

Case Study

PeaceRep

Web Analytics Dashboard

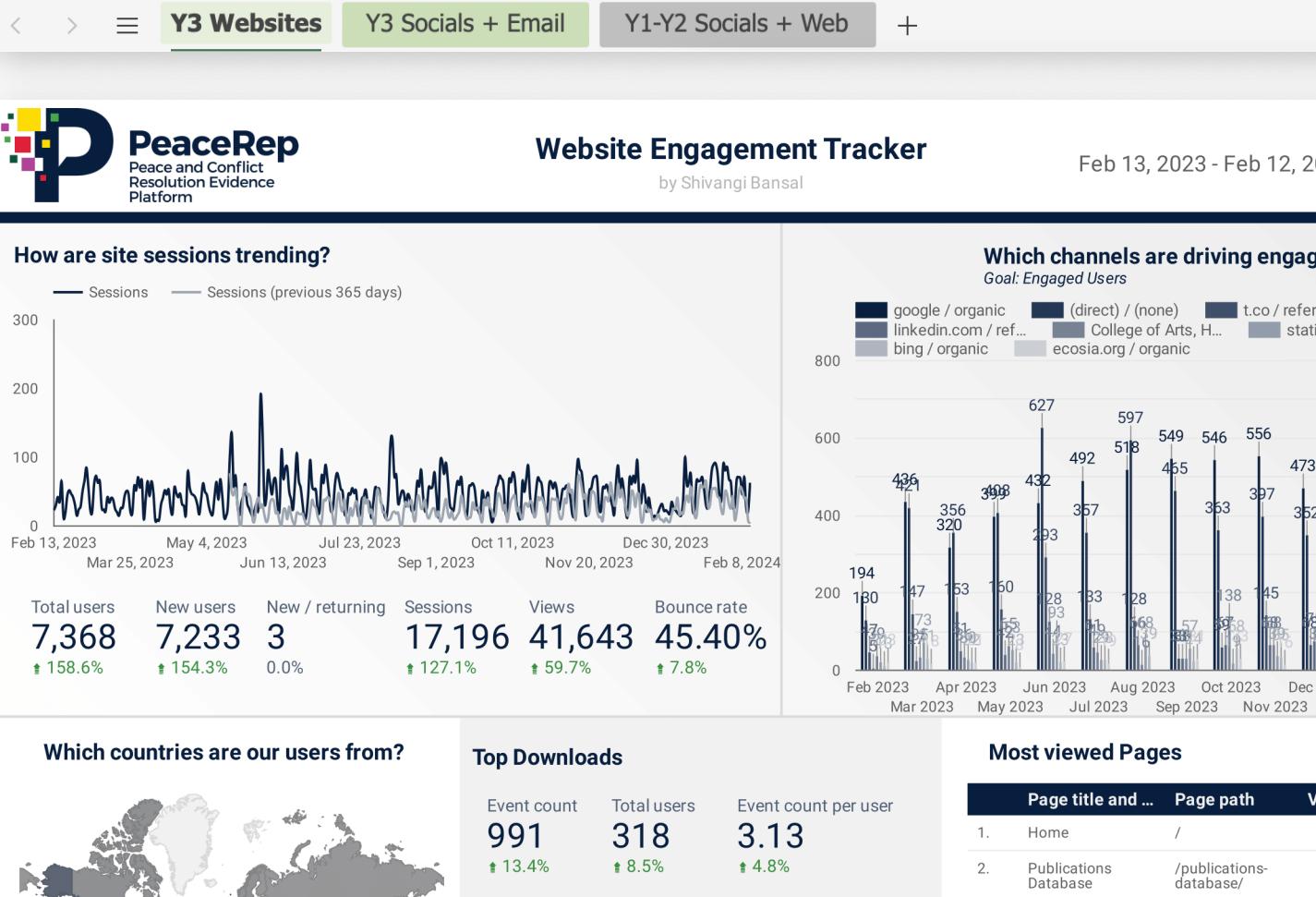
The Problem

The digital engagement of the web platforms was originally tracked manually by feeding data from Google Analytics to a Spreadsheet. The process was tedious and time consuming.

