MCA504 WEB ANALYTICS AND INTELLIGENCE

	L	T	P	Cr
	3	0	2	4.0

Course Objective: This subject enables to examine how website visitors view and interact with a site's pages and features, and business intelligence, which would allow using data on customer purchasing patterns, demographics, and demanding trends to make effective strategic decisions.

Introduction: Definition, Process, Key terms: Site references, Keywords and Key phrases; building block terms: Visit characterization terms, Content characterization terms, Conversion metrics; Categories: Offsite web, On site web; Web analytics platform, Web analytics evolution, Need for web analytics, Advantages, Limitations.

Data Collection: Clickstream Data: Web logs, Web Beacons, JavaScript tags, Packet Sniffing; Outcomes Data: E-commerce, Lead generation, Brand/Advocacy and Support; Research data: Mindset, Organizational structure, Timing; Competitive Data: Panel-Based measurement, ISP-based measurement, Search Engine data.

Qualitative Analysis: Heuristic evaluations: Conducting a heuristic evaluation, Benefits of heuristic evaluations; Site Visits: Conducting a site visit, Benefits of site visits; Surveys: Website surveys, Post-visit surveys, Creating and running a survey, Benefits of surveys.

Web Analytic fundamentals: Capturing data: Web logs or JavaScripts tags, Separate data serving and data capture, Type and size of data, Innovation, Integration, Selecting optimal web analytic tool, Understanding clickstream data quality, Identifying unique page definition, Using cookies, Link coding issues.

Web Metrics: Common metrics**:** Hits, Page views, Visits, Unique visitors, Unique page views, Bounce, Bounce rate, Page/visit, Average time on site, New visits; Optimization(e-commerce, non e-commerce sites): Improving bounce rates, Optimizing adwords campaigns; Real time report, Audience report, Traffic source report, Custom campaigns, Content report, Google analytics, Introduction to KPI, characteristics, Need for KPI, Perspective of KPI, Uses of KPI.

Web analytics 2.0: Web analytics 1.0, Limitations of web analytics 1.0, Introduction to analytic 2.0, Competitive intelligence analysis : CI data sources, Toolbar data, Panel data ,ISP data, Search engine data, Hybrid data, Website traffic analysis: Comparing long term traffic trends, Analyzing competitive site overlap and opportunities.

Google Analytics: Brief introduction and working, Adwords, Benchmarking, Categories of traffic: Organic traffic, Paid traffic; Google website optimizer, Implementation technology, Limitations, Performance concerns, Privacy issues.

Relevant technologies: Internet & TCP/IP, Client / Server Computing, HTTP (HyperText Transfer Protocol), Server Log Files & Cookies, Web Bugs.

Laboratory Work: Lab assignments cover the basic fundamentals of analyzing the websites, understanding their basic features. It also involves use of related tools and technologies in this domain.

Text books:

1. Clifton B., Advanced Web Metrics with Google Analytics, Wiley Publishing, Inc.

(2010), 2nded.

2. Kaushik A., Web Analytics 2.0 The Art of Online Accountability and Science of Customer Centricity, Wiley Publishing, Inc. (2010),1st ed.

3. Sterne J., Web Metrics:Proven methods for measuring web site success, John Wiley and Sons (2002),1sted