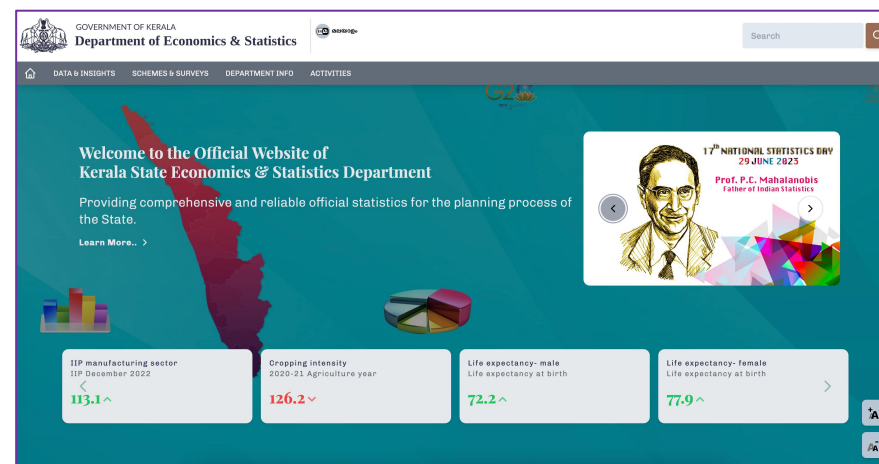




Government of Kerala
DEPARTMENT OF ECONOMICS & STATISTICS

OFFICIAL WEBSITE

<https://www.ecostat.kerala.gov.in/>



CELEBRATING FIRST ANNIVERSARY

ON 22 JUNE 2023

Launch Date: 22 June 2022

11.7 LAKHS VISITS IN ONE YEAR SINCE THE LAUNCH

55 REPORTS IN ONE YEAR

(22-06-2022 to 21-06-2023)

Continent ▾

Region ▾

Channel ▾

Device ▾

22 Jun 2022 - 21 Jun 2023 ▾

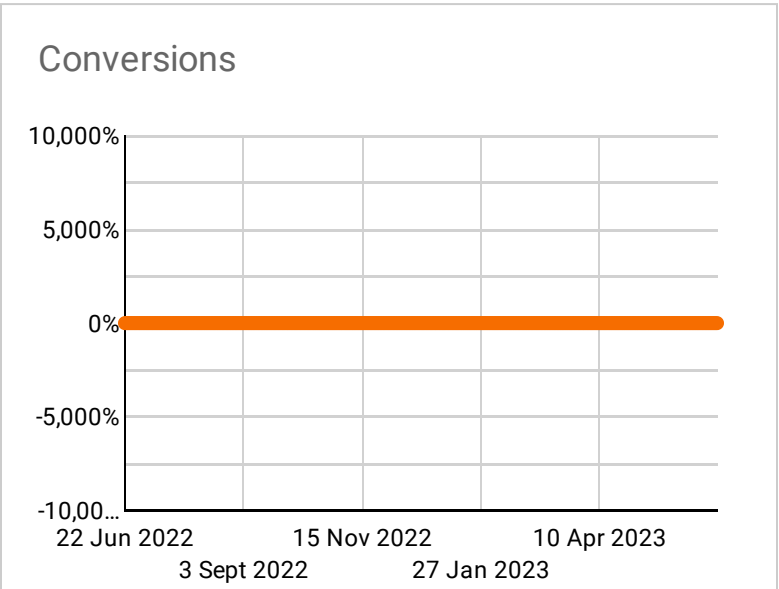
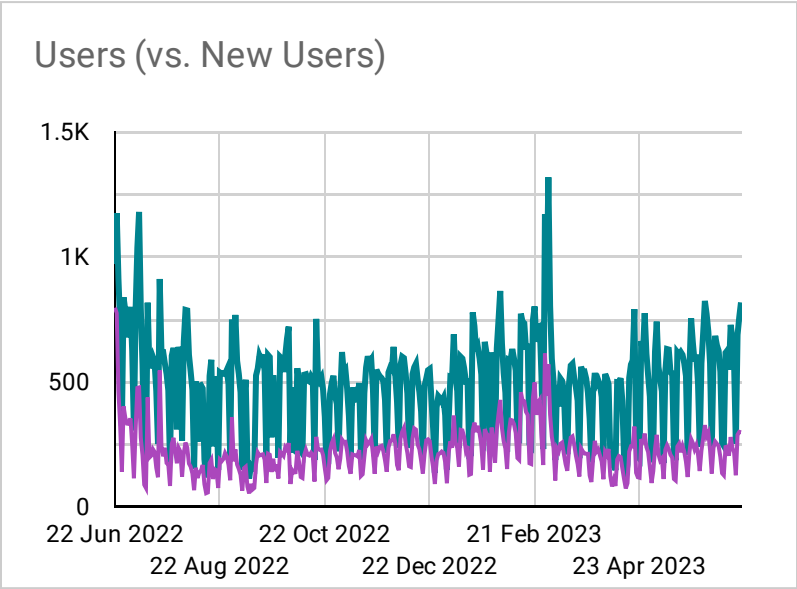
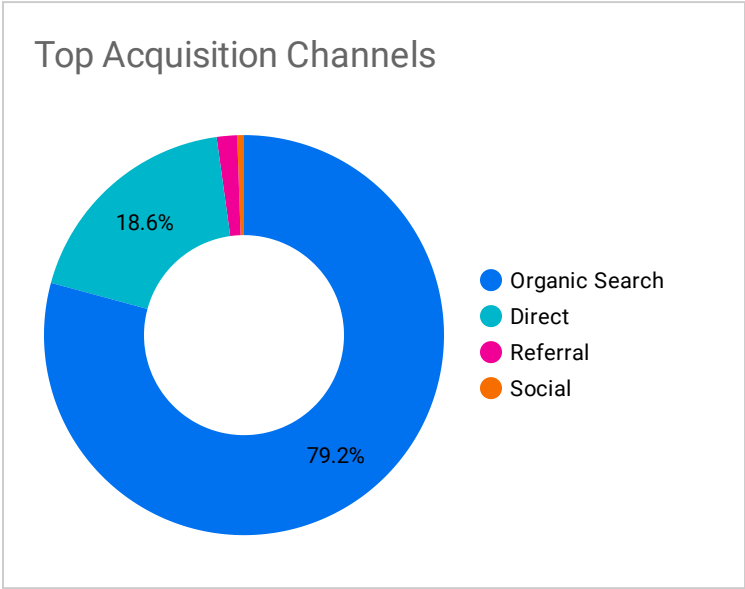
Users
80,360

