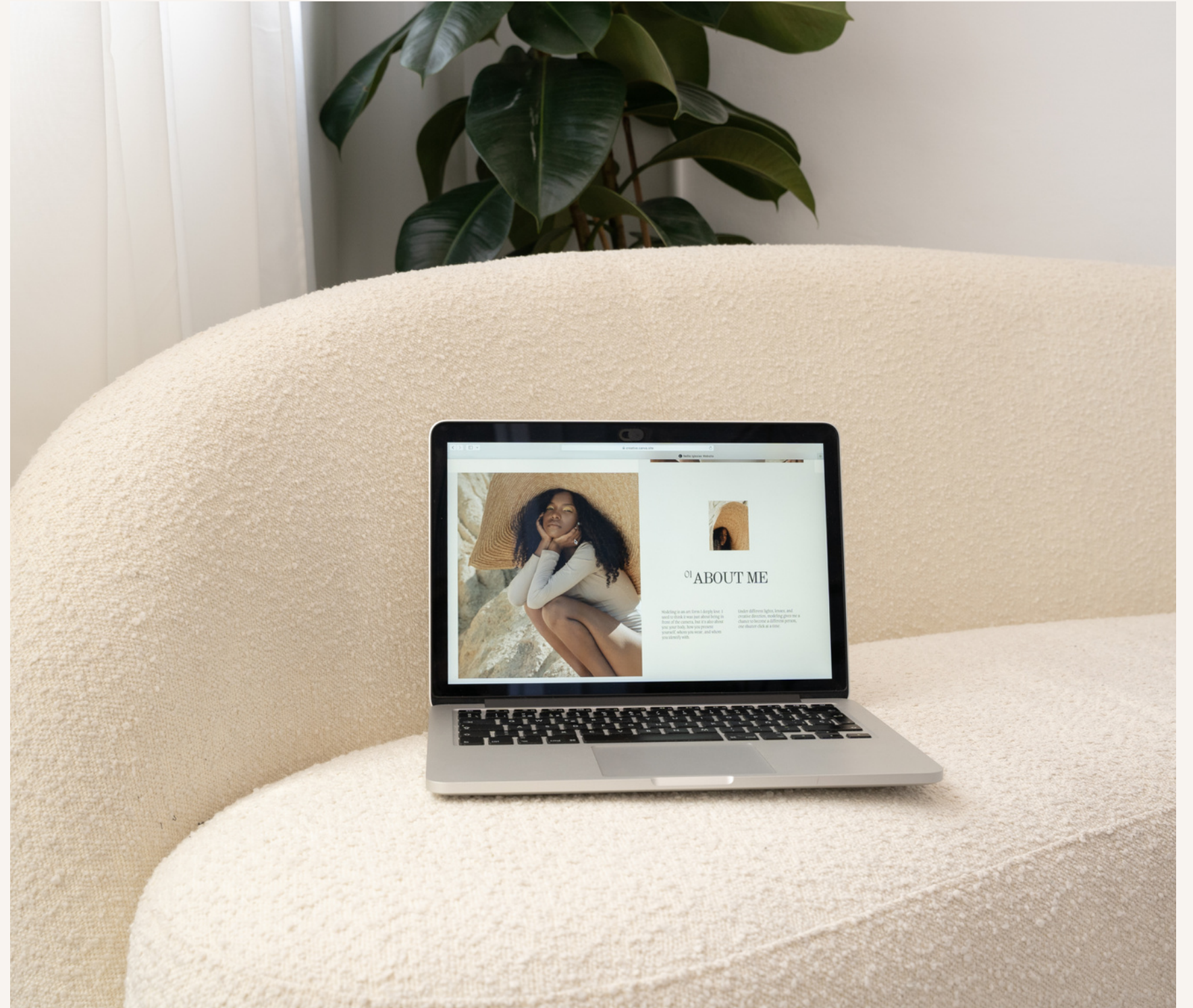


Website Performance Analysis



Dashboard Link: [Click Here](#)



Purpose of Project

This project aims to provide valuable insights and recommendations for optimizing the Edupract Academy website to better serve its users and achieve its business objectives

- § Gain insights into user behavior

- § Evaluate content effectiveness

- § Track key performance indicators (KPIs)

- § Inform decision-making

Methodology of Project

1. Data Collection

- Utilized Google Analytics to collect data on website traffic, user interactions, and conversions.
- Extracted relevant metrics such as sessions, pageviews, bounce rate, average session duration, and conversion rate.

