Project Report – Web Analytics
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EXECUTIVE SUMMARY

The website "VICKYCORP" is built based upon a heterogenous mixture capturing my interest in the fields of entertainment, sports, science & technology and academics all together. The website is dedicated to all those people who love to learn new things and tips, and specifically provides information about academic course in UIC as well. The website provides information about courses, location of UIC, ebooks, useful links, and gallery of Chicago as well.

The landing page serves as a welcome page carrying minimalistic content to make the readers comfortable and it also acts as the navigation center for the rest of the website. There are multiple internal & external links provided to access various parts of the website where the actual content resides as well as the external useful webites. The Landing page is the "Home Page". From the Home Page, visitor can access the "Pics & Videos Page". This page has lots of pictures of Chicago and video of sports car.The next page is the "Contact Us Page". This page has a form where in the users can send in if they have any academic doubts about courses in UIC or to request to share any other useful pdfs, just entering basic details like Name, Email, Phone and what kind pdf or inputs they would like to give in the Message section.

A funnel is the set of steps a visitor needs to go through before they can reach the conversion. The website has three funnels, Figure 1 below shows the Funnel 1 that is from Landing Page ~> Pics & Videos Page, figure 2 shows the Funnel 2 which is from Landing Page~> Contact Us Page and the third funnel from Landing Page ~> Pics & Videos ~> Contact Us page. The funnels show the percentage of people who have proceeded from one funnel to the next with the overall conversion rate.

| Figure 1 | Figure 2 | Figure 3 |
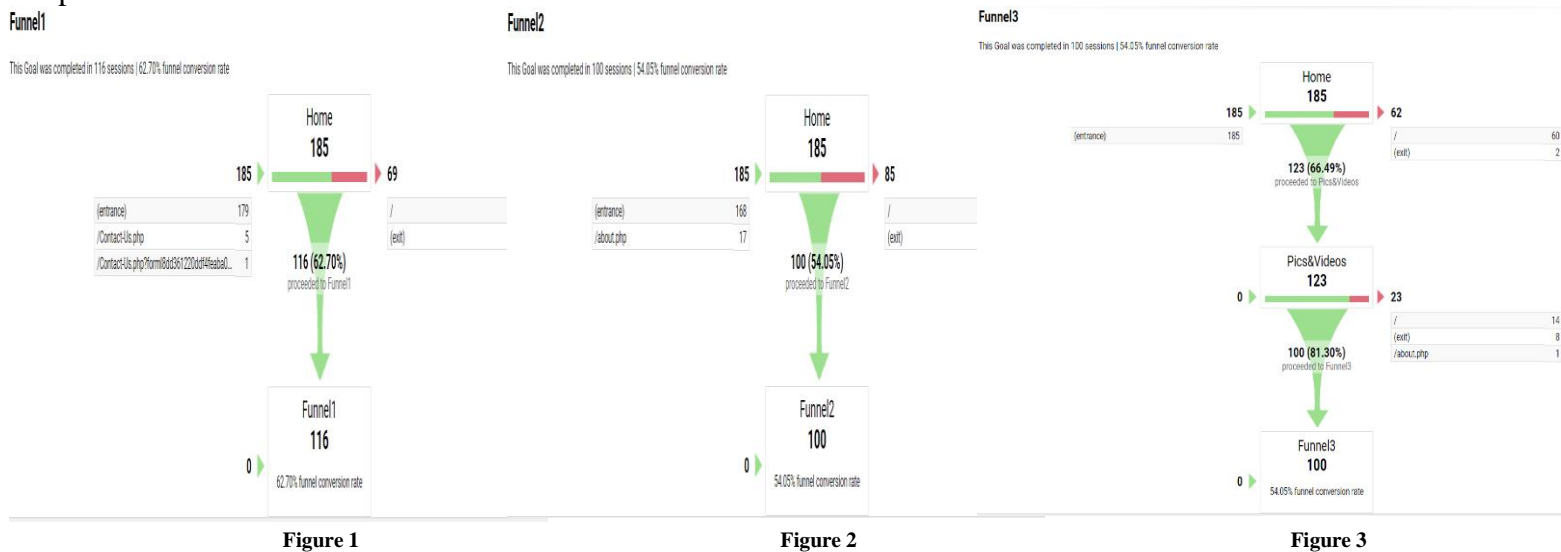
Using Google Analytics, different reports can be generated which helps us gain more insight on the types of users that visit our website, the demographics of the user, the types of devices they use to get the website. These insights would then help us target better and efficiently to reach our goal. One of the reports that is used is the New vs Returning Users Report under the Audience ~> Behavior tab. The report gives the exact number of New visitors versus the ones who have already visited the website in the fixed time range. During the period of 11th November to 10th December the site had in total 214 sessions, of which 29.91% contributed to the returning users while 70.09% were new users. We can see this through the table and the pie chart shown is figure 4 and figure 5 respectively.

