

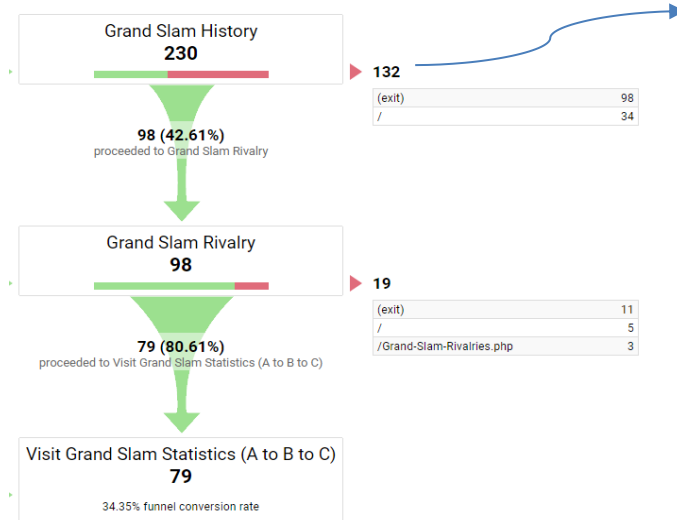
WEB ANALYTICS MBA 590 PROJECT REPORT

SUMMARY

| | |
|------------------|---|
| Site Name | Grandslamtennis |
| Site Address URL | https://sibi-grandslamtennis.yolasite.com/ |
| Account Name | Sibi Senthur MBA590 |
| Tracking ID | UA-109516560-1 |
| GA Property | https://sibi-grandslamtennis.yolasite.com/ |
| Account ID | 109516560 |

An online presence is indispensable for businesses and non-profits of all sizes. Web Analytics provides lots of useful data which helps analyse customer behaviour across sites, correlation of customers and purchases over time, help businesses quickly identify site errors and finally measure result of system changes. Google Analytics (GA) is a Web Analytics service offered by Google to track website activity and report website traffic. The website <https://sibi-grandslamtennis.yolasite.com/> designed as part of the Web Analytics Course Work has Google Analytics sophistications incorporated which lets website owners track User path across sites, goals conversions and real-time events happening across the site. Home page contains a detailed information on the History of Grand Slam tennis which contains a tracked External Hyperlink as an event, the second page contains information on famous rivalries and other extraneous features such as Videos of famous rivalries, a document on famous rivalries and Internal hyperlink to third page of the website which forms a part of my tracked events and Goal Conversion funnel. Goals have been broadly categorized to include destination type URLs, tracked events, Page visits, time a user spends on the site. Destination Goals have been set up including Funnels to include page visits across the site. **(Funnel A to B to C)** keeps track of customers who start from the History page (A), traversed to the second page (Grand Slam Rivalries) (B) and then the destination page (Grand Slam statistics) (C). **Funnel Visualization report (FV)** will show percentage of customers who continue and exit at each page. The three-step funnel indicates that 58% of the 230 customers exit at the Home page and more than 80.61 % of the customers have taken it to the third page after visiting the second page. Event goals have been set up to track number of file downloads, video play and form submissions. Two and three-page visits have been set up to track site visitors who visited more one page of the website. Besides setting up goals, GA helps track diversity of visitors to the site, number of new visitor's vs number of return visits, channels and the medium (mobile, web, tablet) through which site visitors reach my site.

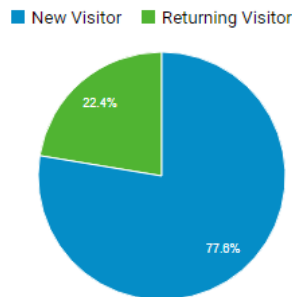
THREE STEP FUNNEL SEQUENCE



We infer that 132 customers exit after the first page, and 19 customers exit after visiting the second page. Only, 79 Customers from the initial 230 customers complete the goal conversion step.

