# Page Timings

MAY

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About the Data

The data collected from Google Analytics provides valuable insights into the site audience's behavior and engagement during the week of 5/7/2023-5/14/2023. By analyzing the data, we can identify trends and patterns that reveal important information about user acquisition, user behavior, and user conversion. These trends can help us understand the audience segments that are more likely to purchase products or services within their respective categories. By visualizing the data through charts or graphs, we can effectively present the story that the data tells, highlighting actionable and significant information for decision-making and strategic planning. This data analysis will provide valuable insights into the site's performance and audience preferences, ultimately guiding future marketing and conversion optimization efforts.

Charts

Pageviews (Week)
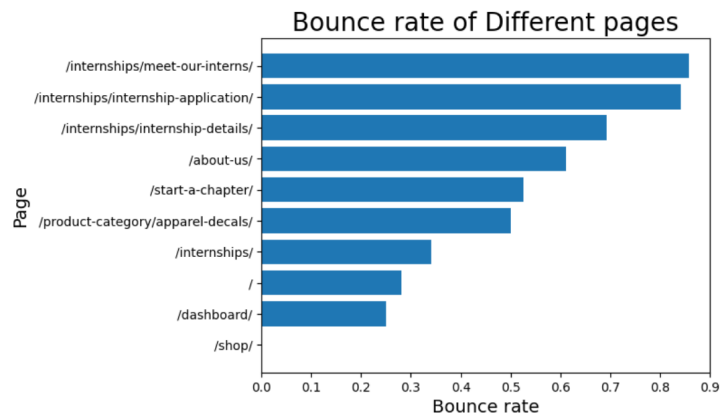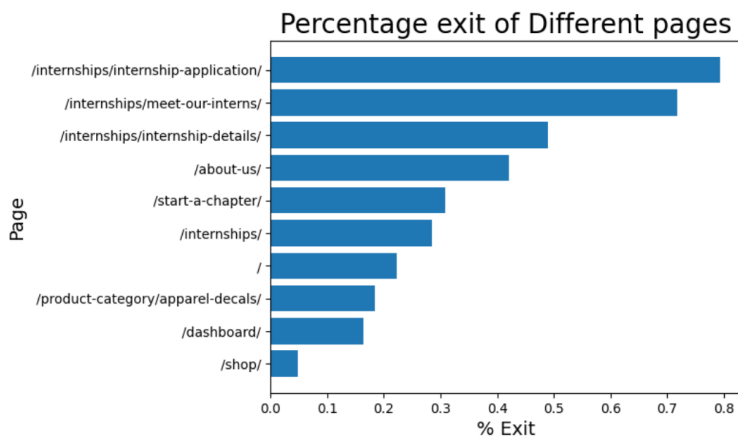
Pageviews of Different pages
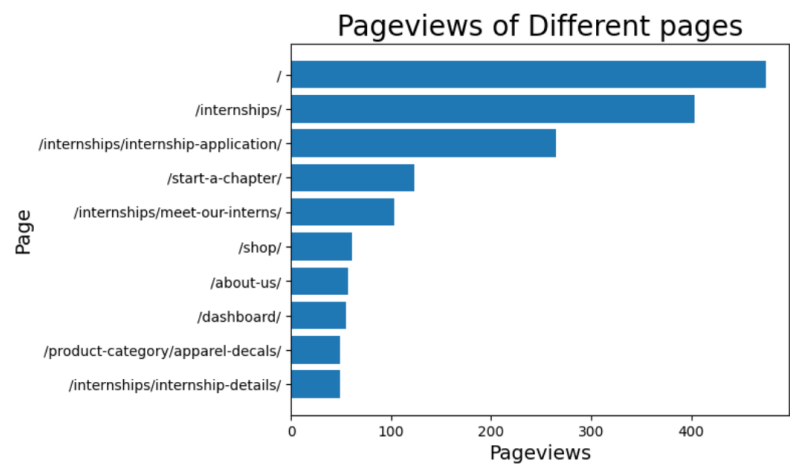
The provided chart portrays the prevailing pattern of customer engagement on our website, with a significant emphasis on page views related to internships. In particular, the data indicates that the volume of individuals accessing internship-related pages is four times higher than those viewing pages associated with anything else.
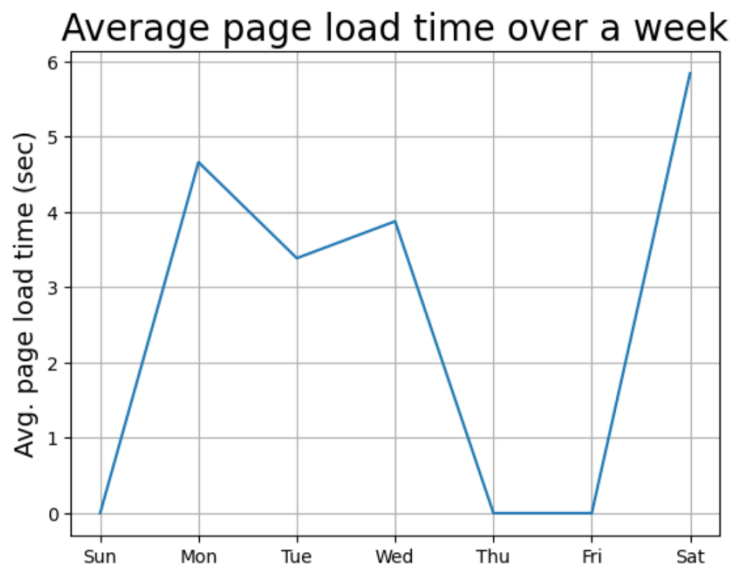
Load Time

