

Website Utilization Data Guide

September 27, 2013

1 Introduction

This dataset tracks the total number of queries to the availability API; it is a count of the visits to the map of availability data on the SFpark webpage as well as hits made by mobile device applications. This document provides information regarding the availability and use of this dataset.

1.1 Timeline

The dataset tracks usage from May 2011 through July 2013

1.2 Availability of Data

The dataset is a single Excel worksheet. A data dictionary defining key elements of the data is listed in section 2.2 of this document. For all data requests and related inquiries, please contact info@sfpark.org and put "SFpark evaluation data request" in the subject line.

The Website Utilization data file name, format and size are as follows:

- o File name: SFpark_WebsiteUtilizationData__20112013.xlsx
- o File format: 2010 MS Office Excel workbook
- o File size: 9.61 KB

2 Overview

2.1 Summary of Contents

This dataset of queries made to the availability API includes all hits to the page including refreshes. The dataset does not differentiate between queries made from mobile device application or via the website.

2.2 Data Dictionary

Field Name	Description	Example
Month	Calendar month	May
Year	Year	2011
Total Requests (Hits)	Total number of queries to the availability API	497,681
Avg hits/ day	Average number of hits per day	16,054

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