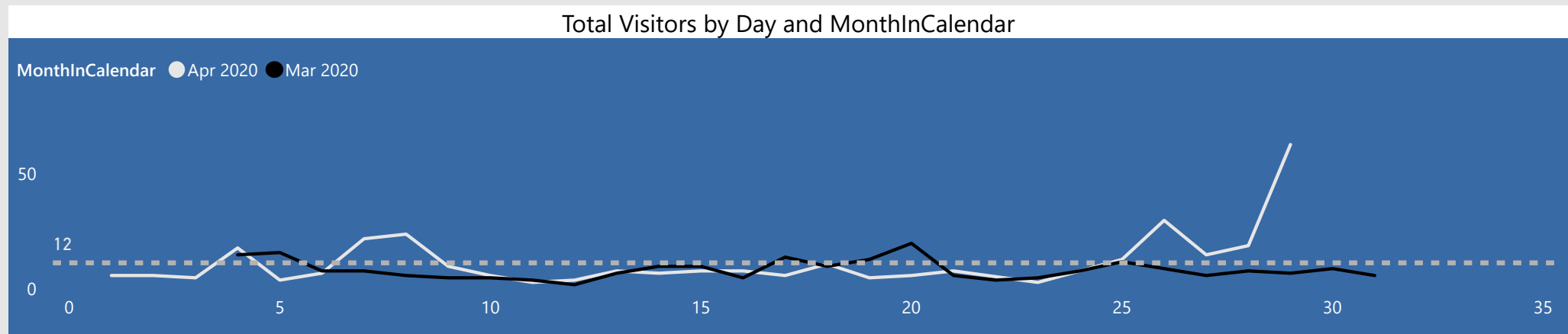
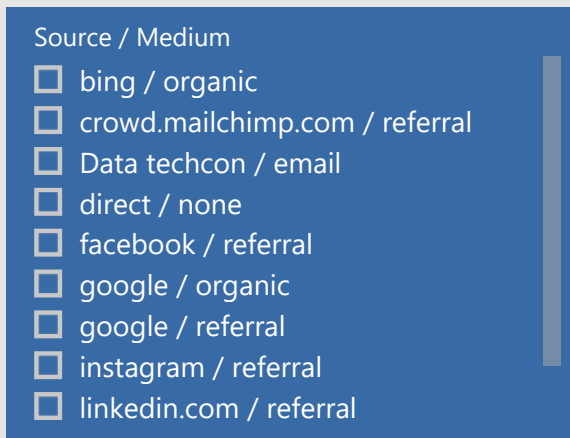
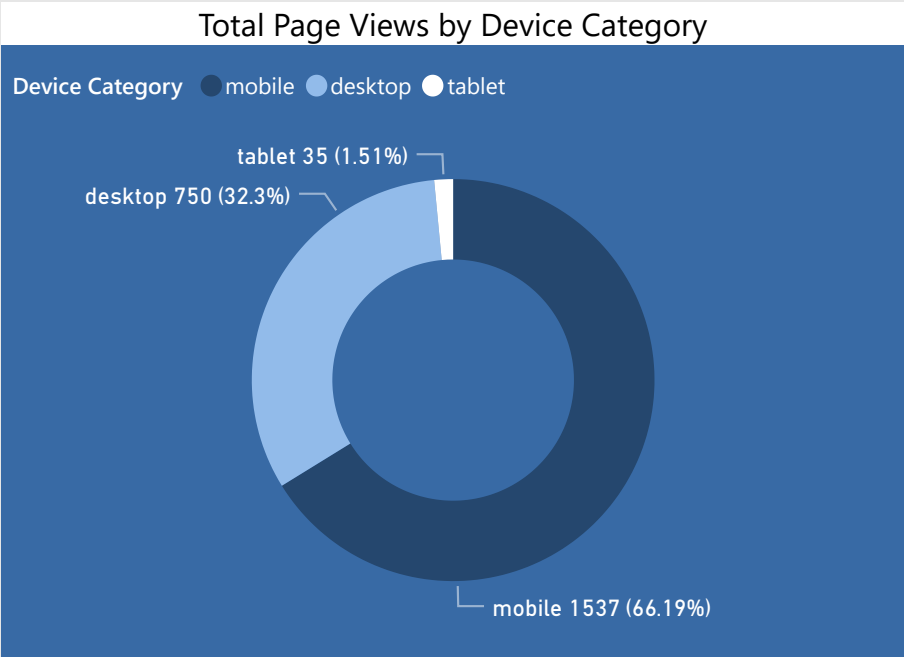
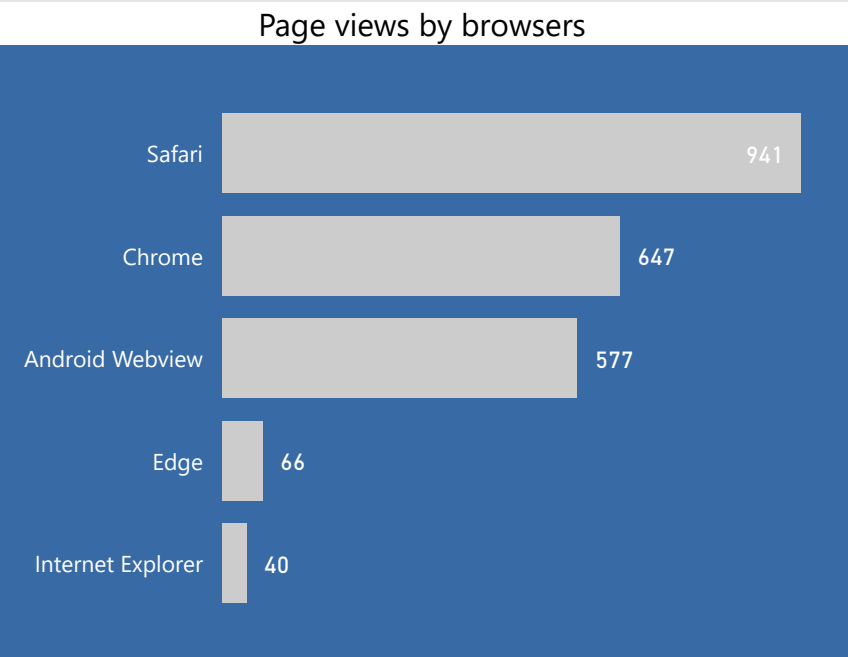
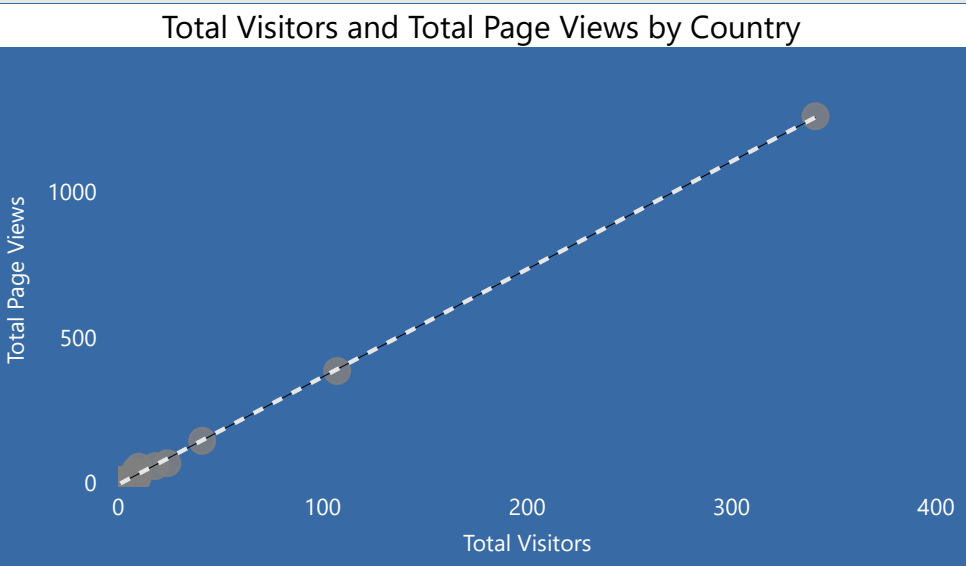


