

TOP 10 PAGES

MAY

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About the Data

The data collected through Google Analytics provides insights into the behavior of the website audience during different time periods. By analyzing the data, trends can be identified and a story can be formed to understand how users interact with the website.

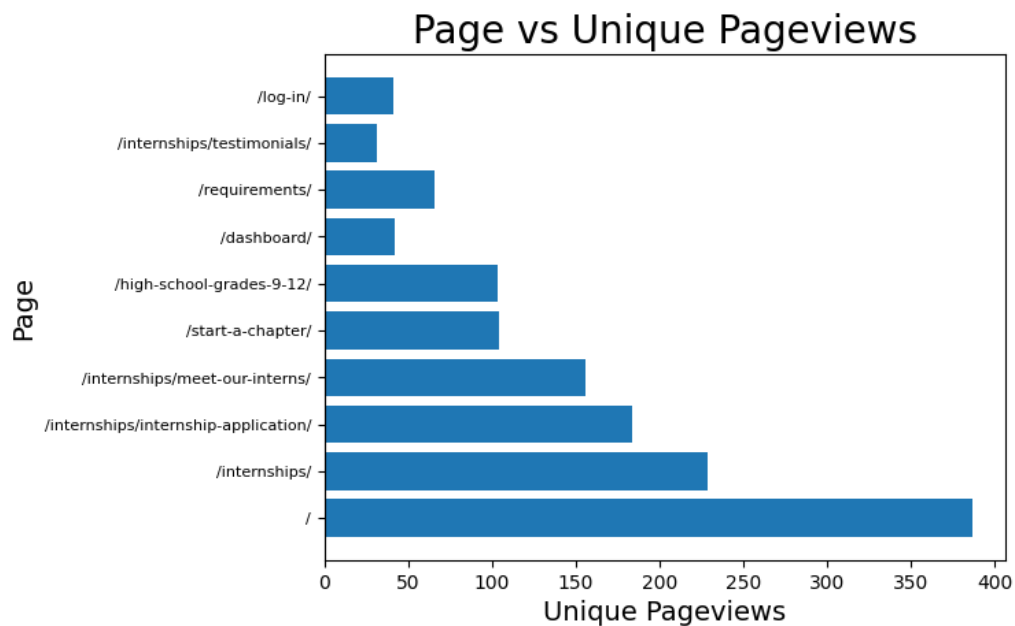
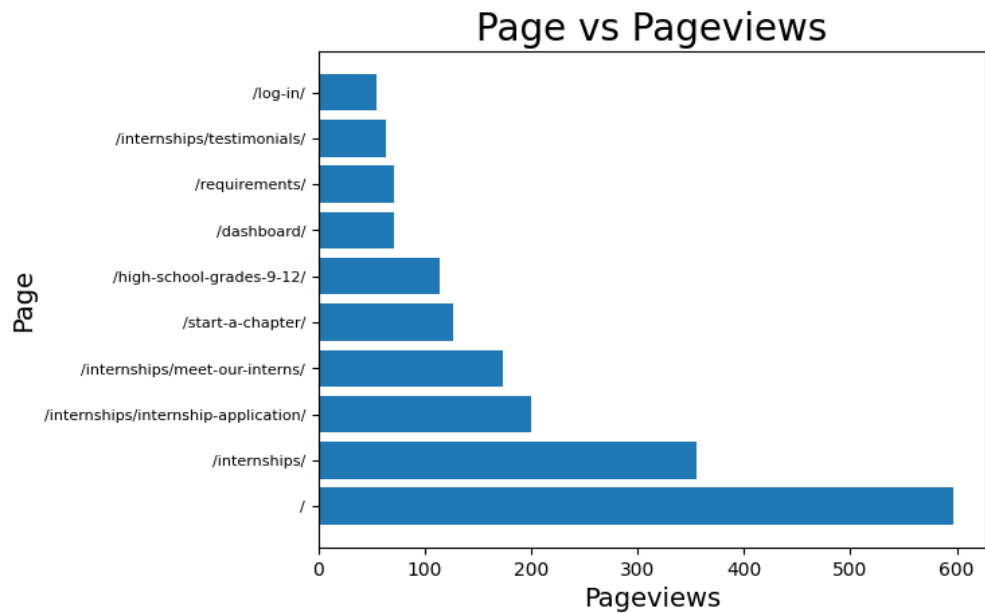
The data collection process involved accessing the Behavior tab in Google Analytics and navigating to the Site Content section, specifically the All Pages section. The date range was set to the week of 4/30/2023-5/7/2023, and the data for the top 10 most viewed pages was exported to a Google Sheets spreadsheet.