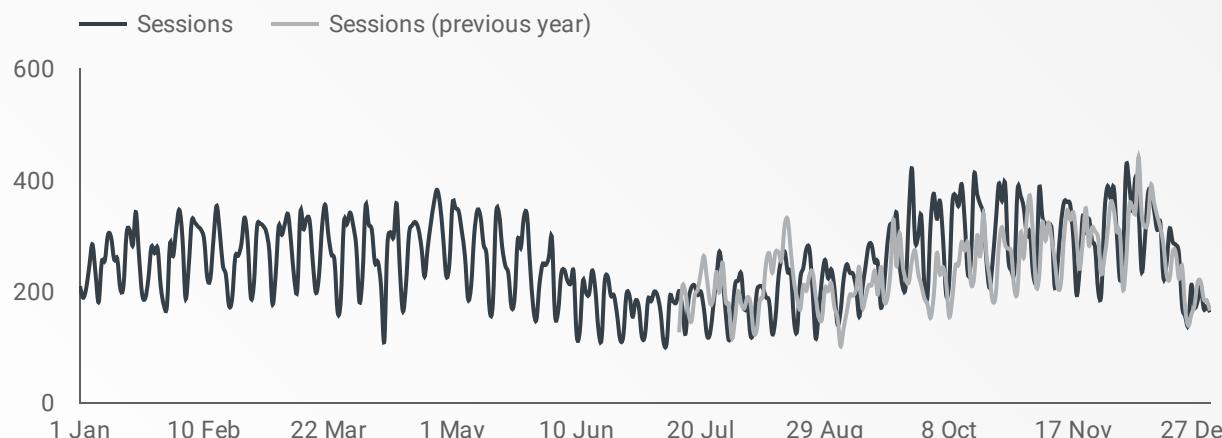
The Goal

The aim was to automate the digital engagement tracking process by creating a Dashboard integrated with Google Analytics to visualise the user engagement data.

Y3 Websites		See below table for notes			
Year / Quarter		Year End Y2		Y3Q1	
Month / Quarter Total		Mar-23		Apr-23	May-23
4	PeaceRep website				
5	Users New		545		
6	Users Returning		63		
7	Total Users * / **		608		
8	Total Sessions		1339		
9	Total Page Views **		3047		
10	Top Pages: * / **				
11	Top Page 1	Home			
12	Top Page 2	About			
13	Top Page 3	Publications Database			
14	Top Page 4	Somalia Galkayo Blog			
15	Top Page 5	Research Themes			
16	Top Page 6	Key Findings			
17	Top Downloads: * / **				
18	Top DL 1	Alkhudary (2023). Opposition Parties			
19	Top DL 1 URL	https://peacerep.org/publication/changing-the-system-from-within-opposition-parties-iraq/			
20	Top DL 2	Wittke (2023). Conflict Management			
21	Top DL 2 URL	https://peacerep.org/publication/islands-of-agreement-conflict-management-russia-ukraine/			
22	Top DL 3	Mariani (2023). PGII and BRI			
23	Top DL 3 URL	https://peacerep.org/publication/pgii-bri-infrastructure-gaps-geopolitical-competition/			



How are site sessions trending?



