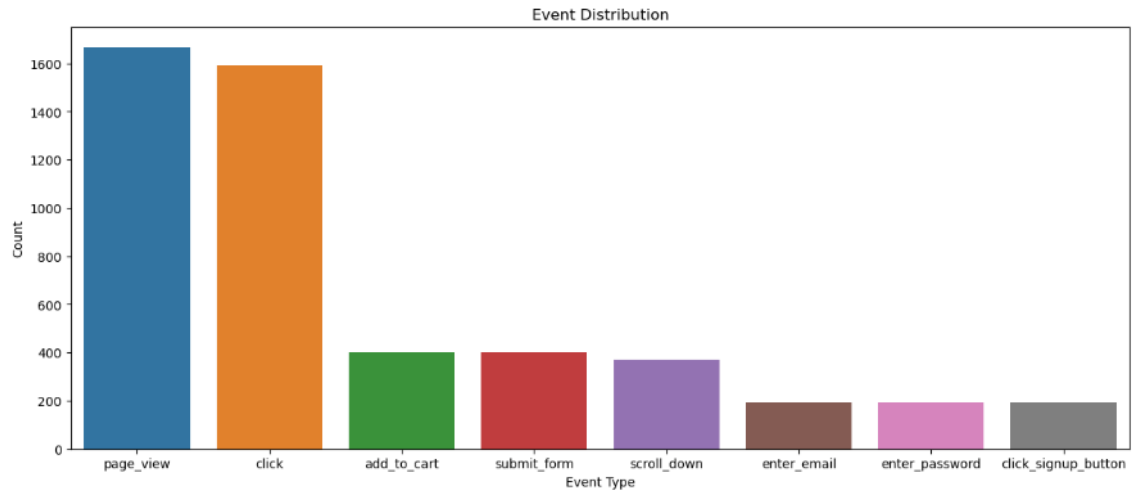


Key Performance Indicators (KPIs):

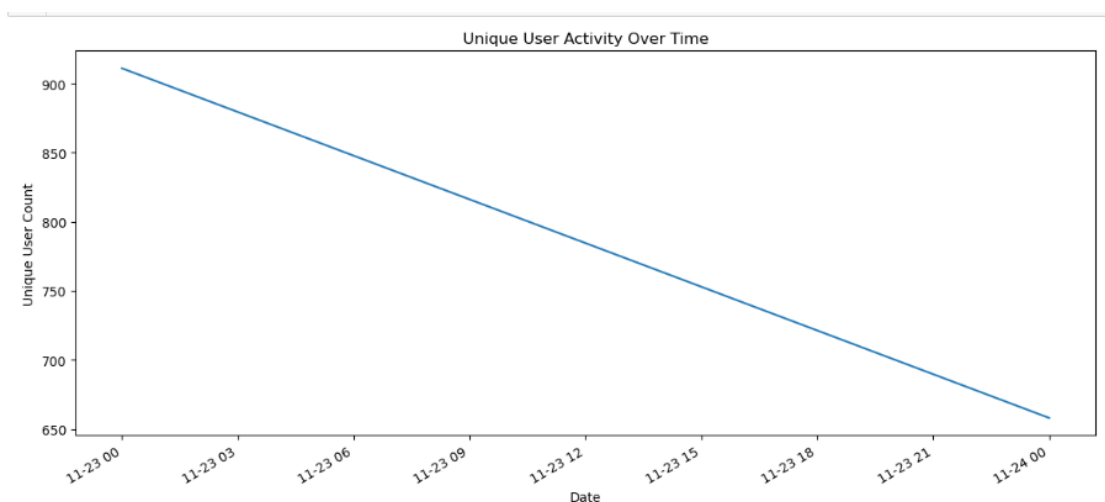
Event Distribution throughout the dataset:

As event Page_view is highest and click_signup_button is the lowest.



User activity over time (Unique Users)

As the visualisation shows us the users activity over time is declining.



