

**KGISL Institute of Technology**

**Course Name: Data Analytics**

## **Project Name: Website Traffic Analysis**

Problem Statement: The problem at hand is to conduct a comprehensive analysis of website traffic for [Company/Website Name] in order to gain valuable insights into user behavior, optimize website performance, and enhance overall user experience. This analysis aims to address several key questions and challenges.

Description: Website traffic analysis involves the examination and interpretation of data related to the visitors and their interactions with a website. This process provides valuable insights into user behavior, website performance, and the effectiveness of online strategies. Here's an overview of the key components and steps involved in website traffic analysis.

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