Sessions
230,874

Bounce Rate
57.16%

Goal Completions
No data

Avg. Time on Page
00:01:26



	Acquisition			Behavior			Conversions		
	Sessions	Users	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	230.9K	80.4K	80.5K	57.2%	3.1	03:00	0.0%	No data	No data
Source / Medium	Sessions	Users	New Users	Bounce Rate	Pages / Session	Avg Session Dura...	Goal Conversion ...	Goal Completions	Goal Value
google / organic	171,377	63,411	61,770	56.16%	3.17	00:03:02	0%	0	\$0
(direct) / (none)	47,312	15,446	15,046	59.68%	2.78	00:02:48	0%	0	\$0
bing / organic	4,596	1,951	1,859	61.38%	2.86	00:03:06	0%	0	\$0
in.search.yahoo....	3,596	921	759	64.54%	2.43	00:03:01	0%	0	\$0
yahoo / organic	910	325	255	62.2%	2.81	00:02:50	0%	0	\$0
t.co / referral	517	201	192	42.94%	6.49	00:04:29	0%	0	\$0
59.90.28.110 / r...	514	51	2	43.19%	5.63	00:05:11	0%	0	\$0
duckduckgo / or...	357	69	64	49.86%	3.38	00:04:25	0%	0	\$0
ecostatportal.ker...	285	20	1	73.33%	1.56	00:02:08	0%	0	\$0
searchbin.com /	172	72	60	87.28%	1.72	00:01:01	0%	0	\$0

