GHRC

Metrics

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Web Traffic Analytics

Accomplishments
• New website mostly instrumented using Google analytics
• Generating monthly reports

Unresolved Tasks
• Make data set landing pages search engine friendly
• Instrument data set landing pages
• Run SEO tests for major keywords
• Analyze and understand traffic sources
• Impact of our postings in social media
HyDRO
July
Metrics

685 visits & 2747 clicks in 60 days 31 mins

We are not getting much traffic from either ECHO or GCMD
Metrics/Analytics Dashboard

• What do we hold?
  o Data Holdings Profile

• How efficiently are we operating?
  o Data publication rates for new data sets?
    • Running over capacity/under capacity
  o Ingest rates for new granules/files
  o Analyze trends and compare against previous years

• What value are we providing to our stakeholders?
  o Data distribution numbers
  o Publications related to our data products
  o Analyze trends and spikes
Discussion

• Do these metrics cover the major areas?
• Are there other metrics we should consider gathering and analyzing?
• How do we become a metrics driven organization?
  o Provide annual reports to UWG based on the analysis of our metrics?