Country	Total Visitors	Total New Visitors	Total Return Visitors
Albania	2	2	0
Algeria	2	2	0
Argentina	3	3	0
Australia	1	1	0
Bangladesh	6	6	0
Barbados	2	2	0
Brazil	9	9	0
Canada	24	19	5
China	2	1	1
Total	656	465	191





Country	Total Page Views	Avg. TimeOnPage	Avg Bounce Rate
United States	1264	00:01:03	38.1%
India	388	00:00:53	↑ 30.6%
Nigeria	148	00:00:41	39.8%
Canada	71	00:01:27	↑ 28.3%
United Kingdom	61	00:01:28	↑ 27.1%
South Africa	59	00:01:51	↑ 20.0%
Pakistan	43	00:00:48	↑ 12.5%
Germany	34	00:00:09	65.0%
Brazil	21	00:00:47	33.3%
Nicaragua	21	00:03:16	44.4%
Malaysia	20	00:01:06	33.3%
Indonesia	15	00:00:33	33.3%
Total	2322	00:01:01	37.1%



# PROJECT 3 – DATATECHON GOOGLE ANALYTICS ANALYSIS

Prepared by Abiola Obembe  
Date 06-06-2020

# BUSINESS PROBLEM

- Employ data obtained from website interaction to better understand customer behavior and journey in order to revamp or improve existing business processes and improve customer experience and satisfaction
- Power BI and Google Analytics database was employed to extract and analyze website data for the period March 1 to April 30, 2020

