WEBSITE TRAFFIC ANALYSIS

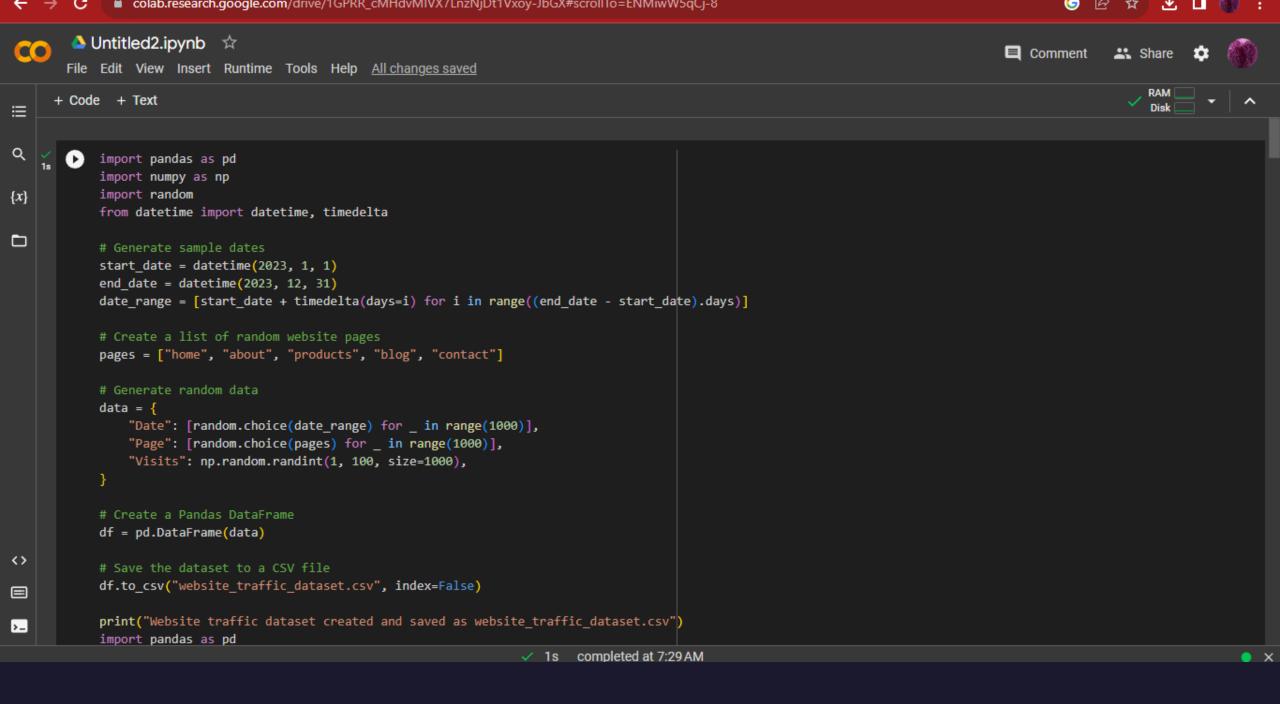
Performing Differrent analysis and Visualizatipon using IBM Cognos

AGENDA

- Introduction
- Processing techniques
- Visualization using IBM cognos
- conclusion

INTRODUCTION

• A website traffic analysis project involves the collection, processing, and analysis of data related to the interactions and behaviors of users on a website. This type of project aims to provide insights into how visitors are engaging with a website, allowing website owners and administrators to make informed decisions for optimizing user experience and achieving specific business goals.



CONCLUSION

• In conclusion, the Website Traffic Analysis Project serves as a fundamental component of website management and digital marketing strategies. By collecting, processing, and analyzing user data, this project provides invaluable insights into how visitors interact with a website. The outcomes of such analysis empower website owners and administrators to make informed decisions for optimizing user experiences, content strategies, conversion rates, search engine rankings, and marketing effectiveness.

