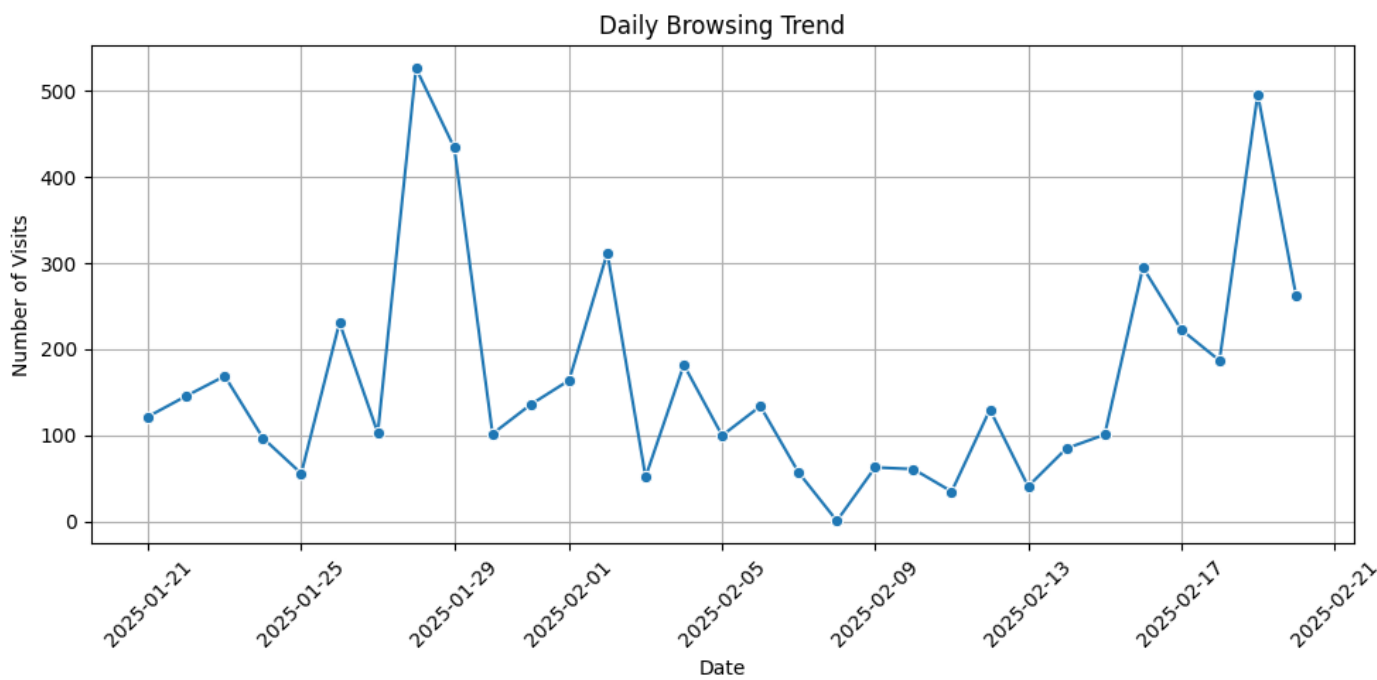# Browsing History Analysis Report

📌 Objective

To analyze a user's browsing history and extract meaningful insights into behavioral patterns, interests, and online habits using data-driven storytelling.

