1. An explanation of your approach
   1. Any initial/high-level observations of the dataset that we’ve shared
   2. Which analytical methods have you considered applying and why
2. Any code (eg. Python, SQL, R) that you’ve used in processing/analysing the data
3. Final output
   1. The executive summary of your findings. Imagine that you would be presenting this to the management team and you need to concisely communicate the 3-5 most important insights from your analysis that could influence strategic decision making.
   2. Any charts, tables or summarised outputs that support your conclusions above
   3. Your next steps if you had more time and resources (different analytical methods, more data etc)

**Business objective**

The objective is to understand the data (traffic, transaction, onsite behavior etc.) and provide 3-5 insights for the management team.

**Data**

The data includes randomized historical data of TourRadar’s website performance from Google Analytics. It has 623076 observations with 6 variables. They include: date, path, sessions, bounces, time\_on\_page and transactions.

**Analytics approach**

The approach to analyzing the data would be through exploratory analysis, RFM modelling and time-series modelling. Exploratory analysis would be used to get descriptive statistics, high level observations and correlations. RFM modelling would be used to identify interesting links between path, transactions and date. Finally, time series modelling would be used to observe interesting trends over time.

**Exploratory analysis**

**RFM Modelling**

**Forecasting**

**Insights & Recommendations**

**Next steps**

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