

# **National Portal of India**

## **<https://india.gov.in>**

### **Visit Analysis Report**

Duration of Report  
01<sup>st</sup> July, 2021 – 31<sup>st</sup> July, 2021

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## Visitors Dashboard

The data below summarizes the visitor patterns on National Portal of India

Visitor Summary	
Average Visitors Daily	167751
Average Pages per Session	1.79
Visitors	5200299
New Visitors	4623013
Returning Visitors	1084114
Pageviews	11371658

## Content of Interest

The data below gives a sense of the content that has engaged visitors of National Portal of India.

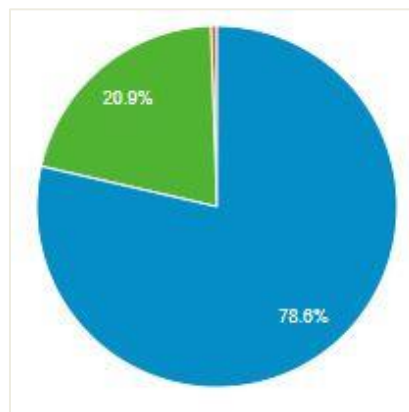
Page	Pageviews	Unique Pageviews
/spotlight/government-e-marketplace-procurement-made-smart	915792	582812
/content-available-on-ngsp	572529	391634
/my-government/whos-who/council-ministers	531885	383270
/user/login	286214	133391
/my-government/whos-who/chief-ministers	249344	191102
/my-government/whos-who/governors	145783	109372

Page	Pageviews	Unique Pageviews
/my-government	144432	102368
/user/register	133875	82233
/hi/my-government/whos-who/council-ministers	84270	58045
/spotlight/pm-street-vendors-atmanirbhar-nidhi-pm-svanidhi	78901	52589

### Devices used

The data below gives an overview of the devices used to access the National Portal of India.

Device Category	Users	New Users
mobile	4069006	3679822
desktop	1081121	918879
tablet	28277	26025



**Devices used to access NPI – 78.6% Mobile, 20.9% Desktop, Remaining - Tablet**

## Demographics - Countries

The data below gives an overview of the visitors by countries.

<b>S.No.</b>	<b>Country</b>	<b>Users</b>	<b>% of Users</b>
1	India	5072342	97.60%
2	United States	27644	0.53%
3	Unknown	18709	0.36%
4	United Arab Emirates	9066	0.17%
5	United Kingdom	6913	0.13%
6	Canada	5242	0.10%
7	China	5089	0.10%
8	Singapore	4796	0.09%
9	Saudi Arabia	3872	0.07%
10	Australia	3313	0.06%