Key Insights

 **Low Engagement!** The average views per session are **4.95**, which suggests low interest. Enhance SEO and social media promotion.

Great Bounce Rate! At **0.28%**, visitors are interacting well with your content.

Short Sessions! The average session duration is **3.02 seconds**. Improve content structure and add visuals.

Majority of Traffic Comes From: **Organic**. Optimize marketing strategies for this channel.

 Users Leave Quickly! The average time on page is **4.03 seconds**. Improve readability and add engaging elements.

Some Returning Visitors! The average is **1.98**. Consider adding membership benefits or loyalty programs.

Low Conversion Rate! With **0.98%**, optimize landing pages and enhance CTAs.

Data Summary

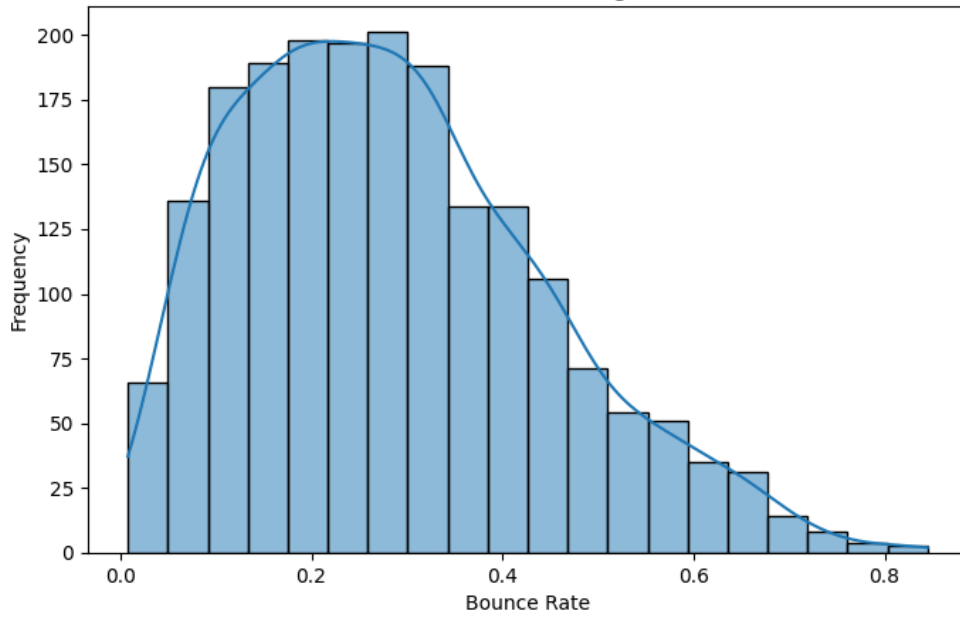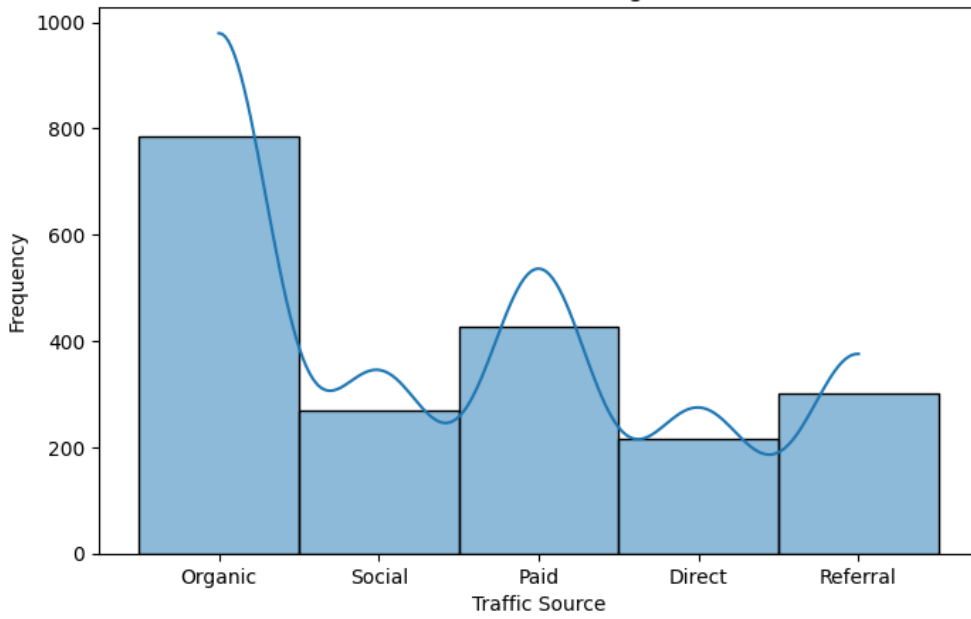|	Page Views	Session Duration	Bounce Rate	Time on Page	Previous Visits	Conversion Rate
count	2000.000000	2000.000000	2000.000000	2000.000000	2000.000000	2000.000000
mean	4.950500	3.022045	0.284767	4.027439	1.978500	0.982065
std	2.183903	3.104518	0.159781	2.887422	1.432852	0.065680
min	0.000000	0.003613	0.007868	0.068515	0.000000	0.343665
25%	3.000000	0.815828	0.161986	1.935037	1.000000	1.000000
50%	5.000000	1.993983	0.266375	3.315316	2.000000	1.000000
75%	6.000000	4.197569	0.388551	5.414627	3.000000	1.000000
max	14.000000	20.290516	0.844939	24.796182	9.000000	1.000000

Graphs

Page Views - Histogram
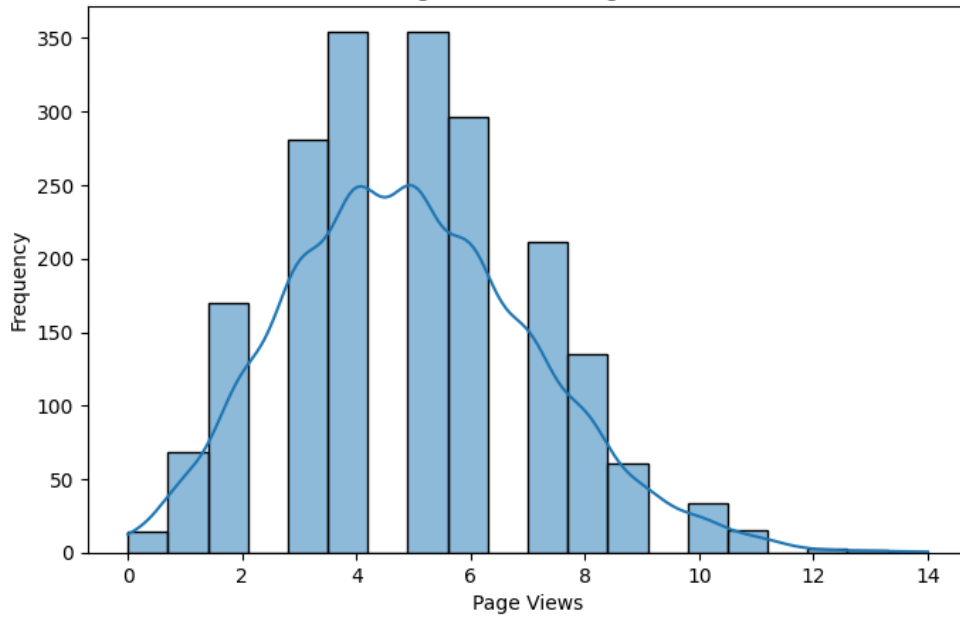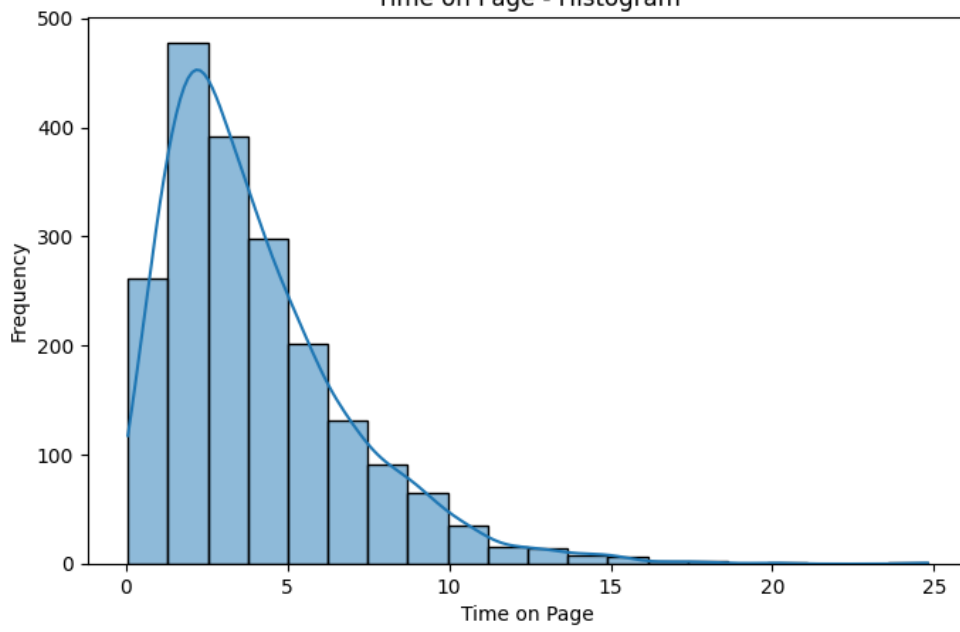

