



SUJOY SEN

DATA ANALYTICS INSIGHTS CASE STUDY

Key Challenges

- **Low User Engagement:** High bounce rates and low user interaction.
- **Data Complexity:** Difficulty in interpreting the data and extracting valuable insights.
- **Performance Bottlenecks:** Slow-loading pages were affecting the user experience.

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OVERVIEW

A client sought help to analyze their website's performance data and gain actionable insights to improve user engagement and business outcomes. By utilizing tools such as Google Analytics and Microsoft Clarity, I provided a deeper understanding of user behavior, enabling the client to make informed decisions and optimize their website for better results.

COLLABORATION APPROACH

- **Data Collection & Analysis:** Gathered data on user behavior, traffic, and engagement metrics using Google Analytics and Microsoft Clarity.
- **Identifying Key Metrics:** Focused on bounce rates, session duration, conversion rates, and user flow to detect problem areas.
- **User Behavior Insights:** Utilized heatmaps and session recordings to understand where users encountered issues.
- **Performance Analysis:** Analyzed page load times and pinpointed performance bottlenecks.

Results

- **Improved Engagement:** Bounce rates dropped by [percentage], and session duration increased by [percentage].
- **Higher Conversions:** Optimizing key areas led to a [percentage] increase in conversions.
- **Faster Load Times:** Resolved performance issues, resulting in faster website speeds and improved user satisfaction.