UNIACE VIỆT NAM

# Website Traffic Analytic Report

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WEBSITE TRAFFIC OVERVIEW FOR AUGUST 2021

The data used for analysis in this report was collected from Uniace website traffic starting from August 12, 2021. At this time, there was 1 introductory article about the website posted on 5 different platforms with links directing to this website. Below are the overall metrics regarding website traffic from August 12, 2021 to August 24, 2021:

- Total visits: 39,031 visits
- Visits from registered members: 14,316 visits
- Average daily traffic: 3,250 visits/day
- Visits from unregistered users: 24,715 visits (accounting for 63.22% of total visits)

Tỉ lệ người dùng chưa đăng kí tài khoản

14.32K
(36.68%)

user_type
● Non-user
● User

24.72K (63.32%)
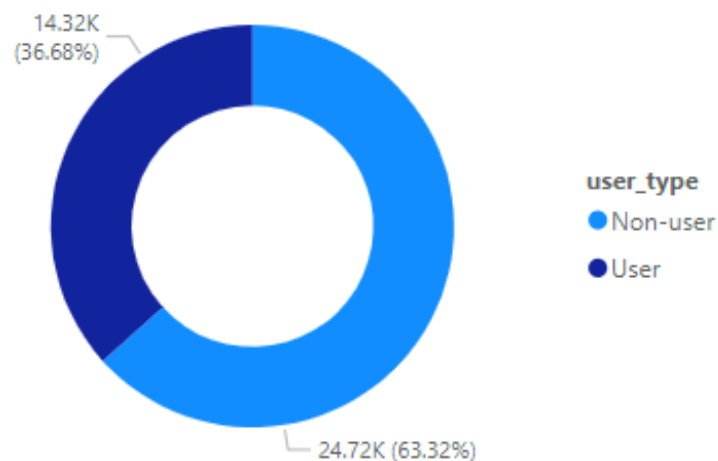
Traffic Distribution between User and Non-user

Analysis: We can see that visits from users without accounts make up the majority of traffic during this period. This shows that our website introduction articles on social media platforms have successfully attracted attention.

WEBSITE TRAFFIC OVERVIEW FOR AUGUST 2021

Out of 8,450 visits to new account registration pages, 3,163 people successfully registered new accounts, achieving a conversion rate of 16.75%
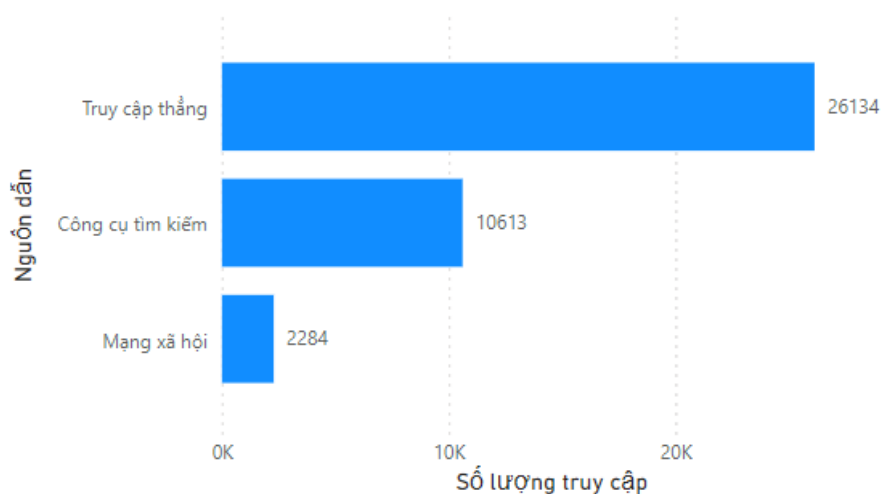
Tỉ lệ chuyển đổi
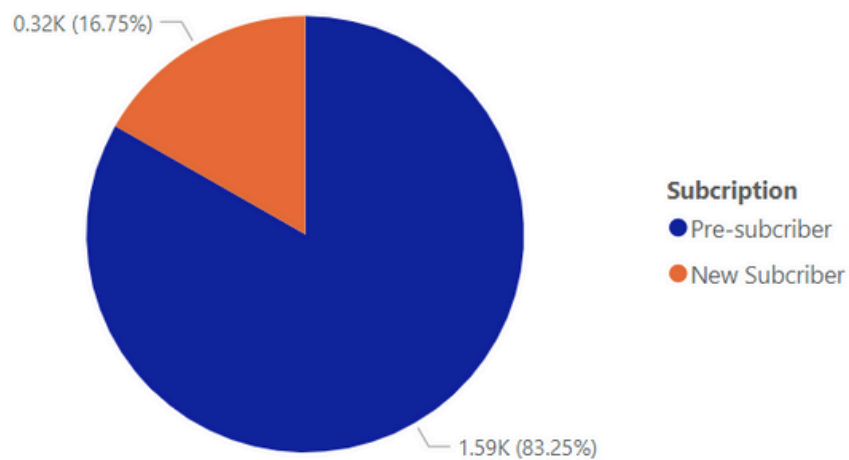
Conversion Rate

