Insights and Recommendations Report

Key Findings

1. Seasonal Trends in Traffic

- **Page Views** show a **clear seasonal fluctuation** across months, with peaks observed consistently in mid-to-late years (Q2–Q3).
- The **seasonal decomposition plot** indicates a repeating trend, likely tied to annual patterns (e.g., increased activity in summer or holiday seasons).

2. User Engagement Over Time

- The **30-day moving average** reveals a stable long-term trend in **Page Views**, though there are periods of decline and recovery (notably between 2018–2019).
- The **Bounce Rate** appears to fluctuate slightly but remains relatively stable over time. Some months spike higher, potentially indicating issues with content relevance or technical performance during those periods.

3. Traffic Source Performance

- From the traffic source breakdown, **Organic traffic** with **39.3%** likely contributes the most to Page Views and Sessions.
- If **Social(13.4%) or Paid(21.4%) traffic** has higher bounce rates, this suggests users from those sources may not find the content immediately engaging or relevant.

4. Weekly and Monthly Patterns

- Weekly and monthly aggregation shows that:
    - **Mondays and Thrusdays** have higher bounce rates and sessions.
    - Some **months** (e.g., July, December) consistently perform better in traffic, which is crucial for planning content or campaigns.

Recommendations

1. Leverage Seasonal Peaks

- Plan **marketing campaigns** around **Q2 and Q4**, where traffic typically spikes.
- **Boost content publishing or promotional efforts** during high-engagement months like **May–August** and **December**.

2. Optimize for High Bounce Traffic Sources

- Investigate landing pages or user experience for **Social or Paid traffic**—these sources may need:
    - Better-targeted ads
    - Improved landing page relevance
    - Faster mobile performance

3. Improve Mobile Experience (if Bounce Rate is Higher on Mobile)

- Conduct mobile usability tests.
- Improve loading times and content layout on smaller screens.

4. Capitalize on Weekly Patterns

- If engagement is higher mid-week, **schedule newsletters, content drops, or sales mid-week** rather than weekends.
- Consider offering promotions or engaging posts when bounce rates are typically lower.

5. Content Strategy

- **Create more content that aligns with seasonal interest trends** based on search behavior.
- Use historical peak traffic insights to guide future blog topics, product launches, or email campaigns.