

1	2	3	4	5	6	7	8	9	10	11
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**Fox Autos (NZ)**  
**Monthly Web Analytics Report**  
**April 2017**

**by**  
**Akinwande Atanda (PhD)**

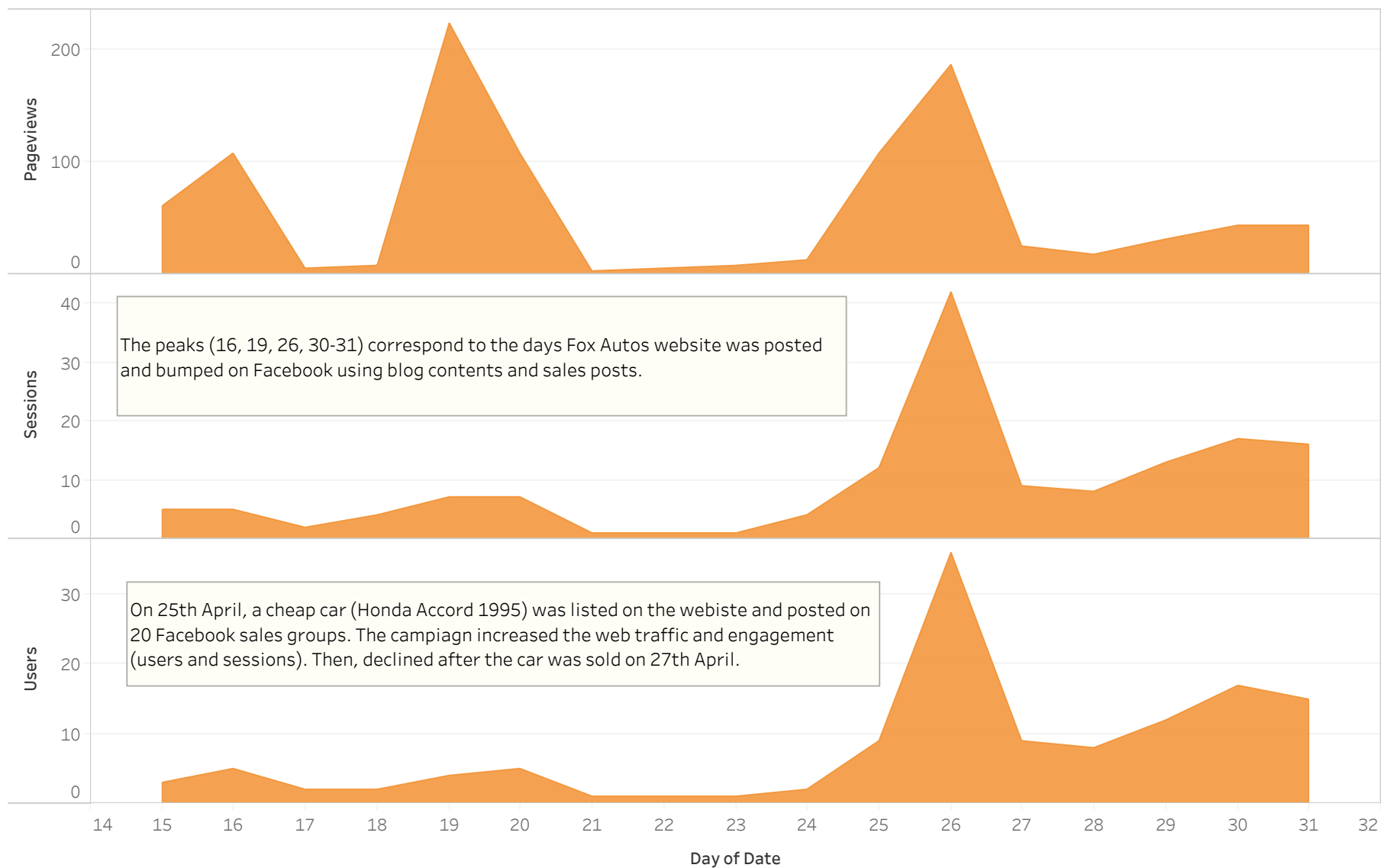
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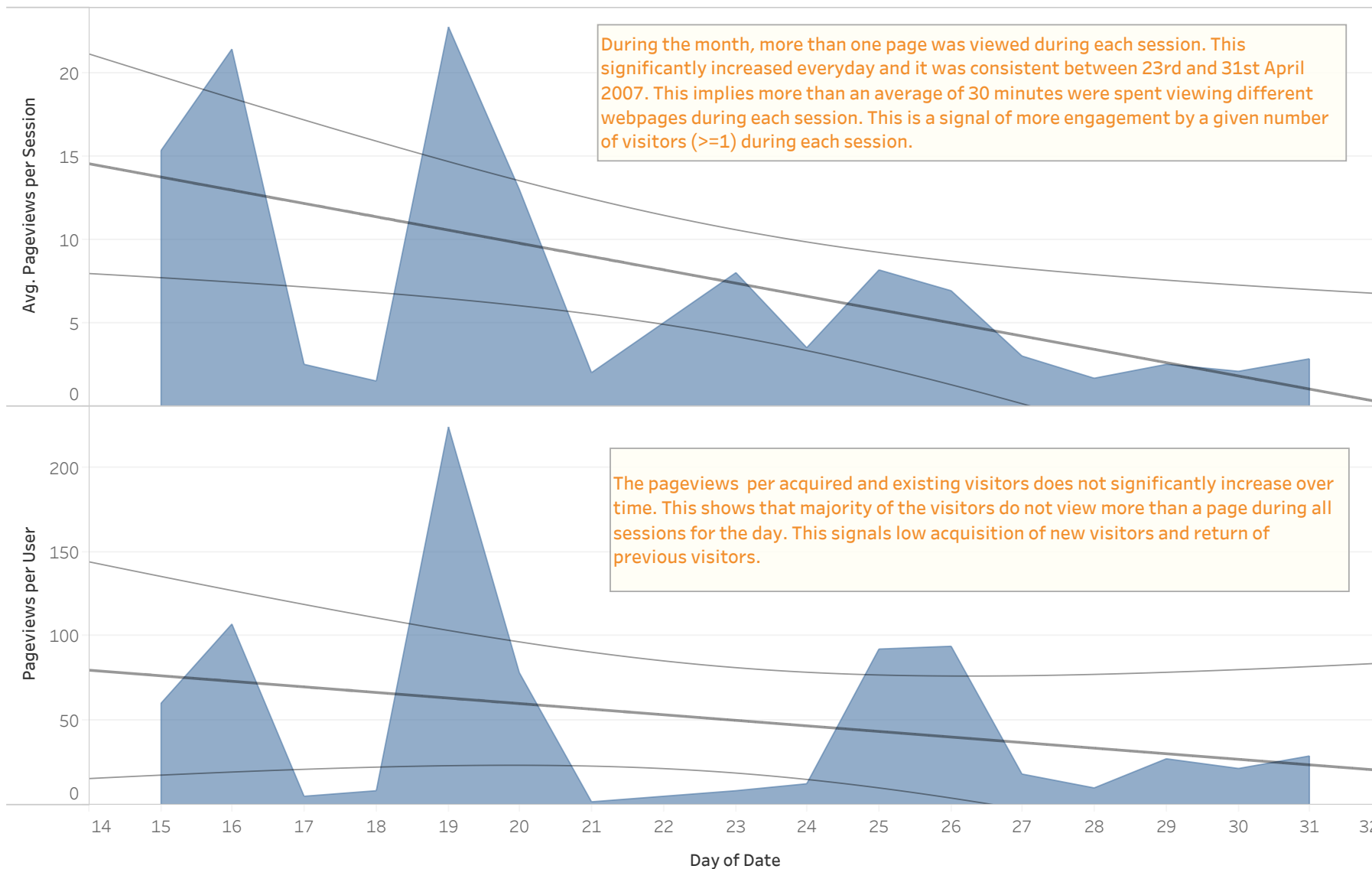
This report presents Fox Autos (NZ) web analytics for the month of April 2017. This is to gain insights from Fox Autos social media activities via Facebook and its influence on total monthly sales, web traffic and conversion rate. The promotion methods used during the month are: (i) Blogging, and (ii) Posting in Sales forum.