Direct access to the website is the most effective traffic channel with 26,134 visits (accounting for 66.96% of total traffic)
- Search engines: 10,613 visits
- Social media: 2,284 visits
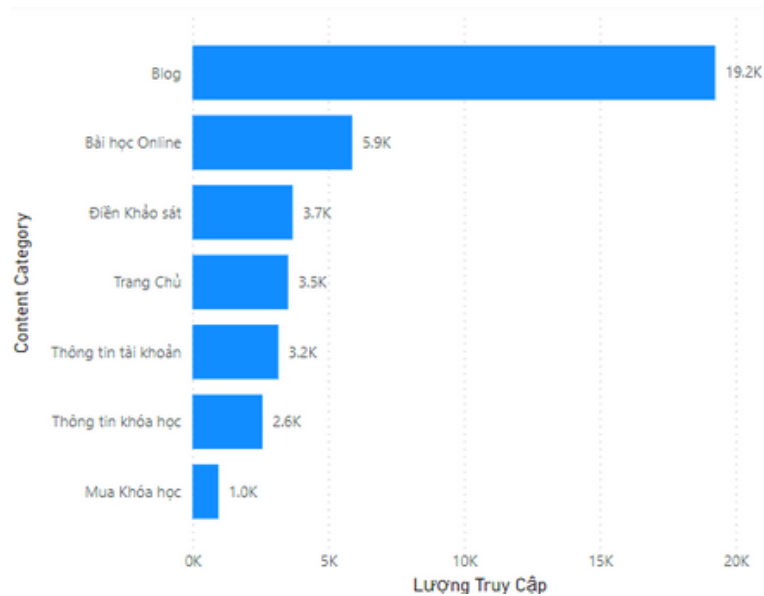
Số lượng truy cập qua từng kênh

Traffic Volume by Channel

WEBSITE TRAFFIC OVERVIEW FOR AUGUST 2021

Most Accessed Activities

- Most visited activities by visitors are: Blog (19.2K visits), Online Learning (5.9K visits), Form Submissions (3.7K visits), Homepage (3.5K visits), Account Information (3.2K visits)
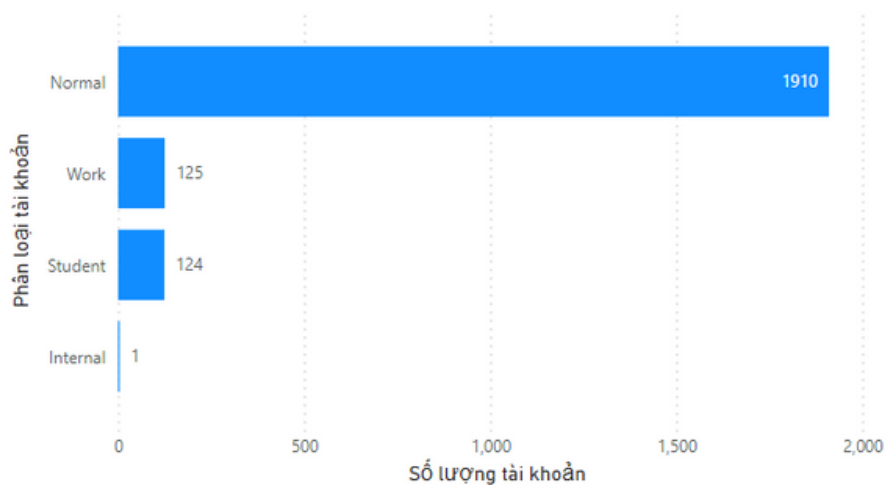

