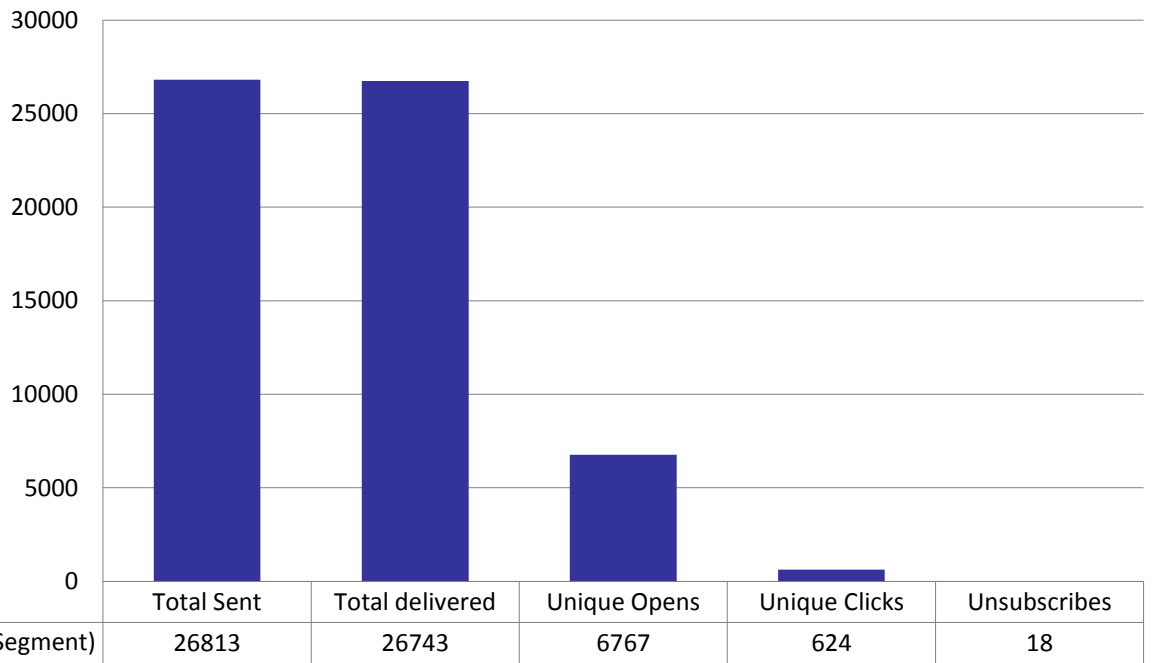
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Thank you for attending Colleagues & Cocktails at USC!



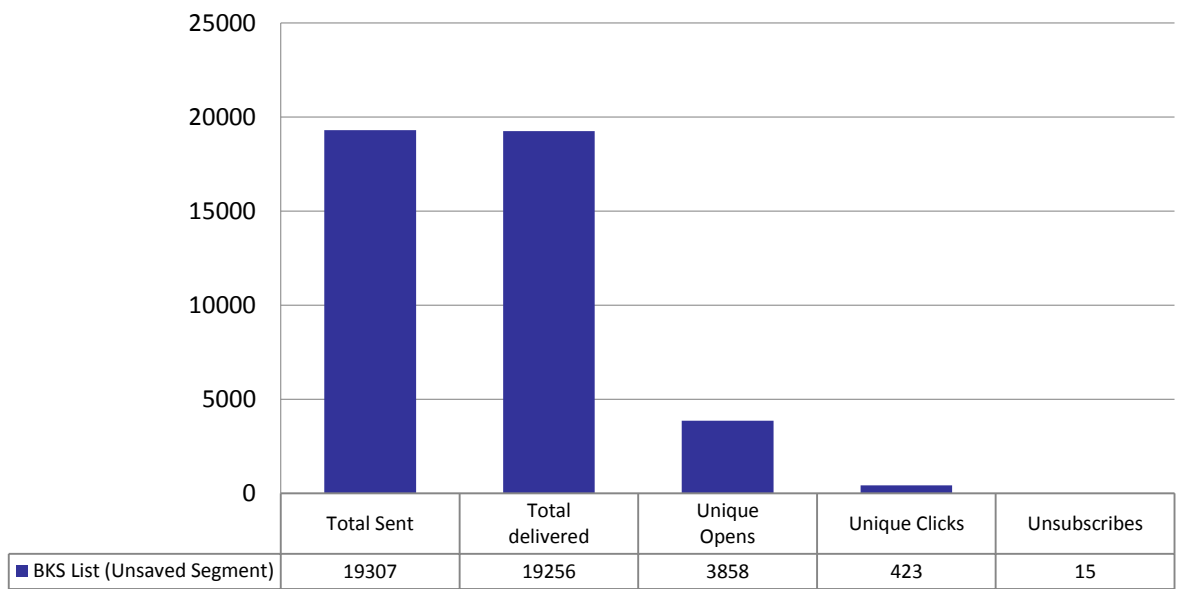
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USC Bookstores Sidewalk Sale: February 23-27



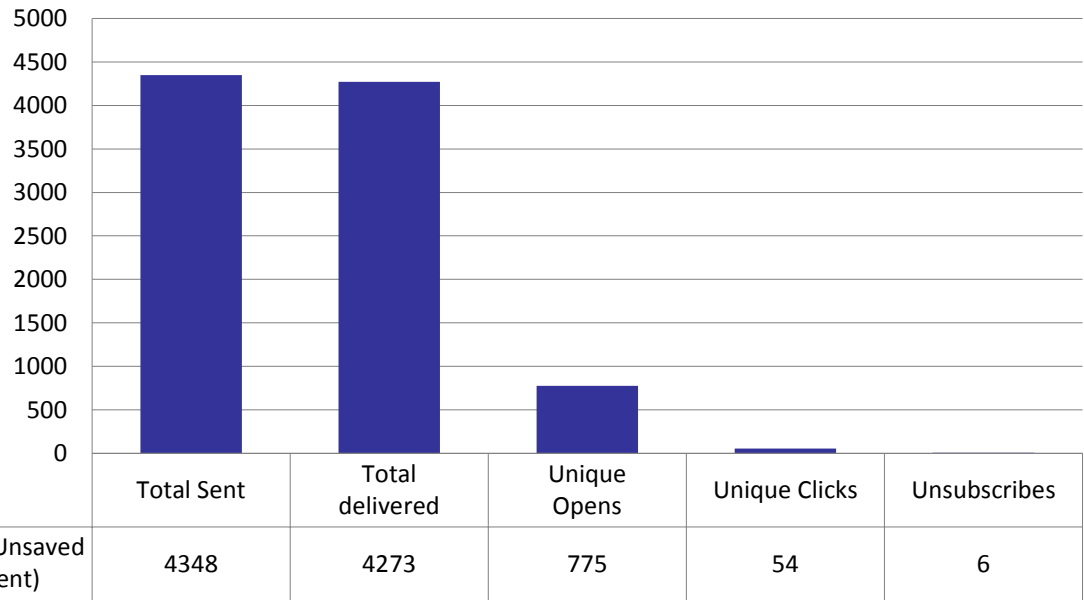
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USC Nike Men's Spring



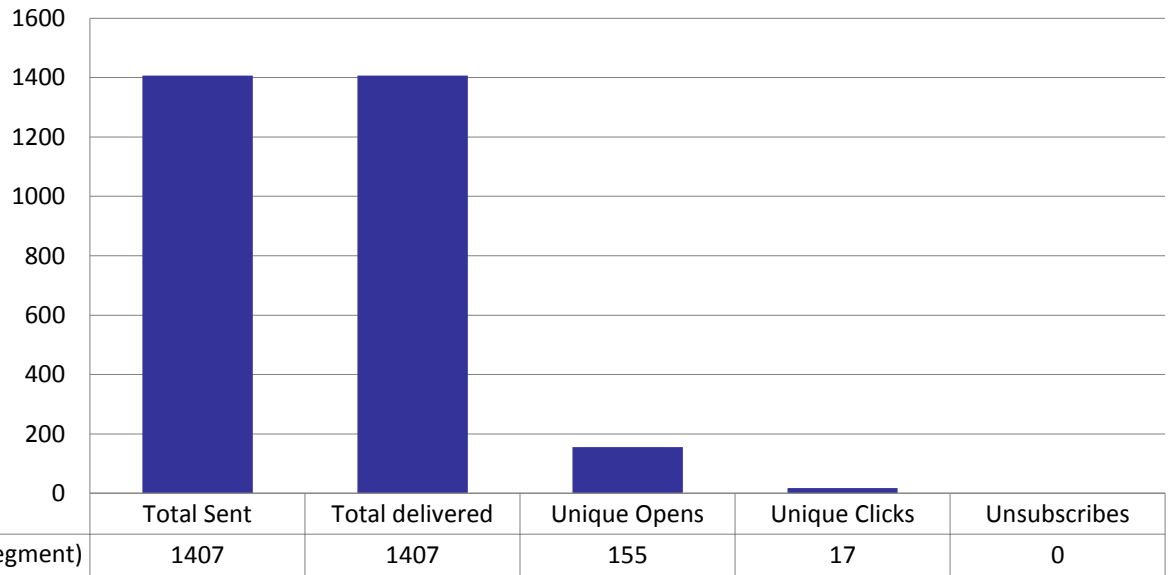
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Restaurants of USC present Fat Tuesday Specials! !



