



# DE2 Group Project:

## CodeClan website navigation analytics

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# Agenda

1. Project Approach
2. Dashboard Demo
3. Insights
4. Lessons Learned

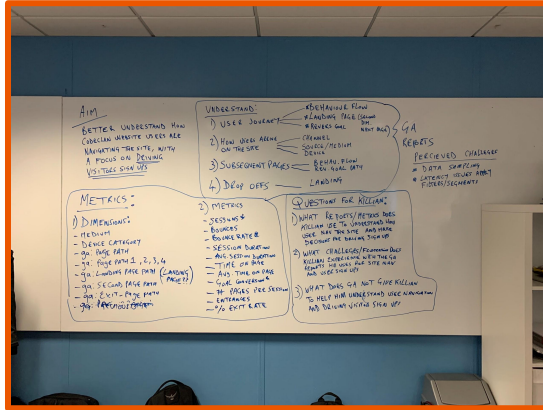


## Project brief

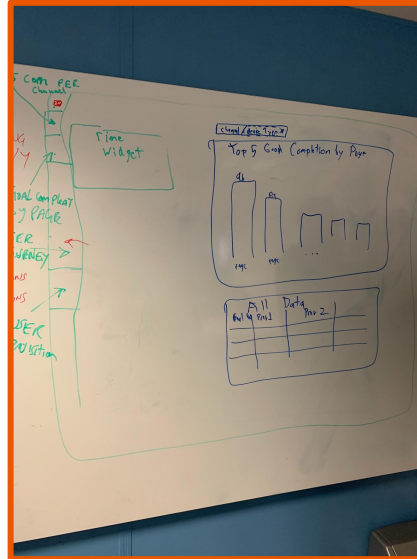
*“Better understand how CodeClan’s website users are navigating the CodeClan website, with a focus on driving visitors to sign up for events and information sessions.”*

