Experiment 2 : Web Analytics

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AIM : To study a Web Analytics Tool

Theory:

1. What is Web Analytics?

Web analytics is the process of collecting, measuring, analyzing, and reporting web data to understand and optimize web usage. It helps businesses track visitor behavior, evaluate website performance, and make data-driven decisions to improve user experience and conversion rates.

2. Web Analytics Tools and Their Features

a. Google Analytics

Features:
Tracks website traffic, user demographics, and behavior
Provides real-time analytics and audience segmentation
Conversion tracking and goal setting
Integration with Google Ads and Search Console

b. Adobe Analytics
Features:
Advanced segmentation and customer journey analysis
Predictive analytics using AI (Adobe Sensei)
Custom dashboards and real-time data processing
Multi-channel attribution modeling

c. Hotjar
Features:
Heatmaps for visualizing user interactions
Session recordings to track user behavior
Surveys and feedback collection
Funnel and form analysis

d. Matomo (formerly Piwik)

Features:

Open-source and self-hosted for better data privacy
Customizable reporting and analytics
GDPR and CCPA compliance
Heatmaps, session recordings, and A/B testing

e. Crazy Egg

Features:

Heatmaps and scroll maps to track user engagement
A/B testing for optimizing website elements
Confetti reports to analyze traffic sources
Click tracking to understand user navigation

3. Why is it Important to Learn Web Analytics?

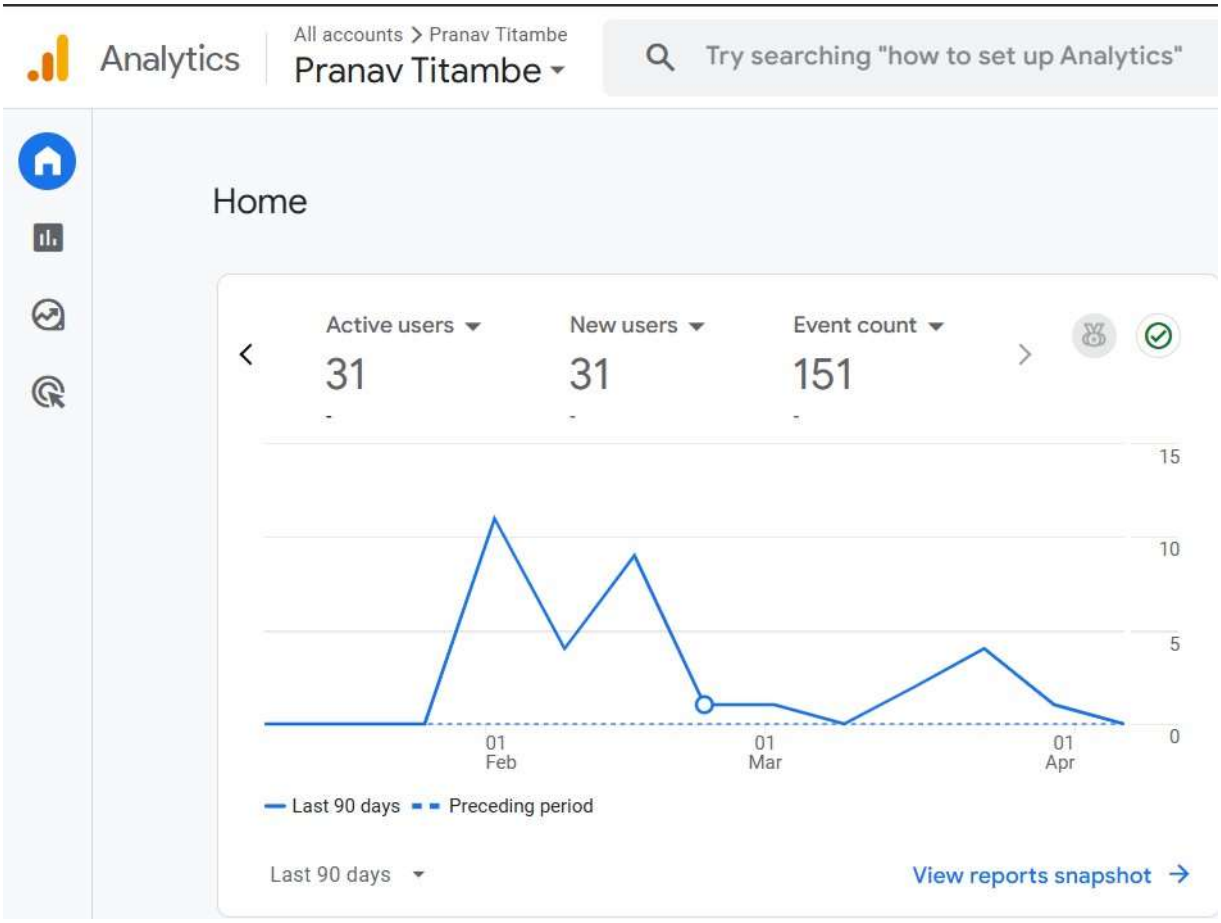
Helps improve user experience by analyzing behavior
Increases conversion rates and business growth
Optimizes digital marketing strategies
Enhances decision-making with data-driven insights
Tracks ROI and measures campaign effectiveness