Domain:               www.foxautos.co.nz  
Data source:       Google Analytics  
BI Tool:             Tableau 10.2  
Social Handle:     @FoxCarsUnder6950  
Active Campaign:   No (NZ\$ 0)  
# Conetnt:         3 blog post  
# Forum:            20 Groups for Christchurch

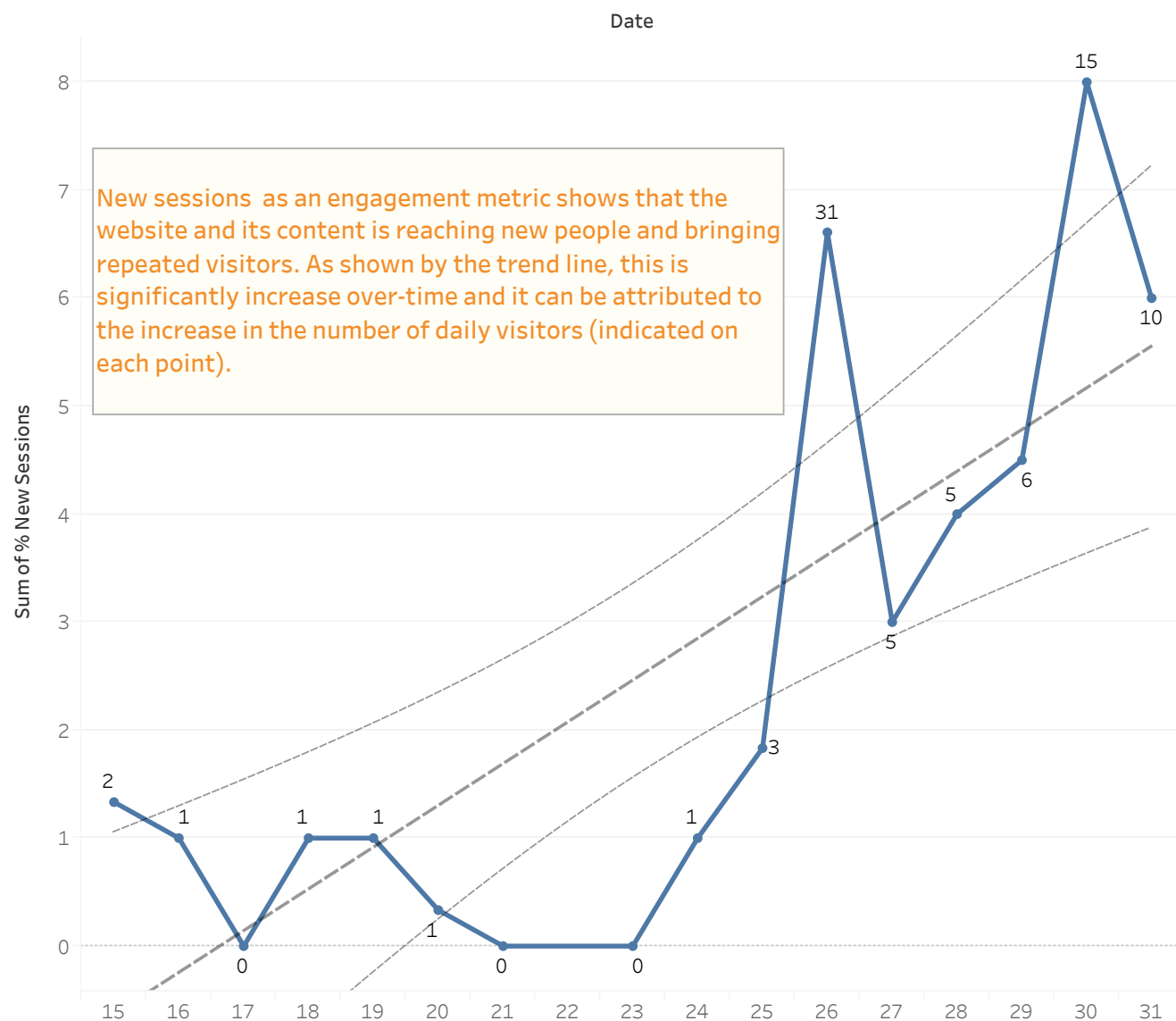
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Day of Date	Pageviews	Sessions	Sum of % New Sessi..	Users	New Users	Time on Page	Avg. Number o..	Avg. Pageview..
15	60	5	1.333	3	2	5,542	2	20
16	107	5	1.000	5	1	8,553	1	21
17	5	2	0.000	2	0	277	1	3
18	8	4	1.000	2	1	269	2	4
19	224	7	1.000	4	1	27,697	2	56
20	108	7	0.333	5	1	16,377	1	20
21	2	1	0.000	1	0	18	1	2
23	8	1	0.000	1	0	1,257	1	8
24	12	4	1.000	2	1	971	2	6
25	108	12	1.833	9	3	15,342	1	13
26	186	42	6.610	36	31	17,812	1	9
27	25	9	3.000	9	5	692	1	3
28	17	8	4.000	8	5	310	1	2
29	31	13	4.500	12	6	3,289	1	3
30	43	17	8.000	17	15	1,406	1	2
31	43	16	6.000	15	10	2,257	1	3