# Project approach

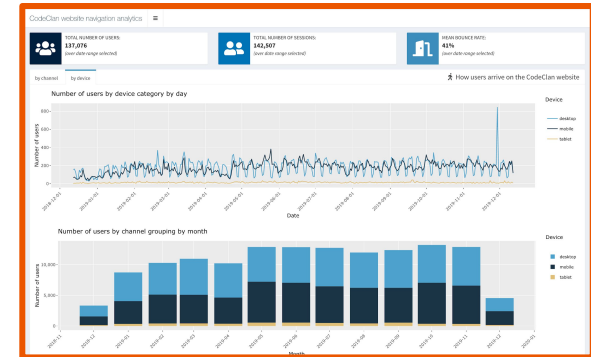
## Project Planning



## Dashboard Design



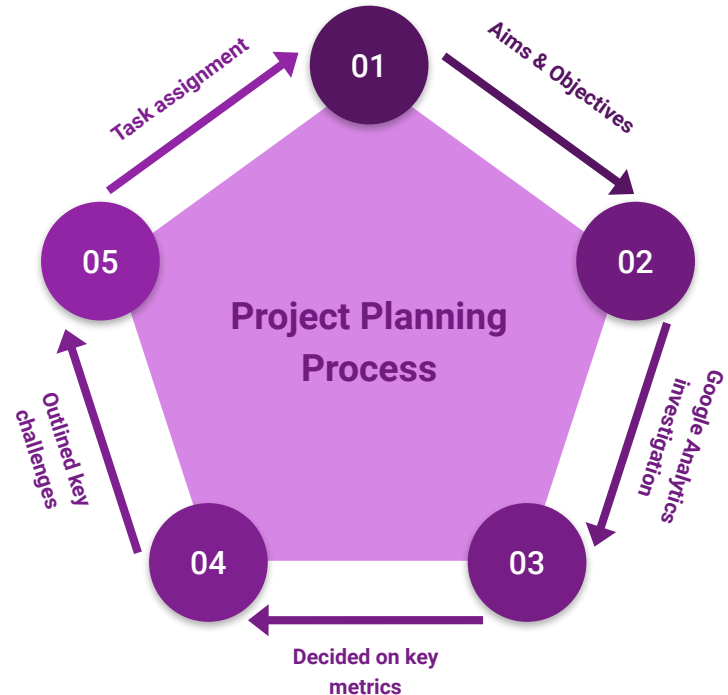
## Consolidation



# Project Planning

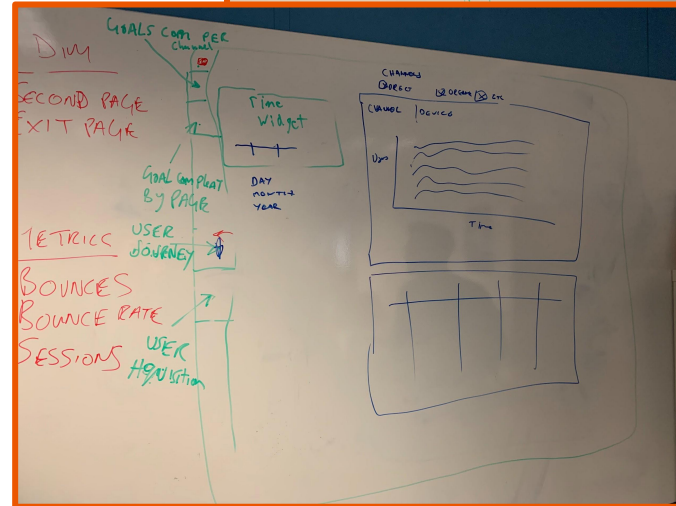
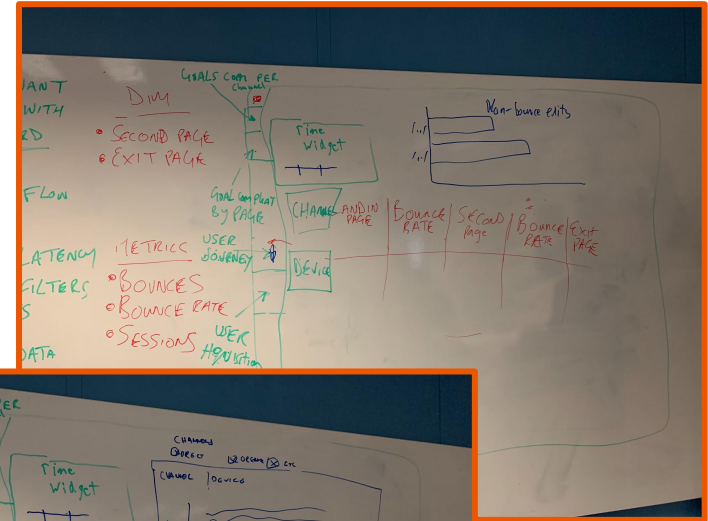
Our dashboard would solve:

1. Streamlining the reports/metrics Killian uses into a single workflow
2. Reduce latency time when applying filters and segments
3. Minimise data sampling



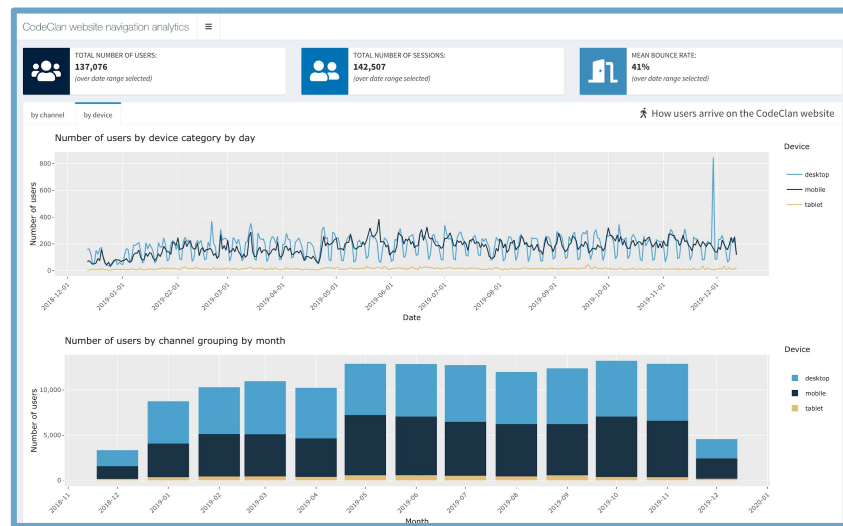
# Design & functionality

- Shiny Dashboard
- Multiple dashboard pages
- Interactive charts and tables
- Additional design aesthetics
- Codeclan colour palette
- Core metrics & dimensions pulled in one big API call
- Data cleaning done straight after API call
- Team would manipulate main data set for their own visualisations



