UC San Diego Extension
Advanced Web Analytics:
Harnessing the Predictive Power
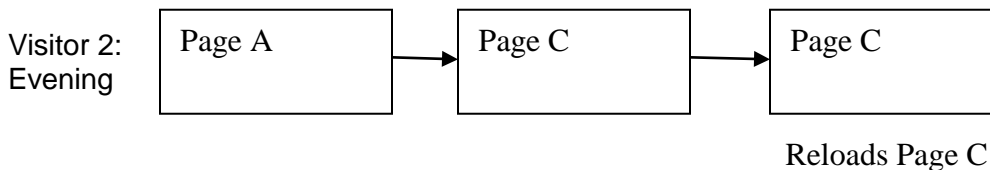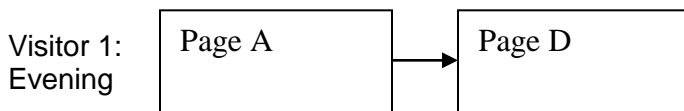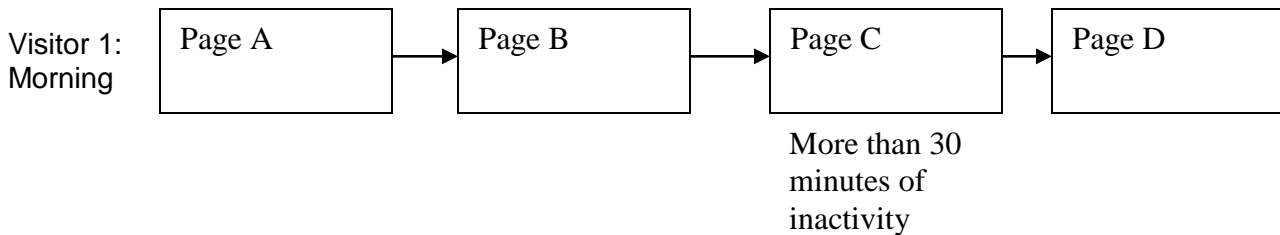## Winter 2016

Homework#2

Date Given: Feb 8, 2016   Due Date: Feb 14, 2016
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1. There are many metrics that can be computed about the visitor's activity and interaction on the website. Which criteria you would use to judge if a metrics is worthy of measurement and reporting?

2. Why it is difficult to compute the time spent on the last page by a visitor during a visit?

3. Suppose we have the following situation.

Visitor 1:
Morning

| Page A | → | Page B | → | Page C | → | Page D |

More than 30 minutes of inactivity

Visitor 1:
Evening

| Page A | → | Page D |

Visitor 2:
Evening

| Page A | → | Page C | → | Page C |

Reloads Page C

Fill the table with the count at the end of the day.

Visitors	Visits	Page Views	Unique Page Views

4. Why it is difficult to compute 'unique visitor data'?

5. What is Bounce Rate? Why might a site have a high Bounce Rate?

6. What are 'Abandonment Rate' and 'Conversion Rate' metrics? How are they different?

7. Describe the 2 definitions of conversion rate. Which definition would you use in your business?

8. Which criteria would you use to evaluate a landing page?

9. What is tagging? Explain briefly.