📂 Dataset Overview

- **Total Records:** 5104
- **Total Columns:** 10
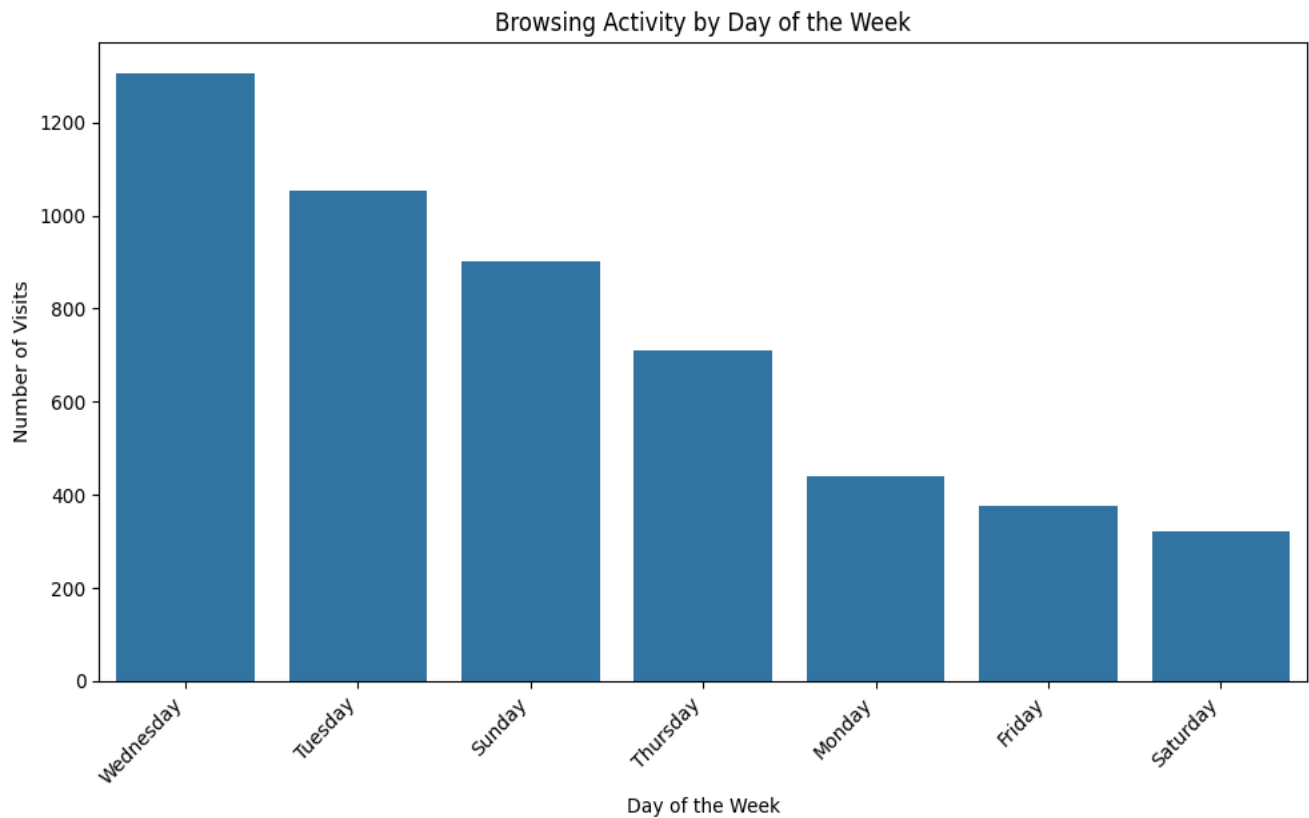
🔍 Key Findings & Insights
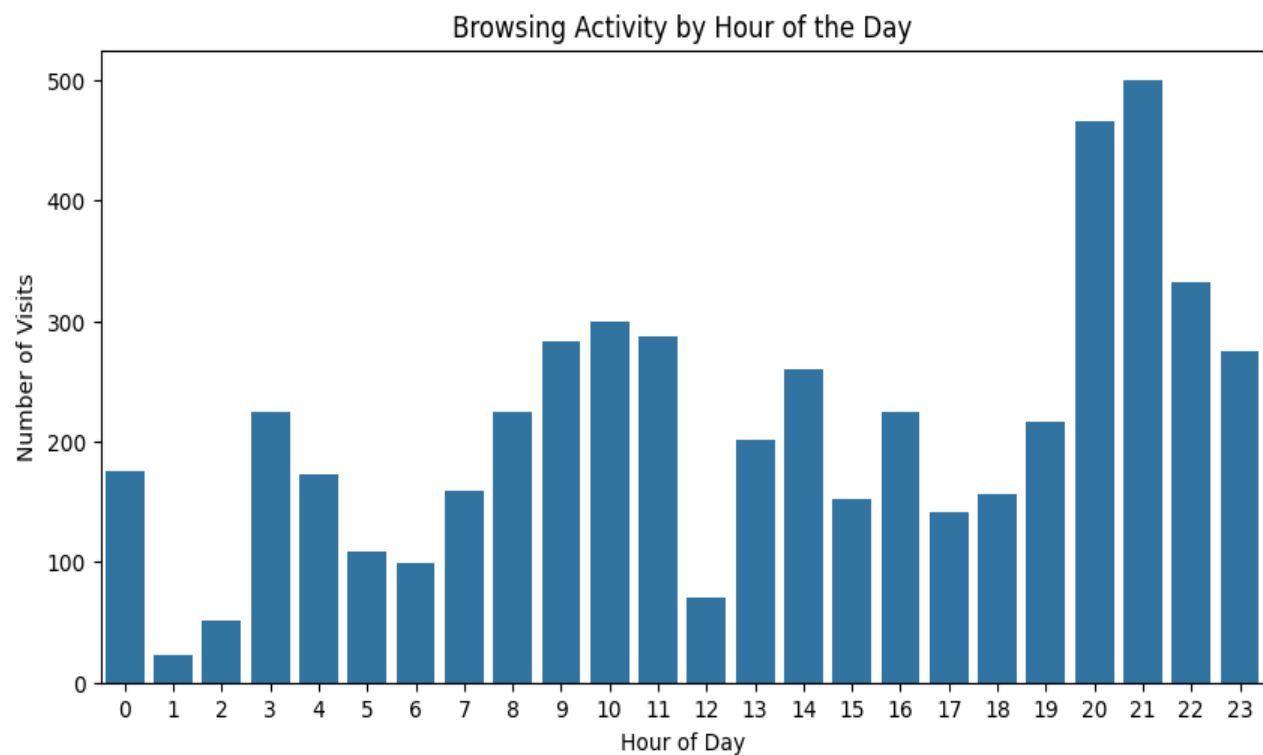
1. Daily Browsing Trend

