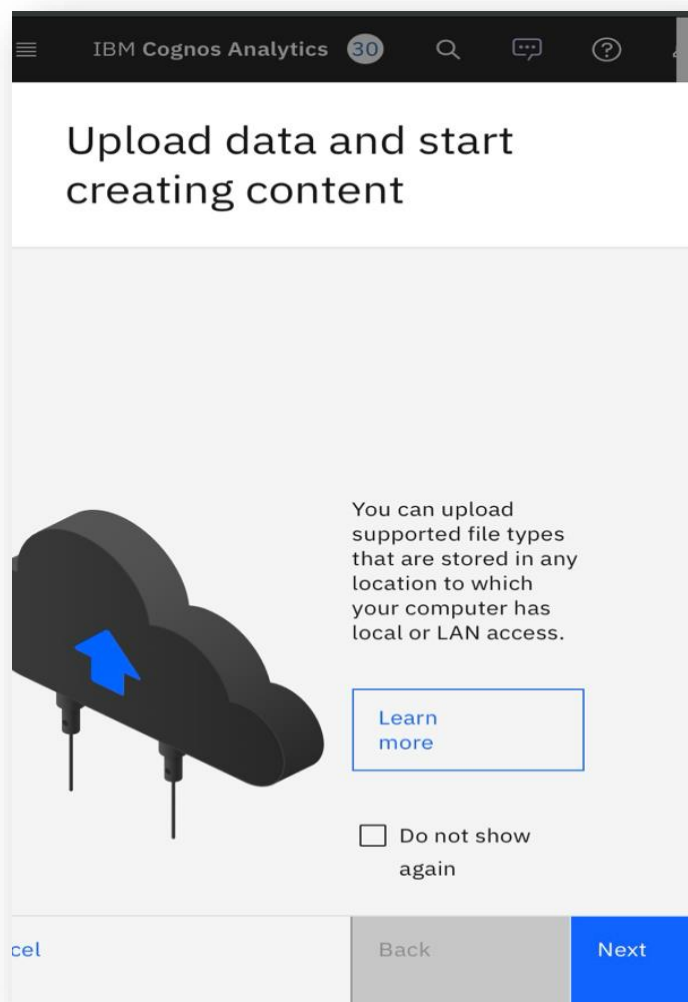


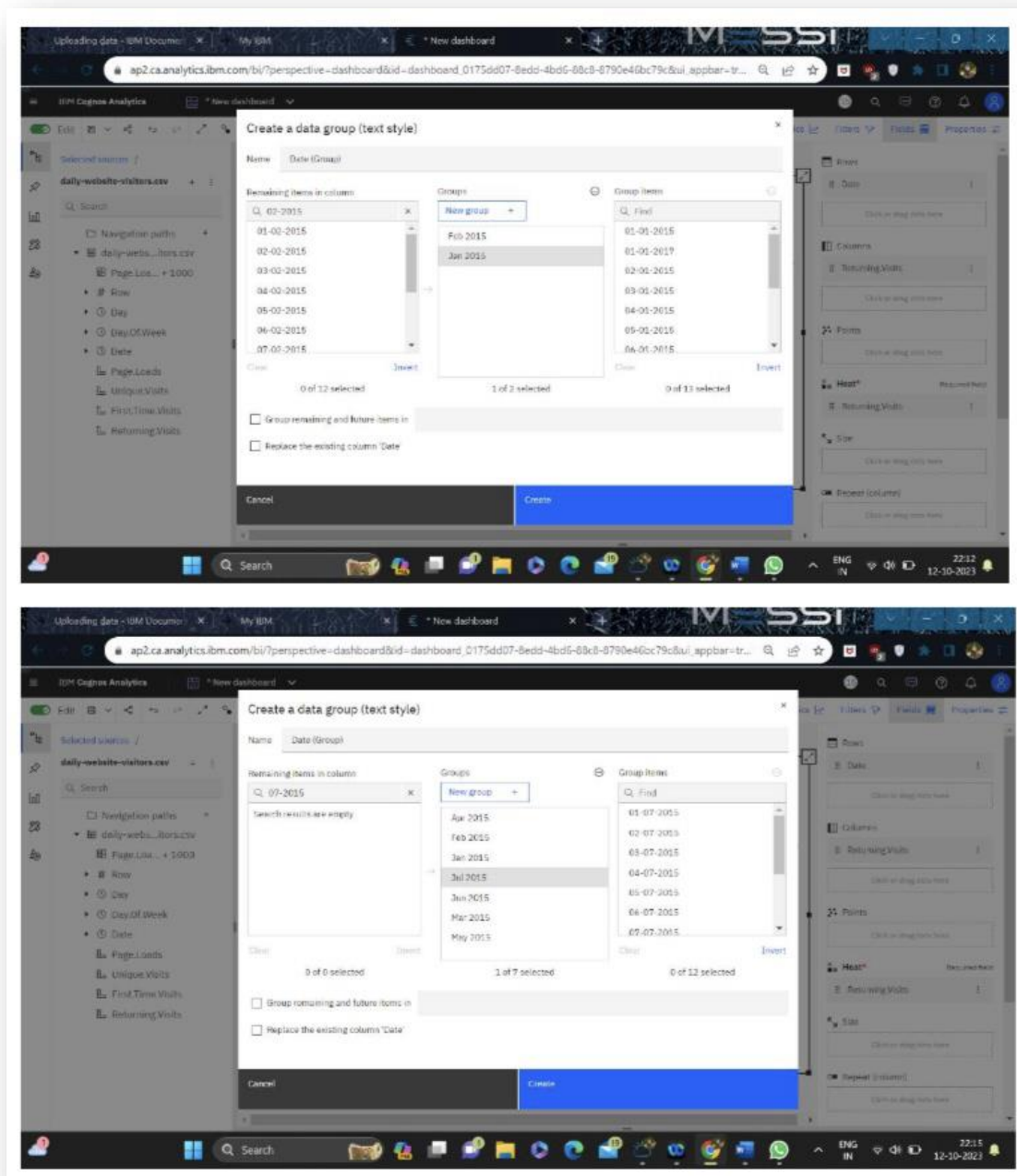
Website Traffic Analysis

Dataset Loading and Processing :

- In this phase we will be uploading the dataset which is already given in Kaggle in the SkillUp platform.
- First we have to access to the IBM Cloud services and IBM Cognos Analytics suit.
