

CHRIST (DEEMED TO BE UNIVERSITY)

DEPARTMENT OF DATA SCIENCE AND STATISTICS

MSC DATA SCIENCE

PAPER: WEB ANALYTICS

LAB EXERCISE: 3

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General Statistics:

General statistics gives us hit summary, visits summary, visitors summary, page views summary, referral summary, search engine summary and technical summary.

1. Hit summary:

- **Number of hits:** It denotes the number of times the server was requested for the website.
- **Number of successful hits:** It denotes the number of times the server executed the request successfully and the website was loaded in the customers end.
- **Outgoing traffic:** It denotes the amount of data that is being passed from the server to the client.
- **Incoming traffic:** It denotes the amount of data that the client has requested from the traffic.

2. Visits Summary:

- **Number of Visits:** It denotes the total number of visits the website has received.
- **Average number of visits per day:** It denotes the average number of visits the website has received per day.
- **Average Visit Duration:** It denotes the average time a visitor spends on the website.

3. Visitors Summary:

- **Number of Unique Visitors:** It denotes the count of the number of unique visitors a website has received.
- **Number of Visitors who visited once:** It denotes the count of the number of visitors who visited the website only once and never revisited it.
- **Number of Visitors who repeated visit:** It denotes the count of the number of visitors who visited the website more than once.
- **Average Visits per visitor:** It denotes the average number of times a visitor has visited the website.
- **Most visitors from this country:** It gives us the name of the country where maximum visitors belong. **In this case Islamic Republic of Iran has 62% of the visitors.**

4. Pages View Summary:

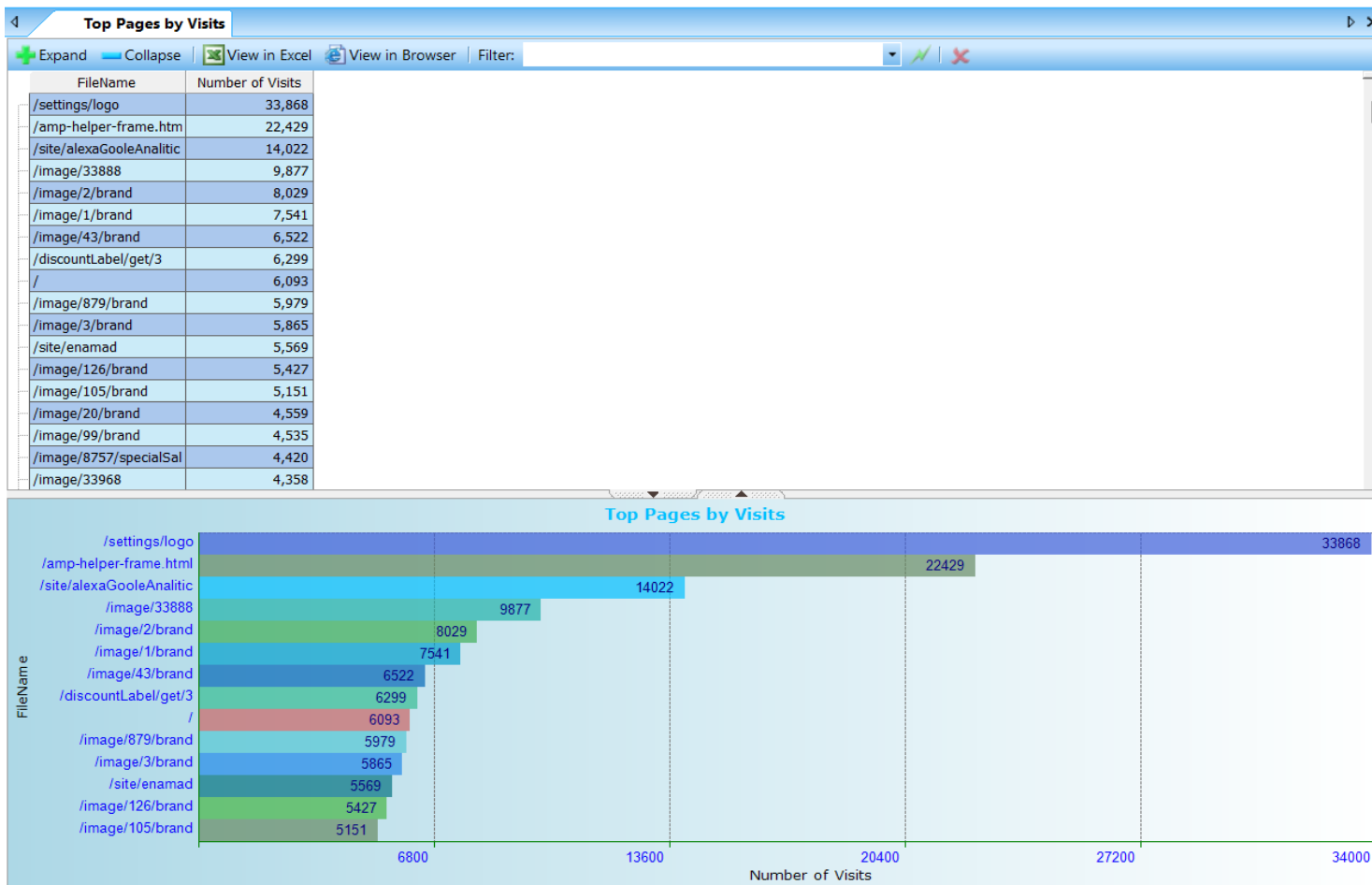
- **Total Page Views:** It denotes the number of views a page has received.
- **Most Popular Pages:** It gives us the name of the most popular page in the website which has received many visits.
- **Most Popular Downloads:** It gives us the name of the most popular item that has been downloaded from the website.
- **Most Popular Entry Page:** It is the page where maximum visitors have landed in the first place.
- **Most Popular Exit Page:** It is the page from where maximum visitors have left the website.

5. Search Engine Summary:

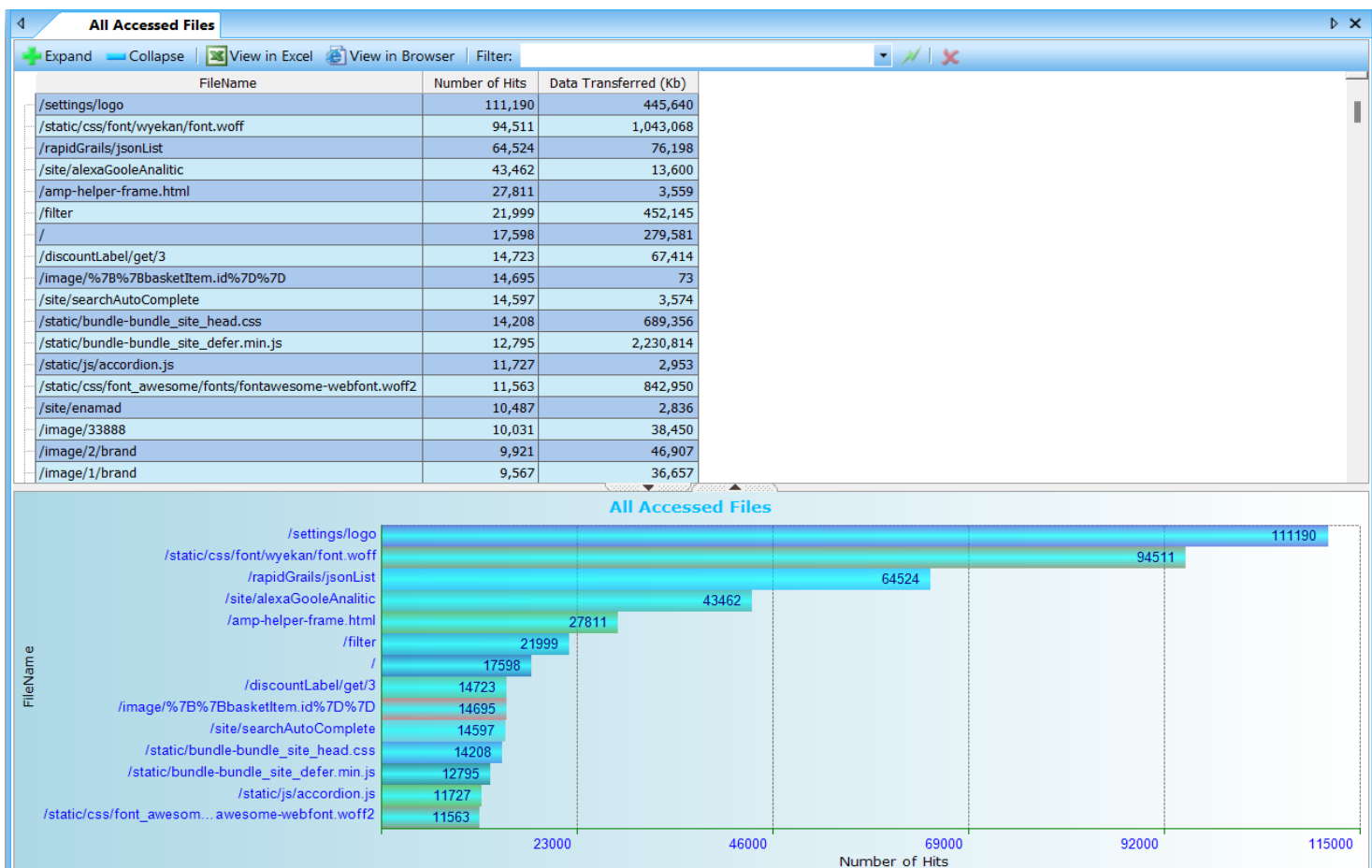
- **Top Search Engine:** It is the most popular search engine from where maximum visitors have landed in the website.
- **Top Key Phrase:** It is the most popular key word that the visitor has used in the search engine before landing in our website.

6. Technical Summary:

- **Most Popular Browser:** It is the most popular browser that most of the visitors of the website has used. **In our case Google Chrome is the most popular browser.**
- **Most Popular Operating System:** It is the most popular operating system that most of the visitors of the website has used. **In our case Windows 7 is the most popular browser.**

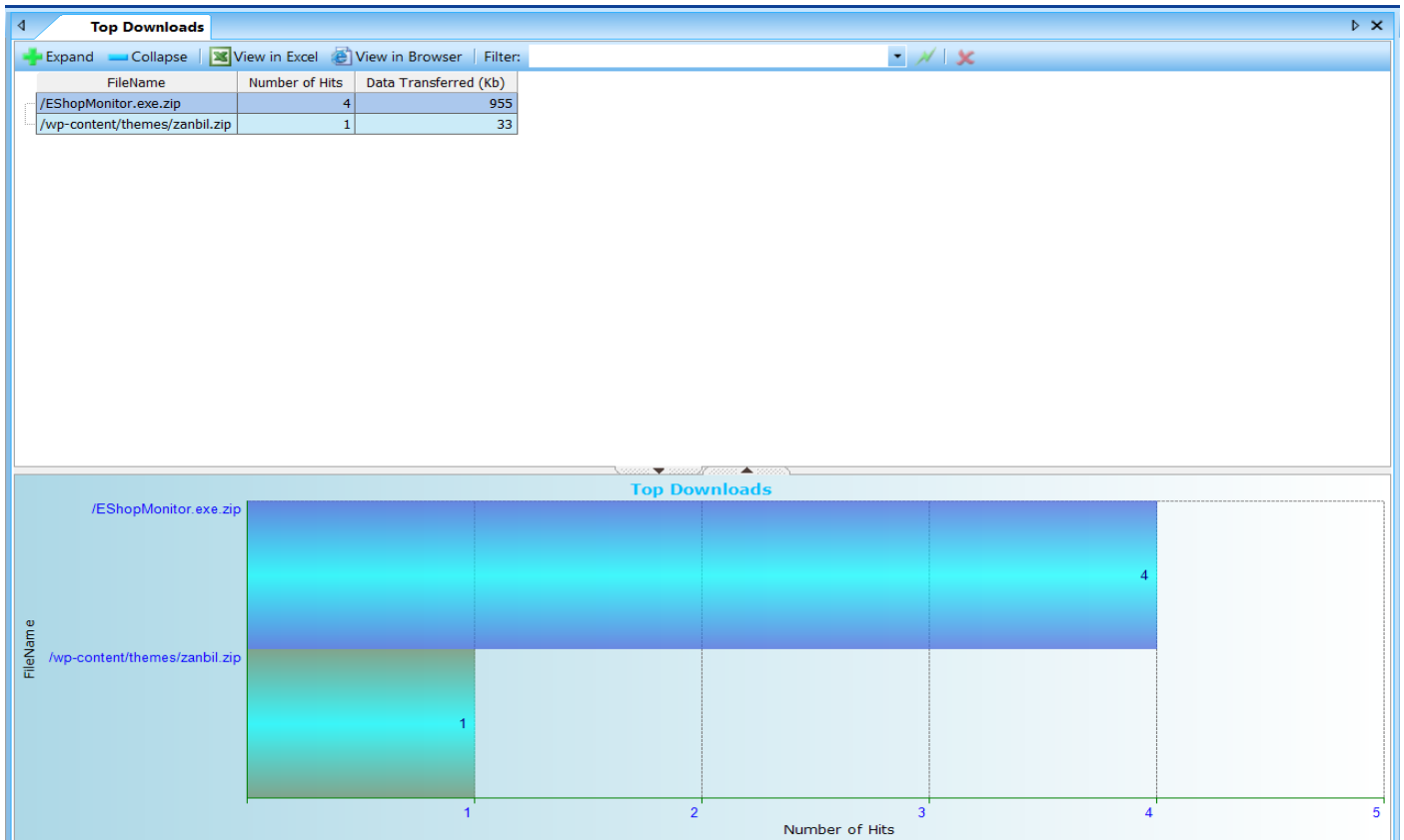


3. **All Accessed Files:** It gives us the top filename in the website according to number of hits received by the page. It also gives us the count of the amount of data transferred from the server to the client. **Inference: Logo page is the top filename with 111,190 pageviews and 445,640 KB data transferred.**

