

WEB ANALYTICS DASHBOARD

The dashboard includes breakdowns of the web traffic by source, channel, location, device and even gender. Additionally, use it to check out the most viewed pages on your website and track other critical metrics like bounce rate and conversion rate. With the drop-down menus at the top, you can quickly segment data by channel, device, user type, campaign and even the keyword they used when accessing your page.

The key performance indicators (KPIs) that stand out as the most important metrics:

% New (Acquisition): This metric indicates the percentage of new visitors to the website. It is important to track this KPI as it shows how effective the website is in attracting new visitors.

Bounce Rate (Behaviour): This metric measures the percentage of visitors who leave the website after only viewing one page. A high bounce rate can indicate that the website content is not relevant or engaging enough, and may need improvement.

Sessions (Behaviour): This metric counts the number of times visitors access the website. Tracking sessions can provide insights into user behaviour and engagement with the website.

Organic Sessions (Behaviour): This metric counts the number of times visitors access the website through organic search. This KPI is important for measuring the effectiveness of the website's search engine optimization (SEO) efforts.

Pageviews (Behaviour): This metric measures the total number of pages viewed by visitors on the website. Tracking pageviews can provide insights into the popularity of specific pages and content on the website.

Avg. Time on Page (Behaviour): This metric measures the average amount of time visitors spend on each page. A longer time on page can indicate that visitors are engaged with the content, while a shorter time may suggest that the content needs improvement.

Conversions (Behaviour/Outcome): This metric measures the number of visitors who take a desired action on the website, such as making a purchase or filling out a form. Tracking conversions is important for measuring the website's effectiveness in achieving its goals.

Conv_ Rate (Outcome): This metric measures the percentage of website visitors who convert. A high conversion rate indicates that the website is effective in persuading visitors to take the desired action.

Purchased (Outcome): This metric measures the number of purchases made on the website. Tracking this KPI can provide insights into the website's revenue generation and overall business performance.

Here are some insights on web traffic by location, channel, and device:

Web traffic by channel: Based on the data provided, the website's traffic is coming from a variety of channels, including direct, paid search, affiliates, display, and "other". It's important to track web traffic by channel to identify which channels are driving the most traffic to the website, and to adjust marketing efforts accordingly.

Web traffic by device: The website is receiving slightly more traffic from desktop devices (51.4%) than from mobile devices (48.6%). It's important to track web traffic by device to ensure that the website is optimized for both desktop and mobile users. This can include optimizing page load times, ensuring a responsive design, and providing a mobile-friendly user experience.

Overall, it's important to track web traffic metrics to gain insights into user behaviour and engagement on the website. This can help to identify areas for improvement and optimize the website for better performance.

"-16.5% web traffic from previous year but +3.8% from previous month" indicates that there has been a decline in web traffic over the past year, with a decrease of 16.5% compared to the same time period in the previous year. However, the website has experienced a slight increase in traffic over the past month, with a 3.8% increase compared to the previous month.

This data suggests that the website's traffic may be stabilizing or starting to recover after a period of decline. It's important to continue monitoring web traffic trends over time to identify whether this positive trend continues or if there are fluctuations in traffic patterns. Additionally, it may be helpful to investigate the reasons for the decline in traffic over the past year and identify strategies to improve traffic performance in the long term.

Top viewed pages:

/google+redesign/apparel
/google+redesign/apparel/mens
/google+redesign/shop+by+brand/youtube
/signin.html
/google+redesign/new
/store.html

Web traffic by gender:

Female: 13,733

Male : 16,855

Tracking the top viewed pages is important as it can provide insights into which pages are most popular and may indicate where visitors are spending their time on the website. This information can be used to improve the user experience and optimize content for better engagement.

Tracking web traffic by source/medium can help identify which marketing channels are driving traffic to the website. This data can be used to adjust marketing efforts and allocate resources to the most effective channels.

Tracking web traffic by gender can provide insights into the demographics of the website's audience, which can help inform marketing strategies and content development.

About the dataset:

The [Sample] Google Analytics Data V1.0 dataset is a sample dataset provided by Google that includes a subset of data collected by Google Analytics from a fictional e-commerce website. The purpose of this dataset is to provide a publicly available data source for users to practice and develop data analysis and visualization skills using real-world data.

The dataset includes various metrics related to website traffic, user behaviour, and conversion rates, as well as dimensions such as traffic source, device type, and location. Some of the metrics included in the dataset are sessions, pageviews, bounce rate, conversion rate, and revenue. The dimensions included in the dataset are traffic source/medium, device category, geographic location, and more.

The data is organized in a tabular format with each row representing a specific user session or activity on the website. The dataset includes data from a specific time period, and the data is anonymized to protect user privacy.

The [Sample] Google Analytics Data V1.0 dataset is commonly used as a learning resource for data analysts, data scientists, and other professionals who work with data. The dataset can be used to develop skills in data cleaning, data manipulation, data visualization, and other data analysis techniques. It can also be used to explore and test various statistical models and machine learning algorithms.

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