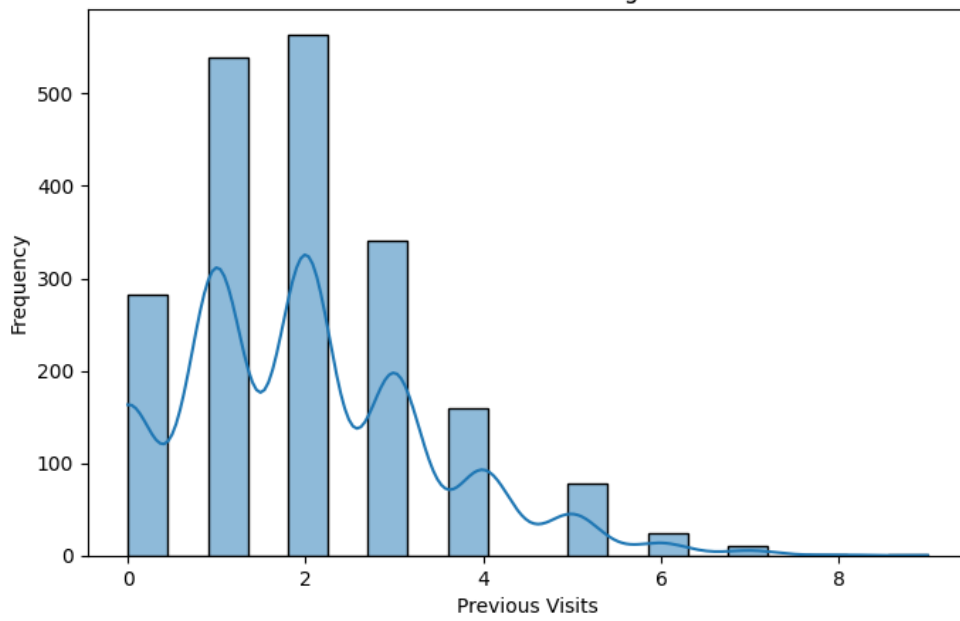## Session Duration - Histogram
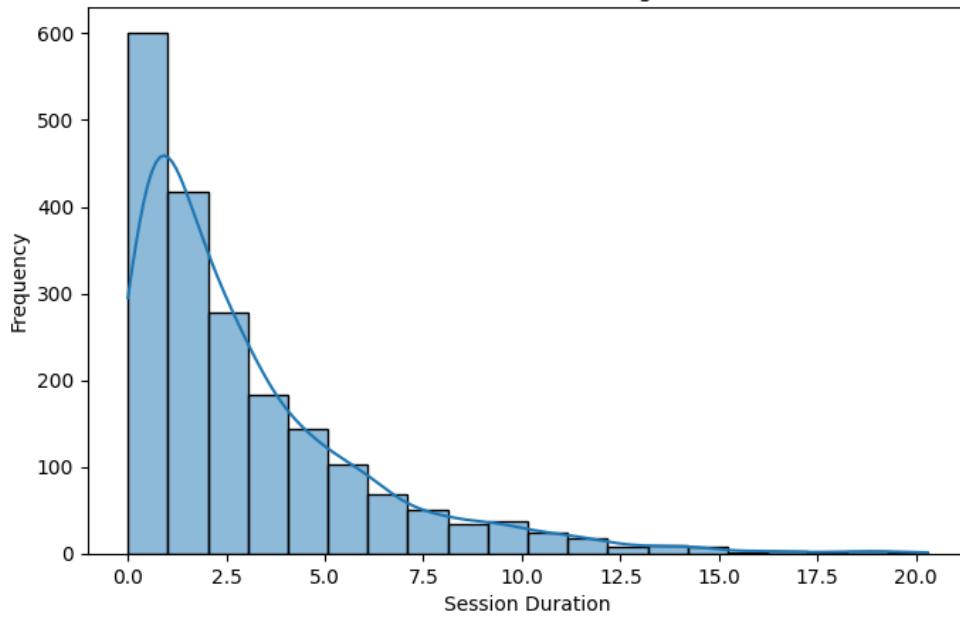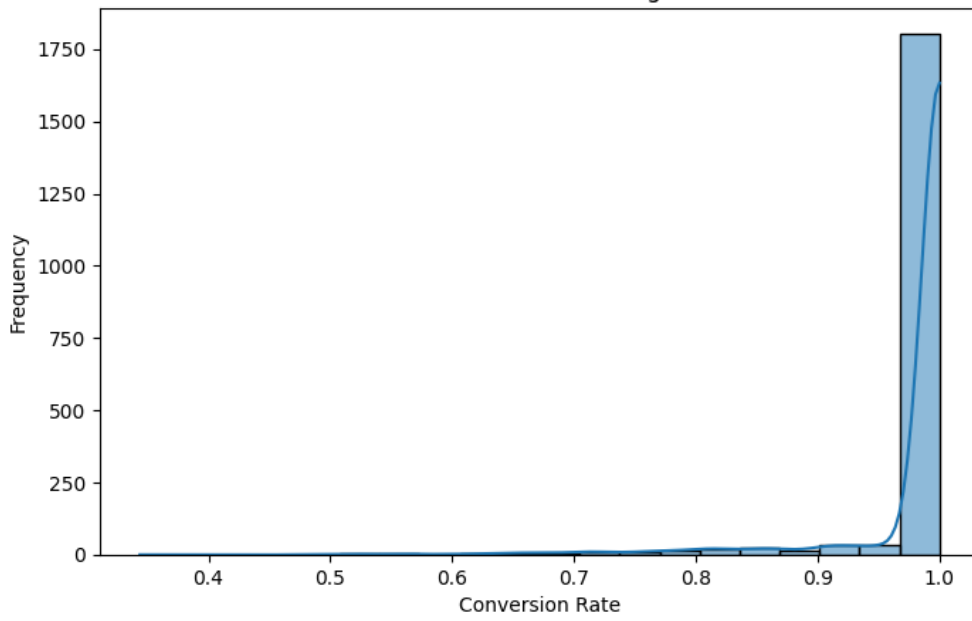
Bounce Rate - Histogram

