

## **Experiment 2**

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**Aim: To study a Web Analytics Tool**

### **Theory:**

#### 1. What is Web Analytics?

Web analytics is the process of collecting, analyzing, and interpreting data related to website traffic and user behavior. It helps businesses and website owners understand how visitors interact with their site, measure performance, and optimize content for better user experience and conversions.

#### 2. Web Analytics Tools and Their Features:

There are several web analytics tools available, each with unique features. Some prominent ones include:

##### a. Google Analytics:

- Tracks website traffic and user behavior.
- Provides insights into audience demographics and interests.

- Supports real-time analytics.
- Offers goal tracking and conversion rate analysis.
- Integrates with Google Ads for campaign tracking.

b. Adobe Analytics:

- Advanced data segmentation and predictive analytics.
- AI-powered insights with Adobe Sensei.
- Customizable reports and dashboards.
- Multi-channel tracking (web, mobile, social media, etc.).
- Integration with Adobe Marketing Cloud.

c. Hotjar:

- Heatmaps to visualize user interactions.
- Session recordings to observe real user behavior.
- Surveys and feedback tools to collect user opinions.
- Conversion funnel analysis.
- Click and scroll tracking.

d. Matomo (formerly Piwik):

- Open-source web analytics platform.
- Provides full data ownership and privacy compliance.
- Customizable dashboards and reporting.
- Visitor tracking and behavior analysis.
- Supports A/B testing and heatmaps.

e. Crazy Egg:

- Heatmaps and scrollmaps to analyze user engagement.
- A/B testing for website optimization.
- Session recordings for user behavior tracking.
- Overlay reports for visual insights.
- Confetti reports segment clicks by traffic source.

### 3. Why is it Important to Learn Web Analytics?

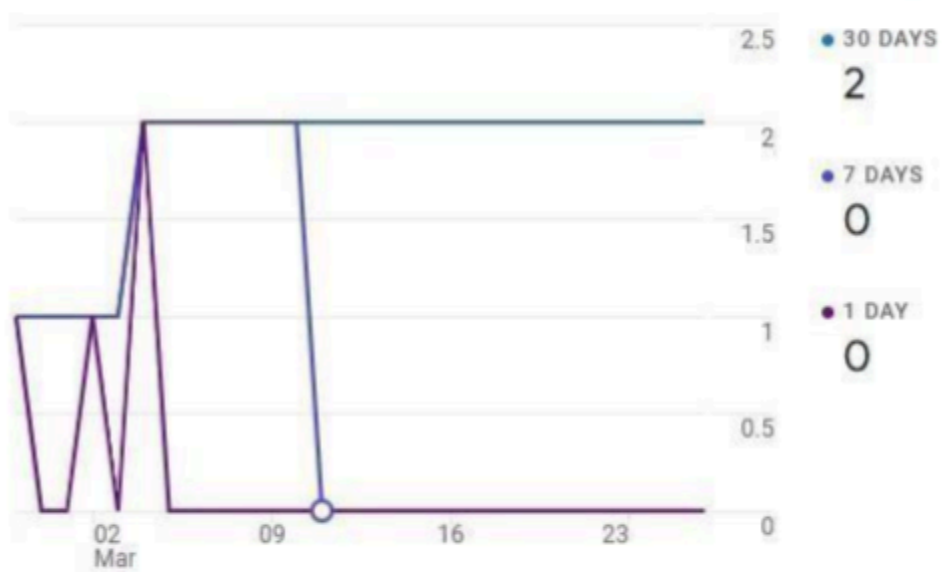
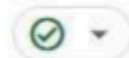
- Helps in understanding user behavior and preferences.
- Aids in improving website design and user experience.
- Enhances digital marketing strategies and ROI measurement.
- Assists in identifying and fixing website performance issues.
- Supports data-driven decision-making.

### 4. Key Performance Indicators (KPIs) for Your Website:

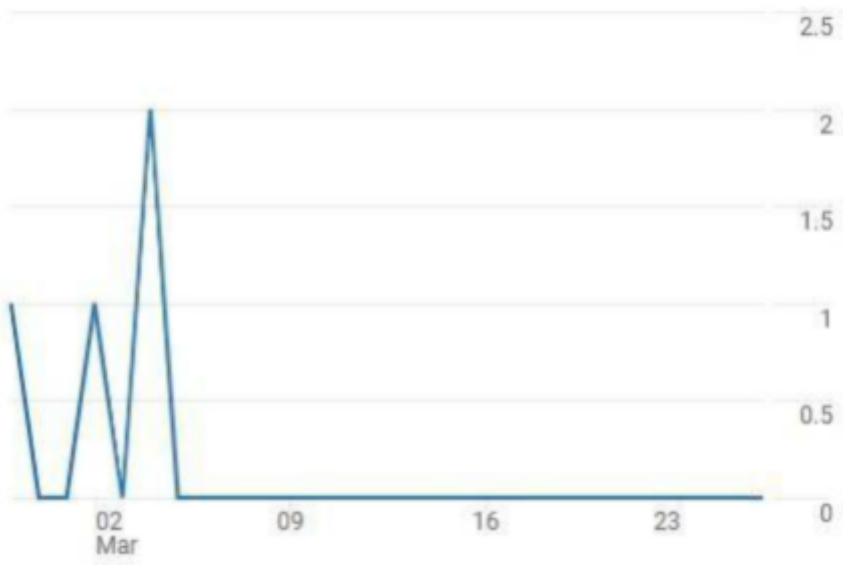
- Traffic Metrics: Total visits, unique visitors, page views.
- Engagement Metrics: Bounce rate, average session duration, pages per session.
- Conversion Metrics: Goal completion, conversion rate, revenue tracking.
- Acquisition Metrics: Traffic sources, referral websites, campaign performance.
- Technical Metrics: Site speed, mobile vs. desktop traffic, error reports.

