WEBSITE TRAFFIC ANALYSIS

Phase 1: Problem Definition and Design Thinking

Project Definition:

The project involves IBM cognos

Website traffic analysis is the process of examining and understanding the traffic patterns and behavior of visitors on a website. It involves gathering and analyzing data to gain insights into the performance of a website, understand visitor preferences, and identify opportunities for improvement.

Design Thinking:

1. ANALYSIS OBJECTIVES:Website traffic analysis tools help you identify the types of users that visit your website, their interests, and every action they take on your web pages. As a result, you'll discover how to improve user experience (UX) and get a clearer picture of how well your website is performing.
2. DATA COLLECTION:Website traffic data provides comprehensive information and metrics on websites and their number of visitors, number of users, number of clicks, duration of the visits, how they reached the sites, their search intent, bounce rates, conversion rates, and the trends derived from all of this information.
3. VISUALIZATION:

   Before you can visualize your website traffic data, you need to choose the right data source that can provide you

with accurate, reliable, and relevant information. There are many tools and platforms that can help you collect and measure your website traffic data, such as Google Analytics, Adobe Analytics, or Matomo.

4.PYTHON INTEGRATION:Collecting and preprocessing website traffic data using Python. Before we can analyze website traffic using matplotlib, we need to collect and preprocess the relevant data. There are several ways to collect website traffic data, including website analytics tools, server logs, or custom-built scripts.