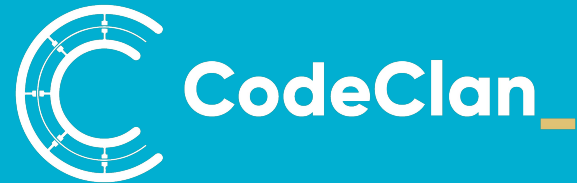


Codeclan Website Performance Project Brief

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Nick



Project Brief

Project summary

To help CodeClan marketing Killian McAleese funnel information, breakdown and identify which advert are working on which social media platforms people use to come the CodeClan website.

Target audience

To allow allow the CodeClan marketing department be able to quickly, simply and easily illustrate to exec eg Melinda Matthews without having additional information which could be distracting additional information/ noise.

Problem

We would like to better understand how CodeClan's website users are navigating the site, with a focus on driving visitors to sign up for events and information sessions.

The website sees roughly 9000 visitors per month. However, only a small number of these visitors - about 100 per month - use the website book an event.

We would like to understand:

- The journey users take
- How they arrive on the site
- Where they drop off?

Are there any problems with the journey and is there anything we can do to support event bookings?

Can we increase event booking to 200 per month? If so, what changes would be recommended and how could these be monitored?

Goal

As a group create a dashboard that:

- Extracts data from CodeClan's Google Analytics account
- Displays relevant data clearly
- Is designed to address the business problem
- Enables the user to see what is happening at a glance
- Is supported by documentation that contains definitions and assumption

KPI

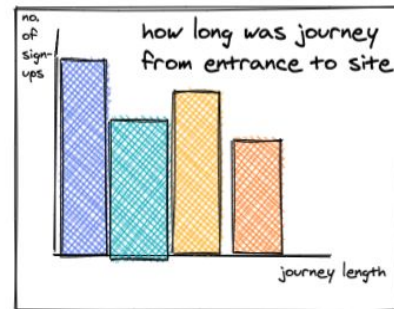
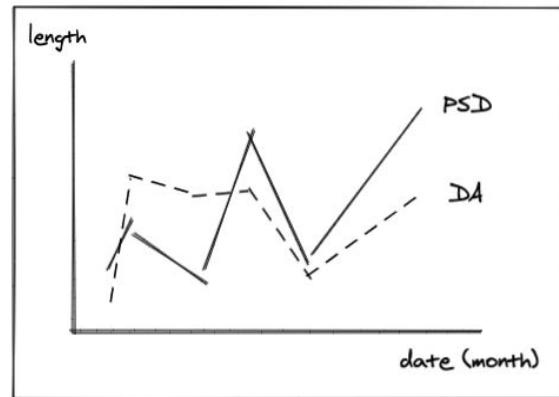
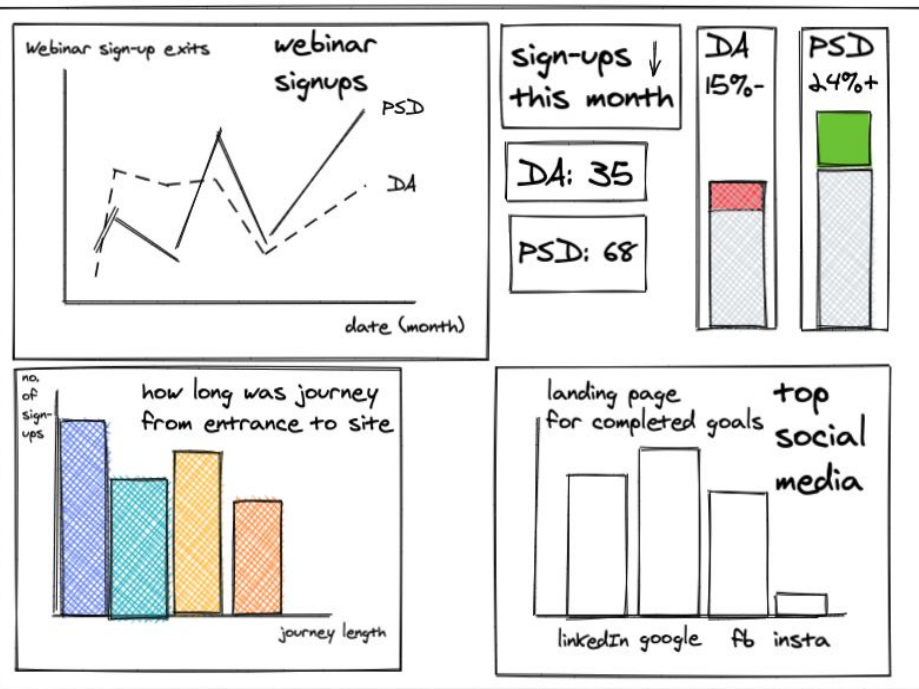
Simplicity is key

