



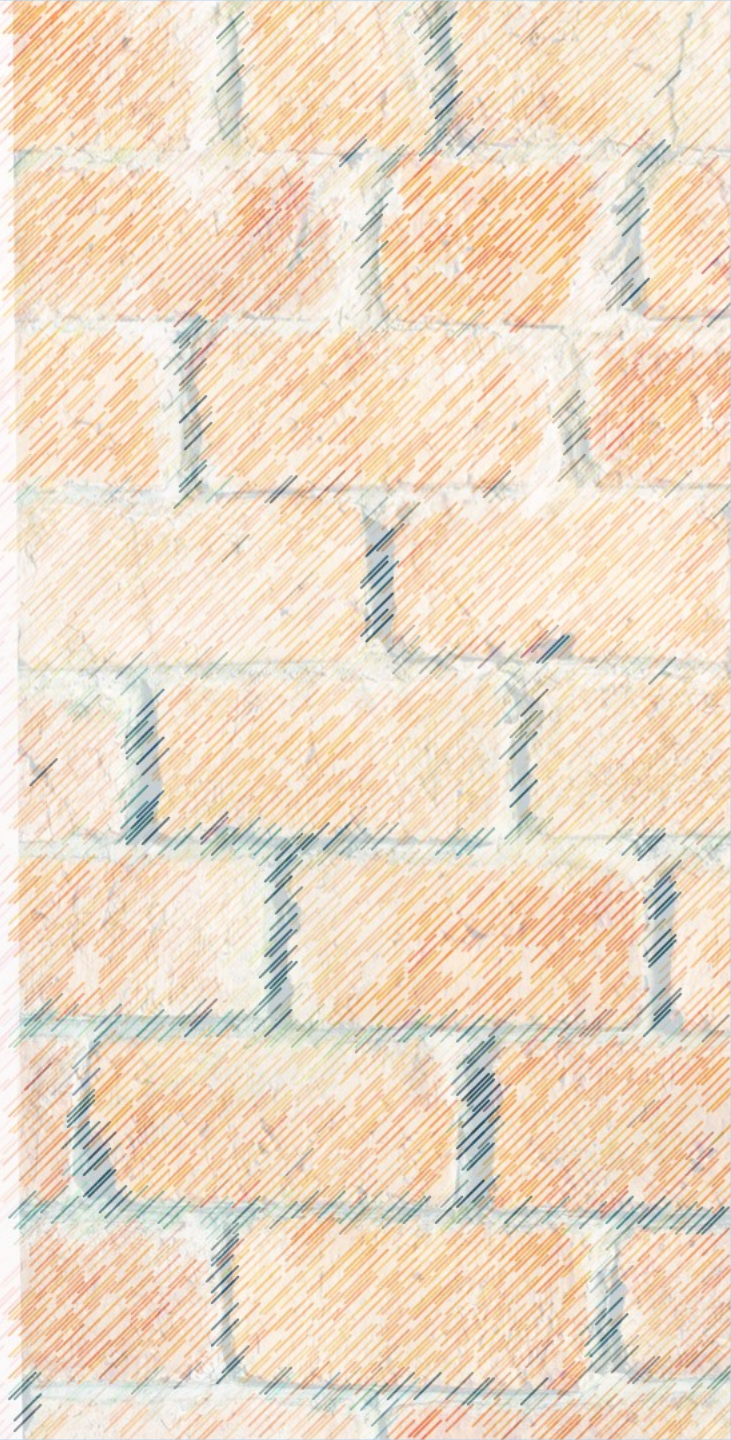
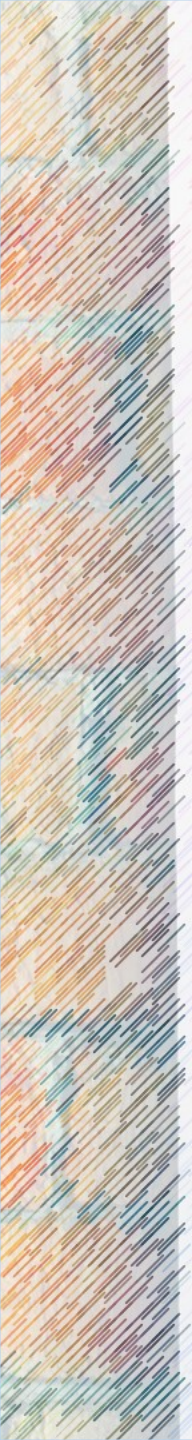
# Web Analytics Orientation

# How to Participate?

- You ≠ Marketer. You are also a Marketer.
- Take many breaks.
- Share your opinion on <http://ask.digitalvidya.com>







## **Module 0: Orientation**

Introduction to Analytics, Web Analytics

Vocabulary of an Analyst. Weeding misconceptions

## **Module 1: Collection**

Web Analytics architecture

Integrating Google Analytics with a Website

## **Module 2: Configuration**

Account Structure

User Management, Views

Filters, Goals, Value & Funnel

## **Module 3: Reporting**

Audience, Behavior

Acquisition, Conversions

## **Module 4: Advance Reporting**

Campaign Tagging & Measuring Marketing ROI

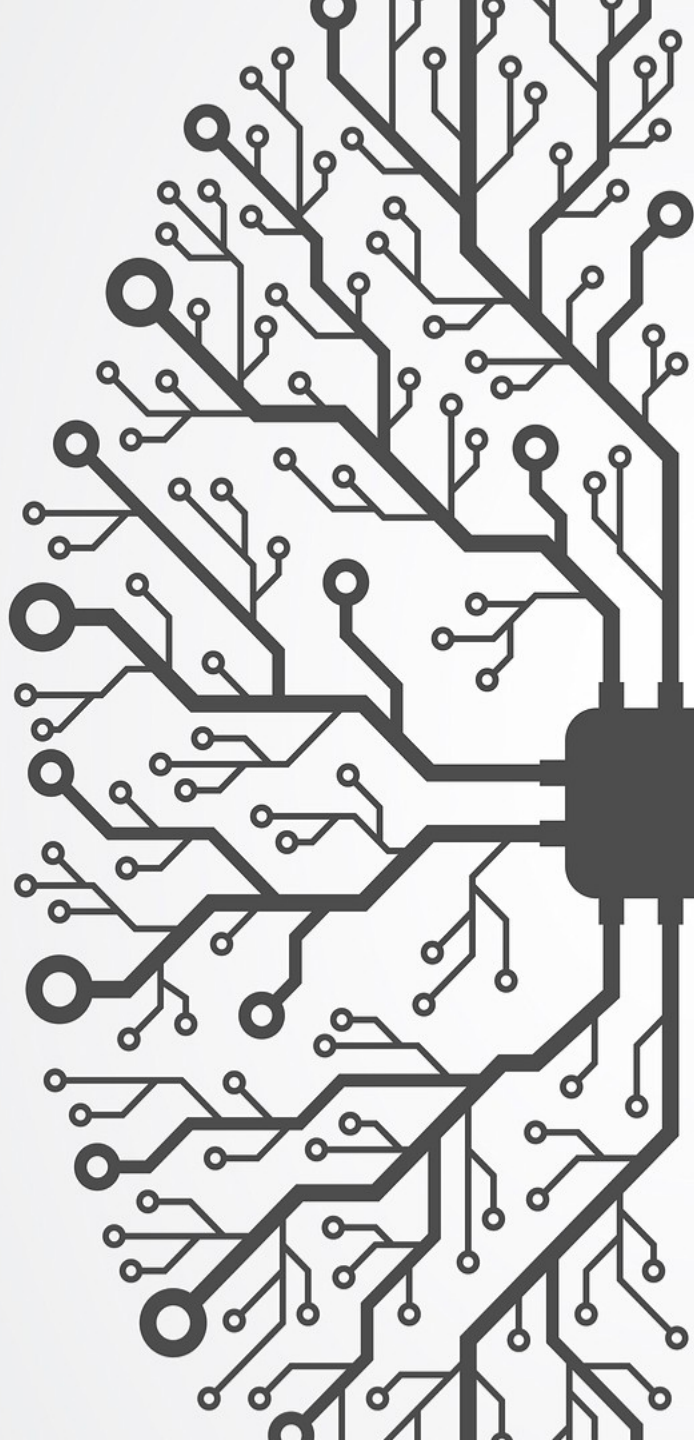
Attribution Modeling



# Entrepreneurs!

Would you analyze your passion?

