WEB TRAFFIC ANALYSIS OF WHITMAN SCHOOL OF MANAGEMENT USING GOOGLE ANALYTICS

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INTRODUCTION

- The Whitman School of Management has web traffic data dating back to January 1, 2011

- The purpose of this project is to look at the year over year change in the different metrics used to measure website popularity

- The following slides compare January – May for 2017 and 2018, as this is the peak season for recruitment of new students

- In some of the later slides, I compare traffic segregated by geography for the year of 2018

YEAR OVER YEAR CHANGE IN OVERALL METRICS

- This is the overview tab in Google Analytics

- This slide illustrates that across the board, Whitman has grown really well in all metrics

- The only metric that sticks out is the 'New Sessions' metric, but even in that case, the fall has been modest
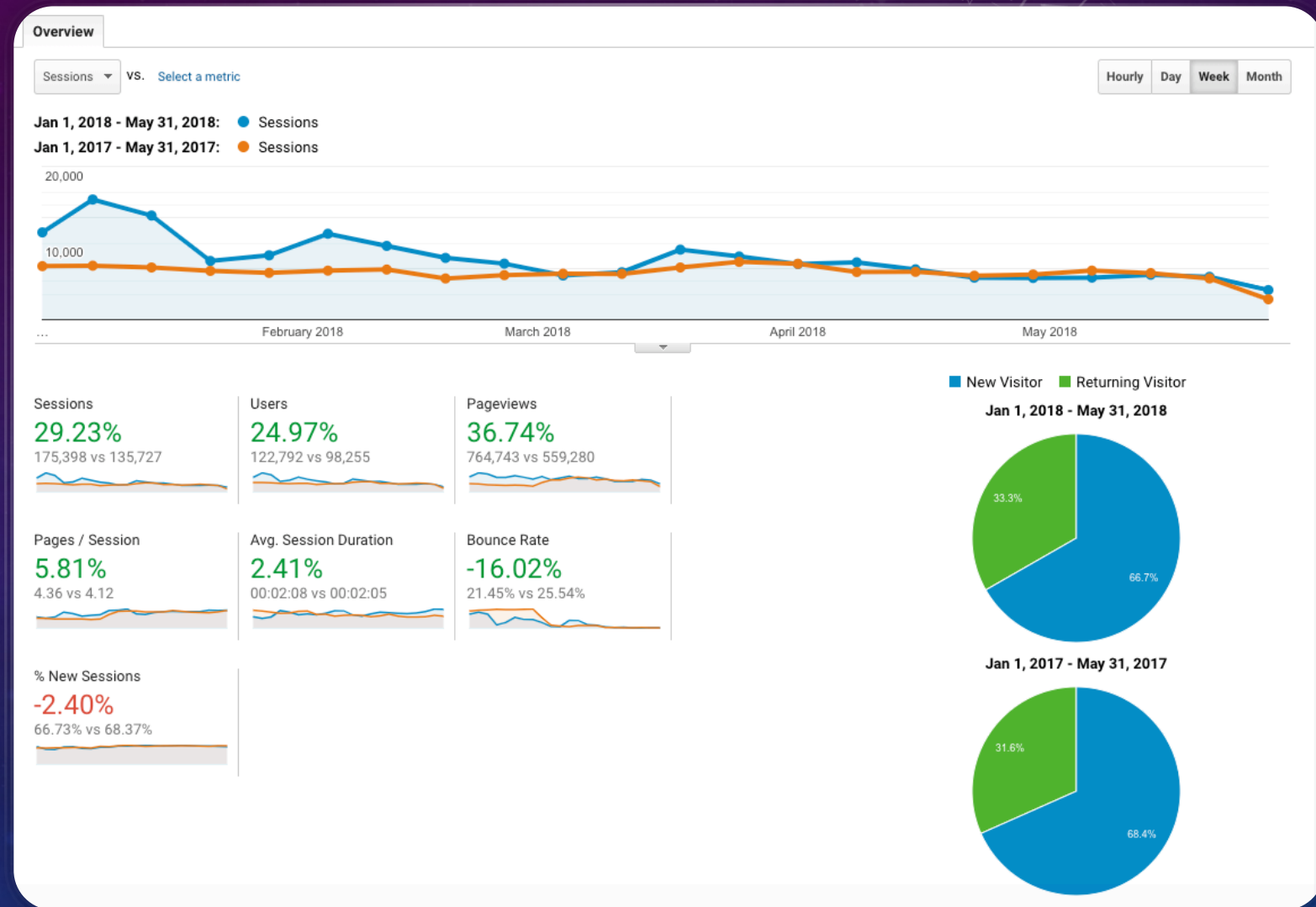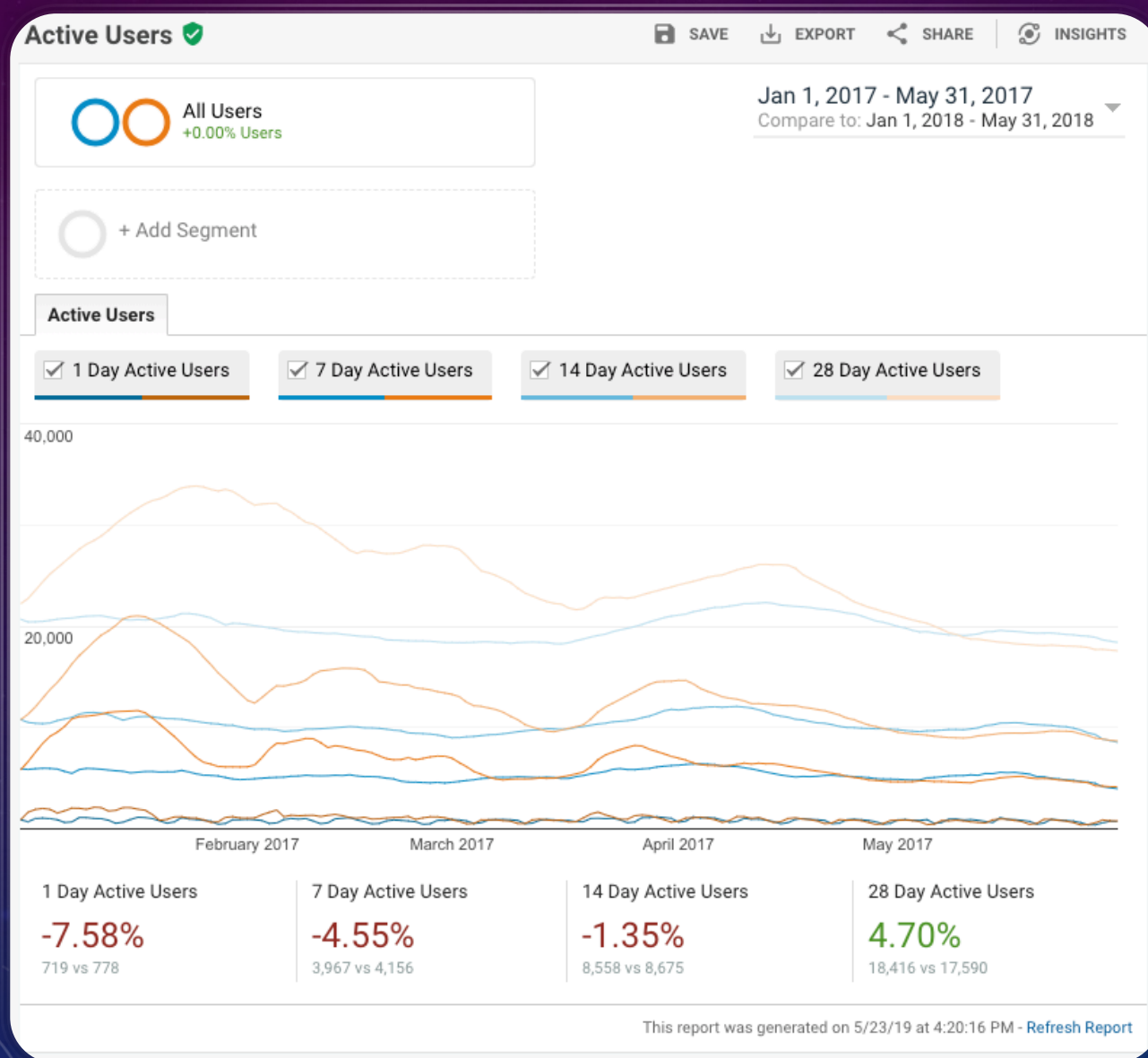
ACTIVE USERS

