

WEBSITE TRAFFIC ANALYSIS PROJECT

PHASE-1

PROJECT DEFINITION:

“Website traffic analysis involves collecting and analysing data about your website visitors so you can optimise the growth and conversions on your website.”

- The project involves analyzing website traffic data to gain insights into user behavior, popular pages, and traffic sources. The goal is to help website owners enhance the user experience by understanding how visitors interact with the site. This project encompasses defining the analysis objectives, collecting website traffic data, using IBM Cognos for data visualization, and integrating Python code for advanced analysis.

DESIGN THINKING:

- **Analysis Objectives:**
 - ✓ The first step is to define the key insights you want to extract from the website traffic data, such as identifying popular pages, traffic trends, and user engagement metrics.
- **Data Collection:**
 - ✓ The second step is to determine the data sources and methods for collecting website traffic data, including page views, unique visitors, referral sources, and more.
- **Visualization:**
 - ✓ The third step is to plan how to visualize the insights using IBM Cognos to create meaningful dashboards and reports.



- **Python Integration:**

- ✓ The final step is to consider incorporating machine learning models to predict future traffic trends or user behavior patterns.

DATASET LINK:

<https://www.kaggle.com/datasets/bobnau/daily-website-visitors>

CONCLUSION:

- Thus ,this project encompasses defining the analysis objectives, collecting website traffic data, using IBM Cognos for data visualization, and integrating Python code for advanced analysis.