



Visit Analysis Report

Duration of Report

27 Nov 2022 – 31 Jul 2023

Website <https://kerala.gov.in>

Visitor Summary

The data below summarizes the visitor patterns

Average Visitors Daily **2984**

Total Visitors **761148**

New Visitors **664853**

Demographics - Countries

The data below gives an overview of the visitors by countries.

Country	Users	New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time	Event count
India	604504	603197	425540	0.4907991027	0.7039490227	62.01690973	4185013
United States	18418	18214	5484	0.2919661396	0.2977521989	15.65636877	75516
United Arab Emirates	11996	11973	8957	0.5705095541	0.7466655552	63.10903635	80080
Saudi Arabia	4394	4356	2955	0.5233793836	0.6725079654	62.91283569	28113
Qatar	3342	3313	2478	0.578026592	0.7414721724	72.44673848	22594
Canada	2739	2641	2246	0.735188216	0.8200073019	42.48411829	18593
United Kingdom	2538	2491	1798	0.5271181472	0.7084318361	53.90228526	17271
Kuwait	2284	2274	1583	0.5451101928	0.6930823117	66.01838879	14890
Oman	1832	1790	1247	0.5191507077	0.6806768559	64.81932314	11621
China	1705	1632	699	0.3951384963	0.4099706745	23.81231672	6675

Browser used

The data below gives an overview of the browsers used to access the portal.

Browser	Users	New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time	Event count
Chrome	561064	556571	385607	0.4888830569	0.6872781002	59.46792345	3811336
Safari	31942	32212	15206	0.3804734024	0.4760503412	28.72262225	161742
Firefox	30657	30223	34034	0.6272392186	1.110154288	120.1423492	277312
Android Webview	17966	17927	9367	0.4620203216	0.5213737059	30.14199043	94454
Samsung Internet	13469	13447	6961	0.3660986641	0.5168163932	32.97475685	81551
Edge	9068	8918	8850	0.6805598277	0.9759594177	107.5372739	76925
Opera	3271	3239	2805	0.5936507937	0.8575359217	68.25802507	24322
UC Browser	868	867	691	0.655597723	0.7960829493	61.01497696	5761
Safari (in-app)	540	540	192	0.3447037702	0.3555555556	8.362962963	2209
Internet Explorer	256	256	70	0.2341137124	0.2734375	3.01953125	1010

Operating system used

The data below gives an overview of the operating system used to access the portal.

Operating system	Users	New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time	Event count
Android	443937	444400	254051	0.4188404077	0.5722681371	40.585065	2703565
Windows	154566	154017	156296	0.6434184797	1.01119263	114.5427326	1357117
iOS	37070	37072	17562	0.3863601364	0.4737523604	27.08314001	184497
Linux	24209	21085	24231	0.5622955004	1.000908753	122.5729274	229759
Macintosh	7560	7529	5736	0.5338296882	0.7587301587	63.59933862	59223
Chrome OS	557	557	549	0.6958174905	0.9856373429	101.3500898	5004
(not set)	165	164	13	0.0778443113	0.0787878787	0.8787878788	553
Firefox OS	11	11	0	0	0	0	493
Tizen	9	9	5	0.5555555556	0.5555555556	47.55555556	44
Samsung	3	3	0	0	0	0	9



Visit Analysis Report

Duration of Report : 6 Jul 2023 - 3 Oct 2023

Website <https://kerala.gov.in>

Visitor Summary

The data below summarizes the visitor patterns

Average Visitors Daily **2978**

Total Visitors **205,218**

New Visitors **190,910**

Demographics - Countries

The data below gives an overview of the visitors by countries.

Country	Users	New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time	Event count
India	192790	178228	137344	0.523329	0.712402	62.62911	1310621
United Arab Emirates	2680	2583	2002	0.582315	0.747015	64.8541	18250
United States	1520	1498	844	0.492703	0.555263	33.10461	8284
Saudi Arabia	1130	1081	803	0.568294	0.710619	64.01593	7454
Qatar	818	785	602	0.604418	0.735941	69.2824	5491
Canada	773	775	618	0.705479	0.799483	40.33118	5491
United Kingdom	765	733	561	0.568389	0.733333	49.17647	5000
China	612	594	241	0.380126	0.393791	20.68301	2398
Kuwait	510	485	339	0.552117	0.664706	63.57843	3116
Oman	441	422	311	0.598077	0.705215	83.45805	3183
Germany	430	413	222	0.475375	0.516279	42.65349	2578
Bahrain	342	326	236	0.59	0.690058	68.21345	2176

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Chrome	173203	161010	124479	0.531623	0.718688	62.80324	1191256
Safari	9752	9675	4418	0.391493	0.453035	26.15258	46293
Firefox	9236	7818	9343	0.63154	1.011585	111.0794	76995
Android Webview	5162	5069	2311	0.416022	0.447695	26.07497	24705
Samsung Internet	3427	3371	1665	0.366983	0.485848	31.89028	19892
Edge	2646	2424	2516	0.634232	0.950869	98.32955	22789
Opera	1028	960	828	0.598266	0.805447	66.20525	7291
UC Browser	270	256	189	0.6	0.7	40.45185	1591
Safari (in-app)	137	137	25	0.181159	0.182482	5.518248	469
Internet Explorer	47	46	19	0.339286	0.404255	16.51064	232

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Operating system	Users	New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time	Event count
Android	138612	130681	84095	0.478694	0.606694	44.92827	834878
Windows	42412	37531	44914	0.651797	1.058993	116.1997	389855
iOS	11445	11312	5323	0.395409	0.465094	24.84806	53942
Linux	11241	8978	10208	0.592593	0.908104	101.9507	93652
Macintosh	2218	2151	1677	0.547145	0.756087	65.98963	18052
Chrome OS	206	196	180	0.659341	0.873786	65.56796	1446
(not set)	48	47	8	0.156863	0.166667	0.625	169
Samsung	4	4	0	0	0	0	12
Tizen	3	3	2	0.666667	0.666667	19.33333	13
Firefox OS	2	2	0	0	0	0	176