

SkiSandy Utah Website Analytics | Oct 2016 – Mar 2017

Year over Year Overview

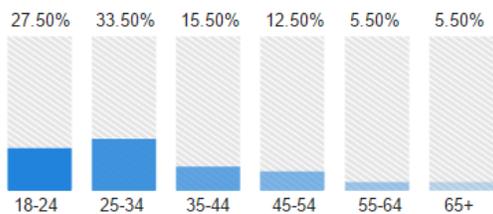
Key Observations:

- In 2017, the session and users are up year-over-year. This suggests that social marketing via Facebook is converting effectively.
- Bounce rate has increased slightly; however, with the new look of the website and the decreased average session duration, it is safe to assume the UI is more effective allowing users to spend less time on the site.
- The percentage of new sessions is nearly the same as last year at this point.

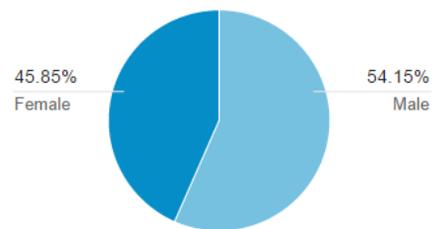
	Oct 1 – Mar 31, 2016	Oct 1 – Mar 31, 2017
Sessions	16,054	17,007
Users	10,866	11,160
Pageviews	46,907	41,115
Pages/Session	2.92	2.42
Avg. Session Duration	00:02:27	00:02:05
Bounce Rate	57.08%	61.06%
% New Sessions	65.77%	64.70%

Consumer Breakdown

Age 100% of total sessions



Gender 100% of total sessions



Interest Category 100% of total sessions