- This dashboard shows the retention statistics of the Whitman School of Management

- As we can see, the 1 day active users has decreased by a lot, but that might just be because of a small sample size

- The rest of the statistics have also fallen, except for the 28 day Active Users

SOURCES OF TRAFFIC

- As we can see, the share of organic searches has substantially decreased for the number of sessions, as compared to direct traffic and referrals

- Referrals through syracuse.edu have grown by a lot, but organic searches and direct traffic still dominates

- The 'an / News_Feed' source needs to be examined as well

Source / Medium	Acquisition			Behavior		
	Sessions ↓	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration
	29.23% ▲ 175,398 vs 135,727	2.40% ▼ 66.73% vs 68.37%	26.13% ▲ 117,047 vs 92,798	16.02% ▼ 21.45% vs 25.54%	5.81% ▲ 4.36 vs 4.12	2.41% ▲ 00:02:08 vs 00:02:05
1. google / organic						
Jan 1, 2018 - May 31, 2018	75,912 (43.28%)	66.20%	50,255 (42.94%)	2.58%	5.19	00:02:28
Jan 1, 2017 - May 31, 2017	77,860 (57.37%)	66.79%	52,005 (56.04%)	24.78%	4.02	00:01:50
% Change	-2.50%	-0.89%	-3.37%	-89.57%	29.20%	34.38%
2. (direct) / (none)						
Jan 1, 2018 - May 31, 2018	44,086 (25.13%)	73.99%	32,621 (27.87%)	3.06%	5.67	00:02:57
Jan 1, 2017 - May 31, 2017	39,533 (29.13%)	74.93%	29,621 (31.92%)	22.03%	4.38	00:02:29
% Change	11.52%	-1.25%	10.13%	-86.13%	29.30%	18.80%
3. an / News_Feed						
Jan 1, 2018 - May 31, 2018	34,114 (19.45%)	57.66%	19,671 (16.81%)	85.94%	1.07	00:00:20
Jan 1, 2017 - May 31, 2017	0 (0.00%)	0.00%	0 (0.00%)	0.00%	0.00	00:00:00
% Change	∞%	∞%	∞%	∞%	∞%	∞%
4. Ad_Network / Banner_Standard						
Jan 1, 2018 - May 31, 2018	3,645 (2.08%)	87.05%	3,173 (2.71%)	53.66%	1.18	00:00:16
Jan 1, 2017 - May 31, 2017	543 (0.40%)	95.03%	516 (0.56%)	92.08%	1.25	00:00:23
% Change	571.27%	-8.39%	514.92%	-41.72%	-6.00%	-28.58%
5. syracuse.edu / referral						
Jan 1, 2018 - May 31, 2018	3,108 (1.77%)	54.76%	1,702 (1.45%)	1.42%	6.43	00:02:57
Jan 1, 2017 - May 31, 2017	1,428 (1.05%)	50.91%	727 (0.78%)	14.71%	5.80	00:02:47

