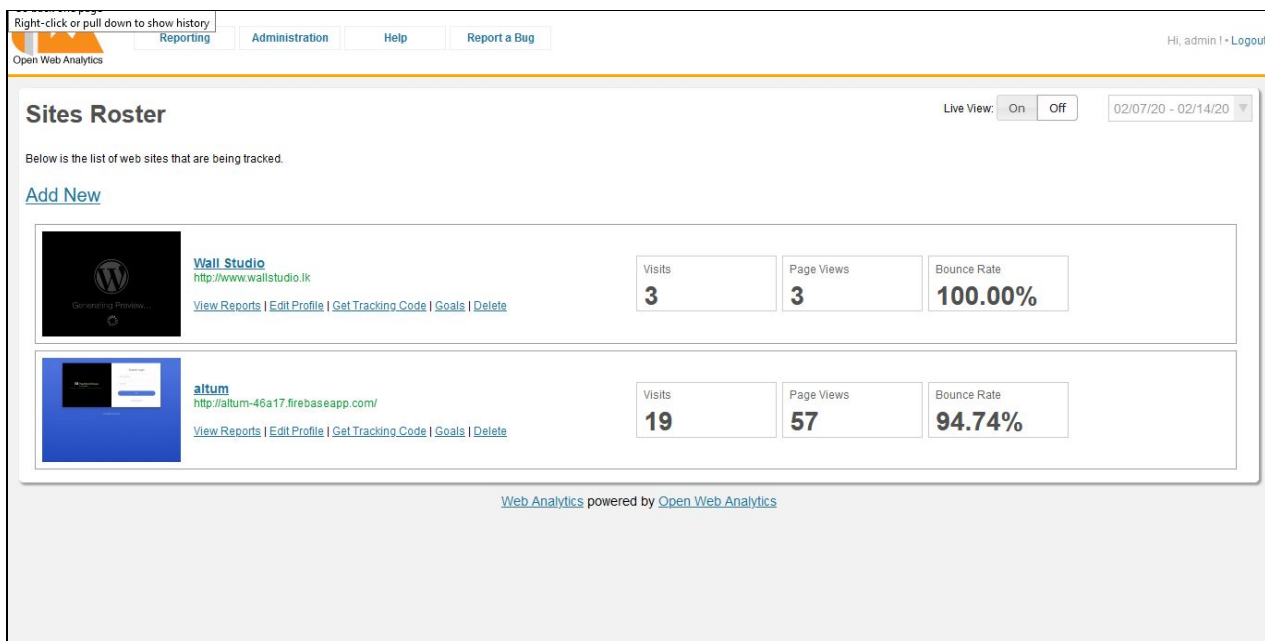# OPEN WEB ANALYTICS

IS 2109

GROUP - 20

Open web analytics(OWA) is an open source software where anyone can install and run on their own host and can be used to track and analyse how people use a website or an application and observe the influx of views on our website. The software also tracks your competitors and their company's growth compared to ours.

Tracking/Reporting, development, deployment and wordpress specific features are some identified features of OWA softwares. By using this software we can have a good knowledge on the number of page views, average page duration, bounce rate etc.

