**Project 1: Website Traffic Analysis**

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**Phase 1: Problem Definition and Design Thinking**

In this part you will need to understand the problem statement and create a document on what have you understood and how will you proceed ahead with solving the problem. Please think on a design and present in form of a document.

**Project Definition:**The project involves analyzing website traffic data to gain insights into user behavior, popular pages, and traffic sources. The goal is to help website owners enhance the user experience by understanding how visitors interact with the site. This project encompasses defining the analysis objectives, collecting website traffic data, using IBM Cognos for data visualization, and integrating Python code for advanced analysis.

**Design Thinking:**

1. Analysis Objectives: Define the key insights you want to extract from the website traffic data, such as identifying popular pages, traffic trends, and user engagement metrics.
2. Data Collection: Determine the data sources and methods for collecting website traffic data, including page views, unique visitors, referral sources, and more.
3. Visualization: Plan how to visualize the insights using IBM Cognos to create meaningful dashboards and reports.
4. Python Integration: Consider incorporating machine learning models to predict future traffic trends or user behavior patterns.

**Dataset Link:**[**https://www.kaggle.com/datasets/bobnau/daily-website-visitors**](https://www.kaggle.com/datasets/bobnau/daily-website-visitors)

**Assignment Notebook Submission**

File Naming Convention: **DAC\_Phase1**

After completion upload your file to your private GitHub account. Please give access to your faculty evaluators of your college and industry evaluator [ [IndustryEvaluator@skillup.online](mailto:IndustryEvaluator@skillup.online" \t "[object Object]) ] to your private GitHub repository for evaluation process

Go to the Project Submission Part 1 section and add your college code, the link of your GitHub in the space provided, upload your documents, and click on submit.

PROJECT SUBMISSION PHASE 1

This assignment has several steps. In the first step, you'll provide a response to the prompt. The other steps appear below the **Your Response** field.

1. **Your Response**

due Dec 31, 2023 05:30 IST (in 3 months)**IN PROGRESS**

Enter your response to the prompt. You can save your progress and return to complete your response at any time before the due date (Sunday, Dec 31, 2023 05:30 IST). **After you submit your response, you cannot edit it**.

Top of Form

* 1. **The prompt for this section**

Please enter your **college code** in the below text box.

**Your Response (Required)**



* 1. **The prompt for this section**

Please paste your **GitHub Link** in the below text box.

**Note**: Please give access to your faculty evaluators of your college and industry evaluator [ IndustryEvaluator@skillup.online] to your private GitHub repository for evaluation process.

**Your Response (Required)**



* + - Save your progress

YOUR SUBMISSION STATUS:**THIS RESPONSE HAS NOT BEEN SAVED.**

**File Uploads (Required)**

* 1. Select one or more files to upload for this submission. Supported file types: .pdf, .doc, .ipynb, .docx, .py, .pptxUpload files

You may continue to work on your response until you submit it.

Bottom of Form

* 1. Submit your response and move to the next step

1. **Assess Your Response**

due Dec 31, 2023 05:30 IST (in 3 months)**NOT AVAILABLE**

1. **Your Grade: Not Started**

Faculty Mentor Evaluation

10.0 points possible

Your results will be evaluated by the faculty mentor post which the marks will be visible at your end.

Industry Mentor Evaluation

10.0 points possible

Your results will be evaluated by the industry mentor post which the marks will be visible at your end.