

WEB TRAFFIC ANALYSIS

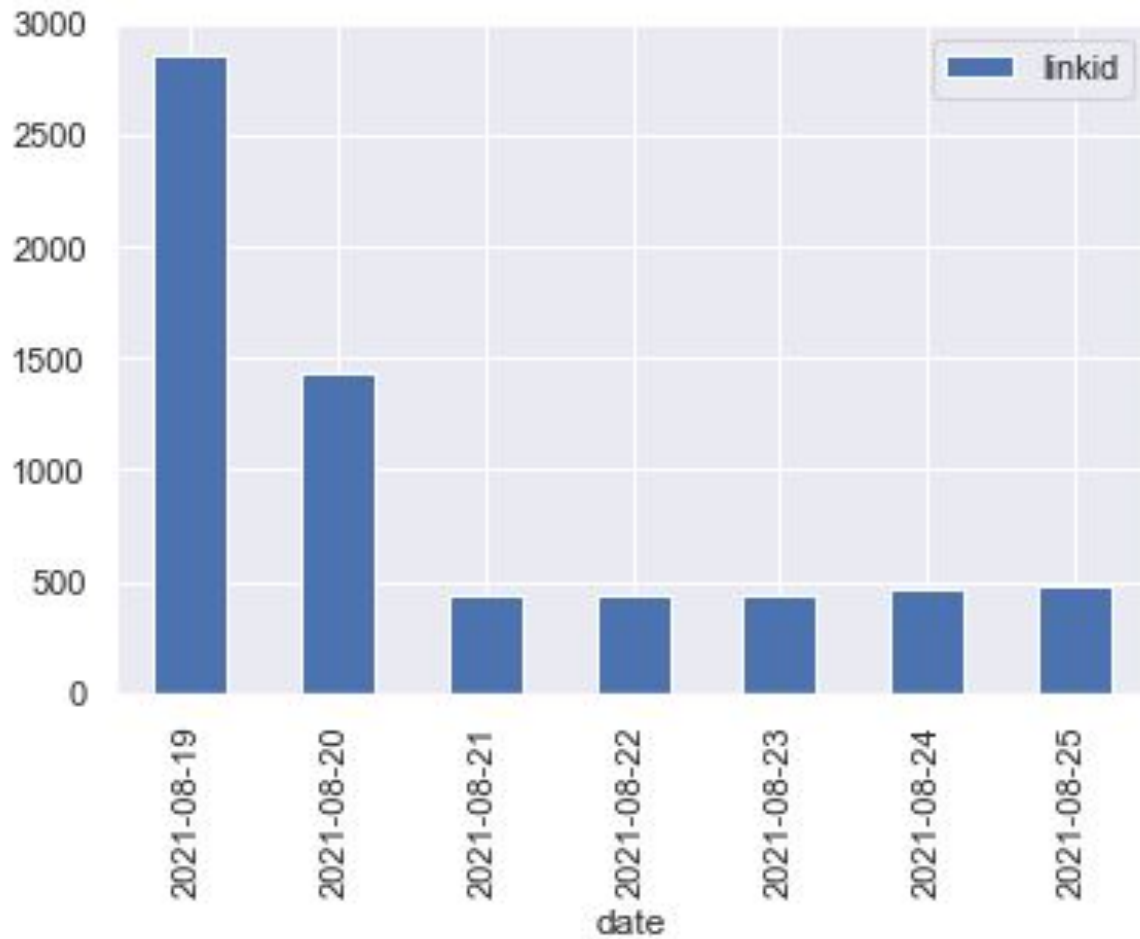
Investigation Overview

Our goal is to understand this traffic better, in particular the volume and distribution of events, and to develop ideas on how to increase the links' click rates.