Here we have used two hosted websites to analyse the traffic ;
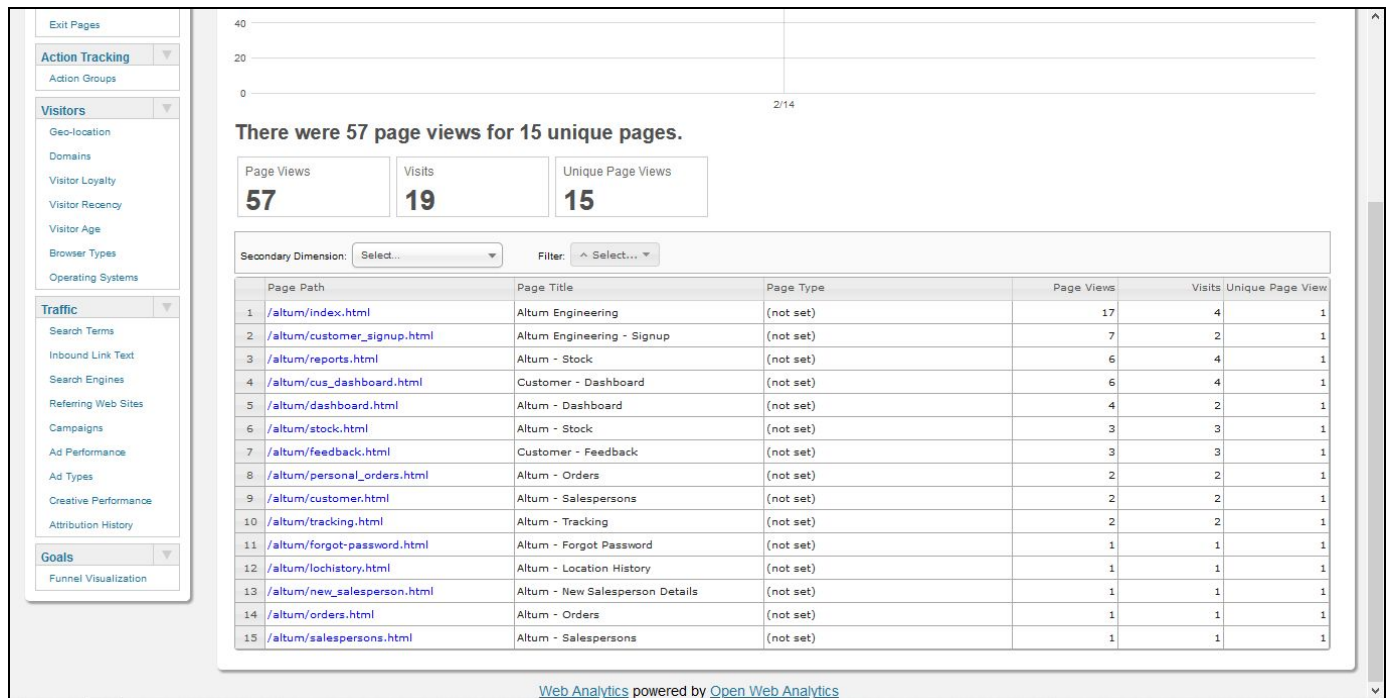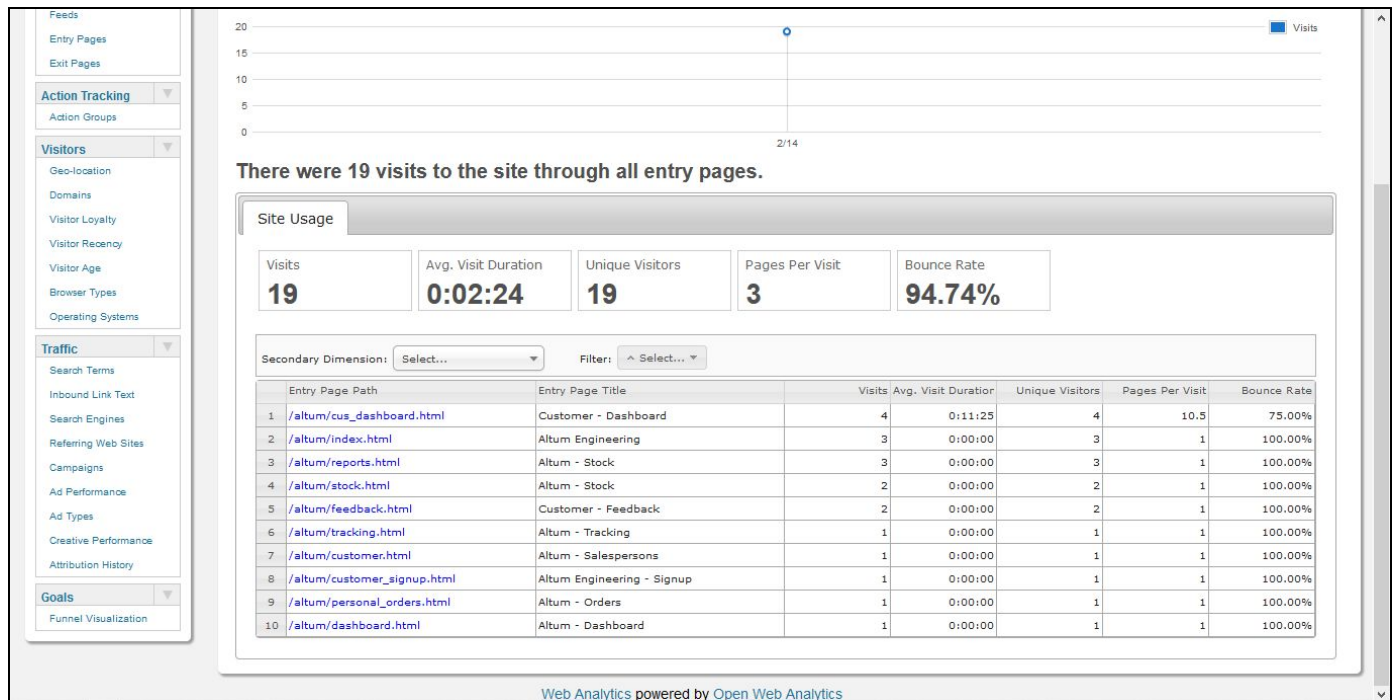- Wall studio
- Altum

