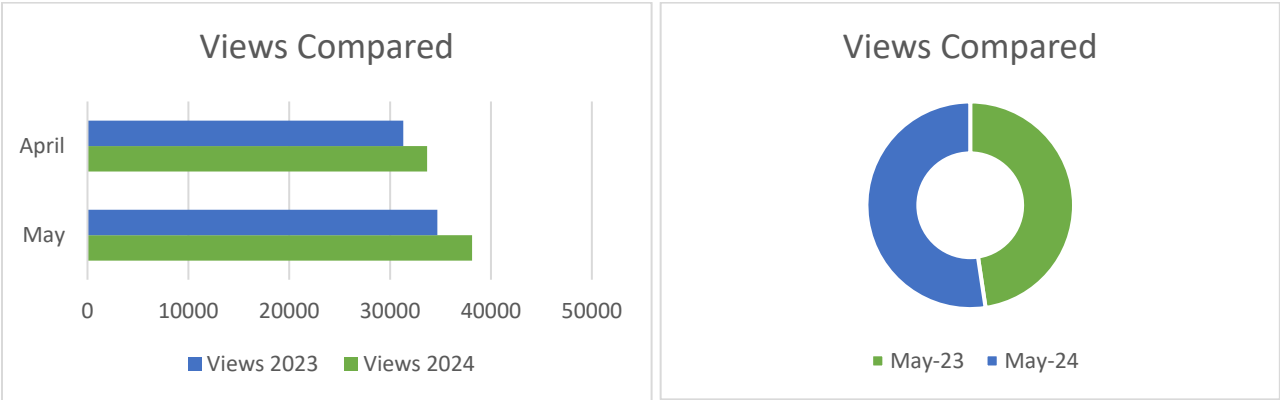


Here are the Website Analytics report for the month of MAY 2024.

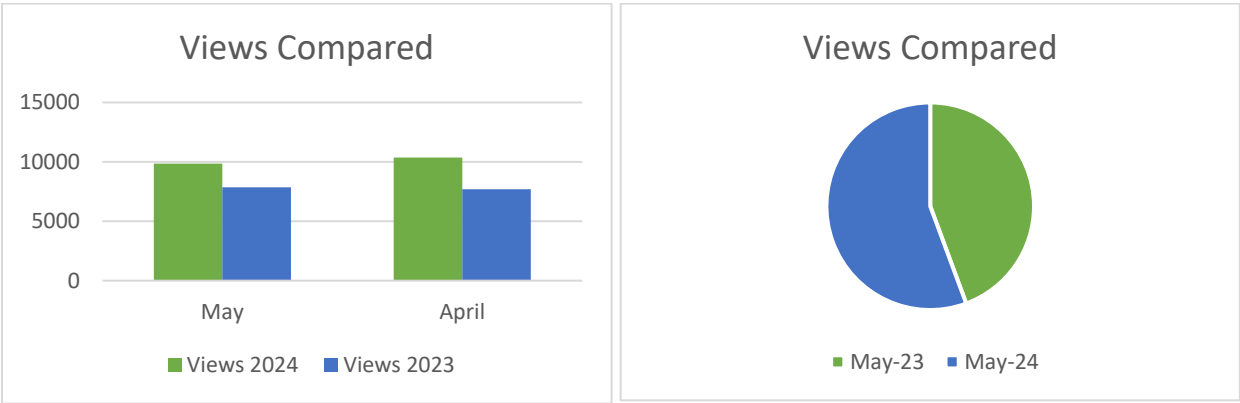
- Total Views:**
38,121 views



METRICS:	Event count	sessions	Avg. Eng. Time
May 2023	162,382	26,949	0:33
May 2024	225,116	33,646	0:29

Compared to last month’s viewership (of 33,662 views) this month has seen a 4459 increase in viewers. 3443 more views than compared to this time last year. With generic being the top page for this month (15,259), last month (11,671 views) and May of 2023 (1859 views). Though traffic is mainly from a google search, the possible source for the increase could be from the generic campaign or “generic blog title” blog article.

