**Library Website Traffic Analysis**

**Analysis Date:** September 22, 2025  
**Data Period:** September 2020 – September 2025 (61 months, 5 years)

**KEY METRICS**

**Site-Wide Traffic**

* **Median (all months):** 8,903 visits/month
* **Median (August only):** 8,089 visits/month
* **Reduction:** 814 visits → **−9.1%**

**Service-Level Reductions (Page Views)**

* **Home Page:** −9.5% (598 fewer visits)
* **Databases:** −6.4% (119 fewer visits)
* **eJournals & eBooks:** −14.3% (73 fewer visits)
* **Subject Portals:** −8.4% (10 fewer visits)
* **Ask a Librarian (support page views):** −5.2% (4 fewer visits)

**Ticketing System (All Requests Over 5 Years)**

* **Median (all months):** ~350 tickets/month
* **Median (August only):** ~143 tickets/month
* **Reduction:** ~207 tickets → **−59%**

**CONCLUSION**

Five years of convergent evidence confirm that **August is consistently the lowest-demand month** across both **website usage** and **support ticket workload**:

* **Website traffic:** −9.1% (814 fewer visits)
* **Tickets:** −59% (~200 fewer requests)
* **Service pages:** All major categories show August reductions