



# Final Project Report

## MGS-659 Web Analytics for eCommerce

Submitted by

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MS – Business Analytics

Submitted to

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**Website Name** – Sweet Homes

**Website** - <https://yourhomelydelights.weebly.com/>

### **Theme**

Hello! Welcome to the Sweet Homes – Build your own joy!

The website design and layout are picked from Weebly.

This main theme is to share various ideas about home exterior styles, kitchen styles, and gardening styles through multiple websites and blogs. These blogs focus on providing ideas, inspiration, and resources by showcasing various styles to help visitors envision and create their ideal living spaces.

### **Goal**

The website's goal in terms of performance is to reach the audience in all locations of the United States and analyze the traffic to implement marketing strategies and advertising campaigns accordingly. The primary focus is on homeowners, kitchen enthusiasts, and gardening enthusiasts to showcase beautiful designs, innovative concepts, and creative solutions to inspire visitors in their homes, kitchen & garden. Overall, this website is intended to generate awareness, engage readers, attract potential customers, and drive conversions to sales.

## Project Approach: - Marketing and Advertising

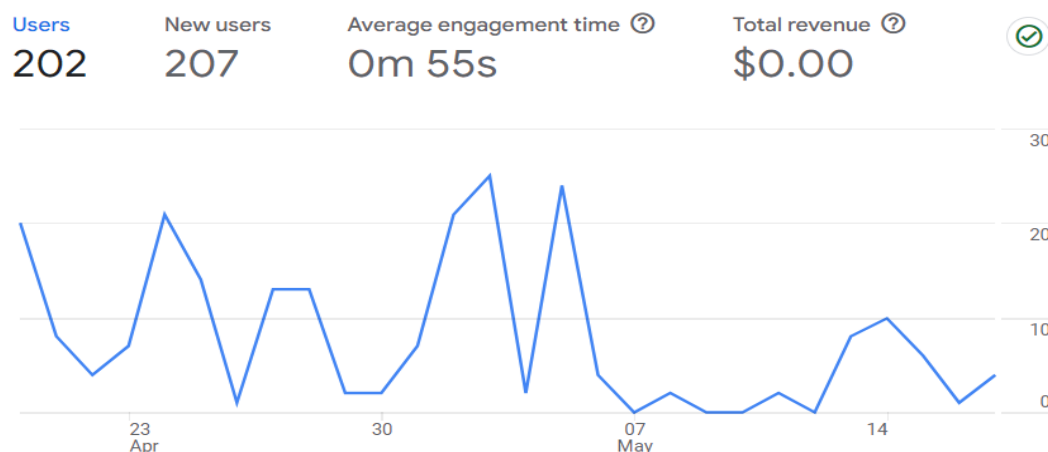
The stakeholders for this project are Marketing and Advertising teams. The insights and visuals are drawn from Google Analytics (GA4) keeping them in view.

The main center of attention is,

- Understanding the target audience's demographics, interests, and needs to develop marketing campaigns and content.
- Tracking user engagement and activity to develop buyer personas and create marketing strategies to reach and engage their audience.
- Traffic analysis to implement SEO best practices to increase organic visibility and drive traffic to the website. Focus on optimizing the content, structure, and metadata to improve search engine rankings.
- Tracking KPIs such as web traffic, conversion rates, engagement metrics, and ROI to make data-driven decisions and optimize marketing strategies.

Below are the visuals and insights drawn from the GA4: -

### How is the overall website traffic? - Users/New Users: -



The focus for any website is the number of users & new users over a period and whether they are increasing or decreasing. Since this represents the overall traffic to the website.

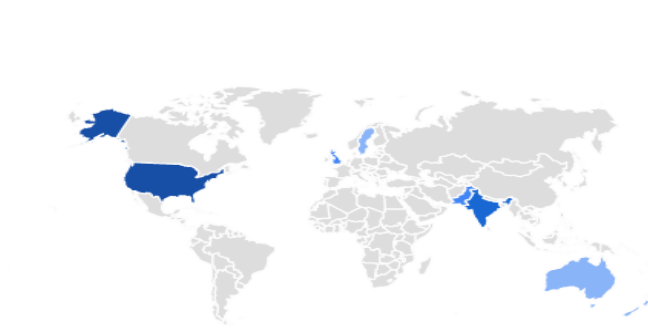
The above picture shows the users and average engagement time over the last 1 month.