## **Output:**

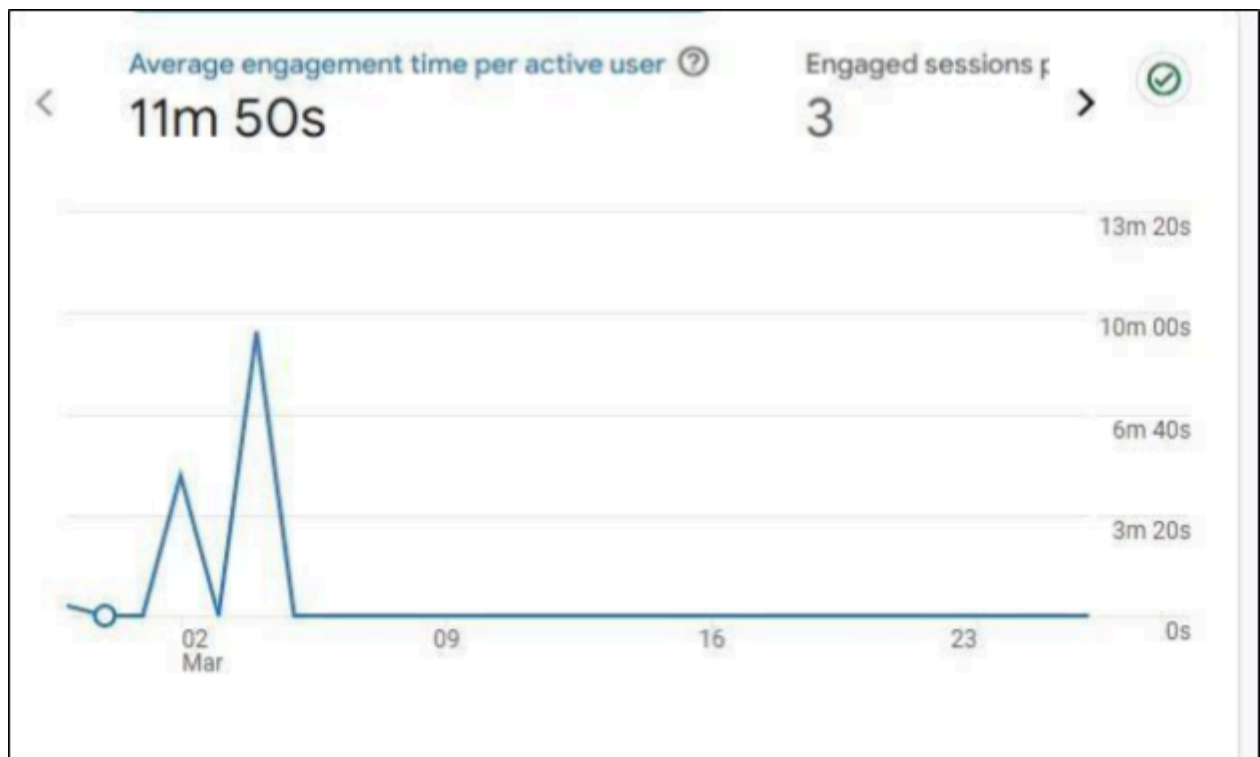
### User activity over time



### Active users▼ by App version

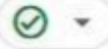


[View app versions](#) →



### User activity by cohort

Based on device data only



	Week 0	Week 1	Week 2	Week 3	Week 4	Week 5
All Users	100.0%	50.0%	0.0%	0.0%	0.0%	0.0%
Feb 9 - Feb 15						
Feb 16 - Feb 22						
Feb 23 - Mar 1						
Mar 2 - Mar 8						
Mar 9 - Mar 15						
Mar 16 - Mar 22						

6 weeks ending Mar 22

[View retention](#) →

### Views by Page title and screen class



PAGE TITLE AND SCREEN ...	VIEWS
MainActivity	20
SignInHubActivity	2

[View pages and screens](#) →

### Event count by Event name



EVENT NAME	EVENT COUNT
screen_view	22
user_engagement	20
session_start	9
first_open	2
app_remove	1

[View events](#) →

### Active users by Country



COUNTRY	ACTIVE USERS
India	2

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The screenshot shows a web analytics dashboard. At the top, it says 'Active users▼ by Device model'. To the right of this text are two circular icons: one with a 'Y' and another with a checkmark. Below this is a table with two columns: 'DEVICE MODEL' and 'ACTIVE USERS'. The table has one row with the device model 'CPH2455' and '1' active users. A horizontal bar chart is visible below the table, showing a single bar for the device model. At the bottom right, there is a link that says 'View device models →'.

DEVICE MODEL	ACTIVE USERS
CPH2455	1

[View device models →](#)

## Conclusion:

Web analytics plays a crucial role in understanding and optimizing website performance. By using tools like Google Analytics, Adobe Analytics, Hotjar, Matomo, and Crazy Egg, businesses can track user behavior, measure KPIs, and enhance the user experience. These tools help identify areas of improvement in website design, marketing strategies, and overall performance.

Learning web analytics allows individuals to make data-driven decisions that can lead to better engagement, higher conversions, and improved ROI. In today's digital world, mastering web analytics is essential for businesses looking to stay competitive and deliver superior online experiences.