

Performance Metrics and Analytics Overview

1. Executive Summary

This document outlines key performance indicators and analytics metrics for project evaluation and reporting. The objective is to provide clear, actionable data that supports business goals and decision-making.

2. Key Metrics Overview

Metric	Description	Target	Current Value
Page Load Time	Average time for a page to fully load	< 2 seconds	1.7 seconds
User Retention Rate	Percentage of users returning after first visit	30%	27%
Conversion Rate	Percentage of visitors completing desired actions	5%	4.6%
Bounce Rate	Percentage of single-page visits	< 40%	38%

3. Data Sources and Tools

- Google Analytics
- Internal Monitoring Dashboard
- Customer Feedback Surveys
- Server Logs

4. Analytical Insights

- Peak traffic occurs on weekdays between 11:00 and 15:00.
- Returning users have 35% higher average session duration.
- Mobile users account for 60% of total traffic.
- Primary drop-off point is the registration step.

5. Recommendations

- Optimize registration workflow to reduce drop-off.
- Enhance mobile site performance and usability.
- Implement targeted content to improve user retention.