Assumptions

Dates - March 2020- present

A side by side graphic comparison might be helpful

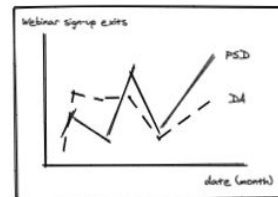
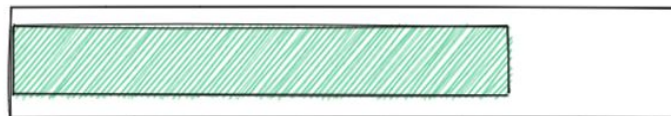
Timeline



quite busy

graph preference?

more dropout insight?



Project planning- MURAL

Like to understand: The journey users take How they arrive on the site The pages they subsequently visit Where they drop off.

1.1 Website Navigation

Q: Can we increase event booking to 200 per month? If so, what changes would be recommended and how could these be monitored?

To do:

Doing:

Done:

Time line?

Random thoughts?

rough ideas:

how many people take more than the minimum number of clicks to reach the Goal or data page?

"Expectations": API data will be synthesised and so will be ready to have a copy on your personal GitHub"

Goal 17 & Goal 13 are the two web buttons for webinars

Decide business questions to be answered

will need to synthesise code

"Empower a decision for project, not make your own marketing plans" - let's make sure information is revealing in itself

Priorities M.O.S.C.O.W. rules

MVP ? Minimum Viable Product?

Dropout point

Location of Pre-Arrival (Top 'x' locations)

1. Must have:

2. Should have:

3. Could have:

keeping it simple

simple but colourful

what code is needed for data?

maybe could include some pictures or graphics.- can even add this to final slide presentation

what dates this will be worth looking at

confirm code as a group, even have code on one machine and then sent to everyone else.

check, double check everything, including the code

Inferential statistics? On a tab?

data downloaded and read to R, maybe can join and then decide how to clean it

Time Series of Goals prior to and during Covid?

Shiny & ggplot2 visualisations

Booking Rate by Location of Arrival (Bar Graph, Time Series (faceted))

set up git hub branches to push changes

Confidence Interval Ranges for event booking values

Hypothesis Tests

Google Analytic Parameters

What will 'Done' look like? Mock up?