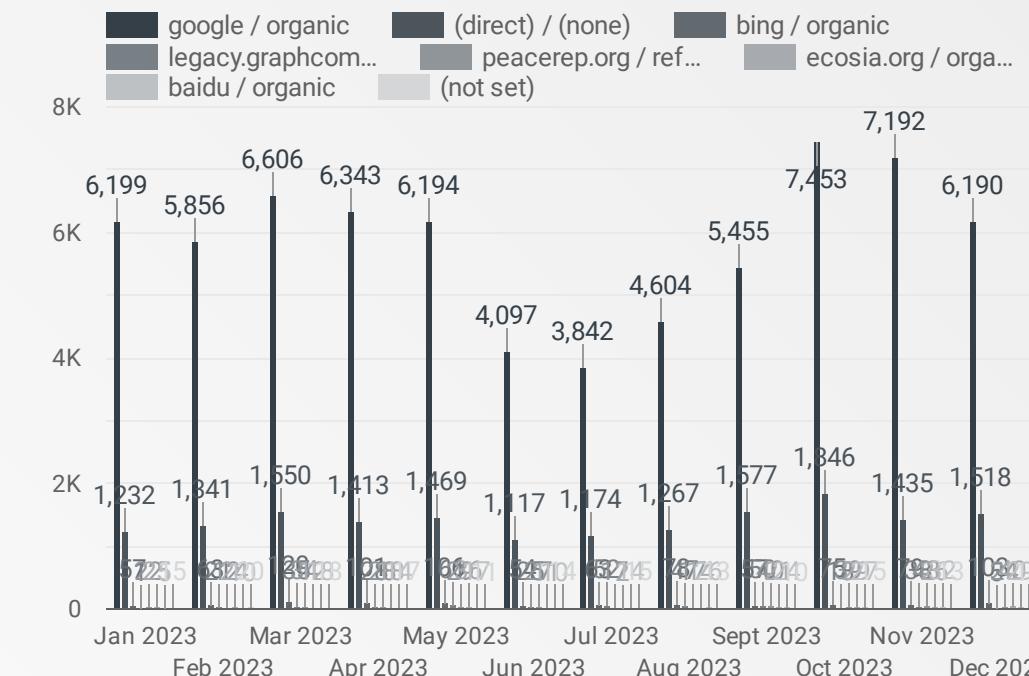
Total users New users New / returning Sessions Views Bounce rate

62,396 **60,690** 3 **93,184** **158,797** **54.51%**

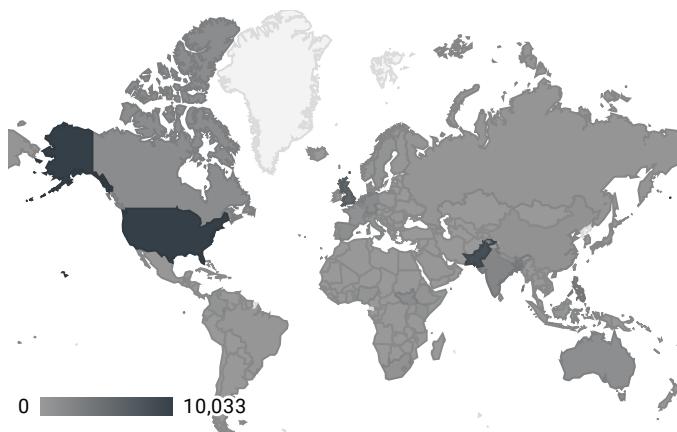
↑ 123.7% ↑ 115.8% 0.0% ↑ 128.3% ↑ 146.0% ↓ -16.3%

Which channels are driving engagement?

Goal: Engaged Users



Which countries are our users from?



Country	Total users	% Δ
1. United States	10,215	217.2% ↑
2. Pakistan	8,990	-22.4% ↓
3. United Kingdom	5,710	245.4% ↑
4. Bangladesh	2,456	449.4% ↑
5. Philippines	2,456	174.4% ↑

Top Downloads

Event count Total users Event count per user

2,044 **768** **2.66**

↑ 334.9% ↑ 216.0% ↑ 37.6%

File name	Event count
1. /files/PA-X_codebook_Version7-converted.pdf	247
2. /files/PA-X_codebook_Version6.pdf	226
3. /files/How_to_cite_PA_X_3f.pdf	207
4. /files/WGG_codebook_June2020.pdf	166
5. /files/How_do_I_use_PA_X_3f.pdf	118
6. /files/Definitions_v7.pdf	112
7. /files/pax_all_agreements_data.xlsx	82

