

Collecting Geo Data Months of 2022

Website/SEO Assignments

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About the Data

The data provokes NSTEM's users and session times, increasing the probability of creating the driver for more leads. The data contains multiple time periods such as the whole month of November 2022 and December 18th to December 25th and a brief comparison of the last six months' data showed the highest number of users from different languages and countries.

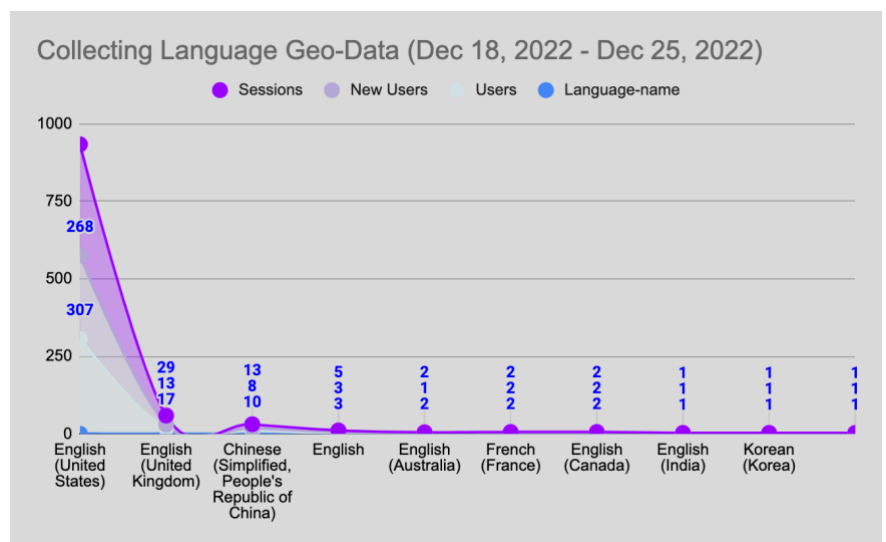
Comparison of Data over Different Time Periods

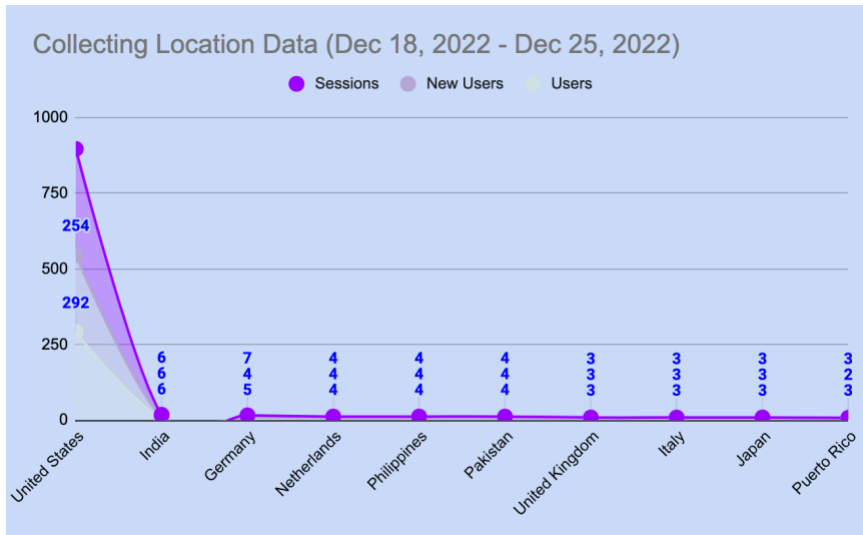
December 18th, 2022, to December 25th, 2022

The total number of new users is mostly from the United States and the United Kingdom, showing English as the first language for the users, which is 268 who had accessed the NTSEM website from 359 sessions.

Within the existing users of 307, new users were added during the week from the United States as shown.

As per the observation, the following countries can be the potential driver for more leads: the United Kingdom and China.