Analyzing the data helps in identifying significant variables and trends in user behavior. These trends can be summarized and presented to others, allowing for a deeper understanding of the website's performance. For example, if both page views and bounce rates are high across the top 10 pages, it suggests a need to investigate the common factors contributing to these metrics.

To gain a more comprehensive understanding of user behavior, the data collection process is repeated for the previous month and the past six months. This allows for the identification of longer-term trends and patterns.

Charts

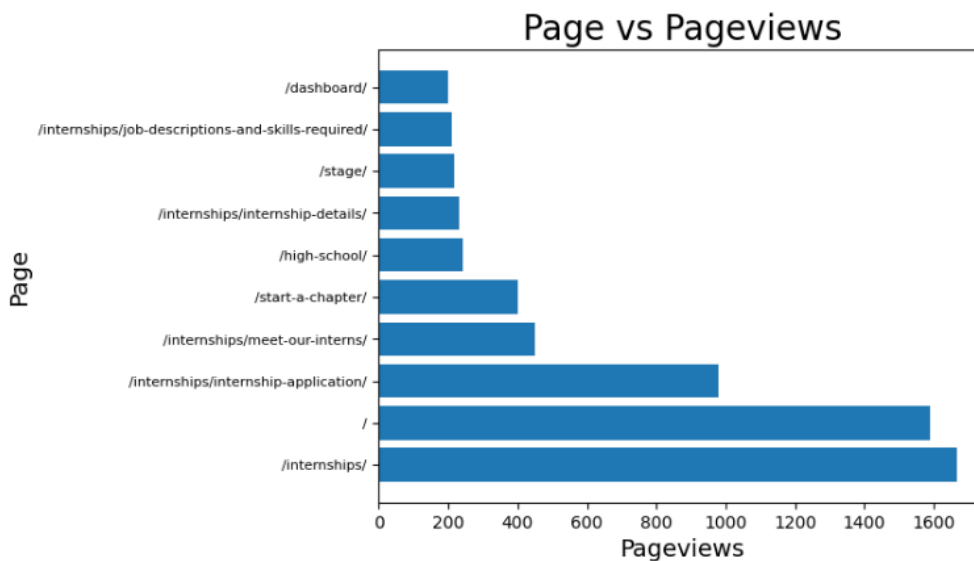
Pageviews (Week)



