JACOBS
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Web Analytics

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Contents

List of Figures

List of Tables

1 Abstract

In this web analytics report, we learn and apply web analytics tools namely, Google Analytics and Yandex Metrica, to a personal website. This personal website (https://www.bioinformatics-india.dev/) is aimed at imparting bioinformatics knowledge to the community as well as showcasing personal achievements in this field in the form of projects. Implementation of these web analytical tools helped in obtaining useful insights such as user information, most viewed page, etc. This knowledge can aid in further improvement of the website in order to increase its visibility.

2 Introduction

Web analytics can be defined as the collection, measurement, analysis, and reporting of web traffic of a website in order to increase its visibility. This serves the purpose for various areas such as online retail to attract, retain and encourage customers to shop, profile views from recruiters for an individual searching for a job, product promotion for a company, audience appreciation through social media platforms for creative fields such as art, poetry, etc.

In the late 1990s, during the advent of the world-wide-web, when a request was made through the HTTP, user information was recorded in the server log. This contained the computer's IP address, date, and time of logging to your site, the browser they used, etc.[5]. Thus, the server log has been the earliest tool for web analytics. The disadvantage of log file analysis is data, if retrieved from the cache, is not recorded, and also, their analysis can get tedious as they grow in size. With providing an interface and advanced features to this tool, a whole new industry of web analytics came into being.

Web analytics 1.0 mainly involves the aggregation and analysis of the path followed by a visitor in viewing pages of a website. This method is known as clickstream analysis. Markov chain models are used for predicting the possible order of actions based on probabilities assigned for every node of the graph. In this approach, it is very useful to predict the next click or final state of the user based on his history. This helps in customer behavior analysis resulting in segmentation for future directed marketing strategies. But clickstream analysis lacks analysis of user behavior real-time or to know their demographic information. Thus, web analytics 2.0 was introduced, which took into consideration multiple outcome analysis to achieve the goals (including location detection) Testing based on variants of a given website provided valuable information about user experience. Voice of Customer (VoC [8]) feature was implemented to take into consideration user feedback regarding their expectations, experience, suggestions, comments using natural language processing techniques. Thus, the race for acquiring data from social media began as it has been proved that businesses who have improved their customer feedback have become more successful. But with rapidly advancing technologies, the new paradigm of mobile testing came into the picture. Web analytics 3.0 brought in user experience on mobile devices. Thus, the available technology was scaled to cater to mobile phones, thus enabling marketing people to obtain every minute detail about their customer's activity.

In order to adopt a web analytics approach to improve business, certain steps are involved. The first step includes data collection from the web in the form of the timestamp of a user, count of logins, or page views. This is followed by processing this data to further derive more information from it, such as the user's website interaction time derived from login and logout time or number of users that returned to the website which can be calculated from its location details. For quantification of business growth, it is important to decide parameters that help in tracking it. These parameters are called as Key Performance Indicators (KPIs). Amount of money generated from sales with

respect to online shopping or CV download or views from recruiters for a job-seeking individual are examples of KPIs. Strategy development keeping in mind the KPIs forms the next step of the process. This may include online advertising on social media websites, to encourage people to engage with the website.

KPIs (key performance indicators) are also important when assessing the success of websites. It would be impossible to determine the success of a website without using measurable parameters. There is no correct answer, in relation to which the parameters should be considered in detail. The KPI that should monitor your website is entirely dependent on the goal of the website. Before starting web analysis, you should clearly define your objectives: What do you want to achieve with your website? The aim of this report is to explain the practical knowledge gained while acquiring a hands-on experience of the web analytics workflow. We have looked at Google Analytics and Yandex Metrica-two popular web analytics tools. So as to understand the working of these applications in monitoring web traffic, we used a personal website of a friend- https://www.bioinformatics-india.dev/ . This website by Manan Shah, a Bioinformatician from India, includes knowledge about Bioinformatics field, it's latest developments, personal blogs and projects.

The goal of using this website was to obtain and improve the visibility of the website which can be quantified by metrics such as number of users or sessions. As this is a third-party personal website there was no scope for creating versions and check if the layout has any effect on traffic. (A/B testing) Thus, we defined returning users, referral from LinkedIn, bounce rate and visit to code pages as the KPIs for our website.

Below, we provide a list of some most important pre-determined KPIs to track on our website, as well as an explanation of how we used analytical tools to monitor these parameters.

3 Tools and Key Performance Indicators Used

3.1 Yandex Metrica & Google Analytics

Yandex Metrica is a web-based service which tracks and reports the web-traffic [12]. It uses the Javascript tag to get the data collected from the website. The user activity can be tracked and standard reports are available with a limited feature set(Fig. 1).

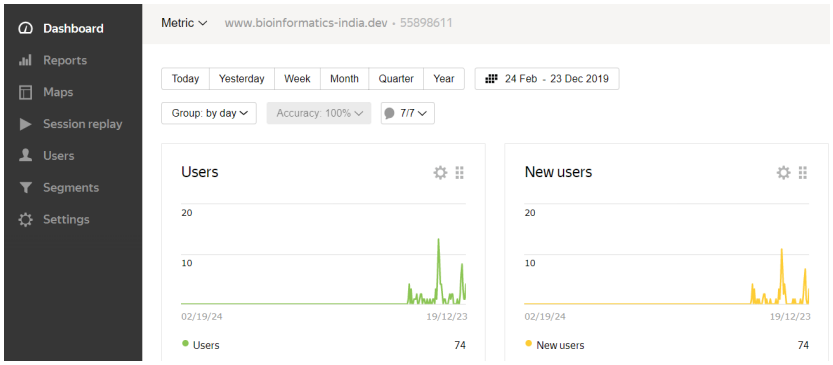


Figure 1: Yandex Metrica Dashboard

Similarly, Google Analytics is a tool for tracking activity on your website. Data collected is analysed for number of visitors, their geographical location, devices used for access, browser information, language, source of traffic, etc. 2. This information is presented in the form of reports and dashboards[11]. In our scenario, all the information gathered for the KPIs have been done on Google Analytics itself.

