

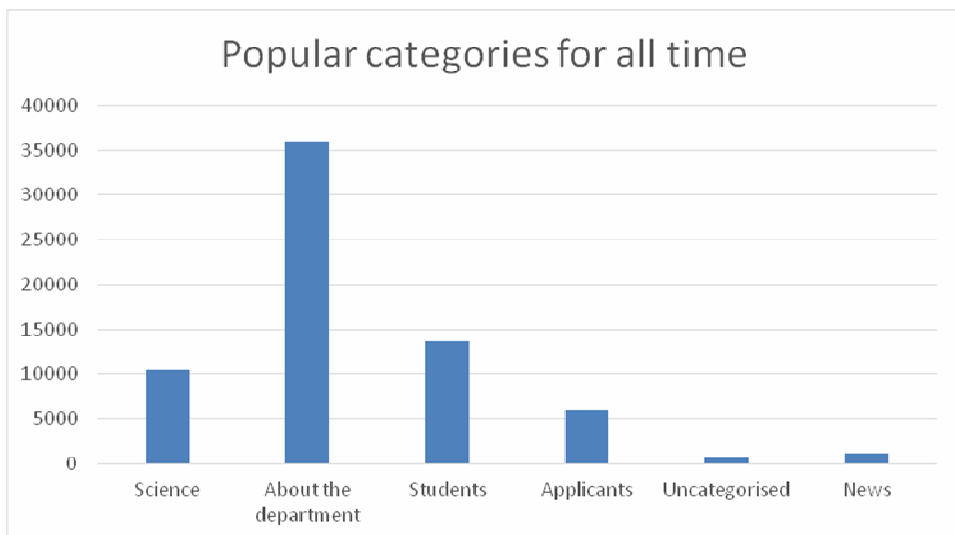
PMIT DEPARTMENT EFFICIENCY ANALYSIS STATISTICAL RESEARCH

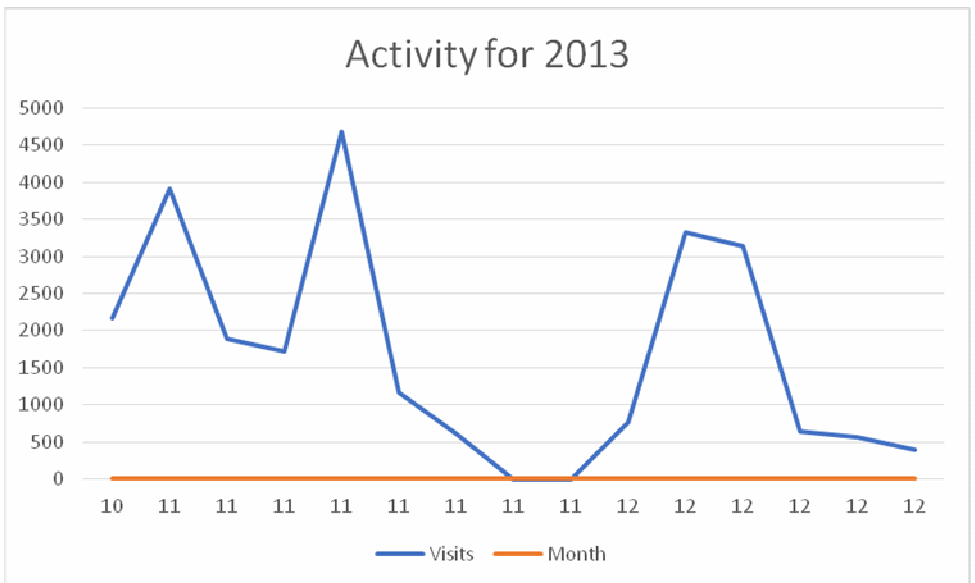
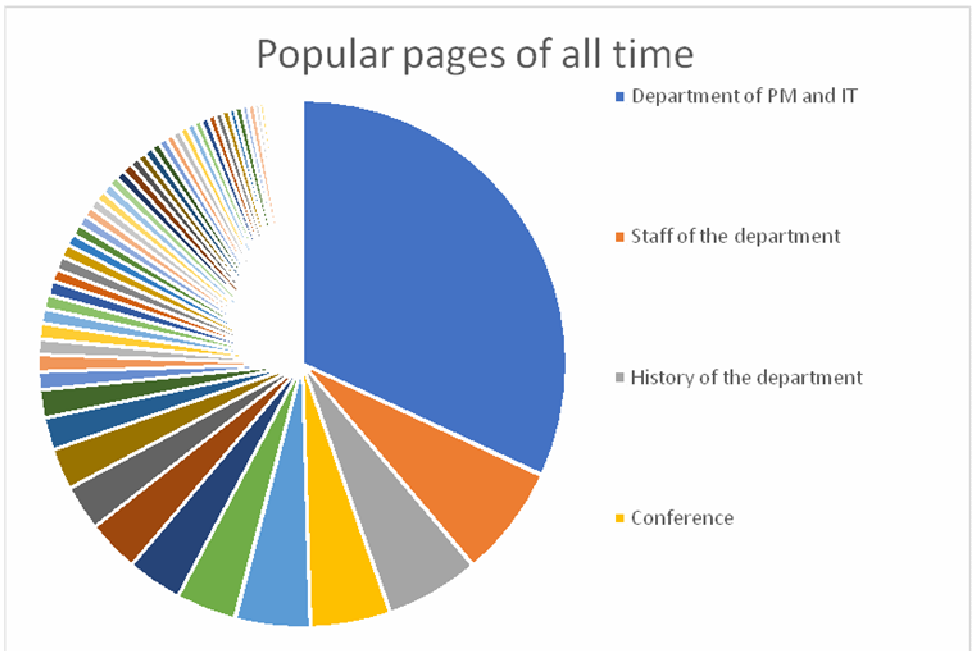
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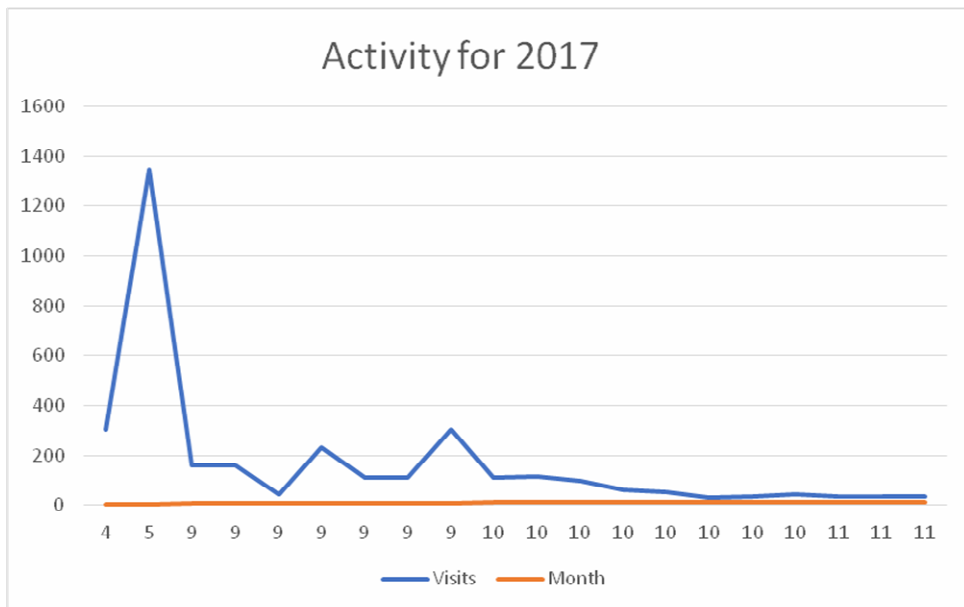
Throughout the work, a statistical study of the efficiency analysis of the Department of Applied Mathematics and Information Technology was conducted [1-7]. When creating the department's site, the Landing Page design was used.

