College code-3105

310521104012-PHASE1

**WEBSITE TRAFFIC ANANALYSIS**

DATA ANALYTICS WITH COGNOS –GROUP 2

**Problem Statement :**

Develop a comprehensive website traffic analysis system that gathers, processes, and presents data to provide insights into user behaviour , source of traffic, popular content, and conversion rates, with the goal of optimizing the website's performance and user experience.

**Objectives**

The objective of website traffic analysis is to gather and analyze data related to a website's performance and user interactions. It aims to assess metrics like user behavior, traffic sources, demographics, and conversion rates. By understanding these insights, businesses can optimize their website, improve user experience, enhance content strategies, and make informed decisions to increase engagement, conversions, and overall effectiveness. Traffic analysis enables businesses to adapt to changing user preferences and market trends, ultimately driving growth and achieving their online goals.

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**DESIGN THINGING:**

Design thinking is a user-centered approach to problem-solving and innovation. When applying design thinking to website traffic analysis, consider the following steps:

1. **Empathize:**

- Understand the needs and goals of website owners or stakeholders.

- Gather insights from users to understand their behaviors and expectations.

- Identify pain points in the current traffic analysis process.

2. **Define:**

- Clearly define the problem you want to address with traffic analysis.

- Create a user persona for website owners, analysts, and other stakeholders.

- Develop a specific problem statement, e.g., "Improve website traffic analysis to increase user engagement."

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3. **Ideate:**

- Brainstorm creative solutions for traffic analysis.

- Explore various data sources and tools for collecting and analyzing website traffic.

- Encourage collaboration and generate diverse ideas.

4. **Prototype:**

- Create a prototype of the proposed traffic analysis system.

- Develop wireframes or mockups of the user interface for data visualization.

- Use rapid prototyping to test and refine the concept.

5. **Test:**

- Collect feedback from website owners and analysts on the prototype.

- Conduct usability testing to ensure the system is intuitive and efficient.

- Iterate and make improvements based on user feedback.

6. **Implement:**

- Develop the final website traffic analysis tool or platform.

- Integrate data sources such as Google Analytics, server logs, and user surveys

- Ensure data security and compliance with privacy regulations.

7. **Evaluate:**

- Monitor the performance of the traffic analysis system.

- Analyze key metrics and KPIs to measure its effectiveness.

- Continuously gather user feedback and make updates as needed.

**8. Iterate:**

- Use feedback and data-driven insights to make ongoing improvements.

- Adapt to changes in user behavior and technology trends.

- Consider scalability and future enhancements.

Throughout the design thinking process, keep the focus on improving the website's performance, user experience, and achieving the goals set in the definition phase. Engage stakeholders and end-users in every step to ensure the final traffic analysis solution meets their needs and expectations.