Experiment 2 : Web Analytics

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AIM : To study a Web Analytics Tool

Theory:

1. What is Web Analytics?

Web analytics is the process of collecting, measuring, analyzing, and reporting web data to understand and optimize web usage. It helps businesses track visitor behavior, evaluate website performance, and make data-driven decisions to improve user experience and conversion rates.

2. Web Analytics Tools and Their Features

a. Google Analytics
Features:
Tracks website traffic, user demographics, and behavior
Provides real-time analytics and audience segmentation
Conversion tracking and goal setting
Integration with Google Ads and Search Console

b. Adobe Analytics
Features:
Advanced segmentation and customer journey analysis
Predictive analytics using AI (Adobe Sensei)
Custom dashboards and real-time data processing
Multi-channel attribution modeling

c. Hotjar
Features:
Heatmaps for visualizing user interactions
Session recordings to track user behavior
Surveys and feedback collection
Funnel and form analysis

d. Matomo (formerly Piwik)

Features:

Open-source and self-hosted for better data privacy

Customizable reporting and analytics

GDPR and CCPA compliance

Heatmaps, session recordings, and A/B testing

e. Crazy Egg

Features:

Heatmaps and scroll maps to track user engagement

A/B testing for optimizing website elements

Confetti reports to analyze traffic sources

Click tracking to understand user navigation

3. Why is it Important to Learn Web Analytics?

Helps improve user experience by analyzing behavior

Increases conversion rates and business growth

Optimizes digital marketing strategies

Enhances decision-making with data-driven insights

Tracks ROI and measures campaign effectiveness

4. Key Performance Indicators (KPIs) for Your Website

Traffic Metrics: Pageviews, unique visitors, bounce rate

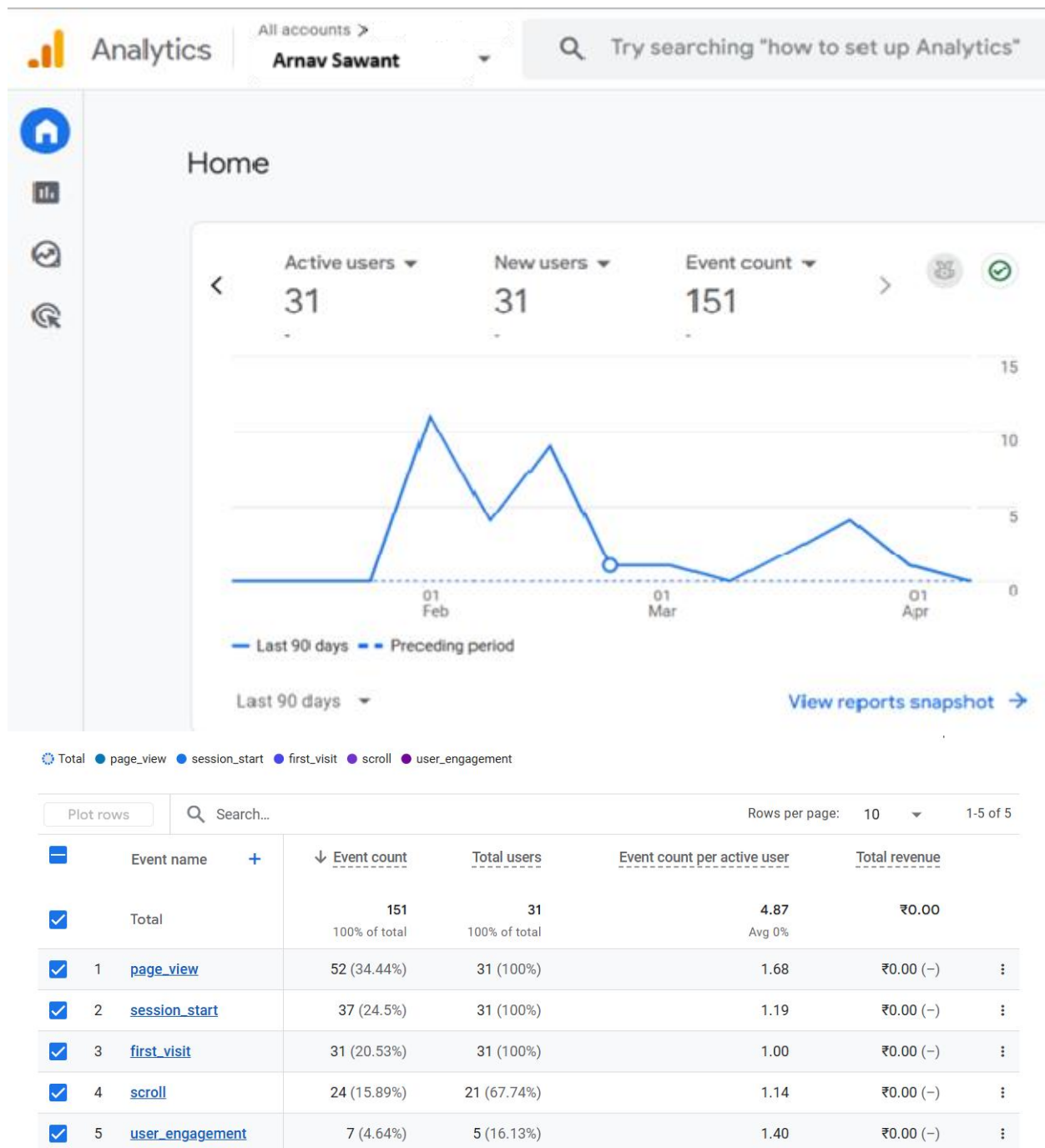**Engagement Metrics:** Average session duration, pages per session