1 - 64 / 64 < >

Most viewed Pages

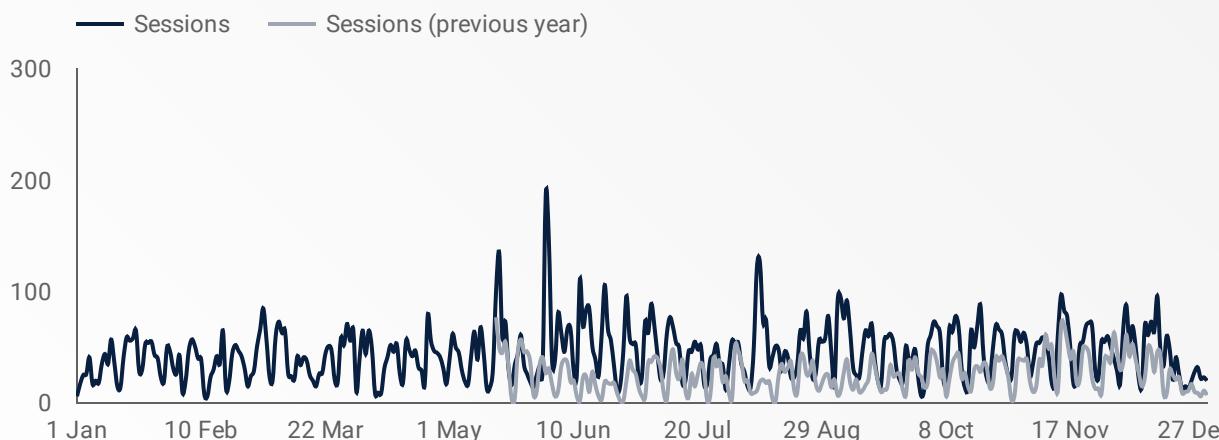
Page path + query string	Views
1. /search	18,317
2. /	17,868
3. /view/1522	11,555
4. /wview/1845/Final%20Agreement%20to%20End%20the%20Armed%20Conflict%20and%20Build%20a%20Stable%20and%20Lasting%20Peace	4,320
5. /wview/2112/Revitalised%20Agreement%20on%20the%20Resolution%20of%20the%20Conflict%20in%20the%20Republic%20of%20Sudan%20(R-ARCSS)	2,980
6. /wsearch	2,880
7. /searchadv	2,664
8. /view/1363	2,608
9. /view/conflict/39/India-Pakistan+Conflict+%281947+-+29+and+the+Pakistani+Taliban+%282001++%	2,169
10. /wview/1845/Final Agreement to End the Armed Conflict and Build a Stable and	1,835