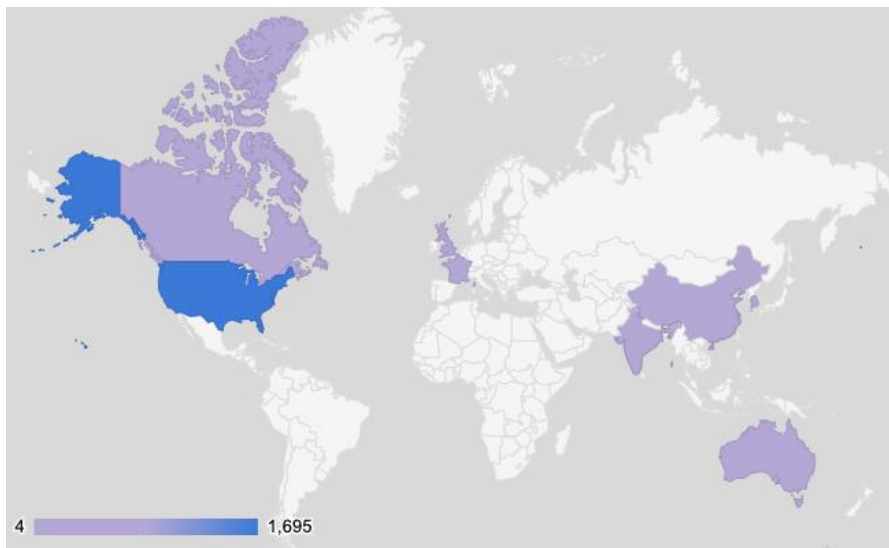




The data suggests, from the United States, the users are more likely to show interest in visiting the website.

In fact, among all the users 90% of users are from United States as observed. In broader terms, from 292 existing users 254 as new users. Whereas other countries such as India, Germany, Netherlands, Philippines, Pakistan, United Kingdom, Italy, and Japan struggle to stand a minimum.

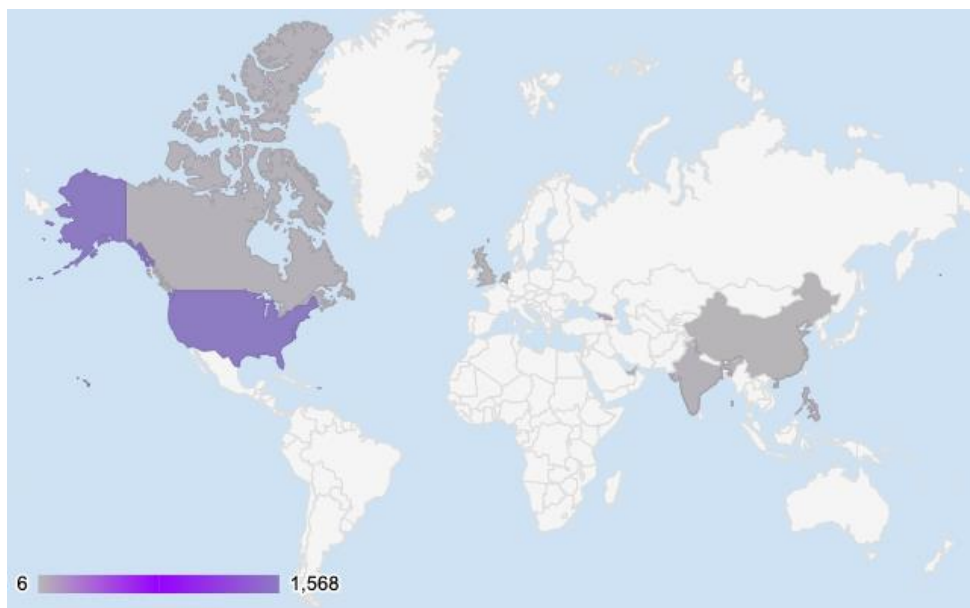
November 1st, 2022, to November 30th, 2022



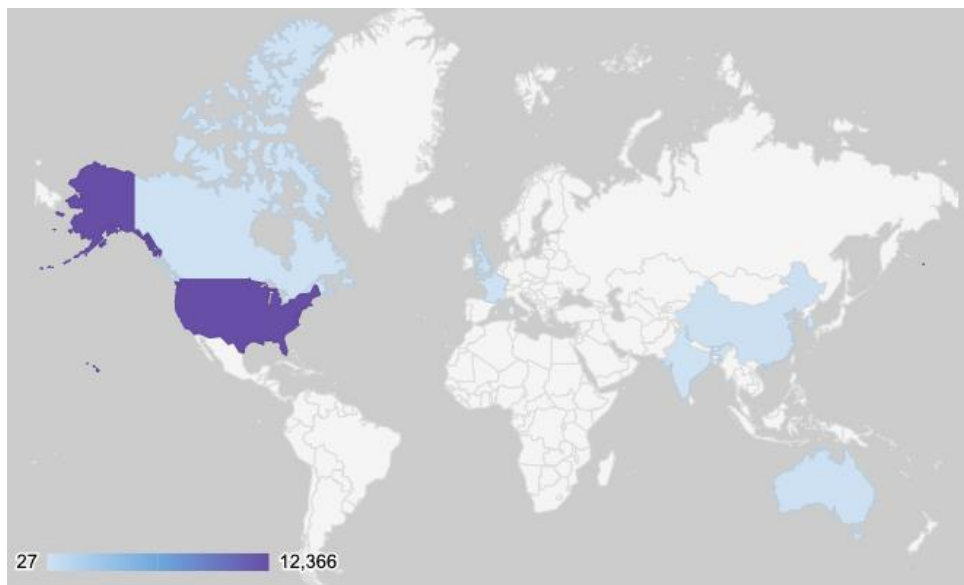
I was able to notice, from November 1st to November 30th, there were no significant changes between the data from location and language in terms of sessions, users, and new users.