Average page load time of Different pages
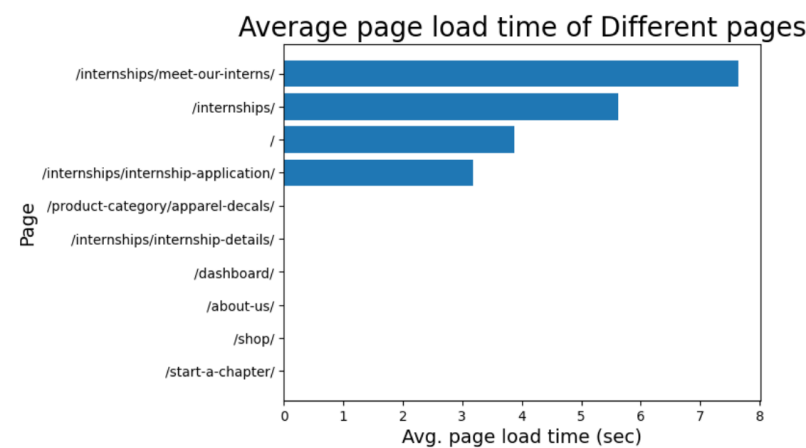
This week, only internship related content pages were visited.

Exits

Percentage exit of Different pages

Bounce rate of Different 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.

Average page load time over a week

The provided chart depicts the user page load time fluctuations observed from May 7 to May 13. Notably, a decline in load time is evident on Thursday and Friday, followed by a gradual upward trend that reaches its pinnacle towards the conclusion of Saturday.

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

Conclusion

The data collected from Google Analytics has provided valuable insights into the behavior and engagement of the website audience during the week of May 7th to May 14th, 2023. By analyzing the data, we have identified important trends and patterns that reveal information about user acquisition, behavior, and conversion. These insights help us understand the audience segments that are more likely to make purchases within their respective categories. Visualizing the data through charts and graphs allows us to effectively present the story the data tells, highlighting actionable information for decision-making and strategic planning. This data analysis has provided valuable insights into the site's performance and audience preferences, guiding future marketing and conversion optimization efforts.

Based on the analysis, it is evident that NSTEM should continue to prioritize and invest in its

internship program. The data consistently indicates a significant level of interest and active involvement from users in relation to internships, surpassing engagement with other sections of the website. With a consistent increase in user count, it is important for NSTEM to maintain its current approach. The analysis also revealed Handshake as the primary source driving user traffic, suggesting further investigation into other factors contributing to this increase.

To improve the website, NSTEM should consider enhancing and expanding its internship program, actively promoting internship opportunities through various channels, improving the design and content of internship pages, gathering user feedback, and tracking conversion metrics. These recommendations aim to capitalize on the high interest in internships, provide a seamless user experience, and make data-driven decisions for improvement.

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

https://www.kaggle.com/code/shauntingck/pagetiming