

Summary of stakeholder meeting

Meeting Topic: Review of Website Traffic Analysis Report

Key Points:

- Purpose of report: To analyze TheLook eCommerce's 2017 website traffic data and identify key trends and areas for improvement in campaign effectiveness and cost efficiency
- Data source: Google Analytics (GA4) data examining historic visitor behavior in four key areas:
 - Popular browsers used by website visitors
 - Unique visitors over different time periods
 - Campaign performance during the Jazzy July campaign
 - Location of visitors by country
- Target audience: Diverse marketing team with varying levels of data analysis experience

Next Steps:

- Determine the visualizations to be used in the report
- Develop a design proposal and wireframe
- Gather feedback to iterate on design