Insights Report – Music Website Traffic Analysis

📌 **Key Performance Indicators (KPIs):**

- Total Clicks: 30,537
- Total Page Views: 69,013
- Total Events: 116,257
- Total Previews: 16,707

● The high number of events compared to clicks indicates strong user interaction beyond basic page visits.

📌 **Top Performing Content:**

- Top Artist: Tesher
- Top Track: Jalebi Baby

● Tesher consistently dominates overall traffic, indicating strong global popularity.

● Jalebi Baby is the highest engagement track, driving a significant portion of total clicks and previews.

📌 **Geographic Distribution:**

● Top 5 Countries by Traffic Contribution:
  - United States – 21%
  - India – 16%
  - France – 9%
  - Saudi Arabia – 6%
  - United Kingdom – 4%

● The United States and India together account for a major share of total engagement.

● Traffic distribution highlights strong international reach with region specific audience concentration.

📌 **Day Wise User Behavior:**

- Highest Click Through Rates: Sunday, Friday, Saturday
- Lowest Click Through Rate: Tuesday

● Weekend days show significantly higher engagement, indicating increased user activity during leisure periods.
● Tuesday represents a low engagement day, suggesting reduced weekday interaction.

📌 **Top 05 Artists by Engagement:**

- Tesher
- Anne-Marie
- Tundra Bears
- Roddy Ricch
- Olivia Rodrigo

● The artist list reflects a mix of global pop and contemporary music preferences.

● Top artists demonstrate consistent user interest across different regions.

📌 **Top 05 Tracks / Albums by Engagement:**

- Jalebi Baby
- Beautiful
- Beautiful Days
- Late At Night
- Ily (I Love You Baby) feat. Emilee

● These tracks contribute significantly to total clicks and previews.
● Popular tracks span multiple artists, indicating diverse listening behavior.

📌 **Date Wise Traffic Trends:**

- Highest Click Rate: 22nd August 2021
- Lowest Click Rate: 24th August 2021

● Sudden traffic spikes suggest the impact of releases, promotions, or viral exposure.
● Drop in engagement on specific dates highlights the importance of timing for content promotion.

📌 **Key Observations & Business Insights:**

- A small group of artists and tracks drive the majority of traffic.
- User engagement is significantly higher on weekends compared to weekdays.
- Geographic insights reveal strong potential for region specific marketing strategies.
- High preview and event counts suggest users actively explore content rather than exiting early.

🟡 **Recommendations:**

- Prioritize promotional campaigns for top performing artists and tracks.
- Schedule major releases or promotions closer to weekends to maximize engagement.
- Focus marketing efforts on high traffic countries such as the US and India.
- Leverage date based trends to optimize content publishing schedules.