

GIES MARCOM WEB ANALYTICS

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RELEASE 2 REPORT

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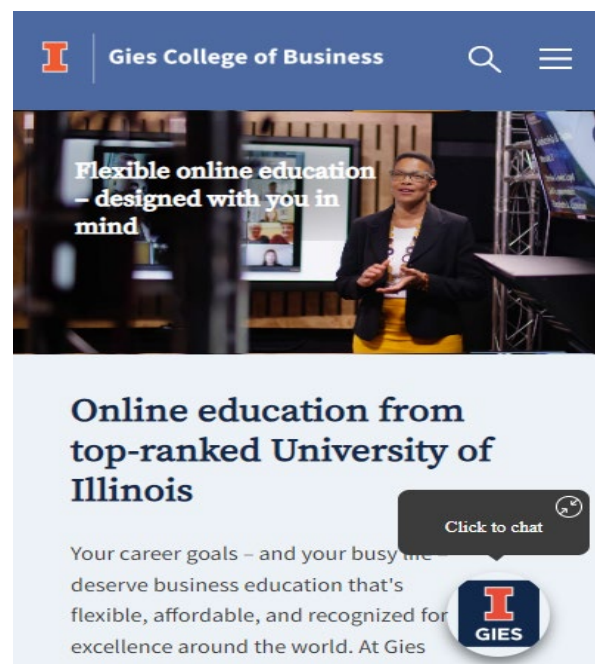
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A. Project Description:

Overview: Gies College of Business at the University of Illinois operates two essential public-facing websites: [giesbusiness](#) and [giesonline](#). These platforms play a critical role in attracting prospective students, engaging current students, and disseminating information about the college's programs and initiatives. However, Gies Marcom currently lacks a comprehensive understanding of user behavior across these websites, which hinders their ability to optimize the user experience and improve conversion rates.



GIES BUSINESS



GIES ONLINE

Challenges:

- **Lack of User Behavior Insights:** Without a thorough analysis of user interactions, it's difficult to understand how visitors navigate the websites and what drives their engagement.
- **Inadequate Segmentation and Traffic Analysis:** The absence of proper user segmentation and traffic pattern analysis prevents Gies Marcom from tailoring their marketing strategies effectively.
- **Google Analytics Configuration Needs:** Current configurations may not be capturing all necessary data or reporting on key metrics, limiting actionable insights.
- **Marketing Spend Data Integration:** There is a need to analyze marketing spend data to evaluate its effectiveness and understand its impact on user engagement and conversions.

B. Project Objectives:

The primary goal of this project is to develop a comprehensive analytics strategy that will enhance the understanding of user behavior and traffic patterns on the giesbusiness and giesonline websites. This will be achieved through three key areas of focus:

Web Traffic Analysis:

- Analyze traffic sources and user behavior to identify where visitors are coming from and which pages they engage with the most.
- Pinpoint key conversion points and assess user paths to improve navigation and overall site experience.

Google Analytics Configuration:

- Configure and optimize Google Analytics to ensure accurate tracking of key metrics and user actions.
- Set up goals, events, and custom reports that align with the college's objectives to facilitate data-driven decision-making.

User Segmentation and Marketing Spend Analysis:

- Develop user segmentation models to categorize visitors based on demographics, behaviors, and engagement levels.
- Integrate and analyze marketing spend data to assess its effectiveness and make informed recommendations for future campaigns.

C. Project Requirements:

Understanding Business Objectives and Project Overview

- Collaborate with stakeholders to clearly define and understand the overarching business objectives.
- Document the project overview, including key deliverables, timelines, and expected outcomes.

Existing Setup Evaluation

- Study the existing analytics setup (if any) to assess what tools and configurations are currently in place.
- Evaluate the effectiveness of the current setup in meeting business needs and objectives.

Analytics Accounts	Properties & Apps
College of Busin... 1813347	Gies Website--2019 Redesign - GA4 267649156
	Gies Online Hub 347261488
	Gies Online Hub 252551226

Gather Required Documentation

- **Data Layer and Data Dictionary:**
 - Check if a data layer has been implemented and assess its structure for capturing necessary data points.

- If available, gather the data dictionary to understand the definitions and relationships of data elements.
- **Data Requirements and Standard Reference Documents:**
 - Collect any existing data requirements documents and Standard Reference Documents (SRDs) that outline necessary data collection practices.

Goal Identification

- Identify specific goals based on the defined business objectives, ensuring they are measurable and actionable.
- Engage stakeholders to ensure that identified goals align with broader organizational strategies.

Key Performance Indicators (KPI's) Identification

- Determine relevant Key Performance Indicators (KPI's) that will help measure the success of the identified goals.
- Ensure that KPI's are specific, measurable, attainable and relevant.

Dimensions and Metrics Alignment

- Identify the dimensions (attributes of data) and metrics (quantifiable data) that are applicable to the goals and objectives.
- Ensure that these dimensions and metrics align with the identified KPI's to facilitate effective reporting and analysis.

D. Project Scope :

- **Domains Covered:**
 - Gies Business
 - Gies Online
- **Data Source:** Google Analytics
- **Time Period:** January 1, 2025 – February 15, 2025

E. Data Points Extracted :

- **Events:** Tracking user interactions such as clicks, video plays (if any), form submissions, bounces, and downloads.
- **Customer Journey:** Analyzing the flow of users through the website, identifying entry points, navigation patterns, and exit pages.
- **Landing Pages:** Evaluating the performance of landing pages based on user engagement, bounce rates, and conversion potential.
- **Technology Stats:** Device types, browsers, and operating systems used to access the websites.

F. Dimensions (Variables)

- **Page Name:** The specific name of the webpage visited.
- **Page Title:** The title of the page as seen in the browser tab.
- **Event Name:** The specific event triggered (e.g., button click, video play).
- **Date:** The date of the visit or interaction.

G. Metrics

- **Users:** The total number of unique visitors to the site.
- **Sessions:** The number of browsing sessions initiated.
- **Views:** The number of times pages were viewed.

H. Release 2 Enhancements

- **Use of Python & R:** Implementing data processing, regression analysis, and visualization techniques using Python and R.
- **Advanced Analytics:** Conducting regression analysis to identify key factors influencing user behavior and site performance.
- **Data Visualization:** Creating dynamic and interactive visualizations to showcase trends, comparisons, and insights.
- **Comparative Analysis:** Evaluating performance differences between Gies Business and Gies Online domains to identify strengths and areas for improvement.
- **Insights Generation:** Extracting key business insights from the analyzed data to drive strategic decision-making.

I. Release 2 Deliverables:

- **Reports:** Containing extracted analytics on customer action data.
- **Visualizations:** Showcasing trends and patterns in user engagement and site performance.
- **Insights & Reports:** Summarizing key findings from regression analysis and domain comparison.
- **Code Repository:** Featuring Python and R scripts used for analysis and visualization.

J. Release 2 Team Learnings:

- Customer Journey/ Action data analysis using Python and how data can showcase and suggest improvements to enhance user experience.
- Proposed Data Retention duration from two (2) months to fourteen (14) months.

K. Next Steps for Release 3

- Developing interactive dashboards for deeper insights.
- Continuous monitoring and refinement of data collection and analysis methods.
- Expanding project scope to include additional KPIs and time periods.
- Conducting in-depth analysis to identify pain points in user experience.
- Providing data-driven recommendations to enhance website usability, navigation, and engagement as part of Release 3.
- Implementing A/B testing strategies to validate potential improvements.