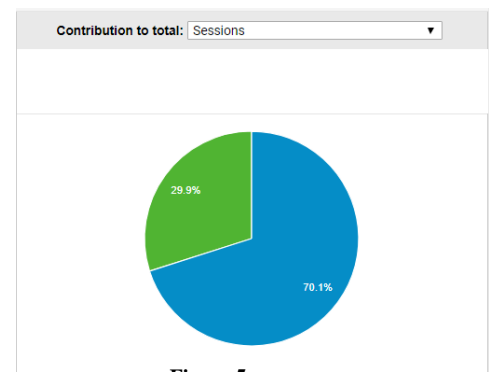| User Type	Sessions ▼⬇	Sessions
	214 % of Total: 100.00% (214)	214 % of Total: 100.00% (214)
1. ■ New Visitor	150	70.09%
2. ■ Returning Visitor	64	29.91%

Figure 4

Contribution to total: Sessions ▼

Figure 5

The Audience ~> Geo ~> Location report in Google Analytics is used to identify the diversity of the users. For this website, the maximum number of visitors are from United States (90.65%) followed by India(7.94%) as shown in Figure 6. There are also other geographic locations in minority like Russia, and Brunei.
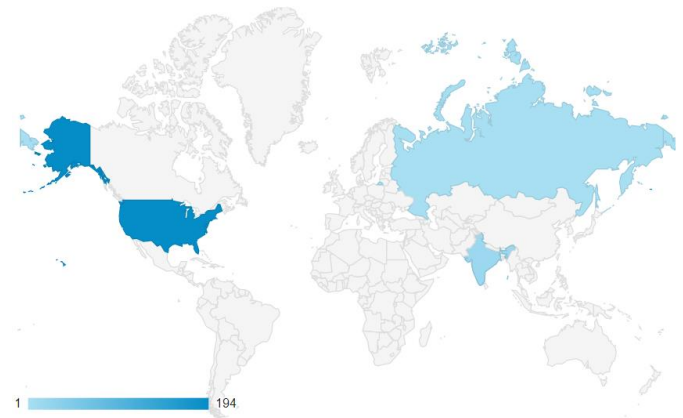

Figure 6

Contribution to total: Sessions ▼

Device Category	Sessions ▼⬇	Sessions
	214 % of Total: 100.00% (214)	214 % of Total: 100.00% (214)
1. ■ desktop	133	62.15%
2. ■ mobile	71	33.18%
3. ■ tablet	10	4.67%

Figure 7
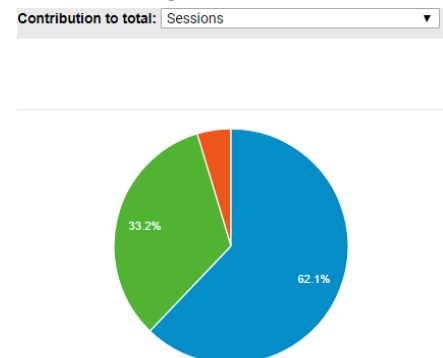
Figure 8

Mobile Device Info	Sessions ▼⬇	Sessions
	81 % of Total: 37.85% (214)	81 % of Total: 37.85% (214)
1. ■ Apple iPhone	23	28.40%
2. ■ Lenovo K50a40 K3 Note	10	12.35%
3. ■ OnePlus A5000 5	6	7.41%
4. ■ Amazon KSFUWI Fire HD 10 (2017)	5	6.17%
5. ■ Amazon KFGIWI Kindle Fire HD 8 2016	4	4.94%
6. ■ Xiaomi Redmi Note 4	4	4.94%
7. ■ Samsung SM-A700FD Galaxy A7	3	3.70%
8. ■ Samsung SM-G610F J7 Prime	3	3.70%
9. ■ Google Pixel	2	2.47%
10. ■ Google Pixel XL	2	2.47%