- Top 3 pages after Home and Views for each:**
ally: 15,259 Views
catchy: 3,321 Views
effect: 1332 Views
- Maps Views:**
9,857 Views



METRICS:	Event count	sessions	Avg. Eng. Time
May 2023	17,375	3,759	1:41
May 2024	41,814	7,996	1:45

Last month maps had a viewership of 10,369, decreasing viewership, this month by 512 views. But increased by 1998 views compared to this time last year. With 'reach' being the most viewed map every month since its launch in 2019.

- **Most Popular map Title and Views:**

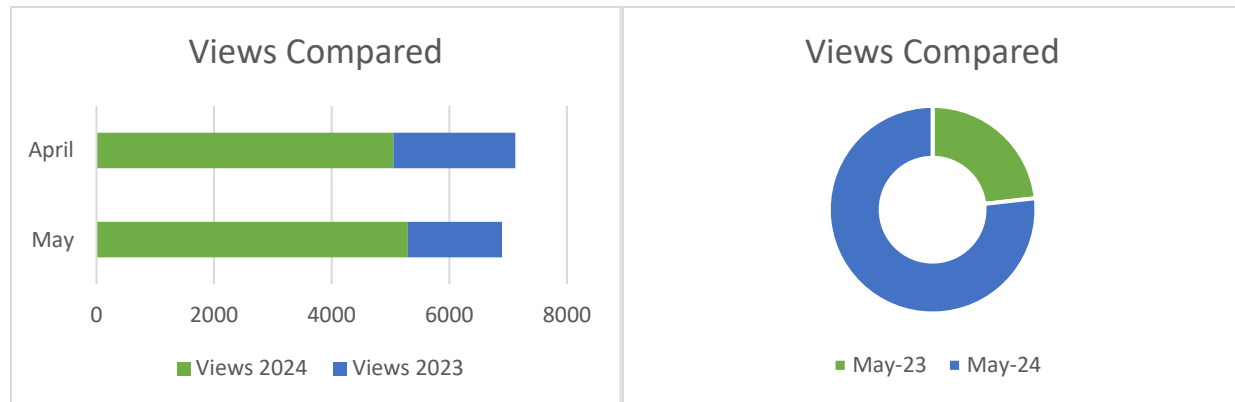
Reach
2797 Views

- **App Views:**

Pr: 143 Views
Sim: 48 Views

- **Data Portal Views:**

5295 Views



METRICS:	Event count	sessions	Avg. Eng. Time
May 2023	206	2	2:05
May 2024	13,034	678	1:59

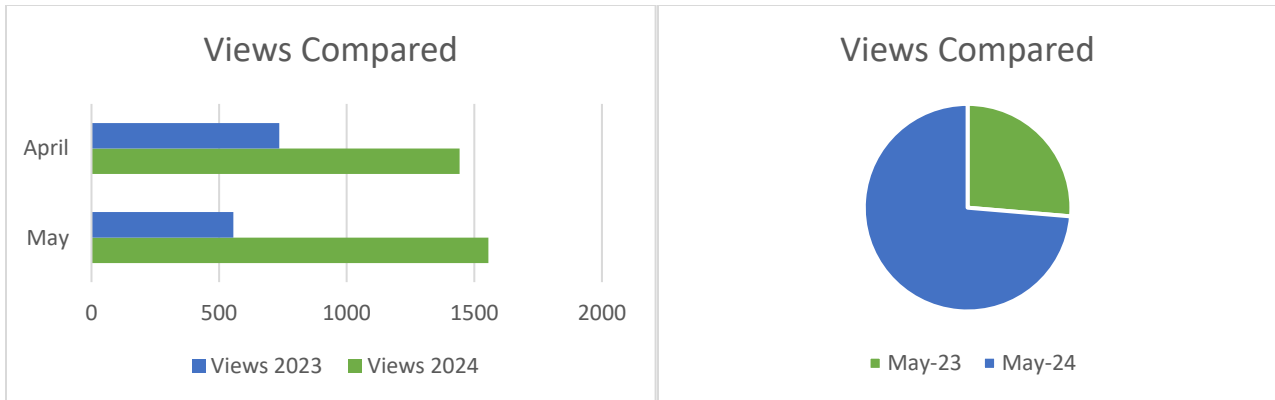
Data has seen an increase, this month, with over more than 245 views than last month and 3,693 more views than this time last year. 'Building' being the most viewed page. A change from last May's top page, 'Cars'. Possible reason for this could be the interest in downtown Detroit for the Movement Festival or the Grand Prix.