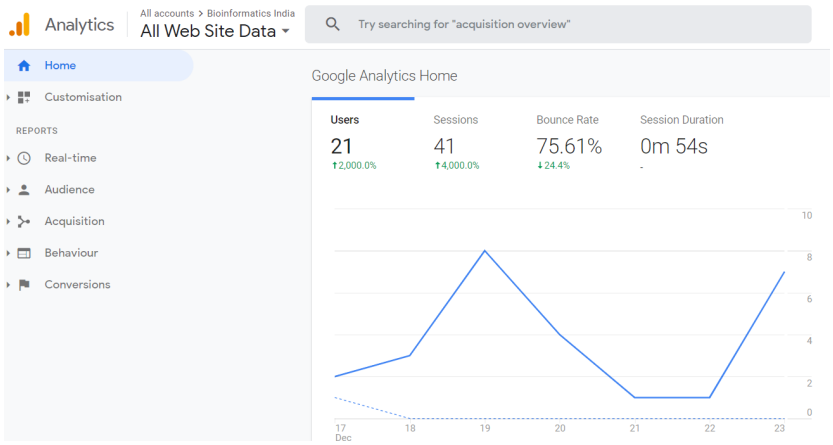


Figure 2: Google Analytics Dashboard

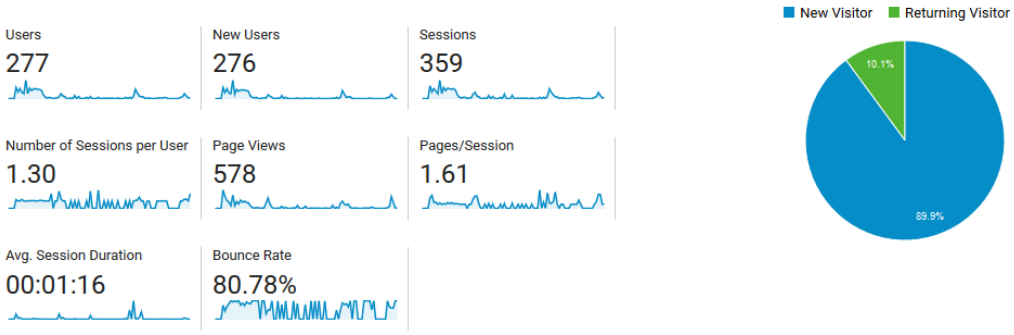


Figure 3: Audience Overview

3.2 Number of Visitors

Audience overview data in Fig.3 shows that as of 21st December 2019, 277 users visited the website with 575 page views in 356 sessions, denoting an interaction with website for requests for one or more pages within a timeframe. A session is defined when the webpage is loaded and ends when there is 30minutes of inactivity[10]. 1.29 pages were visited on an average in a session. 1minute and 17seconds is the average session duration time and a high bounce rate of 80.62% indicates that 81% of users left the website after viewing a single page.

Google Analytics uses cookies to track returning customers but cookies might be incorrect if the user has deleted their cookie, the cookie has expired or the user has viewed the pages on a different device or browser. However, the trend is more important than the exact number. If you have a large number of returning visitors, you can ensure that your website is interesting to visitors and that your site provides good content. If you have more new visitors than returning visitors, this could mean successful branding campaigns and your website will rank well on Google SERPs (Search Engine Results Page)[3].

3.3 Returning Users

Among the total number of users, 10.1% were returning users. This user population may actually be the target audience in this case as they may represent students interested in Bioinformatics area (Bioinformatics institute list), the scientific community (blogs, access to code files) or possible recruiters(personal information).

When looked at the above metrics in comparison with returning users, Fig. 4 gives an overview of how the mentioned hypothesis could actually be true. This can be concluded based on average session duration (3.45min against 1.17min) and decreased bounce rate (71.25 vs. 80.62)

