

GIES MARCOM WEB ANALYTICS

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RELEASE 1 REPORT

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INTRODUCTION

The Gies Business and Gies Online Web Analytics Project is designed to extract and analyze website data, providing actionable insights into user behavior, engagement, and site performance. By leveraging detailed reports from Google Analytics, this project focuses on key metrics and dimensions to optimize digital strategies, enhance user experience, and improve overall website effectiveness.





PROCESS STEPS

STEPS

1. Data Collection

- ✓ Created detailed reports in Google Analytics.
- ✓ Extracted relevant data using predefined dimensions and metrics.

2. Data Extraction

- ✓ Exported reports from Google Analytics into Excel.

3. Data Processing & Cleaning

- ✓ Organized extracted data to ensure accuracy and consistency.
- ✓ Removed duplicate or irrelevant entries.

4. Data Analysis

- ✓ Evaluated user engagement, session trends, and event tracking.
- ✓ Assessed technology statistics and landing page performance.

5. Reporting & Documentation

- ✓ Compiled findings into structured Excel reports.
 - ✓ Documented insights and key takeaways for further analysis.
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Enhanced expertise in Google Analytics and web analytics reporting, data extraction, and analysis, leading to improved decision-making and future optimization opportunities.

