Website Traffic Analysis

Task 2
Objective: Website Traffic Analysis
Company: Alfido Tech
Tech Stack: MS Excel

USERS: LAST 7 DAYS USING MEDIAN
LOAD TIME VS BOUNCE RATE
OPTIONS
Median Page Load (LUX): 2.056s
Bounce Rate
57.1%
Page Load (LUX)
Bounce Rate
START RENDER VS BOUNCE RATE
OPTIONS
Median Start Render (LUX): 1.031s
Start Render (LUX)
Bounce Rate
PAGE VIEWS VS ONLOAD
OPTIONS
Page Load (LUX)
0.7s
Page Views (LUX)
2.7Mpvs
Bounce Rate (LUX)
40.6%
SESSIONS
OPTIONS
Sessions (LUX)
479K
Session Length (LUX)
17min
PVs Per Session (LUX)
2pvs

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Overview

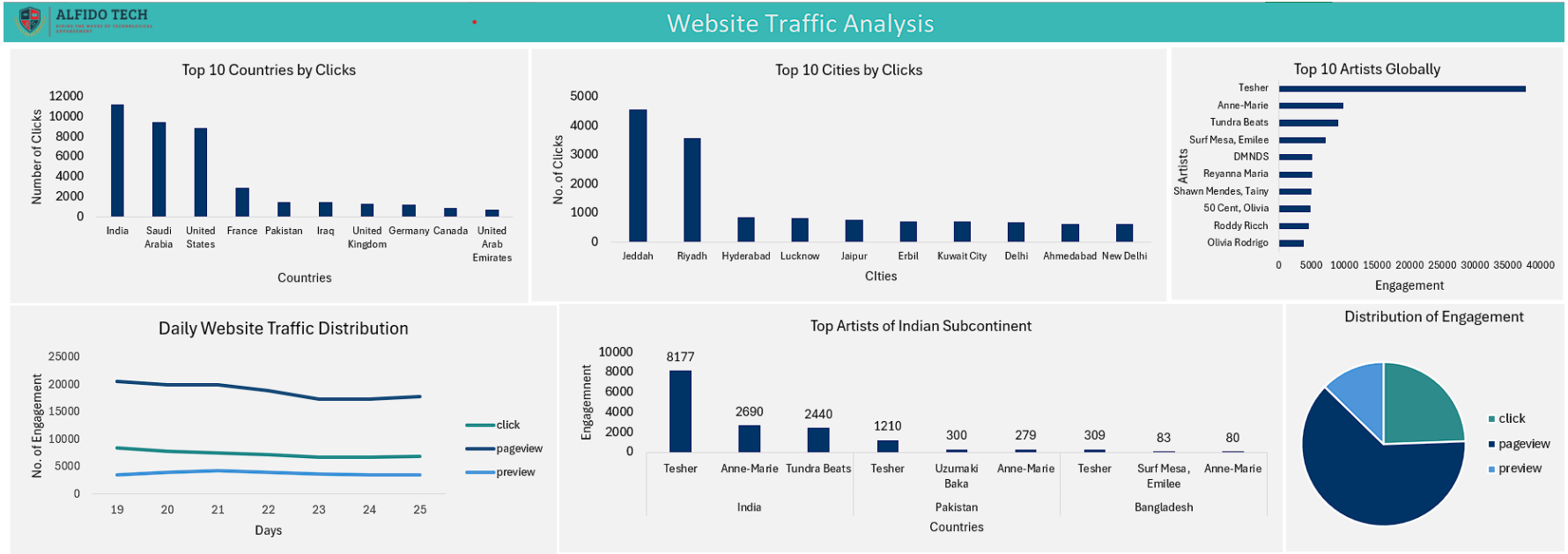
Introduction

This project focuses on analyzing website traffic to understand user behavior, key traffic sources, and overall site performance. By studying metrics such as Clicks, Previews and bounce rate, the analysis provides actionable insights to improve user experience, optimize marketing strategies, and drive growth.

Problem Statement

The company has a functional online presence, but limited understanding of how visitors interact with its website. Without detailed insights into traffic sources, user engagement, and conversion patterns, the company faces challenges in optimizing marketing strategies, improving user experience, and maximizing ROI from digital efforts.

Dashboard Overview



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Data Cleaning

Data Cleaning Techniques Used

To ensure accuracy and reliability in the analysis, several data cleaning techniques were applied. The Power Query Editor was used to split the datetime column, retaining only the date for consistency in time-based analysis. Column names were standardized to maintain uniformity across the dataset. Duplicate records were checked and removed to prevent skewed results. Blank spaces were identified and eliminated to improve data quality. Additionally, entries marked as "unknown" in the city column were removed to ensure the dataset only reflected valid and meaningful information.

