

Experiment 2 : Web Analytics

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AIM : To study a Web Analytics Tool

OVERVIEW OF TASKS PERFORMED:

The experiment involved studying web analytics tools to understand website performance and user behavior. It covered key concepts such as traffic analysis, user demographics, event tracking, and engagement metrics. Various tools like Google Analytics, Adobe Analytics, and Hotjar were explored for their features in data collection and visualization. Key performance indicators (KPIs) such as traffic sources, conversion rates, and retention metrics were analyzed to assess website effectiveness. Insights from user interactions, page traffic, and event tracking were examined to optimize user experience and marketing strategies.

LINK TO WEBSITE -

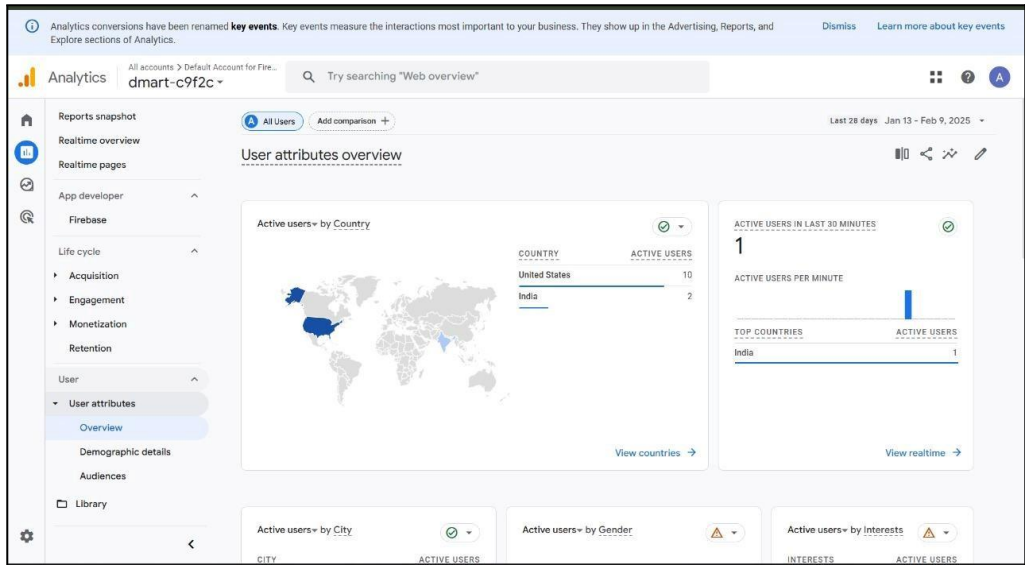
<https://rohan-lalchandani08.github.io/WebXGoogleAnalytics/>