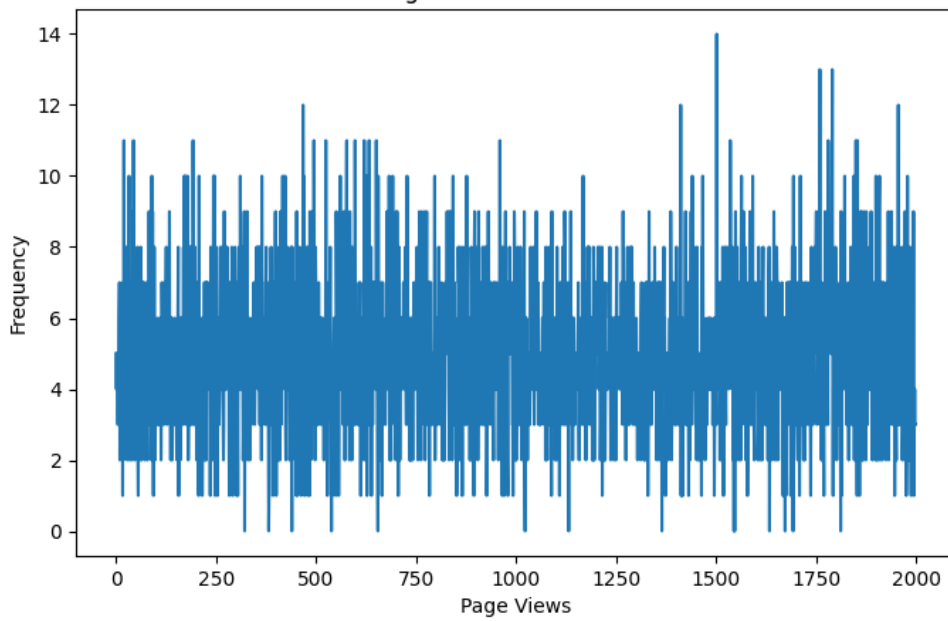## Traffic Source - Histogram

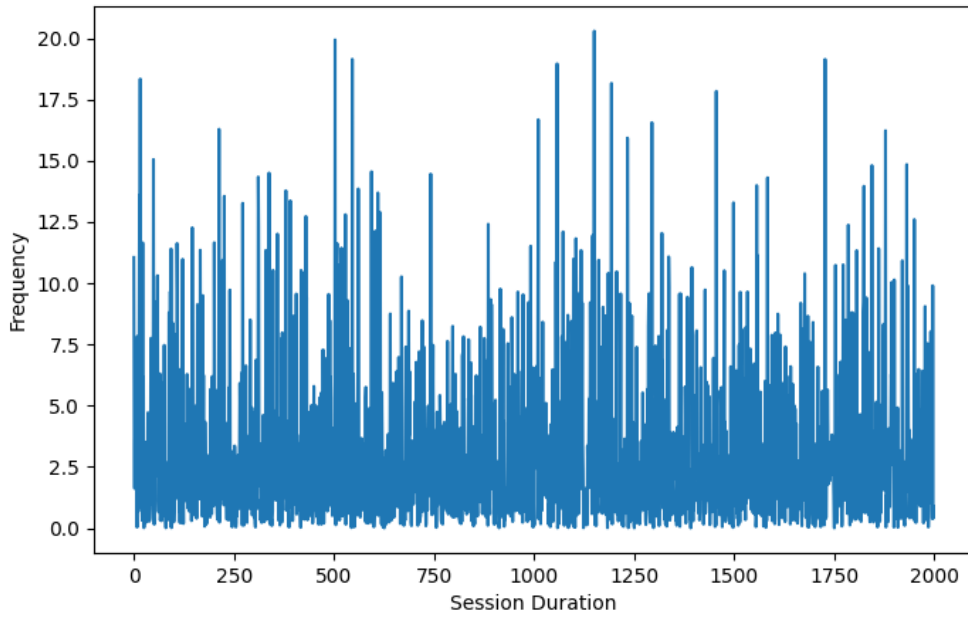## Time on Page - Histogram

Previous Visits - Histogram

Conversion Rate - Histogram

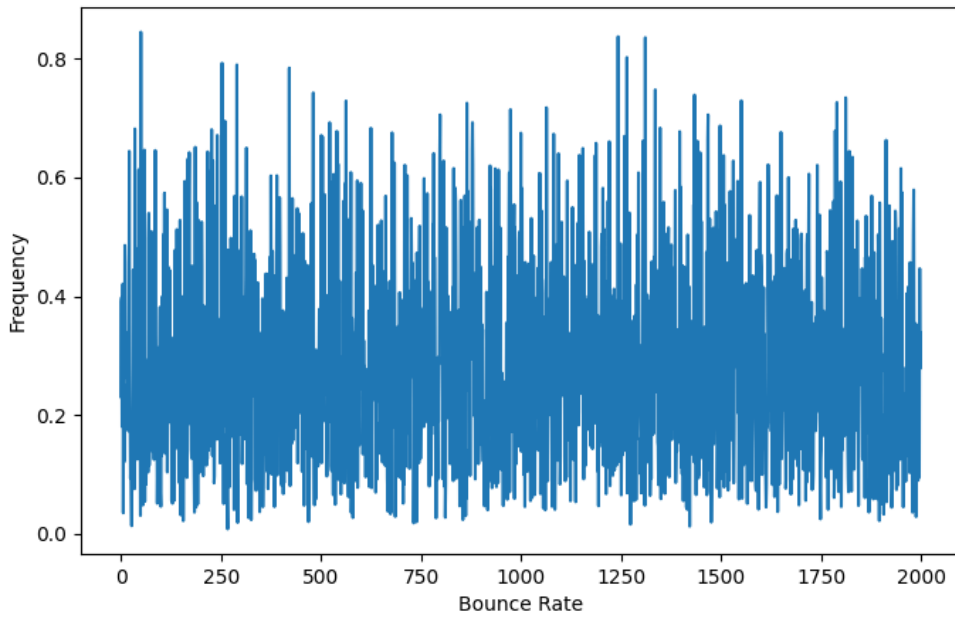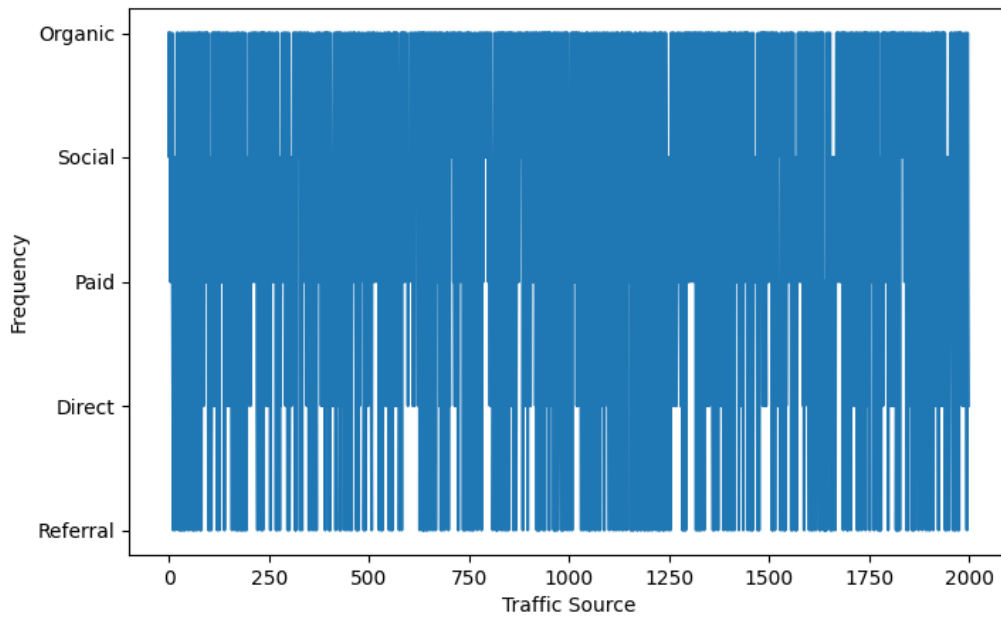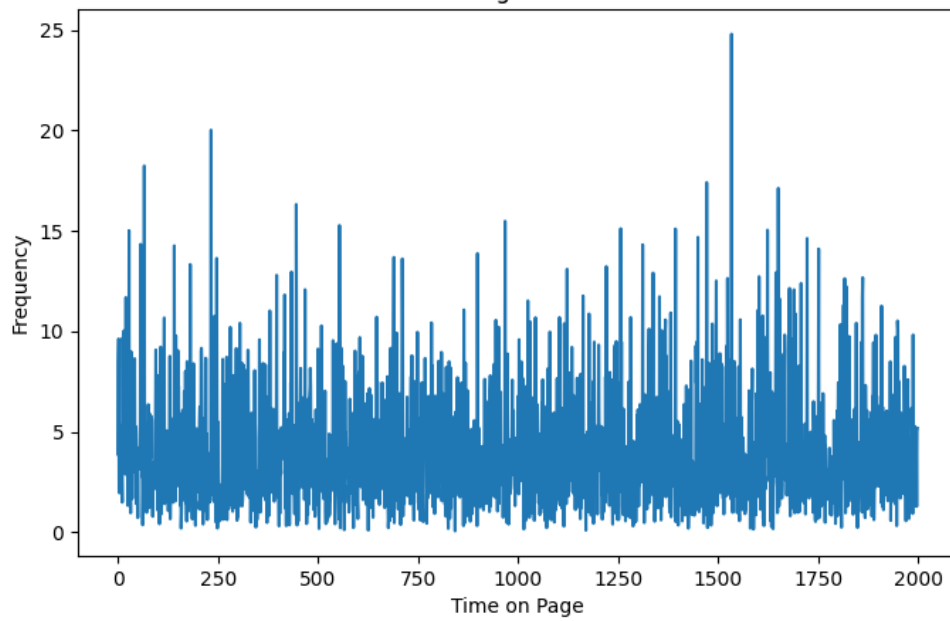## Page Views - Line Chart