- **Top OpenData Page**

Building Footprints, 2020
570 Views

- **Blog Views:**

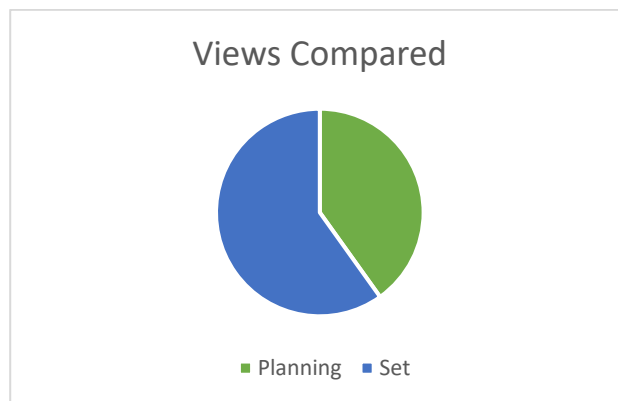
1555 Views



METRICS:	Event count	sessions	Avg. Eng. Time
May 2023	6110	1196	0:45
May 2024	8029	1174	0:47

Blog views increased by 113 views compared to last month, and increased by 999 views when comparing it to May 2023. “Ethnicity Data” being the top blog, for both April and May 2024. And the other top blogs being “Safety” (58 views), “Safe behaviors” (52 views), “Development” (44 views), and “Our Aging Region” (43 views).

- **Most Visited Blog Title and Views**
U.S. Data
97 Views
- **Most visited HU page**
Planning
195 Views



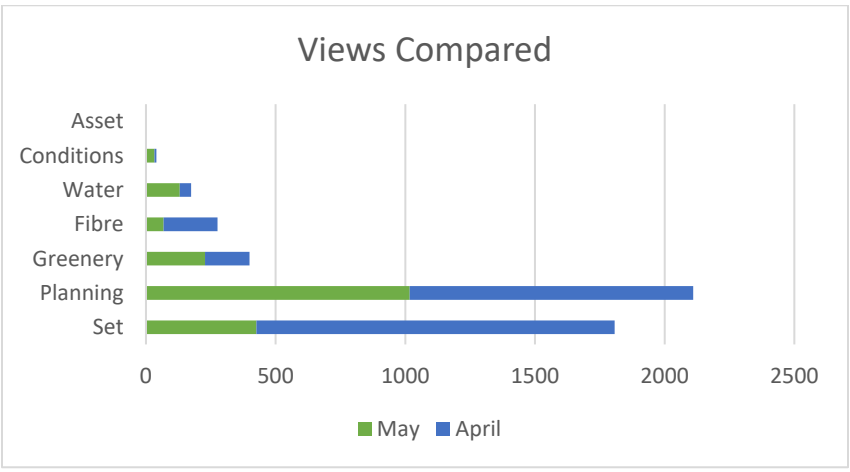
METRICS:	Event count	sessions	Avg. Eng. Time
planning	879	326	0:03
set	523	148	0:32

This month the Planning was the most viewed HUB page, compared to last month’s most viewed page being the Vision 2050 Draft plan. The increase of views to the Set and planning could possibly

be from the interest of the Series meeting.

- HUBS**

set	426 Views
planning	1017 Views
greenery	228 Views
fibre	68 Views
Water	130 Views
Conditions	33 Views
Asset	0 Views



METRICS:	Event count	sessions	Avg. Eng. Time
May 2023	2043	311	0:53
May 2024	5866	962	0:50