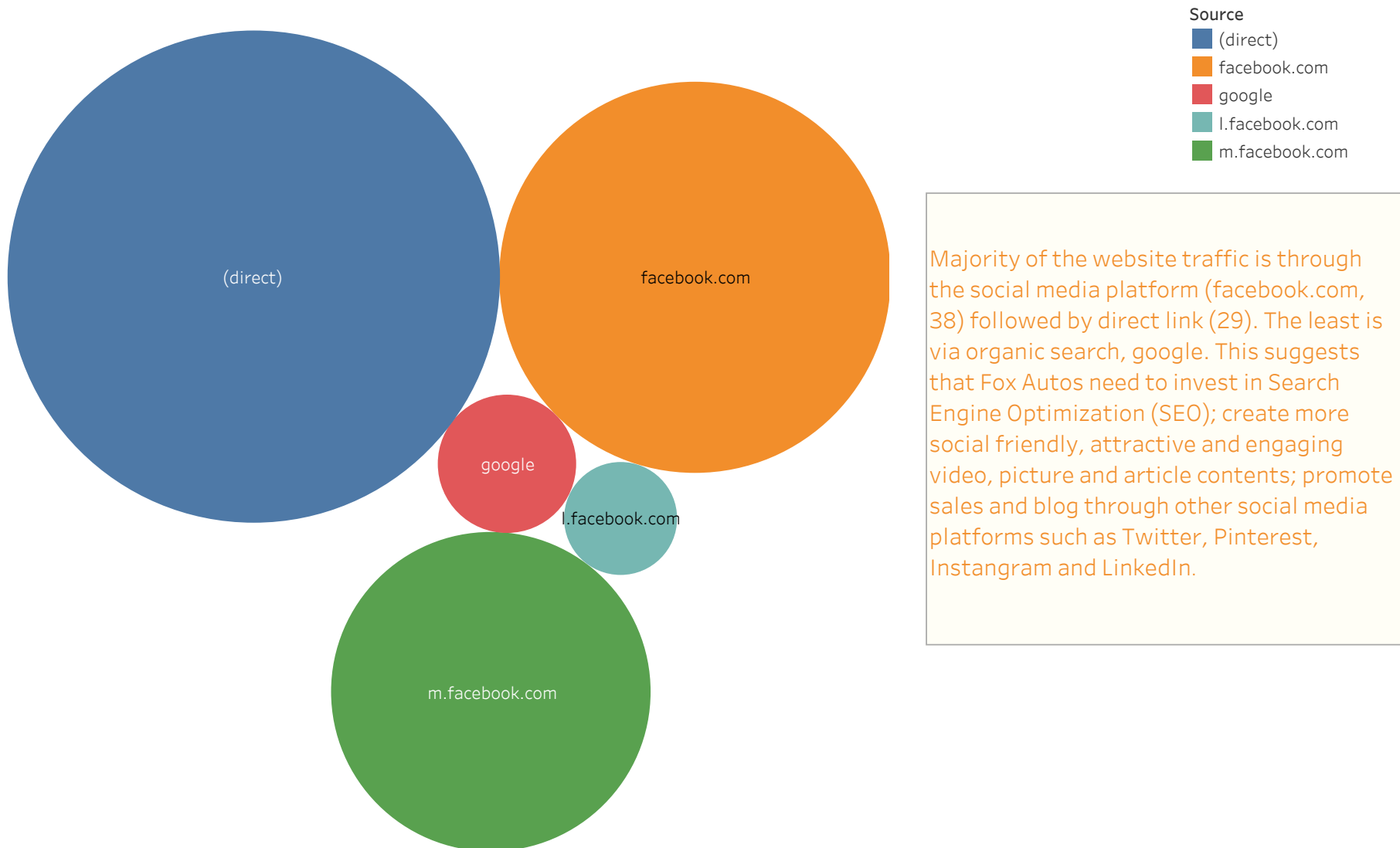




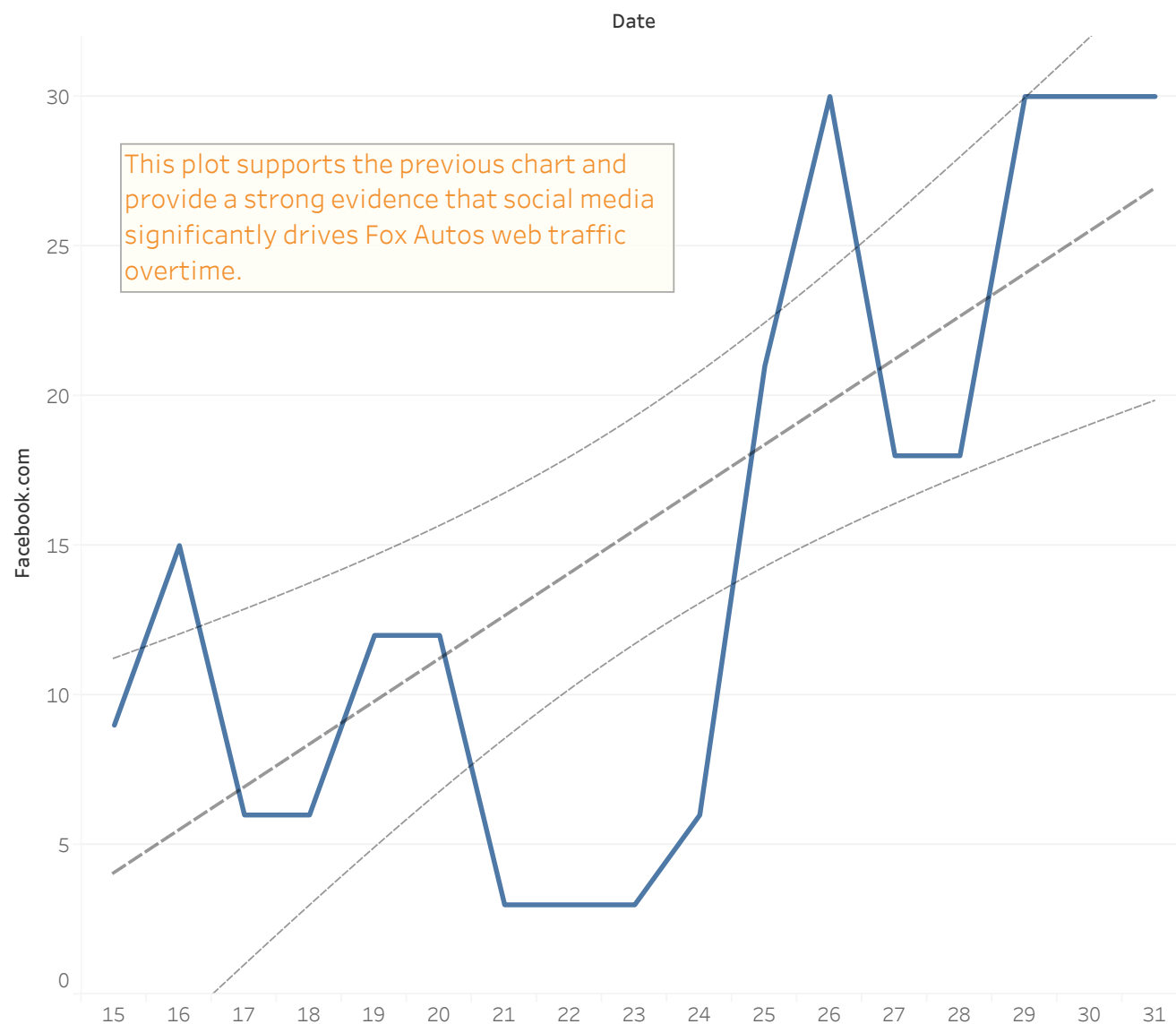
1 2 3 4 5 6 7 8 9 10 11



1	2	3	4	5	6	7	8	9	10	11
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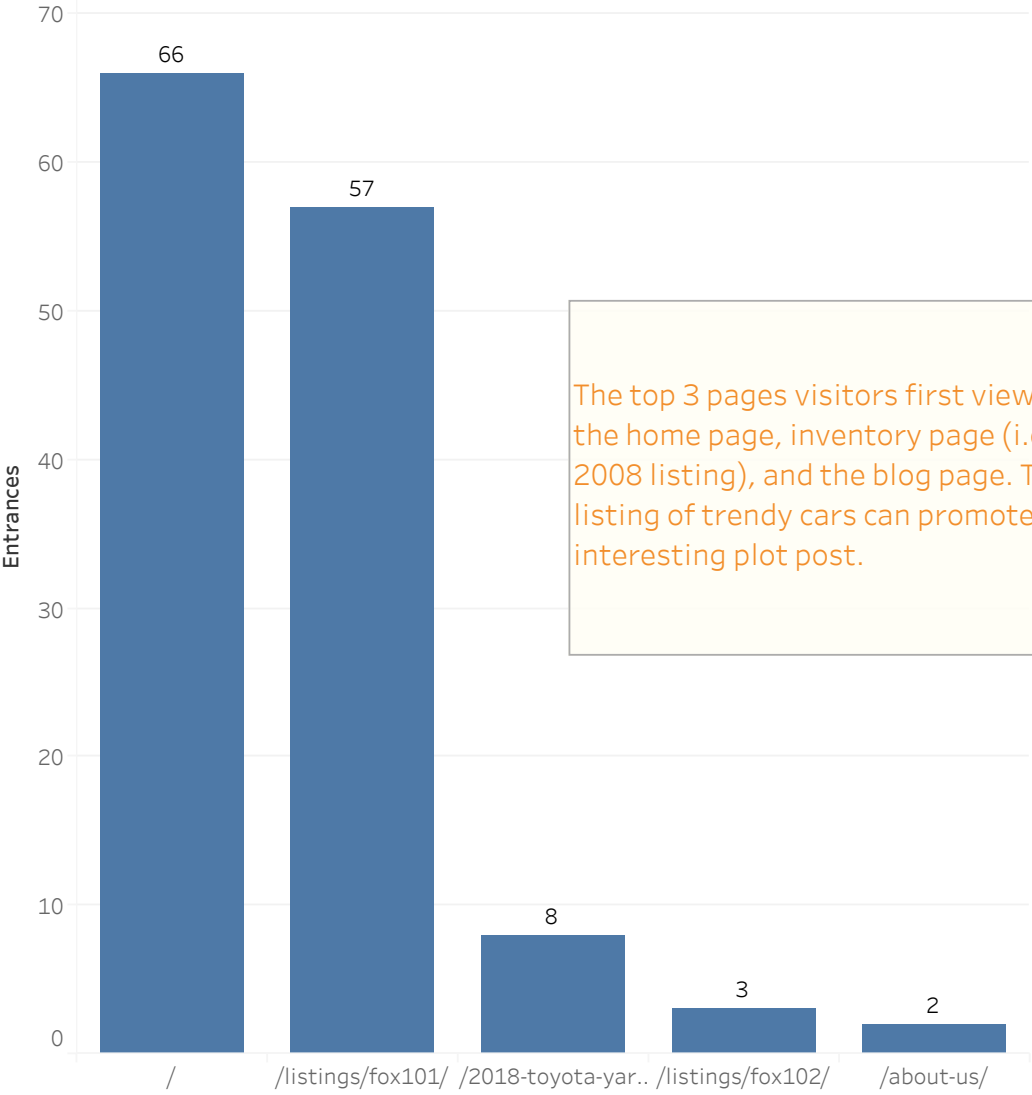


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Landing Page



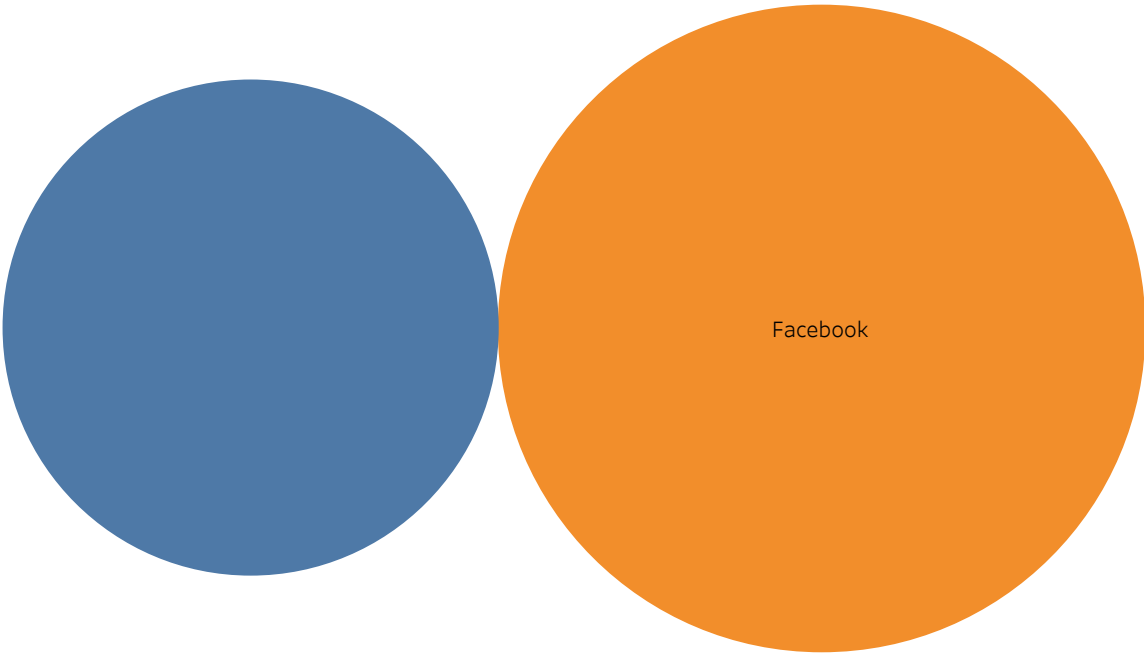
The top 3 pages visitors first view or referred to are the home page, inventory page (i.e. Toyota Vitz 2008 listing), and the blog page. This shows that listing of trendy cars can promote traffic as well as interesting plot post.

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Size of pageviews through Social Network (Facebook.com) relative to others

