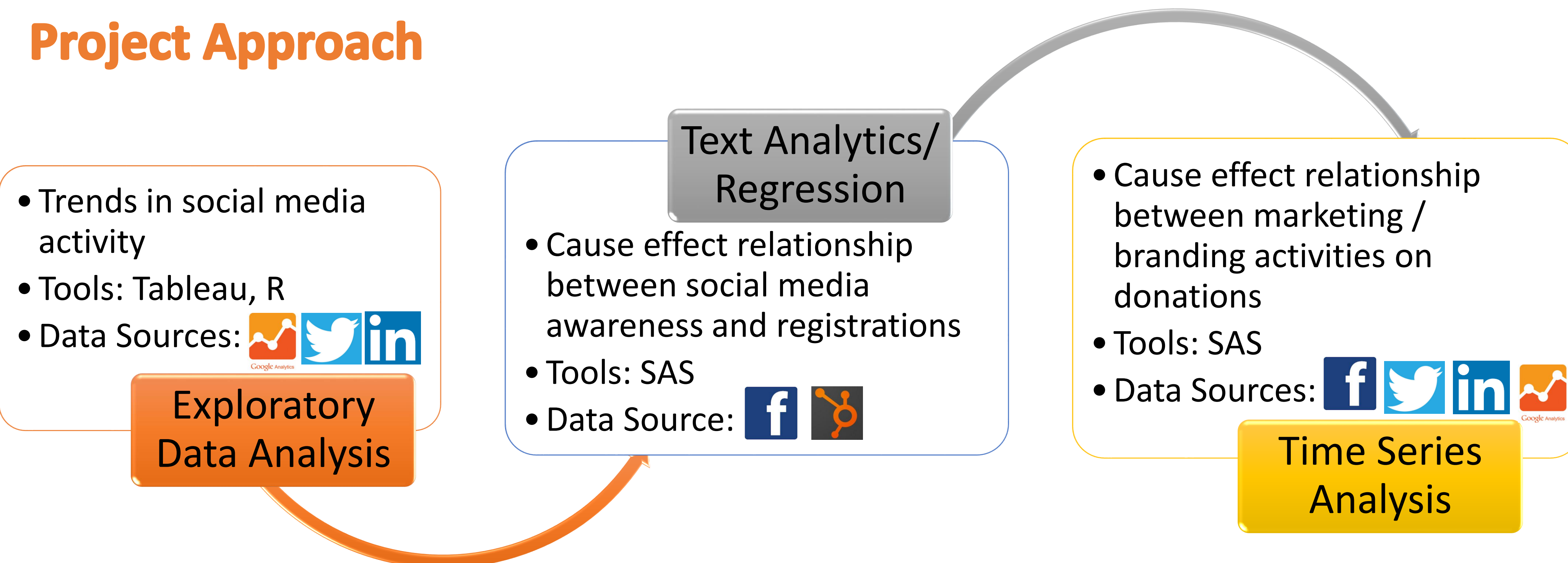


Project Approach



Predictive Analysis

- Regression Output:** Social Media -> Registration (LinkedIn & Twitter significant contributors)
- Text Analytics Output:** Facebook -> Positive impact on creating awareness about **donations** rather than registrations
- Time Series Output:** Social Media “not” having significant effect on raising donations

