

WEB TRAFFIC ANALYTICAL APPLICATION

Aparna Sharma, Vinayak, Rudrendra Singh Rathore, Anushka Saxena, Asmita Maurya

Dept. Of Computer Science and Engineering Babu Banarasi Das Institute Of

Technology And Management Lucknow, Uttar Pradesh, India.

Assistant Professor, Dept. Of Computer Science and Engineering,

Babu Banarasi Das Institute Of Technology and Management Lucknow, Uttar Pradesh, India.

I. Abstract

Web traffic is a vital metric for online businesses and organizations. This research paper proposes a web traffic analytical application that helps website owners monitor and analyze their website traffic. This data can be used to identify areas of the website that need improvement and to create targeted marketing campaigns. We examine the different types of data that can be collected, such as page views, unique visitors, time spent on the page and login counts and discuss the various methods used to analyze this data, including data visualization, predictive modeling, statistical analysis techniques and machine learning to provide real-time analytics on web traffic. The paper discusses the different types of data collected by these applications, the tools and technologies used for data collection, and the methods used for data analysis. The paper also discusses the challenges and limitations associated with web traffic analytical applications and the future directions of research in this area. The effectiveness of the application was evaluated through a case study, where it was used to analyze the traffic of an e-commerce website. The results showed that the application was able to provide valuable insights into user behavior and website performance, which can be used to improve the overall user experience and increase website engagement. The application will enable website owners and marketers to optimize their online presence and improve their digital marketing efforts.

Keywords: web traffic, analytical application, data collection, data analysis, data visualization, predictive modeling, machine learning, digital marketing.

II. Introduction

Web traffic analysis is an essential aspect of website management. Website owners need to understand how their website is performing to optimize user experience, improve conversions, and generate revenue. Web traffic analysis provides insights into website performance by tracking user behavior, traffic sources, and website content. The data generated by web traffic analysis can be used to make informed decisions on website optimization strategies.[1]

Mr. Pratik V. Pande et al. [1] state that web traffic is the amount of data sent and received by visitors to a website. It is a crucial metric for online businesses and organizations, as it provides insights into user behaviour, preferences, and needs. Analyzing web traffic data can help businesses identify areas for improvement, optimize website design and content, and drive traffic to their site. Web traffic analytical applications provide businesses with tools to track and analyze web traffic data, allowing them to make data-driven decisions to improve their online presence.[2] [3]

This research paper describes the development of a web traffic analytical application that can be used to monitor and analyze website traffic data in real-time. The application provides website owners with a comprehensive view of their website's performance, user behavior, and traffic sources. The application uses various data processing and visualization tools to provide website owners with insights into their website's performance.[1]

III. Types of Web Traffic Analytical Applications

According to Radovan Madlenak et al. [4], there are several types of web traffic analytical applications available in the market. Some of the most popular ones are:

Google Analytics: Google Analytics is a free web traffic analytical application that provides detailed insights into website traffic data. It tracks website traffic, visitor behavior, and demographics, including age, gender, and location. Google Analytics also provides real-time data on website traffic, allowing organizations to track the performance of their website in real-time.

Adobe Analytics: Adobe Analytics is a paid web traffic analytical application that provides comprehensive website traffic data. It offers features such as real-time tracking, segmentation, and predictive analytics. Adobe Analytics also integrates with other Adobe products, such as Adobe Marketing Cloud, allowing organizations to create personalized digital experiences for their customers.

Mixpanel: Mixpanel is a web traffic analytical application that focuses on user behavior. It tracks user behavior, such as clicks, scrolls, and swipes, providing organizations with insights into how users interact with their website. Mixpanel also offers features such as A/B testing, funnel analysis, and cohort analysis.[5]

IV. Benefits of Web Traffic Analytical Applications

Mrs. Mamatha S et al. [5] state that web traffic analytical applications offer a range of benefits for businesses, including:

Improved website design: Analyzing web traffic data can help businesses identify areas for improvement in website design and functionality.

Enhanced content marketing: Web traffic analytical applications can help businesses optimize their content marketing efforts by identifying which types of content are most popular and which channels are driving the most traffic.