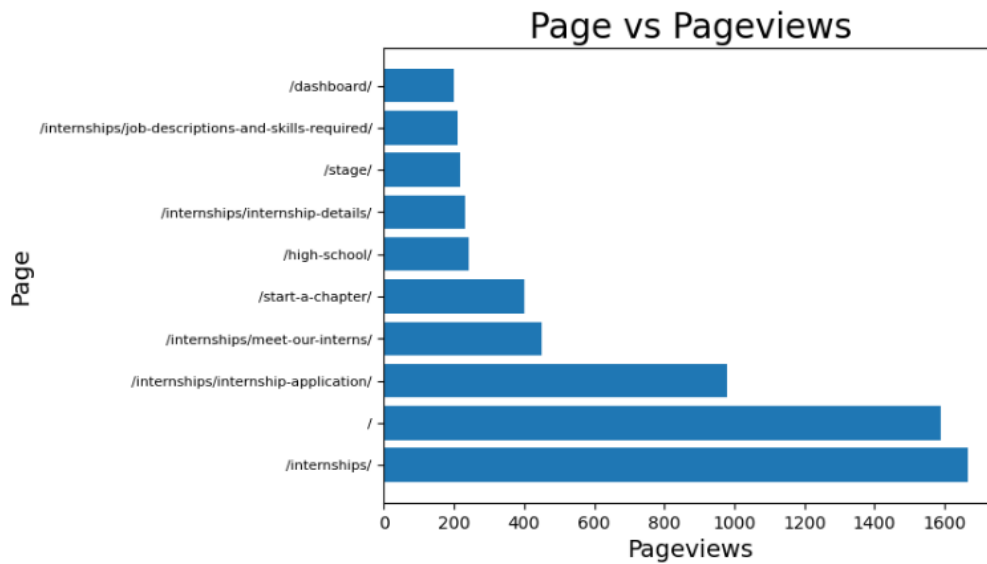
The provided chart portrays the prevailing pattern of customer engagement on our website, with a significant emphasis on page views related to internships. In particular,

the data indicates that the volume of individuals accessing internship-related pages is twice as substantial as those viewing pages associated with commencing a chapter. This finding is congruent with the statistics concerning unique page viewers. Furthermore, we note that a majority of our website visitors are unique viewers, which is advantageous as repeated views do not generate additional interns or chapters.

Pageviews (Month)

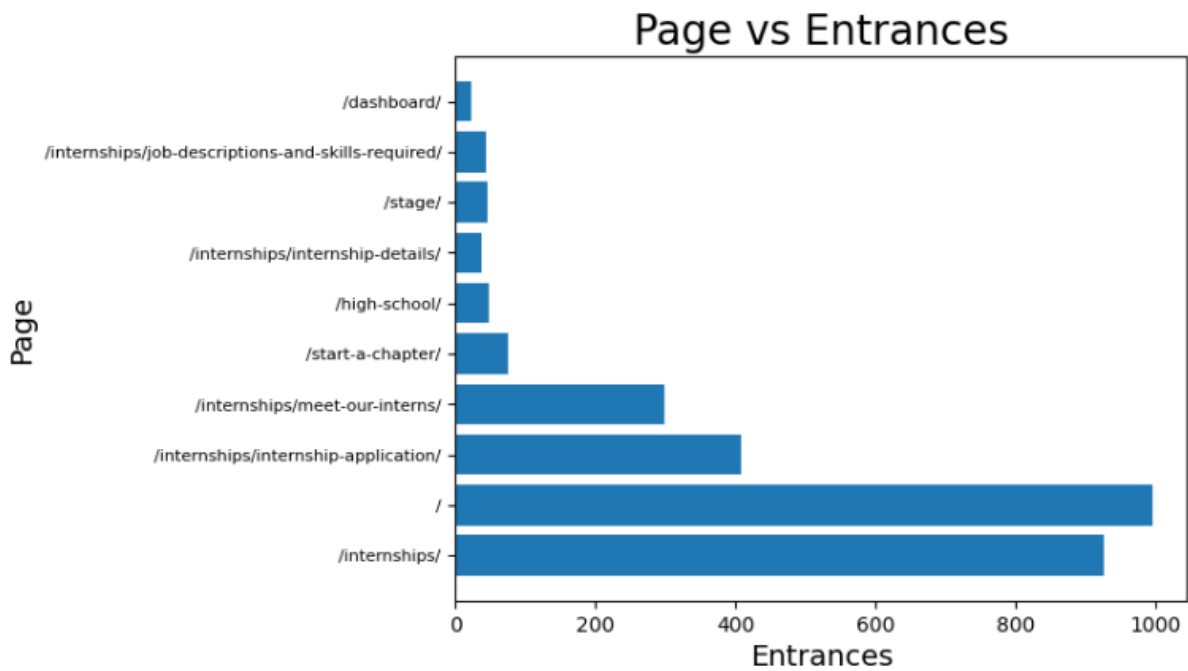


Pageviews (6 Months)

