



GITAM INSTITUTE OF MANAGEMENT (GIM)
Gandhi Institute of Technology and Management (GITAM)
(Declared as Deemed to be University u/s 3 of UGC Act. 1956)
Visakhapatnam – 45.

Course Code: MAN 304	Course Title: Web Analytics	
Trimester: VI	Course Type: Core	Credits: 3
Home Programme(s): BBA (Business Analytics)		Batch: 2020 – 23
Course Leader:		

Course description and learning outcomes

The World Wide Web along with social media produces huge amount of data every day. This data may provide lot of insight on not only the user's usage behavior but his/her tastes, preferences and thoughts. Web Analytics is a field in data analytics that will help in understanding user's attitudes and characteristics and help a business in targeting the potential customer.

Learning Objectives

- Understand the concept of web analytics
- Understand clickstream and emerging analytics like social, mobile and video
- Understand the application of web analytics metrics

On successful completion of this course, students will be able to:

CO	Learning Outcome	Assessment
CO1	Understand the usage of different metrics for web analytics	A1, A2
CO2	Perform clickstream analysis	A3
CO3	Perform web analytics	A3
CO4	Perform Social Analytics	A3
CO5	Understand the principles of an Analyst	A1, A4

Course outline and indicative content

Unit I: (8 sessions) (CO1, L2)

Introduction to Web Analytics: Concept of web analytics, Importance and benefits of Web Analytics, Selecting a web analytic tool, Web Metrics – Visits and Visitors, Time on page and Time on site, Bounce Rate, Exit Rate, Conversion rate, Engagement, Attributes of metrics, Strategic elements related to web metrics – diagnosing root cause, leveraging customer reports, macro view of the site's performance

Unit II: (8 sessions) (CO2, L3)

Click stream Analysis and KPI's: Understanding the web metrics of a web site, Producing web analytics report, Foundational Analytical strategies – Segmentation, Focus on Customer Behaviour, Different Clickstream Analysis, Web analytics challenges, Actionable outcome KPIs, understanding the conversion rates, measuring macro and micro conversions, quantifying economic value, measuring success for non – economic website

Unit III: (8 sessions) (CO3, L3)

Leveraging Qualitative Data, Testing and Experimentation: Lab Usability Studies, Usability Alternatives, Surveys, Web-enabled emerging user research options, Testing – A/B Testing, Multivariate Testing, Actionable Testing ideas, Controlled Experiments, Creating and Nurturing a testing culture,

Competitive Intelligent Analysis – CI data sources, types and secrets, web traffic analysis, search and keyword analysis

Unit IV: (8 sessions) (CO4, L3)

Emerging Analytics: Social Analytics – Data challenge, content democracy evolution, twitter revolution, analyzing offline customer experiences, analyzing mobile customer experiences, Measuring the success of blogs, Quantifying the impact of Twitter, Analysing performance of videos, Hidden web analytics traps – accuracy or precision, Dealing with data quality, Building action dashboard, Nonline marketing opportunity and multichannel measurement, Behaviour Targeting, Challenges in Online data mining and Predictive Analytics

Unit V: (8 sessions) (CO5, L2)

Principles of an Analyst: Understanding the context, Comparing KPIs over time, measuring latent conversions, understanding the search analytics, Multitouch Campaign Attribution Analysis, Multichannel Analytics.

Assessment methods				
Task	Task	Task type	Task mode	Weightage (%)
A1	Mid exam	Individual		20
A2	Coursera	Individual		10
A3	Class room presentation/ Seminars and Case analysis/workshop/training/ Assignments/survey/ Project	Individual / Group		10
A4	End-term examination	Individual		60

Mapping Cos – Blooms Levels – Assessment Tools

Knowledge dimension / Cognitive dimension	L1. Remember	L2. Understand	L3. Apply	L4. Analyze	L5. Evaluate	L6. Create
Factual Knowledge						
Conceptual Knowledge		CO1 (A1, A4) CO5(A1, A4)				
Procedural Knowledge		CO1 (A2)	CO2(A3) CO3(A3) CO4(A3)			
Meta Cognitive Knowledge						

Learning and teaching activities

Classroom Lectures, Application Cases

Teaching and learning resources

Textbooks, Ebooks, Reference Materials, Web resources, Web Analytics Tool

CO PO Mapping

This is to map the level of relevance of the Course Outcome (CO) with Programme Outcome (PO).
0= No Relevance; 1= Low Relevance; 2= Medium Relevance; 3= High Relevance

CO PO Mapping							
	PO1	PO2	PO3	PO4	PO5	PO6	Sum
CO1	1	0	0	2	3	3	9
CO2	1	0	0	2	3	3	9
CO3	1	0	0	2	3	3	9
CO4	1	0	0	2	3	3	9
CO5	1	0	0	2	3	3	9
Target Level Max.	5	0	0	2	3	3	45

Program Outcomes

1	Ability to understand the business problems with their knowledge in different functional areas of management.
2	Integrate with structured, semi – structured and unstructured data.
3	Utilize the tools such as Microsoft Excel, SPSS, R, Weka and Tableau to solve business analytics problems.
4	Ability to apply analytics techniques to analyze and interpret the data.
5	Incorporate the descriptive, predictive and prescriptive analytics.
6	Evaluate the necessary skills and understanding to take up advanced topics in the area of analytics and thus enhance their career prospects.