

WEBSITE TRAFFIC ANALYSIS

PHASE-4

DEVELOPMENT -2



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DATA SET:

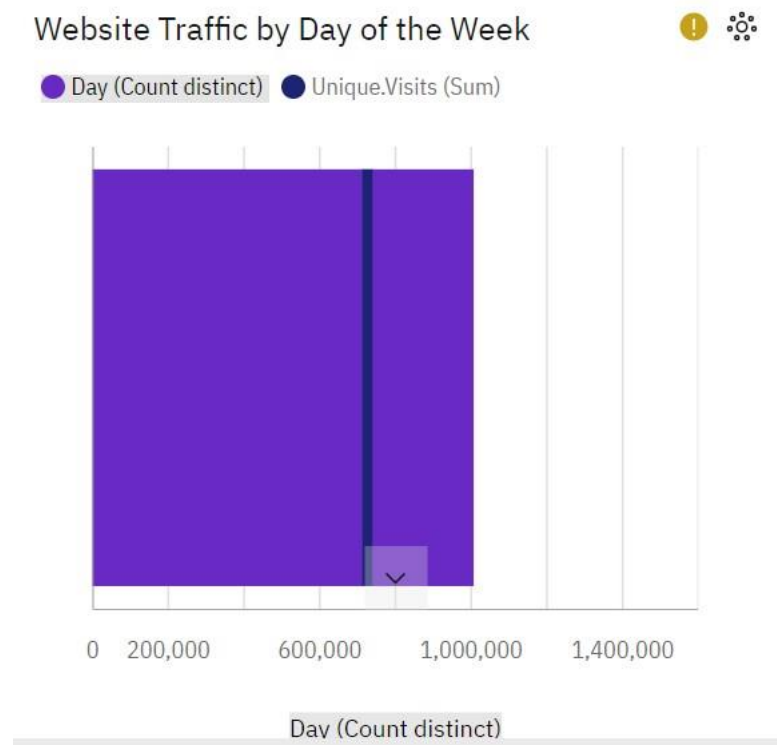
<https://www.kaggle.com/dataset/bobnau/daily-websitevisitors>

WEBSITE TRAFFIC OVER TIME



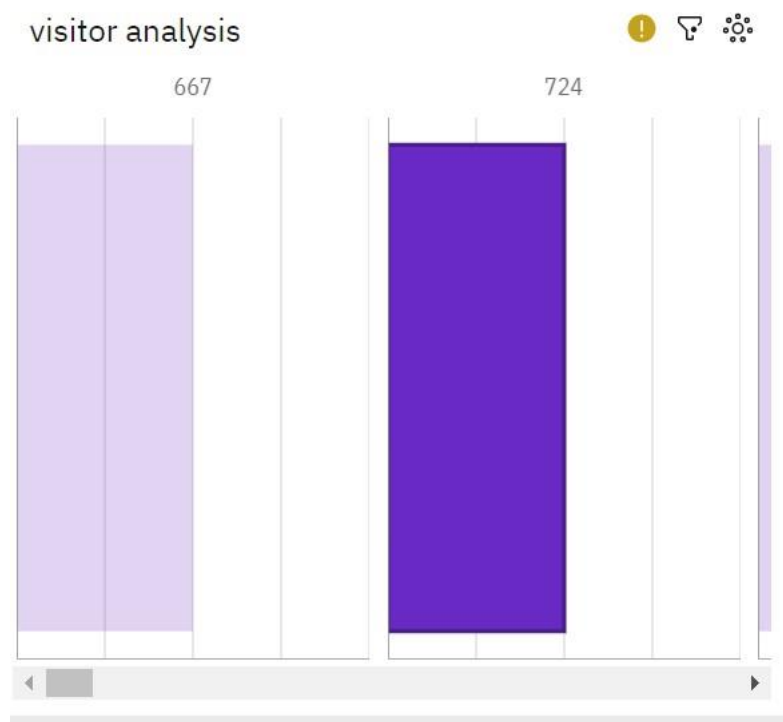
This line chart allows you to track how page loads and unique visits change over time. By visualizing this data, you can identify trends, seasonality, and patterns in your website traffic. For example, you may notice that traffic spikes on certain days or weeks.