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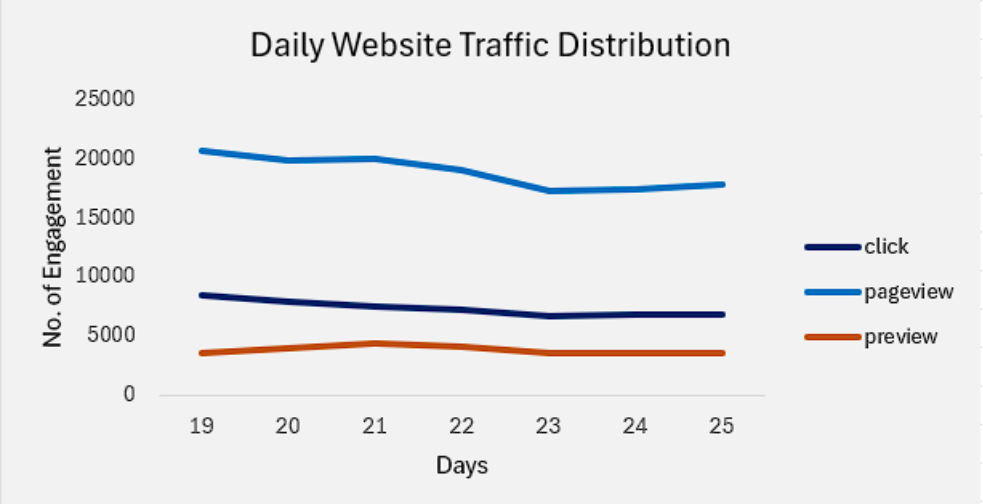
Data Visualisation

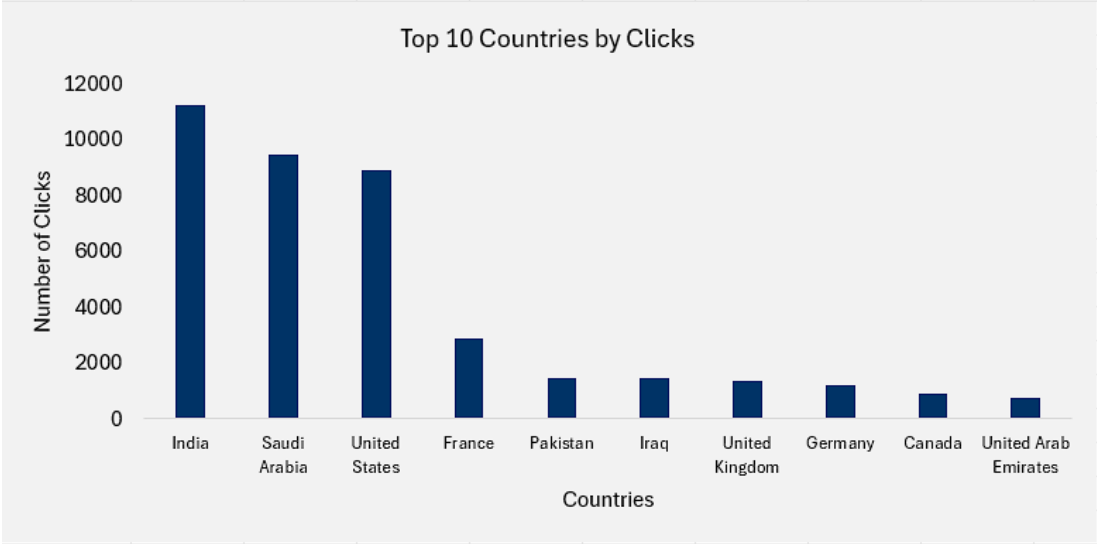
Visual 1: Daily Website Traffic

Days	Event Type			
	click	pageview	preview	Grand Total
19	8376	20585	3511	32472
20	7822	19884	3950	31656
21	7438	19915	4356	31709
22	7238	18954	4040	30232
23	6718	17286	3608	27612
24	6754	17376	3587	27717
25	6867	17789	3563	28219



