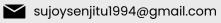


## **Key Challenges**

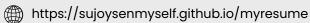
 Low User Engagement: High bounce rates and low user interaction.

**CASE STUDY** 

- Data Complexity: Difficulty in interpreting the data and extracting valuable insights.
- Performance Bottlenecks: Slowloading pages were affecting the user experience.







## **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.