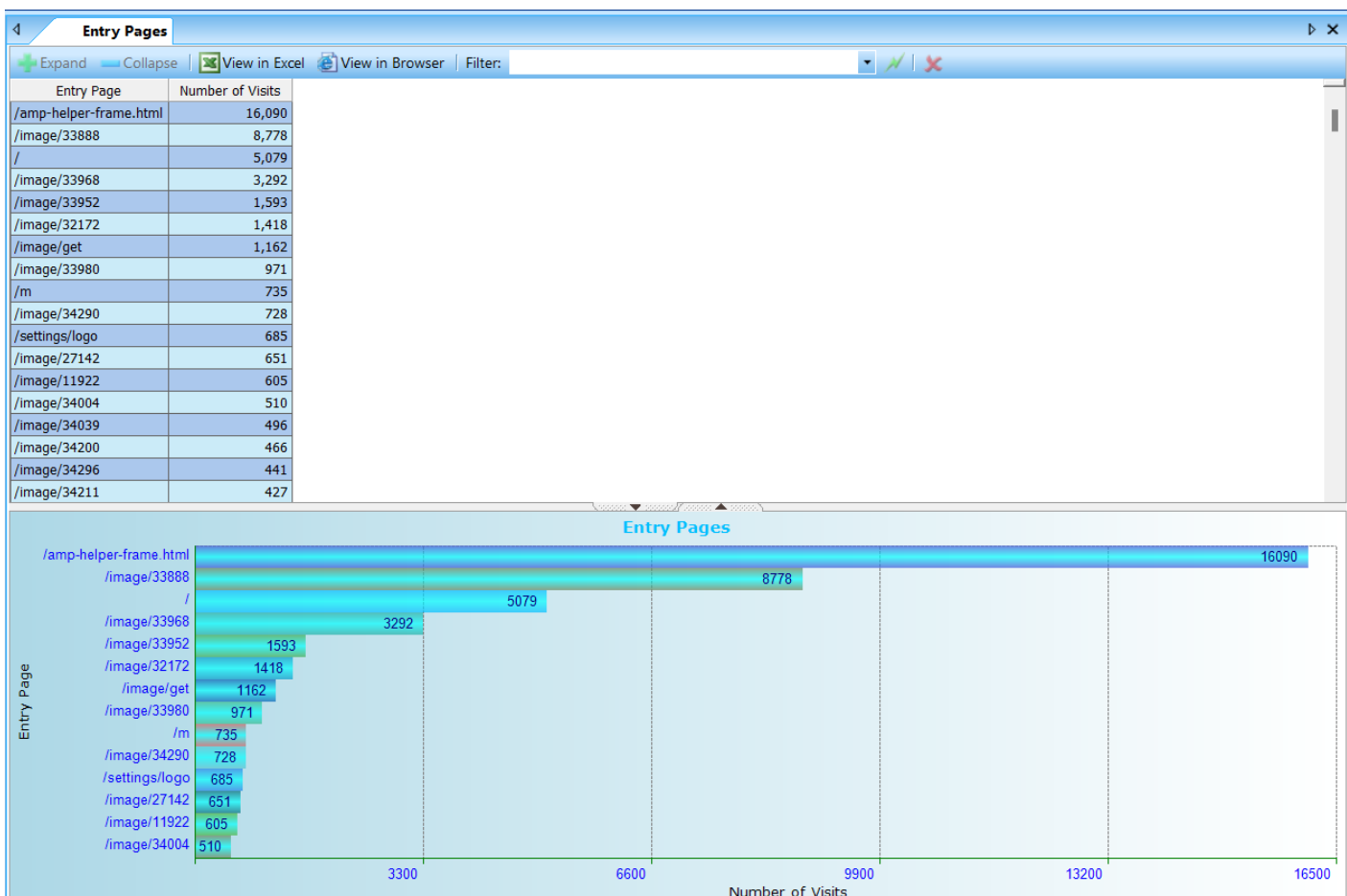


4. **Top Downloads:** It gives us the top filename that was downloaded from the website according to number of hits received by the page. It also gives us the count of the amount of data transferred from the server to the client.

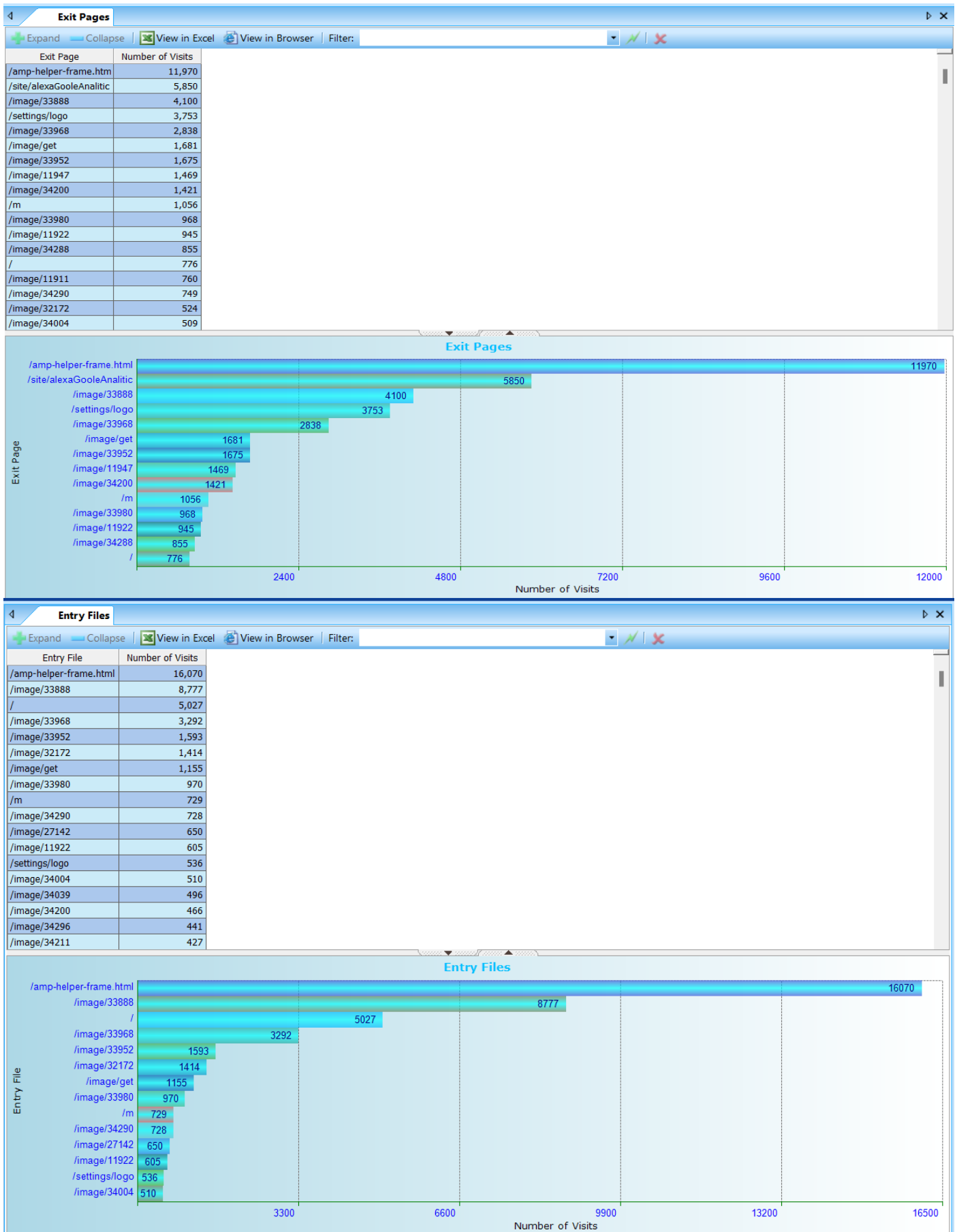
Inference: EShopMonitor is the top downloads with **4 hits** and **955 KB data transferred**.



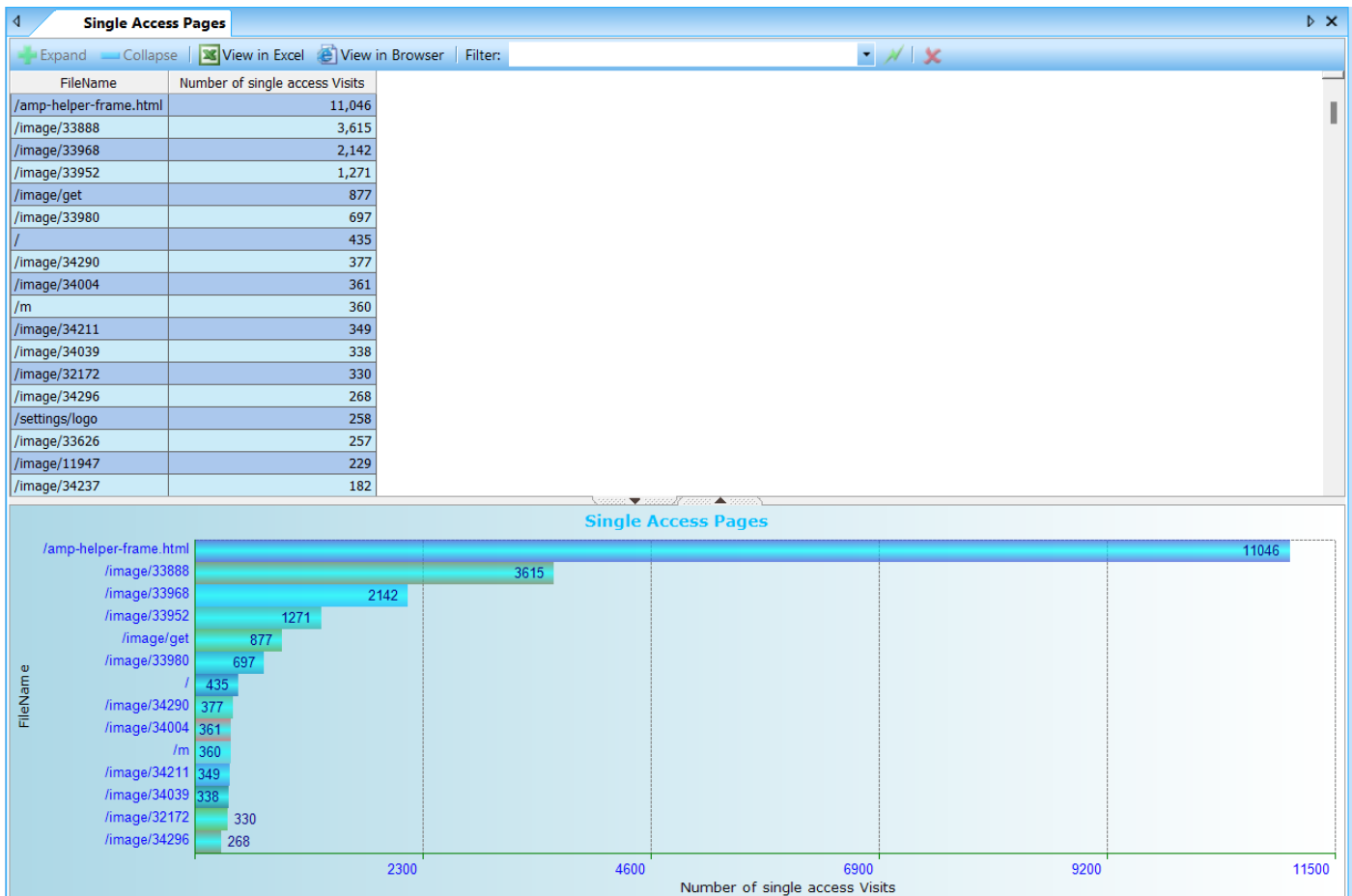
5. **Entry Page:** It is the top page where most of the visitors have landed. It is denoted as the top entry page in the website.



