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Final Project Email  
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Dear NBCNEWS.COM,

In 2020, NBC News ranked 8<sup>th</sup> for "Average Monthly Visits" among over 50 sites, receiving an average of 235.4 million total visits to end an impressive year. However, other sites, such as FOX News and The Weather Channel, outperformed NBC News. FOX News ranked 1<sup>st</sup>, and The Weather Channel ranked 4<sup>th</sup> for "Average Monthly Visits." Five insights from the data can demonstrate the site's performance.

#### **Insight #1:**

In March, the site saw a surge in traffic, with total visits increasing by 91% and total minutes increasing by 75% compared to February. This transient increase was likely due to visitors seeking pandemic-related news from a trusted source. However, in April, total visits decreased by 22%, and total minutes decreased by 18%, possibly indicating that users wanted more diverse content and were less interested in COVID-19-related news.

#### **Insight #2:**

The Weather Channel received 4.4 billion total visits, while NBC received only 3 billion. In May, a unique visitor visited The Weather Channel on an average of 8.8 times, while NBC's best-performing month, March, only had visitors return an average of 2.5 times. On average, a unique user spent 14 minutes on The Weather Channel, compared to only 11 minutes on NBC. Visitors visit weather websites to get the current weather conditions and other specific information about weather events. News sites offer articles and videos that can keep users engaged for extended periods.

#### **Total Visits (000) Per Site in 2020**

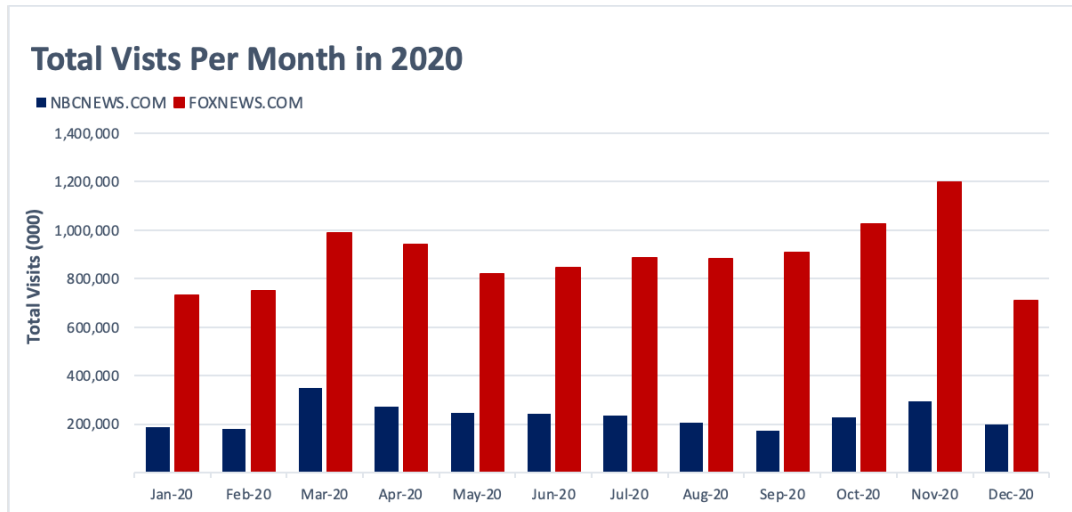
Site	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20
NBCNEWS.COM	189,186	182,355	349,823	272,526	248,600	244,145	235,677	205,225	174,121	228,201	296,407	198,802
WEATHER.COM	278,280	261,179	276,732	320,912	612,455	415,087	386,535	457,090	352,612	343,908	315,799	404,077

#### **Insight #3:**

Quarter 2 performed the best, gathering 765.3 million in total visits. Quarter 4 performed the best in total minutes, earning 3.9 billion total minutes. In April, a user visited the site an average of 2.7 times. In September, a month in quarter 3, a user visited the site only 2.3 times as more people spent more time outside for the summer months and less time scrolling through news feeds.

#### **Insight #4:**

FOX News outperformed NBC News substantially throughout the year. FOX News had 511.6 million more visits, 152.5 billion page views, and 8 billion minutes. In March, visitors returned to the FOX News page eight times, while NBC News only saw three return visits.



#### Insight #5:

Fox News outperformed NBC News in multiple metrics, but both sites experienced similar trends in minutes and visits throughout the year due to seasonal trends and the pandemic. From February to March, Fox News increased by 25%, and NBC News increased by 75% in total minutes. However, both sites experienced a downturn in April, with FOX News losing 451 million total minutes and NBC News losing 238 million total minutes. Total visits for both sites increased similarly in the colder months, with NBC and FOX experiencing a 30% and 17% increase, respectively. Unfortunately, the year ended poorly for both sites, with total minutes decreasing by 32% for NBC and 40% for FOX.

NBC News stood out among 50 websites despite the solid competition. Its coverage of the pandemic provided vital information to visitors, resulting in a large and devoted audience who spent continuous minutes and made multiple visits to the site. However, NBC needs to improve its user experience to be more engaging and exciting than rivals FOX News and The Weather Channel.

Sincerely,  
Ava Girardi