



SAARTHI - सारथी

करियर मार्गदर्शन पोर्टल · Career Guidance Portal

"सही मार्गदर्शन, उज्ज्वल भविष्य।"

करियर शीट · CAREER SHEET

वेब विश्लेषक (वेब एनालिस्ट)

A Web Analyst tracks and analyses how users behave on a website. By measuring traffic, visitor counts and page views, they help businesses improve their sites. It is an accessible digital career that can be learned online.



Scan for everything on this career

Salary, exams, colleges, the routes in and the steps after — all on the portal.

career.gsssjethantri.in/#/career/web-analyst

राजकीय उच्च माध्यमिक विद्यालय, जेठन्तरी

Govt. Sr. Sec. School, Jethantri · ब्लॉक समदड़ी · बालोतरा (Block Samdari · Balotra)

www.gsssjethantri.in · career.gsssjethantri.in



सुशील कुमार शर्मा

प्रधानाचार्य, रा.उ.मा.वि. जेठन्तरी · मास्टर ट्रेनर
Principal, GSSS Jethantri · Master Trainer



श्री चेनाराम चौधरी

प्रधानाचार्य, डाइट बाड़मेर
Principal, DIET Barmer



श्रीमती संघमित्रा

वरिष्ठ व्याख्याता, डाइट बाड़मेर (सहयोग)
Sr. Lecturer, DIET Barmer (Support)



भरत चौधरी

अभिकल्पना व विकास · व्याख्याता (इतिहास)
Designed & developed · Lecturer (History)

विशेष धन्यवाद · SPECIAL THANKS



सुरेन्द्र सिंह राठौड़

व्याख्याता (इतिहास) · रा.उ.मा.वि. कानाना



सुरेश कुमार सैन

व्याख्याता (भूगोल) · रा.उ.मा.वि. रामसीन मूंगड़ा



वनिता कुमारी

व्याख्याता (इतिहास) · रा.उ.मा.वि. रामसीन मूंगड़ा



कमलेश चौधरी

व्याख्याता (राजनीति विज्ञान) · रा.उ.मा.वि. टापरा

करियर मार्गदर्शन कार्यशाला, डाइट बाड़मेर (14-17 जुलाई 2026) में विकसित व लोकार्पित
Developed & unveiled at the Career Guidance Workshop, DIET Barmer (14-17 July 2026)

यह एक स्वतंत्र परियोजना है, जो सरकार की आधिकारिक करियर-मार्गदर्शन सामग्री पर आधारित है। · An independent project based on the Government's official career-guidance content.

1 About this career

A Web Analyst tracks and analyses how users behave on a website. By measuring traffic, visitor counts and page views, they help businesses improve their sites. It is an accessible digital career that can be learned online.

2 At a glance

Minimum qualification	Graduate (CS/IT) or digital analytics course
Avg Salary	₹25,000–₹1,00,000/month
Work Area	Digital marketing & analytics
Demand	High and growing

3 What you need

INTERESTS

- Working on computers
- Analysing problems and situations
- Being comfortable with numbers and data

ABILITIES

- Attention to detail
- Interpreting data correctly
- Analytical thinking

KEY SKILLS

- Google Analytics (GA4)
- Excel & spreadsheets
- A/B testing & conversion analysis
- Reporting & communication
- Data visualization (Looker Studio)
- Basic SQL
- Basic HTML understanding

4 How to get there

- 1 Complete 10+2 in any stream (Maths is helpful).
- 2 Do a Bachelor's degree in CS/IT/Statistics.
- 3 Optional: a Master's degree or PG Diploma in a related field.
- 4 Take online certifications in Google Analytics & digital marketing.
- 5 Build hands-on experience through internships or freelance projects.

