

# WEBSITE TRAFFIC ANALYSIS

SUBMITTED BY,

V.DHARSHINI

S.JUSVANTHIHA

V.KAMALA

K.NAGALAKSHMI

# MODULES:

- 1)SPLITTING THE TRAINING AND TESTING DATA
- 2) APPLYING SUPPORT VECTOR MACHINES
- 3)CREATING DASHBOARD USING IBM COGNOS
- 4)CREATING REPORT USING IBM COGNOS
- 5)STATISTICAL TESTS USING TREEMAP

# Step 1: SPLITTING THE TESTING AND TRAINING DATA

The screenshot displays the IBM Cognos Analytics web application interface. The browser's address bar shows the URL `us3.ca.analytics.ibm.com/bi/?perspective=authoring&id=1698338081707`. The application header includes the IBM Cognos Analytics logo and a 'New report' button. A notification banner at the top reads: 'What's New: To read about what's new in Reporting, click More Info.' Below this, a toolbar contains icons for 'Edit', 'Report', 'Pages', and 'Page1'. The main workspace is divided into three panels. The left panel, titled 'Insertable objects', contains a 'Select a source' section with a 'Select a source +' button. The central panel, titled 'Select a widget type', instructs the user to 'Select one of the following widget types to get started or drag and drop items from the left pane.' It features six widget options: 'Text item', 'Block', 'Table', 'List', 'Crosstab', and 'Visualization'. The right panel, titled 'No properties', prompts the user to 'Select an object to see its properties'. The Windows taskbar at the bottom shows the system clock at 22:06 on 26-10-2023, along with weather information (28°C, Mostly clear) and various application icons.

Project Submission Part 3: Devel... x Project Submission Form - Phas... x Daily website visitors (time serie... x My IBM x New report x +

us3.ca.analytics.ibm.com/bi/?perspective=authoring&id=1698338081707

Java Programs | Jav... HTML with CSS - ja... 15 Most Important... HTML Form to Back...

IBM Cognos Analytics | New report v

30

What's New: To read about what's new in Reporting, click More Info. Dismiss More Info →

Edit Report > Pages > Page1

Insertable objects

Select a source

Select a data source to use with your report.

Select a source +

Select a widget type

Select one of the following widget types to get started or drag and drop items from the left pane.

Text item Block Table

List Crosstab Visualization

No properties

Select an object to see its properties

28°C Mostly clear

Search

ENG IN

22:06 26-10-2023

Project Submission Part 3: Devel...Project Submission Form - Phas...Daily website visitors (time serie...My IBMNew report

us3.ca.analytics.ibm.com/bi/?perspective=authoring&id=1698338081707

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IBM Cognos AnalyticsNew report

30

What's New: To read about what's new in Reporting, click More Info.

DismissMore Info

Report > Pages > Page1

Page designProperties

Insertable objects

Select a source

Select a data source to use with your report.

Select a source +

Select a widget type

Select one of the following widget types to get started or drag and drop items from the left pane.

Text item

Block

Table

List

Crosstab

Visualization

No properties

Select an object to see its properties

28°C Mostly clear

Search

ENG IN

22:06 26-10-2023

# Step 2:Applying Support vector Machines and loss calculation

The screenshot displays the IBM Cognos Analytics web application interface. The browser's address bar shows the URL `us3.ca.analytics.ibm.com/bi/?perspective=authoring&id=1698338081707`. The application header includes the IBM Cognos Analytics logo and a 'New report' button. A notification banner at the top reads 'What's New: To read about what's new in Reporting, click More Info.' The main workspace is titled 'Page1' and contains a central panel with the heading 'Select a widget type'. This panel instructs the user to 'Select one of the following widget types to get started or drag and drop items from the left pane.' Below this instruction, there are six buttons arranged in a 2x3 grid: 'Text item', 'Block', 'Table', 'List', 'Crosstab', and 'Visualization'. On the left side of the workspace, there is a sidebar titled 'Insertable objects' which includes a 'Select a source' section with a button labeled 'Select a source +'. On the right side, there is a 'No properties' section with the text 'Select an object to see its properties'. The bottom of the screen shows a Windows taskbar with various application icons, a search bar, and system status information including the temperature (28°C), time (22:06), and date (26-10-2023).

