Enhancing Website Performance: Identifying High-Engagement Content to Optimize the customer Journey

Analytics Problem

Yeo Valley is one of the largest UK-based organic dairy company with the 48th largest grocery brand and the third largest yogurt brand in the UK (Wikipedia Contributors, 2025). The company has launched a new website on August 28, 2024, with the primary objective of retaining both new and existing customers by encouraging continued engagement through its loyalty program (Yeokens) offering vouchers and incentives across multiple products (both Yeo Valley's and partner brands). The website acts as a hub that connects the organization and its customers, as the company does not directly sell products online.

The primary objective of this analysis is to assess the performance of the Yeo Valley website and provide strategic and managerial recommendations to improve user engagement. The following are the key areas for review:

- **Map out how people use the site:** Examine user behaviour data to identify typical customer journeys, starting with arrival at the site from our CRM database via our newsletter. Examining key metrics such as **bounce rates, exit rates, session duration, content engagement (scroll depth, time on page, click-through rates)**, and returning vs. new visitors to understand customer behaviour on the website.
- **Analyse content type**s (blogs, videos, product descriptions, interactive tools, recipes) to see which content types most effectively engage users. Involving comparing metrics such as average time on the page, scroll depth, and click-through rates for different content types.
- Identifying the types of content that drive Yeoken's engagement and overall website engagement.

Yeo valley has **845,878** Yeokens accounts. Still, only **15%** per cent of the account holders visit the site to bank yeokens (128,069 on average) during the period **Aug 2024 – Jan 2025** and only **28.8%** of those who bank redeem their yeokens, i.e. just **4.37%** of total users who have Yeokens account.

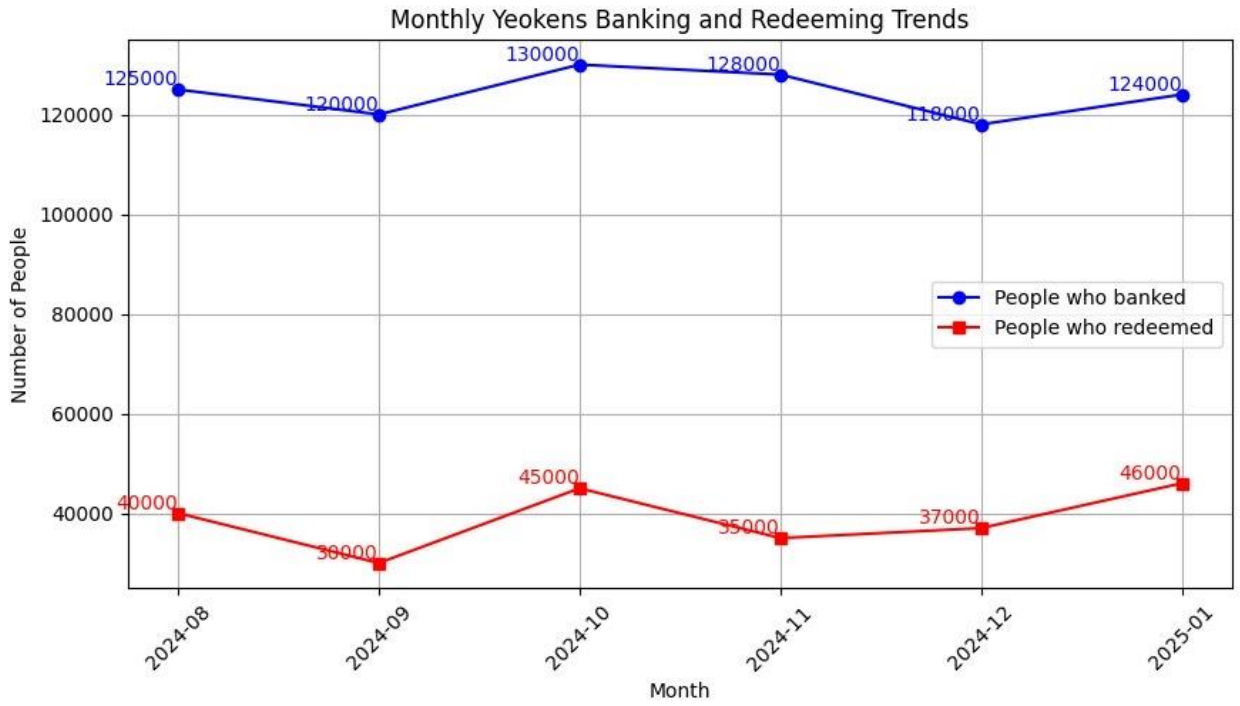

Figure 1: Monthly Trend of People who Banks and Redeems

Our analysis shows a significant decline in the number of users with active accounts, those banking Yeokens, and an even lower number of redemptions. To address this, we aim to analyse key engagement metrics, such as session duration, page views, traffic sources, exit rates, and bounce rates and also by mapping customer navigation paths will help us identify the types of content users engage with the most and gain insights into customer's intent when visiting the website understanding these patterns will enable us to **provide data-driven insights and actionable recommendations**. These findings will help improve website usability, enhance content strategies, and impact more engaging interactions that will build customer loyalty and more extensive involvement with the Yeokens loyalty scheme.

Analytics Solution

The following analysis provides key insights into how users navigate and exit the Yeo Valley website providing us a better understanding of overall customer journey by examining the traffic sources, landing pages, and user interaction. These findings will identify areas within the site that perform well and where improvements need to be made to increase engagement.

1. Channel-Level Performance - New vs Returning Users

We analysed the top five acquisition channels Direct, Organic Search, Email, Referral, and Organic Social on how they contribute to bringing in new users versus retaining returning ones to better understand user behaviour, improve our marketing strategies, and focus on the channels that deliver the most value.