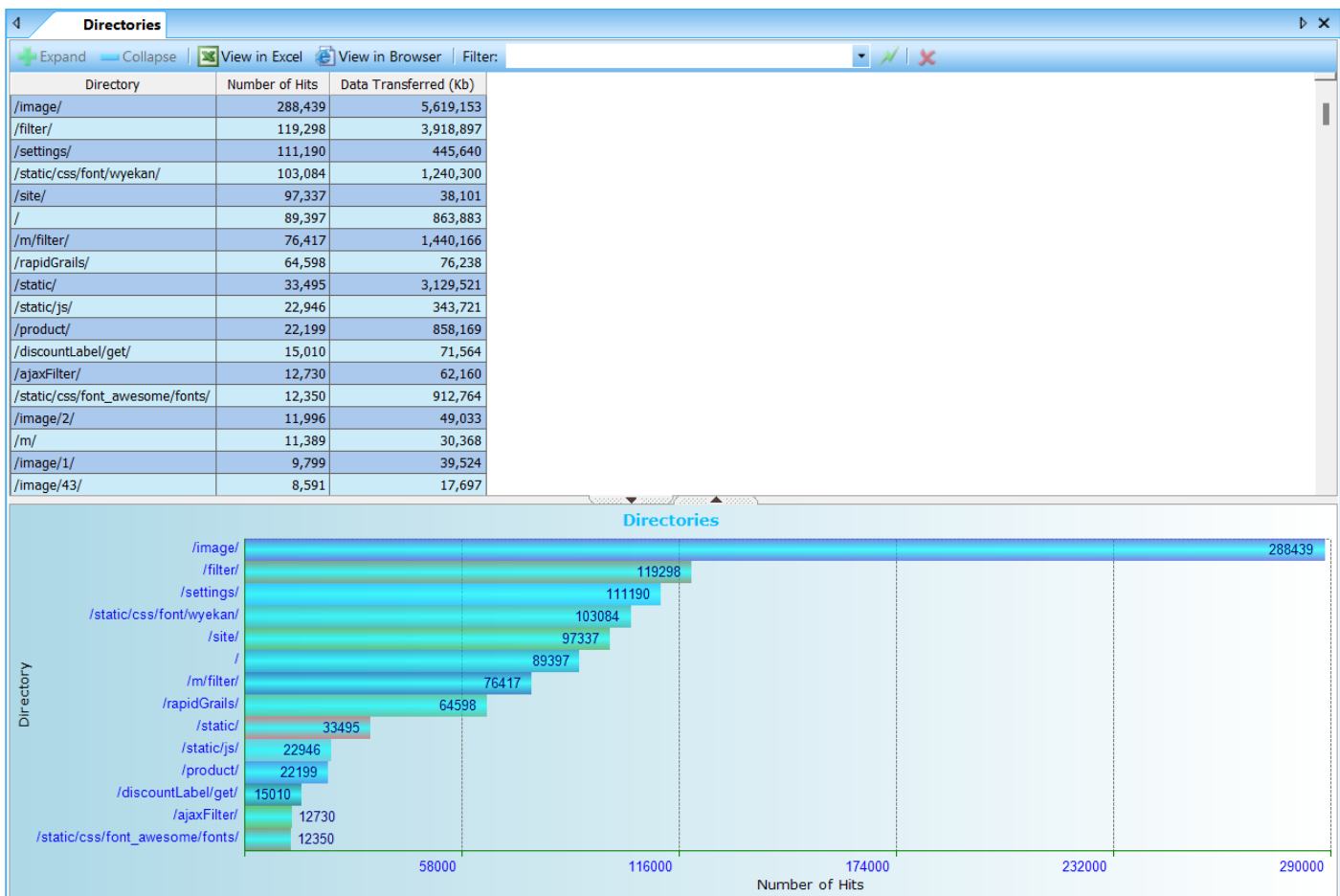
6. **Exit Pages:** It is the top page where most of the visitors have exited from the website.



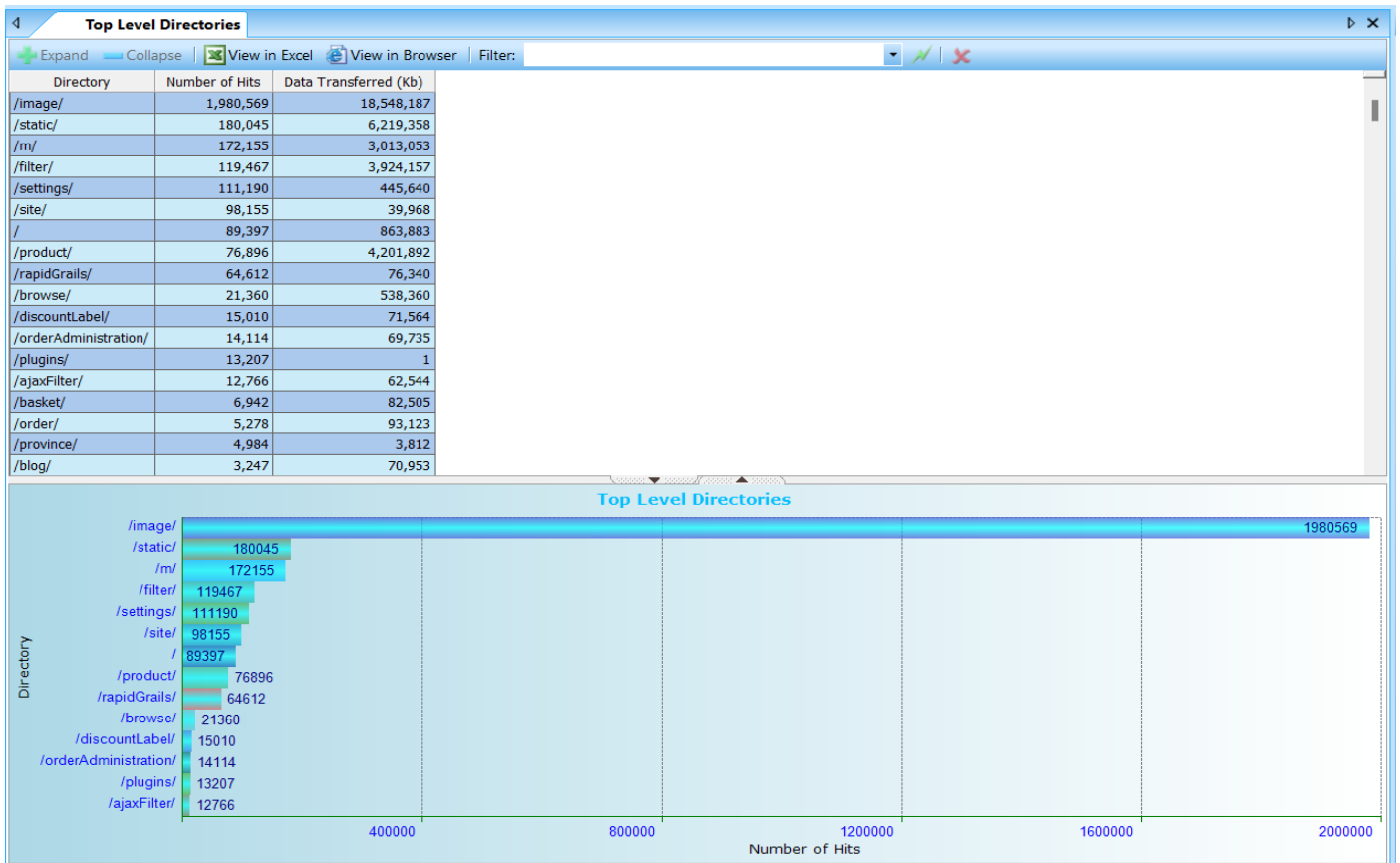
7. **Single Access Pages**



8. Directories: Image is the top directory having maximum number of hits.



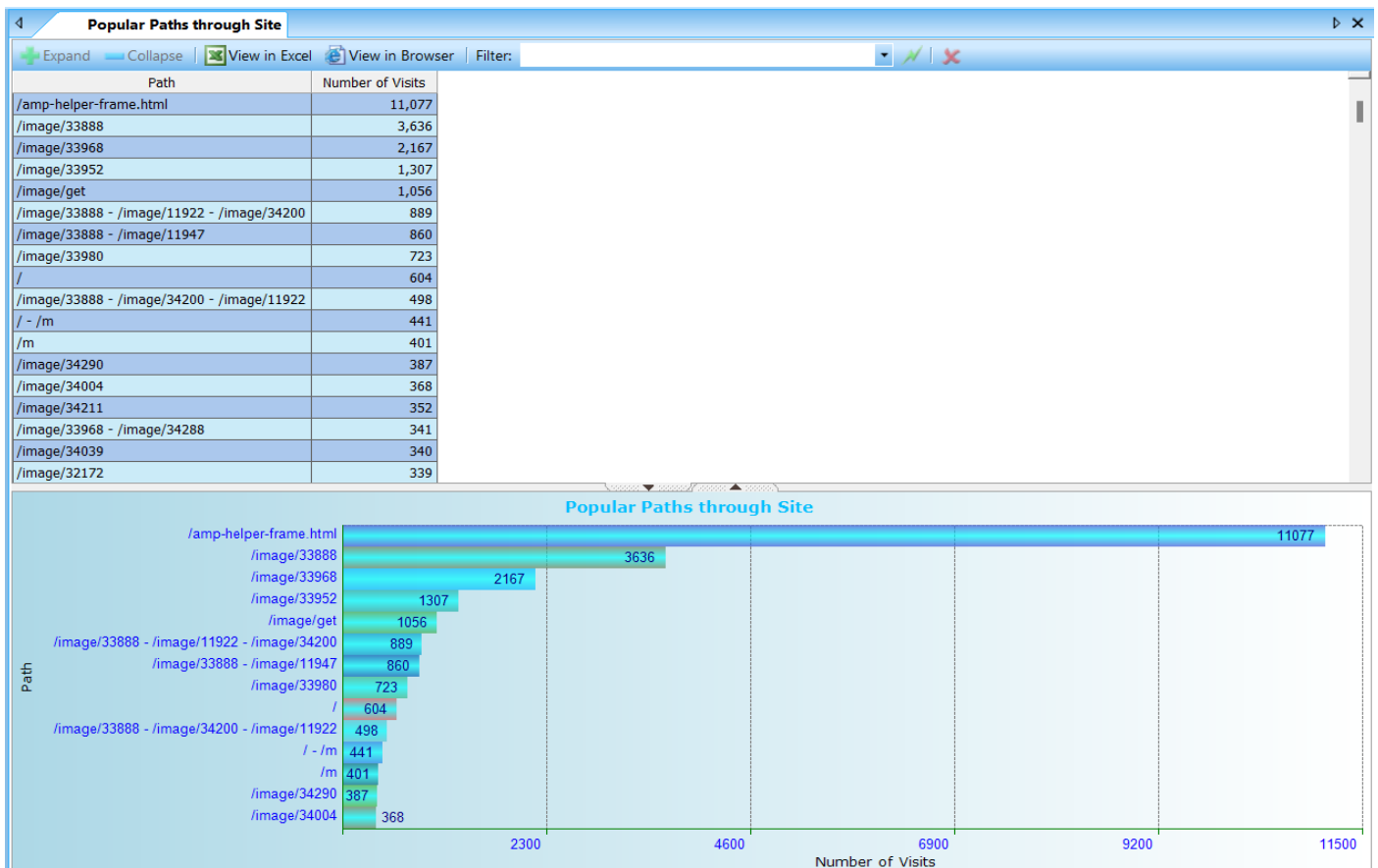
9. Top level directories:

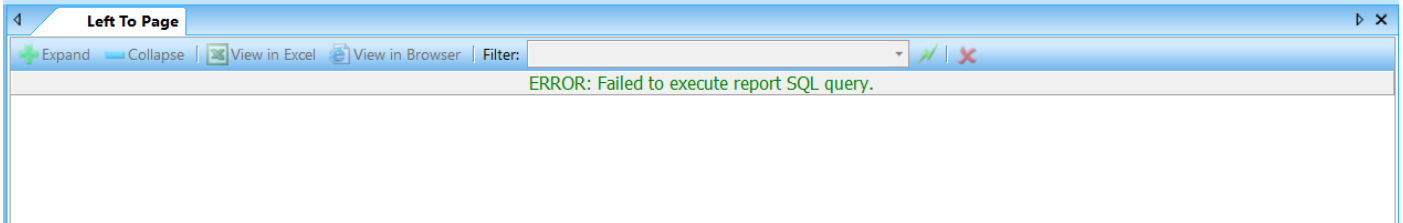
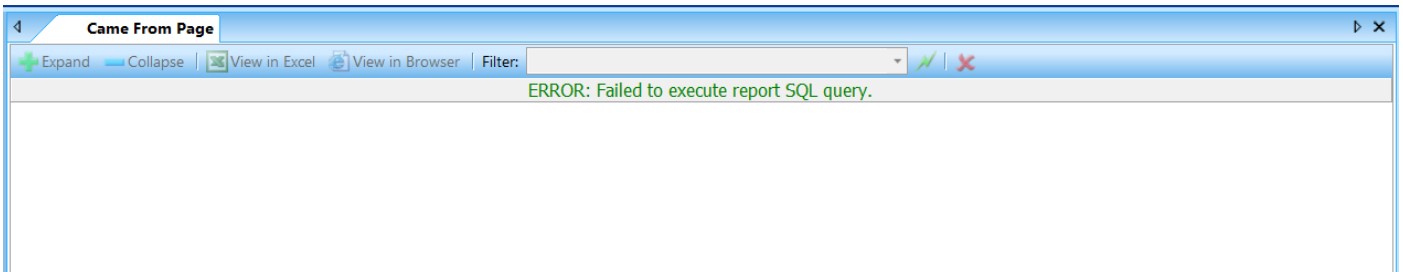


Site Navigation:

It is the report on site navigation having summaries like popular path followed through the website by the visitor.

