

Web Activity Trends

2nwjebvxzm7ehb254

First DeviceID

Domains: (2) Do...

- \$B5 , 000
Vacant LAND for
Sale! In Lancaster! #
- A! For Sale in
Lancaster ,
California I
- BizQuest.com

**(1) Domestic Boiler
Guarantee Terms
and Conditions I**
Visitant

(1) Facebook

**(1) Shobhit Bakshi on X: "
incredible content
over at LinkedIn
https://a.co/79oc6...**

Count of Visited by Title

Title	Count of Visited
(1) Domestic Boiler Guarantee Terms and Conditions I	5

Count of ParticipantID, First Visited and First Referral sources by EventTime and OrgID

EventTime	OrgID	Count of
2025-02-12T12:57:44.6...	py_demo_client	2

Count of Visited by DeviceID

DeviceID	Count of Visited
2nwjebvxzm7ehb254	5 (100%)

Count of URL by Referral sources and Visited

Referral sources	Count of URL
164133	5

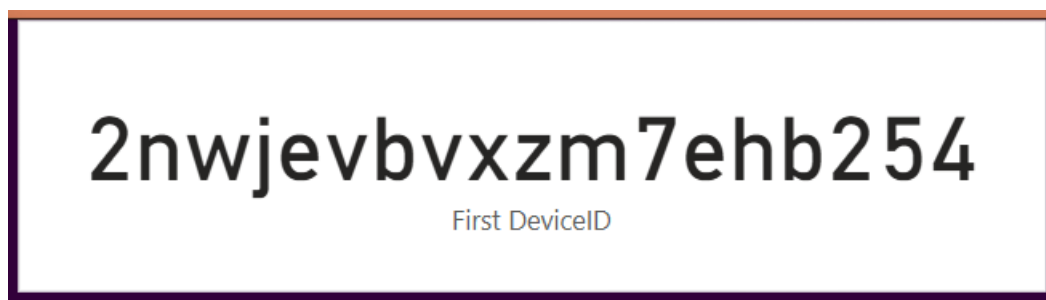
Count of Visited by EventTimeUTC and DeviceID

EventTimeUTC	DeviceID	Count of Visited
2025-02-12T12:57:44.6...	2nwjebvxzm7ehb254	1.0

1. Introduction

2. Key Insights & Visualizations

Fig 2.2 Displays the first recorded **DeviceID**, providing a reference for initial user activity.



2.2 Count of Visited Titles Over Time (Bar Chart)

Tracks the number of titles visited over time, highlighting fluctuations in browsing behaviour.

Fig. 2.3 Shows peak browsing trends and content engagement patterns.

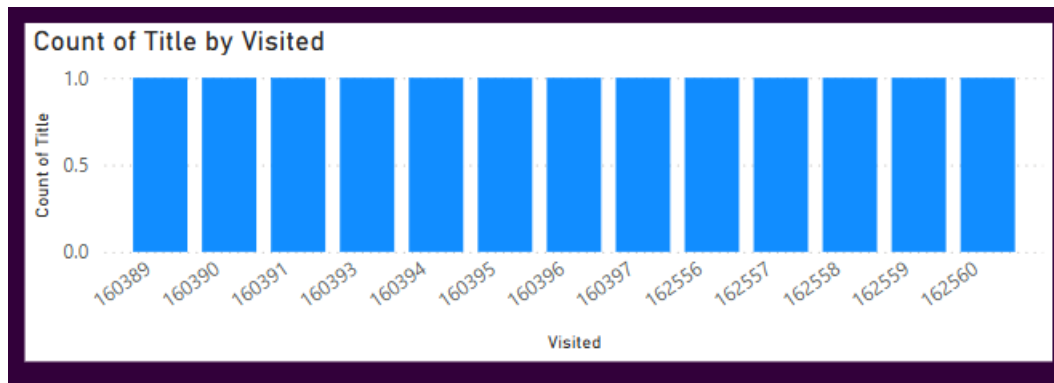


Fig 2.3

2.3 Browsing Visitors by DeviceID & EventTime (Bar Chart)

Analyses visitor distribution across different devices over time.it Identifies the most commonly used devices for browsing activities.

Fig. 2.4 shows the count of visited by event time and device id combined.