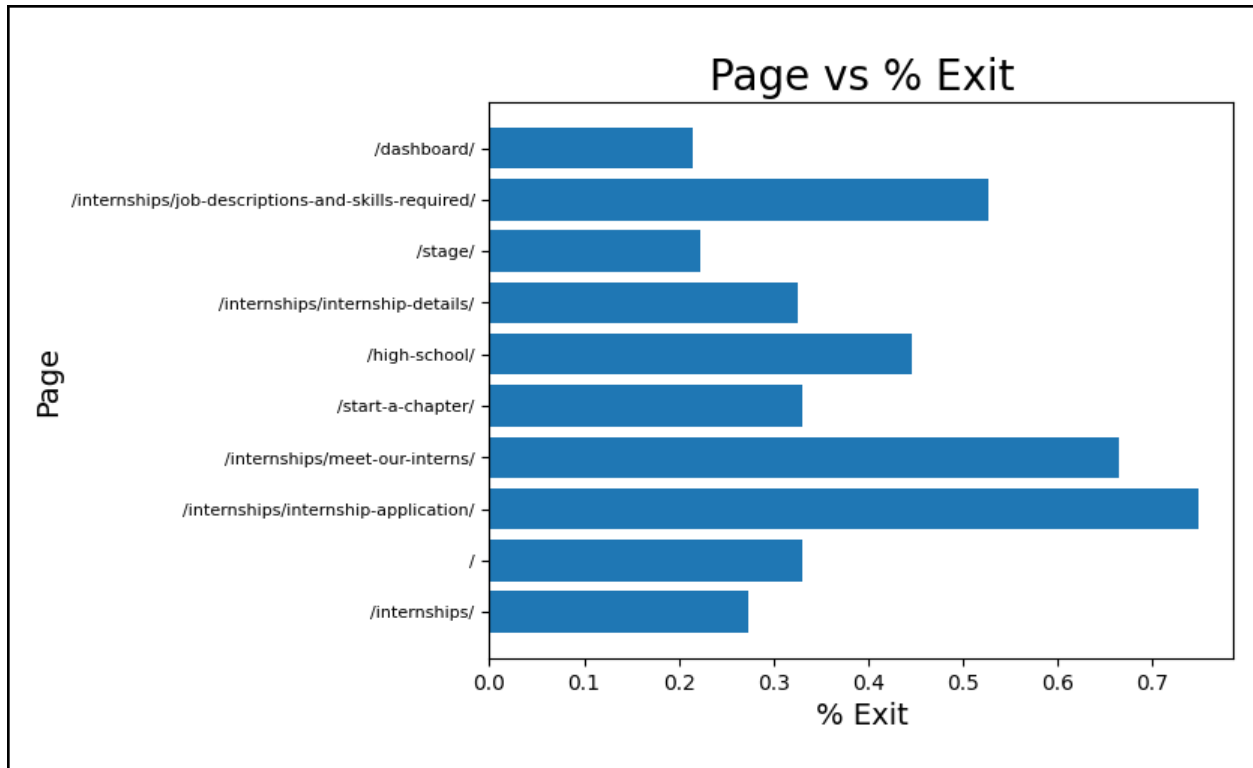


Based on the data depicted in the monthly and six-month charts, a notable disparity emerges in the number of page views for the internships section. An observable surge in activity is observed, indicating a substantial increase in visitors accessing the internships page. Notably, for every user seeking information on initiating a chapter, there are approximately four individuals exploring the content pertaining to internships. This finding underscores the prevailing inclination of a significant proportion of our website visitors towards exploring internship opportunities.

