Experiment - 1(A) : Web Analytics

Aim - To study a web analytics Tool.

Description -

- What is a web analytics tool?

→ 1. A software application or service that collects, processes and analyzes data about user activity on websites or web applications.

2. Used to measure and evaluate the performance of a website, including traffic, engagement and conversion metrics.

3. Provides insights into user behaviour, allowing website owners and marketers to make data-driven decisions to improve the user experience and optimize their online presence.

2. Why is it important to learn web analytics?

→ 1. Measure website performance : Web analytics tools help you track and measure the performance of your website such as page views, bounce rates, and conversion rates. By analyzing this data you can identify area for improvement and optimize your website for better results.

2. Understand user behavior : Analytics data provides insights into how users interact with your website. You can see which pages are popular, which path users take through your site, and where they drop off.

Teacher's Sign.: _____

This information can help you improve user experience and increase engagement.

3. Inform marketing strategies: By tracking website traffic and user behavior, you can better understand your audience and create targeted marketing campaigns. You can see which channels drive the most traffic to your site, which content resonates with your audience and which campaigns are most effective.

4. Make data-driven decisions: With web analytics you can make informed decisions based on data rather than assumptions or guesses. By using data to guide your decisions, you can improve website performance, user experience and business outcomes.

- Few examples of web analytics tools.

→1. Google analytics - One of the most popular and widely used web analytics tools that provides a range of features to track and analyze website performance and user behavior.

2. Adobe analytics - A comprehensive web analytics tool that provides real-time insights into website traffic and user behavior across multiple channels and devices.

3. Mix panel - A tool that focuses on event-based analytics, allowing you to track your user behavior and engage across your website and your app.

Teacher's Sign.: _____

DATE:

. Write in short about the tool you have used.

→ 1. The tool which I have used for web analytics is google analytics.

2. It has the following features:

a. Website traffic tracking - Google analytics helps me to track the traffic of my website and see how many visitors I am receiving.

b. conversion tracking and goal setting - with Google Analytics, I can set up goals to track specific user actions such as form submissions or purchases and measure my conversion rates.

c. Real-time reporting - Google analytics provides real-time reporting, allowing me to see how users are interacting with my site at any given moment.

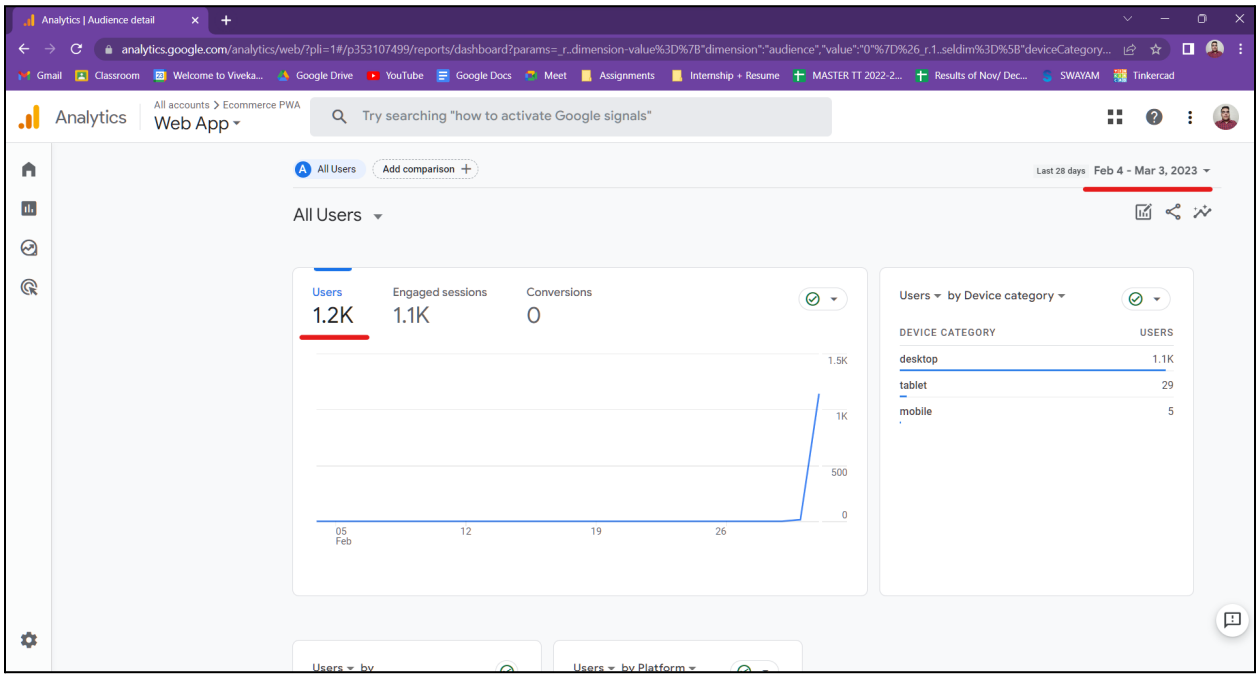
d. Custom reports - I can create custom reports in Google analytics to track the metrics that matter most to my business and segment my website visitors based on various criteria such as location and device.