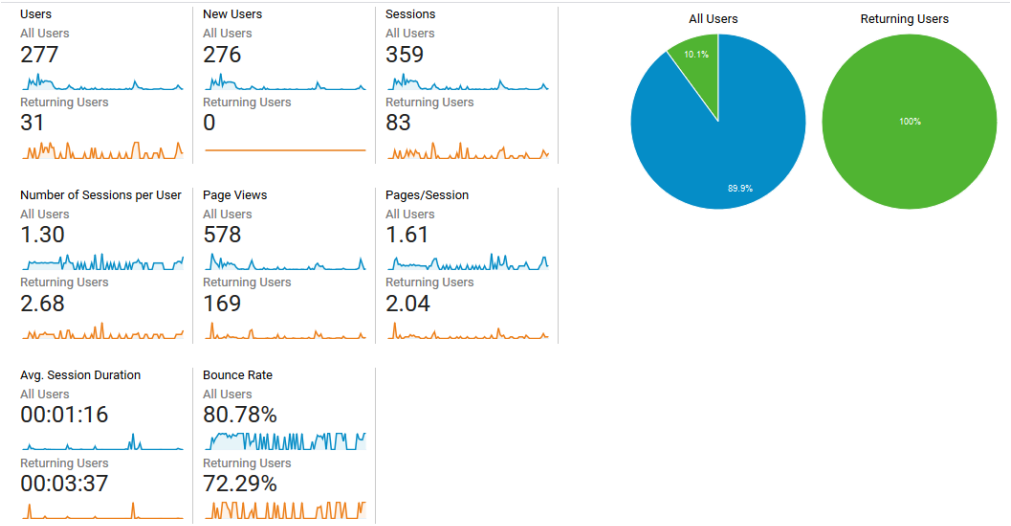


Figure 4: Comparison of Metrics between All and Returning Users

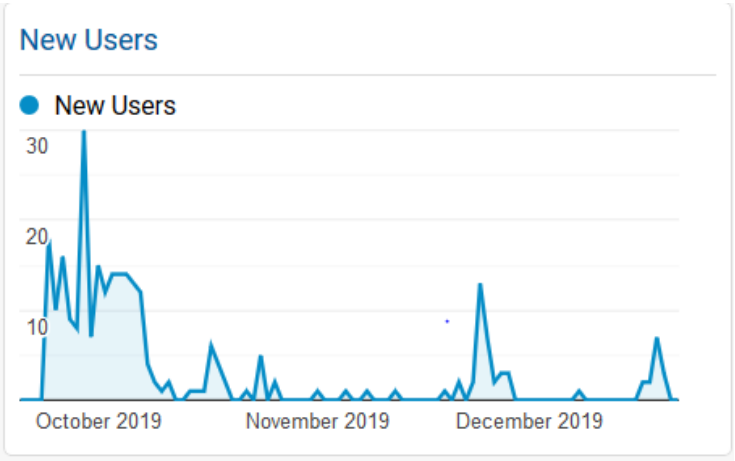


Figure 5: Line graph of new users over three months(20th September 2019 - 20th December 2019)

3.4 Effect of advertisements on users

We observe highest number of users, 30 on 29th September. This coincides with the day of a paid Facebook advertising campaign was launched. The advertisement was visible for 10 days, that is from 29th September – 8th October to audience. Fig. 6 shows the different channels through which users visited the website.

Default Channel Grouping	Acquisition			Behaviour		
	Users	New Users	Sessions	Bounce Rate	Pages/Session	Avg. Session Duration
	277 % of Total: 100.00% (277)	276 % of Total: 100.00% (276)	359 % of Total: 100.00% (359)	80.78% Avg for View: 80.78% (0.00%)	1.61 Avg for View: 1.61 (0.00%)	00:01:16 Avg for View: 00:01:16 (0.00%)
1. Social	233 (82.92%)	231 (83.70%)	278 (77.44%)	85.97%	1.43	00:01:11
2. Direct	44 (15.66%)	44 (15.94%)	70 (19.50%)	57.14%	2.41	00:01:48
3. Referral	3 (1.07%)	0 (0.00%)	10 (2.79%)	100.00%	1.00	00:00:00
4. Organic Search	1 (0.36%)	1 (0.36%)	1 (0.28%)	100.00%	1.00	00:00:00

Figure 6: Acquisition through Channels

3.5 Source

There are two means of this acquisition, direct (actual searching of URL) and through social media. 83.21% users(Fig. 7) arrived at the landing page of the website through social media of which majority were directed from Facebook. But the bounce rate of 85.97% indicates that the user quickly deviated from the webpage and thus we can say that the advertisement campaign did not contribute effectively to the visibility of the website. This is also evident from the low average session duration, 1.17 minutes, for this category of users. As opposed to this, the direct method, appears to be more effective with low bounce rate, higher pages/session and comparatively better average session duration.

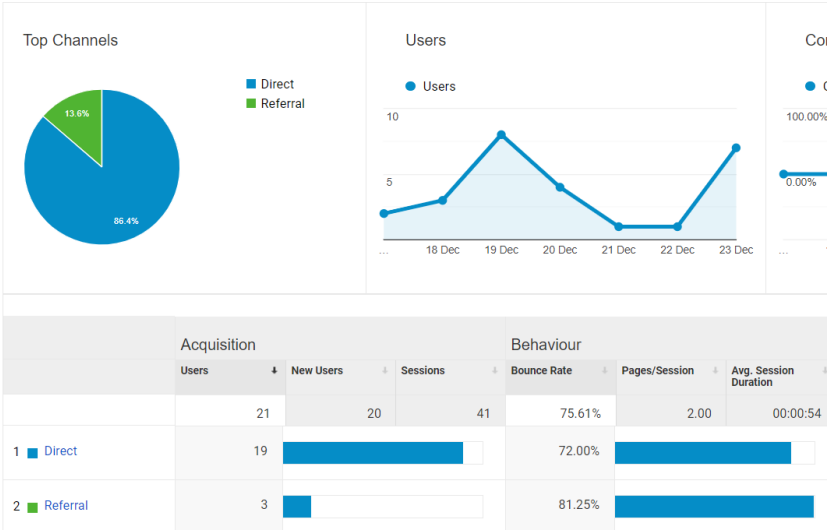


Figure 7: Direct vs. Referral

3.6 Average Page-Speed

A well-designed website with interesting content is not enough to keep visitors on the website. When users encounter technical problems, they leave the website as soon as they arrive. If they have to wait for the website to load, they will most likely return to the SERPs and may end up on our competitor's website. A slow page speed has a negative impact on usability and can lead to you being lost as a customer. Since 2010, Google has also used page speed as a ranking factor[3].

