- How has information (page/section) been accessed over time?
- How recently?
- How long do they spend in the site over time?
- Where do people enter the Web site over time?
- Where do people spend time on the site over time?
- Who are the people accessing the site over time?
- Domain distribution: (.com, .edu, etc.)
- Who are the people accessing the site over time?
- Browser distribution: chrome, firefox etc.
- Geographic distribution