

Web Analytics and BI

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Gathering and analyzing data from websites and mobile applications to gain insights into user behavior and optimize business strategies. Here's a breakdown of the key components:

1.Web Analytics: Web analytics involves collecting data from websites and mobile apps to understand how users interact with digital platforms. It provides valuable information about user demographics, location, pages visited, session duration, and more. Web analytics tools like Google Analytics are commonly used to track and analyze this data.

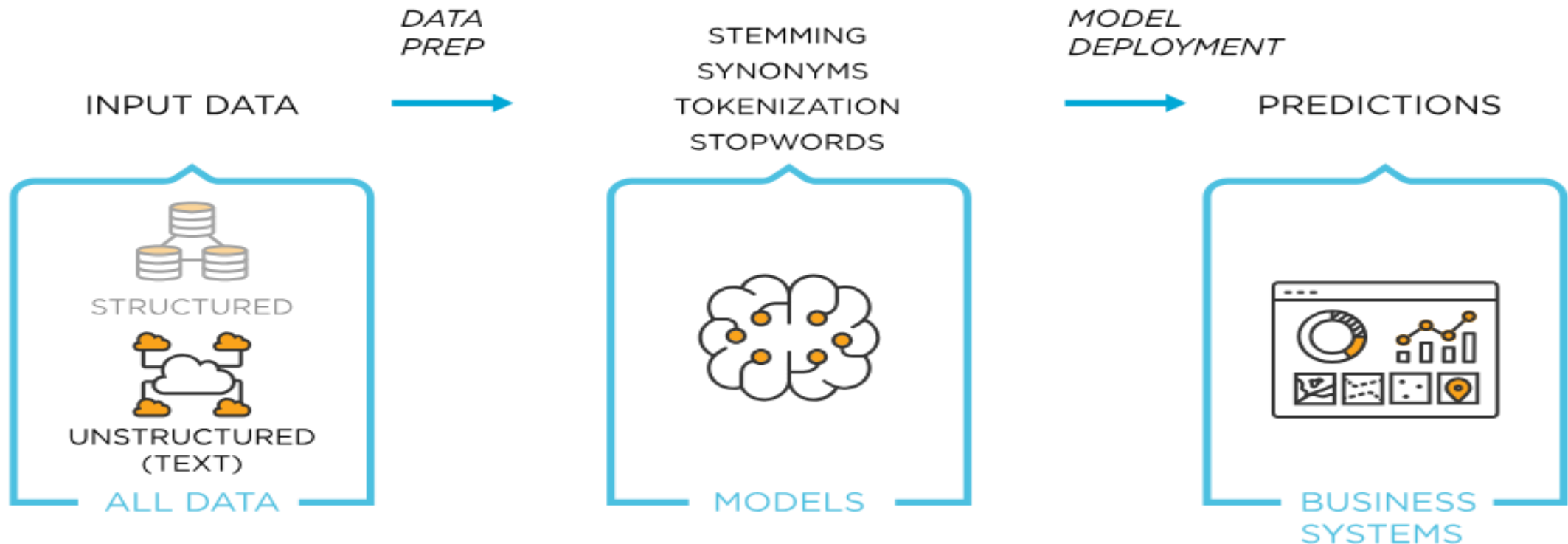
2.Business Intelligence (BI): Business Intelligence is the process of transforming raw data into actionable insights to support decision-making. It encompasses various techniques, tools, and technologies to analyze data comprehensively and make informed business decisions.

As you know, the increasing use of smartphones and mobile apps will help us to understand user behavior and nowadays mobile devices are crucial for businesses.

Text Analytics

Text analytics, also known as text mining or natural language processing (NLP), involves extracting insights from unstructured text data. It can be used to analyze customer reviews, social media comments, chatbot interactions, and other text-based data sources. Text analytics helps businesses understand customer sentiments, trends, and opinions.

How Text Analytics Work



Sentiment Analytics

Sentiment analysis is a subset of text analytics. It involves determining the emotional tone or sentiment expressed in text data. Businesses use sentiment analytics to gauge customer satisfaction, identify potential issues, and respond to customer feedback effectively.

How Sentiment Analytics Works



Click Analytics

Click Analytics is a subset of web analytics that focuses on tracking and analyzing user interactions with digital content, particularly clicks. It involves monitoring and interpreting user clicks on various elements within a website or application. Click analytics provides valuable insights into user behavior, helping businesses optimize their online presence and improve user experience.

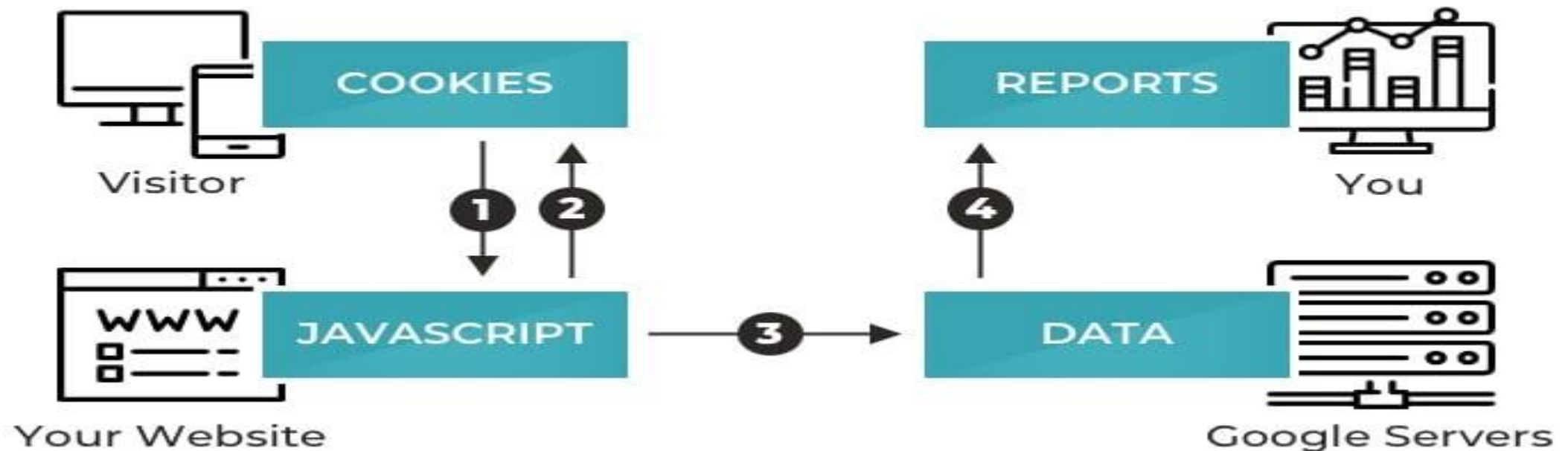
How Click Analytics Works



Google Analytics

Google Analytics is a powerful web analytics service offered by Google that provides detailed statistics and insights about website and app traffic, user behavior, and interactions. It is one of the most widely used web analytics tools globally and is especially popular among website owners, marketers, and businesses

How Google Analytics works



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Thank You