Various tools are available online to help you optimize page speed. PageSpeed Insights is a tool from Google, where we check a variety of possible sources of errors on our website that have impacted negatively on the page speed. It provides us insights for both mobile devices and desktop[1].

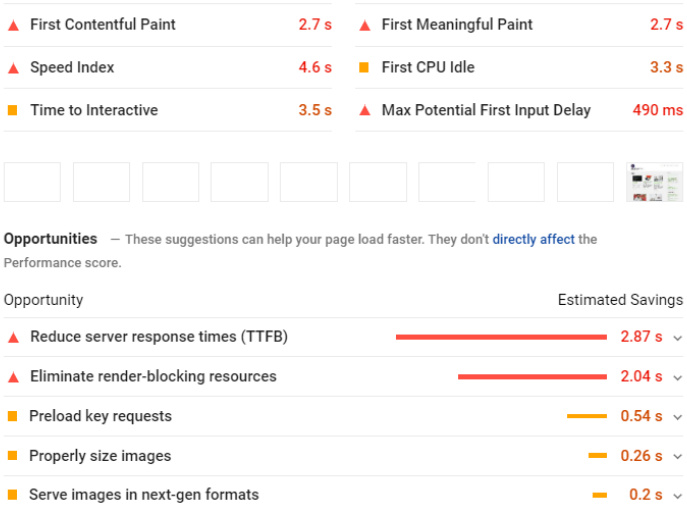


Figure 8: PageSpeed Insights from Google evaluates the loading time of our website

Now we know the areas where we have to work on our website to improve the performance and reach our goals. It is really important to ensure fast loading time because long waiting times also impact other indicators like bounce rate.

3.7 Additional Information

Sessions and Avg. Session Duration by Browser

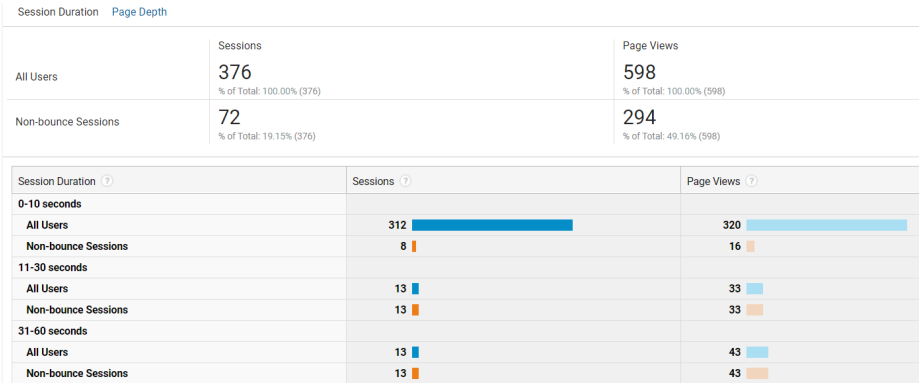
Browser	Sessions	Avg. Session Duration
Android Webview	149	00:00:19
Chrome	129	00:00:43
Firefox	37	00:06:41
Safari	17	00:00:00
Safari (in-app)	12	00:00:22
Opera	9	00:04:46
Samsung Internet	3	00:07:04
UC Browser	2	00:01:09
Edge	1	00:00:00

Figure 9: Distribution of average session duration by browser

3.7.1 Session and average session duration by browser panel

From Fig. 9, we observe that maximum sessions have been reported by Android users but with low session time. Firefox shows highest session time of 6.41minutes with a total of 37 sessions. This difference in user interaction can be attributed to website layout discrepancy which may affect user experience. In this case, it appears that Firefox browser followed by Opera provides a good experience.

Since, the platform handles visitor groups, considering the first group of visitors are those who stay on your website for 10 seconds, it also includes users who leave the page immediately because our website has not met the user intent.



Session Duration | Page Depth

	Sessions	Page Views
All Users	376 % of Total: 100.00% (376)	598 % of Total: 100.00% (598)
Non-bounce Sessions	72 % of Total: 19.15% (376)	294 % of Total: 49.16% (598)

Session Duration	Sessions	Page Views
0-10 seconds		
All Users	312	320
Non-bounce Sessions	8	16
11-30 seconds		
All Users	13	33
Non-bounce Sessions	13	33
31-60 seconds		
All Users	13	43
Non-bounce Sessions	13	43

Figure 10: Visitors by session duration in the 'Engagement' report

In the figure 10, we have filtered out users who immediately left our page by clicking on '+ Add Segment' and selecting 'Non-bounce Sessions.'[7]. The result is a view, in which visits are shown without bounce relative to all sessions during the analysis period. As we can see, most of the bounce during visits takes between 0 and 10 seconds.

Long session duration means that our website is interesting to visitors. We can see most of our visitors aren't on our website for a long time, so we should evaluate whether they can actually find what they are looking for.

