

# Collecting Audience Affinity Categories Through Google Analytics (January 15th to January 22nd, 2023)

Website/SEO Assignments

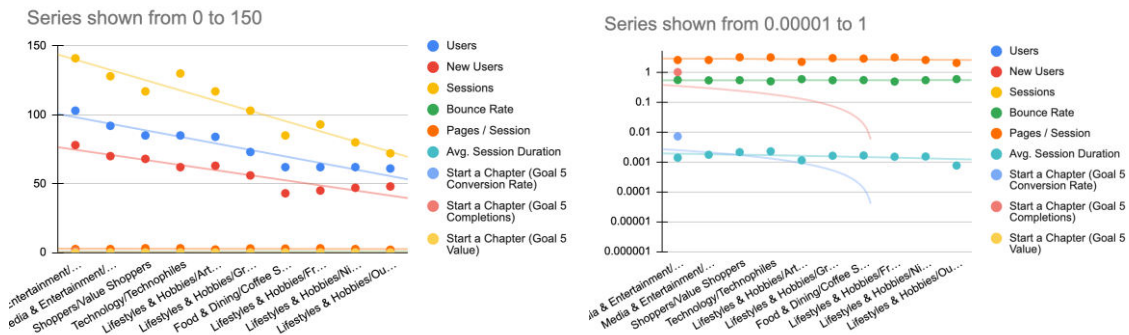
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## About the Data

The purpose of the paper is to find out the types of affinity categories, bring the largest amount of new users and has the potentiality to grow more and appropriate to invest in future with NSTEM website. The data showed NSTEM's potential affinity group where the users are most interested to spend more sessions and become the immediate lead target.

## Comparison of Data over the week 03 January, 2023

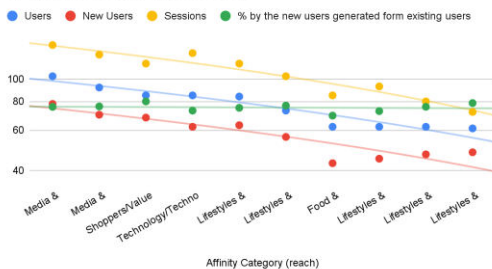
Jan 15th, 2023-Jan 22nd, 2023



- As the data shown above, The data collected from Google analytics says that the most new users are coming from the **Media & Entertainment/Movie Lovers** and **Technology/Technophiles** affinity groups.

- Interesting fact, after calculating the rate for the new users generated from the existing users, discovered another potential scope, the **Shoppers/Value Shoppers Affinity group** with a new user rate of 80%.

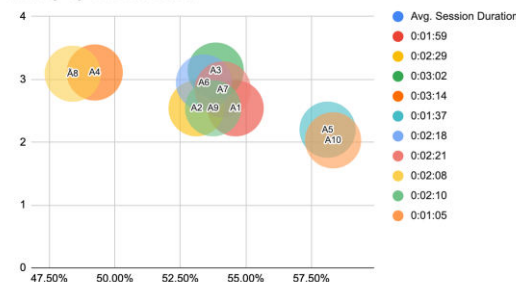
Users, New Users and Sessions



Affinity Category (reach)	Users	New Users	Sessions	% by the new users generated from existing users
Media & Entertainment/Movie Lovers	103	78	141	76
Media & Entertainment/Music Lovers	92	70	128	76
Shoppers/Value Shoppers	85	68	117	80
Technology/Technophiles	85	62	130	73
Lifestyles & Hobbies/Art & Theater Aficionados	84	63	117	75
Lifestyles & Hobbies/Green Living Enthusiasts	73	56	103	77
Food & Dining/Coffee Shop Regulars	62	43	85	69
Lifestyles & Hobbies/Frequently Attends Live Events	62	45	93	73
Lifestyles & Hobbies/Nightlife Enthusiasts	62	47	80	76
Lifestyles & Hobbies/Outdoor Enthusiasts	61	48	72	79

- Also, the data showed that the existing users have a decent number and are creating new users. It can be an interesting subject to investigate the reason how **Shoppers/Value Shoppers Affinity** groups hold the highest rate. **Food & Dining/Coffee Shop Regulars** showed the least interested group which seems to be credible data. Because the NSTEM website has no relation to provide services like food/dining/coffee shops.