ANALYTICAL

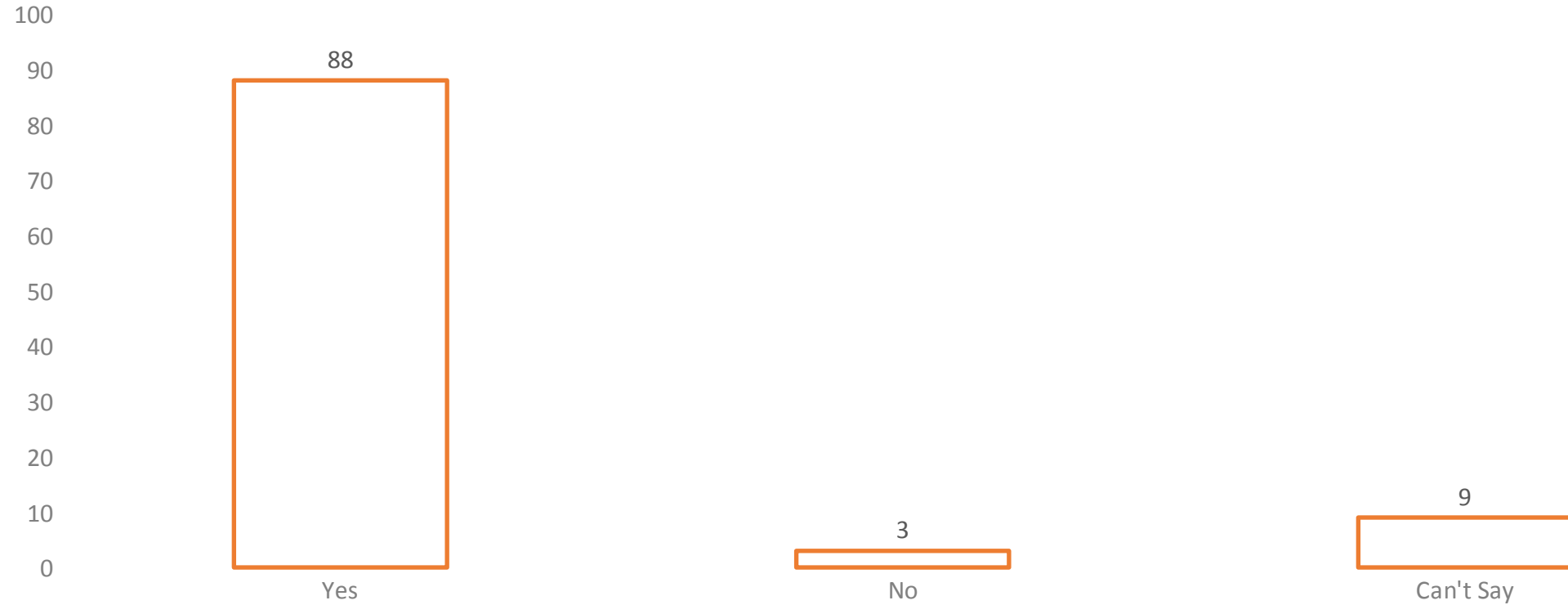


CREATIVE

Concept #1

# Would you analyze your idea?

## Responses



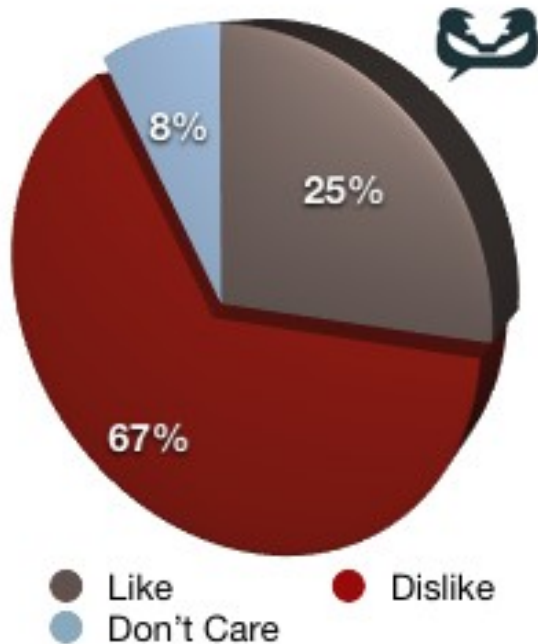
# The GAP Story!



October 2010

# GAP Logo Sentiment Analysis

New Gap Logo Sentiment



## ↓ Poll

CAST YOUR VOTE

### On Evolution

☐ Great

241 Votes (2%)

☐ Fine

672 Votes (7%)

☐ Bad

8093 Votes (89%)

9006 Votes Total

Vote

### On use of Helvetica

☐ Appropriate

1084 Votes (12%)

☐ Not Appropriate

5241 Votes (61%)

☐ At least it's not Gotham

2155 Votes (25%)

8480 Votes Total

Vote

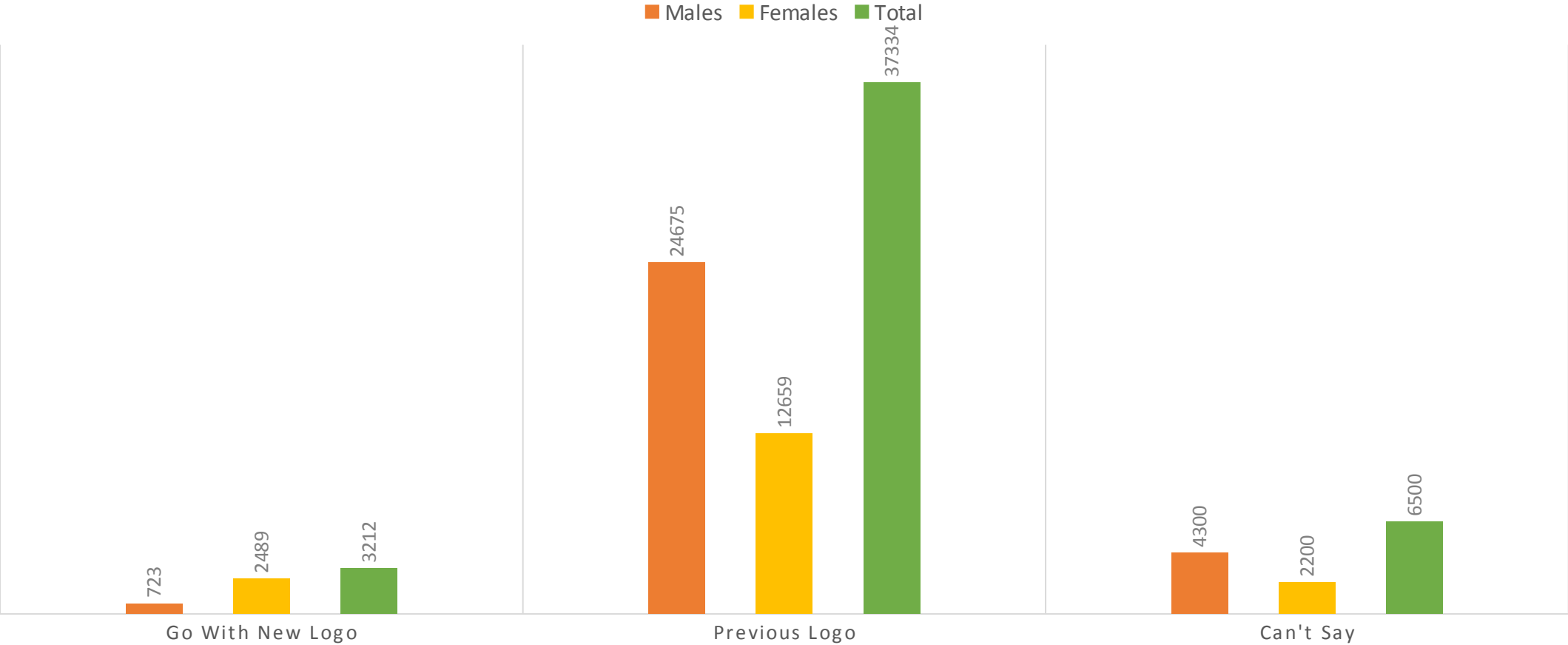
YOUR VOTE IS APPRECIATED

Source:

[http://www.underconsideration.com/brandnew/archives/dont\\_mind\\_the\\_gap\\_or\\_the\\_square.php](http://www.underconsideration.com/brandnew/archives/dont_mind_the_gap_or_the_square.php)



# Analysts response



# The Response



**Gap**  
Thanks for everyone's input on the new logo! We've had the same logo for 20+ years, and this is just one of the things we're changing. We know this logo created a lot of buzz and we're thrilled to see passionate debates unfolding! So much so we're asking you to share your designs. We love our version, but we'd like to see other ideas. Stay tuned for details in the next few days on this crowd sourcing project.  
October 7, 2010

Like · Comment · Share

 421 people like this.

 View previous comments 50 of 1,119

**Theresa Dold Payment** some things don't NEEDto change...  
October 12, 2010 at 7:00am · Like

**Aldo Comparini** Yeah!! The Old Logo GAP rules! 😊  
October 12, 2010 at 7:17am · Like · 1

**Louinel Sterling** PLEASE VOTE YOUR FAVORITE BABY BOY JOHNAS FOR GAP  
<http://www.gapcastingcall.com/.../EntryDetail.html...>  
October 12, 2010 at 9:41am · Like

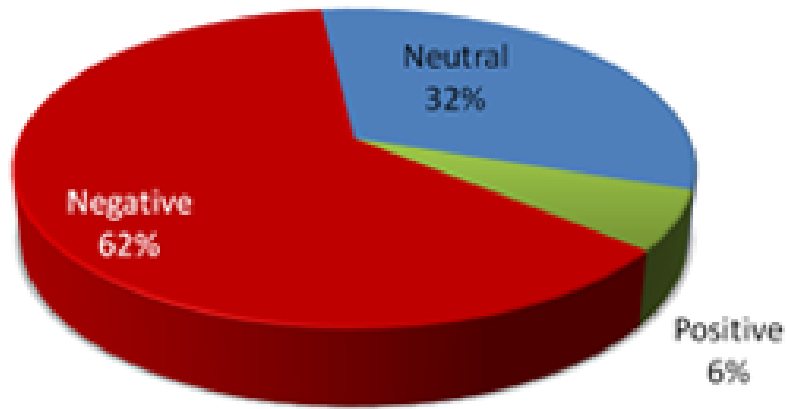


# The Airtel Story!



November 2010

# Airtel Logo Sentiment Analysis



Twitter Sentiment



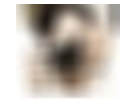
**Gul Panag** ✓  
@GulPanag



Following

Dear Airtel, like new logo, ad and tune. Now please focus on your core competency . Please fix the network.  
Kthnxbai

← Reply ↻ Retweet ★ Favorite ⋮ More



[Airtel] Is it just me or is the new Airtel logo really disappointing? Amateurish for JWT. Zero style intelligence. <http://airtel.in/>

November 18 at 6:35pm via Selective Tweets · Like · Comment



and 2 others like this.



