Why Web Click Stream Analytic

Web click stream analytic provides critical insight into customer behavior in a business web site . Visitante provides a set of analytic solutions using web server logs.

Questions You May Have

As an *eBusiness* owner, you may have many questions regarding the performance and growth of your business such as

1. What’s the average session duration
2. What percentage of users are spending less than 2 minutes per visit
3. What’s the average number of pages visited per session
4. What percentage of uses are browsing at least 5 pages per session
5. What is the average gap between visits
6. What percentage of users have average gap between visits more than 30 days
7. What is account creation conversion rate in last one week
8. What is my transaction conversion rate in last one week (number of sessions resulting in purchase)
9. What percentage of users didn’t even enter the checkout flow in last 2 days
10. What percentage of users entered the checkout flow and did not complete (abandoned shopping carts) yesterday
11. What percentage of users entered the checkout flow and successfully completed yesterday
12. After changing the home page can I track improvement in bounce rate in real time
13. After changing the checkout flow pages, has my transaction conversion rate increased.
14. After changing the account creation flow pages, has my account creation conversion increased
15. Can I track unique visitor count in real time
16. After a marketing campaign , can I track unique visitor count changes in real time
17. Can I identify my loyal customers
18. Can I identify all the potentially loyal customers, so that I can target them with loyalty programs
19. Can I identify potentially churning customers, so that I can prevent the damage by taking some proactive action
20. Can I do targeted personalized marketing email campaign

*Visitante* has answers for all these questions.

Introduction

*Visitante* offers a suite of click stream analytic solutions on Hadoop and Storm. The solution is based on web server logs and does not require embedded java script in web pages.

Session Summarizer

First, log data is grouped by sessionID. Then session statistics are calculated, including number of pages visited, session duration.

It also detects if a flow was entered, whether or not the flow was completed. This feature is useful for identifying abandoned shopping carts.

It’s also possible to calculate statistics on a per user basis. Some the quantities calculated are average session duration, average number of pages per session, average gap between sessions.

Real time Analytic

Storm based real time analytic is also part of visitante. These analytic solutions are based on probabilistic aggregation algorithms. The solutions available are counting unique visitors and bounce rate.

Configuration

*Visitante* believes in giving power in the hands of the end users. There are many configuration parameters to control the behavior of the different algorithms

Data Format

The input data format is W3C compliant web server logs and the output data format is CSV.