ABSTRACT

Master's thesis: 112 p., 7 fig., 12 tabl., 23 ref., 2 appendixes.

Object of research: A system for tracking user activity on web pages.

Subject of study: User actions on web pages.

Objectives of the study: To create a system for simplified customization and integration of user activity tracking on sites, and for action analysis.

Tasks of the work: Develop a system to help analyze user behavior on the site to analyze site performance and identify patterns of profitability.

In the course of the work, modern methods of analysis were analyzed, technologies and methods of data collection, storage, aggregation and analysis were selected.

A system was developed for collecting data on the site, passing additional parameters about the user, a system for analyzing user behavior, analyzing the profitability of the actions of developers and marketers over the site.

The urgency of the project is motivated by the need on the part of business, including small and medium-sized businesses.

The results of the work can be used by both commercial organizations and enthusiasts seeking to develop something similar.

WEB ANALYSIS, ACTION FOLLOW-UP, OPTIMIZE CONVERSIONS SPLIT-TESTS, TRACKER.