

Experiment 2 : Web Analytics

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D.O.P.	<u>04-02-2025</u>
D.O.S.	<u>11-02-2025</u>
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AIM : To study a Web Analytics Tool

Theory:

1. What is Web Analytics?

Web analytics is the process of collecting, analyzing, and interpreting data about website traffic and user behavior to optimize web performance. It helps businesses understand how visitors interact with their website, track key metrics like page views, session duration, and conversion rates, and make data-driven decisions to improve user experience and marketing strategies.

By leveraging web analytics tools like Google Analytics, businesses can monitor traffic sources, identify trends, and measure the effectiveness of online campaigns. This data-driven approach enables organizations to enhance website content, optimize design, and increase engagement, ultimately leading to better conversions and customer retention.

2. Web Analytics Tools and Their Features:

There are several web analytics tools available, each with its features. Some prominent ones include:

a. Google Analytics

- Tracks website traffic, user behavior, and conversion rates.
- Provides real-time data and audience insights.
- Integrates with Google Ads and other marketing tools.
- Offers goal tracking and funnel visualization.

b. Adobe Analytics

- Provides advanced segmentation and predictive analytics.
- Supports real-time data analysis and reporting.
- Offers AI-powered insights using Adobe Sensei.
- Integrates with other Adobe Experience Cloud products.

c. Hotjar

- Specializes in heatmaps, session recordings, and user surveys.
- Helps understand user interactions through click, move, and scroll tracking.
- Provides real-time feedback with polls and surveys.

- Identifies usability issues and friction points.

d. Matomo (formerly Piwik)

- Open-source and privacy-focused analytics platform.
- Allows self-hosting for complete data ownership.
- Provides heatmaps, session recordings, and A/B testing.
- Includes GDPR and CCPA compliance tools.

e. Crazy Egg

- Offers heatmaps, scrollmaps, and confetti reports.
- Helps track visitor interactions and identify engagement trends.
- Provides A/B testing to improve website elements.
- Easy integration with website platforms for quick insights.

3. Why is it Important to Learn Web Analytics?

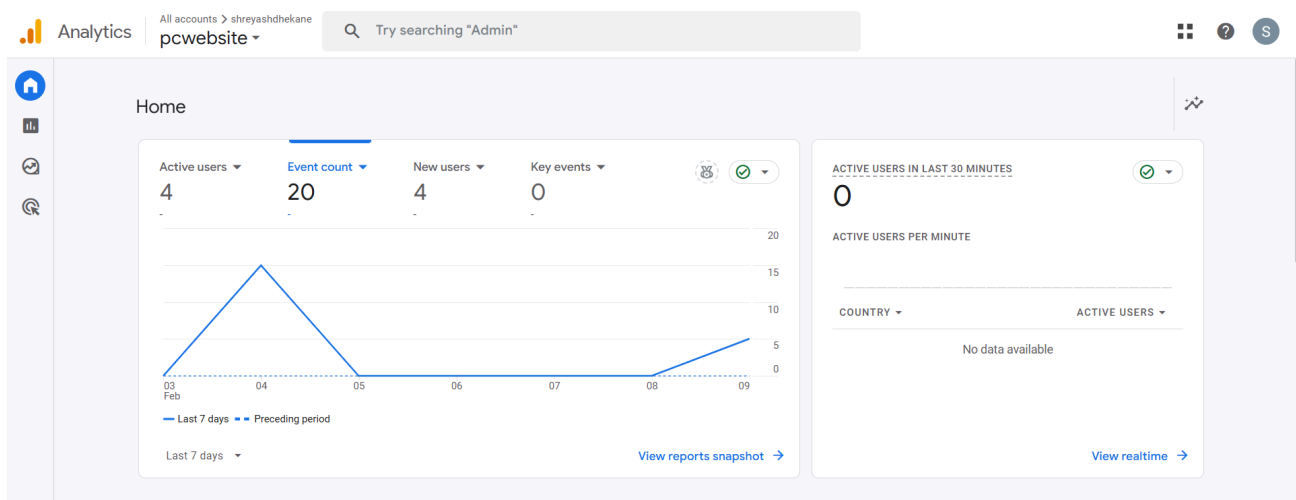
Learning web analytics is essential for anyone involved in digital marketing, web development, or business strategy. It provides valuable insights into user behavior, helping businesses optimize their websites for better engagement, conversions, and overall performance. By analyzing metrics like traffic sources, bounce rates, and conversion rates, organizations can make data-driven decisions to enhance user experience and maximize ROI.