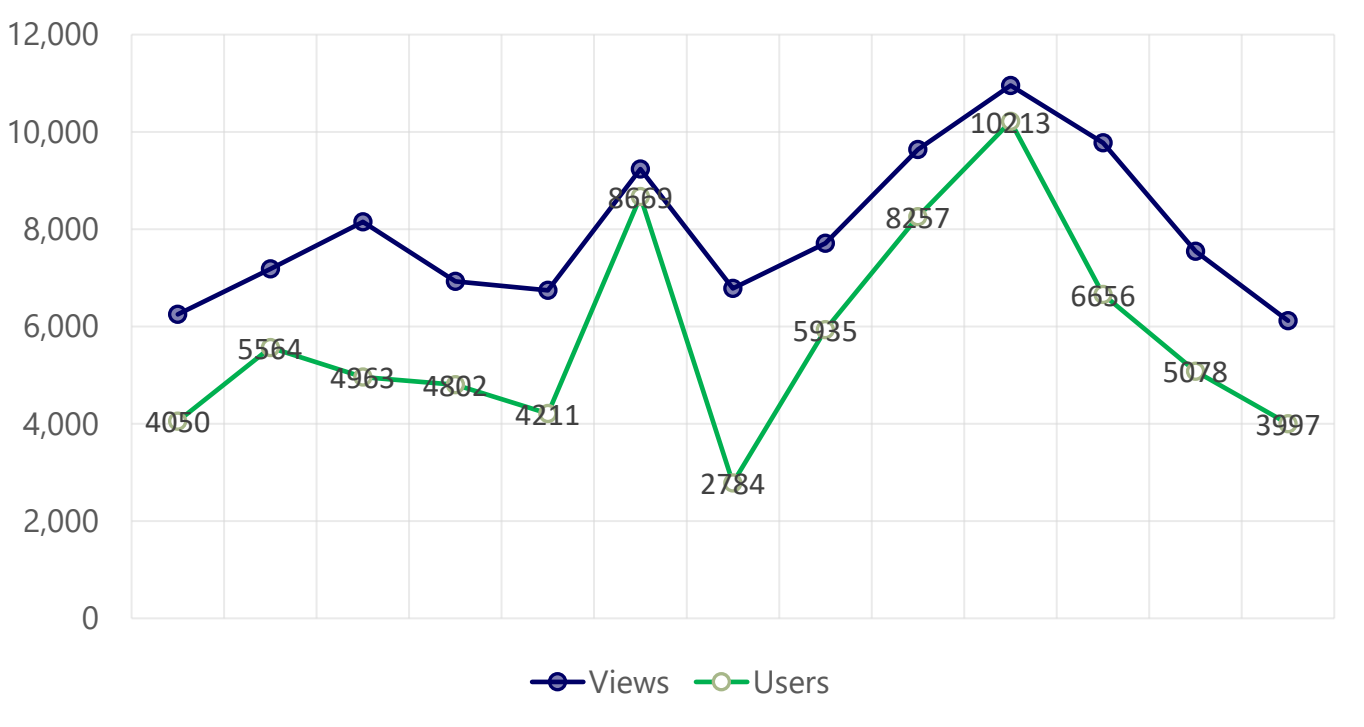
2024 4th Quarter Analytics

APRIL – JUNE 2024

GENERIC

Views: 102990
users: 74771

Metric	Apr	May	Jun
Users	20295	28152	26324
Event Count	191092	225116	209452
Views	31653	36169	36168
Sessions	25434	33646	30367
Avg Engageme nt time	0:39	0:29	0:27