They made it after seeing the "Logo Design Trends 2008" report. And I could make it in PowerPoint! :-)

November 18 at 6:43pm · Like



Yep! And charged a bomb for doing f all as usual.

November 18 at 6:52pm · Like



Totally uninspiring... My first thoughts is a helmet of some kind.

, maybe we should have a contest for a better logo.

November 18 at 7:48pm · Like



Agree with you. They have almost GAPPED...

November 18 at 7:59pm · Like



it's rubbish! looks like someone lost their dentures! very uninspired. their typeface is also a real let down. international identity indeed.

November 18 at 8:08pm · Like



It's horrible. It looks like a caricatured version of Elvis Presley's head! :-/ What a colossal waste of money!

November 18 at 9:14pm · Like



Sloppy flying chewing gum frozen and branded....gosh! Now we have to live with it folks!

November 18 at 10:59pm · Like



hah! Did you guys read the "official explanation"? :

"our unique symbol is an interpretation of the 'a' in airtel. the curved shape & the gentle highlights on the red color make it warm & inviting, almost as if it were a living object. it represents a dynamic force of unparalleled energy that brings us and our customers closer."

November 18 at 11:01pm · Like



## New Airtel Logo Style Guide







LEFT BRAIN

LOGIC  
ANALYSIS  
LINEAR  
MATH  
FACTS

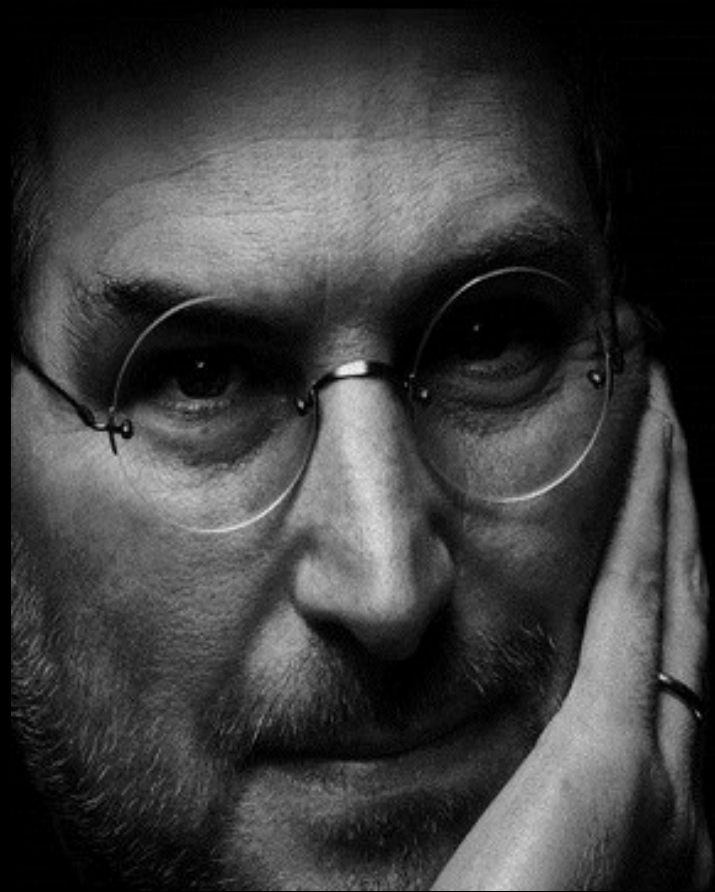


RIGHT BRAIN

CREATIVITY  
IMAGINATION  
HOLISTIC  
ARTS  
FEELINGS

LOGIC VS CREATIVITY





“It’s not the  
customer’s job to  
know what they  
want”

Steve Jobs

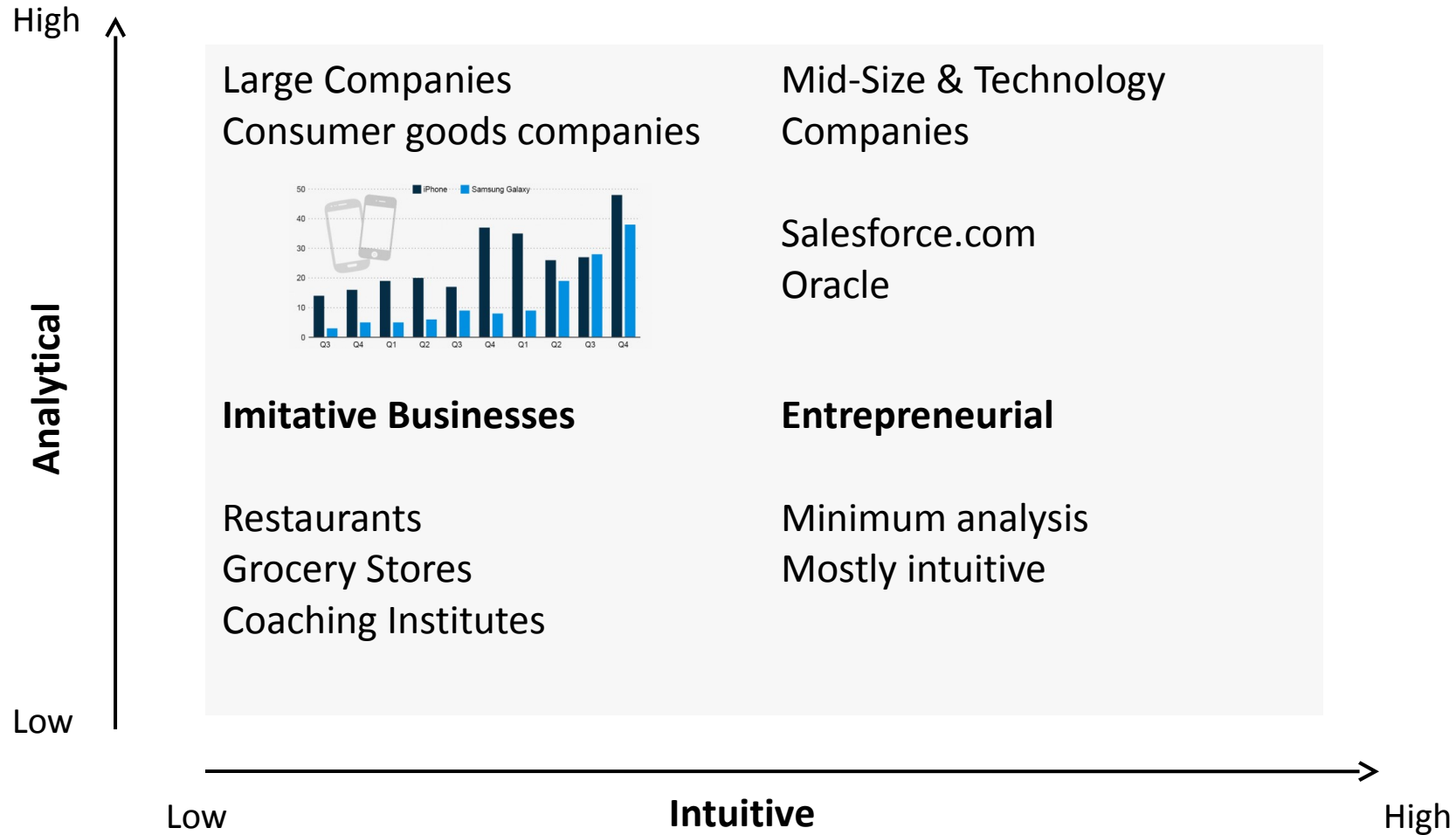


**“If I had asked people  
what they wanted,  
they would have said  
faster horses.”**

**—Henry Ford**



# Analysis v/s Intuition



# What is Analytics?



# Analytics Is Everywhere

## **Marketing Analytics Techniques**

- Customer profiling
- Demographic segmentation
- Consumer behavior analysis
- Competitor behavior analysis

Identified & served niche & established as a value provider



# How can analytics help?

## **firefighting**

'fʌɪə ˌfaɪtɪŋ/

(in business) the practice of dealing with problems as they arise rather than planning strategically to avoid them.

- Let's do it, now!
- Work hard to sell more & improve bottom line.
- Let's fix a problem, there must be one!
- Let's invest more in Facebook ads as opposed to twitter, as last year – Facebook worked better for us!