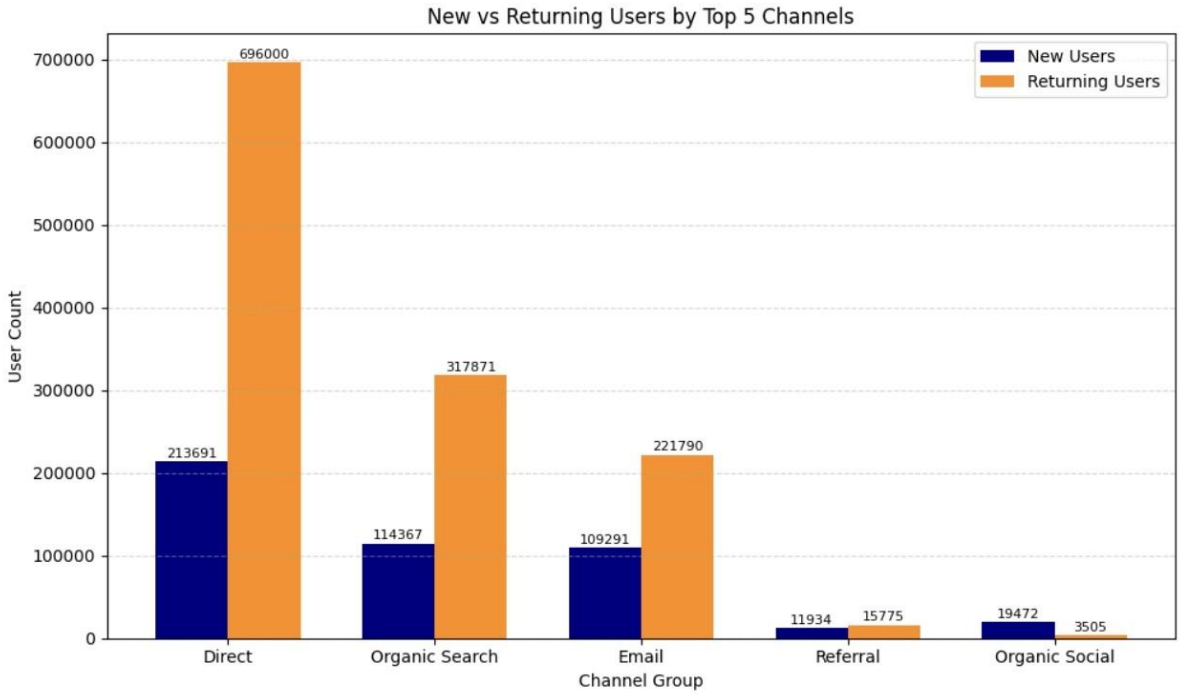

Figure 2: Channel-Level Performance – New vs. Returning Users

Findings & Insights

Direct traffic is the strongest channel with **213,691** new users and **696,000** returning users suggesting strong brand loyalty. Organic Search and Email performed well in retaining users. Organic Social with **19,472** new users, showing strong reach and potential but less returning users (3,505). Referral traffic was low across the board.

To understand how user behavior varies across different acquisition channels, we analyzed the top five most visited pages within each channel, segmented by **new** and **returning users**. This allows us to uncover content performance patterns, user intent, and how each channel supports **user acquisition vs. Retention**. Below is the summary of findings:

Channel	Most Popular Page(s)	User Focus	Page Type
Direct	/yeokens/welcome, /get-banking	New & Returning	Entry & Transactional
Organic Search	/sign-in, /get-banking	High-Intent	Account/Transactional
Email	/dairy-go-round, /raffle	New & Returning	Gamified/Rewards
Referral	/dairy-go-round	Mostly New	Rewards (from external)
Organic Social	/recipes/*	Mostly New	Content Discovery

Table 1: Channel Performance Summary

2. User Event Analysis

Analyzing user event distribution metrics to identify key conversion bottlenecks along the customer journey. This analysis tries to identify certain friction points that are preventing visitors from moving further down the conversion funnel and gauge how much they're impacting the business.

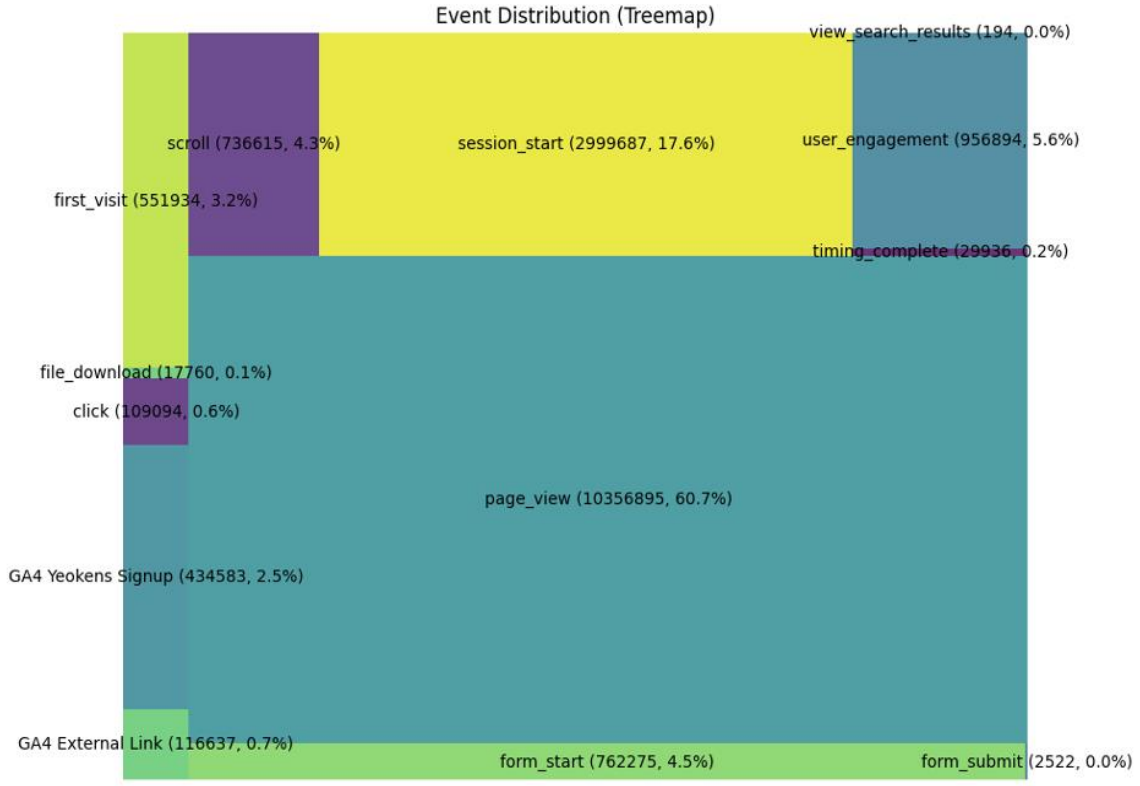

Figure 3: User Journey Tree map - Identifying Critical Experience Barriers

Findings & Insights

The user event distribution breakdown data (Figure 5) has high conversion barriers on the user's journey. Although 60.7% of visitors browse pages, they are not doing anything. There are very few "forms starts" (4.5%), but hardly anyone goes through and fills them out, which is extremely

high friction. File downloads (0.1%) and clicks (0.6%) are low despite high traffic, which means that websites are not performing a good enough job in converting visitors to higher levels of engagement, thereby losing potential conversion opportunities. In addition, 17.6% are re-visits with low conversion, reflecting problems with the experience not being fixed, such as a confusing process or lacking obvious direction. These insights pinpoint where optimizations are needed to reduce friction and turn passive visitors into active customers, boosting interactions, registrations, and transactions.

3. Top 10 Landing Page Performance - Bounce Rate vs Engagement Rate Analysis

We compared bounce and engagement rates for the landing pages to analyze which pages may need improvement for the overall site experience. This helped us spot trends, highlight top performers, and flag any outliers.

