

Website Traffic Analysis

Phase-3

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PHASE-3 Development Part 1

****AI & ADS (Artificial Intelligence & Advanced Data Science):****

- Loading and preprocessing the dataset can involve collecting and cleaning data related to website traffic.
- Data analysis may include identifying trends, popular pages, and understanding how visitors find the website.
- You can use advanced data science techniques, such as segmentation, correlation analysis, and regression analysis, to gain insights from website traffic data.

****DAC (Data Analytics and Visualization using IBM Cognos):****

- The loading and preprocessing of data are essential steps in preparing data for analysis using IBM Cognos.
- Utilizing IBM Cognos for analysis and visualization aligns with the goal of understanding website traffic patterns and trends.

****IOT (Internet of Things):****

- Deploying IoT devices can be a part of collecting data related to website traffic, especially if IoT devices are used for data collection (e.g., sensors tracking physical foot traffic).
- Developing Python scripts on IoT devices may involve data processing and potentially real-time analysis of visitor data.

****CAD (IBM Cloud Foundry):****

- Although not explicitly mentioned in the abstract, using IBM Cloud Foundry could be related to hosting the website or applications that collect and analyze website traffic data.

In all cases, the key objective is to extract meaningful insights from website traffic data to improve the user experience, attract more visitors, and convert more visitors into customers, as highlighted in the abstract. The methods mentioned in the abstract, such as segmentation, correlation analysis, and regression analysis, can be adapted and applied to each of these technology projects to achieve these objectives.

When creating documents for assessment in each project, you should focus on detailing the specific actions taken in the context of that technology, the insights gained, and how these insights can inform decision-making for improving website performance and marketing effectiveness.