Business Analytics

User data can be aggregated and analyzed to improve the HikerHack experience in many ways. One such method we will employ involves the analysis of user visitation on the website to determine the popularity of each page and, by extension, each trail. By processing the frequency of visitation and referencing each trail’s location and attributes, we may determine patterns that will help inform decisions toward adding new trail information and even reshaping delivery methodology. To facilitate this collection of data, a visit counter will be added to each page. This will allow the frequency of visitation to be measured and then compared to inform future decisions based on popularity among users.