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Kaushik. ISBN:

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“ Web Analytics An Hour A Day ” was the first of Avinash’s books I read and is a great example: If you are heading to the boom, from a web analytics viewpoint, then there is lots of useful stuff. Chapters 6 to 13 aim to provide the titles’

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**Web analytics : an  
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Web analytics is the measurement, collection, analysis and reporting of web data for purposes of understanding and optimizing web usage. However, Web analytics is not just a process for measuring web traffic but can be used as a tool for business and market

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an in-the-trenches practitioner, this step-by-step guide shows you how to implement a successful Web analytics strategy. Web analytics expert Avinash Kaushik, in his thought-provoking style, debunks leading ...

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