Project Submission Part 3: Devel...Project Submission Form - Phas...Daily website visitors (time serie...My IBMNew report

us3.ca.analytics.ibm.com/bi/?perspective=authoring&id=1698338081707

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IBM Cognos AnalyticsNew report

What's New: To read about what's new in Reporting, click More Info.

Report > Pages > Page1

Page designProperties

Insertable objects



### Select a source

Select a data source to use with your report.

Select a source +

Select a widget type

Select one of the following widget types to get started or drag and drop items from the left pane.

Text item

Block

Table

List

Crosstab


Visualization

No properties

Select an object to see its properties

28°C Mostly clear

Search



ENG IN

22:06 26-10-2023

Project Submission Part 3: Devel...Project Submission Form - Phas...Daily website visitors (time serie...My IBMNew report

us3.ca.analytics.ibm.com/bi/?perspective=authoring&id=1698338081707

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IBM Cognos AnalyticsNew report

30

DismissMore Info

What's New: To read about what's new in Reporting, click More Info.

Report > Pages > Page1

Page designProperties

Insertable objects

Select a source

Select a data source to use with your report.

Select a source +

Select a widget type

Select one of the following widget types to get started or drag and drop items from the left pane.

Text item

Block

Table

List

Crosstab

Visualization

No properties

Select an object to see its properties

28°C Mostly clear

Search

ENG IN22:0626-10-20238

# Step 3: CREATING DASHBOARD USING IBM COGNOS

The screenshot displays the IBM Cognos Analytics interface. The browser's address bar shows the URL: `us1.ca.analytics.ibm.com/bi/?perspective=content&tab=myContent&folder=IA56C62FA0F114F1DA4266F935ADDCC87`. The page title is "Content". Below the title, there are tabs for "My content", "Team content", "Samples", and "Favorites". A blue bar at the top of the content area indicates "1 item selected". To the right of this bar are buttons for "More +", "Create", "Details", "Delete", and "Cancel". The main content area shows a card for "public health awareness" with a "Last Modified" timestamp of "10/17/2023, 10:43 AM". A context menu is open over this card, listing the following actions: "Edit data module", "Create report", "Create exploration", "Create dashboard", "Create data module", "Create data set", "Share", "Copy or move to", "Add shortcut", "Edit name and description", "Add to favorites", "Properties", "Details", and "Delete". The bottom of the screen shows a Windows taskbar with various application icons, the system clock at 5:40 PM on 10/25/2023, and the language set to ENG IN.



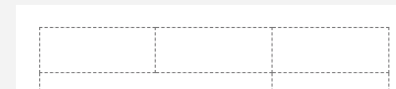
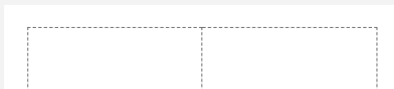
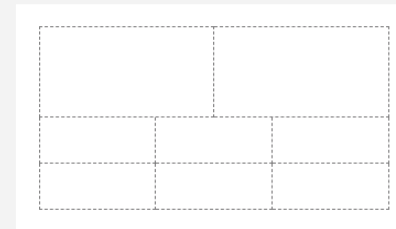
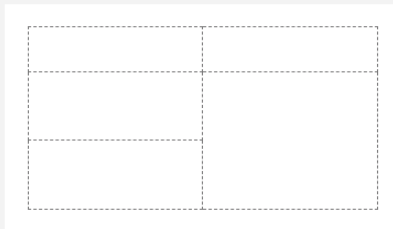
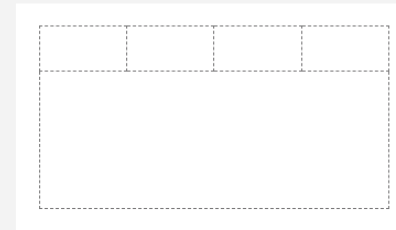
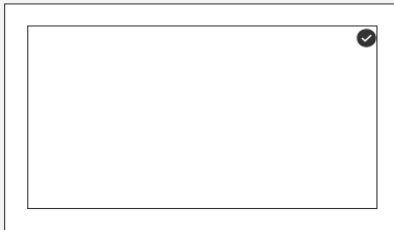
## Create a dashboard