The traffic was at its peak during the first week of May and gradually decreased.

### How are the audience demographics? – Country-wise Analysis

The analysis shows that the USA has a greater number of visitors overall and then comes India with a very significant difference. Since Our target audience is from the USA, This is an indication that the website is going in a good direction. It is also good to have audiences from countries like India, Pakistan, Singapore, etc.

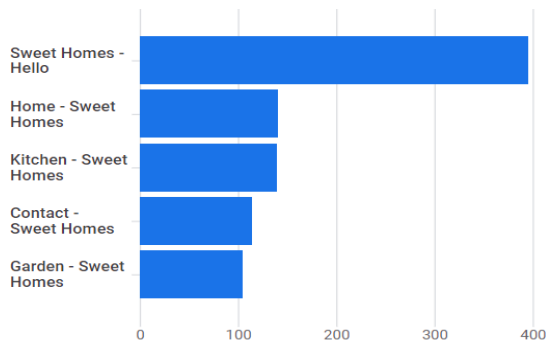
Users ▾ by Country



COUNTRY	USERS
United States	150
India	40
Pakistan	4
Singapore	3
United Kingdom	2
Australia	1
New Zealand	1

## What is the view count for each page? – Individual Page Views

Views by Page title and screen class

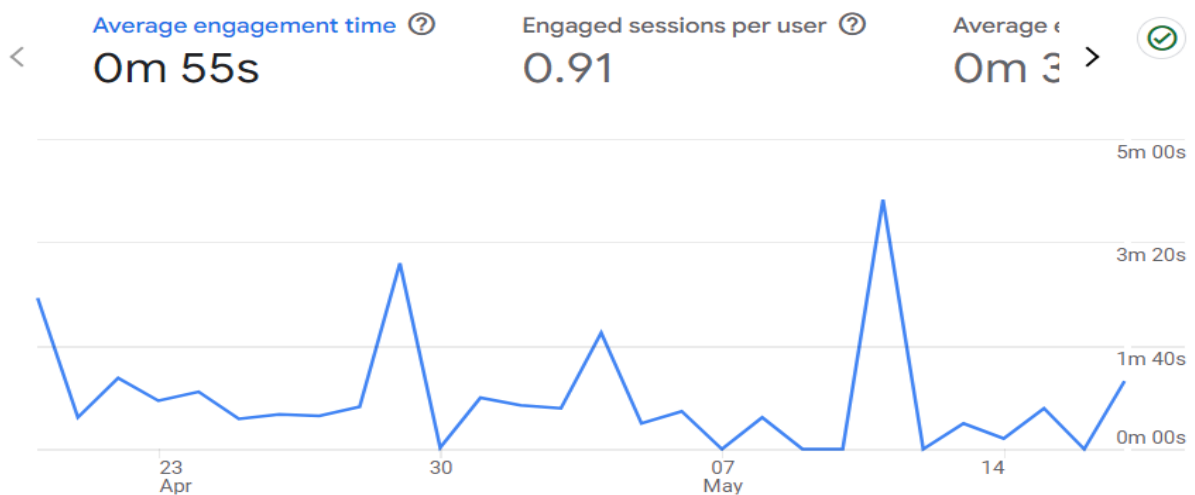


Views by Page title and screen class

PAGE TITLE AND SCREEN CLASS	VIEWS
Sweet Homes - Hello	396
Home - Sweet Homes	141
Kitchen - Sweet Homes	140
Contact - Sweet Homes	114
Garden - Sweet Homes	105

The website currently has 5 pages – Landing page, Home, Kitchen, Garden, and Contact pages. The Landing page has the highest number of views overall. Home and garden pages are almost equal while the garden has fewer views. This is a vanity metric useful for general indicators of trends.

## How engaging are the pages? – User Engagement



The average engagement rate has decreased over the month. It is significantly high during the second week of May.

Q Search...		Rows per page: 10		1-5 of 5	
Page path and screen class	↓ Views	Users	Views per user	Average engagement time	Event count
	896 100% of total	202 100% of total	4.44 Avg 0%	0m 55s Avg 0%	2,902 100% of total
1 /	396	192	2.06	0m 28s	1,404
2 /home.html	141	80	1.76	0m 18s	420
3 /kitchen.html	140	97	1.44	0m 13s	418
4 /contact.html	114	66	1.73	0m 30s	349
5 /garden.html	105	57	1.84	0m 16s	311

Q Search...

