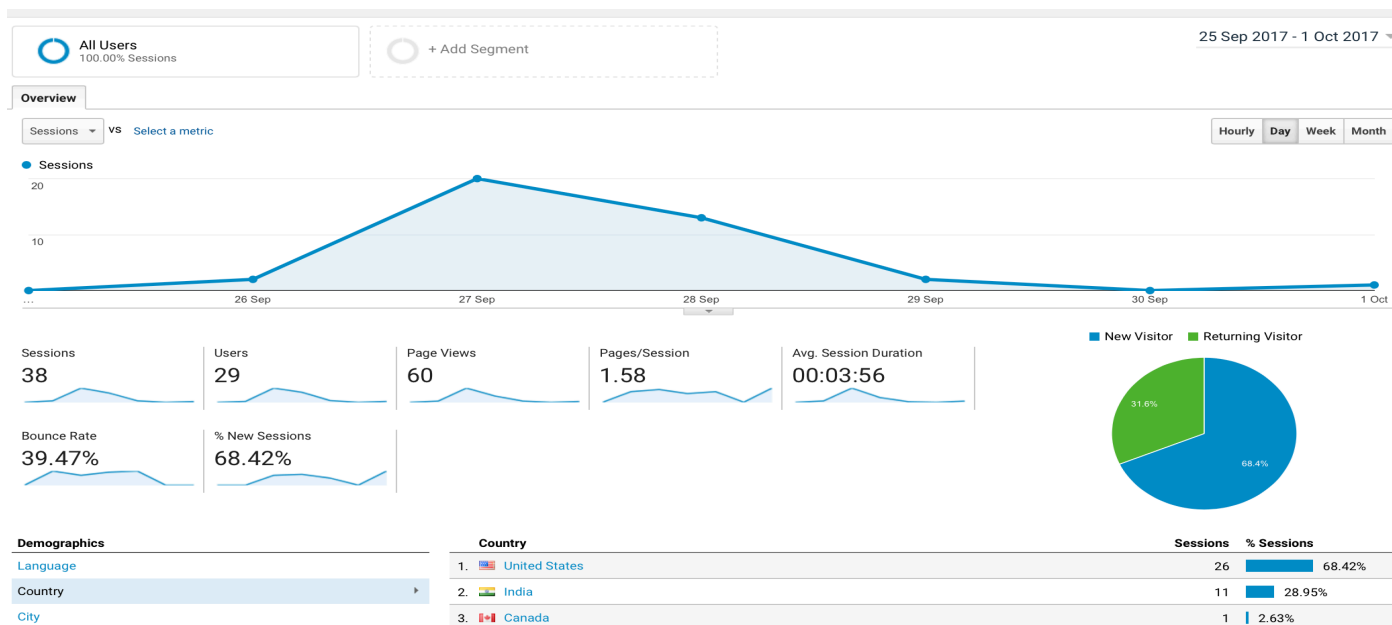


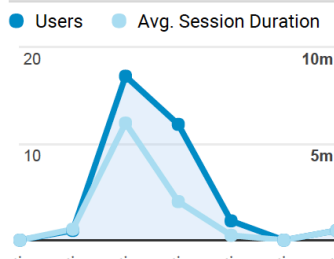
WEB ANALYTICS ASSIGNMENT 1 - PART A

This report is for period : 25th Sep., 2017 to 1st Oct., 2017

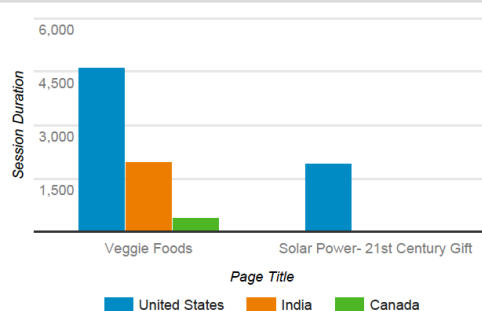
Sessions	38	Users	29
Page Views	60	Pages/ Session	1.58
Avg. Session Duration	00:03:56	Bounce rate	39.47%



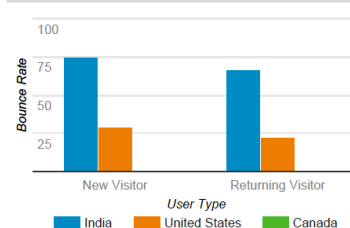
Users and Avg. Session Duration



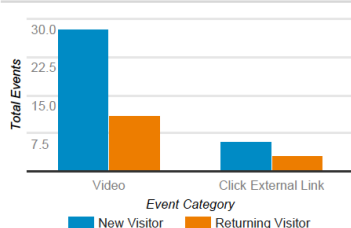
Session Duration by Page Title and Country



Bounce Rate by User Type and Cou...



