**WEBSITE TRAFFIC ANALYSIS**

**PROJECT STATEMENT**

Our project involves the analysis of website traffic data to gain valuable insights into user behaviour, popular pages, and traffic sources. The primary objective is to help website owners enhance the user experience by understanding how visitors interact with the site. This project encompasses defining analysis objectives, collecting website traffic data, using IBM Cognos for data visualization, and integrating Python code for advanced analysis.

**DESIGN THINKING**

**ANALYSIS OBJECTIVES**

* **User Behaviour Insights:** Understand how users navigate the website, which pages they visit most, and how long they stay.
* **Popular Page Identification:** Identify the most popular pages and content on the website.
* **Traffic Source Analysis:** Determine where website traffic is coming from, such as search engines, social media, or direct visits.

**DATA COLLECTION**

* Define the data sources and collection methods for obtaining website traffic data, including page views, unique visitors, referral sources, and more.
* Ensure data collection processes are accurate and comprehensive to provide a complete view of user interactions.

**VISUALIZATION STRATEGY**

* Plan a visualization strategy that leverages IBM Cognos to create informative dashboards and reports showcasing user behaviour, popular pages, and traffic sources.
* Design visually appealing and informative visualizations to convey insights to stakeholders and decision-makers.

**CODE INTEGRATION**

* Identify specific areas within the analysis process where Python code can enhance data cleaning, transformation, and statistical analysis.
* Explore the possibility of using Python for machine learning models to predict future traffic trends or user behaviour patterns.