❏ **Analysing traffic for the Altum web site**

Using OWA we can analyse the number of page views for unique pages.
Example - On our website, there are 57 page views and 19 visits for 15 unique pages.

And also we can analyse the number of visits to the site through all entry pages.
Example - There are 19 visits and the average visit duration is 0:02:24 and the bounce rate is 94.74%

There were 19 visits to the site through all entry pages.

Site Usage

Visits	Avg. Visit Duration	Unique Visitors	Pages Per Visit	Bounce Rate
19	**0:02:24**	**19**	**3**	**94.74%**

Secondary Dimension: Select...   Filter: Select...

	Entry Page Path	Entry Page Title	Visits	Avg. Visit Duration	Unique Visitors	Pages Per Visit	Bounce Rate
1	/altum/cus_dashboard.html	Customer - Dashboard	4	0:11:25	4	10.5	75.00%
2	/altum/index.html	Altum Engineering	3	0:00:00	3	1	100.00%
3	/altum/reports.html	Altum - Stock	3	0:00:00	3	1	100.00%
4	/altum/stock.html	Altum - Stock	2	0:00:00	2	1	100.00%
5	/altum/feedback.html	Customer - Feedback	2	0:00:00	2	1	100.00%
6	/altum/tracking.html	Altum - Tracking	1	0:00:00	1	1	100.00%
7	/altum/customer.html	Altum - Salespersons	1	0:00:00	1	1	100.00%
8	/altum/customer_signup.html	Altum Engineering - Signup	1	0:00:00	1	1	100.00%
9	/altum/personal_orders.html	Altum - Orders	1	0:00:00	1	1	100.00%
10	/altum/dashboard.html	Altum - Dashboard	1	0:00:00	1	1	100.00%