Cause Effect Relationship, Text Analytics and Time Series Analysis Output

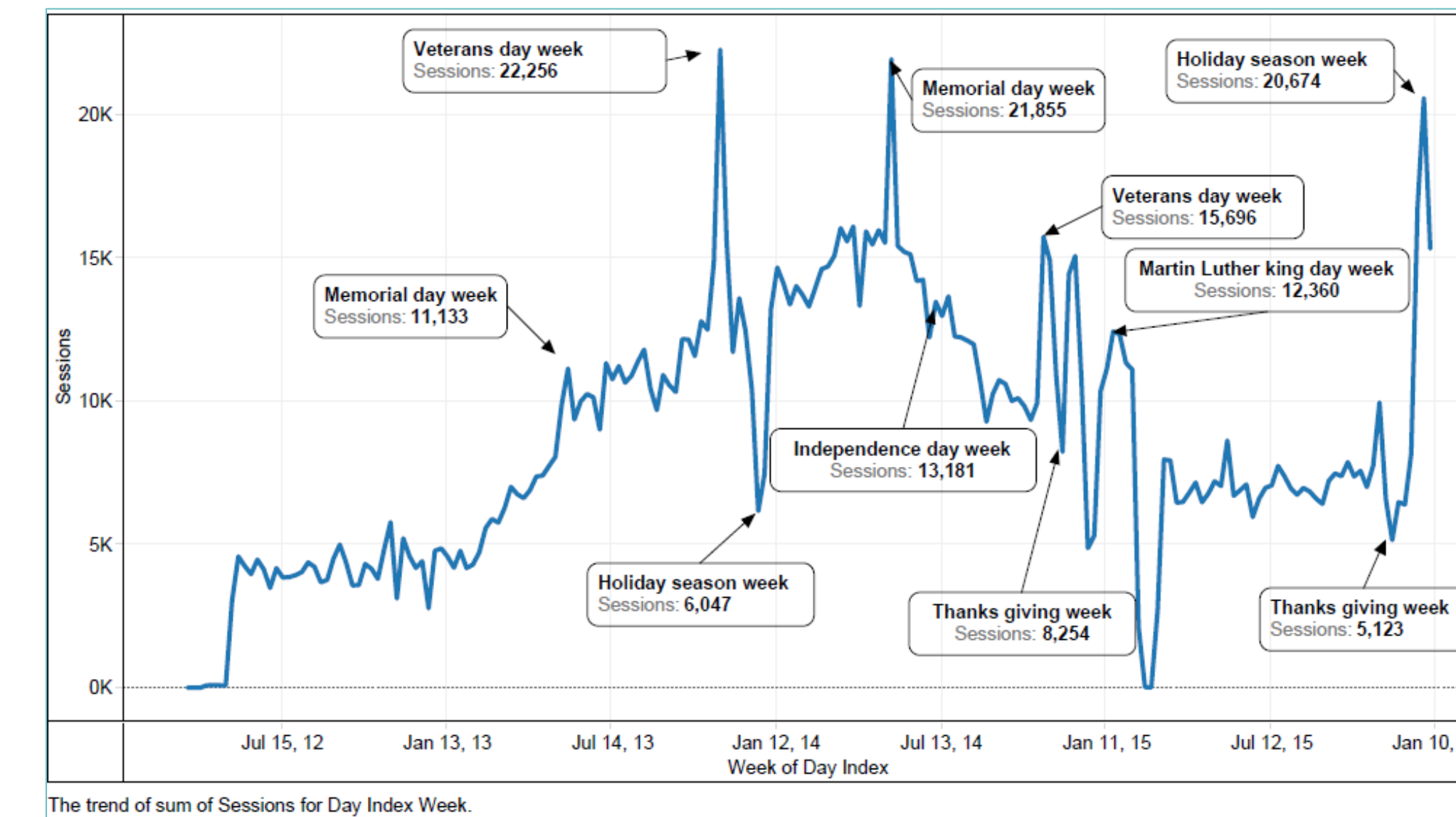
Recommendations

LinkedIn and Twitter can be used to drive more “Registrations”

