

Web Marketing Report

Introduction

This report provides a comprehensive analysis of the web analytics data. The dashboard covers various metrics and KPIs related to website sessions, bounces, page load times, and unique page views. The analysis aims to offer insights into user behavior, website performance, and geographic distribution of page views.

Data Sources

The dataset was provided by Kaggle.

Data Import

The data was imported from csv file into a dashboard tool; Microsoft Power.

Data Cleaning

Data cleaning steps would include:

- Removing duplicate entries.
- Handling missing values.
- Ensuring data consistency across different metrics and time periods.

Metrics and KPIs

The key metrics and KPIs displayed in the dashboard are:

- Sum of Sessions: 418K
- Sum of Bounces: 90K
- Average Time on Page: 98.49 seconds
- Max Page Load Time: 425K seconds

Dashboard Layout

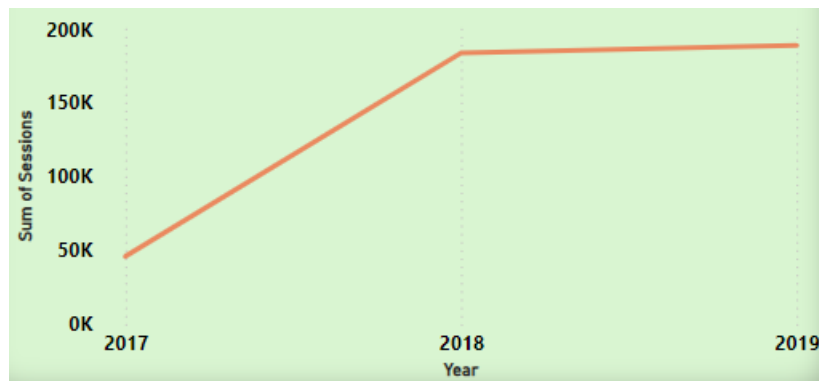
The dashboard is divided into several sections:

- **Date Range Slicer**: Allows filtering data between May 17, 2017, and August 31, 2019.
- **Channel Grouping**: Filters data by different traffic sources such as Direct, Display, Organic Search, Paid Search, Referral, and Social.
- **Device Category**: Filters data by device type, including Desktop, Mobile, and Tablet.

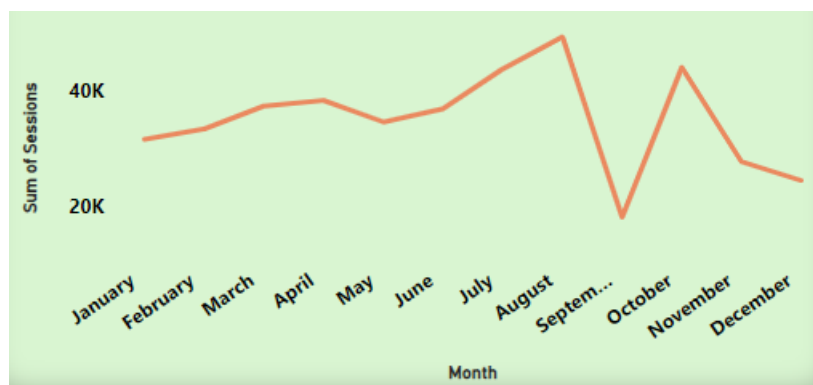
- **Key Metrics**: Displays the sum of sessions, sum of bounces, average time on page, and max page load time.
- **Sessions by Month**: A line chart showing the monthly trend of sessions.
- **Sessions and Sum of Bounces by Month**: A line chart comparing the sum of sessions and sum of bounces over the months.
- **Unique Pageviews by Page Title**: A bar chart showing the unique page views for different page titles.
- **Unique Pageviews by Country**: A world map highlighting the geographic distribution of unique page views.

Analysis and Insights

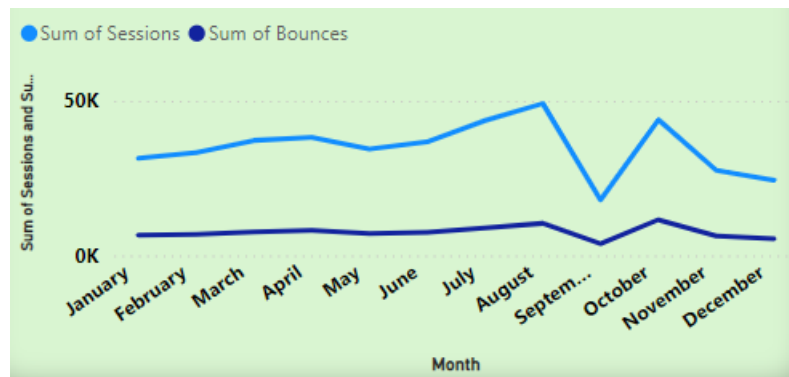
Sessions Trend by Year: The number of sessions changed throughout the year, with noticeable peaks. The highest peak occurs in 2019.



Sessions Trend by Month: It is observed that August recorded the highest number of sessions.



Bounces: The sum of bounces remains relatively low compared to the sum of sessions, indicating a potentially good user engagement.



Geographic Distribution: The map indicates that the majority of unique page views come from Vietnam, followed by Venezuela.



Conclusion

This analysis provides valuable insights into user behavior and website performance. By studying these insights, the website team can optimize site speed, enhance user engagement, and target specific geographic regions more effectively.