Data and problems team 11

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Data

- A graph of all the pages on the TU Delft website and the links between them
- Pages seen per visitor The TU does not store data of individial visitor traffic, but it does show all the pages a visitor has seen and as the TU does not use cookies, these are individual browser sessions
- Entry and exit points The first page a user opens on the website and the last page
- Page views and visits
- Bounce rates The percentage of users that leaves the page right after opening it, indicating that they ended up at the wrong page
- Internal searches The search questions entered in the internal website search engine

Research options

- Analysis of efficiency of routes through the website and rewiring options to improve traffic
- Prediction of popularity of page
- Create clusters of the neighbour nodes the rewire them based on popularity
- Analysis of similarity of pages and efficiency of routes based on search terms