Select a template for your dashboard

Cancel Create

Tabbed

Infographic



Project Submission Part 3: Devel xProject Submission Form - Phas xDaily website visitors (time serie xMy IBM xNew dashboard x

us3.ca.analytics.ibm.com/bi/?perspective=dashboard&id=dashboard\_12e3d031-7a40-464a-83f5-0713c85d413f&ui\_appbar=true&options%5BdisableGlassPrefetch%5D=true&options%5Bcoll...

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IBM Cognos AnalyticsNew dashboard30

AnalyticsFiltersFieldsProperties

Selected sources /

daily-website-visitors.csv

Navigation paths

daily-website-visitors.csv

# Row

Day

Day.Of.Week

Date

Page.Loads

Unique.Visits

First.Time.Visits

Returning.Visits

All tabs

Drag and drop data here to filter all tabs.

This tab

Drag and drop data here to filter this tab.

Tab 1

Returning.Visits

1.11M

Returning.Visits

Search

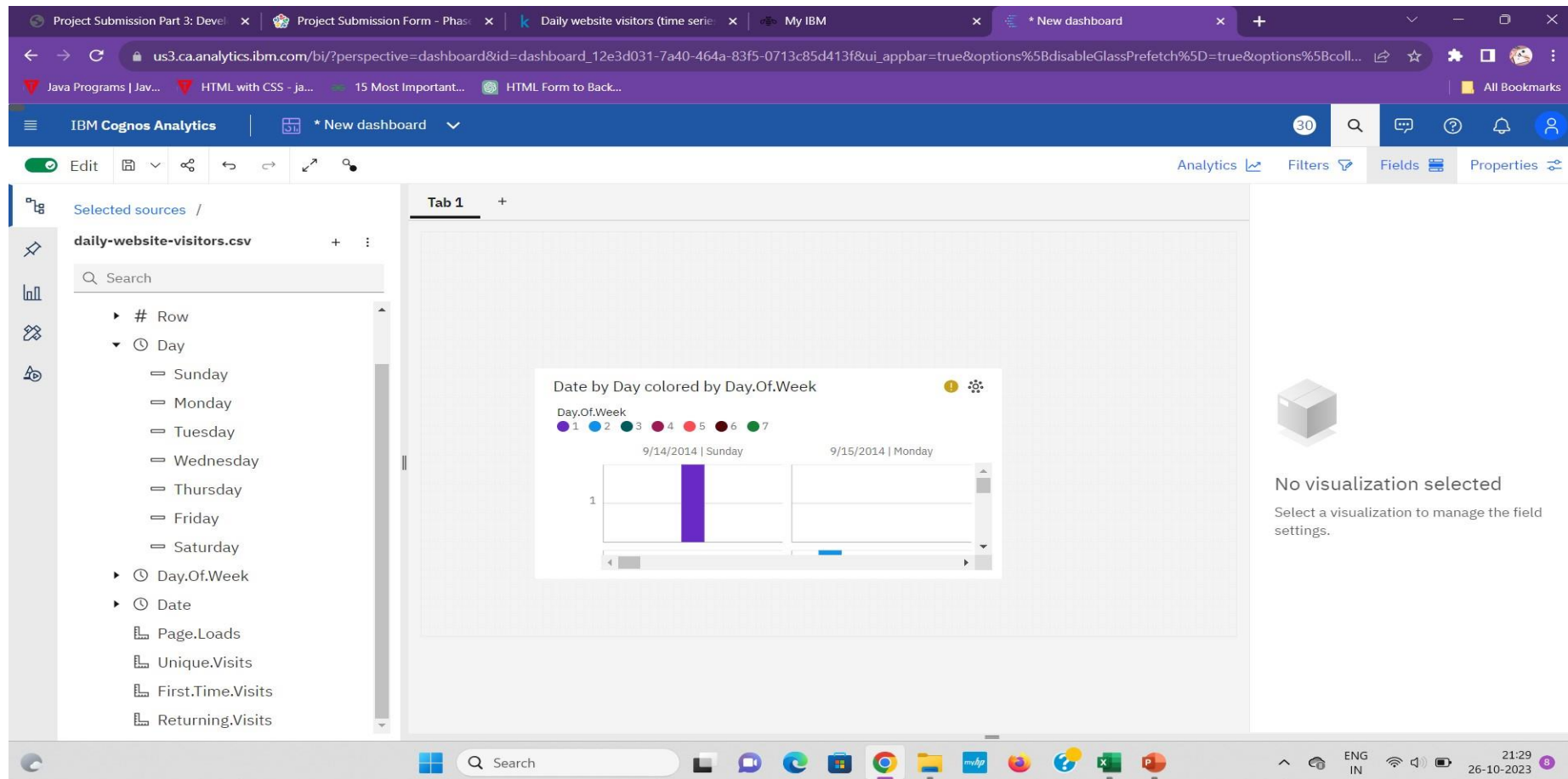
myApp

ENG IN

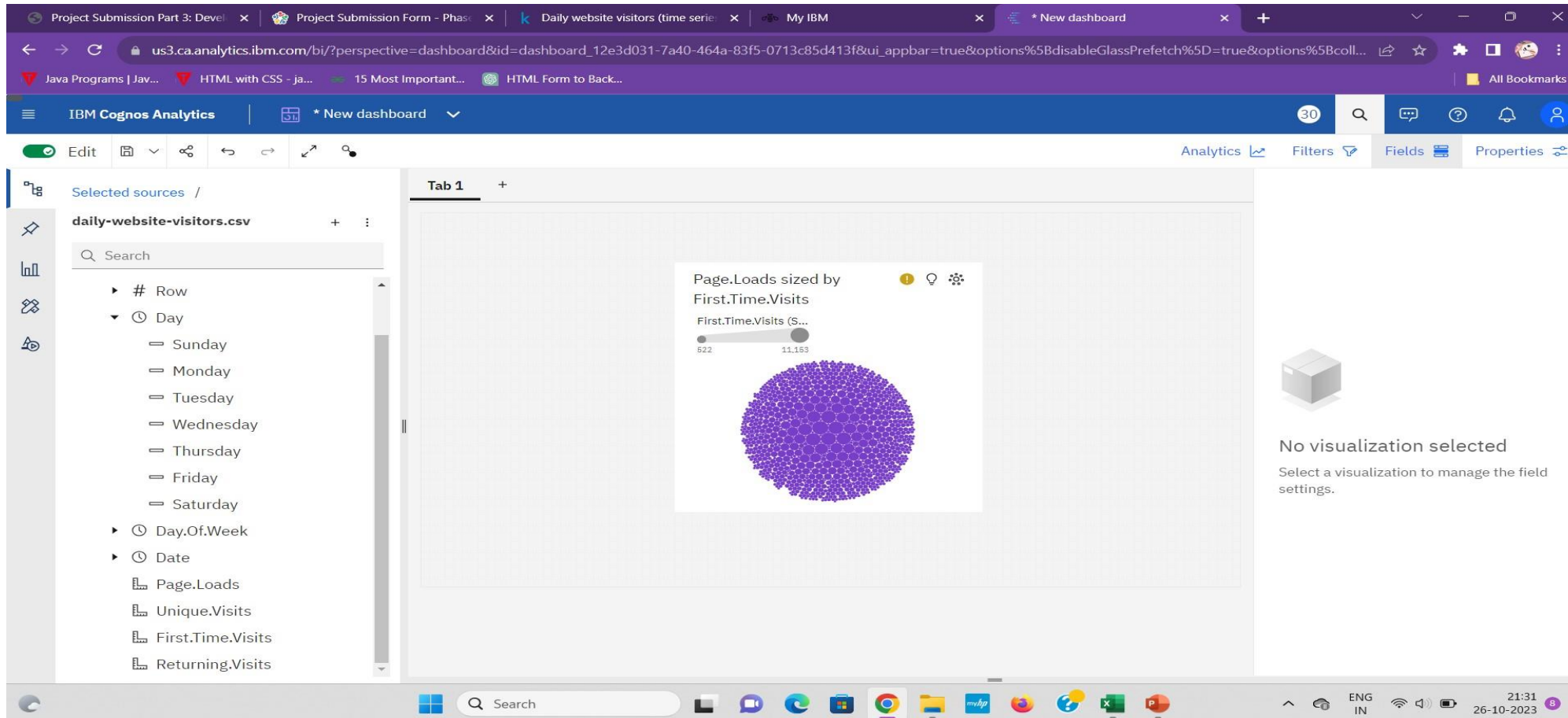
21:24

26-10-2023

# Creating bar graph using dashboard



# Creating packed ball structure using dashboard



# Creating area using dashboard

The screenshot displays the IBM Cognos Analytics interface. The top navigation bar includes the IBM Cognos Analytics logo and a search bar. The left sidebar shows the 'Selected sources' pane with a tree view of data sources. The main workspace is titled 'Tab 1' and contains a visualization placeholder. The placeholder shows a preview of an area chart titled 'Unique.Visits by Day colored by Date'. The chart has a legend with dates from 9/14/2014 to 9/19/2014. The right sidebar contains a message: 'No visualization selected. Select a visualization to manage the field settings.'

Project Submission Part 3: Devel x Project Submission Form - Phas x Daily website visitors (time series x My IBM x \* New dashboard x +

us3.ca.analytics.ibm.com/bi/?perspective=dashboard&id=dashboard\_1fc441dc-1cea-4cb0-9f4b-43f2c2b96a15&ui\_appbar=true&options%5BdisableGlassPrefetch%5D=true&options%5Bcoll...

Java Programs | Jav... HTML with CSS - ja... 15 Most Important... HTML Form to Back... All Bookmarks

