**WEBSITE DASHBOARD ANALYSIS**

**Explanation and Analysis of Each Metric**

**1. Month**

* **What it is**: The time dimension – typically used for trend analysis.
* **How to use it**:
  + Compare performance **month-over-month (MoM)**.
  + Identify **seasonal trends** or patterns (e.g., sales spike in December).
  + Use as a filter or slicer in dashboards for timeline-based insights.

**2. Session Duration (sec)**

* **What it is**: Average time a user spends on the website during a session, measured in seconds.
* **How to analyze**:
  + Longer durations usually indicate **engaged users**.
  + Sudden drops may suggest **UX or content relevance issues**.
  + Compare across **device types or countries** to find where engagement is high/low.
* **Benchmark**: Depends on your industry, but often **2–3 minutes (120–180 sec)** is a good average.

**3. Traffic Source**

* **What it is**: Indicates where visitors came from, such as:
  + **Organic** (search engines)
  + **Direct** (typed URL/bookmark)
  + **Referral** (from other websites)
  + **Social**, **Email**, **Paid**
* **How to analyze**:
  + Identify which sources drive **most traffic** and **highest conversions**.
  + Optimize underperforming channels.
  + Example: Organic traffic has high session duration and low bounce? ➝ Good SEO.

**4. Device Type**

* **What it is**: The platform used to access your website (Desktop, Mobile, Tablet).
* **How to analyze**:
  + Ensure your website is **responsive and optimized** for mobile if a large percentage comes from mobile.
  + Compare bounce rate and session duration across devices to **spot UX issues**.
  + Example: High bounce rate on mobile? ➝ Possibly slow mobile load time or poor layout.

**5. Browser**

* **What it is**: The web browser used (Chrome, Safari, Edge, Firefox, etc.).
* **How to analyze**:
  + Useful for **technical troubleshooting**.
  + Identify browsers with **poor performance** (e.g., high bounce or low conversions) — may need compatibility fixes.
  + Example: If Safari users bounce more, test the site on Safari for issues.

**6. Country**

* **What it is**: The user’s location (based on IP).
* **How to analyze**:
  + See where your **audience is coming from**.
  + Compare engagement and conversions by country to decide on **localization or regional marketing**.
  + Example: High traffic from India but low conversion? ➝ Maybe pricing, payment methods, or content relevance is an issue.

**7. Bounce Rate (%)**

* **What it is**: The % of visitors who leave after viewing only one page.
* **How to analyze**:
  + High bounce can mean:
    - Poor landing page design
    - Irrelevant content
    - Slow page load
  + Analyze by **traffic source**, **device**, and **browser** to identify where the bounce is worst.
* **Good Bounce Rate?**
  + 20–45% = Excellent
  + 50–70% = Normal
  + 70%+ = Needs improvement (depends on industry)

**8. Conversion**

* **What it is**: The number of users who completed a **goal** (purchase, signup, download, etc.).
* **How to analyze**:
  + Measure **marketing effectiveness** and **website performance**.
  + Analyze conversions by:
    - **Traffic source** ➝ Which channels convert best?
    - **Country** ➝ Where are your best customers?
    - **Device/browser** ➝ Are there tech-related conversion issues?
  + Calculate **Conversion Rate** if you also have session/user counts:

pgsql

CopyEdit

Conversion Rate = (Conversions / Total Sessions) × 100

**🧠 Tips for Effective Analysis**

| **Insight Goal** | **What to Look At** |
| --- | --- |
| **Low Engagement** | High bounce + low session duration |
| **High Performing Channel** | High conversions + low bounce + long session duration |
| **UX Issues** | Specific device/browser with high bounce and short session duration |
| **Market Potential** | High traffic countries with moderate conversion |
| **Conversion Optimization** | Traffic sources or months with rising or falling conversion trends |