PRESIDENCY UNIVERSITY

BENGALURU

Mid - Term Examinations – October 2025

Date: 27-10-2025   **Time:** 02.30pm to 04.00pm

School: SOSCE/SOE	**Program:** B.TECH CSG	
Course Code : CSD3402	**Course Name:** Web Data Analytics for Data Science	
Semester: VII	**Max Marks**: 50	**Weightage**: 25%

CO - Levels	CO1	CO2	CO3	CO4	CO5
Marks	24	26			

Instructions:

    (i) *Read all questions carefully and answer accordingly.*
    (ii) *Do not write anything on the question paper other than roll number.*

Part A

Answer ALL the Questions. Each question carries 2marks.   **5Q x 2M=10M**

1	Give an example of a *dimension* and its related *metric*.	2 Marks	L2	CO1
2	List the contents of a Log file	2 Marks	L2	CO1
3	Mention any two factors that influence conversion rate.	2 Marks	L2	CO2
4	What are the three types of click paths?	2 Marks	L2	CO2
5	Define Goals and give an example	2 Marks	L2	CO2

Part B

Answer the Questions.   **Total Marks 40M**

6.	a.	What is context matters means? Identify why is it important and explain with an example	10 Marks	L3	CO1
	b.	Define data contradiction. Identify the common causes for data contradiction. Examine the steps involved in handling data contradiction in web analytics.	10 Marks	L4	CO1
		Or			
7.	a.	Apply the web analytics approach to improve the performance of an e-commerce website.	10 Marks	L3	CO1
	b.	Define Log file Analysis and Page tagging. Analyze the pros and cons of using log file analysis and page tagging for data collection.	10 Marks	L4	CO1

8.	a.	Define KPIs and identify different KPIs with examples	10 Marks	L3	CO2
	b.	What is Traffic Analysis. Apply your understanding of traffic analysis to explain the key components of traffic analysis	10 Marks	L	CO2
		Or			
9.	a.	Define Segmentation. Identify the different types of segmentation, list their basis with example	10 Marks	L	CO2
	b.	What is Goals and Conversions? Discuss various types of goals used in Google Analytics with examples. List the different types of Goal Reports available in Google Analytics	10 Marks	L	CO2