IBM Cognos Analytics | \* New dashboard v

30

Analytics Filters Fields Properties

Selected sources /

daily-website-visitors.csv +

Search

Navigation paths +

daily-website-visitors.csv

# Row

Day

Day.Of.Week

Date

Page.Loads

Unique.Visits

First.Time.Visits

Returning.Visits

Tab 1 +

Unique.Visits by Day colored by Date

Date

9/14/2014 9/15/2014 9/16/2014 9/17/2014 9/18/2014 9/19/2014

Friday Monday

No visualization selected

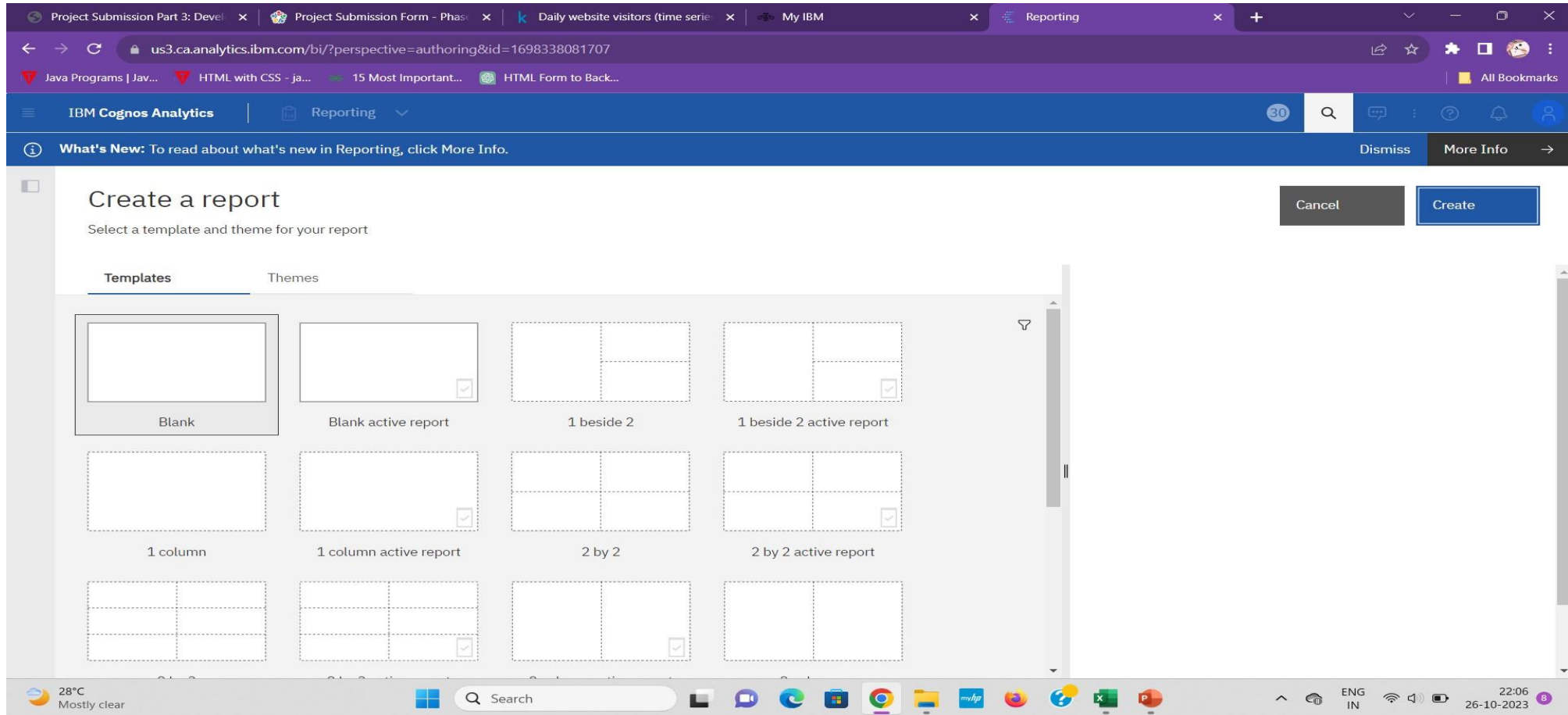
Select a visualization to manage the field settings.

28°C Mostly clear

Search

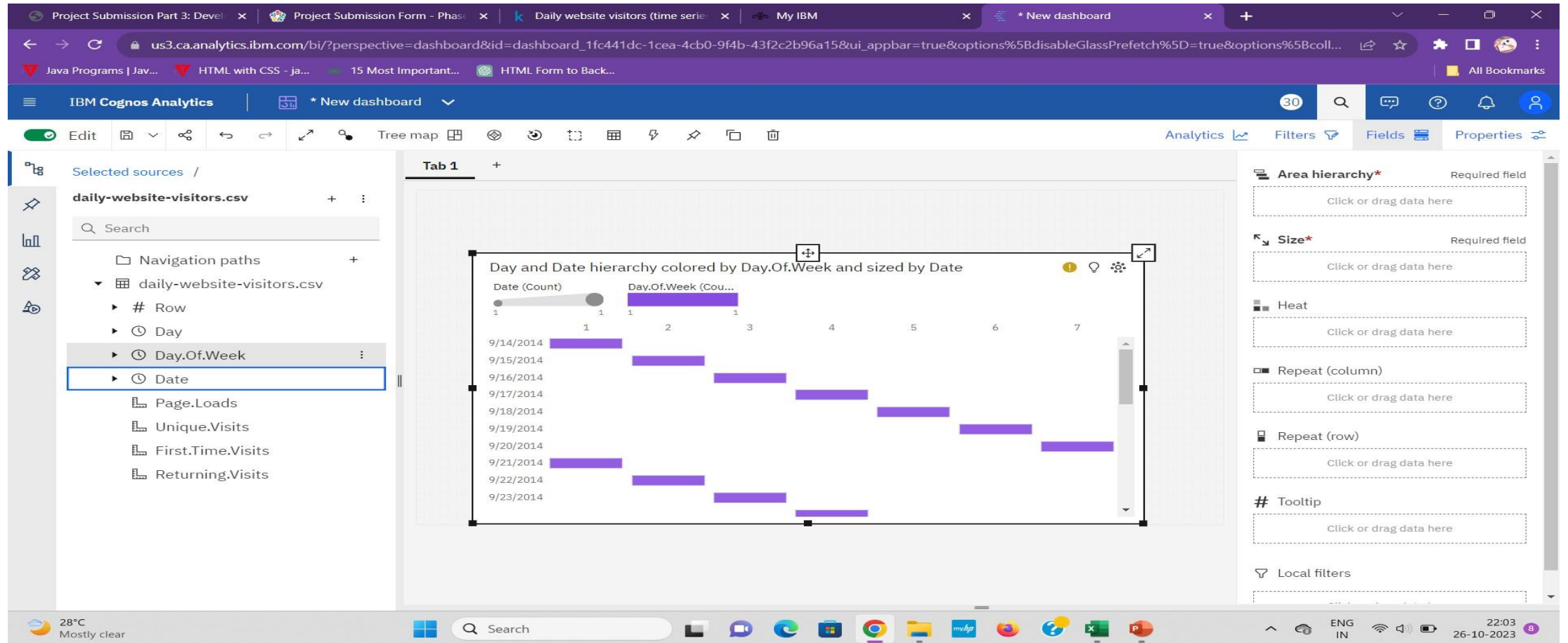
ENG IN 21:55 26-10-2023

# CREATING REPORT USING IBM COGNOS





# Creating bar graph using report



# STATISTICAL TESTS USING TREEMAP

The screenshot displays the IBM Cognos Analytics web interface. The browser tabs include 'Project Submission Part 3: Devel...', 'Project Submission Form - Phase...', 'Daily website visitors (time series)', 'My IBM', and '+ New dashboard'. The address bar shows the URL: [us3.ca.analytics.ibm.com/bi/?perspective=dashboard&id=dashboard\\_1fc441dc-1cea-4cb0-9f4b-43f2c2b96a15&ui\\_appbar=true&options%5BdisableGlassPrefetch%5D=true&options%5Bcoll...](https://us3.ca.analytics.ibm.com/bi/?perspective=dashboard&id=dashboard_1fc441dc-1cea-4cb0-9f4b-43f2c2b96a15&ui_appbar=true&options%5BdisableGlassPrefetch%5D=true&options%5Bcoll...)

The interface features a top navigation bar with 'IBM Cognos Analytics' and a '+ New dashboard' button. Below this is a toolbar with 'Edit', 'Analytics', 'Filters', 'Fields', and 'Properties' tabs. The left sidebar shows 'Selected sources' with a search bar and a list of fields for 'daily-website-visitors.csv':

- Navigation paths
- daily-website-visitors.csv
  - # Row
  - Day
  - Day.Of.Week
  - Date
  - Page.Loads
  - Unique.Visits
  - First.Time.Visits
  - Returning.Visits

The main workspace, labeled 'Tab 1', contains a visualization titled 'Unique.Visits by Day colored by Date'. The legend indicates the following color coding for dates:

- 9/14/2014 (Blue)
- 9/15/2014 (Pink)
- 9/16/2014 (Orange)
- 9/17/2014 (Green)
- 9/18/2014 (Dark Blue)
- 9/19/2014 (Brown)

The visualization shows two treemap charts, one for 'Friday' and one for 'Monday', illustrating the distribution of unique visits across different dates. The 'Friday' chart shows a single date (9/14/2014) with a small treemap. The 'Monday' chart shows multiple dates (9/14/2014, 9/15/2014, 9/16/2014, 9/17/2014, 9/18/2014, 9/19/2014) with a larger treemap.

On the right side of the workspace, there is a message: 'No visualization selected. Select a visualization to manage the field settings.'

The bottom status bar shows the system clock as 21:55 on 26-10-2023, along with weather information (28°C, Mostly clear) and various system icons.



