

Ads Strategy- maximize conversion

Hour of Day	0 - Sunday	1 - Monday	2 - Tuesday	3 - Wednesday	4 - Thursday	5 - Friday	6 - Saturday	Grand Total
0:00	1966	618	430	1012	1189	1138	1124	7477
1:00	1536	565	341	745	697	983	1107	5974
2:00	1135	416	228	548	593	692	347	3959
3:00	1614	1660	1107	1194	1381	1773	1677	10406
4:00	1345	969	788	1047	795	1050	938	6932
5:00	710	834	438	812	641	757	608	4800
6:00	897	1153	682	1194	998	1029	652	6605
7:00	1336	2800	1543	2260	2454	2123	885	13401
8:00	1911	5051	2967	3846	4569	3804	1256	23404
9:00	2661	5840	3906	5333	5645	4768	1604	29757
10:00	5450	7071	7119	8212	8502	7604	4723	48681
11:00	4454	8037	5942	8801	7858	8527	2244	45863
12:00	5331	5164	4390	6833	5298	5412	1781	34209
13:00	5187	4449	4287	7572	5504	5385	1829	34213
14:00	5061	3665	3917	6772	5505	4907	1864	31691
15:00	5157	3141	3129	5089	4871	3728	1844	26959
16:00	5103	2980	2701	4158	4663	3129	2133	24867
17:00	4812	2569	2556	3578	4101	2597	3121	23334
18:00	4477	3302	2711	3508	3836	2586	3616	24036
19:00	4260	2651	2941	3511	4203	2505	3142	23213
20:00	3616	1956	3407	3539	3419	2453	3503	21893
21:00	2545	1520	3712	3567	3101	3305	3972	21722
22:00	1743	1301	2772	3139	2202	2546	4273	17976
23:00	1207	675	1672	2162	2580	1632	4187	14115
Grand Total	73514	68387	63686	88432	84605	74433	52430	505487

Session

Sessions

- Day with the most sessions overall:
Wednesday
- Highest engagement days:
Wednesday–Friday
- Day with the least sessions overall: **Saturday**
- Period with the most weekly sessions:
10:00am–12:00pm (totals above 30,000)

General observations/trends:

- The highest single block for *every day of the week* is either **10:00** or **11:00**
- General weekday pattern: a mid-morning spike in sessions, followed by a slow decline through the afternoon and evening
- Weekends don't follow this pattern (steeper dropoff Saturday; slower Sunday)