**About Dataset**

**Dataset Overview**

This dataset provides detailed information on website traffic, including page views, session duration, bounce rate, traffic source, time spent on page, previous visits, and conversion rate.

**Dataset Description**

* **Page Views**: The number of pages viewed during a session.
* **Session Duration**: The total duration of the session in minutes.
* **Bounce Rate**: The percentage of visitors who navigate away from the site after viewing only one page.
* **Traffic Source**: The origin of the traffic (e.g., Organic, Social, Paid).
* **Time on Page**: The amount of time spent on the specific page.
* **Previous Visits**: The number of previous visits by the same visitor.
* **Conversion Rate**: The percentage of visitors who completed a desired action (e.g., making a purchase).

**Data Summary**

* **Total Records**: 2000
* **Total Features**: 7

**Key Features**

1. **Page Views**: This feature indicates the engagement level of the visitors by showing how many pages they visit during their session.
2. **Session Duration**: This feature measures the length of time a visitor stays on the website, which can indicate the quality of the content.
3. **Bounce Rate**: A critical metric for understanding user behavior. A high bounce rate may indicate that visitors are not finding what they are looking for.
4. **Traffic Source**: Understanding where your traffic comes from can help in optimizing marketing strategies.
5. **Time on Page**: This helps in analyzing which pages are retaining visitors' attention the most.
6. **Previous Visits**: This can be used to analyze the loyalty of visitors and the effectiveness of retention strategies.
7. **Conversion Rate**: The ultimate metric for measuring the effectiveness of the website in achieving its goals.