3. Screenshots :

A.

Observation - Users - This shows the total number of users on our website till date.

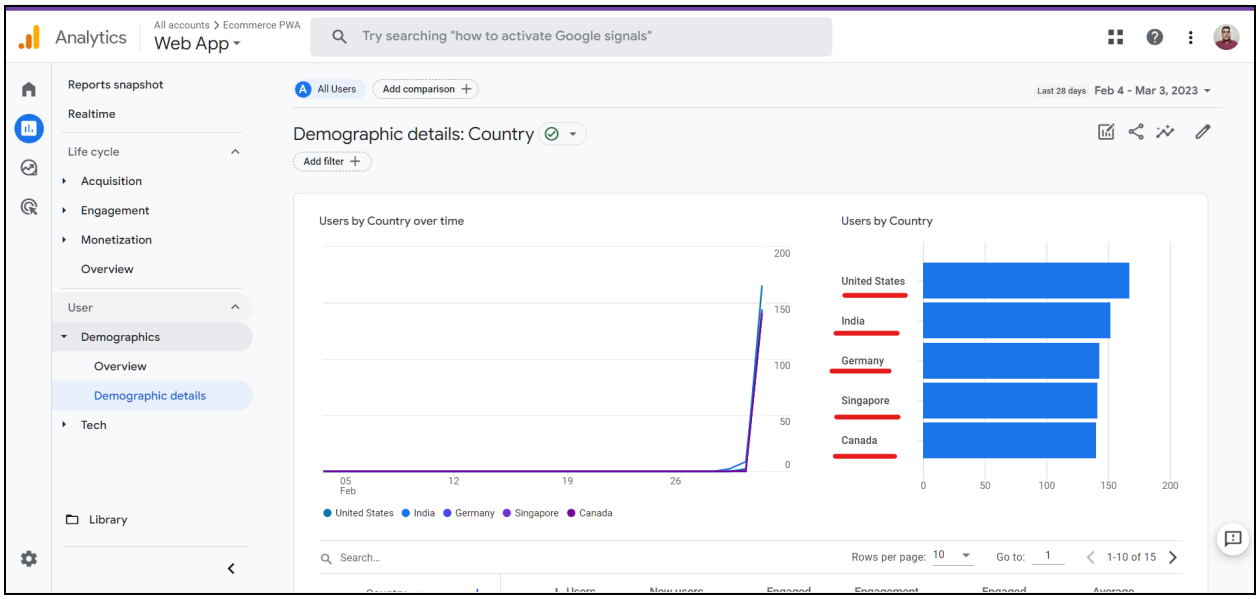
Inference - The efficiency with which marketing campaigns drive traffic to a website or application.



B.

Observation - Locations of users - This tells us the countries where the users who have visited our website are located.

