

Michał Bielecki, dn. 02/06/2006, www.wubms.org



Plan prezentacji

- obecna analiza zachowań użytkowników
- założenia wubms.org
- sposób działania
- prezentacja możliwości (proof of concept)
- analiza zebranych danych
- przyszłość projektu

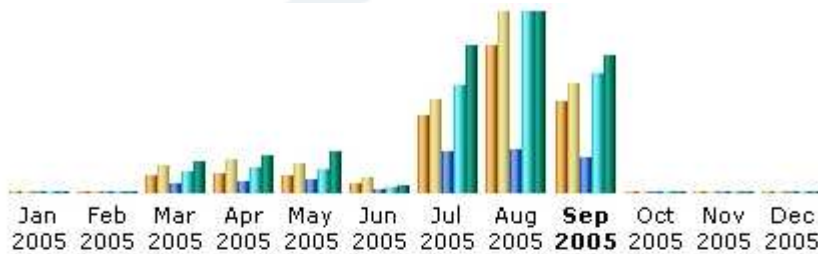
Dotychczasowa analiza

logi systemowe
(webalizer, awstats, ...)

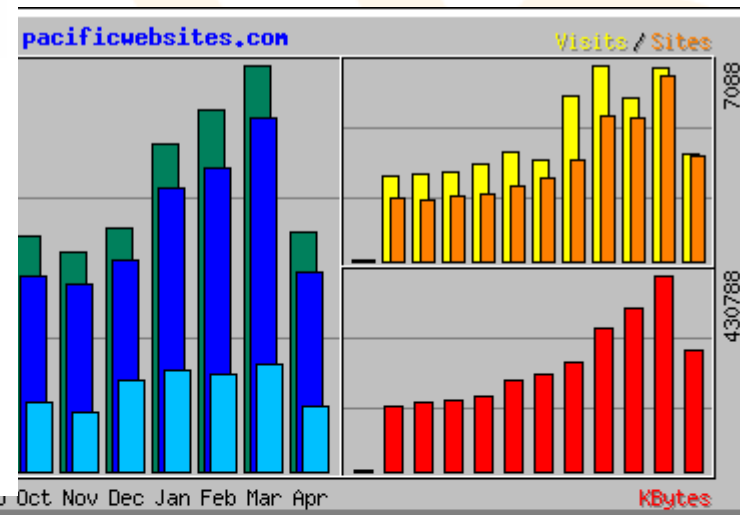
google analytics

stat.pl

analiza logów



Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2005	0	0	0	0	0
Feb 2005	55	59	358	1807	13.98 MB
Mar 2005	485	795	10397	23191	259.65 MB
Apr 2005	591	983	12132	28984	310.14 MB
May 2005	524	865	13814	26508	344.40 MB
Jun 2005	288	429	3102	6734	53.41 MB
Jul 2005	2332	2818	45709	121335	1.20 GB
Aug 2005	4432	5444	49134	204283	1.47 GB
Sep 2005	2763	3313	40698	135399	1.12 GB
Oct 2005	0	0	0	0	0
Nov 2005	0	0	0	0	0
Dec 2005	0	0	0	0	0
Total	11470	14706	175344	548241	4.75 GB



Summary by Month										
Month	Daily Avg				Monthly Totals					
	Hits	Files	Pages	Visits	Sites	KBytes	Visits	Pages	Files	Hits
Apr 2004	1332	1112	358	185	3770	267690	3901	7537	23364	27992
Mar 2004	1532	1335	404	224	6696	430788	6946	12549	41405	47512
Feb 2004	1457	1223	393	204	5175	358145	5922	11414	35495	42267
Jan 2004	1233	1065	377	228	5211	316035	7088	11713	33020	38237

google analytics, itp

Google Analytics

man.night@gmail.com | My Account | Help | Contact us | Sign Out

Analytics Settings | View Reports kni.wneiz.pl

Reports: kni.wneiz.pl

Dashboards

View: Executive

- Executive Overview
- Conversion Summary
- Marketing Summary
- Content Summary
- Site Overlay

All Reports

Marketing Optimization

- Unique Visitor Tracking
 - Daily Visitors
 - Visits & Pageview Tracking
 - Goal Conversion Tracking
 - Absolute Unique Visitors
 - Visitor Loyalty
 - Visitor Recency
- Visitor Segment Performance
 - New vs Returning
 - Referring Source
 - Geo Location
 - Geo Map Overlay
 - Network Location
 - Language
 - User-defined
 - Domains
- Marketing Campaign Results
- Search Engine Marketing