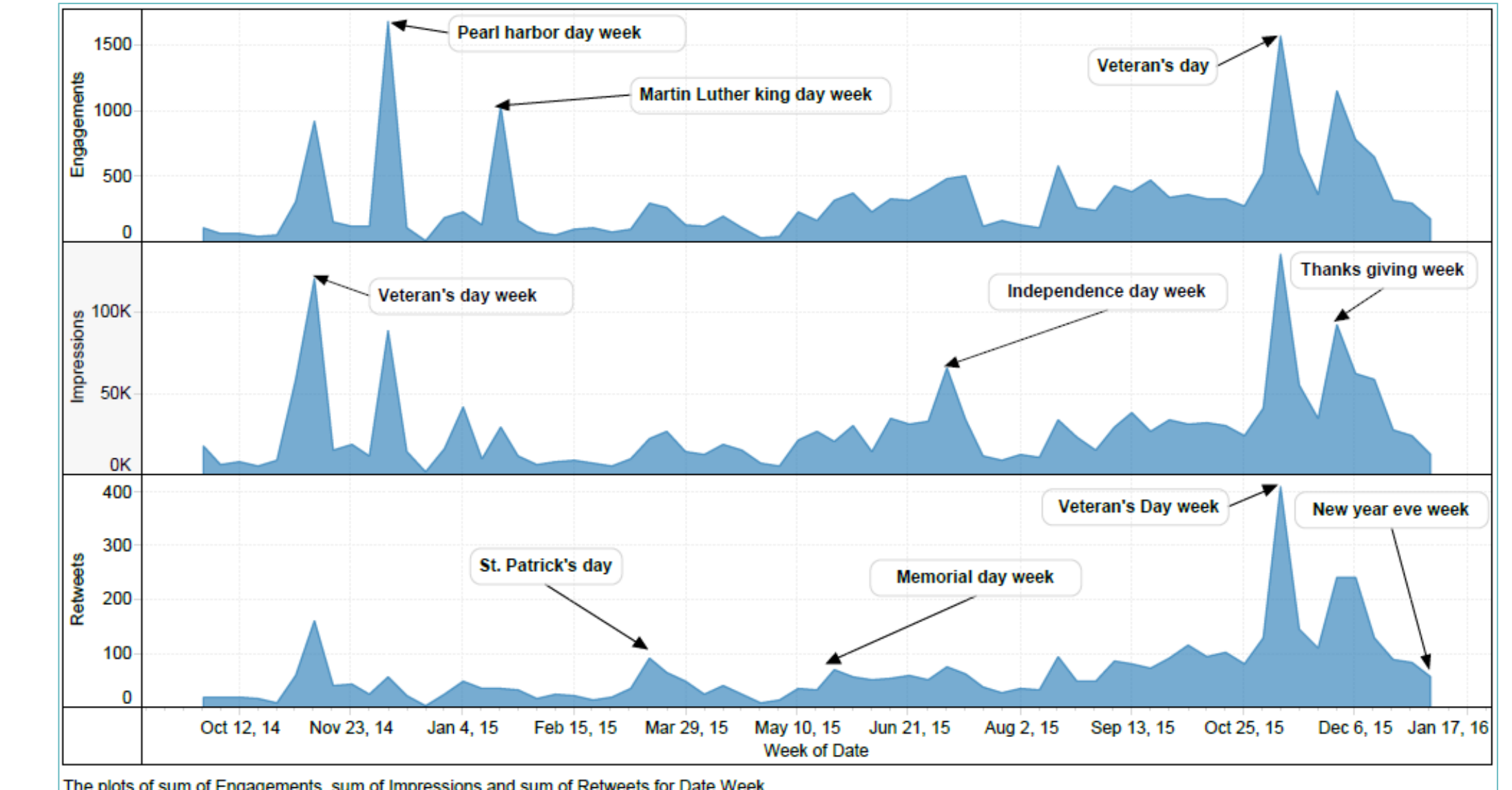
- Scalable cloud services to host Hire Heroes website
- Improve chrome browser specific code to increase efficiency
 - Redesign “get-registered” page to reduce bounce rate

“Donations Campaigns” should be conducted independent of social media while Facebook can help in generating awareness about “Donations”