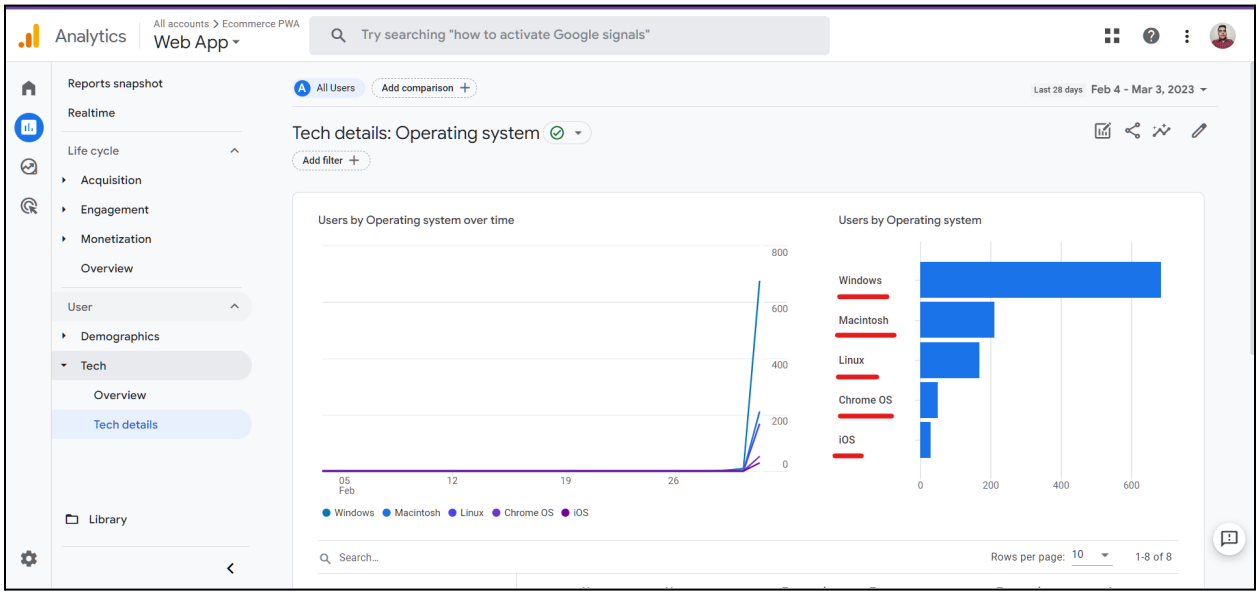
Inference - The efficiency with which marketing campaigns drive traffic to a website or application. Because the majority of users come from the United States and India, we need to tailor our ad campaigns to their cultures, which will result in higher engagement and conversion rates.



C.

Observation - Tech Details : Operating Systems - This indicates the various kinds of operating systems that have been used by the users who accessed my website.

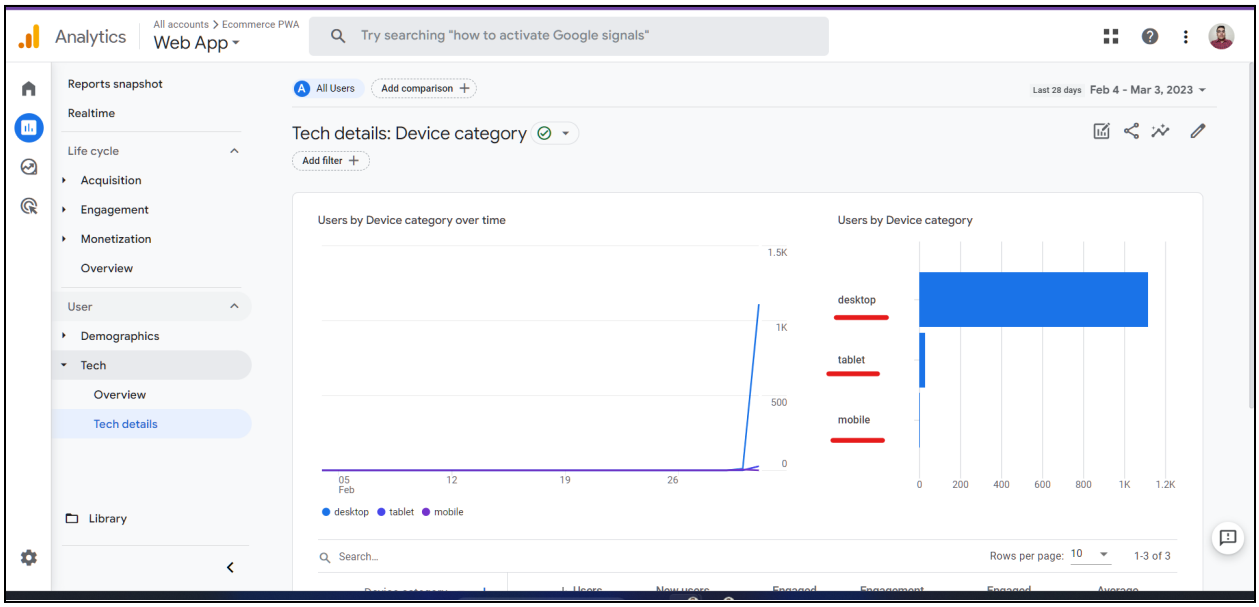
Inference - Because the majority of users use Windows as their operating system, we need to optimize the application for Windows platforms and increase the number of shortcuts.



