**YDH SIWES Task 2**

**#Report on Websites Traffic and User Engagement**

**#Executive Summary and a brief Analysis:**

This report analyzes website traffic and user engagement data. Key findings include

1. The most the traffic comes from social media (with 532 Traffic source count, out of a total of 2000 dataset).

It can be seen from the table and the chart below:

|  |  |
| --- | --- |
| **Row Labels** | **Count of Traffic Source** |
| Direct | 471 |
| Google | 511 |
| Referral | 486 |
| Social Media | 532 |
| **Grand Total** | **2000** |

2. The bounce rate of direct visits is a bit higher the remaining traffic sources, and Google also has a higher average session duration. Below is a table and a chart showing the bounce rate of all traffic sources;

|  |  |  |
| --- | --- | --- |
| **Row Labels** | **Average of Bounce Rate** | **Average of Session Duration** |
| Direct | 0.2908 | 2.892 |
| Google | 0.2810 | 3.227 |
| Referral | 0.2808 | 2.956 |
| Social Media | 0.2867 | 3.001 |
| **Grand Total** | **0.2848** | **3.022** |

This shows that Users interact with Google the most.

3. According to the dataset, there are more smartphone Users who experience website traffics than the other devices. And also there is more UK habitants in the dataset.

Below is a table and a chart;

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Row Labels** | **Australia** | **Canada** | **UK** | **US** | **Grand Total** |
| Desktop | 162 | 130 | 171 | 168 | 631 |
| mobile | 13 | 22 | 24 | 18 | 77 |
| Smartphone | 172 | 173 | 166 | 161 | 672 |
| Tablet | 164 | 155 | 152 | 149 | 620 |
| **Grand Total** | **511** | **480** | **513** | **496** | **2000** |

Based on these insights, we recommend optimizing the mobile experience, enhancing content on high-performing pages, and implementing targeted marketing campaigns.

**Note: there is a Dashboard attached to this report for more analysis and visualization.**

**#Insights and Recommendations**

* Optimize Mobile Experience: Since the smartphone Users experience more website traffic, prioritize mobile optimization to ensure seamless user experience.
* Target Specific Audiences: Implement targeted marketing campaigns for [high-performing demographic or traffic source] to increase conversions.
* A/B Testing: Conduct A/B tests on different website elements (e.g., page layout, call-to-actions) to identify improvements.
* Monitor Performance: Continuously track key metrics to measure the impact of implemented changes.

#Conclusion

The analysis of website traffic and user engagement data provides valuable insights into user engagement and website performance. By focusing on mobile optimization and targeted marketing, user experience and increase engagement can be improved

Tools Used: the tool used for this analysis is the Microsoft excel.

Thank You…………..