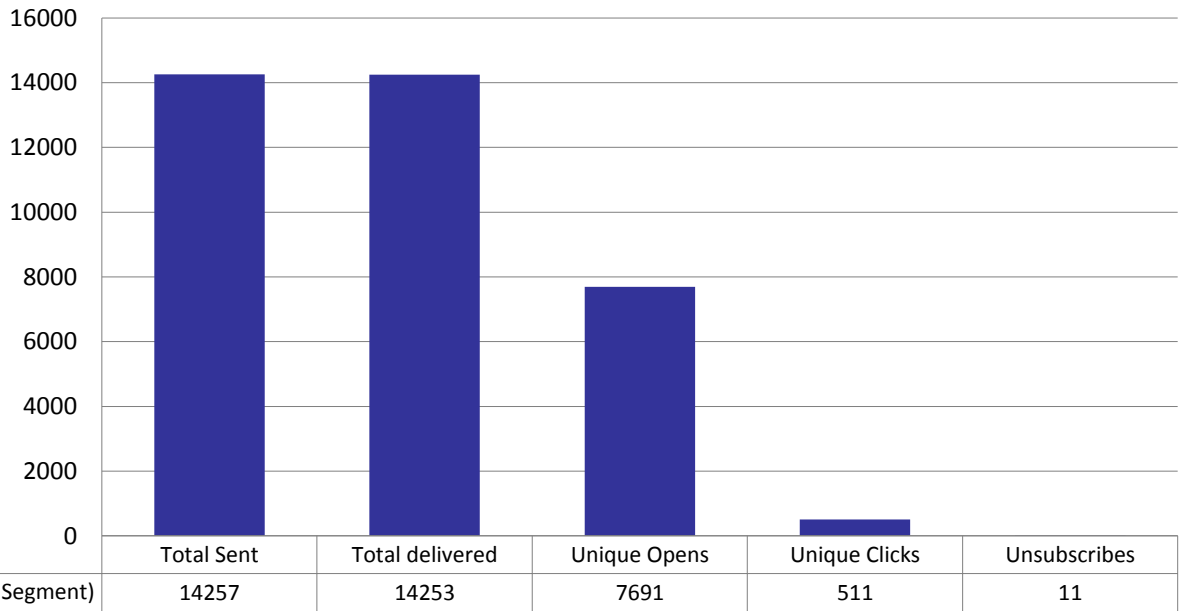
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Apple Tax-Free Day



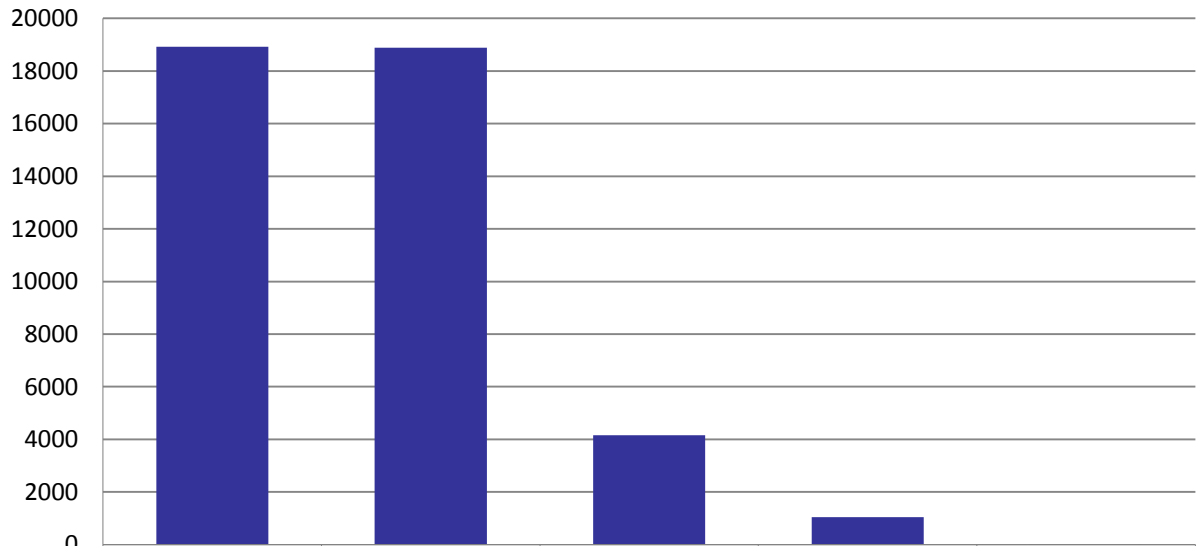
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2015 Grad Fest Today !



