

CitiSim Website 2018 Statistics

Citisim

ITEA3 – Project Citisim





Document Properties

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Date	November 2018
Visibility	Public



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Description

Dissemination is a key element in promoting a research and development project.

Since the beginning of the project, we have been using a series of communication and dissemination tools and strategies to ensure that the project has a high impact on citizens, municipalities and other stakeholders. In this sense, the CitiSim consortium followed the communication strategy by participating at national and international conferences and publishing articles in high-impact scientific journals where they have presented the CitiSim project and its objectives.

In recent years, information and communication technologies have gone through changes that have led to a surprising evolution. Nowadays, the exchange of information is very fast and easy, anyone in possession of a smart device with an internet connection can keep up with the news in the world.

Social media has a big importance in creating new links between companies and possible partners. In this sense, we considered it very important that all CitiSim consortium's participation in smart city events be announced on Twitter. At the same time, we considered it necessary to do a statistical analysis of the activity carried out on the CitiSim Twitter account.

The statistical analysis for October 2018 shows that the number of followers, mentions, profile visits and tweet impressions is down compared to the previous months.

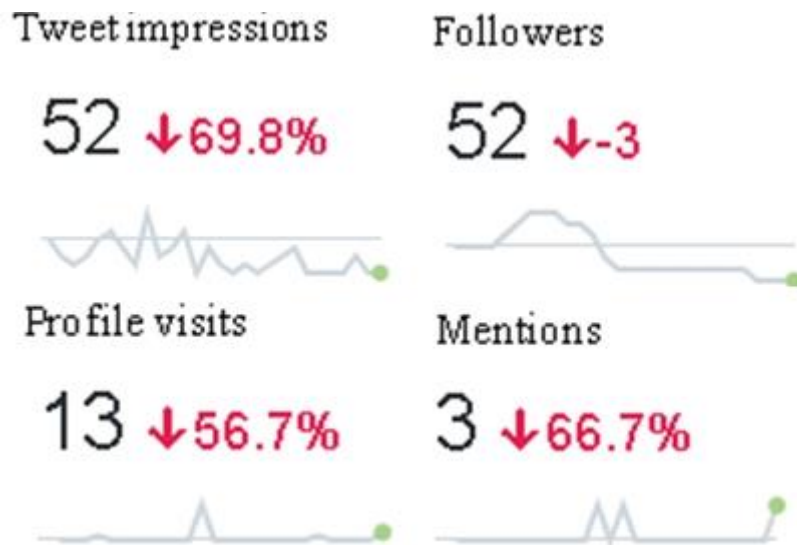


Figure 1. Data analysis October 2018 activity



Taking into account these data, in November we increased the activity on Twitter, which led to a significant increase in the number of tweet impressions, followers, profile visits and mentions.

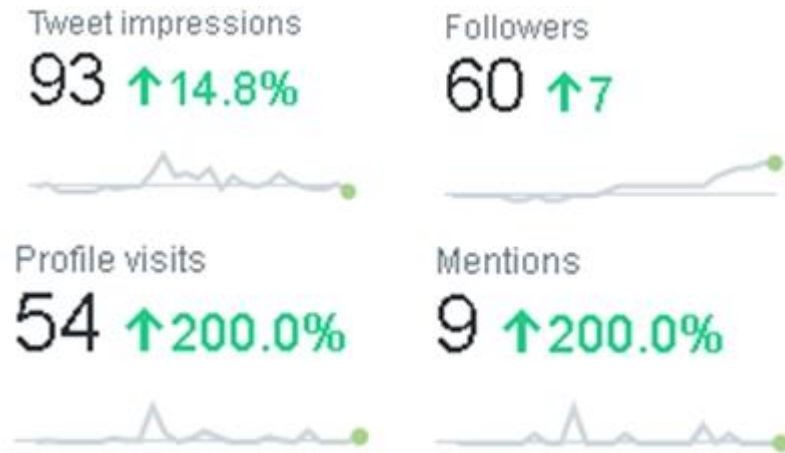


Figure 2. Data analysis November 2018 activity

We also collected all the data related to top followers, top mentions earned, Tweet impressions, profile visits, mentions, new followers registered in 2018, from January to November. As you can see, most progress has been made in sections Top mentions earned and Tweet impressions.

