

Website Traffic Analytics Report

Insights & Performance Overview

RS by Rajak Shaik



Understanding Our Visitors

Objective

Analyze website traffic trends, user behavior, and key performance metrics.

Tools

Leverage Power BI and Excel for data visualization and analysis.

Key Performance Indicators

2.5K

Page Views

135.7

Hours

0.19

Hours

9.58%

Bounce Rate



Device Type Insights

Desktop

550 Page Views

11.54% Bounce Rate

Laptop

531 Page Views

10.00% Bounce Rate

Mobile

413 Page Views

9.09% Bounce Rate

Tablet

559 Page Views

8.59% Bounce Rate

Traffic Source Breakdown

Organic

476 Page Views

5.43% Bounce Rate

Paid

455 Page Views

Social

463 Page Views

Email

389 Page Views

Regional Performance

South

884 Page Views

11.36% Bounce Rate

North

823 Page Views

10.88% Bounce Rate

West

486 Page Views

8.58% Bounce Rate

East

329 Page Views

4.60% Bounce Rate



Campaign Effectiveness

- | | |
|--|--|
| <div>1</div> <div>Paid Ads</div> <div>12.00% Bounce Rate</div> | <div>2</div> <div>Email Campaigns</div> <div>10.62% Bounce Rate</div> |
| <div>3</div> <div>Social Media</div> <div>9.63% Bounce Rate</div> | <div>4</div> <div>Organic Traffic</div> <div>5.43% Bounce Rate</div> |

Trends Over Time

Page Views

Jan 2020: 308

Jul 2020: 335

Jan 2021: 280

Jul 2021: 329

Bounce Rate

Q1 2020: 13.33%

Q2 2020: 3.26%

Content & Engagement



Personal

13.38% Bounce Rate



Business

11.93% Bounce Rate



Education

9.76% Bounce Rate



Travel

7.74% Bounce Rate

w nut ffouorage
bounce tilteg

BUFCLIVR BUIRCE RATES



video



video