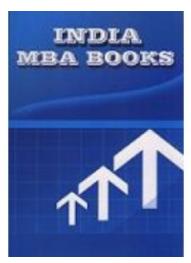# WEB ANALYTICS

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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

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UNIT–IV: 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

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