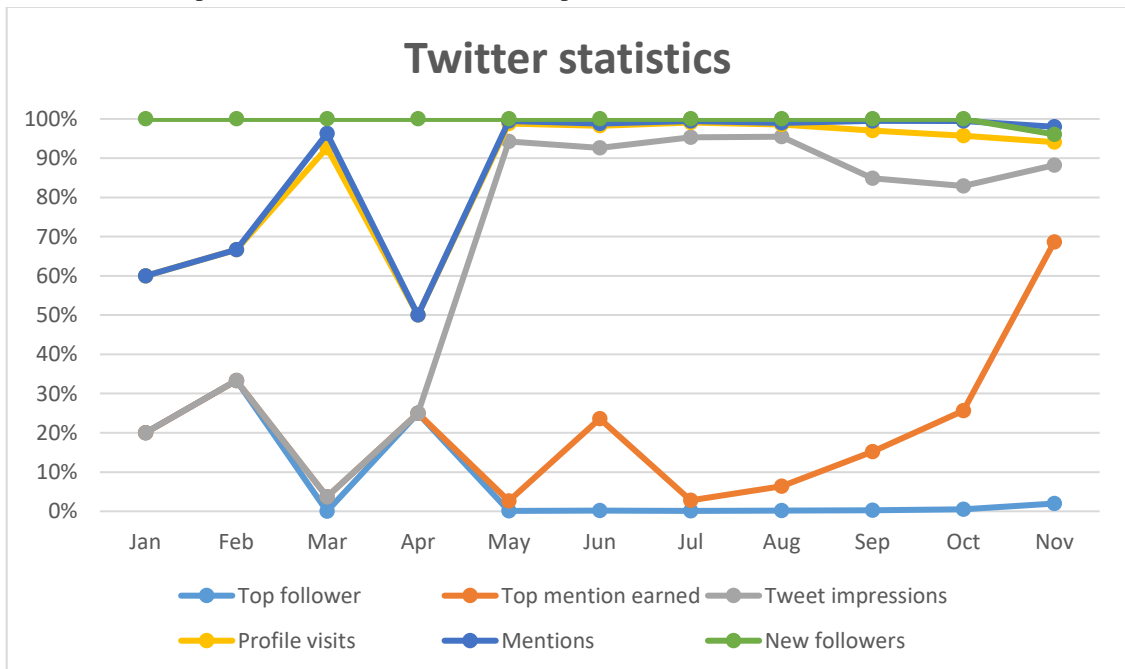


Figure 3. Twitter statistics January-November 2018



We have also carried out a statistical analysis for the work done on the CitiSim official website. Regarding the number of visits or visitors, we noticed that 30% of total visits was from the last month

Online Users:	1	
	Visitors	Visits
Today:	24	103
Yesterday:	20	31
Last 7 Days:	168	538
Last 30 Days:	697	2,130
Last 365 Days:	2,255	6,598
Total:	2,255	6,598

Figure 4. Number of visitors and visits on CitiSim's website

In the top of searches and accesses on the CitiSim website in November 2018 there is an interest about project's information, followed by project state, contact, blog and partners tab. Those pages have a high impact on visitors because are containing important information regarding the actual status of the project, technologies used in the development of the platform and ways to keep in touch with the consortium or to collaborate with the project.

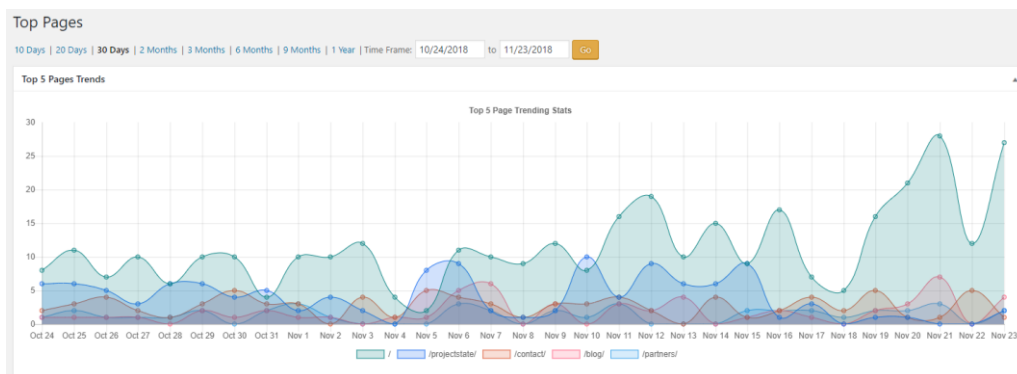


Figure 5. Top 5 Page Trending Stats November 2018



The list with Top 10 most visited pages in November 2018 can be seen in the figure below.