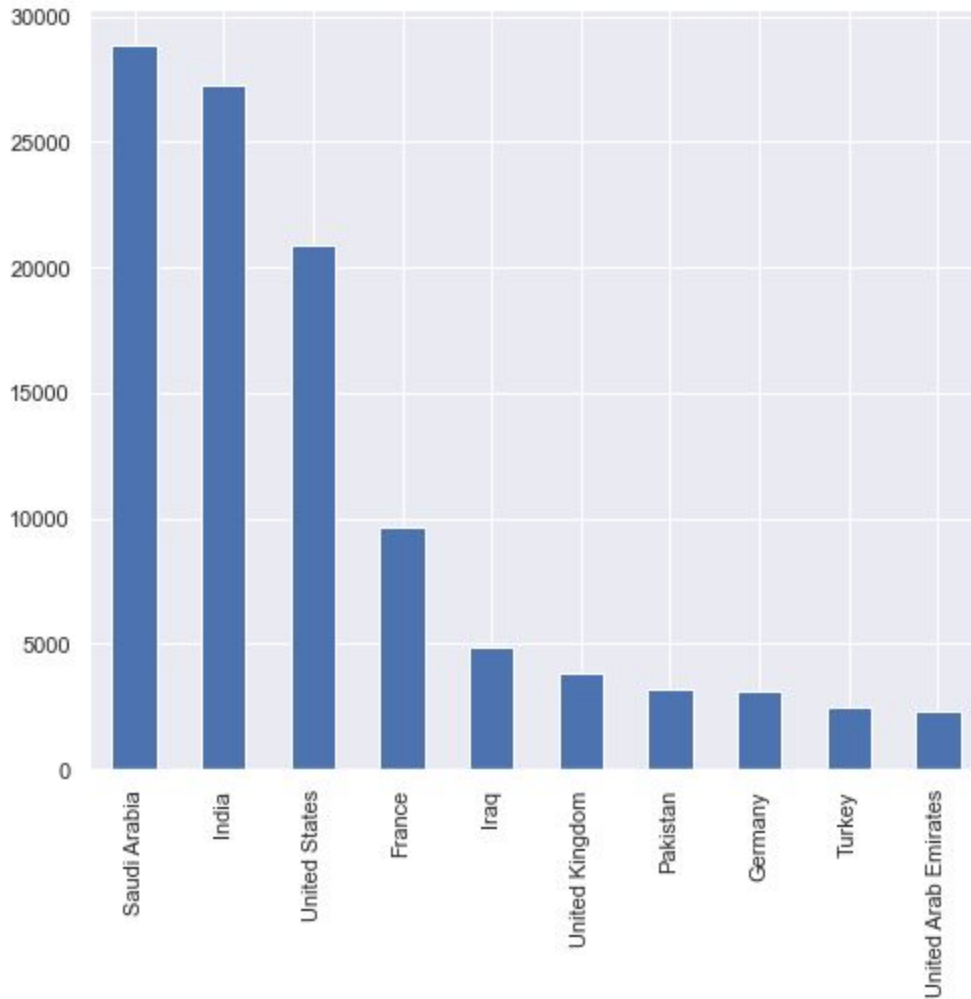
Findings

Our findings shows that there are 2,255 Clicks, 3837 pageviews, and 495 previews. Also the average number of pageview per day is 1.



Total number of events throughout a seven-day period

For a 7-day period, the 19th of August, 2021 has the most events (2,859), followed by the 20th of August, 2021, with 1,429 events.



