**BIA6306 Web and Social Media Analytics, Fall 2018**

**Assignment 1**

General Instructions:

**Due Date: 5:45pm, Thursday, October 25 (peer eval in class), Final version on Sunday, October 27, 11:59 pm**

Deliverable Format: PowerPoint.

This assignment is worth 75 points. Assignments turned in after the due date and time will lose 1 point for every day late.

Analyze the site [www.seattle.gov](http://www.seattle.gov). Using the dataset provided **create bar or line charts** to show trends that will help determine what the user sees as the primary purpose of the site.

Answer the following questions **using monthly trending charts and graphs** to help illustrate your point, when specified:

* After your initial review of the site what do you think is the primary purpose of the site and why? (25 points)
* Based on the **data** available, what are the top 5 things that website users were looking for (trending charts) and how easy are they to find? (25 points)
* Find 3 interesting observations in the metrics and explain why they are interesting (using charts) and determine what other metric(s) you would want to see to help your analysis. (25 points)

All answers should contain the following:

* + Simple, easy to understand charts detailing the most sought after information using **monthly** trending data.
  + Visuals to illustrate context. Data and conclusions are more easily understood by showing the reader what you are looking at.
  + A short explanation of your conclusion, summarizing your charts and visuals that support your findings.

**Audience: general management.**

**BIA6306 Web and Social Media Analytics  
Grading Rubric – Assignment 1**

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|  | **Exceeds Expectations**  Clear Comprehension  (Audience clearly understands the presenter’s message.) | **Meets Expectations**  Moderate Comprehension  (Audience understands the message being relayed for the most parts, but there are still some unclear/confusing remarks.) | **Below Expectations**  Confusion  (Lack of clarity in presenting the message to the audience.) |
| Clearly state the purpose, use screen shots and context to help the reader understand your conclusion. This should be based on site architecture and page design. | 100% | 67% | 33% |
| Provide appropriate context and visuals (trending graphs) so that the reader can easily understand your conclusion. Annotate when appropriate. | 100% | 67% | 33% |
| Clearly state your conclusion that is supported by the data you have provided. | 100% | 67% | 33% |