Contribution to total: Sessions ▼

Figure 9
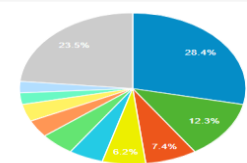
Another interesting note that could be made from these analytics metrics is that the type of device from which the users are accessing the website. It helps understand nature of the audience and provides inputs on how the look and feel of the website should be based on the device in which it needs to be rendered on. For this website, we have a total of 71 sessions accessed from mobile, 10 sessions accessed from tablet and the remaining 133 are from desktop as can be seen from Figure 7 and 8. Figure 9 shows the types of mobiles from which the users are accessing the website. It helps to identify which type of mobile users use our site the most. For this site, we have total of 81 moblie sessions in which 23 sessions are accessed from Apple iphone (28.40%).

ANALYSIS

Monetization:

The web traffic data is analyzed from **11th November 2017- 10th December 2017**. Monetization is analyzed for current month for about 30 days, later for the next 30 days with changes in new and repeating visitors count as per the calculation with the variables mentioned below and then for next 60 days with similar changes in variables.

Variables:

1) n_1 = new visitors, first month
2) r_1 = repeat visitors, first month
3) $b(x)$ = bounce rate for visitor group x
4) $V(x)$ = monetized value of visitor group x

Forecast value: $V(all, month\ k) = V(n_k) + V(r_k)$

a. Baseline, second month:
   i. $r_2 = 0.5[r_1 + n_1(1 - b(n_1))]$
   ii. $n_2 = 1.1n_1$

b. Baseline, third month:
   i. $r_3 = 0.5[r_2 + n_2(1 - b(n_2))]$
   ii. $n_3 = 1.1n_2$

Monetization Month 1:

n1, new visitors, first month = 150
r1, repeat visitors, first month = 64
b (n1), bounce rate for new visitor = 4.67%
V (all, month 1) = $1328.00

Goal	New Visitor	Returning Visitor	Goal Conversions	Monetization Rate	Value
Per Visit	150	64	214	$1	$214.00
Per unique visitor	153	0	153	$1	$153.00
Page Views	1385	735	2120	$0.2	$424.00
File Download	4	9	13	$5	$65.00
YouTube Video	68	6	74	$2	$148.00
3-Step funnel	91	17	108	$3	$324.00
				Total	1328.00

Table 1

FORECASTING:

Monetization Month 2- Next 30 days:

n2, new visitors, first month = 165
r2, repeat visitors, first month = 104
b (n2), bounce rate for new visitor = 4.67%
V (all, month 2) = $3,177.00

Goal	New Visitor	Returning Visitor	Goal Conversions	Monetization Rate	Value
Per Visit	165	104	269	$1	$269.00
Per unique visitor	203	0	203	$1	$203.00
Page Views	1523	1194	2717	$0.2	$543.40
File Download	5	15	20	$5	$100.00
YouTube Video	75	10	85	$2	$170.00
3-Step funnel	100	28	128	$3	$384.00
				Total	$1669.40

Table 2

Monetization Month 3- Next 60 days:

n3, new visitors, first month = 182
r3, repeat visitors, first month = 131
b (n3), bounce rate for new visitor = 4.67%
V (all, month 3) = $1921.80

Goal	New Visitor	Returning Visitor	Goal Conversions	Monetization Rate	Value
Per Visit	182	131	313	$1	$313.00
Per unique visitor	220	0	220	$1	$220.00
Page Views	1680	1504	3184	$0.2	$636.80
File Download	6	19	25	$5	$125.00
YouTube Video	83	13	96	$2	$192.00
3-Step funnel	110	35	145	$3	$435.00
				Total	$1921.80

Table 3

Monetization changes over a period of three Months:

Figure 10

Comparison of Total Monetization Value Over Time
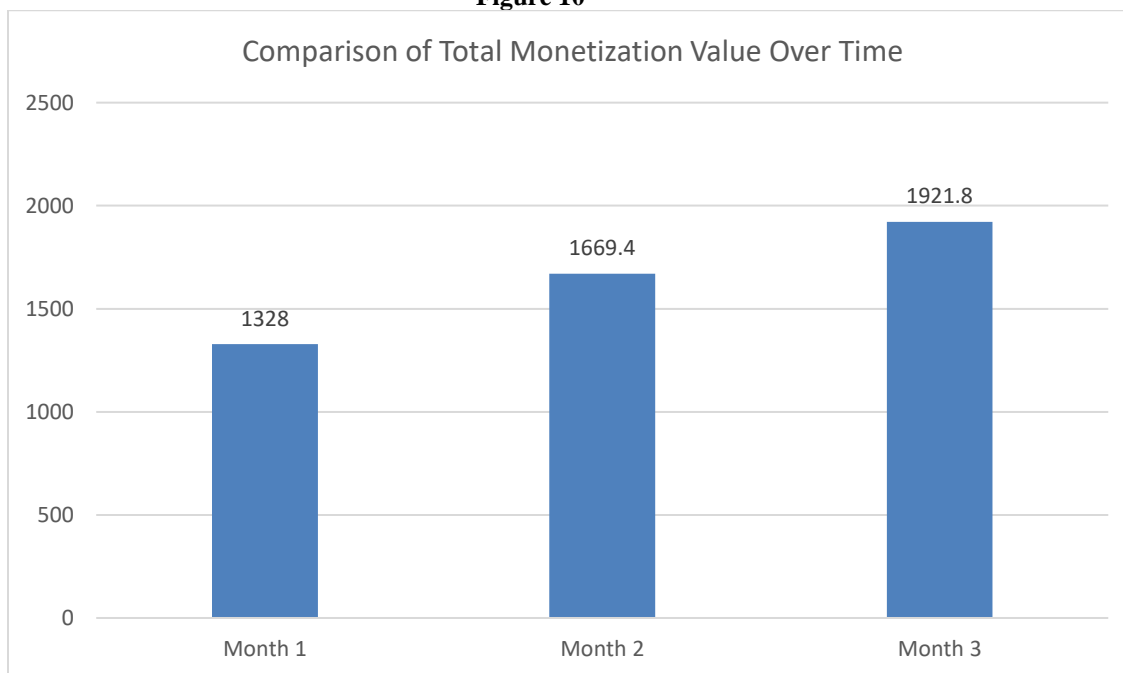
From the above Figure 10, it can be seen that there is a 25.71% increase in monetization value from month 1 to month 2. From month 2 to month 3 the rate of monetization value increase to 15.12%. The increment is steady and small from month 2 to month 3 mostly due to incremental change in returning users.

Changes of New vs Returning visitors Over 3 months:

From Figure 11, it can be seen that there is a steady growth in new visitors from month 1 to month 2 to month 3 which is by 10 % growth. But, it can be seen that the growth of repeating visitors is fairly high about 62.5% from month 1 to month 2 but there is a steady and smaller increase of about 25.96% in repeating visitor from month 2 to month 3.