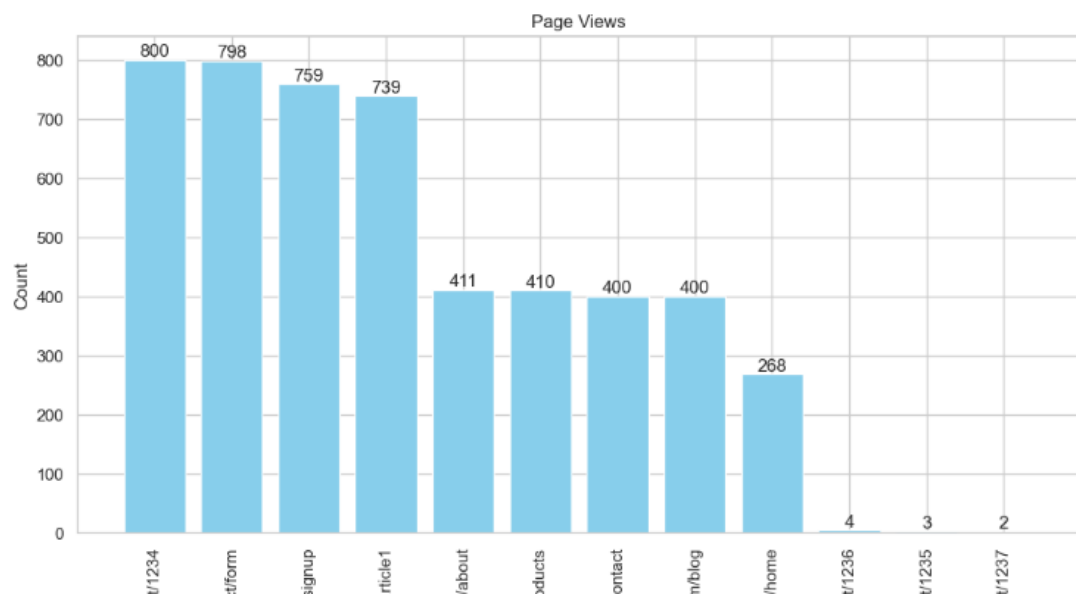
Page Views

Page Views:

page_url

https://www.example.com/product/1234	800
https://www.example.com/contact/form	798
https://www.example.com/signup	759
https://www.example.com/blog/article1	739
https://www.example.com/about	411
https://www.example.com/products	410
https://www.example.com/contact	400
https://www.example.com/blog	400
https://www.example.com/home	268
https://www.example.com/product/1236	4
https://www.example.com/product/1235	3
https://www.example.com/product/1237	2

Name: count, dtype: int64



<https://www.example.com/product/1234>

This page has the highest numbers of views in comparison with other pages.

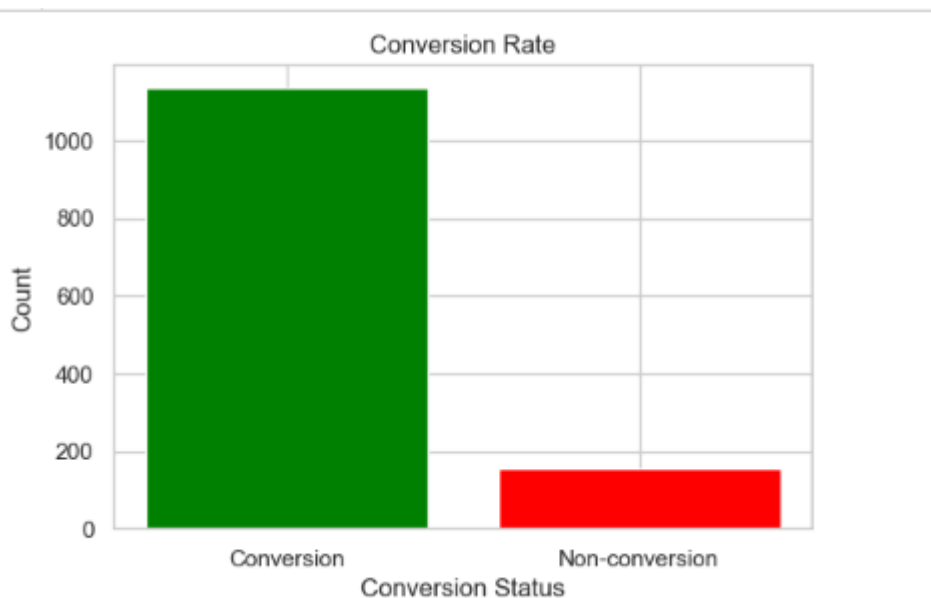
Count of events in dataset:

```
Events:
event
page_view      1668
click          1590
submit_form     400
add_to_cart     399
scroll_down    370
enter_email     190
enter_password  190
click_signup_button 190
Name: count, dtype: int64
```

