

WEBSITE TRAFFIC ANALYSIS



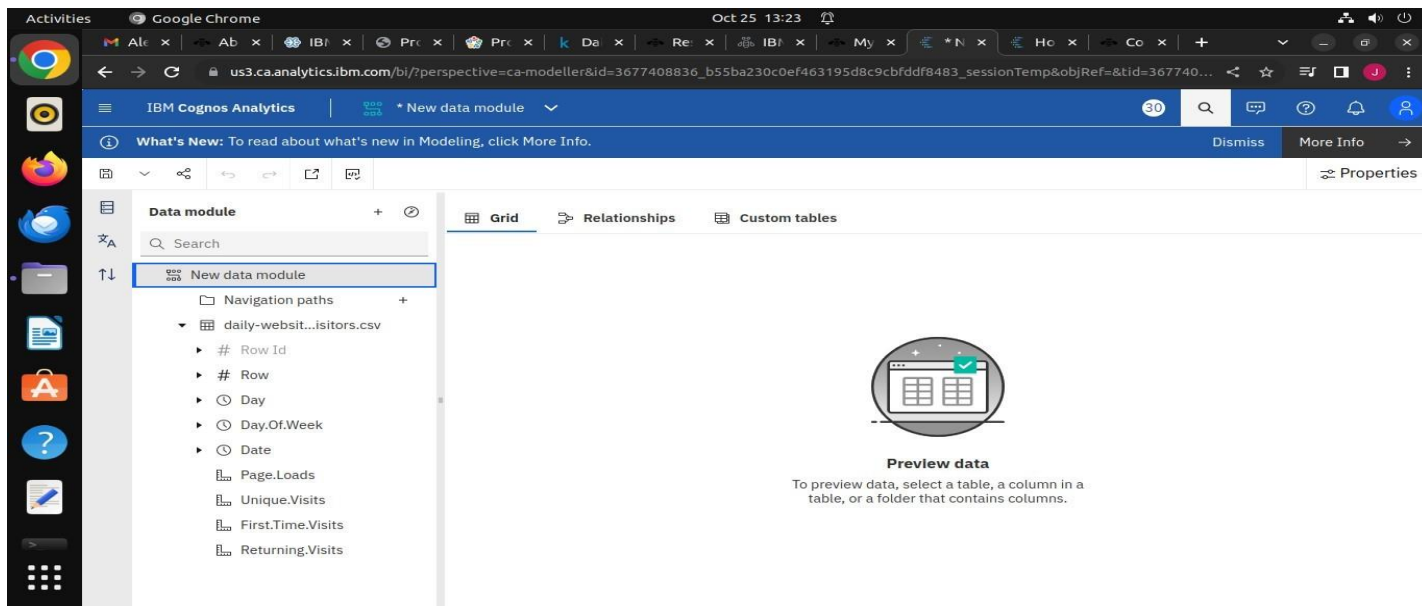
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N.Soundar
K.Lingeshwaran

OBJECTIVES

- DATA COLLECTION
- DATA IMPORTING
- DATA ANALYZING
- DATA PREPROCESSING
- DATA VISUALIZATION

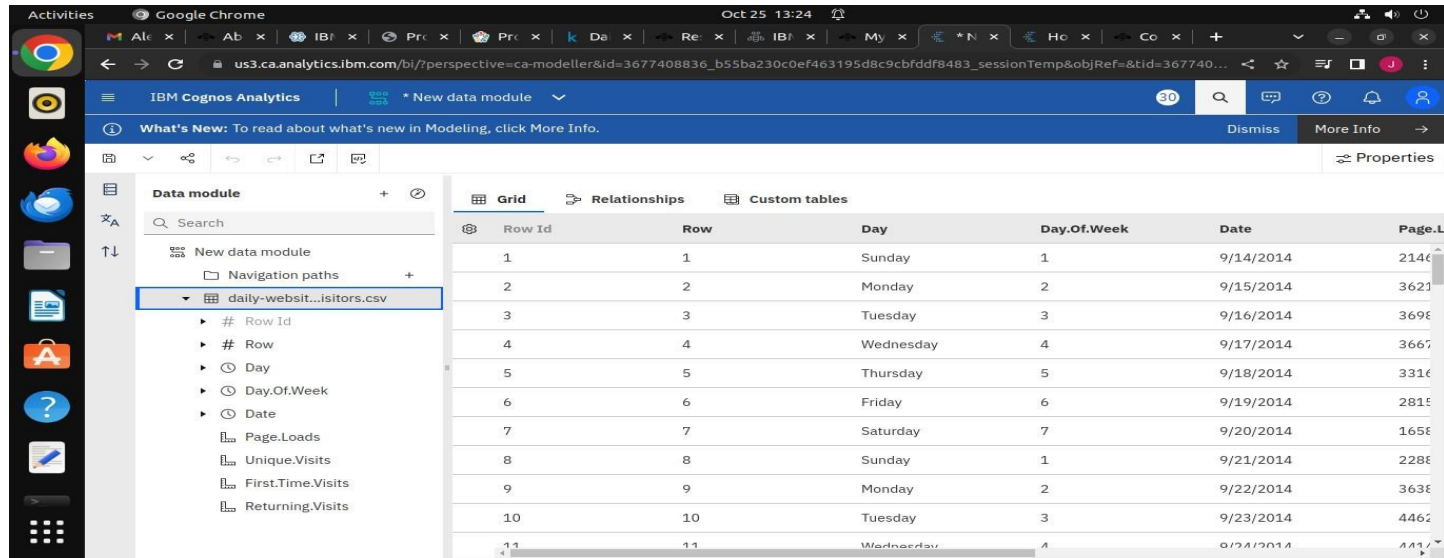
STEP-1: Downloading and uploading the dataset

