Five cases of statistics usage in administrative and marketing decisions.

RU domain experience.

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Russian Domains is a powerful tool aimed at providing comprehensive statistics in each and every segment of the Russian domain industry. The resource has complete information on total number of domain names in Russian country code top-level domains (ccTLDs), share of domain names used for website addresses and geographical statistics. Most recent data on new TLDs in Russia will also be available here. Russian Domains provides its readers with up-to-date information based on first-hand data from Technical Center of Internet. The Analytics section aggregates the latest figures, diagrams and other infographics, as well as provides detailed analyses of the latest internet trends and development indicators of Russian domain industry. Main worldwide domain market indices are published at World statistics section.
Statistics and market share maintenance
Reputation of Zone. Netoscope project.
**Price policy and renewal Statistics**

**Forecast of zone`s decrease**

**Assumption:**
1. Domainers is the most sensitive category because their budget is fixed;
2. They use the cheapest tariff plans

**Assessment of number of domains:**
1. Well known parking – 600 000 domains
2. Non delegated – 200 000 domains
3. There is no IP-adressed – 600 000 domains

**Summary:** 1 400 000 domains

Price increase – 40% ⇒ There won’t be renewal – 560 000 domains (83 Rub/Domain)
450 000 domains (120 Rub/Domain)

Nowadays we lost 473 371 domains
Resume:

1. There are a lot of cases for statistics implementation
2. Statistics is a long term thing
3. Statistics needs a lot of resources
4. Statistics covers wide scope of practical fields (from DDoS mitigation to increase of income)
Questions?