



Instructions

Download the website visits CSV. The file includes traffic data for a website geared toward teaching students how to program. The website's owner has asked that you investigate any trends in overall site traffic and provide a brief analysis.

Questions

Question 1

First, state what data you find included in the download.

Question 2

You may need to "clean" the dataset. Share a brief explanation of any changes you find it necessary to make in order to prepare the data for analysis. State any irregularities, missing data, or significant assumptions you are making.

Question 3

Provide a brief summary of the data. What date range is covered? What are average and/or total values for the provided metrics? What are minimum and maximum daily values?

Question 4

Provide a summary of how website traffic is generally performing. What general long-term trends do you see in the various indicators? Provide any relevant graphs to visually demonstrate your points.

Question 5

In terms of unique pageviews, do you see any repeating trends?

Question 6

The marketing department wants to try out placing ads on the site next year, but only some of the time. If the goal is to show ads on days when the website will receive the most traffic, are there specific days, weeks or months that you would recommend for or against?