**WEBSITE TRAFFIC ANALYSIS**

**PHASE-3**

**DEVELOPMENT PART-1**

To start building the website traffic analysis using IBM Cognos for visualization, you'll want to define the objectives of the analysis and load the website traffic data from the provided source. You'll also need to process and clean the collected data to ensure its accuracy and consistency. Here are the steps you can follow:

**Step 1: Define Objectives of the Analysis**

- Clearly outline the specific objectives you want to achieve with this analysis. This might include understanding user behavior, identifying popular pages, tracking traffic trends, or evaluating user engagement metrics.

**Step 2: Data Download and Exploration**

- Download the "Daily Website Visitors" dataset from the Kaggle source you mentioned (https://www.kaggle.com/datasets/bobnau/daily-website-visitors).

- Begin by exploring the dataset to understand its structure, including column names, data types, and the range of values.

**Step 3: Data Cleaning and Preprocessing**

- Address missing data: Identify and handle any missing values in the dataset, either by imputing them or removing rows with missing data.

- Handle duplicates: Check for and remove duplicate entries if necessary.

- Outliers: Analyze the dataset for outliers that might affect the accuracy of your analysis. Decide whether to handle them or not based on your objectives.

- Data format: Ensure that date or time-related fields are in the correct format for analysis.

- Data consistency: Check for data consistency issues and address them. This might include standardizing text fields, handling categorical variables, and more.

**Step 4: Data Integration (Optional)**

- If you have other data sources relevant to website traffic (e.g., server logs, additional analytics data), consider integrating them with the "Daily Website Visitors" dataset for a more comprehensive analysis.

**Step 5: Data Import to IBM Cognos**

- Set up a data connection from IBM Cognos to the cleaned and preprocessed dataset.

- Import the data into your Cognos environment for further analysis.

After completing these steps, you will have a well-prepared dataset in IBM Cognos, ready for the next stages of your website traffic analysis project, which include data modeling, report and dashboard creation, data visualization, and more. Defining clear objectives and ensuring data accuracy and consistency are essential for a successful analysis.