

Analysis Report

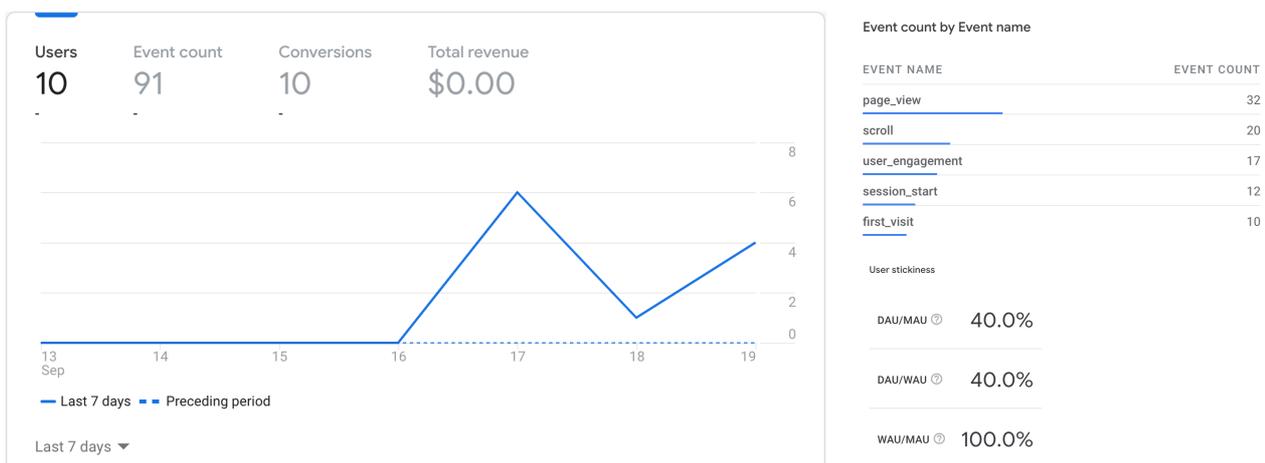
Bishes gurung

neptal.uk

Introduction

The feedback given through tracking a websites analytics are vital in enhancing your website to better improve performance and user experience. I have placed my website up int its initial form to attempt to attain as much analytical data as possible. Though it is not anywhere near the final stage of development and cannot offer tremendous amounts of feedback, I believe it will still help me shape my website into the most efficient version possible that caters to all of my users.

User traffic



As you can see from the above screenshot, my number of users is not at a desired rate to reap data for future improvements. However without the start of my social media advertisements, the website is gaining views and engagements as user stickiness is at 40% for 30 day active users and weekly users who are one day active users. As the site develops, the data will become a lot more valuable for future changes and decisions.

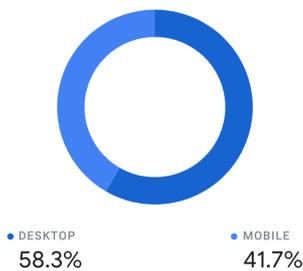
Site Performance



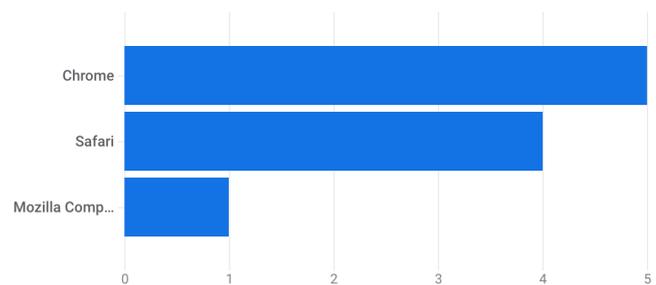
The above score is for my page load speed, as you can see it is currently at 100%. This is due to the early development stage the site is at currently. This is the ultimate aim for me to be able to achieve this once my site is at the final stages of development to ensure the best of experiences for my users.

Technology

Users ▾ by Device category



Users ▾ by Browser



The above information displayed is the percentage of mobile to desktop users and the browsers used by my users. As you can see it is varied between 3 different browsers which further highlights the importance of cross-browser testing. The details also show that 41% of users were on mobile, yet again, further highlighting the importance of responsive designs and the need to make it as engaging as the desktop experience.

Geolocation

Country ▾	+ ↕ Users	New users	Engaged sessions	Engagement rate	Engaged sessions per user	Engagement time	Event count All events ▾	Conversions All events ▾	Total revenue
Totals	10 100% of total	10 100% of total	11 100% of total	91.67% Avg 0%	1.1 Avg 0%	0m 32s Avg 0%	91 100% of total	10 100% of total	\$0.00
1 United Kingdom	7	7	8	88.89%	1.143	0m 46s	82	7	\$0.00
2 Ireland	2	2	2	100%	1	0m 00s	6	2	\$0.00
3 United States	1	1	1	100%	1	0m 00s	3	1	\$0.00

As you can see above my traffic will mainly consist of users from the UK. This was always going to be the main source of traffic demographically for myself, however, I do aim to further expand my reach and include at least 5-10 countries with regular visits and users. This will all be further populated with the introduction of social media promotion.

Conclusion

In conclusion, my site is still at the development stages at this point of analysis and therefore don't completely reflect the best of data.

However the data gathered has informed me of certain changes I should or should not be making in my development.