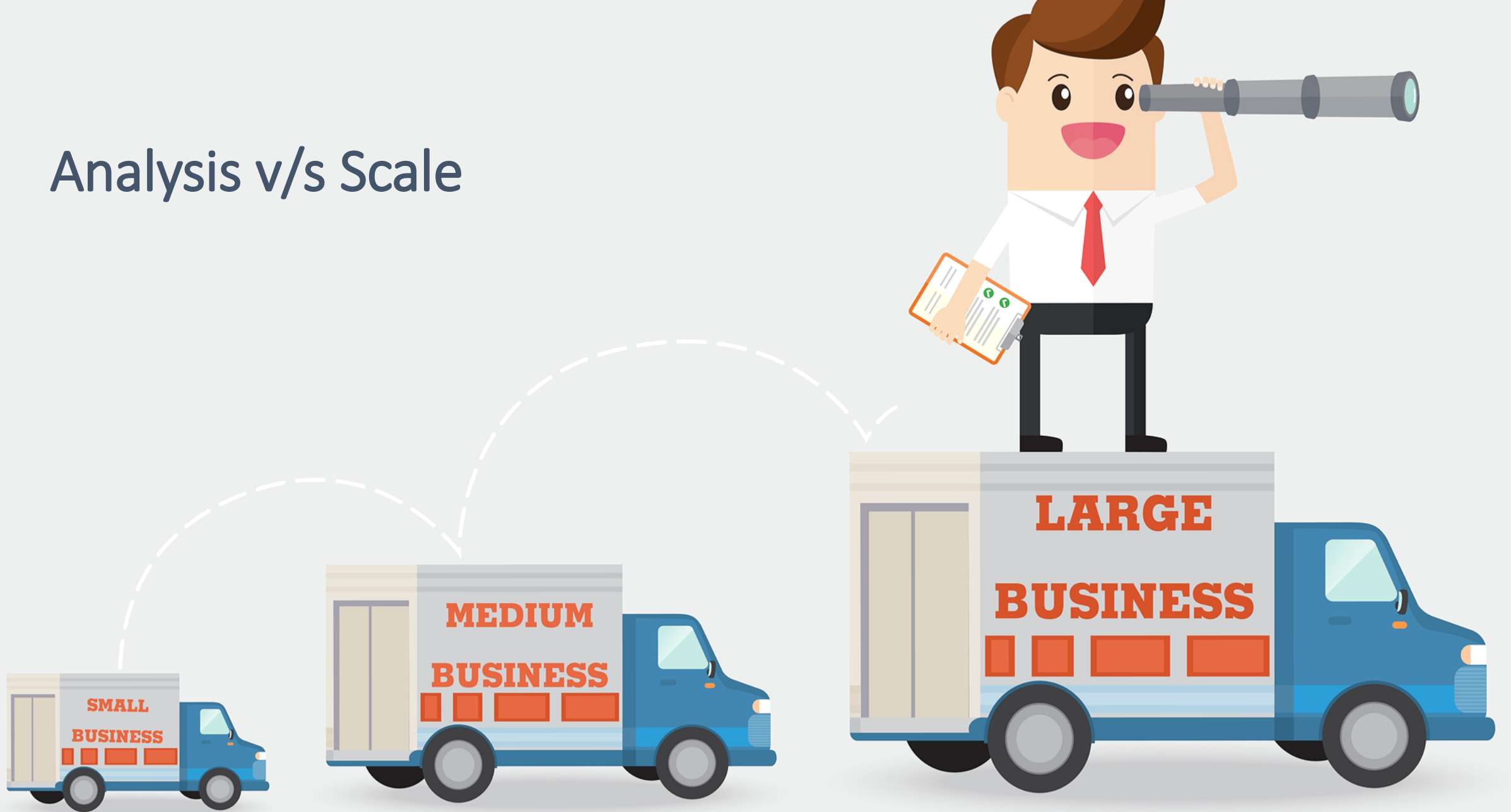
## **strategy**

'stratɪdʒi/

a plan of action designed to achieve a long-term or overall aim.

- Let's find a logical direction & plan for our business moves.
- What emotions connect with people better in order for more sales to happen?
- Let's investigate the business process & identify gaps. Should those gaps be fixed?
- What made Facebook work?

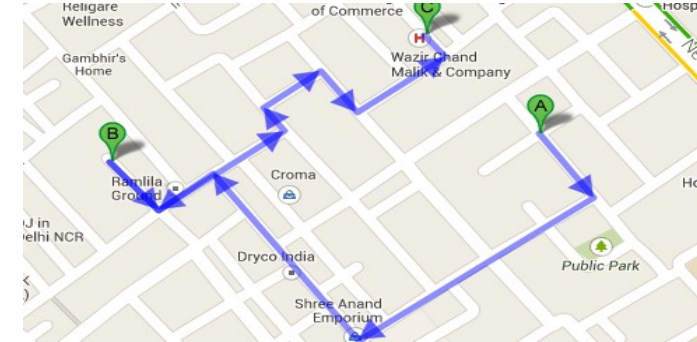
# Analysis v/s Scale



# Advantages Of Small Size



1 Store



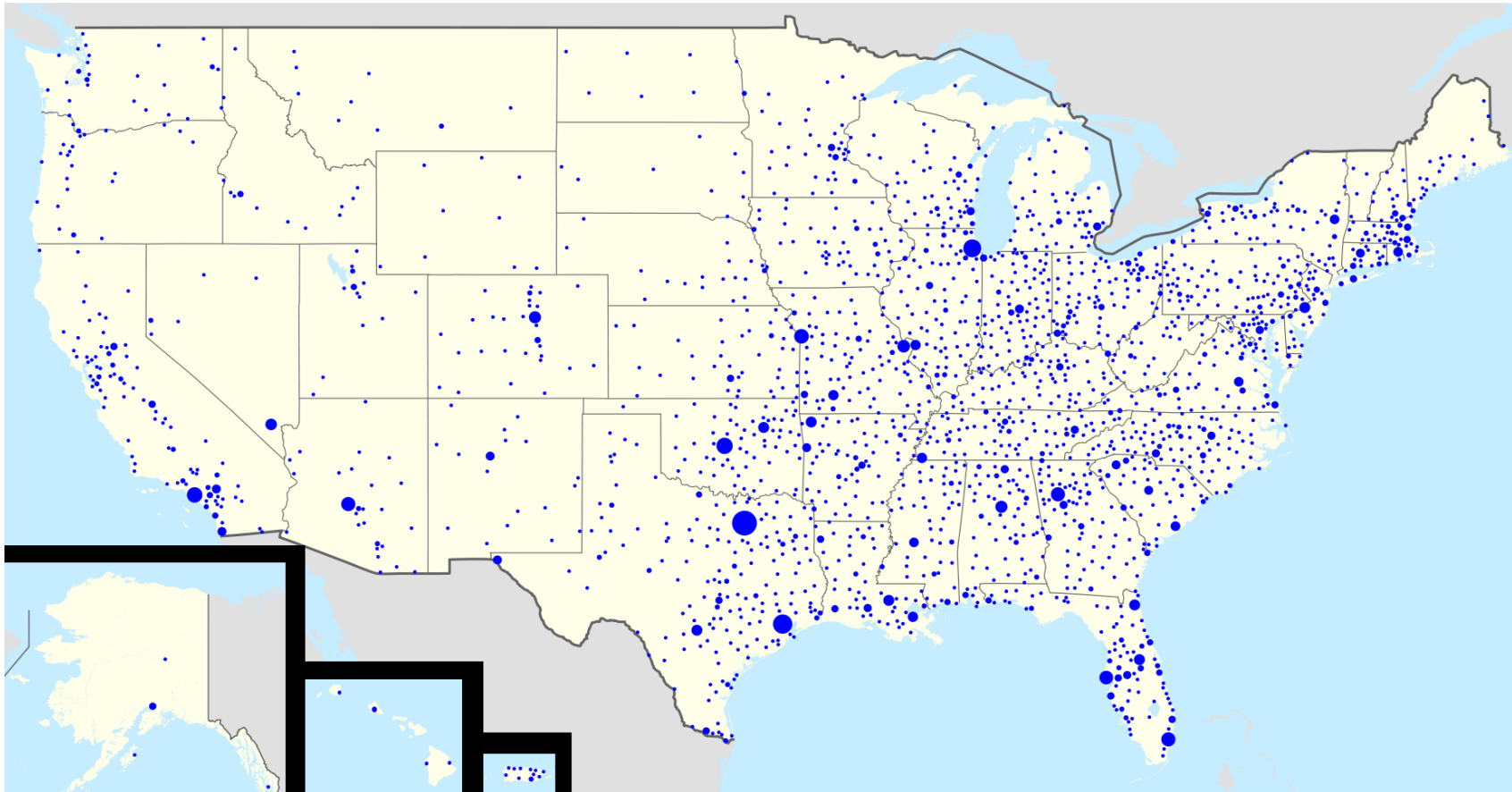
1 Market



1 Product



# A Large Business



# Wal\*Mart

9000 Stores

10,000 to 100,000  
SKUs

1 million  
transactions per  
hour



# Retail



1800 Stores

35 million club  
card members.

1 billion units  
home delivered  
annually.



# E-Commerce



Over 10 million transactions  
a day.



Over 1,00,000 transactions  
a day.

We Can't Deal With So Much Data...



# Analytics Can Help...





# Making It Simple

Analytics allows us to use sophisticated statistical algorithms & leverage computing power to

- Explore, Analyze and Understand the data

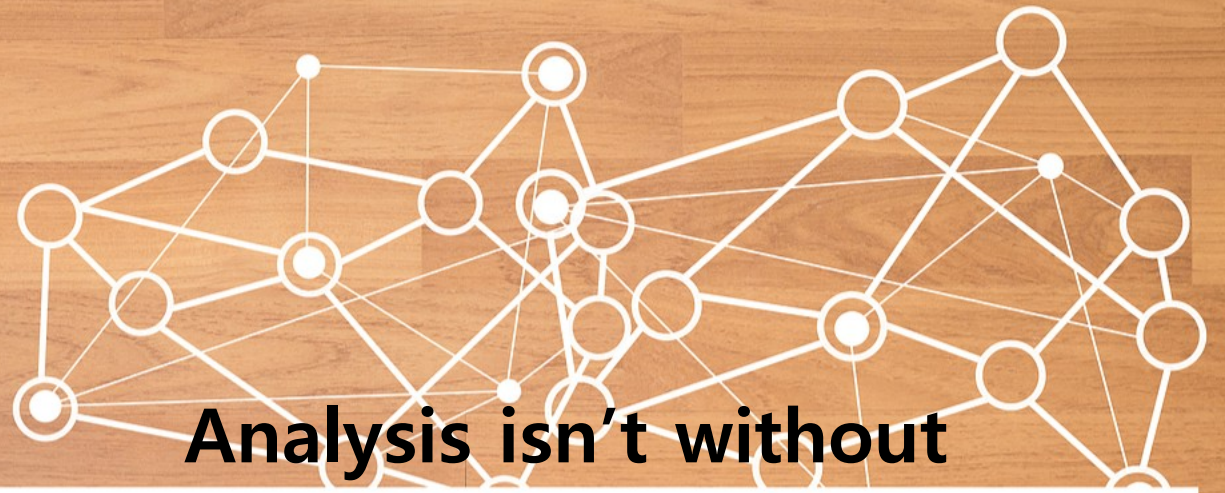
To

- Generate insights from it, Answer questions we may have and Discover any hidden patterns.