- By creating IBM Account and register as lite account for gaining access to the some premium membership accessibilities.
- A Lite account can use the features of IBM software of web applications upto a certain limits in time period , no.of sessions per month,storage limits etc.

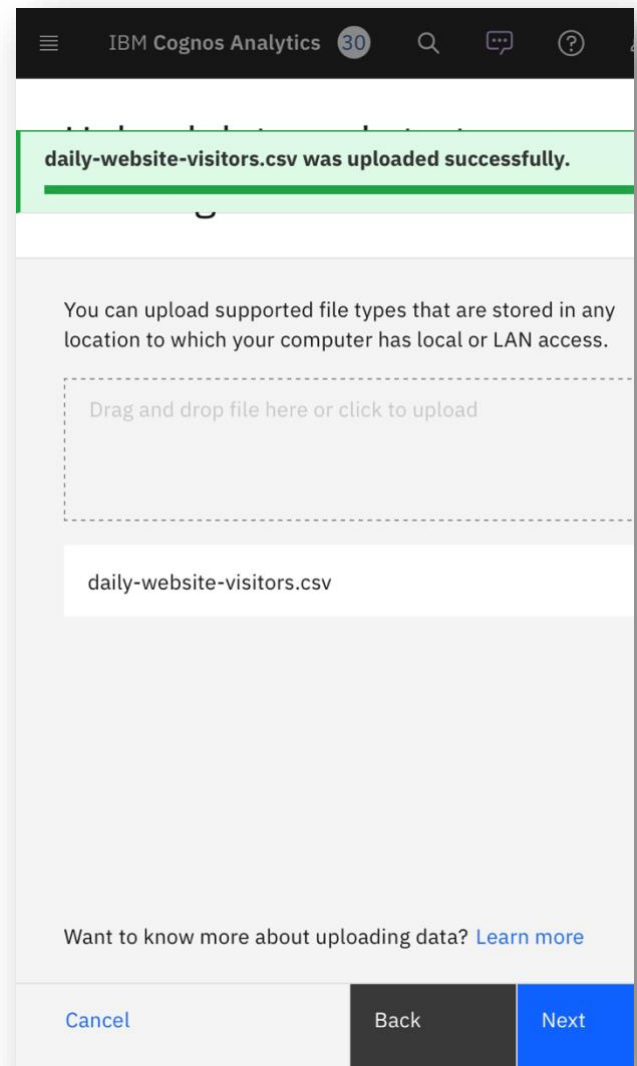
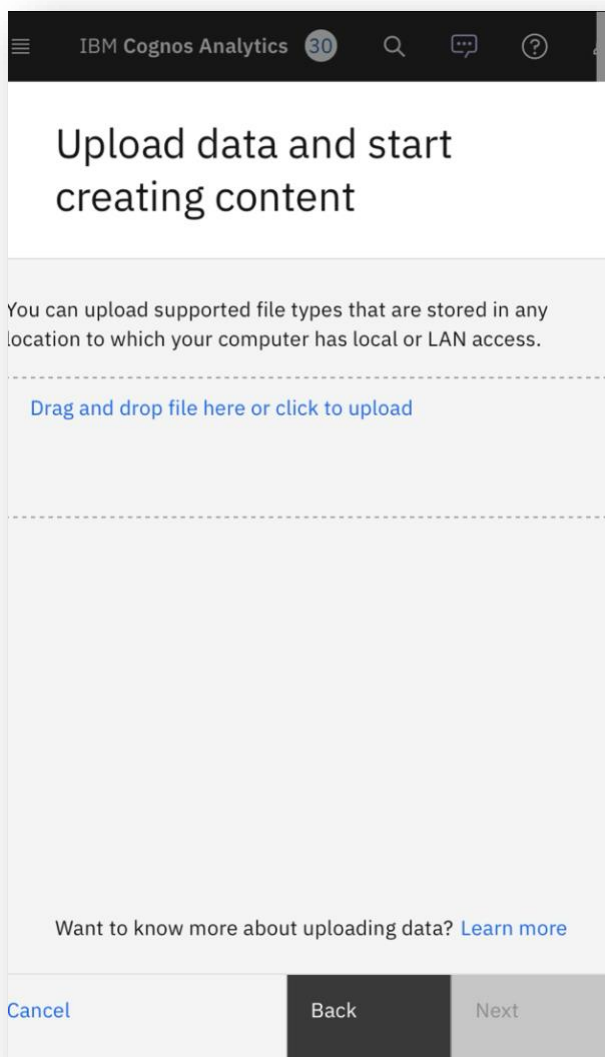