1. Popular path through site

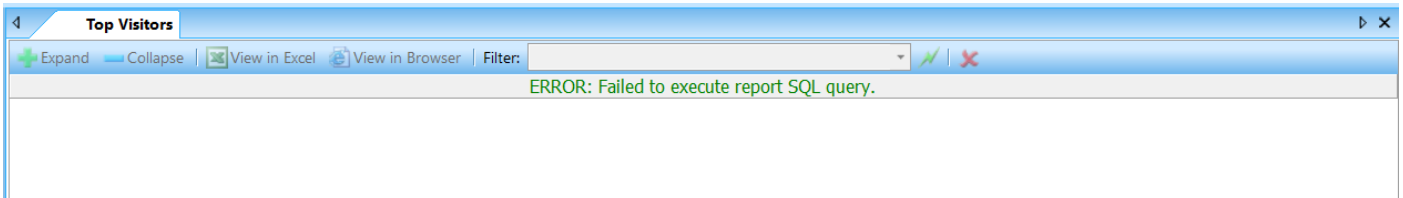




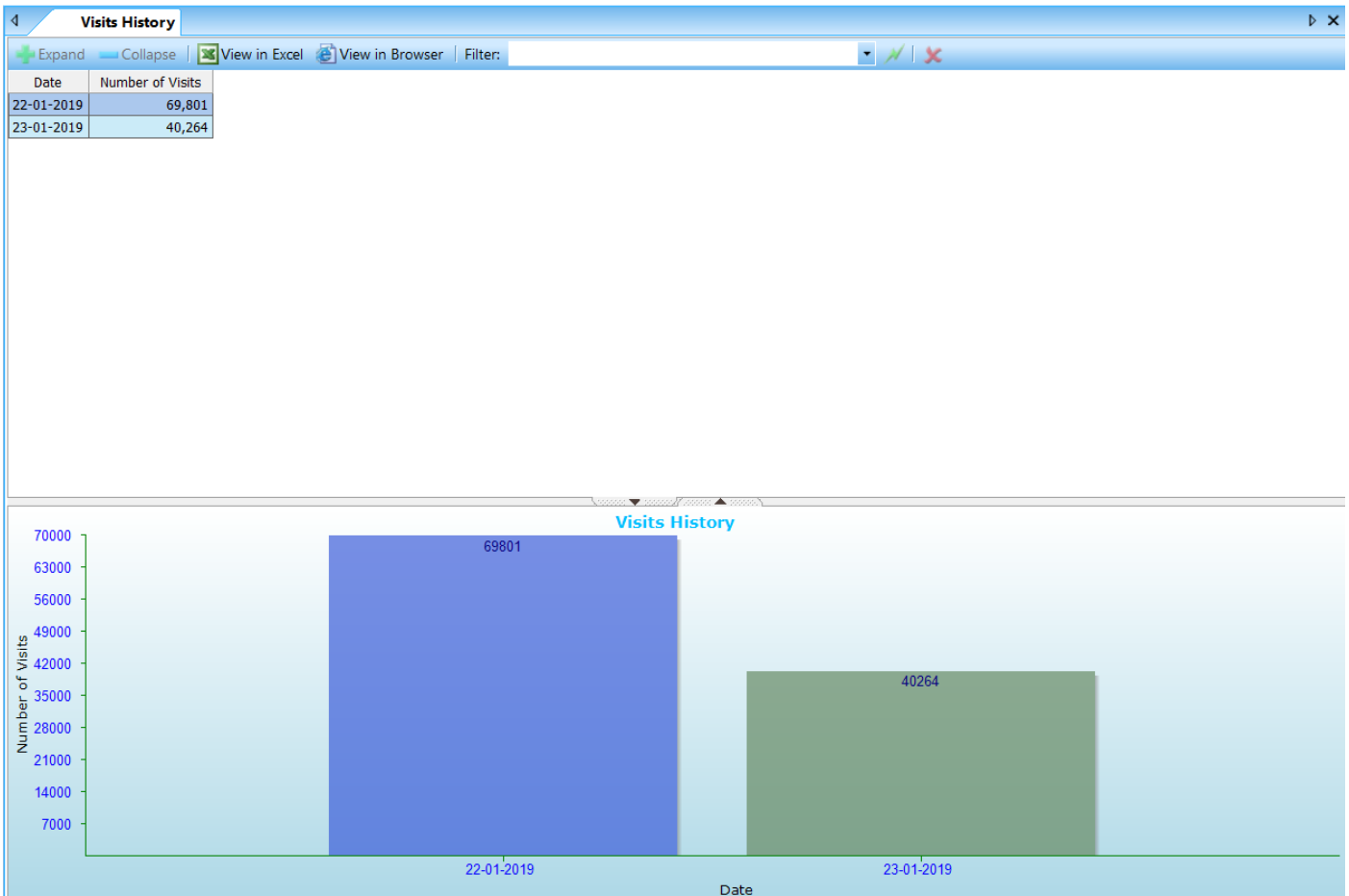
Visitors Activity:

It is the summary of the activity of the visitors.

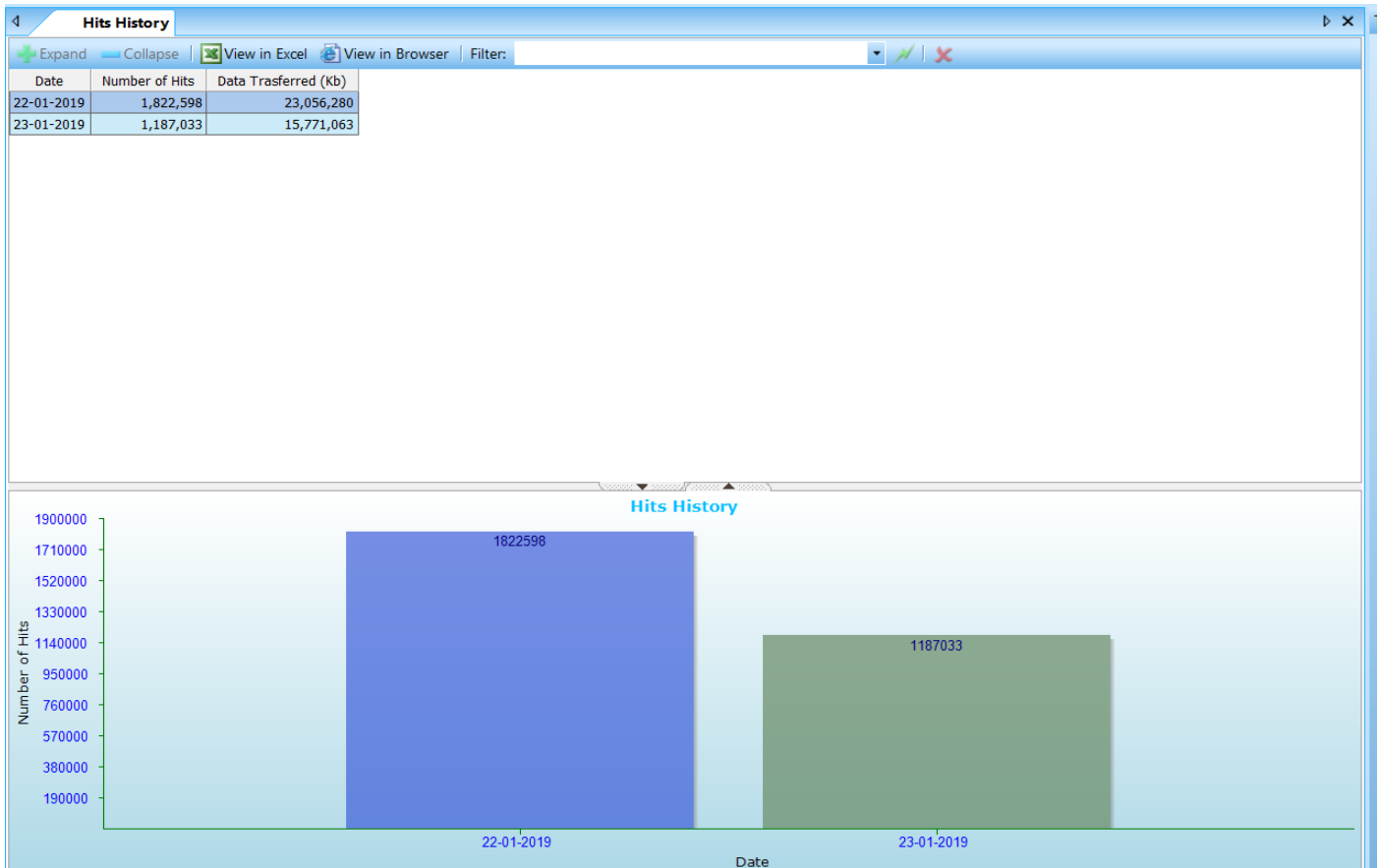
1. Top Visitors



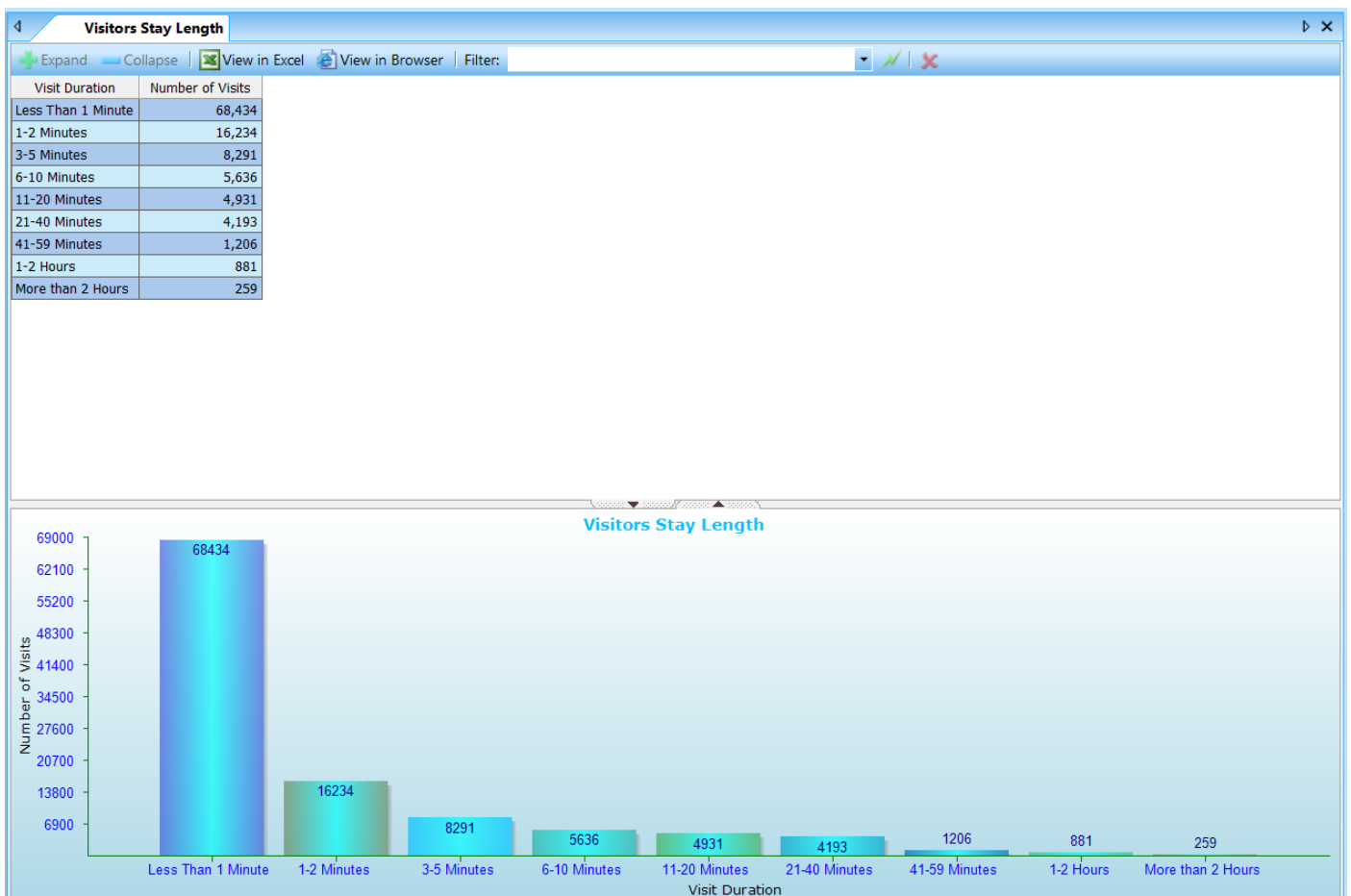
2. **Visits History:** It shows the date wise visit report. **Interpretation:** In this report we see that 22-01-2019 had more visitors than 23-01-2019.



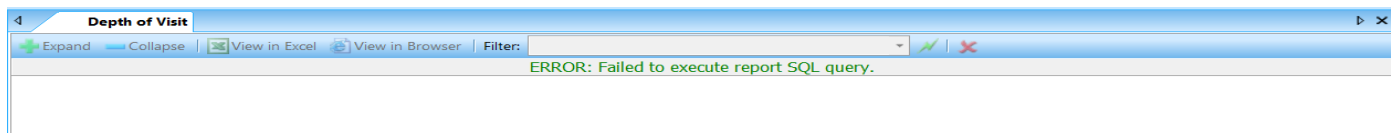
3. **Hits History:** It is a report on the date wise number of hits. **Interpretation:** In this report we see that 22-01-2019 had more hits than 23-01-2019.