# Consolidation

- Each team member created a branch for their individual dashboard
- Once complete, each team member would merge their dashboard into master repo
- Tested functionality of master dashboard as a team and fixed any bugs



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# Demo



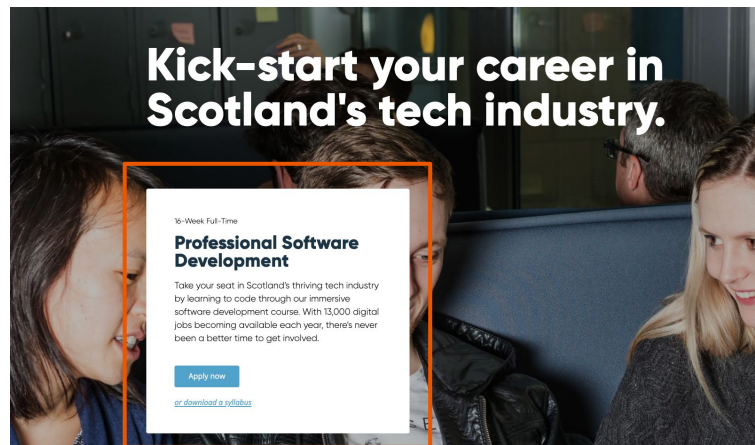
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# Insights


# Main conversion is not visible to users

*Users to the PSD course page have to scroll to the bottom of the page to find the link to apply for the next opening evening.*

*There is no opening evening call to action on the data analyst course page*




**Learn the essential skills you need to start a career in digital.**



**Build relevant skills**


Our curriculum is designed by industry experts and is delivered in a hands-on immersive style. We're continually evolving our course to match the skill needs of employers across Scotland.



**Develop your technical portfolio**

Impress employers with a portfolio of web application projects. Put your technical skills into practice using the languages, tools and methodologies learnt throughout the course.

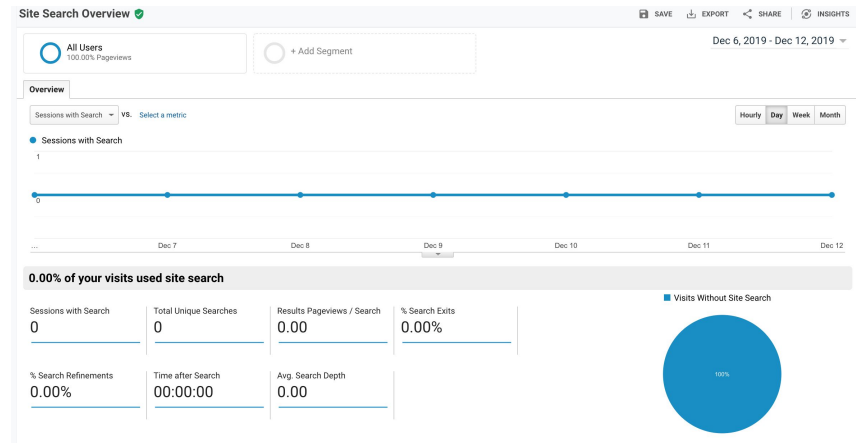
channel	device	entry_page	second_page_path	sessions	bounces	exits	goal clicks (ed)	goal clicks (gla)
direct	desktop	/	/courses/professional-software-development/	277	0	277	1	1
direct	desktop	/	/courses/	244	0	244	3	0
direct	desktop	/	/	140	0	140	0	0
direct	desktop	/	/about-us/our-team/	137	0	137	0	0
direct	desktop	/	/data-analysis-announcement/	128	0	128	2	0



