EDTECH WEB ANALYTICS

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INTRODUCTION

About UNIACE

UNIACE is an online training platform in Vietnam that provides intensive training programs for the young generation on data analysis, thinking methods, and problem-solving skills. In addition to training, UNIACE is also a pioneer in supporting businesses to deploy a customer-centric culture and build the necessary management platforms to support digital transformation.

Project goals

This project was designed to track the current status of UNIACE's website performance and evaluate the effectiveness of the marketing campaign that UNIACE launched in August 2021 to promote the Young Talent program (the marketing campaign was carried out by a post published on 5 different groups on social media between August 12 and August 13 in 2021).

Data scope

The dataset contains information on the interaction behavior of users on UNIACE's website from 01/08/2021 to 24/08/2021.

Column description

Below is detailed information on each column in three tables: Uniace_1, Uniace_2, and Uniace_3. These three tables will later be cleaned, transformed, and then combined into one unified table using SQL for the convenience of analysis.

Column	Datatype	Description	Example
Email	nvarchar(100)	Email address that a user uses to sign in	anhduongn1812@gmail.com
Type	nvarchar(50)	Action	page
Name	nvarchar(MAX)	Name of action or page	Hướng Dẫn Cách Copy Giữ Nguyên Giá Trị Trong Excel
Title	nvarchar(MAX)	Name of page	Hướng Dẫn Cách Copy Giữ Nguyên Giá Trị Trong Excel
MA URL	nvarchar(MAX)	URL of the current page	https://uniace.vn/cach-copy-giu-nguyen-gia-tri-trong-excel/

| MA Referrer	nvarchar(MAX)	URL of the page that leads to current page	https://www.google.com.vn/
ma_path	nvarchar(MAX)	Page path	/cach-copy-giu-nguyen-gia-tri-trong-excel/
IP Address	nvarchar(MAX)	Unique identifier assigned to a device that connected to a network	1.176.234.139
cuid	nvarchar(50)	Customer Universal Identifier	46b879df-93fc-486d-90f6-6ee6de3245f9
Date	nvarchar(50)	Timestamp of the action taken	09-08-2021 21:16:00
Message ID	nvarchar(100)	Impression	<202108140556.49300678081@smtp-relay.mailin.fr>
Template Id	tinyint	Unique identifier for each template	26
List Id	tinyint	Unique identifier for each list	40
Form Id	nvarchar(1)	Unique identifier for each form	NULL
Campaign Id	nvarchar(1)	Unique identifier for each campaign	NULL
Campaign Name	nvarchar(1)	The name of campaign	NULL
Scenerio Id	tinyint	Unique identifier for each scenerio	9
URL	nvarchar(MAX)	URL of identify action	https://uniace.vn/my-account/
Link	nvarchar(MAX)	URL of templates_click action	https://uniace.vn/my-account/
Tag	nvarchar(50)	Name of templates (click, open, and unsubscribe)	["New Account"]

OVERVIEW

From 01/08/2021 to 24/08/2021, there were 94080 accesses recorded, with 2432 users registered with their email address.

The click-through rate was 25.12%, which means with 100 impressions that showed up to users, 25 users clicked on that impression.

| 79,837	2,432	25.12%	6676	304	2.98%
Total Pageviews	Registered Users	CTR	Add to Cart	Purchases	Conversion Rate

During this period, 6676 items were added to users' carts, but only 304 purchases were made. With 6980 desired actions, the conversion rate is approximately 3%. In other words, 3 out of 100 people will add items to their cart or make purchases when visiting UNIACE's website.
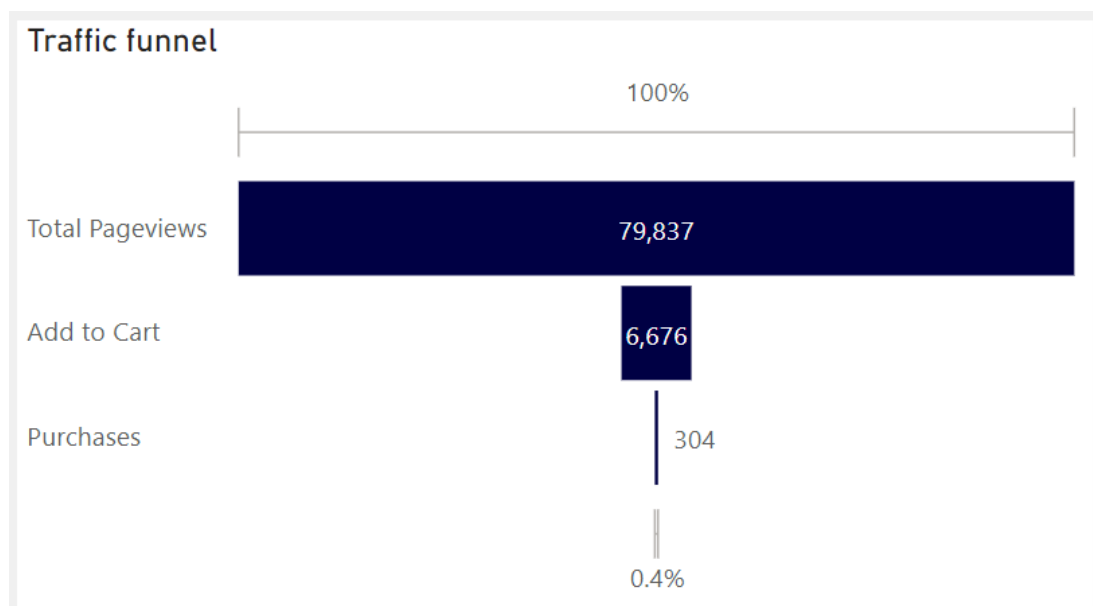
The number of pageviews maintained below the average from the beginning of August to August 11th. However, after the campaign was launched, the number of pageviews increased dramatically during the time the campaign was carried out and a few days later before it dropped in late August. This could be indicated that the campaign has attracted quite a lot of users to the website.