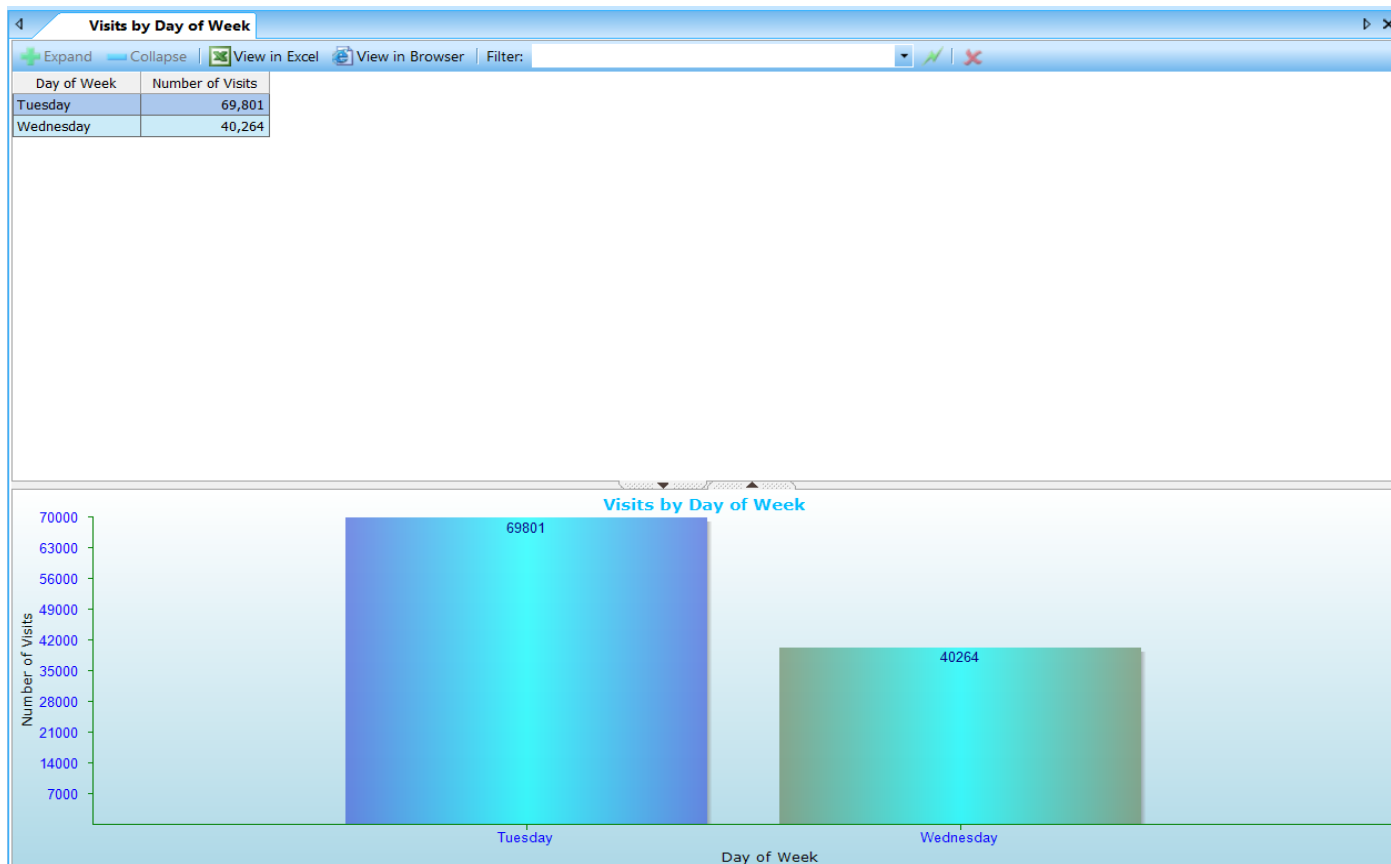
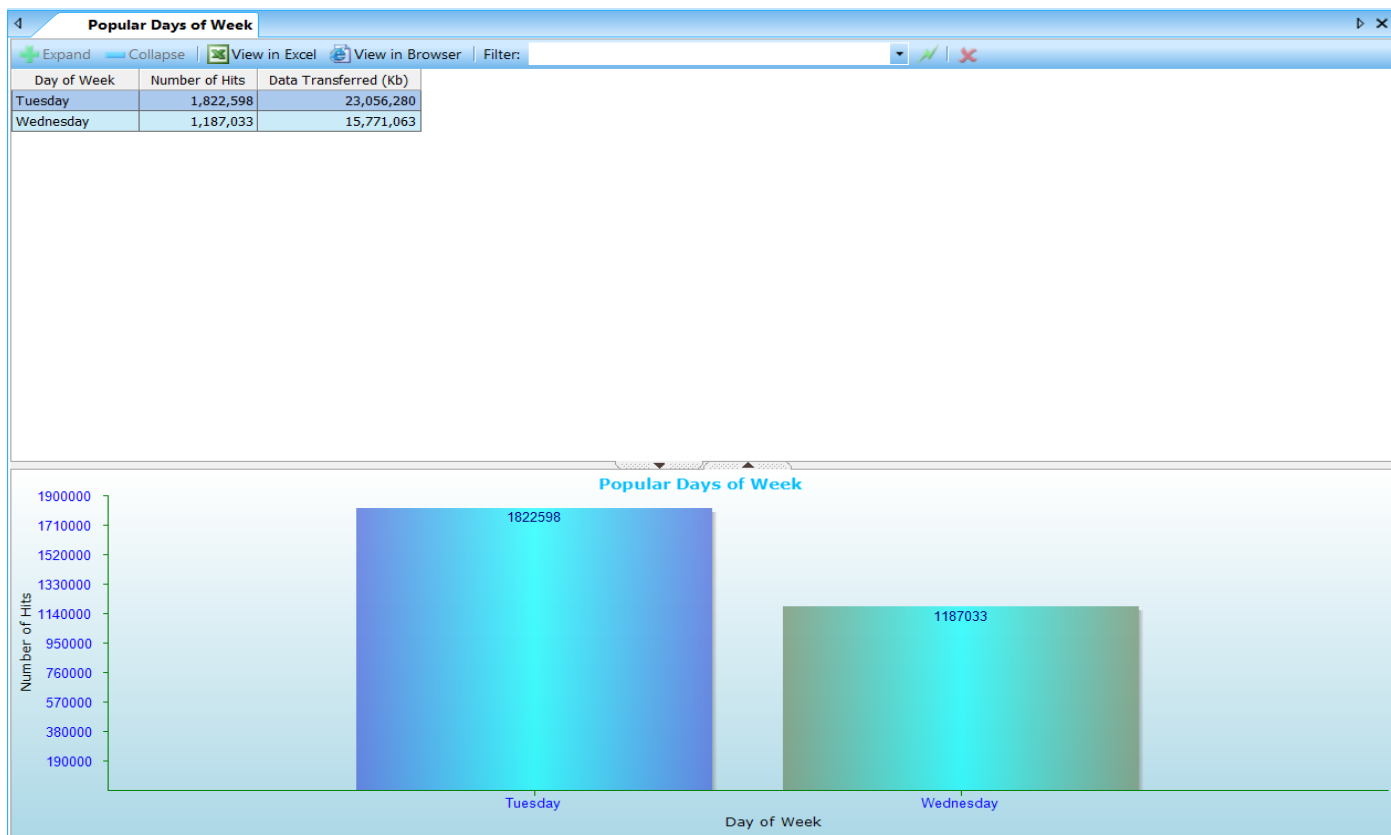
4. **Visitors Stay Length:** This is the report on the duration a visitor spends on the website and number of visits. **Interpretation:** 68,434 visits were only for less than a minute and only 259 visits were for more than 2 hours.



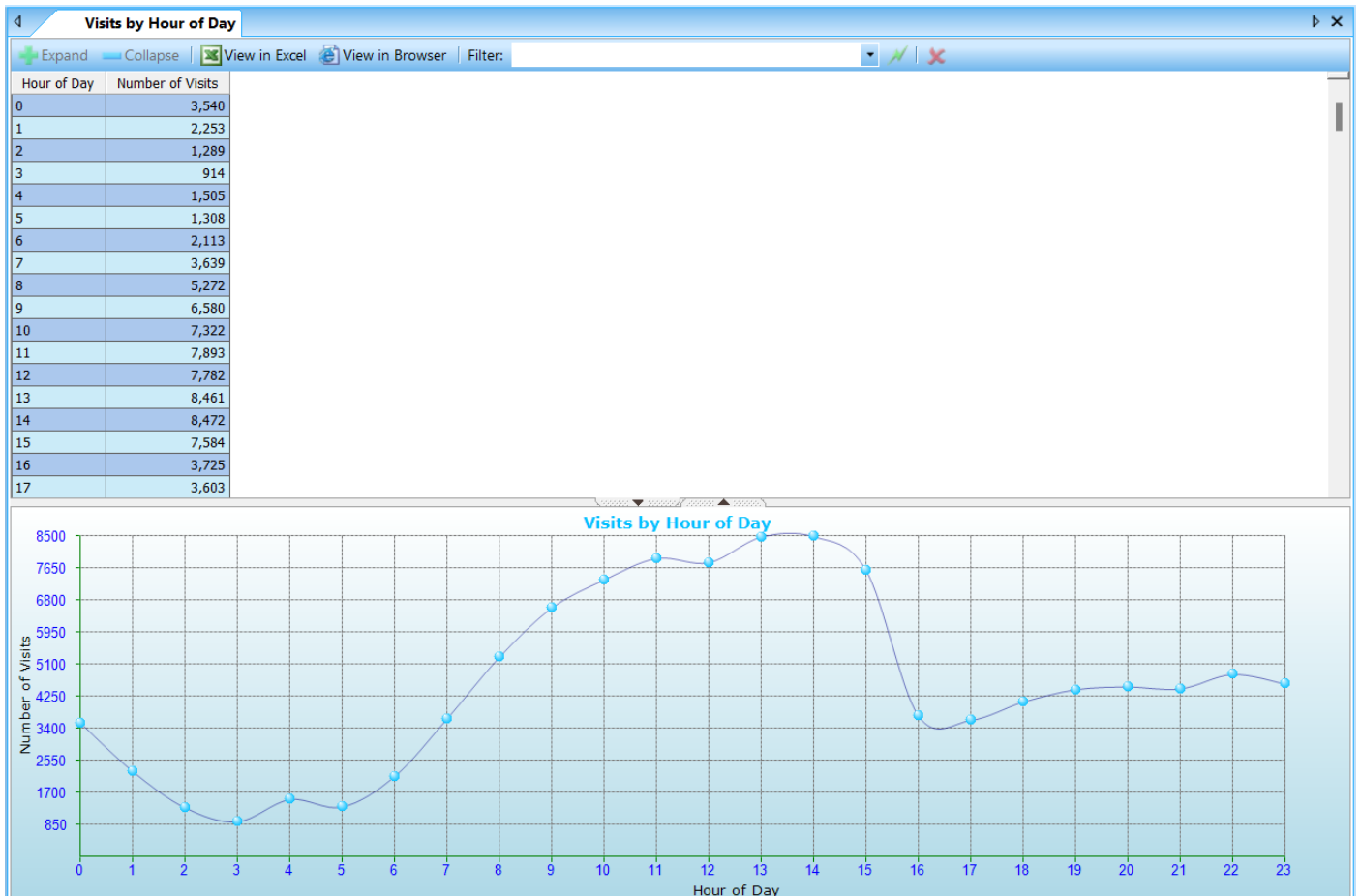
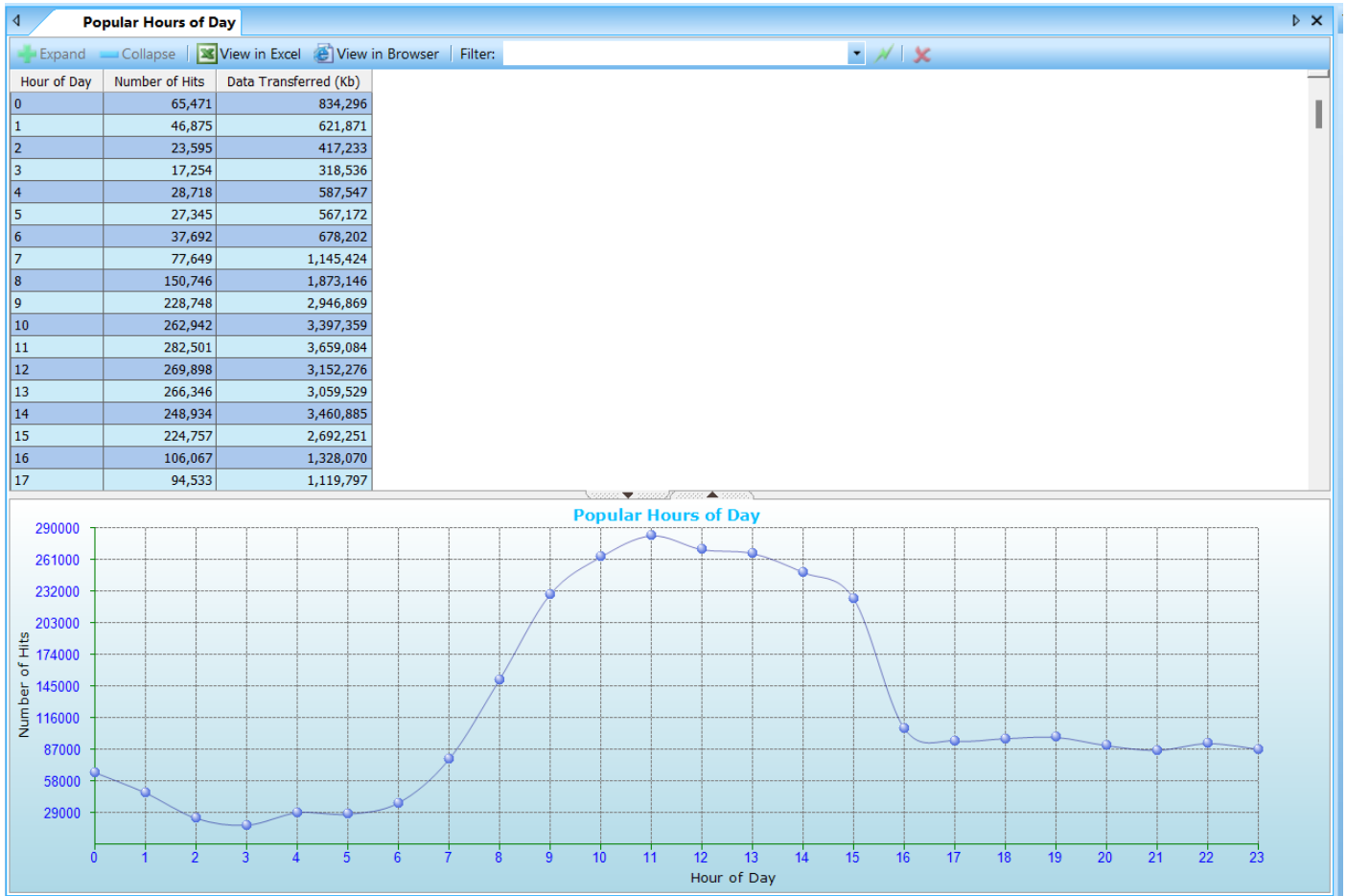
5. Depth of Visit:



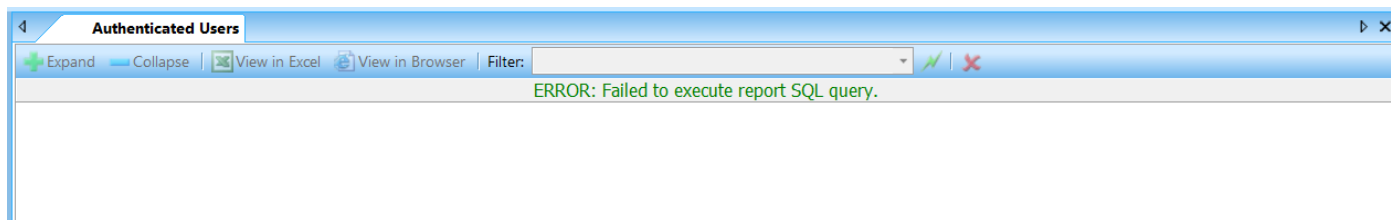
6. Popular Days of Week: In this data Tuesdays are more popular.



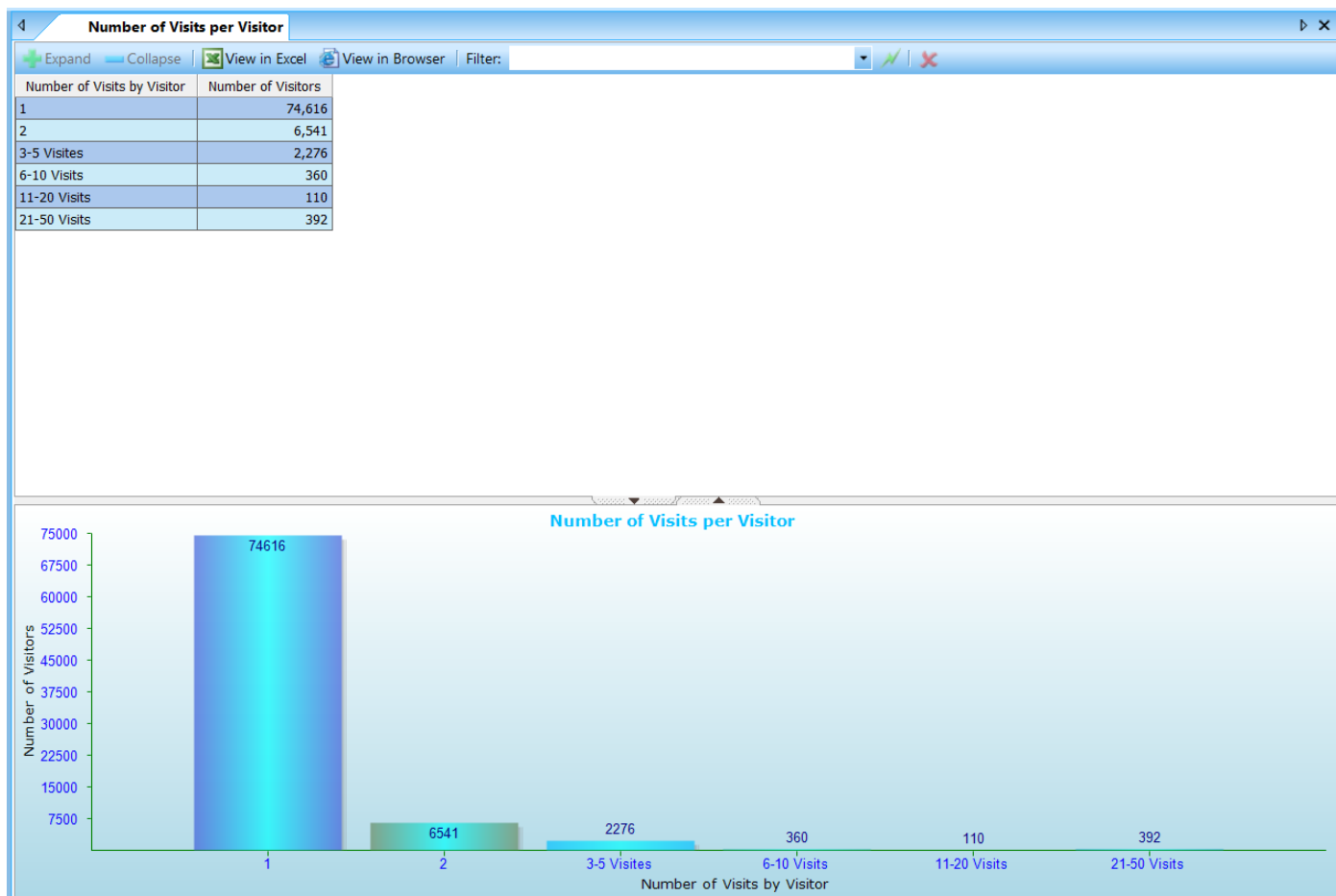
7. **Popular Hours of Day:** It is the summary of the number of hits per hour to identify the popular hours of the day.
Interpretation: 9am to 4pm seems to be a popular hour of the day when people visit this website.



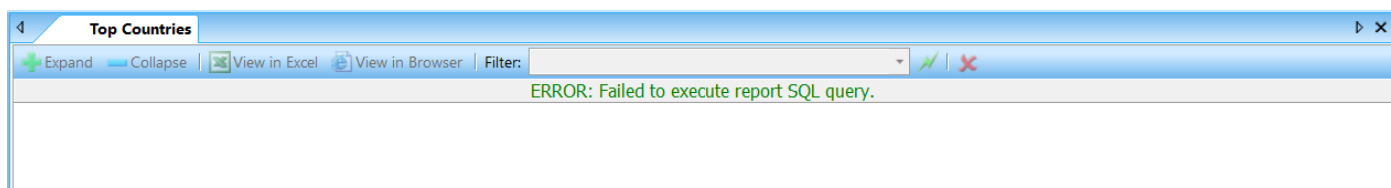
8. Authenticated Users:



9. **Number of Visits per Visitors:** It denotes the number of visits per visitor. **Interpretation:** Maximum visitors have visited the website only once. **74,616 visitors have visited the website only once.**



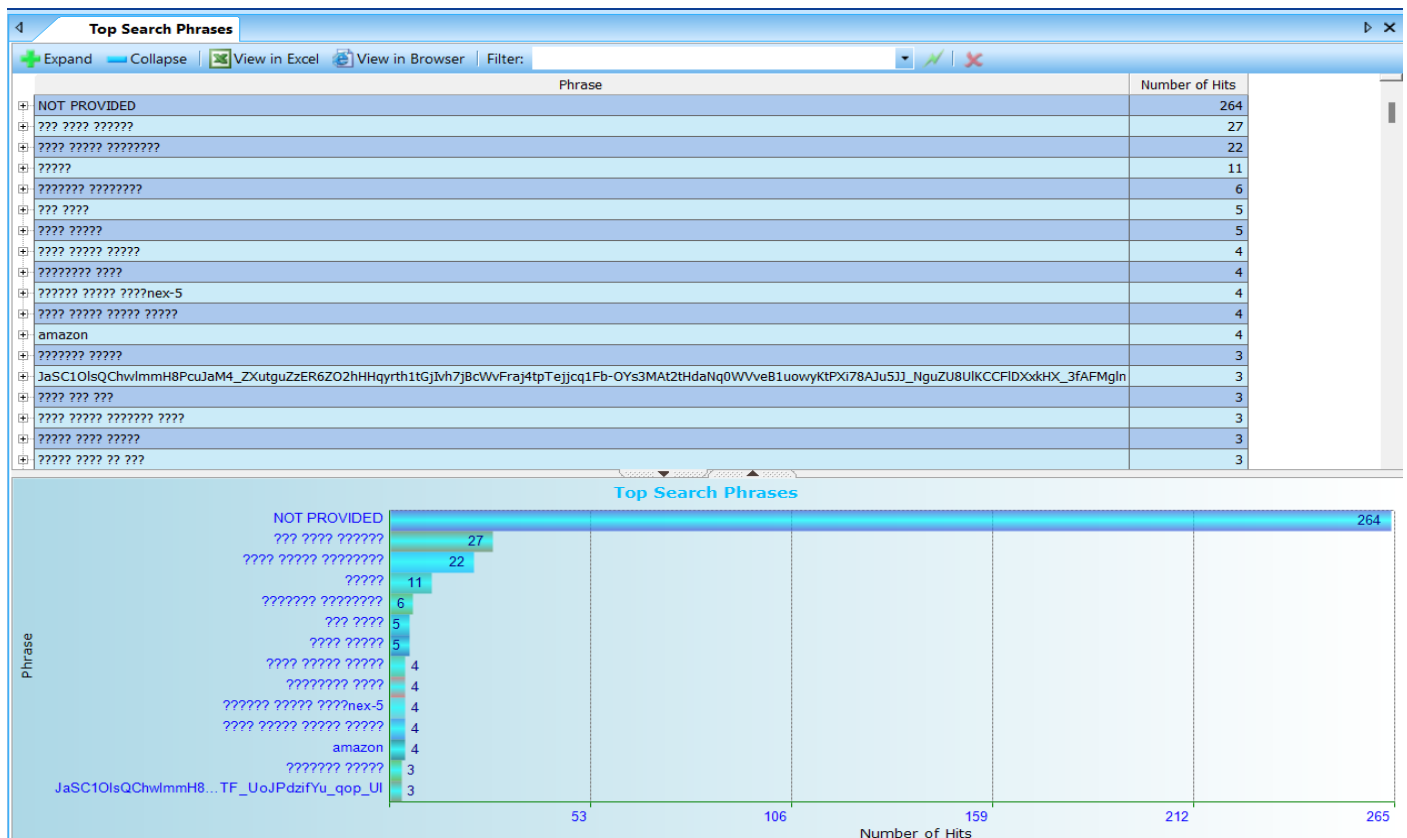
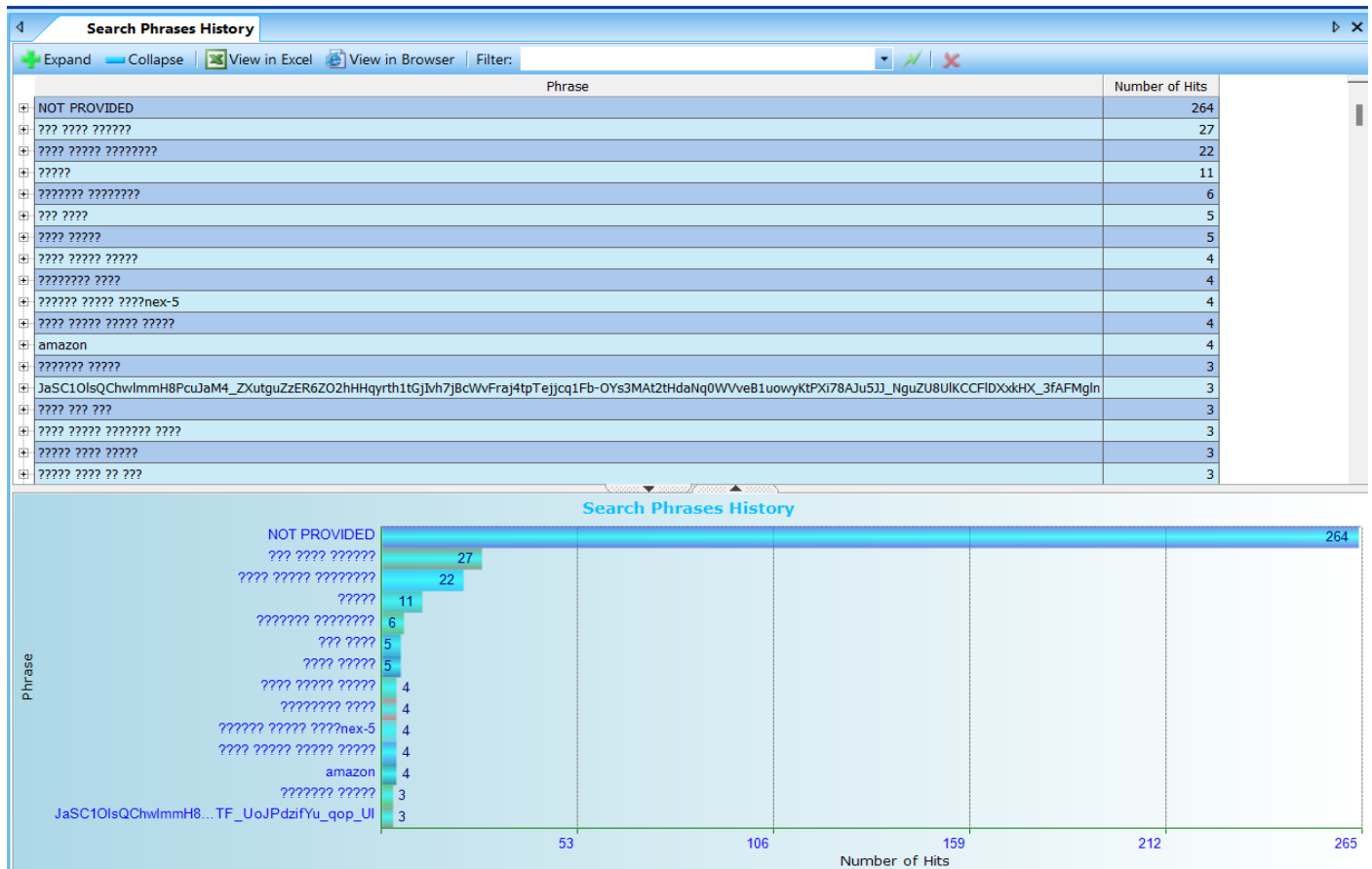
10. **Top Countries:** It denotes the top country from where maximum hits were received to the server.