Conversion Metrics: Goal completions, conversion rate, cost per acquisition (CPA)

SEO Metrics: Organic traffic, keyword rankings, backlink profile

User Behavior: Click-through rate (CTR), heatmap interactions

Link to website: www.pranavtitambe.in

1. show landing page of Google Analytics, where it shows the basic analytics of website like users, event counts (like scroll, click), conversion rate & new users.

| Analytics | All accounts > Arnav Sawant ▼ | Q Try searching "how to set up Analytics" |

Home

Active users ▼	New users ▼	Event count ▼
31	31	151

— Last 90 days -- Preceding period

Last 90 days ▼   View reports snapshot →

◌ Total ● page_view ● session_start ● first_visit ● scroll ● user_engagement

| Plot rows | Q Search... | | | Rows per page: 10 ▼ | 1-5 of 5 |

	Event name +	↓ Event count	Total users	Event count per active user	Total revenue	
☑	Total	151 100% of total	31 100% of total	4.87 Avg 0%	₹0.00	
☑ 1	page_view	52 (34.44%)	31 (100%)	1.68	₹0.00 (–)	⋮
☑ 2	session_start	37 (24.5%)	31 (100%)	1.19	₹0.00 (–)	⋮
☑ 3	first_visit	31 (20.53%)	31 (100%)	1.00	₹0.00 (–)	⋮
☑ 4	scroll	24 (15.89%)	21 (67.74%)	1.14	₹0.00 (–)	⋮
☑ 5	user_engagement	7 (4.64%)	5 (16.13%)	1.40	₹0.00 (–)	⋮

This gives the analysis of traffic on each page of website.

2. Show demographic information of user base

Active users▾ by Country▾

COUNTRY	ACTIVE USERS	
India	13	-
China	6	-
United States	4	-
France	2	-
Poland	2	-
Canada	1	-
Germany	1	-