Traffic by Activities

Registered Account Categories

Most accounts were registered using personal emails (Gmail, Yahoo, etc.): 1,910 accounts
- Corporate emails (Outlook, etc.): 125 accounts
- Student emails (@edu or university domains): 124 accounts
- Internal accounts: 1 account

Number of Accounts by Categories

TRAFFIC FLOW ANALYSIS

Bounce Rate

Bounce rate is a key web analytics metric that measures the percentage of visitors who leave a website after viewing only one page, without taking any further action or navigating to other pages on the site.

Bounce Rate = (Single-page sessions ÷ Total sessions) × 100

The bounce rate is 3.44%, meaning that out of 100 visits, approximately 3-4 people view only one page before leaving.
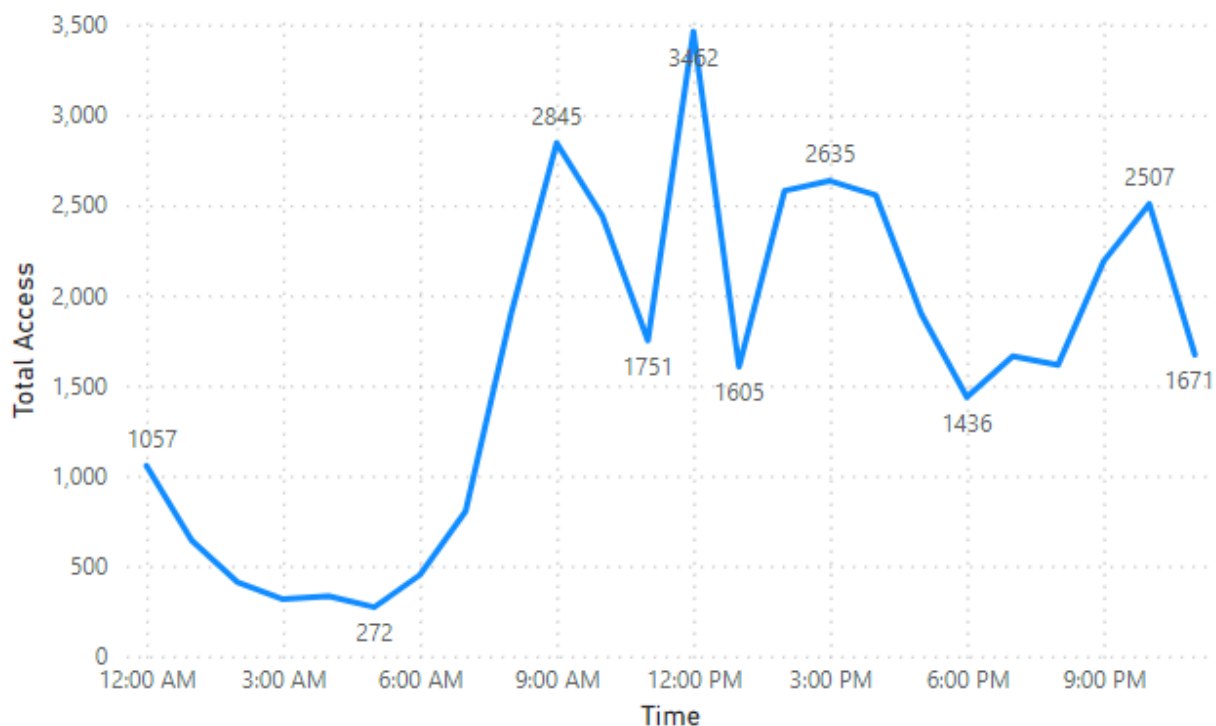
Traffic by Time of Day

Peak traffic hours are during business hours from 9:00 AM to 4:00 PM, with specific peaks at:

- 9:00 AM
- 12:00 PM
- 3:00 PM

Additionally, there's considerable traffic around 9:00-10:00 PM.

Traffic by Time

Trafiic by Daytime

Analysis: These time slots typically correspond to office workers' break times such as lunch breaks and mid-morning breaks. The 9-10 PM slot is when office workers and students often engage in learning or skill development after completing work and family responsibilities.

