1: **Problem Definition and Design Thinking**

**Project Definition:**

Web traffic analytics refers to collecting data about who comes to your Website and what they do when they get there. That data is crucial to building effective sales and marketing strategies. While most people assume more traffic is always better, that’s not always true.

**Design Thinking:**

To ensure your site is performing well and delivering conversions, you can deploy Website traffic analysis tools to identify key trends,

* How could we make the login process faster?
* How could we deliver value to our users without them having to log in?

This human-centered design process consists of five core stages Empathize, Define, Ideate, Prototype and Test. It’s important to note that these stages are a guide.

**Analysis Objectives:**

By understanding how visitors interact with your website, you can better tailor content and user experience to improve engagement and ultimately drive conversions.

**Data Collection:**

Website traffic analysis involves collecting and analyzing data about visitors to your site and their actions once they reach it.

**Visualization**:

Before you can visualize your website traffic data, you need to choose the right data source that can provide you with accurate, reliable, and relevant information.