

MBA 590 Web Analytics

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Final Project Report

Nithyadharshni Sampathkumar

UIN: 675657829

Net ID: nsampa2

1. Executive Summary

The website is **Nithya's Gourmet Food Bar** which celebrates the awesomeness of food. The website URL is '<http://nithyagourmetfoodbar.yolasite.com>'. You can find recipes for mouthwatering and sumptuous dishes here.

(i) Site Layout

The user lands on the home page once he types in the url. The navigation pane helps the user to navigate to different pages in the website. There are 3 pages: Home, Cook-a-recipe which satiates the hunger of the user by giving a plethora of recipes and Plan-your-meals which allows the user to seek help for their weekly meal plan. The website has 2 *internal links* each found in the Plan-your-meals.php and Cook-a-recipe.php respectively which takes the user to the Home Page. About 4 *external links* are present in the Cook-a-recipe page which takes the users to external sites to view recipes. A *video* about cake baking is embedded to the Cook-a-recipe page. The Plan-your-meals page allows the users to submit a *form* with their details so that the website owner can provide them a customized palatable meal plan.

(ii) Funnels

There are about 3 funnels setup to monitor visitor's actions in the site. Funnel 1 consists of 2 steps. It tracks the navigation of the user from the Home Page to the Cook-a-recipe page. Funnel 2 consists of 2 steps (i.e.) the user landing on the Home Page and switching to the Plan-your-meals Page. The next funnel is a 3-step funnel, which tracks the users landing on the Home page then proceeding to the Cook-a-recipe page and further to the Plan-your-meals page as shown in Figure 1. We see a 100% conversion rate in the funnel from the Cook-a-recipe page to the Plan-your-meals page. Observing this pattern the website owner, can be happy that the Cook-a-recipe page which comprises a lot of content is impressive and hence drives the traffic to reach his last page.



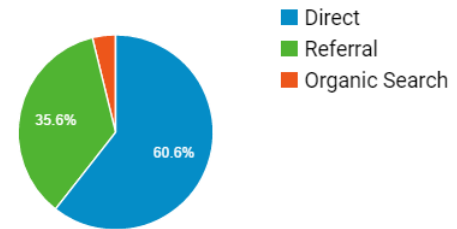
(iii) Visitor traffic

Of the total number of 104 sessions, about 47 are from new visitors and 57 sessions are from returning visitors. The returning visitors are seen to land on the Cook-a-recipe page which includes many links and videos. The figure portrays this split. The highest traffic was seen on February 25th. The number of page views is 874 which is surprisingly very high compared to the number of sessions.

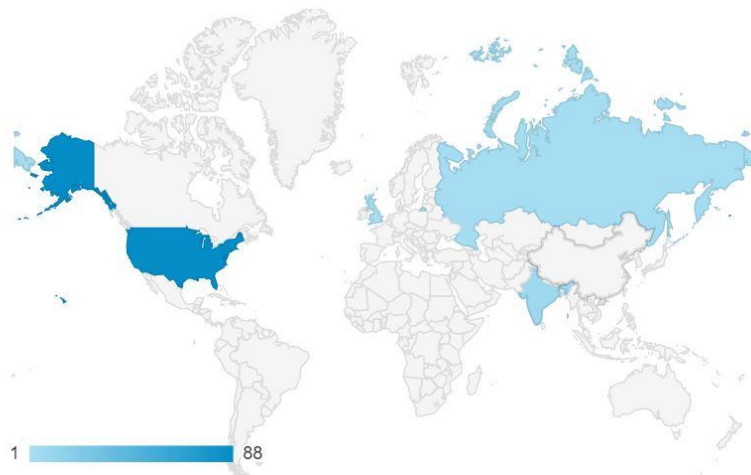


(iv) Trends in Channel

The distribution of people who reached the channel through direct channel is about 60.6%. Referral plays the second major role in bringing in traffic. Organic search results are very poor and an area which the website owner should concentrate on.

**(v) Geographical Trend**

Google analytics helps us understand the diversity of users which can be accessed under the geo category in the Audience tab. For this website, we have visitors from many portions of the world. There were about 84.62% visitors from the United States, 6.73% from India, 2.88 % from Russia and so on. The figure explains it all.

**(vi) Trend observed from customer's gadgets**

We see that only about 14.42% sessions are from mobile phones while the majority chunk of about 85.58% are from desktop views. Being in a mobile era, this result is shocking. The website owner should concentrate on improving the way in which the site is supported by a mobile device.

	Device Category ?	Acquisition		
		Sessions ?	% New Sessions ?	New Users ?
		104 % of Total: 100.00% (104)	45.19% Avg for View: 45.19% (0.00%)	47 % of Total: 100.00% (47)
<input checked="" type="checkbox"/>	1. desktop	89 (85.58%)	42.70%	38 (80.85%)
<input type="checkbox"/>	2. mobile	15 (14.42%)	60.00%	9 (19.15%)

2. Analysis

MONETIZATION

Google Analytics evaluates the monetization value for each goal which help us identify which part of our website yields better revenue. Our website has a monetization value of \$522 of which the three-step funnel completion yields us the best revenue. Video watching takes the second position offering a value of \$69.

