

Visualizing Website Activity

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Abstract

The dot com revolution has established the e-channel as a critical component of how corporations interact with their customers. One of the unique aspects of this channel is the rich instrumentation where it is literally possible to capture every visit, click, page view, purchasing decision, and other fine-grained details describing visitor browsing patterns. The problem is that the huge volume of relevant data overwhelms conventional analysis tools. To overcome this problem, we have developed a sequence of novel metaphors for visualizing website structure, paths and flow through the site, website activity, and a click stream analysis tool called eBizinsights. The useful aspect of our tools is that they provide a rich visual interactive workspace for performing ad hoc analysis, discovering patterns, and identifying correlations that are impossible to find with traditional non-visual tools.