Better user experience: By analyzing user behavior, businesses can optimize website navigation, content placement, and other elements to improve the user experience.

Increased website traffic: By identifying the most effective traffic sources and optimizing website content, businesses can drive more traffic to their site.[5]

V. Web Traffic Analysis Techniques

Lingfang Huang, Li Zhu et al. [6] state that the proposed web traffic analytical application uses various analytical techniques to extract valuable insights from web traffic data. These techniques include:

Visitor Segmentation: This technique involves segmenting website visitors based on various criteria, such as location, time of day, and device type. This information can help businesses tailor their website content to specific user segments.

User Behavior Analysis: This technique involves analyzing user behavior patterns, such as clickstream analysis, to understand how visitors navigate through a website. This information can help businesses identify areas where users are dropping off and improve website usability [7].

Traffic Source Analysis: This technique involves analyzing the sources of website traffic, such as search engines, social media, and referral websites. This information can help businesses identify the most effective marketing channels and optimize their marketing campaigns.

Predictive Analytics: This technique involves using historical web traffic data to predict future traffic trends. This information can help businesses optimize website content and resources to accommodate future traffic spikes. [6] [7]

VI. Application Development

Alisha Dibrova et al. [7] state that the proposed web traffic analytical application will be developed using the following technologies:

Programming Language: The application will be developed using a high-level programming language such as Python or JavaScript.

Web Framework: The application will be built using a web framework such as Flask or Django.

Database: The application will use a database such as PostgreSQL or MySQL to store web traffic data.

Visualization: The application will use visualization libraries such as D3.js or Plotly to create interactive visualizations of web traffic data.[7] [8]

VII. Key features

Danielle Booth et al. [8] state that web traffic analytical application provides website owners with a range of features to monitor and analyze their website's performance. These features include:

Real-time monitoring: The application provides real-time monitoring of website traffic data, allowing website owners to track user behavior as it happens.

Traffic sources: The application provides information on the sources of website traffic, including search engines, social media, and referral links [9].

User behavior: The application provides insights into user behavior, including the pages visited, time spent on each page, and the devices used to access the website.

Website content: The application provides insights into website content, including the most popular pages and the pages with the highest bounce rates.

Customizable dashboard: The application provides a customizable dashboard, allowing website owners to select the metrics they want to monitor.[8] [9]

VIII. Methodology

According to the Prof. Almeida Prado et al. [9], web traffic analytical application was developed using a combination of programming languages, including Python, JavaScript, and HTML. The application uses Google Analytics to collect data about website visitors. The data is then analyzed using various statistical and machine learning techniques to provide insights about visitor behaviour.

The development of the web traffic analytical application involves the following steps:

Requirement gathering: The first step in developing the application is to gather requirements from website owners and marketers. The requirements will include the features they need to analyze web traffic, such as real-time data analysis, user behaviour analysis, website performance analysis, and marketing analysis.

