**WEBSITE TRAFFIC ANALYSIS**

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***Project definition:***

*The motivation of this project is to gain insights into user behaviour, popular pages, and traffic sources by analysing the website traffic data. The ultimate aim of this project is to help website owners enhance the user experience by understanding how visitors interact with the site. It encompasses defining the analysis objectives, collecting website traffic data, using IBM Cognos for data visualization, and integrating Python code for advanced analysis.*

***Design Thinking:***

**Analysis Objectives:** Forecasting the website traffic for the website owners.

**Data Collection:** website\_traffic\_data.csv this dataset is collected from the third-party website Kaggle.com.it includes date, page\_loads, unique\_visitors, returning\_visitors, firsttime\_visitors.

**Visualization:** By using the IBM Cognos we’ll create a heatmap to analyse the correlation analysis. Density plot to find the outliers. Histogram to identify most used websites.

Dataset link: [https://www.kaggle.com/code/waqarahmad101/website-traffic-forcasting-unique-visits/input](%20https:/www.kaggle.com/code/waqarahmad101/website-traffic-forcasting-unique-visits/input)