**Website Traffic Forecasting**

Website Traffic Forecasting means forecasting traffic on a website during a particular period. It is one of the best use cases of Time Series Forecasting.

Forecasting traffic on a website during a time period helps a business prepare marketing strategies in advance to increase traffic on their website when the expected traffic is low.

Here is a daily traffic data of a website we collected. Below are all the features in the data:

1. Date: Date of the record
2. Views: Total number of views in the day

Forecast traffic on the website by analysing the past year’s traffic data of the website.