

## Analytics Case Study

This is a hands-on assignment that will give you the opportunity to showcase your data wrangling, visualization, interpretive skills & storytelling abilities. You are expected to complete this by yourself.

### Description:

You're working in the traffic analytics team! You're given all website traffic data between 10/1/2017 - 7/31/2018. Early 2018, the website was impacted by a google algorithm update that disrupted search rankings and ultimately caused significantly fewer non-paid search engine traffic to the website. You are asked to complete a deep dive & impact analysis. Build a deck to present your findings to the executive board.

You are free to use any methods you like to do this. Considering the time limitation, Tableau is one good choice for making visualizations, but you may use any other software.

### You are advised to present the following (but not limited to):

- Describe the timeline of the google algorithm update
- Quantify the traffic impact of the google algorithm update
- Highlight performance & activity of noteworthy segments
- Prepare a breakdown of any methodologies in the appendix

### Data:

4.3M Records. Daily & segmented aggregated session volume data

File: 

### Data Dictionary:

- session\_date (calendar date)
- search\_engine (applicable search engine used prior to entry)
- mkt\_channel (traffic channel)
- is\_paid\_traffic (true/false if resulting from paid traffic campaigns)
- platform\_type (device category)
- entry\_page (entry point page name)
- page\_rollup (entry point page group)
- session\_count (aggregate entry sessions metric)