

Self-Assessment: Annotated Bibliography

Where did you create this artifact?

This artifact was during the spring semester of 2015 at the University of Wisconsin – Stout in the Information and Communication Technology 511 Analytics. The objective of this project was to learn from analyzing from live data from a live website. We were to create a persona to aid in further understanding the data and making insightful recommendations related to the program website and/or online marketing opportunities.

Explain why you choose to create this artifact.

This artifact was one of the requirements in the Analytics course. I chose this particular program to analyze because it has many things that can be improved and the program was quite interesting.

How did you learn this?

The majority of this case study was from analyzing the UW-Stout B.S. in Computer Engineering program and Google Analytics. The majority of the information was taking reviewing various reports in Google Analytics such as page views, exit rate, bounce rate, and in-page analytics etc.

How will you apply this?

This information is crucial in almost every website especially an e-commerce website. The goal of a website is to gain traffic and conversions. If a website wants to survive or thrive, learning to use Google Analytics or just any analytic of the website will significantly improved the goal of the websites. Anyone can look at a bunch of numbers on reports or graphs but what does it mean. How does one improve a website's traffic and/or conversions by analyzing these data? These information is very useful.

What challenges & obstacles did you overcome?

Some of the many challenges in this case study is learning to navigate through the different categories, reports, and functionalities of Google Analytics. The next most challenging is understanding and be able to use that information in any meaning way to improve the site.