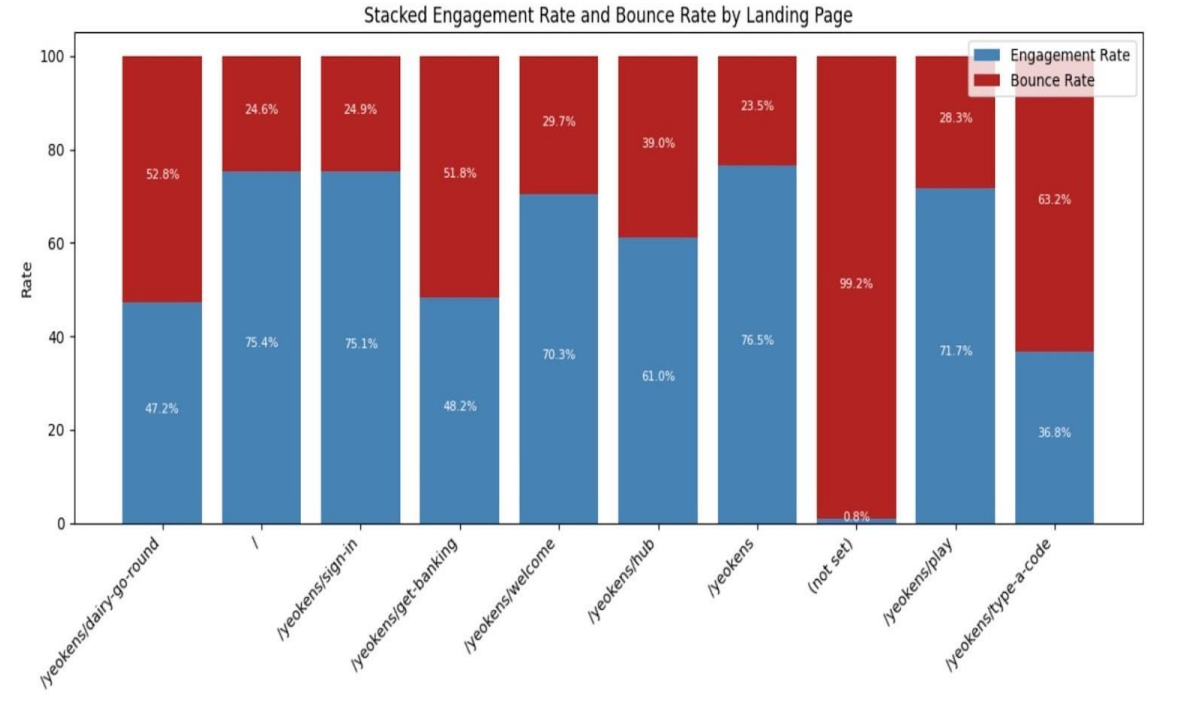

Figure 4: Landing Page Bounce vs Engagement Rates

Findings & Insights

The **homepage (/)** and the **/yeokens/sign-in** page stood out with strong engagement rates above 75%, showing they're doing a great job at holding user attention. On the flip side, **/yeokens/type-a-code** isn't performing as well, with a bounce rate of 63.2% and engagement at just 36.8%. The

(not set) page had a bounce rate of 99.2%, which likely points to a tracking error rather than a real user behavior trend.

4. Landing Page Analysis for User Engagement & Drop-Off Patterns

The analysis focuses on user behaviour of top 10 landing pages with highest entrances and sessions, we aim to identify pages where users land frequently but do not engage enough, meaning they jump to other pages without meaningful interaction. We tracked engagement metrics for **Jan2025** and **Feb 2025** to identify pages that are effective in retaining users,

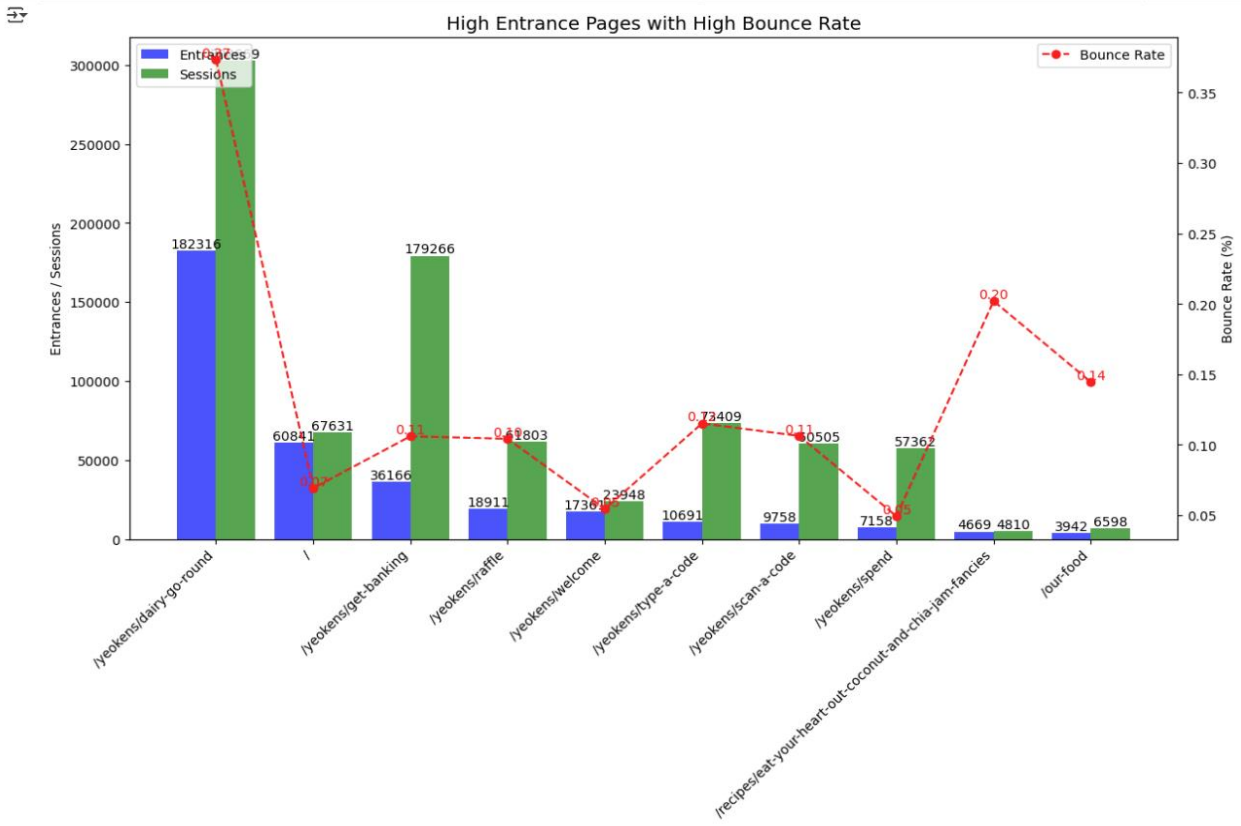

Figure 5: High entrance pages with high bounce rates

Findings & Insights

Page Path	Entrances	Bounce Rate	Engagement Rate	Avg. Engagement Time
/yeokens/dairy-go-round	182,316	**37.30%**	62.70%	9.58s
/yeokens/type-a-code	10,691	**11.50%**	88.40%	12.80s
/recipes/eat-your-heart-out-coconut-and-chia-j...	4,669	**20.20%**	79.70%	0.92s
/our-food	3,942	**14.40%**	85.50%	25.52s

Table 2: High-Traffic, Low-Engagement Pages

Dairy-Go-Round Page: Attracts most visitors but sees a high drop-off rate (**37.3%**) suggesting people do not understand how to further interact or navigate.

Recipe & Food Pages: Users visit the page but spend little time and don't engage further.

Type-a-Code Page: Page has high engagement but lower session duration, suggesting that users visit to type or scan the code and leave once completed.

Page Path	Bounce Rate	Engagement Rate	Avg. Engagement Time
/yeokens/spend	**4.90%**	**95%**	**32.70s**
/yeokens/get-banking	10.60%	89.30%	11.36s
/yeokens/raffle	10.40%	89.50%	26.05s

Table 3: Strong-Performing Pages

Pages for **redeeming, banking and raffle** keeps customers engaged longer on the site. These pages nudges customer to be involved and engaged.

5. User Engagement - Top 10 High-Traffic Pages with Strong User Interaction

The analysis aims to examine the data from **Jan 2025** to **Feb 2025** to understand pages that contribute to high active sessions and pages that hold the customer's attention. Specifically, we are interested in how the visitors engage across different pages and how much engagement they can

maintain. While many sessions indicate that visitors are visiting the pages, it does not necessarily mean they are remaining engaged with that page.