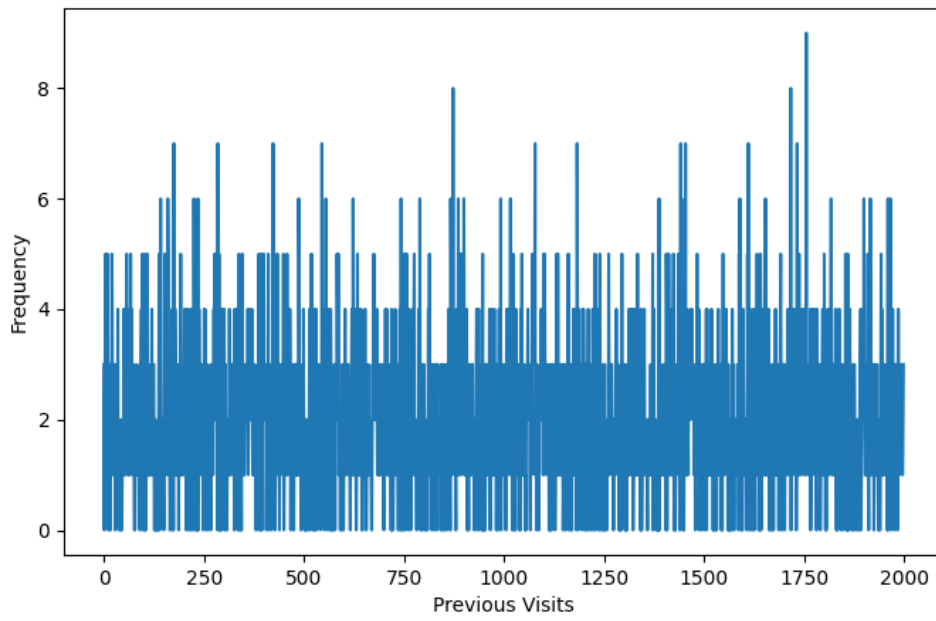Session Duration - Line Chart

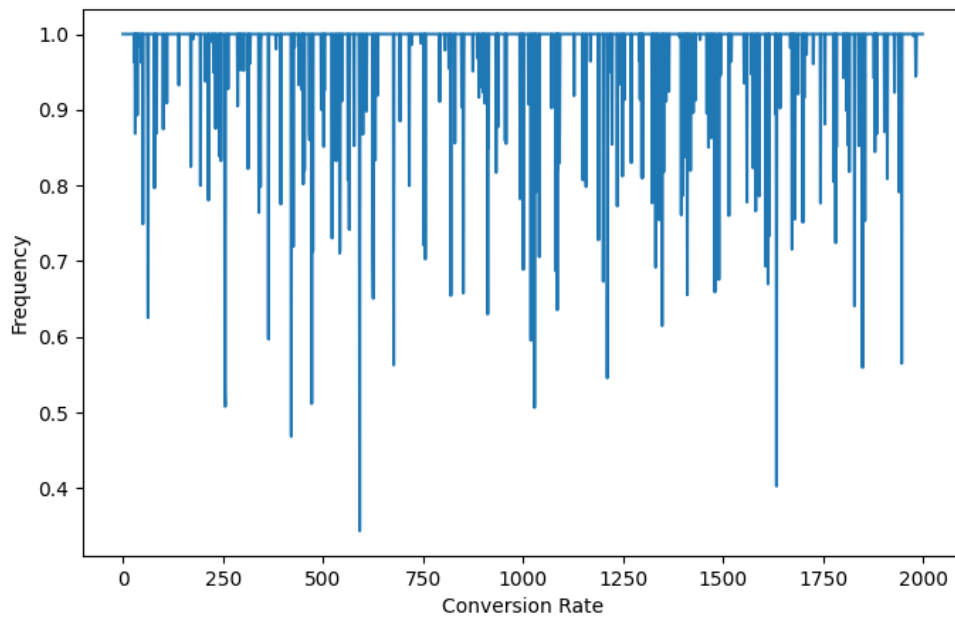Bounce Rate - Line Chart

Traffic Source - Line Chart
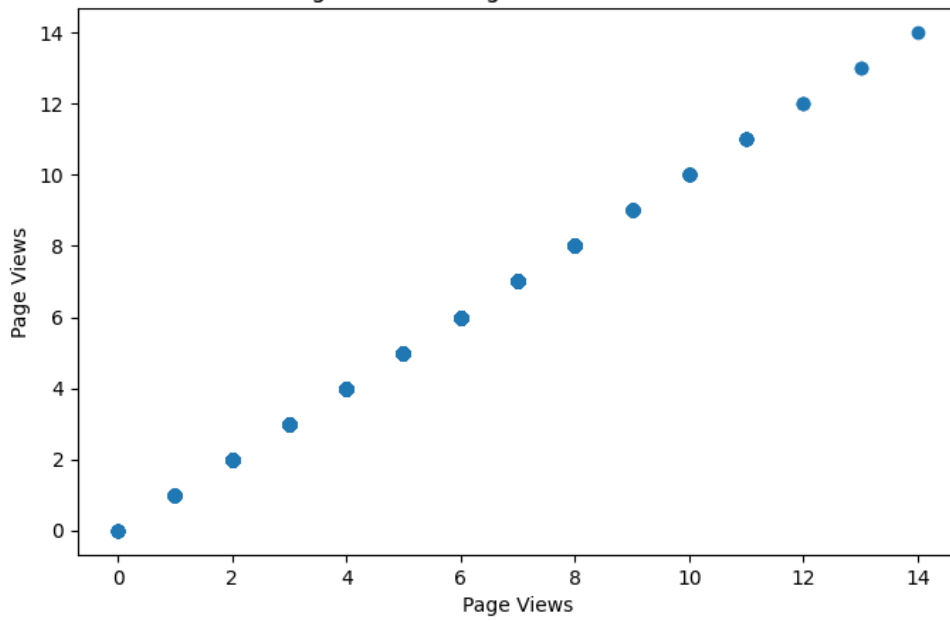
Time on Page - Line Chart
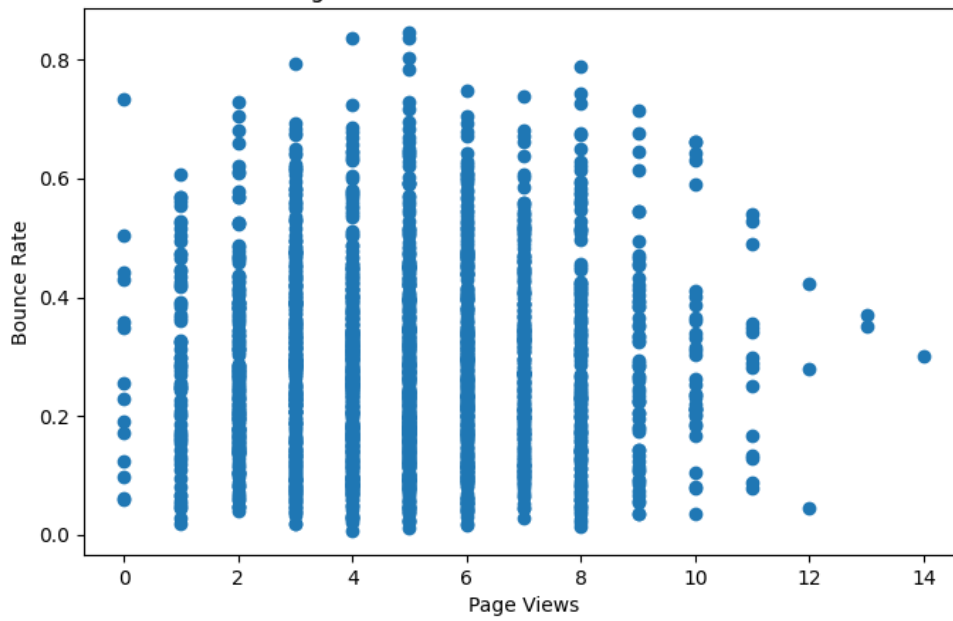
Previous Visits - Line Chart

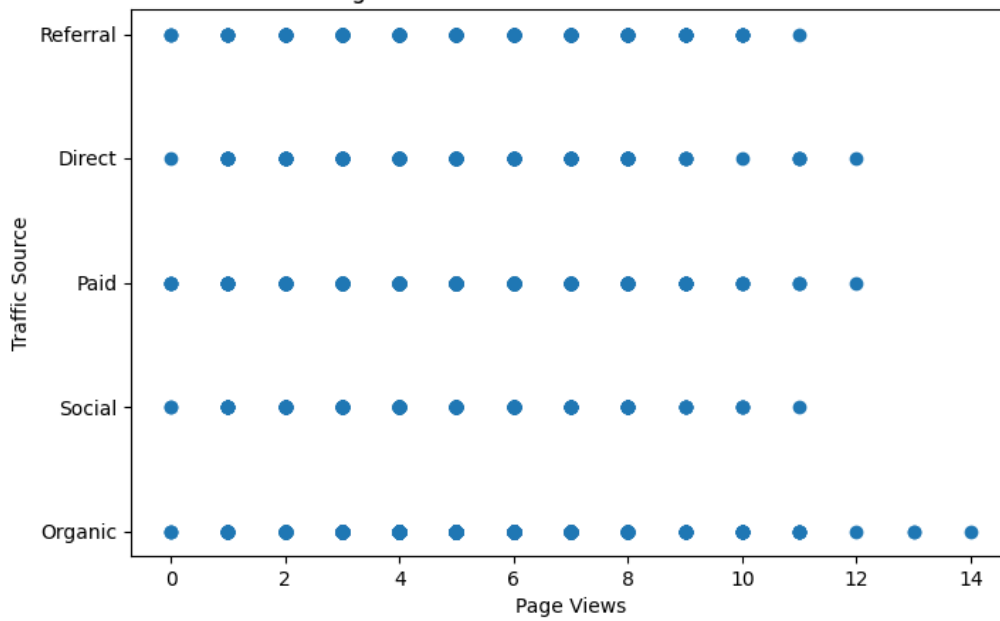Conversion Rate - Line Chart

Page Views vs Page Views - Scatter Plot

Page Views vs Session Duration - Scatter Plot
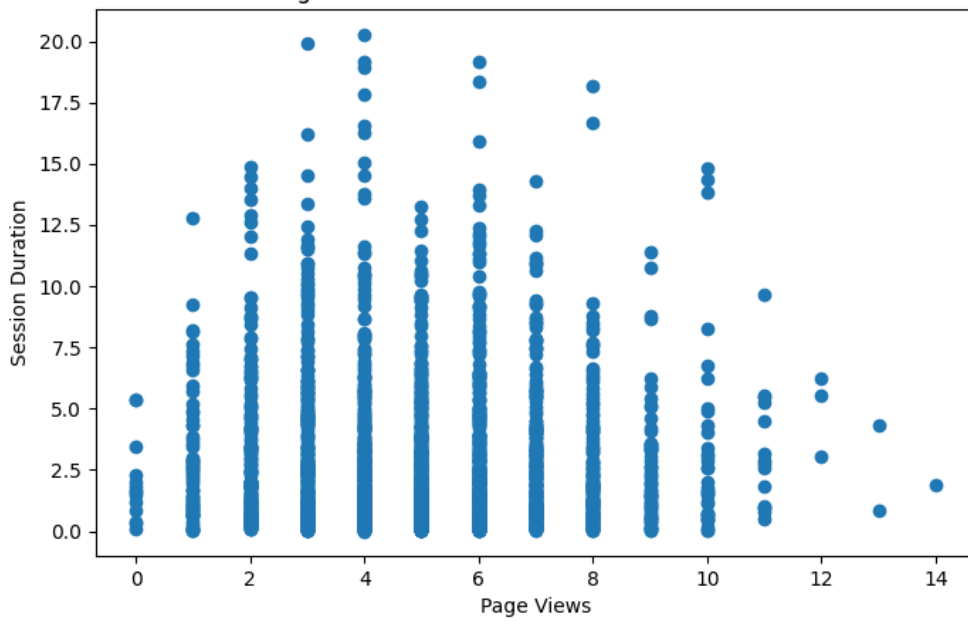
Page Views vs Bounce Rate - Scatter Plot
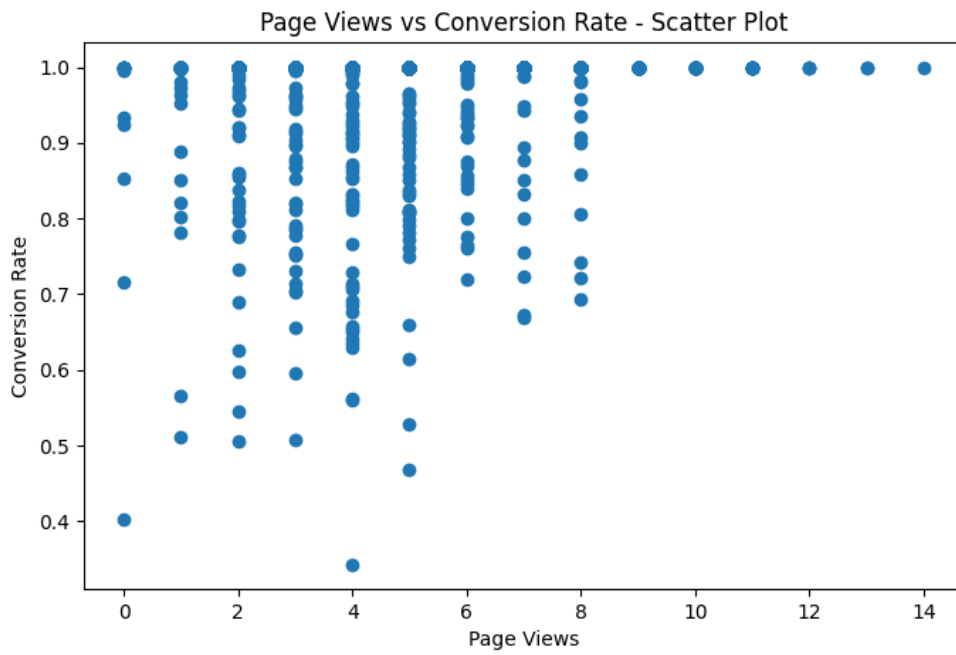

