# LAPORAN WEB SITE DATA

# GOOGLE ANALYTICS dan SERVER

**BANK SULSELBAR November 2018**

# Active User (Pengguna Aktif)



| 1 Day Active Users | 7 Day Active Users | 14 Day Active Users | 28 Day Active Users |
|---|---|---|---|
| 123 | 1,012 | 2,047 | 4,585 |
| % of Total: 100.00% (123) | % of Total: 100.00% (1,012) | % of Total: 100.00% (2,047) | % of Total: 100.00% (4,585) |
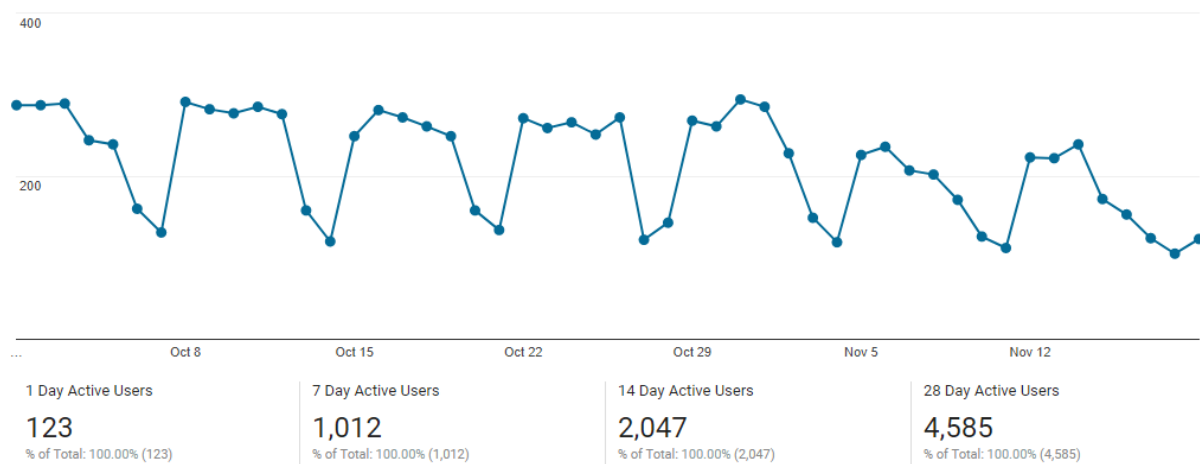
# Demografi Lokasi Pengguna Aktif

| City | Acquisition | | | Behavior | | |
|---|---|---|---|---|---|---|
| | Users ↓ | New Users | Sessions | Bounce Rate | Pages / Session | Avg. Session Duration |
| | 4,419 <br> % of Total: 93.62% (4,720) | 4,147 <br> % of Total: 93.42% (4,439) | 6,390 <br> % of Total: 94.99% (6,727) | 56.06% <br> Avg for View: 57.11% (-1.85%) | 2.68 <br> Avg for View: 2.62 (2.13%) | 00:02:30 <br> Avg for View: 00:02:25 (3.21%) |
| 1. Makassar | 2,530 (55.59%) | 2,327 (56.11%) | 3,560 (55.71%) | 57.89% | 2.61 | 00:02:27 |
| 2. Jakarta | 637 (14.00%) | 573 (13.82%) | 963 (15.07%) | 46.52% | 3.07 | 00:02:50 |
| 3. Surabaya | 496 (10.90%) | 448 (10.80%) | 632 (9.89%) | 61.71% | 2.50 | 00:02:26 |
| 4. Palu | 280 (6.15%) | 249 (6.00%) | 414 (6.48%) | 49.52% | 3.31 | 00:02:44 |
| 5. Denpasar | 244 (5.36%) | 222 (5.35%) | 332 (5.20%) | 60.84% | 2.36 | 00:02:42 |
| 6. Bandung | 50 (1.10%) | 45 (1.09%) | 67 (1.05%) | 64.18% | 2.09 | 00:02:09 |
| 7. Medan | 38 (0.83%) | 37 (0.89%) | 39 (0.61%) | 69.23% | 1.90 | 00:01:48 |
| 8. (not set) | 28 (0.62%) | 21 (0.51%) | 50 (0.78%) | 64.00% | 2.28 | 00:01:31 |
| 9. South Tangerang | 19 (0.42%) | 18 (0.43%) | 58 (0.91%) | 20.69% | 2.26 | 00:01:11 |
| 10. Depok | 15 (0.33%) | 13 (0.31%) | 17 (0.27%) | 47.06% | 2.76 | 00:01:47 |

