

Experiment 2 : Web Analytics

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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 from website visitors to understand user behavior, measure performance, and optimize digital strategies. It helps businesses improve user experience, increase conversions, and achieve marketing goals.

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

- **Features:**

- Tracks website traffic, user demographics, and behaviors
- Provides real-time data and audience segmentation
- Goal tracking and conversion analysis
- Integration with Google Ads and Search Console
- Customizable dashboards and reports

b. Adobe Analytics

- **Features:**

- Advanced segmentation and predictive analytics
- AI-driven insights with Adobe Sensei
- Multi-channel tracking (web, mobile, social, IoT)
- Custom event tracking and real-time reporting
- Integration with Adobe Experience Cloud

c. Hotjar

- **Features:**

- Heatmaps to visualize user clicks, scrolls, and interactions
- Session recordings to analyze user behavior
- Feedback polls and surveys for user insights
- Conversion funnel analysis to identify drop-off points
- Form analytics to optimize lead generation

d. Matomo (formerly Piwik)

- **Features:**

- Open-source alternative with full data ownership
- GDPR and privacy compliance
- Customizable dashboards and reports
- Heatmaps and session recordings
- A/B testing and conversion tracking

e. Crazy Egg

- **Features:**

- Visual heatmaps and scrollmaps for user interaction analysis
- A/B testing for website optimization
- Session recordings to track user navigation
- Overlay reports for click distribution insights
- Confetti tool for in-depth traffic segmentation

3. Why is it Important to Learn Web Analytics?

- Helps businesses understand customer behavior and preferences
- Improves website user experience (UX) and engagement
- Optimizes digital marketing campaigns for better ROI
- Identifies key conversion points and areas for improvement
- Supports data-driven decision-making

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

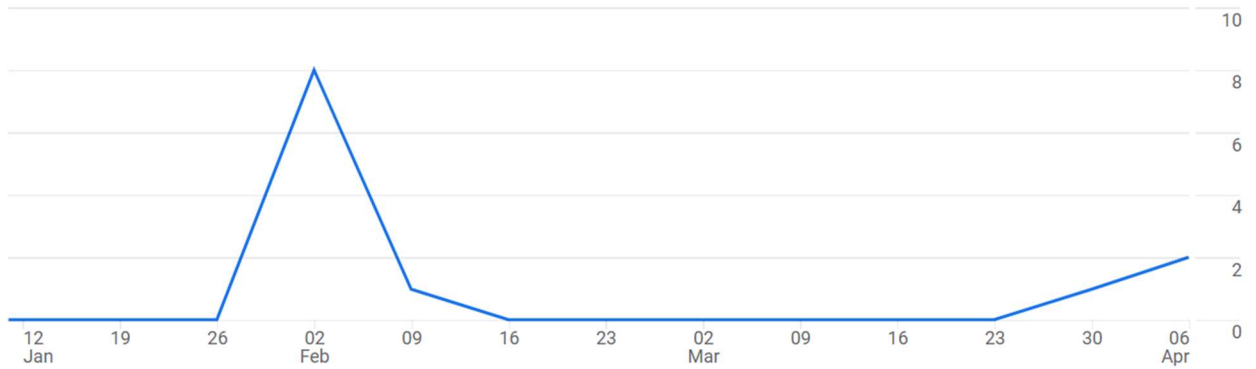
Link to website: <https://dulcet-sopapillas-95bd20.netlify.app/>

Active users ?
8

New users ?
8

Average engagement time per active user ?
59s

Total revenue ?
₹0.00



1. Show demographic information of user base


Active users▼ by Country



COUNTRY	ACTIVE USERS
India	7

[View countries](#) →

2. 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	19

[View traffic acquisition →](#)

