**Accessing and Understanding Hartford HealthCare Web Data for Your Capstone Project**

Hi everyone,

We're excited to provide you with access to Hartford HealthCare web data to support your capstone project! This data can be accessed through a Google Data Studio report *(link below).*

Understanding the Data:

The data contains website traffic and event tracking information from September 1, 2022 to August 31, 2023. You'll find two pages in the report:

* Page 1: Page traffic information
* Page 2: Event tracking information

Please note that there may be some data sampling in effect, meaning some data points may be representative samples rather than absolute values. This is common in GA4.

Accessing the Data:

1. Open the Google Data Studio report:   
    <https://lookerstudio.google.com/s/oo61w-l0LZs>
2. Filter the data: You can filter the data by hostname (domain) and date range to focus on specific areas of interest.
3. Export the data: Right-click anywhere on the table and select "Export" from the menu.

Data Glossary:

We've provided a glossary to help you understand the metrics and columns in the data:

**Page Performance**

* **Hostname:**The subdomain and domain names of a URL that users have visited on a website.
* **Full page URL:** The entire URL of a page that a user has visited on a website.
* **Page Title and Screen Class:**The title of the page as tagged within the HTML.
* **Views**: The number of pageviews on a website and screenviews on an app in the selected date range.
* **Sessions:** Initiates when a user either opens your app in the foreground or views a page or screen and no session is currently active, for example, their previous session has timed out. By default, a session ends or times out after 30 minutes of user inactivity. There is no limit to how long a session can last.
* **Engaged Sessions:** A session that lasts longer than 10 seconds, has a key events, or has at least 2 pageviews or screenviews.
* **Total Users**: The total number of active users.
* **New Users:** The number of users who interacted with your site for the first time.
* **Engagement rate**: The percentage of engaged sessions on a website. ***Note***: The bounce rate is the opposite of the engagement rate. The bounce rate is the percentage of sessions that were not engaged.
* **Engagement time:** The amount of time a user spends on a web page.
* **Average Engagement time (Engagement/Session):** Average engagement time per active user for the time period selected.

**Event Tracking**

* **Hostname**
* **Full page URL:** The entire URL of a page that a user has visited on a website.
* **Page Title and Screen Class:**The title of the page as tagged within the HTML.
* **Event name:**An event allows you to measure a specific interaction or occurrence on the website. For example, an event measures when a user loads a page or clicks a link.
* **Element:**Any time a user on the website clicks on a button or other clickable element.
* **Action:**A specific interaction or occurrence on the website. This includes a user loading a page or clicking a link.
* **Click Text:**The text that the user clicks on.
* **Click URL:**The URL of the link that the user clicks on.
  + Examples,
  + if we have a link that reads “Call Now” and that links to <tel:5555555555>, Click Text would be “Call Now” and Click URL would be <tel:5555555555>.
  + If we have a link on [hartfordhealthcare.org](https://urldefense.com/v3/__http:/hartfordhealthcare.org__;!!KCs9X-8!ePFPB24Ocf5hp3CR11E34ziCQUNt1_3IJlVEZ4cN_gvpHYGFMuB5qapbnTT6kjUuEZZHmUYmfvrhoqIb6FPZBMY1$) that for the Rehabilitation Network site and the link reads “Rehabilitation Network”, Click Text would be “Rehabilitation network” and  Click URL would be “[https://hartfordhealthcarerehabnetwork.org/](https://urldefense.com/v3/__https:/hartfordhealthcarerehabnetwork.org/__;!!KCs9X-8!ePFPB24Ocf5hp3CR11E34ziCQUNt1_3IJlVEZ4cN_gvpHYGFMuB5qapbnTT6kjUuEZZHmUYmfvrhoqIb6GDGvU4K$)”
* **Percent scrolled:**The measure of how far users scroll on a page before leaving. This is expressed as a percentage of up to 100%, where 100% represents a user who has scrolled all the way to the bottom of a page. GA4's default scroll tracking only fires when a user scrolls 90% down the page.
* **Event count:** The number of times users triggered an event.

Data Considerations:

* Percent Scrolled: Please note that the "Percent Scrolled" data currently shows the same value across all entries. We're working to resolve this issue.
* Data Sampling: Be aware that data sampling may be in effect, especially for data with gaps or seemingly unusual values.

If you have any questions or need further assistance, please don't hesitate to contact:

Daniel Small

VP, Digital Services

Hartford HealthCare

[Daniel.Small@hhchealth.org](mailto:Daniel.Small@hhchealth.org)

We hope this data provides valuable insights for your capstone project!

*Dan*