Web Analytics (General)

**Group Project Writing Guideline**

Students will be assigned to groups consisting of between 3 and 5 people depending upon the size of class. Each group will design and implement (or partially implement) a web analytics related project that helps a business achieve certain goals. The project has the following steps:

1. The group must first come up with an appropriate business goal relevant to the task of discovering hidden information from the Web. In general, there are several types of tasks: Web content analysis, Web structure analysis and Web usage analysis.
2. The group identifies an appropriate way to collect data needed according to the Web analysis task.
3. For content analysis, a group of web pages should be collected (This could be general pages or special page content using an API. Examples of special content are Twitter, Amazon review, Epinion review, Yahoo Finance, etc.)
4. For structure analysis, linkage information on a group of web pages should be identified. Alternatively, you can use other relationship information to define a link structure. An example would be Twitter follower relationship.
5. For usage analysis, you need to collect detailed traffic information on a particular website. This will require adding traffic tracking script code to the website.
6. Using knowledge learned from the class, you need to study the sample data and come up with a design of an automatic web analytics project.
7. The design has to be approved by Professor Zhou.
8. The group then selects a set of tools to implement the design. Tools are not limited to those introduced in classes. References for the tools/software used should be listed.
9. Finally, you evaluate your results and tie to your original business goals. Does your analysis support business decision making?

Note: there is also an option to run a web analytics project on a standard dataset given in class if a suitable business cannot be found.

The final report should not exceed 15 pages single space including all tables and figures (excluding executive summary).

The project should focus on the following items:

1. **Executive Summary**. Less than a page (not included in the 15-page limit).
2. **Business Goal Analysis** (What is being done now to address the goal? Why is web analytics needed? What can it potentially achieve?)
3. **Dataset Description**
4. **System Design** (Present the different phases in this project, may use a flowchart)
5. **System implementation** (Tools used, examples of input and output of each software)
6. **Evaluation** (You need to validate that your web analytics results in supporting business functions. You may present an example of how the analysis result can be helpful).
7. **Conclusion and Future Direction**
8. **References**