

Website Analytics Dashboard



Website Visits

Website Conversion

Bounce Rate

Visit Metrics



2000

Total Visits



459

Total New Visitors

Website Performance



12.68

Avg. Duration (mins)



6.34

Avg. Pages Viewed (mins)

Site Metrics



29.3%

Email Capture Ratio



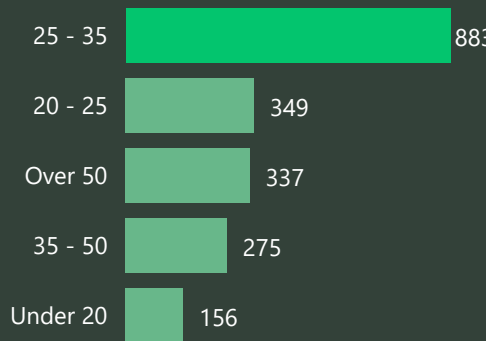
3

Avg. Article Read

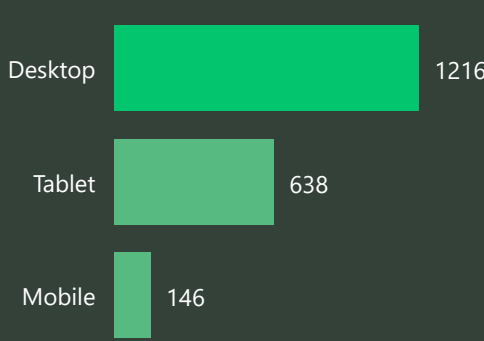
Total Visits by Sources



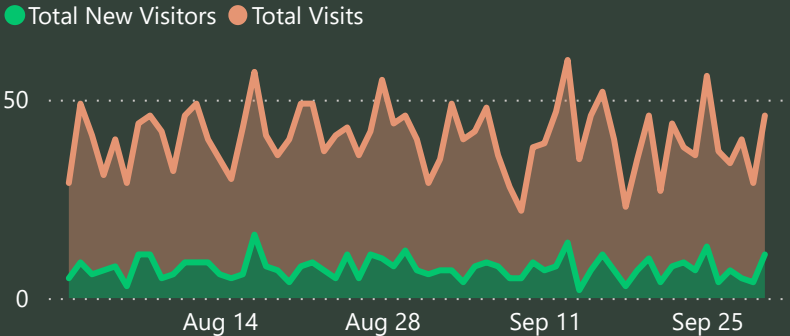
Total Visits by Age Range



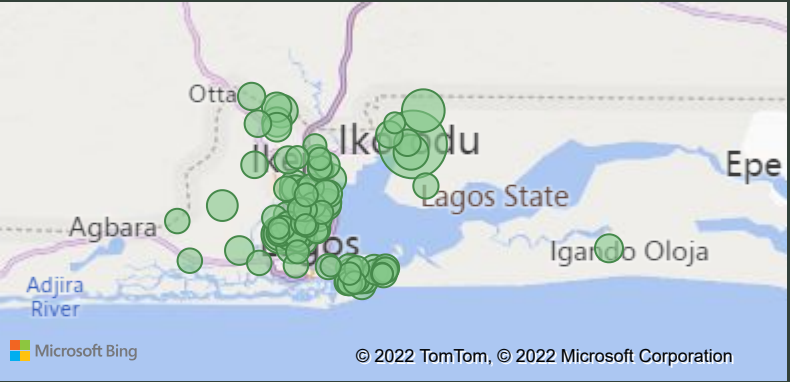
Total Visits by Device Category



Total New Visitors and Total Visits by Date



Total Visits by Location



INSIGHTS

At 358 (17%), Yahoo had the highest Total Visits and was **14.74%** higher than Bing, which had the lowest Total Visits at 312.

Total Visits (45.83% increase) and **Total New Visitors (120% increase)** both trended up between Monday, August 1, 2022 and Friday, September 30, 2022.

Total New Visitors started trending up on Wednesday, September 21, 2022, rising by **175% (7)** in 9 days.

Across all 5 Age ranges, **Total Visits** ranged from 156 to 883, with ages **12-35** leading the way.