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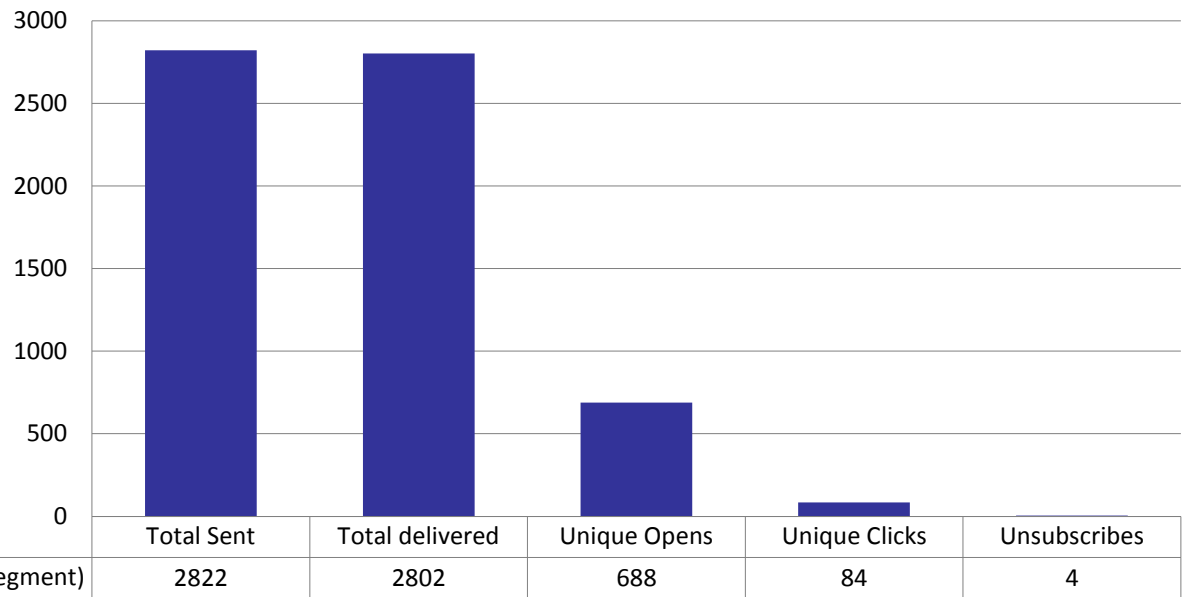
USC Nike 30% Off Online Sale



■ BKS List (Unsaved Segment)	18925	18890	4150	1038	14
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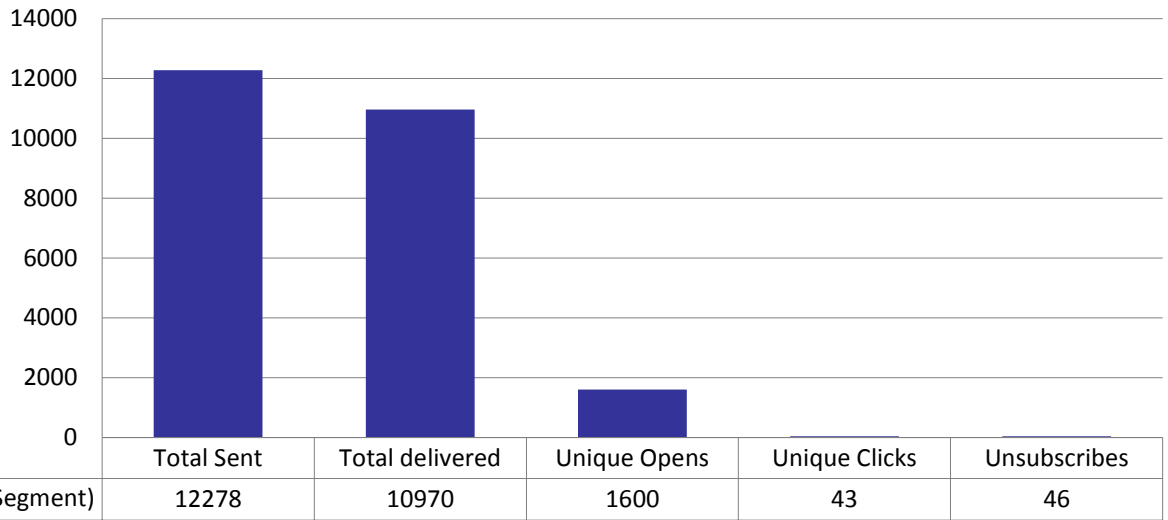
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Presidents' Day Sale