Total Events by Event Category and ...

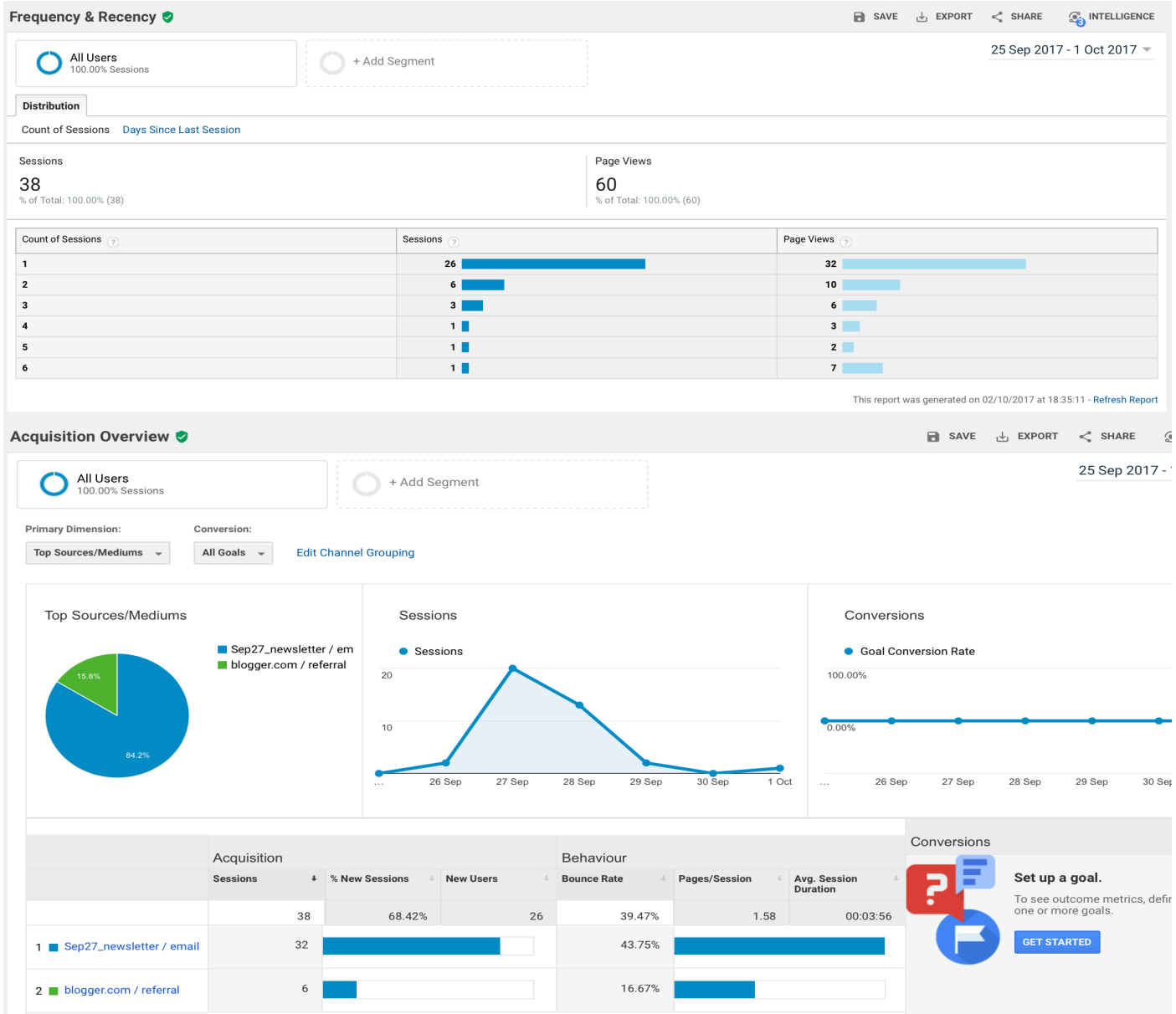


Users and Events/Session with Eve...

