**Trend Analysis Feature Documentation**

**Introduction:**

The Trend Analysis feature provides insights into emerging patterns and shifts in website data to help inform strategic decisions.

- **Identify Trends:** Spot new patterns and trends in user behaviour and content performance.

-**Data-Driven Decisions:** Use trend data to make informed decisions about content, marketing strategies, and user engagement.

- **Adapt Strategies:** Adjust website and marketing approaches based on evolving trends to stay relevant and competitive.

**Features analysis:**

**Integrated Data Sources**: Connects with multiple data sources for a complete view.

**Pattern Detection**: Identifies both major and subtle trends in your data.

**Custom Dashboards**: Create dashboards to focus on the trends that matter most to you.

**Real-Time Updates**: Provides up-to-date trend analysis as data is collected.

**Historical Comparison**: Compare current trends with past data to see long-term changes.

**How it works:**

**Data Collection:**

* Gather data from various sources such as website analytics, user interactions, and performance metrics.

**Trend Identification:**

* Analyses historical data to identify patterns and trends.
* Detects significant changes or emerging trends in user behaviour and performance.

**Visualisation and Reporting:**

* Presents data in easy-to-understand visual formats such as graphs and charts.

**Predictive Analytics:**

* Uses historical data to forecast future trends and performance.