

# WEBSITE TRAFFIC ANALYSIS

## TEAM MEMBERS:

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# PROBLEM DEFINITION AND DESIGN THINKING

- Website traffic analysis is the process of examining and understanding the traffic patterns and behaviour of visitors on a website.
- It involves gathering and analyzing the data to gain insights into the performance of a website, understand visitor preferences, and identify opportunities for improvement.
- **TRAFFIC TRENDS:**
  - Overall traffic volume, traffic source, seasonal and cyclical patterns, traffic by device.
- **SIDE OVERLAP:**
  - Competitor analysis, audience insights, content and keyword analysis.
- **OPPORTUNITIES:**
  - User experience optimization, Conversion rate optimization, Content Strategy enhancement, Audience segmentation.

# DESIGN THINKING- ANALYSIS OBJECTIVES

- Analysis website traffic is critical for several reasons.
- First, it enables you to understand behavior of your target audience.
- By analyzing metrics such as traffic sources, bounce rate, time on site, and exit rate, you can gain insight into how users interact with your website and identify areas for improvement.
- Analyzing website traffic is critical for understanding user behavior and optimizing your website for engagement and conversion.

# DESIGN THINKING-DATA COLLECTION

1. Surveys
2. Transactional Tracking
3. Interviews and Focus Groups
4. Observations
5. Online Tracking
6. Forms
7. Social Media Monitoring

# DESIGN THINKING- VISUALIZATION

- Once you have your data source ready, you need to select the best visualization type that can help you display and communicate your website traffic data effectively.
- There are many types of data visualizations, such as line charts, pie charts, bar charts, heat maps or scatter plots.

# DESIGN THINKING- PYTHON INTEGRATION

- Engine optimization is a key factor in improving website traffic.
- By analyzing website traffic data using python and matplotlib, you can gain insights into the effectiveness strategies.
- Website traffic is a crucial metric for any online business or websites.
- Python provides a range of libraries and tools that can help to collect, analyze, visualize website traffic data effectively.