Website traffic analysis

Dataset Used: traffic.csv

Dataset Description

The website traffic dataset contains information related to user visits and page activity.
Main columns in the dataset are:

Date, Page Views, Sessions, Traffic Source, Bounce Rate.

Sample Dataset View (Extract)

Date – Page Views – Traffic Source
01-01-2024 – High – Direct
02-01-2024 – Medium – Search
03-01-2024 – High – Social

Analysis

Dataset analysis shows that website traffic varies on different days. Some days receive higher visits, while other days show moderate traffic. Traffic sources also differ across sessions.

Conclusion

Website traffic dataset analysis helps understand user engagement and improve website performance.