Total pageviews over time
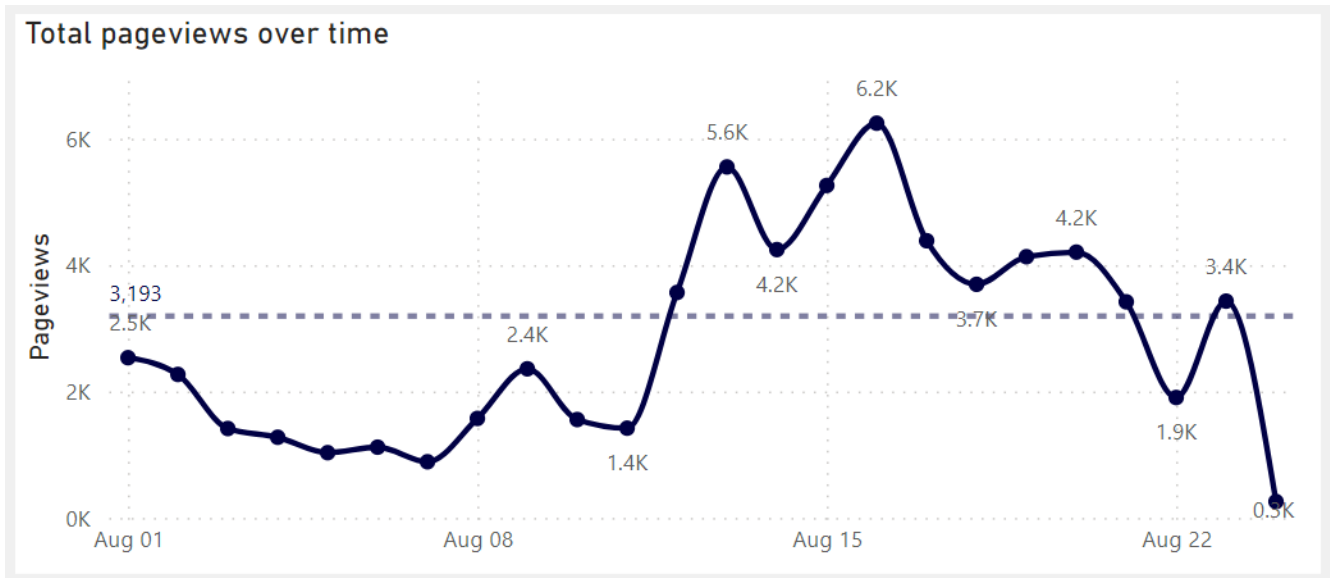
The number of visitors to the website was pretty stable during the day, maintaining above 4000 users. However, the number of visitors was reduced by half in some hours, such as from 11 a.m. to 1 p.m. (lunch break) or from 5 p.m. to 8 p.m. (after work).
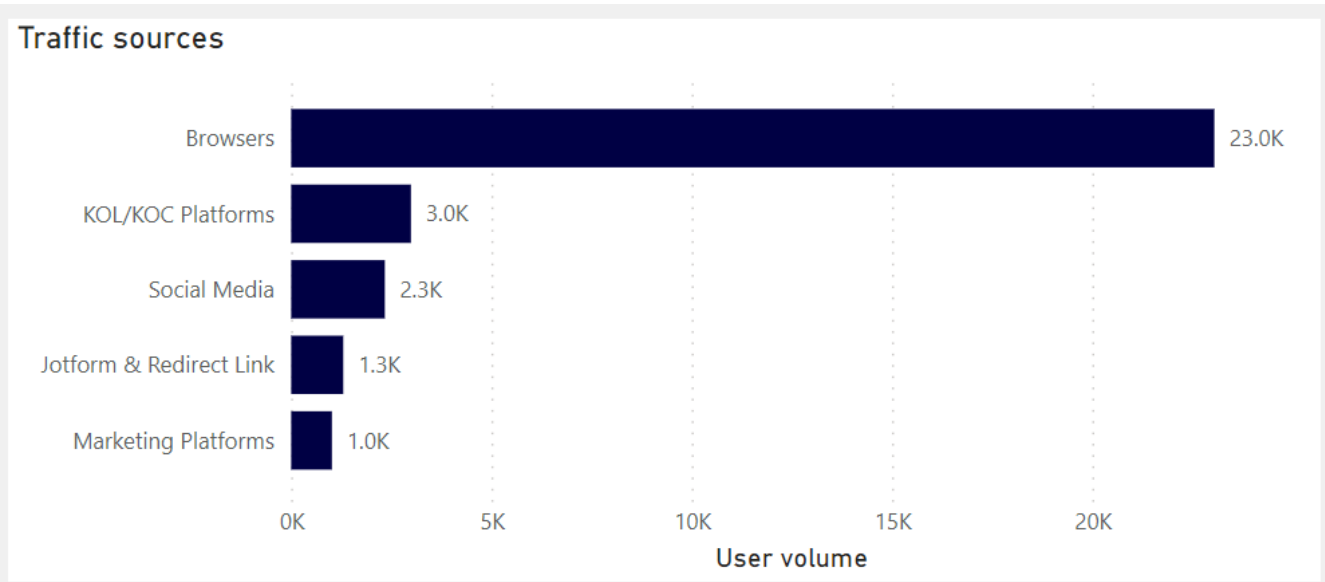
Total Pageviews by Hour
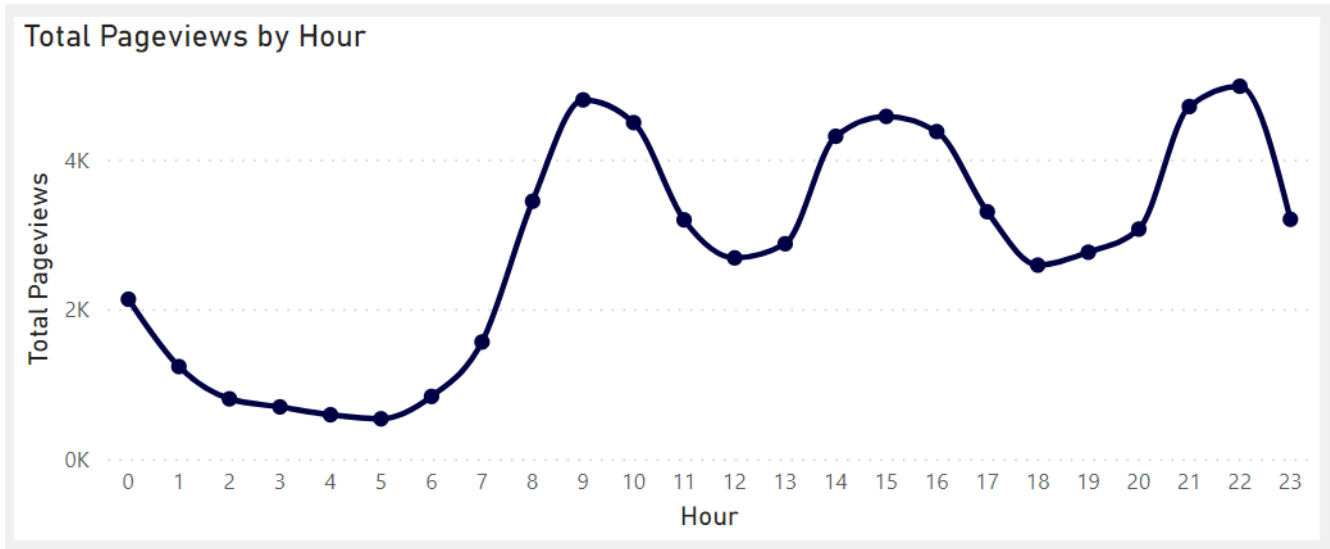
REFERRERS

