

# WEBSITE TRAFFIC ANALYSIS

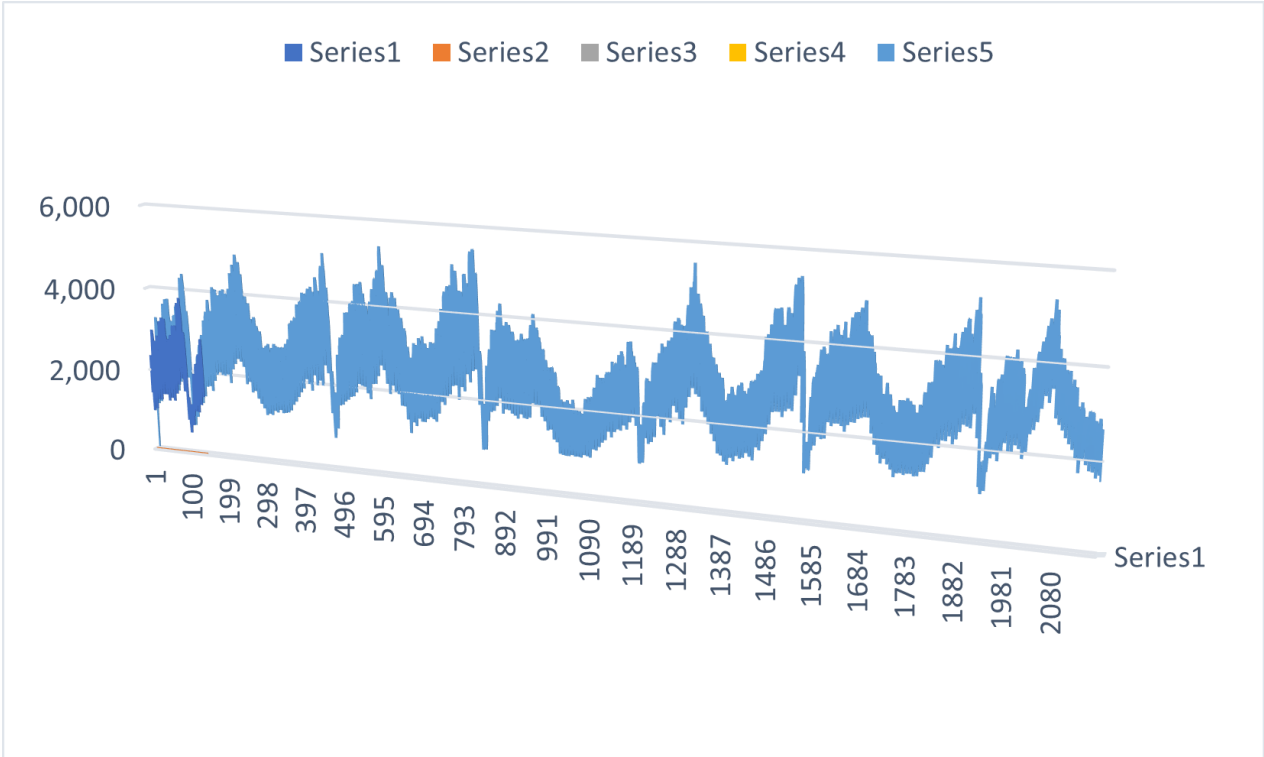
## INTRODUCTION:

The goal of this project is to leverage machine learning algorithms to gain actionable insights from the data. By harnessing predictive analytics, businesses can anticipate user behavior, detect trends, and optimize website performance. This process aids in making informed decisions to enhance user experiences, boost conversions, and achieve organizational objectives, such as increasing revenue and audience engagement.