2. Data Analysis

- Analyzed user behavior patterns over time to identify trends and anomalies.
- Conducted cohort analysis to segment users based on their behavior and engagement levels.
- Examined traffic sources to understand the effectiveness of marketing channels in driving website visits.

3 Insights Generation

- Derived actionable insights from the analysis to inform decision-making.
- Identified key performance indicators (KPIs) to measure the effectiveness of optimization strategies.
- Collaborated with stakeholders to prioritize and implement recommended improvements.

4 User Behavior Analysis

- The website experienced a steady increase in traffic over the past six months, indicating growing interest in the platform.
- Analysis of user flow revealed high drop-off rates at certain pages, suggesting potential issues with navigation or content relevance.

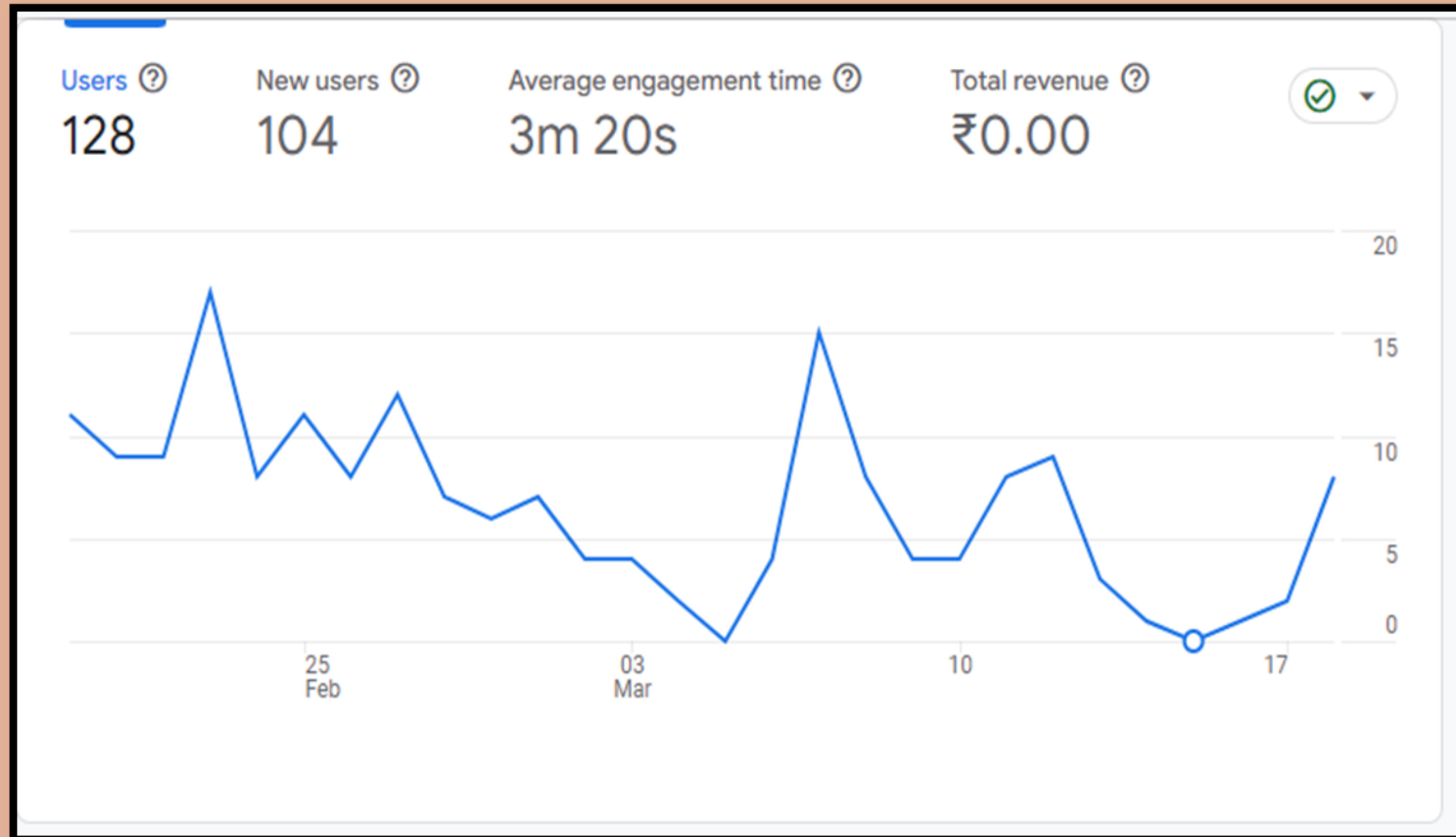
5 Traffic Source Evaluation

- Organic search emerged as the primary source of website traffic, followed by direct visits and referral traffic.
- Paid advertising campaigns showed promising results in driving targeted traffic to specific landing pages.

