

Prodalytics Challenge - 2023

In this competition, you'll dive into the world of web analytics, unraveling the story behind the data of popular websites. Using your data analysis skills and a visualization tool of your choice, you'll create a compelling dashboard that tells a tale of the website's journey over the past three months. With bonus points for app analysis and product-related insights, this challenge is a fantastic opportunity to showcase your analytical prowess and creativity. Get ready to decode the data and let the numbers speak!

Challenge Details:

- **Website Selection:** Contestants will choose one of the following websites to analyze: [Amazon India](#), [YouTube](#), [Tripadvisor](#), [Practo](#), [Facebook](#)
- **Data Analysis:** Contestants are required to analyze the data of their chosen website for the past three months (July to October 2023). They should aim to uncover interesting insights and trends that tell a story about the website's performance and user behavior during this period.
- **Dashboard Creation:** Contestants will use a dashboard visualization tool (such as MS Excel, PowerBI, or Tableau) to present their analysis. The dashboard should be visually appealing, easy to understand, and effectively communicate the story behind the data.
- **Data Sources:** Contestants can use Similarweb or any other freely available data source to gather the necessary data for their analysis.

Similarweb links

[Amazon India](#), [Youtube](#), [Tripadvisor](#), [Practo](#), [Facebook](#)

- **Evaluation Criteria:** Dashboards will be evaluated based on the effectiveness of storytelling, relevance of chosen metrics, visual appeal, and overall presentation.
- **Bonus Points:** Contestants can earn bonus points by analyzing the corresponding mobile app (if available) along with the website. Additional

points can also be earned by including product-related data, such as feature updates or major news events, in their analysis.

- **Submission:** Contestants will submit the final version of the dashboard file or a publicly accessible link on Unstop by clicking on the “Submit” button.
- **P.S.** Links can be submitted by pasting them in a file and submitting it. Please ensure proper access has been provided while sharing the links.