DEVICES USED TO VISIT THE SITE

Primary Dimension: Device Category

| Plot Rows | Secondary dimension ▾ | Sort Type: Default ▾ |

Device Category ?	Acquisition			Behavior		
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	29.23% ▲ 175,398 vs 135,727	2.40% ▼ 66.73% vs 68.37%	26.13% ▲ 117,047 vs 92,798	16.02% ▼ 21.45% vs 25.54%	5.81% ▲ 4.36 vs 4.12	2.41% ▲ 00:02:08 vs 00:02:05
1. desktop						
Jan 1, 2018 - May 31, 2018	101,432 (57.83%)	67.77%	68,738 (58.73%)	3.22%	5.58	00:02:52
Jan 1, 2017 - May 31, 2017	98,750 (72.76%)	67.88%	67,027 (72.23%)	24.24%	4.34	00:02:16
% Change	2.72%	-0.16%	2.55%	-86.71%	28.61%	26.28%
2. mobile						
Jan 1, 2018 - May 31, 2018	67,474 (38.47%)	64.89%	43,781 (37.40%)	49.84%	2.48	00:00:59
Jan 1, 2017 - May 31, 2017	32,112 (23.66%)	70.28%	22,569 (24.32%)	29.50%	3.34	00:01:24
% Change	110.12%	-7.68%	93.99%	68.97%	-25.78%	-29.81%
3. tablet						
Jan 1, 2018 - May 31, 2018	6,492 (3.70%)	69.75%	4,528 (3.87%)	11.20%	4.92	00:02:18
Jan 1, 2017 - May 31, 2017	4,865 (3.58%)	65.82%	3,202 (3.45%)	25.84%	4.92	00:02:28
% Change	33.44%	5.97%	41.41%	-56.66%	0.16%	-6.58%

- Desktop traffic has decreased substantially as compared to mobiles

- As desktop and mobile traffics are nearing parity in the coming years, the tech team responsible for designing the website should make the web design responsive, i.e. make the website flexible enough to be a pleasure to use on any screen size

CAMPAIGNS

- This crosstab looks at campaign performance for 2018

- As we can see, the MBA campaign drove a lot of sessions, but the Syracuse iMBA Campaign had much better bounce rates and pages per session
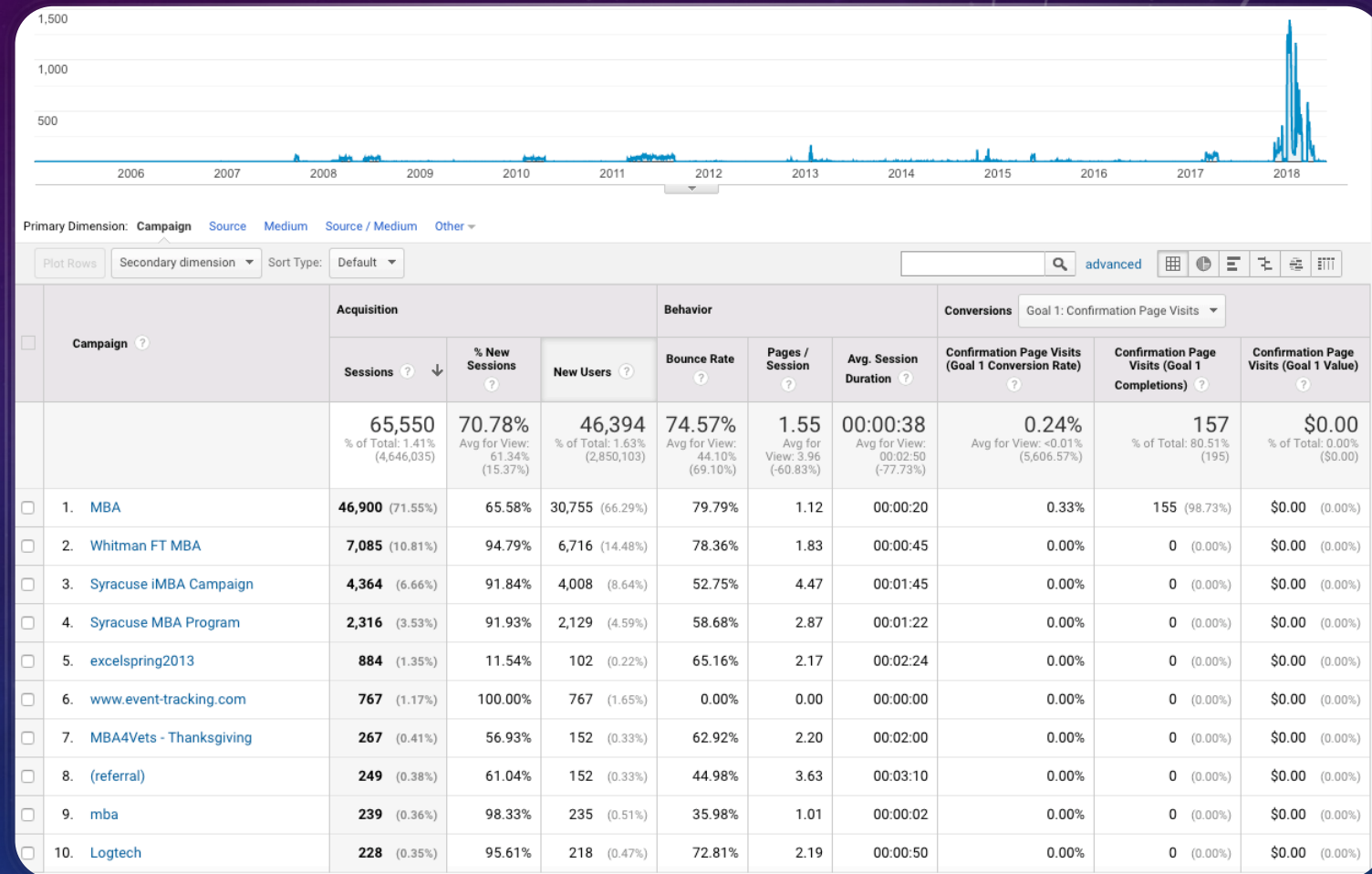
CONTINENTS WITH THE HIGHEST TRAFFIC