TRAFFIC FLOW ANALYSIS

Next we will compare the access times of accounts registered with student email and accounts registered with corporate email.
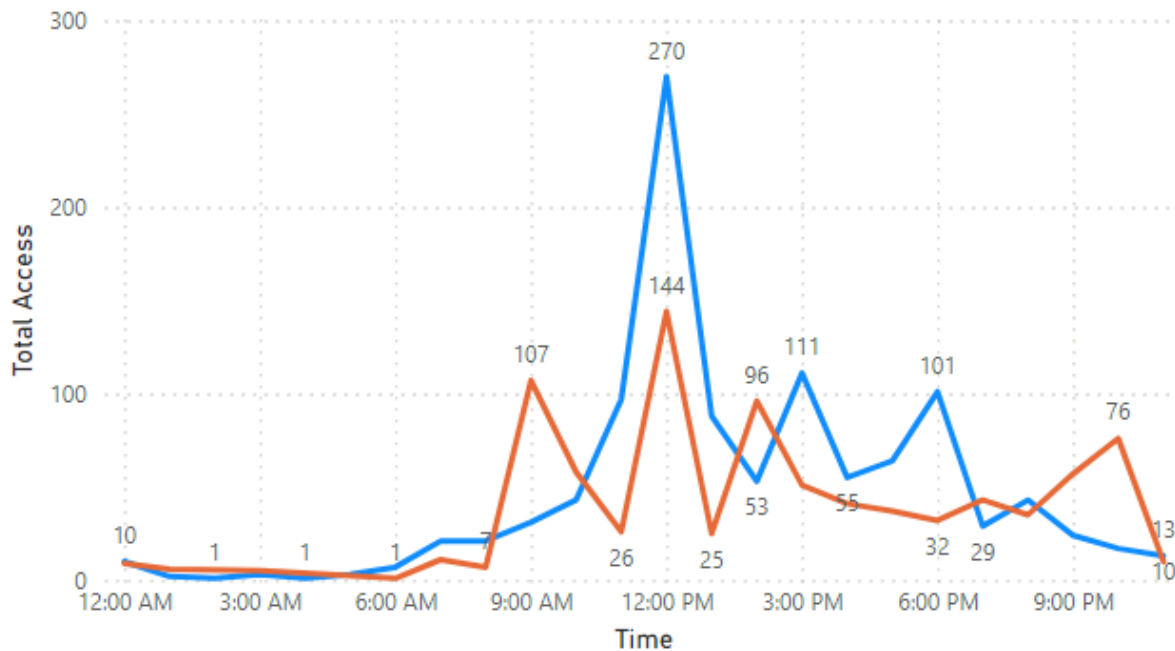

Total Acces by Daytime of Student and Work accounts

Comparing the hourly access patterns of accounts registered with student emails versus corporate emails. We can recognize that **students** mainly access during lunch hours and decrease in the afternoon, while working professionals' traffic is more evenly distributed during business hours and notably increases again during 9-10 PM.