# No site search data being tracked in GA

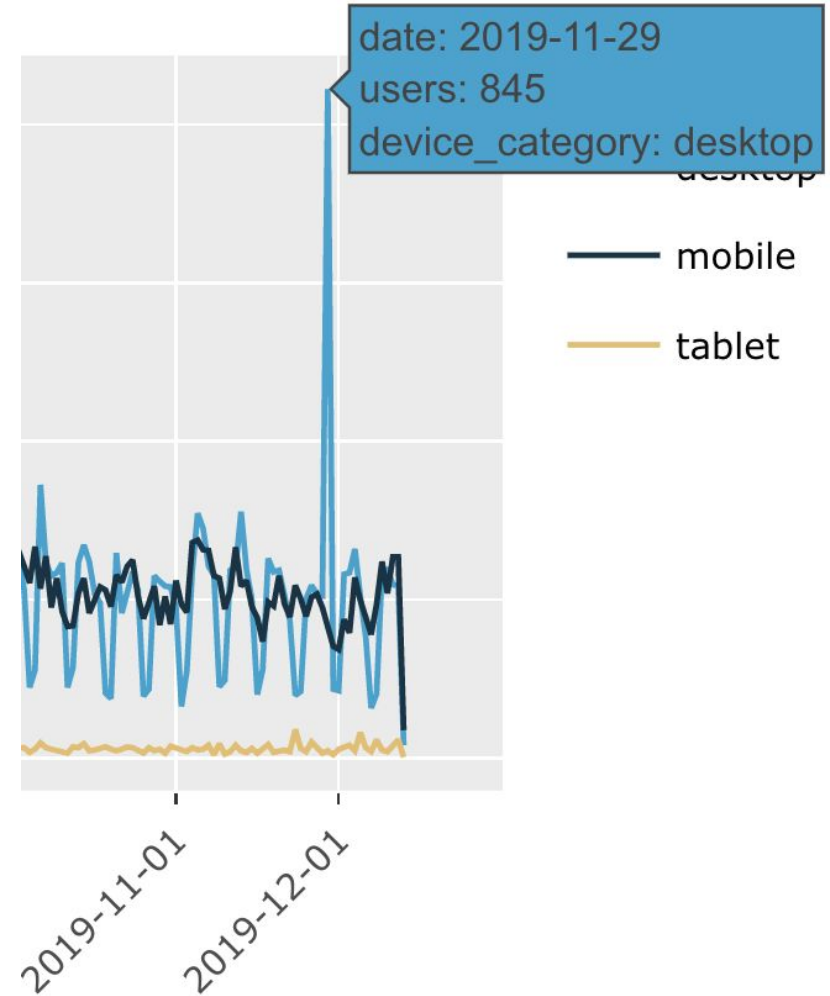
*As far as we could see there is no site search feature on the site and this data is not being tracked in GA.*

*To help drive more goal conversions, site search statistics can provide you with insights to the many paths users take when on the site.*