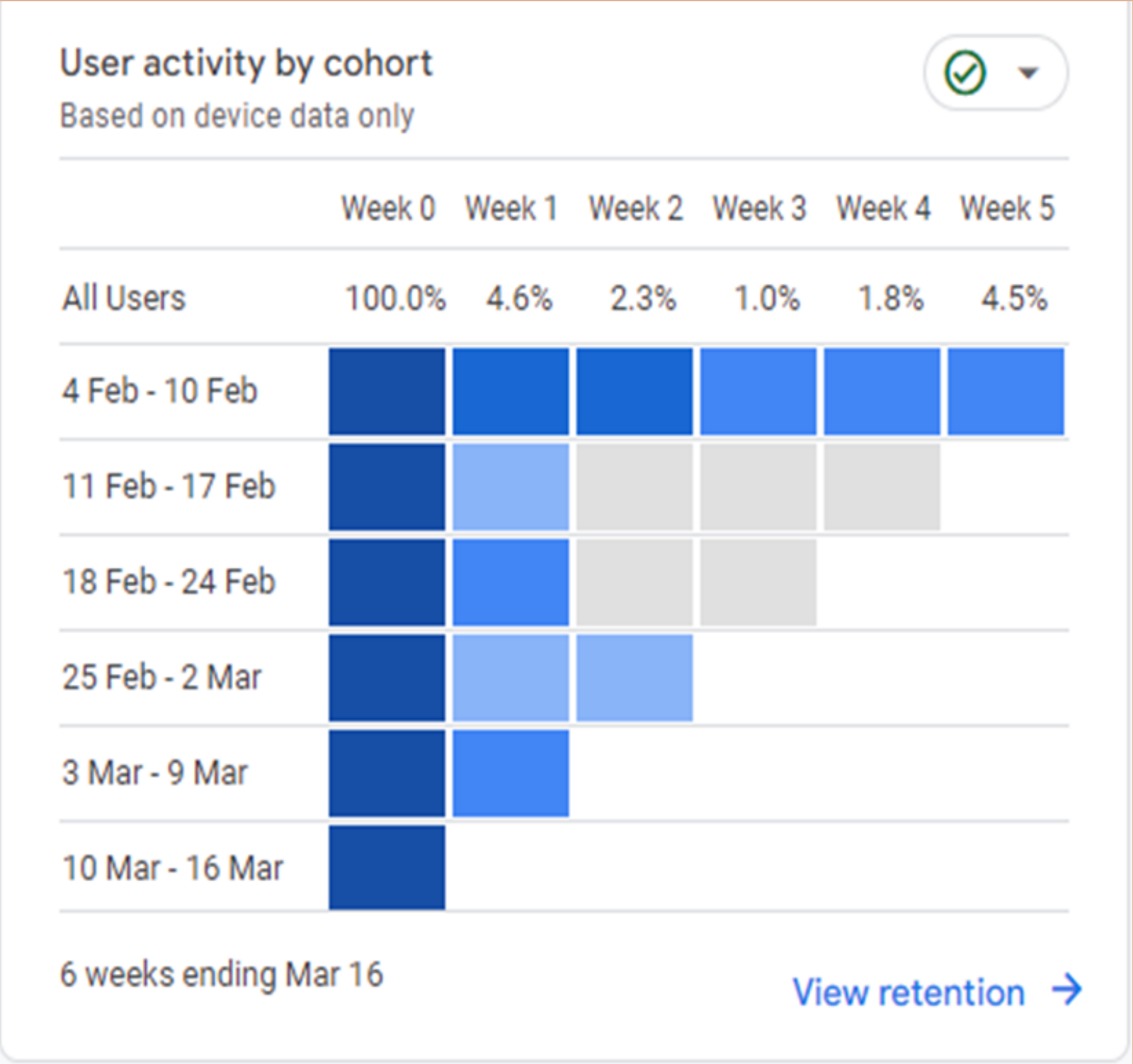
6 Conversion Rate Optimization

- Implement A/B testing to evaluate different design elements, call-to-action buttons, and messaging strategies.
- Offer personalized recommendations or incentives to encourage visitors to complete desired actions.

