## Computer Society Of India : Vadodara Chapter : Executive Committee 2011 - 12

<table>
<thead>
<tr>
<th>Managing Committee</th>
<th>Nominations Committee</th>
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<tbody>
<tr>
<td>Chairman</td>
<td>Mr. Bhuvan Parekh</td>
</tr>
<tr>
<td>Vice Chairman</td>
<td>Mr. Ashok Patel</td>
</tr>
<tr>
<td>Secretary</td>
<td>Mr. Pravin Jain</td>
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<tr>
<td>Treasurer</td>
<td>Mr. Mihir Mehta</td>
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<tr>
<td>Member</td>
<td>Ms. Vibha Naik</td>
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<td>Mr. I. K. Bhayani</td>
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<td>Mr. Saibal Bhowmick</td>
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<td>Mr. Amit Johri</td>
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<td>Mr. A. M. Nayak</td>
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### Best Wishes to You all for a Very Happy DIPAWALI
The momentum in the activities of our Chapter has continued this month. To give it a further boost, your contributions by way of organizing events & contributing Technical Articles to eXpressions are welcome!

To begin with, let us have a quick recap of the activities carried out till date:

1) **The following events have been organized by CSI VC so far:**

   1) 11 / 06 / 2011 : A Lecture Meeting by an expert Mr. Kejal Shah was organized on “Service Oriented Architecture”

   2) 29 / 07 / 2011 : A Panel discussion by eminent experts on topics of universal interest viz. :

      - Adaptable IT Solutions for Enhancing Business Effectiveness in Dynamic Environment
      - Preventive and Proactive IT Solutions for Taming Terrorism and Crime

   3) 24 / 07 / 2011 : Young Talent Search in Computer Programming 2011 for School Children

   4) 30 / 07 / 2011, 31 / 07 / 2011 & 07 / 08 / 2011 : A full day, 3 day Hands on workshop on Linux

   5) 29 / 08 / 2011 : Devang Mehta Memorial Lecture in association with NASSCOM, GIL & GESIA

   6) 04 / 09 / 2011 : A Workshop on “Application Development in Android”

   7) 10 / 09 / 2011 : Inauguration of CIO Club at Vadodara

   8) 17 / 09 / 2011 : Software Freedom Day Celebrations

2) **Events Organized during Current Month** :

   ✓ A talk on “Productive Innovation” by Mr. Pinkesh Shah on 05 / 10 / 2011

   ✓ A Talk by Dr. Bhuvan Unhelkar and Keith Sherringham scheduled on on 8th October, 2011

3) Mr. Pravin Tamhne – Chairman, Nominations Committee - initiated the process of constituting the new Managing Committee for the upcoming Financial Year for CSI VC.

4) **Newsletter** :

   ✓ This as well as all forthcoming issues are now being uploaded on www.csivadodara.org and all members shall be intimated by e-mail. The past issues are now being maintained on CSI's Web Site http://www.csi-india.org/web/csi/chapter-news38
Lecture Meeting: Impact of IT Trends on Emerging Economies (Indian Context):

Date: Saturday, 08 / 10 / 2011
Venue: Chemical Auditorium, Faculty of Technology & Engineering, (Kala Bhavan)

This was a highly interactive event with an address from each of the two learned speakers which provided a lot of insight on the ICT opportunities waiting to be exploited in India but also very valuable feedback and suggestions on the current and emerging trends. The participants were encouraged to seek answers to a wide range of questions which were patiently and comprehensively addressed by both the speakers. It was a learning experience for all the participants and very satisfying one for the speakers.
Dr. Bhuvan Unhelkar addressing the audience . . .

Mr. Keith Sherringhamin had a lively interaction with the audience
Past Event: Mr. Devang Mehta Memorial Lecture: Some Photographs:
Shri Dewang Mehta Memorial Lecture 2011
“Designing a Competitive Society”

by
Shri V. Srinivas
Founder CEO & Chief Researcher of Accenture Lab
29th August 2011, The M.S. University, Vadodara
Article: Google Analytics: Goldmine for Web Analytics:  

(*) Ajay Joshi

Google Analytics
Let us talk how Google Analytics can be used effectively to track and analyze traffic to your site. This service is provided free by Google. This tool provides you lot of information that most web site stat tools would not.

Analytics can be accessed from http://analytics.google.com. The site will walk you through the process of creating an account. All you need is a valid email ID. It does not have to be gmail account either. Using your regular email address, you can sign up for analytics account.

Once your account is created, google gives you a piece of code that needs to be inserted in every page of your site. Many sites that are hosted in portals like trademart etc will not allow you to do that. If you are having trouble getting the code inserted and recognized, you can go through the online documentation to get help.

Once google analytics is installed, it starts tracking visitors to your site. A typical “Dashboard” looks as follows:

It shows you the number of visitors that visited your site on each day for the selected time range. Using Advanced Segments, you can apply additional filters such as visitors from paid, non-paid visitors, Direct Traffic, Referral traffic, Mobile Traffic and Non-bounce Traffic. You can also create custom segments. For example, I want to know the amount of traffic that I get from Mumbai for SAP keyword. Here is how I would set it up.

( * ) : About the author: Ajay Joshi is the Director at Creative Edge. Creative Edge provides digital Branding and Internet Marketing services to companies globally.
In other words, if we wish to create additional filter criteria, then we will need to use Advanced Segments.

Here is the result of the above segment. There were 41 visits to the site from Mumbai where keyword searched was SAP.