MAIN EXAMS

- REAP – Rajasthan Engineering Admission Process
- JEE Main (for B.Tech)
- Google Analytics Certification

5 Where to study

GOVERNMENT INSTITUTES

- Malaviya National Institute of Technology (MNIT) — Jaipur (<https://mnit.ac.in>)
- Government Engineering College — Bikaner
- MBM University — Jodhpur
- University of Rajasthan (Dept. of Computer Science) — Jaipur

PRIVATE INSTITUTES

- Manipal University Jaipur — Jaipur
- The LNM Institute of Information Technology (LNMIIT) — Jaipur
- JECRC University — Jaipur

ONLINE

- Google Analytics Academy — Online (<https://analytics.google.com/analytics/academy/>)
- SWAYAM / NPTEL — Online (<https://swayam.gov.in>)
- Udemy – Web Analytics — Online (<https://www.udemy.com/course/web-analytics2/>)

FEES

Degree course fees range from about ₹45,000 to ₹10,00,000; much lower in government institutes. Many analytics skills can be learned online at low cost.

SCHOLARSHIPS

- National Scholarship Portal (<https://scholarships.gov.in>)
- Buddy4Study (<https://www.buddy4study.com>)
- Vidya Lakshmi (Education Loans) (<https://www.vidyalakshmi.co.in>)

6 What the work is like

WHERE YOU WORK

Startups, digital marketing agencies, e-commerce firms, media houses and educational institutions. Remote and freelance work is common.

WORK CULTURE

Work is usually 5–6 days a week, 8–9 hours a day; a shift system may apply. Opportunities also exist for persons with disabilities.

WHO HIRES

- | | |
|--|-----------------------------------|
| • Amazon | • Flipkart |
| • Google | • Zomato |
| • Digital marketing agencies (e.g. WATConsult) | • Startups & e-commerce companies |

DEMAND (2026)

With the rapid growth of the digital economy and online business, demand for web analysts keeps rising in 2026.

7 Career growth

- 1 Junior Web Analyst
- 2 Web Analyst
- 3 Senior Web Analyst
- 4 Analytics Manager

EARNINGS

Starting	₹25,000/माह
Mid level	₹50,000/माह
Senior level	₹1,00,000+/माह

Income varies by experience, skills and city (2026 estimate).

8 The good parts · The challenges

The good parts

- Can be learned online, with a low-cost start.
- Good freelance and remote work opportunities.
- Demand across almost every industry.

The challenges

- Must keep learning constantly changing tools and technology.
- Long hours working on screens and data.
- Pressure of targets and time-bound reporting.

9 Real-life journeys

Avinash Kaushik

Digital Marketing Evangelist, Google

Indian-origin Avinash Kaushik is one of the world's best-known web analytics experts. He wrote the acclaimed book 'Web Analytics 2.0' and, through his blog 'Occam's Razor', taught millions to make data-driven decisions.

Kaushik.net · <https://www.kaushik.net/avinash/about/>

Krista Seiden

Founder, KS Digital; Former Google Analytics Evangelist

Krista Seiden is a leading web analytics expert who spent seven years as Google's official Analytics Evangelist, helping shape Google Analytics and GA4. In 2019 she founded her consultancy KS Digital and has trained millions of people worldwide to measure website traffic and make data-driven decisions.

KS Digital · <https://ksdigital.co/>

10 If this route does not work out

One exam or one attempt does not close the door. The same subjects also open these routes — entry is usually easier, and you can return to this field later.

- AI Healthcare Specialist
- AI UX Designer
- AI Education Specialist

11 Sources & further reading

1. Rajasthan Career Guidance (source) — <https://cg.rajasthan.gov.in/careerguidance/hi/career/%e0%a4%b5%e0%a5%87%e0%a4%ac-%e0%a4%b5%e0%a4%bf%e0%a4%b6%e0%a5%8d%e0%a4%b2%e0%a5%87%e0%a4%b7%e0%a4%95-%e0%a4%b5%e0%a5%87%e0%a4%ac-%e0%a4%8f%e0%a4%a8%e0%a4%be%e0%a4%b2%e0%a4%bf%e0%a4%b8%e0%a5%8d/>
2. NIRF Rankings — <https://www.nirfindia.org>
3. Google Analytics Academy — <https://analytics.google.com/analytics/academy/>
4. Salary reference (PayScale) — https://www.payscale.com/research/IN/Job=Web_Analyst/Salary



And 770+ more careers — the whole portal

Interest and aptitude tests, government jobs, skill courses and a CV builder — free, no login, and it works offline.

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