Active users by Country over time

○ Total ● India ● China ● United States ● France ● Poland
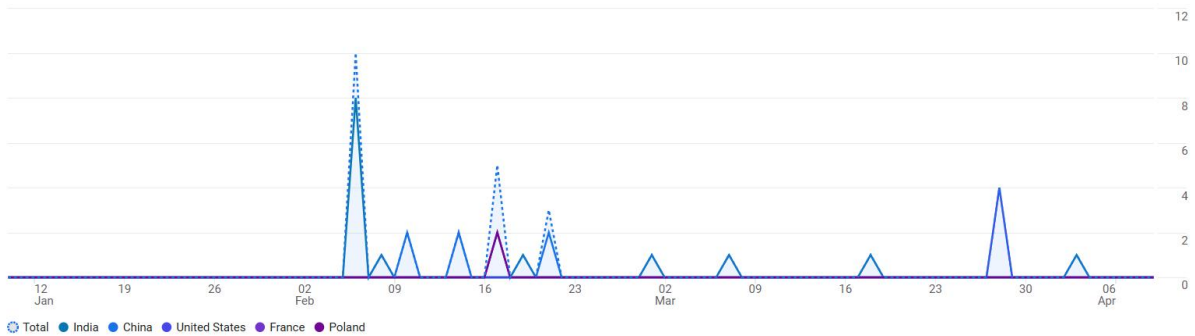
		Active users	New users	Engaged sessions	Engagement rate	Engaged sessions per active user	Average engagement time per active user	Event count All events ▾
☑	Total	31 100% of total	31 100% of total	10 100% of total	27.03% Avg 0%	0.32 Avg 0%	8s Avg 0%	151 100% of total
☑ 1	India	13 (41.94%)	13 (41.94%)	8 (80%)	42.11%	0.62	19s	87 (57.62%)
☑ 2	China	6 (19.35%)	6 (19.35%)	1 (10%)	16.67%	0.17	0s	24 (15.89%)
☑ 3	United States	4 (12.9%)	4 (12.9%)	0 (0%)	0%	0.00	0s	14 (9.27%)
☐ 4	(not set)	2 (6.45%)	2 (6.45%)	0 (0%)	0%	0.00	0s	6 (3.97%)
☑ 5	France	2 (6.45%)	2 (6.45%)	0 (0%)	0%	0.00	0s	6 (3.97%)
☑ 6	Poland	2 (6.45%)	2 (6.45%)	0 (0%)	0%	0.00	0s	6 (3.97%)
☐ 7	Canada	1 (3.23%)	1 (3.23%)	0 (0%)	0%	0.00	0s	3 (1.99%)
☐ 8	Germany	1 (3.23%)	1 (3.23%)	1 (10%)	100%	1.00	11s	5 (3.31%)

The above picture gives us demographic information from where our user base is.