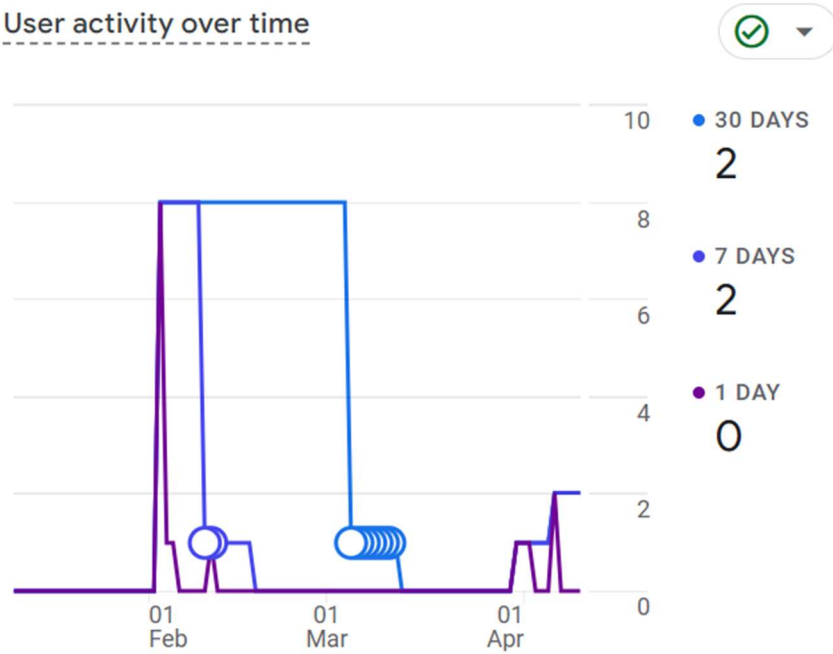
3. shows what all events have been done by users on website for example:33 people viewed the page.

Event count by Event name 

EVENT NAME	EVENT COUNT
page_view	33
scroll	27
session_start	19
form_start	10
user_engagement	10
first_visit	8

[View events →](#)

User activity over time

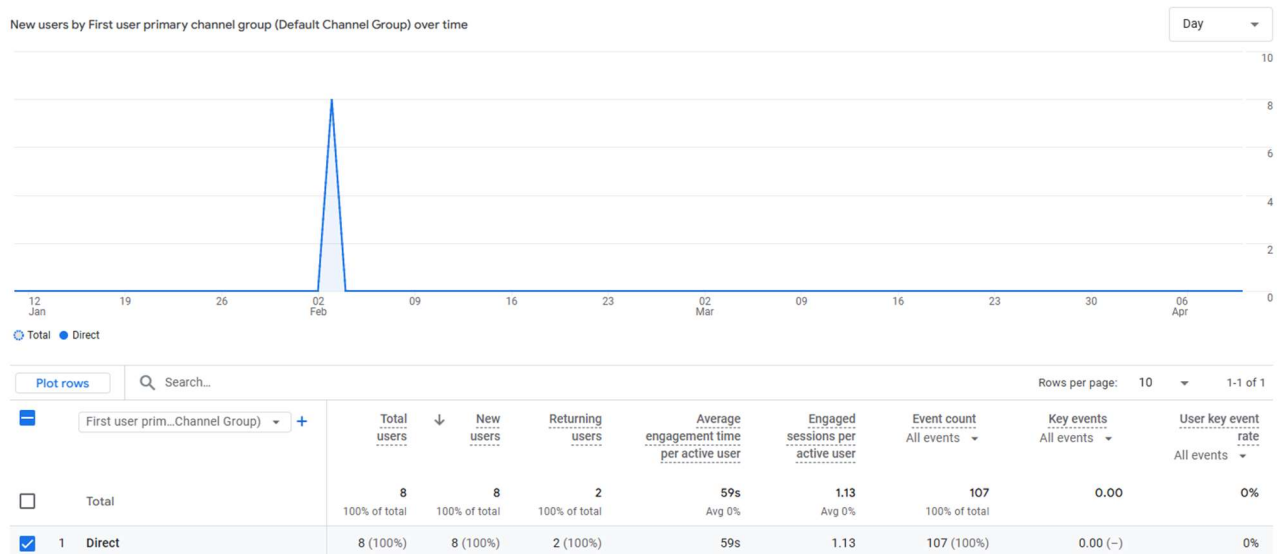


4. Show the user activity over the past 7 days, after adding Google Analytics script to website.

New users by

First user primary channel group (Default Channel Group)▼





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

CONCLUSION :

In conclusion, our web analytics experiment highlights the need to enhance user engagement by increasing the scroll rate and ensuring visitors interact more with our content. To achieve this, we can focus on improving page design, adding interactive elements, and optimizing content placement to encourage deeper exploration. Additionally, expanding our international user base requires implementing multilingual support, localized content, and targeted marketing strategies to attract a diverse audience. By continuously analyzing user behavior and refining our approach, we can create a more engaging experience and drive higher conversions