

Experiment 2 : Web Analytics

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Sign and Grade	

AIM : To study a Web Analytics Tool

Theory:

1. What is Web Analytics?

Web analytics is the process of collecting, analyzing, and interpreting data from website visitors to understand user behavior, measure performance, and optimize digital strategies. It helps businesses improve user experience, increase conversions, and achieve marketing goals.

2. Web Analytics Tools and Their Features:

There are several web analytics tools available, each with its features. Some prominent ones include:

a. Google Analytics

- **Features:**
 - Tracks website traffic, user demographics, and behaviors
 - Provides real-time data and audience segmentation
 - Goal tracking and conversion analysis
 - Integration with Google Ads and Search Console
 - Customizable dashboards and reports

b. Adobe Analytics

- **Features:**

- Advanced segmentation and predictive analytics
- AI-driven insights with Adobe Sensei
- Multi-channel tracking (web, mobile, social, IoT)
- Custom event tracking and real-time reporting
- Integration with Adobe Experience Cloud

c. Hotjar

- **Features:**

- Heatmaps to visualize user clicks, scrolls, and interactions
- Session recordings to analyze user behavior
- Feedback polls and surveys for user insights
- Conversion funnel analysis to identify drop-off points
- Form analytics to optimize lead generation

d. Matomo (formerly Piwik)

- **Features:**

- Open-source alternative with full data ownership
- GDPR and privacy compliance
- Customizable dashboards and reports
- Heatmaps and session recordings
- A/B testing and conversion tracking

e. Crazy Egg

- **Features:**

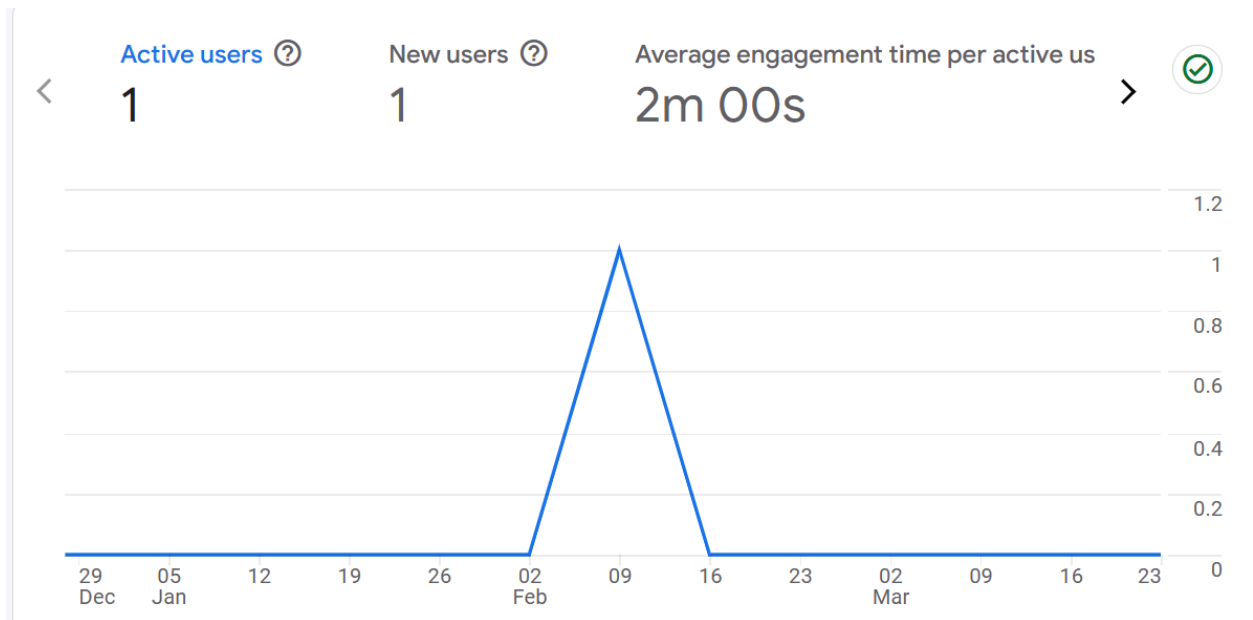
- Visual heatmaps and scrollmaps for user interaction analysis
- A/B testing for website optimization
- Session recordings to track user navigation
- Overlay reports for click distribution insights
- Confetti tool for in-depth traffic segmentation