Top Pages	
1 - Project /	Visits: 356
2 - Project State /projectstate/	Visits: 123
3 - Contact /contact/	Visits: 82
4 - Blog /blog/	Visits: 56
5 - Partners /partners/	Visits: 41
6 - Collaborations /collaborations/	Visits: 34
7 - Big Data and the Internet of Things: keys to the success of a city /big-data-and-the-internet-of-things-keys-to-the-success-of-a-city/	Visits: 31
8 - Downloads /downloads/	Visits: 28
9 - Altfactor /altfactor/	Visits: 27
10 - Events /events/	Visits: 26

Figure 6. Top pages list November 2018

In 2018, from January to November, in the top of searches and website visits were a special interest in the the project’s information, followed by the articles „Big Data and the Internet of Things: keys to the success of a city” and „Mobiway - Mobility beyond Individualism”.

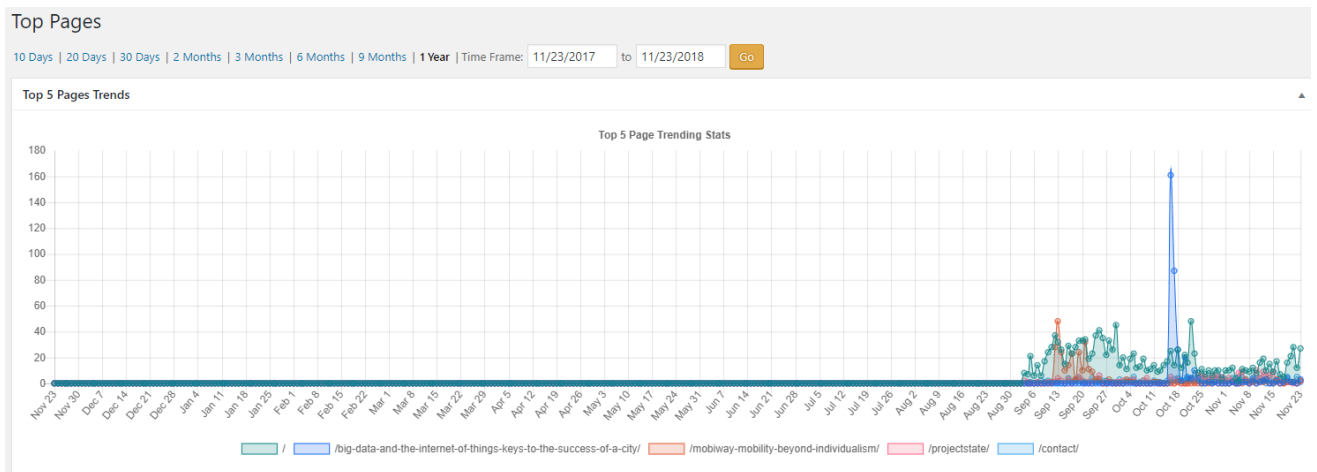


Figure 7. Top 5 Page Trending Stats last year



The list with Top 10 most visited pages from January to November 2018 can be seen in the figure below.

Top Pages	
1 - Project /	Visits: 1,460
2 - Big Data and the Internet of Things: keys to the success of a city /big-data-and-the-internet-of-things-keys-to-the-success-of-a-city/	Visits: 345
3 - MobiWay - Mobility beyond Individualism /mobiway-mobility-beyond-individualism/	Visits: 272
4 - Project State /projectstate/	Visits: 189
5 - Contact /contact/	Visits: 162
6 - Blog /blog/	Visits: 126
7 - Partners /partners/	Visits: 93
8 - CITISIM & WIZZIE /citisim-wizzie/	Visits: 80
9 - Downloads /downloads/	Visits: 79
10 - Kafka-based platforms can now join the CitiSim ecosystem /kafka-based-platforms-can-now-join-the-citisim-ecosystem/	Visits: 76

Figure 8. Top page list last year

In the first part of the project people who join the website were interested just in the main page. The interest increased after we improved the other sections adding information about events where CitiSim’s consortium was present, the technologies used in the project and the collaboration we started with Establish project.