"sap" sent 41 total visits in the "SAP and Mumbai" segment

Before we go any further, let us learn one term that will come up in Google Analytics quite often. It is called “Bounce Rate”. A bounce occurs when a web site visitor only views a single page on a website, that is, the visitor leaves a site without visiting any other pages before a specified session-timeout occurs. Bounce rates can be used to help determine the effectiveness or performance of an
entry page. An entry page with a low bounce rate means that the page effectively causes visitors to view more pages and continue on deeper into the web site.

Google.com analytics specialist Avinash Kaushik has stated:

"It is really hard to get a bounce rate under 20%, anything over 35% is cause for concern, 50% (above) is worrying."

Next section in analytics home page is Site Usage. Avg time on site shows the amount of time.

### Site Usage

<table>
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<tr>
<th>Metric</th>
<th>Value</th>
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<tbody>
<tr>
<td>Visits</td>
<td>6,329</td>
</tr>
<tr>
<td>Pageviews</td>
<td>30,532</td>
</tr>
<tr>
<td>Pages/Visit</td>
<td>4.82</td>
</tr>
<tr>
<td>Bounce Rate</td>
<td>33.35%</td>
</tr>
<tr>
<td>Avg. Time on Site</td>
<td>00:04:24</td>
</tr>
<tr>
<td>% New Visits</td>
<td>79.25%</td>
</tr>
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One of the very interesting and exciting section is Map Overlay. It shows the location from where visitors came to your site.

![Map Overlay](image)

2,315 visits came from 50 countries/territories

And clicking on a country will give you detailed map of the cities that brought you visitors.
Businesses will find this information very useful.

Let us take a hypothetical situation where a business wishes to open a new office but is trying to figure out whether his product demand is more in which region in the country. Running a campaign for 3-4 months can give some idea which then can be validated using a survey agency. **It is a very economical and quick way of conducting market surveys.** Of course, you are only going to get representative sample from people with access to internet.

The only caveat that I would like to point out is that when people use USB sticks to connect to internet, it is hard for the tool to know exact location. The location from where your service provider routes the request, will get mapped. In other words, this report may not always be 100% accurate.

Another interesting piece of information that analytics gives you is some indication on the contents of the site. If there is a page that shows high bounce rate, you may have to look at the contents of that page. It may not have right contents that “encourage” visitors to check out other pages. It will also tell you the number of visitors that exited from the site when they were on this page. Looking at Exit rate and bounce rate can give you some ideas about how well a page is being seen by the website visitors.
In the next article, we will discuss more exciting features of Google Analytics that can be leveraged by the business to know more about the prospects.
Last but not the least:
Haath Ka Khel . . Interesting!
Now, Some misuses . . .
Some Rare Pictures:

1985 Windows 1.0

The First Version of Microsoft Windows, Windows 1.0, with simple applications and the concept of multitasking on PC.

1987 Windows 2.0

The Second Version of Windows, Windows 2.0 with some fixes and the Control Panel.
1988  Windows 2.1

The Second Version of Windows with some additions, and some fixes, Windows 2.1, the Paint software is seen in this one!

1990  Windows 3.0

The Third Version of Windows, Windows 3.0, featuring the File Manager and Program Manager, replacing the old MS DOS based File and Program Managers.
1992 Windows 3.1

The later released upgraded version of Windows 3.0, which had support for 32-bit Disk Access, Personalization options and had the Minesweeper game for the first time.

1995 Windows 95
Windows 95, the changed look, the new interface and the beginning of the form of Windows which we see now. Enhanced Graphics and better Communication Programs.

**1998 Windows 98**

Windows 98, one of the most successful versions of Windows till now, this version of Windows can still be seen in some PCs even today. With Extended Software, better Performance, this Version was the first milestone in the path of the development of Windows.

**2000 Windows ME**

Windows ME or Windows Millenium Edition, though not a very popular version of Windows,
but still it had some better tools and performance than the previous ones in some cases.

2001 Windows XP

Windows XP, the Daddy of all versions of Windows, the most popular version of windows even today. Windows XP is still used today because of its unmatched performance, tools and interface. This has been the best version of Windows till the arrival of Windows 7.

2006 Windows Vista

Windows Vista, though it didn’t go so well in the public, but still its a good version of Windows specially for the interface the Windows Aero Effect, making the Window
Transparency work like magic.

2009 Windows 7

Windows 7, the best version of Windows till date. With the new and advanced features such as the Superbar, this version of Windows created another milestone for Microsoft after Windows 98 and Windows XP. Windows 7 features an unbeatable user interface, and powerful tools that makes it the best among the rest.

2012 Windows 8

Windows 8, to be released in the late 2012. The interface of Windows 8 as seen at the D9 Conference. A better version of Windows as proposed by Microsoft, with the changed User Interface.
Misguided Missile – A Dubious Signs!

Dr Chopra – a psychotherapist - wanted a 'Sign board' to be put up in front of his clinic but our uneducated painter painted:

"Dr Chopra Psycho The Rapist"
Coming back to Business:
Information on Membership of Computer Society of India, benefits of Membership, forms to
download and other relevant information can be accessed through the following link:

http://www.csi-india.org/web/csi/subscribe
http://www.csi-india.org/web/csi/eligibility
http://www.csi-india.org/web/csi/subscription-fees
http://www.csi-india.org/web/csi/forms-download

NOTE:
1) All members are cordially invited to contribute to eXpressions. Kindly mail to feedback@csivadodara.org.

2) All members are cordially invited to volunteer for participating in the activity of their interest. Kindly mail to feedback@csivadodara.org.

3) All members are requested to mail their current contact details (Name, Address, Contact Phone No, Mobile No, E-Mail ID) to feedback@csivadodara.org.