Lab Anayltics

Sabsabi and Racheal are running an e-commerce website in Turkey and they have are experiencing difficulties with sales, and traffic to the website. They contacted you as an analyst to help them with the following problems...

1. How can they track and improve e-commerce sales?

2. How can they detect content(s) on their website that is driving traffic to the site before?

3. How can they find out how people get to know their site?

4. They want to know the most important thing that people are checking most on their website?

5. How can they find out the keywords that links people to their site via search engine?