Social Network

- Null
- Facebook

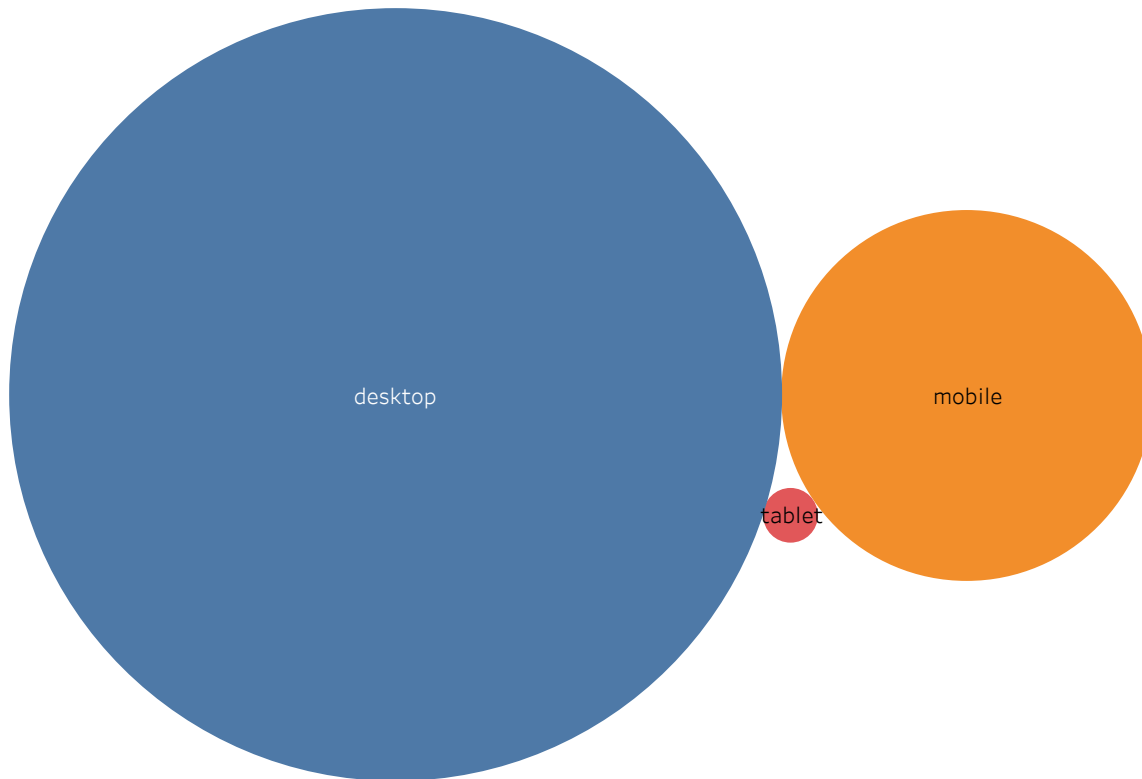


## Size of pageviews by utilised technologies.

Fox Autos (NZ) needs to ensure that each created pages on the website is dynamic and interactive for mobile and tablet view.