Page Views vs Traffic Source - Scatter Plot
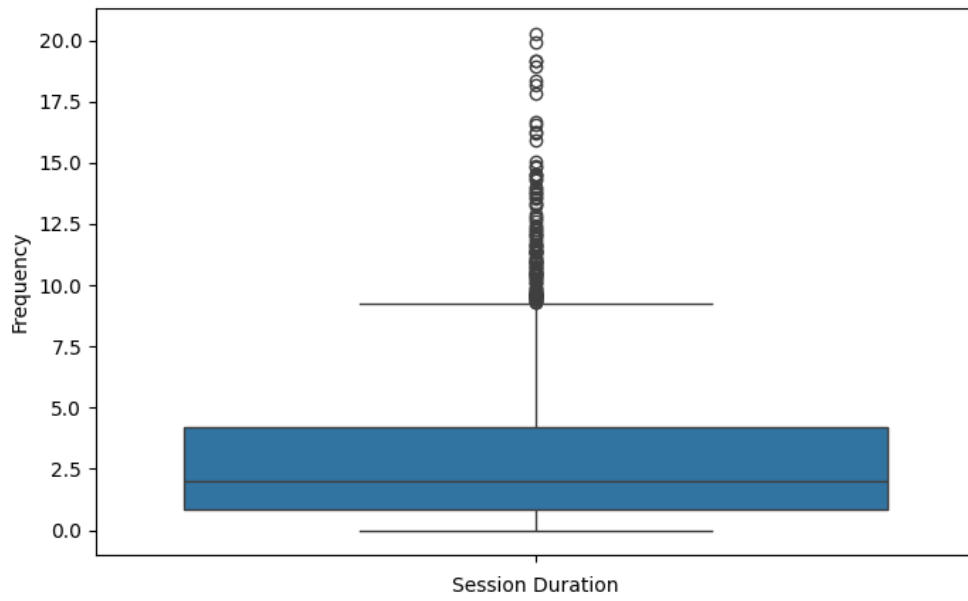
Page Views vs Time on Page - Scatter Plot
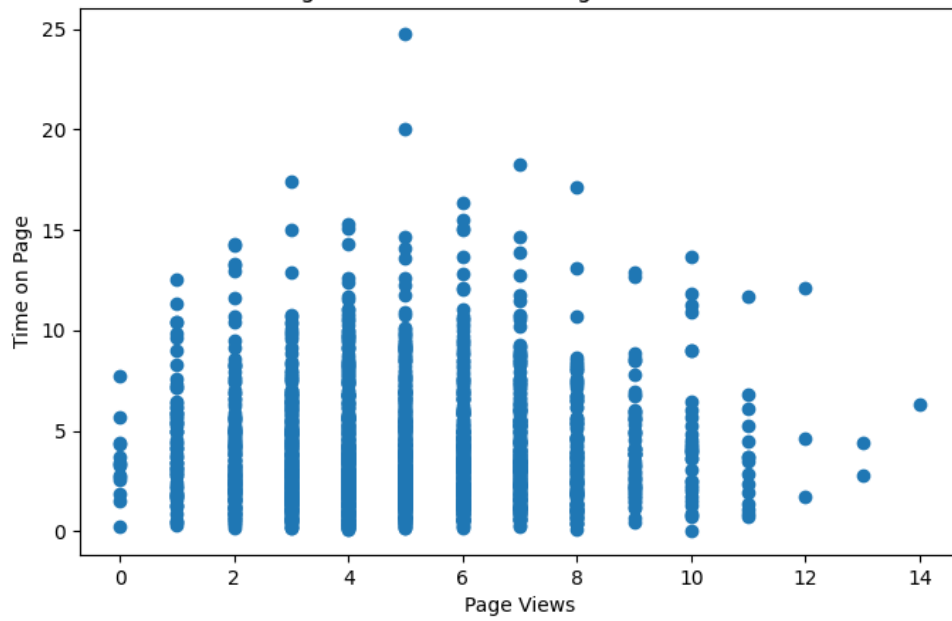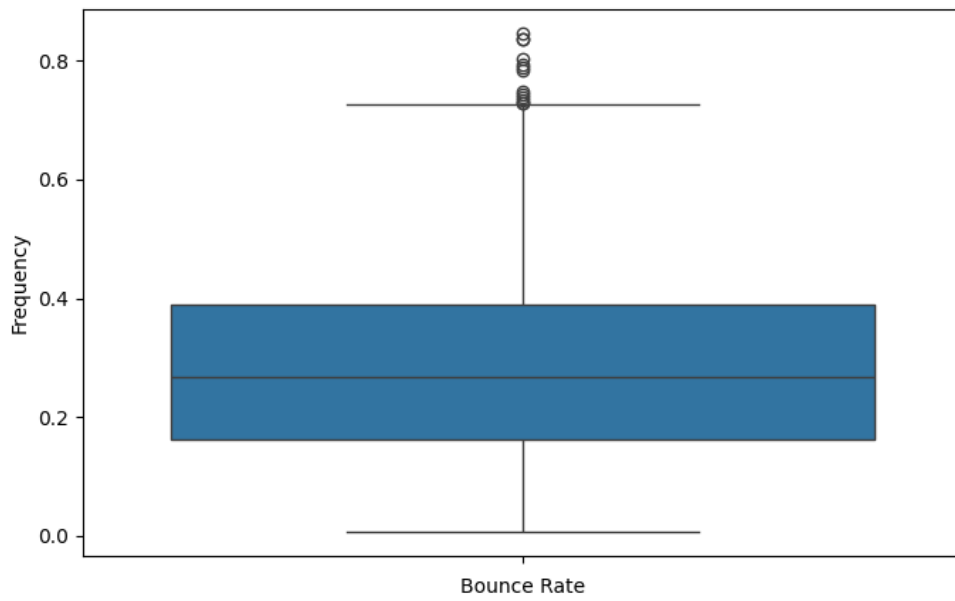

Page Views vs Previous Visits - Scatter Plot
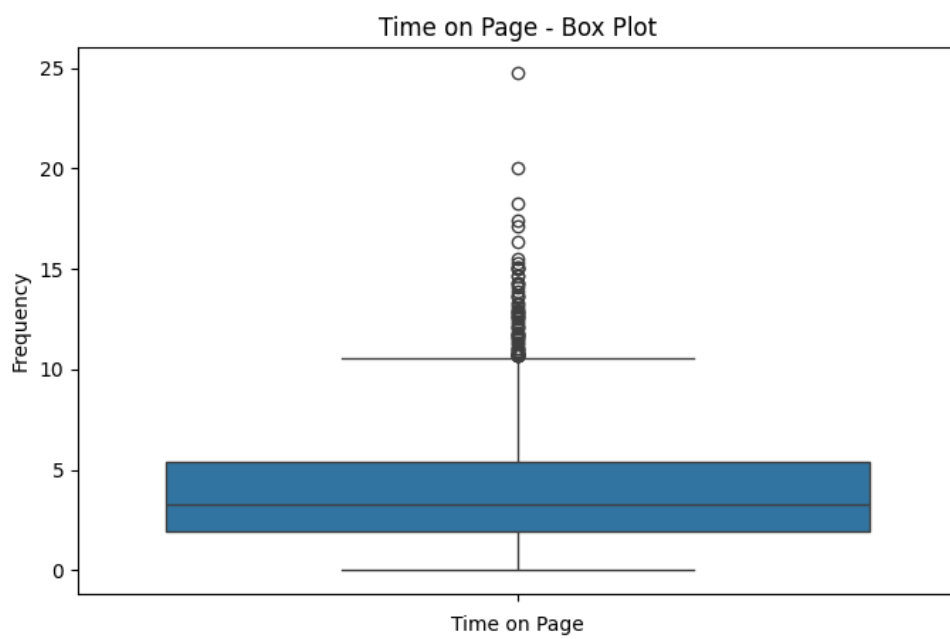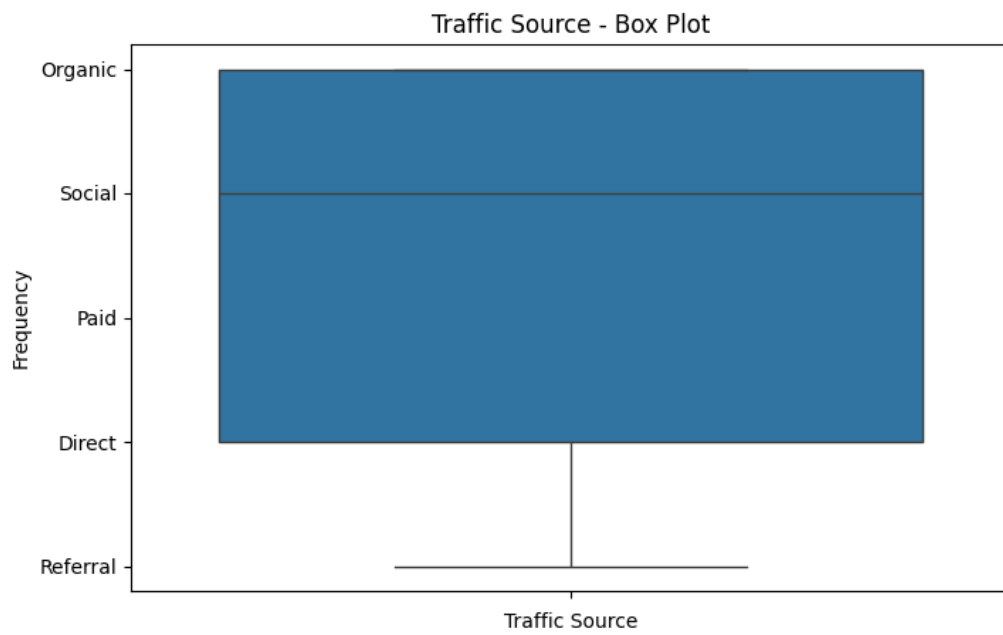
Page Views vs Conversion Rate - Scatter Plot
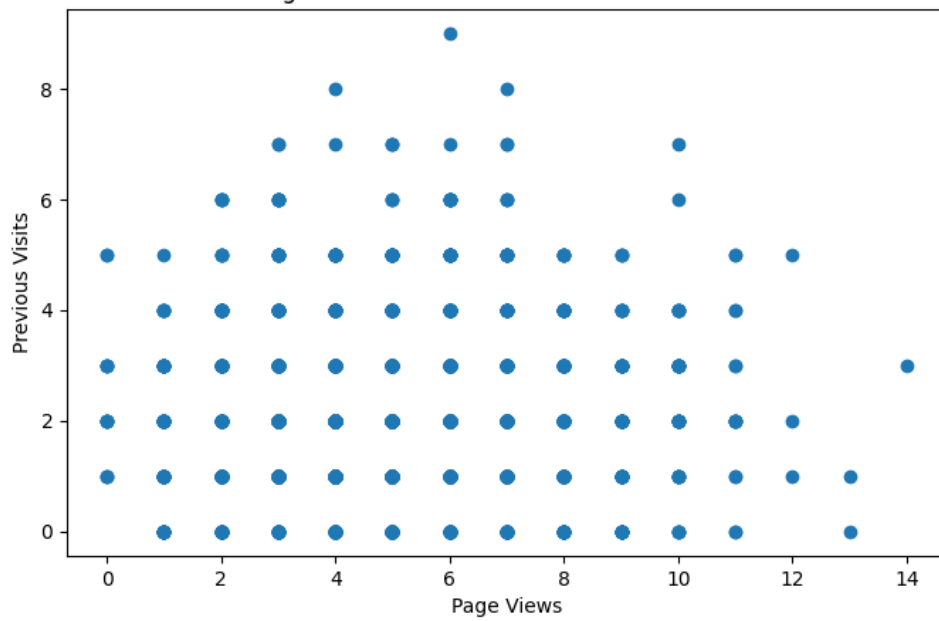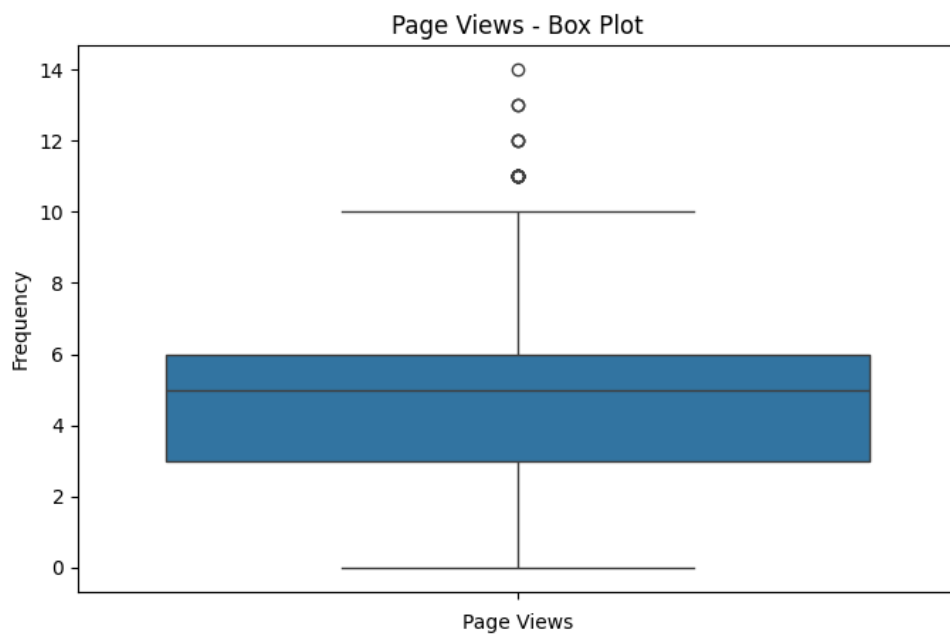
Page Views - Box Plot