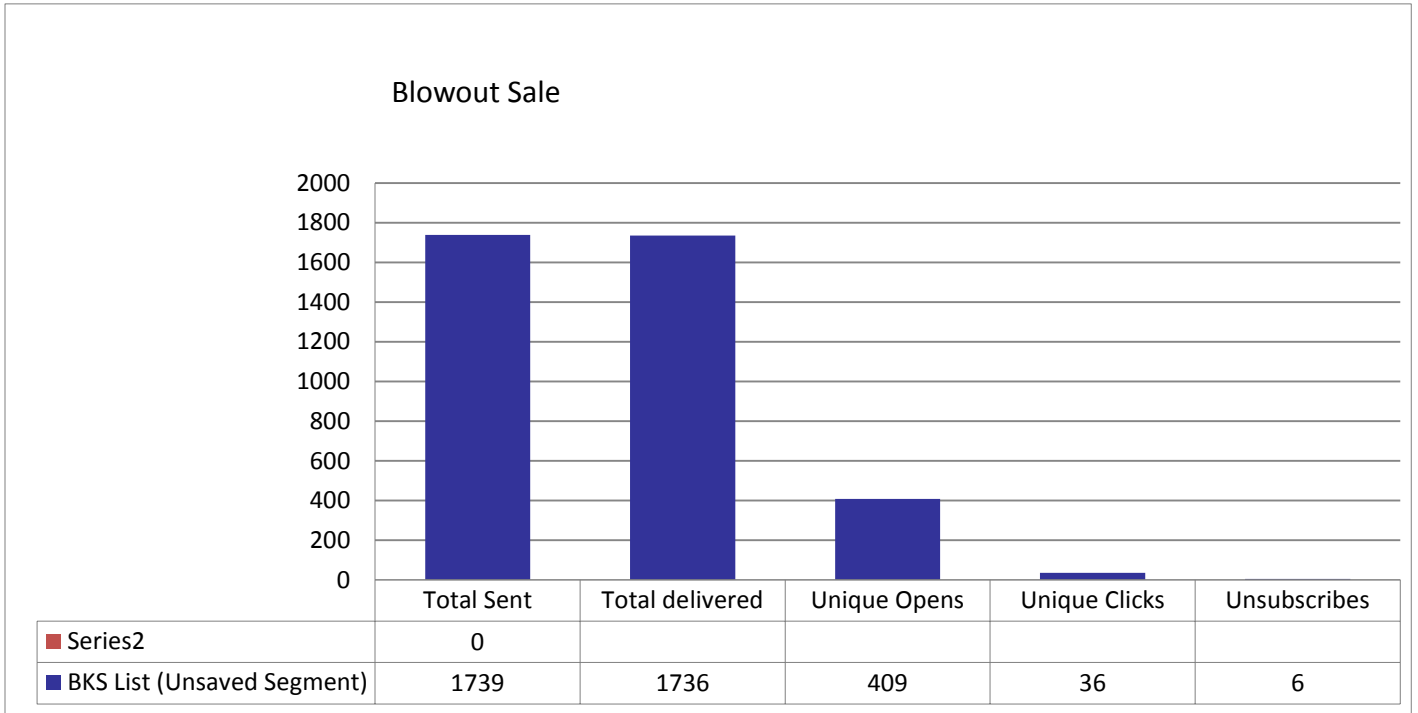


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This Valentine's Day, Give the Gift of Food!