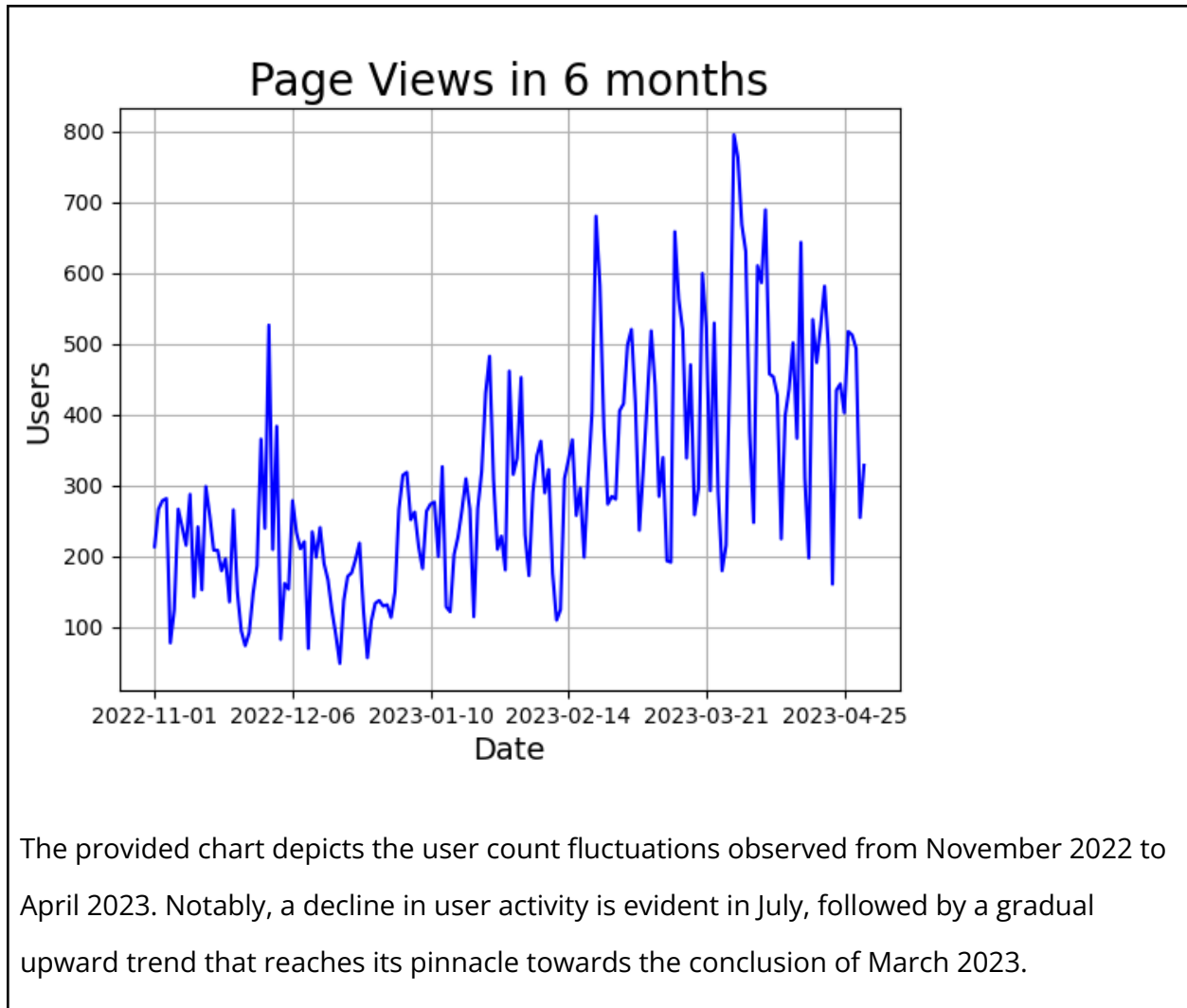
Entrances and Exits (6 Months)



"Entrances" are the first event that occurred on a page in a session. It is observed that the internship related pages are significantly more prevalent to searches compared to any other pages.