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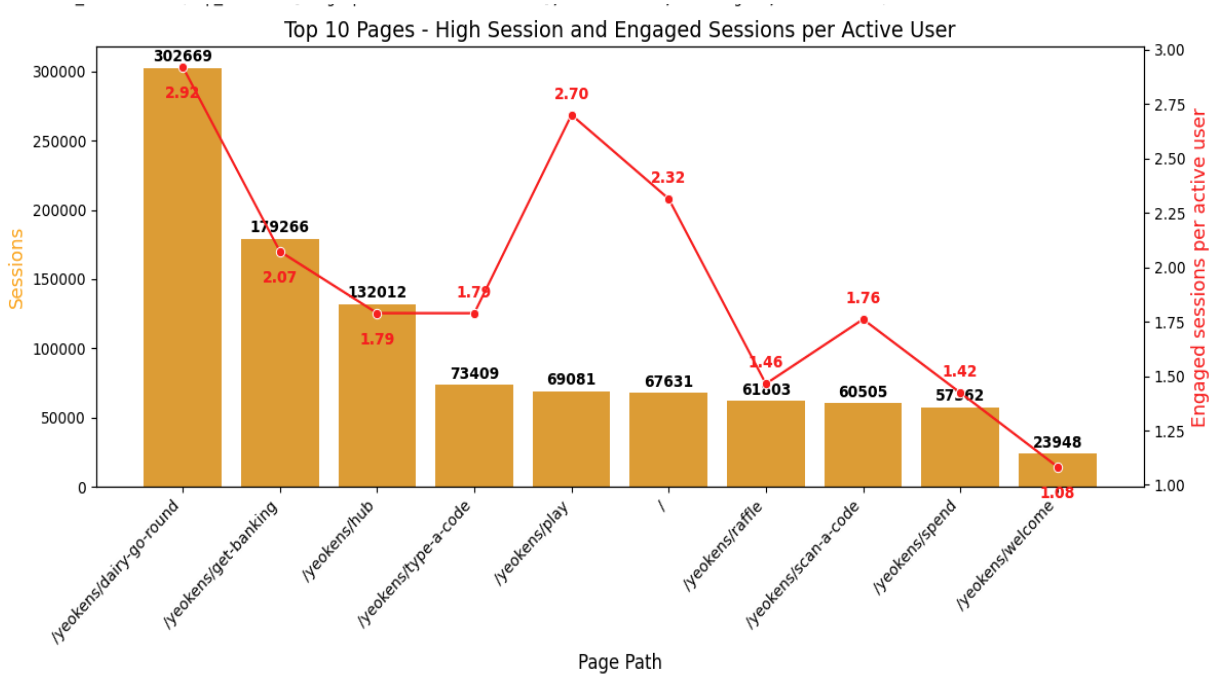

Figure 6: Pages with high session and their engaged session per active user

Findings & Insights

High Engagement Pages: The page **/yeokens/dairy-go-round, /yeokens/get-banking** and **/yeokens/play** has the highest number of sessions (**302,669**) and a solid engagement rate (**2.92,2.07 and 2.7** engaged sessions per active user). This indicates that users who visited this page were engaged and continued to look at additional content.

Lower Engagement Pages: On the other hand, pages such as **/yeokens/raffle** and **/yeokens/welcome** show lower engagement per active user (**1.46 and 1.08**), suggesting that users are not finding enough content to stay engaged.

6. Blogs Performance Monthly Analysis

This section uses five key metrics to evaluate monthly trends and user engagement in Blogs. The data is from Sep 2024 to Feb 2025. In Figure 7, there are some fluctuations, but Total Views shows a stable trend. This presents a steady traffic level in Blogs. For Total Active Users and Total Engagement Time, they have the highest value in Oct 2024 and then followed by a decreasing.

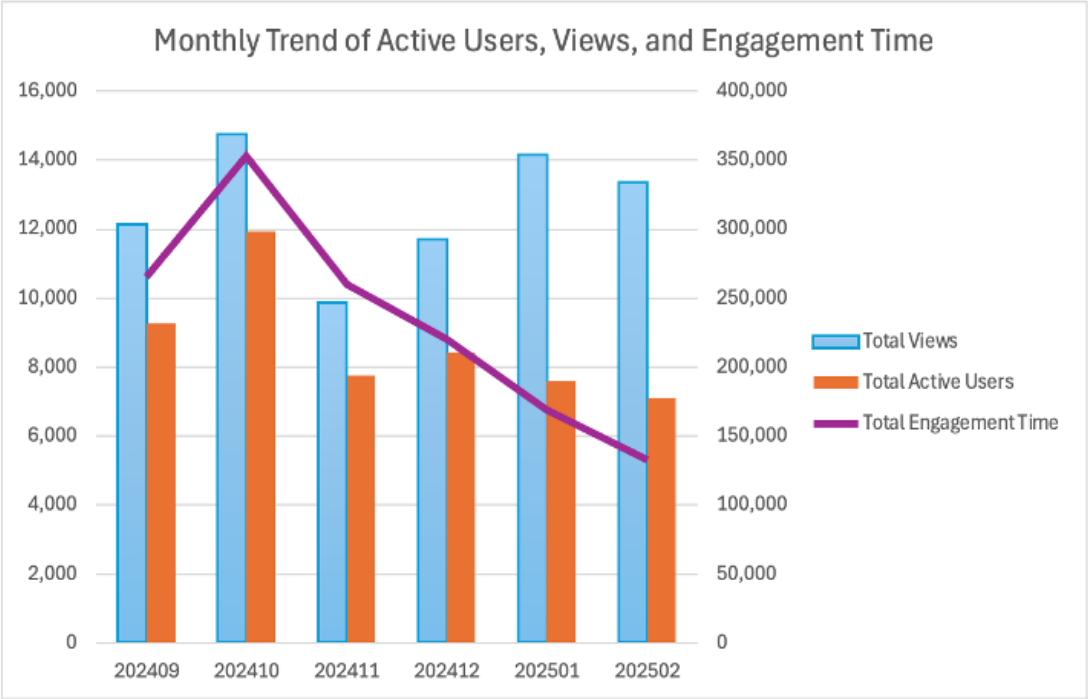

Figure 7: Overall Monthly Performance in User Engagement

In Figure 8, the views per active user increased and the average engagement time per user declined. We also analysed user interaction in the blog section by examining active users and average engagement time to understand which categories In the Valley, Tips & Tricks, Little Ones, Nature, and Health have the most reach and how compelling the content is. This allowed us to identify both top performers and areas that can be improved.

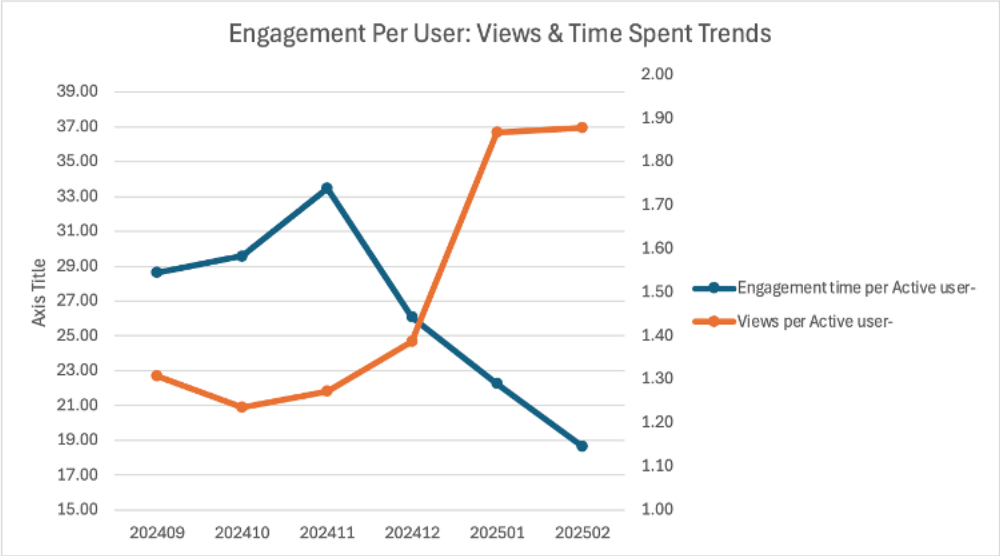

Figure 8: Engagement Per User: Views & Time Spent Trends (Blogs)

Findings & Insights

- The Figure 7 shows a shift in user behavior. One possible reason is that the decline of user retention and engagement depth leads to lower stickiness. And another reason is that the low quality people are leaving while high quality people remain. This filtering effect results in more efficient browsing behavior. Users are shifting towards higher-frequency but lower-depth interactions, meaning they browse more pages (an increasing trend in views per active user) but spend less time with content (a decreasing trend in engagement time per active user).

- For user interaction, the graph in Appendix B shows how In the Valley attracts the most visitors (14,488 users), but engagement is relatively low at 32.9 seconds. In contrast, smaller categories like Tips & Tricks (36.8s) and Little Ones (35.4s) have slightly higher engagement times, showing strong interest in more niche content. Meanwhile, Health and Nature may need updates in terms of its content or UX improvement to enhance user interaction.

7. Monthly Analysis of Recipes

Using the same monthly analysis method in blogs, this section emulates the performance of user engagement in Recipes. In Figure 9, Total Views has a steady increase, showing an increasing traffic level. In terms of Total Active Users, there is an increasing trend during the whole time. However, Total Engagement Time has a decreasing trend.

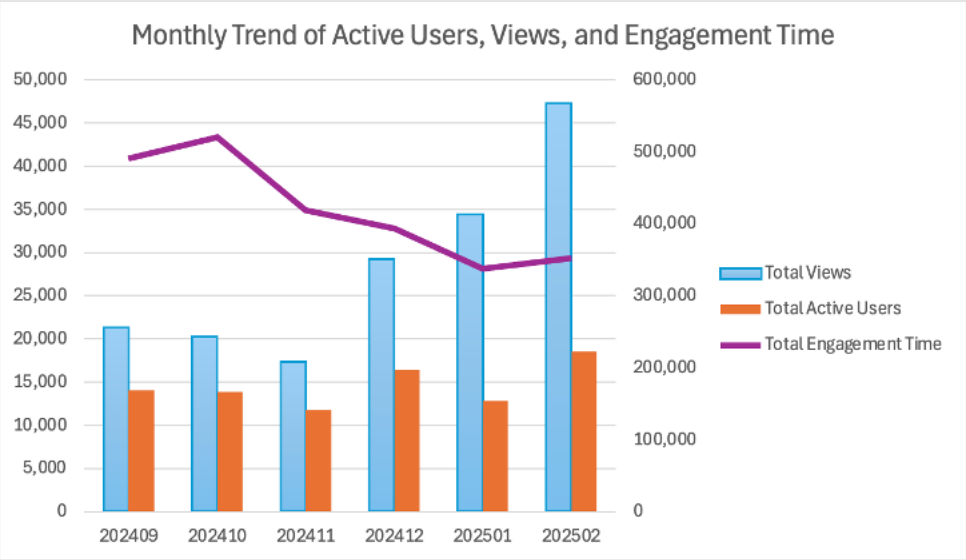

Figure 9: Monthly Trend of Active Users, Views, and Engagement Time (Recipes)

It is easy to notice that Total Views shows a steady increase, indicating an increase in traffic level. And Total Active Users reflects a long-term upward trend. In terms of Total Engagement Time, it has a decreasing trend.

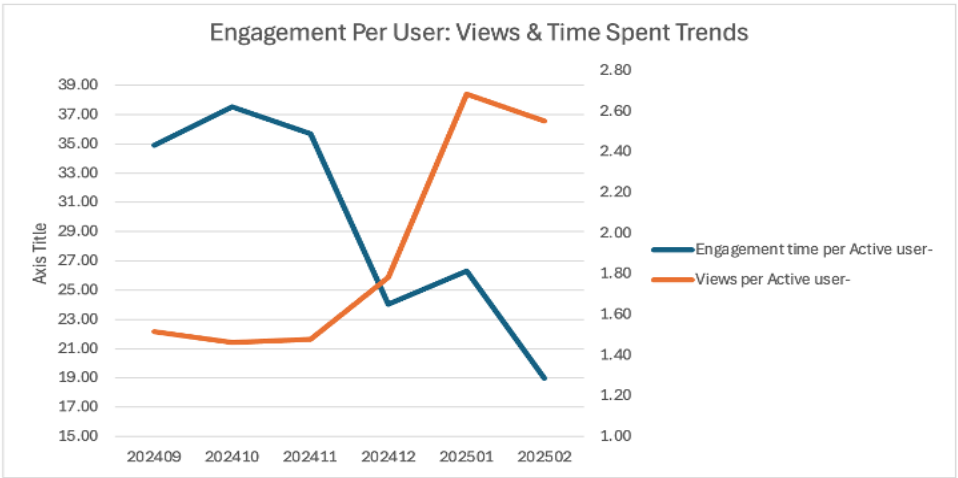

Figure 10: Engagement Per User: Views & Time Spent Trends (Recipes)

Views per Active User and Engagement Time per Active User follow the same pattern as in Blogs. We also analysed user behaviour across four key recipe categories—Desserts & Baking, Quick & Easy, Family Meals, and On the Side to uncover areas where we can boost reach and retention.

Findings & Insights

- Recipes have a stable user acquisition channel. And user retention is relatively stable. The engagement time decline may be due to increased user efficiency rather than reduced stickiness. Recipes show the same trend as blogs: Users are shifting towards higher-frequency but lower-depth interactions.
- For user interaction, the graph (Appendix B) shows how the recipes under **Desserts & Baking** lead in traffic (15,319 users), primarily driven by Organic Social, which effectively engages viewers with visually engaging content. "**On the Side**," while only getting a few viewers (1,550), has a high average engagement time (40.9s), indicating strong interest from a niche audience. **Quick & Easy** and **Family Meals** show moderate traffic with shorter engagement durations showing users' intent to find quick solutions. Also, the top-performing recipes **courgette chocolate chip cookies**, **gingerbread granola**, **naan flatbread**, **kefir-marinated chicken curry**, and **lemon & blueberry chili cheesecake** are clear audience favorites, each ranking among the top 10 overall across channels and performing exceptionally well via the Organic Social channel. The evidence of category success and engagement on social media does indicate that these were not just pages that got lots of traffic but also pages that you can see that people positively engaged with. Yeo Valley could use this as an insight to continue to promote these themes and format on social media and create similar recipe content for Yeo Valley.

8. Monthly Performance Comparison between Blogs and Recipes

Based on the results from the previous analysis of Blogs and Recipes, a systematic comparison can be made to identify which content types engage users more effectively. *Figure 1* shows that Recipes has higher Total Views, as well as slightly higher Engagement Time per Active User and Views per Active User. Overall, Recipes reflect better engagement and performance.