D.

Observation - Tech Details : Device Category - This indicates the various kinds of devices that have been used by the users who accessed my website.

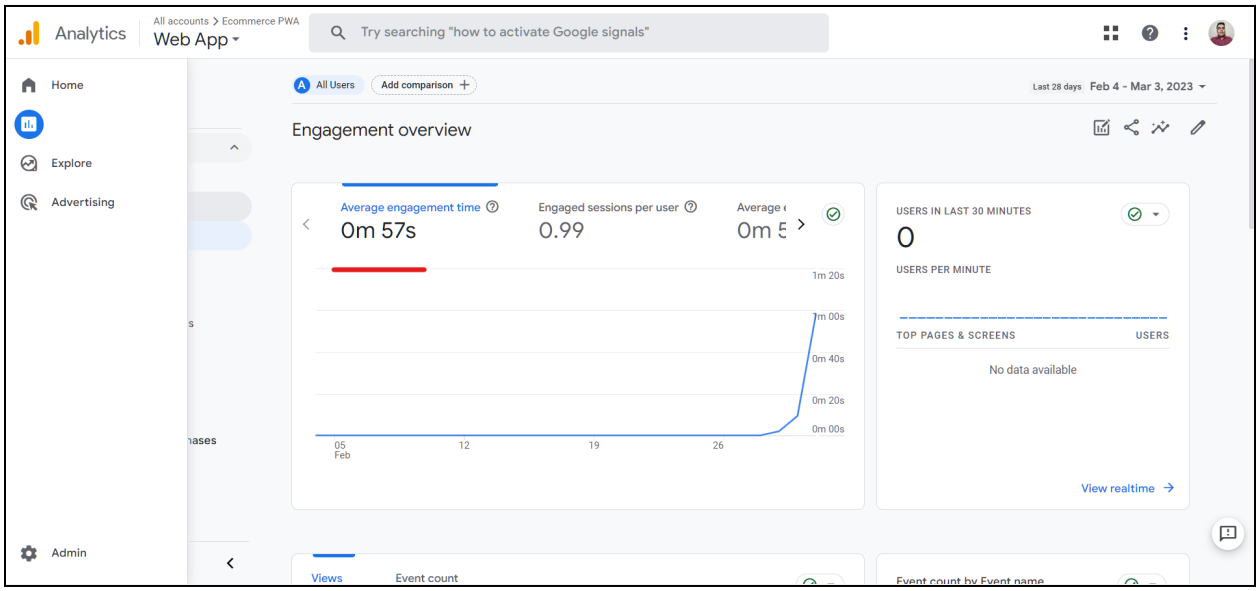
Inference - We notice that the devices from which our application's website is accessed are desktops, so we can define the layout of our website based on desktop resolution and design the page for larger screens. However, it is critical to ensure that the website remains functional and user-friendly across all device categories.



E.

Observation - Engagement time - This refers to the duration for which users stay engaged or active on my website.

Inference - We've noticed that our user engagement is low. We need to improve the content of websites by increasing the number of products, adding new categories, and increasing user engagement by including games in the application that will give them a certain percentage off their purchase.



F.

Observation - Retention - This refers to all the activities that occurred on my website, such as page views, scrolling, and so on.

Inference - We can see that the number of repeat customers is decreasing, so we need to increase that number as well by offering discounts to existing customers. Use customer data to create personalized marketing campaigns that are tailored to the interests and preferences of each individual customer. This can boost engagement and loyalty.