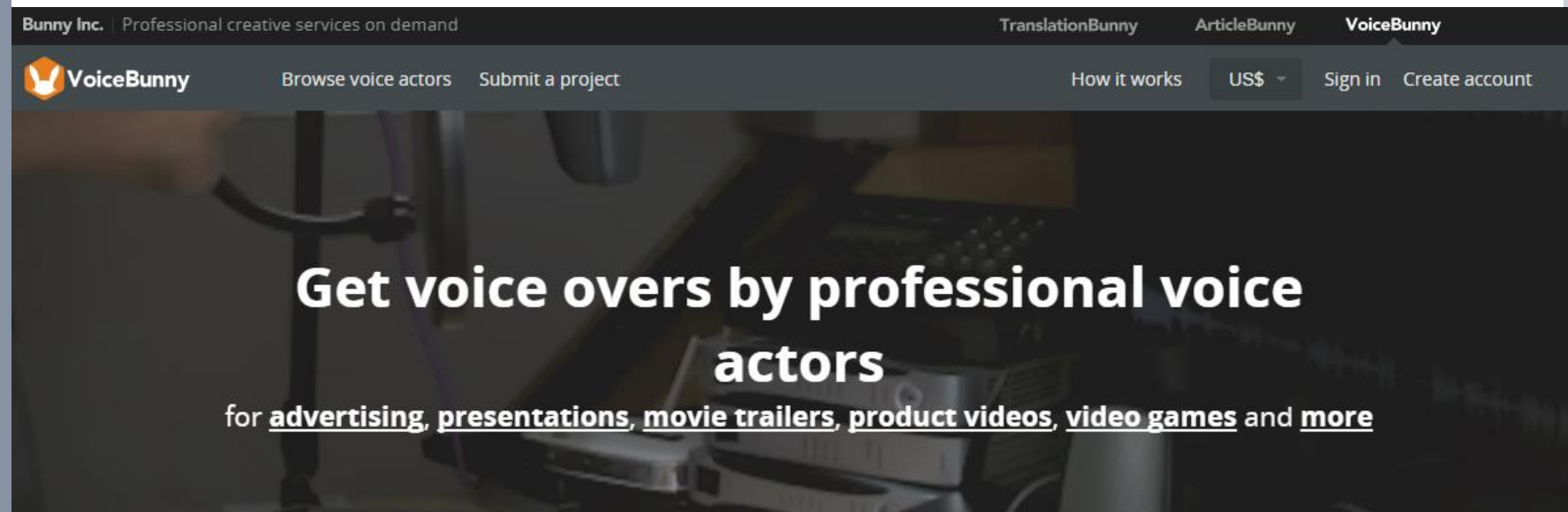# WEB ANALYTICS

VISUAL ANALYTICS PROJECT

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Our Customer

Voicebunny.com

Its goal is to connect customers who require high quality professional voices with the owners of these voices.

How does it work?

Limitations of current solutions

- Previous parameterization
- Inability to process after param. change
- Use of samplig

INSIGHT
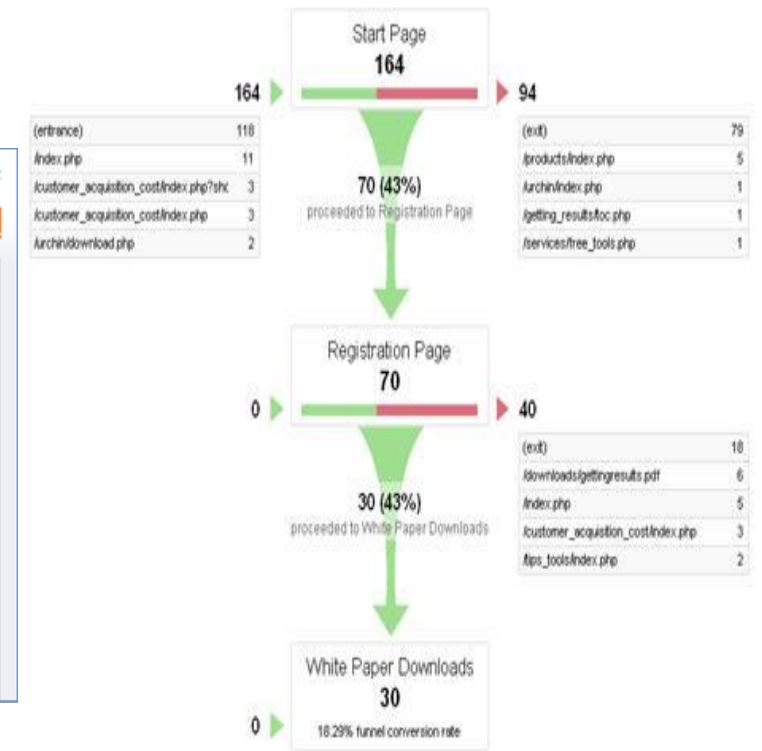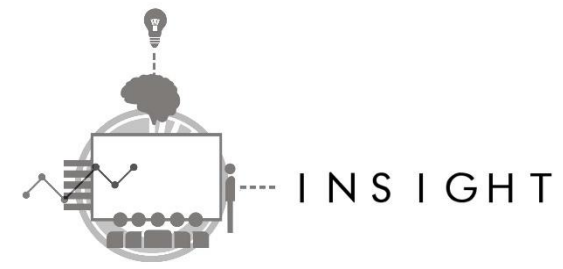
The project

The main objective of the 'Web Analytics Visualization' project is to increase the client's analysis capabilities about its user's browsing behavior on the company's website.
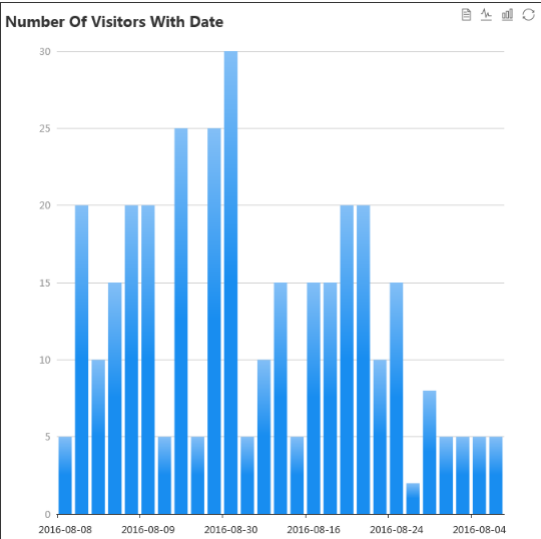
Tasks

- To present the distribution of the pages visited by the users in a given period of time.
- To discover characteristics of interest – as the quantity of users with similar navigation behaviors per session or the different routes and sales funnels that were found.
- To compare the behavior of sales funnels of site visitors without a previously established goal.

Solution
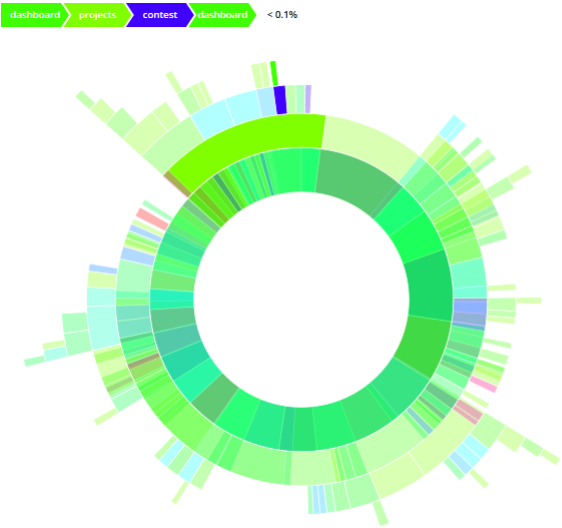
Sunburst (Overview)

Barchart (Zoom and Filter)

Barchart (Details on demad)

Thanks!