Goal	Goal Conversions	Total Goal Conversions	Monetization Rate	Value
Visits: Two page visits	53	100	0.5	50
Visits: Three page visits	47			
Page Views: Landing page	53	180	0.1	18
Page Views: Menu page	81			
Page Views: Contact Us page	46			
External Link Event: File Download	20	20	2	40
Watching Video	23	23	3	69
Three-step funnel completion	35	35	10	350
TOTAL				\$ 527

FORECAST

Parameters taken into consideration:

Total Sessions = 104

n1: New visitors, first month

r1: Repeat visitors, first month

b(x): Bounce rate for group x

V(x): Monetized value for visitor group x

From current website data, we know that:

$$n_1 = 47 \quad r_1 = 57$$

$$V(n_1) = 47 * 527 / 104 = 238.16$$

$$V(r_1) = 57 * 527 / 104 = 288.83$$

Forecast for the next 30 days:

$$n_2 = n_1 = 47$$

$$b(n_1) = 9.62\%$$

$$r_2 = \frac{1}{2} [r_1 + n_1(1 - b(n_1))] = \frac{1}{2} [57 + 47(1 - 0.0962)]$$

$$r_2 = 49.7$$

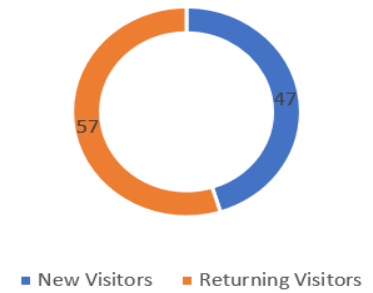
$$V(n_2) = 238.16$$

$$V(r_2) = 49.7 * 288.83 / 57 = 251.84$$

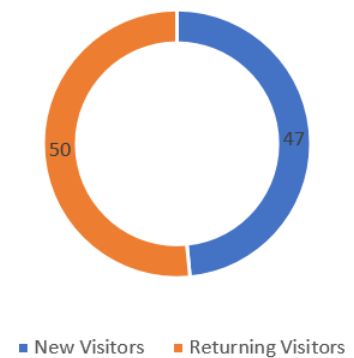
$$V(\text{all, month 2}) = V(n_2) + V(r_2)$$

$$V(\text{all, month 2}) = \mathbf{489.99}$$

Count of Visitors in Month 1



Count of Visitors in Month 2



Count of Visitors in Month 3



Forecast for the next 60 days:

$$n_3 = n_1 = 47$$

$$b(n_1) = 9.62\%$$

$$r_3 = \frac{1}{2} [r_2 + n_1(1 - b(n_1))] = \frac{1}{2} [49.7 + 47(1 - 0.0962)]$$

$$r_3 = 46.08$$

$$V(n_3) = 238.16$$

$$V(r_3) = 46.08 * 288.83 / 57 = 233.49$$

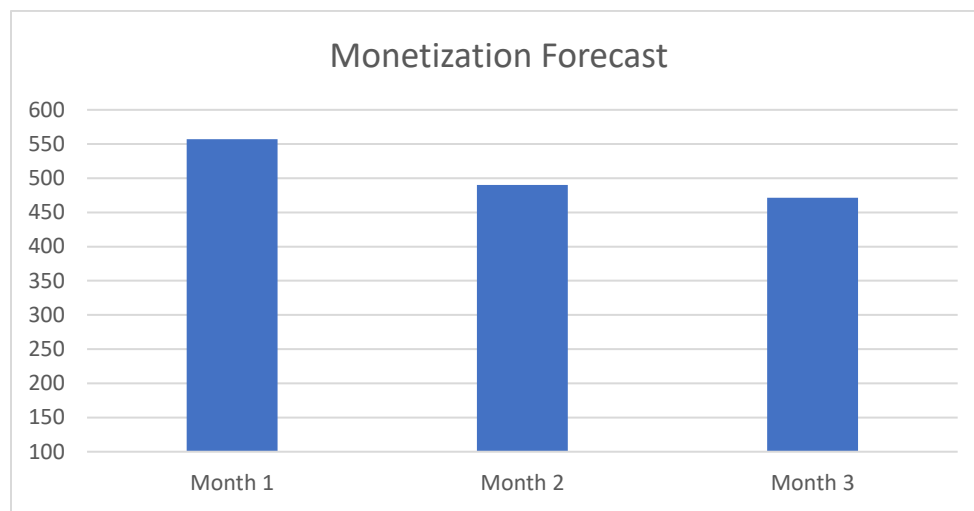
$$V(\text{all, month 3}) = V(n_3) + V(r_3)$$

$$V(\text{all, month 3}) = \mathbf{471.65}$$

The comparison of changes over time can be viewed as:

Month	New Visitor	Returning Visitor	Goal Value	Bounce Rate
Month 1	47	57	527	9.62%
Month 2	47	50	489.99	9.62%
Month 3	47	46	471.65	9.62%

The graphical representation is shown for the same:



Conclusion:

Thus, we see that the monetization value for the site has started to decline slowly. It is evident that visitors who view the site enjoy it in and out and watch videos and perform other activities. Adding to this, the funnel visualization shows us that the 3-step goal conversion is the top revenue yielding part. Despite these scenarios, the revenue forecast for the next few months is declining. Analyzing other factors, we can conclude that Nithya's Gourmet Food Bar should start advertising their site to make it more popular and draw new customers. Adoption of AdWords technology to appear with relevant search terms for the first few months will add a feather to the website's crown. To increase the repeat customer visit, adding more recipes and videos will help. Also, mobile supported website view of Nithya's Gourmet Food Bar will draw more traffic and hence help in bringing up the declining revenue stream of the website.