**Dataset:**

1. The attached dataset is top 10k keywords searched on an internal search engine which is used frequently by employees.
2. Total visit is the total website visit with search on this keyword
3. Unique visit is the total Unique website visit with search on this keyword (during one website visit user can do multiple keyword search)

**Problem statement:**

Business unit who is responsible for the search accuracy improvement would like to find out what the topics most interested the employees on this platform so that they can improve.

Please use the dataset provided to analyse the search behaviour and propose the areas that this business unit should focus on.