

PROJECT SUMMARY

Changes are made to Purdue Engineering websites without consulting actual usage data or monitoring trends over time. This project seeks to make Google Analytics data easily accessible, intuitive and insightful. Google Data Studio dashboards serve as an executive summary presenting website usage data constantly updated in real time. Raw data is processed and aggregated into a series of advanced metrics packaged in a simplified and intuitive layout. Insights gained from the dashboards will help units make more informed decisions.

PROJECT IMPACT

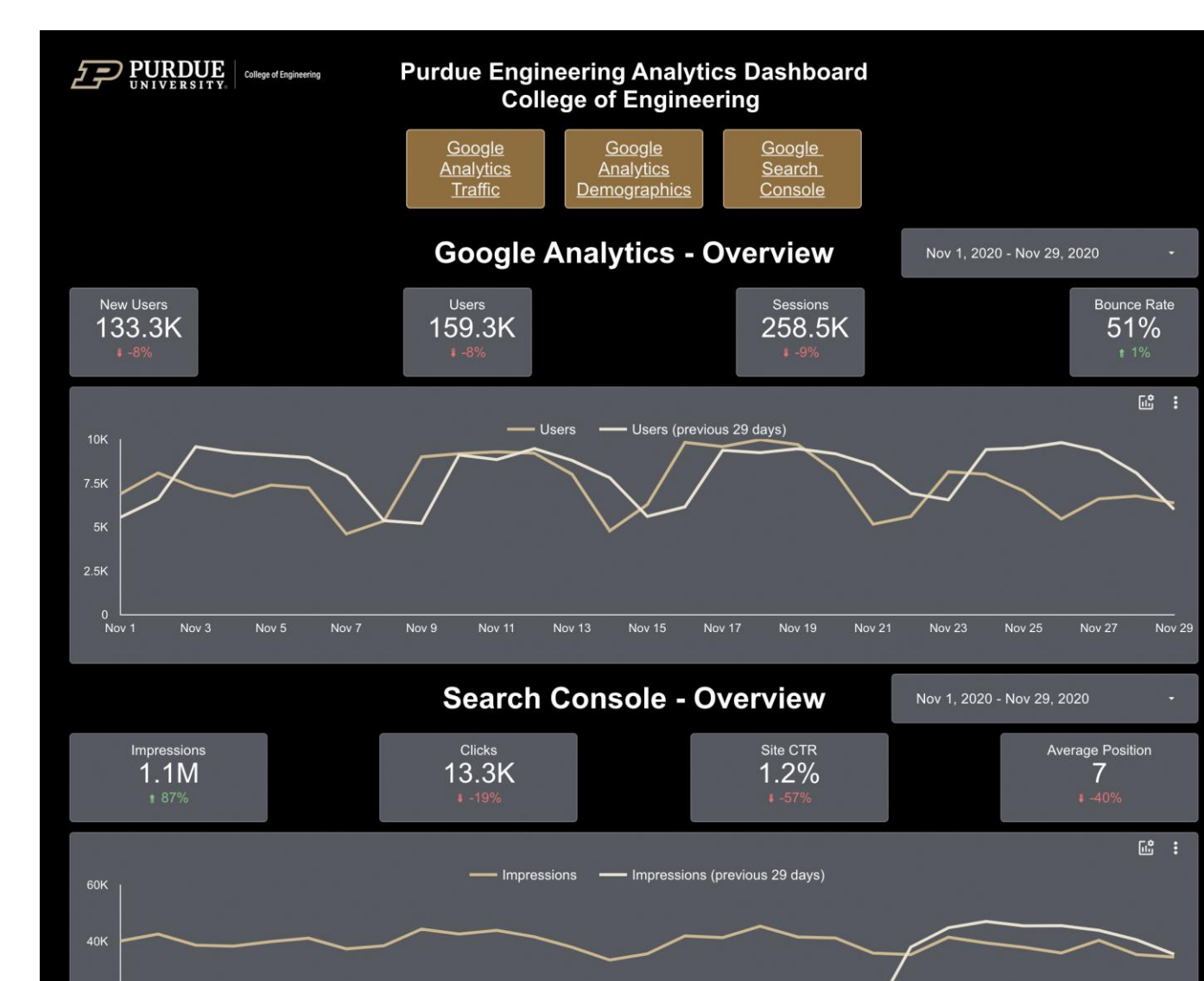
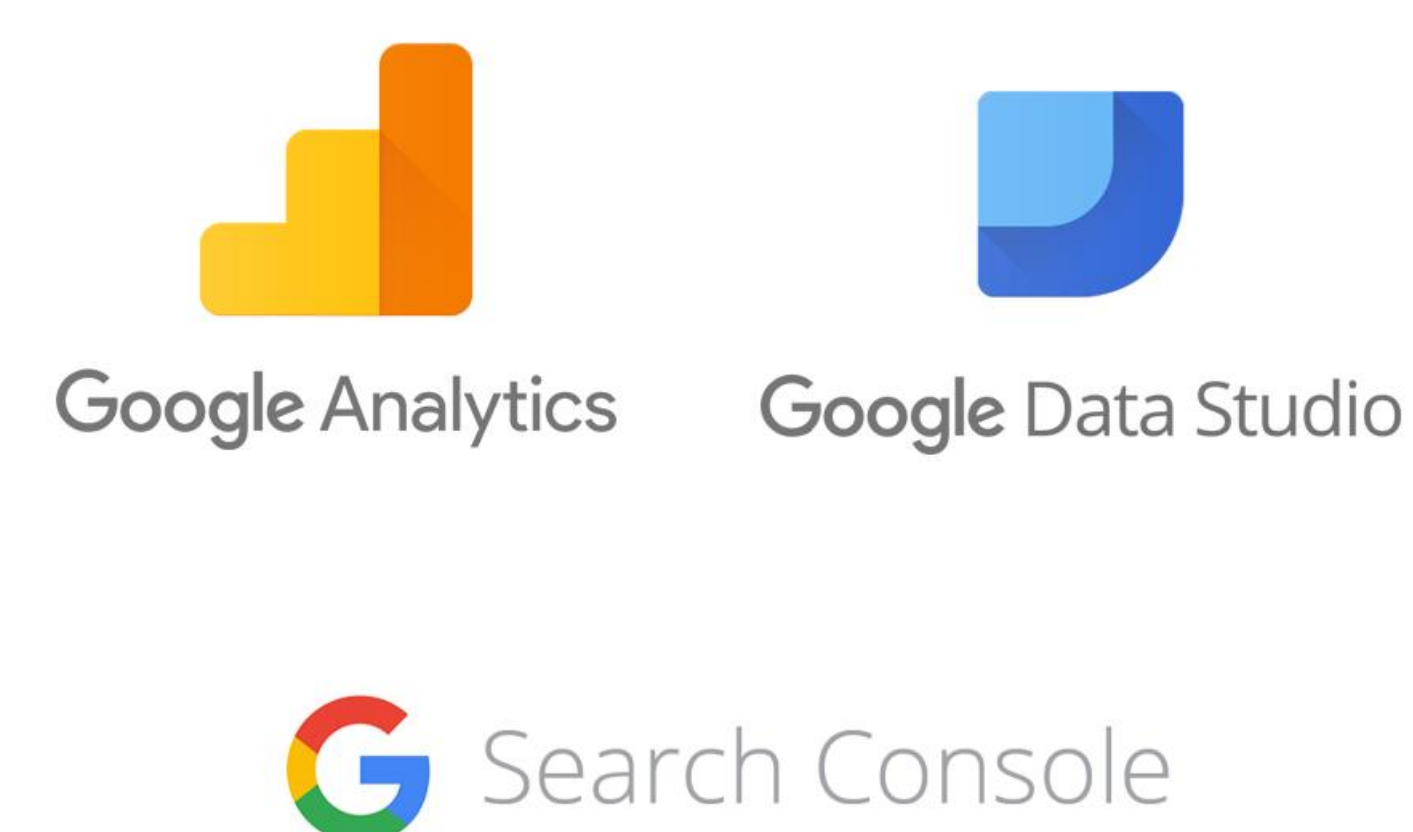
Wrangling an abundance of data:

- Scope: developed dashboards for 16 major units:
 - CoE, Undergrad Ed, Grad Ed, AAE, ABE, BME, ChE, CE, CME, ECE, ENE, EEE, IE, MSE, ME, NE
- “Major units:” defined as units using the latest College web template, are current/prospective student-facing, and reside in the engineering.purdue.edu subdomain.
- Data breakdown: 88 total metrics charted:
 - 72 metrics from Google Analytics | 16 metrics from Google Search Console

PROJECT DETAILS

Leverage and combine three Google platforms into one deliverable:

- Data Studio turns data into informative, easy to read, easy to share, and fully customizable dashboards and reports.
- Google Analytics collects and analyzes website traffic.
- Search Console measures website search traffic and performance.



All key Google Analytics and Search Console metrics are utilized.

FUTURE PLANS

- Draft documentation summarizing how dashboards are intended to be used.
- Distribute dashboards to web managers and/or leadership of each major unit.
- Incorporate additional data sources and metrics (custom goals/campaigns, Google Ads, social media, etc).
- Leverage artificial intelligence to generate actionable recommendations from data presented in dashboards.