### Device Category

- desktop
- mobile
- tablet

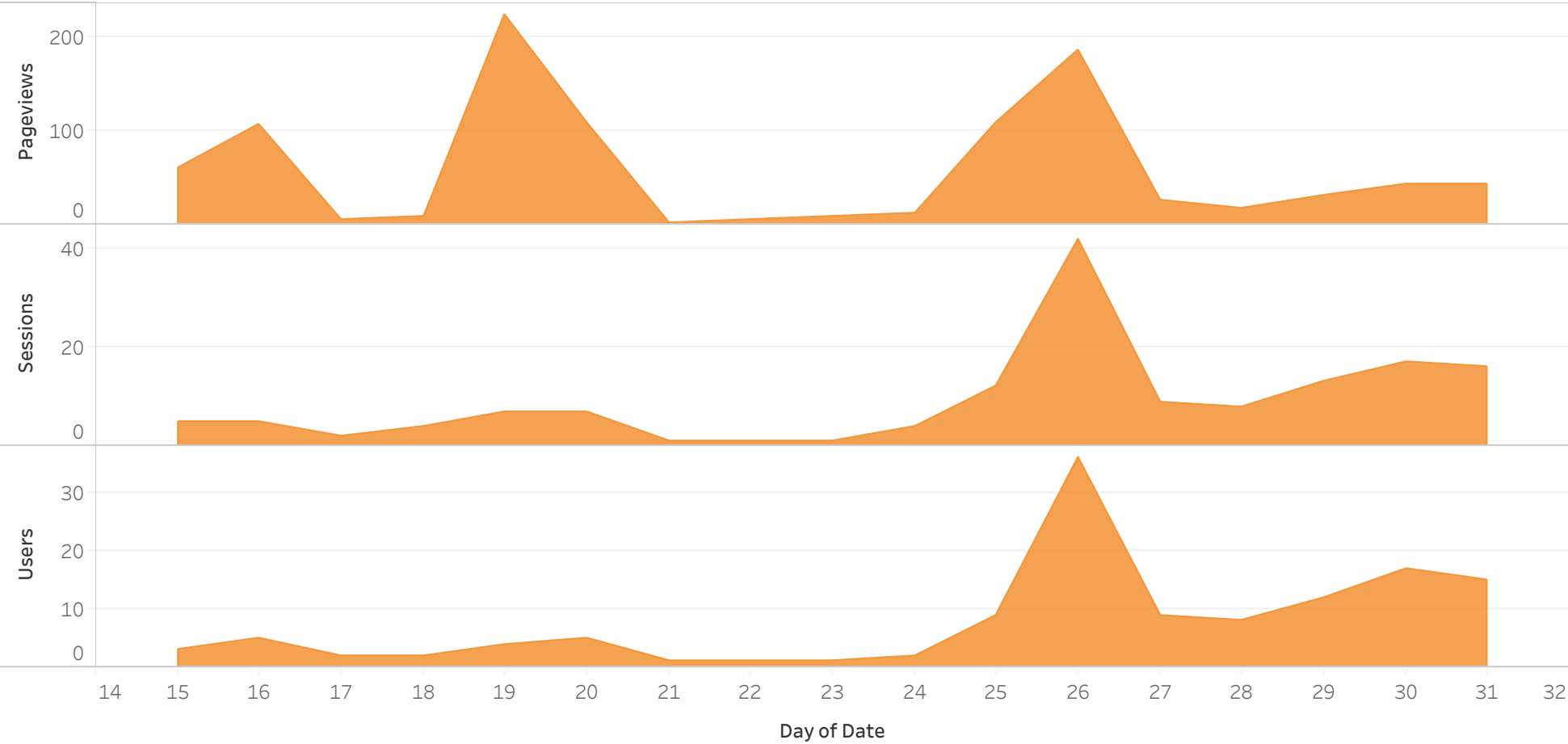


## Users Engagement & Interaction

Day of Date	Pageviews	Sessions	Sum of % New Sessi..	Users	New Users	Time on Page	Avg. Number o..	Avg. Pageview..
15	60	5	1.333	3	2	5,542	2	20
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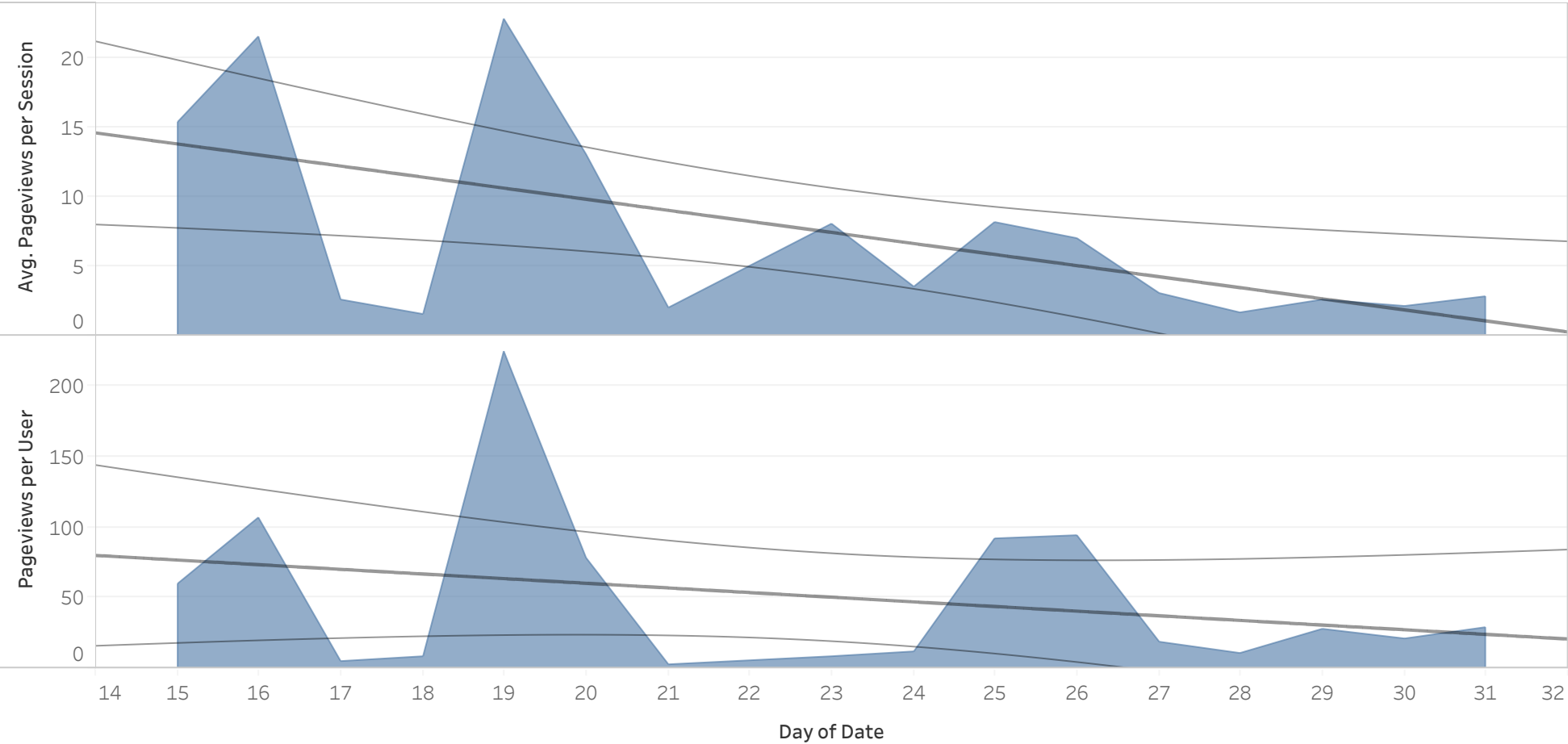
Pageviews, Sessions, sum of % New Sessions, Users, New Users, Time on Page, Avg. Number of Sessions per User and Avg. Pageviews per User broken down by Date Day.

Sheet 2

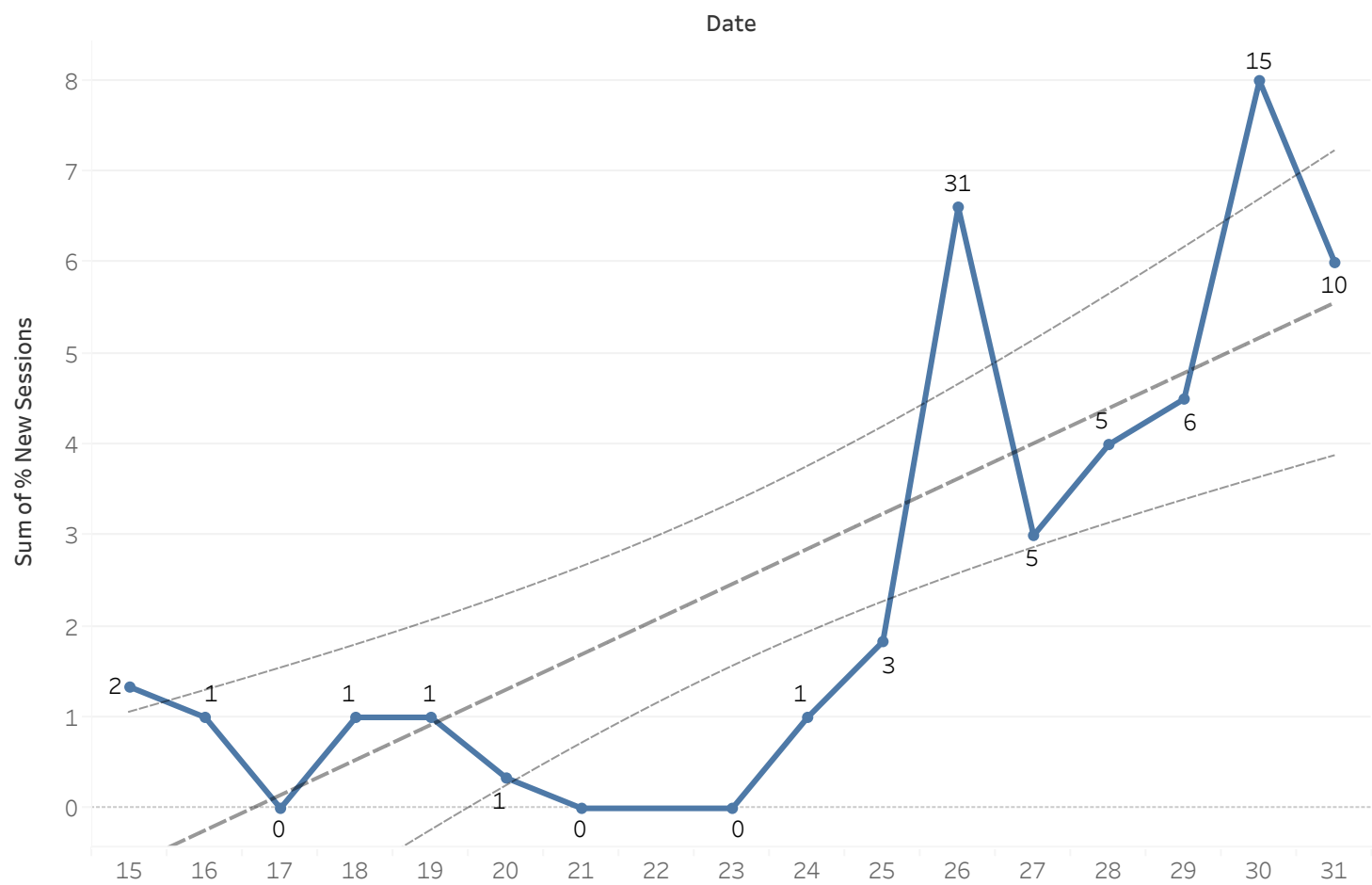


The plots of sum of Pageviews, sum of Sessions and sum of Users for Date Day.