1 - 100 / 103 < >

Google Analytics Audience Overview

Continent

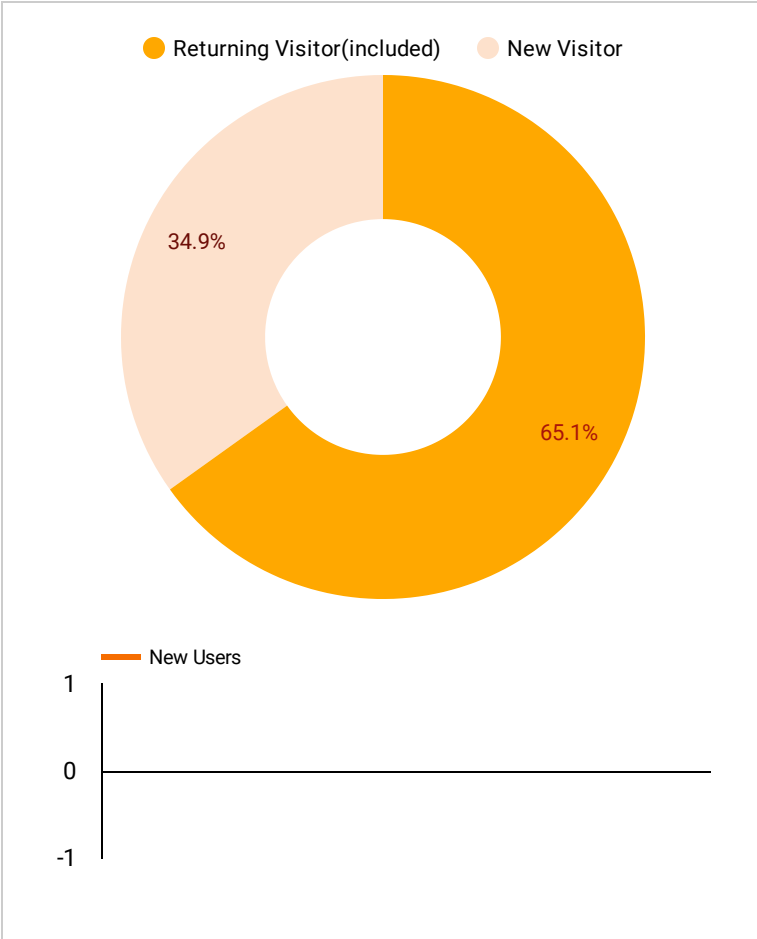
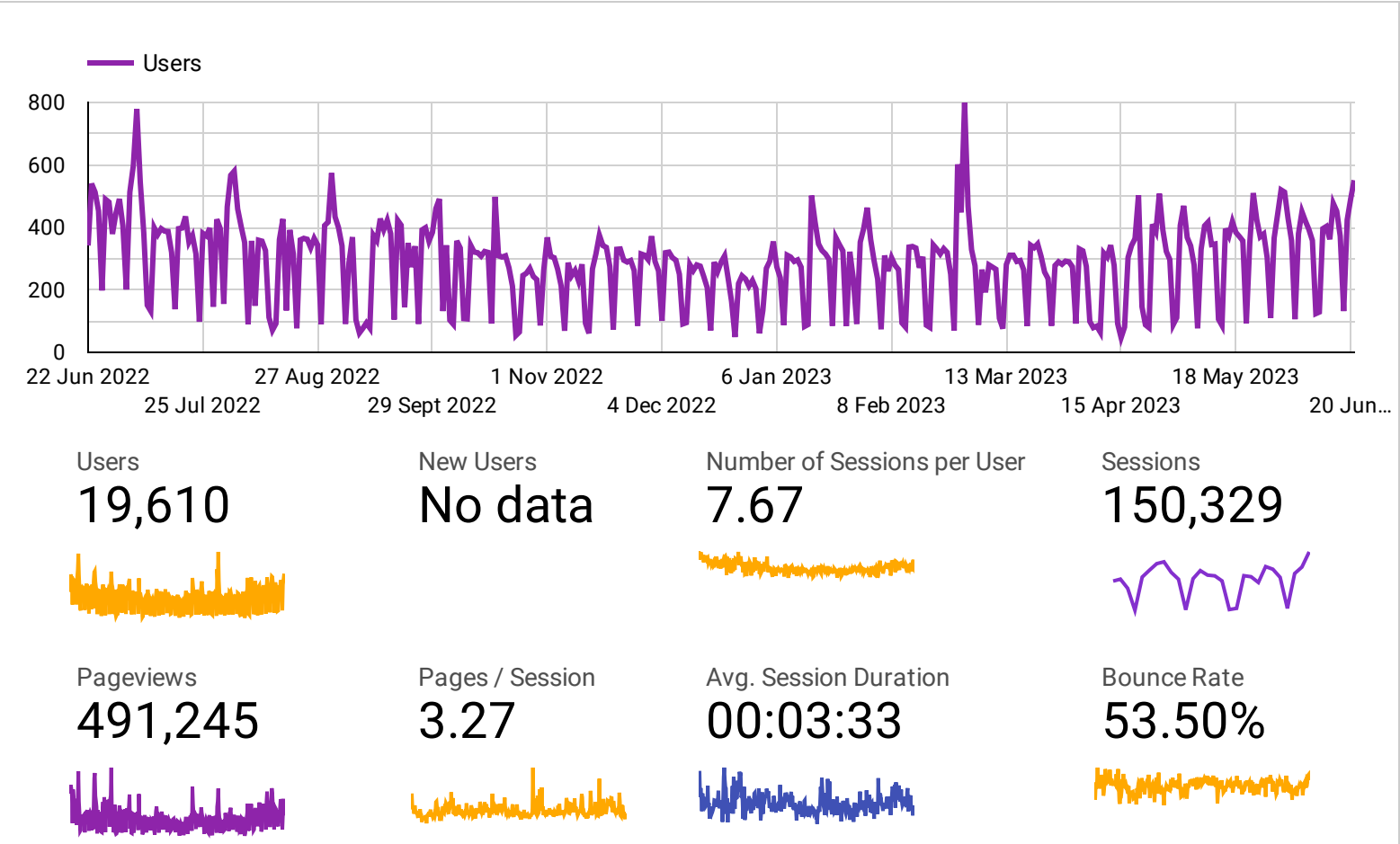
Region

