# Experiment 2 : Web Analytics

| Name of Student | Sneha Patra |
|---|---|
| Class Roll No | D15A_40 |
| D.O.P. | 06/02/2025 |
| D.O.S. | 20/02/2025 |
| Sign and Grade | |

**AIM :** To study a Web Analytics Tool

**OVERVIEW OF TASKS PERFORMED:**
In this experiment, we studied a web analytics tool, specifically Google Analytics, to analyze user behavior on the GoGreen website. We examined user demographics, event tracking, page traffic analysis, traffic sources, and recent user activity over the past seven days. These insights help in understanding audience engagement, improving website performance, and optimizing marketing strategies. The collected data allows for data-driven decision-making to enhance user experience and increase conversions.
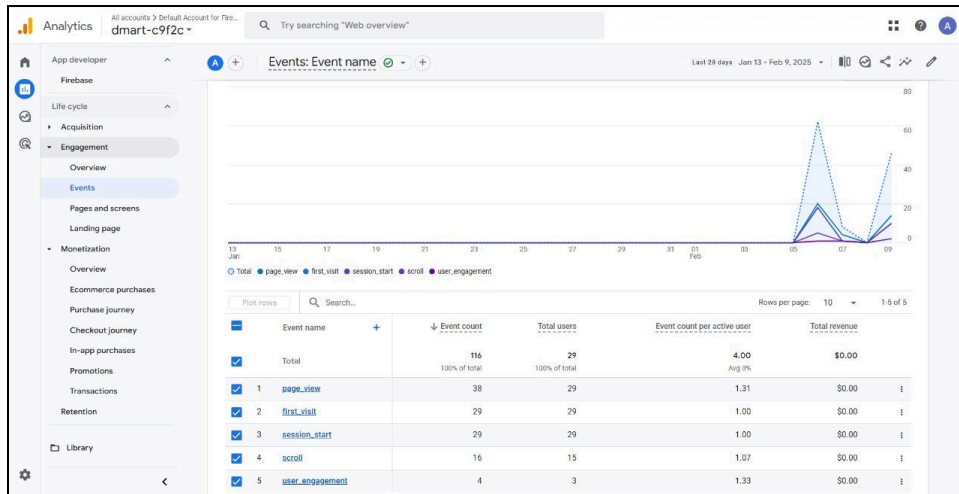
**Link to website:** **https://gogreen-app.vercel.app/**

**Output:**

1. **User Demographics:** Displays geographic, age, gender, and interest data to understand the audience better.
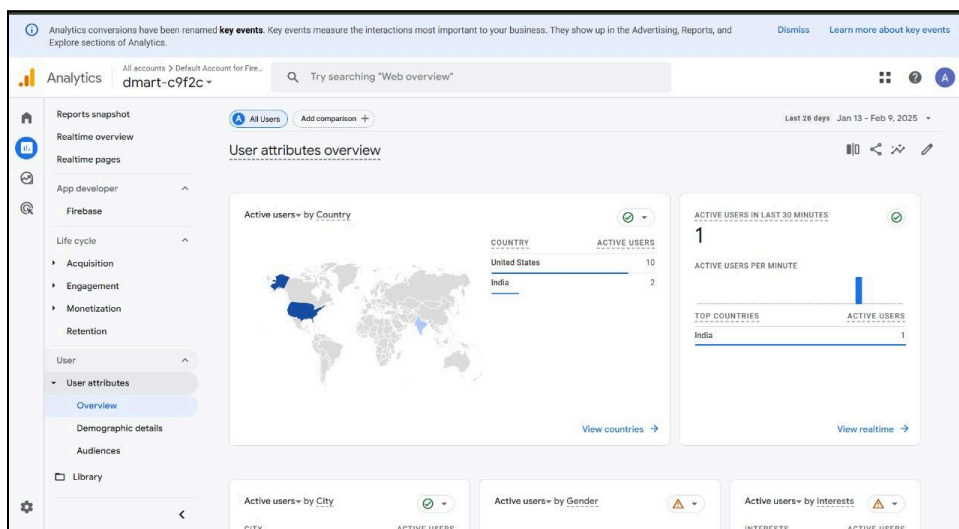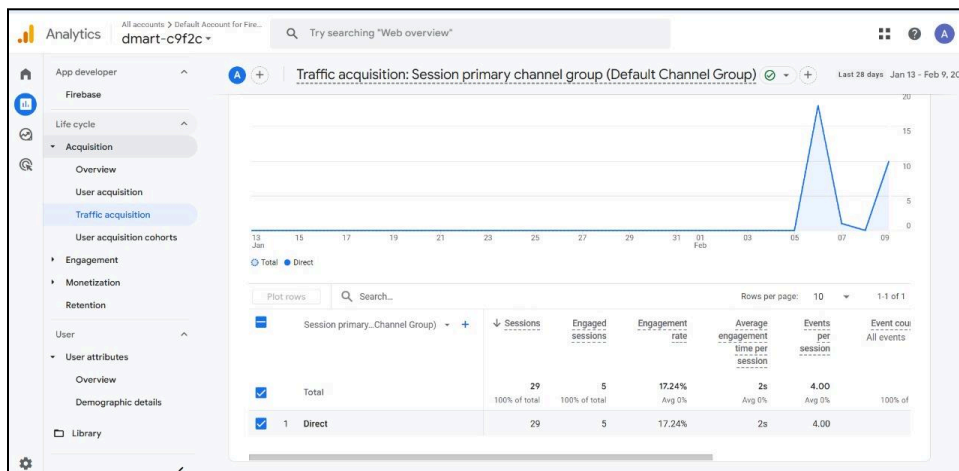


2. **Event Tracking:** Monitors user interactions like page views, button clicks, and scroll events on the site

3. **Page Traffic Analysis:** Shows the performance of individual pages, including views, unique visitors, and average time spent..
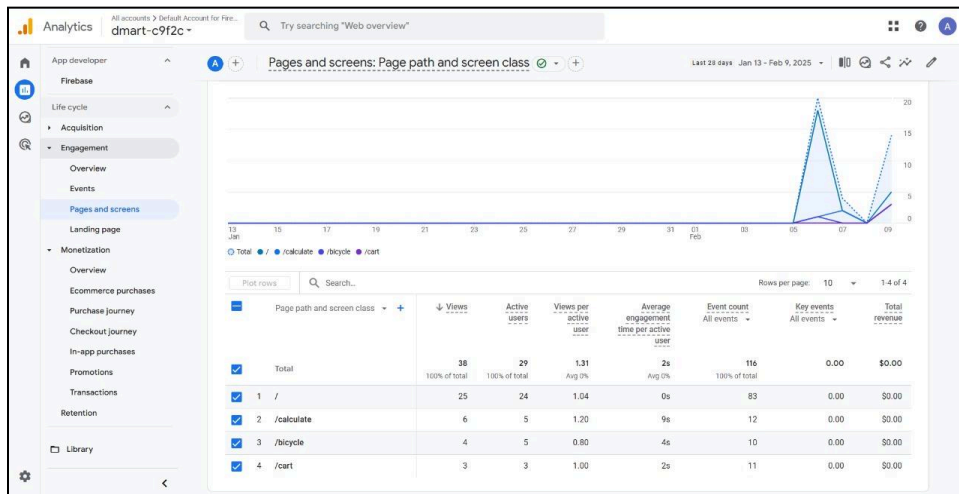


4. **Traffic Sources:** Reveals how visitors find the site, including direct, referral, organic search, and social media traffic.

5. **User Activity (Past 7 Days):** Tracks recent user engagement, including sessions, average engagement time, and total events performed.
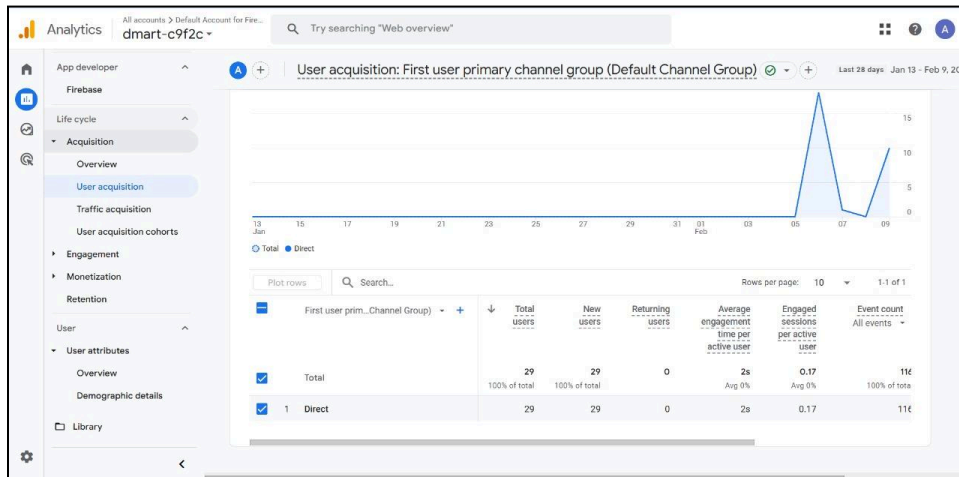


These detailed insights from Google Analytics can help you optimize your website, improve user experience, and refine marketing strategies effectively.

## CONCLUSION :

Google Analytics provides valuable insights into user behavior, website performance, and marketing effectiveness. By analyzing data on user demographics, traffic sources, event tracking, and engagement metrics, businesses can make data-driven decisions to enhance their online presence. Regular monitoring and adjustment of strategies based on analytics can significantly improve user experience, increase conversions, and drive business growth.