2. <u>Most Active Days & Hours</u>

- **Weekdays (especially Tuesday & Wednesday)** show the highest number of visits.
- **Hourly Peak:** 8 PM to 10 PM - possibly the most focused browsing window.
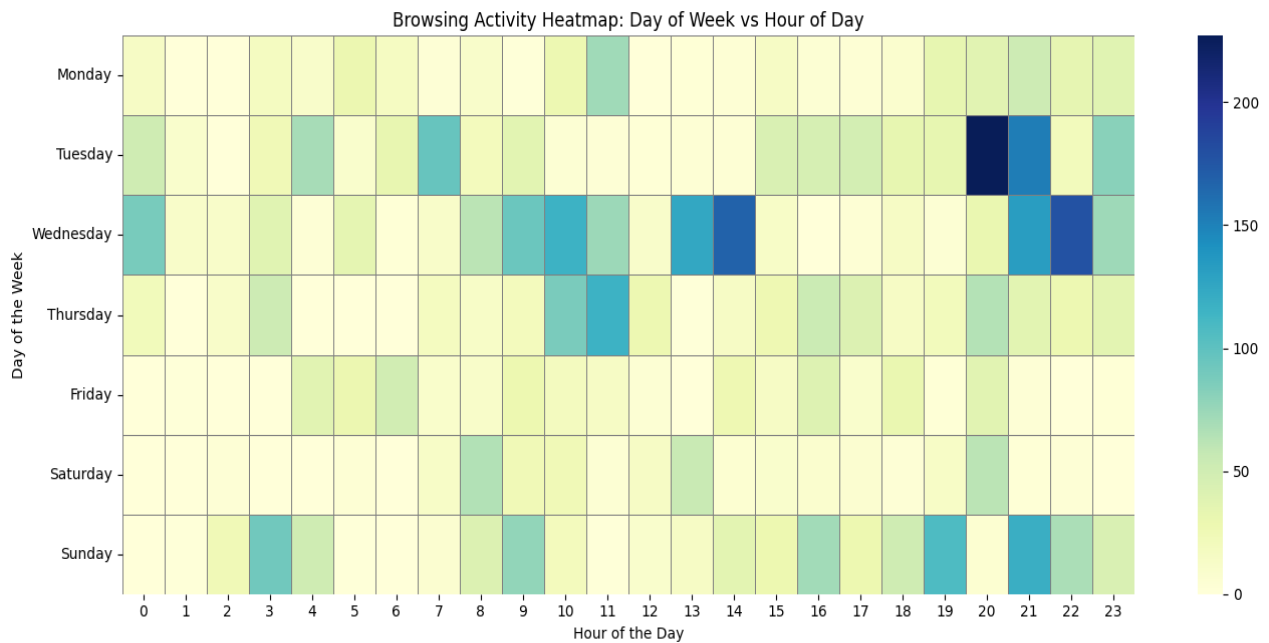- **Reduced activity on weekends.**