4. Key Performance Indicators (KPIs) for Your Website

Traffic Metrics: Pageviews, unique visitors, bounce rate
Engagement Metrics: Average session duration, pages per session
Conversion Metrics: Goal completions, conversion rate, cost per acquisition (CPA)
SEO Metrics: Organic traffic, keyword rankings, backlink profile
User Behavior: Click-through rate (CTR), heatmap interactions

Link to website: www.pranavtitambe.in

1. show landing page of Google Analytics, where it shows the basic analytics of website like users, event counts (like scroll, click), conversion rate & new users.



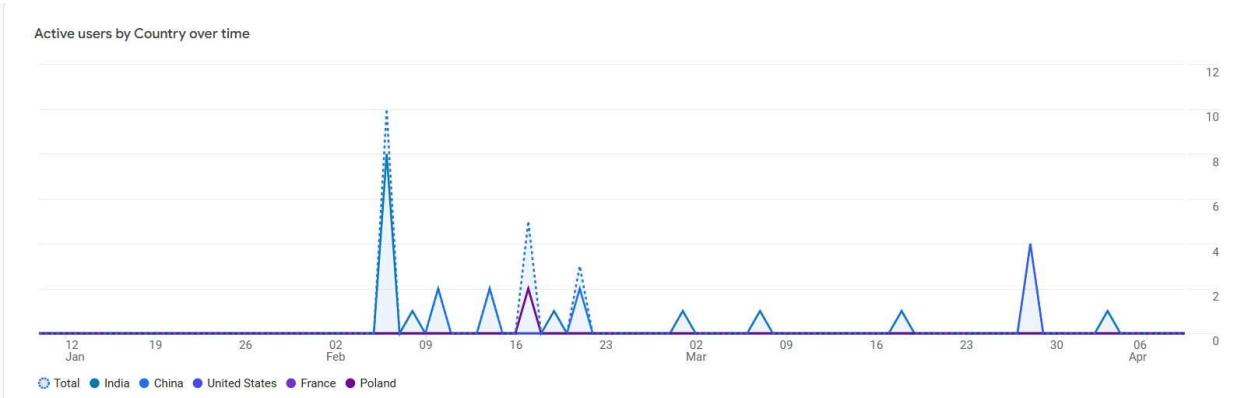
Total page_view session_start first_visit scroll user_engagement

Plot rows | Search... | Rows per page: 10 | 1-5 of 5

		Event name	Event count	Total users	Event count per active user	Total revenue
☑		Total	151 100% of total	31 100% of total	4.87 Avg 0%	₹0.00
☑	1	page_view	52 (34.44%)	31 (100%)	1.68	₹0.00 (–)
☑	2	session_start	37 (24.5%)	31 (100%)	1.19	₹0.00 (–)
☑	3	first_visit	31 (20.53%)	31 (100%)	1.00	₹0.00 (–)
☑	4	scroll	24 (15.89%)	21 (67.74%)	1.14	₹0.00 (–)
☑	5	user_engagement	7 (4.64%)	5 (16.13%)	1.40	₹0.00 (–)

This gives the analysis of traffic on each page of website.