=> **This suggests that students typically utilize lunch breaks to study on our website, while working professionals tend to take lunch breaks to recharge and study in the late evening.**
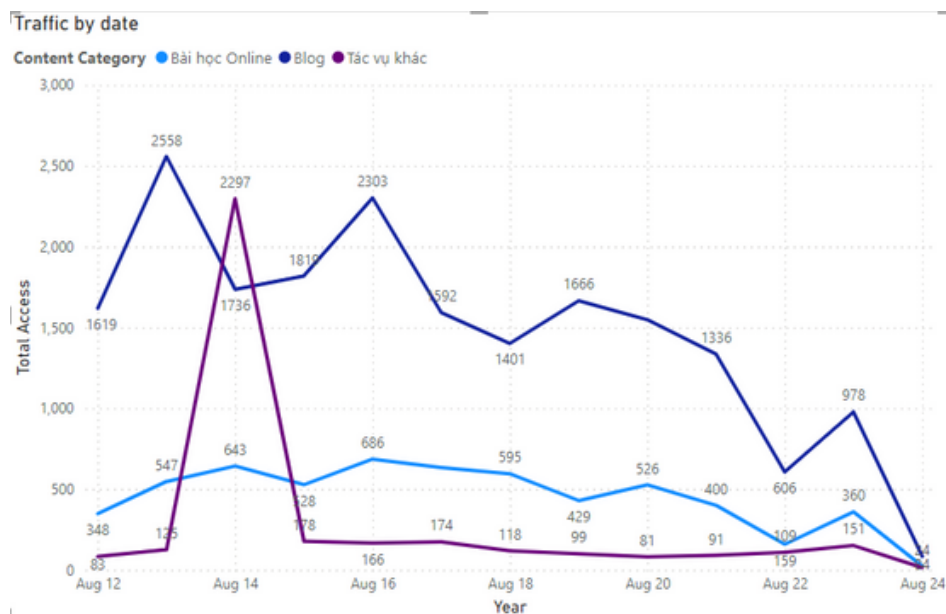
TRAFFIC FLOW ANALYSIS
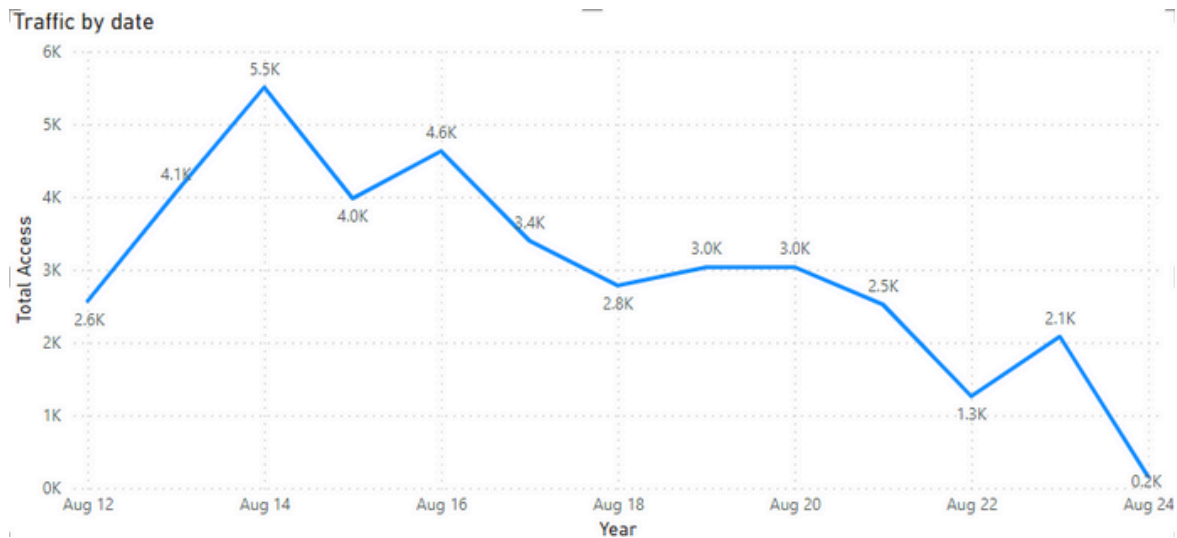
Traffic flow in August

The chart shows website traffic gradually increased starting August 12, 2021, peaked on August 14, 2021, then gradually decreased toward the end of the month.

=> **This traffic increase came from our website introduction posts on 5 different platforms posted on August 12, 2021.**
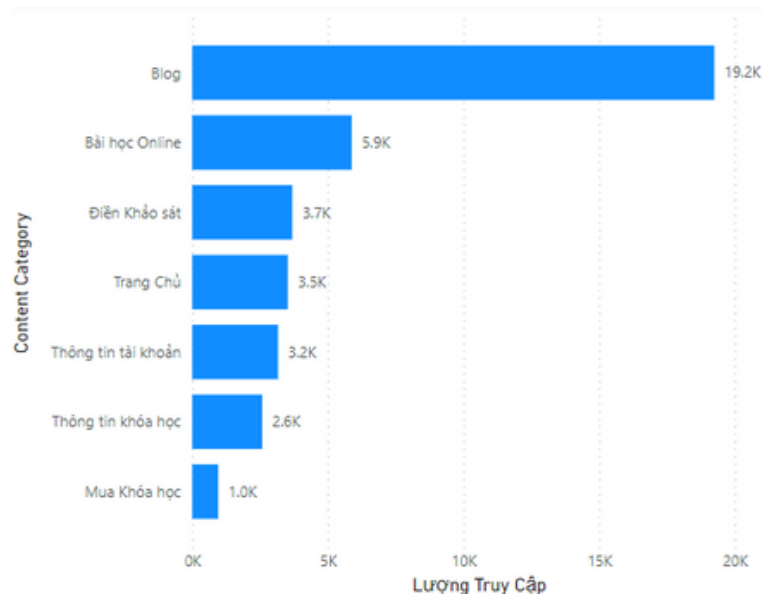