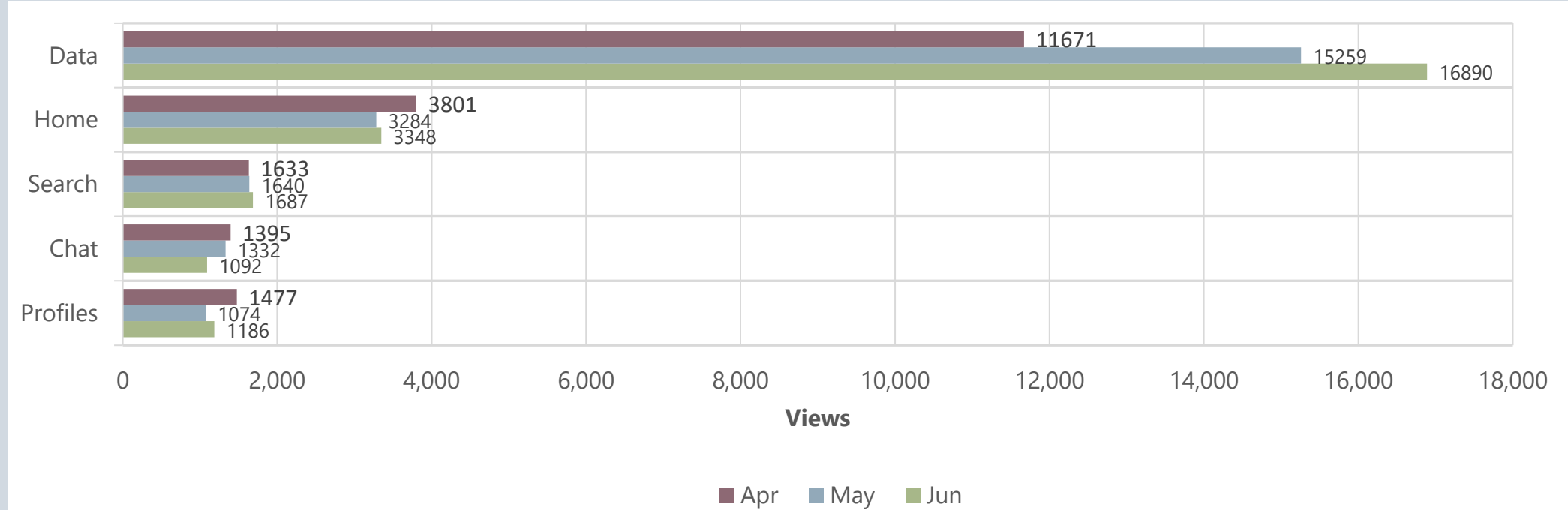
In April, GENERIC had 20,295 users, which increased to 28,152 in May, showing a growth of approximately 38.7%. This number slightly decreased to 26,324 users in June, representing a 6.5% drop from May. Event counts saw a substantial rise from 19,109 in April to 225,116 in May, followed by a decrease to 209,452 in June. Views were 31,653 in April, rising to 36,169 in May, and maintaining stability at 36,168 in June. Sessions also increased from 25,434 in April to 33,646 in May, and slightly to 30,367 in June.

Average engagement time showed a declining trend, starting at 0:39 in April, decreasing to 0:29 in May, and further dropping to 0:27 in June. This indicates that users spent less time per session as months progressed. The graph on the right visualizes the relationship between views and users over the time period, highlighting peaks in user activity and engagement, with notable spikes around late May and early June. Overall, GENERIC had 102,990 views and 74,771 users during this period.

To increase user engagement on GENERIC, focus on improving content quality by regularly updating with fresh, relevant articles and multimedia content.

Top 5 Content Pages

Views: 102990
users: 74771



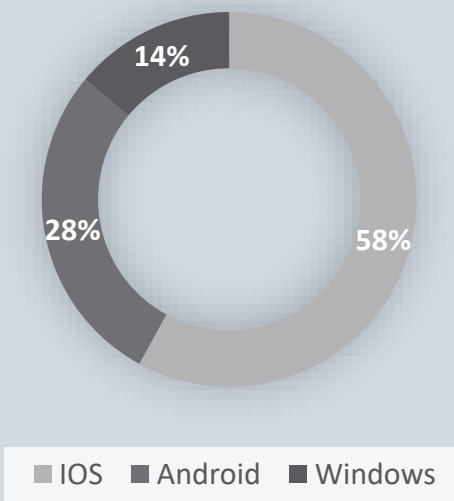
This slide displays the top five content pages on GENERIC, highlighting the number of views each page received in April, May, and June. The "Data" page is the most viewed, showing a significant increase from 11,671 views in April to 16,890 in May, before slightly dropping to 15,259 in June. The "Home" page also saw a peak in May with 3,848 views, declining to 2,844 in June.

The "Search" page maintained relatively stable views around 1,633 to 1,687 each month. The "Chat" page saw consistent interest, with views rising from 1,395 in April to 1,382 in June. Lastly, "Profiles" experienced a decrease from 1,477 views in April to 1,074 in June.