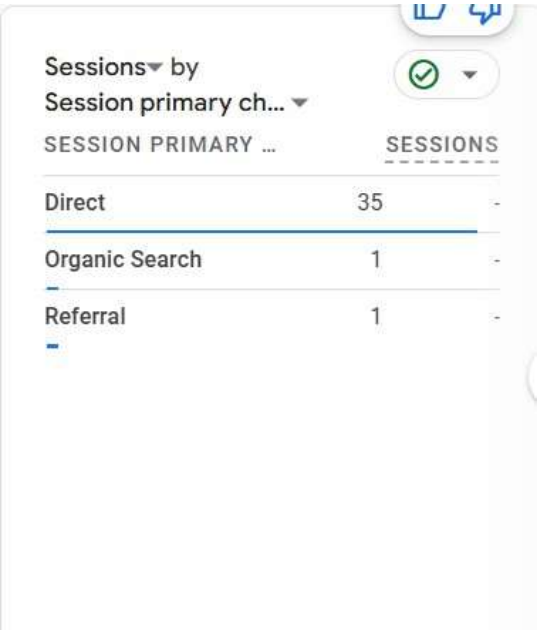
2. Show demographic information of user base



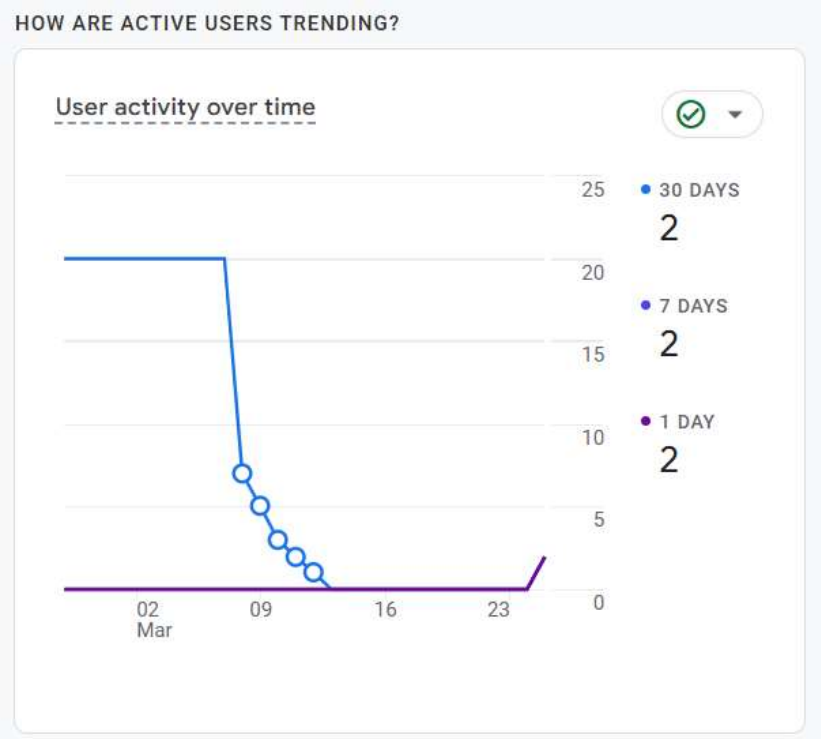
		Country	Active users	New users	Engaged sessions	Engagement rate	Engaged sessions per active user	Average engagement time per active user	Event count All events
☑		Total	31 100% of total	31 100% of total	10 100% of total	27.03% Avg 0%	0.32 Avg 0%	8s Avg 0%	151 100% of total
☑	1	India	13 (41.94%)	13 (41.94%)	8 (80%)	42.11%	0.62	19s	87 (57.62%)
☑	2	China	6 (19.35%)	6 (19.35%)	1 (10%)	16.67%	0.17	0s	24 (15.89%)
☑	3	United States	4 (12.9%)	4 (12.9%)	0 (0%)	0%	0.00	0s	14 (9.27%)
	4	(not set)	2 (6.45%)	2 (6.45%)	0 (0%)	0%	0.00	0s	6 (3.97%)
☑	5	France	2 (6.45%)	2 (6.45%)	0 (0%)	0%	0.00	0s	6 (3.97%)
☑	6	Poland	2 (6.45%)	2 (6.45%)	0 (0%)	0%	0.00	0s	6 (3.97%)
☐	7	Canada	1 (3.23%)	1 (3.23%)	0 (0%)	0%	0.00	0s	3 (1.99%)
☐	8	Germany	1 (3.23%)	1 (3.23%)	1 (10%)	100%	1.00	11s	5 (3.31%)

The above picture gives us demographic information from where our user base is.

