Experiment 2 : Web Analytics

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Sign and Grade	

- **Title**: Web Analytics Tool Study
- **AIM:**

To study a Web Analytics Tool.

- **Theory**:

1. What is Web Analytics?

Web analytics is the process of collecting, analyzing, and interpreting data related to website traffic and user behavior. It helps businesses and website owners understand how visitors interact with their site, measure performance, and optimize content for better user experience and conversions.

2. Web Analytics Tools and Their Features:

There are several web analytics tools available, each with unique features. Some prominent ones include:

a. Google Analytics:

- Tracks website traffic and user behavior.
- Provides insights into audience demographics and interests.
- Supports real-time analytics.
- Offers goal tracking and conversion rate analysis.
- Integrates with Google Ads for campaign tracking.

b. Adobe Analytics:

- Advanced data segmentation and predictive analytics.
- AI-powered insights with Adobe Sensei.
- Customizable reports and dashboards.
- Multi-channel tracking (web, mobile, social media, etc.).
- Integration with Adobe Marketing Cloud.

c. Hotjar:

- Heatmaps to visualize user interactions.
- Session recordings to observe real user behavior.
- Surveys and feedback tools to collect user opinions.
- Conversion funnel analysis.
- Click and scroll tracking.

d. Matomo (formerly Piwik):

- Open-source web analytics platform.
- Provides full data ownership and privacy compliance.
- Customizable dashboards and reporting.
- Visitor tracking and behavior analysis.
- Supports A/B testing and heatmaps.

e. Crazy Egg:

- Heatmaps and scrollmaps to analyze user engagement.
- A/B testing for website optimization.
- Session recordings for user behavior tracking.
- Overlay reports for visual insights.
- Confetti reports to segment clicks by traffic source.

3. Why is it Important to Learn Web Analytics?

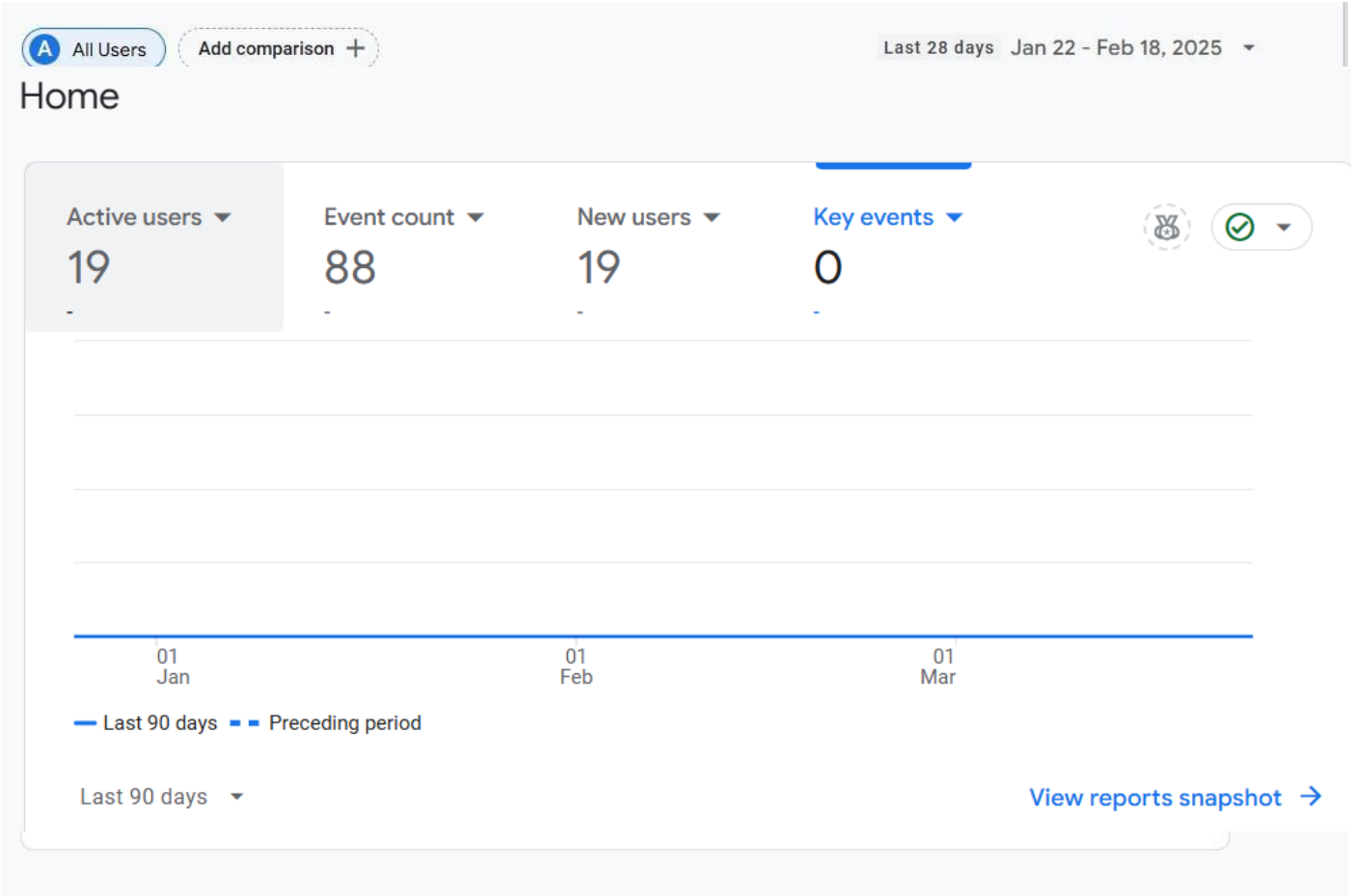
- Helps in understanding user behavior and preferences.
- Aids in improving website design and user experience.
- Enhances digital marketing strategies and ROI measurement.
- Assists in identifying and fixing website performance issues.
- Supports data-driven decision-making.