		277 % of Total: 100.00% (277)	276 % of Total: 100.00% (276)	359 % of Total: 100.00% (359)	80.78% Avg for View: 80.78% (0.00%)	1.61 Avg for View: 1.61 (0.00%)	00:01:16 Avg for View: 00:01:16 (0.00%)
1.	India	217 (78.06%)	217 (78.62%)	277 (77.16%)	79.78%	1.61	00:01:18
2.	United States	30 (10.79%)	29 (10.51%)	30 (8.36%)	96.67%	1.13	00:00:02
3.	Germany	10 (3.60%)	9 (3.26%)	29 (8.08%)	75.86%	2.28	00:02:07
4.	United Arab Emirates	4 (1.44%)	4 (1.45%)	4 (1.11%)	100.00%	1.00	00:00:00
5.	Ukraine	3 (1.08%)	3 (1.09%)	4 (1.11%)	50.00%	2.00	00:07:45
6.	United Kingdom	2 (0.72%)	2 (0.72%)	2 (0.56%)	100.00%	1.00	00:00:00
7.	South Korea	2 (0.72%)	2 (0.72%)	2 (0.56%)	100.00%	1.00	00:00:00
8.	Australia	1 (0.36%)	1 (0.36%)	2 (0.56%)	50.00%	2.00	00:01:23
9.	Belgium	1 (0.36%)	1 (0.36%)	1 (0.28%)	0.00%	3.00	00:00:44
10.	Finland	1 (0.36%)	1 (0.36%)	1 (0.28%)	100.00%	1.00	00:00:00

Figure 11: Geographical distribution of users

3.7.2 User Location

The geographical location of users is as shown in Fig. 11. Highest(217) users are from India which can be justified given the personal website is of an Indian.

3.7.3 User Behaviour

A snippet from the 'Behaviour overview' report shows maximum views for the page landing page 'Bioinformatics India – Biology Meets Technology' followed by the 'Bioinformatics Institutes in India'.

	Page Title	Page Views ↓	Unique Page Views	Avg. Time on Page	Entrances	Bounce Rate	% Exit
		578 % of Total: 100.00% (578)	483 % of Total: 100.00% (483)	00:02:05 Avg for View: 00:02:05 (0.00%)	359 % of Total: 100.00% (359)	80.78% Avg for View: 80.78% (0.00%)	62.11% Avg for View: 62.11% (0.00%)
1.	Bioinformatics India – Biology Meets Technology	**251** (43.43%)	198 (40.99%)	00:02:02	186 (51.81%)	80.65%	66.93%
2.	Bioinformatics Institutes in India – Bioinformatics India	**156** (26.99%)	135 (27.95%)	00:03:25	122 (33.98%)	79.51%	74.36%
3.	Deeper analysis of metagenomes using BIOM files. – Bioinformatics India	**48** (8.30%)	41 (8.49%)	00:02:04	34 (9.47%)	91.18%	70.83%
4.	About Myself: Manan B. Shah – Bioinformatics India	**23** (3.98%)	23 (4.76%)	00:03:42	6 (1.67%)	66.67%	47.83%
5.	Repositiories – Bioinformatics India	**22** (3.81%)	17 (3.52%)	00:00:11	0 (0.00%)	0.00%	13.64%
6.	Blog – Bioinformatics India	**19** (3.29%)	14 (2.90%)	00:00:09	1 (0.28%)	100.00%	21.05%
7.	Whole Metagenome Shotgun Sequencing – Bioinformatics India	**14** (2.42%)	13 (2.69%)	00:04:48	6 (1.67%)	66.67%	50.00%
8.	Contact – Bioinformatics India	**9** (1.56%)	8 (1.66%)	00:00:21	0 (0.00%)	0.00%	44.44%
9.	Scripts and Codes – Bioinformatics India	**9** (1.56%)	8 (1.66%)	00:03:38	0 (0.00%)	0.00%	11.11%
10.	Amplicon Based Metagenomics – Bioinformatics India	**7** (1.21%)	6 (1.24%)	00:01:03	3 (0.84%)	100.00%	57.14%

Figure 12: Distribution of page views across website

On investigating the 'Behaviour Flow', we realise that 43.4% drop-offs occur from the opening page. These drop-offs can mean The landing page of the website is not user-friendly or not catering to the need of the users. Lowest drop-off rate(8%) is seen for people interacting with BIOM files thus hinting that the users were satisfied with the information.

4 Google Analytics vs. Yandex Metrica

After analysing and going through both platforms, we came to know that there is not much difference in the working principle of the Google Analytics and Yandex Metrica. The major functioning is the same and the basic functions which are used by the general public for their platforms is the same and anyone can opt from both the platforms.

4.1 User Interface/User Experience

The User Interface of Google Analytics is far better in offering the functionality but the Yandex Metrica provides better user experience. The number of functionalities shown in Yandex is minimum and hence the user interface is easy to navigate and the user can have the experience of navigating through the basic aspects of what is happening on their website.

