Web Traffic Analysis | User Engagement and Conversion Insights

28.5%	98.21%	3.02	2,000
Average Bounce Rate	Average Conversion Rate	Average Session Duration	Total Visits

Visit Count by Source

- 428 (21.4%)
- 216 (10.8%)
- 786 (39.3%)
- 301 (15.1%)
- 269 (13.5%)
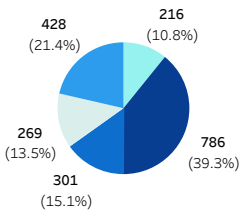
Legend: Direct, Organic, Referral, Social, Paid

Average Session Duration(min)
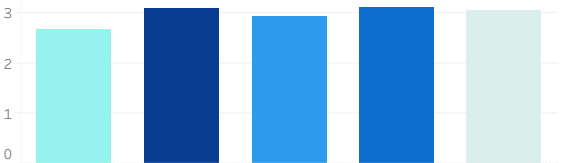
Bounce & Conversion by Source

Traffic Source	Avg. Bounce Rate	Avg. Conversion Rate
Direct	28.46%	97.87%
Organic	28.18%	98.23%
Paid	29.60%	97.90%
Referral	26.63%	98.77%
Social	29.63%	98.27%

Average Session Duration(min) by Visitor Type
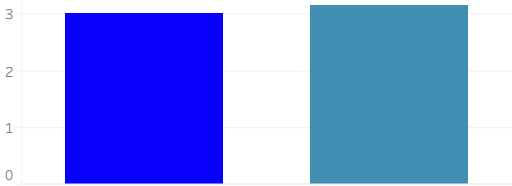
Legend: Returning Visitor, New Visitor

Average Conversion Rate by Visitor Type

Legend: Returning Visitor, New Visitor
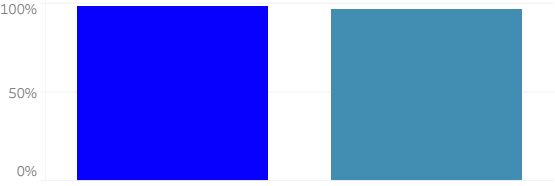
Summary Insight:

The site shows strong engagement with a **98.21% conversion rate** and a **low 28.5% bounce rate**.

-**Organic** is the top traffic source (39.3%).
-**Referral traffic** performs best with the **lowest bounce** and **highest conversion**.
-**Paid and Social** have higher bounce rates.
-**Returning visitors** convert slightly better and stay longer.

Recommendation:

-Focus on growing **referral and organic traffic**.
-Improve **Paid** and **Social** campaigns...