Most people came to the website through referrers rather than direct links.

Traffic sources

Direct 18.7K (37.59%)

Referrers 31.05K (62.41%)
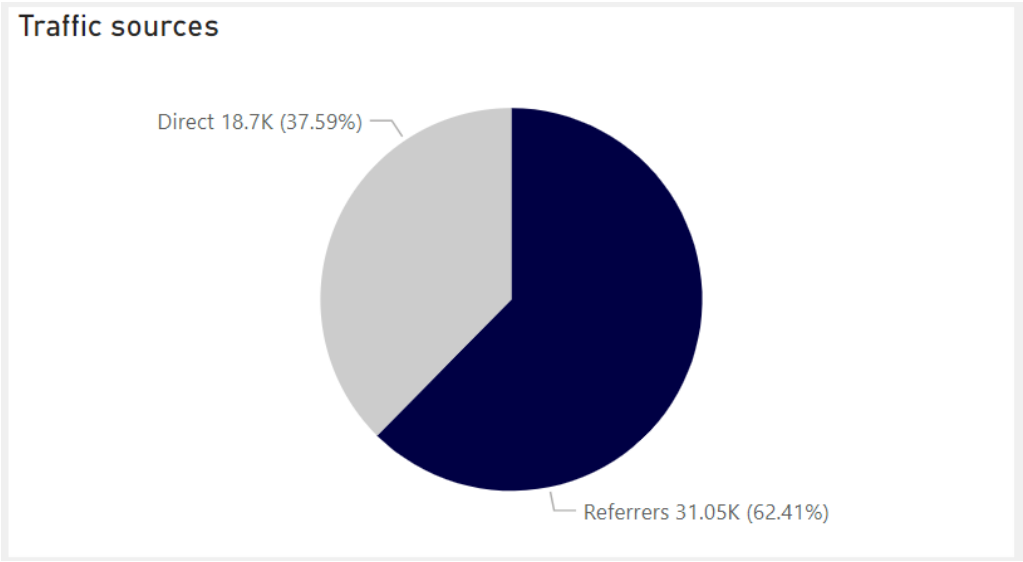
Of all the referrers, browsers such as Google or Coc coc were the main platforms that brought users to the website. In addition, platforms for KOL, KOC such as Beacons or KOC Discovery also help introduce UNIACE to users.

Traffic sources

Source	User volume
Browsers	23.0K
KOL/KOC Platforms	3.0K
Social Media	2.3K
Jotform & Redirect Link	1.3K
Marketing Platforms	1.0K

User volume

Referrers	User volume
Google	20750
Coc coc	1633
Yahoo	323
Bing	320
Baidu	16
Duck Duck Go	1
Laban	1
Total	**23044**

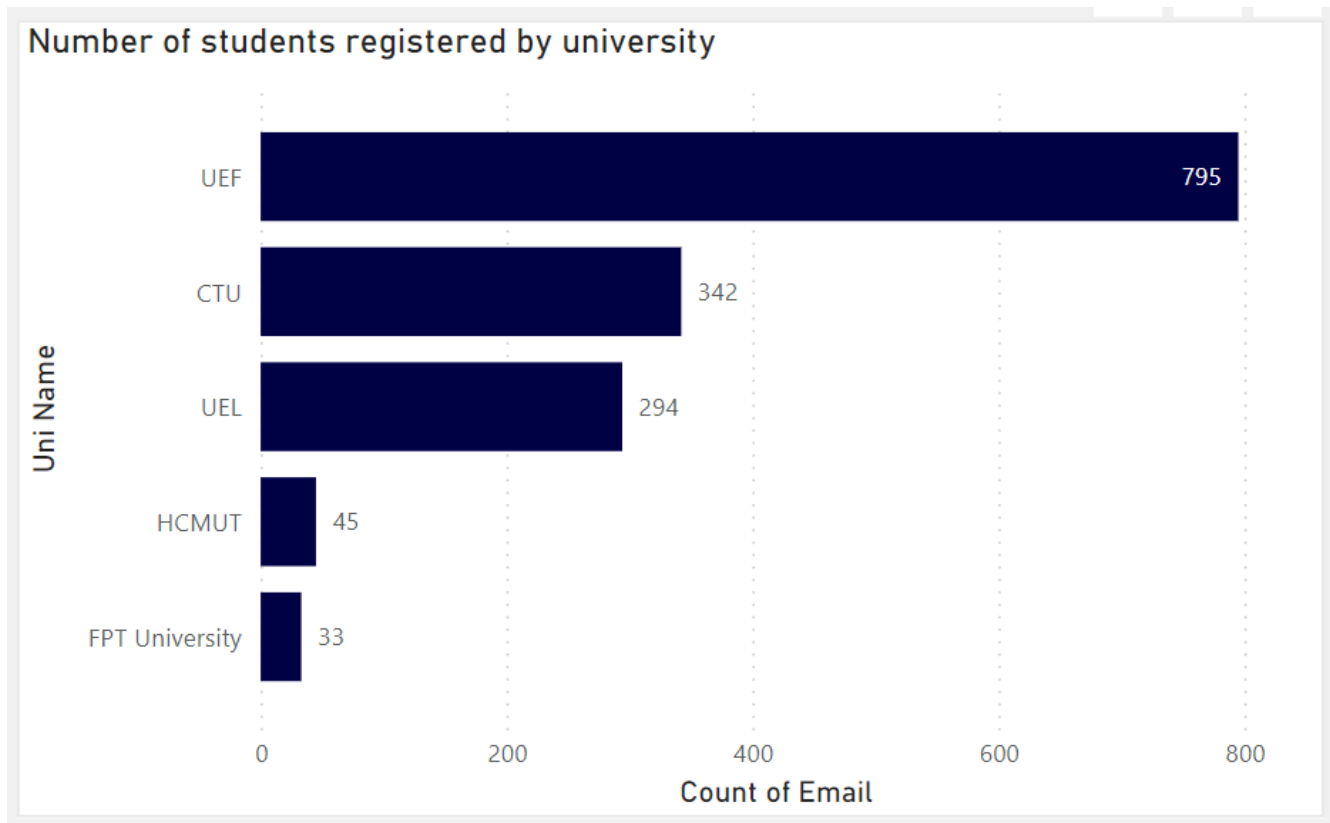| Referrer	Count of Referrer
https://beacons.page	2218
https://beacons.pageminh.xin.chao	371
https://beacons.ai	137
https://instabio.cc	101
https://discovery.koc.com.vn	98
https://discovery.koc.com.vninfluencer/vinhtech	22
https://beacons.aiphanh.00	18
https://instabio.cc3053102B6ITTY	14
https://beacons.pagethesimplemanh	10
Total	**2989**

DEMOGRAPHICS

The total number of registered accounts on the website is 2432, which accounts for around 3% of all the users. During this period, 347 users created new accounts.

| 2,432	3.05%	347
Registered Users	Registeration Rate	New Users

Based on the registered email address, it could be seen that the number of working people registered for courses at UNIACE was slightly more than the number of students. The access ratio between working employees and students is 1.5 : 1.

Occupation of users

Student 263 (40.34%)

Worker 389 (59.66%)
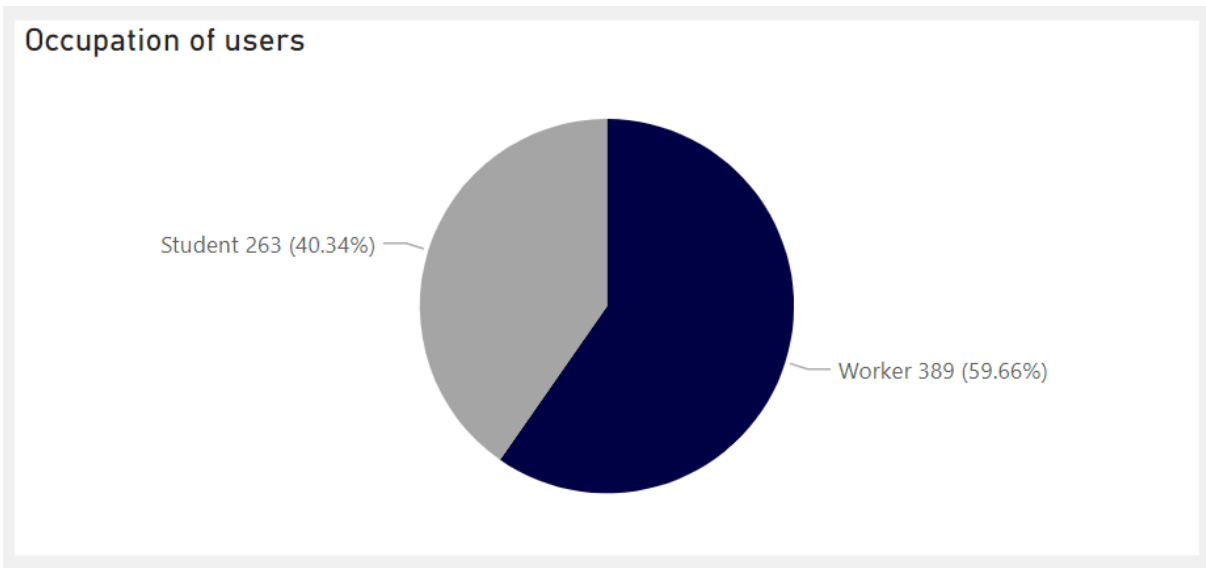
Of all the students that have registered accounts at uniace.vn, VNU - HCM University of Economics and Law and Can Tho University had the most active students.

Number of students registered by university

| Uni Name	Count of Email
UEF	795
CTU	342
UEL	294
HCMUT	45
FPT University	33

Because this is a Vietnamese website, it is not surprising that most users come from Vietnam. However, about 10% of users have their foreign IP address. Those users could be overseas Vietnamese or foreigners.

The ratio between Vietnam and other countries

Foreign 1.7K (11.4%)

Viet Nam 13.21K (88.6%)
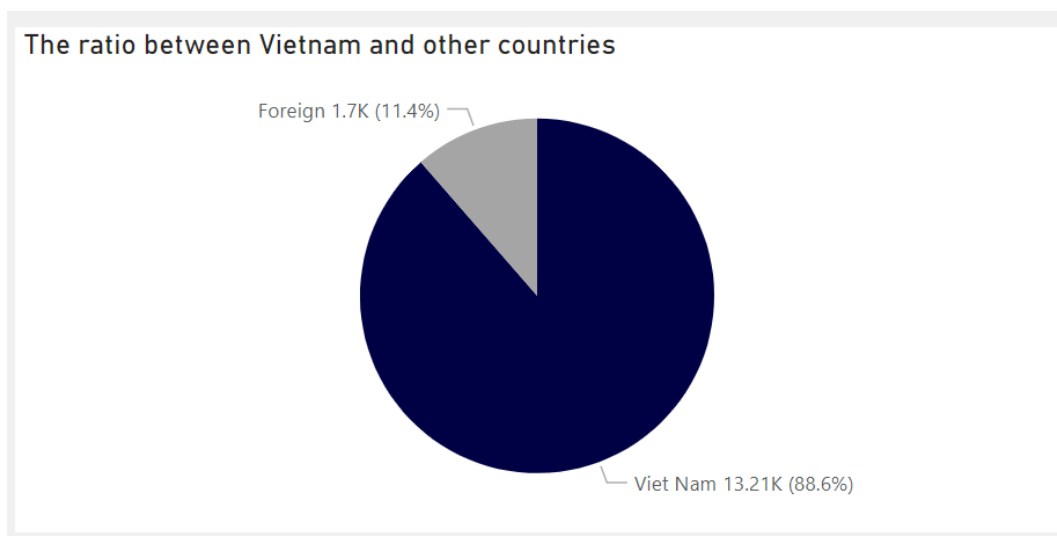
Hanoi and Ho Chi Minh City were the two cities with the largest number of visitors.

Number of users by city

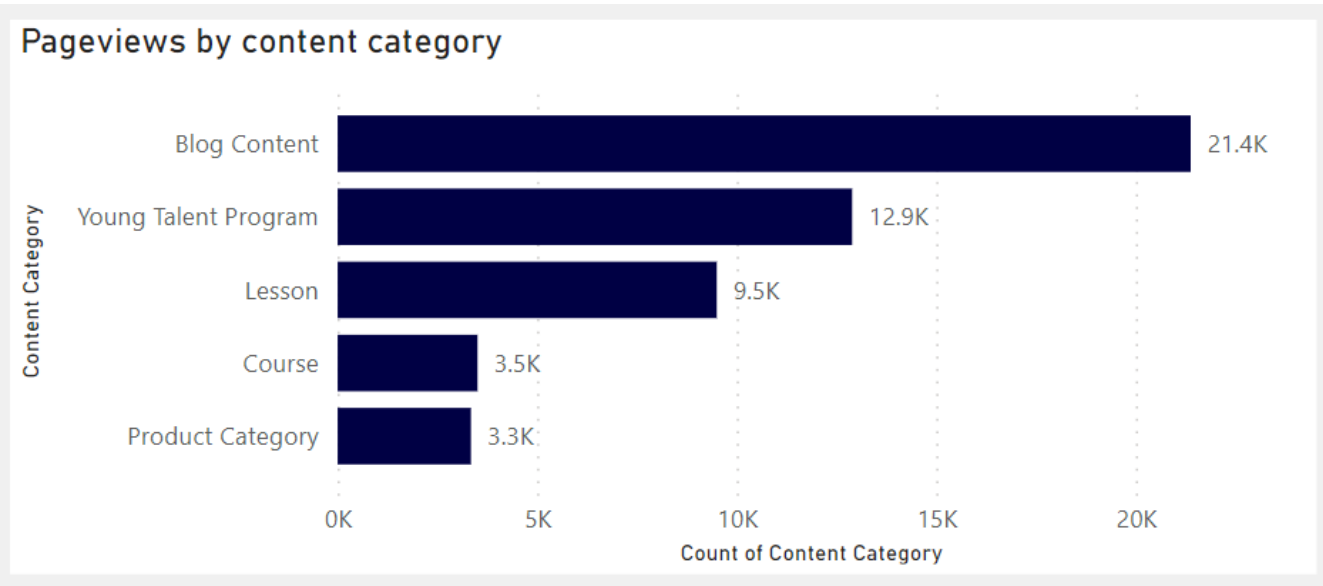| City	User volume
Hanoi	45.40%
Ho Chi Minh City	43.84%
Chicago	4.34%
Da Nang	3.82%
Bien Hoa	2.61%
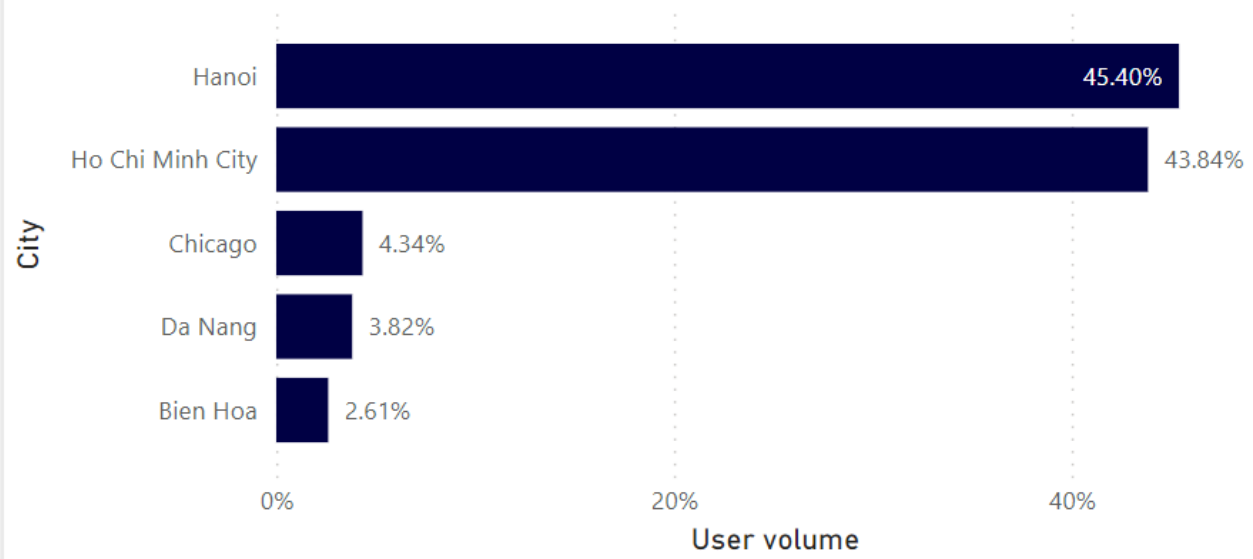
CONTENT

