

# **Excel KPI Dashboard Web Traffic & Conversion Analysis**

**Presented by *Seema Kumari***

**Aspiring Data Analyst**

# Introduction

- Built an **Excel KPI Dashboard** for analyzing website data
- Focus: **Traffic, Engagement, Conversions**
- Deliverable: **Interactive Dashboard with Insights**

# KPI = Key Performance Indicator

- Helps measure business success
- KPIs in this project:
- Total Visits
- Bounce Rate
- Avg. Session Duration
- Pages per Visit
- Conversions

# Problem Statement

- Businesses need to track website performance
- Hard to see which channels bring results
- Challenge: Turn raw data into easy-to-understand insights

# Tools & Skills Used

## Tools

- Microsoft Excel
- Pivot Tables & Charts
- Slicers & Filters
- Conditional Formatting



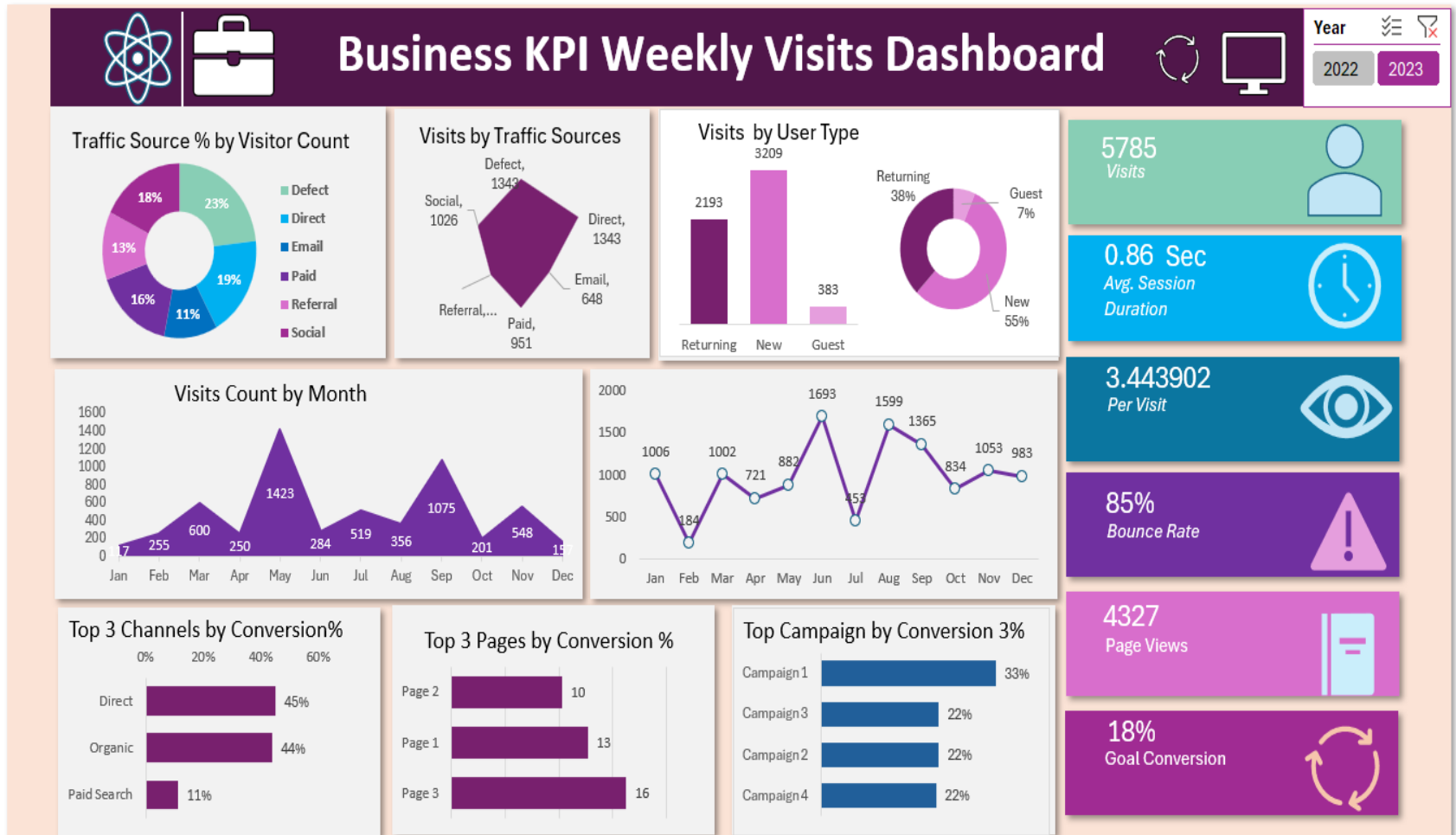
## Skills Applied

- Cleaned and structured raw data for analysis
- Created Pivot Tables to summarize KPIs
- Used Slicers & Filters for interactivity
- Applied Conditional Formatting for clarity
- Built charts to visualize performance trends

# Dataset Overview

- **Metrics:** Visits, Bounce Rate, Session Duration
- **Visitor** Types: New vs Returning
- **Channels:** Direct, Paid, Social, Organic
- **Conversions:** Campaigns & Pages
- **Timeline:** Monthly Data

# KPI Dashboard Preview



# KPIs Tracked

- **Traffic KPIs:** Total Visits, Bounce Rate
- **Engagement KPIs:** Avg. Duration, Pages per Visit
- **Conversion KPIs:** By Channel, Campaign, Page
- **Visitor KPIs:** New vs Returning



# Key Insights

- **Direct & Paid traffic** → higher conversions
- **Returning visitors** → more engaged
- **Campaign 1** → best performance
- **Bounce rate varied** → user experience issues
- Monthly traffic showed seasonal spikes

# Conclusion

- KPI dashboards = powerful tool for businesses
- Helps track traffic, engagement, conversions
- Strong foundation for **Data Analyst** role

# About Me

- **Seema Kumari** | Aspiring Data Analyst

- **Skills**

**Excel** → Pivot Tables, Charts, Dashboards, Slicers, Conditional Formatting

**SQL** → Joins, Subqueries, Aggregations, ANY/ALL, EXISTS, FULL OUTER JOIN

**Power BI** → Data Modeling, DAX, Interactive Dashboards

**Python** → Pandas, NumPy, Matplotlib, Data Cleaning, Data Analysis

**MS PowerPoint** → Project Presentations & Storytelling

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