Channel

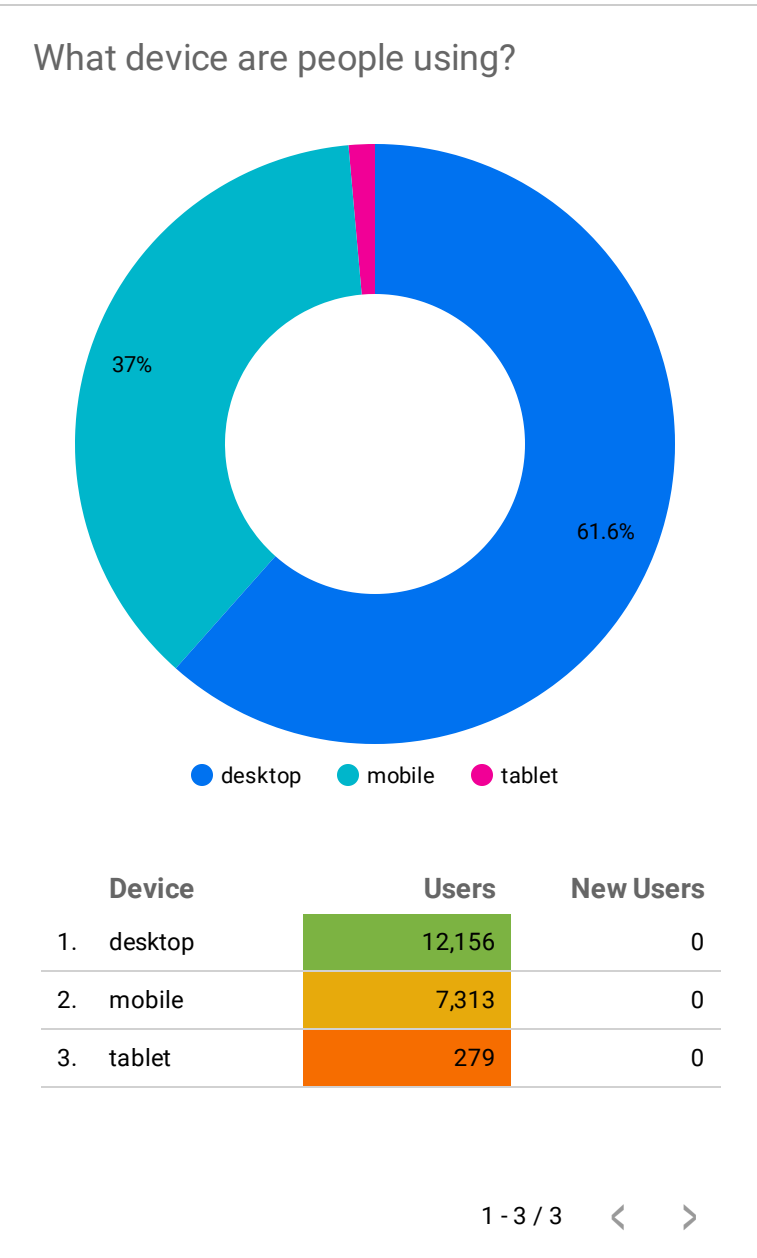
