



Visit Analysis Report

Duration of Report : 16 Dec 2023 to 16 Dec 2024

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

Visitor Summary

The data below summarizes the visitor patterns

Sessions: **1,696,183**

Total Visitors: **1,235,064**

New Visitors : **1,174,728**

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
Country	Active users	New users	Engaged sessions	Engagement rate	Engaged sessions per active user	Average engagement time per active user	Event count
India	1141577	1095790	987176	0.6164575435	0.8647476254	54.37928935	6778818
United Arab Emirates	19962	19551	15054	0.6278255067	0.7541328524	43.8212103	101648
Saudi Arabia	8575	8373	6448	0.6208357404	0.7519533528	47.80793003	44099
United States	7576	7464	4945	0.5911536163	0.652719113	32.34160507	35157
Qatar	5449	5328	4379	0.6418938728	0.8036336943	47.16204808	27982
Canada	5301	5266	4580	0.8325758953	0.8639879268	36.43425769	33468
Kuwait	4615	4540	3278	0.5674225376	0.7102925244	43.58244854	22888
Oman	3767	3666	2783	0.6210667262	0.7387841784	45.68861163	18763
United Kingdom	3366	3485	2531	0.615964955	0.7519310755	44.18954248	19164
Bahrain	2398	2354	1840	0.6417858389	0.7673060884	49.33319433	12447

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
Browser	Active users	New users	Engaged sessions	Engagement rate	Engaged sessions per active user	Average engagement time per active user	Event count
Chrome	1039736	1002334	920705	0.6267699501	0.8855180546	54.61479933	6156241
Safari	50926	50774	28871	0.5009021826	0.5669206299	22.49118329	224822
Firefox	47612	43808	54187	0.6702164502	1.138095438	88.00424263	387033
Samsung Internet	27497	27163	16254	0.4507987575	0.5911190312	24.54871441	133750
Android Webview	27428	27199	15197	0.5023801653	0.5540688348	25.32988187	121467
Edge	16178	15762	16032	0.6865658858	0.9909753987	92.72178267	116773
Opera	5719	5560	5218	0.6273896838	0.9123972723	51.82322084	37045
UC Browser	1017	967	776	0.6208	0.7630285152	35.64011799	5614
Safari (in-app)	513	513	147	0.28	0.2865497076	5.923976608	1771

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
Operating system	Active users	New users	Engaged sessions	Engagement rate	Engaged sessions per active user	Average engagement time per active user	Event count
Android	847326	825064	667480	0.5903491168	0.7877487531	40.31631981	4528565
Windows	221274	207212	251140	0.693287692	1.134972929	106.8370617	1762496
Linux	78643	69489	83274	0.669690463	1.05888636	69.89128085	552940
iOS	63282	62858	37989	0.5272003109	0.6003128852	23.73480611	280459
Macintosh	9261	8956	7086	0.5945129625	0.7651441529	52.27621207	56138
Chrome OS	938	929	866	0.6525998493	0.9232409382	61.40831557	5812

Firefox OS	20	20	35	0.1301115242	1.75	0	561
Samsung	11	11	6	0.4285714286	0.5454545455	0	50