- The Following dataset is downloaded and it is saved in file manager and it is uploaded



Step-2: Data collection and analysis

- In this stage, data is collected and analysis using IBM cognos analytics software



The screenshot displays the IBM Cognos Analytics web interface. The left sidebar shows the 'Data module' with a search bar and a list of data sources, including 'daily-website-visitors.csv'. The main area shows a table with columns: Row Id, Row, Day, Day.Of.Week, Date, and Page.L. The table contains 11 rows of data, starting from Sunday, 9/14/2014, and ending on Wednesday, 9/24/2014.

Row Id	Row	Day	Day.Of.Week	Date	Page.L
1	1	Sunday	1	9/14/2014	2146
2	2	Monday	2	9/15/2014	3621
3	3	Tuesday	3	9/16/2014	3696
4	4	Wednesday	4	9/17/2014	3667
5	5	Thursday	5	9/18/2014	3316
6	6	Friday	6	9/19/2014	2815
7	7	Saturday	7	9/20/2014	1658
8	8	Sunday	1	9/21/2014	2288
9	9	Monday	2	9/22/2014	3638
10	10	Tuesday	3	9/23/2014	4462
11	11	Wednesday	4	9/24/2014	4412

Activities Google Chrome Oct 25 13:25

us3.ca.analytics.ibm.com/bi/?perspective=ca-modeller&id=3677408836_b55ba230c0ef463195d8c9cbfddf8483_sessionTemp&objRef=&tid=367740...

IBM Cognos Analytics * New data module 30

What's New: To read about what's new in Modeling, click More Info. Dismiss More Info

Properties

Data module

Search

New data module

Navigation paths

daily-websit...isitors.csv

- # Row Id
- # Row
- Day
- Day.Of.Week
- Date
- Page.Loads
- Unique.Visits
- First.Time.Visits
- Returning.Visits

Grid Relationships Custom tables

	Date	Page.Loads	Unique.Visits	First.Time.Visits	Returning.Visits
	9/14/2014	2146	1582	1430	152
	9/15/2014	3621	2528	2297	231
	9/16/2014	3698	2630	2352	278
	9/17/2014	3667	2614	2327	287
	9/18/2014	3316	2366	2130	236
	9/19/2014	2815	1863	1622	241
	9/20/2014	1658	1118	985	133
	9/21/2014	2288	1656	1481	175
	9/22/2014	3638	2586	2312	274
	9/23/2014	4462	3257	2989	268
	9/24/2014	4414	3175	2891	284

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IBM Cognos Analytics * New data module 30

Properties

Data module

Search

New data module

Navigation paths

daily-websit...isitors.csv

- # Row Id
- # Row
- 🕒 Day
- 🕒 Day.Of.Week
- 🕒 Date
- 📊 Page.Loads
- 📊 Unique.Visits
- 📊 First.Time.Visits
- 📊 Returning.Visits

Grid Relationships Custom tables

Row Id	Row	Day	Day.Of.Week	Date	Page.L
289	289	Monday	2	6/29/2015	3975
290	290	Tuesday	3	6/30/2015	4046
291	291	Wednesday	4	7/1/2015	3897
292	292	Thursday	5	7/2/2015	3871
293	293	Friday	6	7/3/2015	2630
294	294	Saturday	7	7/4/2015	1602
295	295	Sunday	1	7/5/2015	1960
296	296	Monday	2	7/6/2015	4143
297	297	Tuesday	3	7/7/2015	4205
298	298	Wednesday	4	7/8/2015	4193
299	299	Thursday	5	7/9/2015	3710
300	300	Friday	6	7/10/2015	3137

Step-3: Data preprocessing and cleaning

The screenshot displays the IBM Cognos Analytics web interface in a Google Chrome browser. The browser's address bar shows the URL: `us3.ca.analytics.ibm.com/bj?perspective=ca-modeller&id=3677408836_b55ba230c0ef463195d8c9cbfdd8483_sessionTemp&objRef=&tid=367740...`. The interface features a top navigation bar with the IBM Cognos Analytics logo and a "New data module" button. Below this, a left sidebar contains a "Data module" section with a search bar and a list of modules. The "daily-websit...sitors.csv" module is selected, revealing a list of fields: "# Row Id", "# Row", "Day", "Day.Of.Week", "Date", "Page.Loads", "Unique.Visits", "First.Time.Visits", and "Returning.Visits". The main content area is divided into three tabs: "Grid", "Relationships", and "Custom tables". The "Custom tables" tab is active, displaying a message: "No custom tables were created yet. You can create a custom table by combining existing tables." Below this message is a blue button labeled "Create custom table".

Activities Google Chrome Oct 25 13:26

us3.ca.analytics.ibm.com/bj?perspective=ca-modeller&id=3677408836_b55ba230c0ef463195d8c9cbfdd8483_sessionTemp&objRef=&tid=367740...

IBM Cognos Analytics * New data module

Properties

Data module +

Search

New data module

Navigation paths +

daily-websit...sitors.csv

- # Row Id
- # Row
- Day
- Day.Of.Week
- Date
- Page.Loads
- Unique.Visits
- First.Time.Visits
- Returning.Visits

Grid Relationships Custom tables

Create a custom table

No custom tables were created yet. You can create a custom table by combining existing tables.

Create custom table

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IBM Cognos Analytics

Create table

Create a custom table in the data module. This table is not added to your data source.

All tables

Search

daily-website-visitors.csv

- # Row Id
- # Row
- Day
- Day.Of.Week
- Date
- Page.Loads
- Unique.Visits
- First.Time.Visits
- Returning.Visits

- ☒ **View of tables**
To create a view of a table, select one or more package tables, or select one or more non-package tables.
- ☐ **Shortcut to a table**
To create a shortcut table, select one non-package table.
- ☐ **Alias of a table**
To create an alias table, select one non-package table.
- ☐ **Copy of a table**
To create a copy of a table, select one non-package table.
- ☐ **Joined view**
To create a join table, select two non-package tables.
- ☐ **Union of tables**
To create a union table, select two or more non-package tables that have the same number of columns with compatible data types.
- ☐ **Intersect of tables**
To create an intersect table, select two non-package tables that have the same number of columns with compatible data types.
- ☐ **Except of tables**
To create an except table, select two non-package tables that have the same number of columns with compatible data types.

Activities

Google Chrome

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IBM Cognos Analytics

* New data module

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Create a view of tables

×

Select items to be included in the table.

Table name:

daily-website-visitors.csv - View (1)

×

Reference tables

🔍 Search

📄 daily-website-visitors.csv

✓

Row Id

✓

Row

✓

🕒 Day

✓

🕒 Day.Of.Week

✓

🕒 Date

✓

📄 Page.Loads

✓

📄 Unique.Visits

✓

📄 First.Time.Visits

✓

📄 Returning.Visits

✓

Row Id	Row	Day	Day.Of.Week	Date
1	1	Sunday	1	9/14/2014
2	2	Monday	2	9/15/2014
3	3	Tuesday	3	9/16/2014
4	4	Wednesday	4	9/17/2014
5	5	Thursday	5	9/18/2014
6	6	Friday	6	9/19/2014
7	7	Saturday	7	9/20/2014
8	8	Sunday	1	9/21/2014
9	9	Monday	2	9/22/2014
10	10	Tuesday	3	9/23/2014
11	11	Wednesday	4	9/24/2014

Activities Google Chrome Oct 25 13:29

us3.ca.analytics.ibm.com/bi/?perspective=ca-modeller&id=3677408836_b55ba230c0ef463195d8c9cbfddf8483_sessionTemp&objRef=&tid=3677408836...

Create a view of tables

Select items to be included in the table.

Table name: daily-website-visitors.csv - View (1)

Reference tables

Search

- daily-website-visitors.csv ☒
- # Row Id ☒
- # Row ☒
- Day ☒
- Day.Of.Week ☒
- Date ☒
- Page.Loads ☒
- Unique.Visits ☒
- First.Time.Visits ☒
- Returning.Visits ☒

Row Id	Row	Day	Day.Of.Week	Date
173	173	Thursday	5	3/5/2015
174	174	Friday	6	3/6/2015
175	175	Saturday	7	3/7/2015
176	176	Sunday	1	3/8/2015
177	177	Monday	2	3/9/2015
178	178	Tuesday	3	3/10/2015
179	179	Wednesday	4	3/11/2015
180	180	Thursday	5	3/12/2015
181	181	Friday	6	3/13/2015
182	182	Saturday	7	3/14/2015
183	183	Sunday	1	3/15/2015

Activities Google Chrome Oct 25 13:38

us3.ca.analytics.ibm.com/bi/?perspective=ca-modeller&id=3677408836_b55ba230c0ef463195d8c9cbfddf8483_sessionTemp&objRef=&tid=3677408836...

IBM Cognos Analytics * New data module

Create filter

Name F_Row

Components	Expression
<div>Search</div> <div>New data module</div> <div>daily-webs...itors.csv</div> <div># Row Id</div> <div># Row</div> <div>Day</div> <div>Day.Of.Week</div> <div>Date</div> <div>Page.Loads</div> <div>Unique.Visits</div> <div>First.Time.Visits</div> <div>Returning.Visits</div>	<pre>1 daily_website_visitors_csv.Day 2 daily_website_visitors_csv.Row 3 daily_website_visitors_csv.Day_Of_Week 4 daily_website_visitors_csv.Date</pre>

Information

Cancel OK



Thank
You