

Summary

This document is based on access logs of the videos downloaded, due to the fact that the ads are based around the videos then a video download can be assumed to be a page view and thus using this assumption we can gather some analytic that can be used to analyse the users interactions with the pages.

Some data such as IP unique views and IP access period in seconds used to show some extra data but they must be treated with caution and not as exact data as there can be significant errors associated them them, however in terms of video downloads one can assume that they are safe numbers to be used as page views.

Boots Opticians

Total number of video downloads: 5074

Number of days: 20

Date Range: 27/07/2014 to 20/08/2014

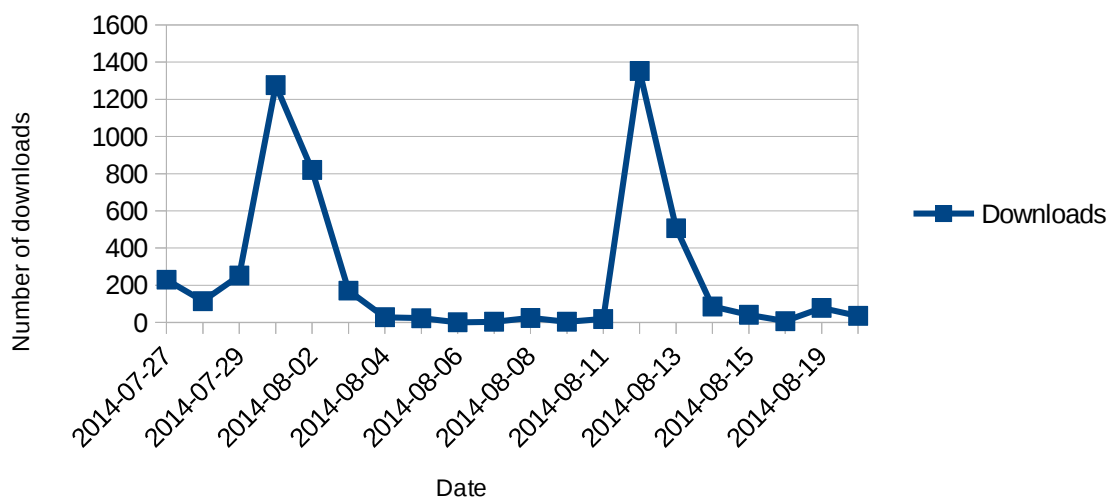
Average view per day: ~254

Date	Downloads	IP Access Period	IP Unique Downloads
2014-07-27	230	10	8
2014-07-28	115	258	4
2014-07-29	252	22160	1
2014-08-01	1276	7	102
2014-08-02	820	11	61
2014-08-03	171	10	10
2014-08-04	28	20	2
2014-08-05	23	5	3
2014-08-06	1	0	1
2014-08-07	4	4	1
2014-08-08	24	11	1
2014-08-09	4	7	1
2014-08-11	19	5486	1
2014-08-12	1353	6	99
2014-08-13	507	10	35
2014-08-14	86	7	8
2014-08-15	41	8	3
2014-08-16	7	3	1
2014-08-19	78	96	1
2014-08-20	35	17	1

Table 1: Breakdown of downloads per day.

In the table above you have 'IP Unique Downloads' which is the number of video downloads from a unique IP address for the given day, same is true for IP Access Period, this is unique from an IP and It shows the period that the user could have been on the site by simply calculating the number of videos that they had downloaded and calculating the time difference between them. This doesn't necessarily show dwell time or period of time the user was on the site, however it is a good estimation of the users interest in the videos by trying to download new ones.

Boots Optician Video Downloads



Boots Summer

Total number of video downloads: 226976

Number of days: 13

Date Range: 08/08/2014 to 20/08/2014

Average view per day: ~17460

Date	Downloads	IP Access Period(s)	IP Unique Downloads
2014-08-08	72525	1	25062
2014-08-09	1154	0	469
2014-08-10	41058	1	14589
2014-08-11	3884	1	1392
2014-08-12	1174	0	464
2014-08-13	763	22	268
2014-08-14	626	1	177
2014-08-15	69329	1	25949
2014-08-16	1540	2	553
2014-08-17	30140	1	11584
2014-08-18	3156	1	1186
2014-08-19	1390	2	437
2014-08-20	237	1	94

Table 2: Boots Summer table of analytic.

Table 2 like table 1 has access periods and unique downloads which are rough estimations bases on the data present, thus there is a error margin that should not be ignored.

