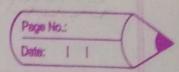
Page No.:
Date: 11 Assignment-2 17 what is meant by KPI in Analytics? Ang KPI = key Performance Indicators This are the critical (key) indicators of progress toward an intended result.

It provides a focus for strategic and operational improvement, create an analytical basis for decision making and help focus attention on what matters most, - To make it simple, KPI is a quantifiable measure that will help us understand whether or not we are hitting our goal. 7+ helps us track the effectives of our campaings. - Always limit your business to having four to Rive KPI's Any more than that and you may lose track of the measurment · How to develop key performance indicator There are four allributes for developing * Measures This is basically what are measured for examples - the number of new customers this year. · Target: The numeric value that you want to excherce by the due date. tox example: to achieve 1000 automess by the and of this year,



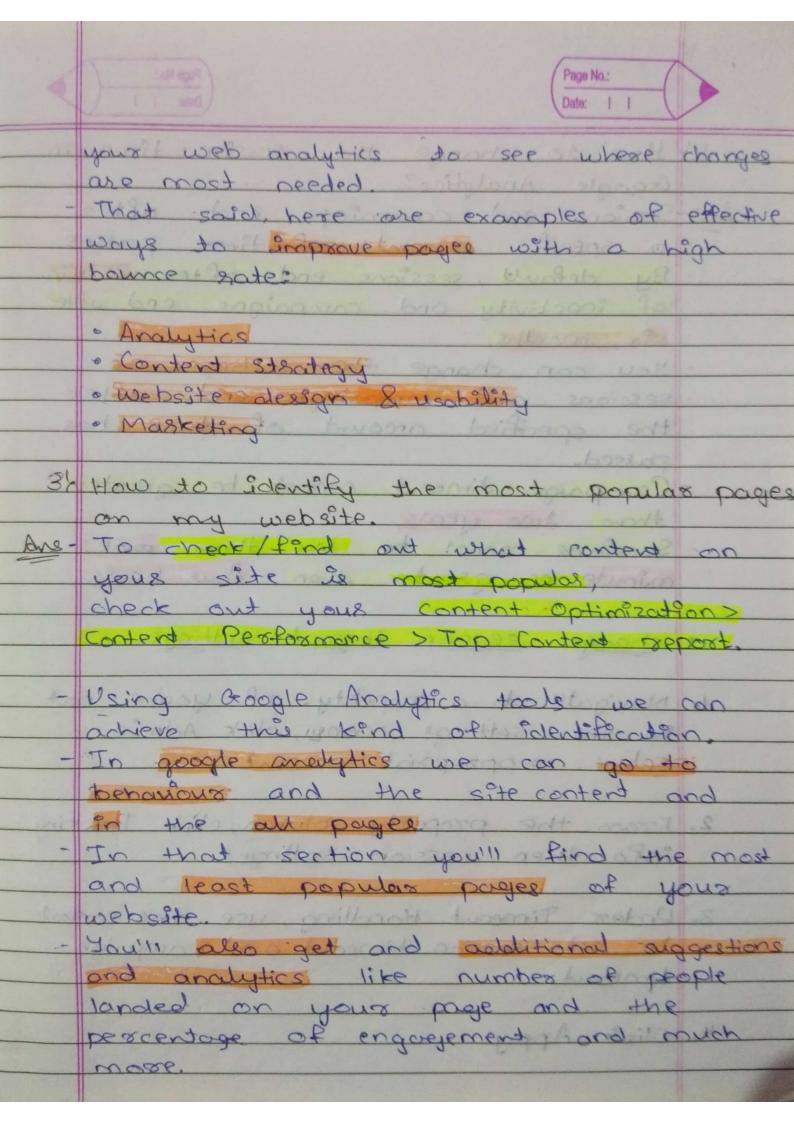
· Source: This is busically where the Pos-example, Grougle Analytics, CRM, Grougle Adage for example.

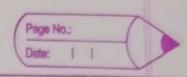
Fraguency: How often are you going to

Sun on these KPIs. Do you want

to check on these metrics weekly, mostly.

Do daily? 21 what do you know about the bource Sate ? Ans-Bounce Rate is the percentage of site visits that are single-page sessions, with the visitors deaving without viewieng a second page - It is typically used as a neasusement of a website's overall engagement · How bourge sade in coloulated? - Bounce - Total number of one-page visits Rate Total number of entries to a website for e.g., 1000 visitors & monts and 500 € one Page visit then bounce rate = 50% · How to reduce bounce rate? - Before engagine in activités de sedure your bounce sate, you should study





44 How to change the session time in Google Analytics? Ans Sessions and compaine end after a specific amont of time passes. - By default, sessions end after 30 min of inactivity and compaigns and after six months. - You can change the settings so sessions and compainings and after the specified amount of time has - Campaign timeout connot be greater than two years. - Sessions cannot be less than one minute or greater than four hours · change session timeout settings he Navigate to a property. If you're not In the settings mensu, click Admin. select ouppropriate account 2. From the property column, click Tracking info then session settings 3. Under Timeout Handling, use the controls to set session timeout and compaign 4. Click Appy