All this to make better business decisions.

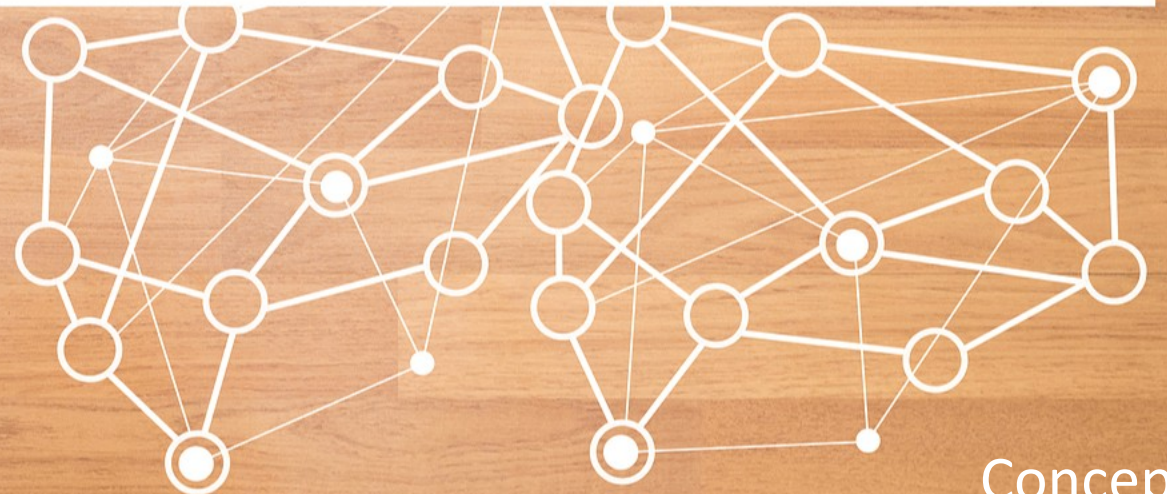
I recently discovered that science is the art of cutting. As is analysis. Everything else is something else. Analysis is science of cutting things into pieces. Period.

– **Walden Mathews**



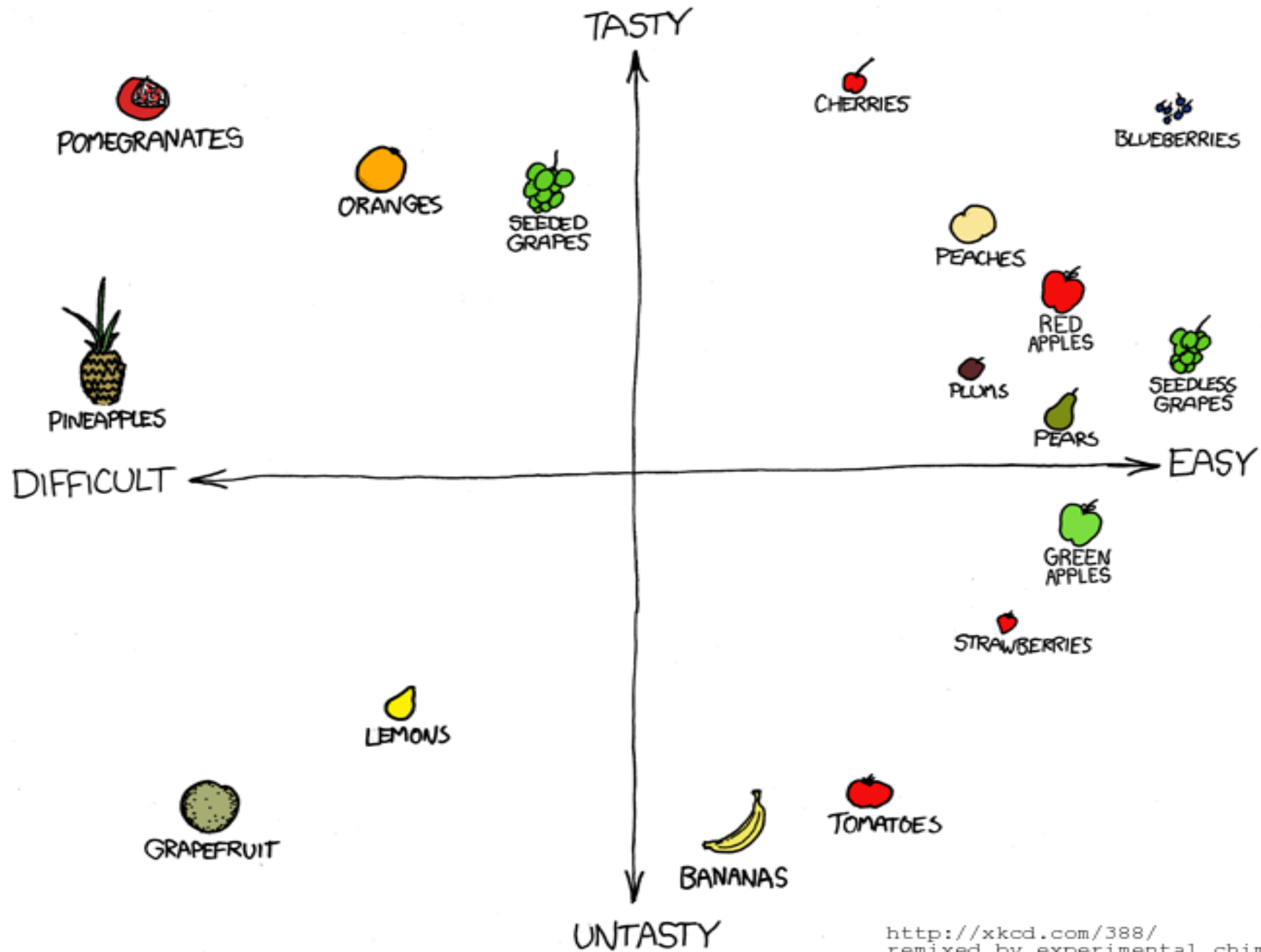
Analysis isn't without

# OBJECTIVE



Concept #3



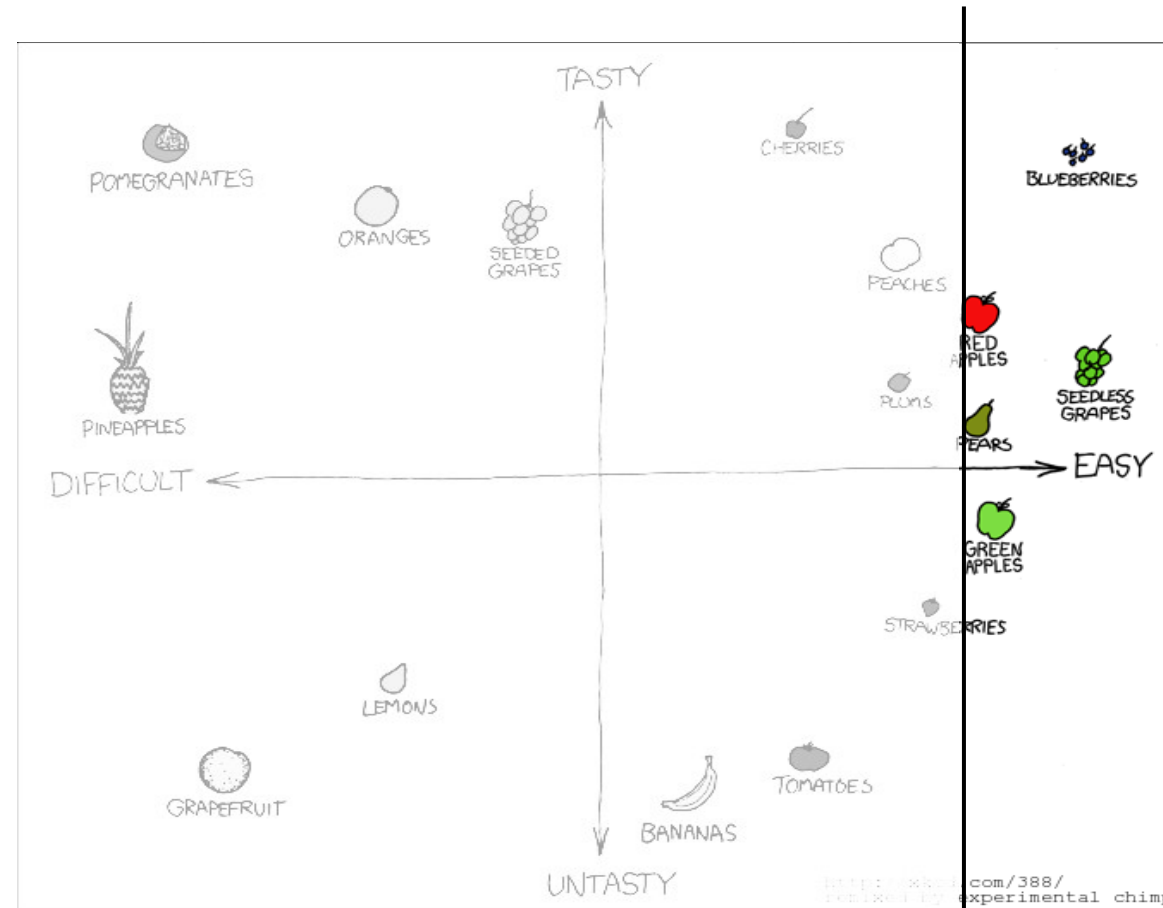




# Analysis Isn't Without Objectives

Q. Which fruit would you recommend to an old woman who has no teeth?

A.