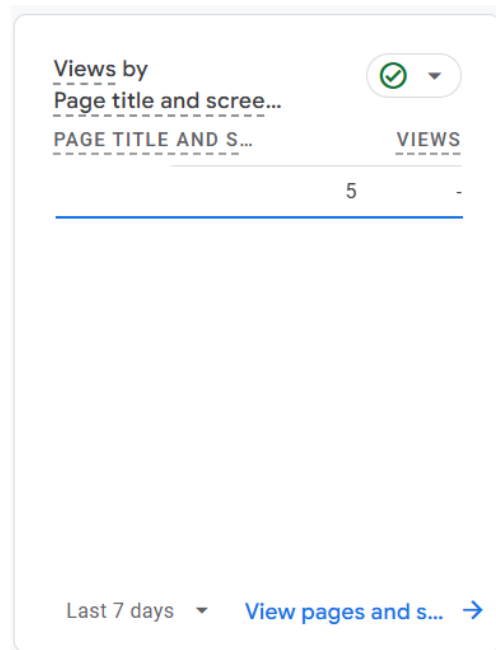
Additionally, web analytics enables businesses to track the effectiveness of marketing campaigns, understand audience preferences, and identify areas for improvement. Mastering web analytics tools like Google Analytics, Adobe Analytics, and Hotjar empowers individuals to refine their digital strategies, improve customer retention, and gain a competitive edge in the online space.

4. Key Performance Indicators (KPIs) for Your Website:

Link to website: <https://shreyashdhekane.github.io/ipprac2/>

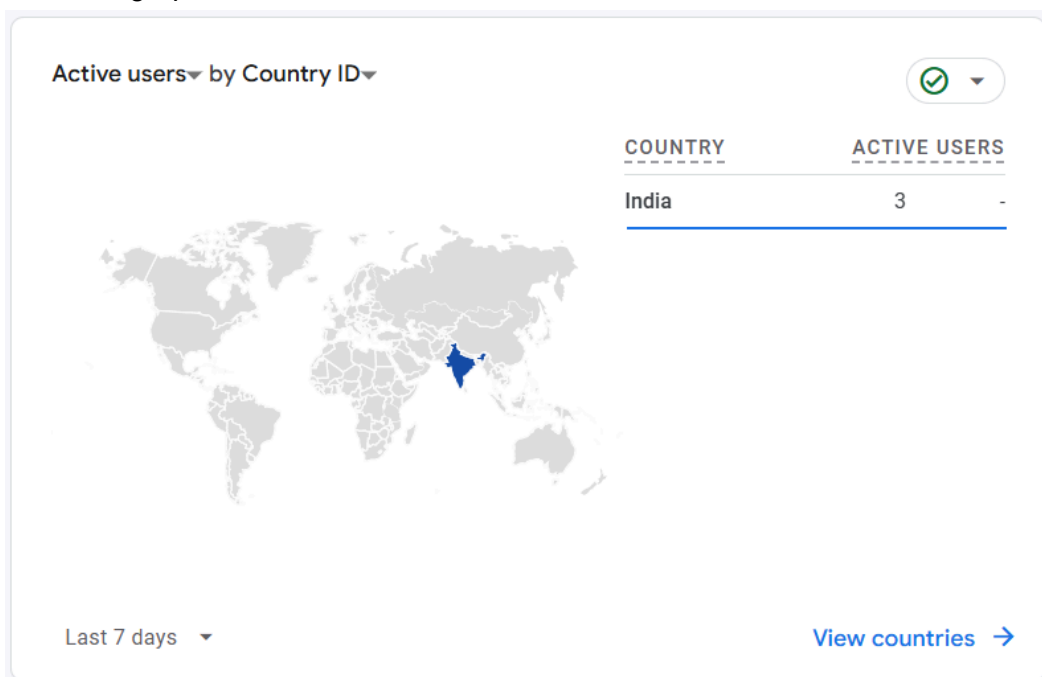
1. show the landing page of Google Analytics, where it shows the basic analytics of website like users, event counts (like scroll, click), conversion rate & new users.





This gives the analysis of traffic on each page of website.

2. Show demographic information of user base



The above picture gives us demographic information from where our user base is.

3. shows how my website url is visited 'direct' if it is directly searched and visited 'referral' if it redirected through any third party website.