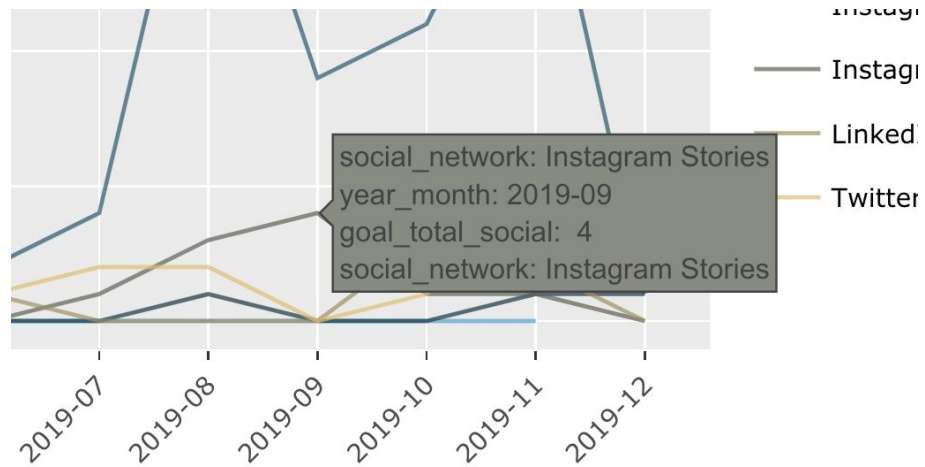
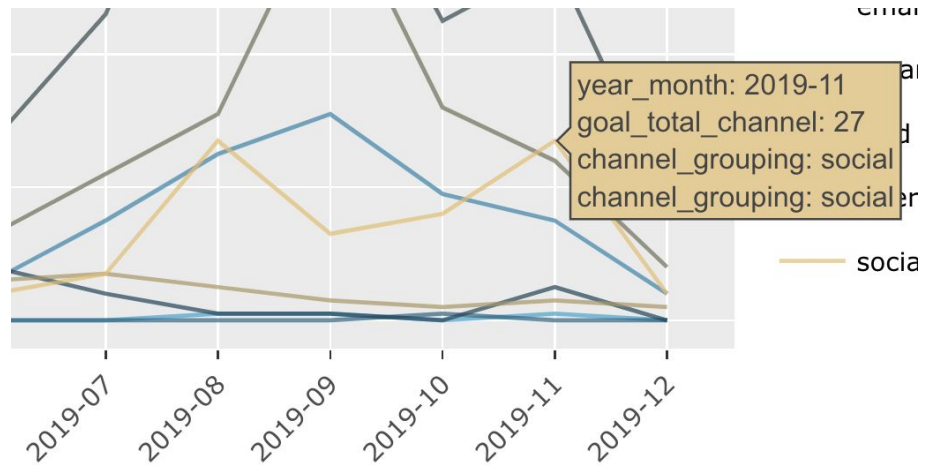
## Site Arrivals

- Overall Increase over past year
- Organic searches account for the largest proportion of users to the site
- Slight increase in mobile visits over past year
- Black Friday event on 29 Nov accounts for spike in users on that day - all were 'direct' using 'desktops'



# Goal Completions

- In November, Social picked up to beat paid and direct
- Instagram Stories spike in September



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# Lessons Learned



## Lessons learned

1. More frequent team discussions to share solutions to particular problems
2. Surprising how much time is spent on the little things

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# Questions?



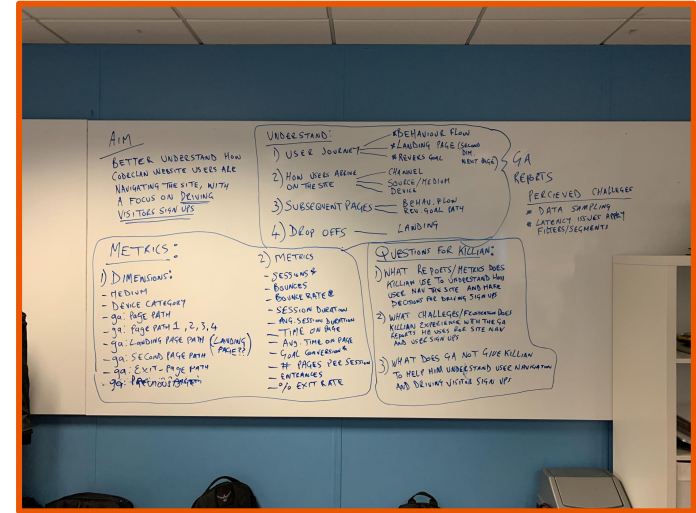


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# Appendix

# Project approach

- Initial planning discussions were crucial and very helpful
- Agreed and documented a plan and allocated tasks
- Discussed data access requirements agreeing dimensions and metrics at the start
- Sorted out data access and data cleaning early
- Spent time manipulating data and generating plots before designing dashboard
- Used whiteboard to plan initial dashboard layout
- Met regularly to take stock of progress







# Future enhancements

- General enhancements:
  - Write README file
  - Data synthesis
  - Scope to build in date picker to additional sections of the app
- User Journey section:
  - Interactive date picker
- Goal completion by page section:
  - Spend more time investigating and filtering the pages and previous pages
  - Fix the colour palette so that categories match across graphs
- Goal completion by channel section:
  - Easier UI for smaller date ranges
  - Auto-select summarise by month, week, day by date range
- How users arrive on website section:
  - Tables to compliment the plots
  - Additional variables such as average time on page, number of sessions etc