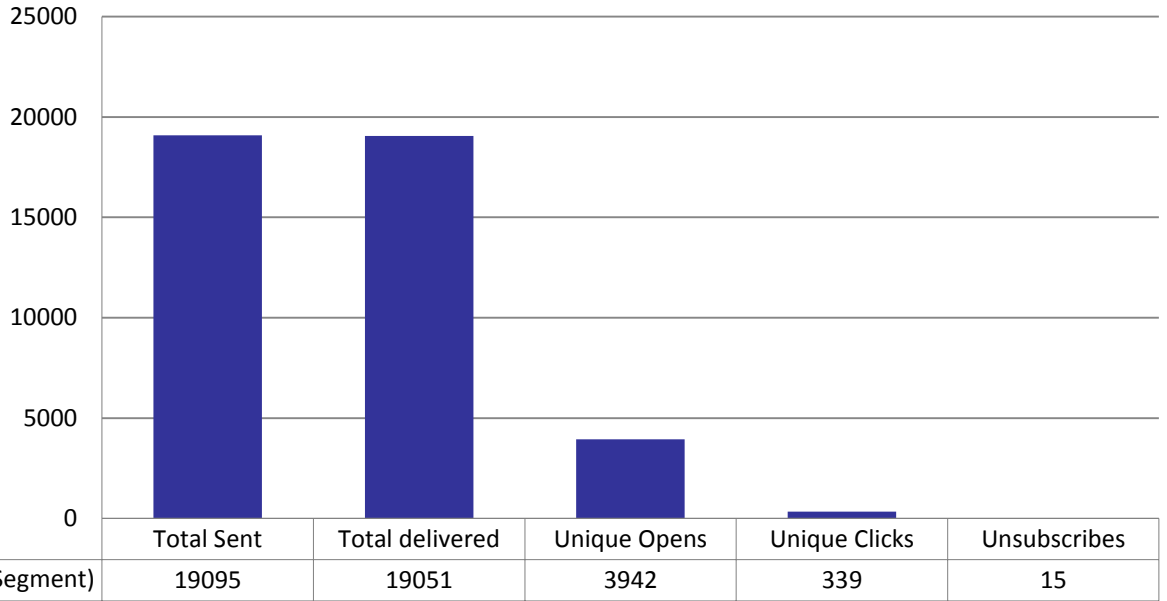


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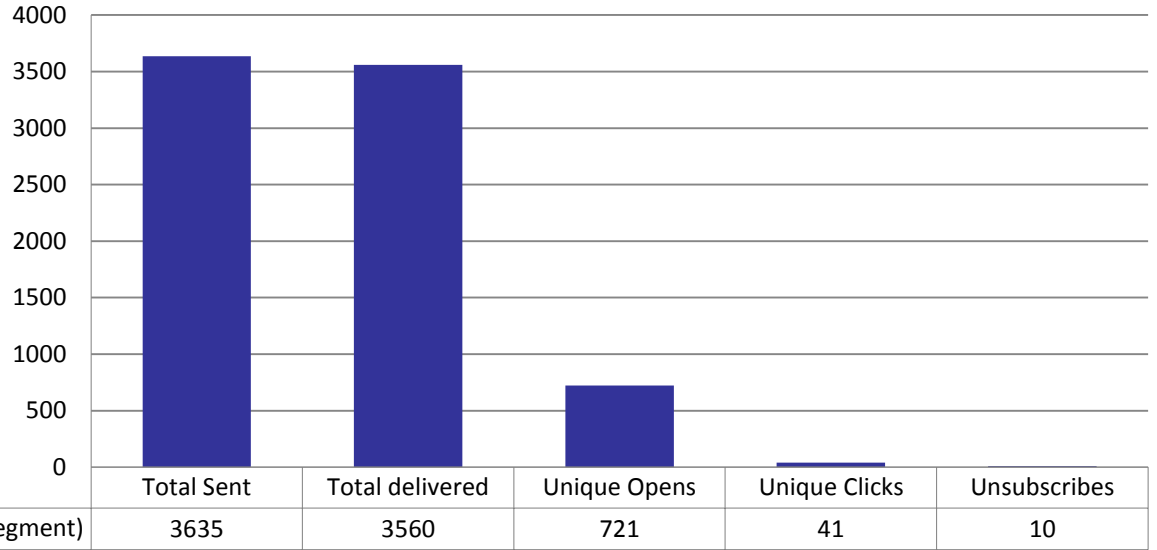
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Under Armour Performance Polos



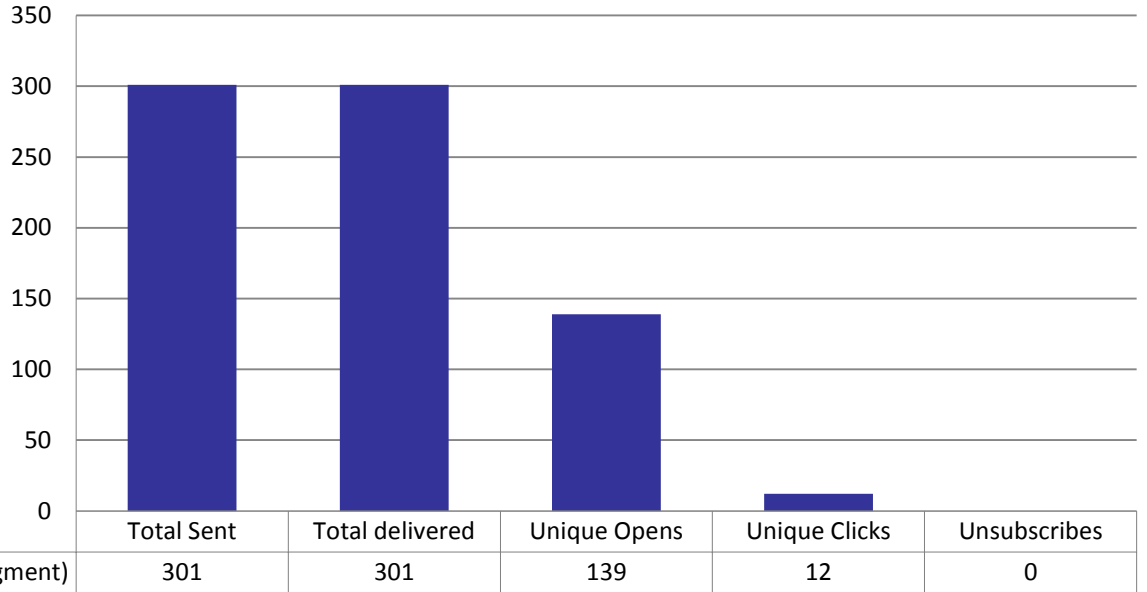
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USC Hospitality Presents - Mushroomapalooza 2.0



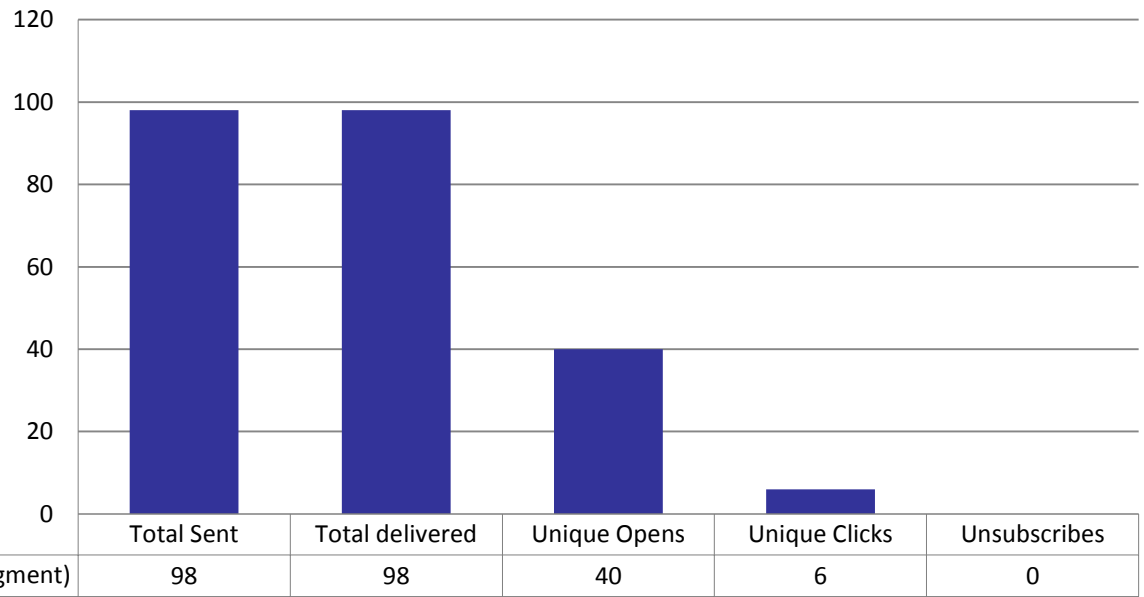
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The Edmondson Faculty Center Invites You to Mixology 101! !



