WEB ANALYTICS

(Program Elective – VI)

Course Code	19IT4801F	Year	IV	Semester	II
Course Category	PE	Branch	IT	Course Type	Theory
Credits	3	L-T-P	3-0-0	Prerequisites	WT, DA
Continuous Internal		Semester End			
Evaluation:	30	Evaluation:	70	Total Marks:	100

	Blooms Taxonomy Level		
Upon s	uccessful completion of the course, the student will be able to		
CO1	Understand the Web analytics	L2	
CO2	Identify Different Data Collection and Web Analytics Strategies	L3	
CO3	Apply Different Web Analytics Tools	L3	
CO4	Summarize Various Google Analytics and testing	L4	

	Contribution of Course Outcomes towards achievement of Program Outcomes & Strength of correlations (3:Substantial, 2: Moderate, 1:Slight)					ations								
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO1 2	PSO1	PSO2
CO1		3											2	
CO2		3											2	
CO3		3			3								2	
CO4		3											2	

	Syllabus	
Unit No	Contents	Mapped CO
I	Web Analytics—Present and Future: A Brief History of Web Analytics, Current Landscape and Challenges, Traditional Web Analytics Is Dead, What Web Analytics Should Be	CO1, CO2
	Data Collection —Importance and Options: Understanding the Data Landscape, Click stream Data, Outcomes Data, Research Data, and Competitive Data.	
II	Overview of Qualitative Analysis: Overview of Qualitative Analysis, Lab Usability Testing, Heuristic Evaluations	CO2
	Critical Components of a Successful Web Analytics Strategy? : Focus on Customer Centricity, Solve for Business Questions, Follow the 10/90 Rule, Hire Great Web Analysts, Identify Optimal Organizational Structure and Responsibilities.	
III	Web Analytics Fundamentals: Capturing Data: Web Logs or JavaScript tags? Selecting Your Optimal Web Analytics Tool, Understanding Clickstream Data Quality, Implementing Best Practices, Apply the "Three Layers of So What" Test.	CO2,
IV	Diving Deep into Core Web Analytics Concepts: Preparing to Understand the Basics, Revisiting Foundational Metrics, Understanding Standard Reports, Using Website Content Quality and Navigation Reports. Jump-Start Your Web Data Analysis: Creating Foundational Reports, E-commerce Website, Support Website, Blog Measurement	
V	Search Analytics—Internal Search, SEO, and PPC Performing Internal Site Search Analytics, Beginning Search Engine Optimization, Measuring SEO Efforts, Analyzing Pay per Click Effectiveness.	CO1, CO4
	Website Experimentation and Testing—Shifting the Power: Why Test and What Are Your Options? What to Test, Build a Great Experimentation and Testing Program	

Learning Resources
Text Books
1. Web Analytics: An Hour a Day by Avinash Kaushik ,2007, Publisher(s): Sybex, ISBN 9780470130650
References
Actionable Web Analytics: Using Data To Make Smart Business Decisions by Jason Burby and
Shane Atchison,2007, Publisher(s): Sybex
e-Resources & other digital material
https://www.oreilly.com/library/view/web-analytics-an/9780470130650/