

Assignment-2

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1) What is meant by KPI in Analytics?

Ans- KPI = Key Performance Indicators

- These 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.
- It helps us track the effectiveness of our campaigns.
- Always limit your business to having four to five KPI's. Any more than that and you may lose track of the measurement.

• How to develop key performance indicators

- There are four attributes for developing a KPI
- Measure: This is basically what are measuring for example:- the number of new customers this year.
- Target: The numeric value that you want to achieve by the due date.
For example:- to achieve 1000 customers by the end of this year.

- **Source**: This is basically where the data is coming from. For example, Google Analytics, CRM, Google Ads etc.
- **Frequency**: How often are you going to run on these KPIs. Do you want to check on these metrics weekly, monthly or daily?

2. What do you know about the bounce rate?

Ans - Bounce Rate is the percentage of site visits that are single-page sessions, with the visitor leaving without viewing a second page.

- It is typically used as a measurement of a website's overall engagement.

• How bounce rate is calculated?

$$\text{Bounce Rate} = \frac{\text{Total number of one-page visits}}{\text{Total number of entries to a website}}$$

For e.g., 1000 visitors \leftarrow one month and 500 \leftarrow one page visit then bounce rate = 50%

• How to reduce bounce rate?

- Before engaging in activities to reduce your bounce rate, you should study

your web analytics to see where changes are most needed.

- That said, here are examples of effective ways to improve pages with a high bounce rate:

- Analytics
- Content Strategy
- Website design & usability
- Marketing

3rd How to identify the most popular pages on my website.

Ans - To check/find out what content on your site is most popular, check out your Content Optimization > Content Performance > Top Content report.

- Using Google Analytics tools we can achieve this kind of identification.
- In google analytics we can go to behaviour and the site content and in the all pages.
- In that section you'll find the most and least popular pages of your website.
- You'll also get and additional suggestions and analytics like number of people landed on your page and the percentage of engagement and much more.

44 How to change the session time in Google Analytics?

Ans- Sessions and campaigns end after a specific amount of time passes.

- By default, sessions end after 30 min of inactivity and campaigns end after six months.

- You can change the settings so sessions and campaigns end after the specified amount of time has passed.

- Campaign timeout cannot be greater than two years.

- Sessions cannot be less than one minute or greater than four hours.

- change session timeout settings

1. Navigate to a property. If you're not in the settings menu, click Admin. select appropriate account

2. From the property column, click Tracking info then session settings

3. Under Timeout Handling, use the controls to set session timeout and campaign timeout.

4. Click Apply.