Blogs vs. Recipes: Overall Performance Comparison					
Content Types	Metric Total Views	Total Active Users	Total Engagement Time	Engagement time per Active user	Views per Active user
Blogs	75,969	52,105	1,399,925	26.87	1.46
Recipes	169,880	87,386	2,512,368	28.75	1.94
Grand Total	**245,849**	**139,491**	**3,912,293**	**28.05**	**1.76**

Table 4: Overall Performance Comparison

The following table (Figure 6) compares the trends of five key metrics for Blogs and Recipes, with the main differences highlighted in bold red text.

Blog vs. Recipes: Monthly Performance Comparison			
Metric	Blog	Recipes	Differences
Views per Active User	Increasing	Increasing	Same trend
Engagement Time per Active User	decreasing	decreasing	Same trend
Total Views	**remain stable**	Steadily **increasing**	Bothremain stable, but Recipes is steadily increasing
Total Active Users	**Declining**	Slight fluctuations, small long-term **growth**	Blog is losing users, while Recipes shows steady user acquisition
Total Engagement Time	**Noticeable decline**	**Declining**, but at a **slower rate**	Blog users are disengaging more sharply

Table 5: Blog vs. Recipes: Monthly Performance Comparison

To further show these differences, quadrant charts are created for deeper analysis. From the quadrant chart (Figure 12), Recipes are mainly located in the high views, high active users (top-right quadrant) and high views, low active users (top-left quadrant).

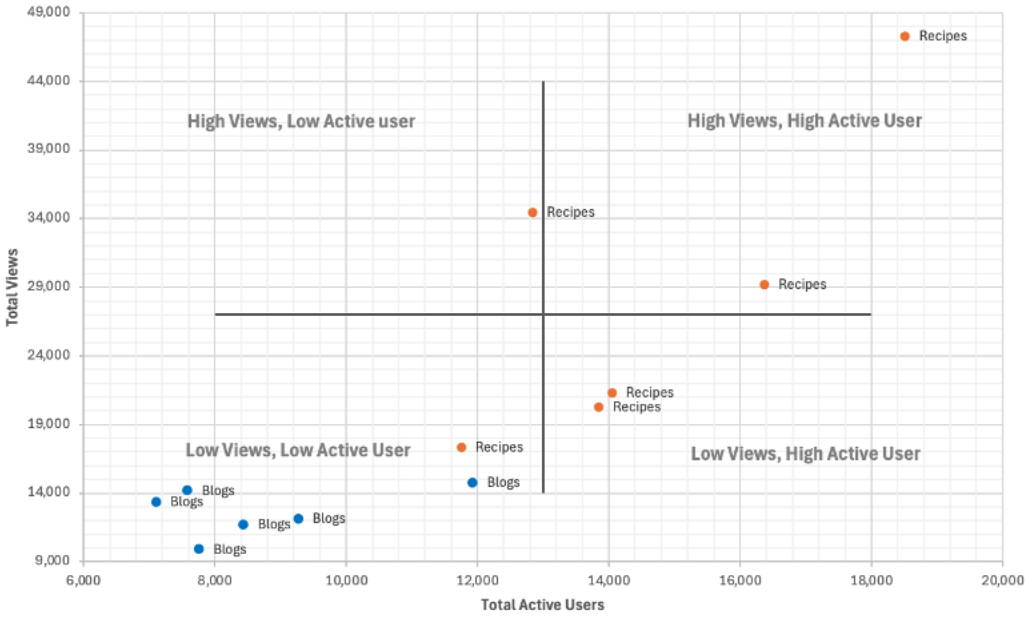

Figure 11: Total Views vs. Active Users: Blogs vs. Recipes Monthly Performance Quadrant

From the quadrant chart (Figure 13), Recipes are mainly located in the high engagement time and high active users. But Blogs are mostly concentrated on the low engagement time and low active users.

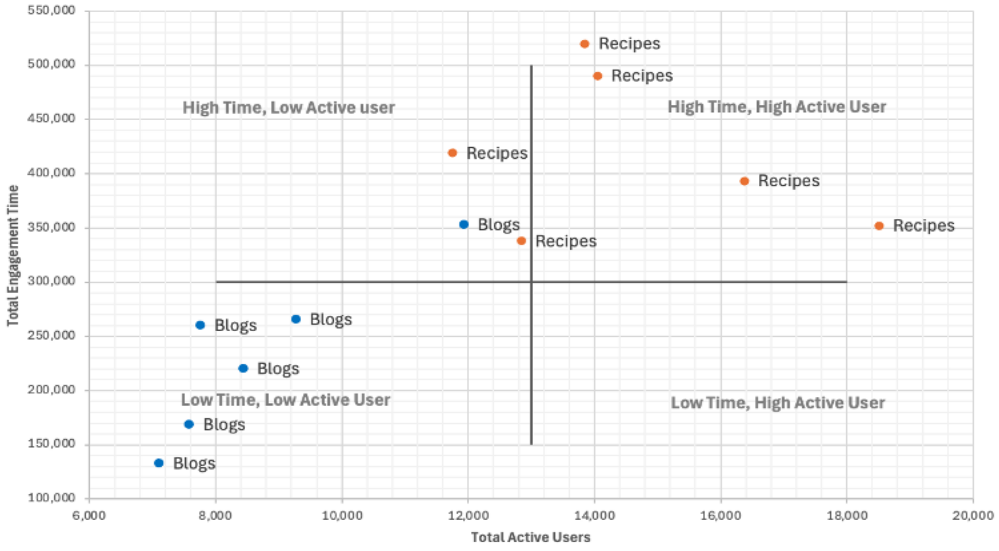

Figure 12: Total Engagement Time vs. Active Users: Blogs vs. Recipes Monthly Performance Quadrant

Findings & Insights

Recipes have shown better performance in engaging users. And Recipes attract more users and maintain higher views, but Blogs show weaker content appeal and user retention. Furthermore, Recipes outperform Blogs in user engagement and content retention. Sections 7, 8, and 9 provide a complete analysis that meets the company's requirements for content types. The whole analysis and data are shown in Appendix A. This Excel tool could provide continuous content monitoring, risk identification, and future strategy development.

9. Analysis of Exit and Exit rates

This analysis will assess the relationship between exits and views per session across pages with most views to pinpoint pages where users are exiting the site after visiting few pages to get an understanding of exits and views per session by showing pages that are losing user interest.

Page path and screen class	Exits	Views per session
/yeokens/dairy-go-round	233923	1.441234
/yeokens/get-banking	59048	1.464048
/yeokens/type-a-code	32861	1.169039
/yeokens/raffle	31657	1.413669
/yeokens/hub	25932	1.801973
/yeokens/scan-a-code	23825	1.20243
/yeokens/spend	11413	1.624403
/yeokens/spend/categories/yeo-valley-goodies	9237	1.473349
/	8816	1.320519
/yeokens/play	5998	1.372201

Table 6: Pages with high exits and their respective views per session

Findings & Insights

Pages with High Exits and Low to Moderate Views:
Pages like **/yeokens/dairy-go-round** have the highest exits (233,923) and only 1.44 views per session, showing that users are leaving after minimum interaction. Pages like **/yeokens/hub** and **/yeokens/spend/categories/yeo-valley-goodies** have higher views per session (1.80 and 1.47) but still have high exit rates, indicating room for improvement in retaining users for longer interactions.
Pages with Low Exits and Moderate to Low Views:
Pages such as **/yeokens/get-banking** and **/yeokens/raffle** show a better balance, with moderate exits and views per session (1.46 and 1.41, respectively), indicating that users are engaging reasonably well before exiting. The **homepage (/)** also shows lower exits (8,816) but a lower views per session (1.32), suggesting that users are not exploring beyond the homepage.