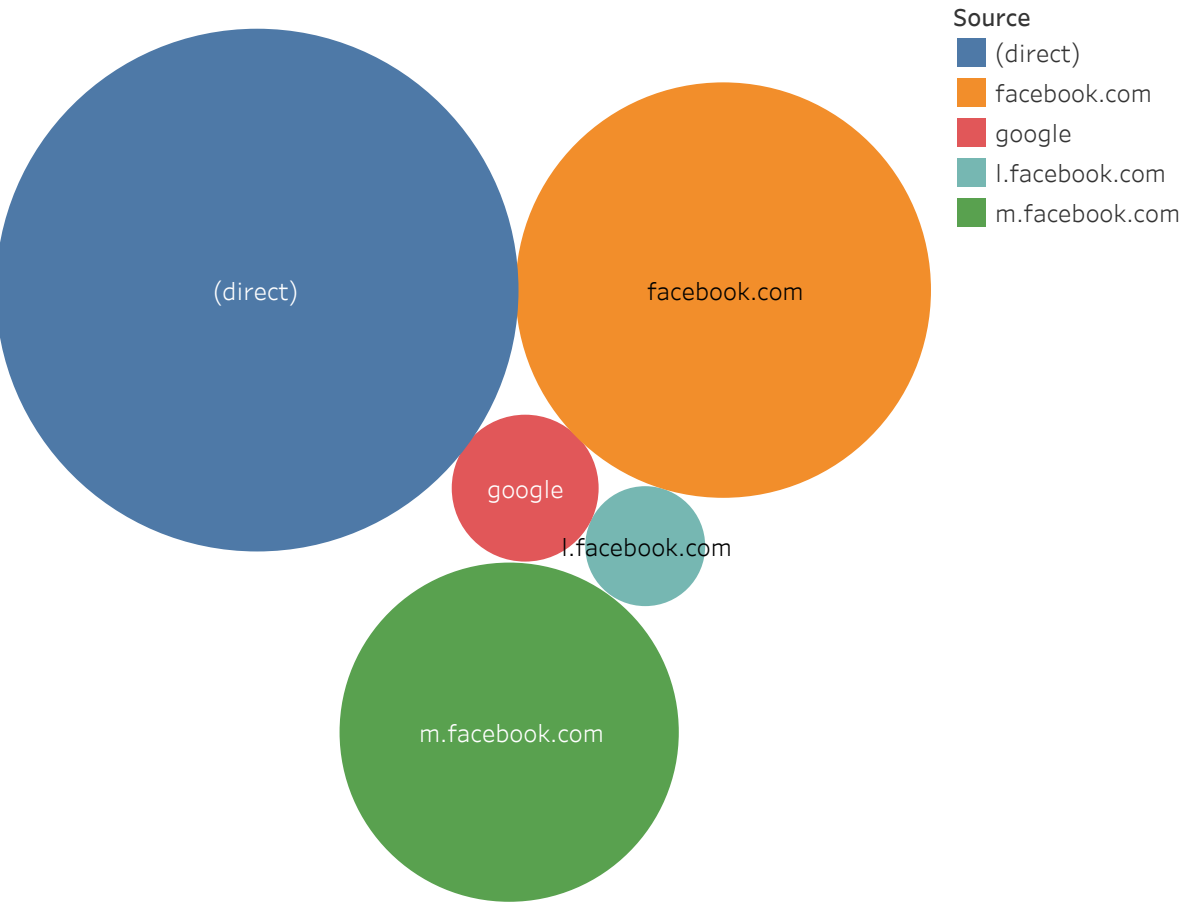
Sheet 3



The plots of average of Pageviews per Session and sum of Pageviews per User for Date Day.



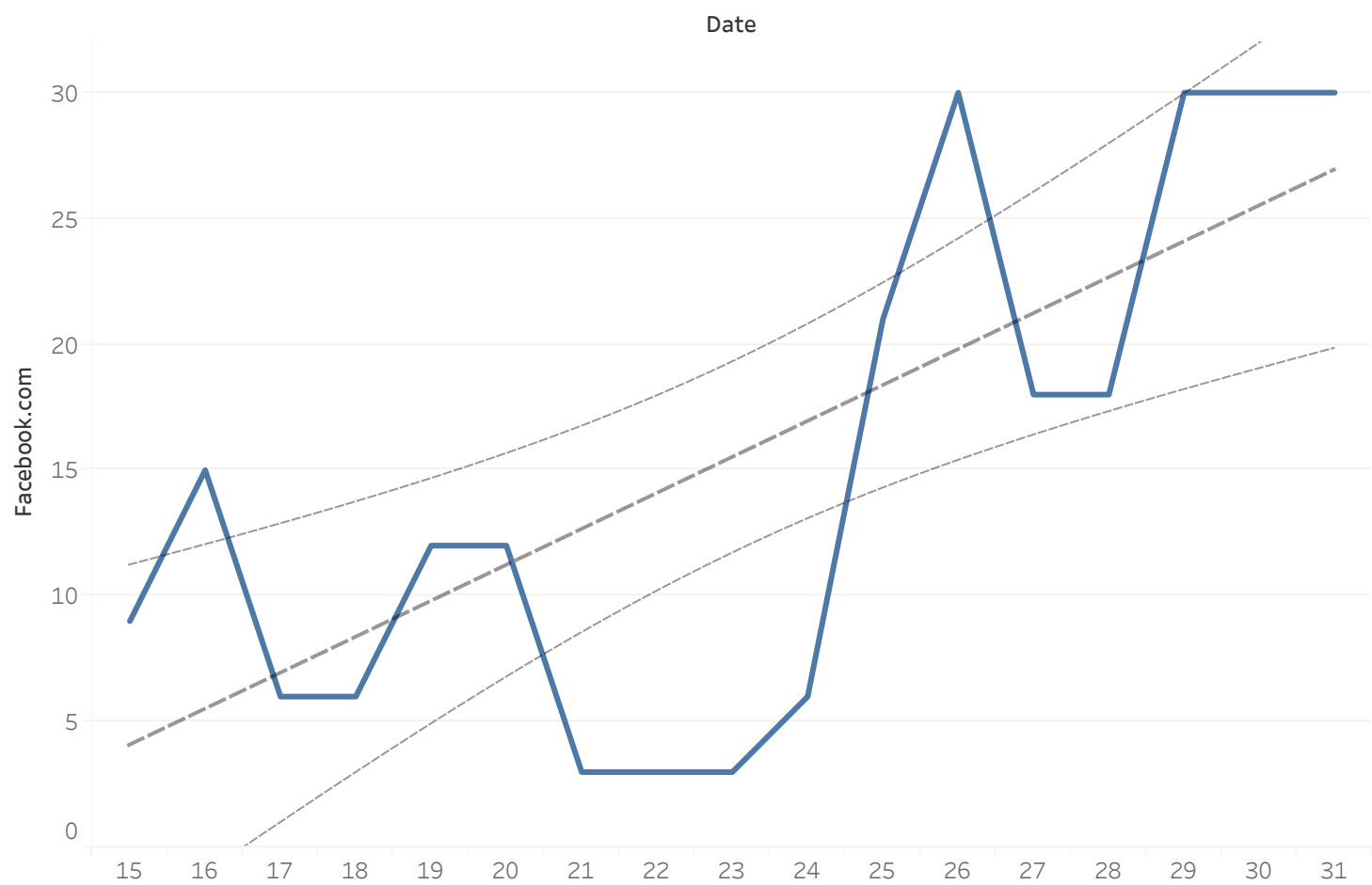
The trend of sum of % New Sessions for Date Day. The marks are labeled by sum of New Users.



Source. Color shows details about Source. Size shows sum of Number of Records.  
The marks are labeled by Source.