Traffic flow by Content Category in August

The top 3 most-used activities chart shows that on August 14, 2021, there was a large increase in "Other Activities" usage (such as survey forms, Young Talent Program registration, etc.), while other activities like Blog and Online Learning continued normally.
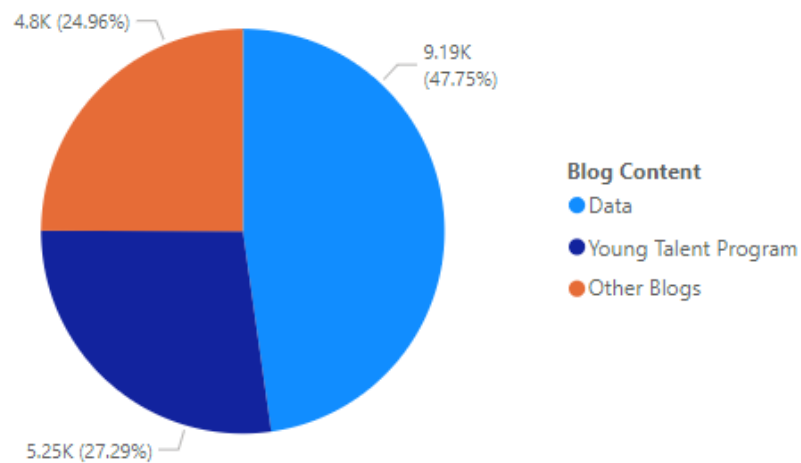
=> **This increase in activity was due to readers of our Young Talent Program introduction posts.**

CONTENT ANALYSIS

Traffic flow by Content Categories

As mentioned in the previous section about monthly activity usage, the 2 most-used activities are Blog and Online Lessons.
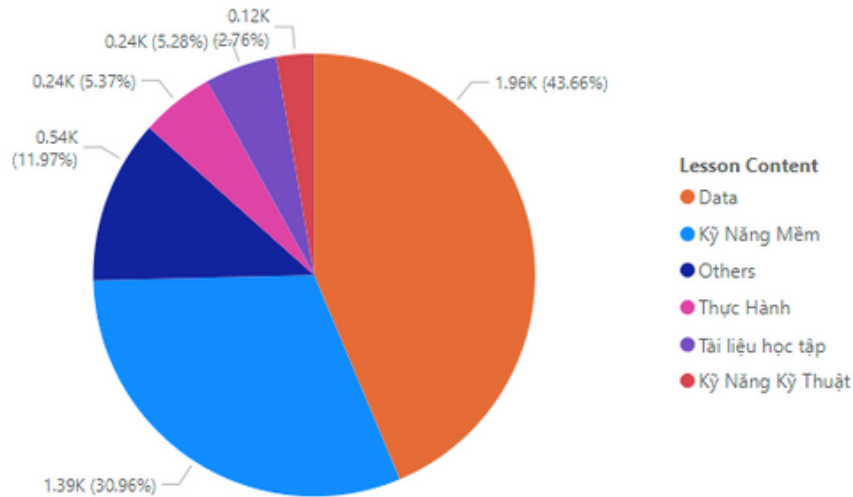

Blogs content population

The chart shows the access rate for each Blog content published on the Uniace website. We can see that approximately 50% of readers choose to read Data-related blogs with content about: Excel, Data, Power BI, SQL, etc. Additionally, visitors accessing Young Talent Program information pages account for 28% of Blog visits.

=> **Most readers visiting the company website want to learn more about data processing skills. Additionally, the company's Young Talent Program has generated significant interest among candidates in the market.**

CONTENT ANALYSIS


Lesson content population

Similar to the Blog content chart, Data courses are also the most chosen for learning on our website with 43.66% of user traffic. Soft skills courses also contribute a large number of learners. However, Technical Skills courses have very few learners, only 2.76%.