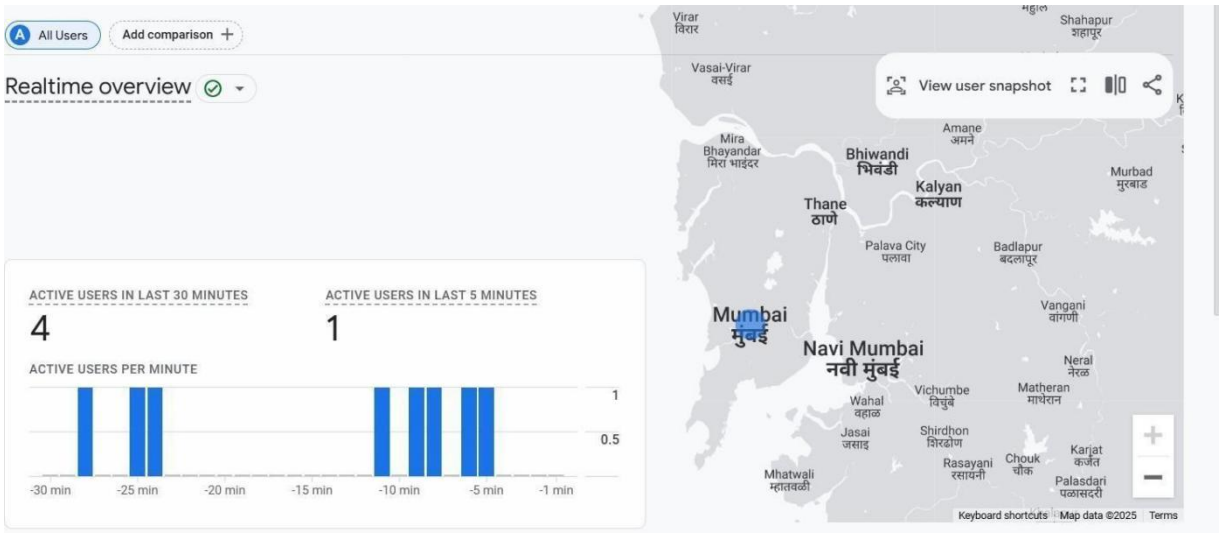
4. Key Performance Indicators (KPIs) for Your Website:

- Traffic Metrics: Total visits, unique visitors, page views.
- Engagement Metrics: Bounce rate, average session duration, pages per session.
- Conversion Metrics: Goal completion, conversion rate, revenue tracking.
- Acquisition Metrics: Traffic sources, referral websites, campaign performance.
- Technical Metrics: Site speed, mobile vs. desktop traffic, error reports.

❖ Output

Link :- https://bbp-ui.github.io/ip-pratical-3/





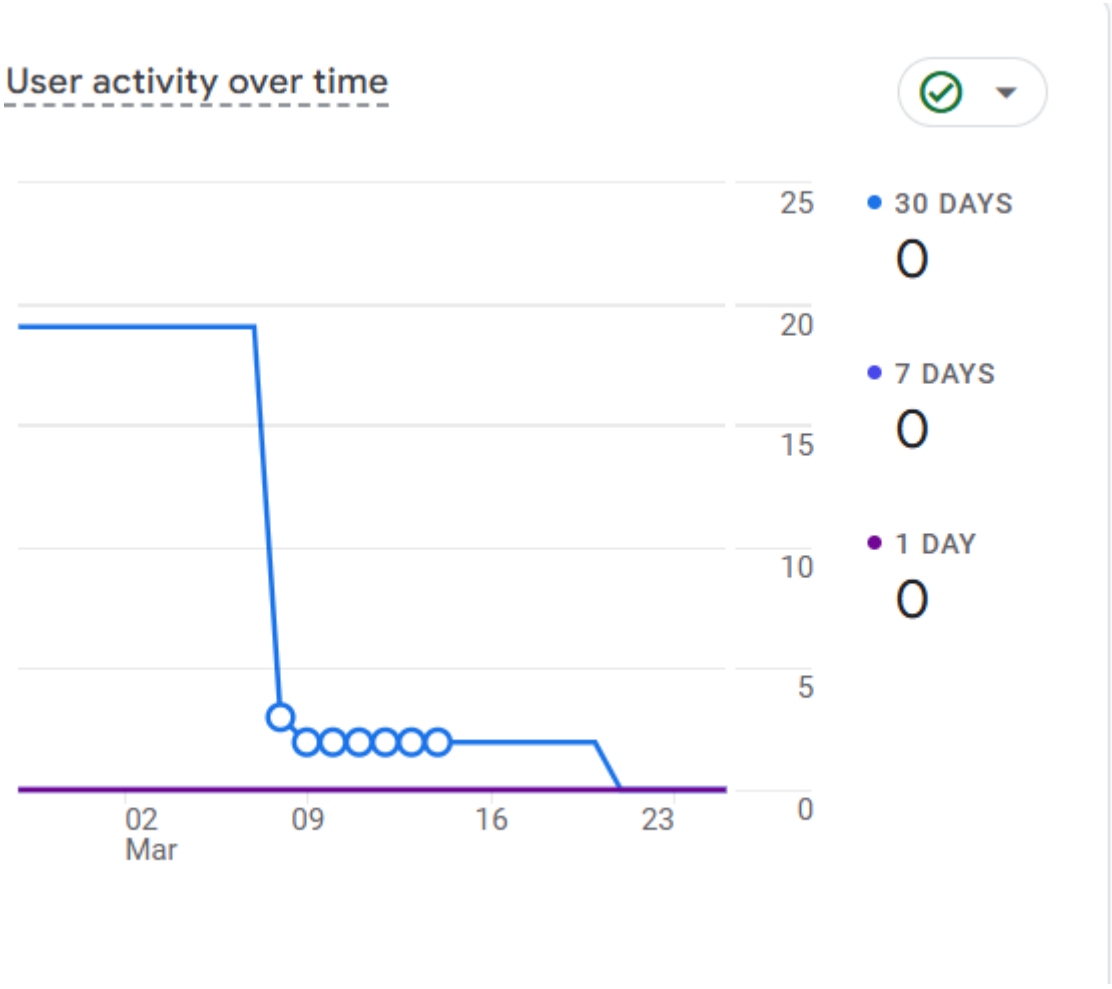
User activity by cohort

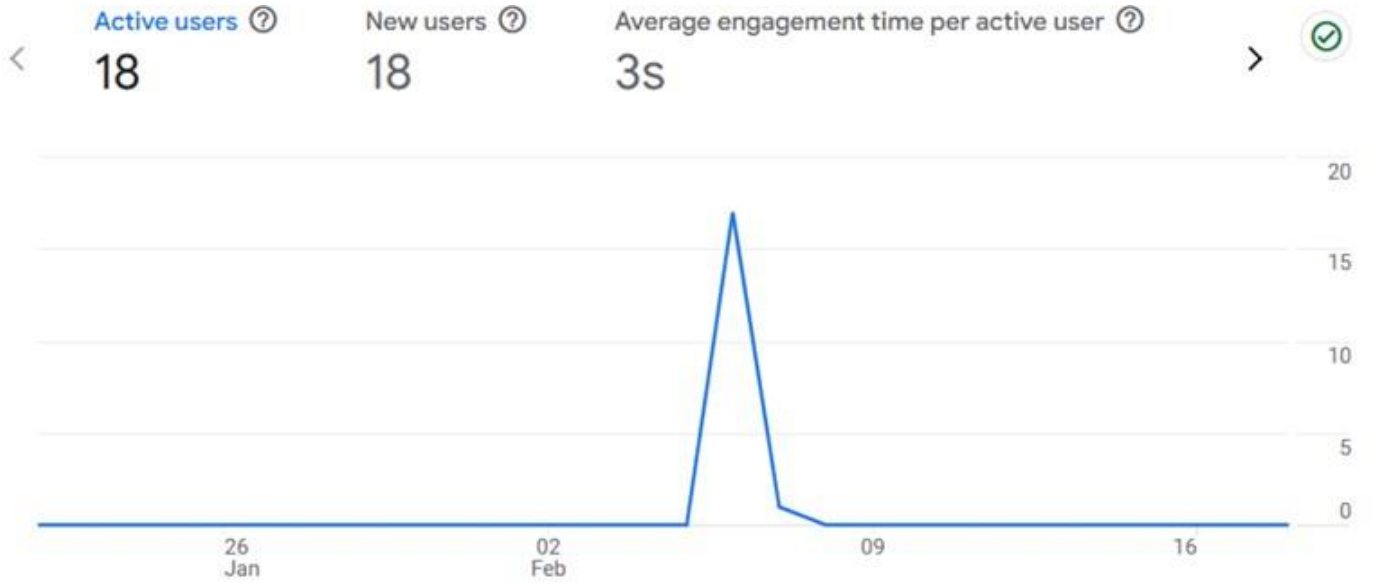
Based on device data only

	Week 0	Week 1	Week 2	Week 3	Week 4	Week 5
All Users	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Feb 9 - Feb 15						
Feb 16 - Feb 22						
Feb 23 - Mar 1						
Mar 2 - Mar 8						
Mar 9 - Mar 15						
Mar 16 - Mar 22						

6 weeks ending Mar 22

View retention →





❖ **Conclusion:**

Web analytics is essential for optimizing website performance and improving user experience. Understanding different web analytics tools and KPIs helps businesses make data-driven decisions and enhance their online presence.