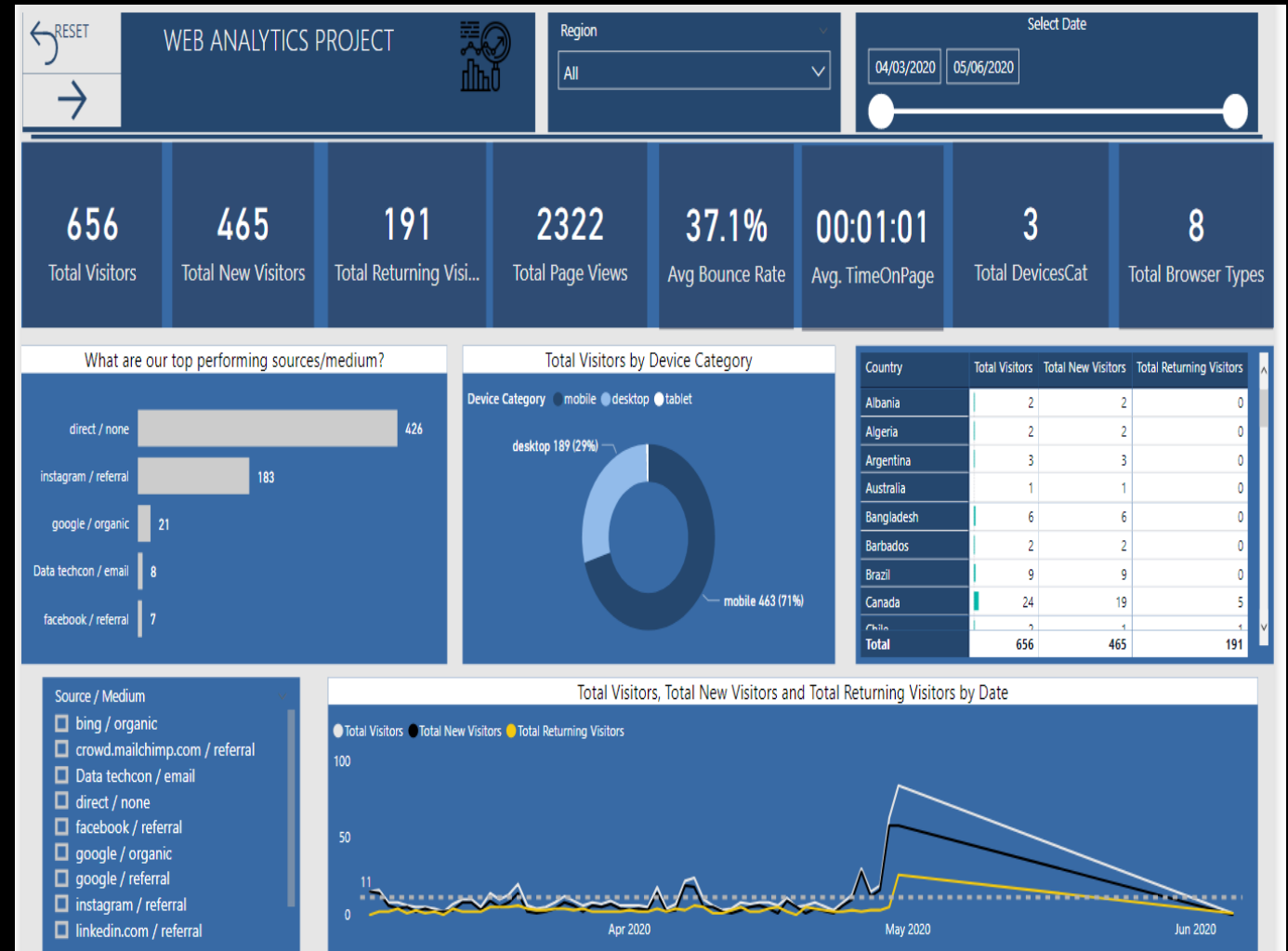
# SUMMARY

- 656 total visitors from March 1 to April 30, 2020 with 71% new visitors and 29% returning visitors

- 2322 pageviews within the same period with 54.4% of total views from United States

