

# Introduction to Web Analytics and R

Section 1

## In this Section, we are going to take a look at...

- Introduction to web analytics
- Choosing Google Analytics
- Using R
- Installing R and RStudio
- Setting up Google Analytics

# Why Use Web Analytics?

In this Video, we are going to take a look at...

- What is web analytics
- Why is it important
- How can it help you gain insights into the performance of your site

In the past, marketing decisions were based on assumptions and “expertise”.



# What was missing?

1. How did the customers reach their decision?
2. How long was it taking them?
3. Why were customers choosing one product over another?





Web analytics tools track the complete customer experience.



# Key Performance Indicators (KPIs) and metrics

- Page views
- Path analysis
- Daily unique visitors
- Top exit pages
- Bounce rates
- Visitor locations...and so on





# How can web analytics help you?

By helping you gain deep insights about your customers and the performance of your website.

## 1) Insights about your audience

- How many visitors have I had?
- Are they new visitors? Are they Returning Visitors?

## 2) Insights about their behavior

- Which pages are most popular?
- How long are they spending on my page?

## 3) Results of campaigns

- What worked to drive traffic up?
- What didn't work?