Session Duration - Box Plot

Bounce Rate - Box Plot

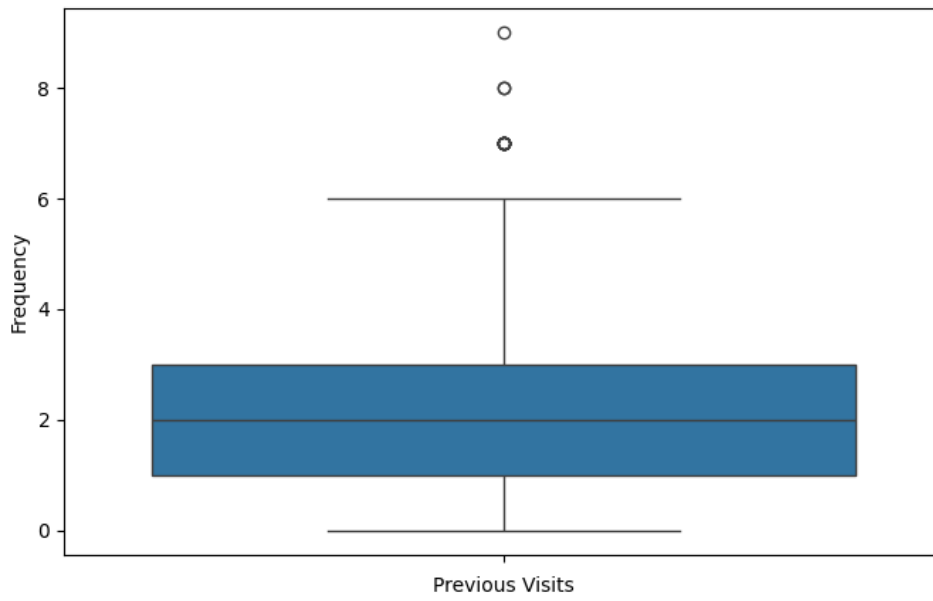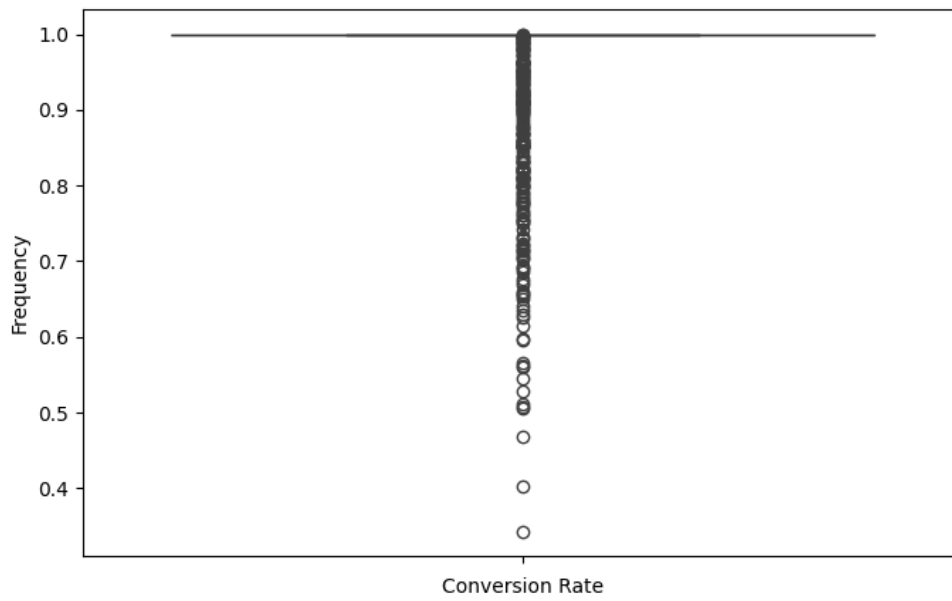## Traffic Source - Box Plot
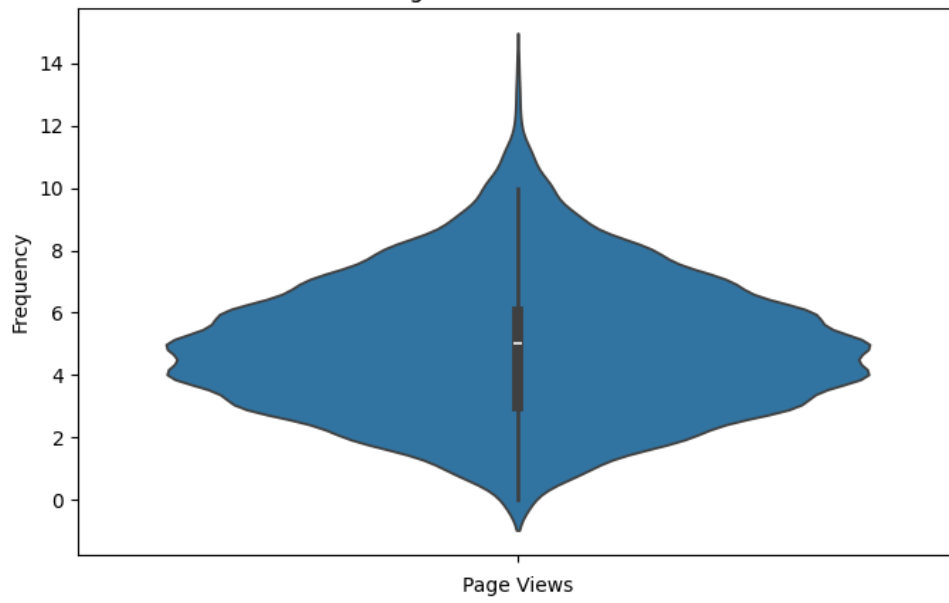