The highest number of users is 1,695 from the English language. On the other hand, there is no significant change in location.

California, New York, and Texas are the traffic drivers.



June 1st, 2022, to December 31st, 2022

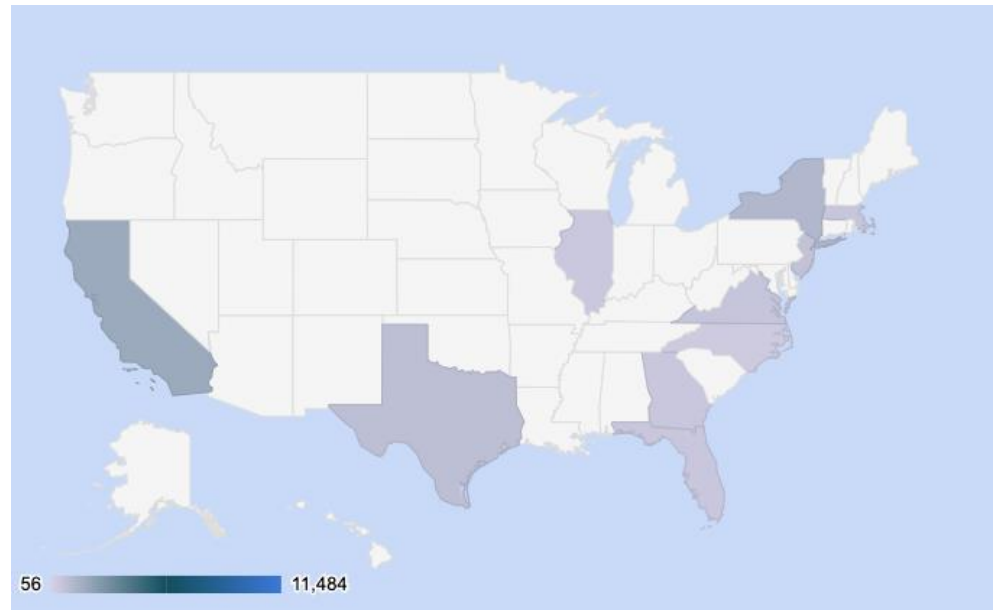


The geo chart shows there is no significant change in language trends rather than English from June 1st to December 31st, and the highest users preferred language is English.

