**Website data analysis steps guide**

1. Import all the necessary library which are used in the project.
2. Read that file.
3. Import successed.
4. Working on the data cleaning

Cleaning:

1. Unnamed column get solved.
2. Set the columns names properly.
3. Check all the data as their datatypes.
4. If required then changed their datatypes for the better analysis.
5. Set them in a proper manner in dataset.
6. Doing the basic statistics on them.

After doing cleaning the data now get visualized and solve the problems:

1. What patterns or trends can you observe in website session and users over time?
2. Which marketing channel brought the highest number of users to the website, and how can we use this insight to improve traffic from other sources?
3. Which channel has the highest average engagement time, and what does that tell us about user behavior and content effectiveness?
4. How does engagement rate vary across different traffic channels?
5. Which channel are driving more engaged session compared to no-engaged ones, and what strategies can improve engagement in underperforming channels?
6. At what hours of the day does each channel drive the most traffic?
7. Is there any correlation between high traffic(session) and high engagement rate over time?