

Critical matrices

- visits →
- visitors → person who visits.
- unique visitors → those who visit for first time.
- bounce rate - percentage of single page ~~visit~~ sessions in web which the user leaves the site from the welcome page, without interacting with the page.
- exit rate - No. of times person leaves website & navigates to other site.

find exit rate:

critical : unique visitors
Bounce Rate
Exit Rate

M : Page A → B → C
T : B → Exit
W : A → C → B
T : Page C → Exit
P : B → C → A

exit rate

Page A → $\frac{2}{3}$

Page B = $\frac{1}{4} = \frac{1}{2}$

page C = $\frac{2}{4} = \frac{1}{2}$

bounce rate : A → 0

(single page visit) B → $\frac{1}{4}$

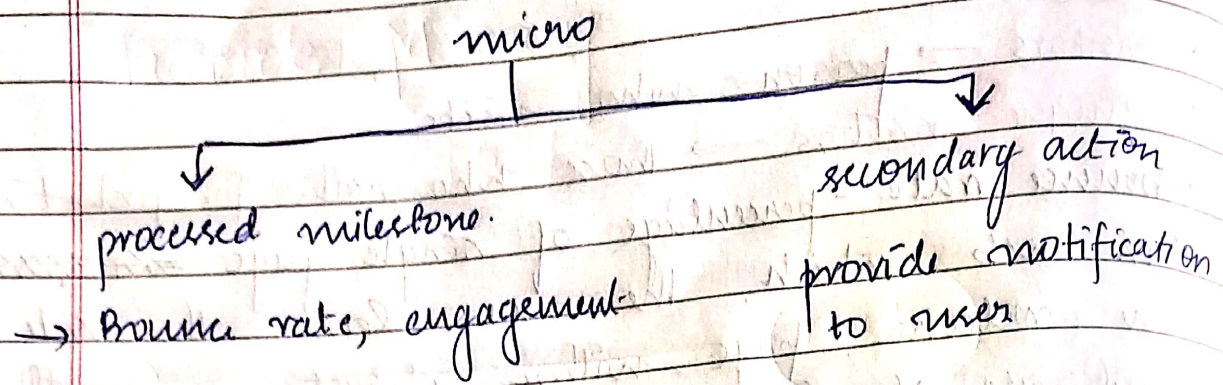
C → $\frac{1}{4}$

- conversion rate is defined as the outcomes divided by the total no. of unique visitors or visits.

- Engagement : how users are engaged with product or services.

- Micro and macro conversion : A task ~~actual~~ which will give more weightage to analysis → macro.

micro → unique page visitors, bounce rate



*** PULSE & HEART metrics

This pulse metrics is used to understand health of the product (if it is popular or not).

PULSE → P → Page View

U → up time

L → Latency time

S → } seven day active users

E → }

The most commonly used large scale metrics are focused on business or technical aspects of a product & they are widely used by many organizations to track overall product health.

Page View → The average number of web visit at certain period of time.

~~example~~

Uptime → The average number of hours ^{that the website} in service in certain period of time.

Latency time - The average time that is needed to access the web in certain period of time.

* Seven day active users - The average number of different visitors who visit the web in certain period of time.

HEART metrics.

→ used for measuring the ^{customer} customer experience.

* Heart is used for measuring user's experience quality and providing actionable data.

H → Happiness.

E → Engagement.

A → Adoption.

R → Retention.

T → Task success.

→ Happiness - to describe metrics that are attitudinal in nature subjective aspects of your experience like satisfaction, visual appeal, likelihood to recommend, ease of use.

→ Engagement - ~~like~~ It is the user's level of involvement with a product. It is used to check behavioural proxies such as the frequency, intensity, or depth of interaction over some period of time.

→ Adoption - Adoption metrics track how many new users start using a product during a given time period.