Website Engagement Tracker

by Shivangi Bansal

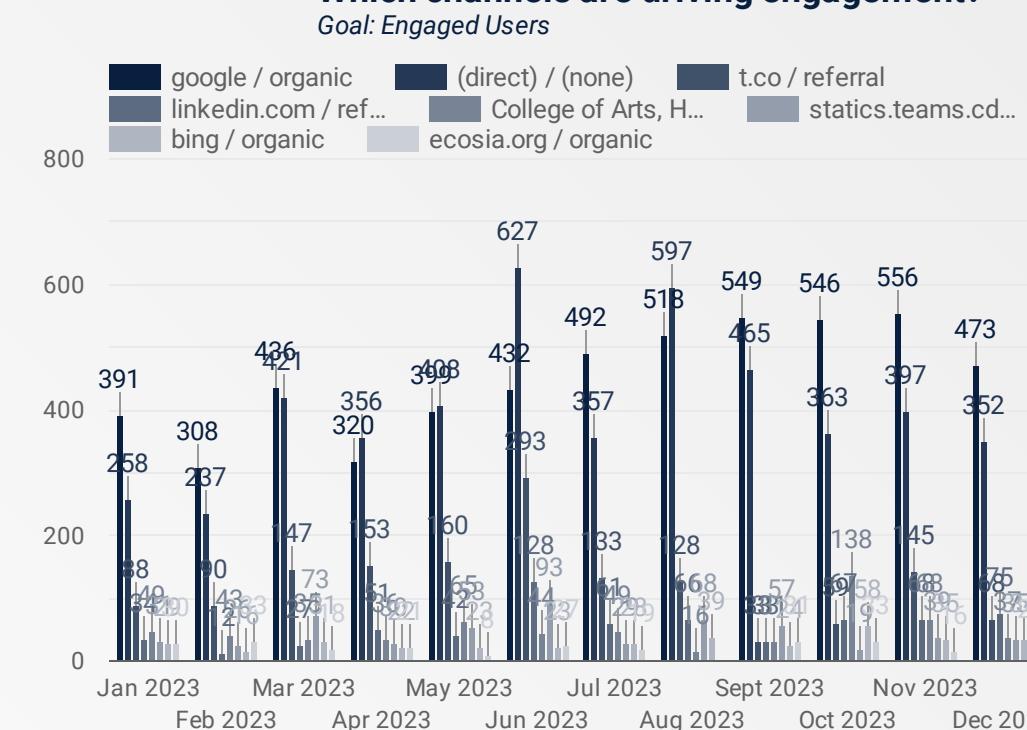
1 Jan 2023 - 31 Dec 2023

How are site sessions trending?

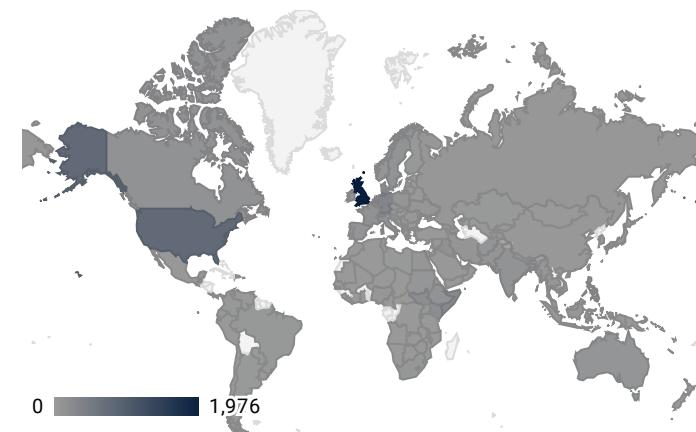


Total users	New users	New / returning	Sessions	Views	Bounce rate
7,019	6,880	3	16,521	39,123	45.81%
↑ 210.4%	↑ 204.8%	0.0%	↑ 175.1%	↑ 81.0%	↑ 9.9%

Which channels are driving engagement?



Which countries are our users from?



Country	Total users...	% Δ
1. United Kingdom	2,085	165.9% ↑
2. United States	806	338.0% ↑
3. Germany	342	252.6% ↑
4. Somalia	278	9,166.7% ↑
5. Kenya	216	535.3% ↑

Top Downloads

Event count	Total users	Event count per user
991	336	2.96
↑ 26.2%	↑ 43.0%	↓ -11.4%

File name	Event count
1. /wp-content/uploads/2022/05/China-Report-Digital.pdf	202
2. /wp-content/uploads/2022/05/Russia-Report-Digital-002.pdf	54
3. /wp-content/uploads/2022/04/State-of-the-Art-Report-Digital-1.pdf	31
4. /wp-content/uploads/2022/05/Geo-Transitions-Conceptual-Framework.pdf	27
5. /ssd-perceptions-peace/Perceptions_peace_survey_ssddashboard_static.pdf	19
6. /wp-content/uploads/2023/02/PeaceFem-	17

1 - 100 / 212 < >

Most viewed Pages

Page title and ...	Page path	Views...	% Δ
1. Home	/	5,617	190...
2. Publications Database	/publications-database/	2,298	171...
3. About	/about/people/	1,245	56.2...
4. About	/about/	956	216...
5. Can we (ever) have an honest conversation about corruption and accountability in Somalia? - PeaceRep	/2023/08/07/corruption-accountability-somalia/	774	-
6. Key Findings - PeaceRep	/key-findings/	682	161...
7. Opportunities - PeaceRep	/opportunities/	598	262...
8. PeaceRep Research	/research/	563	-
9. News	/newsportal/	510	301...
10. PeaceRep	/digital/	440	88.4