Excalidraw

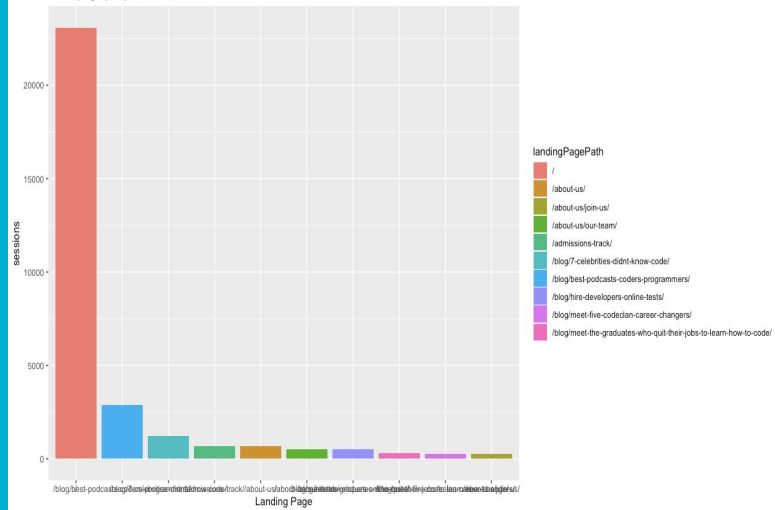
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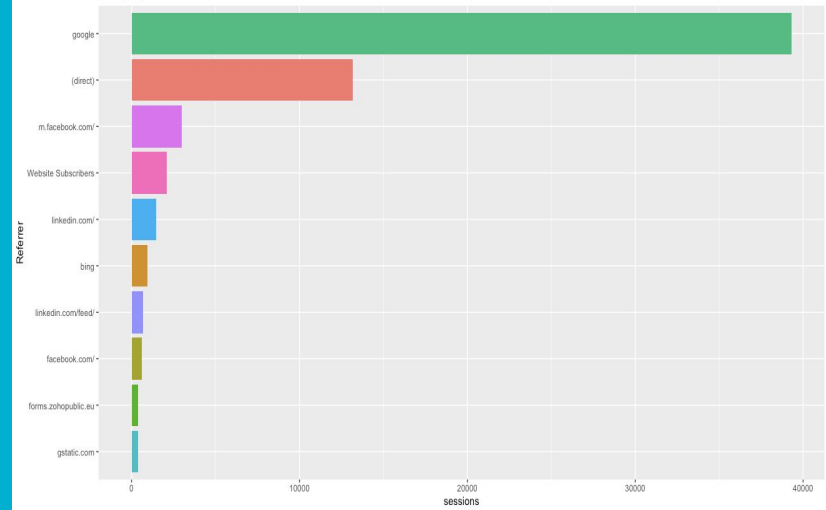
- Are there any problems with the journey and

is there anything we can do to support event bookings?

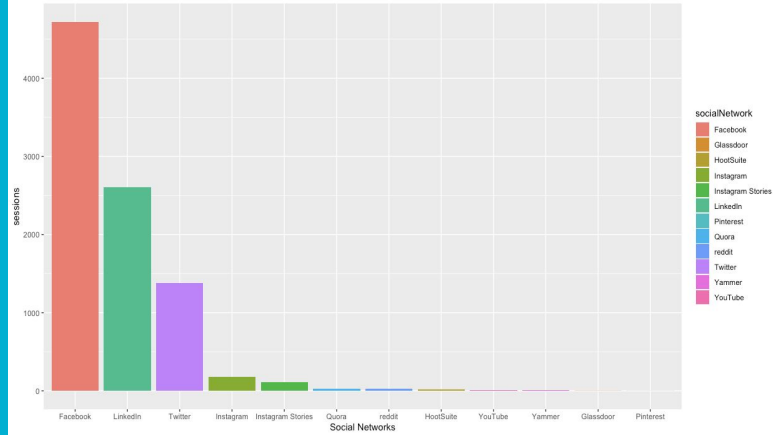
What page people land on



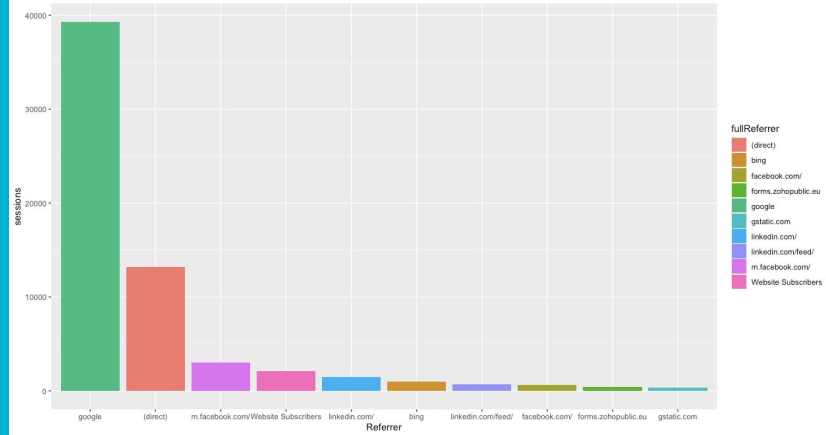
How people find the website



Links from Social Networks



How people find the website



Questions?