3. shows how my website url is visited 'direct' if it is directly searched and visited 'referal' if it redirected through any third party website.
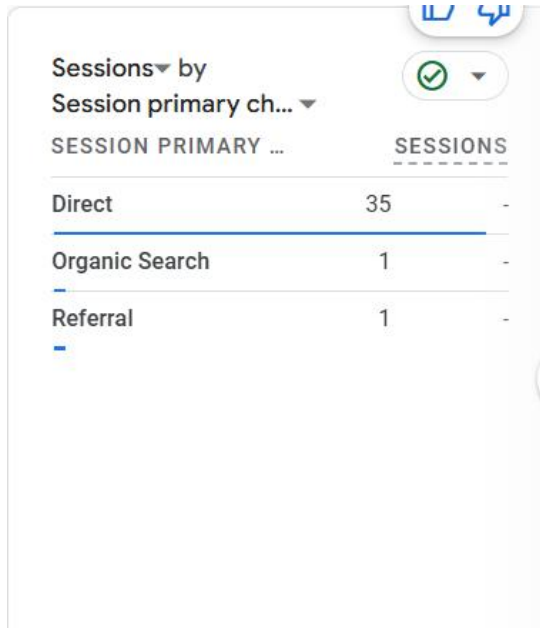
4. shows what all events have been done by users on website for example:53 people viewed the page.
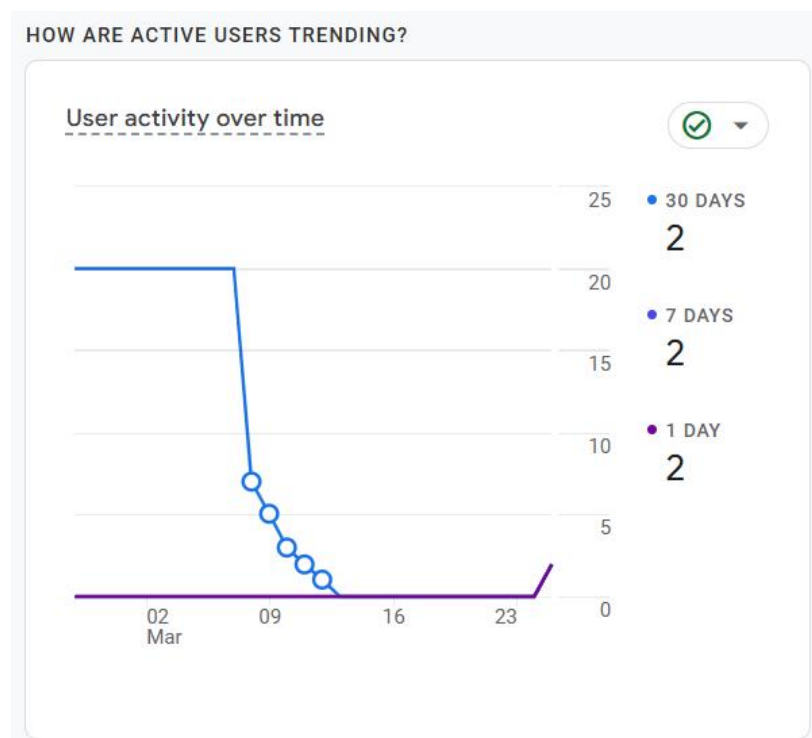
5. Show the user activity over the past 7 days, after adding Google Analytics script to website.
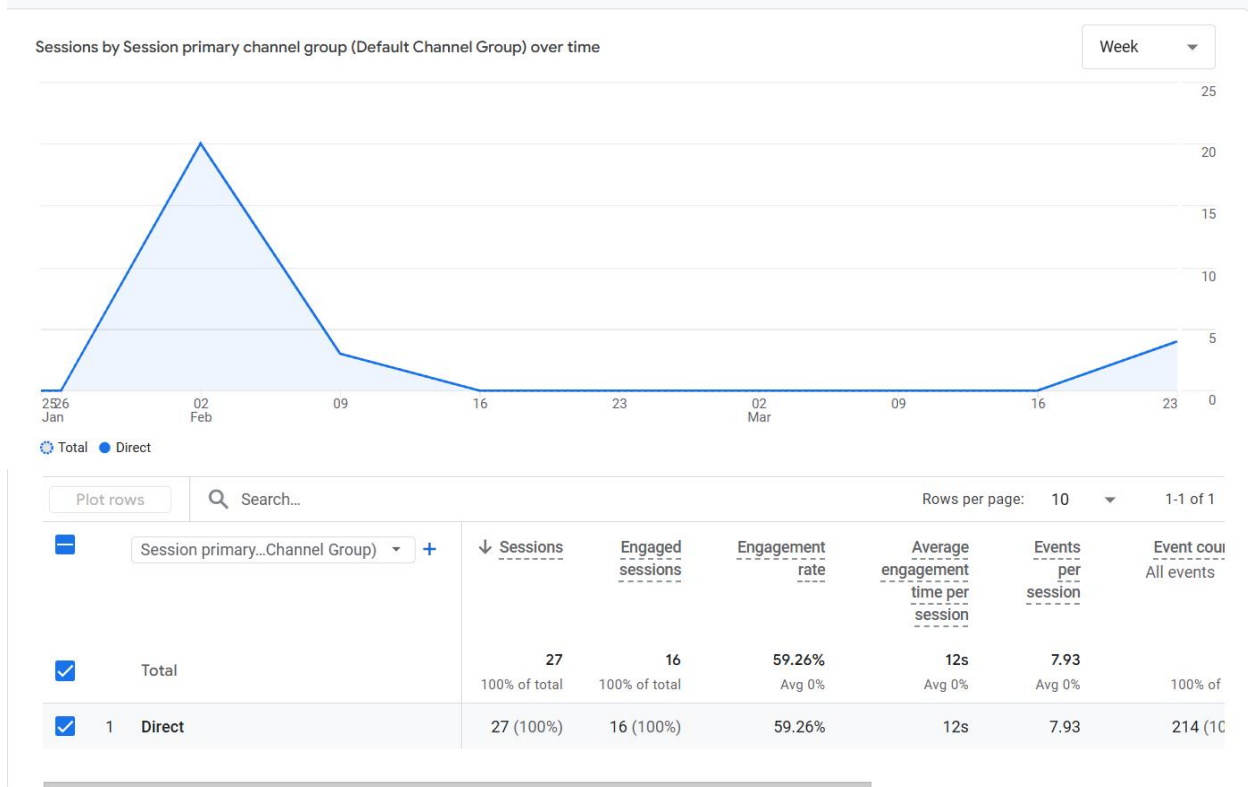
This shows the complete details about the engagement session, avg engagement time, event counts, etc.

CONCLUSION : I was able to learn about how to do the google analytics of the website, also along with that there were certain problems which were faced by me like I was not able to locate the actual web analytics link where I have to put my likn and measure the analytics.