

# Web Traffic and Visitor Behavior Analysis



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# Content



- Project Background
- Project Architecture
- Project Technologies
- Project Flow
- Arosys Role in Project
- Project Team
- Arosys Profile
- Our Clients

## Project Background

### Business Goal

Most companies depend on their website to gather / identify leads. After a marketing event or a mass email campaign, the web traffic is required to be “analyzed deeply” instead of “watched closely”.

Proper Analysis helps a business filter out quality leads from the thousands of visitors.

Many potential buyers land at corporate website, and browse through the product profile. But without proper tracking and reporting on these visits, the crucial business intelligence is lost.

## Project Background

### Business Goal

Objective of the “web traffic and visitor behavior analysis” project is to enable customer to track the website visits and append more information based on IP address (and/or cookie) lookup, track the behavior of the visitor and determine if the visitor qualifies for a lead or not. Also, the key objective is to present the information in a user-friendly format to the marketing managers of the organization.

To support the tracking and reporting, and continuously enhance the data quality, the web tracking project using a set of “Data Enhancement and Synchronization” routines.

## Project Background

### Business Goal

To generate following business reports, pertaining to a visitor:

- Geography (i.e. City, State and Country)
- Session Details such as URL visited
- Time Spent (on each page, total time spent)
- Visit Time
- Search Words and Terms
- Visit Type (Anonymous, known contact, anonymous converted to known etc)
- Visits aggregated at Account level
- IP type (ISP vs Non ISP)

Ability to filter report on following criteria:

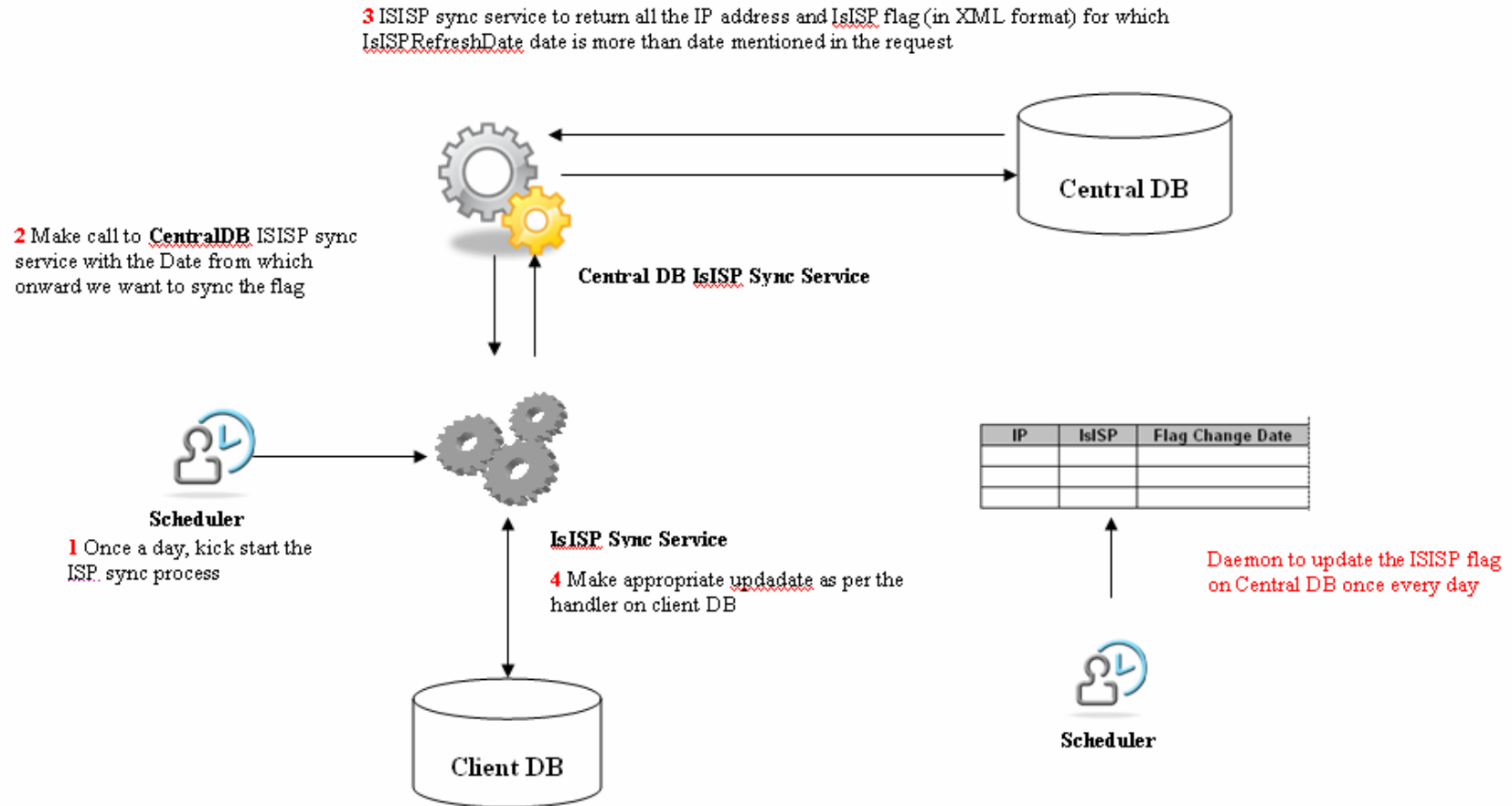
- Activity Time
- Geography drill down by Country, State and City
- Free Text Search in Account Name
- Search term/word

Ability to generate all the current reports as provided by Google Analytics .



# Project Architecture

## IP Type Determination and Sync Process



## Project Technologies

### Web Traffic and visitor behavior Analysis

- Operating System - Linux (Red Hat Enterprise Linux ES 4), Windows
- Web Server - Apache Tomcat (5.0.17 or above)
- JSP for UI and elementary DB functionalities
- Java scripts akin to the Google analytics to collect various web variables.
- Servlets
- JAVA SDK (1.4 or above)
- Data Base - MySQL DB (4.1.14)
- “whois” API from hexillion
- This application works best with Internet Explorer (6.0)
- Best viewed at 1024x768 pixels
- Daemons to trigger various DB jobs

## Project Flow

### Requirement Analysis

The goal was to develop a tool a global wine management platform that provides Restaurants with a single application to manage their inventory, POS systems, and wine sales information and will be used, not only by the Restaurants, but also by Consumer and Wine Producers.

### System Design

Architecture was concerned with making sure the software system will meet the requirements of the product, as well as ensuring that future requirements can be addressed.  
Designing the systems model – graphically creating a model from graphical user interface, GUI screen design, and databases, to placement of objects on screen

### Development

IT Professionals executed the design into a physical system by building the database and writing programs.

### Testing

Testing comprised of Independent Testing , System Integration Testing, Defect Analysis and Prevention.

### Implementation

The phase comprised of placing the portal and using it in the actual workforce ..

## Arosys Role in Project

### Project Management

- Planning ,Scheduling and Tracking

### Development

- Requirement Analysis
- System Design
- Coding for the entire Portal
- Self Testing

### Testing and Quality control

- Independent Test
- System Integration testing
- Defect analysis and Prevention
- SQA reviews – coding standard audits

### Release and Deployment

- Deployment Document
- Preparing one-click setup program

### Application Support

- Live Application Support

## Project Team

The team comprised of

- 1 Onsite Project Manager
- 1 Senior System Analyst
- 1 Software Engineer