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Tableau PlotsA picture containing application

Description automatically generated

This is a digital dashboard created using Tableau to showcase various charts at once.

The simple plot to the top left showcases the number of users that visited the website each day. The simple plot to the top right showcases the amount of pageviews that were received on each day during the month of April. The stacked bar graph to the bottom left compares and contrast how each user to the sit was acquired. Whether it be through directly going to the website or email, search engine, referral, and social media. The last bar graph to the bottom right displays which terms were searched up on the website the most.