



STEM·E Website Analytics (April 2025)

Vignesh Nagarajan
Data Analyst Intern



General Data Analysis Dashboard Overview

📅 Last 30 days  compared to previous period (Mar 19 - Apr 17, 2025)

Key stats

[+ Add Stats](#)

Site sessions

635 ↓ 22%



19 today • 24 yesterday

Post views

1,253 ↓ 3%



33 today • 60 yesterday

New email subscribers

6 ↑ 20%



2 today • 0 yesterday

Unique visitors

456 ↓ 22%



17 today • 22 yesterday

- Site sessions and unique visitors **decreased month-on-month by 22%**
 - Likely due to students focusing more on their own classes and subjects due to **finals and AP exams** in May
 - Since finals and AP exams should be over by now, and since rising seniors would be searching for internships for college applications next year, we can estimate **site sessions to increase** by approximately 40% through next month.
- Despite reduced site sessions, post views experienced **stagnated growth of -3%** (negligible)
 - Possible that these posts are viewed by **populations other than high school students** (teachers, parents)

Analyzing the Cause for Reduced Engagement

Site sessions
635 ↓ 22%

Unique visitors
456 ↓ 22%

Sessions over time



[View Report](#)

- The red rectangle in the chart to the left illustrates that the probable cause for the reduced website engagement is likely **systematic** (ie. something that cannot be controlled by the marketing team)
- The best course of action for the marketing team is to **keep posting throughout summer** in hopes of retaining the lost engagement

Website Visitor Breakdown

- Website visitors access and **view the website roughly evenly across all days**, although some slight shifts are evident:
 - Sunday** experiences roughly 3 more visitors than average
 - Both **Thursday** and **Saturday** experience roughly 2 less visitors than average

Avg. sessions by day

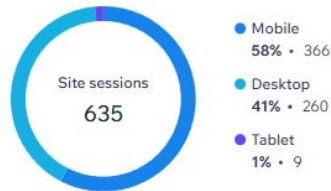


New vs returning visitors



[View Report](#)

Sessions by device



[View Report](#)

- The vast majority of visitors are **returning visitors**, meaning that current marketing strategies are not driving new students
 - The marketing team needs to experiment with **new strategies** in new marketing mediums to bolster traffic

Website Insights & Areas for Improvement

Competition radar

This is a visual representation of your benchmarks. The more coverage you have, the better you're doing compared to others.



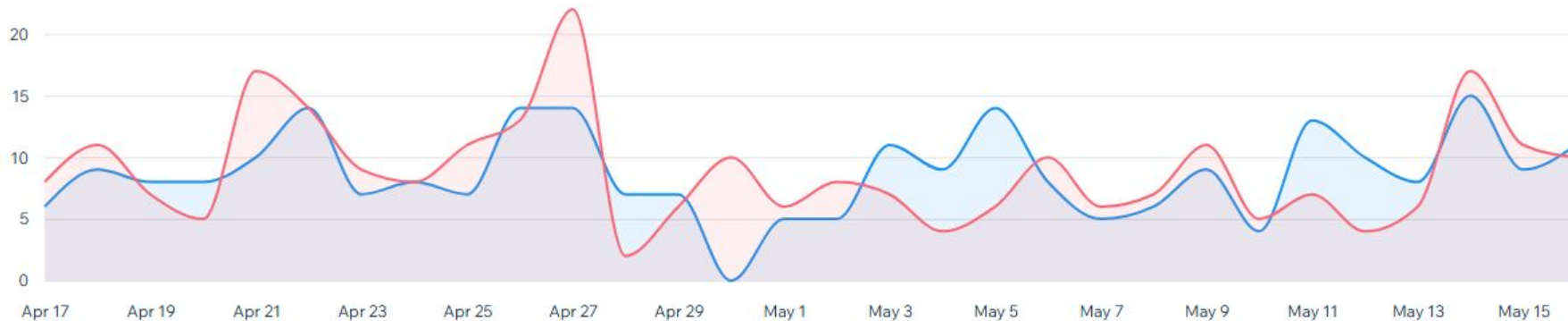
- ★ Your most popular traffic source is **Google (Organic)**. **SEO advertisement outperforms social media advertisement, since Google drives more website traffic than all other social media platforms** [Show More](#) ▾
- ✍ You published 5 posts in the last 30 days, while most sites like yours posted 2.0 times. [Show More](#) ▾
[Start posting more frequently. Bloggers who post every week increase their traffic by 2.5X.](#) [Post Now](#)
Our blogging team needs to increase the quantity of posts and prioritize that over quality of social media posts, since similar websites post twice as much
- ✍ 6% of your traffic is from returning visitors – that's lower than most **Non Profit Org** sites in **United States**. [Show More](#) ▾
[Email marketing brings visitors back to your site. Sites that send email campaigns increase their retention rate by 23%.](#) [Create Email Campaign](#)
Emails of website visitors should be collected via Google Forms and should be used to launch email marketing campaigns to improve new visitor engagement
- ★ After landing on your site **the most popular page people navigate to is Homepage.** [Show More](#) ▾
The homepage should be regularly updated and made more engaging, since returning visitors might click off the website if they always see the same stuff on the homepage every single time they visit
- 📄 You have visitors from multiple countries. [Show More](#) ▾
- 📄 **Traffic to this page dropped significantly in the last 30 days: Homepage.** [Show More](#) ▾



Sources of Website Traffic

Sessions ▾ by traffic category

+ Add category



- **Email marketing campaigns** should be introduced as a sixth stream of site traffic to improve digital footprint