Mini Project Abstract

Topic:Simple Data Analysis Tool For Website

By

Ligin Abraham

S9 Int mca

Roll no 28

Abstract

Tools for your site to learn about your visitors, build a following, increase sales and track your growth along the way.It is a very simple but informative tool for business analysis.Using the help of this tool data is the user can increase there product sales.Moreover, this is completely safe and fast as it has fully featured software with a user friendly tool.

The Existing system

In existing system, it was found that it is not free to use.i.e customers has to buy to get its service.User interface is not good

> https://statcounter.com
> https://www.woopra.com

The Proposed system

Used to track website activity such as session duration, pages per session, bounce rate etc. of individuals using the site, along with the information on the source of the traffic. It can be integrated with Branding feature, with which users can create and review online campaigns by tracking landing page quality and conversions (goals). Goals might include sales, lead generation, viewing a specific page, or downloading a particular file.

> Advantages
>> Gives idea to increase there profit
>> Analysis are represented in various graphical methods
>> Easy to understand
>> 100% secure

Modules

1. Landing page & follow up pages which gives the overall ideas about the tool.
2. Registration - for accessing the proposed features the user have to register
   1) Login with Mobile no and password

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2) Can update the details

3) Login is for user and admin

3. Making a dynamic link for all user to put in there website
4. Dashboard

    1) Visitors location

    2) Visitors bounce back rate

    3) Device information

    4) Daily information

    5) Find the route from which user reached here

Languages and tools

A. Php

   a. PHP is a general-purpose scripting language geared towards web development. It was originally created by Danish-Canadian programmer Rasmus Lerdorf in 1994. The PHP reference implementation is now produced by The PHP Group.

B. Jquery

   a. jQuery is a JavaScript library designed to simplify HTML DOM tree traversal and manipulation, as well as event handling, CSS animation, and Ajax.

C. CSS

   a. Cascading Style Sheets is a style sheet language used for describing the presentation of a document written in a markup language such as HTML. CSS is a cornerstone technology of the World Wide Web, alongside HTML and JavaScript.

D. Mysql

   a. MySQL is an open-source relational database management system. Its name is a combination of "My", the name of co-founder Michael Widenius's daughter, and "SQL", the abbreviation for Structured Query Language

E. Git

   a. Git is software for tracking changes in any set of files, usually used for coordinating work among programmers collaboratively developing source

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code during software development. Its goals include speed, data integrity, and support for distributed, non-linear workflows