The exit rate percentage can be attributed to the predominant user objective of accessing internship-related pages. Upon closer examination, it becomes evident that the number of individuals exiting the website from internship action pages is nearly twice the amount of those who remain. This finding indicates a strong inclination among the majority of customers towards internships, as they exhibit genuine interest in either acquiring further information or submitting applications.



What NSTEM Should Continue Doing

Based on a comprehensive analysis of the provided data, it is evident that NSTEM should persist in its dedication to and prioritization of the internship program. The data consistently indicates a significant level of interest and active involvement from users in relation to the internships section, surpassing engagement with other segments of the website, such as initiating a chapter. With a consistent upward trajectory in user count, it is imperative for NSTEM to maintain its current approach, as it has proven to be effective.

In my preceding analysis, it was observed that Handshake emerged as the primary source driving user traffic. Further investigation is recommended to determine additional factors contributing to this notable increase in user engagement.

Ways to Improve the Website

Here are some recommendations for NSTEM based on the observed trends:

Invest in the Internship Program: Given the significant interest and engagement from users, NSTEM should continue to enhance and expand its internship program. This could involve increasing the number of internship opportunities, partnering with more organizations, and providing comprehensive information about the internships on the website.

Promote Internship Opportunities: To capitalize on the high interest in internships, NSTEM should actively promote its internship opportunities through various channels. This can include leveraging social media platforms, collaborating with educational institutions, and reaching out to relevant student organizations.

Improve Internship Pages: Since internship-related pages attract a large number of visitors, it is essential to ensure that these pages are well-designed, informative, and user-friendly. NSTEM should continue to optimize these pages to provide a seamless and engaging experience for users interested in internships.

Gather User Feedback: It would be beneficial for NSTEM to gather feedback from users who engage with the internship pages. This feedback can provide insights into their specific needs, preferences, and areas for improvement. NSTEM can use this information to further enhance its internship program and make it more attractive to its target audience.

Track Conversion Metrics: While page views provide a good indication of user interest, it is also important to track conversion metrics, such as the number of internship applications submitted or the number of interns who successfully complete the program. By monitoring these metrics, NSTEM can assess the effectiveness of its internship program and make data-driven decisions for improvement.

Overall, NSTEM should continue to leverage its strong internship program and invest in its growth to meet the high demand and interest from its website visitors. By continuously improving the internship experience and engaging with its target audience, NSTEM can further establish itself as a valuable resource for students pursuing STEM education and careers.

Data that Stands Out

Based on recent data analysis, there has been a noticeable decline in user numbers over the past week. Similarly, the data from the preceding month indicates a slight decrease in user figures. However, examining the data spanning the past few months reveals a positive trend of user growth in the current period.

Conclusion

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In conclusion, the analysis of data collected through Google Analytics has provided valuable insights into the behavior and preferences of website users. By examining trends and

patterns in user engagement, we have identified the significance of the internship program in driving user interest and participation. The data consistently shows a higher volume of page views and engagement with internship-related content compared to other sections of the website. This highlights the importance of investing in and promoting the internship program to cater to the strong demand from users.

Based on the observed trends, several recommendations have been made to further improve the website and capitalize on the high interest in internships. These include expanding the internship program, actively promoting internship opportunities through various channels, optimizing internship pages for a better user experience, gathering user feedback to enhance the program, and tracking conversion metrics to measure the program's effectiveness.

Overall, it is evident that NSTEM should continue to prioritize and enhance its internship program to meet the needs of its target audience. By leveraging the data-driven insights and implementing the recommended strategies, NSTEM can solidify its position as a valuable resource for students pursuing STEM education and careers.

<https://www.kaggle.com/shauntingck/nstem-content-pages>