Technical Development

Overall Insight on Website Performance
We found pages such as "**/yeokens /dairy-go-round, /yeokens /hub, /yeokens/get-banking, and /yeokens /play**" are most valuable in attracting and engaging visitors. These pages successfully attract visitors and keep them engaged by offering activities such as playing games (Dairy- go -round and raffle), participating in banking awards and redeeming offers.

However, these pages also act as major exit points with high bounce rates, showing that users are mainly going to specific activities and leaving them immediately after completing them. This implies that the website is successful in attracting users to transactional actions but is missing key elements that keeps users on the site engaging with additional content such as recipes, blogs, and stays. We identified barriers and put forth actionable recommendations for improvement of customer journey and maximize potential of the website.

Managerial Recommendation and Optimisation Strategy

yeokens /dairy-go-round

This page effectively engages customers by clearly displaying how to play the game, the winning pot and available prizes. However, the page length and navigation to the other features like a monthly raffle, donation and spending yeokens are challenging to find. Additionally, other types of content or service, such as blogs and recipes, or rural stays will also improve website engagement, but are not easily found on the page. Likewise, /yeokens/get-banking is one of the most visited pages on the site but doesn't have a link to other pages.

Recommendations:

- Improve the page design by removing the redundant "**Play, Win, Enjoy**" section and embedding that into the post-game pop-up window instead. Users can access the same content via buttons at the top of the page.
- **Introduce cross-linking** to other engaging content (rural stays, recipes, blogs) to encourage further exploration and interaction beyond just playing the game.

/yeokens /hub

The page functions well in displaying users their accounts and yeoken balances. However, the "**Up for Grabs**" section does not explicitly identify which vouchers can be redeemed with the user's remaining yeoken balance, and it shows only six vouchers, which might leave users with the impression these are their only options. Finally, because this section is at the bottom of the page, it makes it less visible and harder to navigate

Recommendation:

- Reposition the "**Up for Grabs**" section to the top of the page for immediate visibility.
- List **all available vouchers** that users can redeem to enhance clarity and encourage redemption

/recipes /blogs

While they are rich in brand story and product inspiration, engagement here is low. Recipes are categorized under "Our Food" and blogs under "In the Valley" — which are both vague labels and reflect poor navigation structure. Content is not personalized and largely static, meaning the same experience is offered to all users. Additionally, weak SEO as well decreases discoverability, and

the lack of user contribution features prevents emotional connection and results in a lower number of returning visits.

Recommendations:

- Revise vague menu labels with clearer ones (“Recipes & Cooking Ideas” and “Stories & Blogs”) to help people find what they are looking for.
- Introduce personalization features that recommend recipes and blog content based on user interests, browsing behaviors, or past product engagements.
- Stimulate discoverability with keyword-optimized titles and structured metadata to strengthen recipe/blog SEO.
- Have either a community hub (ex “Yeo & You, Yeo Stories) where users can submit their own recipes or blogs that allows for profiles to be created, likes to be given, and comments to be made on them.

Effective Teamwork

Being able to work as a group on this project and experience some "experiential learning" in real business is an incredible opportunity. We identified different tasks based on team members' analytical strength, and weekly check-ins on Microsoft Teams were very good for updating team members on our progress, and asking questions or to re-converge altogether when necessary.. Content performance analysis was limited, we therefore took the approach of employing a peer-reviewed framework available metrics to support a fair assessment.. Utilizing a common task tracker fostered visibility and awareness of deliverables, dependencies, and accountability receive peer support in a timely manner when need arose. Sharing knowledge with peers was the utmost priority especially in areas of user flow and acquisition analysis. This ensured that each segment was coherent and aligned methodologically.

We viewed barriers as chances for creative joint reflection. For instance, we adjusted our timelines and injected behavioural context as user flow data became limited within a threshold with respect to GA4 constraints. Content performance analysis was limited, we therefore took the approach of employing a peer-reviewed framework available metrics to support a fair assessment. We could

create a transparent feedback loop and keep our expectations aligned cause of the weekly meetings. We could also present a customized report with information and metrics due to frequent client touchpoints and strong internal collaboration.

Task	Challenge	Team Response
Customer Journey Mapping	GA4 Explore limited user flow data past a certain date	Re-aligned timeframes and added real-world behavioural context
Content Performance Analysis	Limited data availability for content types	Created a fair evaluation framework using available dashboard metrics
Data Analysis Consistency	Different skill levels in GA4 usage across team	Peer-to-peer tips on GA4, user flow, acquisition to ensure consistency
Deliverable Management	Tracking deadlines and responsibilities	Used a task tracker with owners, due dates, and interdependencies
Team Collaboration	Staying aligned across different sub-domains	Weekly MS Teams meetings for updates, peer support, and realignment
Client Communication	Adapting to evolving expectations	Weekly feedback loops to re-orient analysis and build trust

Table 7: Team Project Timeline and Key Activities

Contribution Statement

Student number	Student name	Areas of Contribution	Rating
2584064	Sahithya Ravi	Analysis: User behaviour (channel, source)	Excellent
2642107	Simran Rashid	Analysis: User behaviour (Landing, high traffic pages)	Excellent
2608710	Gokul Kumar	Analysis of Exit pages, Analytics problem, Technical development &recommendations. Report structure	Excellent
2554161	Jingyi Liu	Analysis: Event, Content analysis recipes and blogs, report formatting	Excellent
2532793	Yuchen Zhang	Analysis: Recipes and blogs, comparative analysis of content.	Excellent
2646798	Snigdha Gupta	Yeoken content engagement analysis, Effective teamwork, technical development &recommendations	Excellent

Appendix

Appendix A: Monthly Analysis of Content Types Link

https://docs.google.com/spreadsheets/d/1husQmNBuiwcTn0QlJWNBy-bGpPlzvyAr/edit?usp=sharing&ouid=109540699643622848796&rtpof=true&sd=true

This is the link to the online Excel file. It also contains the data for this analysis. Due to formatting limitations in the online version, pivot tables may not display clearly. Below are screenshots for better clarity.