- 71% of all total page views by mobile device category

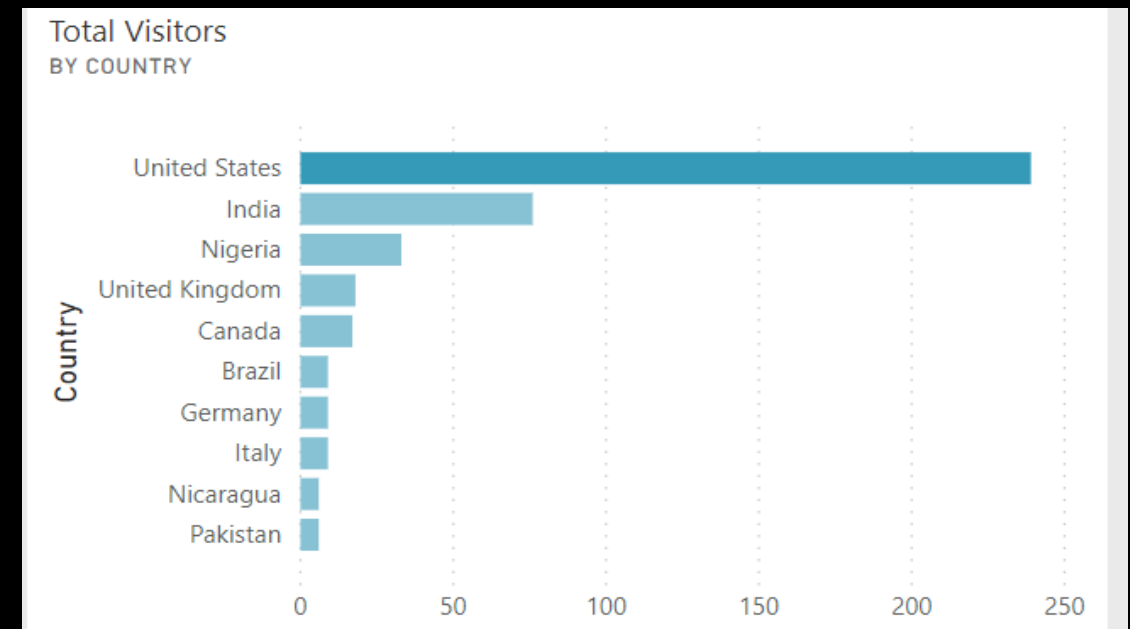
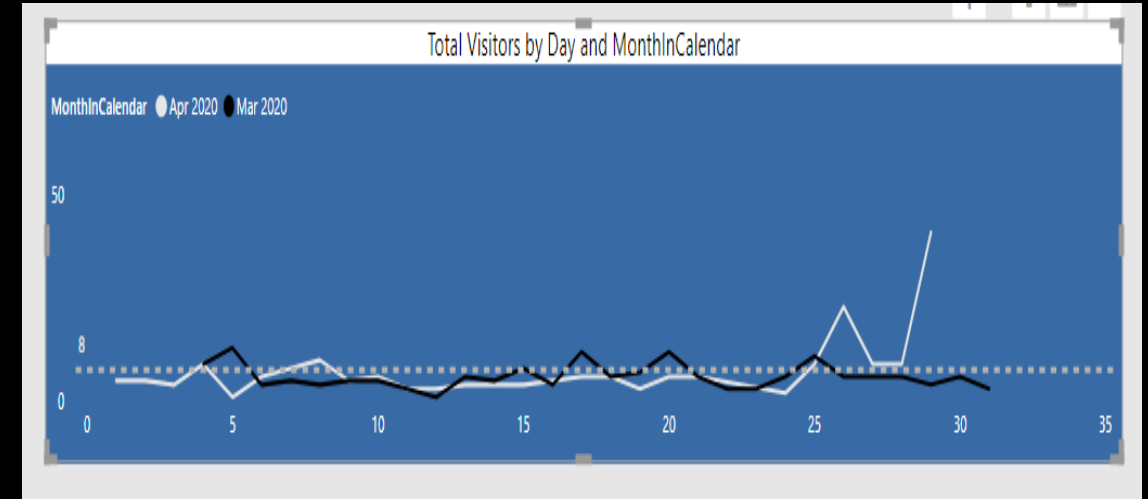
- 93% of total visitors within the specified period stem from direct and Instagram/referral sources