WEBSITE TRAFFIC BY DAY OF THE WEEK



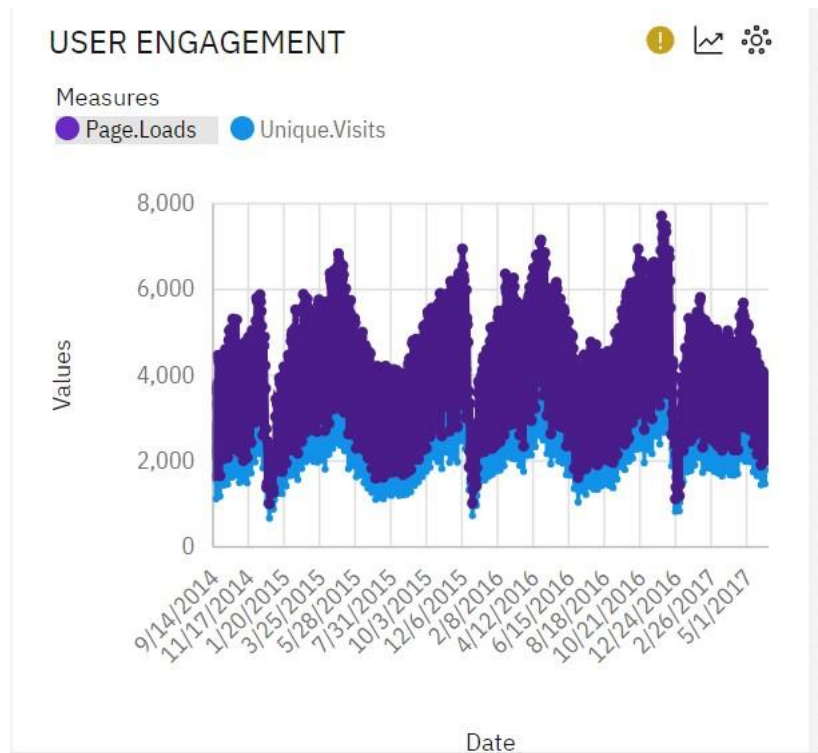
This bar chart breaks down your web traffic by the day of the week. It helps you understand which days have the highest or lowest web traffic. This information can be valuable for optimizing content or marketing strategies for specific days.

VISITOR ANALYSIS



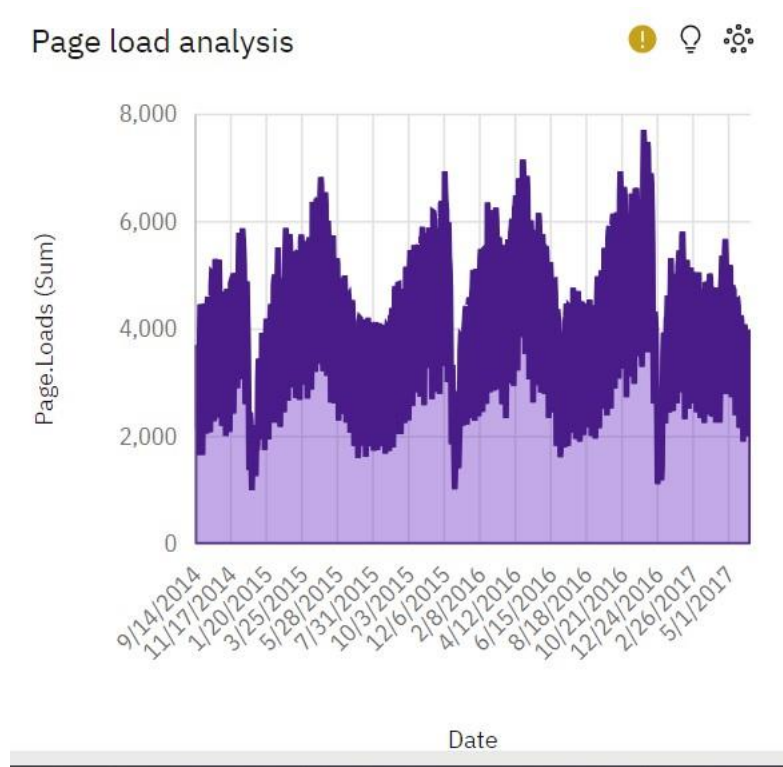
The stacked bar chart illustrates the composition of your visitors, differentiating between first-time and returning visitors. This provides insights into how well you retain visitors and attract new ones over time.