Type	blog

	Metric		
Month	Total Views	Total Active Users	Total Engagement Time
202409	12,130	9,274	265,598
202410	14,740	11,934	352,968
202411	9,879	7,763	259,928
202412	11,700	8,439	220,103
202501	14,165	7,586	168,661
202502	13,355	7,109	132,667
Grand Total	**75,969**	**52,105**	**1,399,925**

Table 1: Monthly Trend of Active Users, Views, and Engagement Time (Blogs)

Type	blog

	Metric	
Month	Engagement time per Active user-	Views per Active user-
202409	28.64	1.31
202410	29.58	1.24
202411	33.48	1.27
202412	26.08	1.39
202501	22.23	1.87
202502	18.66	1.88
Grand Total	**26.87**	**1.46**

Table 2: Engagement Per User: Views & Time Spent Trends (Blogs)

Type	recipes

	Metric		
Month	Total Views	Total Active Users	Total Engagement Time
202409	21,311	14,050	490,173
202410	20,262	13,851	519,728
202411	17,366	11,752	419,154
202412	29,197	16,374	393,418
202501	34,460	12,844	338,047
202502	47,284	18,515	351,848
Grand Total	**169,880**	**87,386**	**2,512,368**

Table 3: Monthly Trend of Active Users, Views, and Engagement Time (Recipes)

Type	recipes

	Metric	
Month	Engagement time per Active user-	Views per Active user-
202409	34.89	1.52
202410	37.52	1.46
202411	35.67	1.48
202412	24.03	1.78
202501	26.32	2.68
202502	19.00	2.55
Grand Total	**28.75**	**1.94**

Table 4: Engagement Per User: Views & Time Spent Trends (Recipes)

Appendix B: Content Category Analysis: Active Users, Engagement Trends & Performance of Blog and Recipe Pages

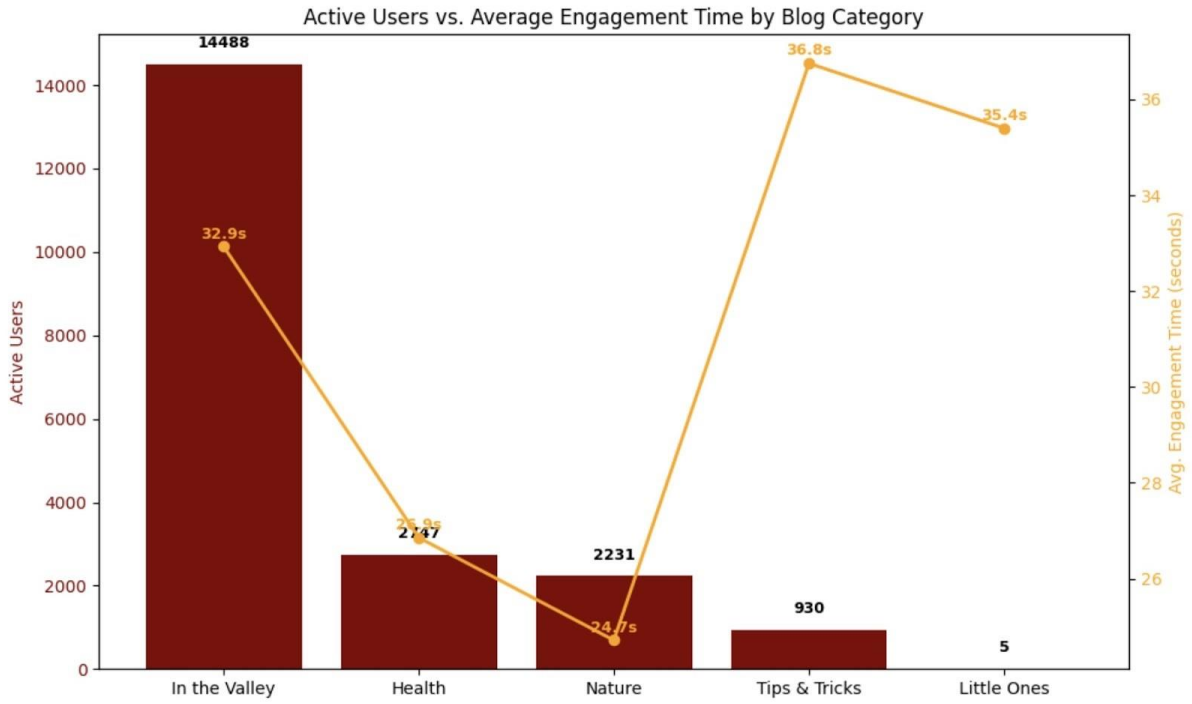

Figure1: Blog Category Engagement Metrics

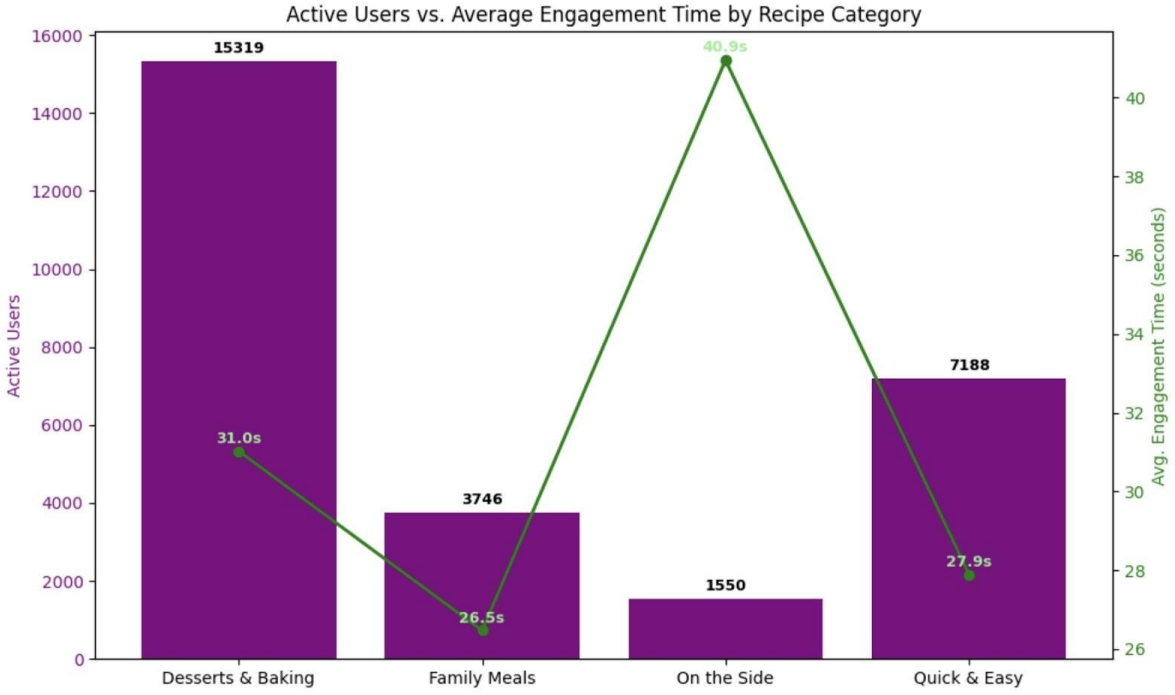

Figure2: Recipe Category Performance

Channel wise analysis
https://colab.research.google.com/drive/1Y_zQbnjIf3vNb0d2nBMTmqhyFympn_K6?usp=sharing

Recipes & Blogs categories
https://colab.research.google.com/drive/105UxAm14KgdxsRfR9d4359b4R_e3BaPL?usp=sharing

Landing page performance analysis
https://colab.research.google.com/drive/1EyUc7_lbJXnmPPX7K8vc-0_ewK0PKPDn?usp=sharing

Top countries performance analysis
https://colab.research.google.com/drive/1P-eFdOzlDeiXNwFAgqgFOPKBZVOeFSHU?usp=sharing

Device performance analysis
https://colab.research.google.com/drive/1Ts95IjtPqCvl3Y42oy8aCBUX7oaMEHHF?usp=sharing

The above links contain the python code for User behaviour analysis.

Appendix C: Customer Behaviour Analysis

Google collab
https://colab.research.google.com/drive/1Si0JMq6tJu94DAQOvDMux9jceH93RDvt?usp=sharing
The above link contains the python code for the analysis of customer behaviour across the pages using different metrics on the data collected from Jan 2025 – Feb 2025 for all the segments (users or visitors from all the sources)