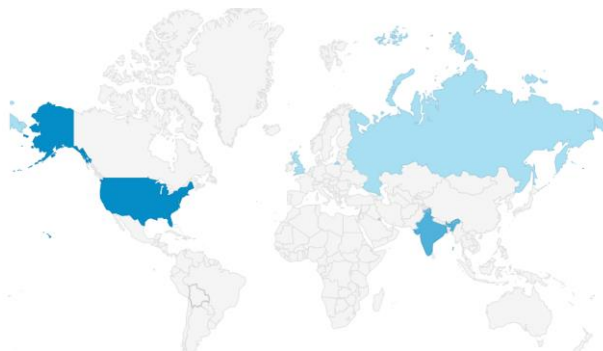
USER ANALYSIS

RETURN VISITS VS NEW VISITS



Out of 344 user sessions, **77.6 % (267)** of the sessions were new visitor sessions, 22.4 % (77) of the sessions were returning visitor sessions. The percentage of single-page sessions in which there is no interactions with the page would be 54.94 % Pageviews are comparatively higher 1,331 which is the total number of pages viewed where repeat views of a single page are also counted.

GEOGRAPHY OF VISTORS



Geography of visitors helps us in understanding the reach of our website globally. From the distribution we could infer that United States had a higher number of visitor sessions (219 sessions in all) followed by India (120 Sessions) and minuscule proposition of visits from Russia, UK and Kuwait. One of the major reasons the site did not spread to other countries could be the potential popularity of the sport in countries like Africa; A global sport like a Soccer with much more Global audience would have attracted a far more visitors spread across the geography.

DEVICE SPREAD OF USERS

| | 344 % of Total: 100.00% (344) | 77.62% Avg for View: 77.33% (0.38%) | 267 % of Total: 100.38% (266) | 54.94% Avg for View: 54.94% (0.00%) | 3.87 Avg for View: 3.87 (0.00%) | 00:03:10 Avg for View: 00:03:10 (0.00%) |
|------------|-------------------------------------|---|-------------------------------------|---|---------------------------------------|---|
| 1. mobile | 177 (51.45%) | 73.45% | 130 (48.69%) | 59.32% | 2.35 | 00:01:39 |
| 2. desktop | 158 (45.93%) | 81.01% | 128 (47.94%) | 48.73% | 5.73 | 00:04:59 |
| 3. tablet | 9 (2.62%) | 100.00% | 9 (3.37%) | 77.78% | 1.11 | 00:00:54 |

From the device spread we could infer that there was an equal spread of visitors to the site across the mobile and the desktop channel. Given the popularity of the medium, it was expected that these channels would dominate the medium of device categories.

CHANNEL SPREAD OF USERS

| <input type="checkbox"/> | Default Channel Grouping | Acquisition | | | Behavior | | |
|--------------------------|--------------------------|-------------------------------------|---|-------------------------------------|---|---------------------------------------|---|
| | | Sessions ? ↓ | % New Sessions ? | New Users ? | Bounce Rate ? | Pages / Session ? | Avg. Session Duration ? |
| | | 344 % of Total: 100.00% (344) | 77.62% Avg for View: 77.33% (0.38%) | 267 % of Total: 100.38% (266) | 54.94% Avg for View: 54.94% (0.00%) | 3.87 Avg for View: 3.87 (0.00%) | 00:03:10 Avg for View: 00:03:10 (0.00%) |
| <input type="checkbox"/> | 1. Direct | 309 (89.83%) | 80.91% | 250 (93.63%) | 59.55% | 3.18 | 00:02:17 |
| <input type="checkbox"/> | 2. Organic Search | 18 (5.23%) | 77.78% | 14 (5.24%) | 5.56% | 5.67 | 00:00:51 |
| <input type="checkbox"/> | 3. Social | 11 (3.20%) | 9.09% | 1 (0.37%) | 27.27% | 4.36 | 00:07:04 |
| <input type="checkbox"/> | 4. Referral | 6 (1.74%) | 33.33% | 2 (0.75%) | 16.67% | 33.00 | 00:47:59 |

From the Direct channel grouping, we infer that 309 of our site visitors (**89.83 %**) with the specified time frame have reached our site through direct medium (Either by entering the sites URL or through bookmarks from user's favourite site entry). This is an indication of the popularity of the site as more visitors visit our site directly. People also visit the site through Search engines (Organic Search) and through other referrals (Facebook or link from other sites) which constitutes around 5 percent.