Uniace provides 55 courses and a variety of blogs on its website. Most users visited uniace.vn to read articles about data analytics (mainly Excel and PowerBI).

79,837	86	55
Total Pageviews	Blogs	Courses

Besides blog content on the website with 21.4k users accessed during August, the Young Talent program also attracted more than 13 thousand visitors during this period.

Pageviews by content category

Content Category	Count of Content Category
Blog Content	21.4K
Young Talent Program	12.9K
Lesson	9.5K
Course	3.5K
Product Category	3.3K

Whereas students prefered courses and lessons related to data analytics,

The course with the most registered students

Title	Total Pageviews
TECH6. TRÌNH BÀY BÁO CÁO DỮ LIỆU CHUYÊN NGHIỆP - uniace.vn	35
TECH5. HỌC TỰ ĐỘNG HÓA KHÔNG CẦN LẬP TRÌNH - uniace.vn	31
TECH7. PHÂN TÍCH DỮ LIỆU NÂNG CAO BẰNG POWERBI - uniace.vn	25
TECH4. PHÂN TÍCH DỮ LIỆU CƠ BẢN BẰNG PIVOTTABLE - uniace.vn	22
HƯỚNG DẪN QUAN TRỌNG - uniace.vn	18
SOFT1. TƯ DUY PHẢN BIỆN (CRITICAL THINKING) - uniace.vn	13
TECH9. XÂY DỰNG TƯ DUY DỮ LIỆU ĐA BẢNG - uniace.vn	13
TECH8. THÀNH THẠO SƠ ĐỒ HÓA LUỒNG THÔNG TIN - uniace.vn	10
TECH10. TRUY VẤN DỮ LIỆU CƠ BẢN VỚI SQL - uniace.vn	8
SOFT8. PHÂN TÍCH GỐC RỄ (ROOTCAUSE ANALYSIS) - uniace.vn	7
Total	**182**

working people were more keen to courses related to soft skills or courses that provided fundamental knowledge about data analytics.

The course with the most registered working people

Title	Total Pageviews
TECH9. XÂY DỰNG TƯ DUY DỮ LIỆU ĐA BẢNG - uniace.vn	18
SOFT3. QUẢN LÝ CÔNG VIỆC (TASK MANAGEMENT) - uniace.vn	17
TECH10. TRUY VẤN DỮ LIỆU CƠ BẢN VỚI SQL - uniace.vn	15
EXCEL NỀN TẢNG CHO NGƯỜI LÀM VIỆC VỚI DỮ LIỆU - uniace.vn	13
TECH5. HỌC TỰ ĐỘNG HÓA KHÔNG CẦN LẬP TRÌNH - uniace.vn	12
TECH8. THÀNH THẠO SƠ ĐỒ HÓA LUỒNG THÔNG TIN - uniace.vn	10
F1.XÂY DỰNG NỀN TẢNG TƯ DUY DỮ LIỆU - uniace.vn	9
TECH2. LÊN Ý TƯỞNG VỚI BẢN ĐỒ TƯ DUY - uniace.vn	8
SOFT10. HỌC CÁCH ĐỂ HỌC (LEARNING METHOD) - uniace.vn	6
SOFT4. QUẢN LÝ CẤP TRÊN (UPWARD MANAGEMENT) - uniace.vn	6
SOFT9. GIAO TIẾP TRỌN VẸN (INTACT CONVERSATION) - uniace.vn	6
TECH1. HỌC SỬ DỤNG EXCEL THEO QUY TẮC PARETO - uniace.vn	6
Total	**126**

In terms of blogs, content about Microsoft Excel was of interest of many people.

Top blog content on the website

| Title	Total Pageviews ▼
Hướng Dẫn Cách Copy Giữ Nguyên Giá Trị Trong Excel	7,065
Cách lấy dữ liệu từ bảng này sang bảng khác trong Excel	4,461
Cách Tổng Hợp Dữ Liệu Từ Nhiều File Excel Về Một File Excel	2,032
Cách Sử Dụng Hàm Lọc Dữ Liệu Trùng Nhau Trong Excel	1,878
Tự động hóa Excel bằng Power Query thay cho VBA	618
Áp lực cuộc sống là do đâu? 4 cách vượt qua áp lực cuộc sống	599
Hướng dẫn sử dụng Power Query để chuẩn hóa dữ liệu	577
Điểm qua một số nhược và ưu điểm của học nhóm	349
UNIACE KHÁC BIỆT NHƯ THẾ NÀO?	340
Hướng dẫn Power Query cơ bản cho người mới bắt đầu. (Phần I)	329
Total	**18,248**

THE RESULTS OF MARKETING CAMPAIGN

Vietnam Young Talent Program

Vietnam Young Talent is an expanded thinking and skills training program for 3rd and 4th-year students, with the goal of training high-quality human resources at the Employee-Fresher/Junior level, suitable for all functional departments to meet the new expectations of businesses in the 21st century.

The Young Talent Program is organized in the form of online learning and lasts for 3 months. During that time, students will be thoroughly trained in software for data analysis (MS Excel, Pivot Table, Power BI, etc.) from basic to advanced. Necessary thinking skills are also integrated into each lesson.

Process to evaluate the result
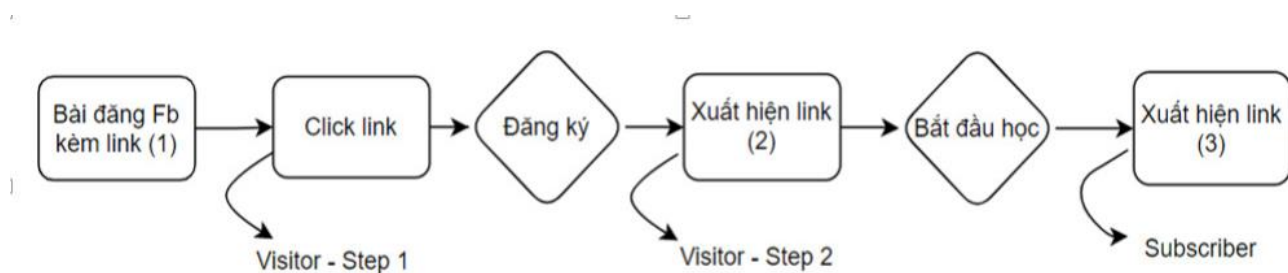
Link 1: Visitor - Step 1   https://uniace.vn/vyt/?utm_source=fb&utm_medium=test4&utm_campaign=120821
Link 2: Visitor - Step 2   https://uniace.vn/vyt3/
Link 3: Subscriber   https://uniace.vn/my-account/my-courses/

To evaluate the results of the campaign, the following metrics should be tracked:

- The number of users that click the link attached to Facebook's posts
- The number of users that subscribe to the Young Talent Program
- The number of users that sign into their account and start learning

Result

Approximately 60% users registered after clicking the link attached to the Facebook's post, but only 17.5% users started learning the program.

Campaign funnel from 12/08 to 13/08

100%

Click link on FB	291
Subscribe	172
Start to learn	51

17.5%
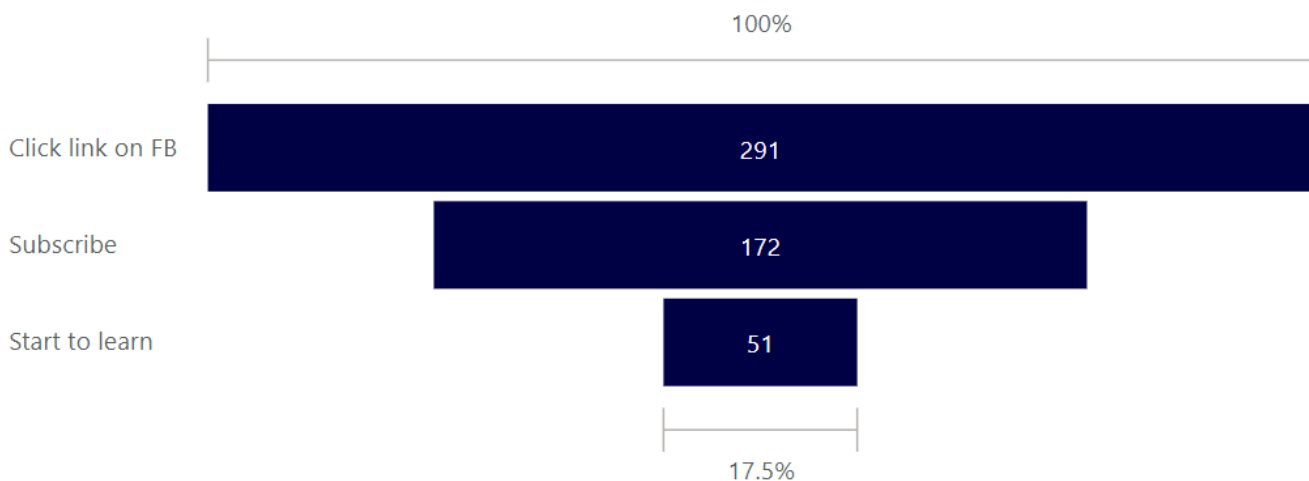
As mentioned before, during the campaign, the number of visitors to uniace.vn increased significantly.

Moreover, implementing the campaign on social networks also attracted more people accessing and learning about the Vietnam Young Talent program. It can be seen that the number of users that accessed Young Talent program on UNIACE increased sharply and reached its peak on 13/08/2021. The last day of the advertising campaign.

Total accesses of Vietnam Young Talent Program over time
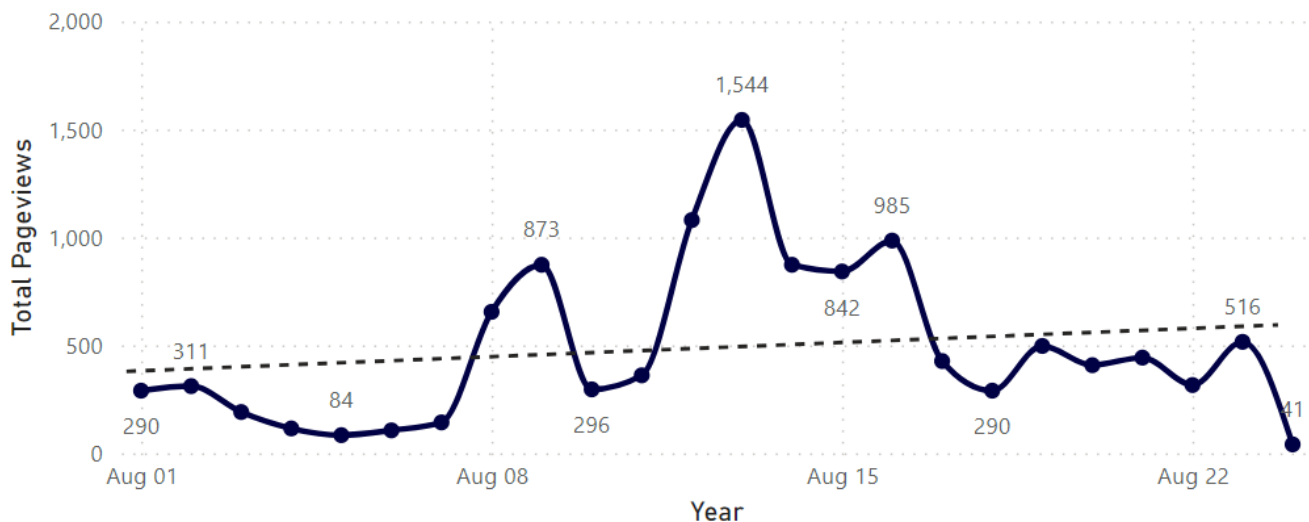
However, only on August 15, a few days after the campaign, did the number of people registering for the course increase significantly.

Number of users registering VYT course
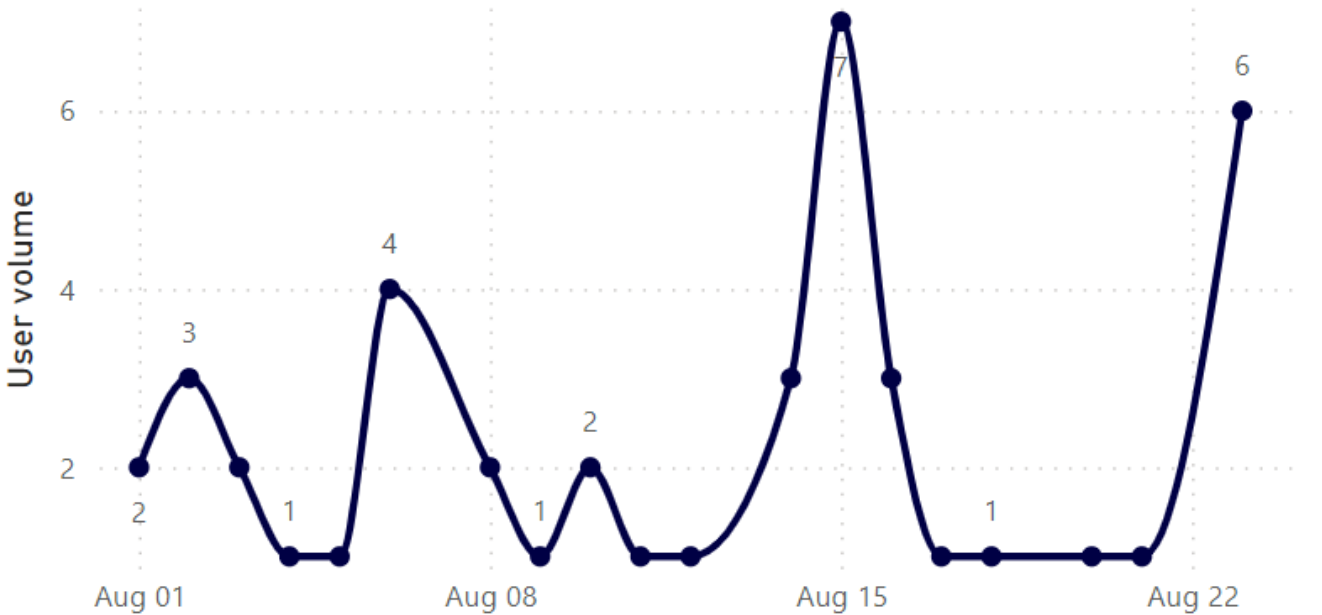
It can be seen that the Young Talent Program attracted more young people to participate because the program was designed for final-year students about to graduate.

Occupation of users registering for VYT

3 (21.43%)

11 (78.57%)

Email Type
- Student
- Worker