





Google Analytics provides comprehensive insights related to the user behavior acquisition channels, conversion tracking and more. Hotjar, on the other hand, is a user behavior analysis tool that offers visual data such as heatmaps, recording and surveys. It provides information on how users interact with different elements of a website such as clicks, scrolling and navigation behavior.

In Google Analytics, a 45 degree line is also called the “line of expectation” and tells us that the visit time of a user is directly proportional to the value of the user’s ID.

Scatter plots in hotjar show the relationship between how long a user spends on a website and how many clicks (actions) they make in order to identify the pages that are engaging or ones that make users leave quickly.