PY Insights (Powr of You) Data Analyst Pre-Task Description

Browsing History Analysis & Storytelling

**Task Overview**

You are provided with an anonymized browsing history dataset in CSV format. Your task is to explore this dataset, analyze patterns in user behavior, extract meaningful insights, and visualize your findings. Your analysis should tell a compelling story about the user’s browsing habits and highlight key behavioral trends.

Analyze the browsing history dataset to uncover patterns, derive insights, and present findings through clear visualizations. Your task includes cleaning and preprocessing the data, exploring trends in user behavior, identifying key metrics, and crafting a compelling data-driven story. Use Python (and Power BI if you want) to create at least 5 pieces of analysis and visualizations that effectively communicate your insights. We are evaluating your analytical thinking, problem-solving approach, coding quality, and ability to present actionable insights in a structured report.

**Dataset Information**

The dataset consists of browsing history logs.

**Deliverable**

Candidates must submit their work as either an online link or exported files for review. The submission should include a **Python script or Jupyter Notebook**, ensuring clean, modular, and well-documented code with reusable functions and appropriate libraries. **Visualizations** should be integrated into the report or shared as a Power BI dashboard. A structured **report (PDF or PPT)** should summarize key findings, explain insights, and present supporting visualizations.