Conversion Rate:

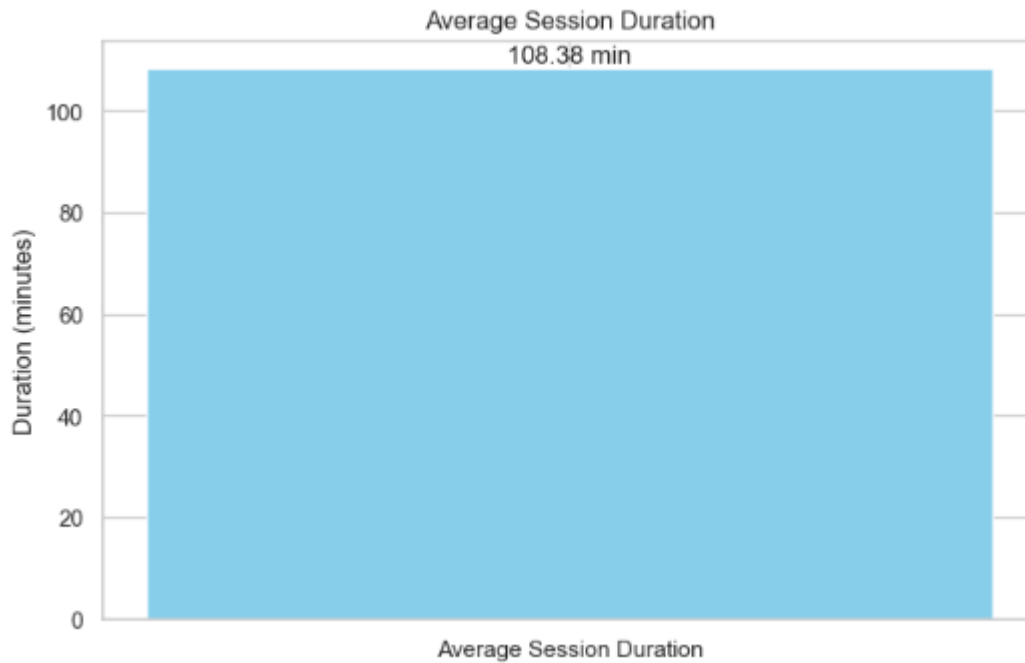
Conversion Rate: 88.06%

After the analysis of the dataset conversion rate is being calculated by number of users with click event divided by total users. It concluded the conversion rate of 88.06%

