

Analyse key metrics from the given dataset



Users per article (Measures article level reach)



Page Views per User (Measures user engagement depth)



Traffic Efficiency (shows whether high user reach also delivers depth)



Views per Article (Measures article performance depth & how often each article is read)



Data Backed Insight and reasonings

Insight: Science and **Bengaluru** content performs best at a **per article level**, suggesting local news and informative content (e.g., Science) drive frequent traffic. [[Click to view the data](#)]

Insight: Horoscope has highest user engagement depth Indicates **habitual daily behaviour**: Users likely return every day to check their zodiac. Also suggests potential **syndication traffic** from Google Discover, where horoscope results often trend. [[Click here to view the data](#)]

Insight: Strong habit loop content — even with fewer users, engagement depth is off the charts. Likely benefiting from Google Discover, push notifications, and user routine behaviour. [[Click to view the data](#)]

Insight: Horoscope has the highest article performance depth mainly due to habitual Behaviour, these are checked daily by regular users. A single horoscope post often contains all zodiac signs, attracting **wide demographic appeal**.
Syndication Platforms: They perform well on aggregators like- DailyHunt, Inshorts & Flipboard [[Click to view the data](#)]