

Business Problems - Website Analytics

- 1) What patterns or trends can you observe in website sessions and users over time?
- 2) Which marketing channel brought the highest number of users to the website, and how can we use this insight to improve traffic from other sources?
- 3) Which channel has the highest average engagement time, and what does that tell us about user behavior and content effectiveness?
- 4) How does engagement rate vary across different traffic channels?
- 5) Which channels are driving more engaged sessions compared to non-engaged ones, and what strategies can improve engagement in underperforming channels?
- 6) At what hours of the day does each channel drive the most traffic?
- 7) Is there any correlation between high traffic (sessions) and high engagement rate over time?