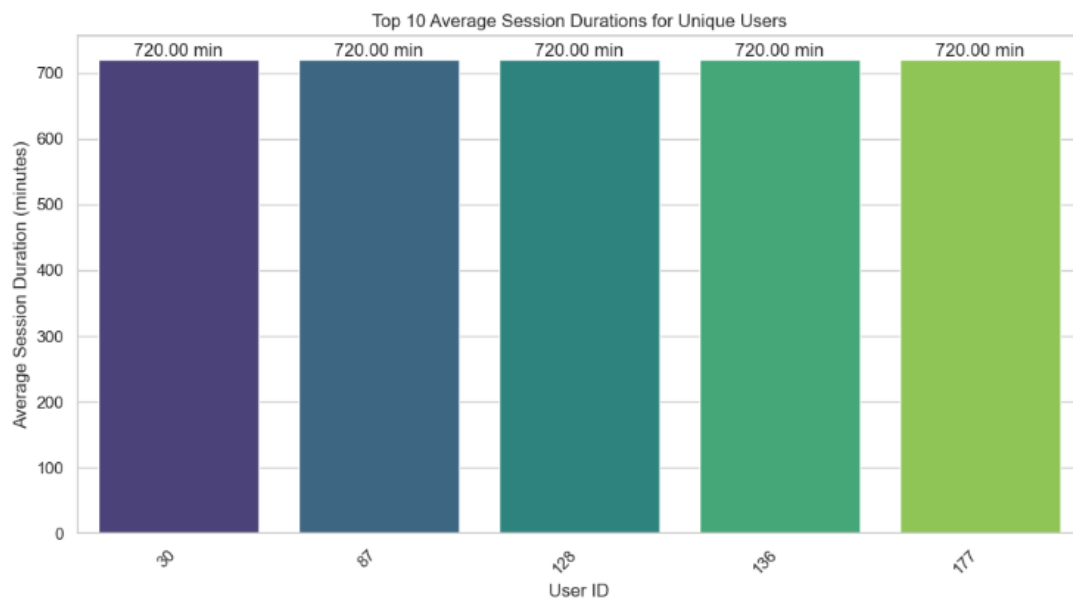


Average Session Duration

Average Session Duration: 0 days 01:48:22.724575128

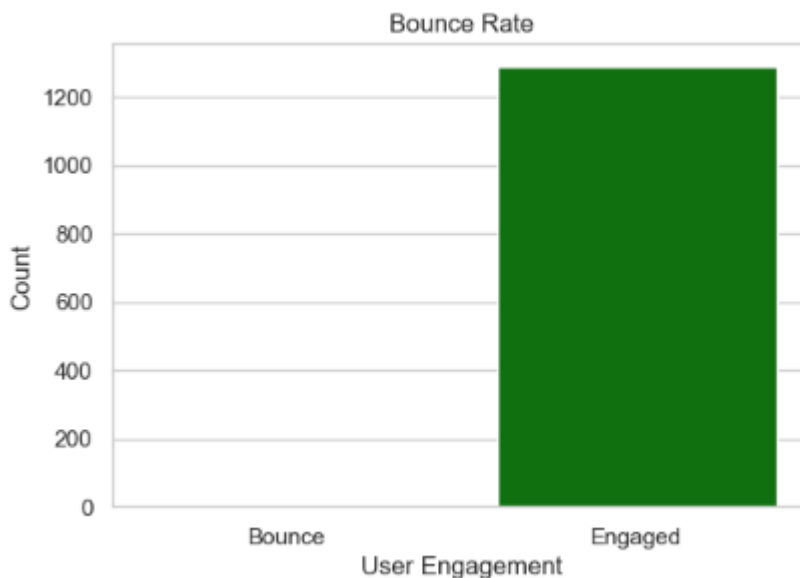


Top 5 average session duration for unique users:



Bounce Rate:

Bounce Rate: 0.08%



The bounce rate is calculated as the percentage of users with a single interaction. A bar plot is created to visualise the bounce rate, where one bar represents users who bounced (single interaction) and the other represents users who engaged further.

Conclusion:

In conclusion, this data analysis report serves as a valuable tool for making informed decisions and optimising business operations. By leveraging the insights gained, organisation can position itself strategically to enhance customer satisfaction, drive revenue growth, and stay competitive in the dynamic market.

Click-Through Rate (CTR):

Click-Through Rate (CTR): 123.18%