Rows per page: 10

1-8 of 8

↓ Event name		+	↓ Event count	Total users	Event count per user	Total revenue
			2,902 100% of total	202 100% of total	14.37 Avg 0%	\$0.00
1	page_view		896	202	4.44	\$0.00
2	scroll		737	166	4.44	\$0.00
3	user_engagement		681	139	4.93	\$0.00
4	session_start		285	202	1.41	\$0.00
5	first_visit		207	202	1.02	\$0.00
6	click		70	27	2.59	\$0.00
7	form_start		13	13	1.00	\$0.00
8	form_submit		13	12	1.08	\$0.00

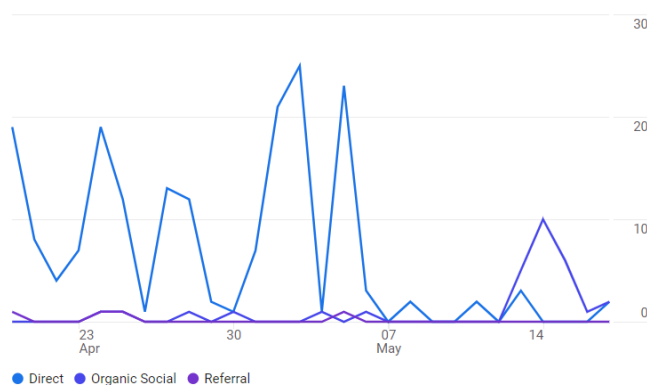
The overall user behavior and engagement are analyzed with the data above. The user activity has been higher on the landing page while for other pages it is significantly low.

The engagement time is higher for the contact form and landing page and is very less for other pages.

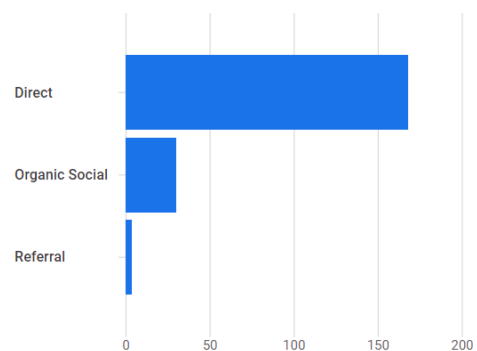
The contact form is submitted by 13 visitors as shown.

## How is the traffic acquisition? – Individual Traffic Analysis

Users by Session default channel group over time



Users by Session default channel group



Most of the traffic is direct while organic social and referral is significantly very less.

## **Scope of the Project**

The entire analysis of this website is from April 18<sup>th</sup>,2023 to May 18<sup>th</sup>,2023. The website visitors' data is tracked through Google Analytics (GA4). There are GA4 CSV file references to understand the overall website traffic and performance. No data cleaning was done for this project.

## **Limitations of the Project**

- The period for this project is for 30 days and the information is limited, and the contents of the website are from secondary research.
- This project is a brief attempt to understand the concepts of web analytics and stakeholder requirements.
- Further analysis may not be possible due to information and time constraints.
- The outreach for my website is limited as it deals with homes, kitchens, and gardens. This content may not be engaging to my peers at this stage of their careers. Also, the adults who are already settled may not be interested in knowing this content.
- The future trends and predictions may not be accurate due to less data at present.

## **Conclusions**

- There are 207 new users in a span of 1 month and most of the traffic is from the United States.
- The website's speed is good.
- The landing page has more views and the remaining pages have fewer views with a great difference from the landing page.
- The average engagement time is only 55 seconds and the engaged sessions per user is 0.91 seconds.
- The user interaction and activity are more on the landing page than on other pages.
- Only direct traffic contributes significantly to the overall performance of the website.

## **Recommendations**

- The content of the website still must be improved for more user engagement and traffic.
- Conversion rate must be increased as there are only 13 forms submitted.
- The traffic from the Country United States still must be increased as the target audience is from this country.
- Other organic and referral traffic channels should be worked on to have more traffic from these channels.
- More social media engagement is required.
- Only the landing page has high values in all KPIs which means all other pages need to be optimized.
- The keyword search is to be optimized for more website hits.

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