

WEBSITE ANALYSIS EXECUTIVE REPORT

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Background and Goal

Data Techcon is a startup company that has driven website traffic and brand awareness through SEO marketing tactics. Next quarter, they want to focus on boosting student's conversion rate. So, the company recently hired a digital analyst and wants to rely on you as a data analyst to collect data, transform, analyze, develop dashboard and provide key insights and recommendations to help the company make informed decisions on marketing tactics that would help drive student's conversion rate.

Data is extracted from April 1st to June 30, 2022.

Methodology

Data Sources: Data set was extracted from Google Analytics, exported as excel file and subsequently imported into power BI in the power Query editor.

Data Preprocessing:

- ❖ Extract the data from Google Analytics Platform ; Extract Transform Load (ETL) process in power Query editor.
- ❖ Change columns into correct data types.

Data Analysis Expression (DAX) and Data visualization

- ❖ Create Primary & Secondary metrics by applying statistical calculations using DAX functions.
- ❖ Develop Analytic Dashboard in Power BI for data visualization and insights to monitor KPI metrics.
- ❖ Provide recommendations on marketing tactics that would help drive student's conversion rate.

Methodology

Exploratory Data Analysis: EDA

- ❖ Use Area chart chart to monitor the pattern and trends overtime.
- ❖ Used Bar charts to identify the top performing items.
- ❖ Donut charts to show the percentage composition of categories.
- ❖ Use Time intelligence functions in power bi to manipulate data using specific time periods.

Key Metrics: Overall Traffic Trends

Total visitors

4020

New visitors

3028

Returning visitors

992

Page views

4058

Avg time on page
(secs)

22

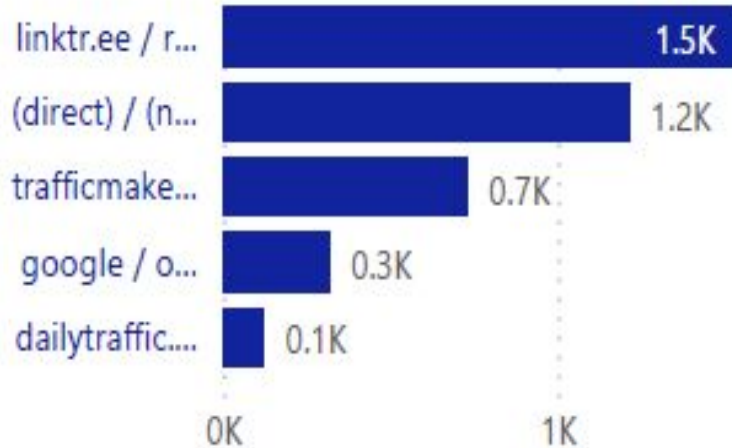
Bounce rate

10%

The total number of visitors who visited the website is 4020. Of those visitors, about 75% (3028) of them are new to the site while 25% (992) of the visitors were returning users. The total number of pages views/page impressions is 4058. Average amount of time spent on viewing the page is 22 seconds. The average Bounce rate i.e the rate at which visitors leave the site after viewing only a single page is 10%.

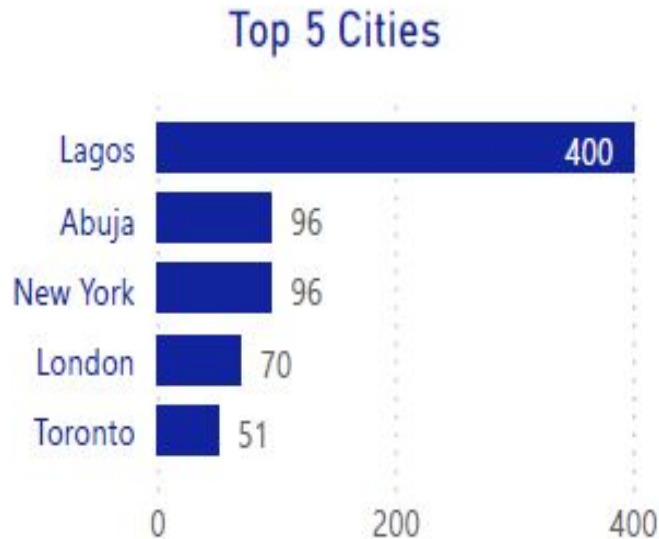
Key Insights(What is the top performing Traffic Source/ Medium)