OWA provides a platform to identify the number of page views under different titles of the website.
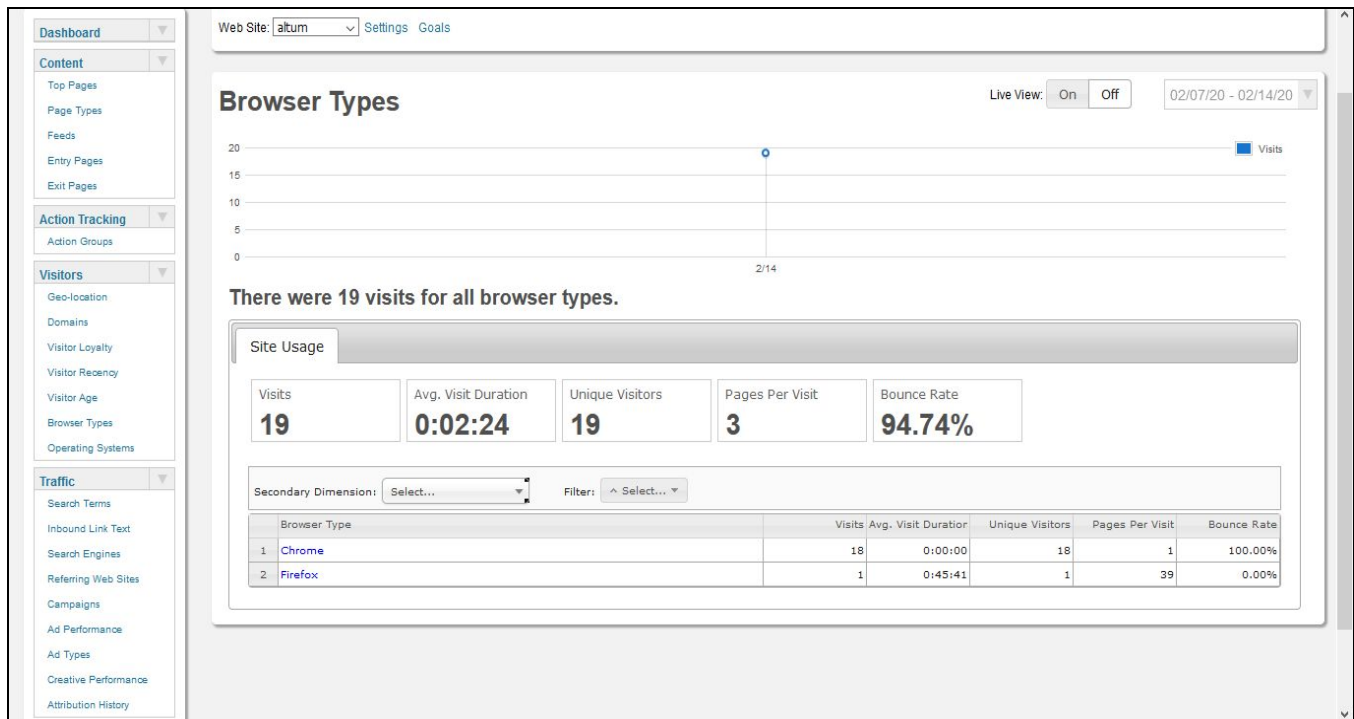Here in the site we have used to analyse, there are 19 visits and 57 pages have been viewed during those 19 visits.