3. Why is it Important to Learn Web Analytics?

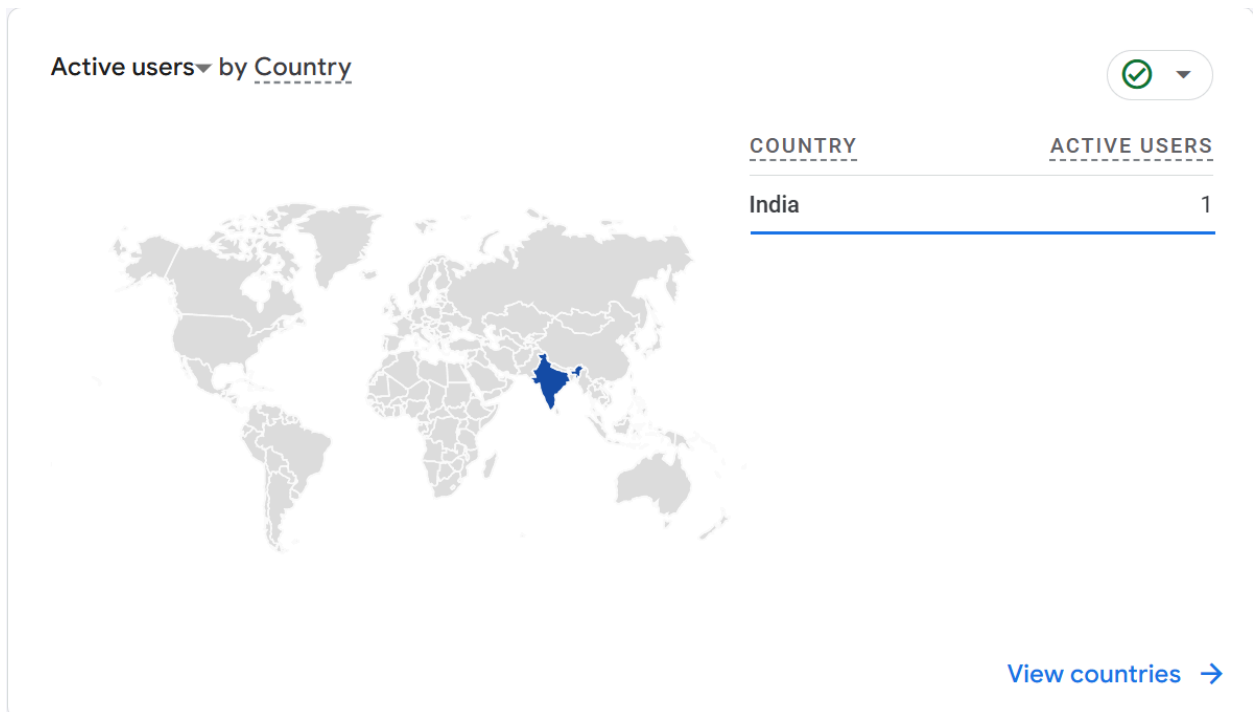
- Helps businesses understand customer behavior and preferences
- Improves website user experience (UX) and engagement
- Optimizes digital marketing campaigns for better ROI
- Identifies key conversion points and areas for improvement
- Supports data-driven decision-making

4. Key Performance Indicators (KPIs) for Your Website:

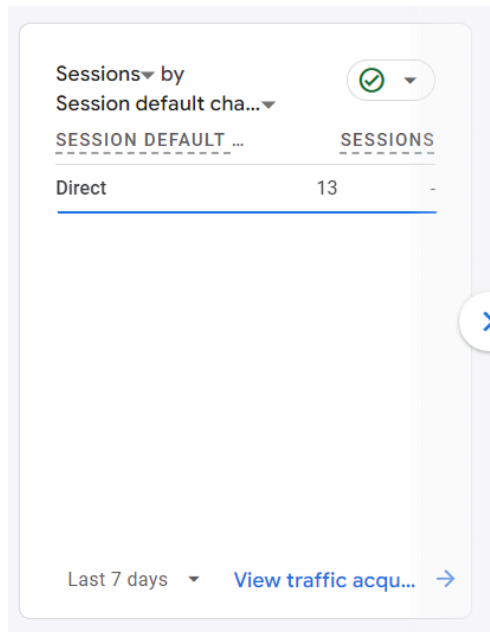
Link to website: <https://atharva2125.github.io/ip-3/>