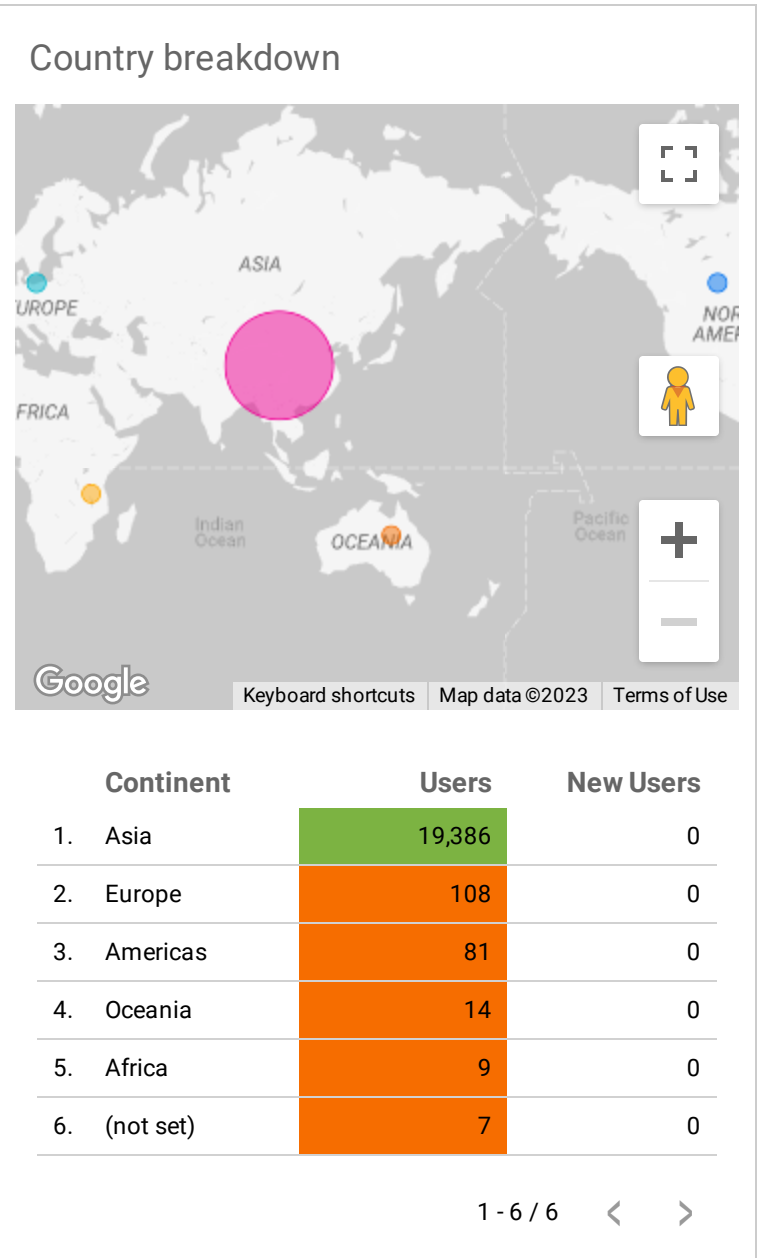
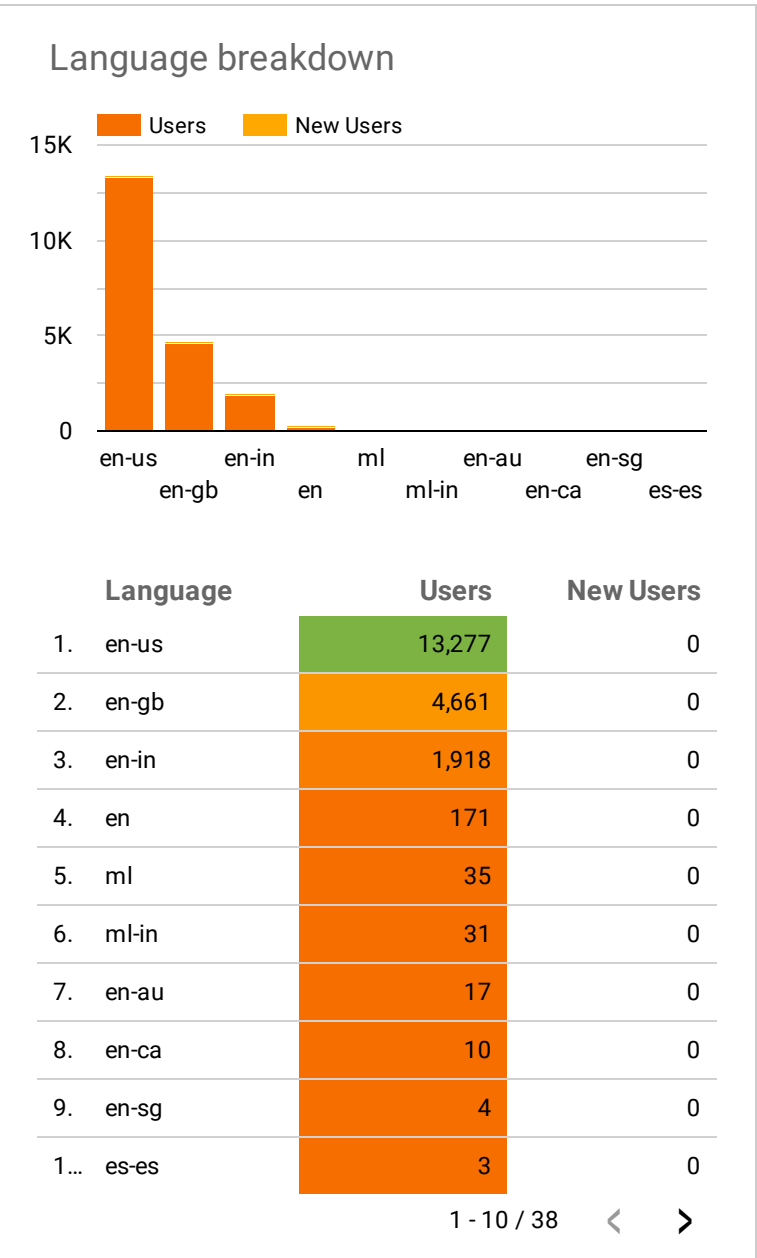
Device