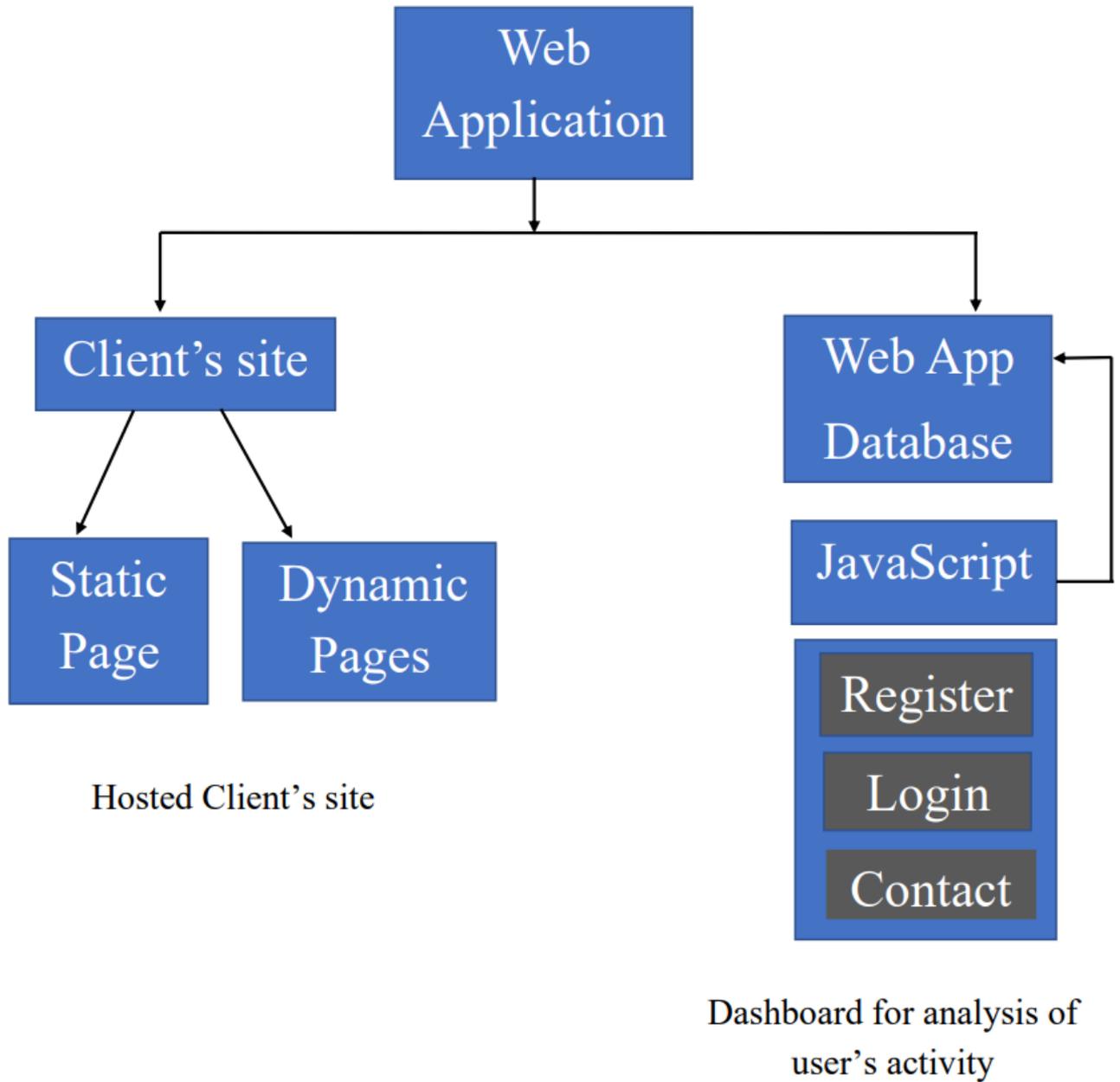
System design: Once the requirements are gathered, the next step is to design the system. The system design will include the architecture of the application, the database schema, and the algorithms used for data analysis.

Application development: After the system design is completed, the application development process will begin. The application will be developed using programming languages such as Python and JavaScript, and the database will be created using MySQL.

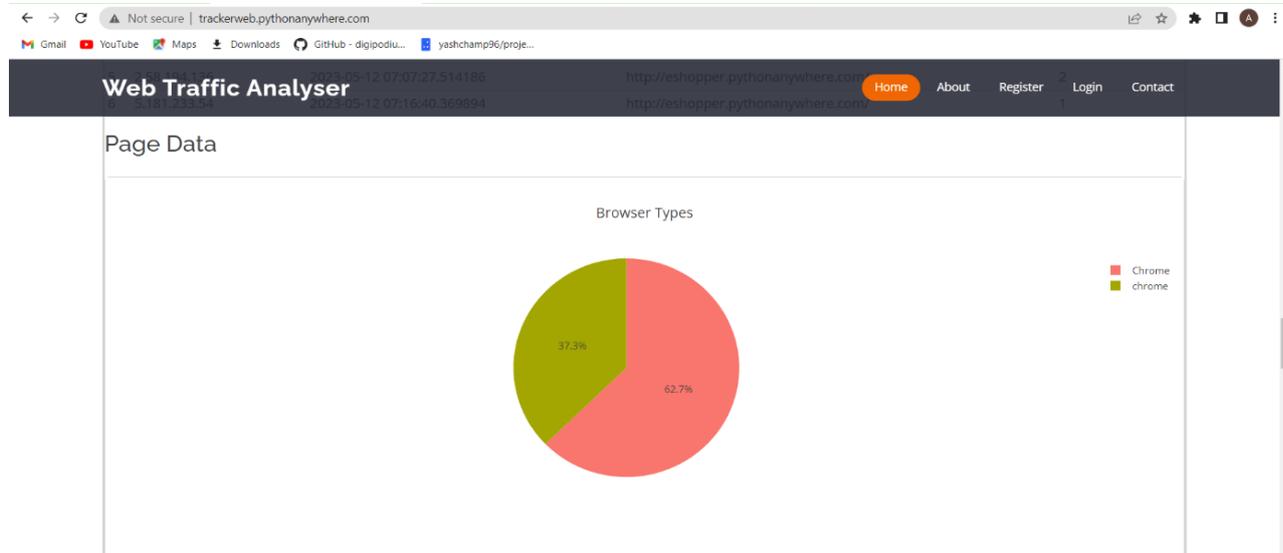
Testing: Once the application is developed, it will undergo testing to ensure that it meets the requirements and is free from bugs and errors.

