

Statistics Project—Website Traffic Analysis

Website hosting companies provide computer services that allow their customers to produce and maintain websites. The hosting company may provide statistics to assist customers to fine tune their websites. Your instructor will provide you with access to the statistical reports for a website. Report on these statistics and write a report describing and analyzing the traffic on this website. Some questions you might answer are:

What time period does the data cover?

Can you describe the overall level of traffic for this website?

What units are used to describe website traffic?

Is there a strong indication of how these visitors got to the website? (Googled?)

Does it look like the visitors started at the home page or did they typically start at some other page of the website?

What is the most popular page of the website? Is there more than one popular page?

Does the traffic have any temporal patterns? (day vs. night, weekday vs. weekend, etc.)

Does traffic on this website or on a particular page correlate to the exams given in the statistics class?

What other statistics on the website might be useful?

How big is the website?

Do you see any way to distinguish different type of visitors? E.g. which of the visitors are likely to be students in the statistics class?

Are you able to distinguish different types of visitors? (e.g. which of the visitors are likely to be students in the statistics class?) If so then analyze their traffic separately.

For everything in your report include the supporting data from the hosting company database. If your report includes many charts and tables then put them in an appendix.

Report Writing Cautions: Be sure you thoroughly describe the experiment/study to the reader. Remember you are writing this report for the general reader not specifically for your teacher. Try to address any objections that the reader might bring up. Your report should be in a prose format. Be sure to use complete sentences, proper grammar, correct spelling, understandable statements, etc. Clarity of your concepts and presentation is important. If your English composition skills are not so good then make sure that someone in your group with good composition skills goes through your document carefully. If you have extensive tables and graphs consider putting them in an appendix.