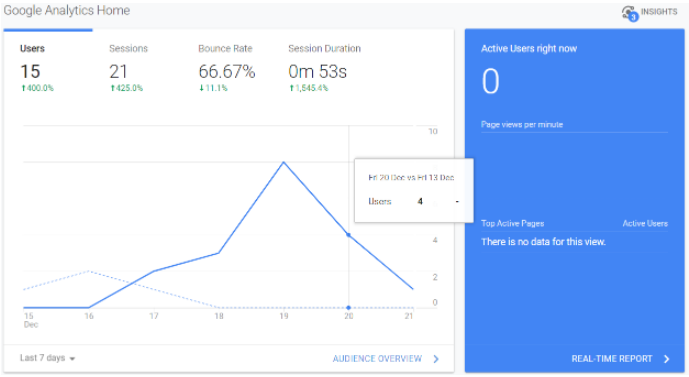


Figure 13: User Dashboard View

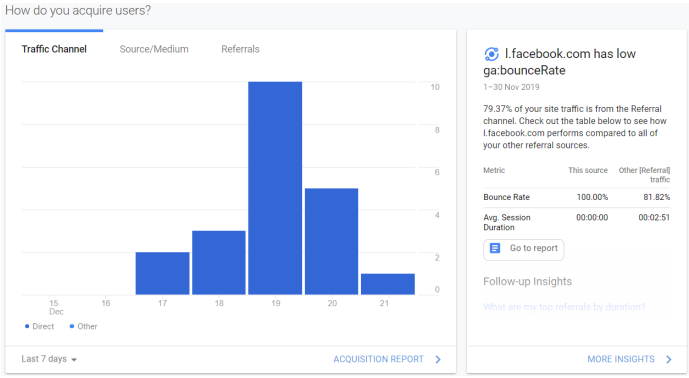


Figure 14: Acquiring Users and Facebook Bounce Rate View

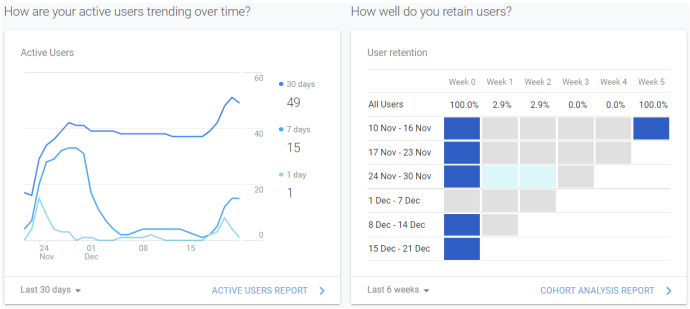


Figure 15: Active Users and Retaining Users View

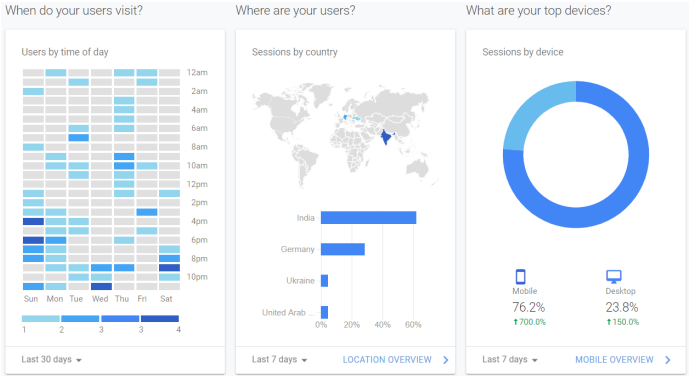


Figure 16: User Visit, User Sessions and Top Devices View

The figures 13,14,15 and 16 represent the Google Analytics Home View(default) without any kind of dashboard customization. Here, for a user, there is a need to scroll down to view the different components and what is being described in those components i.e For sub-figures 14, 15 and 16, a user will need to scroll down the page to view these components. In comparison to the default view of Yandex Metrica mentioned in the figure below, the user will find the aesthetics of the User Interface very different from Google Analytics and rather quite better look-wise.

Figure 17 is the central home page view and gives a good snapshot of your website statistics in an orderly manner. It is **NOT** comprehensive but a layman user can easily navigate through while understanding each and every component regardless of the description from a 'HELP' or support required. The Google Analytics Home View requires some knowledge to get to know what 'User Acquiring' means(as in 14. All in all considering, Google Analytics edges out with a margin because when considering the segmentation between a layman user making a website and a company needs, Google Analytics Home View is way better in getting the pointed facts on screen and in the same page regardless of scrolling down the page to get to know those facts. On first look impres-

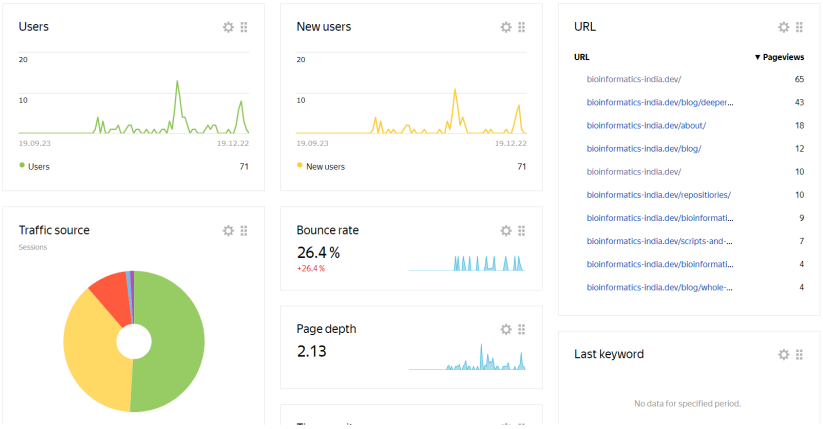


Figure 17: Yandex Metrica Home Page View

sions, Google Analytics has a lot of rich and collected information places in **WRITTEN** format while Yandex Metrica provides for a much lighter-weight and need-to-know basis information as a **VISUAL** format. Apart from this, the best part about Google Analytics is that it offers customising the dashboard with the different kind of metrics as per the KPIs(Key Performance Indicators) used. The different kinds of customisation allow for good usage and better productivity among the many variables of the website. Here, the Yandex Metrica fails to make a mark as there is no customizing the dashboard and the basic metrics are all one can see and work with.

4.2 Heat Maps/Click Maps/Scroll Maps

This is a major functionality difference between the two platforms. While Google Analytics offers this in the premium outlook wherein the user will need to pay up for the service, the major drawback is that it needs a lot of different setups[9].