# Three Principle Concepts of Analytics

- **Analytics v/s Intuition**

Understand who you are & what the problem is!

- **Analysis v/s Scale**

Does that problem at hand really need any sophisticated analytical tool?

- **Analysis v/s Objectives**

Have you clearly defined your business objectives?

# Arriving at the Basics

## **Analysis**

The process of decomposing complex entity into simpler components for easier comprehension of aforementioned entity.

## **Analytics**

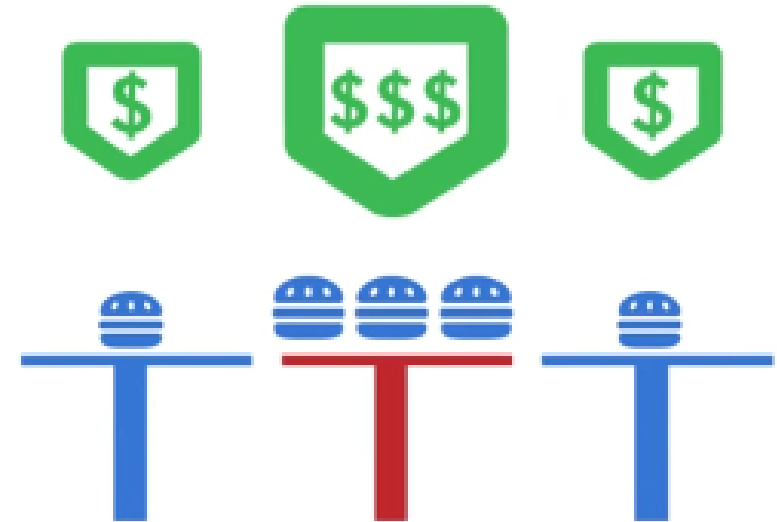
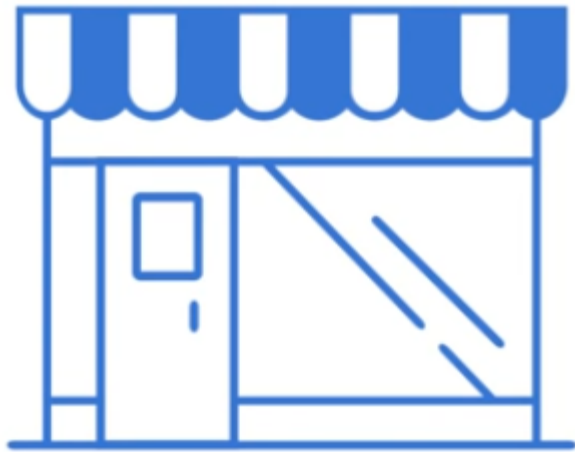
The technology and the associated tools for data analysis. + insight to recommend action or to guide decision making.

## **Web Analytics**

is the measurement, collection, analysis and reporting of Internet data for the purposes of understanding and optimizing Web usage.

Simply put , Web analytics is the process of analyzing the behavior of visitors to a Web site.



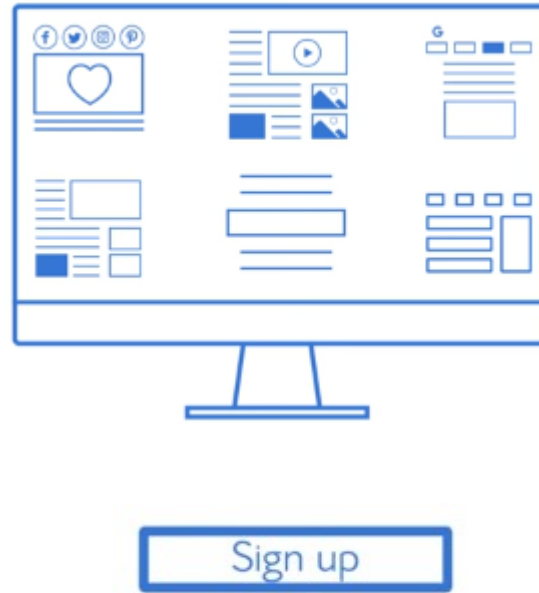


**Web Analytics**

# Web Analytics

Web Analytics is the collection, measurement and analysis of data to help you improve the effectiveness of what you do online!

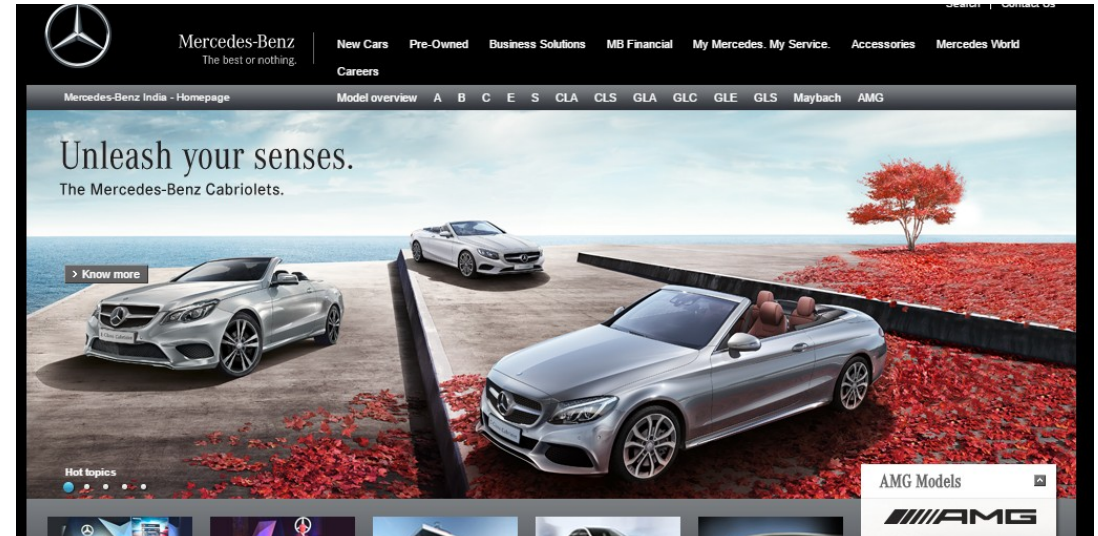
Web Analytics can help you answer some of your basic questions, such as



# Why Use Web Analytics?



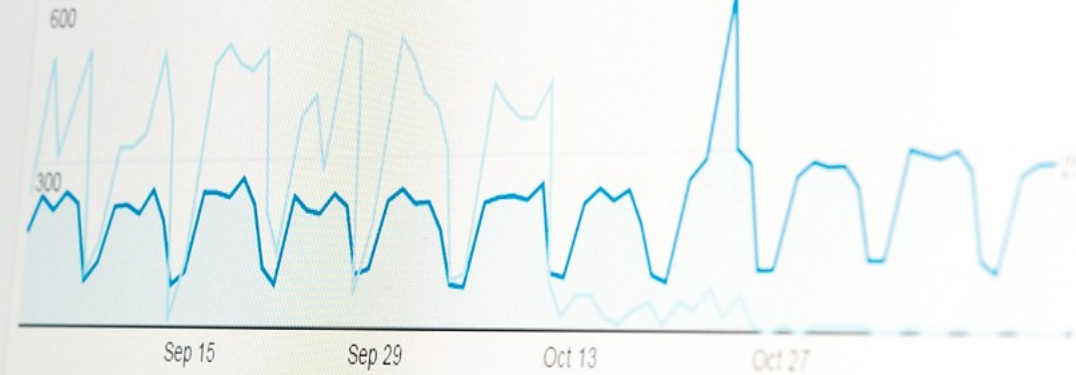
Customers behavior & motivations are largely a mystery.



Data is available regarding a users acquisition, behavior and business outcomes.

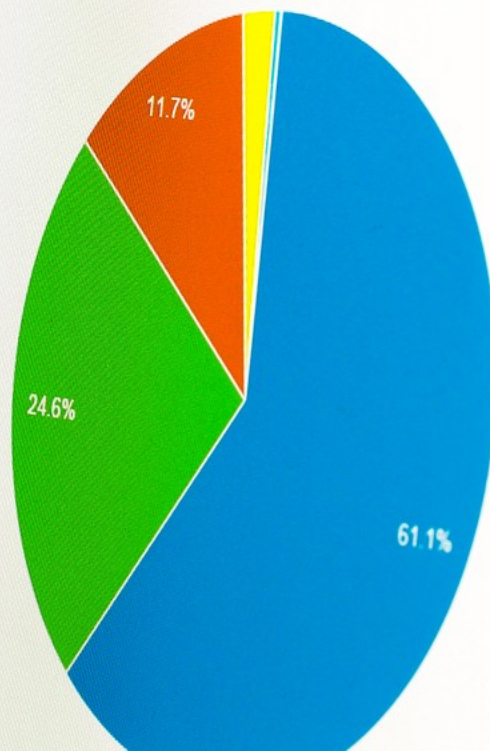
# Web Analytics Terms

The terms every analyst must know!