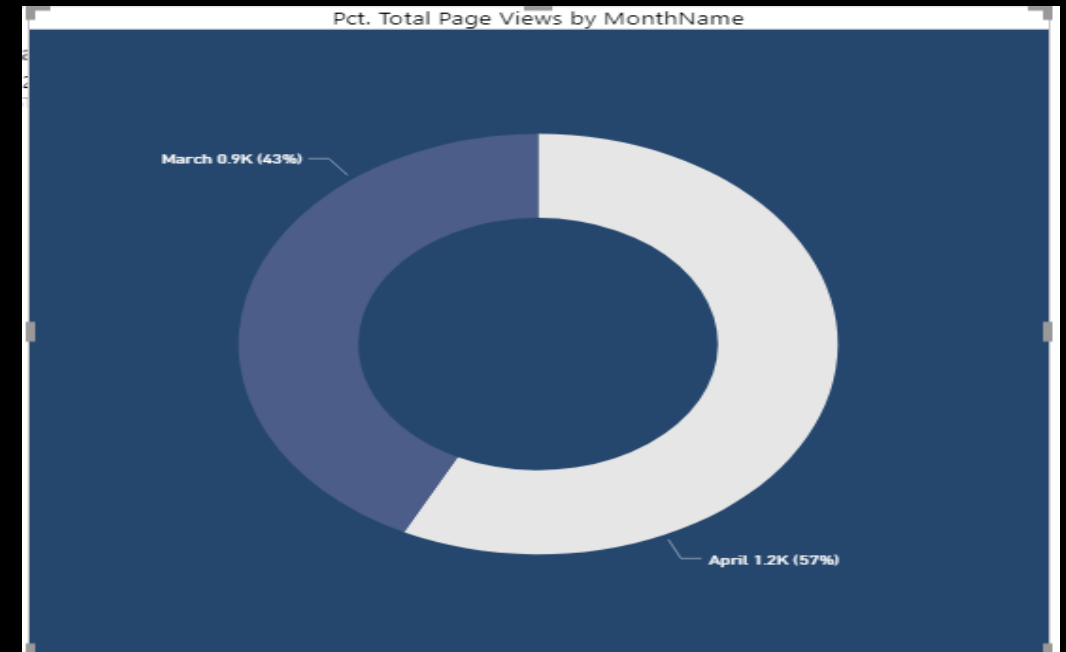
# INSIGHTS & STORY TELLING

- 15% month over month increase in total visitors for specified period (March and April)
- United States, India, Nigeria and Canada comprise 78% of all total visitors for specified period
- United States recorded the highest month on month increase with 4.58% increase in total visitors



# INSIGHTS & STORY TELLING

- 13% month over month increase in page views
- Highest page views come from United States, South Africa, Nigeria, India and Canada
- 53% decrease of page views from South Africa but other top countries observed an upturn in page views.
- In Canada a 71% increase in month on month page views was reported which was highest from top 5 countries with most page views.



Country	April	March
United States	58.18%	41.82%
South Africa	23.21%	76.79%
Nigeria	67.94%	32.06%
India	57.55%	42.45%
Canada	85.94%	14.06%

# RECCOMENDATION

Marketing campaigns through the Instagram due to the low bounce rate