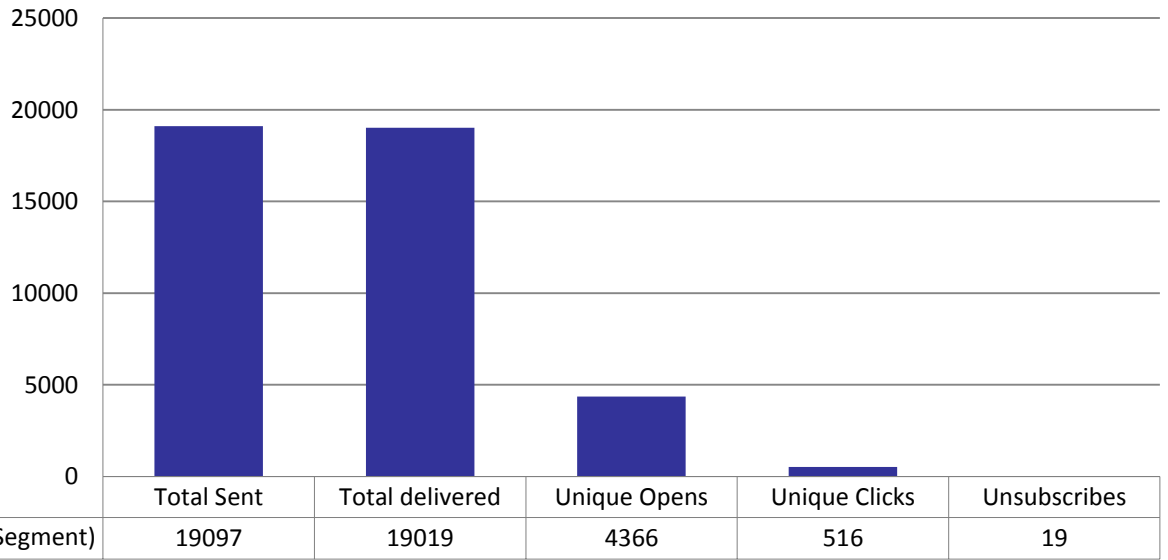
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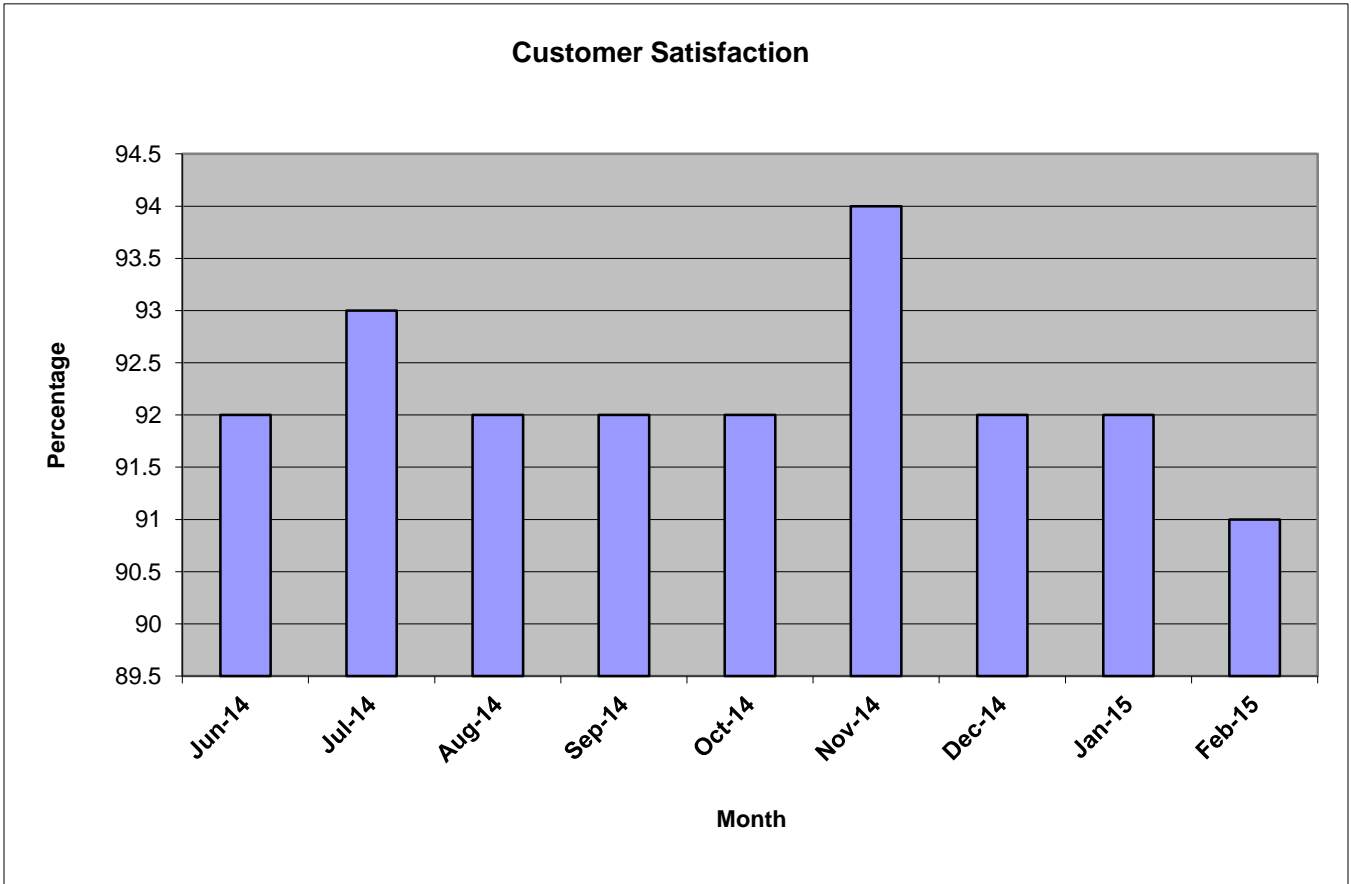


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Under Armour Nutech T-Shirts



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THANK YOU!!

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