Define metrics for calculation of Heat Map
Define the page where these metrics can be carried out
Select those pages and collect the metrics through Google API
Make a data visualization of the metrics and generate a Heat Map
Upload the data to Google Analytics by either making the heat map API else buying/renting/using a third party API to see in dashboard

Table 1: Steps to create Heat Maps on Google Analytics

For this very reason, making a heat map is quite a troublesome affair in Google Analytics. The steps defined are for a general implementation, there are heat maps done via Google Event Tracking and Google Data Studio and

later on added to the dashboard[4]. In our case, we defined the metrics to pick up the heat clicks on the tabs and the keywords on the top and the side-bar respectively.

The indicator on the bottom right-hand side tells us the amount of heat that can be generated starting from the top where the heat is the most thereby constituting that the users spent more amount of time wandering/hovering over the article section and the recent posts sidebar whereas the bottom of the figure constitutes a little less heat(light yellow color denoting less heat) than the mid section of the articles.

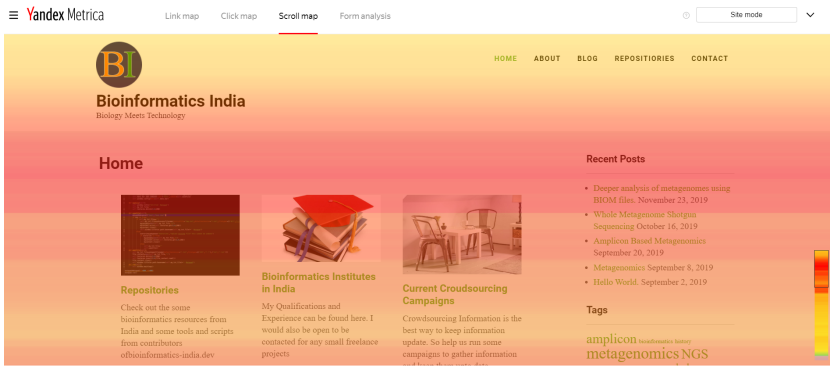


Figure 18: Scroll Heat Map

Another interesting thing can be seen through Click heat maps(maps that displays where users click the mouse on a desktop device or tap the screen on mobile [2]). Here are the differences between the Yandex Metrica Click Heat Map and Crazyegg(Third-Party Trial Version) based on Google Analytics data.

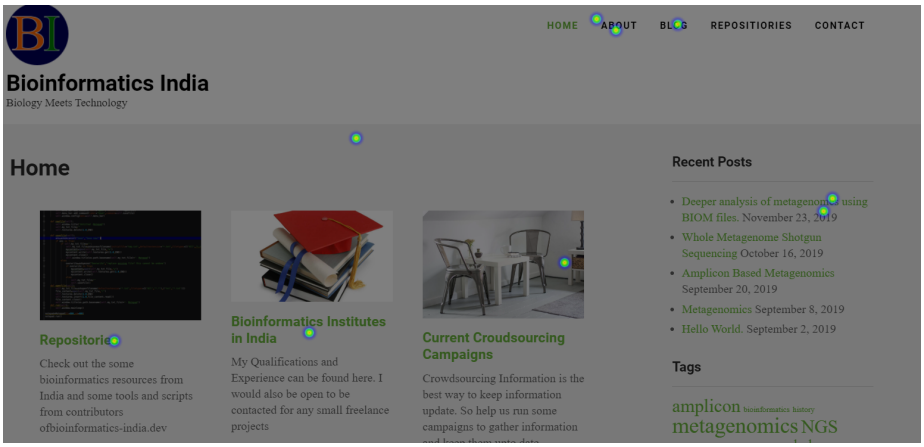


Figure 19: Click Heat Map(Yandex Metrica)

Figure 20: Click Heat Map(Crazyegg-Google Analytics)

From the figures 19 and 20, we can see clearly the major differences panning out i.e. the amount of information taken by Google Analytics thereby producing a larger format outlook of how a heat map is being generated by the number of Google Event Tracking and focuses on the mouse hovering as well as the mouse clicks in all the certain clickable areas on the article section or title holders on tabs at the top. While Yandex Metrica only offers to check and correct the exact places of contact, this we can safely say that it works more the approximation parameters and delaying each point-of-contact on those parameters it makes it out on the website, but in Google Analytics, the amount of information taken in provides for a much better source of contact by the users on the whole page.

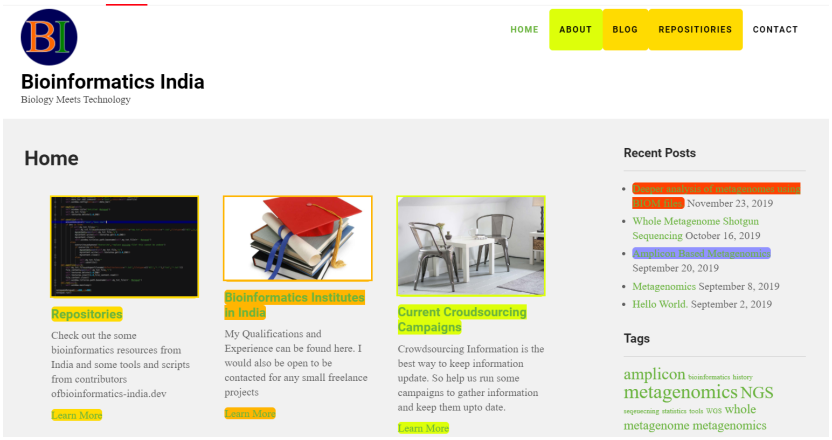


Figure 21: Link Map

From figure 21, this is another way of looking at the user interaction with the website. Here, the hyperlinks declared on the website give us the links that have been clicked on and how many times has it been clicked. Since, this is a type of heat map, the more red it is the more number of times it has been clicked.