Browsing Activity by Day of the Week -

Browsing Activity by Hour of the Day -

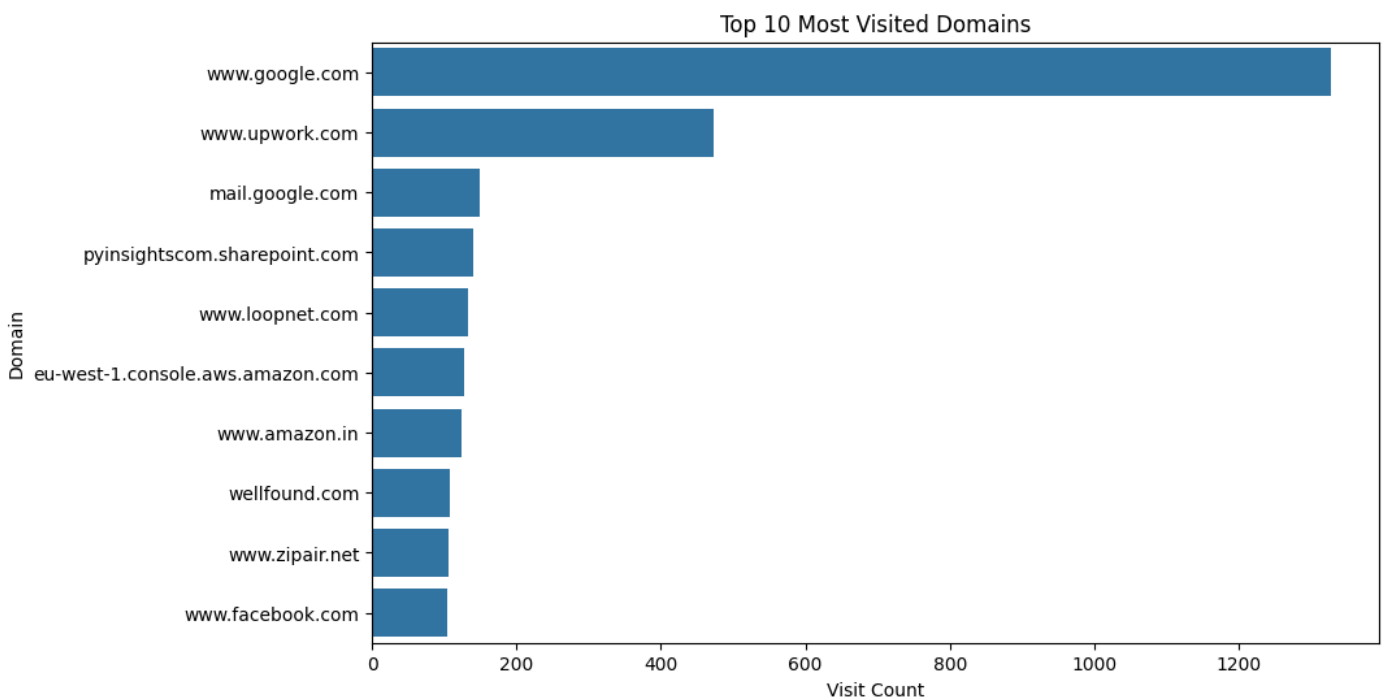**Browsing Activity Heatmap: Day of Week vs Hour of Day -**

Browsing Activity Heatmap: Day of Week vs Hour of Day

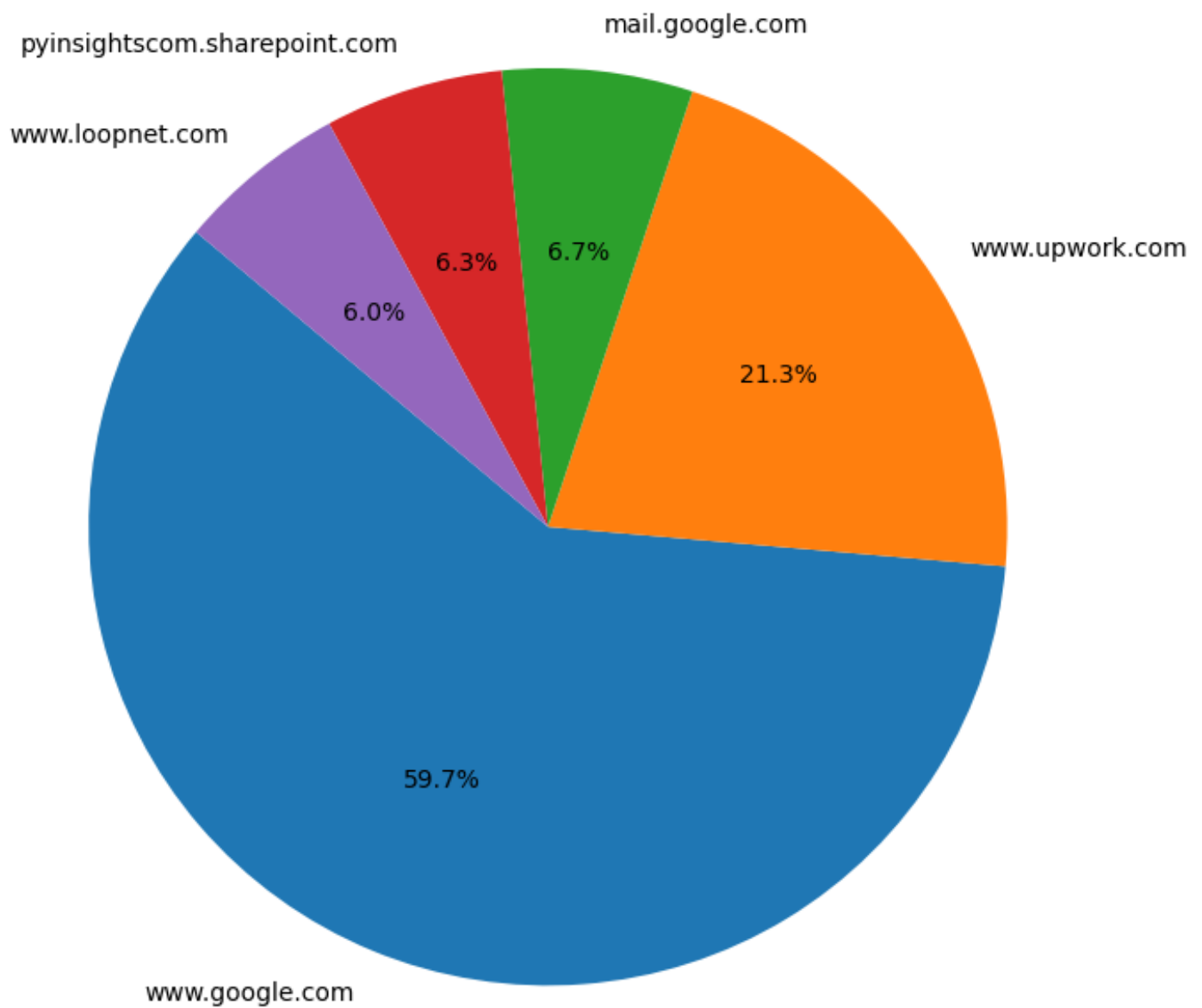## 3. Top 10 Most Visited Domains

- Domains such as google.com, upwork.com, wellfound.com, and facebook.com are frequently visited.
- Indicates usage centered around:
    - **Search & research:** google.com
    - **Freelancing:** upwork.com
    - **Job hunting:** wellfound.com
    - **Professional networking:** linkedin.com
    - **Social Media & entertainment:** facebook.com

Top 10 Most Visited Domains

Percentage Distribution of Top 5 Domains -

- Around **60 %** browsing is for **google.com.**
- Secondly, over **21 %** browsing is for **upwork.com**