Content Optimization

- Ad Version Testing
- Content Performance
 - Top Content
 - Content Drilldown

Executive Overview

Export | kni.wneiz.pl | 5/25/2006 - 5/31/2006

Visits and Pageviews

Average: 1.17 P/V
Visits: 12
Pageviews: 14

Date	Visits	Pageviews
Thu 5/25	8	10
Fri 5/26	2	4
Sat 5/27	0	0
Sun 5/28	0	0
Mon 5/29	1	1
Tue 5/30	0	0
Wed 5/31	0	0

Visits by New and Returning

Visitor Type	Percentage
New Visitor	91.67%
Returning Visitor	8.33%

Geo Map Overlay

Visits by Source

Source	Percentage
google	41.67%
wneiz.univ.szczecin.pl	16.67%
min-pan.krakow.pl	16.67%
php.estrony.pl	8.33%
(direct)	8.33%
(other)	8.33%

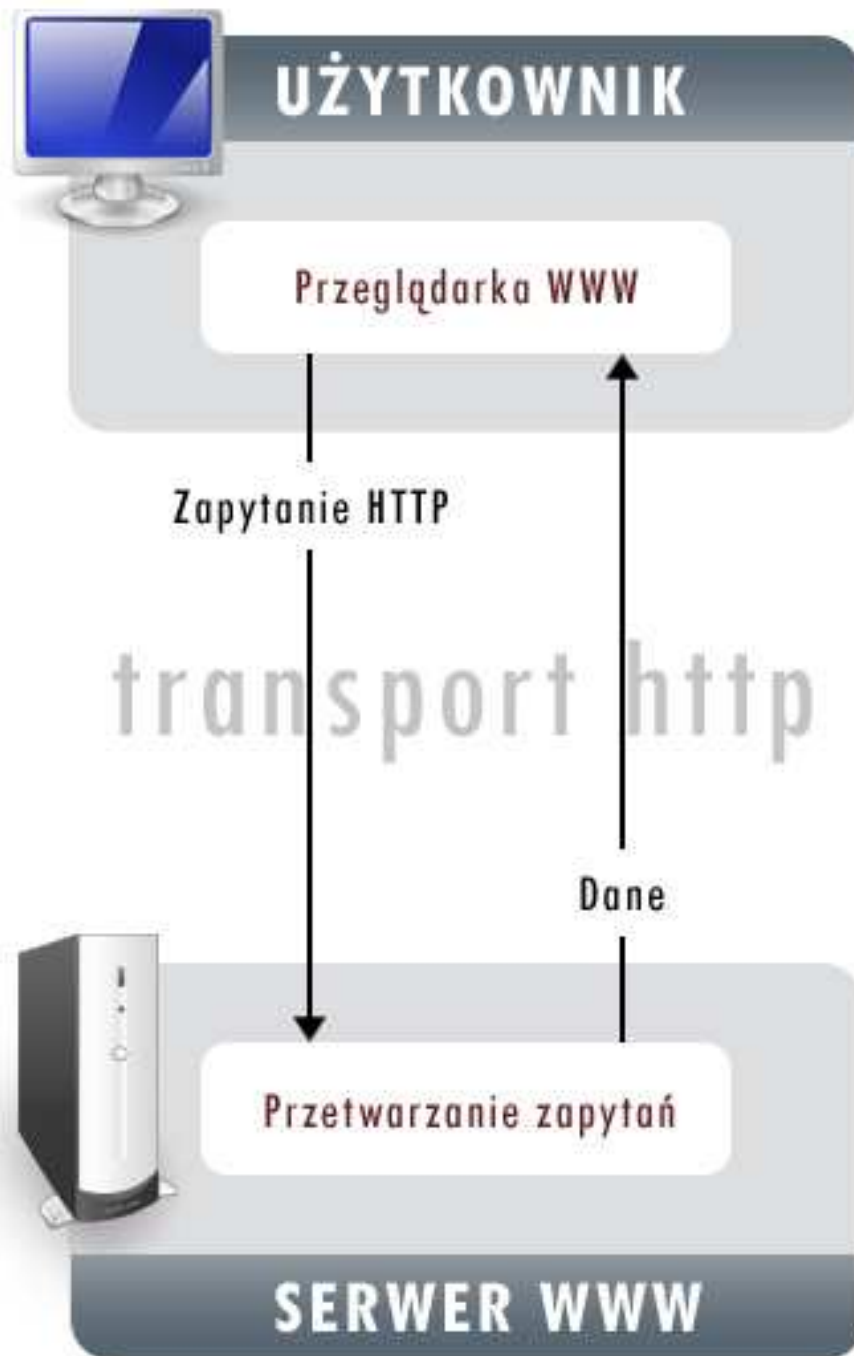
Help Information

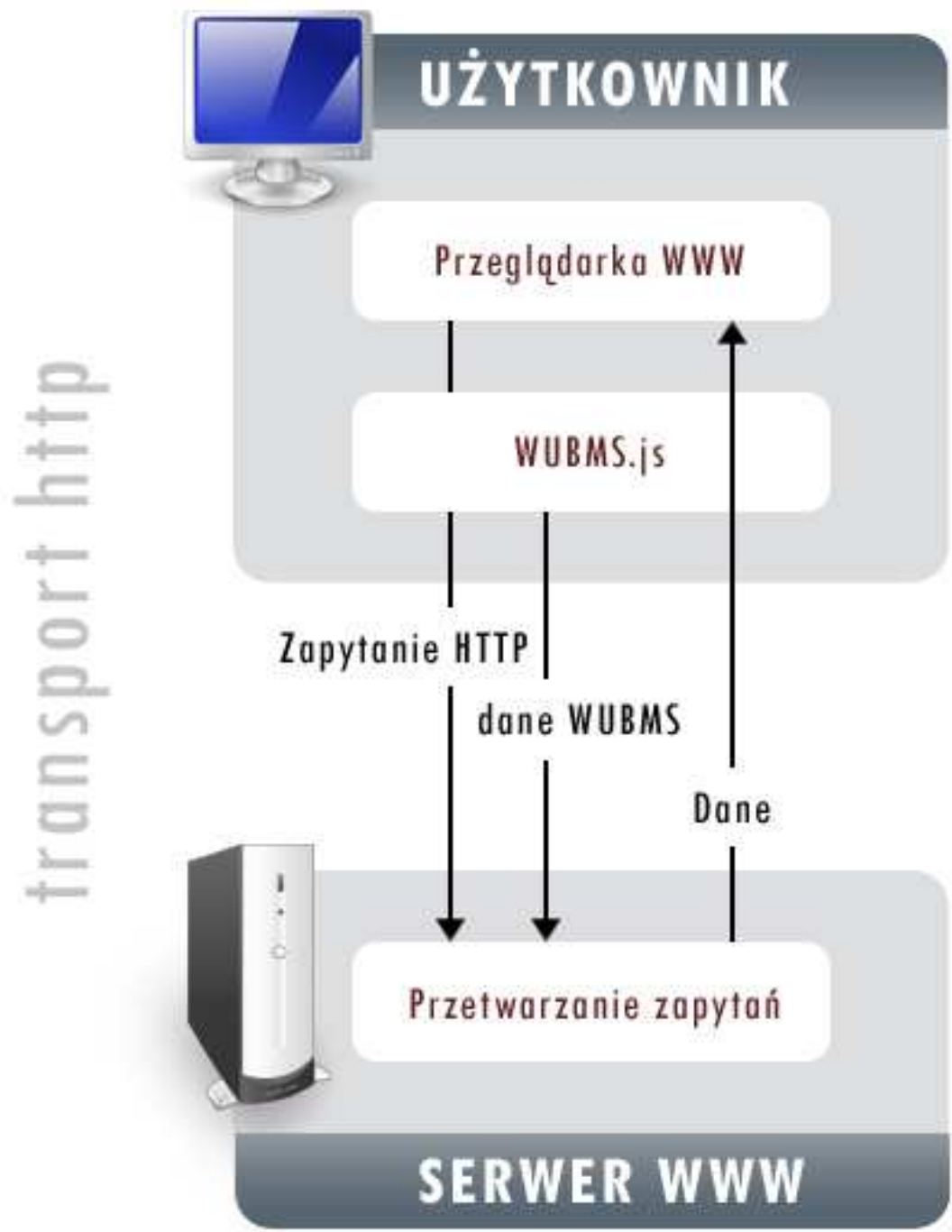
Visitor Summary

The four graphics in this report provide a quick snapshot of visits to your site. Shown are:

Założenia WUBMS

- możliwość śledzenia ruchów użytkowników oraz ich uśredniania w różnej postaci
- kompatybilność ze wszystkimi przeglądarkami
- możliwość podpięcia pod każdą stronę, dołączając jeden plik JS
- minimalizacja ilości przesyłanych danych



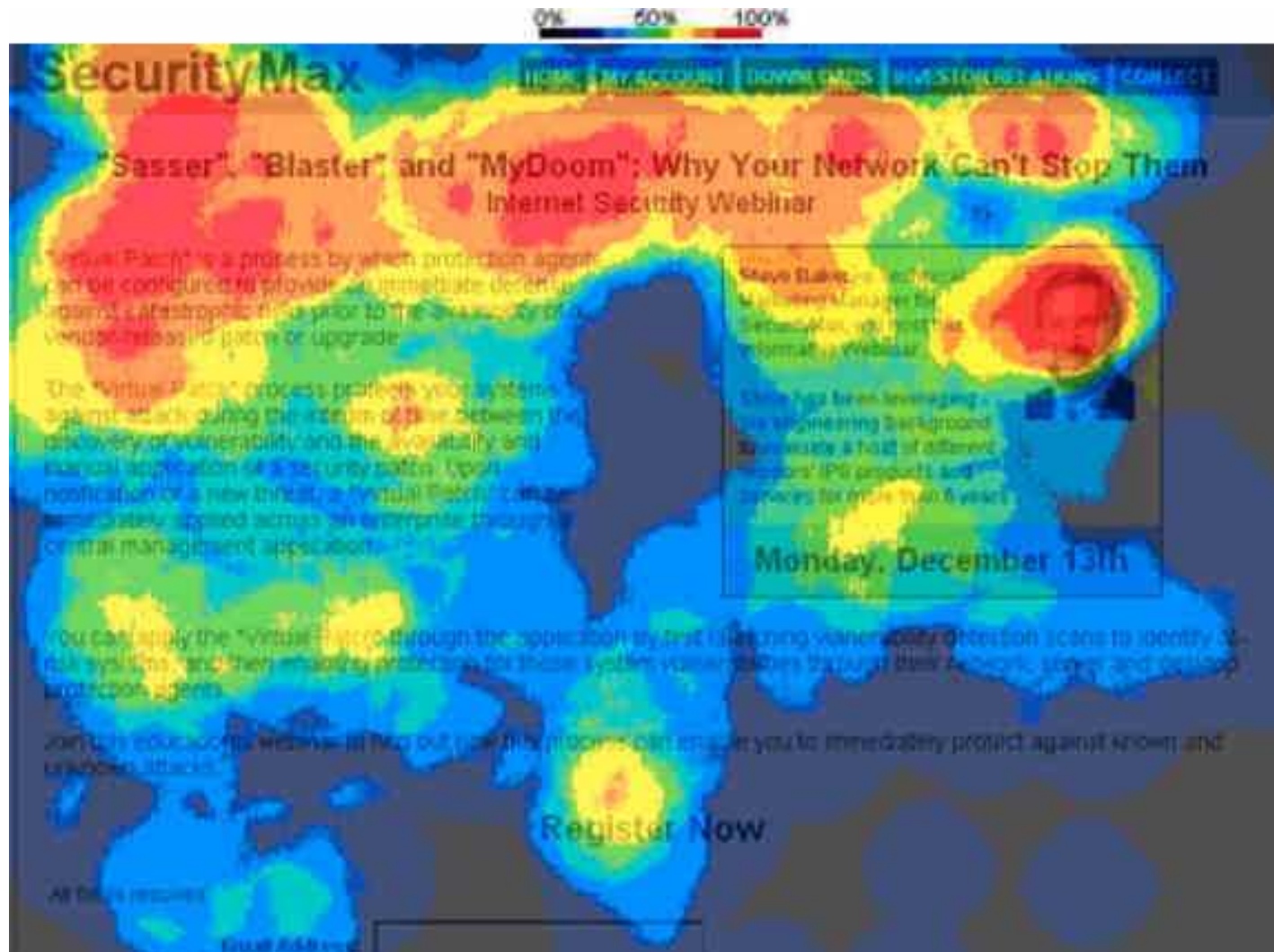




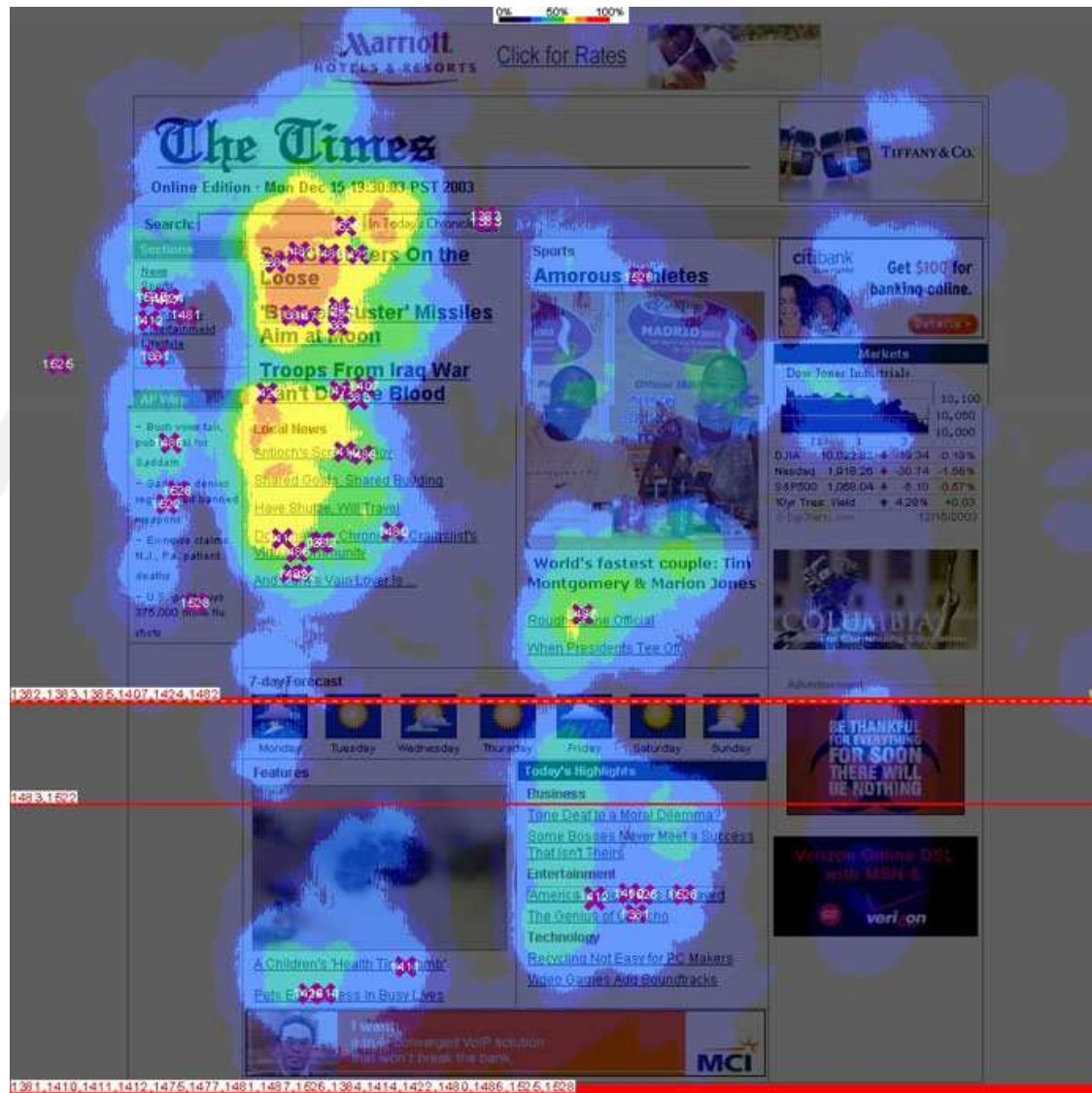
Prezentacja możliwości

WUBI
User Behaviour M

heat map ruchów



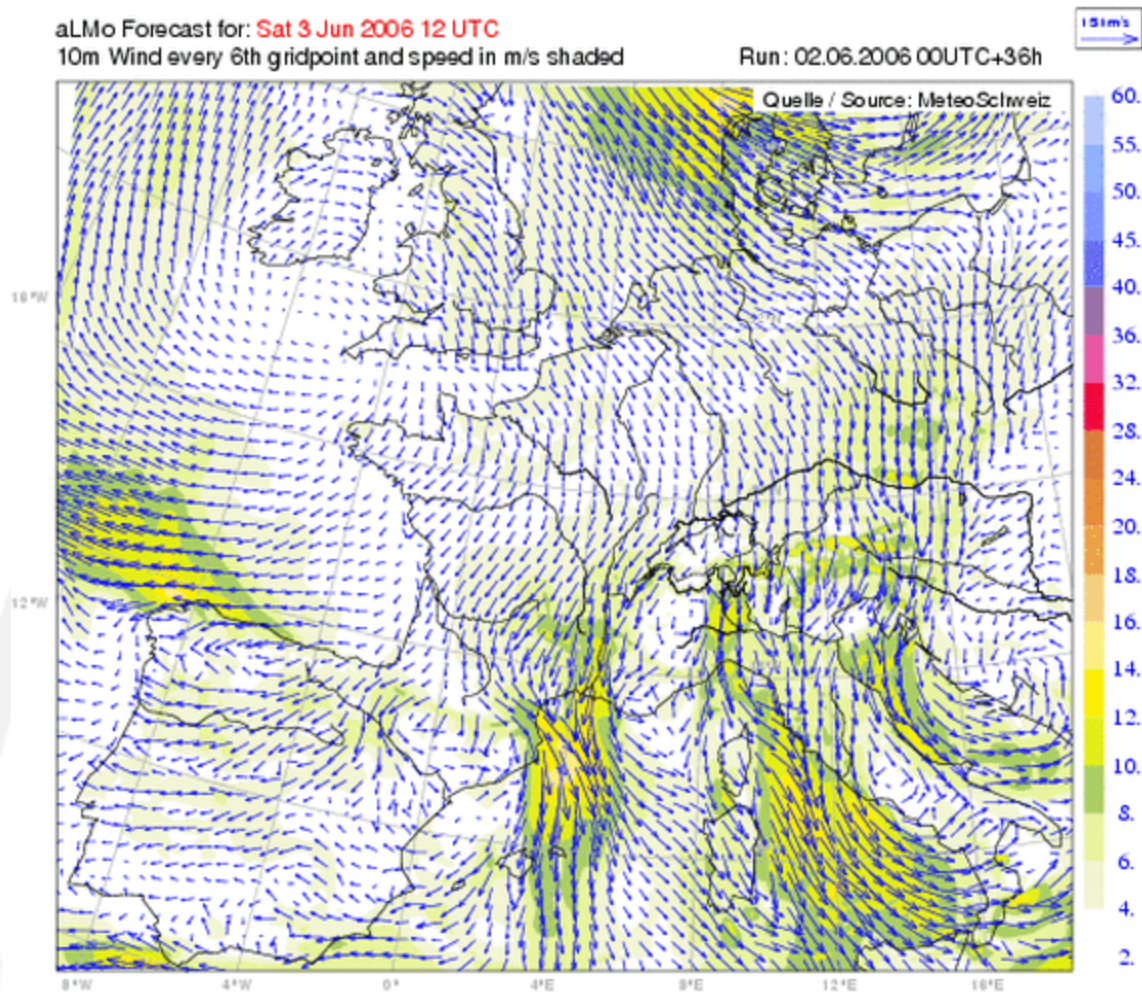
heat map kliknięć



najbardziej prawdopodobna ścieżka

The screenshot shows the onet.pl website in an Opera browser window. The browser title is "Onet.pl - Polski Portal Internetowy - Opera". The address bar shows "http://www.onet.pl/". The website features a navigation bar with icons for OnetSkype, Zakupy, Aukcje, Republika WWW, onet.pl, Blog, Czat, Sympatia, and Poczta. Below this is a red banner for "Piłkarskie emocje Queens i Ty" with the text "Tylko w onet.pl". A search bar is located below the banner with the text "Szukaj prosto do celu" and "OnetSzukaj". The main content area includes a news article titled "Dobry, bo z Polski" and a "Fotogaleria" section. A blue circle highlights the navigation bar, search bar, and the top part of the main content area.

mapa kierunków ruchu



Pytania?

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www.wubms.org