# Business Problem

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The website exhibits varying user engagement metrics across different marketing channels. While traffic volume appears consistent, engagement indicators such as session duration, engagement rate, and events per session show noticeable variation. This inconsistency indicates potential inefficiencies in the channel strategies or misalignment between user expectations and delivered content. To refine digital marketing strategies and enhance user experience, a detailed analysis is required to uncover insightful patterns and correlations within the dataset.

## Research Questions

To investigate and address the business problem, the following research questions are proposed:

1. How does user engagement vary across different default channel groups?
2. Which channels exhibit the highest and lowest average engagement time per session?
3. What is the relationship between engaged sessions per user and events per session across channels?
4. Do some channels contribute disproportionately to total event count despite having fewer sessions?
5. Is there a correlation between engagement rate and number of sessions for each channel group?
6. Which channels consistently underperform or outperform others in multiple engagement metrics?