Distribution of Top 5 Top-Level Domains

pyinsightscom.sharepoint.com

www.loopnet.com

mail.google.com

6.3%

6.7%

6.0%

www.upwork.com

21.3%

59.7%

www.google.com

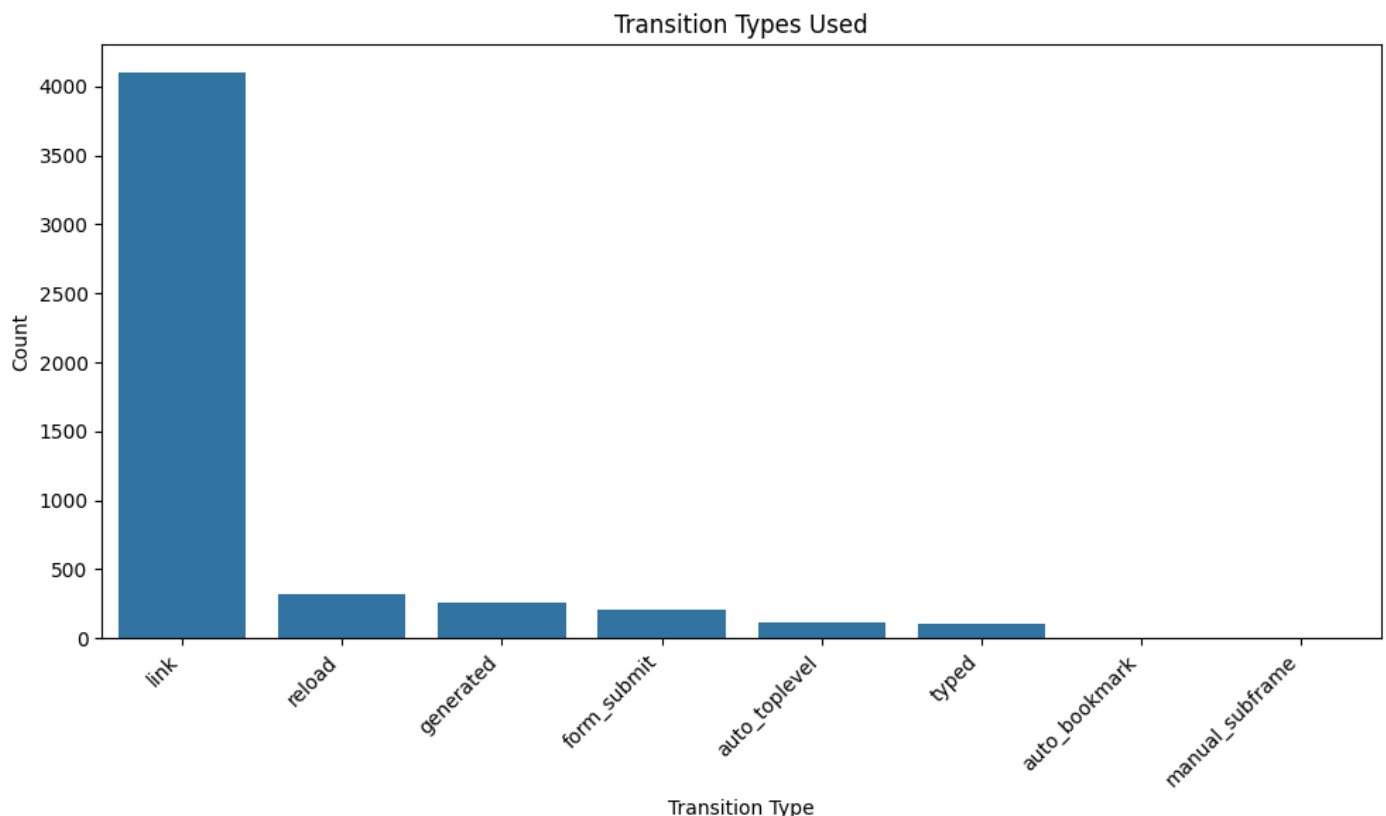## 4. Most Frequent Words in Page Titles

Most Frequent Words in Page Titles

5. Transition Types

- High frequency of **'link'** transitions indicates:
  - User proactively types URLs - It could be a habitual behaviour.

Transition Types Used

📘 Summary

The analysis of browsing history reveals a usage pattern with **concentrated activity during night hours,** suggesting post-work engagement. The user's key interests span across **online research, freelancing, job hunting, professional networking, and media consumption.**

Based on these behavioural patterns, the following scenario can be inferred:

- The user appears to be a **working professional,** active primarily during the weekdays.

- During night time, user likely engages in **freelancing activities** or **explore freelance opportunities,** indicating side-project involvement after regular work hours.

- There are strong signals of **active job searching,** particularly targeting **start-up environments,** possibly reflecting a career transition or exploration phase.

- To support this journey, the user is **actively networking on professional platforms,** likely to expand their reach, build connections, and stay informed about **current technology trends.**

- Simultaneously, the user is investing time in **learning, researching, and upskilling,** showing a commitment to personal and professional development.

- Intermittently, the user turns to **social media and online shopping sites** - possibly for relaxation or casual browsing.

- **Weekday activity is more prominent,** reflecting a structured routine aligned with work or study. **Weekend activity shows a mixed pattern** - while one weekend day sees a noticeable rise in usage, the other remains relatively low. This may suggest a **partial focus on personal tasks or productivity,** with **intentional downtime for self-care or digital detox on the other day.**