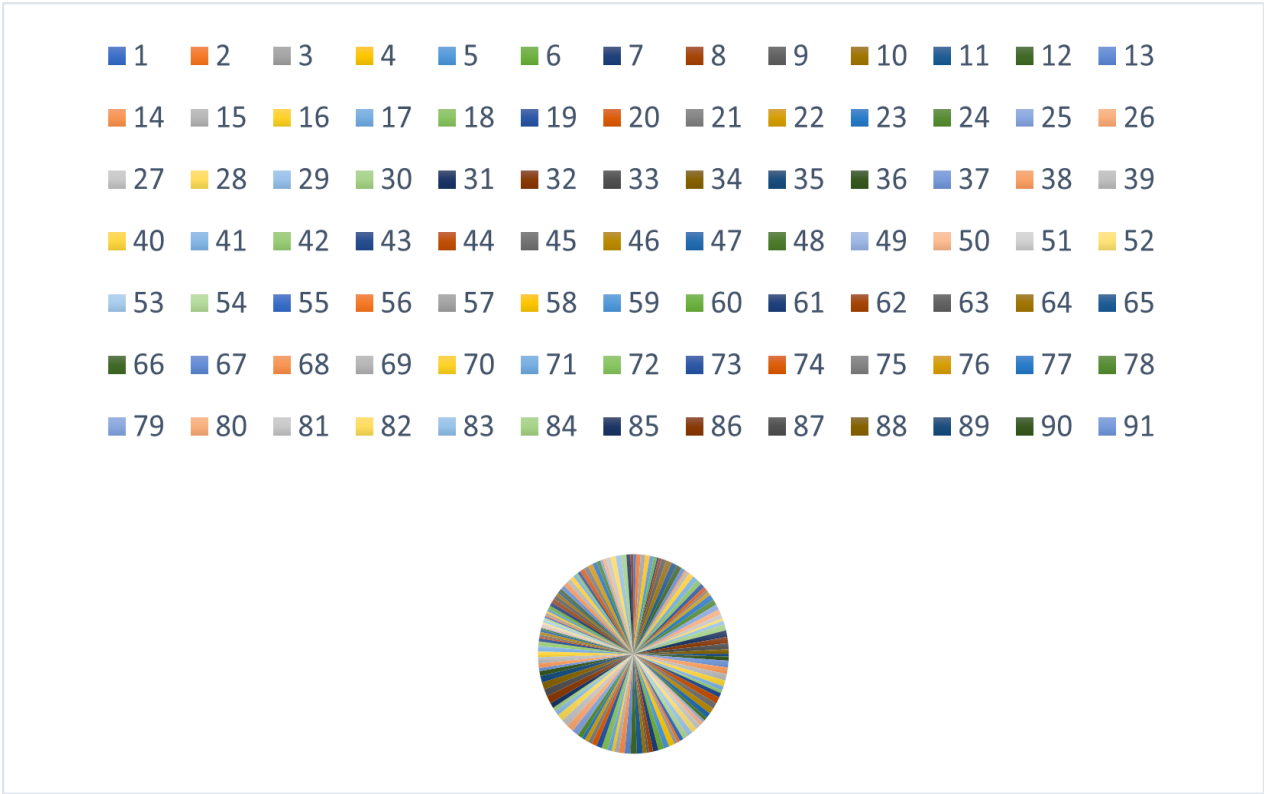
## Performing Analysis:

Row	Day	Day.Of.Week	Date	Page.Loads	Unique.Visits	First.Time.Visits	Returning.Visits
1	Sunday	1	Date	2,146	1,582	1,430	152
2	Monday	2	9/15/2014	3,621	2,528	2,297	231
3	Tuesday	3	9/16/2014	3,698	2,630	2,352	278
4	Wednesday	4	9/17/2014	3,667	2,614	2,327	287
5	Thursday	5	9/18/2014	3,316	2,366	2,130	236
6	Friday	6	9/19/2014	2,815	1,863	1,622	241
7	Saturday	7	9/20/2014	1,658	1,118	985	133
8	Sunday	1	9/21/2014	2,288	1,656	1,481	175
9	Monday	2	9/22/2014	3,638	2,586	2,312	274
10	Tuesday	3	9/23/2014	4,462	3,257	2,989	268
11	Wednesday	4	9/24/2014	4,414	3,175	2,891	284
12	Thursday	5	9/25/2014	4,315	3,029	2,743	286
13	Friday	6	9/26/2014	3,323	2,249	2,033	216
14	Saturday	7	9/27/2014	1,656	1,180	1,040	140
15	Sunday	1	9/28/2014	2,465	1,806	1,613	193
16	Monday	2	9/29/2014	4,096	2,873	2,577	296
17	Tuesday	3	9/30/2014	4,474	3,032	2,720	312