22 Jun 2022 - 21 Jun 2023

Your audience at a glance



Let's learn a bit more about your users!



Google Analytics Behaviors Overview

Continent

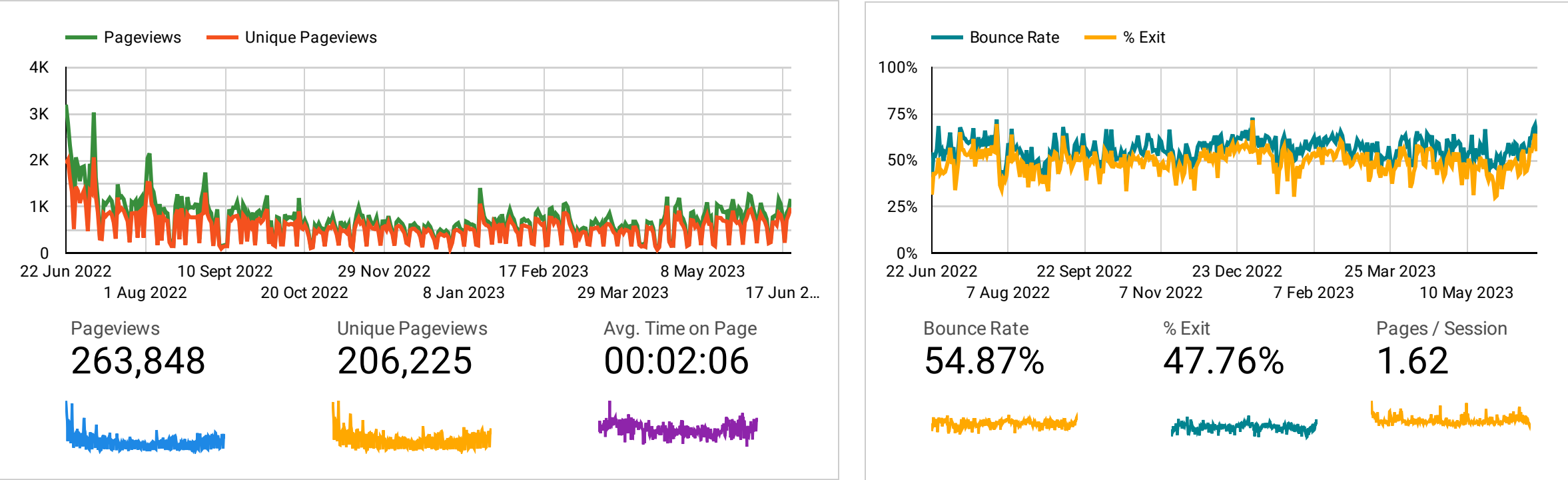