Deployment: After the testing is completed, the application will be deployed on a server and made available to website owners and marketers.

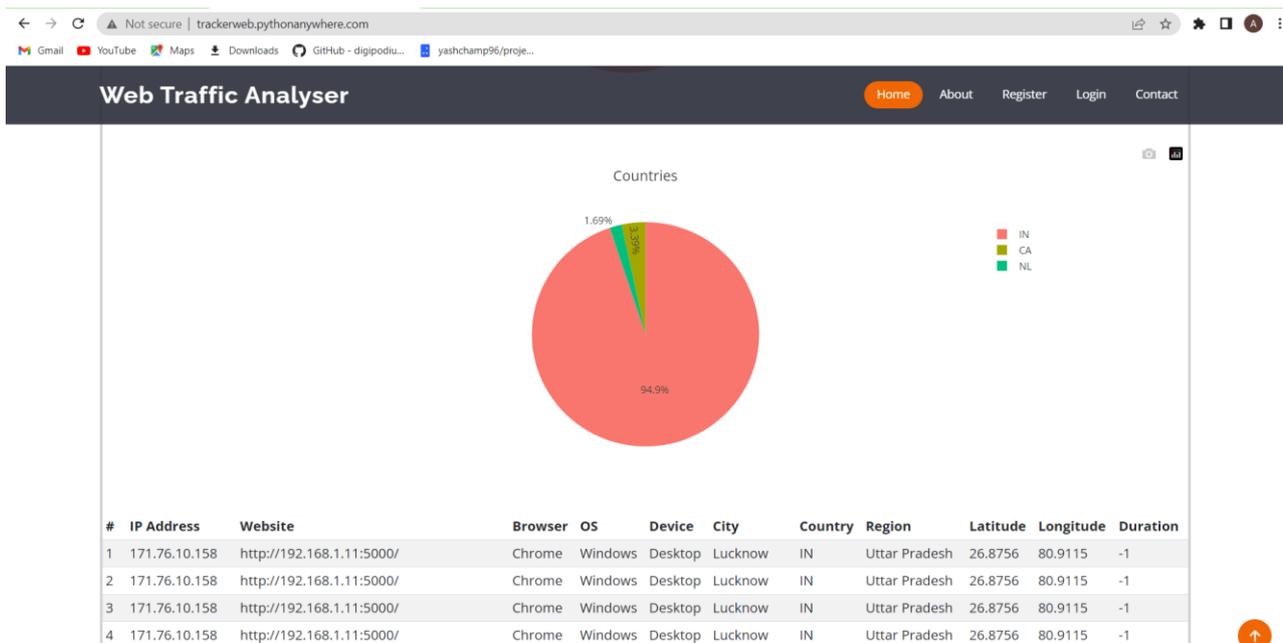
Data Flow Diagram



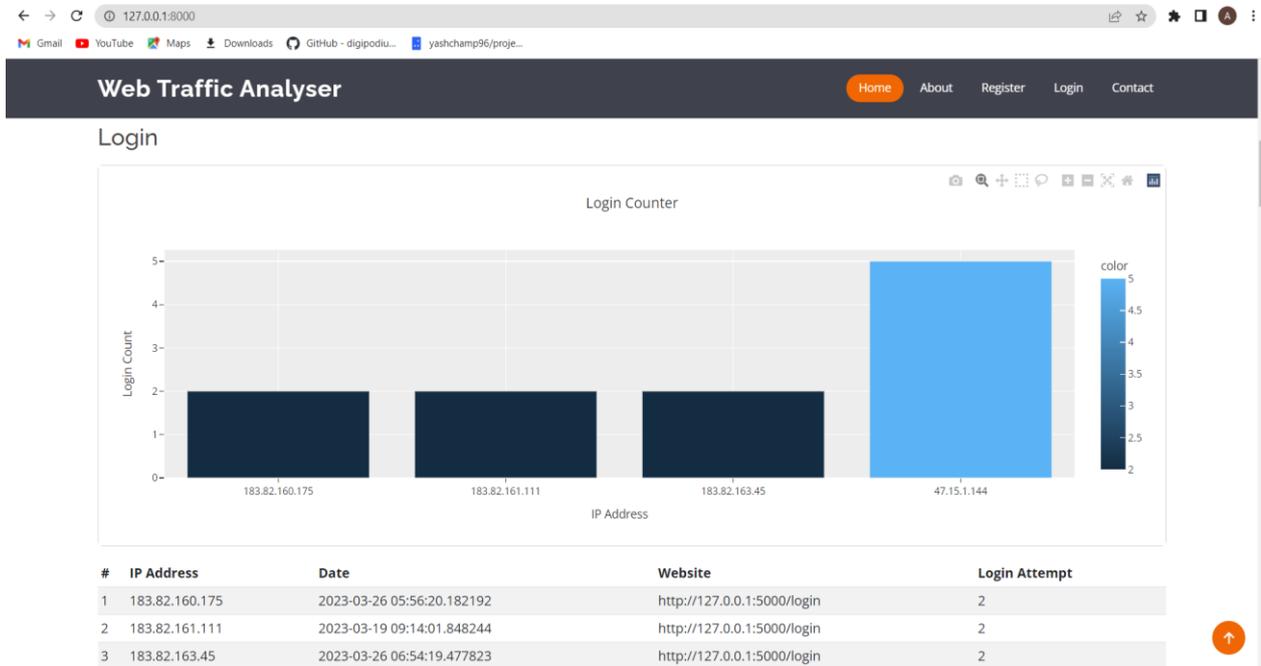
1. Pie Chart For Browser Type



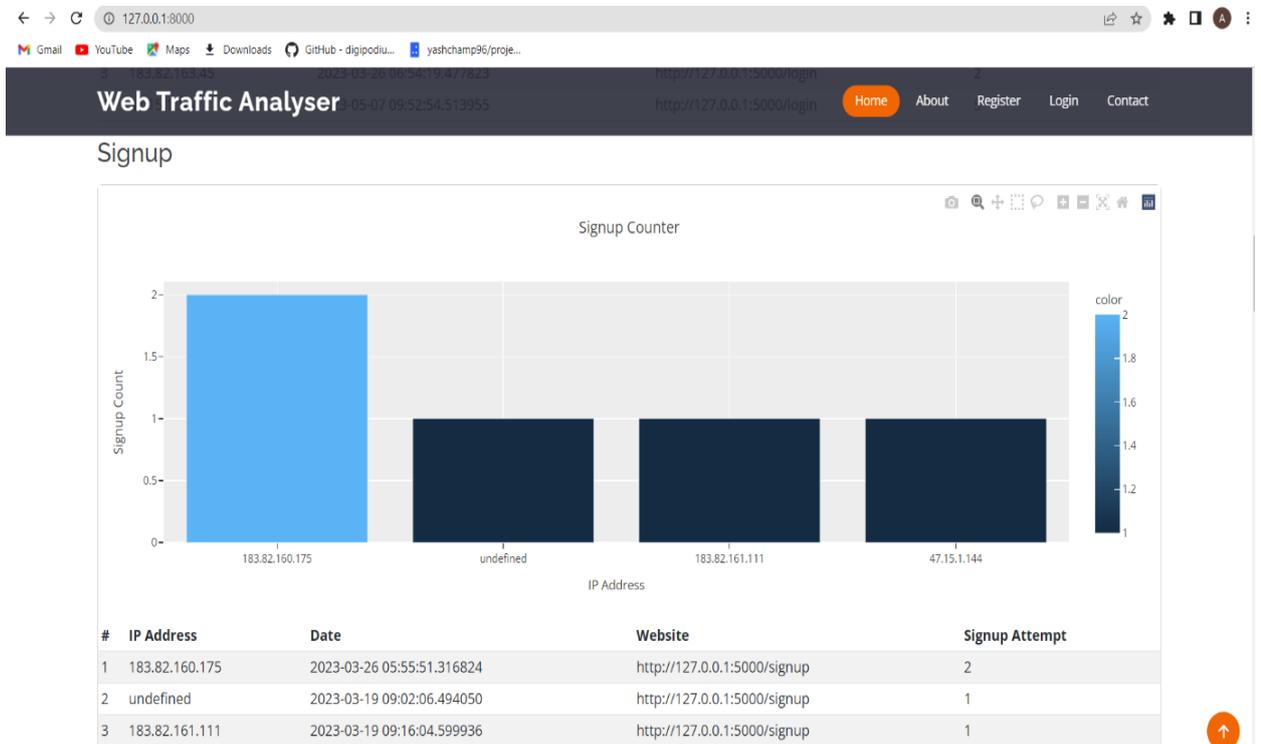
2. Pie chart for Page Data



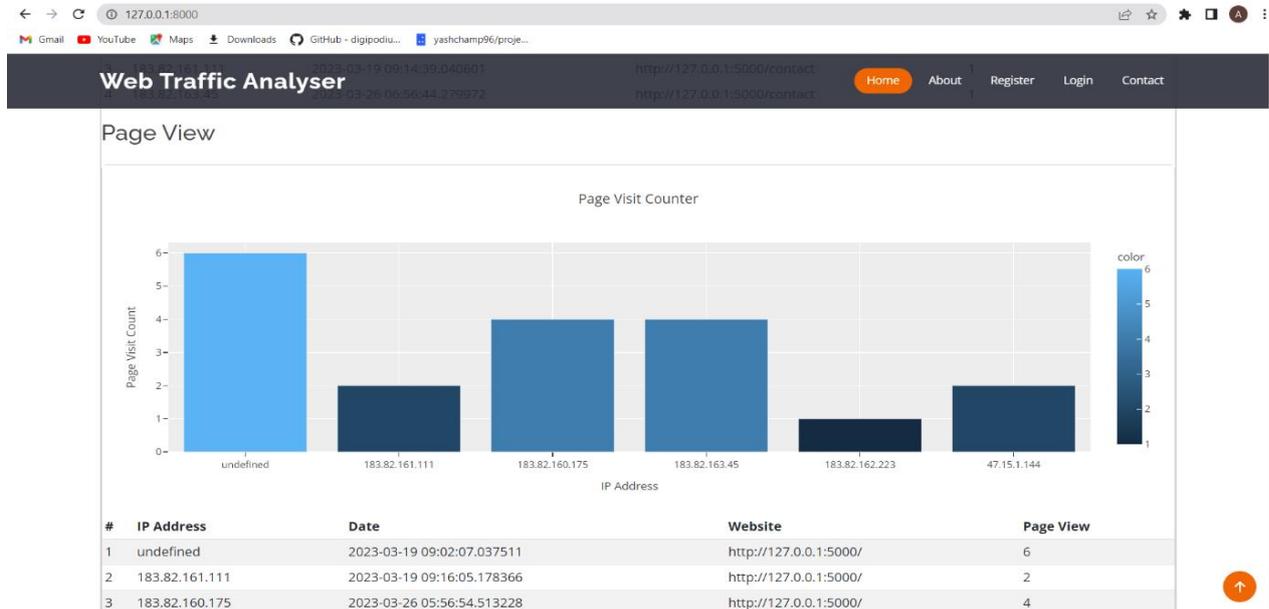
3. Graph for Login Counter



