

EDA REPORT: CLOTHING SHOP WEBSITE TRAFFIC DROP

Problem Statement: The clothing shop website has experienced a 10% decline in traffic. This report uses descriptive and exploratory data analysis to understand the impact and possible reasons.

Data Overview:

Before Drop: 10,000 visits

After Drop: 9,000 visits

Descriptive Analysis:

Average Visits: 9,500

Absolute Drop: 1,000 visits

Percentage Drop: 10%

Exploratory Analysis & Bar Chart Insight:

The bar chart comparison between the two periods clearly shows a downward trend in website traffic. This decline is significant and indicates potential business issues.

Possible Reasons:

Seasonality, reduced marketing activities, SEO ranking drop, website performance issues, and increased competition.

Conclusion:

The 10% traffic decline is significant and requires immediate action. Improving digital marketing, SEO, and website performance can help recover lost traffic.