

▼ 1. Data Cleaning & Preprocessing

```
import pandas as pd

df = pd.read_csv('traffic.csv')
df.head()
```

	event	date	country	city	artist	album	track	isrc	linkid
0	click	2021-08-21	Saudi Arabia	Jeddah	Tesher	Jalebi Baby	Jalebi Baby	QZNWQ2070741	2d896d31-97b6-4869-967b-1c5fb9cd4bb8
1	click	2021-08-21	Saudi Arabia	Jeddah	Tesher	Jalebi Baby	Jalebi Baby	QZNWQ2070741	2d896d31-97b6-4869-967b-1c5fb9cd4bb8
2	click	2021-08-21	India	Ludhiana	Reyanna Maria	So Pretty	So Pretty	USUM72100871	23199824-9cf5-4b98-942a-34965c3b0cc2
..	..	2021-..	Simone & Simaria.	No Llores	No Llores	..	35573248-4e49-47c7-af80-..

```
df.rename(columns={
    'date': 'event_date'
}, inplace=True)
```

```
df['event_date'] = pd.to_datetime(df['event_date'])
```

```
df.isnull().sum()
```

	0
event	0
event_date	0
country	11
city	11
artist	37
album	5
track	5
isrc	7121
linkid	0

```
dtype: int64
```

```
df['country'] = df['country'].fillna('Unknown')
df['city'] = df['city'].fillna('Unknown')
df['artist'] = df['artist'].fillna('Unknown Artist')
df['album'] = df['album'].fillna('Unknown Album')
df['track'] = df['track'].fillna('Unknown Track')
df['isrc'] = df['isrc'].fillna('Unknown ISRC')
```

```
df.isnull().sum()
```

```
0  
event      0  
event_date  0  
country     0  
city        0  
artist       0  
album        0  
track        0  
isrc         0  
linkid       0  
  
dtype: int64
```

▼ 2. Basic Metrics

```
total_events = len(df)  
total_events
```

```
226278
```

```
total_sessions = df['linkid'].nunique()  
total_sessions
```

```
3839
```

```
total_users = total_sessions  
total_users
```

```
3839
```

```
avg_clicks_per_session = total_events / total_sessions  
avg_clicks_per_session
```

```
58.941911956238606
```

▼ 3. Bounce Rate Analysis

```
clicks_per_session = df.groupby('linkid').size()  
  
bounced_sessions = clicks_per_session[clicks_per_session == 1].count()  
  
bounce_rate = (bounced_sessions / total_sessions) * 100  
bounce_rate  
  
np.float64(34.01927585308674)
```

```
Start coding or generate with AI.
```

▼ 4. Content Performance

```
df['artist'].value_counts().head(10)
```

	count
artist	
Tesher	40841
Anne-Marie	10650
Tundra Beats	9751
Surf Mesa, Emilee	7533
DMNDS, Strange Fruits Music, Fallen Roses, Lujavo, Nito-Onna	5512
Reyanna Maria	5437
Shawn Mendes, Tainy	5409
50 Cent, Olivia	5367
Roddy Ricch	5093
Olivia Rodrigo	4115

dtype: int64

```
df['track'].value_counts().head(10)
```

	count
track	
Jalebi Baby	40841
Beautiful	10658
Beautiful Day	9751
ily (i love you baby) (feat. Emilee)	7533
So Pretty	5664
Calabria (feat. Lujavo & Nito-Onna)	5512
Summer of Love (Shawn Mendes & Tainy)	5409
Candy Shop	5375
Late At Night	5036
Build a Bitch	3879

dtype: int64

▼ 5. Geographic Analysis

```
df['country'].value_counts().head(10)
```

	count
country	
Saudi Arabia	47334
India	42992
United States	32558
France	15661
Iraq	8260
United Kingdom	5970
Pakistan	5644
Germany	4794
United Arab Emirates	3702
Turkey	3514

dtype: int64

```
df['city'].value_counts().head(10)
```

city	count
Jeddah	22791
Riyadh	17454
Unknown	16672
Hyderabad	3682
Dammam	3276
Erbil	3105
Kuwait City	3010
Lucknow	2808
Muscat	2717
Delhi	2567

dtype: int64

6. Visualizations

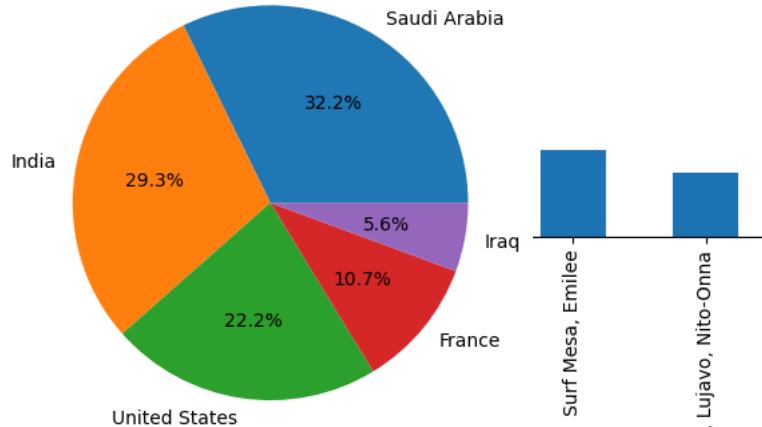
```
import matplotlib.pyplot as plt

df['artist'].value_counts().head(5).plot(kind='bar')
plt.title('Top Artists by Clicks')
plt.ylabel('Clicks')
plt.show()
```

Top Artists by Clicks

```
df['country'].value_counts().head(5).plot(kind='pie', autopct='%1.1f%%')
plt.title('Top Countries by Traffic')
plt.ylabel('')
plt.show()
```

Top Countries by Traffic



Key Insights

- The dataset contains a high volume of click events, indicating strong overall activity.
- User engagement is healthy, with a bounce rate of approximately 34%.
- A small number of artists and tracks generate the majority of traffic.
- Traffic is concentrated in specific countries and cities, suggesting opportunities for targeted marketing.

Final Insights & Conclusion

The analysis shows strong user engagement with an average of nearly 59 clicks per session. While the bounce rate is around 34%, most users interact beyond a single click. Content performance is driven by a small number of top artists and tracks, and traffic is concentrated in specific countries and cities.