*) Data diambil 10 kota terbesar

## Dimensi Pengunjung

| User Type | Acquisition | | | Behavior | | |
|---|---|---|---|---|---|---|
| | Users | New Users | Sessions | Bounce Rate | Pages / Session | Avg. Session Duration |
| | 4,720<br>% of Total:<br>100.00% (4,720) | 4,443<br>% of Total:<br>100.09% (4,439) | 6,727<br>% of Total:<br>100.00% (6,727) | 57.11%<br>Avg for View:<br>57.11%<br>(0.00%) | 2.62<br>Avg for View:<br>2.62<br>(0.00%) | 00:02:25<br>Avg for View:<br>00:02:25<br>(0.00%) |
| 1. New Visitor | 4,439 (79.62%) | 4,443 (100.00%) | 4,443 (66.05%) | 59.26% | 2.51 | 00:02:17 |
| 2. Returning Visitor | 1,136 (20.38%) | 0 (0.00%) | 2,284 (33.95%) | 52.93% | 2.83 | 00:02:41 |

## Perangkat Pengguna Akses Bank Sulselbar

| Device Category | Acquisition | | | Behavior | | |
|---|---|---|---|---|---|---|
| | Users | New Users | Sessions | Bounce Rate | Pages / Session | Avg. Session Duration |
| | 4,720<br>% of Total:<br>100.00% (4,720) | 4,443<br>% of Total:<br>100.09% (4,439) | 6,727<br>% of Total:<br>100.00% (6,727) | 57.11%<br>Avg for View:<br>57.11%<br>(0.00%) | 2.62<br>Avg for View:<br>2.62<br>(0.00%) | 00:02:25<br>Avg for View:<br>00:02:25<br>(0.00%) |
| 1. mobile | 3,125 (66.19%) | 2,974 (66.94%) | 4,426 (65.79%) | 61.77% | 2.36 | 00:02:06 |
| 2. desktop | 1,537 (32.56%) | 1,414 (31.83%) | 2,222 (33.03%) | 47.97% | 3.10 | 00:03:00 |
| 3. tablet | 59 (1.25%) | 55 (1.24%) | 79 (1.17%) | 53.16% | 3.39 | 00:03:31 |

## Sumber Akses Pengguna

| | Acquisition | | | Behavior | | |
|---|---|---|---|---|---|---|
| | Users ↓ | New Users | Sessions | Bounce Rate | Pages / Session | Avg. Session Duration |
| | 4,720 | 4,439 | 6,727 | 57.11% | 2.62 | 00:02:25 |
| 1 ■ Organic Search | 3,359 | | | 55.02% | | |
| 2 ■ Direct | 1,223 | | | 61.61% | | |
| 3 ■ Referral | 213 | | | 69.85% | | |
| 4 ■ Social | 15 | | | 40.00% | | |
| 5 ■ (Other) | 1 | | | 50.00% | | |

| Default Channel Grouping | Acquisition | | | Behavior | | |
|---|---|---|---|---|---|---|
| | Users ? ↓ | New Users ? | Sessions ? | Bounce Rate ? | Pages / Session ? | Avg. Session Duration ? |
| | 4,720 % of Total: 100.00% (4,720) | 4,443 % of Total: 100.09% (4,439) | 6,727 % of Total: 100.00% (6,727) | 57.11% Avg for View: 57.11% (0.00%) | 2.62 Avg for View: 2.62 (0.00%) | 00:02:25 Avg for View: 00:02:25 (0.00%) |
| 1. Organic Search | 3,359 (69.82%) | 3,110 (70.00%) | 4,847 (72.05%) | 55.02% | 2.69 | 00:02:34 |
| 2. Direct | 1,223 (25.42%) | 1,150 (25.88%) | 1,594 (23.70%) | 61.61% | 2.45 | 00:02:06 |
| 3. Referral | 213 (4.43%) | 173 (3.89%) | 262 (3.89%) | 69.85% | 2.17 | 00:01:23 |
| 4. Social | 15 (0.31%) | 10 (0.23%) | 20 (0.30%) | 40.00% | 4.65 | 00:04:46 |
| 5. (Other) | 1 (0.02%) | 0 (0.00%) | 4 (0.06%) | 50.00% | 2.00 | 00:00:12 |