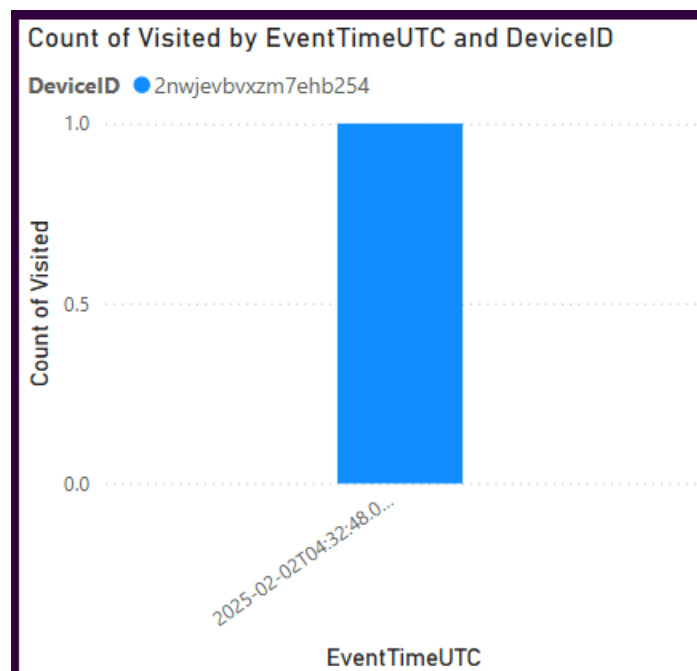


Fig. 2.4

2.4 URL Sources & Referral Sources by Visitors (Stacked Area Chart)

Displays the proportion of URL sources and referral sources accessed by visitors.

Helps understand the influence of referral channels on browsing behaviour.

Fig. 2.5 shows the plot of count of url by referral sources and visited users combined

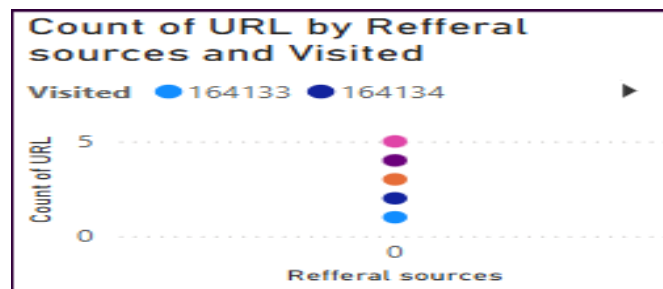


Fig. 2.5

2.5 ParticipantID, First Visited EventTime, and First Referral Sources by OrgID (Ribbon Chart)

Illustrates the relationship between **ParticipantID**, **first visited timestamps**, and **first referral sources** based on **OrgID**.

Fig. 2.6 Helps to track how users first engage with web content.

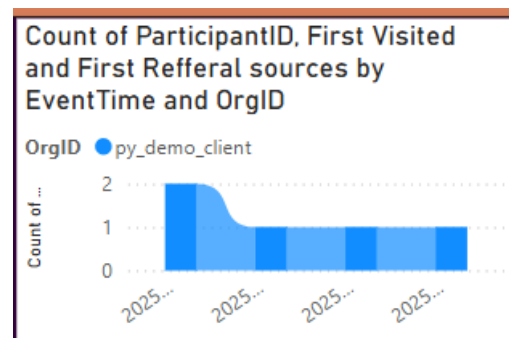


Fig. 2.6

3. Impact

The Web Activity Trends analysis provides valuable insights into user engagement, content popularity, referral effectiveness, and device usage. By tracking browsing visitors by DeviceID and EventTime, businesses can optimize user experiences across different platforms. The analysis of visited titles over time highlights content engagement trends, enabling organizations to refine their content strategies. Referral source tracking helps identify high-performing traffic channels, guiding investment decisions in marketing efforts. The first-visit and referral source analysis reveal user acquisition patterns, aiding in onboarding and engagement optimization. Additionally, organizational-level insights offer a deeper understanding of browsing behaviour within enterprises. Overall, these findings support data-driven decision-making to enhance digital marketing, improve user experiences, and optimize content delivery.

4. Result

Among all domains or title, Facebook has constant visited count per EventTimeutc and DeviceID, till EventTime of 2025-01-31To5:15:00 – 8:00 having 2 participantID and zero referral sources.

With highest number of first visited users equal to 162558.

5. Conclusion

- **Device usage trends** indicate the most preferred platforms for browsing.
- **Title visits analysis** provides insights into content popularity and engagement.
- **Referral source tracking** highlights key entry points driving traffic.
- **User engagement by OrgID** helps understand browsing behaviour patterns at an organizational level.

These insights can guide content strategy optimization, referral marketing efforts, and device-based user experience improvements.

Prepared by: Shubhi Verma

Tools Used: Power BI, Python libraries for visualization

Date: [17-03-2025]