4.3 General Differences

There are many subtle differences between Google Analytics and Yandex Metrica. Small differences in the way of tracking of metrics or bounce rate checks are quite in number. Below is the basic differences illustrated [6].

	GOOGLE ANALYTICS 5	YANDEX METRICA
ACCESSIBILITY	Offers both free and paid options	Offers both free and paid options
MARKET SHARE	About 64,537,495 websites	About 3,557,260 websites
INTERFACE	Customization, segmentation, data organization, visualization options, and some other useful functionalities.	
CONVERSIONS	Require building URL via Campaign URL Builder tool and creating the goal in Google Analytics that counts visits to the URL. After that, the goal performance will be automatically tracked.	Automatically displays the number of conversions, conversion rate, cost per conversion, and an average number of page views and time spent on a website. Yandex Metrica is primarily designed for the domestic market, thus providing more accurate data.
WEBSITE AUDIENCE TRACKING	"Location" tab provides worldwide stats and the stats on a particular country or region, visitor's average time on a website, and bounce rates.	Presents data on click-throughs from users in different regions and locations and shows demographic data in case visitors have Yandex accounts.
CONTENT ANALYSIS	• Google Analytics provides options, like: • "Do track Site Search" that allows seeing all of the visitors' queries • Information on the percentage of clicks on each internal link • Users are allowed to drill down on each link to see additional information • Assess the popularity of one or another area of a website • "Site Content" allows figuring out what type of content performs better and attracts more page views	Yandex Metrica enables the following options: • Display stats on visitors' interaction with the content: entry/exit pages, downloads, orders, visits from external links, etc. • For e-commerce portals owner's, it provides differentiated information on each online ordering • Draws up behavior reports based on the real-time video recording of visitors' activities on a website • Provides heat maps (show clicks on different page elements) and scroll maps (explain how visitors' attention is divided across different areas of a website)
GENERAL WEBSITE PERFORMANCE	• Provides stats on visitors' average time on site and the bounce rate • Determines whether a website really needs a mobile app	Shapes performance data and provides comprehensive web analytics but overlooks mobile traffic.
TRAFFIC ANALYSIS	Allows users to access web and mobile traffic and goal conversion data on each custom segment. Assist in analyzing the efficiency of one or another marketing campaign and helps refine overall marketing strategies.	Provides statistical data and charts, and also allows users to access heat map to get the full story. There are built-in spam filters that automatically cut off spam sessions.

Figure 22: General Differences

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5 Learning Outcome Report

5.1 Pratyush Soni

There are many things that I have learned for this course.

- The classes wherein we specifically studied about Google Ananlytics and using the Google Analytics to find out the tracking activity.
- The course provided an eye-opening for me regarding the meaning of metrics and its usage.
- The basics discussed in class regarding the way a website is implemented and what are important tasks that we can use to form the said metrics for best use.
- While writing the second report for the differences between Google Analytics vs. Yandex Metrica, my understanding of alternatives and why it should be used in any scenario increased.
- The videos showed in class for Google Analytics(Basic & Advanced) was informative as not only we learned how to use it but also how to implement and find out different types of KPIs.
- Making sense of website tracking and KPIs and why is it all related to the understanding of marketing a website and how conversions can be used to find out the basic functionalities of each component on the dashboard.
- I enjoyed the learning and the course. Thank You.

5.2 Tanvi Phaltane

The Web analytics course was informative and helped me understand the steps and analysis of web traffic. The hands-on assignments and project-work provided the much needed practical application of the web analytical tools which improved the overall understanding of the subject. The comparative analysis of the two web analytics tools - Google analytics and Yandex Metrica gave us a view of its advantages and shortcomings. It provided an insight about how these tools can boost in strategy planning for business development. Personally, it would have been better if I had opted for this course in my first semester as I would be better prepared for a student job interview at a startup company. This company was involved in providing solutions to improve conversion rate for ecommerce companies. But, I am glad that atleast now I am aware and have knowledge of this field.

5.3 Karan Mittal

Having successfully completed this module and also earlier worked in the related field(AdWords, Google Analytics), I am able to interpret:

- How web analytics plays important role in marketing landscape. Identify and understand commonly used metrics and KPIs.
- What are the various analytics tools present in the market and how they can compliment each other.
- Gained a practical understanding of Common Monitoring or analysis tasks and techniques used in web analytics and how to effectively use the resulting insights to support Website Design Decisions, Campaign Optimisation, Search Analytics, etc.
- Evaluation of different types of software tools, techniques, and reports that are relevant to web analytics and understand the basics of how to apply them.

6 Statement of Ownership

We, hereby declare that the contents of this report are authentic and bear no plagiarism of any kind. Sources of content have been rightfully cited in the references. While the individual contributions have been important for personal growth, we participated for this report as a team from the start and worked accordingly on each of the required tasks.Please find in the table, the division of work listed.

Sr. No.	Name	Topics
1	Tanvi Phaltane	Abstract, Introduction, Google Analytics (Number of visitors except cookies paragraph, returning users, source, additional information)
2	Karan Mittal	Average Page-Speed, Session Duration, Yandex Metrica (visits, total page views, bounce rate, summary)
3	Pratyush Soni	Comparison between Yandex Metrica and Google Analytics; Report Formatting(Latex,Overleaf)