| Source / Medium | Acquisition | | | Behavior | | |
|---|---|---|---|---|---|---|
| | Users ↓ | New Users | Sessions | Bounce Rate | Pages / Session | Avg. Session Duration |
| | 4,720<br>% of Total:<br>100.00% (4,720) | 4,443<br>% of Total:<br>100.09% (4,439) | 6,727<br>% of Total:<br>100.00% (6,727) | 57.11%<br>Avg for View:<br>57.11%<br>(0.00%) | 2.62<br>Avg for View:<br>2.62<br>(0.00%) | 00:02:25<br>Avg for View:<br>00:02:25<br>(0.00%) |
| 1. google / organic | 3,308 (68.73%) | 3,061 (68.89%) | 4,779 (71.04%) | 54.99% | 2.69 | 00:02:35 |
| 2. (direct) / (none) | 1,223 (25.41%) | 1,150 (25.88%) | 1,594 (23.70%) | 61.61% | 2.45 | 00:02:06 |
| 3. makassar.terkini.id / referral | 103 (2.14%) | 101 (2.27%) | 107 (1.59%) | 83.18% | 1.51 | 00:00:42 |
| 4. bing / organic | 32 (0.66%) | 31 (0.70%) | 38 (0.56%) | 71.05% | 2.53 | 00:02:07 |
| 5. kabarnusantaranews.com / referral | 31 (0.64%) | 15 (0.34%) | 41 (0.61%) | 68.29% | 2.93 | 00:01:30 |
| 6. googleweblight.com / referral | 22 (0.46%) | 13 (0.29%) | 34 (0.51%) | 52.94% | 3.29 | 00:02:49 |
| 7. id.search.yahoo.com / referral | 19 (0.39%) | 17 (0.38%) | 22 (0.33%) | 68.18% | 1.86 | 00:00:44 |
| 8. yahoo / organic | 19 (0.39%) | 17 (0.38%) | 29 (0.43%) | 37.93% | 3.00 | 00:02:21 |
| 9. id.m.wikipedia.org / referral | 6 (0.12%) | 1 (0.02%) | 8 (0.12%) | 50.00% | 2.88 | 00:02:16 |
| 10. int.search.tb.ask.com / referral | 5 (0.10%) | 5 (0.11%) | 6 (0.09%) | 33.33% | 3.67 | 00:02:31 |

**Laporan Teknis Sisi _Development_**

1. **Kuota _Disk_ Pada _Server_**

| | | |
|---|---|---|
| **Total Kuota** | | **10,240 MB** |
| **Penggunaan Kuota** | | **6,648.24 MB** |
| **Detail** | **Main Serv** | 2,984.13 MB |
| | **Temporary Files** | 1,540.74 MB |
| | **Mail** | 2,007.01 MB |
| | **Database** | 96.54 MB |
| | **Logs Files** | 9.13 MB |
| | **Lainnya** | 8.80 MB |
| **Kuota Sisa** | | **3,591.76 MB** |

*) Kuota tidak tercatat masuk kedalam hitungan wildcard usage

2. **Aktifitas _Logon_ Pada _Server_**

| No | Source | Timestamp | UTC |
|---|---|---|---|
| 1 | 182.253.122.116 | 2018-11-01 ; 09:40:34 | +0700 |
| 2 | 182.253.122.14 | 2018-11-09 ; 09:47:14 | +0700 |
| 3 | 182.253.122.55 | 2018-11-19 ; 19:08:55 | +0700 |
| 4 | 182.253.122.112 | 2018-11-24 ; 17:44:18 | +0700 |
| 5 | 182.253.122.147 | 2018-11-25 ; 11:24:06 | +0700 |
| 6 | 182.253.122.147 | 2018-11-30 ; 10:24:06 | +0700 |

*) Data diatas merupakan data login masuk ke server via FTP