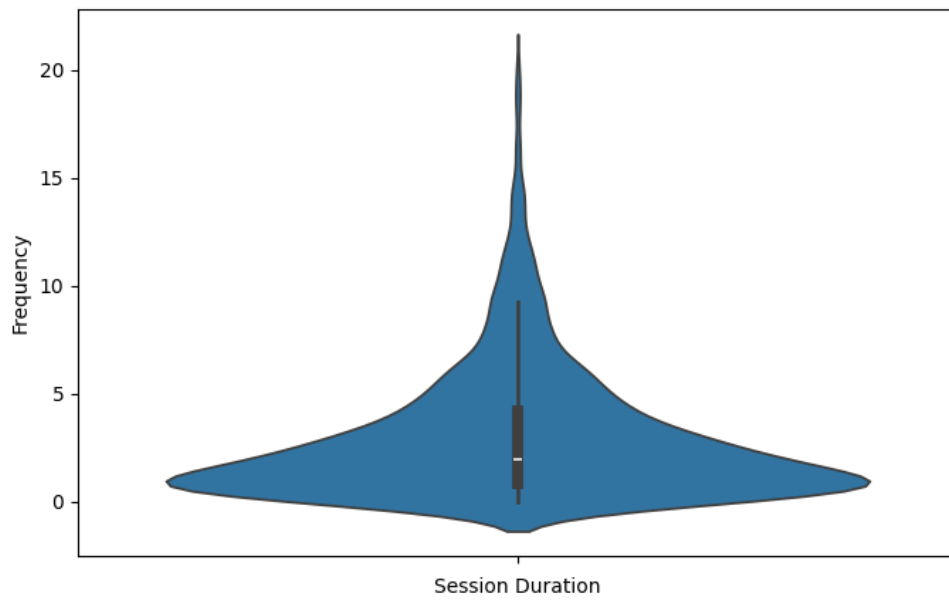## Time on Page - Box Plot

Previous Visits - Box Plot

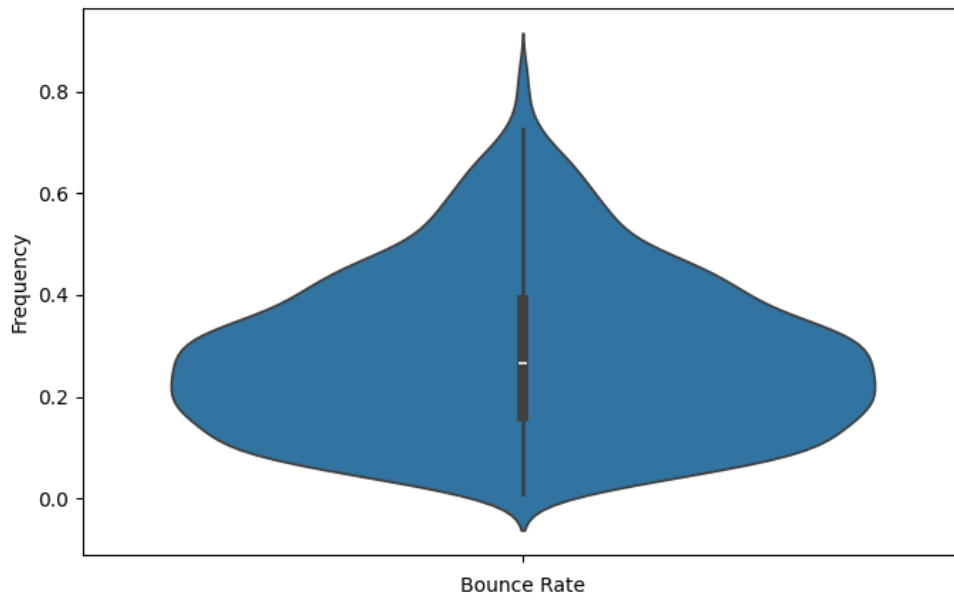## Conversion Rate - Box Plot

Page Views - Violin Plot
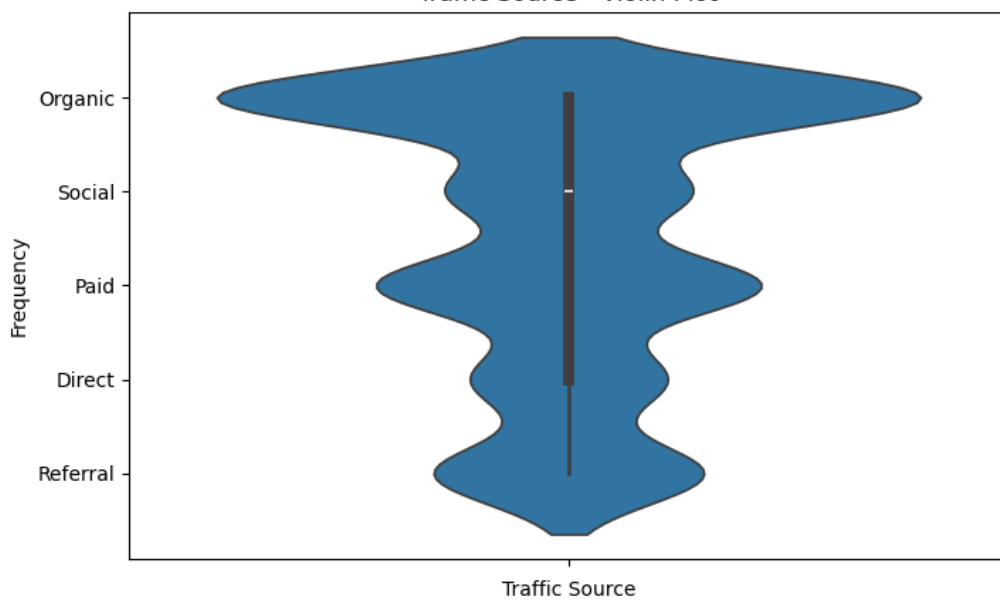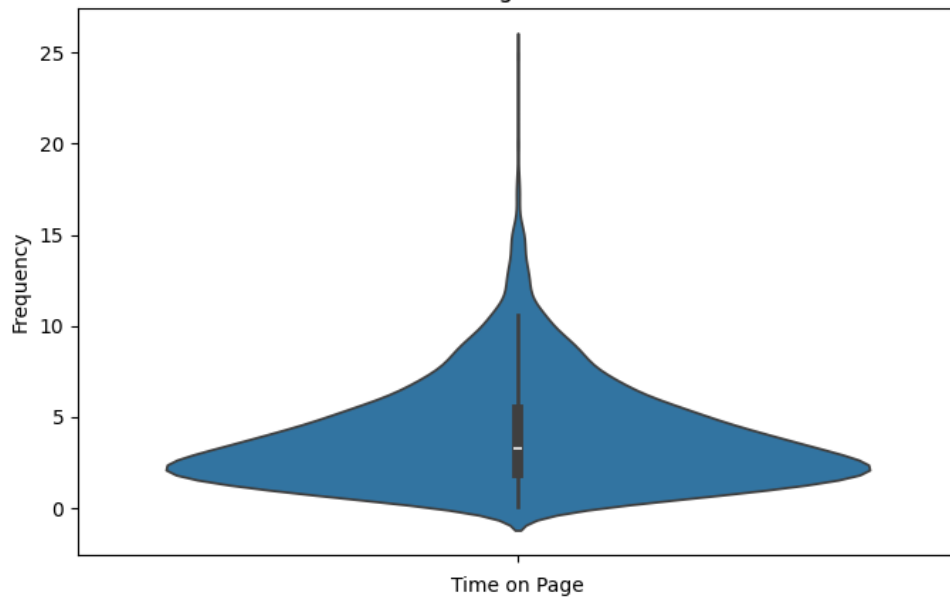
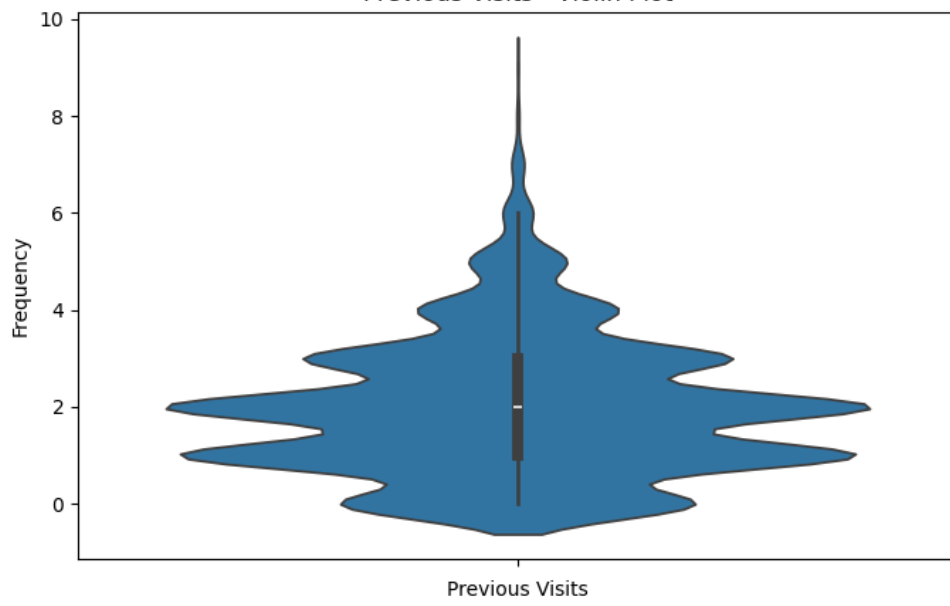## Session Duration - Violin Plot
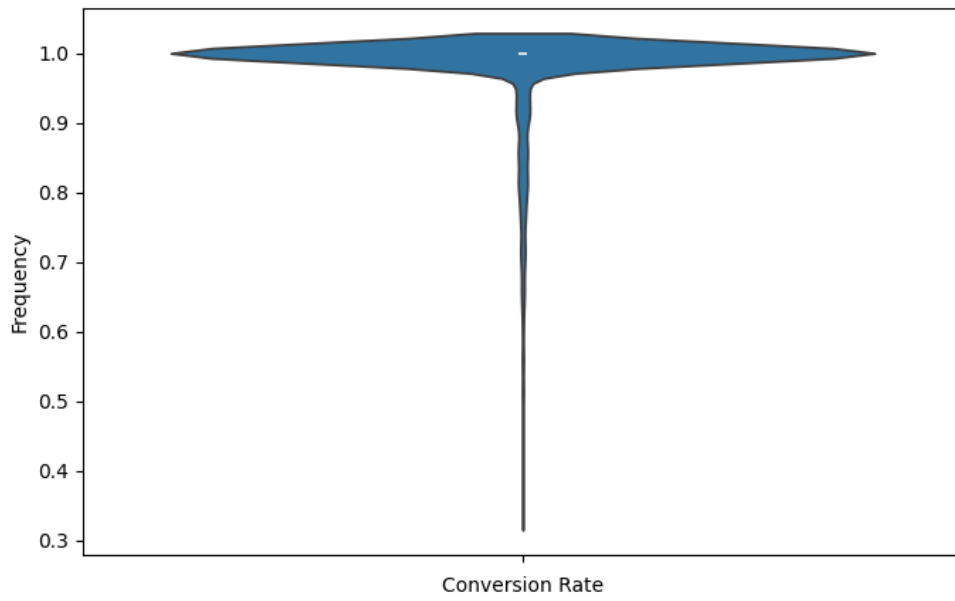
Bounce Rate - Violin Plot

