

Prepared by : Keith

WEBSITE TRAFFIC ANALYTICS

ABC Organization

123 Street State abc

Country xyz

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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.



ANALYST TEAM



TINA
PROJECT MANAGER



MATT
SENIOR DATA ANALYST



KEITH
DATA ANALYST



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

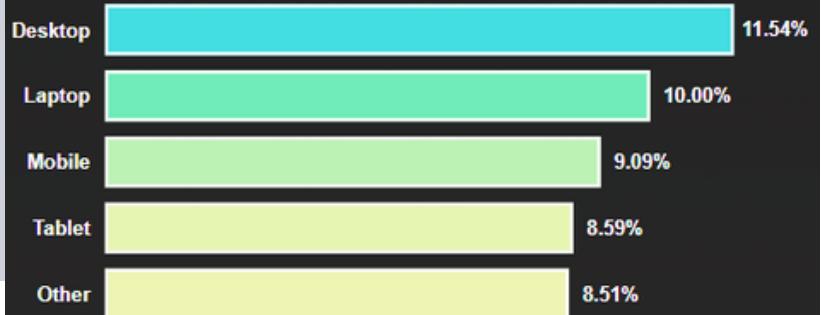


Website Traffic by Sources and Devices

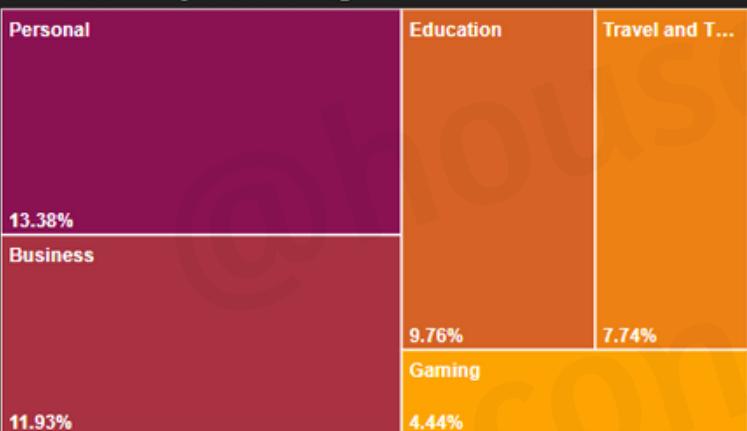
Bounce Rate by Device Type

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



Bounce Rate by Content Segment



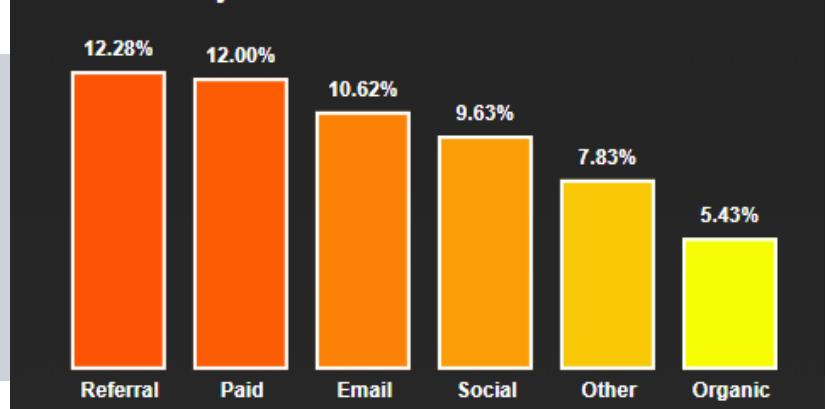
Bounce Rate by Content Segment

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



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

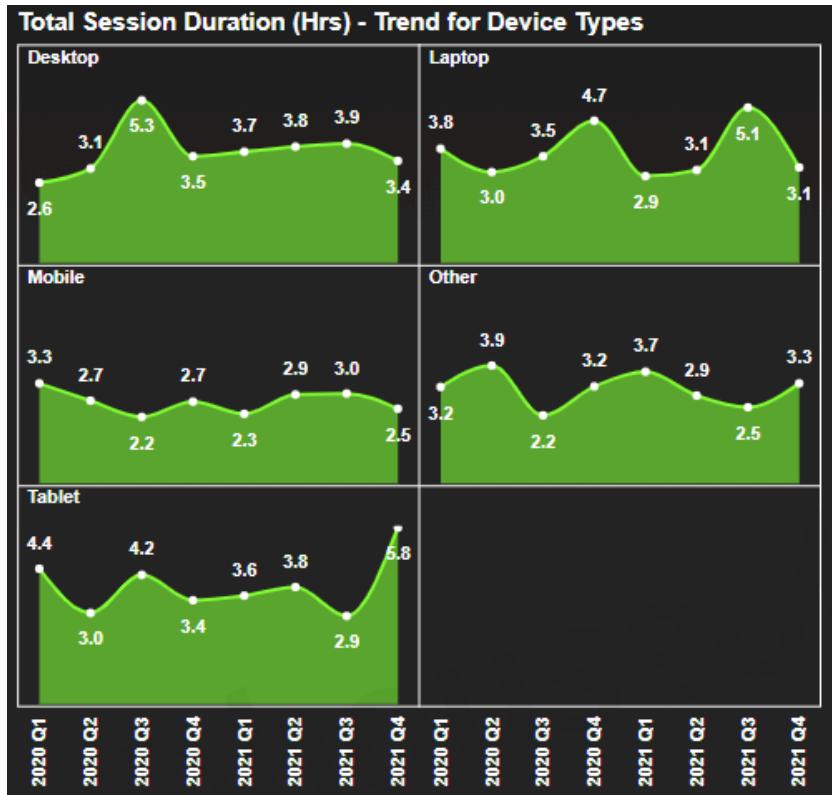
Total and Average Session duration are good when website traffic is coming organically whereas it is worst when traffic is coming from referral

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



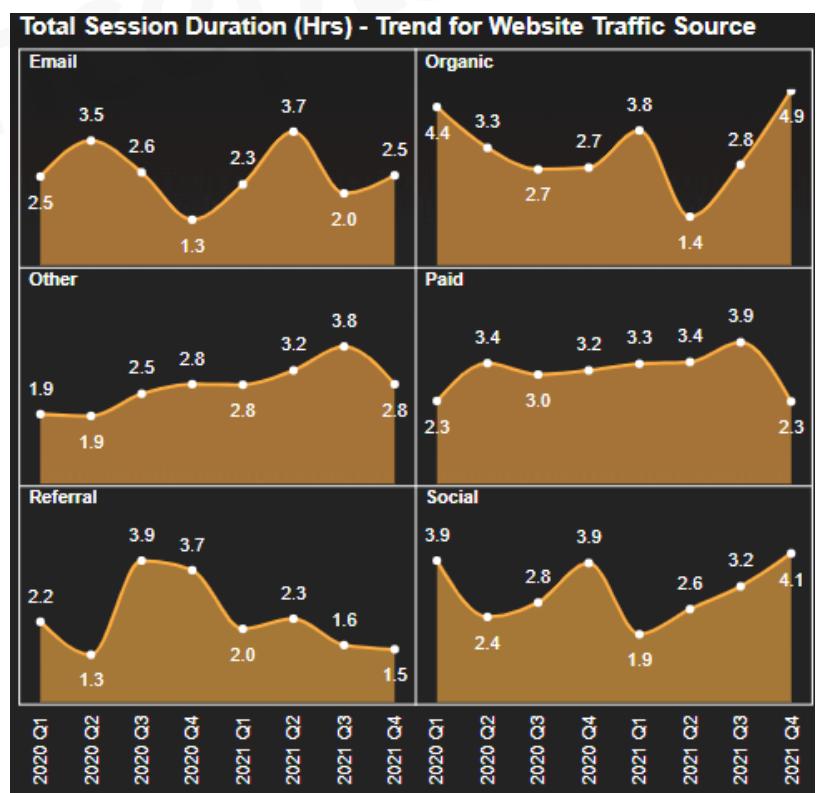
Total Session Duration - Trend



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





Website Traffic Trend over Time

Bounce Rate - Monthly Trend

Bounce Rate - Monthly Trend

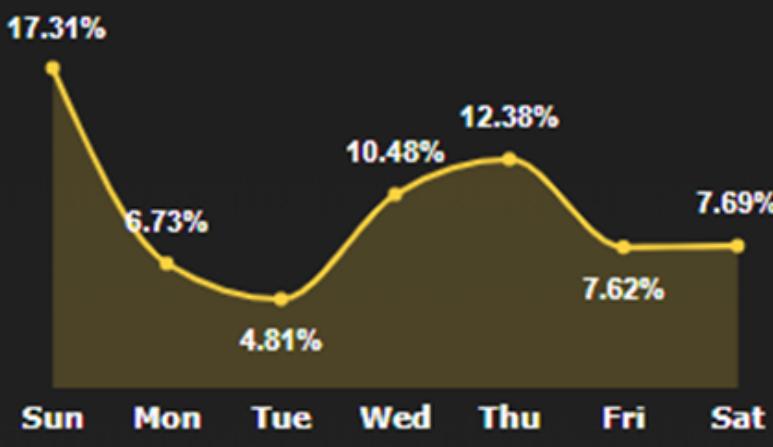


Bounce Rate is highest for April Month which needs to be explored wheres it is lowest for July Month. We need to explore which parameters are helping us in reducing the bounce rate in July Month

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

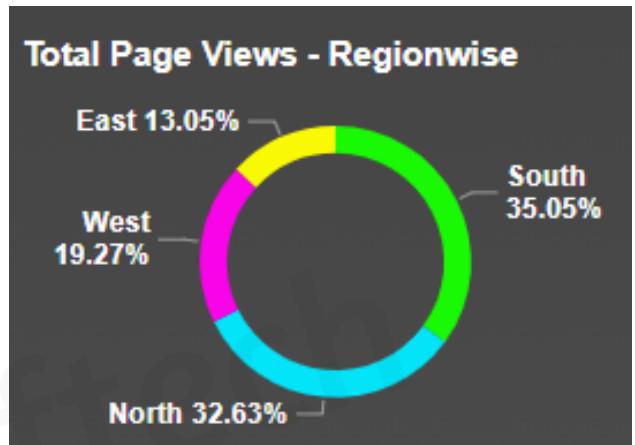


Website Traffic Geographical Analysis

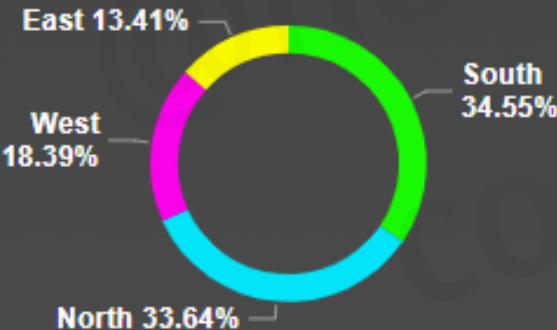


Total Page Views - Regionwise

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



Total Session Duration - Regionwise



Total Session Duration - Regionwise

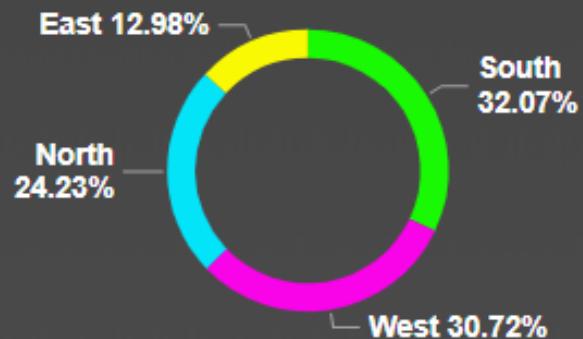
Session Duration was highest for Southern Region and minimum for Easteren Region

Bounce Rate - Regionwise

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



Bounce Rate - Regionwise

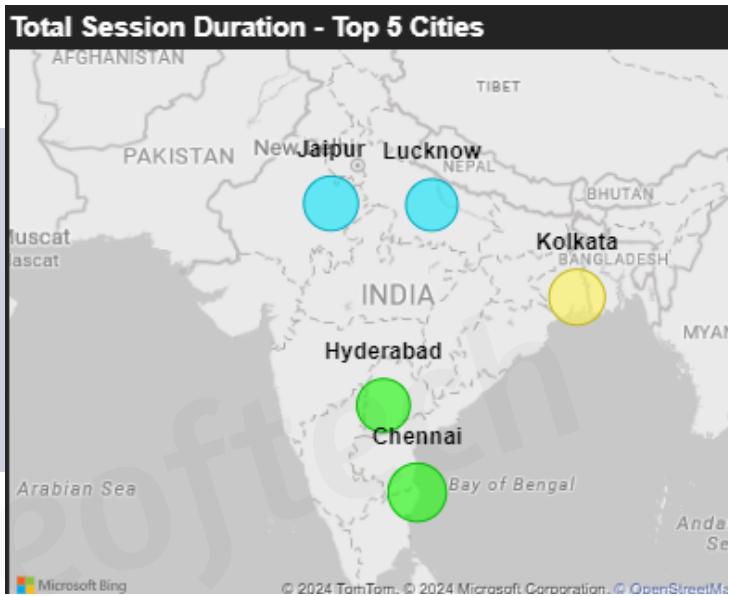


Website Traffic Geographical Analysis



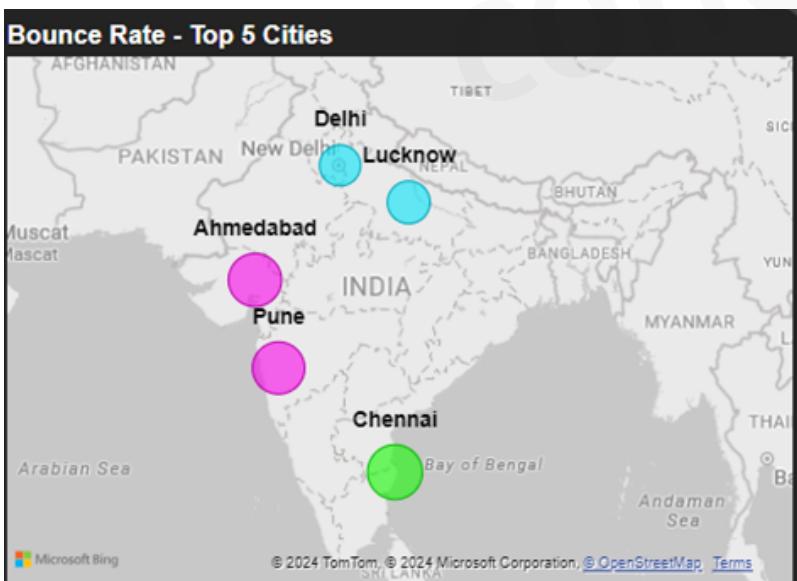
Total Session Duration - Top 5 cities

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

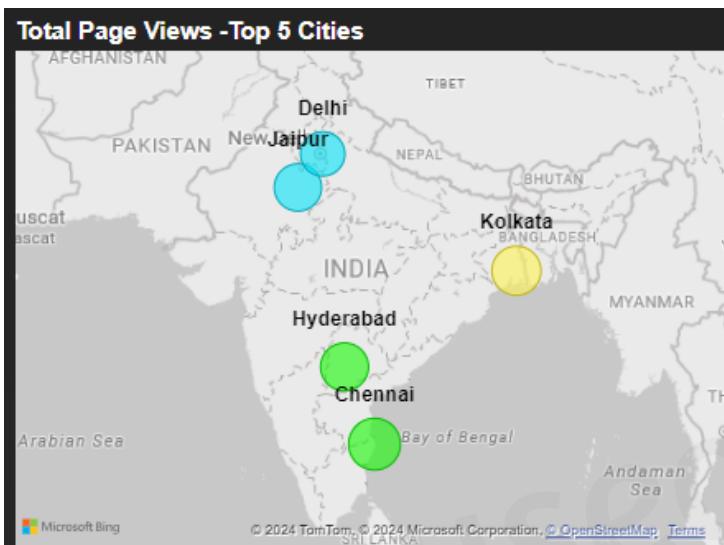


Bounce Rate - Top 5 cities

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



Website Traffic Geographical Analysis



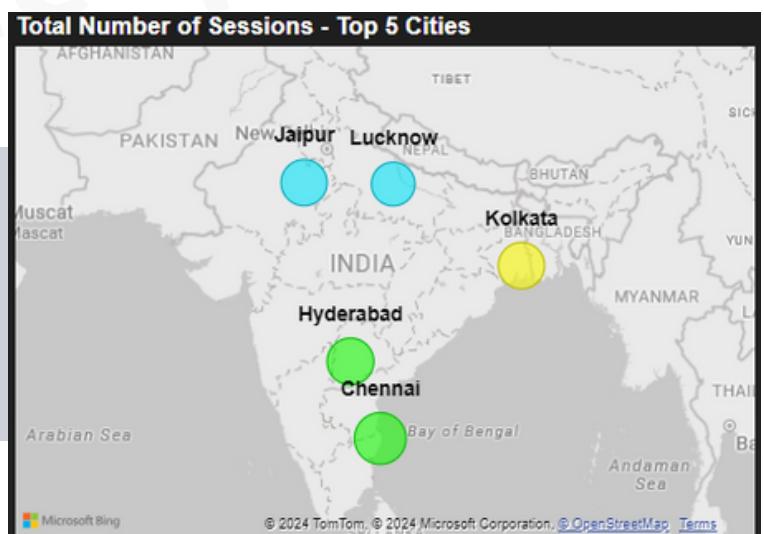
Total Page Views- Top 5 cities

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



Contact Us

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