Landing Page is a web page, the main task of which is the collection of contact data for the target audience. Used to increase the effectiveness of advertising, increase the audience.

From October 22, 2013 to March 1, 2017: 89 articles were published that looked 67889 times! The most popular category was - About the Department, which scored 35963 views, with the most popular page - the Department of PM and IT.





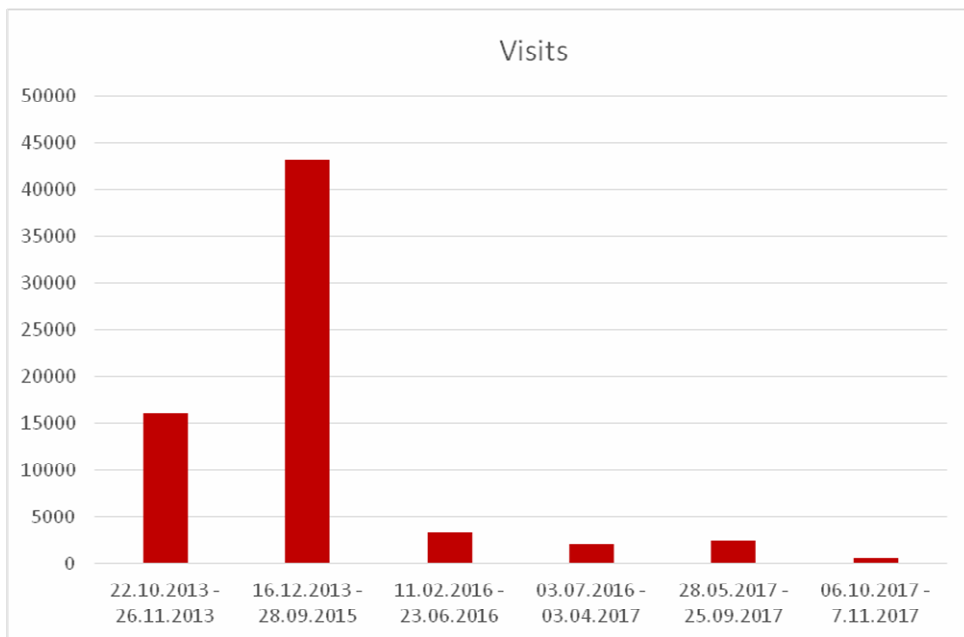


On average, 4 articles were published monthly, and October was a record year. The share of publications was the lowest in May and April. On average, the publication received 658 views.

For 2017, compared to 2016, views dropped by 36%!

Overall efficiency

Date	Visits
22.10.2013 - 26.11.2013	16138
16.12.2013 - 28.09.2015	43180
11.02.2016 - 23.06.2016	3419
03.07.2016 - 03.04.2017	2046
28.05.2017 - 25.09.2017	2465
06.10.2017 - 7.11.2017	641



The most effective was the period 2013 - 2015. The number of views, compared to the previous one, increased more than 2.5 times (an increase of 168%)!

TOP 5 most visited pages.

- 1 place took - Department of PM and IT (21705)
- 2th place - Composition of the department (4676)
- 3th place - History of the department (3908)
- 4th place - Conferences (3332)
- 5th place - Scientific directions (3143)

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