# **Phase 1:**

**Project definition:**

Website traffic refers to the volume of visitors and the interactions they have with a particular website. It is a crucial metric for assessing the popularity, performance, and effectiveness of a website. Website traffic data is valuable for website owners, marketers, and analysts as it provides insights into user behaviour and the effectiveness of online strategies. Analysing website traffic helps in making informed decisions to improve user experience, increase engagement, and achieve specific goals, such as boosting sales or brand awareness.

**Design Thinking:**

1. Analysis Objectives: The specific dataset consists of website traffic data, such as identifying popular pages, traffic trends, and user engagement metrics.
2. Data Collection: The excel sheet consists of 7 columns with rows day, day of week, date, page load, unique visits, first time visits and returning visits.
3. Visualization: The data in the data can be visualized using IBM Cognos to create meaningful dashboards and reports. The datas which can be visualized are :
4. How many visitors in a particular day?
5. How popular the website is?
6. Haw many new visitors have visited the website?
7. Unique visitors in a particular week