Referrals and Search Engines:

It is the summary of the referrals and information about of search engines.

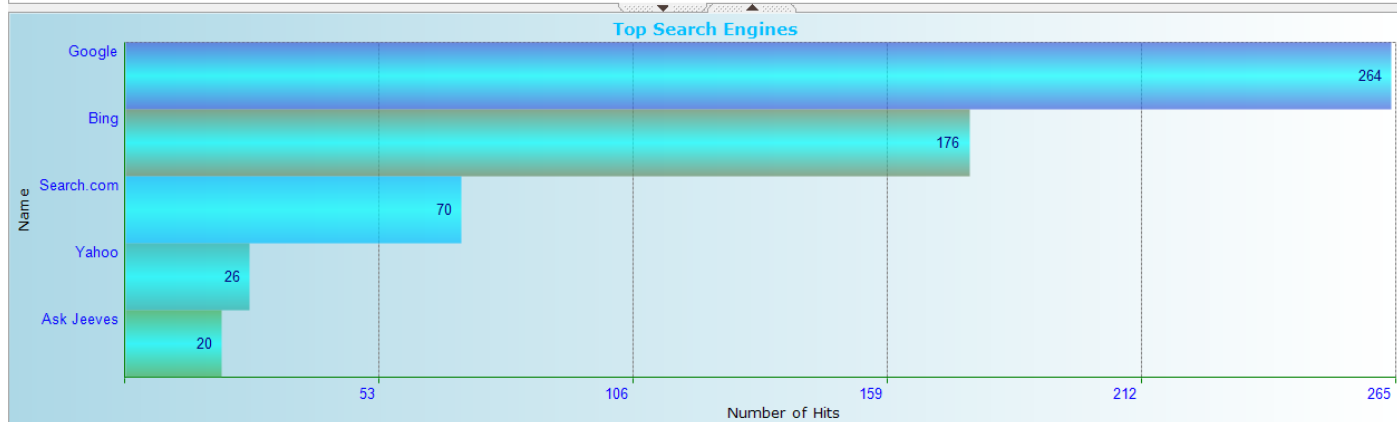
1. **Search Phrase History:** It is the summary of the most popular keyword that visitors have used in the search engine to land into our website.



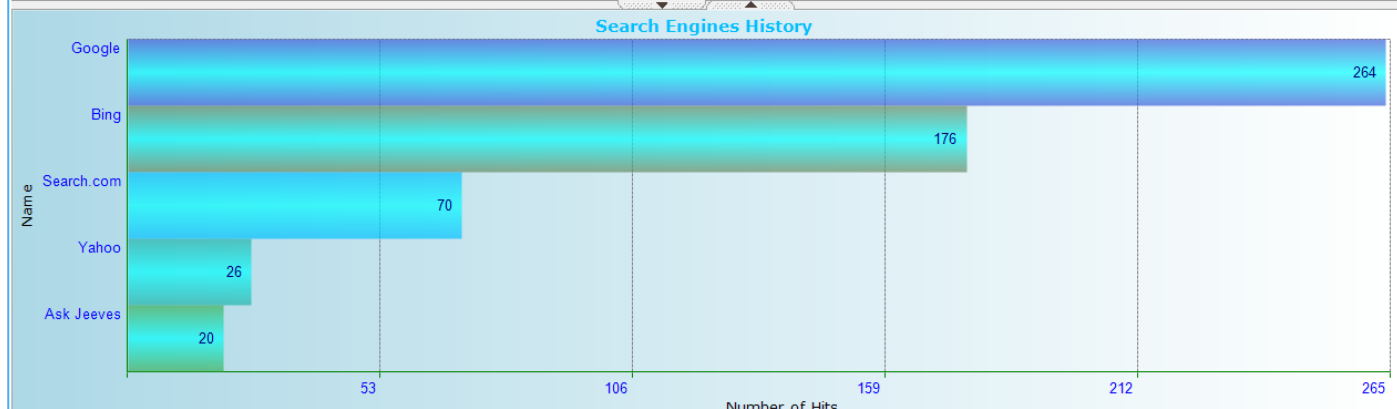
2. **Top Search Engines:** It denotes the top search engines according to the number of requests received by the server from the client. It shows the most popular search engine that has landed maximum visitors to the website.

Inference: Google Chrome is the top search engine.

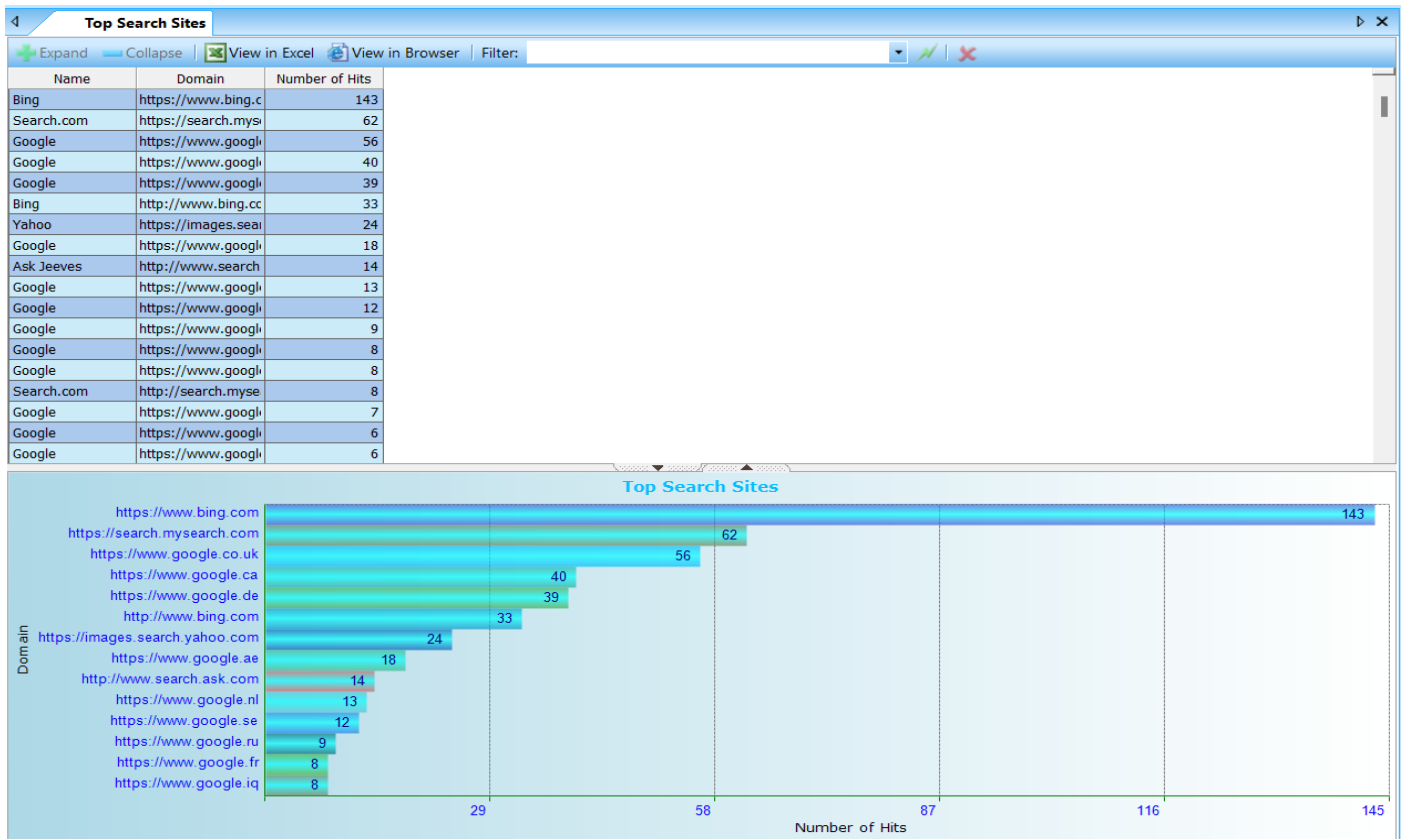
Top Search Engines	
Expand	Collapse
View in Excel	View in Browser
Filter:	
Name	Number of Hits
Google	264
Bing	176
Search.com	70
Yahoo	26
Ask Jeeves	20



Search Engines History	
Expand	Collapse
View in Excel	View in Browser
Filter:	
Name	Number of Hits
Google	264
Bing	176
Search.com	70
Yahoo	26
Ask Jeeves	20



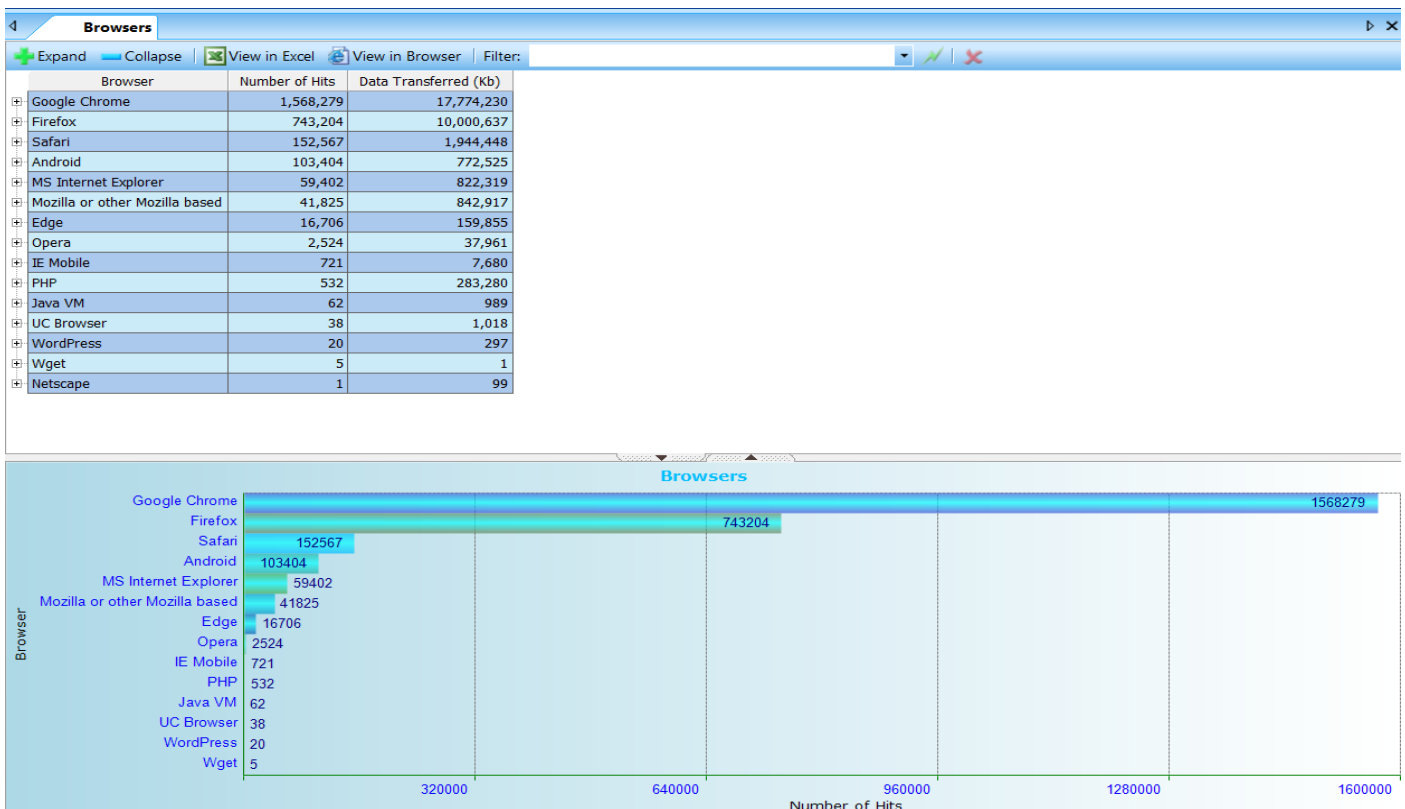
3. Top Search Sites: It is the top website that has been searched by most of the visitors.