Region

Channel

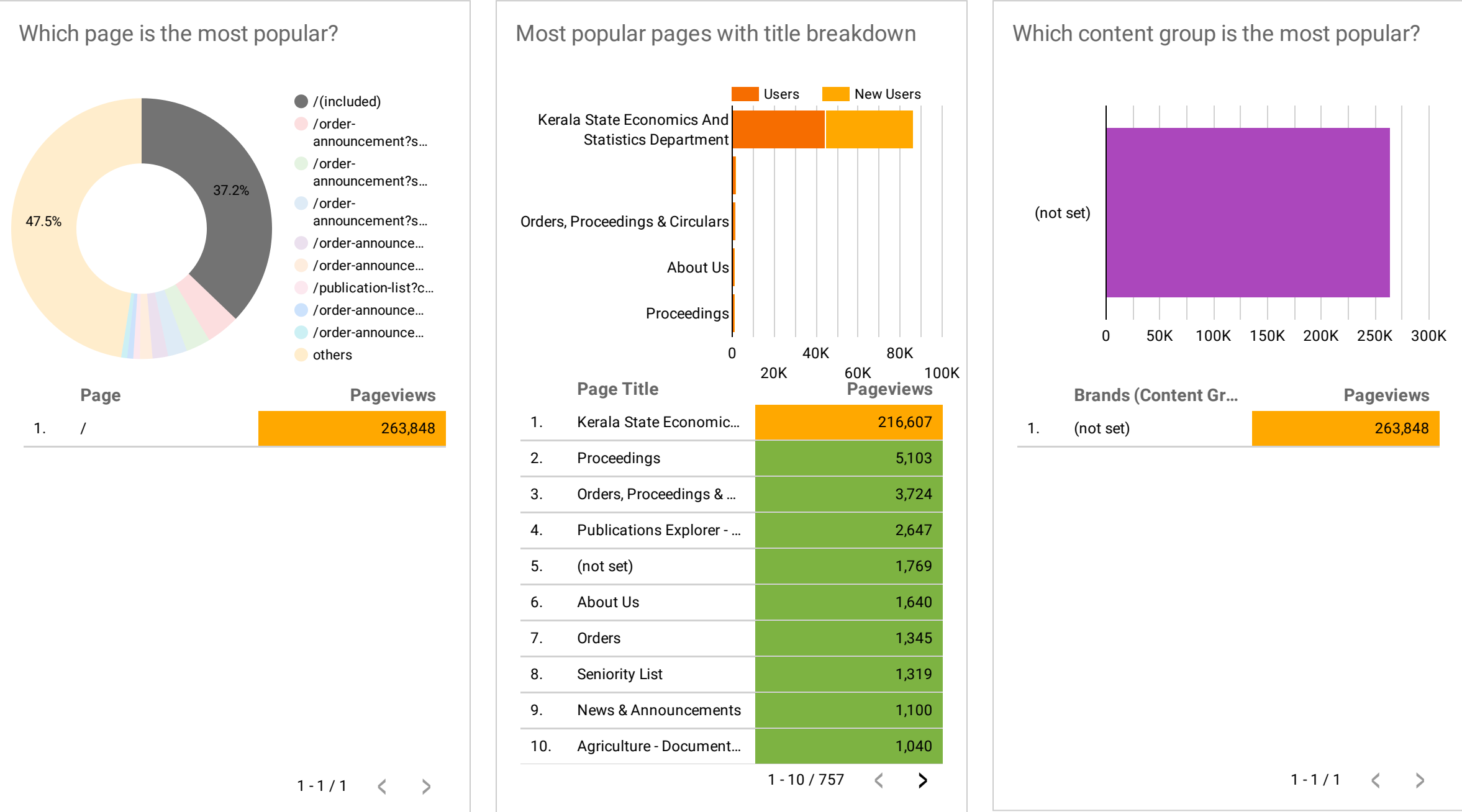
Device

22 Jun 2022 - 21 Jun 2023

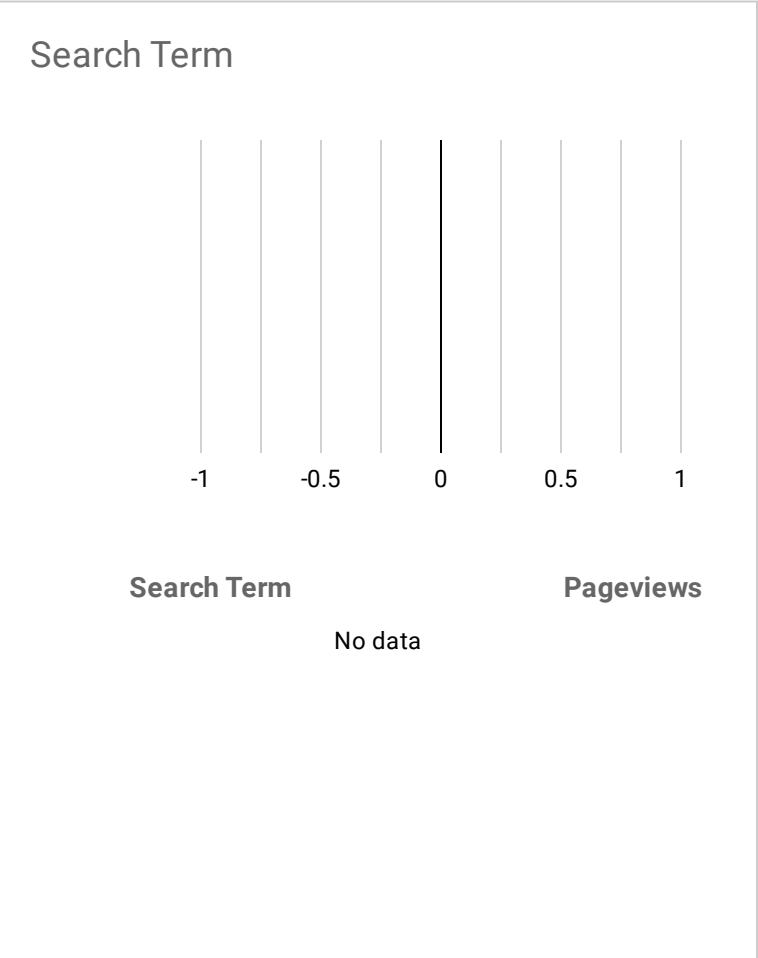
Overview of your user behaviors



