SEO Data Analysis

* Shop with ‘shop\_id 7682’ has the most clicks per vertical with clicks count of 2,353,978.
* The data spans from the month of April to September for the year 2020.

1. In April,2020 there have been 33,413 clicks and 3,031,006 sessions.
2. In May,2020 there have been 43,647 clicks and 3,925,880 sessions.
3. In June,2020 there have been 33,238 clicks and 2,764,966 sessions.
4. In July,2020 there have been 34,258 clicks and 3,326,134 sessions.
5. In August,2020 there have been 35,121 clicks and 3,360,800 sessions.
6. In September,2020 there have been 36,823 clicks and 3,680,266 sessions.

* We have in total 216500 brands clicked on from the period of April,2020 to September,2020. The average number of brands for the entire period is 36,084.

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* Vertical has 10,977,164 clicks and 20,089,052 sessions in total.
* If number of sessions is more than number of clicks than it can be said that the engagement of the shop is positive. That means they are growing. In the entire Dataset, most of the shops have positive engagements. Dataset has 96.97% positive engagements and 3.02% negative engagements. Positive engagement indicates growth.
* Amongst the categories, Clothing has highest number of clicks and sessions as well as positive engagements. That means there is a huge demand in clothing category. So, if we want to grow the shops with few clicks, Clothing is the category to consider.
* Less number of Clicks and Sessions indicates low performance. Therefore the subcategories with less number of clicks and sessions are Oktoberfest shoes, Wedding shoes, Warmers, Suspenders, Rubber Shoes, Headphones, Cufflinks, Patent leather shoes, Bow Ties, Boat Shoes.
* From the above analysis, it can be confirmed that clothing category is in most demand.
* Most of the shops received positive engagement resulting growth.
* There is no considerable growth in number of brands we have per month.
* People in Germany are less interested in Accessories as compared to Clothing and Shoes.