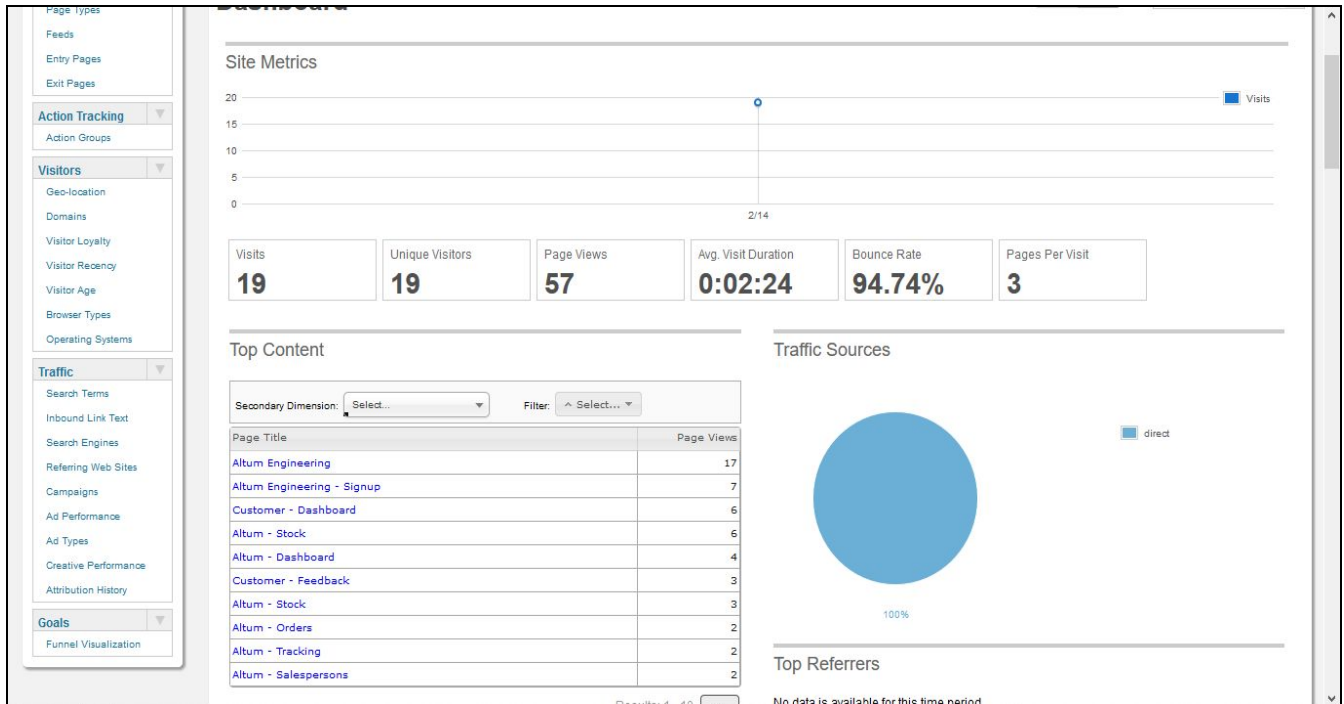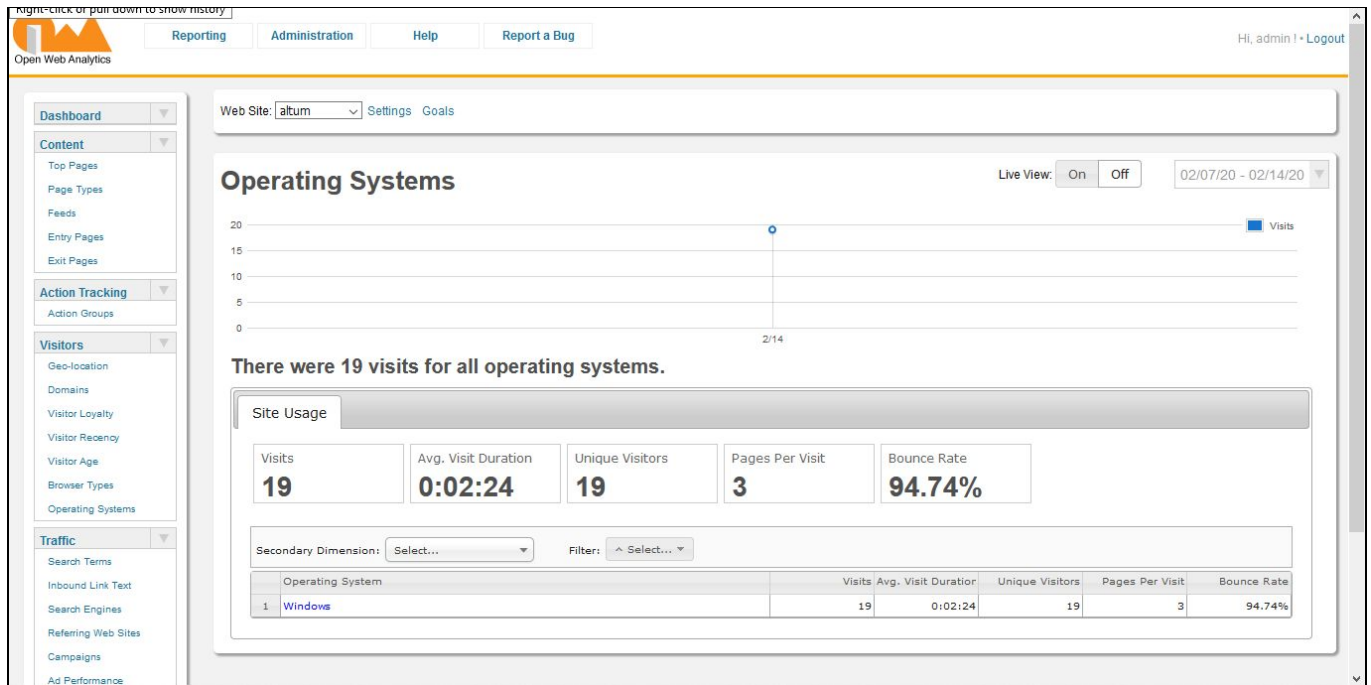
By using OWA we can identify the website traffic for different browser types and also for different operating systems.