Sessions▼ by ✓

Session primary ch... ▼

SESSION PRIMARY ...	SESSIONS	
Direct	4	-
Referral	1	-

Last 7 days ▼ [View traffic acqu...](#) →

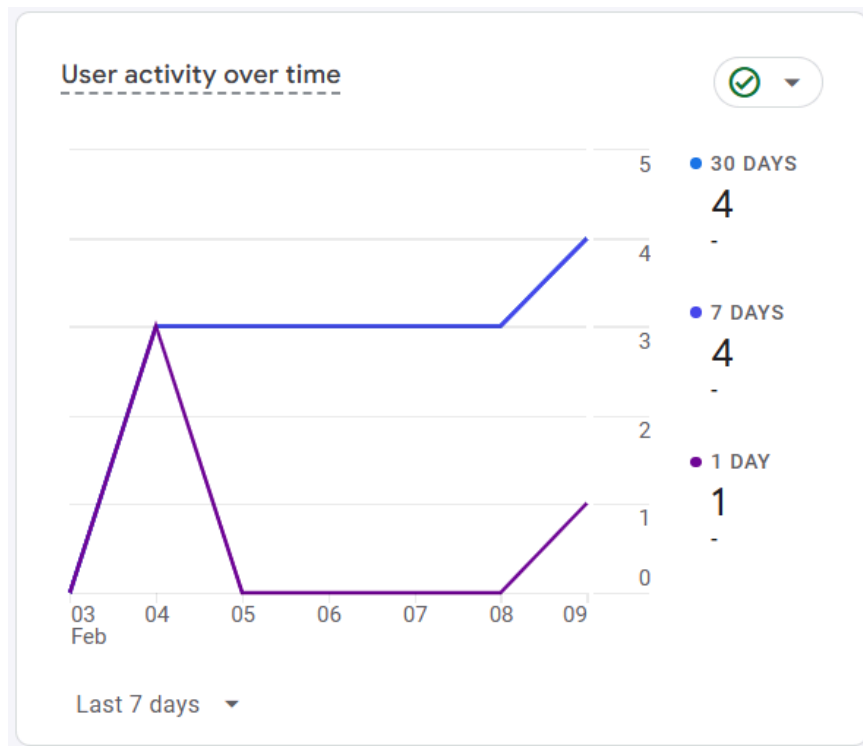
4. shows what all events have been done by users on website for example:53 people viewed the page.

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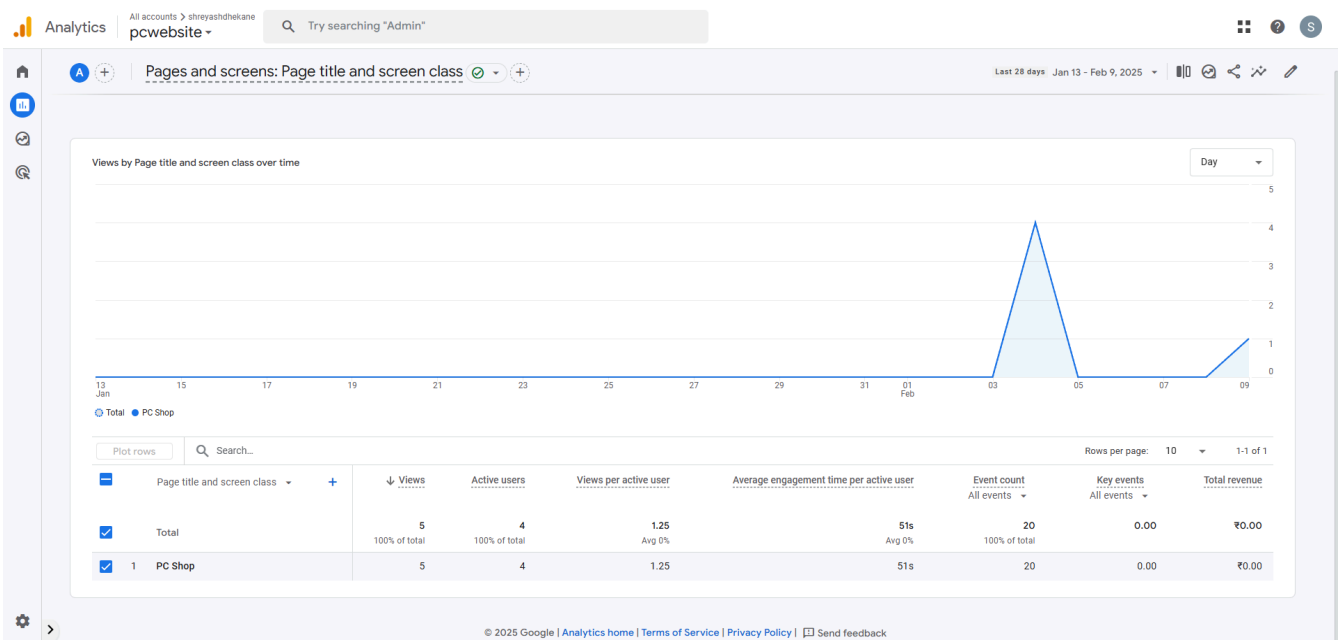
Event count by Event name ✓

EVENT NAME	EVENT COUNT	
page_view	5	-
session_start	5	-
first_visit	4	-
user_engagement	4	-
scroll	2	-

Last 7 days ▼ [View events](#) →



5. Show the user activity over the past 7 days, after adding Google Analytics script to website.



This shows the complete details about the engagement session, avg engagement time, event counts, etc.

CONCLUSION :

Conclusion

In this experiment, we explored web analytics and its significance in understanding user behavior and website performance. By studying tools like Google Analytics, Adobe Analytics, Hotjar, Matomo,

and Crazy Egg, we learned how different platforms provide insights into traffic sources, user interactions, and key performance indicators (KPIs).

Implementing Google Analytics on a website enables businesses to track metrics such as user sessions, conversion rates, and engagement trends. These insights help optimize website design, improve marketing strategies, and enhance user experience. Overall, learning web analytics is essential for making data-driven decisions that drive growth and success in the digital space.