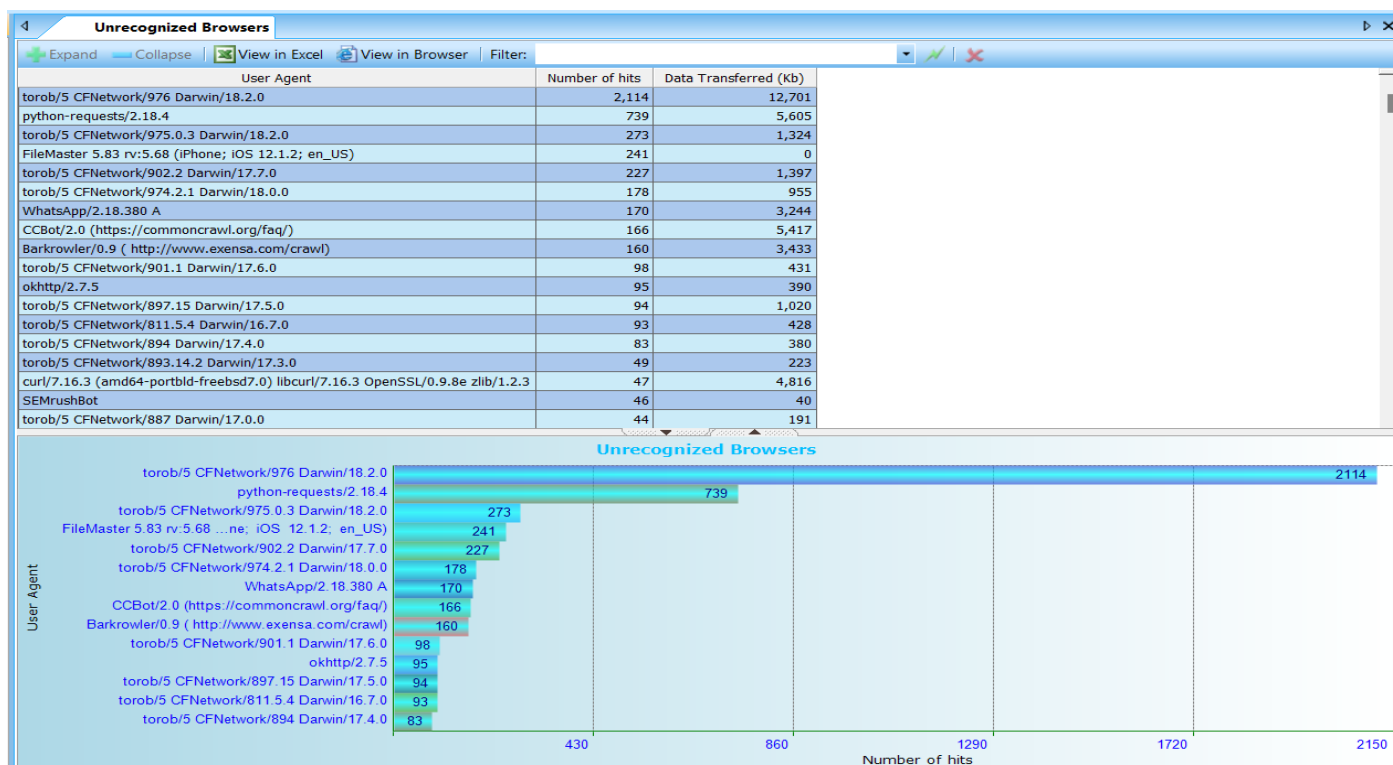
Visitors System Info:

This is the analysis of the system that the visitor is using for example the browser that the visitor is using, the operating system of the visitor, the screen resolution, whether JavaScript was supported or not, and the language of the system.

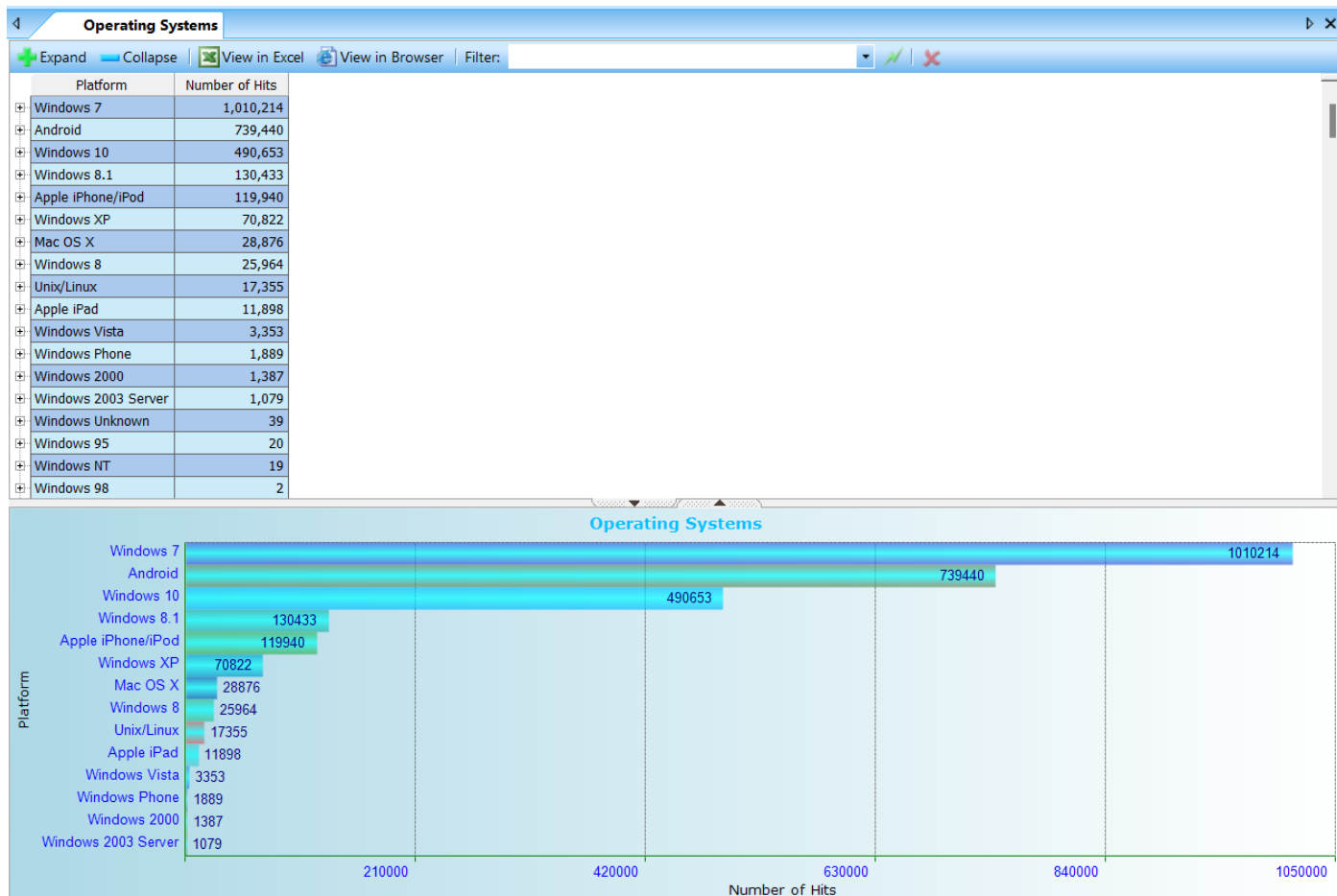
1. **Browser:** It gives us the count of the top browser that has send the maximum number of hits to the server. It also gives us the count of the amount of data transferred from the server to the client. **Inference: Google Chrome is the top browser with 1,568,278 hits and 17,774,230 KB data transferred. Firefox was the second highest in the list.**



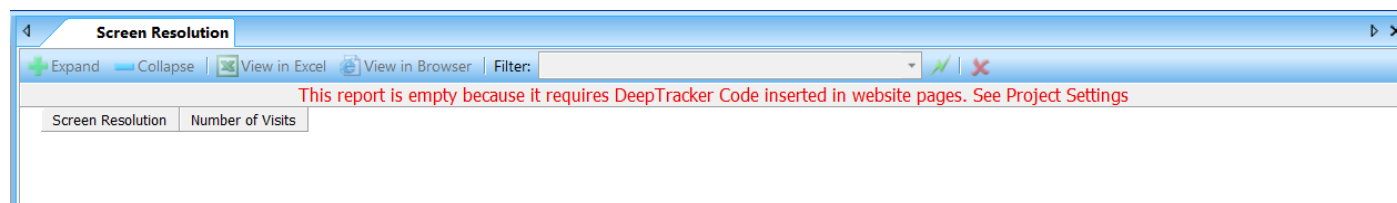
2. **Unrecognised Browsers:** It gives us the count of the top unrecognised browser that has send the maximum number of hits to the server. It also gives us the count of the amount of data transferred from the server to the client. **Inference: Torob** is the top among unrecognised browser with **2,114 hits** and **12,701 KB data transferred**.



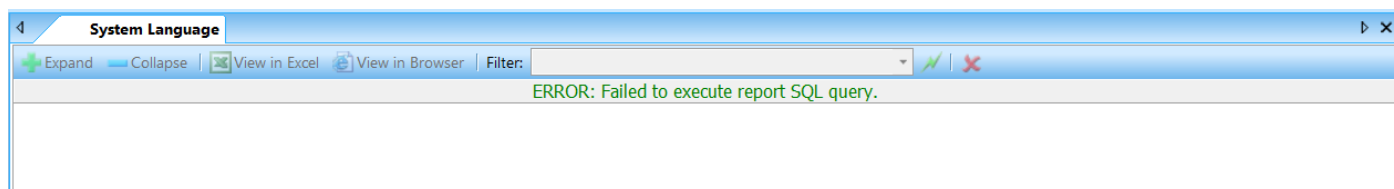
3. **Operating System:** It gives us the count of the top operating system that has send the maximum number of hits to the server. **Inference: Windows 7** is the top browser with **1,010,214 hits**. **Android** was the second highest in the list followed by **Windows 10** in the third position.



4. **Screen Resolution:** It gives the information about the resolution of the device using which the client has accessed the website. This would have given us the idea of the number of desktop users and the number of mobile user.

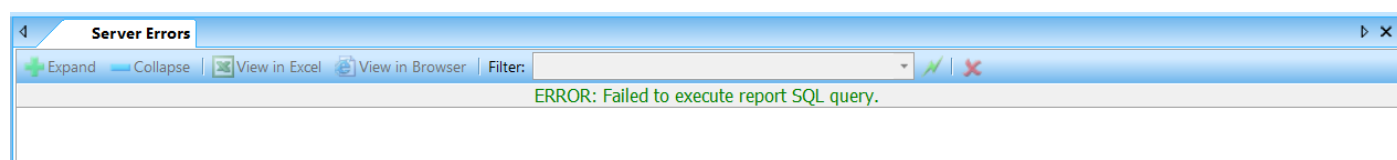


5. **System Language:** It denotes the language in which the website was accessed.

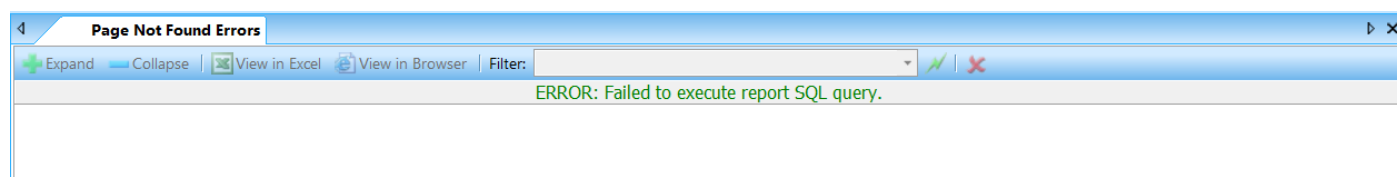


Diagnostics:

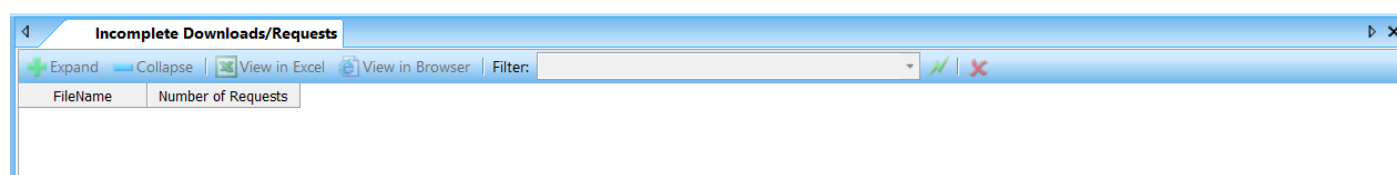
1. **Server Errors:** This would have given us a summary of how many server errors has occurred.



2. **Page Not Found Errors:** This would have given us a summary of how many page not found errors has occurred.



3. **Incomplete Download:** This would have given us a summary of how many download requests were not executed properly.



Custom Reports:

1. Search Landing Page:

