Prepared by : Rithik SM

WEBSITE TRAFFIC ANALYTICS

Rithik SM

New Horizon College

Bangalore

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PROBLEM STATEMENT

WEBSITE TRAFFIC DATA

Analyze website traffic data across various traffic sources, device categories, browsers, content segments, and geographic locations. Additionally, incorporate traffic trends observed over different time intervals.

Key Metrics

Website_Traffic_by_Device_Sources

- Session Duration & Page Views - DeviceType
- Bounce Rate by Content Segment
- Session Duration and Page Views- Traffic Source
- Bounce Rate by Device Type
- Bounce Rate by Website Traffic Source
- Bounce Rate by Different Browser

Website_Traffic_Trend_over_Time

- Total Session Duration (Hrs) - Trend for Device Types
- Total Session Duration (Hrs) - Trend for Website Traffic Source
- Average Session Duration (Hrs) - Overall Trend
- Bounce Rate - Monthly Trend
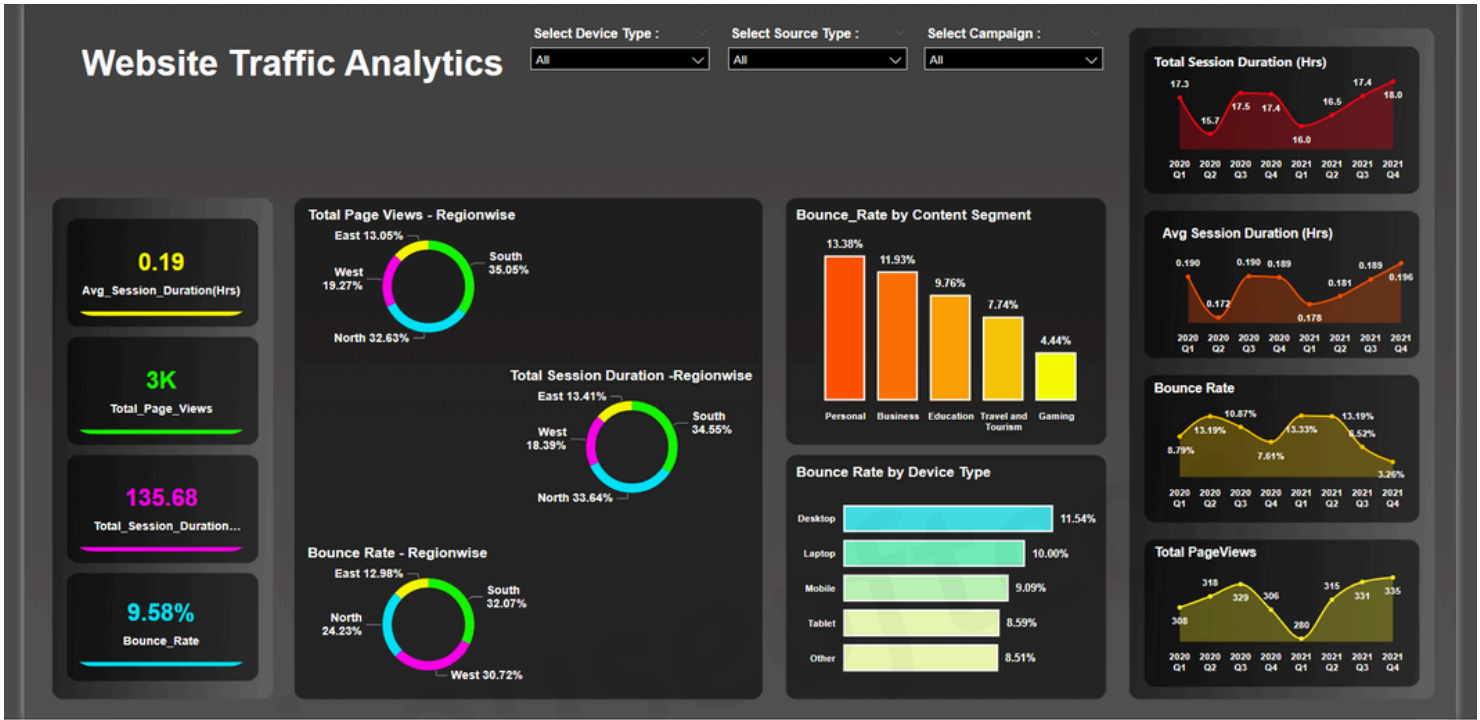- Bounce Rate - Daily Trend

Geography_based_Website_Traffic

- Total Page Views - Regionwise
- Total Session Duration - Regionwise
- Bounce Rate - Regionwise
- Total Number of Sessions - Top 5 Cities
- Total Session Duration - Top 5 Cities
- Total Page Views -Top 5 Cities
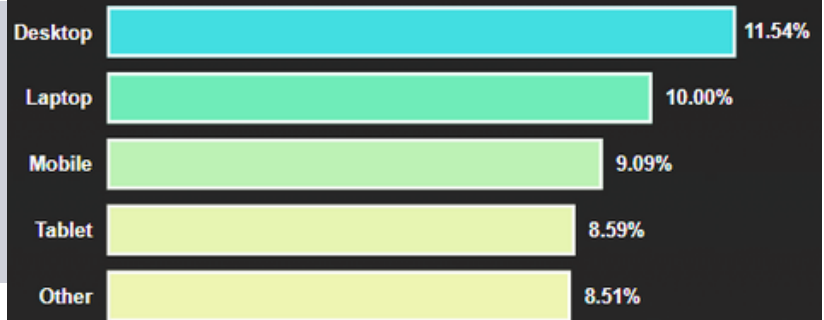- Bounce Rate - Top 5 Cities

Dashboard

The dashboard offers a comprehensive 360-degree view of total website session duration , Bounce Rate etc. , including insights into how sessions , bounce rate are varying for different dimensions such as device types , content types & different cities
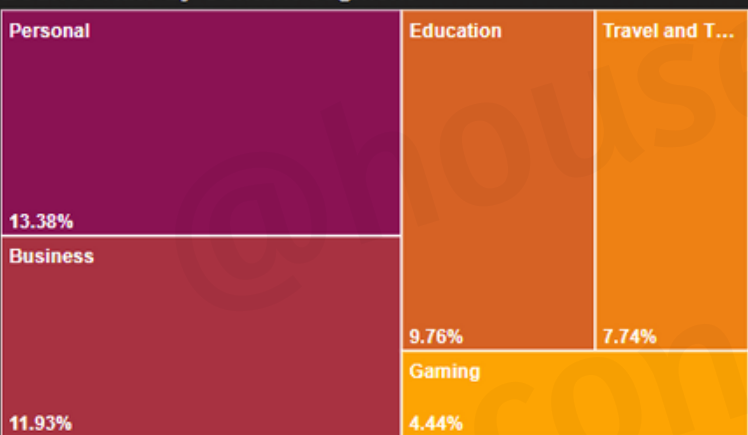
Website Traffic by Sources and Devices

Bounce Rate by Device Type

Bounce Rate is highest for Desktop around 11.54 % where as it is lowest for Other at around 8.51 %

Bounce Rate by Device Type

Device	Bounce Rate
Desktop	11.54%
Laptop	10.00%
Mobile	9.09%
Tablet	8.59%
Other	8.51%

Bounce Rate by Content Segment

| Segment	Bounce Rate
Personal	13.38%
Business	11.93%
Education	9.76%
Travel and T...	7.74%
Gaming	4.44%

Bounce Rate by Content Segment

Bounce Rate is highest when user is searching Personal Content and lowest when user is searching Gaming Content

Bounce Rate by Website Traffic Source

Bounce Rate is highest when traffic is coming after a specific Referral Program where it is lowest for Organic Website Traffic

Bounce Rate by Website Traffic Source

Source	Bounce Rate
Referral	12.28%
Paid	12.00%
Email	10.62%
Social	9.63%
Other	7.83%
Organic	5.43%
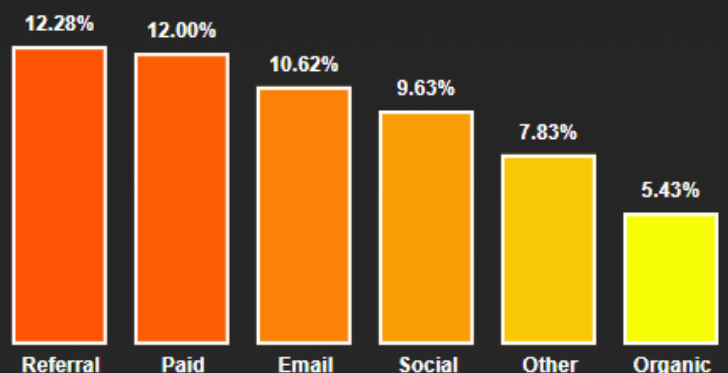
Website Traffic by Sources and Devices

Session Duration and Page Views – Device Type

For Tablet , total and average session duration along with that Page views are good whereas for Mobile these parameters are not good

Session Duration & Page Views - Device Type

Device_Type	Total_Session_ Duration (Hrs)	Avg_Session_ Duration(Hrs) ▼	Total_Page_ Views
Laptop	29.03	0.19	531
Tablet	31.10	0.19	559
Desktop	29.30	0.19	550
Mobile	21.47	0.18	413
Other	24.78	0.18	469
Total	**135.68**	**0.19**	**2522**

Session Duration and Page Views – Traffic Source

Total and Average Session duration are good when website traffic is coming organically whereas it is worst when traffic is coming from referral
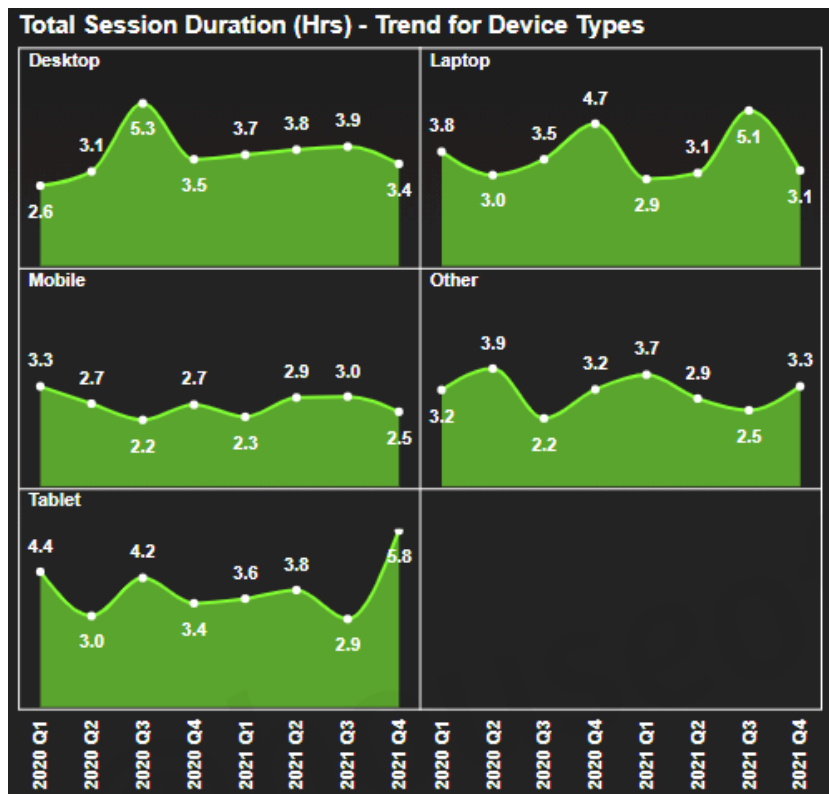
Session Duration and Page Views- Traffic Source

Website_Traffic_Sources	Total_Session_ Duration (Hrs)	Avg_Session _Duration(Hrs) ▼	Total_Page _Views
Organic	25.80	0.20	476
Paid	24.77	0.20	455
Other	21.57	0.19	383
Social	24.75	0.18	463
Email	20.25	0.18	389
Referral	18.55	0.16	356
Total	**135.68**	**0.19**	**2522**

Website Traffic Trend over Time

Total Session Duration (Hrs) - Trend for Device Types

- **Desktop:** 2.6, 3.1, 5.3, 3.5, 3.7, 3.8, 3.9, 3.4
- **Laptop:** 3.8, 3.0, 3.5, 4.7, 2.9, 3.1, 5.1, 3.1
- **Mobile:** 3.3, 2.7, 2.2, 2.7, 2.3, 2.9, 3.0, 2.5
- **Other:** 3.2, 3.9, 2.2, 3.2, 3.7, 2.9, 2.5, 3.3
- **Tablet:** 4.4, 3.0, 4.2, 3.4, 3.6, 3.8, 2.9, 5.8

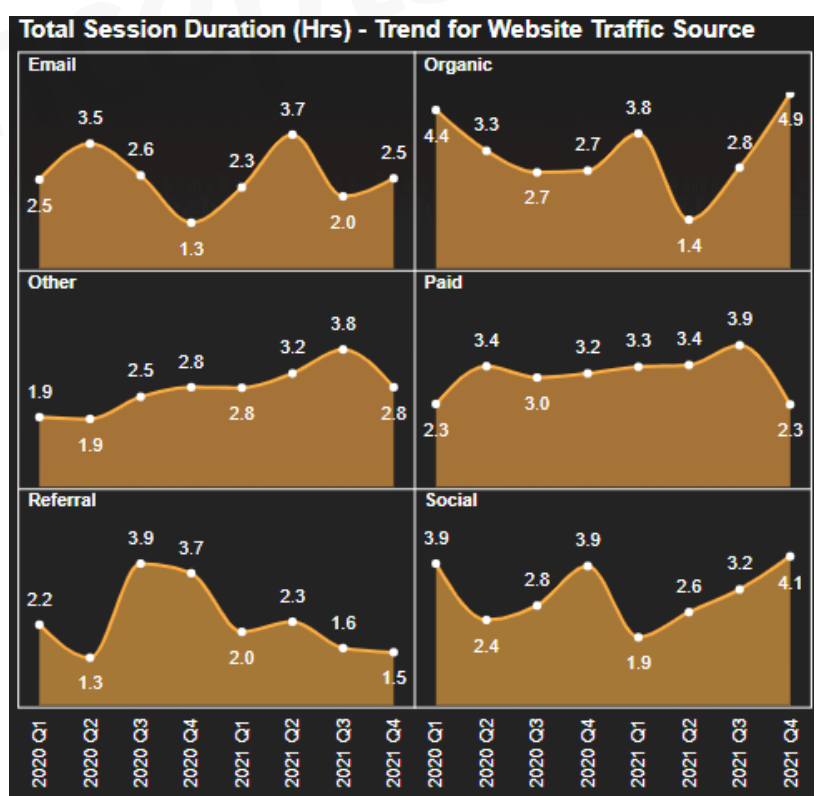(2020 Q1, 2020 Q2, 2020 Q3, 2020 Q4, 2021 Q1, 2021 Q2, 2021 Q3, 2021 Q4)

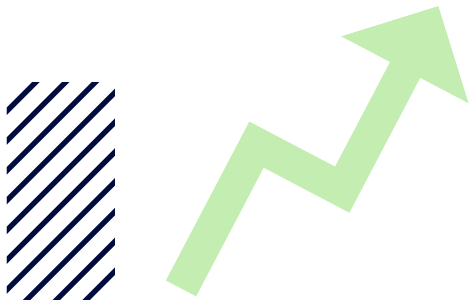## Total Session Duration - Trend

For tablet overall trend for session duration is improving while it is stable for Desktop , Mobile and Other devices . Trend is somewhat deteriorating for Laptop device
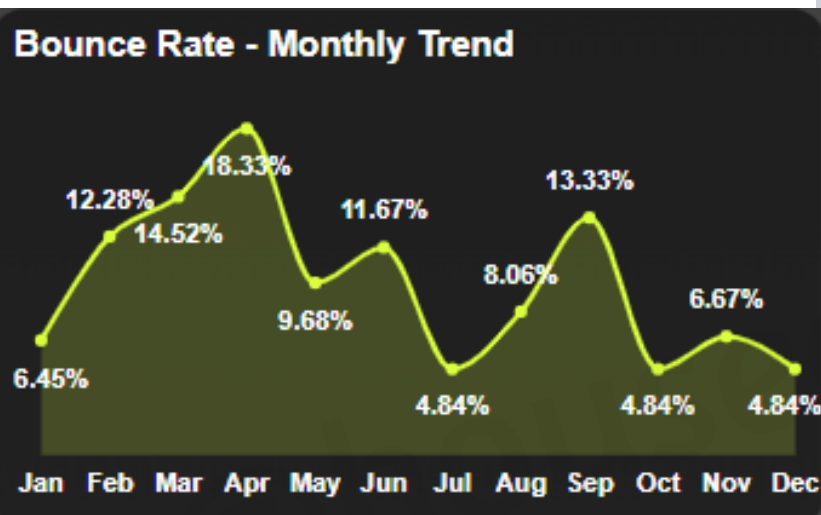
Total Session Duration - Trend

Session duration for organic traffic and traffic originating from social media is good whereas it is bad for Referral and Paid traffic. For Email and Other traffic sources there is no trend as such

Total Session Duration (Hrs) - Trend for Website Traffic Source

- **Email:** 2.5, 3.5, 2.6, 1.3, 2.3, 3.7, 2.0, 2.5
- **Organic:** 4.4, 3.3, 2.7, 2.7, 3.8, 1.4, 2.8, 4.9
- **Other:** 1.9, 1.9, 2.5, 2.8, 3.2, 3.8, 2.8, 2.8
- **Paid:** 2.3, 3.4, 3.0, 3.2, 3.3, 3.4, 3.9, 2.3
- **Referral:** 2.2, 1.3, 3.9, 3.7, 2.0, 2.3, 1.6, 1.5
- **Social:** 3.9, 2.4, 2.8, 3.9, 1.9, 2.6, 3.2, 4.1

(2020 Q1, 2020 Q2, 2020 Q3, 2020 Q4, 2021 Q1, 2021 Q2, 2021 Q3, 2021 Q4)

Website Traffic Trend over Time

Bounce Rate - Monthly Trend

Bounce Rate - Monthly Trend

6.45%
12.28%
14.52%
18.33%
9.68%
11.67%
4.84%
8.06%
13.33%
4.84%
6.67%
4.84%

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec
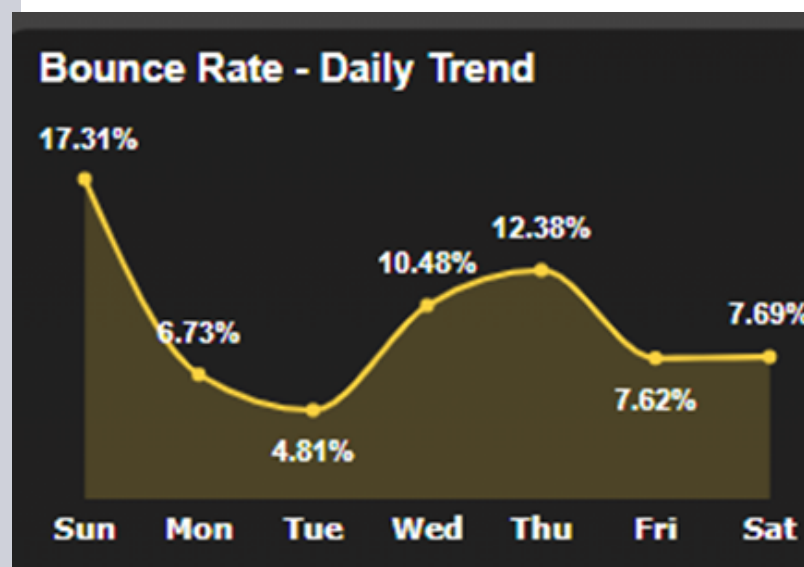
Bounce Rate is highest for April Month which needs to be explored wheres it is lowest for July Month. We need to explore which parameters are helping us in reducing the bounce rate in July Month

Bounce Rate - Daily Trend

Bounce Rate is highest on Sunday which is worrisome sign also there is specific trend in which bounce rate keep on increasing from Monday till Thursday .

Bounce Rate - Daily Trend

17.31%
6.73%
10.48%
12.38%
7.69%
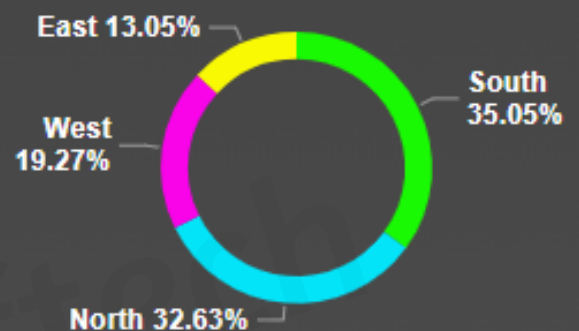4.81%
7.62%

Sun Mon Tue Wed Thu Fri Sat

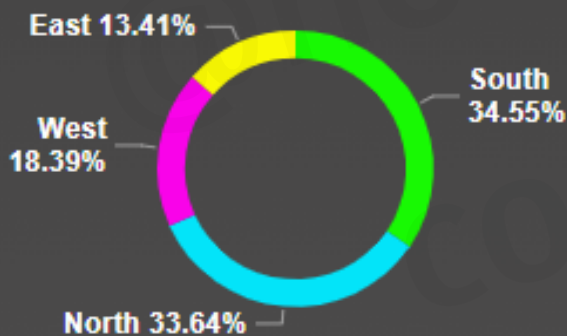# Website Traffic Geographical Analysis

Total Page Views - Regionwise

Maximum Pages were viewed in Southern Region whereas minimum number of pages were viewed in Eastern Region

Total Page Views - Regionwise

East 13.05%

South 35.05%

West 19.27%

North 32.63%

Total Session Duration -Regionwise

East 13.41%

South 34.55%

West 18.39%

North 33.64%

Total Session Duration – Regionwise

Session Duration was highest for Southern Region and minimum for Easteren Region

Bounce Rate – Regionwise

Bounce Rate is also highest for Southern Region whereas it is lowest for Eastern Region

Bounce Rate - Regionwise

East 12.98%

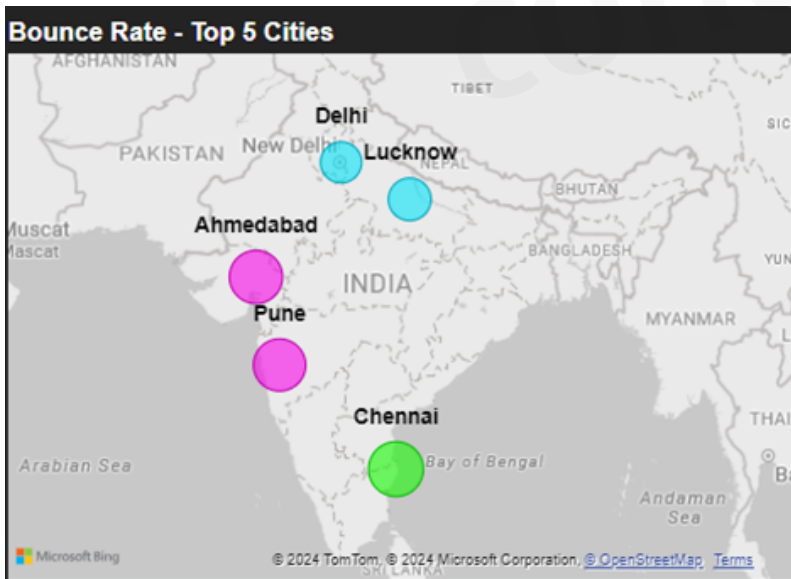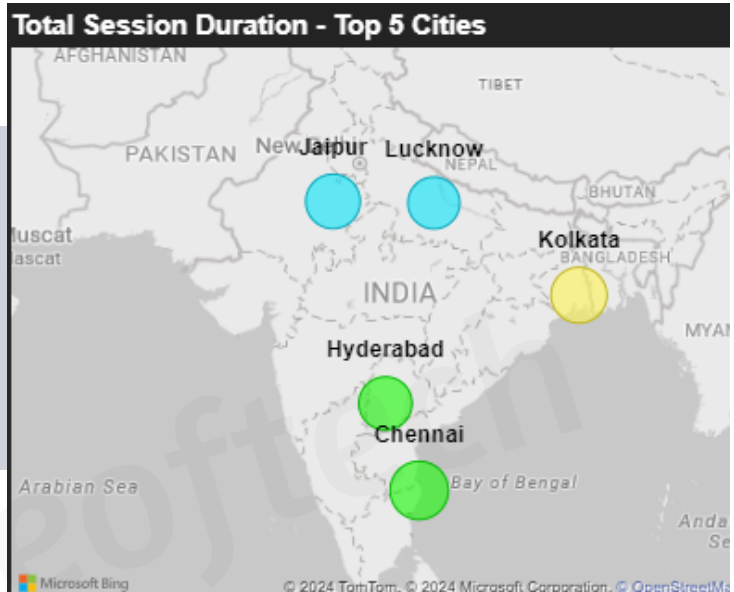South 32.07%

North 24.23%

West 30.72%
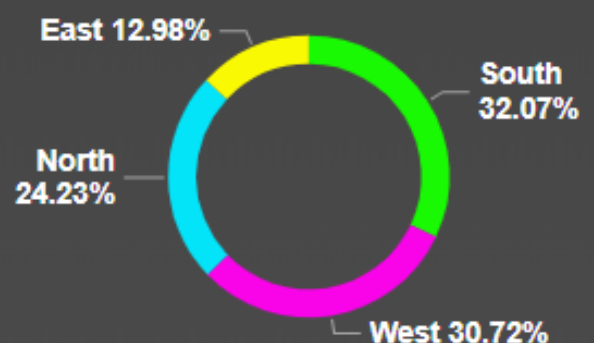
Website Traffic Geographical Analysis

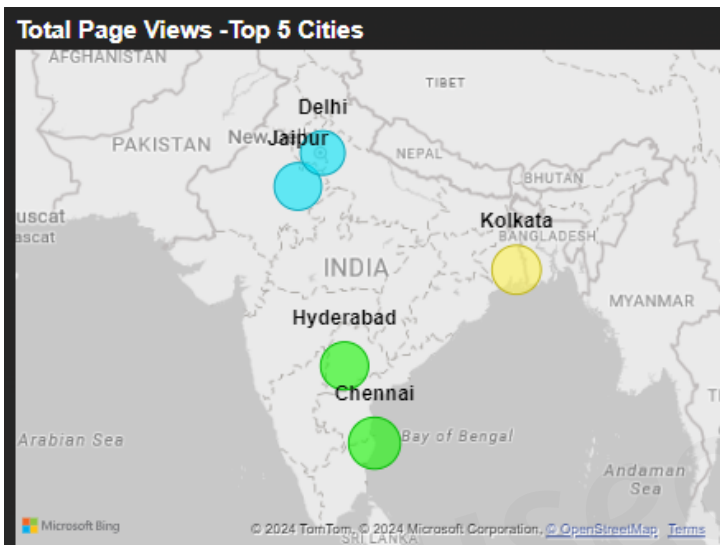## Total Session Duration - Top 5 cities

Total Session Duration is highest for Chennai City whereas it is lowest for Lucknow city

Total Session Duration - Top 5 Cities

Bounce Rate - Top 5 cities

Bounce Rate is lowest for Delhi city whereas highest for Chennai city

Bounce Rate - Top 5 Cities

Website Traffic Geographical Analysis

Total Page Views- Top 5 cities

Total Pageviews were highest in Chennai city and lowest for Delhi city

Total Number of Sessions - Top 5 cities

Total Sessions count is highest for Chennai City whereas it is lowest for Lucknow city