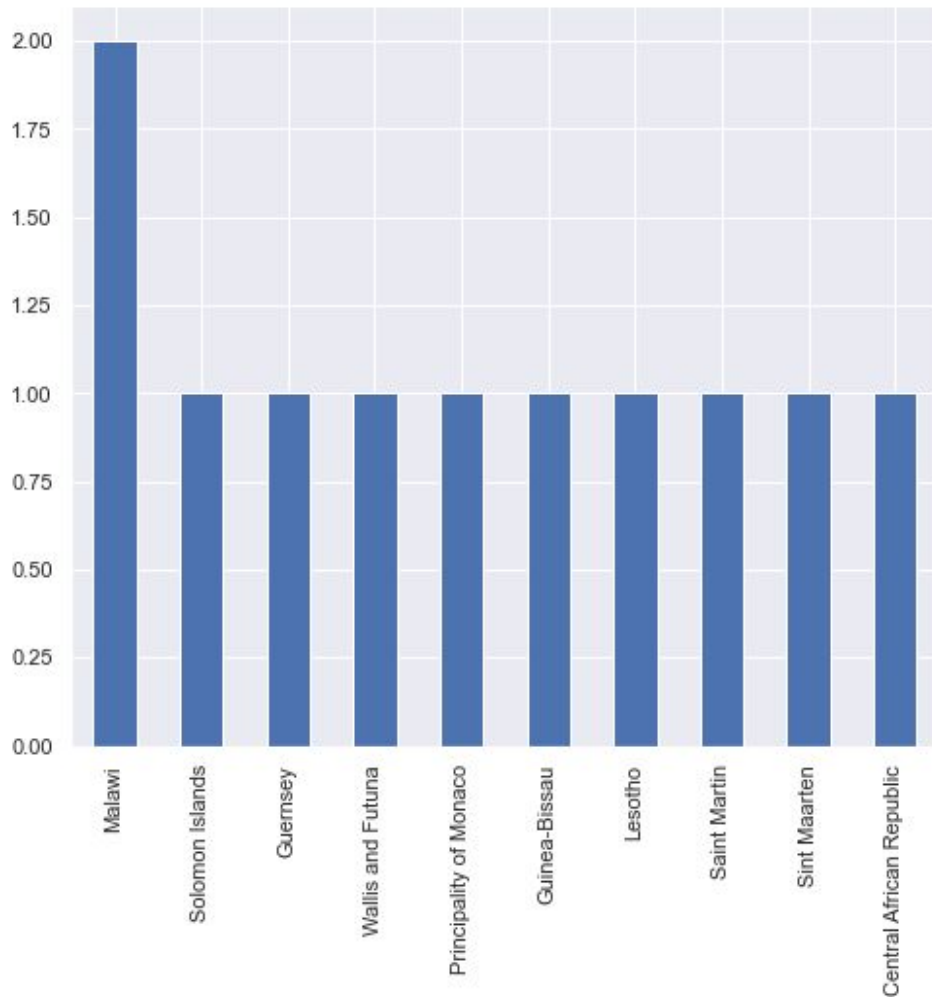
Clicks Per countries

Top 10 highest pageviews

The highest pageview rates were in Saudi Arabia, India, and the United States, with 28,873, 27,286 and 20,839 views, respectively.

Asia accounted for 62% of pageviews, while North America accounted for 20% and Europe accounted for 18%.

Pageviews per user are 10,656.40 on average for all the top 10 countries.



Top 10 least countries per pageview.

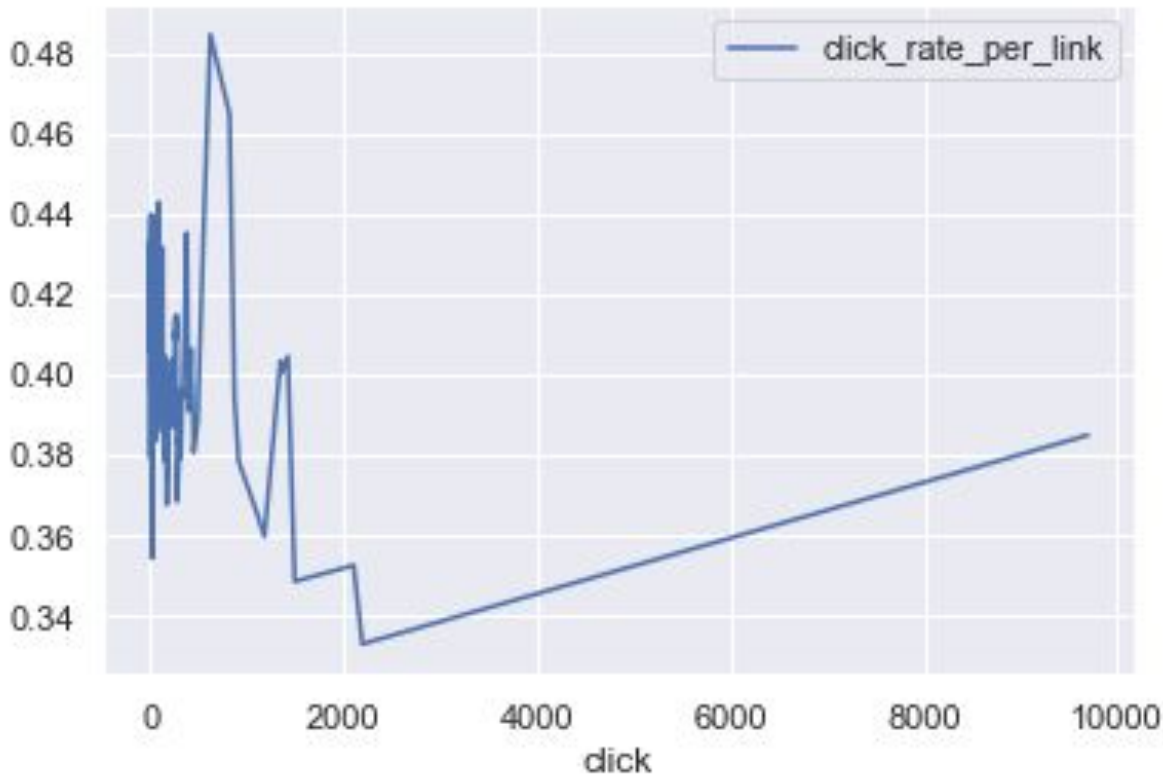
When compared to other countries, African countries have the bulk of the lowest pageviews. The average number of pageviews for the top ten least nations is 1.1.