Preprocessing dataset:



- By uploading the supported file types that are stored in any location file. Clean the data by handling missing values , outliers , and data quality issues.

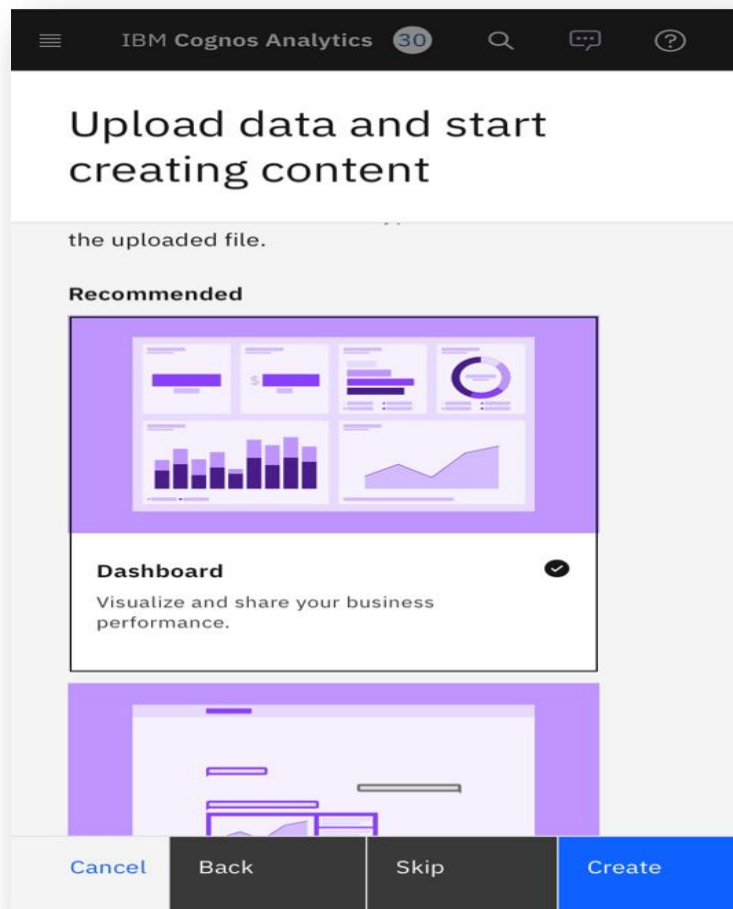
- Transform and reshape the data as needed . This might include feature engineering ,data aggregation ,or other data preparation
- This includes null value removal , formatting ,etc.



Analysis and Visualization:

- Conduct statistical analysis to understand the dataset's characteristics.
- Use IBM Cognos for descriptive and exploratory data analysis.

- Identify patterns, trends, and correlations within the data. Look for potential factors that may contribute to website traffic analysis.
- Create visualizations using IBM Cognos Analytics to present your findings. This might include: Histograms, scatter plots, and box plots to visualize data distributions and relationships.
- Line charts or time series visualizations to explore trends over time.
- Dashboards that summarize key insights in a user-friendly manner.



Dashboard Creation:

