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WEBSITE TRAFFIC ANALYSIS
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📌 **OBJECTIVE**

To analyze website traffic in order to understand user
behavior, demographics, and engagement. This helps
optimize digital marketing strategies and improve
user experience.

📌 **METHODOLOGY**

• Data collected using Google Analytics
• Visualization & reporting done in Power BI / Excel
• Metrics studied: Page Views, Bounce Rates,
  Demographics, Traffic Sources

📌 **KEY STEPS**

1. Collect traffic data (page views, sessions, sources)
2. Analyze visitor demographics (age, location, device)
3. Study engagement (bounce rates,

3. Study engagement (bounce rates, session duration)
4. Create visualizations for insights

📌 TOOLS USED

• Google Analytics
• Power BI / Excel

📌 FINDINGS

• Device Usage → Desktop: 55%, Mobile: 40%, Tablet: 5%
• Top Sources → Organic Search (45%), Direct (25%),
  Social Media (15%)
• High Bounce Rate → Blog Page (60%)
• Growth Trend → Jan (5,000) → Apr (8,500 visitors)

📌 CONCLUSION

Website traffic analysis is essential for business growth.
It provides insights into audience behavior and helps
refine content strategy, optimize marketing, and
enhance user experience.