Exploratory Analysis

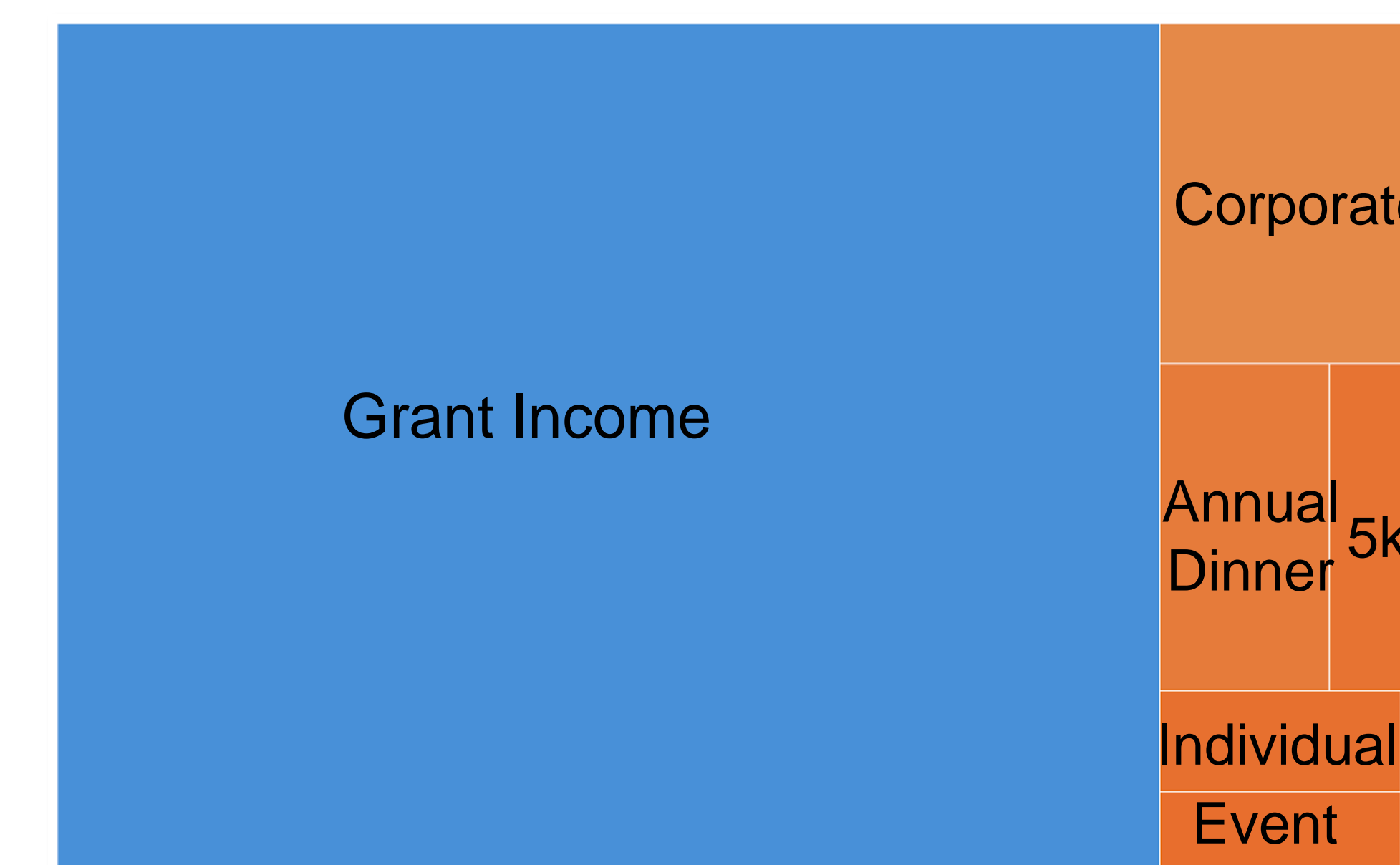
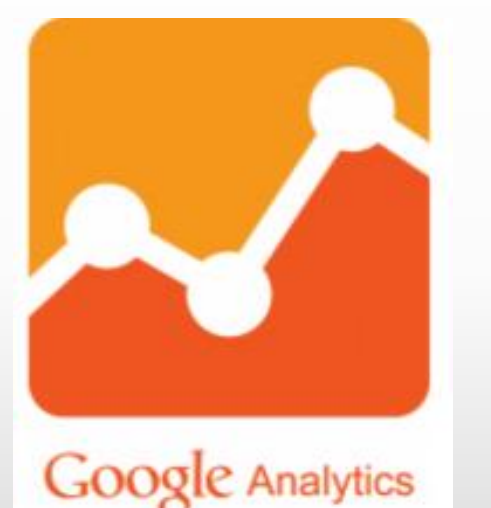


Google analytics session weekly trend



Twitter data weekly trend

- The Average Page Load time is 11.46s ranging between 40s to 2 mins during special days
- Load time trend since 2012 to 2016
- /get-registered page has 2nd highest entrances but it has a bounce rate of 91%
- 73% of sessions last for <10s, 14% lasts 1min to 10 mins



Donation Sources

