Data Analyst Internship

Summer 2013
WEST Summit Project

• WEST Summit event at NASA on 23rd May 2013, with 28 speakers
  Hon. Governor of California - Edmund G. Brown, Jr.
  - 361 attendees representing 179 companies
  - Paper and online survey was conducted

• Tasks
  - Data Entry
  - Create a report
  - Extract the attendee profile information
WEST Summit Project
Google Analytics

• Understanding the traffic visiting SSV website to improve viewership

• Personal Tasks
  • Understanding what Google Analytics offers
  • Understanding definitions of terms
  • Understanding limitations
Google Analytics

**Tasks**
- Generate and explain reports
  - Page view analysis of SSV blog for understanding which blog posts generate high page views
  - Demographic analysis of viewers on SSV website
  - How much time does a viewer spend on the page?
- Generate customized reports
  - Keyword analysis
  - Find broken links
- Create Goals
  - Donation page (success) – observing the behavior of the viewers on website
    (Why viewers drop out before reaching donation page)
Google Analytics

Customized report – Key Word Analysis

<table>
<thead>
<tr>
<th>Keyword</th>
<th>Visits</th>
<th>Unique Visitors</th>
<th>% New Visits</th>
<th>Bounce Rate</th>
<th>Pages / Visit</th>
<th>Goal Completions</th>
<th>Per Visit Goal Value</th>
<th>Destination Test Goal</th>
<th>Conversion Rate</th>
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</table>
Eco Cloud Task

• Understand what will attract more viewers *(viewers with specific profile)* to the website

• Sentiment Analysis – attitude of people when they are talking about some topic

• Personal Tasks
  • Understanding how to extract data from Twitter
  • Understanding JSON format
  • Learning Python
Sentiment Analysis

• Give sentiment scores to some key words
  • Good 1, Amazing 5, Excellent 5, Okay 0, Bad -1 etc
• Estimate Tweet score based on pre-assigned sentiment score
• Based on Tweet score estimate the sentiment scores for key words (not in my original file)
• Find the final estimates of Tweet scores
• Based on final Tweet score assess the topic interest
Thank You!

If you want to work at SSV on Google Analytics (part-time / full-time)

• Leave your name and email address OR
• Contact SSV HR: hr@sustainablesv.org