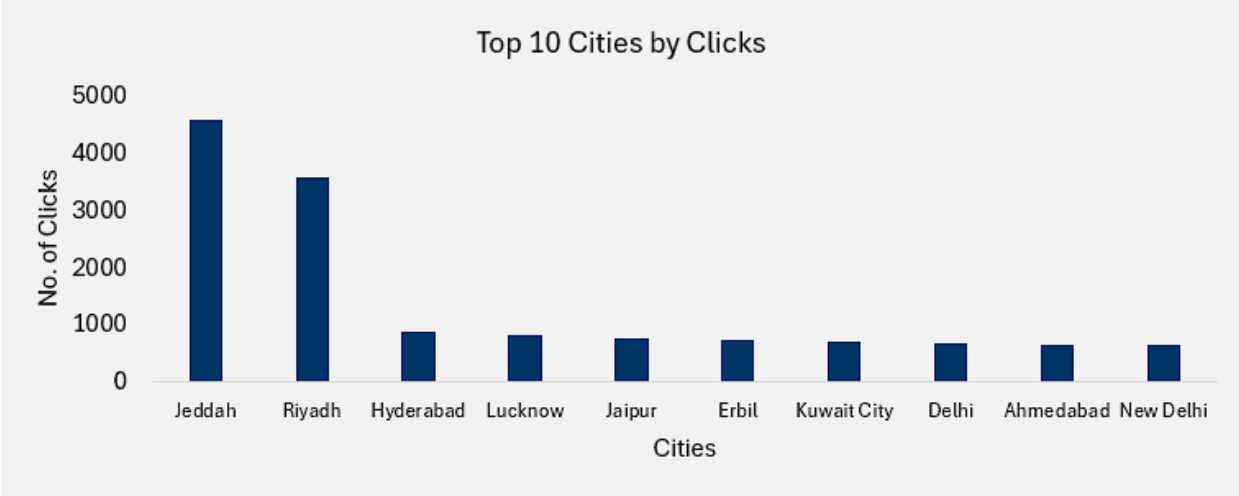
Visual 2: Top 10 Countries by Clicks

Countries	Event click
India	11227
Saudi Arabia	9483
United States	8890
France	2882
Pakistan	1485
Iraq	1472
United Kingdom	1344
Germany	1206
Canada	917
United Arab Emirates	764



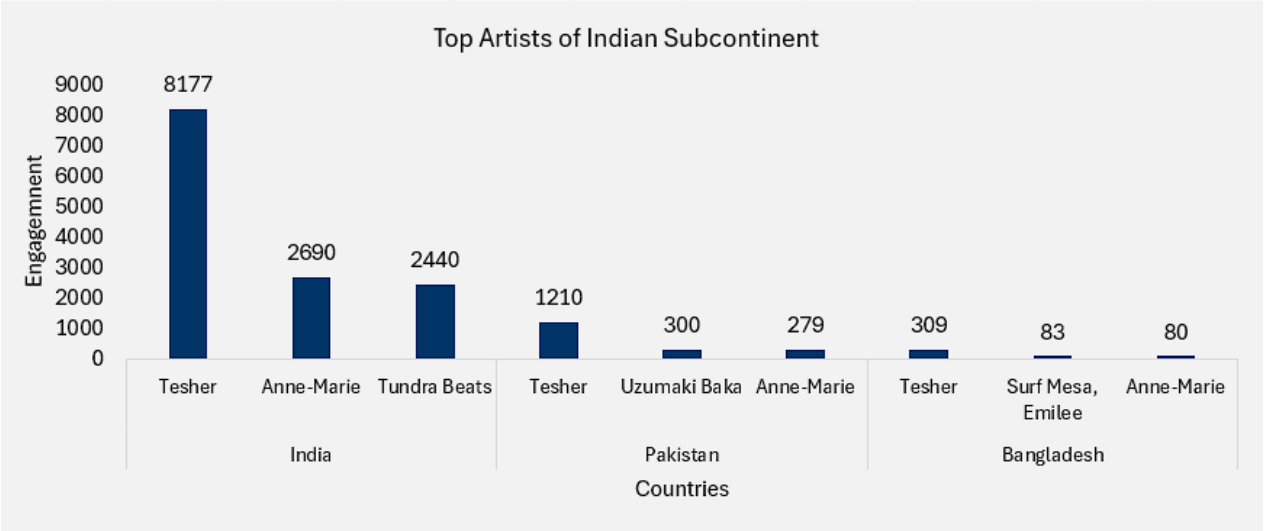
Visual 3: Top 10 Cities by Clicks

Cities	Event click
Jeddah	4573
Riyadh	3572
Hyderabad	863
Lucknow	823
Jaipur	766
Erbil	734
Kuwait City	707
Delhi	686
Ahmedabad	644
New Delhi	634



