**WEB TRAFFIC ANALYSIS**

**Phase 1: Problem Definition and Design Thinking**

**Project definition:**

web traffic analytics refers to collecting data about who comes to your website and what they do when they get there. The data is crucial to building effective sales and marketing strategies. While most people assume more traffic is always better, that’s not always true. Website traffic data is valuable for website owners, marketers, and analysts as it provides insights into user behavior and the effectiveness of online strategies. Analyzing website traffic helps in marketing informed decisions to improve user experience, increase engagement, and achieve specific goals, such as boosting sales or brand awareness.

**DESIGN THINKING:**

1. **Analysis Objectives**: It is the key component of any successful digital marketing strategy. By understanding how visitors interact with your website, you can better tailor content and user experience to improve engagement and ultimately drive conversions**.**
2. **Data Collection:** It involves collecting and analyzing data about visitors to your site. The excel sheet consists of 7 columns with rows day, day of week, date, page load, unique visits, first time visits and returning visits. It includes traffic sources, referring sites, page views, path taken and conversion rates.
3. **Visualization:** The data in the data can be visualized using IBM Cognos to create meaningful dashboards and reports. The data which can be visualized are:
4. How many visitors in a particular day?
5. How many new visitors have visited the website?
6. Unique visitors in a particular week?
7. How popular the website is?