

**Experiment 7**

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**Aim of Experiment**

Using Google Analytics, perform Audience Analysis, Acquisition Analysis, Behavior Analysis, Conversion Analysis.

**Theory / Algorithm / Conceptual Description**

**Audience Analysis**

Audience analysis is the method of obtaining information about the people in one’s audience to better understand their wants, needs, values, and attitudes. It is the best if one first defines one’s target audience by determining their demographics, such as their gender, age, and where they live. After the potential audience is defined, one will be able to narrow the list down to a single target group for analysis. Companies now have easy access to a wide range of audience information via social media channels. If one can turn all that data into clear insights about one’s audience and what they care about, one can design a better business strategy.

Uses of audience analysis in business

1. Customer behaviour
2. Taking risks

**Behavioural Analysis**

Behaviour analysis is based on the foundations and principles of behaviourism. Behaviourism is a branch of psychology rooted in the idea that all behaviours result from conditioning processes. This branch of psychology focuses on understanding how associations, reinforcement, and punishment can be used to shape human behaviour. Behaviour is the result of circumstances. Behaviour analysis seeks to understand the impact of the events that come immediately after a behaviour. This understanding can be a useful tool for modifying problematic behaviours and teaching more adaptive responses. These strategies can be used in a wide variety of situations to help children and adults make positive changes in their lives.

Behaviour analysis can be a particularly effective learning tool for helping children with autism or developmental delays acquire and maintain new skills. Applied behavioural analysis therapy is a specific approach frequently used to treat autism and other conditions.

**Conversion analysis**

Conversion analysis is a method of tracking your website visitors’ actions to see whether they do what you hope they will convertor drop off. A conversion analysis can help you identify which kinds of customers and which types of actions correspond to conversion, as well as when and where users fail to convert. It measures the impact of your experiments and tells you what’s working to increase conversions, and what isn’t.

To conduct a conversion analysis, you must understand your customers’ journey. The best way to do this is to map out each step a customer takes in a conversion funnel so that you have an overview of the ideal steps needed to convert your website visitors into customers.

You can conduct a conversion analysis on any part of your product or website where you expect users to convert. This allows you to:

1. Understand a companies’ conversion efficiency and scale over time.
2. Benchmark your conversion data against the competitors and the industry average.
3. Identify efficient marketing channels to uncover companies’ go-to-market strategy and understand the ROI of their marketing spend.
4. Reveal the category performance of top retailers like Amazon, Walmart, and Target.
5. Gain visibility into what consumers are searching for within websites and how well different keywords convert.
6. Drill into consumer journey behaviors with on-site search and marketing channel conversion data to improve your customer acquisition and digital marketing strategy.

**Google Analytics Dataset 📈🏳️‍🌈📊**

The Google Merchandise Store sells Google branded merchandise. The data is typical of what you would see for an ecommerce website.

The sample dataset contains Google Analytics 360 data from the Google Merchandise Store, a real ecommerce store. The Google Merchandise Store sells Google branded merchandise. The data is typical of what you would see for an ecommerce website. It includes the following kinds of information:

Traffic source data: information about where website visitors originate. This includes data about organic traffic, paid search traffic, display traffic, etc.

Content data: information about the behavior of users on the site. This includes the URLs of pages that visitors look at, how they interact with content, etc.

Transactional data: information about the transactions that occur on the Google Merchandise Store website.

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**Conclusion**

Customer Analytics helps businesses draw useful insights, create more useful products, deliver better services, and develop more profitable business decisions. Using data mining approaches, big data queries and visualization libraries, patterns can be identified in customer behaviors, and its correlation to sitewide performance. These analytics directly led to quantitative analysis of frequency of purchases, customer retentions, bounce back rates and customer conversion rates at various points of the purchasing process.