W200 Project 2 - Proposal
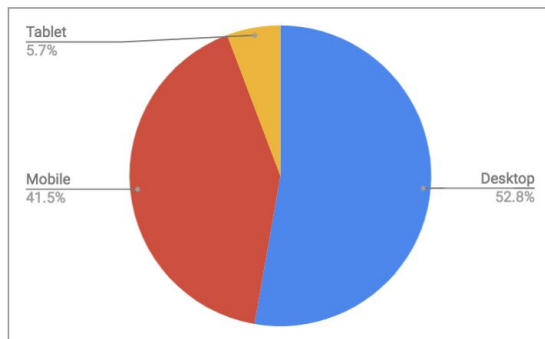
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Primary Dataset: analytics.usa.gov <https://analytics.usa.gov/#explanation>
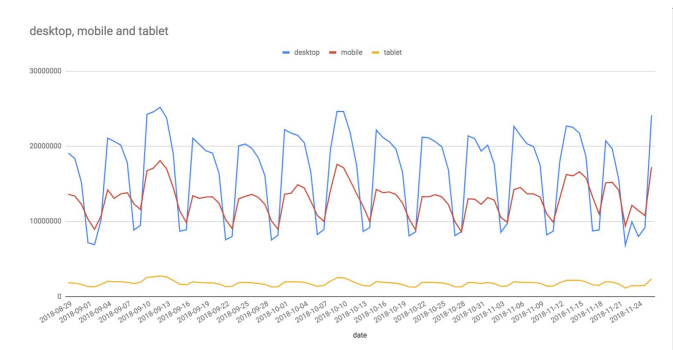
Questions to Guide Analysis:

1. How does government web usage vary from city to city across the US based on the following parameters:
   a. Types of websites visited
   b. Downloads
   c. Devices used to access
   d. Number of visits
   e. The goal here is to create a city by city profile

2. How has government website usage changed over the past 2 years?
   a. Hypothesis: Visits to immigration websites may have changed following the 2016 Presidential election
   b. Correlation between google trend data (i.e. news search topics) and government website visits
   c. Downloads

3. Changes in device usage over two years?
   a. The chart below illustrates the breakdown of devices used for a portion of 2018. It would be interesting to see how the share of the pie has changed over time.

Device Breakdown in 2018   *Device Breakdown Day Over Day (2018)*

4. Sites most frequently visited by type of device?

Challenge: Currently only data over the past 30 days is available on the website. We may need to request historical data as far back as two years ago in order to complete the above analyses.

Supplemental datasets: We plan to use Google trends to find correlations between certain trends or searches and activity on government websites. (e.g. Rhetoric around immigration leading up to the 2016 Presidential Election may correlate with activity on the government's immigration website). Below is a sample google data visualization regarding searches that relate to Donald Trump.

Interest in Donald Trump over the past 5 years as indicated by Google searches