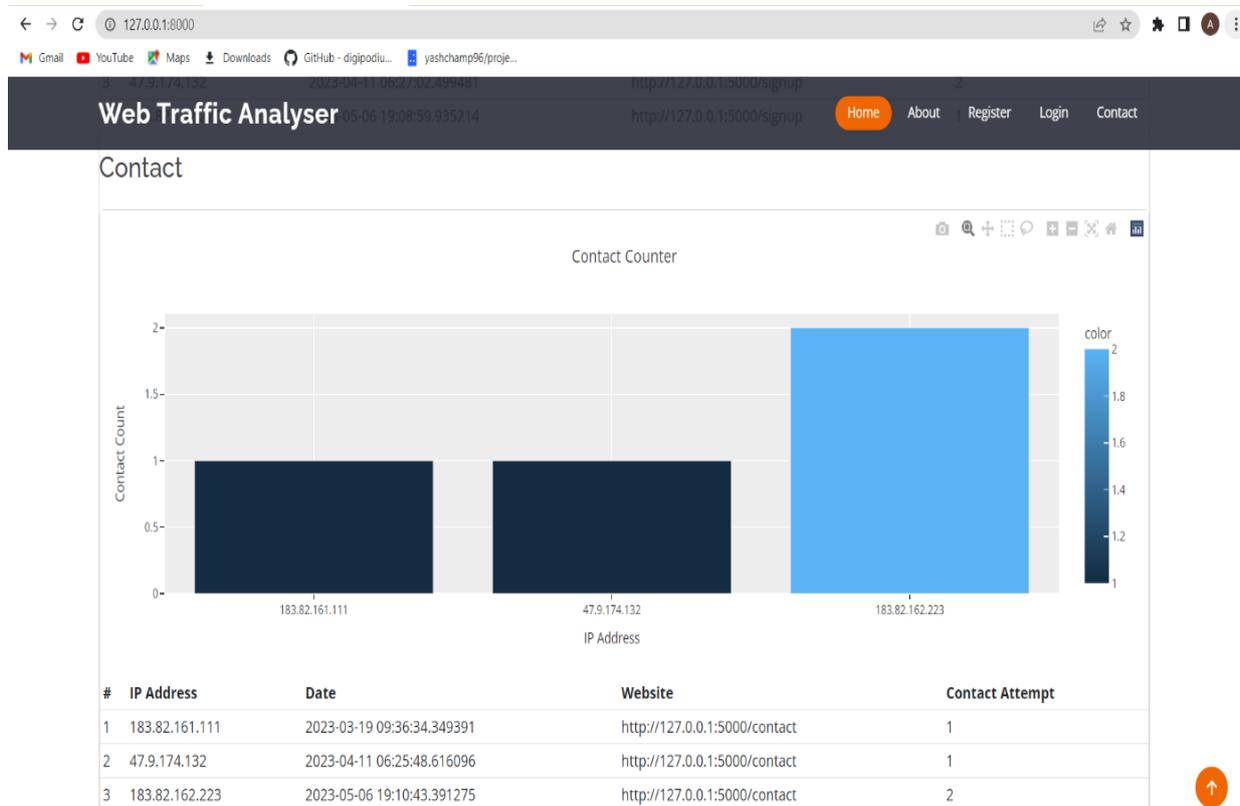
4. Graph for Signup Counter



5. Graph for Page Visit Counter



6. Graph for Contact Counter



IX. Challenges and Limitations:

Deepika Verma et al. [10] and Catherine Dwyer et al. [11] state that web traffic analytical applications face several challenges and limitations, including privacy concerns and data accuracy issues. Privacy concerns arise due to the collection of personal data on website visitors, such as IP addresses and browser history. Data accuracy issues can arise due to factors such as ad-blockers, which can prevent data from being collected, or the use of multiple devices by a single user, which can result in duplicate data.

X. Future Scope

Padma Jyothi et al. [12] state that The future of web traffic analytical applications is likely to focus on the use of machine learning and artificial intelligence techniques to analyze data. These techniques can help to identify patterns and trends in large datasets and provide insights into user behavior. Another area of research is likely to focus on the development of new tools and technologies to improve the accuracy and reliability of data collected by web traffic analytical applications.