Top 5 Traffic Sources / Medium



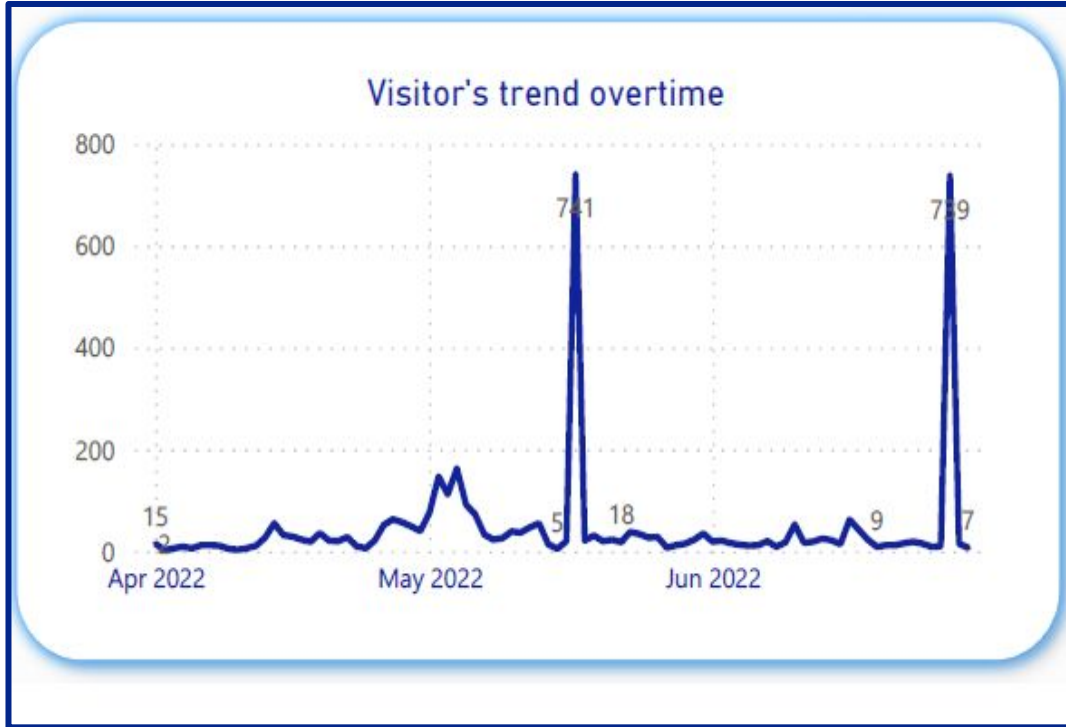
The Top Performing traffic source was through linktree/referrals followed by direct source.

Key Insights(Top performing cities)



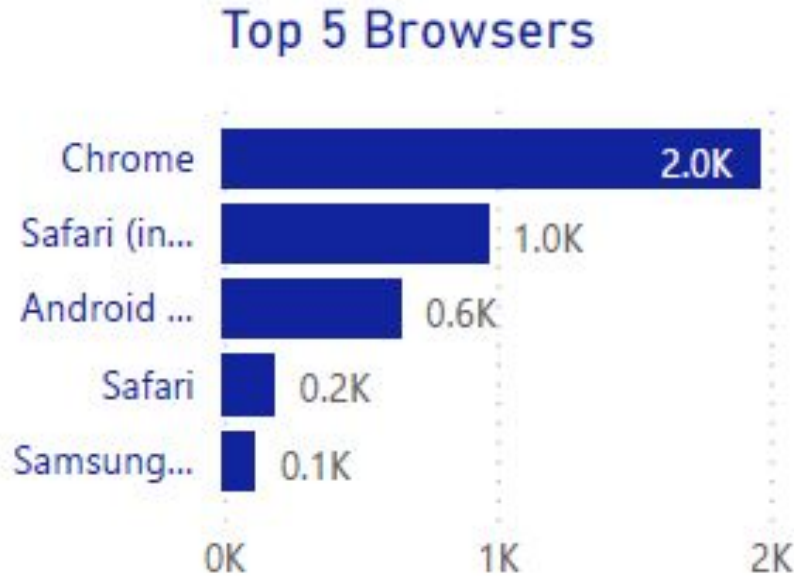
Majority of Data Techcon Visitors are from Lagos, followed by Abuja and New York.

Key Insights: Visitor's trend overtime



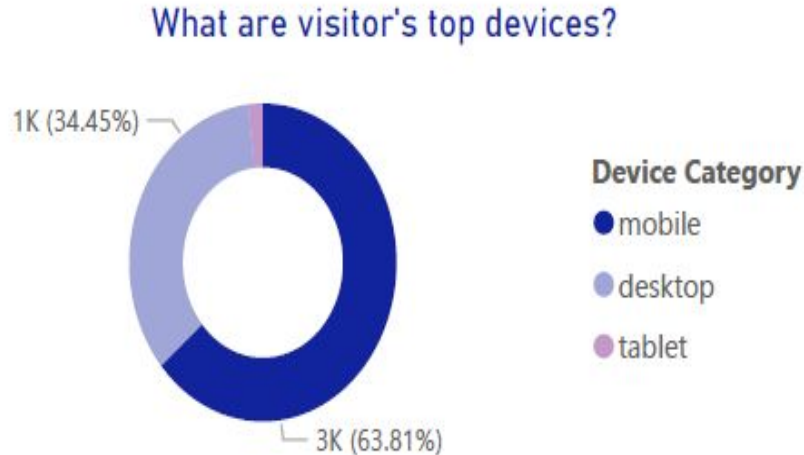
May is the best performing month by visitor's trend. The website traffic was at the maximum point in this quarter.

Key Insights: Browsing Behaviour



The browser with the highest traffic is chrome followed by safari (in-app).

Key Insights: Visitor's top devices



Majority of the visitors used a mobile device to access the website followed by desktop. The least popular device is tablet.

Recommendations and Conclusion

- ❖ Increase website engagement rate to reduce bounce rate and increase time spent on page which would eventually improve the conversion rate. Visitors who spend more time on a page are more likely to convert into customers and spend more money than visitors who spend less time on the page.
- ❖ Increase mobile marketing campaigns since mobile phone is the top performing device with low bounce rate of 6%. Optimize page for mobile users to improve user's experience.
- ❖ Although, chrome browser has the highest number of users, the bounce rate is much higher compared to the second leading browser safari, which has a bounce rate of about 2%.

Appendix

Website Analysis



Select Month

- ☐ April
- ☐ June
- ☐ May

Select Traffic Sources/Medium

All

Select City

All

Select User Type

- ☐ New Users
- ☐ Returning ...

Total Visitors

4020

New Visitors

3028

Returning Visitors

992

Page Views

4058

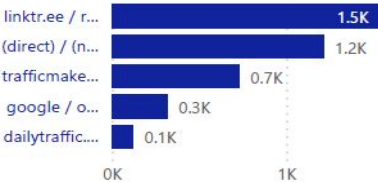
Avg Time On page (secs)

22

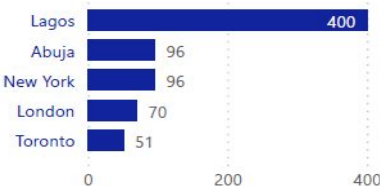
Bounce Rate

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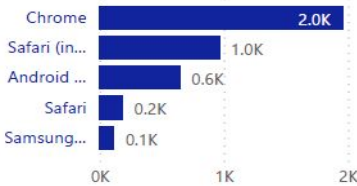
Top 5 Traffic Sources / Medium



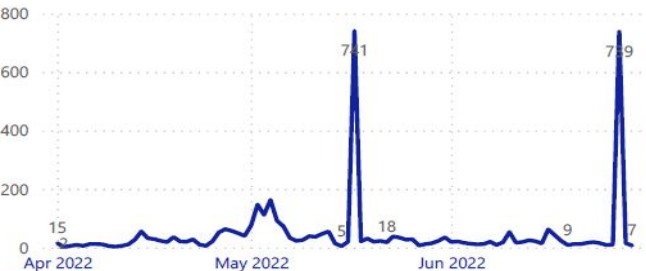
Top 5 Cities



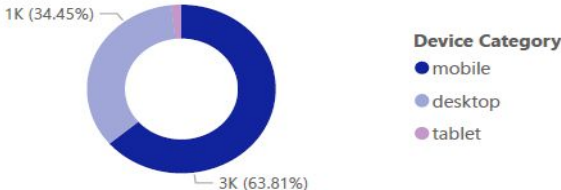
Top 5 Browsers



Visitor's trend overtime



What are visitor's top devices?



THANK YOU!