1) For different browser types ;
Example - From the analytics there are 18 visits for chrome and 1 visit for firefox

2) For different operating systems ;
Example - From the analytics there are 19 visits from the windows Operating System.

OWA also provides a visitor history with the dates visited and latest actions.

❑ **Analysing traffic for the Wall Studio website**

Here there are 3 visits and 100% bounce rate.Bounce Rate is a measure of visit quality and a high Bounce Rate generally indicates that site entrance (landing) pages aren't relevant to your visitors.
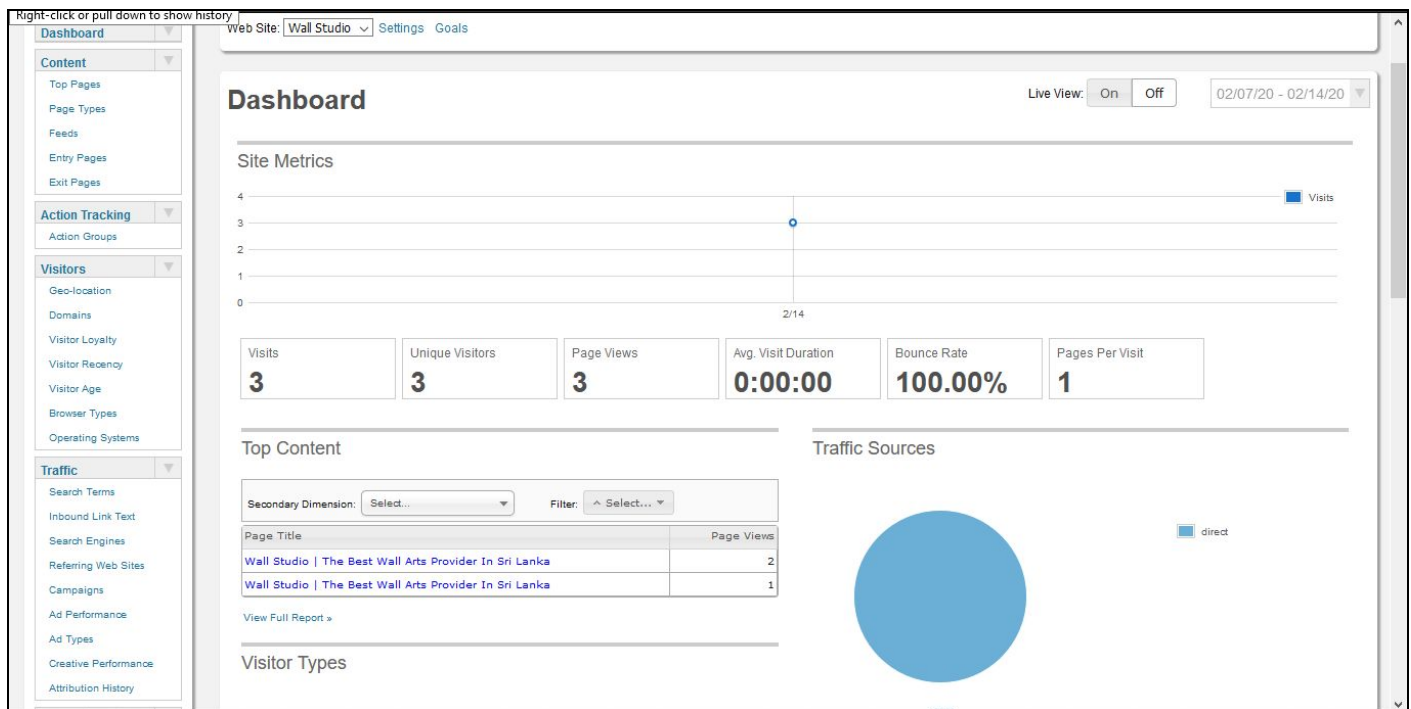
Learning outcomes

- We learnt how to analyse the website traffic of our website easily by using open web analytics.
- Learnt what is meant by web traffic of a website.
- We learnt the tracking options in a website
- Learnt the importance of the click bounce, higher the bounce rate, the more frequent you are losing potential customers off your site. Meaning that, for whatever reason, your content or services aren't interesting potential customers.

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