=> **Our website learners primarily take Data and Soft Skills courses. We should focus on designing Technical Skills courses to improve enrollment in these courses.**

User Behavior Analysis by Demographics

In this part, we are going to analyse the user behaviors of two diffent user group which are Student and Professional.

- **Working Professionals**: The chart shows activities that working professionals typically access. This user group most frequently accesses "Account Information". Blog, Online Lessons, and Survey completion have nearly equal usage levels.
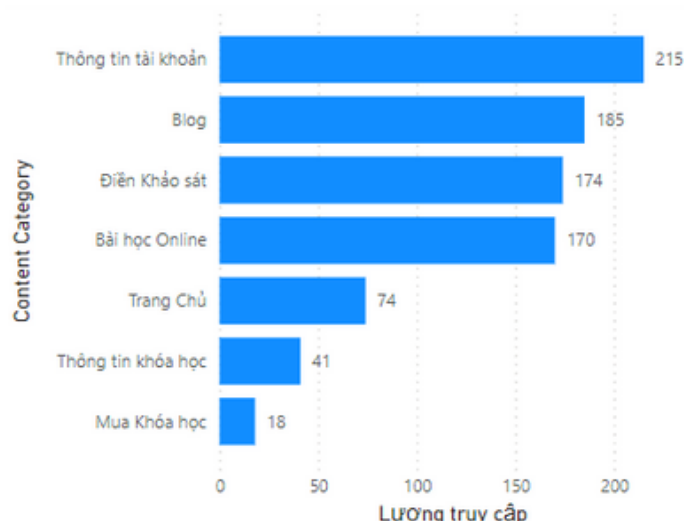
Content Accessed by Professional Accounts

CONTENT ANALYSIS
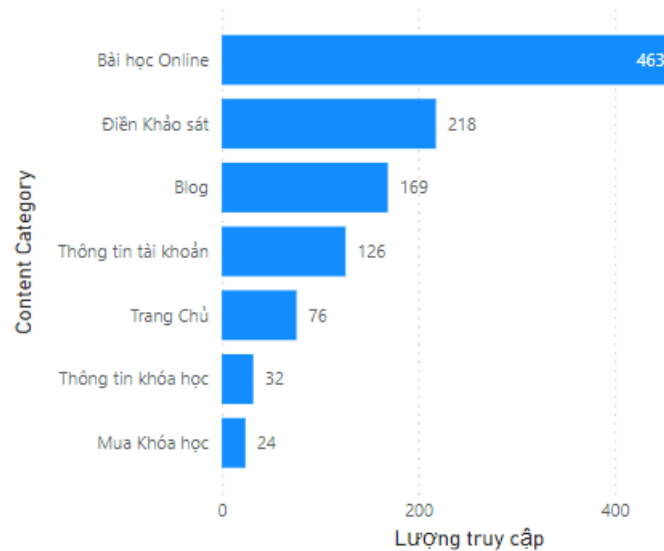
Content Accessed by Student Accounts

- **Students**: Contrary to working professionals, students focus more on Online Lessons on our website, followed by Survey completion and Blog reading.

=> **We can observe clear differences in the access habits of these two user groups. Working professionals tend to be more concerned with account information (possibly package renewals, membership payments, etc.), while students focus more on Online Learning.**

KEY INSIGHTS & RECOMMENDATIONS

Content Strategy

1. Data-focused content is the primary driver of engagement (50% of blog traffic)
2. Young Talent Program generates significant interest (28% of blog traffic)
3. Technical Skills courses need improvement due to low enrollment (2.76%)

User Behavior Patterns

- Peak hours: 9 AM, 12 PM, 3 PM, and 9-10 PM
- Student behavior: Lunch-time learning, focus on online courses
- Professional behavior: Evening learning, account management focus

Traffic Sources

- Direct traffic is most effective (66.96%)
- Social media posts successfully drive initial traffic
- Conversion rate of 16.75% from registration page visits

Optimization Opportunities

- Expand Technical Skills course offerings
- Leverage peak traffic hours for content promotion
- Develop user-specific content strategies for students vs. professionals
- Continue Young Talent Program promotion given high interest