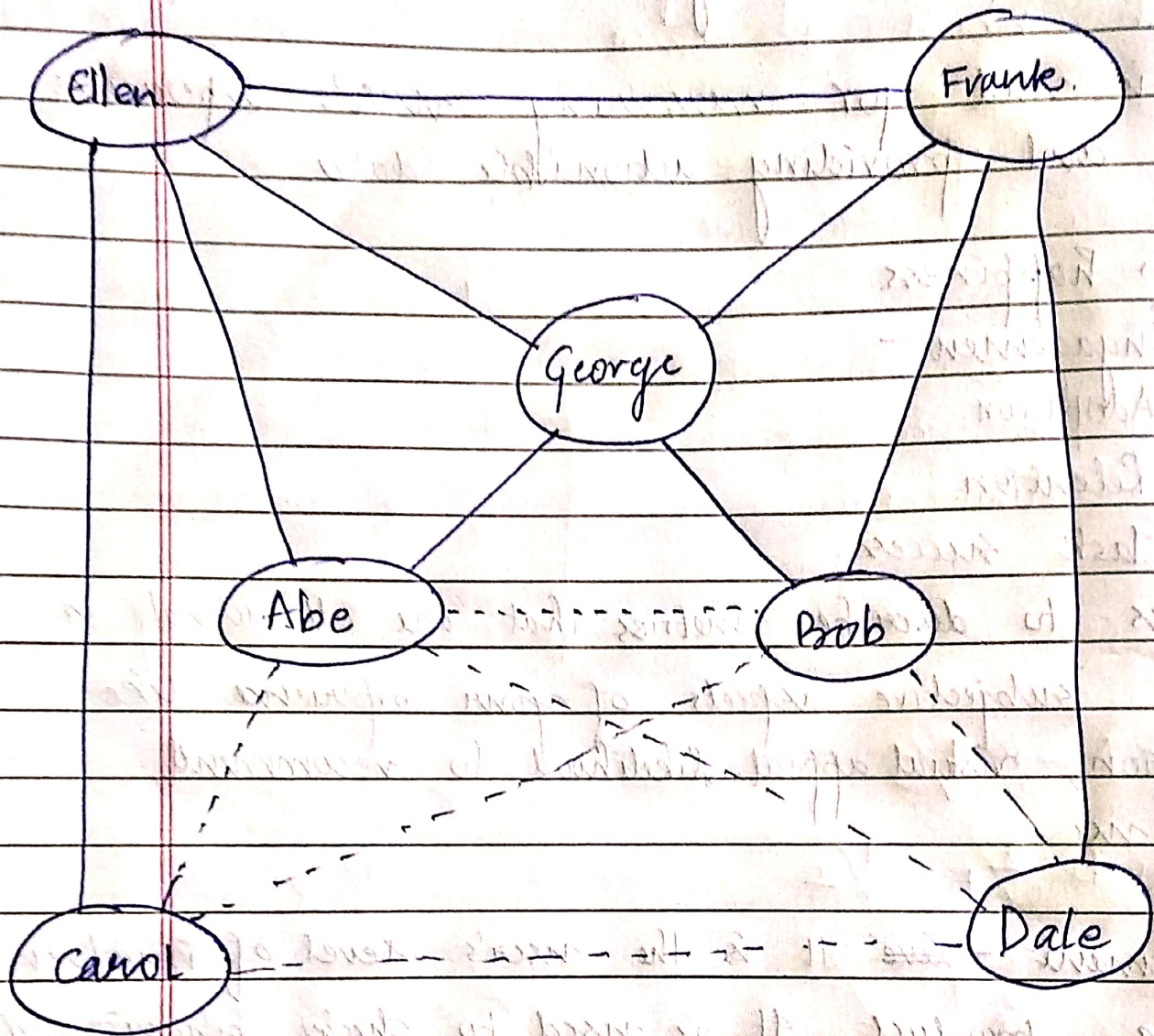
→ Retention - Metrics tracks how many of the users from a given time period are still present in later time period.

→ Task success - It gives efficiency, effectiveness (% of task completed in given time), error rate

Unit - IV

Facebook Mining

OGP \rightarrow open graph protocol.



Abe - Bob, Carol, Dale, George, Ellen