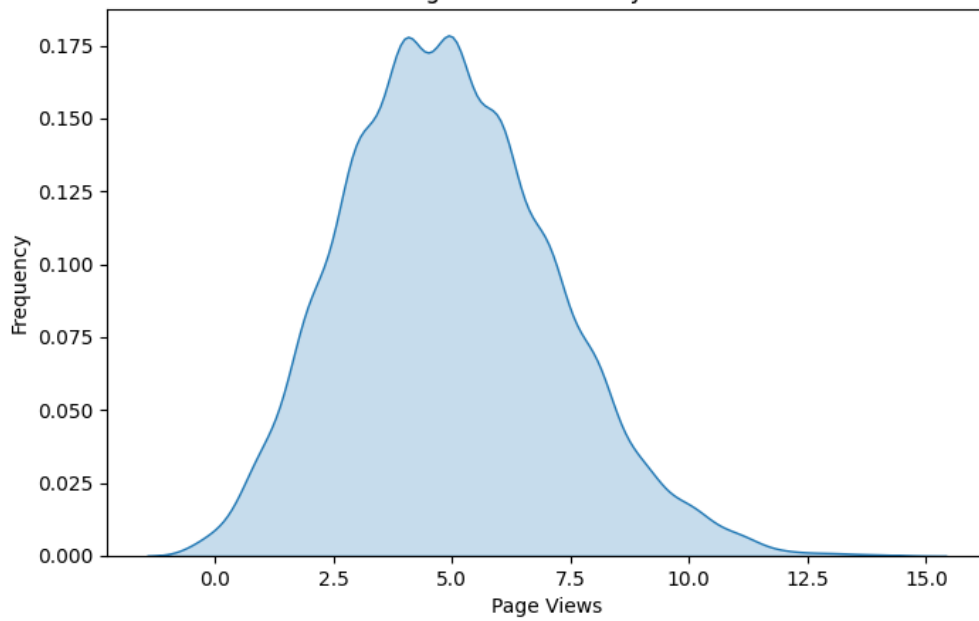Traffic Source - Violin Plot

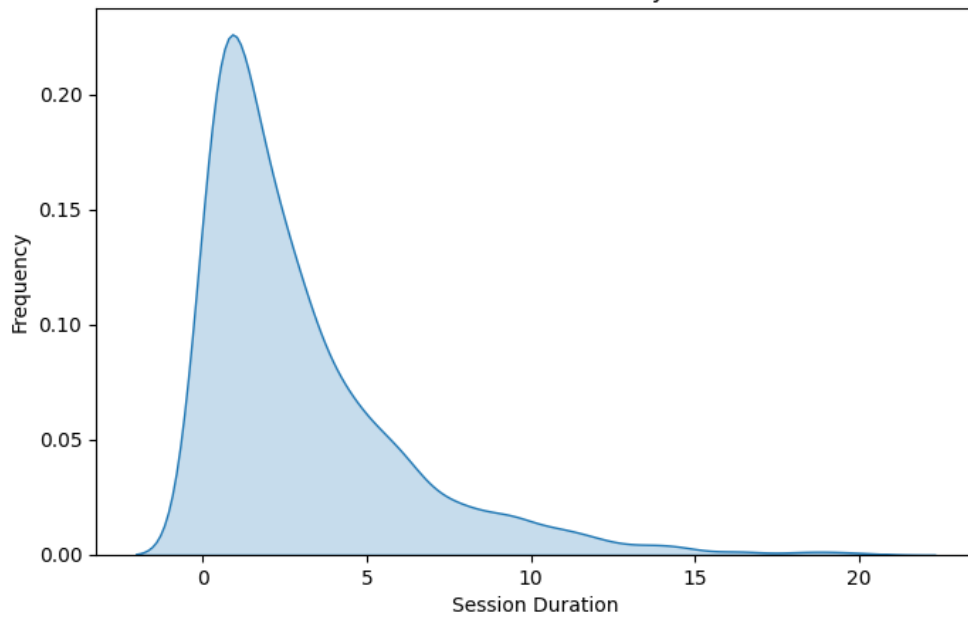## Time on Page - Violin Plot

Previous Visits - Violin Plot
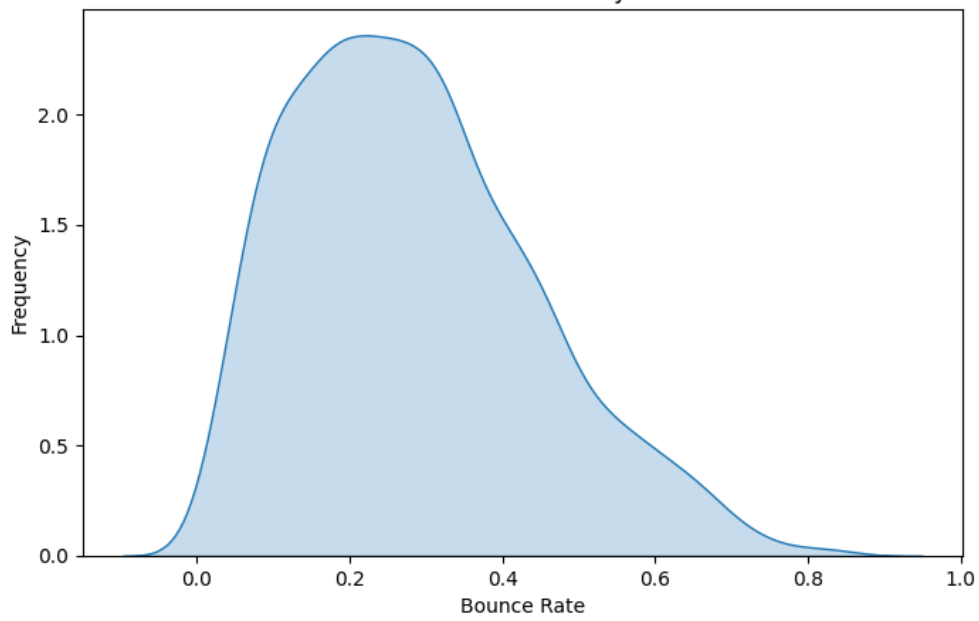
Conversion Rate - Violin Plot
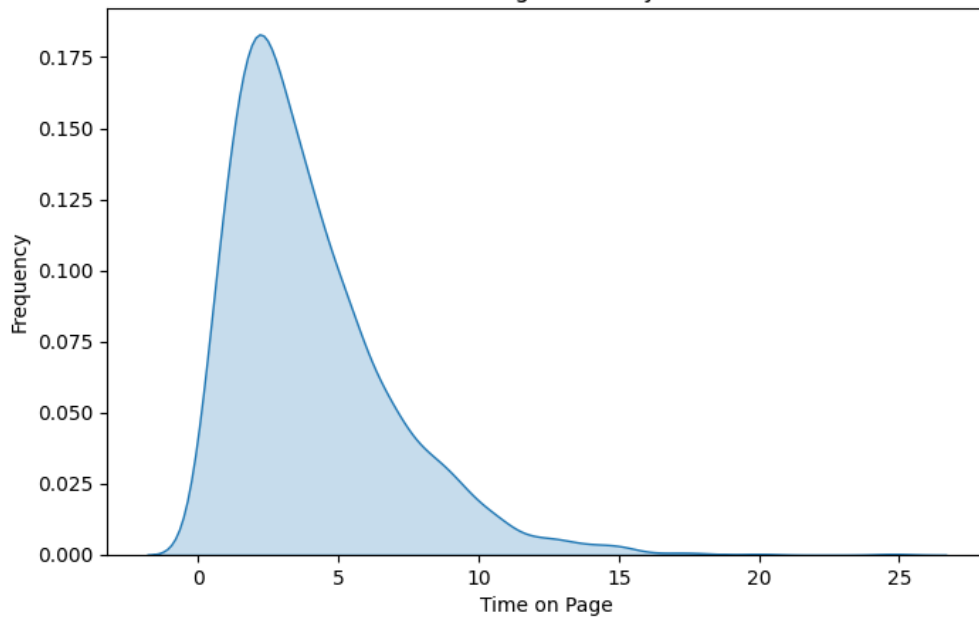
Page Views - Density Plot
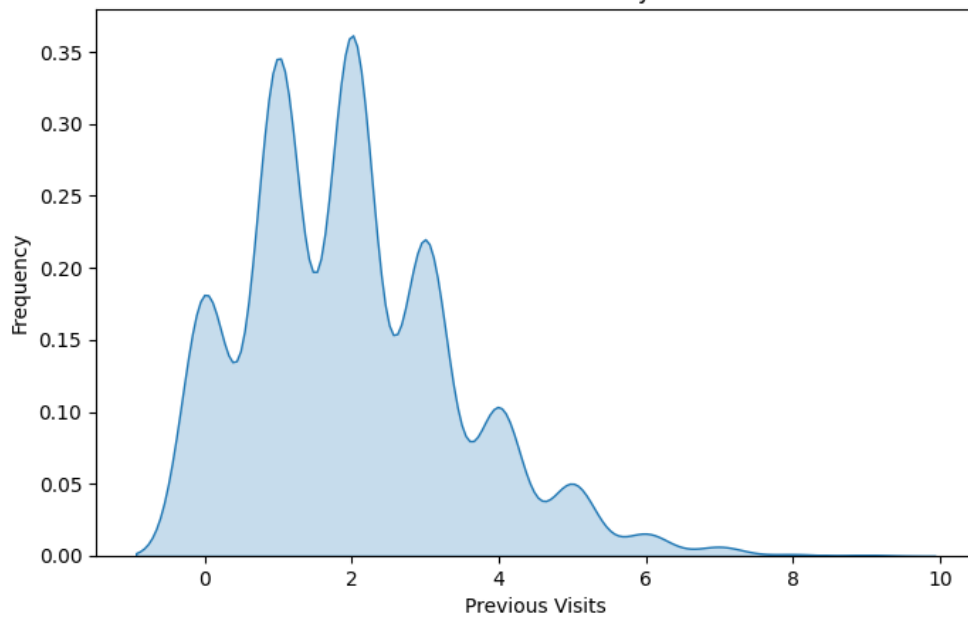
Session Duration - Density Plot

Bounce Rate - Density Plot

Time on Page - Density Plot

Previous Visits - Density Plot

Conversion Rate - Density Plot