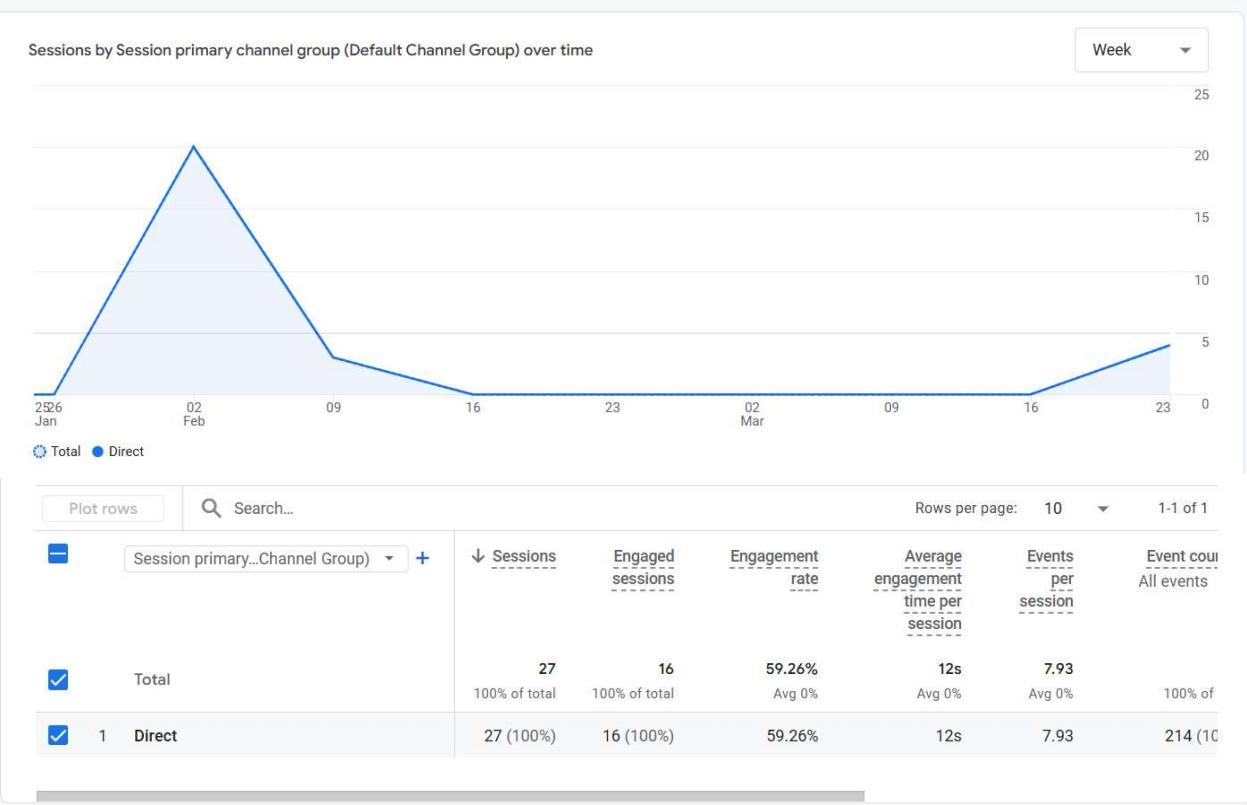
3. shows how my website url is visited ‘direct’ if it is directly searched and visited ‘referal’ if it redirected through any third party website.



4. shows what all events have been done by users on website for example:53 people viewed the page.



5. Show the user activity over the past 7 days, after adding Google Analytics script to website.



This shows the complete details about the engagement session, avg engagement time, event counts, etc.

CONCLUSION : By implementing Google Analytics on the Portfolio website, we were able to track and analyze key user interactions, including traffic sources, event counts, and engagement metrics. The data provided insights into visitor demographics, behavior, and conversion rates, helping optimize user experience and marketing strategies. This experiment highlights the importance of web analytics in understanding user preferences, improving website performance, and making data-driven decisions for better engagement and growth.