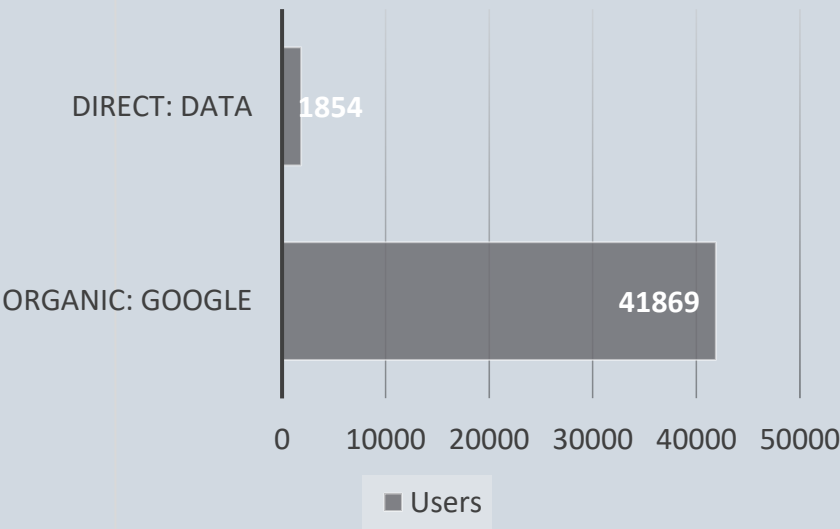
To increase engagement, GENERIC could focus on enhancing the most popular content, such as "Data," by adding more detailed and interactive features like maps, charts, and real-time updates. Additionally, improving the visibility and accessibility of the "Home" page through better navigation and more engaging content could help retain visitors. Promoting the lesser-viewed pages, such as "Profiles," via targeted campaigns or highlighting them on the homepage might also draw more attention.

Top Page Insights/traffic: Data

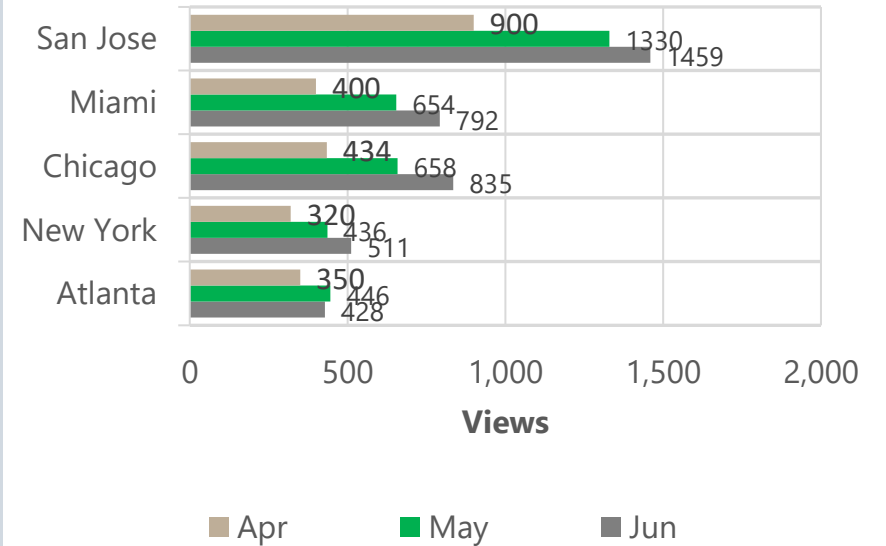
Operating System by Users



Traffic by Users



Users by City



This slide provides an analytic overview of traffic and user engagement for a page related to data. It highlights the operating systems used by visitors, showing that 58% access the page via iOS, 28% through Android, and 14% via Windows.

The source of traffic reveals that the majority of users, 41,869, come from organic Google searches, while direct traffic accounts for 1,579 users. Monthly performance metrics from April to June are displayed, indicating a positive trend in user engagement. The number of users increased from 11,995 in April to 16,930 in June, while the event count rose from 71,802 to 98,058 during the same period. There is also an overview of user engagement and traffic for a page related to data, focusing on users by city.

Page views grew from 13,802 in April to 19,013 in June, and sessions increased from 12,471 to 17,289. Additionally, the average engagement time improved from 6 seconds in April to 10 seconds in June. Overall, the data reflects a steady growth in both traffic and user interaction over the three months.

The "San Jose" category leads with the highest user count, increasing significantly from 900 in April to 1,459 in June. Miami shows a steady rise from 400 users in April to 792 in June, while Chicago's user count grows from 434 in April to 835 in June. New York follows a similar upward trend, with users increasing from 320 in April to 511 in June. Atlanta also shows consistent user engagement, with numbers rising from 350 in April to 428 in June.