XI. Case Study

According to Akiyuki Sekiguchi et al. [13] and Suchita Rawool et al. [14] To demonstrate the application of a web traffic analytical application, we present a case study of a small online retail business. The business used a web traffic analytical application to track and analyze web traffic data, with the following results:

Increased traffic: By identifying the most effective traffic sources and optimizing content, the business was able to increase website traffic by 20%.

Improved user experience: By analyzing user behavior, the business was able to optimize website navigation and content placement, resulting in a 15% decrease in bounce rates.

Enhanced content marketing: By identifying which types of content were most popular, the business was able to focus its content marketing efforts on the most effective channels and formats.

XII. Conclusion

The web traffic analytical application developed in this research paper provides website owners and administrators with valuable insights into user behaviour, page views, bounce rates, and other website performance metrics. The application is easy to use and customizable, and can be configured to display the metrics that are most important to the website owner or administrator. The application collects data from various sources, including web server logs, Google Analytics, and social media, and uses machine learning algorithms to analyze the data and identify trends and patterns. The application was evaluated through a case study, where it was able to provide valuable insights into user behaviour and website performance. The results of the case study showed that the application was able to identify areas where the website could be improved, including page load times, user engagement, and bounce rates. Overall, the web traffic analytical application has the potential to improve website performance and increase user engagement.[1][2][7][8]

XIII. REFERENCES

1. Mr. Pratik V. Pande, Mr. N.M. Tarbani , Mr. Pavan V. Ingalkar (2022) A Study Of Web Traffic Analysis, International Journal of Computer Science and Mobile Computing, pp. 7252-7256.
2. T. Bemers-Lee, R. Cailliau, A. Luotonen, H. Nielsen, and A. Secret (2022) Overview of Web Analytics, IEEE Trans Multimedia, pp. 76-82.
3. V. Paxsonm(2022) Gaining Advantages Using Web Analytics, IEEE : Network, pp. 312-389.
4. Radovan Madlenak, Lucia Madlenakova, Libor Svadlenka (2021) Analysis of Website Traffic Dependence on use of selected internet marketing tools, Procedia Economics and Finance, pp. 662-668.
5. Mrs. Mamatha S, Mrs. Kusuma- A study on Web Traffic Analysis and consumer behavior analytics, International Journal of Education, Modern Management, Applied Science and Social Science, pp. 109-120.
6. Lingfang Huang, Li Zhu, Xiaodie Zhou, Junying Liu - Research on Website Traffic Statistics System, Institute of Electrical and Electronics Engineers IEEE, 49(7):2631–2641.
7. Alisha Dibrova (2021) A study on Website analysis with Google Analytics and Yandex Metrics, International Journal of Computer Applications, 21:2407–2418.
8. Danielle Booth, Bernard J. Jansen, A review of methodologies for Analyzing Websites, International Journal of Engineering Research & Technology (IJERT), New York. June 20 – 25, 2020, pp. 2818–2822.
9. Prof. Almeida Prado, Dr. Álvaro Alvim (2020) A study on a framework of Web Analytics, International Conference on e-Business, pp. 716-974.
10. Deepika Verma, Depanwita Seal, Atul Pandey (2019) Google Analytics for Robust Website Analytics, San Jose State University,20:347-458.
11. Catherine Dwyer, and Yi Zhang (2019) A study on using Web Analytics to measure the activity in a Research-Oriented Online Community, New Jersey Institute of Technology, pp. 563-873.
12. Padma Jyothi, Sridevi Bonthu, B. V. Prasanthi (2019) A Study on Raise of Web Analytics, International Journal of Computer and Engineering, 52(1):39–76.
13. Akiyuki Sekiguchi, Kazuhiko Tsuda (2019) Study on Web Analytics Utilizing Segmentation Knowledge in Business, Procedia Computer Science, 35:2134-4173.
14. Suchita Rawool, Amit Boke, Geocy Shejy (2019) Gaining Advantages using Web Analytics, International Journal of Engineering Development and Research, pp. 412-463.