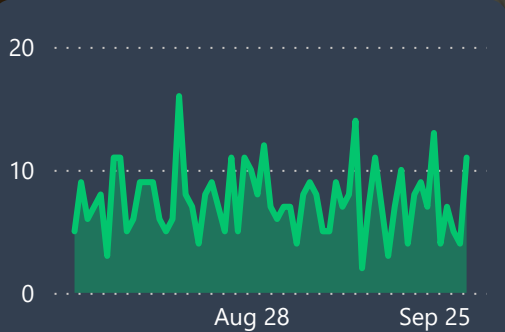
Website Analytics Dashboard



Website Conversion

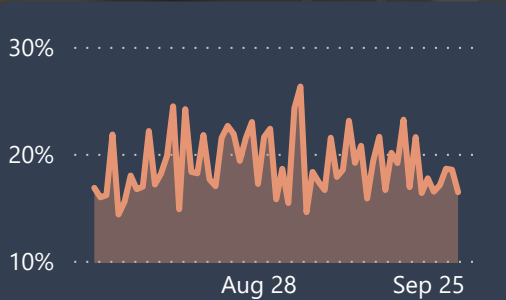
Website Visits

Bounce Rate



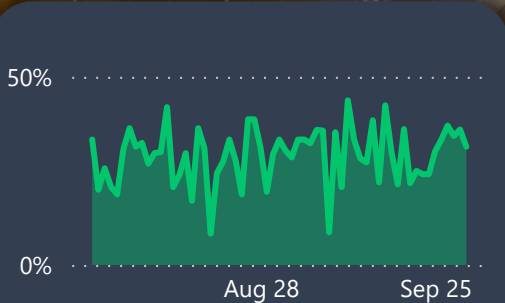
459

Total New Visitors



18.8%

Sales Conversion Ratio



29.3%

Email Capture Ratio



34.15%

% of Positive Sentiment



Celestine Azonobi

Data Analyst |
Business Intelligence Analyst



Celestine Azonobi

Website Analytics Dashboard



Website Visits

Website Conversion

Bounce Rate

6.34

Avg. Pages Viewed (mins)

12.68

Avg. Duration (mins)

415.85

Avg. Daily Time on Site (Mins)

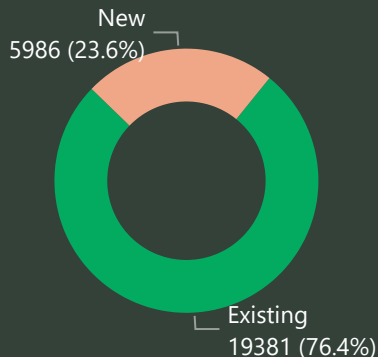
32.79

Avg. Daily Site Visits (Mins)

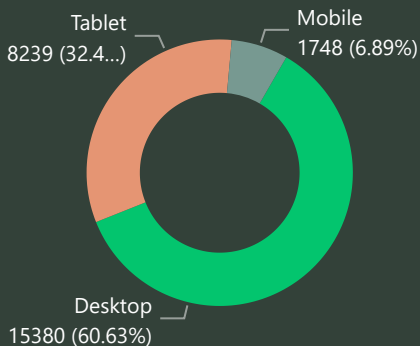
2000

Total Visits

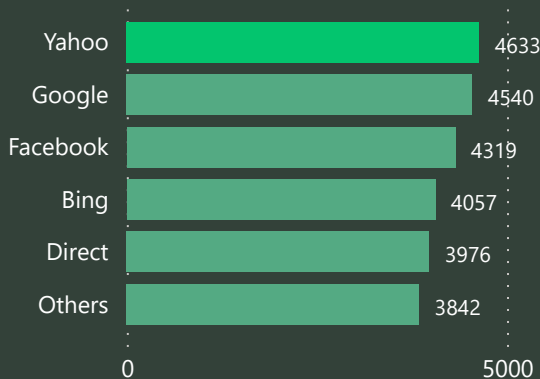
Total Duration Stayed by Customer Type



Total Duration Stayed by Device Category



Total Duration Stayed by Sources



INSIGHTS

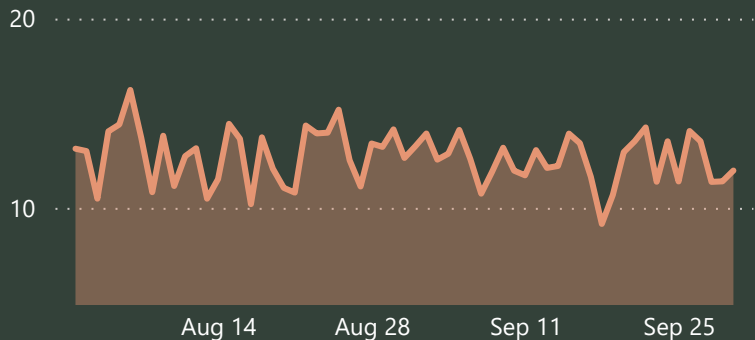
At **4633**, **Yahoo** had the highest Total Duration Stayed and was 20.59% higher than **Others**, which had the lowest Total Duration Stayed at **3842**.

Avg. Duration (mins) trended down, resulting in a 8.79% decrease between Monday, August 1, 2022 and Friday, September 30, 2022.

Avg. Duration (mins) started trending up on Friday, September 23, 2022, rising by 18.80% (2.14) in 4 days.

Avg. Pages Viewed (mins) jumped from 6.42 to 7.26 during its steepest incline between Monday, September 26, 2022 and Friday, September 30, 2022.

Avg. Duration (mins) by Date



Avg. Pages Viewed (mins) by Date

