

Project Title: Data Analysis & Visualization Project

Project Overview

This repository contains an in-depth analysis of a dataset related to user tracking data, visualized using Google Sheets. The objective is to extract meaningful insights, identify patterns, and present findings through various visual representations to facilitate data-driven decision-making.

Dataset Description

The dataset utilized in this project includes:

Tracking Data: Captures key metrics and user activity insights.

Data Source: Client

Used Tools

- Google Sheets:
 - I. Monsterastan Sheet: Customization and formatting of data sheets.
 - II. Track_Dataset Sheet: Data analysis and trend identification.
 - III. Dashboard Sheet: Interactive visualization of key insights from track_dataset.

Key Insights & Findings

Trends Identification: Analyzed customer trends across four countries to uncover usage patterns and behavioral insights.

Performance Metrics: Evaluated key performance indicators (KPIs) to assess user engagement based on the devices they use.

Visual Representation: Graphs and charts provide a comprehensive overview of user demographics, gender distribution, and visit time trends.

Actionable Insights

Device Usage Distribution:

Desktop accounts for 36% of traffic, slightly leading over mobile and tablet usage.

Desktop, mobile, and tablet usage remain closely distributed, emphasizing the need for cross-device optimization in marketing campaigns.

Engagement Analysis:

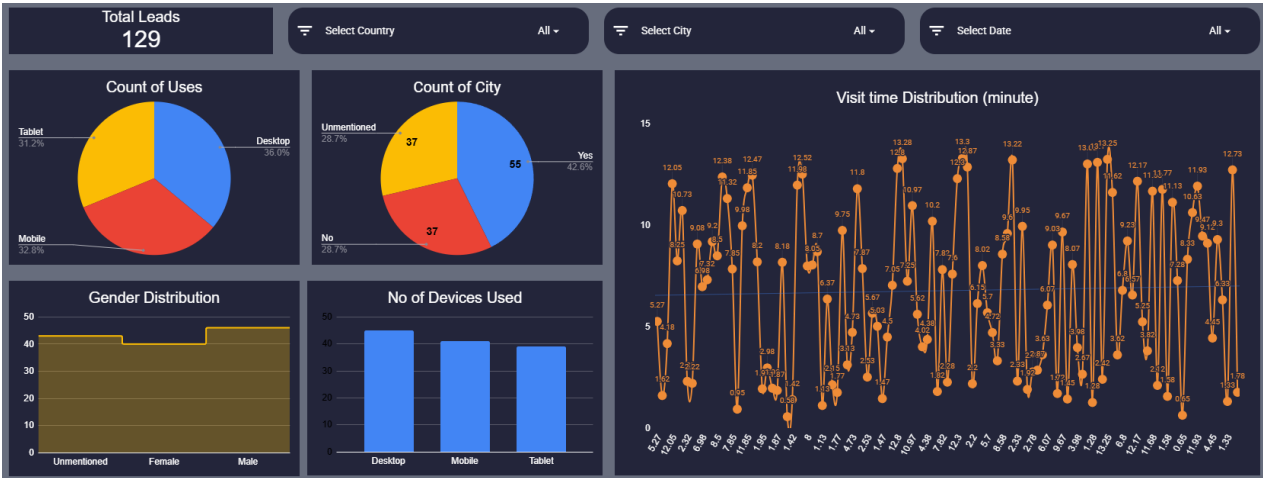
Visit times fluctuate significantly, with some sessions exceeding 13 minutes, while others last less than a minute, indicating potential bounce rates or low engagement.

Identifying factors influencing session duration can help improve retention and user experience.

This analysis provides data-driven recommendations to enhance engagement strategies and optimize cross-platform user experiences.

Visual Representations

Below are the key visualizations generated from the dataset:



Tools & Technologies Used

Google Sheets: Used for data cleaning, analysis, manipulation, and visualization to derive meaningful insights.

Conclusion

This analysis uncovers key insights from the dataset and highlights the power of data visualization in enhancing decision-making. Future improvements may involve advanced statistical analysis, predictive modeling, and deeper trend exploration to refine data-driven strategies.