Continent	Acquisition			Behavior		
	Sessions ↓	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration
	175,398 % of Total: 100.00% (175,398)	66.73% Avg for View: 66.73% (0.00%)	117,047 % of Total: 100.00% (117,047)	21.45% Avg for View: 21.45% (0.00%)	4.36 Avg for View: 4.36 (0.00%)	00:02:08 Avg for View: 00:02:08 (0.00%)
1. Americas	138,055 (78.71%)	67.11%	92,645 (79.15%)	25.93%	4.14	00:01:44
2. Asia	24,704 (14.08%)	57.99%	14,325 (12.24%)	3.74%	5.95	00:04:22
3. Europe	9,354 (5.33%)	79.47%	7,434 (6.35%)	5.61%	3.64	00:01:53
4. Africa	1,859 (1.06%)	82.57%	1,535 (1.31%)	15.22%	3.68	00:02:17
5. Oceania	1,148 (0.65%)	82.49%	947 (0.81%)	7.49%	2.69	00:01:40

- The largest share of traffic came from the Americas in 2018.

- As Asia had the largest pages per session and tended to spend disproportionately more time on the site, let's look at some of the countries in Asia that are driving the traffic.

ASIAN COUNTRIES WITH THE HIGHEST SESSIONS

- People from China certainly seem to be exhibiting the most interest in the Whitman School, given the high total sessions and the double average session duration as compared to the other four countries.

- People from India also seem to exhibit favorable characteristics towards the Whitman School and seem like the next growth opportunity for them, given the high proportion of new users

Country	Acquisition			Behavior		
	Sessions ↓	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration
	24,704 % of Total: 14.08% (175,398)	57.99% Avg for View: 66.73% (-13.11%)	14,325 % of Total: 12.24% (117,047)	3.74% Avg for View: 21.45% (-82.56%)	5.95 Avg for View: 4.36 (36.36%)	00:04:22 Avg for View: 00:02:08 (105.47%)
1. China	8,240 (33.35%)	41.20%	3,395 (23.70%)	1.46%	6.16	00:06:29
2. India	7,189 (29.10%)	64.72%	4,653 (32.48%)	3.53%	6.23	00:03:30
3. South Korea	1,207 (4.89%)	63.30%	764 (5.33%)	7.54%	6.27	00:03:09
4. Hong Kong	861 (3.49%)	58.54%	504 (3.52%)	2.21%	6.08	00:03:08
5. Philippines	783 (3.17%)	83.91%	657 (4.59%)	13.41%	3.19	00:02:09

THANK YOU