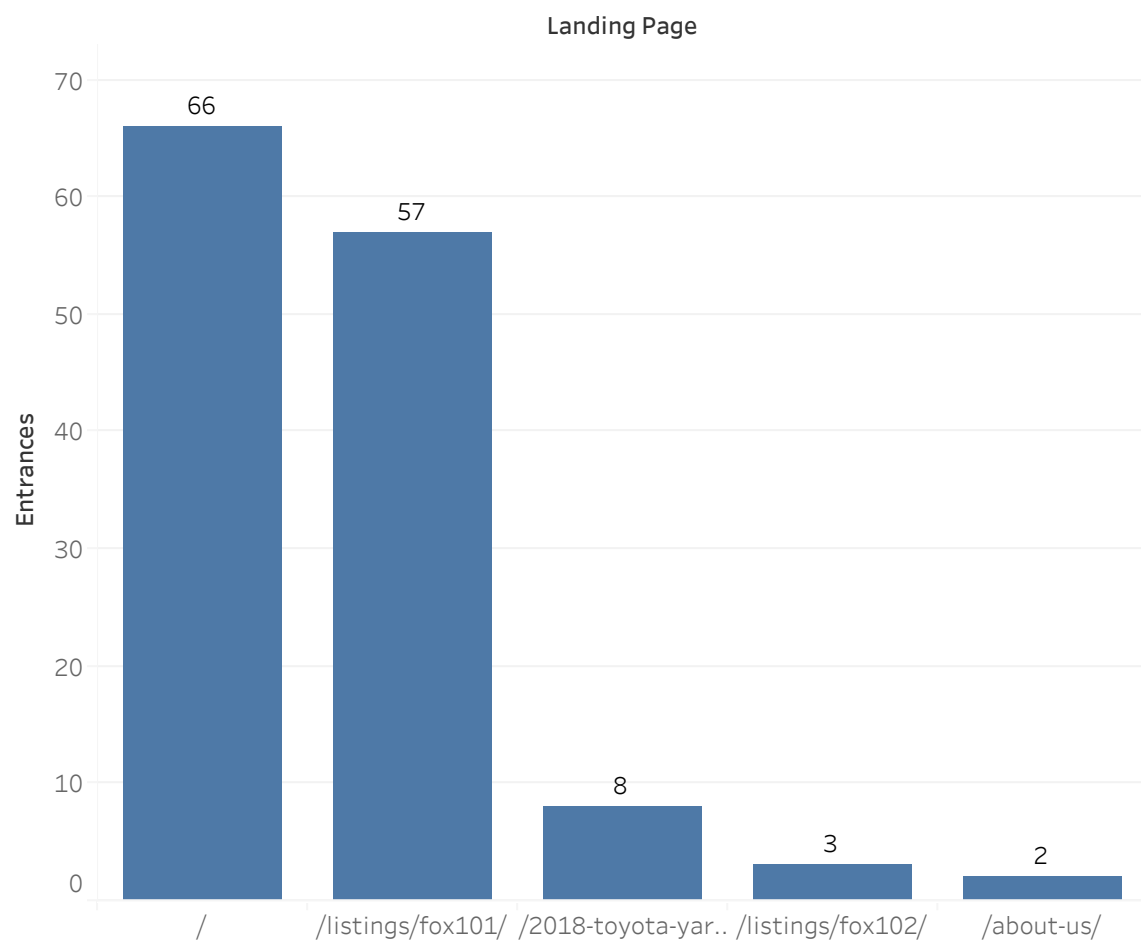


Sheet 7



The trend of Facebook.com for Date Day.

Sheet 8



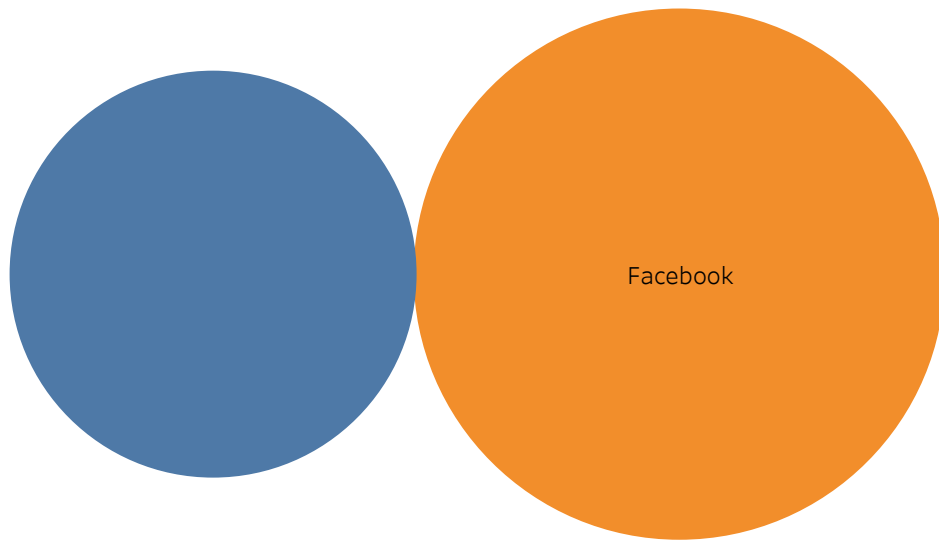
Sum of Entrances for each Landing Page. The view is filtered on sum of Entrances and Landing Page. The sum of Entrances filter includes values greater than or equal to 2. The Landing Page filter keeps 19 of 20 members.

## Sheet 9

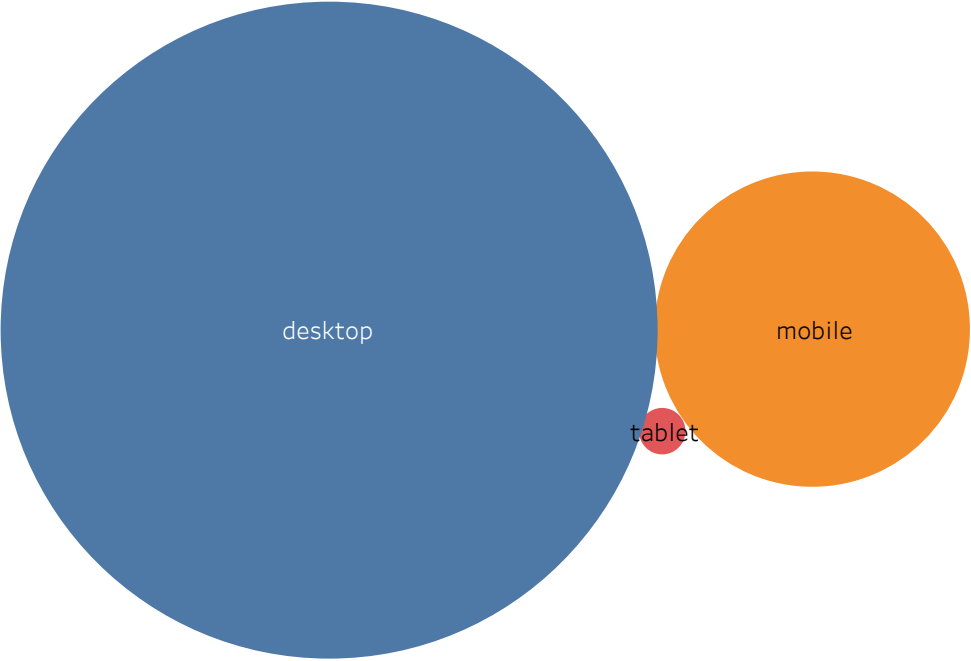
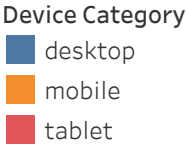
Social Network

■ Null

■ Facebook



Social Network. Color shows details about Social Network. Size shows sum of Pageviews. The marks are labeled by Social Network.



Device Category. Color shows details about Device Category. Size shows sum of Pageviews. The marks are labeled by Device Category.

