# Experiment 2 : Web Analytics

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**Aim: To study a Web Analytics Tool**

**Overview of Tasks Performed:**
In this experiment, Google Analytics was used to track key performance indicators (KPIs) such as active users, new users, average engagement time, and total revenue. Demographic information of the user base was analyzed, and traffic acquisition methods were examined to distinguish between direct visits and referrals. User activity, including page views, scrolls, and session starts, was tracked over different time periods to understand engagement patterns.

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

GitHub Link- https://github.com/spandandeb/WEBXLab/blob/main/Experiment%202.pdf

**Output:**

1)User Demographics



Active users by Country

| COUNTRY | ACTIVE USERS |
|---|---|
| India | 7 |

View countries →

This screenshot displays the visitor demographic analysis showing the users country of origin to understand the target audience.

2)Session Information

Sessions ▾ by
Session primary ch... ▾                    ⊘ ▾

SESSION PRIMARY ...                        SESSIONS

Direct                                            19

View traffic acquisition →

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

3)Event Details

Event count by Event name                    ⊘ ▾

EVENT NAME                            EVENT COUNT
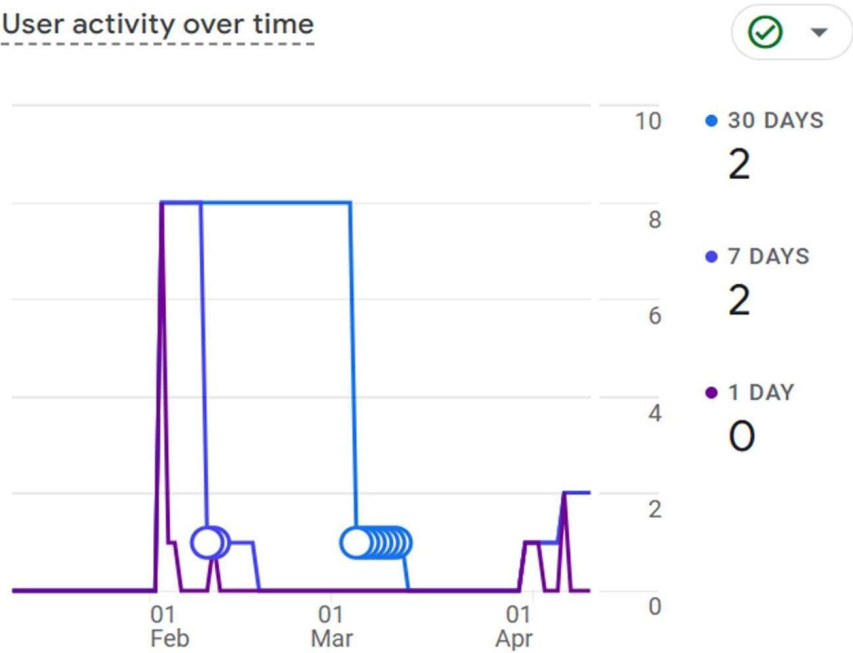
page_view                                        33

scroll                                           27

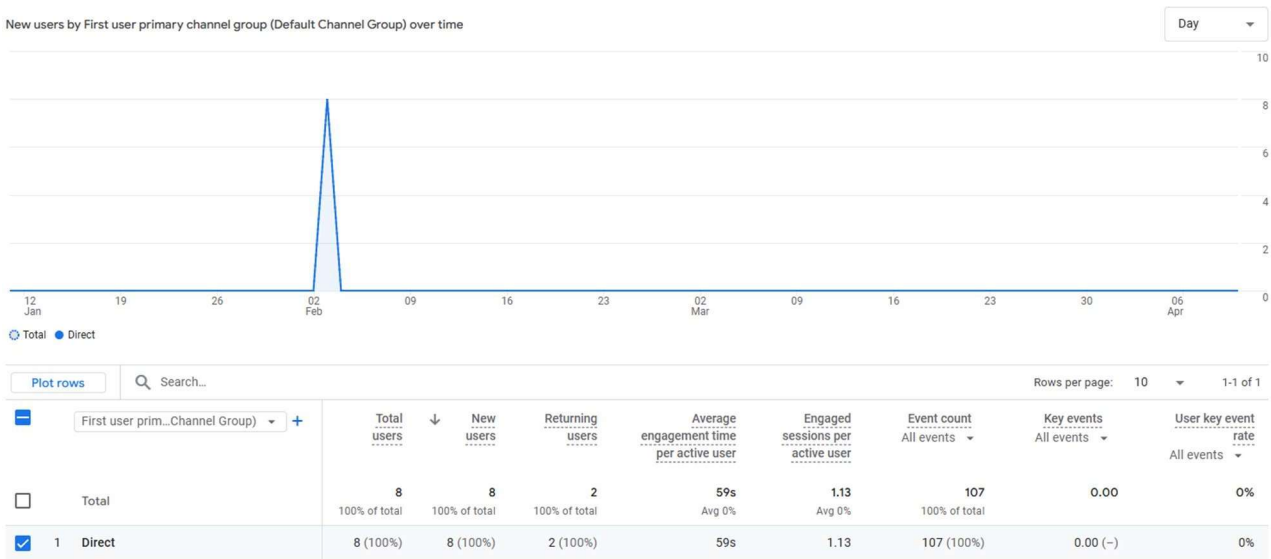session_start                                    19

form_start                                       10

user_engagement                                  10

first_visit                                       8

View events →

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

## 4)User Activity



Shows the user activity over time in the form of the past 1 day,7days and 30 days from these we can make infer engagement over time the peak days of our website based on these we can take business decisions.

## 5)Traffic sources



| First user prim...Channel Group) | | Total users | New users | Returning users | Average engagement time per active user | Engaged sessions per active user | Event count All events | Key events All events | User key event rate All events |
|---|---|---|---|---|---|---|---|---|---|
| | Total | 8 100% of total | 8 100% of total | 2 100% of total | 59s Avg 0% | 1.13 Avg 0% | 107 100% of total | 0.00 | 0% |
| 1 | Direct | 8 (100%) | 8 (100%) | 2 (100%) | 59s | 1.13 | 107 (100%) | 0.00 (−) | 0% |

This shows the complete details about the engagement session, avg engagement time, event counts, etc. It highlights a significant spike in new users via direct access, with relatively low engagement time and a need for improved retention strategies

**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 conversion.