Assigning Monetary Value Calculations

Monetary value calculations include the value each customer brings to the company through their actions within the website such as completing the Funnel steps (Essentially visiting the checkout page), Video watching, File Downloads or visiting individual pages. Our monetary value calculation is based on the (\$) Dollar value assigned to each customer action. We have been assigned \$3 for completing a three-step funnel completion, \$5 for completing a file download, \$2 for a video watching event and so on. Also, we have been assigned a monetization rate of \$1 per user visit (new or repeat) and \$1 per unique visitor.

MONTH #1 FORECAST

| Goals | New Visits | Repeat Visits | Total Goal Conversions | Monetization Value (\$) | Total Value (\$) |
|-----------------------|------------|---------------|------------------------|-------------------------|------------------|
| Per Visits | 267 | 77 | 344 | 1 | 344 |
| Per Unique Visits | 267 | - | 267 | 1 | 267 |
| Page Views | 875 | 454 | 1329 | 0.2 | 266 |
| Event: File Download | 43 | 10 | 53 | 5 | 265 |
| Event: Video Watching | 33 | 8 | 41 | 2 | 82 |
| Three Step Funnel | 57 | 22 | 79 | 3 | 237 |
| Total Monetary Value | | | | | 1,461 |

Total monetary value from the goal steps considering above would be approximating to \$1,461

From table (1), we inferred total monetary value for user visits from November 11 – Decemeber 10 of 2017 would be \$1,461. In subsequent columns we forecast, user visits and their corresponding impact on goals. We perform forecasting by assuming that same number of new visitors arrive each month and half the existing repeat visitors lost each month.

The evaluation (Projections) for subsequent months can be done using the formula,

Forecast for subsequent (Second) month will be given by, $r2 \rightarrow (0.5) * [r1 + n1(1 - b(n1))]$ | $n2 = (1.1) * n1$

The variables defined as follows, $n1 \rightarrow$ new visitors, first month | $r1 \rightarrow$ repeat visitors, first month | $b(x) \rightarrow$ bounce rate for visitor group (x) | $V(x) \rightarrow$ monetized Value of visitor group x

Bounce Rate $b(x) \rightarrow 0.2751$ | $n2 = (1.1) * n1$ #($n2 \rightarrow$ Number of new visitors second month)

MONTH #2 FORECAST

Monthly #2 forecast is performed assuming a 10% increase in New Visits, keep the Monetization value for each goal realizations the same. The total monetization value realized for each goal would be summed to obtain the net forecasted monetization value.

For Example, Repeat Visits for Per Visits would be applying the formula given →

$R2 \rightarrow (0.5) * [77 + 267 * (1 - 0.2751)] \rightarrow 135$ visits, we iterate the process to include all the repeat visits for corresponding goal conversions and finally we associate them with the given monetization value to get the Total value realized for each goal.

| Goals | New Visits | Repeat Visits | Total Goal Conversions | Monetization Value (\$) | Total Value (\$) |
|-----------------------|------------|---------------|------------------------|-------------------------|------------------|
| Per Visits | 294 | 135 | 429 | 1 | 429 |
| Per Unique Visits | 294 | - | 294 | 1 | 294 |
| Page Views | 963 | 544 | 1507 | 0.2 | 301 |
| Event: File Download | 47 | 21 | 68 | 5 | 340 |
| Event: Video Watching | 36 | 16 | 52 | 2 | 104 |
| Three Step Funnel | 63 | 32 | 95 | 3 | 285 |
| Total Monetary Value | | | | | 1,753 |

Based on our month #2 forecast, our total monetization value realised from our website would be \$1753, which is an increase of 20 % from #Month 1. Also, the increase in repeat visits percentage is not so appreciable and hence the contents of the website should be tailored to invoke more return visits. From the event goals considered, we understand that file downloads contribute the most to the value contribution (\$340) as each file download is projected for \$5 per user download.

MONTH #3 FORECAST

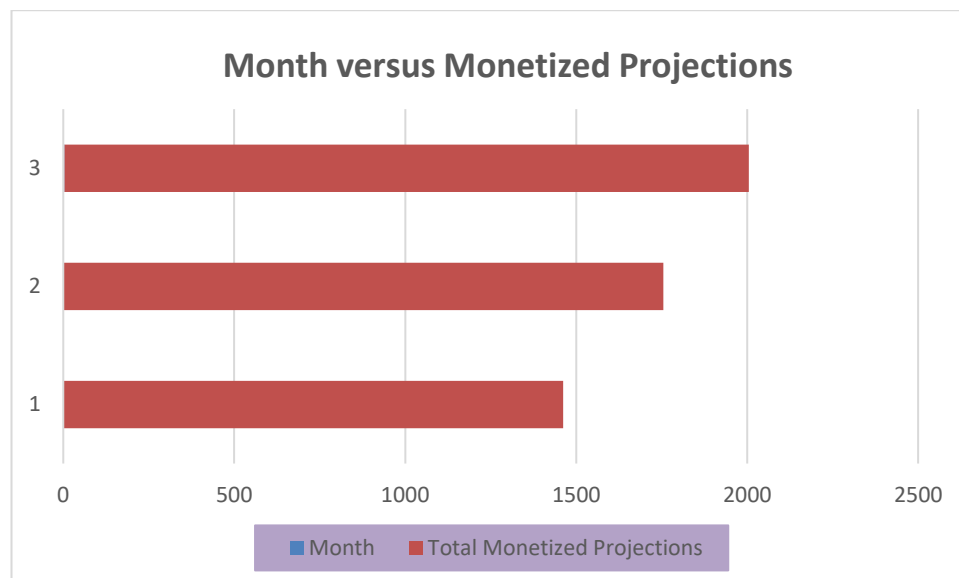
Month #3 forecast is calculated in similar way compared to Month #2, where number of new visits (n_3) is assumed to take an increase of (10 %) from (n_2). The return visits (r_2) for month 3 would be calculated from month #2 figures assuming the same monetization value for each goal realized.

Forecast for subsequent (Second) month will be given by, $r_3 \rightarrow (0.5) * [r_2 + n_2(1 - b(n_2))]$ | $n_3 = (1.1) * n_2$. Note that we would be using r_2 and n_2 values calculated for second month in our third month projections.

| Goals | New Visits | Repeat Visits | Total Goal Conversions | Monetization Value (\$) | Total Value (\$) |
|------------------------------|------------|---------------|------------------------|-------------------------|------------------|
| Per Visits | 323 | 174 | 497 | 1 | 497 |
| Per Unique Visits | 323 | -- | 323 | 1 | 323 |
| Page Views | 1058 | 621 | 1679 | 0.2 | 336 |
| Event: File Download | 52 | 28 | 80 | 5 | 400 |
| Event: Video Watching | 40 | 21 | 61 | 2 | 122 |
| Three Step Funnel | 69 | 39 | 108 | 3 | 324 |
| Total Monetary Value | | | | | 2,002 |

From month #3 projections we infer a 14 % increase in monetized value for the goals realized compared to month #2, keeping the monetization value constant for each month.

MONTHLY MOENTIZED PROJECTIONS



The x-axis here shows the monetary projections with the maximum projection realized for month #3. Also, y-axis corresponds to the month where we realize such values. Overall, we observed around 20% increase from month #1 to month #2 and 14.5% increase from month #2 and month #3. However, we need to improve our site, to bring in more visitors in the future so to realize maximum value for user actions.

NEW VISITS VS REPEAT VISITS ACROSS MONTHS

| Month | New Visits | Repeat Visits |
|-------|------------|---------------|
| #1 | 267 | 77 |
| #2 | 294 | 138 |
| #3 | 323 | 174 |

The above statistics shows that new visits and repeat visits are increasing steadily over the course of each month. However, we need to increase the count of New visitors if we must realize new file downloads, Video watching events as they bear the highest monetary value and the probability of a repeat user downloading the same file and watching the video is very low.

CONCLUSION AND INFERENCE

For an informational website like <https://sibi-grandslamtennis.yolasite.com/>, the actual metrics in terms of number of new visits and repeat visits and the monetized value seem be fairly on the average side. However, in the future primary goals would be to keep the visitor on the site for longer periods of time, build relationship, seek information and orient the site design such that the user spends maximum time in the last page to avoid bounce rate in the future.