User Type	Users	Events/Session with Event
New Visitor	26	2.62
Returning Vi sitor	6	2.80

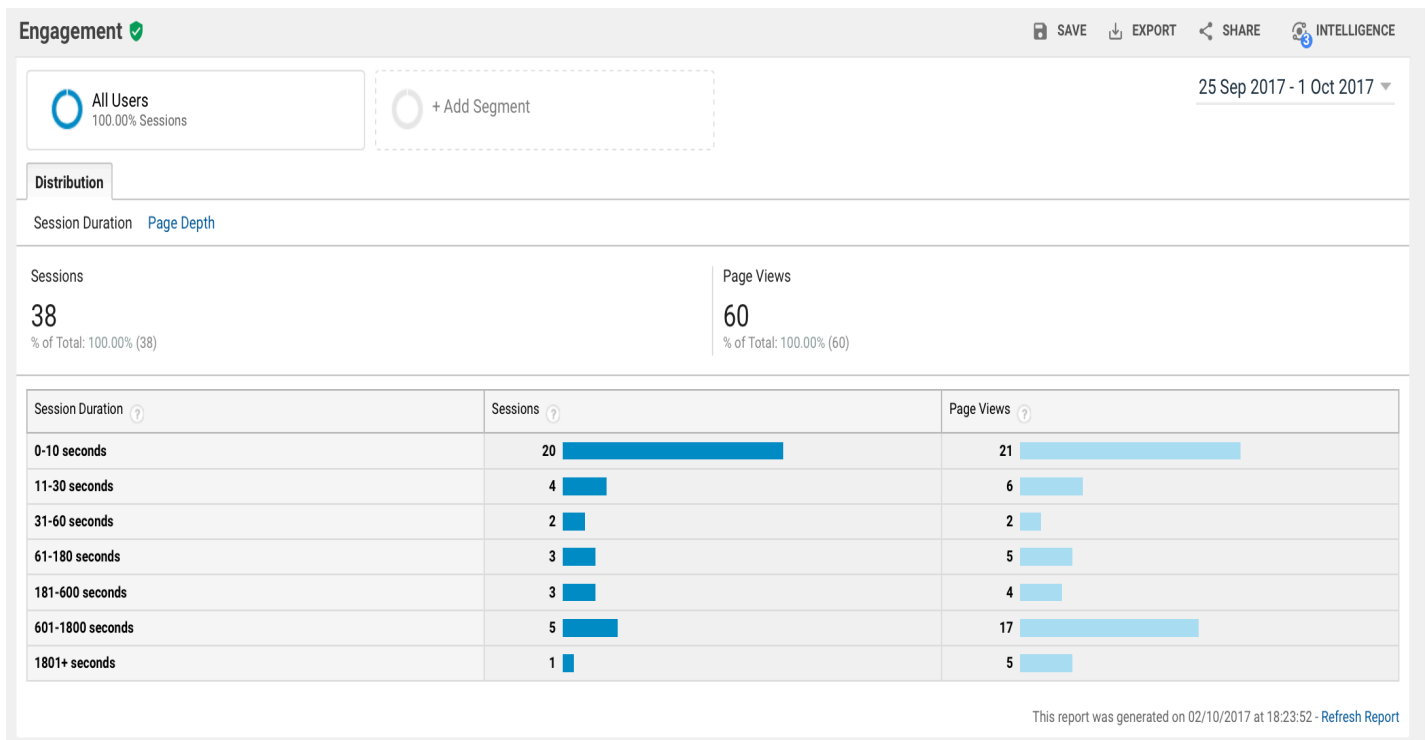
INFERENCE & CONCLUSION:

- Max traffic to the blog was seen on 27th. Among the sessions, majority traffic (68.42%) was from United states and was relatively much more interactive with session duration of about 4500 sec. on Veggie Foods blog, while for India it was just 2000 sec.
- The overall bounce rate is about 40%. Bounce rate for user from the US is about 25% whereas from India (the second largest traffic base) it is 75% for both new and returning users. Thus, Quality of traffic from the USA is much better than that of India.
- The country wise bounce rate for both the new and returning user was almost similar, while both the new and returning users were more interested in video link rather than external link. Thus, we can increase user engagement by adding more videos.



INFERENCE & CONCLUSION:

- Frequency and Recency report shows the maximum sessions for '1' count of session, i.e. high number of new users and low retention/ revisiting of users.
- Acquisition overview shows two Sources/Mediums with email campaign having much more response than referral medium. Thus we can work on more relevant referral sites and mediums.
- Also bounce rate for email medium is much more than that of referral, which shows that we need to improve the landing page or the relevant content of the site/ blog.



INFERENCE & CONCLUSION:

- Majority of sessions (#20) lasted only for about 10 seconds and only about 6 sessions were more than 600 sec. Thus, we need to work on blog to make it more information relevant and user friendly to ensure more engaged users per session.