Affinity by user behavior



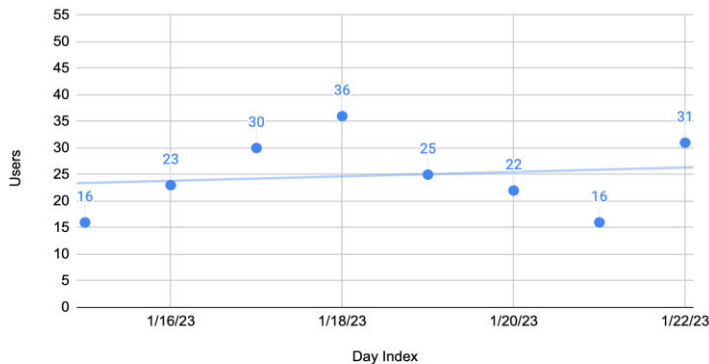
Affinity Category (reach)	Affinity Category	Bounce Rate	Pages / Session	Avg. Session D.
Media & Entertainment/Movie Lovers	A1	54.61%	2.54	0:01:59
Media & Entertainment/Music Lovers	A2	53.12%	2.54	0:02:29
Shoppers/Value Shoppers	A3	53.85%	3.14	0:03:02
Technology/Technophiles	A4	49.23%	3.11	0:03:14
Lifestyles & Hobbies/Art & Theater Aficionados	A5	58.12%	2.2	0:01:37
Lifestyles & Hobbies/Green Living Enthusiasts	A6	53.40%	2.95	0:02:18
Food & Dining/Coffee Shop Regulars	A7	54.12%	2.84	0:02:21
Lifestyles & Hobbies/Frequently Attends Live Events	A8	48.39%	3.09	0:02:08
Lifestyles & Hobbies/Nightlife Enthusiasts	A9	53.75%	2.54	0:02:10
Lifestyles & Hobbies/Outdoor Enthusiasts	A10	58.33%	2.03	0:01:05

**Kommentar [1]:** Your selection of data visualizations is incredible. Each week I am continuously impressed with your selection of visualizations based on the data!

- Technology/Technophiles** affinity group has the highest number for session and the lowest bounce rate with a decent pages/session for 03:11. Another new metric has been added as we observed from the dataset is **Lifestyles & Hobbies/Frequently Attends Live Events**. On the other hand, **Lifestyles & Hobbies/Art & Theater Aficionados**, **Lifestyles & Hobbies/Outdoor Enthusiasts** shows the least interested affinity group.

**Kommentar [2]:** Observations for each graph are clear, concise, and informative

Users vs. Day Index



Day Index	Users
1/15/23	16
1/16/23	23
1/17/23	30
1/18/23	36
1/19/23	25
1/20/23	22
1/21/23	16
1/22/23	31

- From the Day index of January 2023, the data shown as the most users are generated on 18th January, Wednesday. And the least users were visited/gemetrated in 21st January, Saturday. The weekend days can always have a lower number than the other weekdays.

## What NSTEM Should Continue Doing

- NSTEM should continue to promote word of mouth for the new technology and the new opportunities within the chapter.
- NSTEM should identify the competitors and create a five forces model to create strategies to bring the new users.

**Kommentar [3]:** Awesome suggestions! I will definitely talk about them at the directors meeting

**Kommentar [4]:** Thank you :)

## Ways to Improve the Website

- The affinity group, **Shoppers/Value Shoppers** showed decent data along with the **Media & Entertainment/Movie Lovers, Technology/Technophiles**. NSTEM can create more analytics and reports on the particular metric and filter to figure out how and where the analytics is getting the data and what kinda affinity group geologically, demographically for the investment.

## Data that Stands Out

From the analysis, the affinity categories are depicted as the reach in google analytics. Higher the reach, higher chance of people seeing/visiting the NSTEM website. By affinity groups we can understand the basis of the users and the demographics, interests. Mostly, Technology/Technophiles, Lifestyles & Hobbies/Frequently Attends Live

Events, Media & Entertainment/Movie Lovers, Lifestyles & Hobbies/Art & Theater Aficionados and lastly Shoppers/Value Shoppers seem to be the interesting population for NSTEM.

## Conclusion

Google Sheets:

[https://docs.google.com/spreadsheets/d/1JWgMu5o4vWRaVaeEm\\_Xfn1PMdhpl1f4Xyk-btAdQMrs/edit?usp=sharing](https://docs.google.com/spreadsheets/d/1JWgMu5o4vWRaVaeEm_Xfn1PMdhpl1f4Xyk-btAdQMrs/edit?usp=sharing)

Google data Studio:

<https://lookerstudio.google.com/reporting/dd4c01d6-0502-4b0f-bf2f-90a335e0a61d>