Figure 11
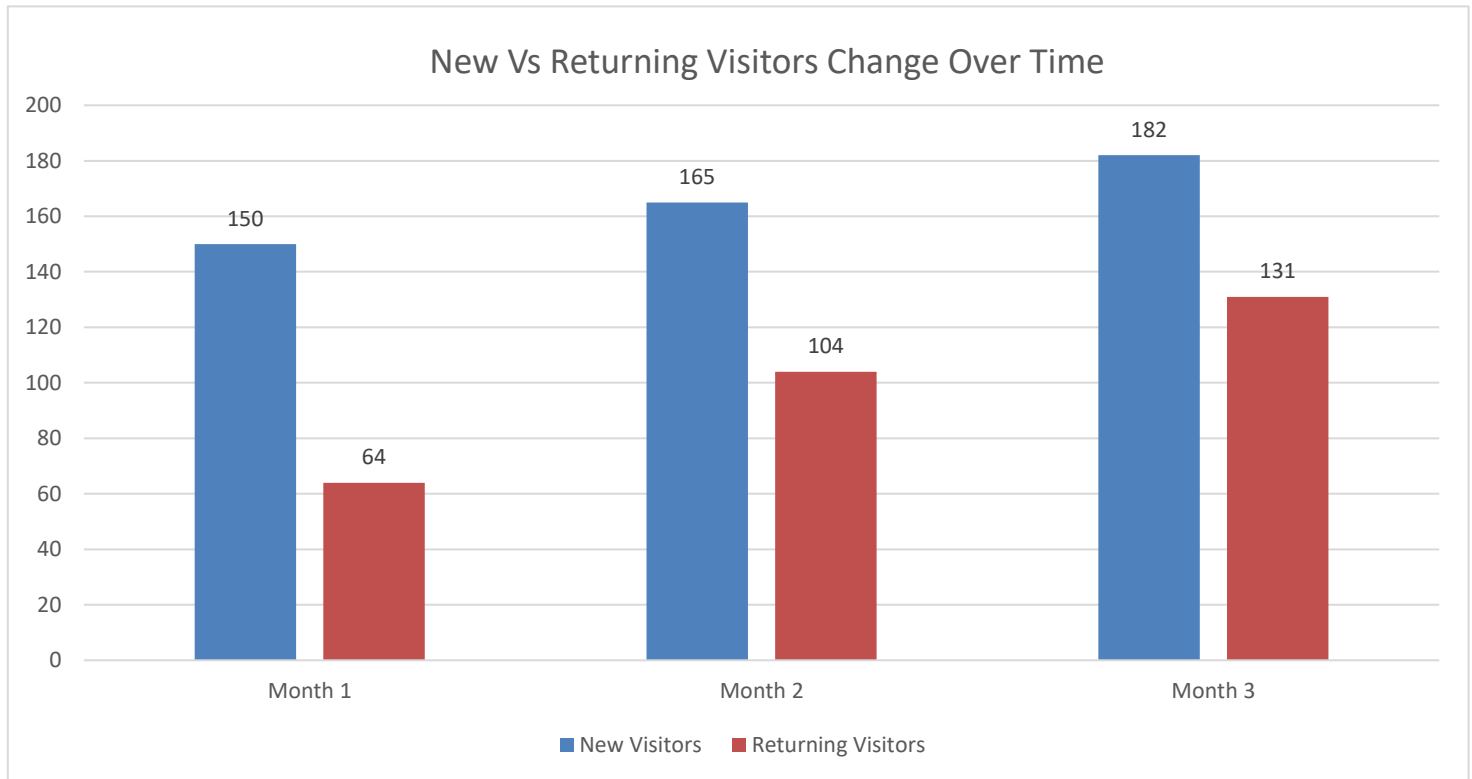
From our analysis it can be seen that the overall monetary value of the site increases over time with the increase in the repeating visitors which can be seen from Figures 8. It can be also observed that the bounce rate of this website is 8.88% overall, which is quite good. This could be considered as an advantage, since we can consider that visitors like to stay in the website for long and go through the contents. So we can improve further by adding more interesting contents in the website.

It can also observed that the new visitors are 150 (70.1%) as compared to returning visitors which is 64 (29.9%), fairly one third contribution. It can be evaluated that not many visitors re visit this website either because they found what they were looking for or they did not find what they were looking for. Some changes can be made to the website like everyday changing information like news, or new gadget updates, etc. that would encourage visitors to revisit the website to make them more indulging with our website.

The Pages per session is 9.91 which is really good as they are going back and forth through the pages, considering the fact that there are just 3 unique pages in the website. Also the avg session duration is 5:42 min, which is also high considering bounce rate and comaratively less returning visitors.

Assumptions:
1. The video views are counted each time each visitor clicks on the play button of the video.
2. While calculating monetization, the same formula and linear regression model have been used for all goals.
3. Used MS Excel to perform monetization calculations.
4. Segment feature has been used to find the new and returning user breakdowns for the various goals.
5. Each Counted Page view has been considered as the Visitor viewed all the contents from the beginning till end of the page.