GITHUB LINK –

https://github.com/Rohan-Lalchandani08/WebX_Lab/tree/main/WebX%20Exp%202

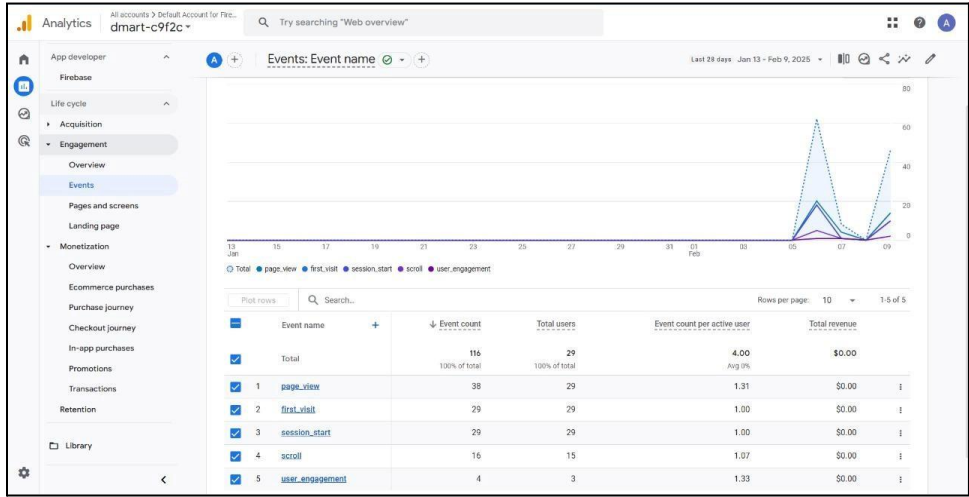
OUTPUT

1. User Demographics



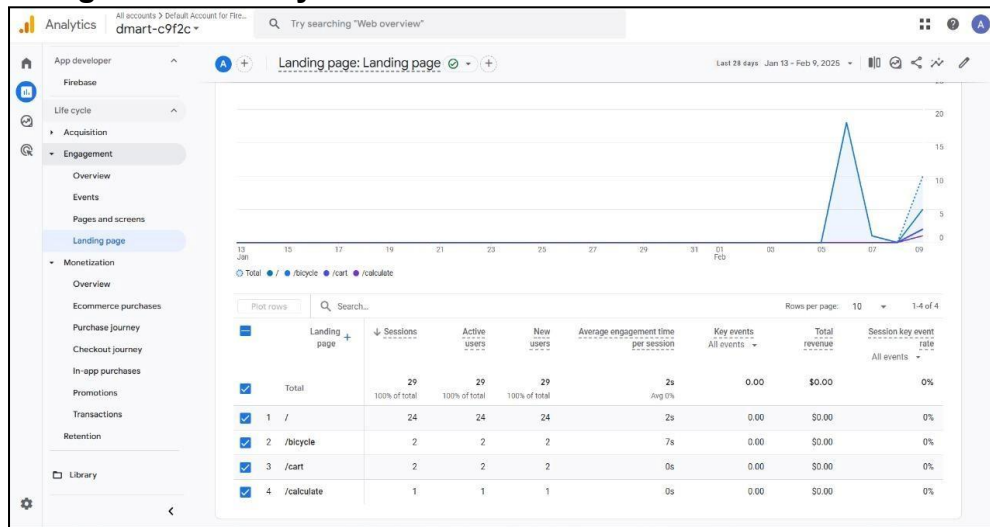
This screenshot displays the output of visitor demographic analysis, showing data such as location, age, gender, and interests to understand the primary audience.

2. Event Tracking



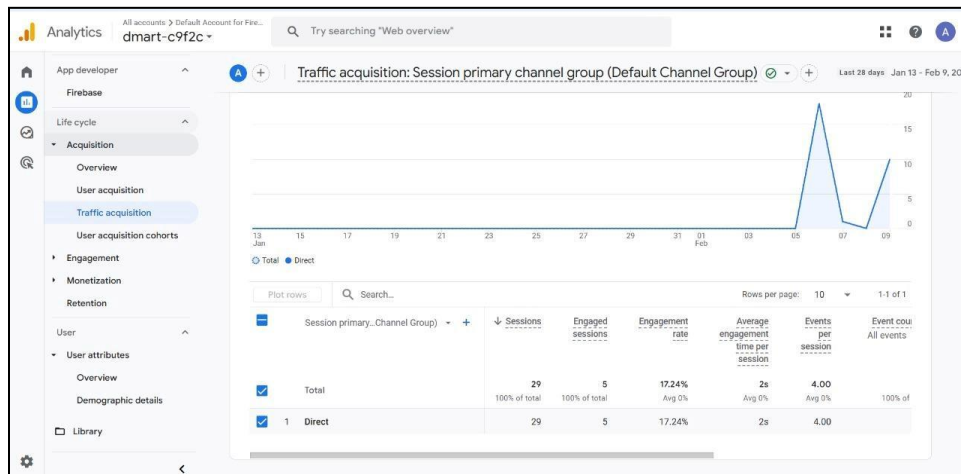
This screenshot displays the output of user interactions on the website, including page views, button clicks, and scroll events, helping analyze engagement patterns.

3. Page Traffic Analysis



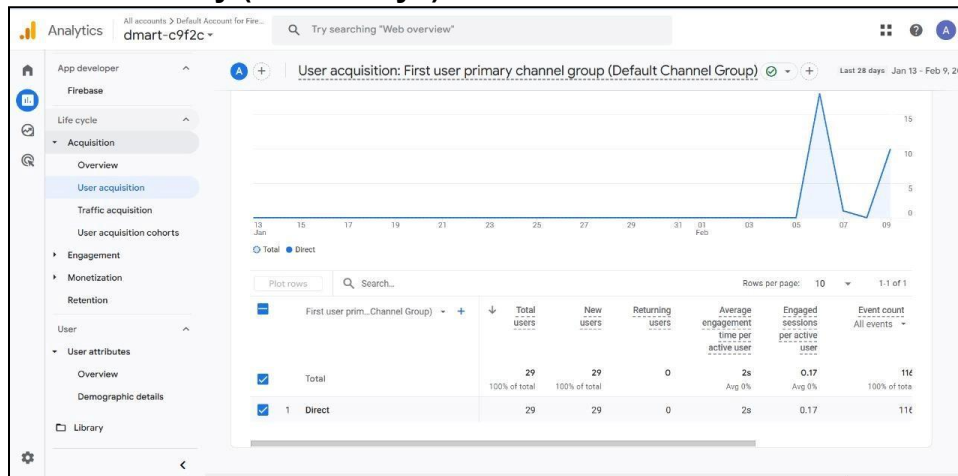
This screenshot displays the output of traffic data for individual web pages, showing metrics like total page views, unique visitors, and average time spent on each page.

4. Traffic Sources



This screenshot displays the output of different ways users reach the website, categorizing visitors as direct, referral, organic search, or social media traffic.

5. User Activity (Past 7 Days)



This screenshot displays the output of recent engagement trends, showing key metrics like session counts, average engagement time, and total user interactions.

CONCLUSION :

Web analytics plays a crucial role in understanding website performance and user behavior. By leveraging tools like **Google Analytics**, businesses can gain insights into **visitor demographics, engagement patterns, traffic sources, and conversion metrics**. These data-driven insights help optimize website content, enhance user experience, and refine marketing strategies. Continuous monitoring and analysis of key performance indicators enable businesses to make informed decisions, improve customer retention, and achieve long-term growth in the digital landscape.