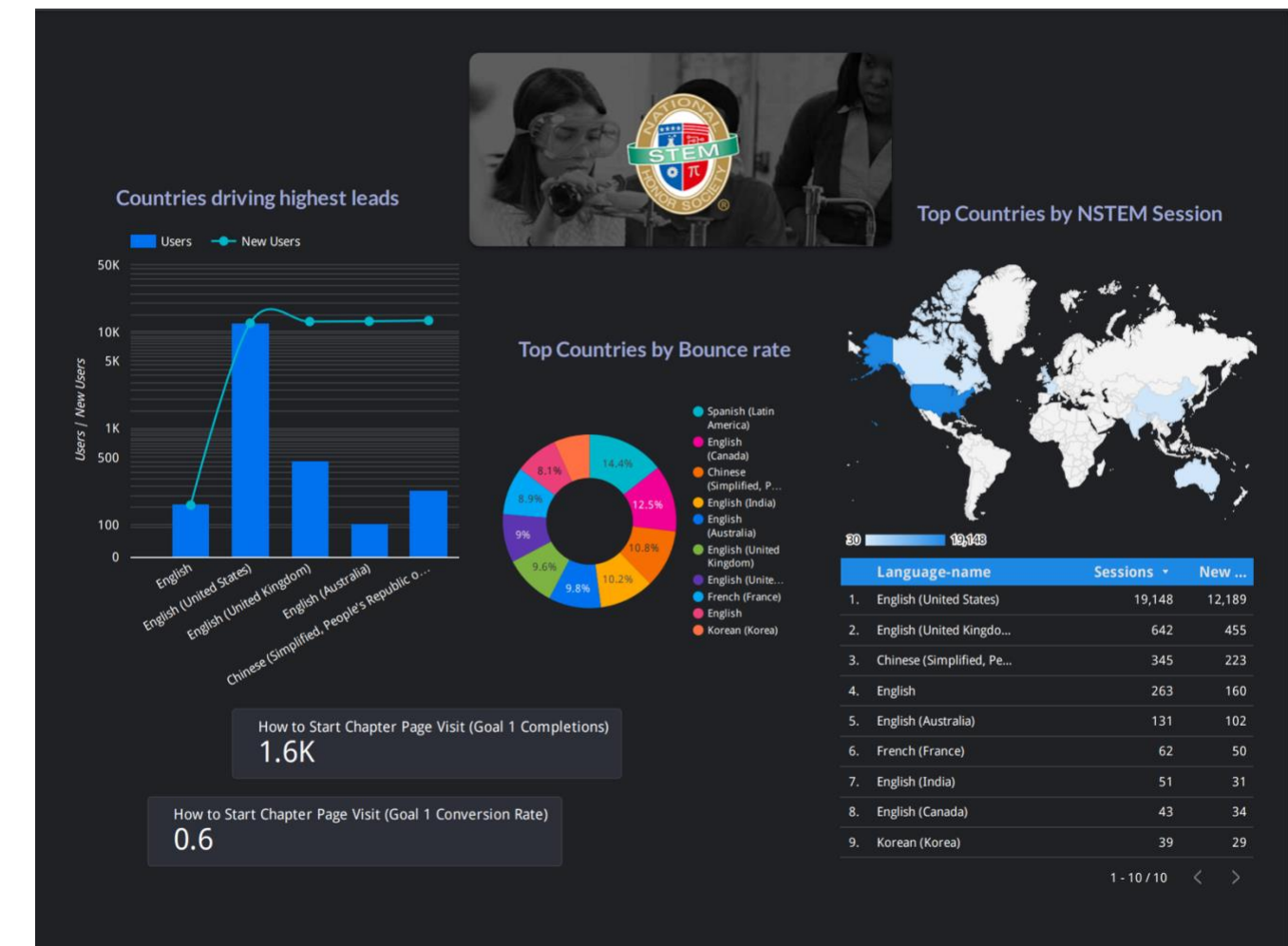
The total number of users is 12,366 among which 12,186 are new users for Language English (United States)

The geo chart also shows a similar trend for location as well, where I was able to observe the peaks, all traffics crowded towards the United States.

California and New York states consider as the main lead drivers from location perspective.



Data Studio: NSTEM at a glance from June 1st, 2022 to December 31st, 2022



From the above data, as shown the highest lead generator countries in the last six months are the United States, the second United Kingdom, and the third China. There is a huge possibility to increase the new user base from the United Kingdom and China. Because these countries are also leading the sessions chart. When the students are investing more time in the websites, it can be their school system, and their interests are aligned with the NSTEM motives. Not only the lead generator countries but also website orientation can help to prevent the bounce rates for Spanish students and help students understand the insights of NSTEM.

What NSTEM Should Continue Doing

- NSTEM should increase the number of student ambassadors/spokespersons.
- Post ads and pieces of information on a regular basis on social media to reach the desired audience base.
- Try promoting YouTube videos in different languages to attract students from different countries.

Ways to Improve the Website

- As shown, NSTEM has a higher bounce rate. As a result, the audience is visiting the website and leaving without any insights. It can happen because of the unorganized search words which need to be checked.
- There can be other organizations like NSTEM or a similar name. An easier overview subsection can be helpful for the users to accomplish their goals.
- I was able to observe that the application form was too long and not easy to fill out. It needs a simple form layout where all the users can save time.
- NSTEM can create a mobile app, so the students and parents will be able to track their progress, pay the bills and get notifications.
- NSTEM should promote the website in a different language for the convenience of the parents and the children.
- The Internship page has issues where the apply option is not clear and it is above the comments sections.

Data that Stands Out

According to the data from the last six months, the goal completion of the chapters is 1.6K. The number clearly proves the importance of the NSTEM career. But the bounce rate can be one of the issues where the students visit the website and leave without gaining any knowledge, seeking opportunities with other organizations. From the data, Spanish language users show the highest bounce rate. NSTEM can add the feature of a Multilingual Website where students all around the world will be benefitted.

Conclusion

From the analysis of the last six months, November and December data, it has been observed that the majority of the users are accessing the site from the United States.

Google Sheets:

https://docs.google.com/spreadsheets/d/1aoLbyn7gFjz_M_0SSA0y8IG0aH5dl7brxNawSBgcfuc/edit#gid=2056166266

Google data studio: <https://datastudio.google.com/reporting/5b7b7e81-7e31-4c00-a98f-b60028432c9b>

or

<https://datastudio.google.com/u/0/reporting/5b7b7e81-7e31-4c00-a98f-b60028432c9b/page/pubBD/appview?hl=en>