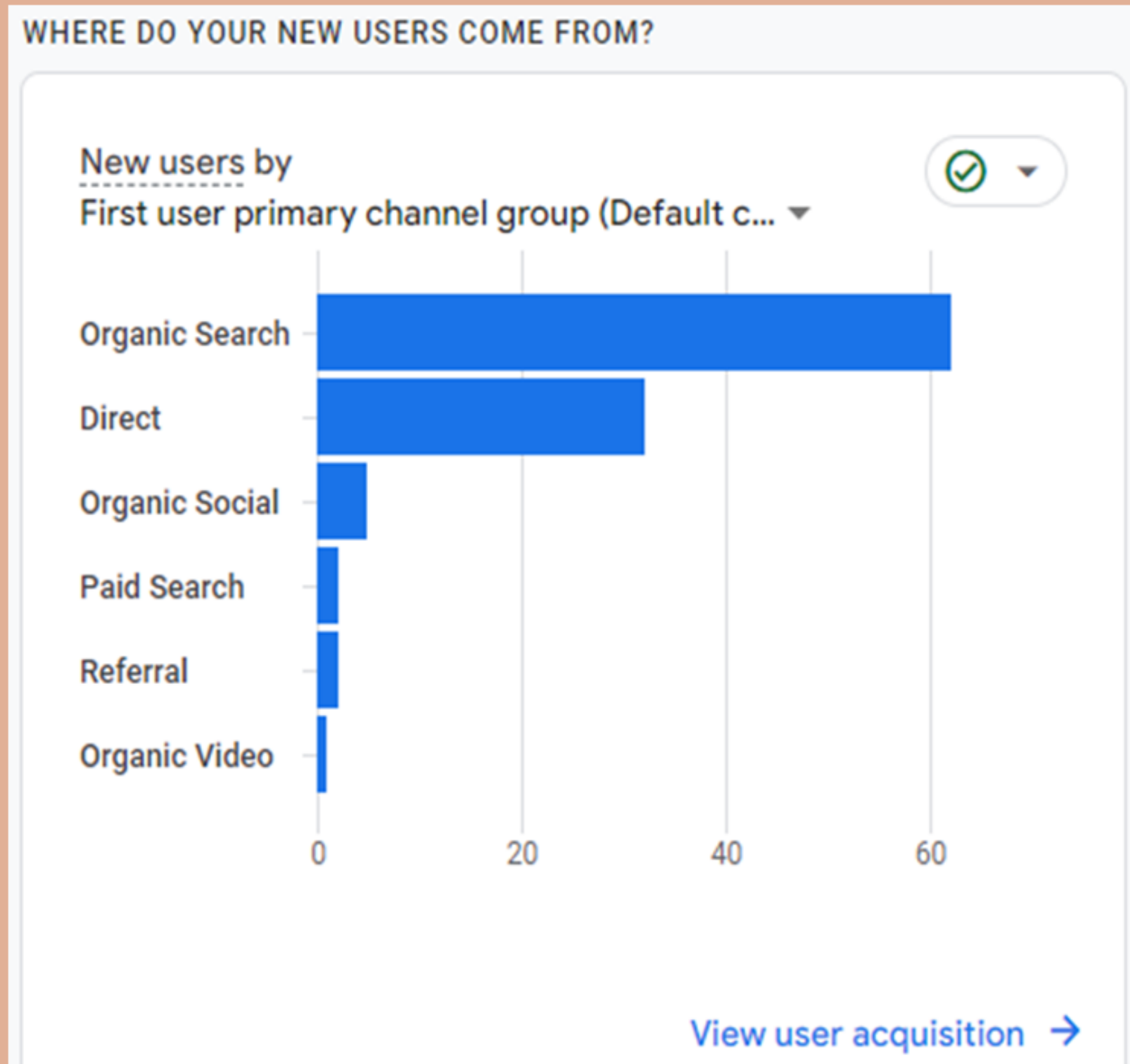
Website Traffic Analysis



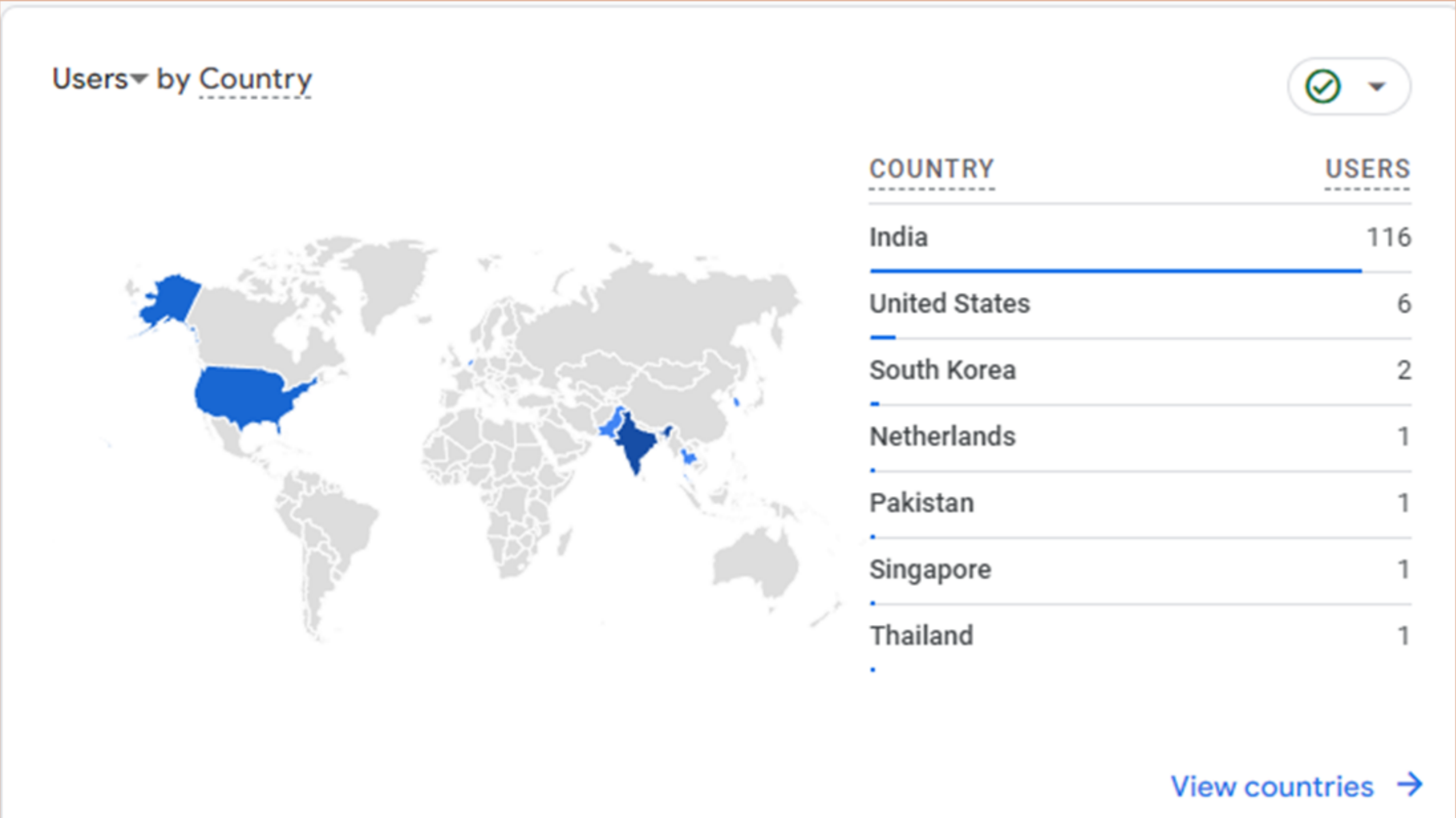
Cohort Analysis



User Acquisition




Users by Countries



Users by Event

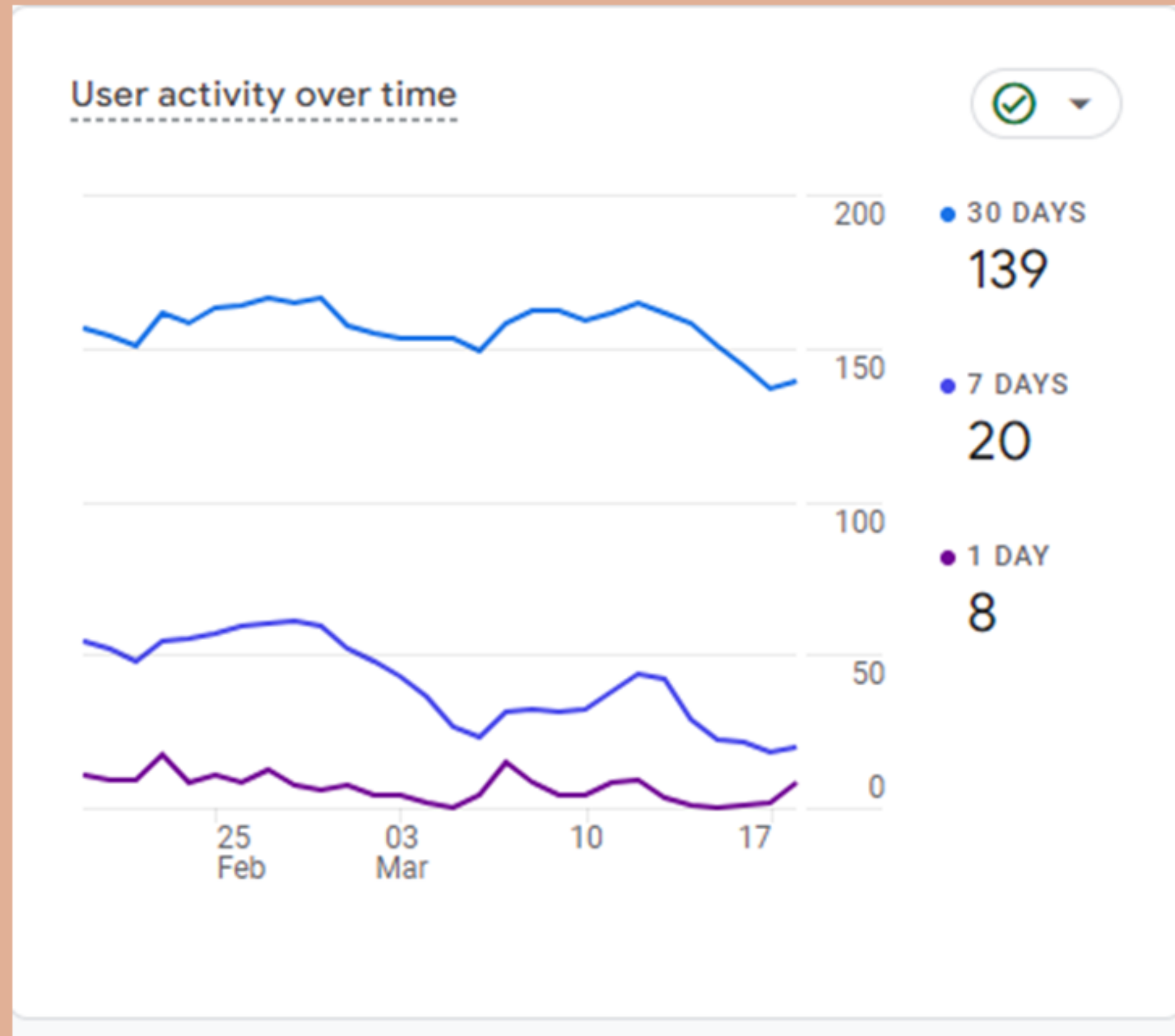
WHAT ARE YOUR TOP EVENTS?

Event count by Event name 

EVENT NAME	EVENT COUNT
page_view	597
user_engagement	440
scroll	351
session_start	248
first_visit	104
ads_conversion_Con...	20
file_download	17

[View events](#) →

Users Activity over Time



Conclusion

The analysis of Edupract Academy's website performance has yielded valuable insights into user behavior and engagement trends over time.

Through the utilization of diverse visualization tools, including line charts heatmaps, bar charts, and maps, we've gained comprehensive understanding of the platform's strengths and areas for improvement

This project report summarizes the findings and recommendations based on the analysis of website performance using Google Analytics. It serves as a guide for implementing strategies to optimize the Edupract Academy website and achieve business objectives.

Thank You