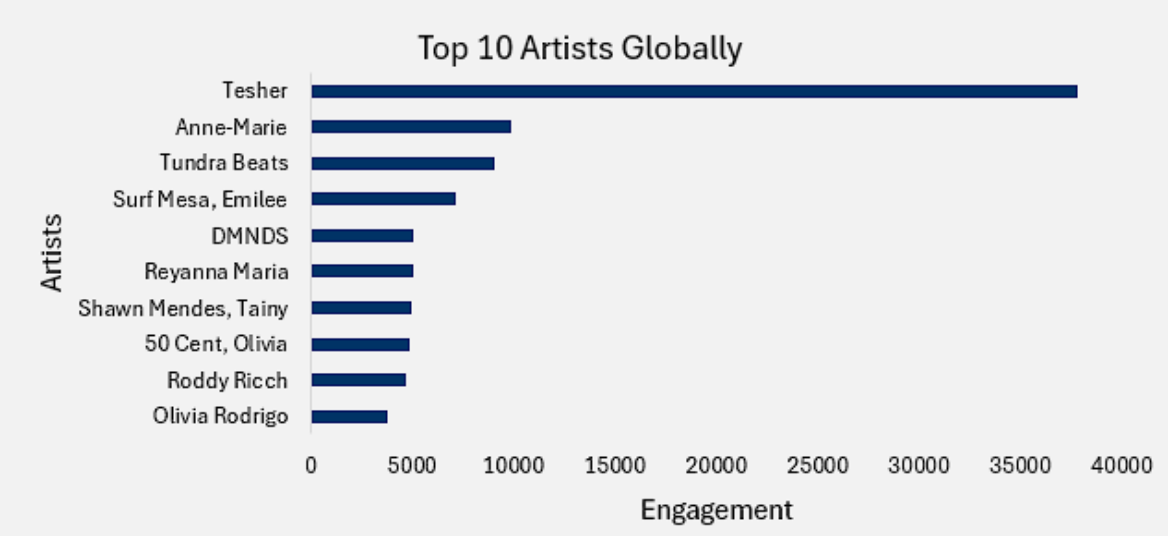
Visual 4: Top Artists of Indian Subcontinent

Country	Engagement
India	**13307**
Tesher	8177
Anne-Marie	2690
Tundra Beats	2440
Pakistan	**1789**
Tesher	1210
Uzumaki Baka	300
Anne-Marie	279
Bangladesh	**472**
Tesher	309
Surf Mesa, Emilee	83
Anne-Marie	80
Grand Total	**15568**



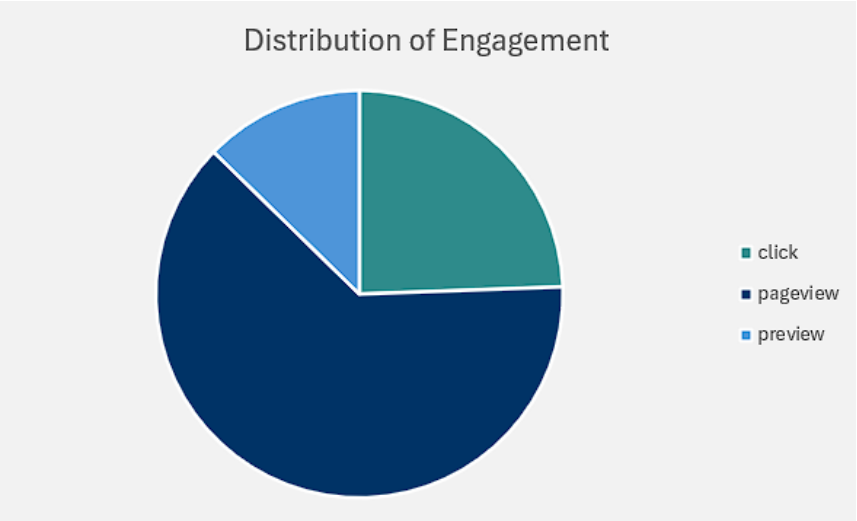
Visual 5: Top 10 Artists Globally

Countries	Engagement
Olivia Rodrigo	3795
Roddy Ricch	4634
50 Cent, Olivia	4866
Shawn Mendes, Tainy	4977
Reyanna Maria	5052
DMNDS	5071
Surf Mesa, Emilee	7104
Tundra Beats	9078
Anne-Marie	9889
Tesher	37798
Grand Total	**92264**



Visual 6: Distribution of Engagement

Event Type	Engagement
click	51213
pageview	131789
preview	26615
Grand Total	**209617**



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Key Insights and Recommendations

Key Insights Gained

The analysis shows India, Saudi Arabia, and the US drive the most clicks, with Jeddah and Riyadh leading among cities. Tesher dominates global and subcontinent engagement, far ahead of other artists. Website traffic stayed stable with a slight dip mid-period, and pageviews form the largest share of engagement, followed by clicks and previews.

Recommendations for Decision Makers

Decision makers should focus on strengthening presence in high-traffic regions like India, Saudi Arabia, and the US, while also targeting cities such as Jeddah, Riyadh, and Hyderabad for localized campaigns. Since pageviews dominate engagement but clicks are lower, strategies should aim at improving conversion through optimized content, CTAs, and personalized recommendations. Highlighting popular artists like Tesher can further boost user engagement, while diversifying promotions across other emerging artists may help capture wider audiences. Continuous monitoring of traffic dips will ensure timely interventions to maintain steady growth.

Thank you!

Do you have any questions?
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