Visits by Channel

■ organic ■ (none) ■ referral ■ email ■ social ■ Other





# Web Analytics terms

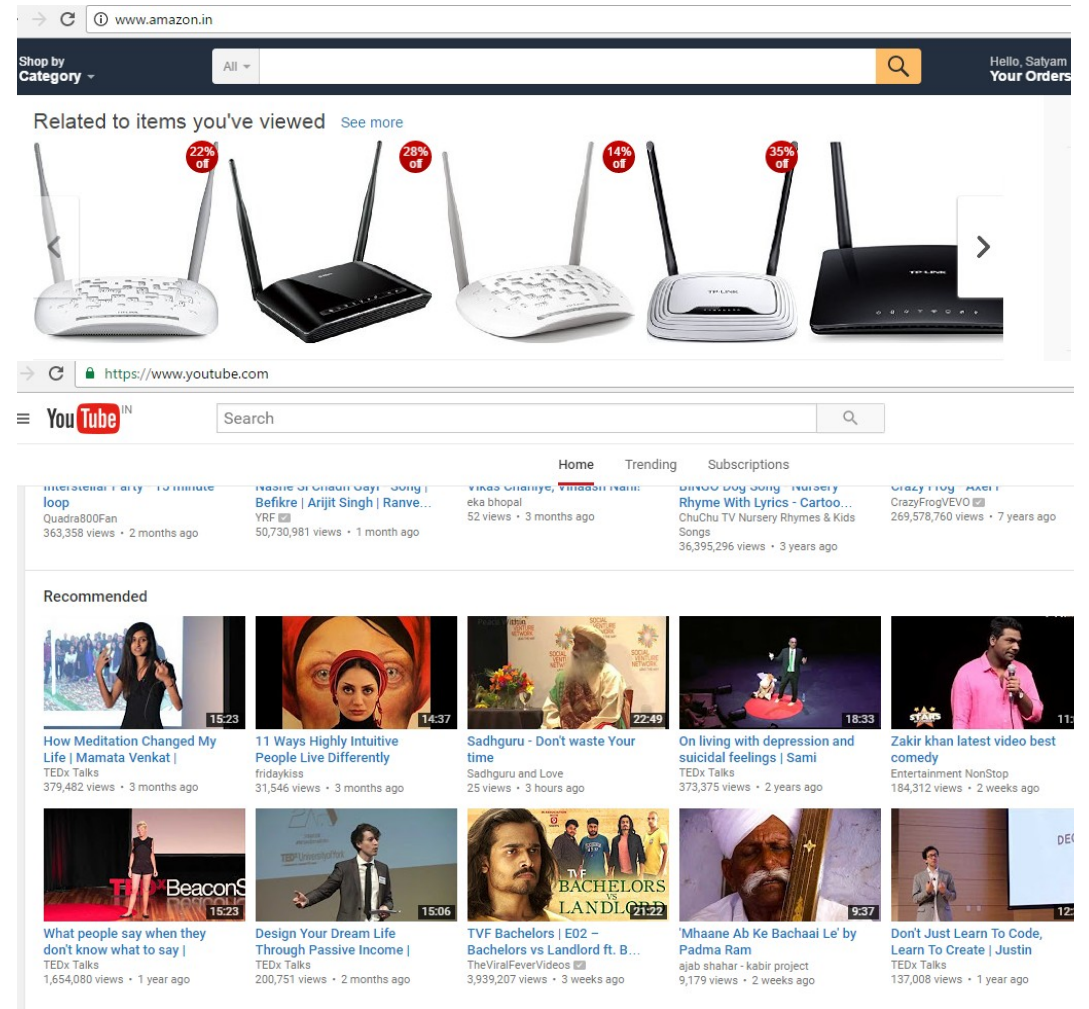
- **User / Visitor:** A person who goes to a website.
- **Session / Visit:** A visit is an interaction between a browser and website. A session from a user is a sum-total of that user's collective interactions with a website.
  - Closing the browser ends the session.
  - Staying inactive for 30 minutes ends the session.
  - Midnight clock ends the session.

# Web Analytics terms

## Cookies



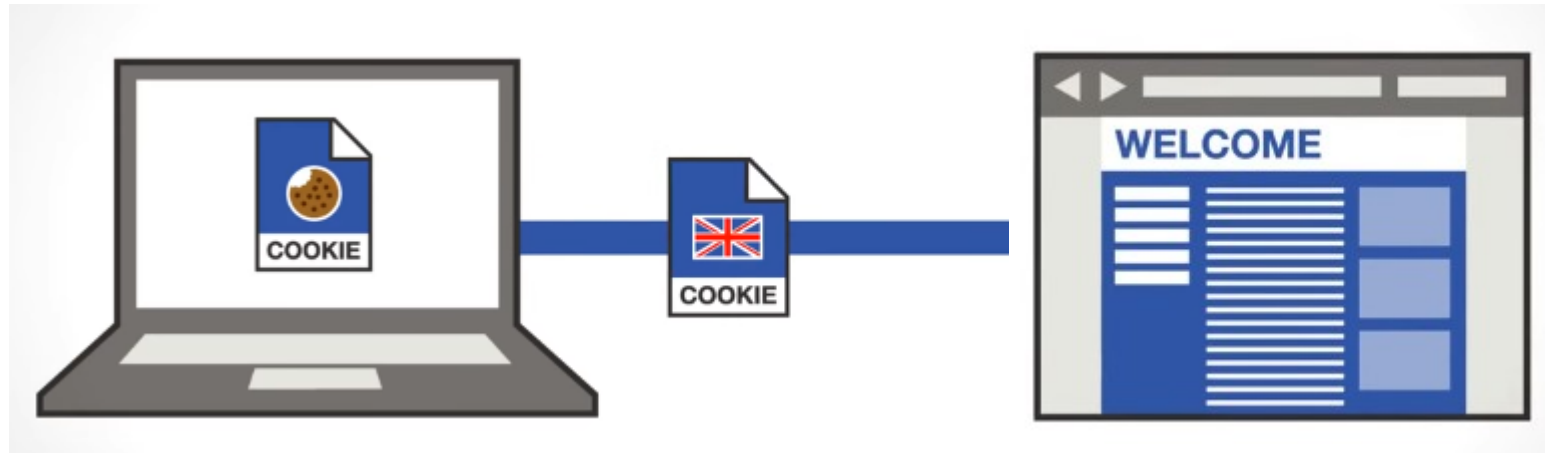
I am a visited link!  
I am a unvisited link!



# Web Analytics terms



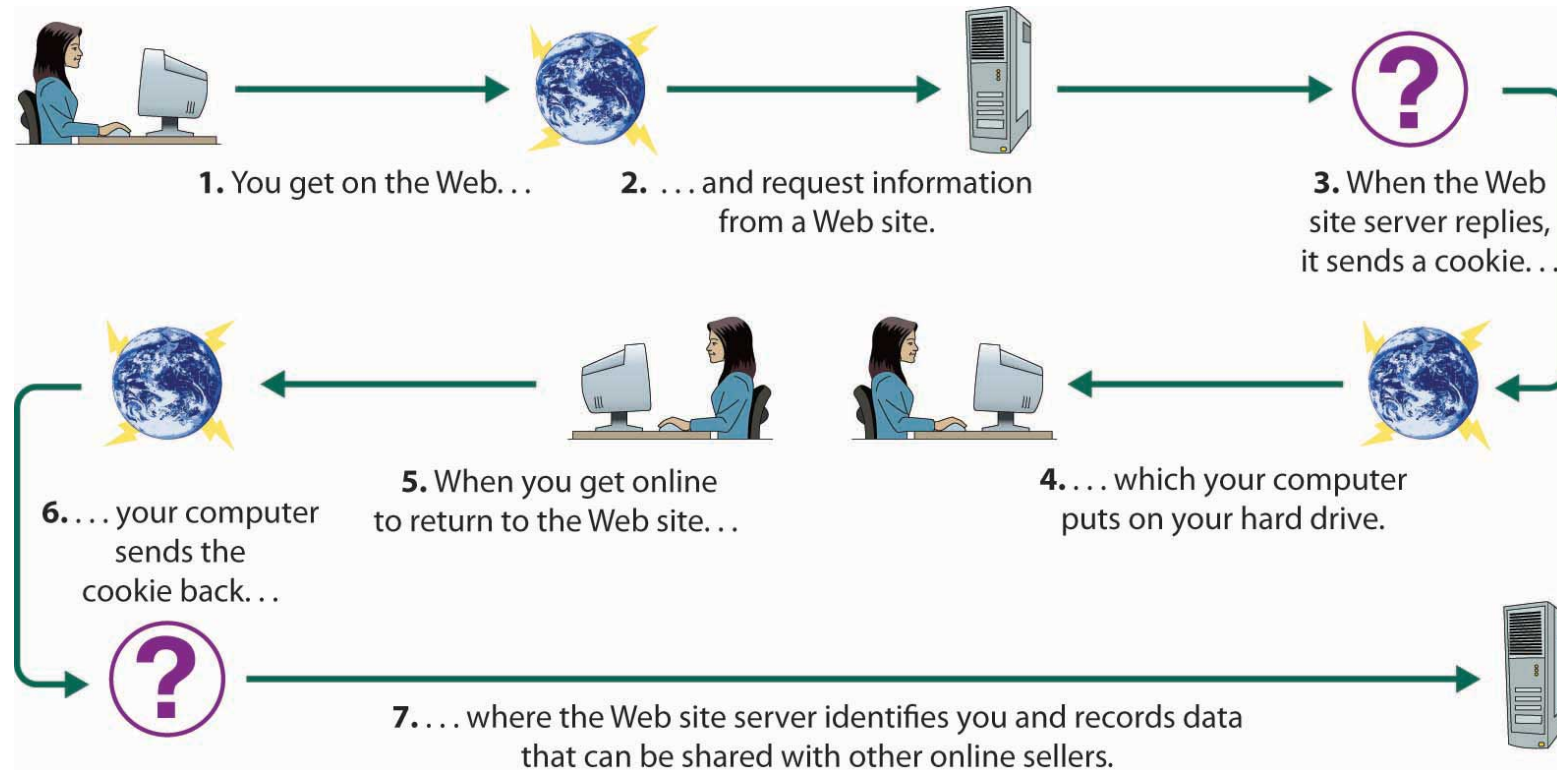
# Web Analytics terms





# Web Analytics terms

**Cookie** A packet of data sent by an Internet server to a browser, which is returned by the browser each time it subsequently accesses the same server, used to identify the user or track their access to the server.