Click Rate

58.77%

Click rate distribute across different links

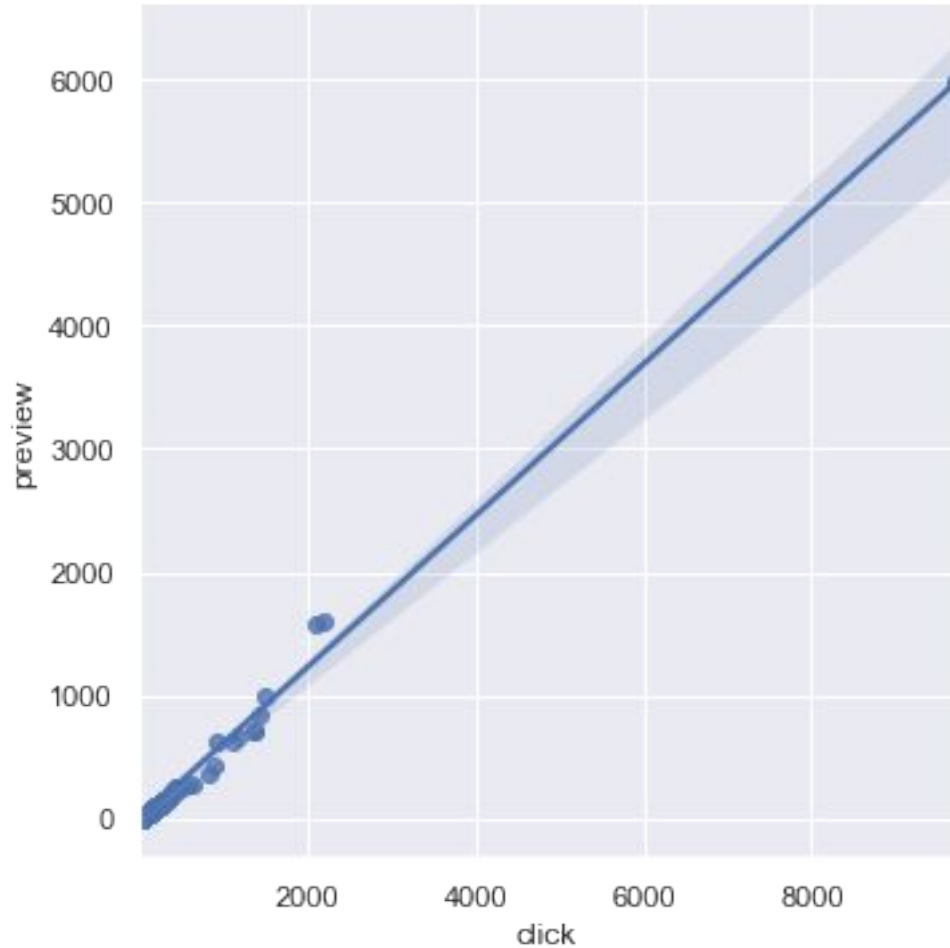


The average click rate per link is 1, It can be seen from the graph that majority of the click rate per link, is around 1 -1,500 clicks

Correlation between clicks and previews on a link



There is a perfect and strong relationship (99.6%) between click and previews on a link



$$\text{Preview} = 1.614 + 4.291 \text{ Click}$$

There is a positive effect of preview on click. The tendency that a page will be previewed is 161.4%

RECOMMENDATIONS

- African nations have a large population, hence, more blog posts should be addressed to them in order to enhance click rates.
- The European nations should be given special consideration even though they accounted for 18% of all pageviews.
- There is a strong correlation between previews and clicks; more appealing material should be provided to increase click rate.