1. Show demographic information of user base



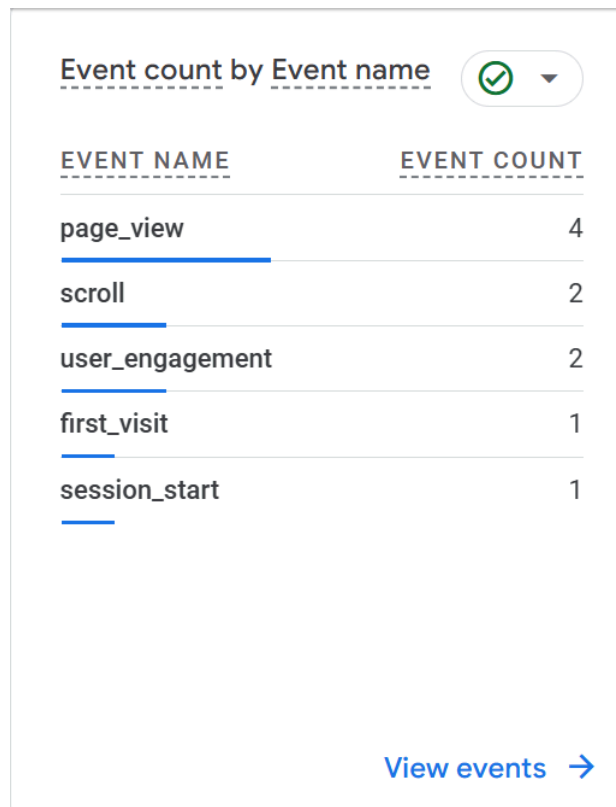
2. shows how my website url is visited 'direct' if it is directly searched and visited 'referral' if it redirected through any third party website.



The screenshot shows the 'Sessions by Session default channel' interface in Google Analytics. At the top, there's a header 'Sessions by' with a dropdown arrow and a green checkmark icon. Below it is 'Session default channel' with a dropdown arrow. The main table has two columns: 'SESSION DEFAULT CHANNEL' and 'SESSIONS'. The first row shows 'Direct' with a value of 13. At the bottom, there's a filter for 'Last 7 days' and a link 'View traffic acquisition' with a right arrow.

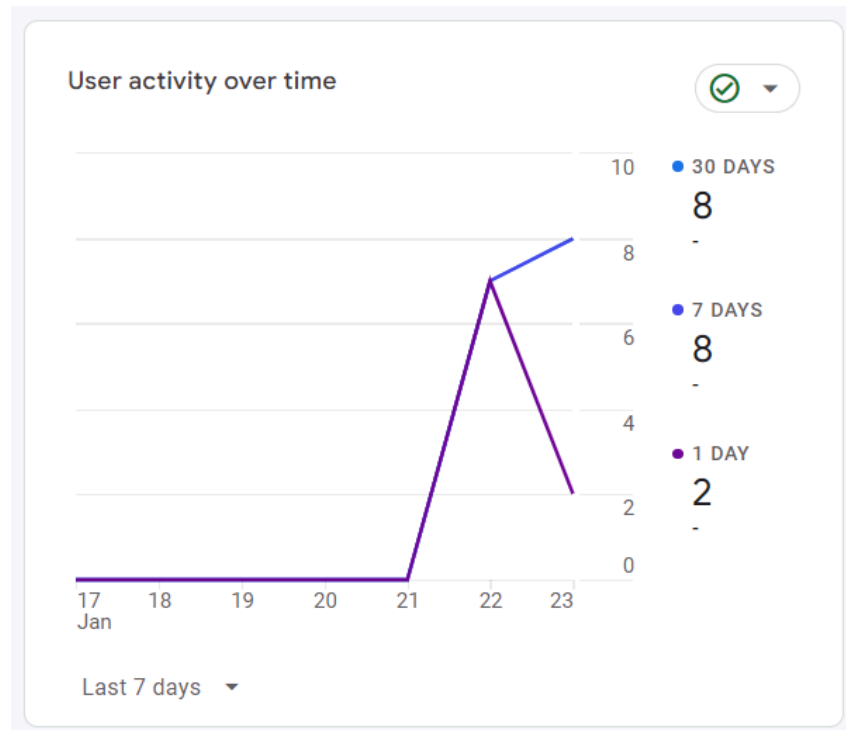
SESSION DEFAULT CHANNEL	SESSIONS
Direct	13

3. shows what all events have been done by users on website for example:53 people viewed the page.



The screenshot shows the 'Event count by Event name' interface in Google Analytics. At the top, there's a header 'Event count by Event name' with a dropdown arrow and a green checkmark icon. The main table has two columns: 'EVENT NAME' and 'EVENT COUNT'. The first row shows 'page_view' with a value of 4. The second row shows 'scroll' with a value of 2. The third row shows 'user_engagement' with a value of 2. The fourth row shows 'first_visit' with a value of 1. The fifth row shows 'session_start' with a value of 1. At the bottom, there's a link 'View events' with a right arrow.

EVENT NAME	EVENT COUNT
page_view	4
scroll	2
user_engagement	2
first_visit	1
session_start	1



4. 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 :

In conclusion, our web analytics experiment highlights the need to enhance user engagement by increasing the scroll rate and ensuring visitors interact more with our content. To achieve this, we can focus on improving page design, adding interactive elements, and optimizing content placement to encourage deeper exploration. Additionally, expanding our international user base requires implementing multilingual support, localized content, and targeted marketing strategies to attract a diverse audience. By continuously analyzing user behavior and refining our approach, we can create a more engaging experience and drive higher conversions.