

# **National Portal of India**

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

### **Visit Analysis Report**

Duration of Report  
01<sup>st</sup> March, 2023 – 31<sup>st</sup> March, 2023

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## Visitors Dashboard

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

Visitor Summary	
Average Visitors Daily	103649
Average Pages per Session	1.65
Visitors	3213117
New Visitors	2920952
Returning Visitors	538381
Pageviews	6345867

## Content of Interest

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

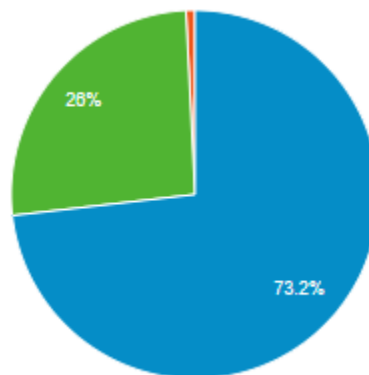
Page	Pageviews	Unique Pageviews
/my-government/whos-who/council-ministers	277355	210652
/my-government/whos-who/chief-ministers	220314	174655
/official-website-income-tax-department	124668	109653
/my-government/whos-who/governors	148642	118004
/user/register	97107	51458
/my-government	84275	67577

Page	Pageviews	Unique Pageviews
/spotlight/union-budget-2023-2024	61250	54435
/user/login	59803	34681
/my-government/schemes	69621	57033
/spotlight/group-twenty-g20	35415	31941

### 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	2461410	2255145
Desktop	720430	645447
Tablet	23663	21735



**Devices used to access NPI – 73.2% Mobile, 26% 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	3067406	97.28
2	United States	26753	0.85
3	Unknown	18659	0.59
4	United Kingdom	9285	0.29
5	Canada	6738	0.21
6	United Arab Emirates	6610	0.21
7	China	5141	0.16
8	Australia	4323	0.14
9	Saudi Arabia	4705	0.15
10	Germany	3488	0.11