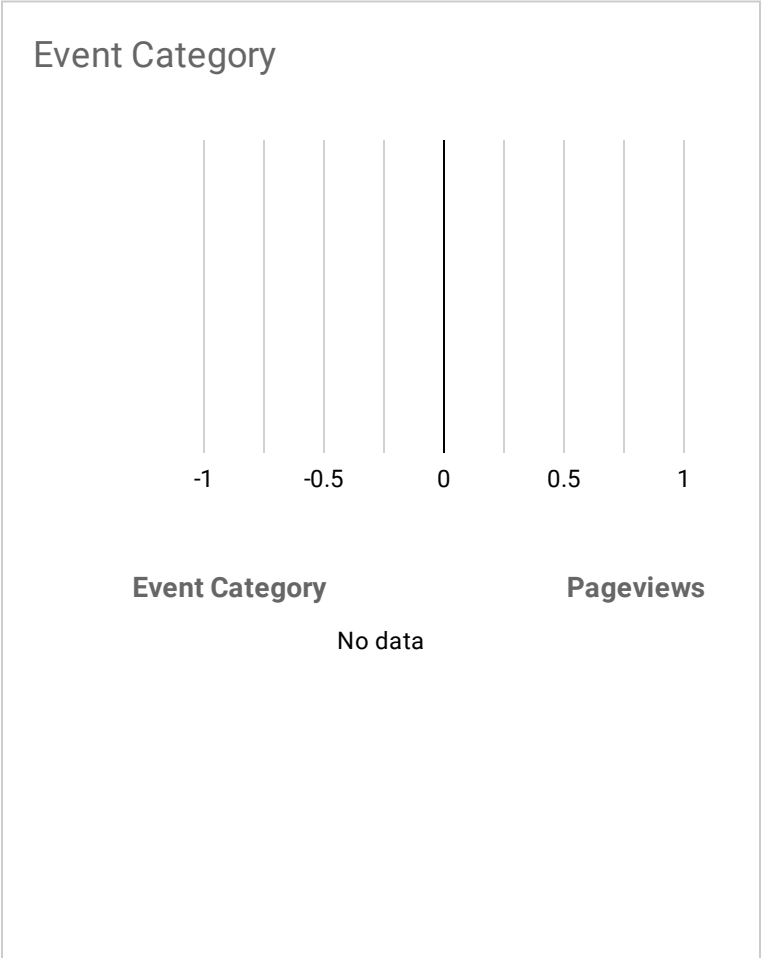
What do users see when they are in your website?



What do users search on the site?



Event category breakdown



How does your website perform?

