

# **MMM006-340161 Web Analytics**

## **Programme: Data Engineering**



Fall Semester 2018

Lecture 1: Administrative information

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## Objectives:

- Disseminate administrative information about the course
- Course outline
- Schedule
- Teaching and Evaluation methods

## Schedule

- Saturdays, 09:45h – 11:00h; 11:15h – 12:30h

## Venue

- Lecture Hall Research I

1. This course assumes that students are familiar with fundamental networking concepts usually covered in undergraduate courses.
2. Basic knowledge of Java and a scripting language such as JavaScript is assumed.
3. Knowledge of common Internet and Web protocols and how they work
4. Basic statistics.

## Teaching

- Student-centered approach – students are not passive recipients of knowledge but are actively involved in the learning process
- Lectures (slides, notes, reading assignments, research papers)
- Lab activities
- Research activities – focus on higher levels of learning

## Evaluation

- There will be a term paper (project report and presentation) to be submitted at the end of the course. The deadline for submission will be announced.
- There is no final (written) examination

Rubrics for assessing the term paper will be provided when details of the paper are given to the students.

## Recommended Reading Material

- Beasley, M. (2013) Practical Web Analytics for User Experience. Elsevier Inc.
- Kaushik, A. (2010) Web Analytics 2.0: The Art of Online Accountability and Science of Customer Centricity. Wiley Publishing, Inc.
- Jansen, B. J. (2010) Understanding User-Web Interactions via Web Analytics. Morgan & Claypool Publishers.
- Dhyani, D., Keong Ng, W. & Bhowmick, S. (2002) A survey of Web metrics. ACM Computing Surveys (CSUR): 34 (4).
- Booth, D. & Jansen, B.J. (2009) "A Review of Methodologies for Analyzing Websites," IGI Global.
- Google Inc. (2017) Analytics Training and Support. Available online: <https://support.google.com/analytics/answer/4553001?hl=en>.
- Clifton, B. (2010) Advanced Web Metrics with Google Analytics. 2nd Ed. Wiley.

## Recommended Reading Material cont ...

- Khan, S., Gani, A., Wahid Abdul Wahab, A., Aminu Bagiwa, M., Shiraz, M., Khan, S., Buyya, R. & Zomaya, A. (2016) Cloud Log Forensics: Foundations, State of the Art, and Future Directions. ACM Computing Surveys (CSUR): 49 (1).
- Zheng, G. & Peltsverger S. (2015) Web Analytics Overview, In book: Encyclopedia of Information Science and Technology, 3rd Ed.



Introduction and definitions

**Data collection techniques** (e.g., cookies, page tagging, web beacons, packet sniffing)

**Privacy** issues related to data collection (GDPR)

**Metrics and dimensions** (e.g., visits, pageviews, bounce rate, time on site, entry/exit points, abandonment, efficiency, etc)

**Analysis** (visitor analysis, traffic analysis, content-usage analysis, click-path analysis)

**Segmentation** (techniques, metrics, dimensions)

**A/B testing** and reporting

**Web Analytics process** (best practices)

## Web Analytics Lab using Google Analytics (other tool(s))

- Google Analytics setup and configuration
- KPIs, metrics, reports, dashboard
- Analysis and evaluation