USER ENGAGEMENT



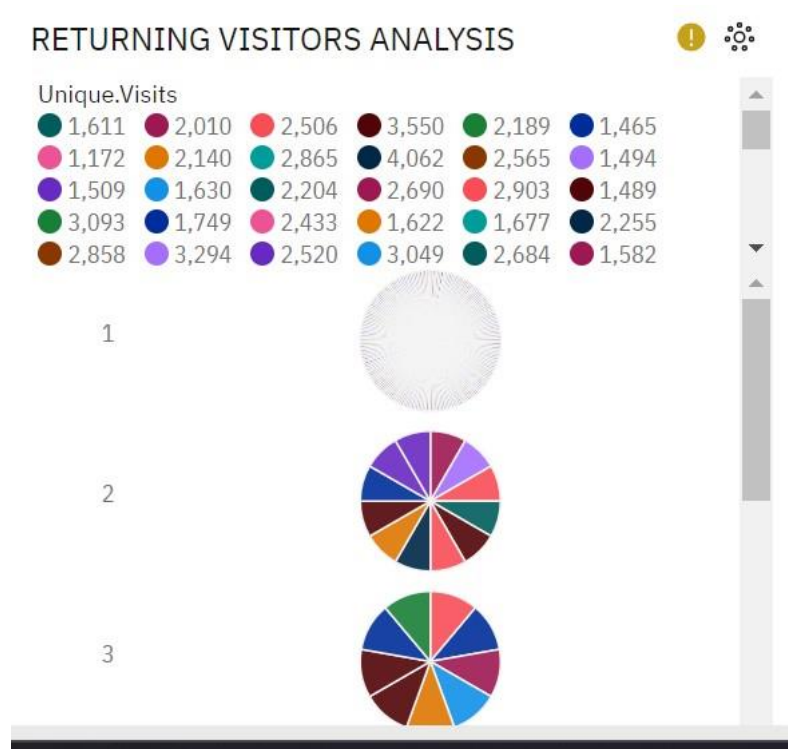
The multi-line chart displays the relationship between page loads and unique visits over time. It's a crucial indicator of user engagement. For example, if page loads increase, but unique visits decline, it may suggest a decline in engagement.

PAGE LOAD ANALYSIS



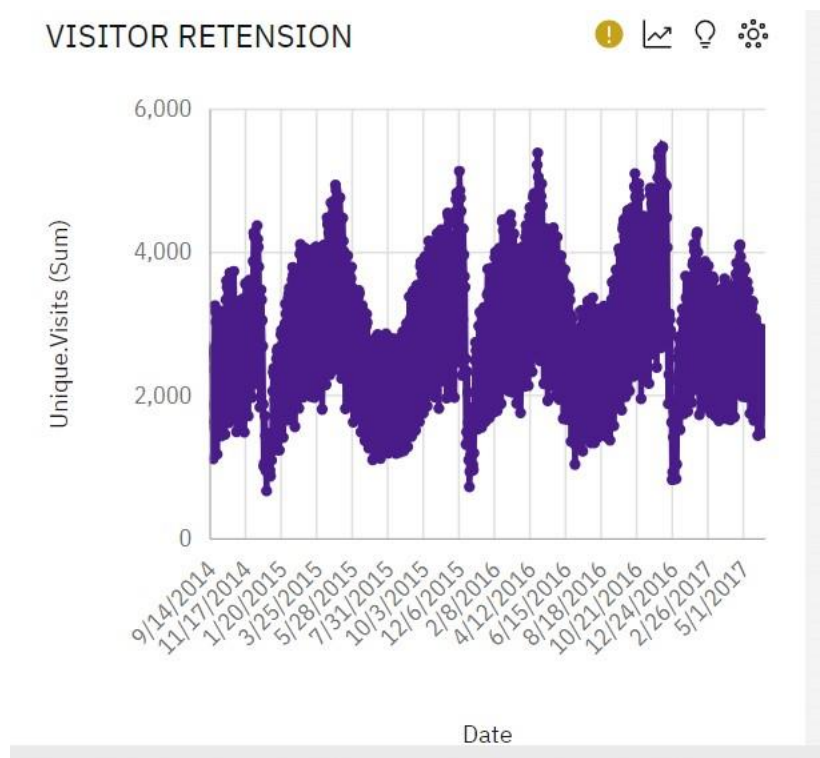
The area chart shows the trend in page loads over time. It's useful for tracking the demand for your web pages and identifying any surges or dips in page load activity.

RETURNING VISITOR ANALYSIS



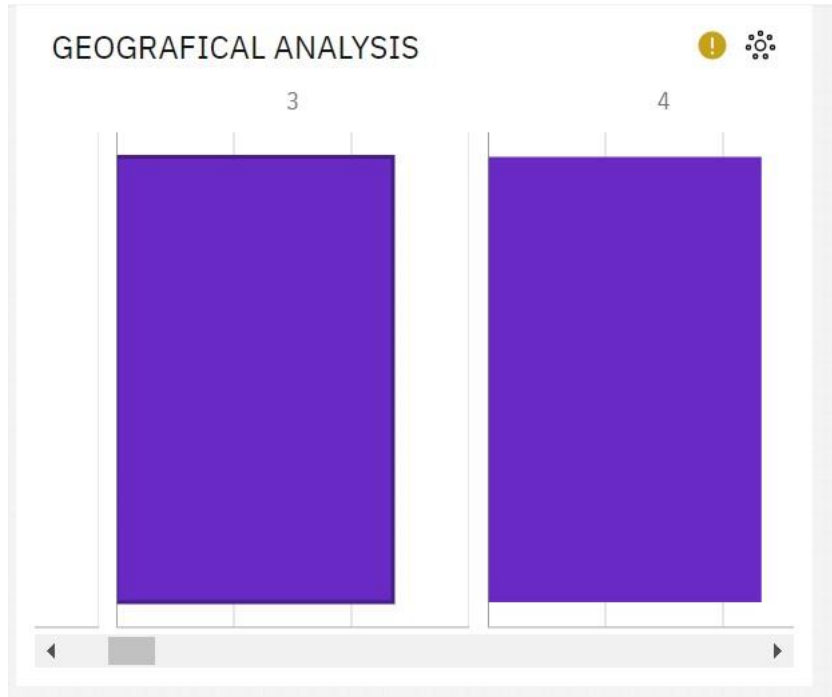
The pie chart provides a clear view of the proportion of returning visitors compared to first-time visitors. It helps you understand the loyalty of your audience and how much of your traffic consists of repeat visitors.

VISITOR RETENTION



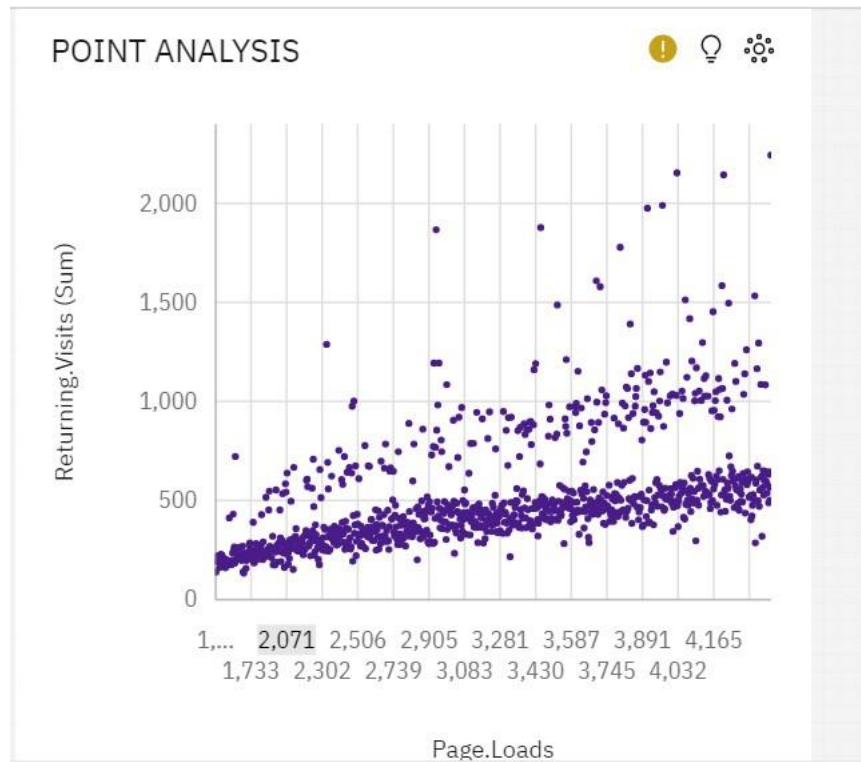
The line chart tracks visitor retention over time. It shows how effectively you retain visitors and can be used to identify patterns in return visits.

GEOGRAFICAL ANALYSIS



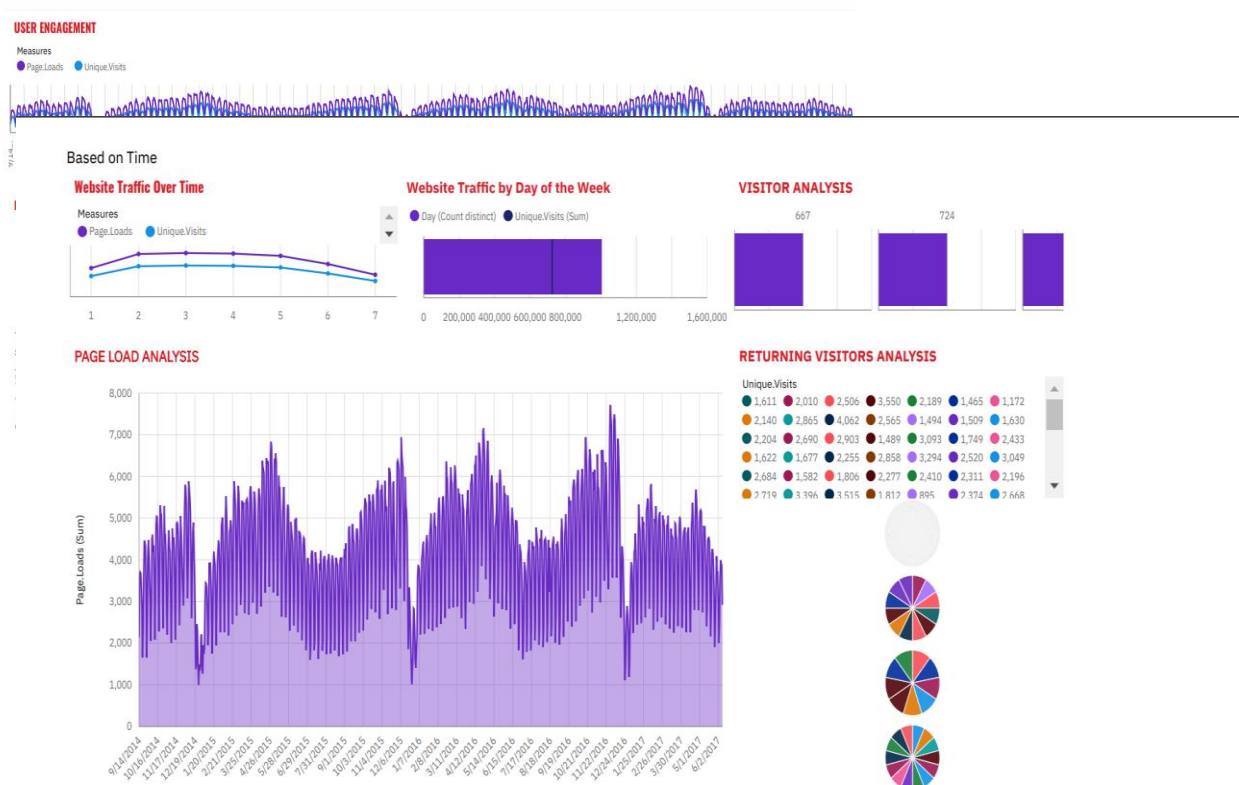
If you have geographic data (e.g., the location of your website visitors), you can use a geospatial map to visualize where your traffic is coming from. This can help you identify regions with high or low traffic and tailor your content or marketing strategies accordingly.

POINT ANALYSIS



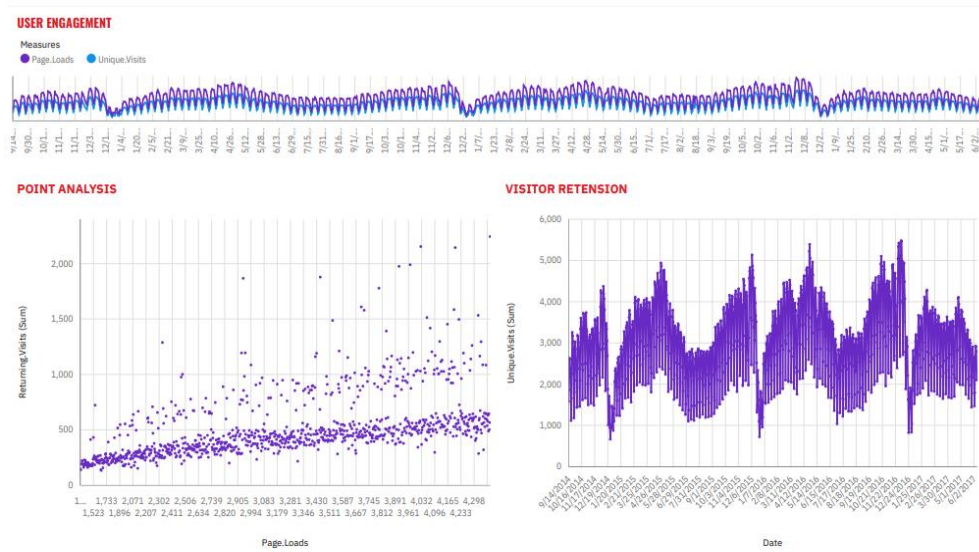
The point analysis displays the distribution of web traffic across different devices, such as desktop, mobile, and tablet. It helps you understand how users access your website and whether it's mobile-heavy or desktop-heavy.

DASHBOARD VISUALIZATION



THIS DASHBOARD VISUALIZATION CONTAIN:

- **WEBSITE TRAFFIC OVER TIME**
- **WEBSITE TRAFFIC BY DAY OF THE WEEK**
- **VISITOR ANALYSIS**
- **PAGELOAD ANALYSIS**



THIS DASHBOARD VISUALIZATION CONTAIN

- **USER ENGAGEMENT**
- **POINT ANALYSIS**
- **VISITOR RETENSION**