# Web Analytics terms

## **Cookie**

1. Highly dependent on cookies – eg. Your blog!
2. Partially dependent on cookies – eg. Youtube.com
3. Least / Not dependent on cookies – eg. Facebook.com

# Web Analytics terms

## **More about cookies**

1. Highly dependent on cookies – eg. Your blog!
2. Partially dependent on cookies – eg. Youtube.com
3. Least / Not dependent on cookies – eg. Facebook.com

# Web Analytics terms

- **Time on Site:** The average length of time a visitor spends accessing your site within a specified time period.
- **Page View:** The amount of times visitors arrive on individual pages of your Website.





# Context is Important



PageViews : 15000

Sessions: 6000

Users: 1000

**Digital Vidya**



Bangalore Electricity Supply Company Limited

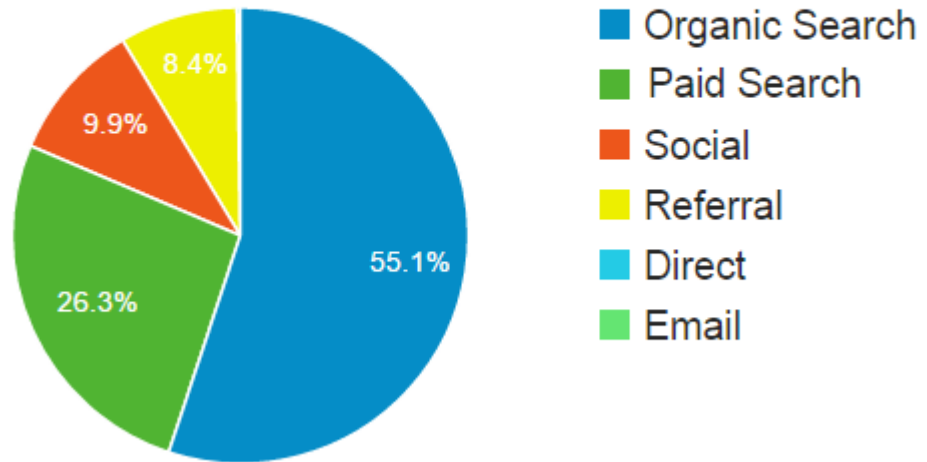
**BESCOM**

(Government of Karnataka Undertaking)

# Web Analytics terms

- **Traffic:** The total number of visits/sessions to your Website.
- **Paid Traffic:** This consists of visitors who come to your Website from Google AdWords ads, paid search engine keywords and other online paid ad campaigns.
- **Organic Traffic:** Visitors who come to your Website from unpaid organic or natural search engine results.
- **Direct Traffic:** Visitor that type in website URL in the address bar.
- **Social Media Traffic:** Visitors coming for a social media website, such as Twitter, Facebook, etc.
- **Referral Traffic:** Visitors coming from another website.

## Top Channels

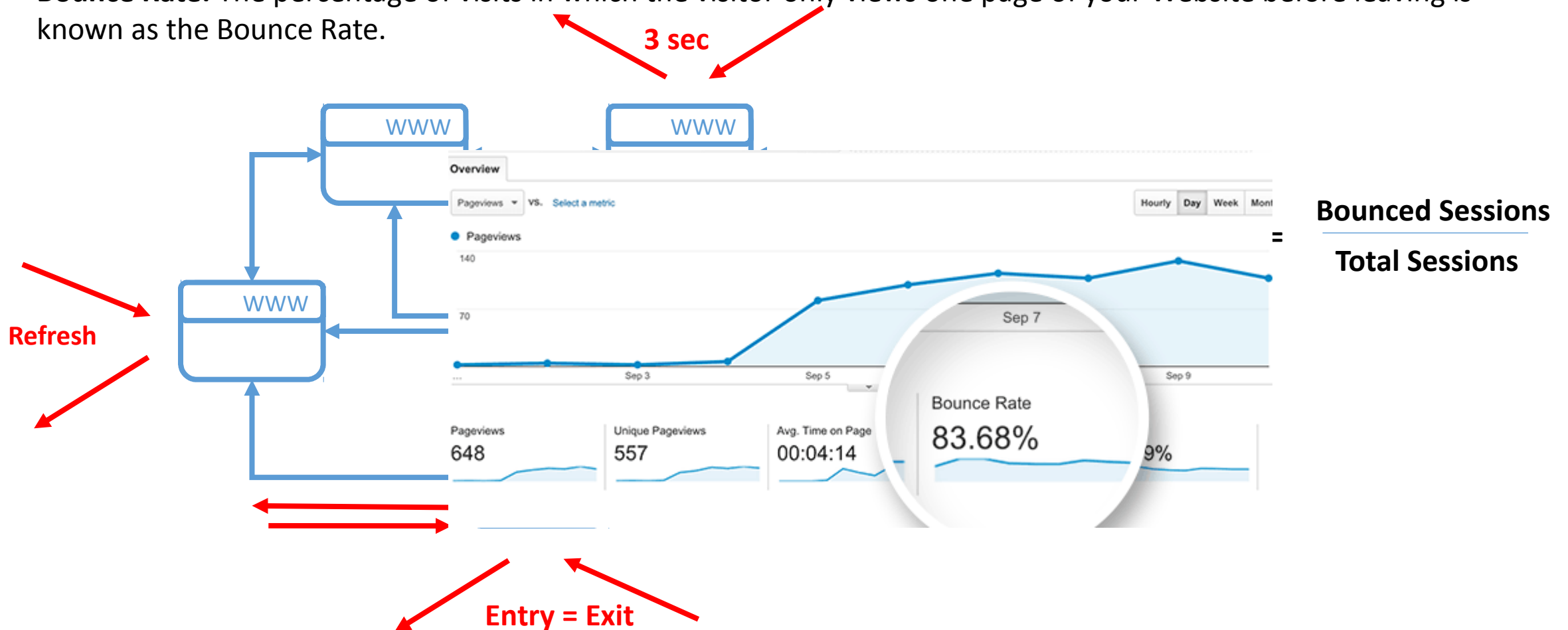


SEO Agency + Tools License fee = 6.6 Lakhs  
AdWords Spend: 2 Lakhs

**Cost / Organic Session Acquisition > Cost / Paid Search Session Acquisition**

# Web Analytics terms

**Bounce Rate:** The percentage of visits in which the visitor only views one page of your Website before leaving is known as the Bounce Rate.





IFSC CODE ICICI BANK MG ROAD



### ICIC0000002 IFSC code

[www.ifsccodebank.com](http://www.ifsccodebank.com) › ... › BANGALORE › Bangalore M G Road (ICIC0000002) ▼

... on ICIC0000002 Icici Bangalore M G Road Branch IFSC Code Bangalore for NEFT ... Address: Icici Bank Ltd Towers, 1, Commissariat Road, Ground Floor, ...

### icici bangalore m g road ifsc code

[www.ifsccodebank.com](http://www.ifsccodebank.com) › ... › BANGALORE › Bangalore M G Road (ICIC0000002) ▼

You can find Icici Bank NEFT, RTGS and IMPS codes in the table alongside. Icici NEFT, RTGS and IMPS code is same as IFSC code and used in net banking.

Bank	Icici Bank Ltd
State	Karnataka
District	BANGALORE URBAN
City	BANGALORE
Branch	Bangalore M G Road (ICIC0000002)
Address	


## 1 week data

- Bounce Rate (Page) – 96%
- Sessions: 3.2 million
- Avg. time of page: 6 min
- Rev. Contribution: 32%


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INDIA'S BEST COLLEGES 2016

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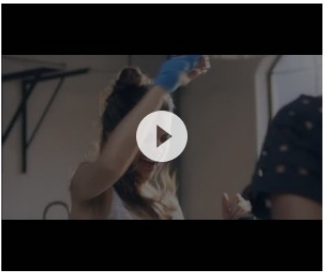
## Aamir Khan joins intolerance debate, says wife Kiran wants to leave India

Aamir Khan said that alarmed by recent incidents his wife Kiran Rao has suggested that they should leave India.

 IndiaToday.in | Posted by Shashank Shantanu  
New Delhi, November 23, 2015 | UPDATED 17:29 IST


A + A -





### May We Suggest

Mauritius cracks down on AgustaWestland link after India Today sting





**Web Analytics**