WEBSITE TRAFFIC ANALYSIS

Project Objective :

Our project objective is to take a website and analysis the data of a person who have logged in, registered, and amount of time that they are spending per day. These data can be adjusted to from days to years of analysis. This gives a clear analysis of the usage of their website and also, they can get revenue form the time and number of users, by this we can describe a website how well its established and calculate the how many people are gaining attention form their site.

Design and Thinking Process :

For our analysis we took https://en.softonic.com as our website to check their activity status and how well it has been established. "Softonic" is a website which is used to download software, games, chrome extensions and check the recent updated news to recent technology. This website is widely searched around the globe for downloading various apps and games.

We thought to check the usage of the website, thus brought us the idea for analysis the data to check the global usage from 2015 – 2023. We specifically took this period to get to know well about the website. On 2015 the website was well established as the renowned site for downloading and every third-party website is re-directing to this website. So, this was our choice for analyzing.

Development Phase:

To get the data we used google analytics, Hotjar and other similar websites used to get the daily logged data from the "softonic" website and also used some pre logged csv data files to get the data from 2015. We used csv data so that we can use those data for analyzing. In our file we have included 2984 rows of data. Thus, it can be used to provide a long and sustained data.

Usage of IBM Cognos and Python :

We used IBM Cognos to visualize the data and get a graphical representation of the data. The graph is in the type of a bar chart, here the bar chart is the simplest way of representing and it is easy for the users to understand.

We have also used python and in python we have use panda's library. Pandas are the library which is used to show the graph of csv data file and we can also use it to remove the duplicate data from them.

Owners Improvement of User Experience :

1. **Understanding user behavior:**

Website owners can track how users navigate their website, including what pages they visit, how long they stay, and where they go. This data can help identify popular content and areas for improvement. For example, if many users quickly leave a particular page, it may indicate that the content or design needs attention.

2. **Determine user preferences:**

By analyzing user interactions, such as clicks, likes, and shares, website owners can obtain information about user preferences. This data can inform content creation and suggest what types of content or products are most appealing to audiences.

3. **Page load time:**

It's important to monitor website performance, including page load time. Pages that load slowly can frustrate users and lead to high bounce rates. Insights from analytics can highlight specific pages or elements that need optimization for faster load times.

4. **Security and Security:**

Analyzing client information can moreover offer assistance site proprietors guarantee the security and protection of their clients. Distinguishing potential vulnerabilities and tending to them can offer assistance construct believe and upgrade the client encounter.