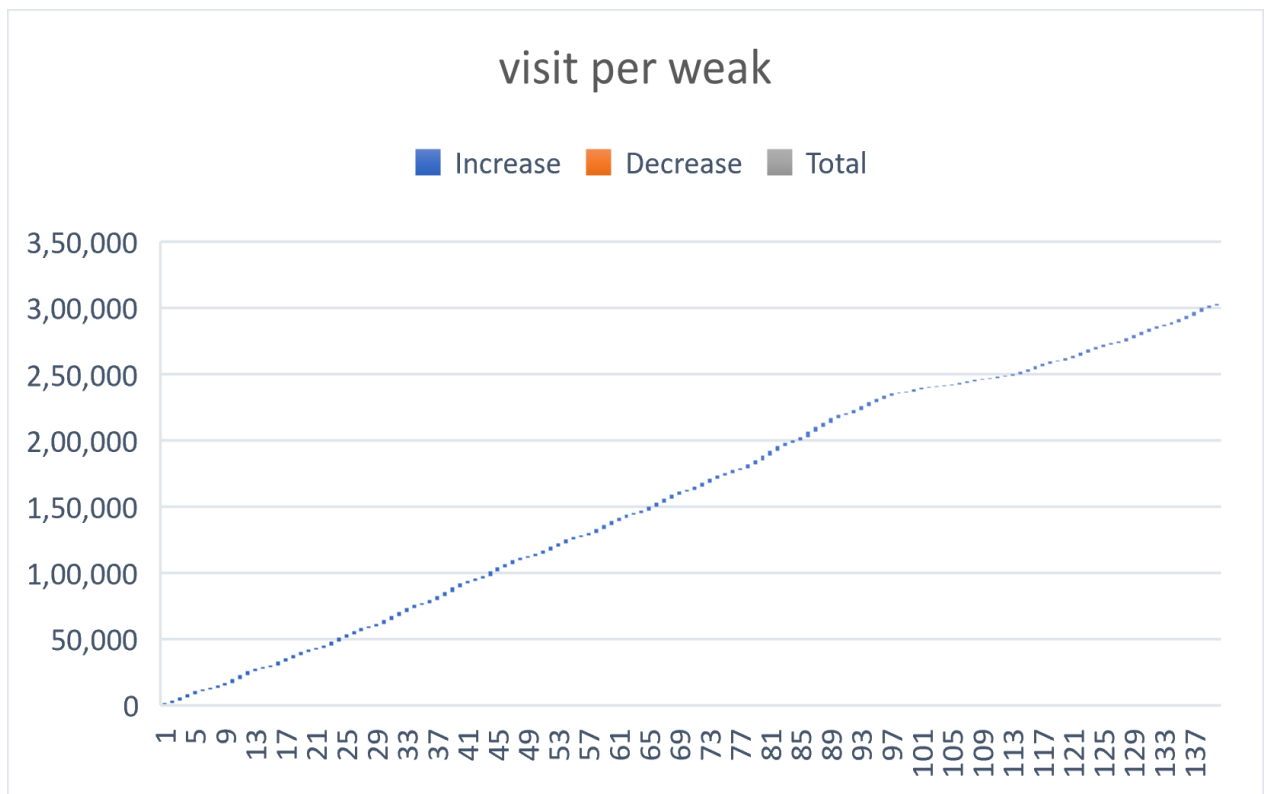
LINE CHART(3D):



PIE CHART:



## WATERFALL:



## (X,Y)SCATTER:

