

A scenic mountain landscape featuring a stone building built into a cliffside. The building has a sign that reads "Leutnam Heuber - Wildbier". A dirt path leads up to the building, and a few people are walking on it. The background shows a valley with green hills and mountains under a clear sky.

# E-Campus & Innovation.Lab

«Welchen Einfluss hat das Wetter auf den Traffic einer Webseite?»»



# Niels Ham

## Digital Strategist

Begeisterungsfähig

Analytisch

Innovativ

Gewissenhaft

Teamplayer

*«In Daten steckt das Wissen der Zukunft.»*

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# KEY POINTS

Mesmer 2Std. 30 Min. →  
Seealpsee 2Std. 45 Min. →  
Meglisalp 2Std. 30 Min. →  
Wasserauen 3Std. 30 Min. →

Tierwies 1 Std. 20 Min. →  
Schwägala 1 Std. 40 Min. →  
Schälller 1 Std. 30 Min. →  
Ebenalp 1 Std. 30 Min. →

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1

Vorgehen zur  
Beantwortung der Frage  
mit Hilfe von Data Analytics

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Welche **Faktoren** gilt es  
bei der Datenanalyse zu  
beachten?



# KEY POINTS



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1

Vorgehen zur Beantwortung der Frage mit Hilfe von Data Analytics

2

Welche Faktoren gilt es bei der Datenanalyse zu beachten?

3

Wozu ist **Data Analytics** in der Tourismusbranche fähig?



Ziel





A scenic mountain landscape featuring a winding asphalt road that curves through lush green valleys. The foreground is dominated by dense evergreen forests. In the background, a massive, rugged mountain range with rocky peaks and patches of snow stretches across the horizon under a bright blue sky with scattered white clouds. The overall atmosphere is bright and clear, suggesting a sunny day.

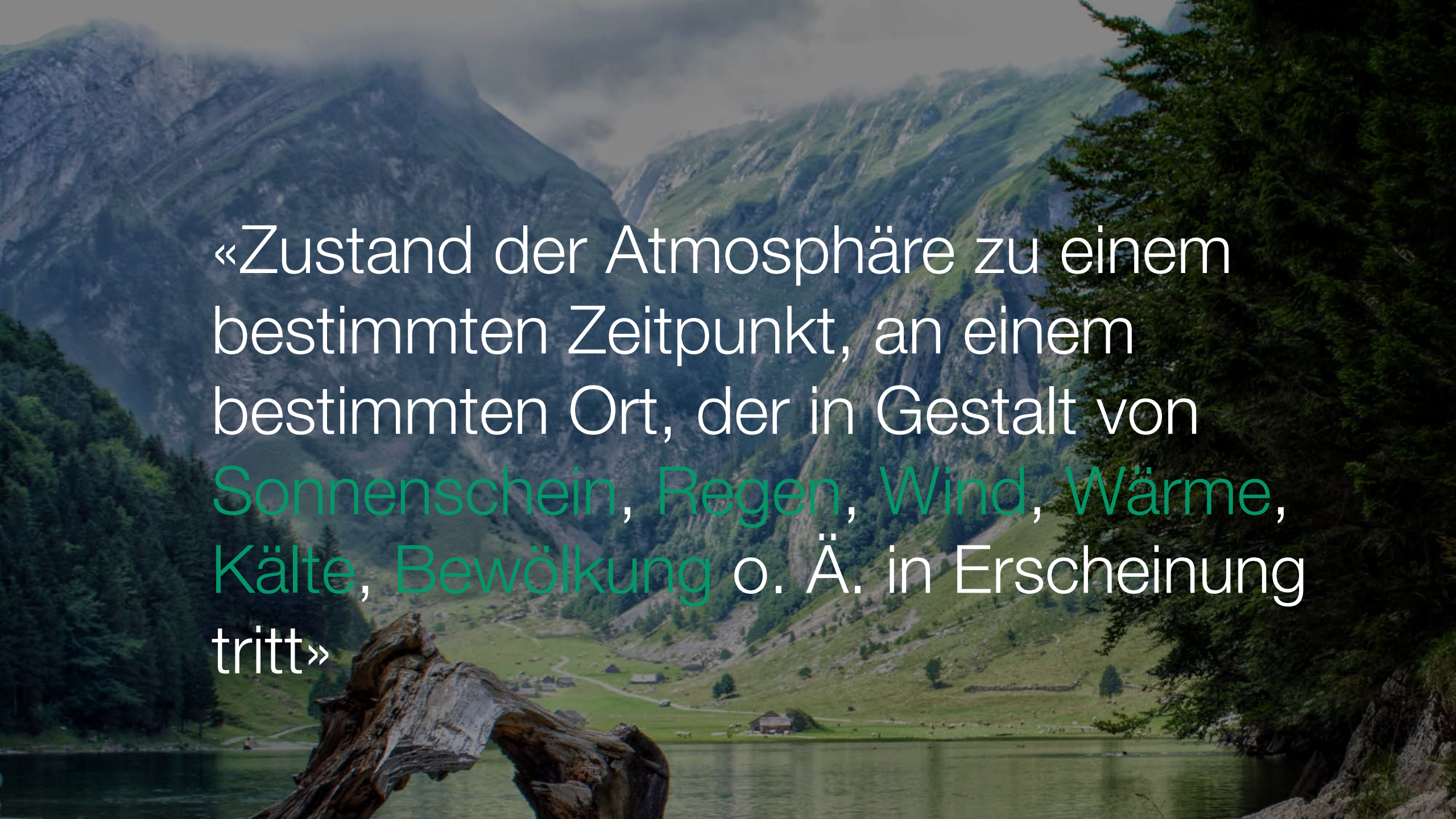
«Welchen Einfluss hat das Wetter auf den Traffic einer Webseite?»»



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«Welchen Einfluss hat das Wetter auf den Traffic einer Webseite?»»



A scenic mountain landscape with a lake, green slopes, and a large piece of driftwood in the foreground. The text is overlaid on the image.

«Zustand der Atmosphäre zu einem bestimmten Zeitpunkt, an einem bestimmten Ort, der in Gestalt von Sonnenschein, Regen, Wind, Wärme, Kälte, Bewölkung o. Ä. in Erscheinung tritt»



A scenic mountain landscape featuring a winding asphalt road that curves through lush green hills. The foreground is dominated by dense evergreen forests. In the background, a large, rugged mountain range with rocky peaks and patches of snow rises against a bright blue sky filled with scattered white clouds. The overall atmosphere is bright and clear, suggesting a sunny day.

«Welchen Einfluss hat das Wetter auf den Traffic einer **Webseite**?»

SchaffhauserLand 

HEIDI LAND

Thurgau   
B O D E N S E E

Appenzellerland.   
Vom Bodensee bis zum Säntis.

Toggenburg  
KLINGT GUT

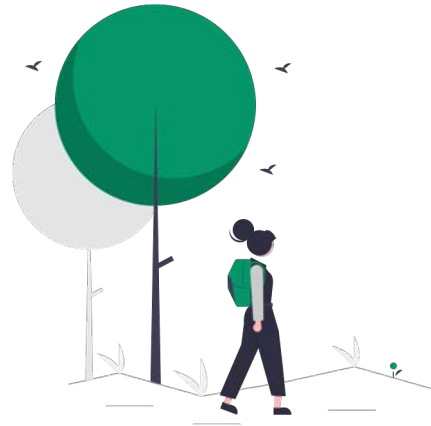
  
St.GallenBodensee  
entdecken erleben wissen



ZIEL



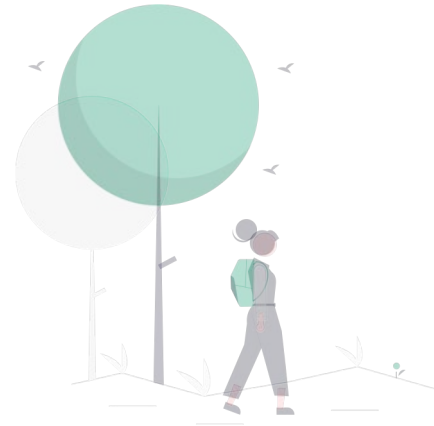
ZIEL



Wir haben eine konkrete **Frage**, die wir beantworten wollen



ZIEL



Wir haben eine konkrete Frage, die wir beantworten wollen



Wir kennen die zu untersuchenden **Objekte**



# Vorgehen





Vorgehen

Schwägälp





# Vorgehen



Wasserauen



Schwägälp





Vorgehen

Wasserauen





A scenic mountain landscape featuring a winding asphalt road that curves through lush green hills. The foreground is dominated by dense evergreen forests. In the background, a massive, rugged mountain range with rocky peaks and patches of snow stretches across the horizon under a bright blue sky with scattered white clouds. The overall scene is a picturesque alpine setting.

«Welche Daten brauche ich?»



Ziel



Wasserauen



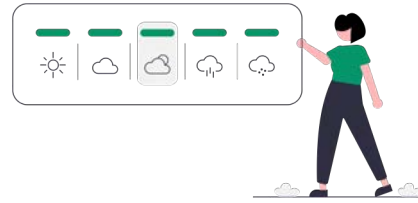


# DATENBESCHAFFUNG



# DATENBESCHAFFUNG

2012 - 2021



Meteo Schweiz



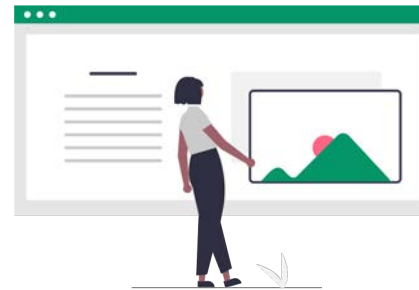
# DATENBESCHAFFUNG

2012 - 2021



Meteo Schweiz

Unterschiedliche  
Zeitspannen



Google Analytics

Tourismus  
Webseiten



Thank you



# DATENBESCHAFFUNG

2012 - 2021



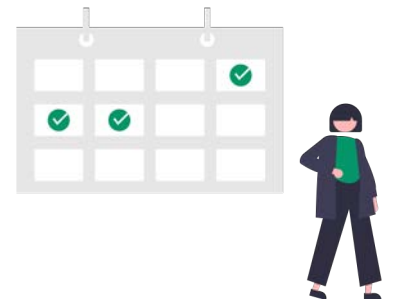
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Ferienkalender



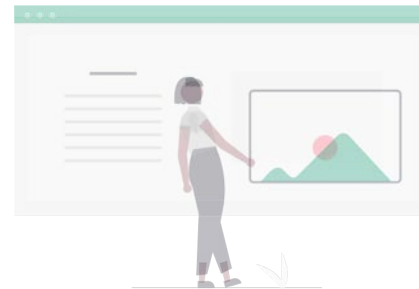
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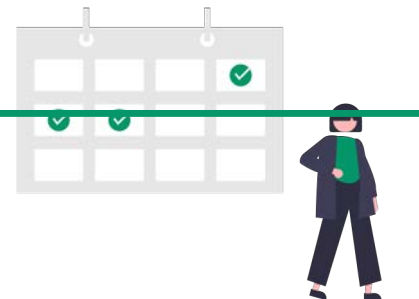
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An aerial photograph of a mountain valley. In the foreground, a paved road winds through lush green meadows and dense evergreen forests. The middle ground shows rolling hills covered in similar vegetation. In the background, a range of rugged, rocky mountains with patches of snow or light-colored rock rises against a bright blue sky with scattered white clouds. The overall scene is a scenic, high-altitude landscape.

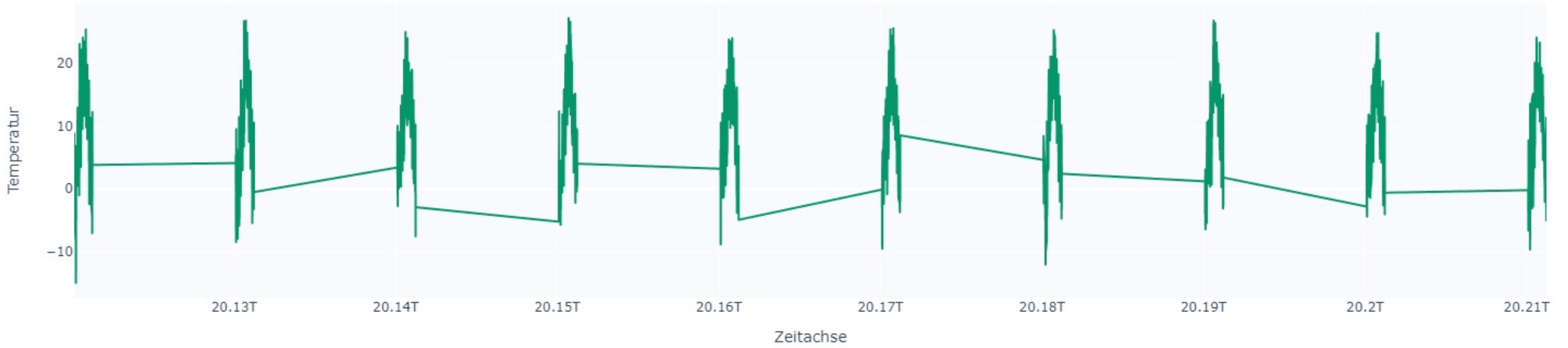
# Explorative Datenanalyse





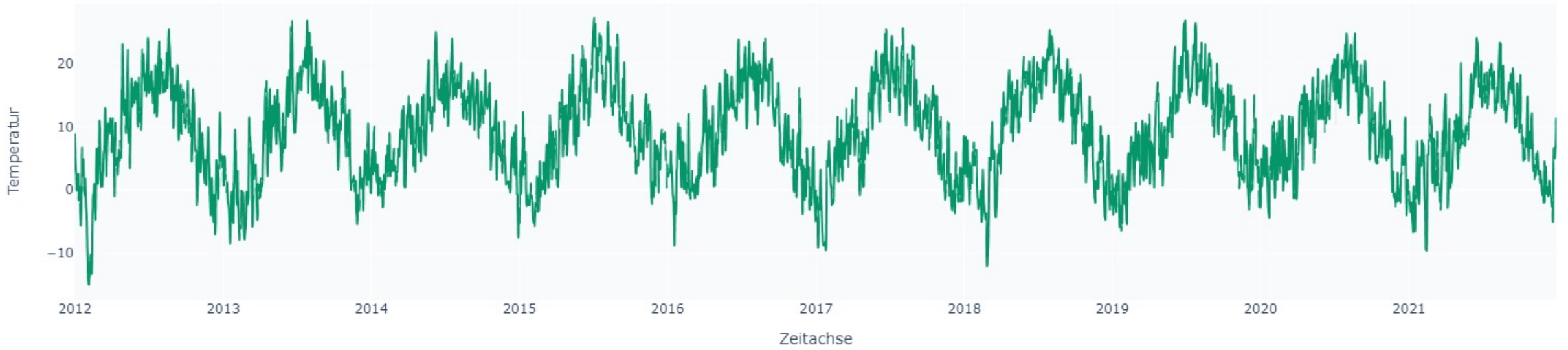


Unbereinigte Daten: Temperatur Celsius Tagesmittel in St. Gallen





Bereinigte Daten: Temperatur Celsius Tagesmittel in St. Gallen





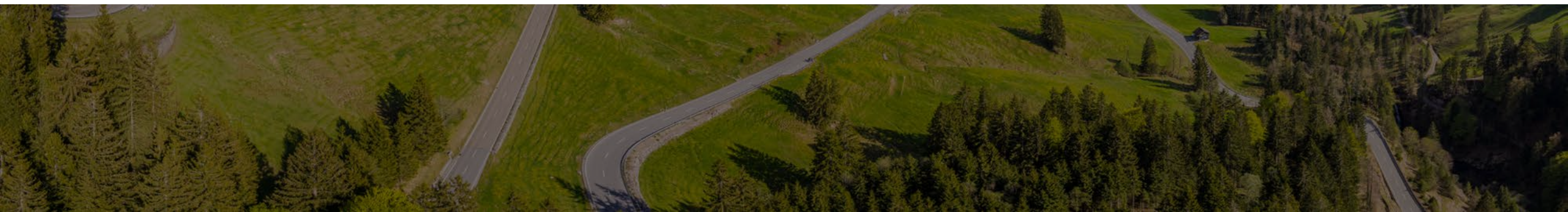
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# Explorative Datenanalyse der Wetterdaten





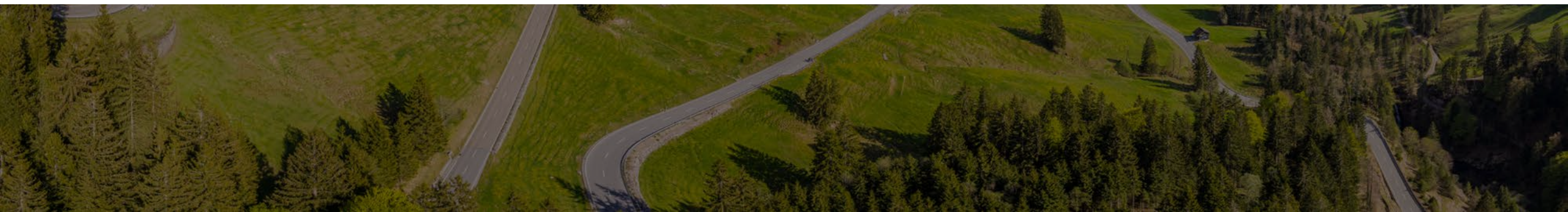
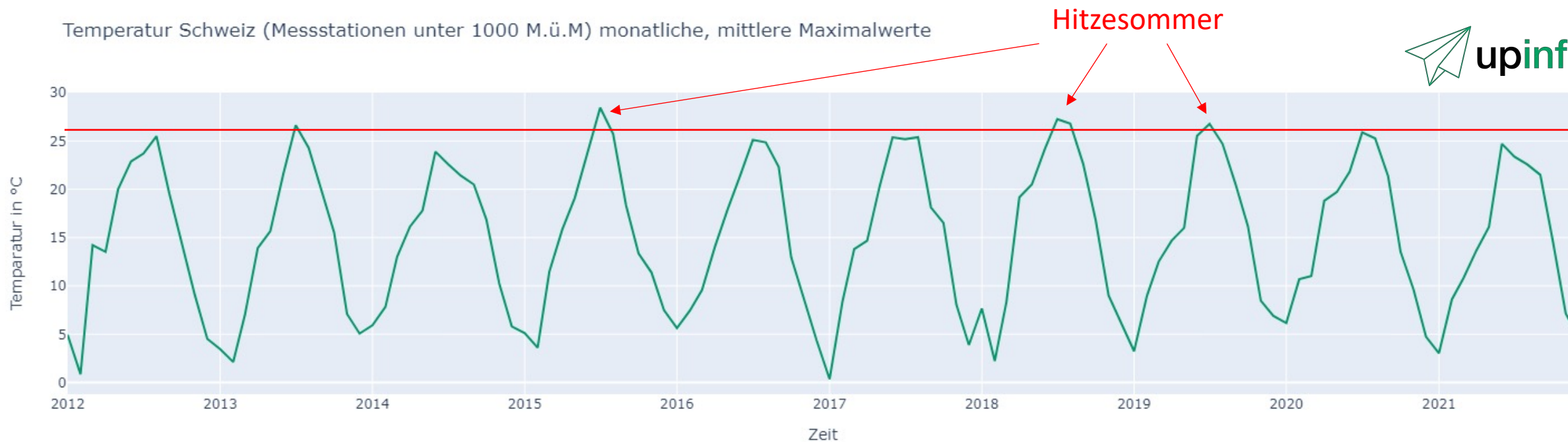
Temperatur Schweiz (Messstationen unter 1000 M.ü.M) monatliche, mittlere Maximalwerte







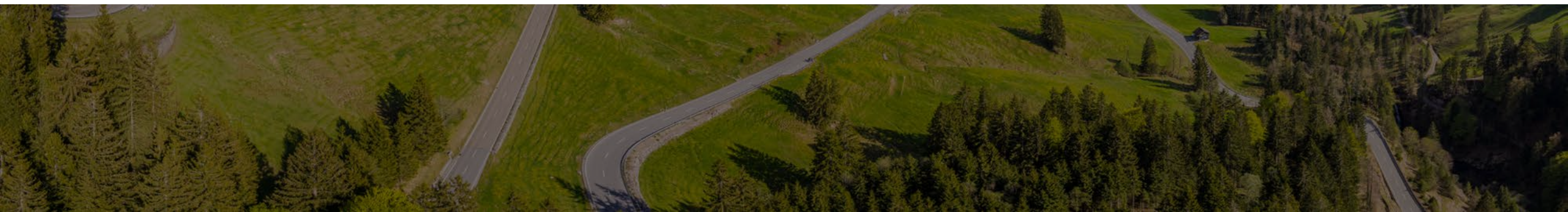
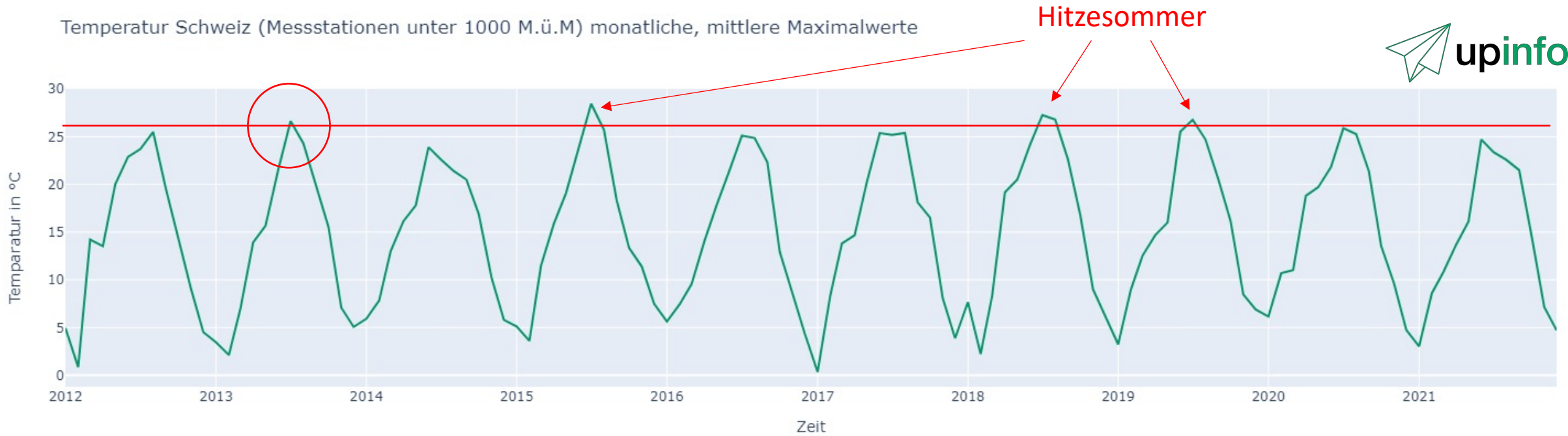
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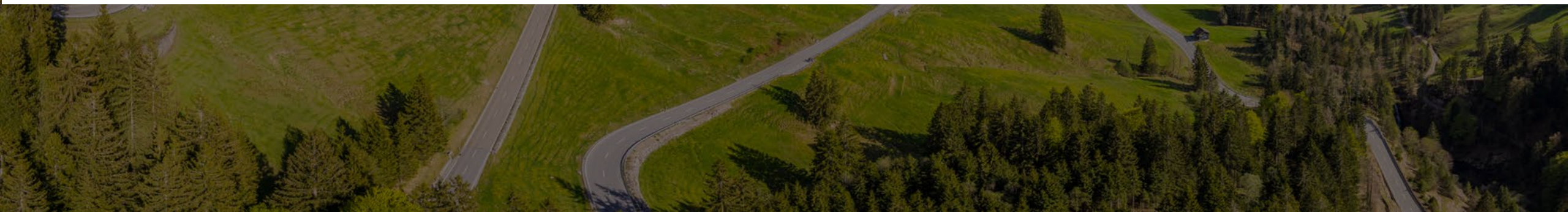
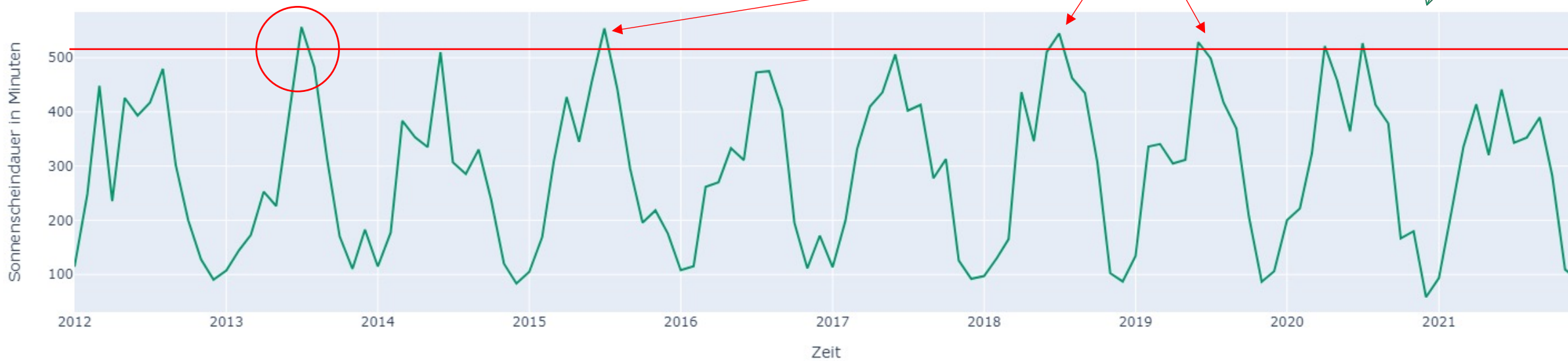


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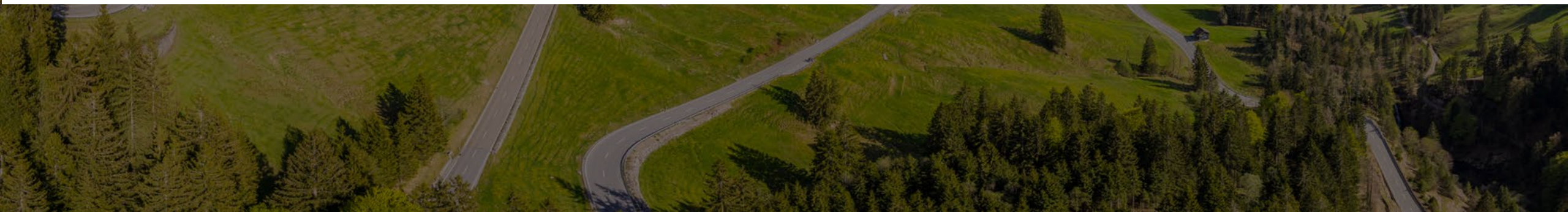
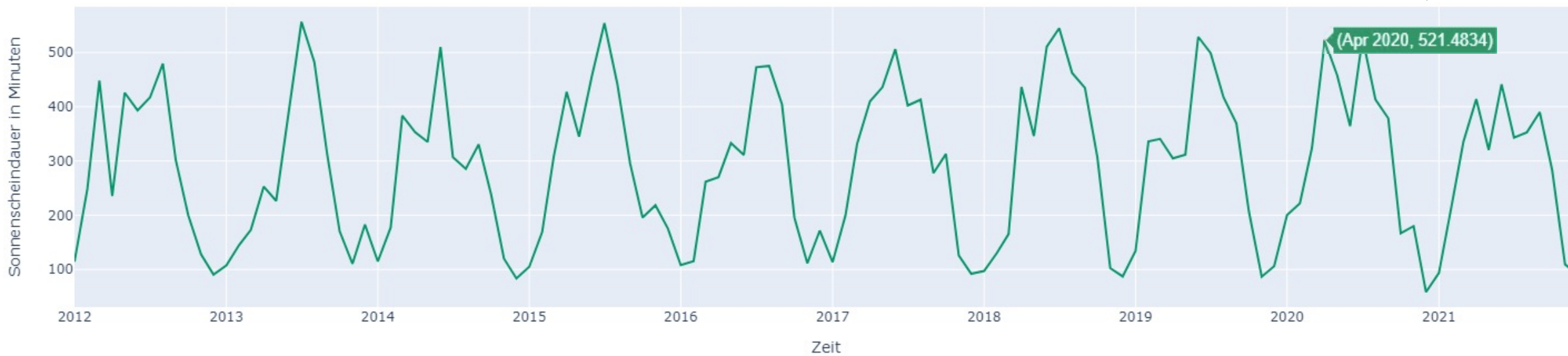


Sonnenscheindauer Schweiz (Messstationen unter 1000 M.ü.M) monatliche Mittelwerte





Sonnenscheindauer Schweiz (Messstationen unter 1000 M.ü.M) monatliche Mittelwerte

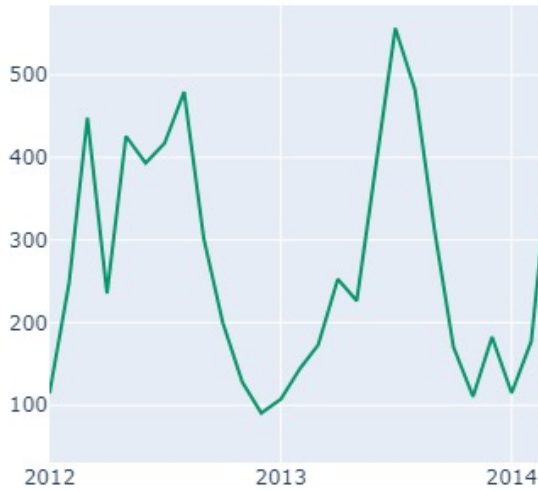




Sonnenscheindauer Schweiz (Messstationen unter 1000 M.ü.M) monatliche Mittelwerte



Sonnenscheindauer in Minuten



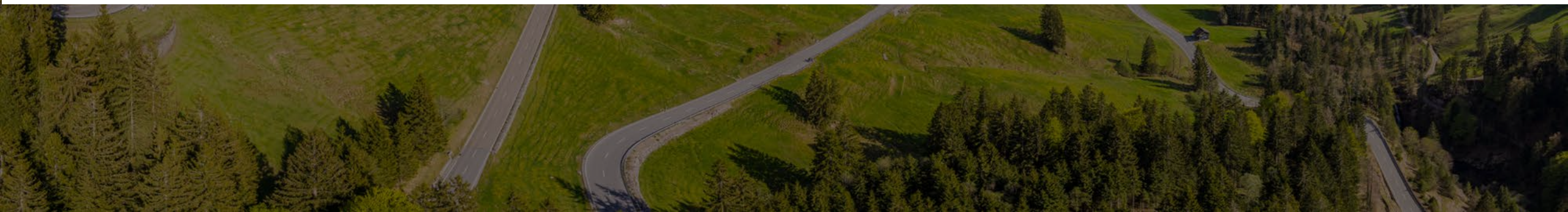
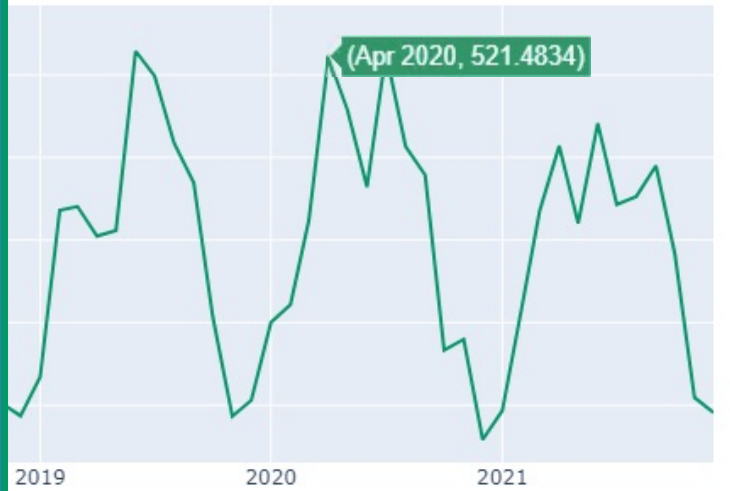
**SRF METEO**

**Hochdruckwetter...**  
mit viel Sonnenschein

Die Sonne schien vielerorts fast doppelt so lange, wie in einem durchschnittlichen April.

Nur in den Jahren 1893 und 2007 war es noch sonniger

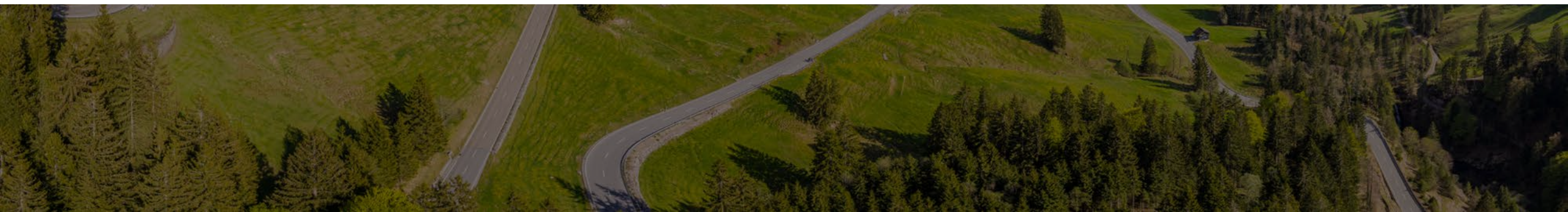
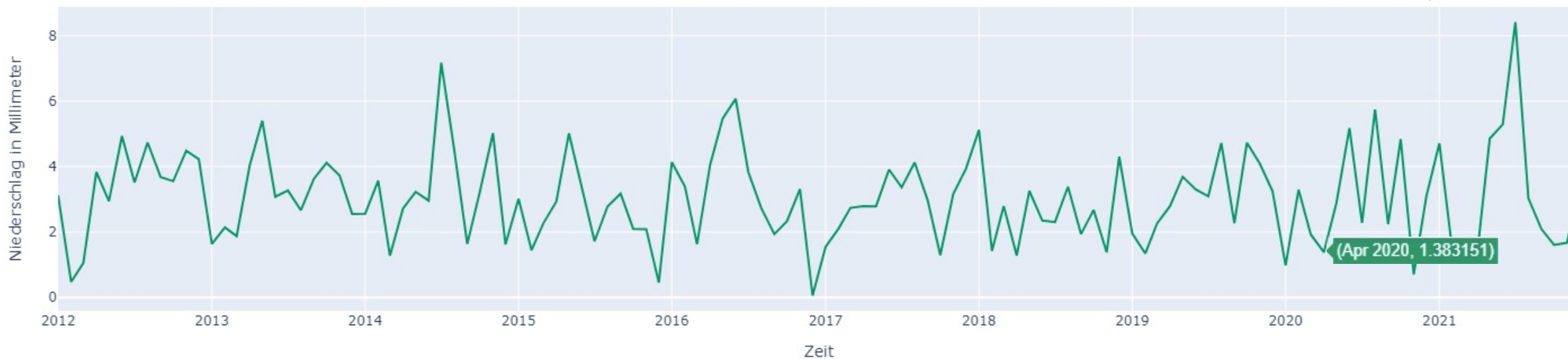
**APRIL 2020**







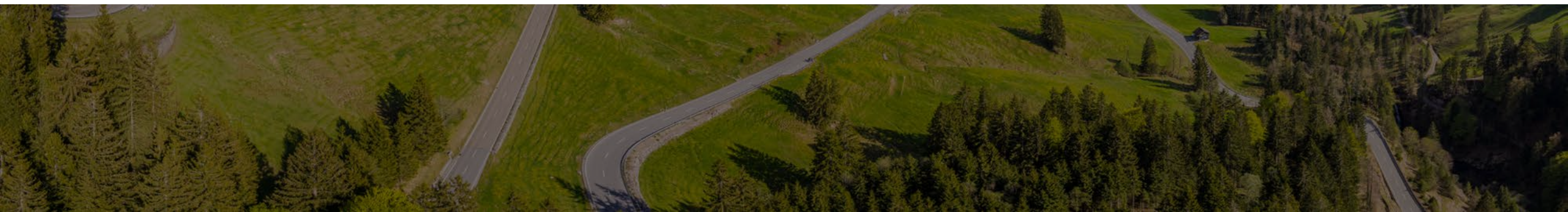
Niederschlag Schweiz (Messstationen unter 1000 M.ü.M) monatliche Mittelwerte







### Niederschlag Schweiz (Messstationen unter 1000 M.ü.M) monatliche Mittelwerte





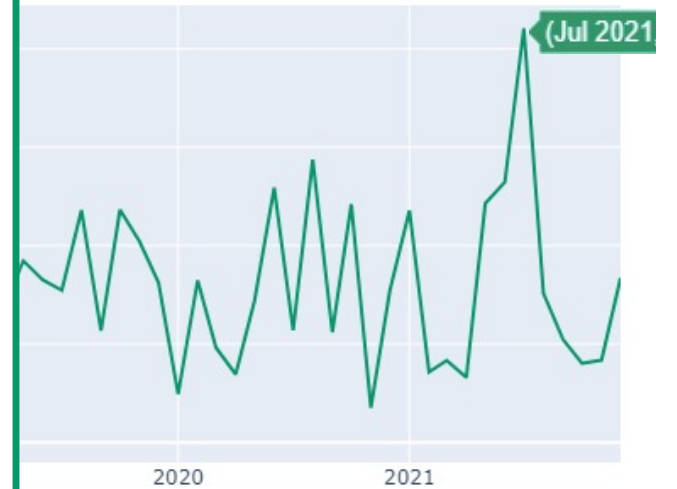
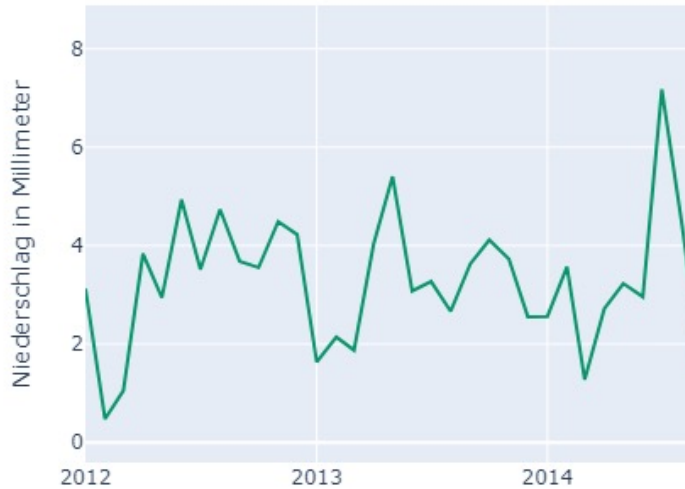
# Klimabulletin Juli 2021



Themen	Klima > Klimabulletin Monat
Autoren	MeteoSchweiz
Ausgabe	Juli 2021
Jahr	2021

Nach den zwei regenreichen Monaten Mai und Juni fielen in der ersten Julihälfte ebenfalls grosse Regenmengen und vielerorts Hagel. Gegen Monatsmitte kam es an mehreren Flüssen und Seen zu Hochwasser und Überschwemmungen. Erst auf das letzte Julidrittel hin gab es in der ganzen Schweiz einige sonnige Sommertage. Der Monat endete nass, im Tessin und der Innerschweiz kam es wiederum zu starken Regenfällen und Überschwemmungen. **Der Juli war schliesslich** an zahlreichen Messstandorten in der Nord- und Zentralschweiz einer der niederschlagsreichsten, im landesweiten Mittel sogar der **niederschlagsreichste seit Messbeginn**. Die mittlere Schweizer Julitemperatur lag mit 13,9 °C leicht unter der Norm 1981–2010.

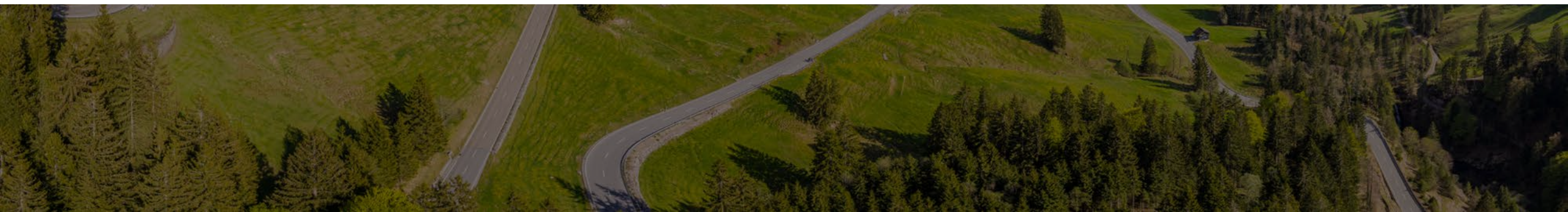
Niederschlag Schweiz (Messstationen unter 1000 m)





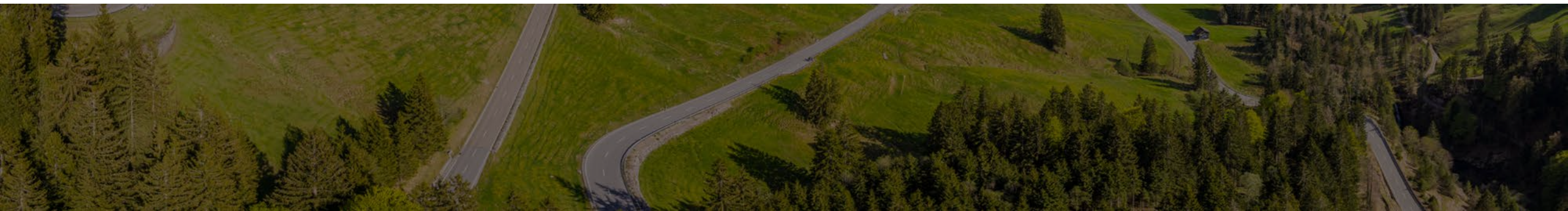


Windgeschwindigkeit Schweiz (Messstationen unter 1000 M.ü.M) monatliche Mittelwerte





Windgeschwindigkeit Schweiz (Messstationen unter 1000 M.ü.M) monatliche Mittelwerte





# Klimabulletin Februar 2020



## Klimabulletin Februar 2020

In den Niederungen der Alpensüdseite stieg die Februartemperatur deutlich über die bisherigen Rekordwerte. In der übrigen Schweiz bewegte sich der Februar lokal im Rekordbereich. Landesweit war es der zweitwärmste Februar seit Messbeginn 1864. Ähnlich warm zeigte sich der Februar letztmals vor 30 Jahren. Neben dem Monatsrekord gab es zahlreiche Rekorde bei den Tageshöchstwerten mit zum Teil 18 bis über 20 °C. Regional war es zudem **der stürmischste Februar seit Beginn der automatischen Messungen** vor knapp 40 Jahren.

<b>Themen</b>	Klima > Klimabulletin Monat
<b>Autoren</b>	MeteoSchweiz
<b>Ausgabe</b>	Februar 2020
<b>Jahr</b>	2020

Windgeschwindigkeit Schweiz (M)



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# ERKENNTNISSE



- Hitzesommer 2015, 2018 & 2019
- Sonnenstunden April 2020
- Niederschlagsreichster Juli im 2021
- Stürmischster Februar im 2020



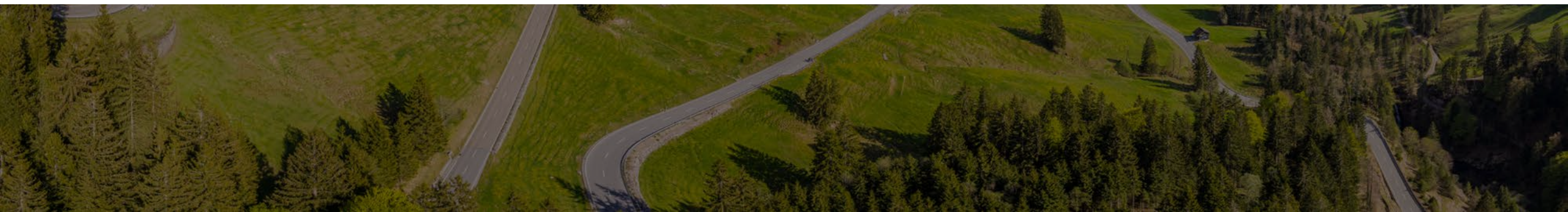
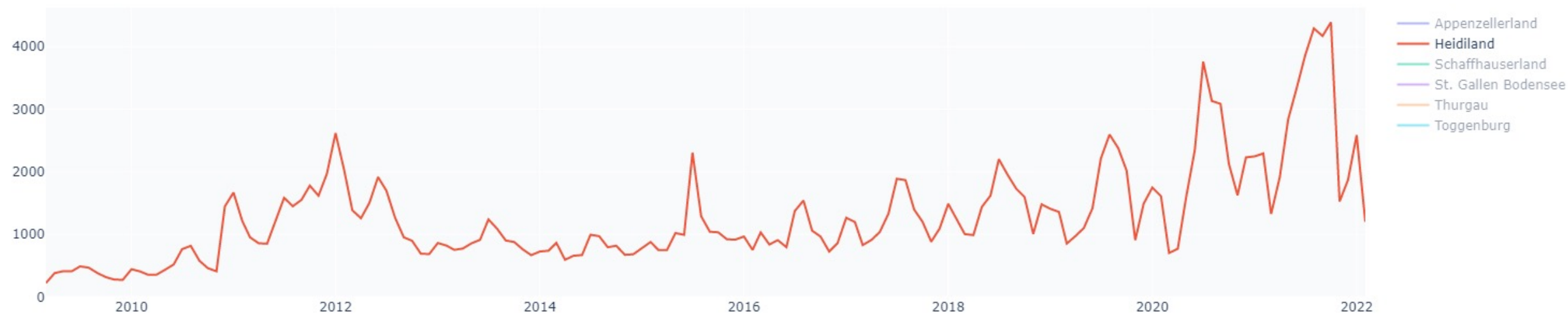
An aerial photograph of a mountain valley. In the background, a large, rugged mountain range with rocky peaks and patches of snow or light-colored rock rises against a blue sky with scattered white clouds. The middle ground is dominated by rolling green hills covered in dense evergreen forests. A prominent, light-colored gravel or dirt road winds through the valley, starting from the left and curving towards the right. Several small, dark-roofed buildings are visible on the slopes. The overall scene is bright and clear, suggesting a sunny day.

# Explorative Datenanalyse der Google Analytics Daten





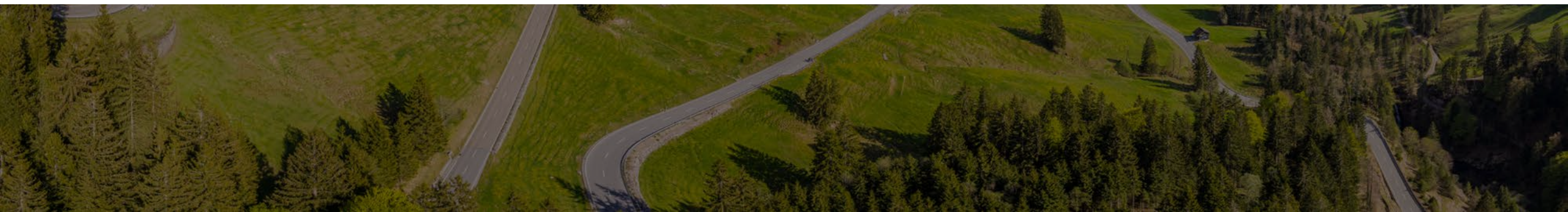
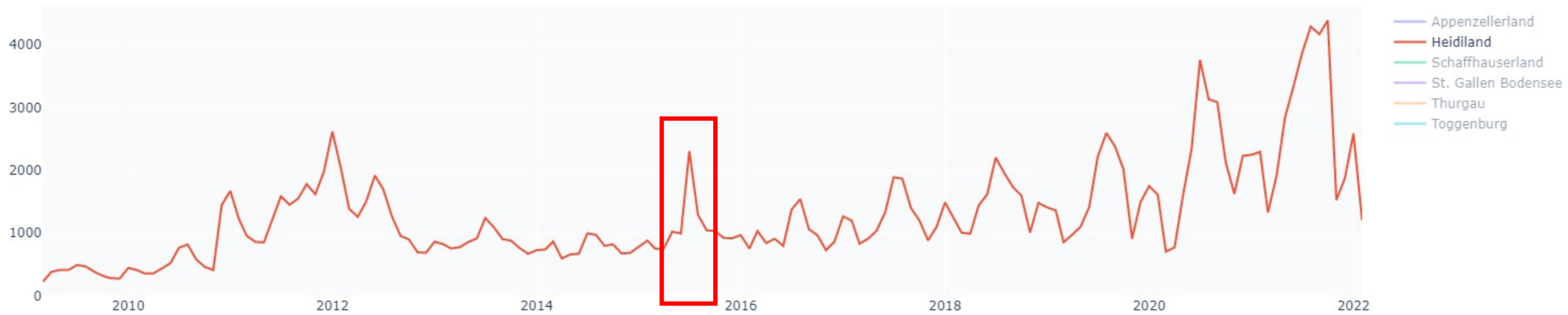
## Sessions monatliche Mittelwerte







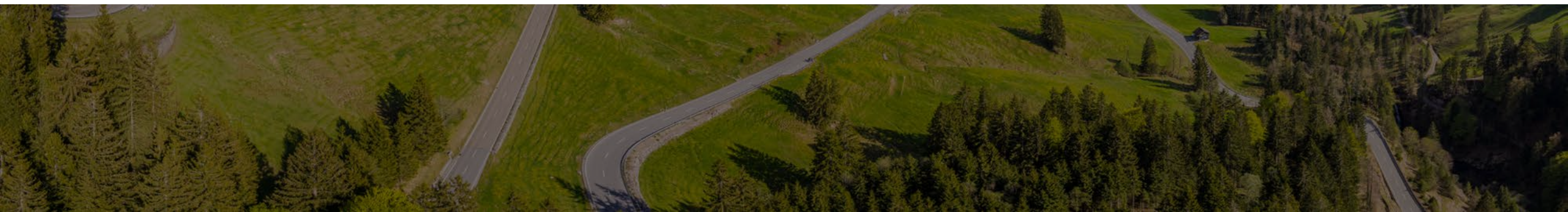
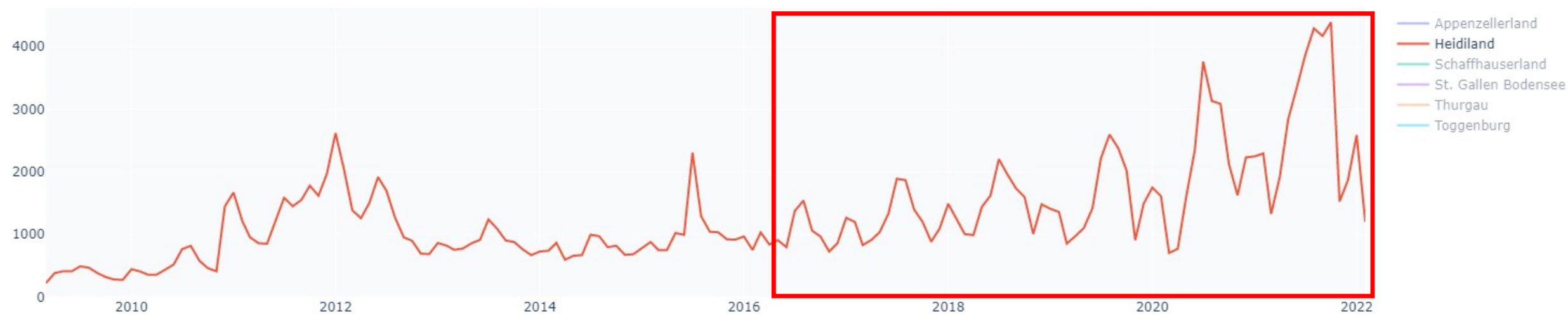
### Sessions monatliche Mittelwerte





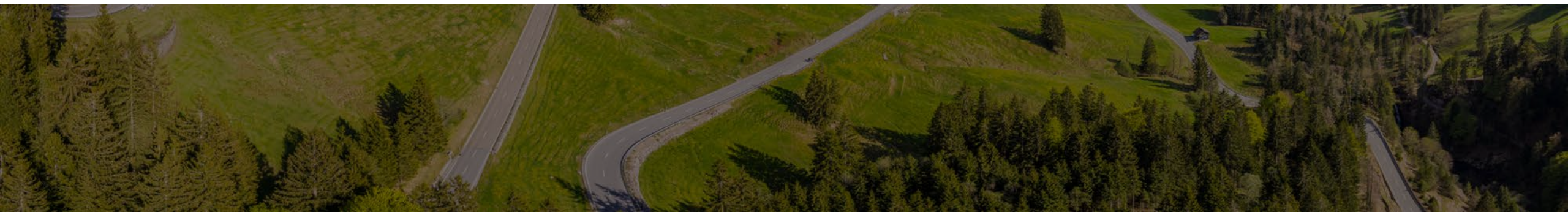
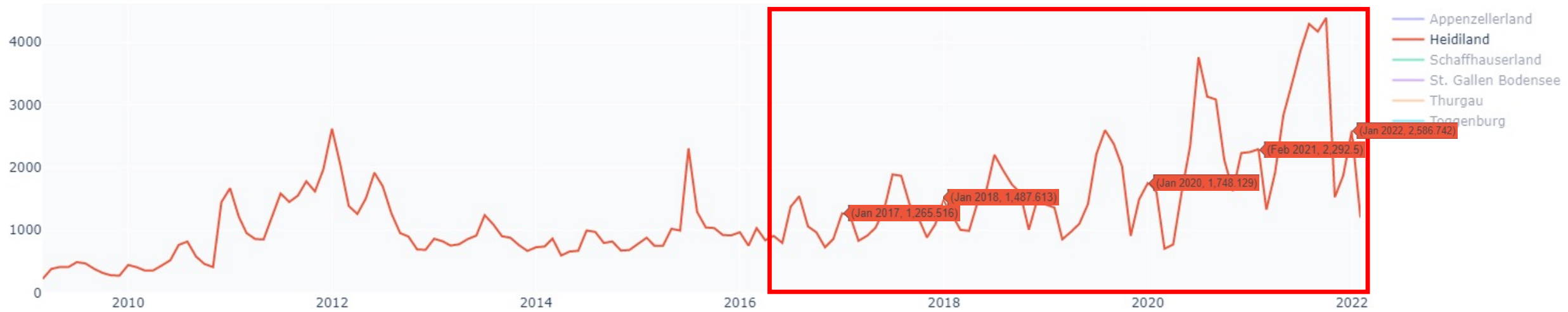


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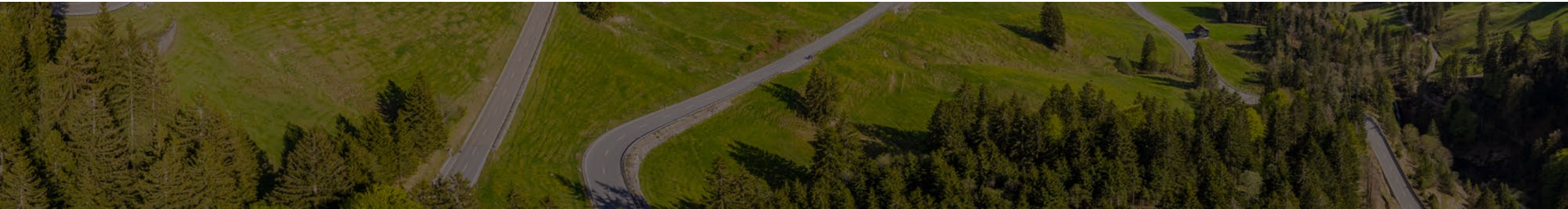
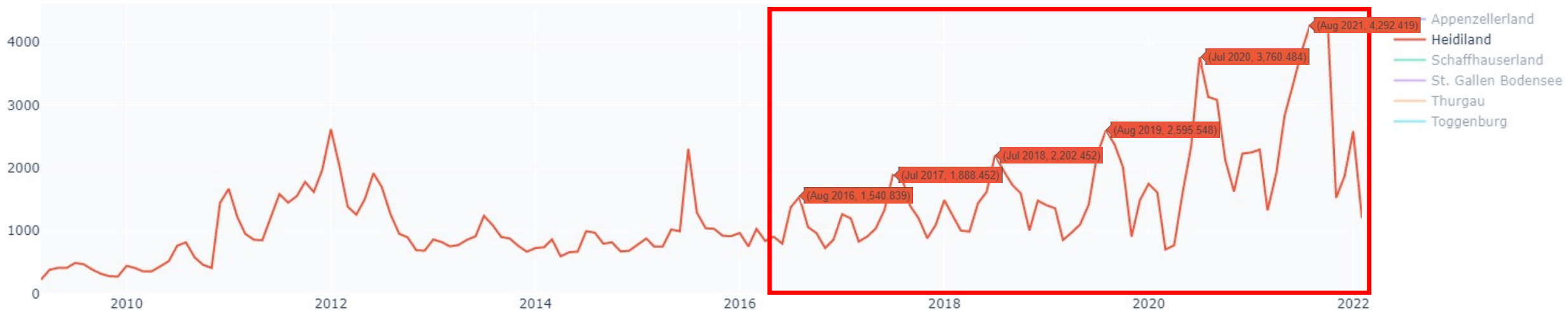


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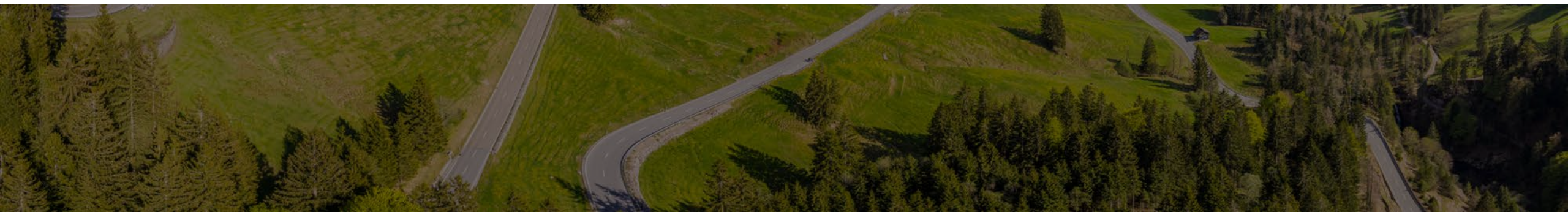
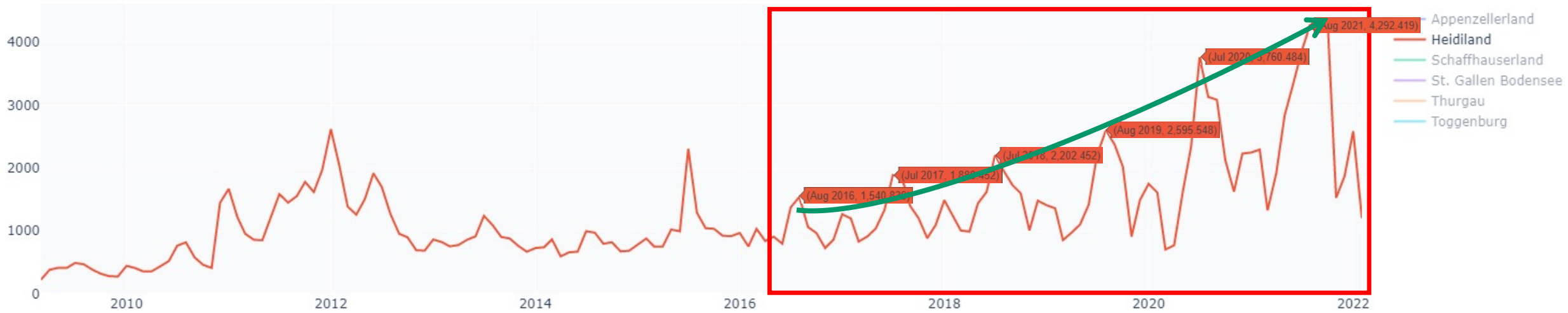


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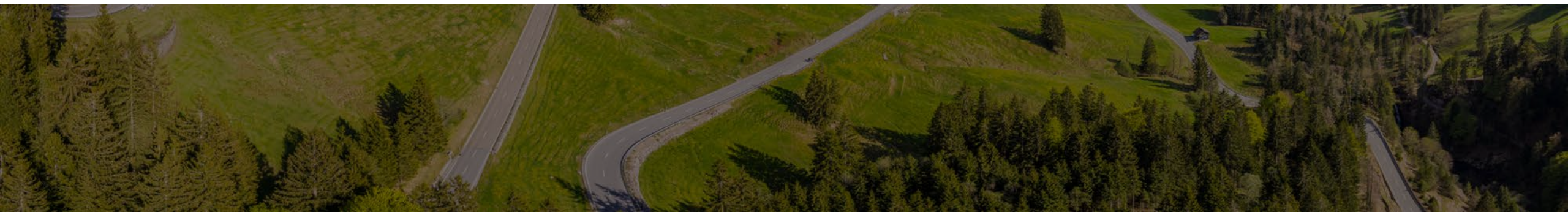
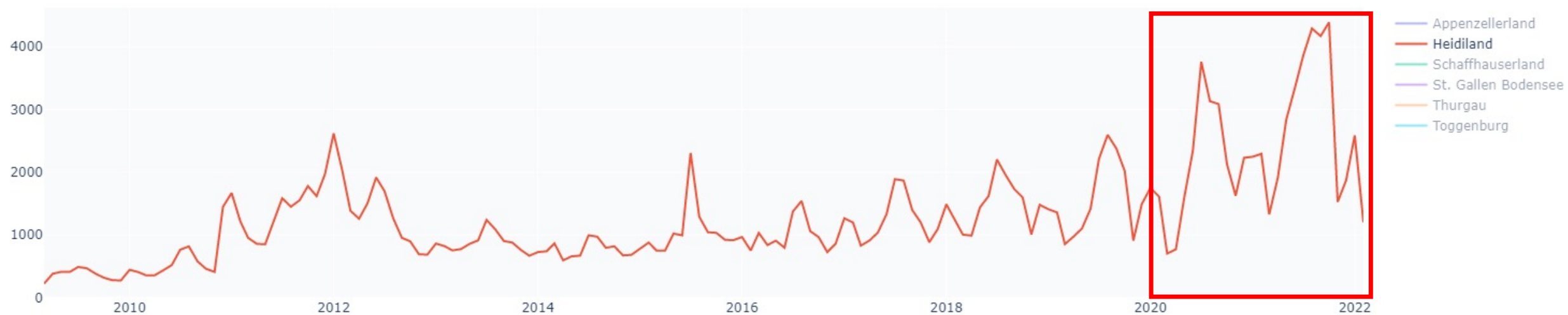


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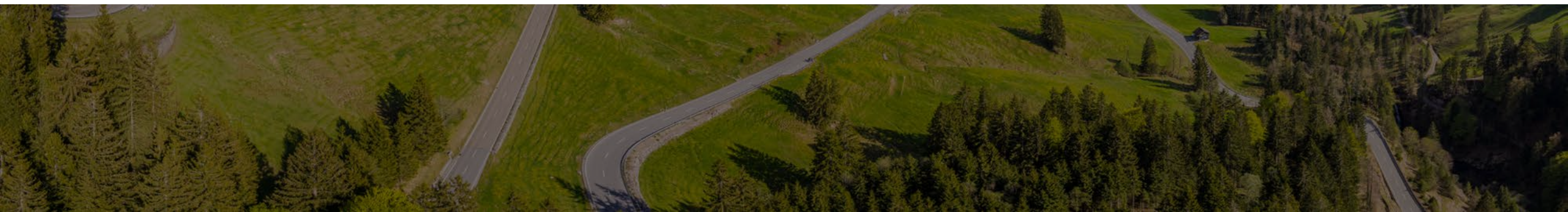
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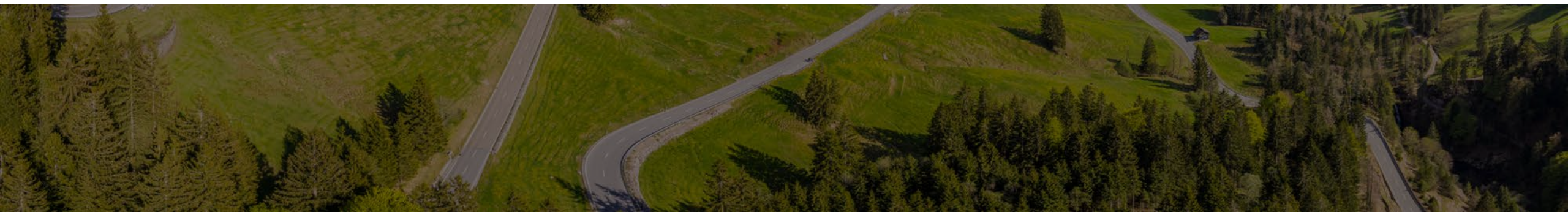


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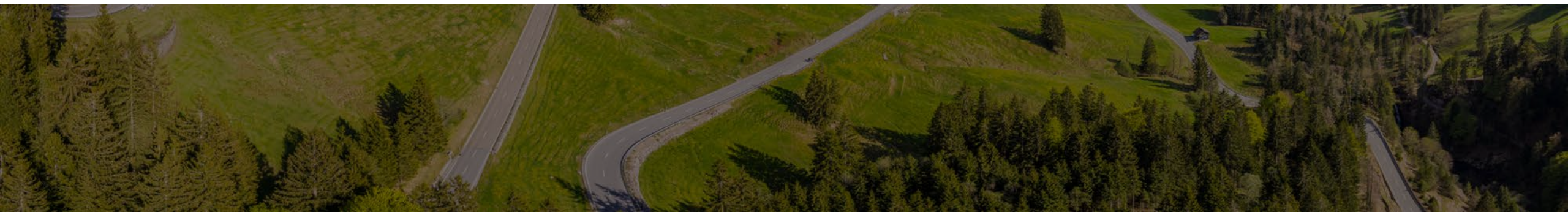


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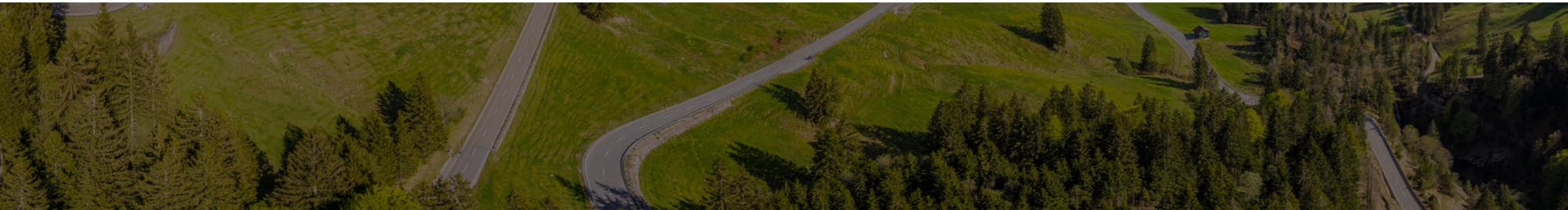


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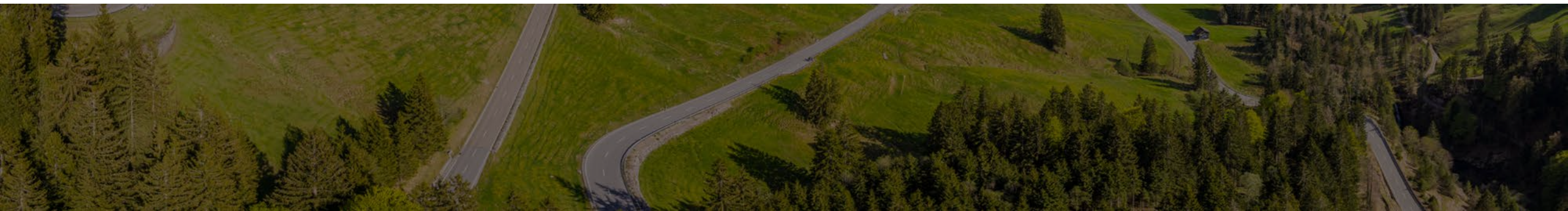


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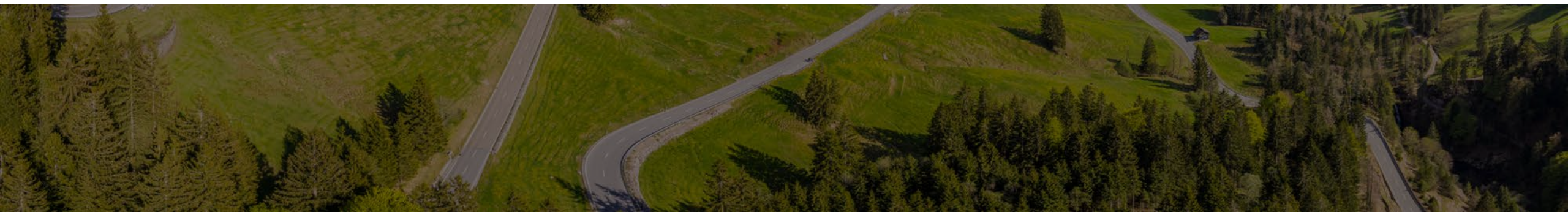


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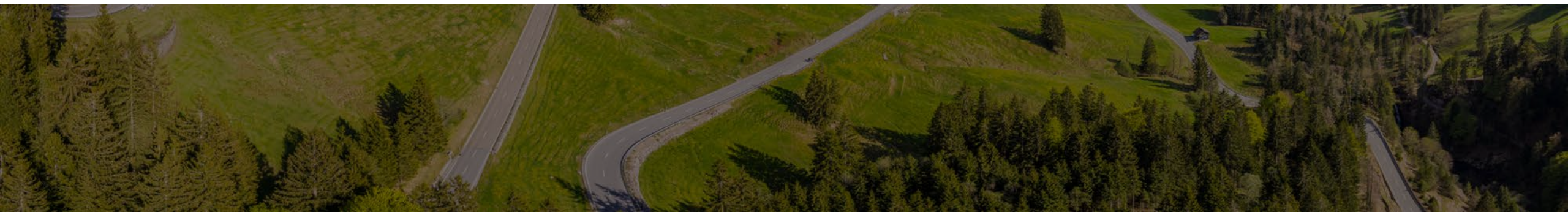


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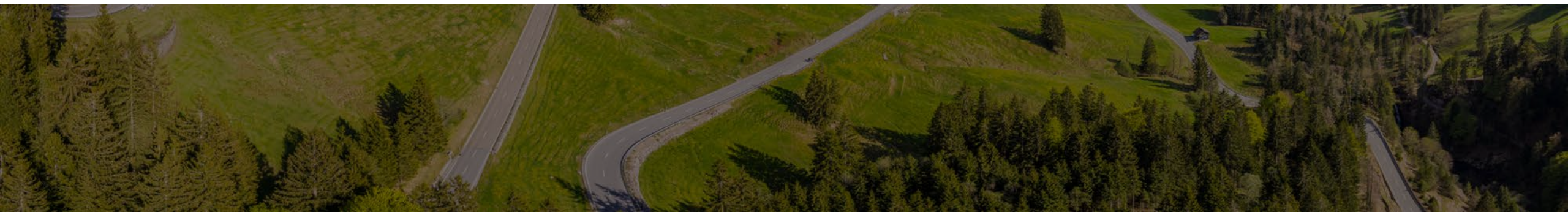


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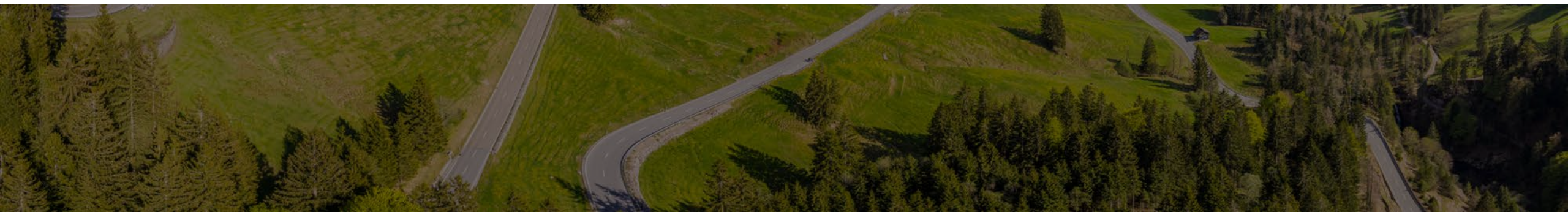
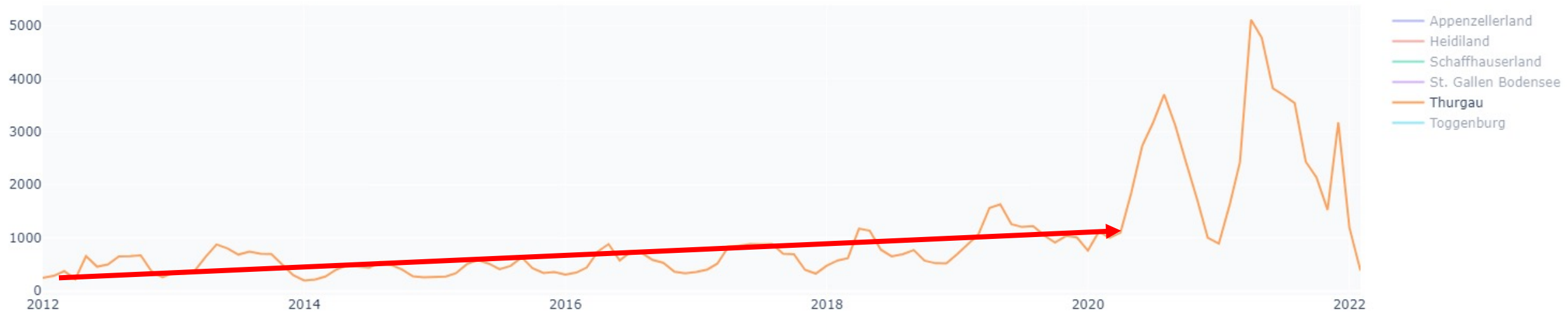


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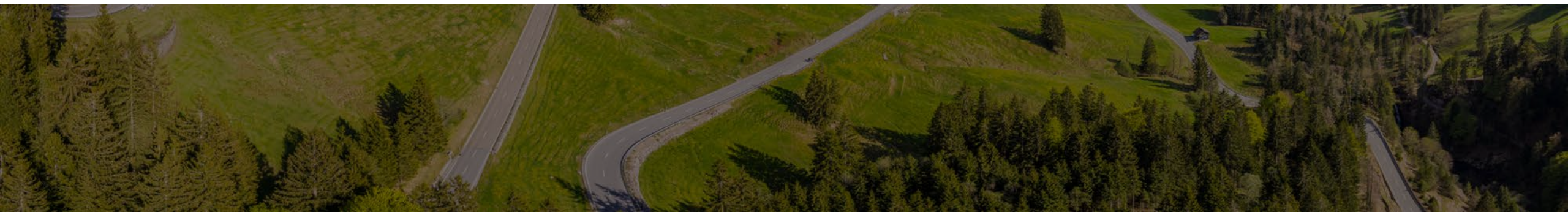
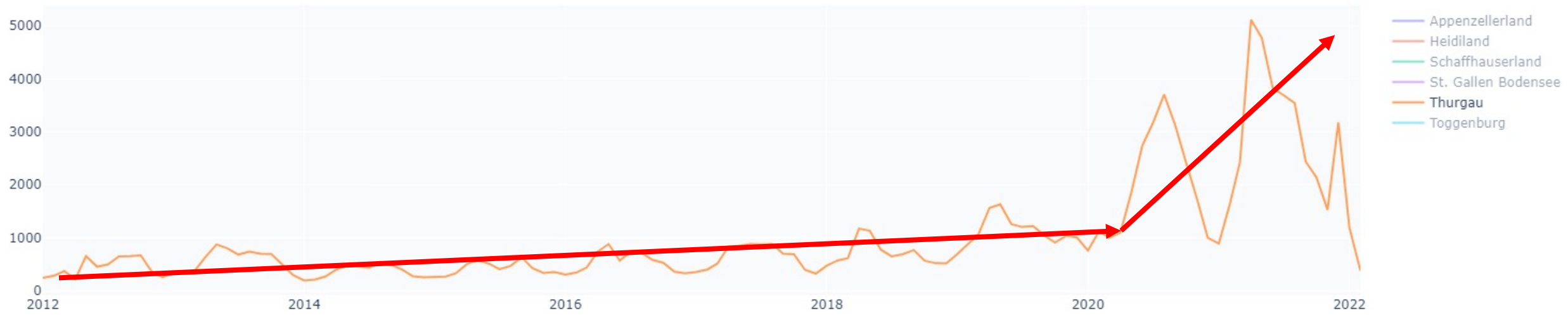


## Sessions monatliche Mittelwerte





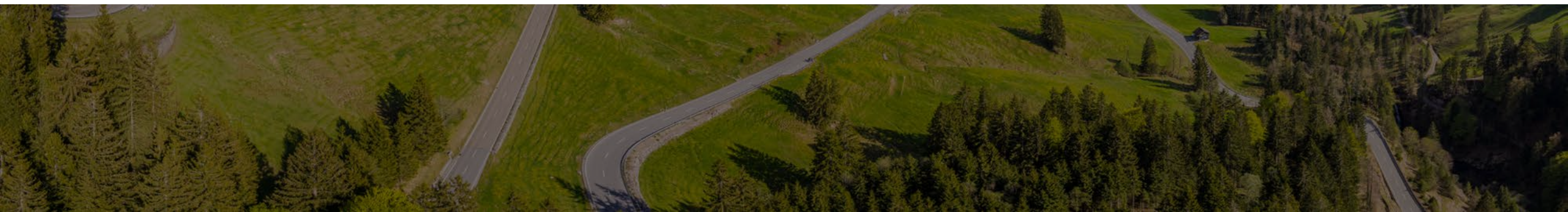
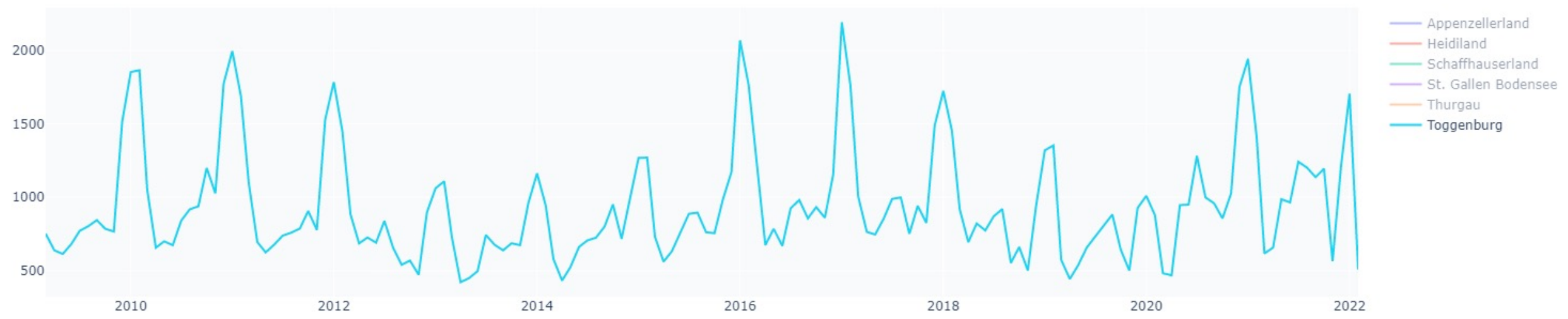
## Sessions monatliche Mittelwerte





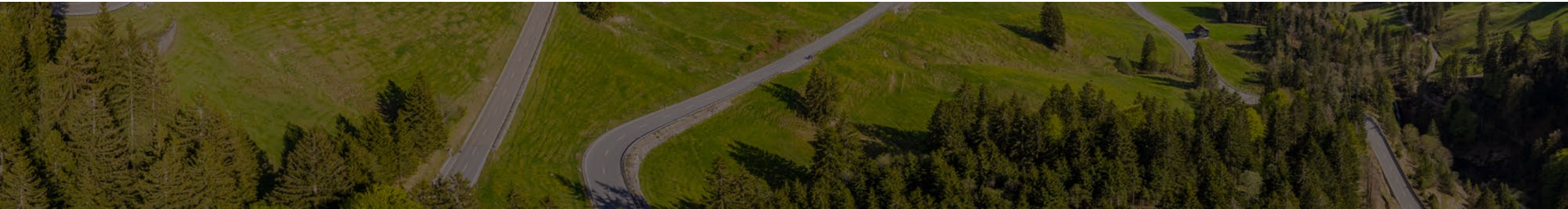
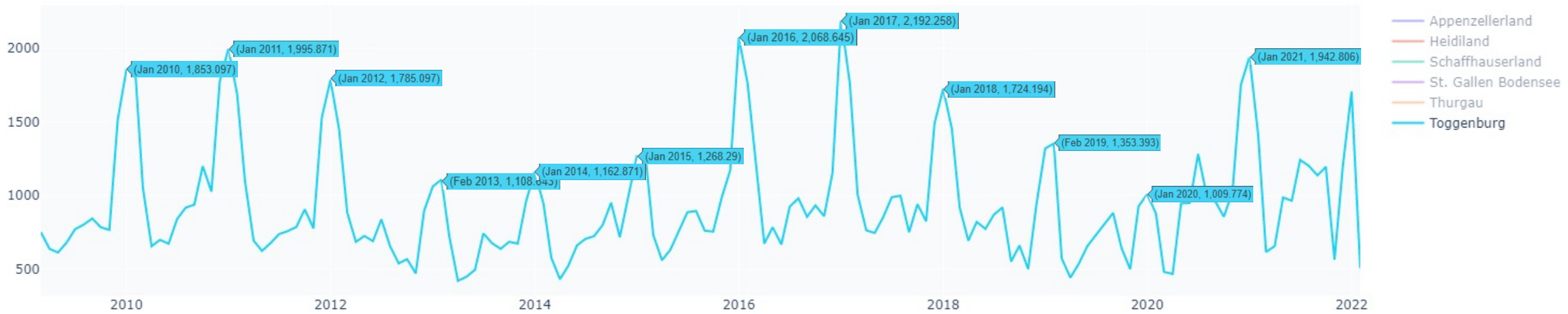


## Sessions monatliche Mittelwerte



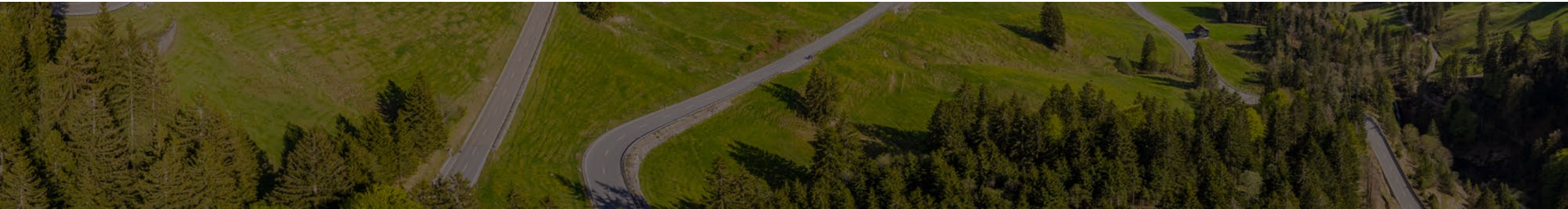
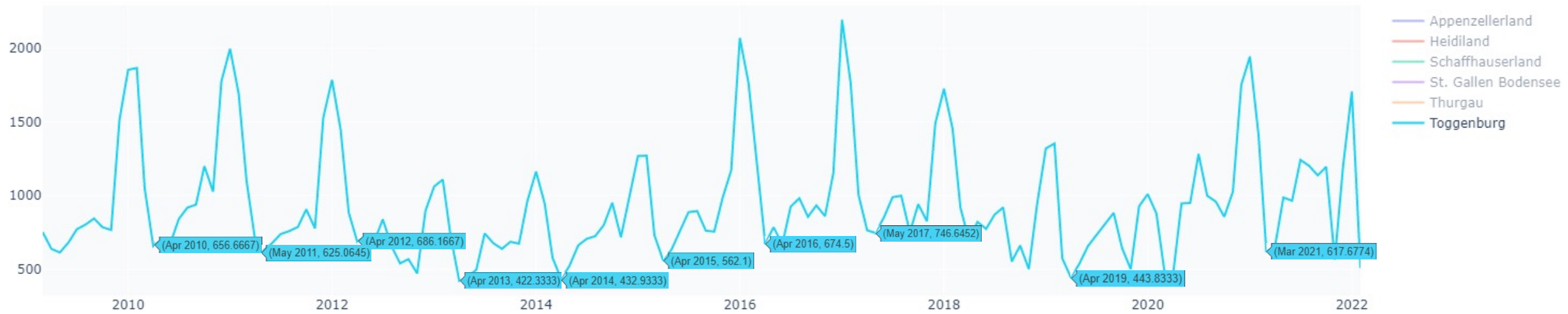


## Sessions monatliche Mittelwerte



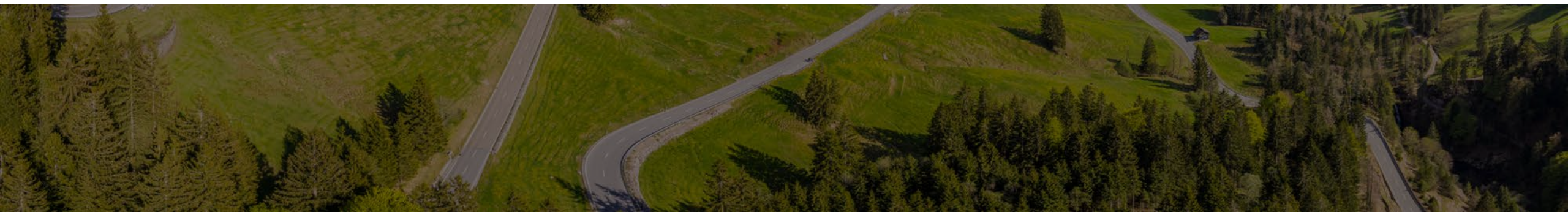


## Sessions monatliche Mittelwerte



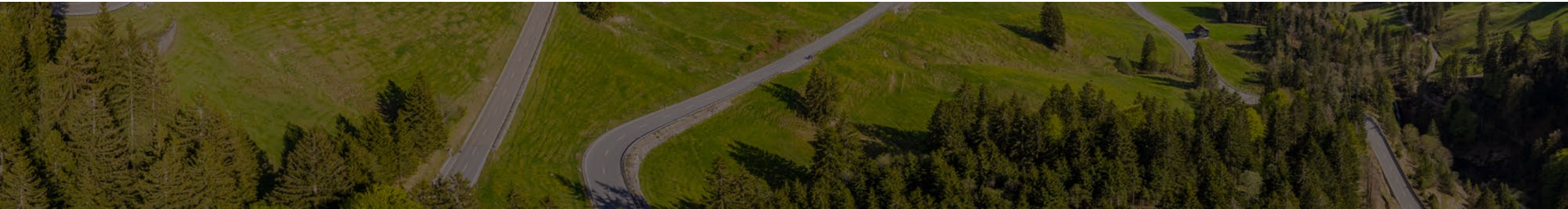


## Sessions monatliche Mittelwerte





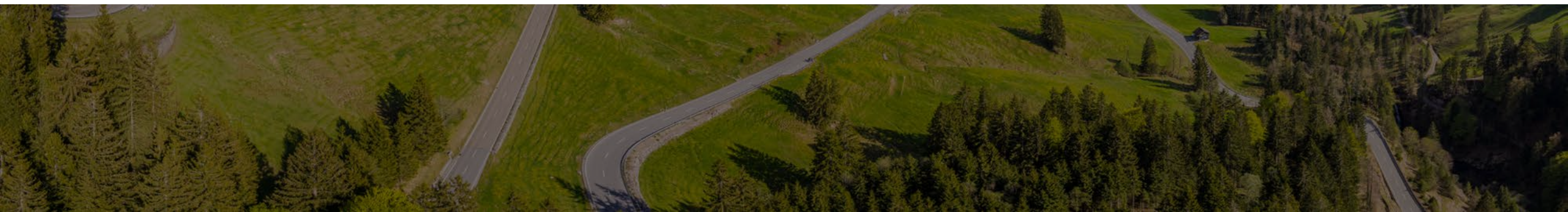
## Sessions monatliche Mittelwerte







### Sessions monatliche Mittelwerte





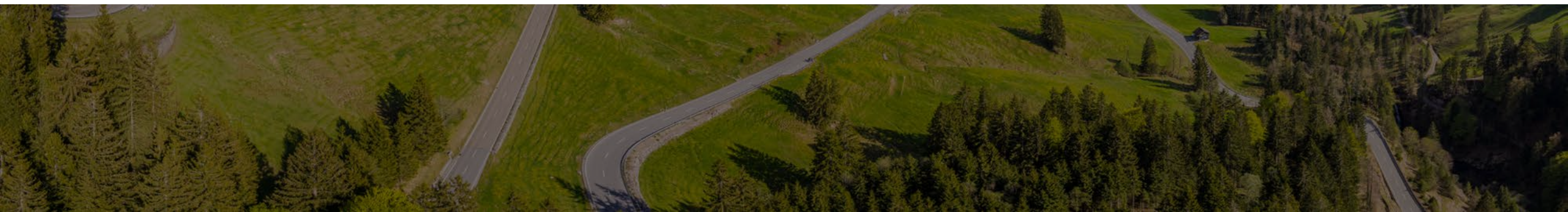
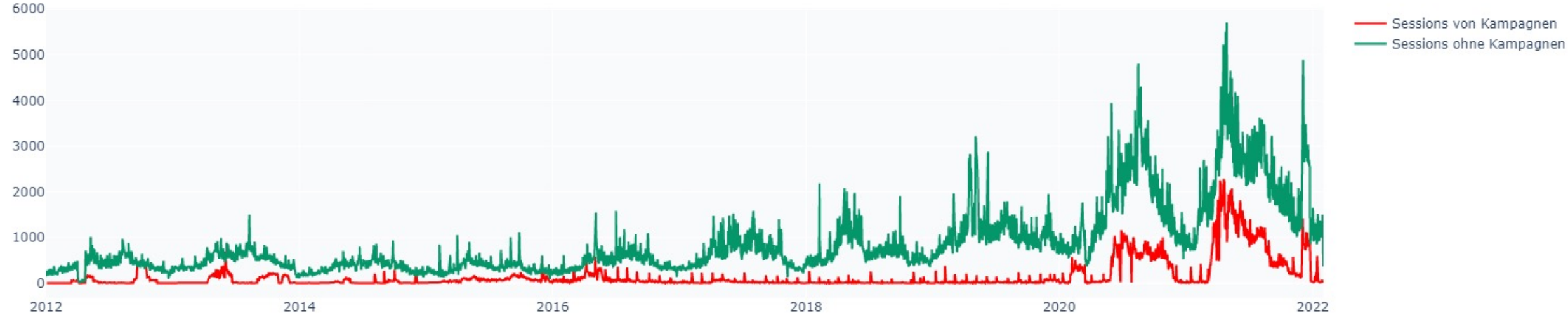
An aerial photograph of a mountain valley. In the foreground, a paved road winds through lush green meadows and dense evergreen forests. The middle ground shows rolling hills with scattered trees and small buildings. In the background, a massive, rugged mountain range with rocky peaks and patches of snow stretches across the horizon under a bright blue sky with scattered white clouds.

# Sessions und Kampagnen





### Thurgau Bodensee: Sessions pro Tag mit / ohne Kampagne





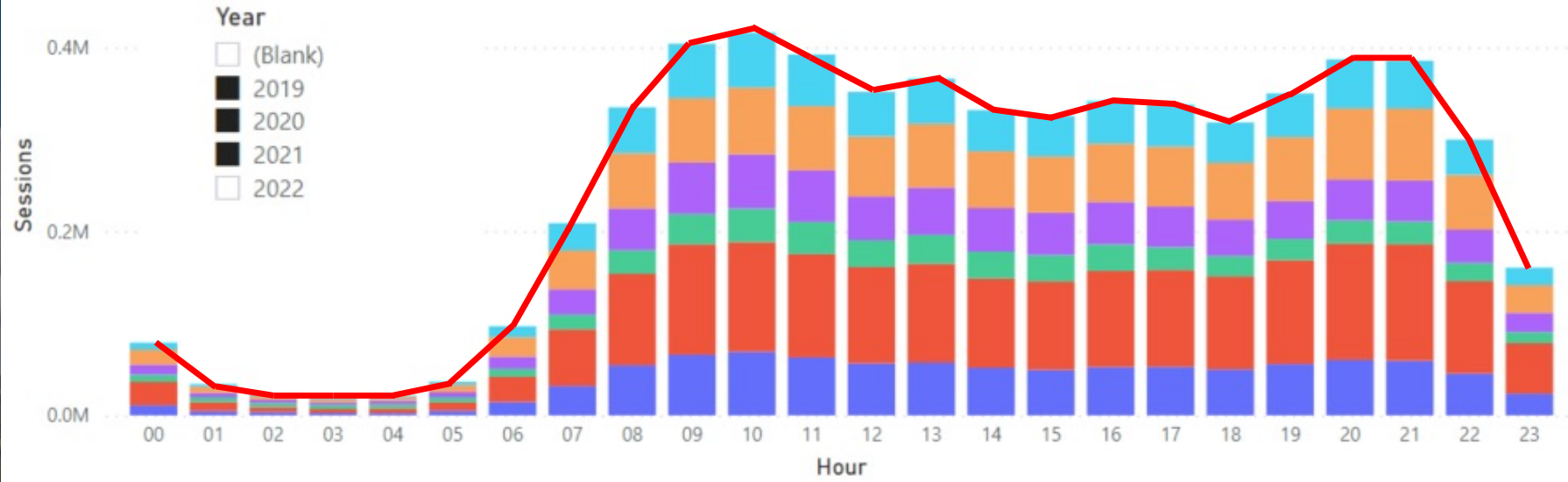
# Sessions und Zeit/Regionen

An aerial photograph of a mountainous landscape. In the foreground, a paved road winds through a lush green valley, surrounded by dense evergreen forests. The middle ground shows rolling hills with patches of forest and open grassy areas. In the background, a large, rugged mountain range with rocky peaks and some snow patches stretches across the horizon under a bright blue sky with scattered white clouds.



# Sessions by Hour and Tourismusregion

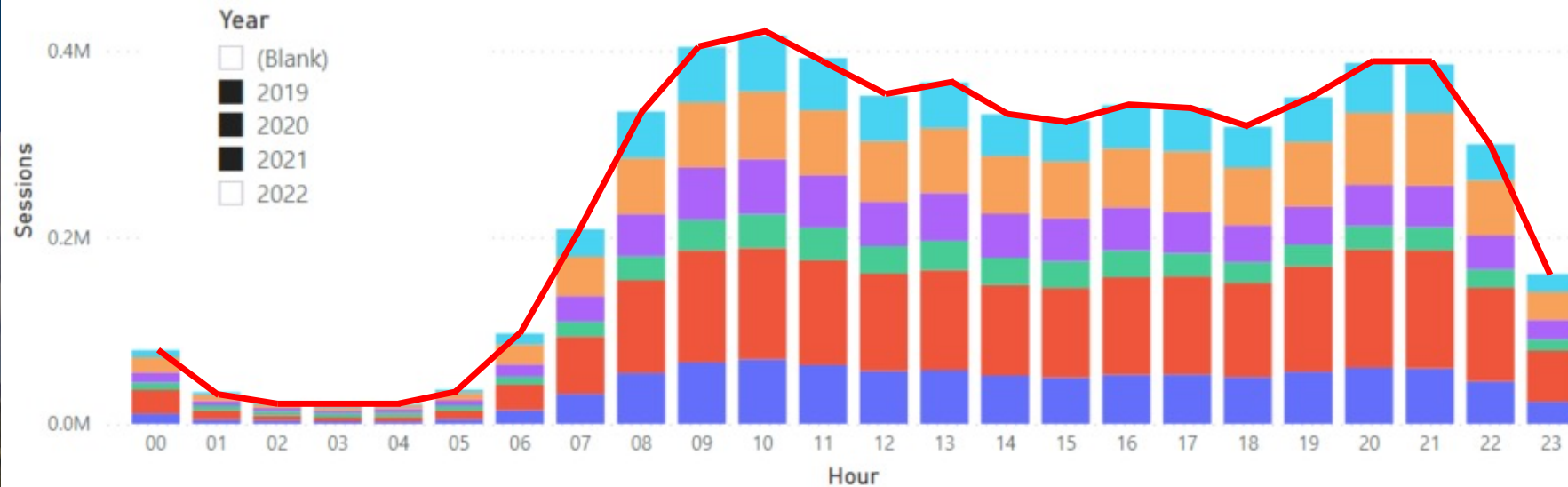
Tourismusregion ● Appenzellerland ● Heildilad ● Schaffhauserland ● St. Gallen Bodensee ● Thurgau Bodensee ● Toggenburg





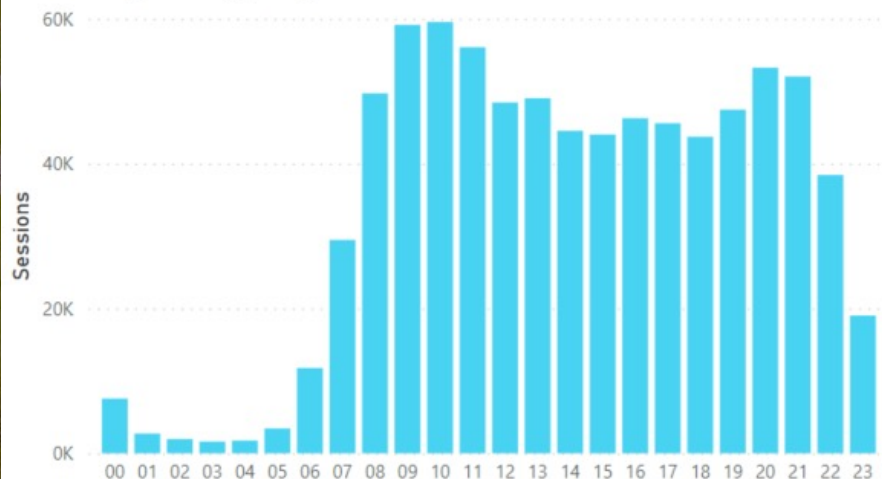
### Sessions by Hour and Tourismusregion

Tourismusregion ● Appenzellerland ● Heildiland ● Schaffhauserland ● St. Gallen Bodensee ● Thurgau Bodensee ● Toggenburg



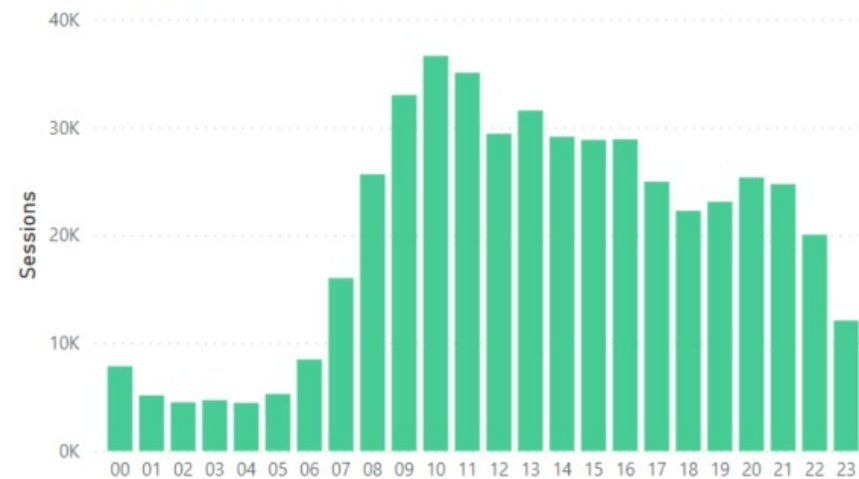
### Sessions by Hour and Tourismusregion

Tourismusregion ● Toggenburg



### Sessions by Hour and Tourismusregion

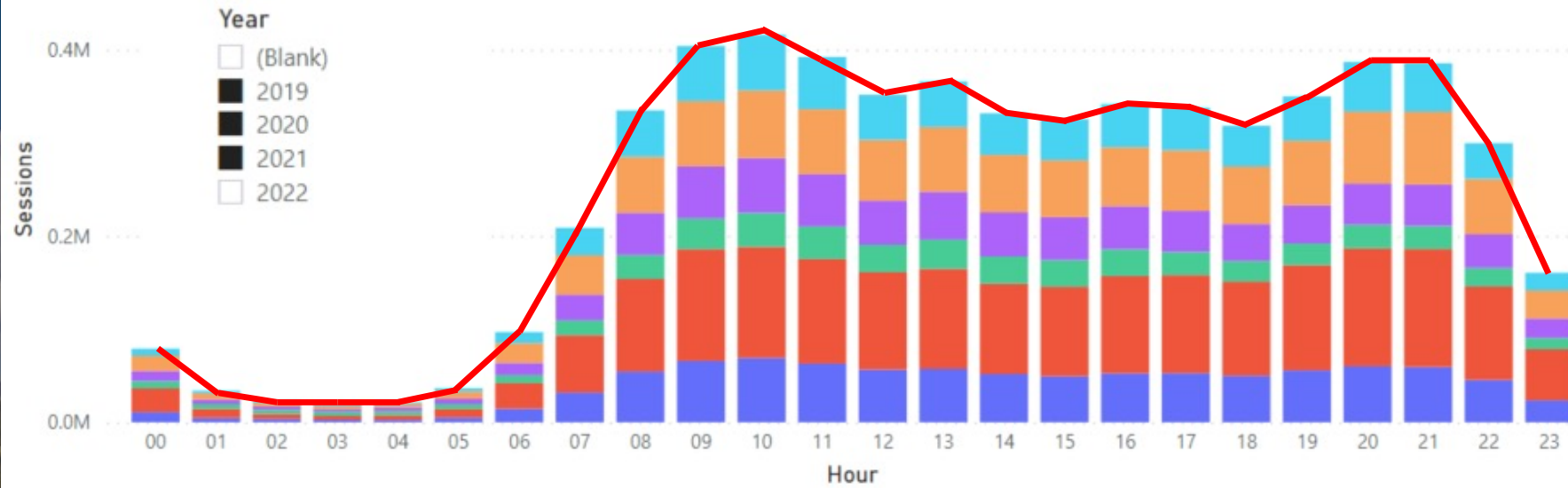
Tourismusregion ● Schaffhauserland





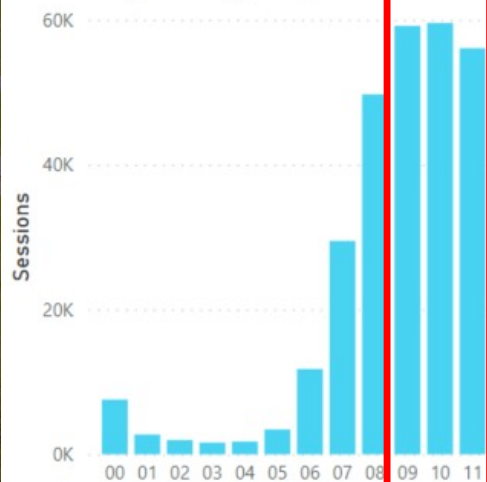
### Sessions by Hour and Tourismusregion

Tourismusregion ● Appenzellerland ● Heildiland ● Schaffhauserland ● St. Gallen Bodensee ● Thurgau Bodensee ● Toggenburg



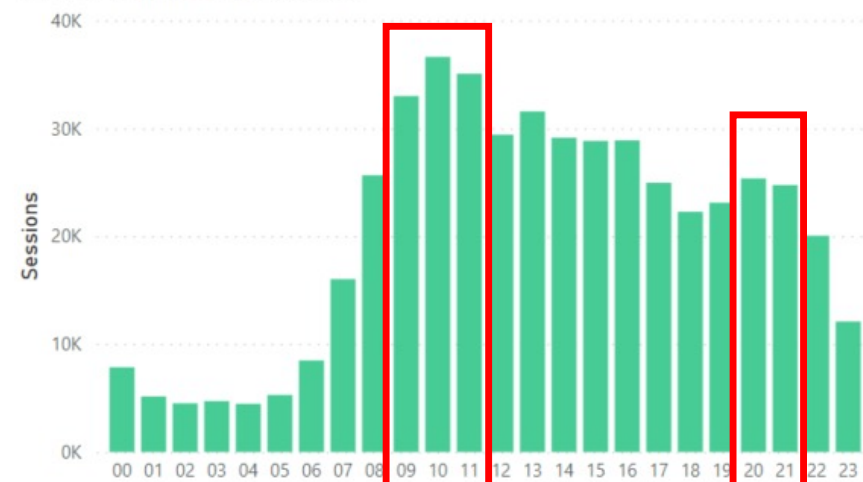
### Sessions by Hour and Tourismusregion

Tourismusregion ● Toggenburg

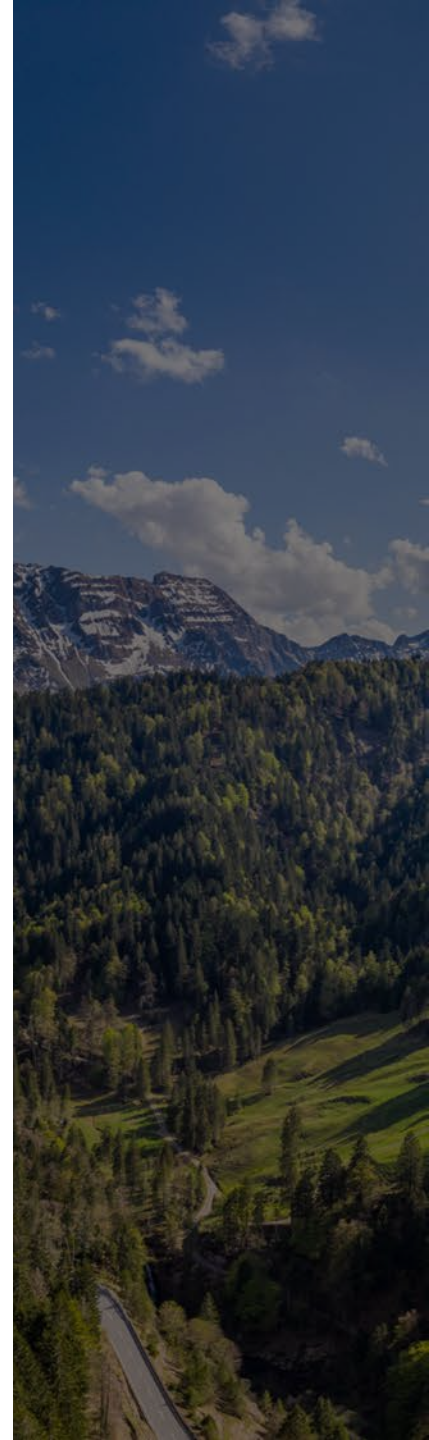
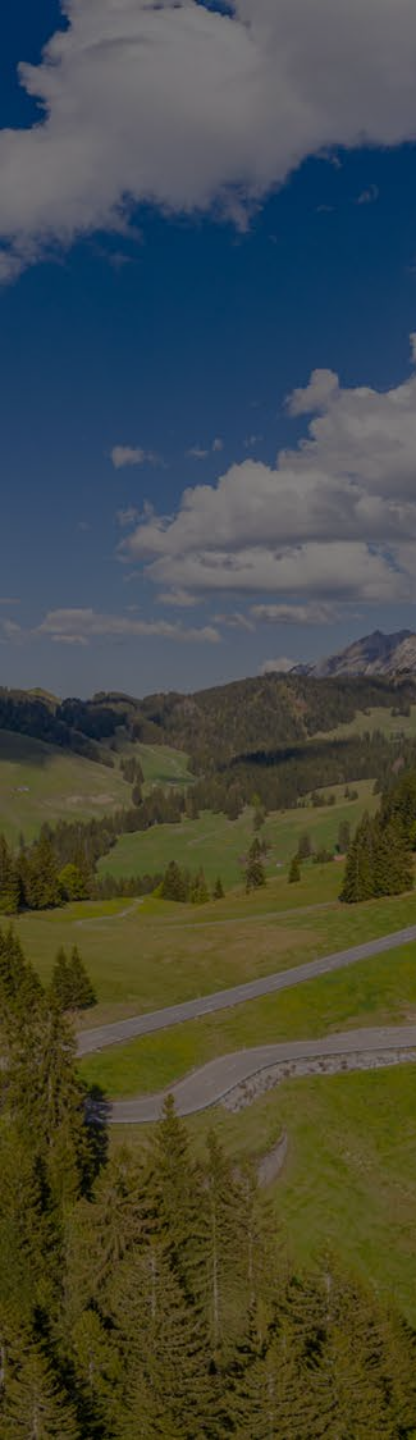
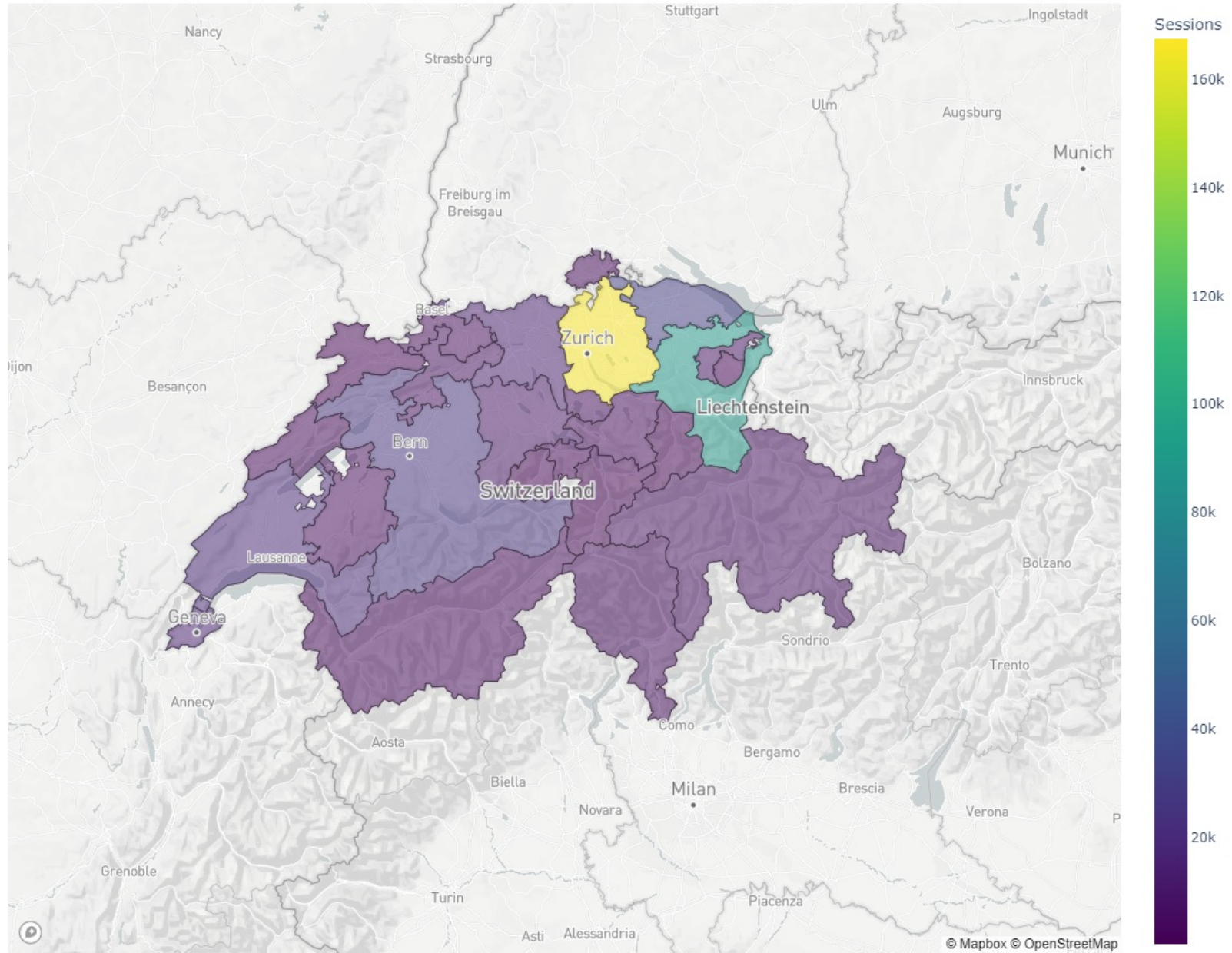


### Sessions by Hour and Tourismusregion

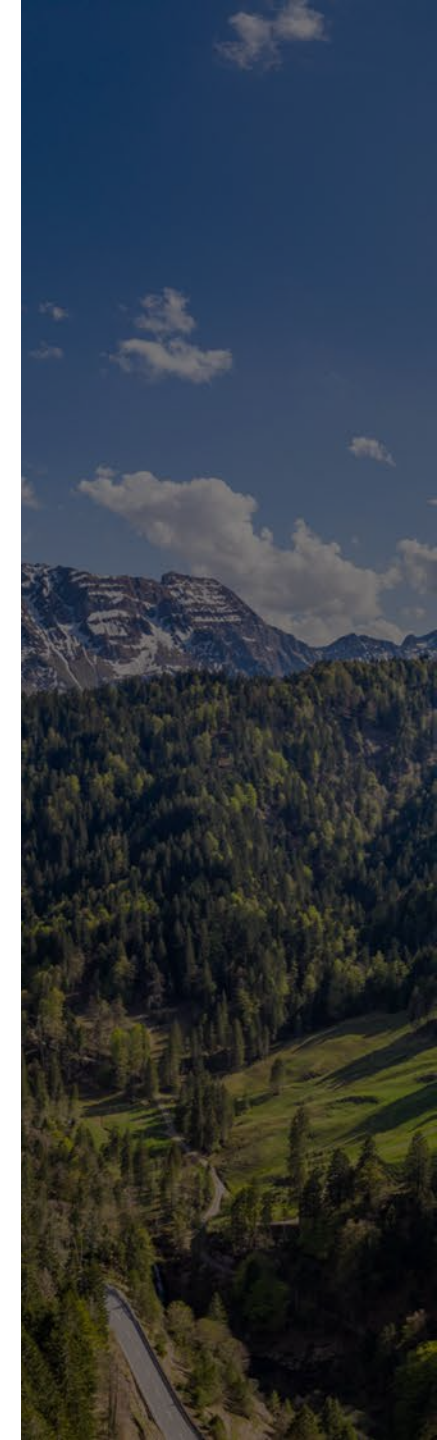
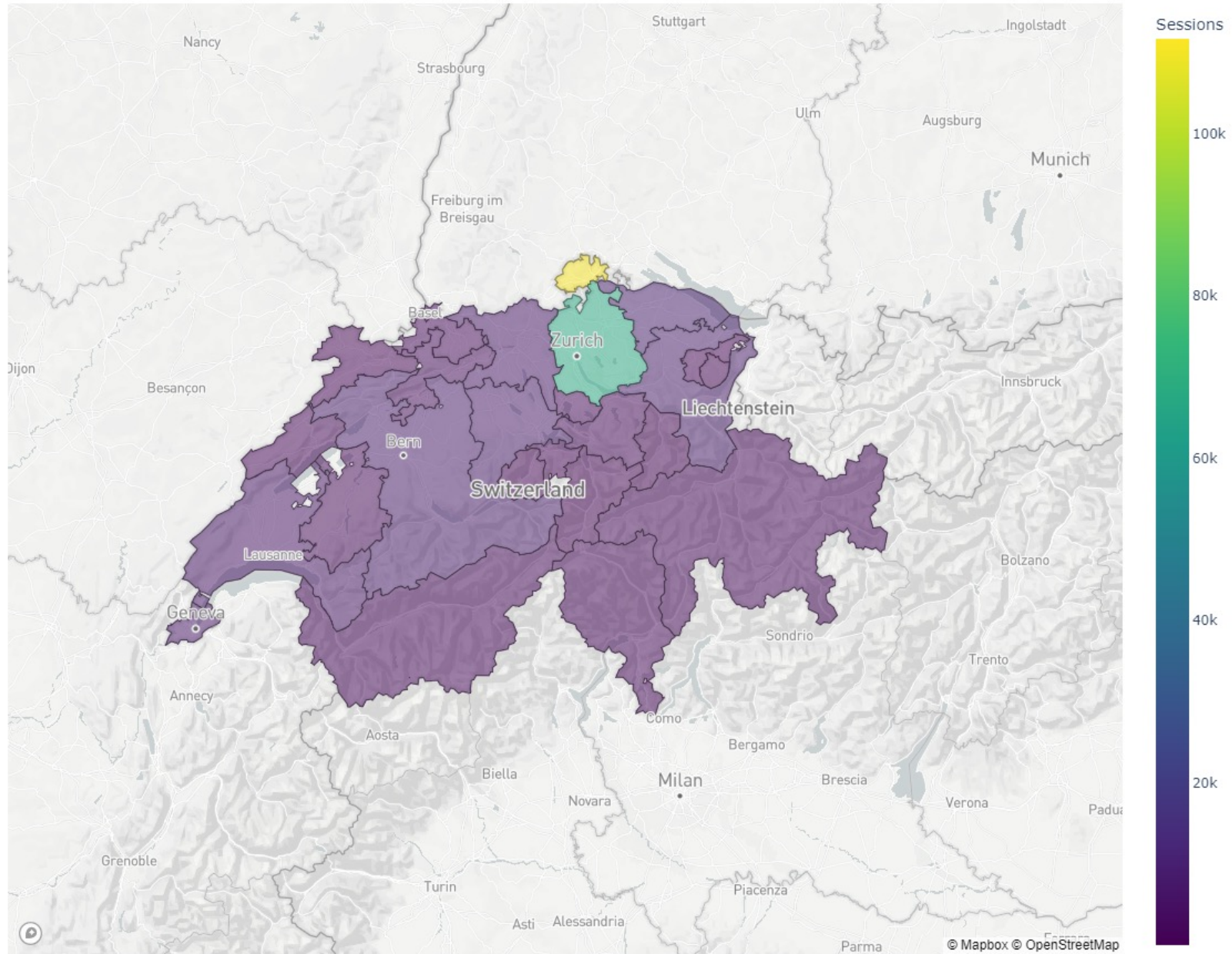
Tourismusregion ● Schaffhauserland













Tourismusregion Inland / Ausland	Appenzellerland		Heidiland		Schaffhauserland		St. Gallen Bodensee		Thurgau Bodensee		Toggenburg		Total	
	Sessions	in %	Sessions	in %	Sessions	in %	Sessions	in %	Sessions	in %	Sessions	in %	Sessions	in %
<input type="checkbox"/> Schweiz	2'645	1%	4'696	1%	112'140	44%	1'484	0%	9'676	1%	3'586	1%	134'227	4%
<input type="checkbox"/> 2021	2'645	1%	4'696	1%	112'140	44%	1'484	0%	9'676	1%	3'586	1%	134'227	4%
<input type="checkbox"/> Schaffhausen	2'645	1%	4'696	1%	112'140	44%	1'484	0%	9'676	1%	3'586	1%	134'227	4%
<input type="checkbox"/> Neuhausen am Rheinfall	106	0%	236	0%	81'267	32%	76	0%	346	0%	75	0%	82'106	2%
<input type="checkbox"/> Schaffhausen	1'508	0%	2'708	0%	26'681	11%	902	0%	5'421	1%	2'264	1%	39'484	1%
<input type="checkbox"/> (not set)	431	0%	672	0%	2'193	1%	242	0%	1'964	0%	504	0%	6'006	0%
<input type="checkbox"/> Beringen	364	0%	720	0%	1'098	0%	188	0%	1'210	0%	470	0%	4'050	0%
<input type="checkbox"/> Thayngen	224	0%	288	0%	816	0%	62	0%	606	0%	218	0%	2'214	0%
<input type="checkbox"/> Ramsen	10	0%	48	0%	78	0%	14	0%	109	0%	35	0%	294	0%
<input type="checkbox"/> Torres Strait Island Regional	2	0%	24	0%	7	0%			20	0%	20	0%	73	0%
<b>Total</b>	<b>2'645</b>	<b>1%</b>	<b>4'696</b>	<b>1%</b>	<b>112'140</b>	<b>44%</b>	<b>1'484</b>	<b>0%</b>	<b>9'676</b>	<b>1%</b>	<b>3'586</b>	<b>1%</b>	<b>134'227</b>	<b>4%</b>



Tourismusregion Inland / Ausland	Appenzellerland		Heidiland		Schaffhauserland		St. Gallen Bodensee		Thurgau Bodensee		Toggenburg		Total	
	Sessions	in %	Sessions	in %	Sessions	in %	Sessions	in %	Sessions	in %	Sessions	in %	Sessions	in %
☰ Schweiz	2'669	1%	4'704	1%	111'643	45%	1'484	0%	9'600	1%	3'695	1%	133'795	4%
☰ 2021	2'669	1%	4'704	1%	111'643	45%	1'484	0%	9'600	1%	3'695	1%	133'795	4%
☰ tablet	207	0%	316	0%	91'061	37%	112	0%	566	0%	275	0%	92'537	3%
☰ Schaffhausen	207	0%	316	0%	91'061	37%	112	0%	566	0%	275	0%	92'537	3%
☰ mobile	1'356	0%	2'500	0%	9'706	4%	610	0%	5'297	1%	2'096	1%	21'565	1%
☰ Schaffhausen	1'356	0%	2'500	0%	9'706	4%	610	0%	5'297	1%	2'096	1%	21'565	1%
☰ desktop	1'106	0%	1'888	0%	10'876	4%	762	0%	3'737	0%	1'324	0%	19'693	1%
☰ Schaffhausen	1'106	0%	1'888	0%	10'876	4%	762	0%	3'737	0%	1'324	0%	19'693	1%
<b>Total</b>	<b>2'669</b>	<b>1%</b>	<b>4'704</b>	<b>1%</b>	<b>111'643</b>	<b>45%</b>	<b>1'484</b>	<b>0%</b>	<b>9'600</b>	<b>1%</b>	<b>3'695</b>	<b>1%</b>	<b>133'795</b>	<b>4%</b>



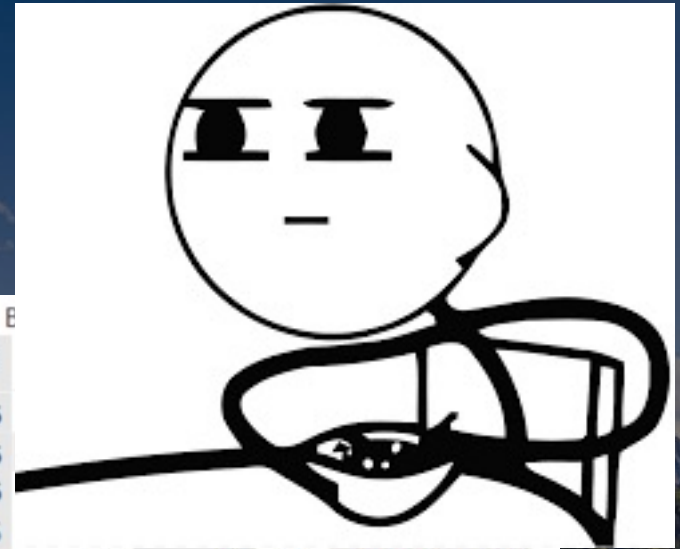
Tourismusregion Inland / Ausland	Appenzellerland		Heidiland		Schaffhauserland		St. Gallen Bodensee		Thurgau Bodensee		Toggenburg		Total	
	Sessions	in %	Sessions	in %	Sessions	in %	Sessions	in %	Sessions	in %	Sessions	in %	Sessions	in %
<b>Schweiz</b>	<b>2'645</b>	<b>1%</b>	<b>4'696</b>	<b>1%</b>	<b>112'140</b>	<b>44%</b>	<b>1'484</b>	<b>0%</b>	<b>9'676</b>	<b>1%</b>	<b>3'586</b>	<b>1%</b>	<b>134'227</b>	<b>4%</b>
2021	2'645	1%	4'696	1%	112'140	44%	1'484	0%	9'676	1%	3'586	1%	134'227	4%
Schaffhausen	2'645	1%	4'696	1%	112'140	44%	1'484	0%	9'676	1%	3'586	1%	134'227	4%
Neuhausen am Rheinfall	106	0%	236	0%	81'267	32%	76	0%	346	0%	75	0%	82'106	2%
Schaffhausen	1'508	0%	2'708	0%	26'681	11%	902	0%	5'421	1%	2'264	1%	39'484	1%
(not set)	431	0%	672	0%	2'193	1%	242	0%	1'964	0%	504	0%	6'006	0%
Beringen	364	0%	720	0%	1'098	0%	188	0%	1'210	0%	470	0%	4'050	0%
Thayngen	224	0%	288	0%	816	0%	62	0%	606	0%	218	0%	2'214	0%
Ramsen	10	0%	48	0%	78	0%	14	0%	109	0%	35	0%	294	0%
Torres Strait Island Regional	2	0%	24	0%	7	0%			20	0%	20	0%	73	0%
<b>Total</b>	<b>2'645</b>	<b>1%</b>	<b>4'696</b>	<b>1%</b>	<b>112'140</b>	<b>44%</b>	<b>1'484</b>	<b>0%</b>	<b>9'676</b>	<b>1%</b>	<b>3'586</b>	<b>1%</b>	<b>134'227</b>	<b>4%</b>



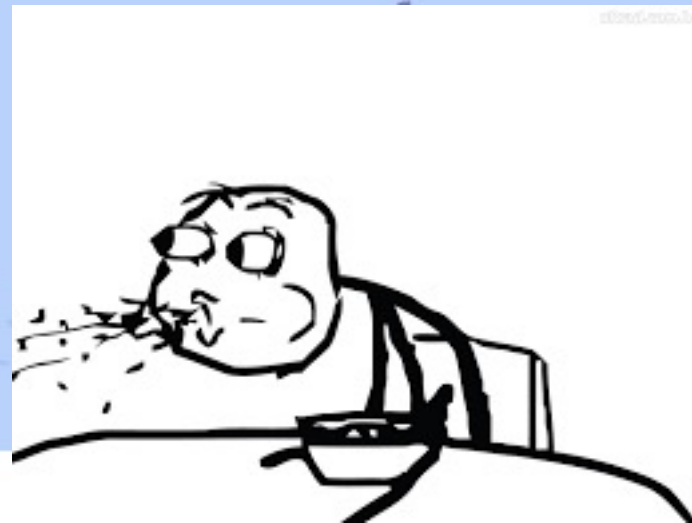
Tourismusregion Inland / Ausland	Appenzellerland		Heidiland		Schaffhauserland		St. Gallen Bodensee		Thurgau Bodensee		Toggenburg		Total	
	Sessions	in %	Sessions	in %	Sessions	in %	Sessions	in %	Sessions	in %	Sessions	in %	Sessions	in %
<input type="checkbox"/> Schweiz	2'645	1%	4'696	1%	112'140	44%	1'484	0%	9'676	1%	3'586	1%	134'227	4%
<input type="checkbox"/> 2021	2'645	1%	4'696	1%	112'140	44%	1'484	0%	9'676	1%	3'586	1%	134'227	4%
<input type="checkbox"/> Schaffhausen	2'645	1%	4'696	1%	112'140	44%	1'484	0%	9'676	1%	3'586	1%	134'227	4%
<input type="checkbox"/> Neuhausen am Rheinfall	106	0%	236	0%	81'267	32%	76	0%	346	0%	75	0%	82'106	2%
<input type="checkbox"/> Schaffhausen	1'508	0%	2'708	0%	26'681	11%	902	0%	5'421	1%	2'264	1%	39'484	1%
<input type="checkbox"/> (not set)	431	0%	672	0%	2'193	0%	242	0%	1'964	0%	504	0%	6'006	0%
<input type="checkbox"/> Beringen	364	0%	720	0%	1'098	0%	188	0%	1'210	0%	470	0%	4'050	0%
<input type="checkbox"/> Thayngen	224	0%	288	0%	816	0%	62	0%	606	0%	218	0%	2'214	0%
<input type="checkbox"/> Ramsen	10	0%	48	0%	78	0%	14	0%	109	0%	35	0%	294	0%
<input type="checkbox"/> Torres Strait Island Regional	2	0%	24	0%	7	0%			20	0%	20	0%	73	0%
<b>Total</b>	<b>2'645</b>	<b>1%</b>	<b>4'696</b>	<b>1%</b>	<b>112'140</b>	<b>44%</b>	<b>1'484</b>	<b>0%</b>	<b>9'676</b>	<b>1%</b>	<b>3'586</b>	<b>1%</b>	<b>134'227</b>	<b>4%</b>



Tourismusregion Inland / Ausland	Appenzellerland		Heidiland		Schaffhauserland		St. Gallen Bodensee		Thurgau E					
	Sessions	in %	Sessions	in %	Sessions	in %	Sessions	in %	Sessions					
<b>Schweiz</b>	<b>2'645</b>	<b>1%</b>	<b>4'696</b>	<b>1%</b>	<b>112'140</b>	<b>44%</b>	<b>1'484</b>	<b>0%</b>	<b>9'676</b>					
2021	2'645	1%	4'696	1%	112'140	44%	1'484	0%	9'676					
<b>Schaffhausen</b>	<b>2'645</b>	<b>1%</b>	<b>4'696</b>	<b>1%</b>	<b>112'140</b>	<b>44%</b>	<b>1'484</b>	<b>0%</b>	<b>9'676</b>					
Neuhausen am Rheinfall	106	0%	236	0%	81'267	32%	76	0%	346					
Schaffhausen	1'508	0%	2'708	0%	26'681	11%	902	0%	5'421	1%	2'264	1%	39'484	1%
(not set)	431	0%	672	0%	2'193	0%	242	0%	1'964	0%	504	0%	6'006	0%
Beringen	364	0%	720	0%	1'098	0%	188	0%	1'210	0%	470	0%	4'050	0%
Thayngen	224	0%	288	0%	816	0%	62	0%	606	0%	218	0%	2'214	0%
Ramsen	10	0%	48	0%	78	0%	14	0%	109	0%	35	0%	294	0%
<b>Torres Strait Island Regional</b>	<b>2</b>	<b>0%</b>	<b>24</b>	<b>0%</b>	<b>7</b>	<b>0%</b>			<b>20</b>	<b>0%</b>	<b>20</b>	<b>0%</b>	<b>73</b>	<b>0%</b>
<b>Total</b>	<b>2'645</b>	<b>1%</b>	<b>4'696</b>	<b>1%</b>	<b>112'140</b>	<b>44%</b>	<b>1'484</b>	<b>0%</b>	<b>9'676</b>	<b>1%</b>	<b>3'586</b>	<b>1%</b>	<b>134'227</b>	<b>4%</b>







**Torres Strait Island Region**  
Queensland 4875, Australien



# ERKENNTNISSE



- Peak im Hitzesommer 2015
- Saisonalitäten
- Trends (Corona)
- Top Zeiten
- Top Regionen



Ziel





A scenic mountain landscape featuring a central lake, green slopes, and snow-capped peaks under a cloudy sky. The foreground shows a winding path and yellow wildflowers. The middle ground is dominated by a lush green valley with a small lake. The background consists of rugged, rocky mountains with patches of snow and a clear blue sky with scattered white clouds.

# Verbindung zwischen Wetter- und Sessiondaten





Temperatur vs. Sessions (Heidiland)







## Temperatur vs. Sessions (Heidiland)







Temperatur vs. Sessions (Heidiland)







Quelle: Twitter Tofuwa\_Bohu



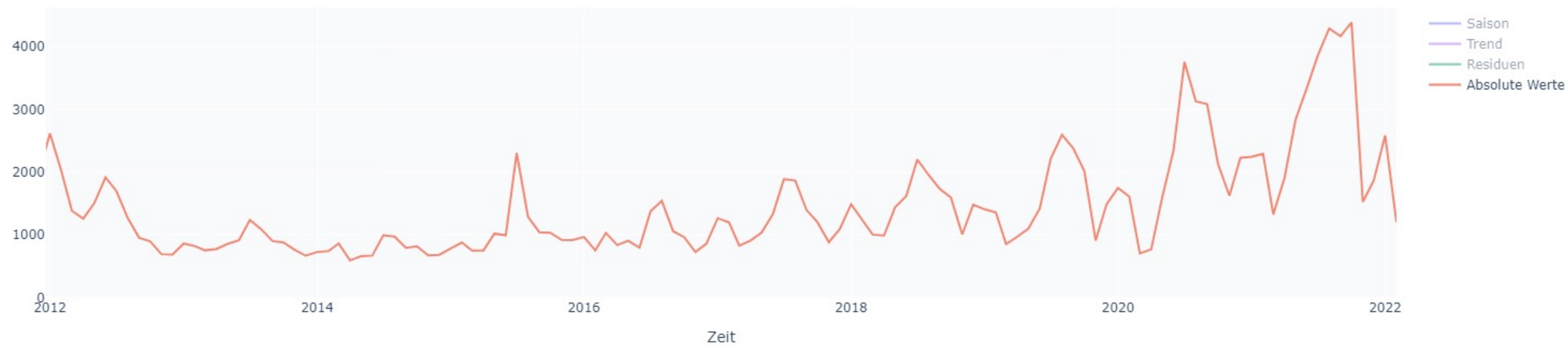
A scenic mountain landscape featuring a winding asphalt road that curves through lush green hills. In the background, a large, rugged mountain range with patches of snow is visible under a bright blue sky with scattered white clouds. The foreground is dominated by dense evergreen forests.

«Welchen Einfluss hat das Wetter auf den Traffic einer Webseite?»»





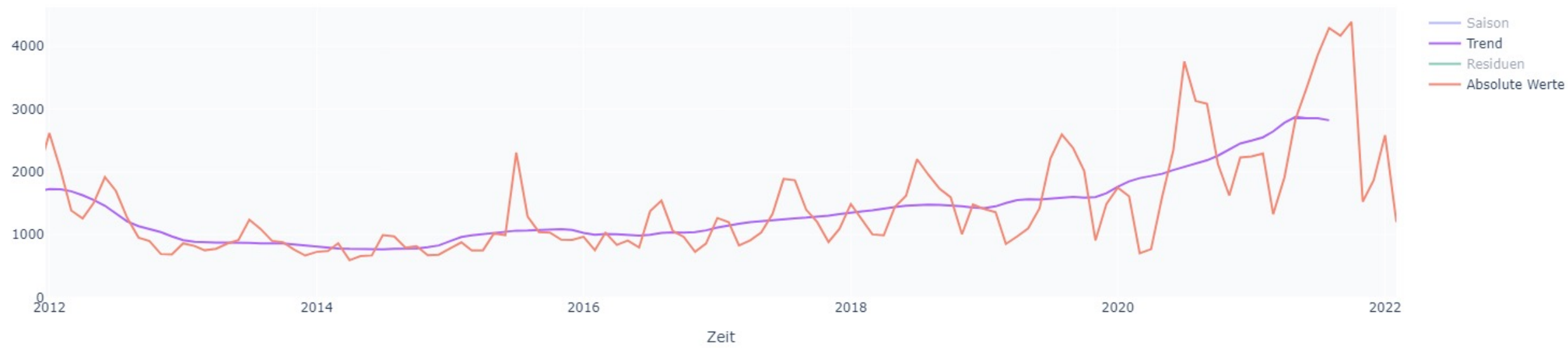
# Heidiland: Trend, Saison, Residuen







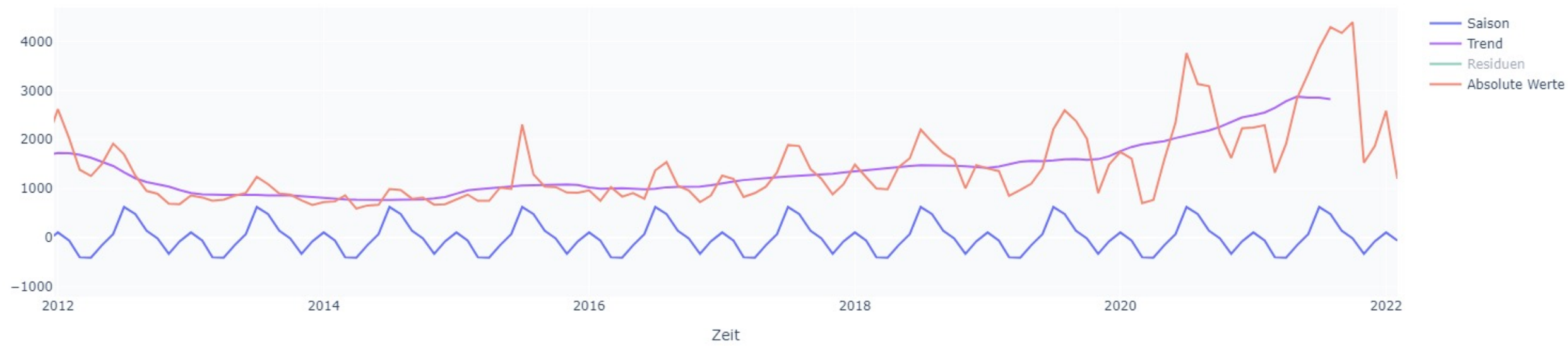
# Heidiland: Trend, Saison, Residuen







# Heidiland: Trend, Saison, Residuen







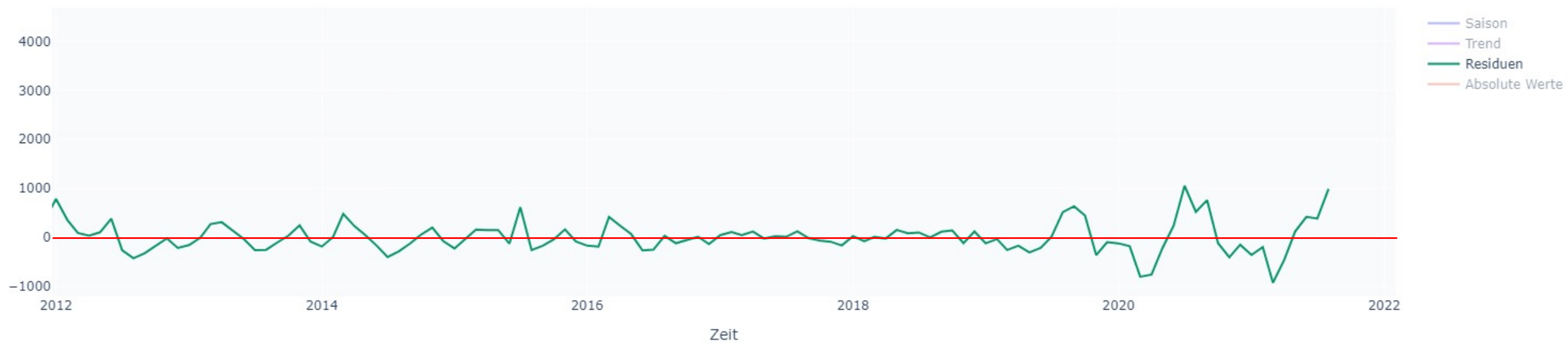
## Heidiland: Trend, Saison, Residuen







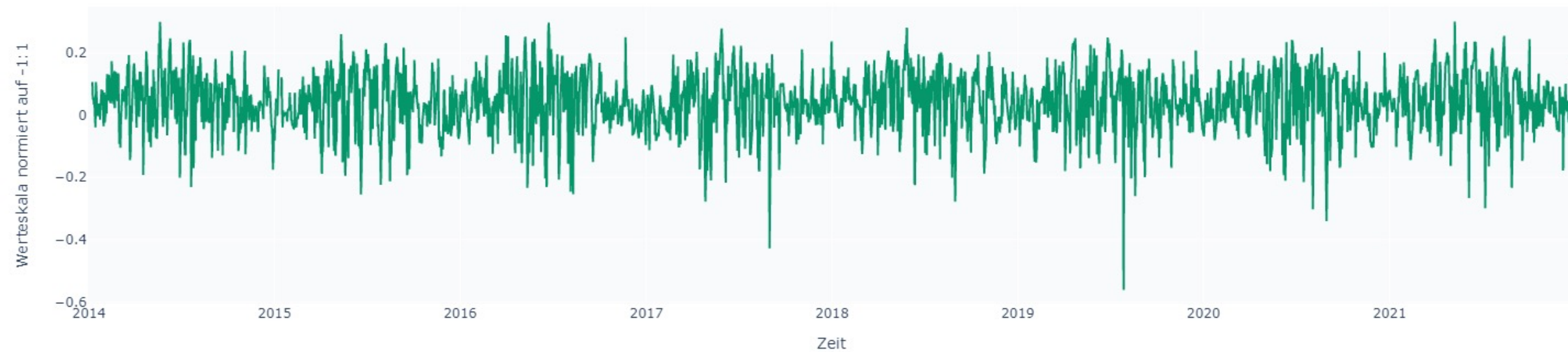
## Heidiland: Trend, Saison, Residuen







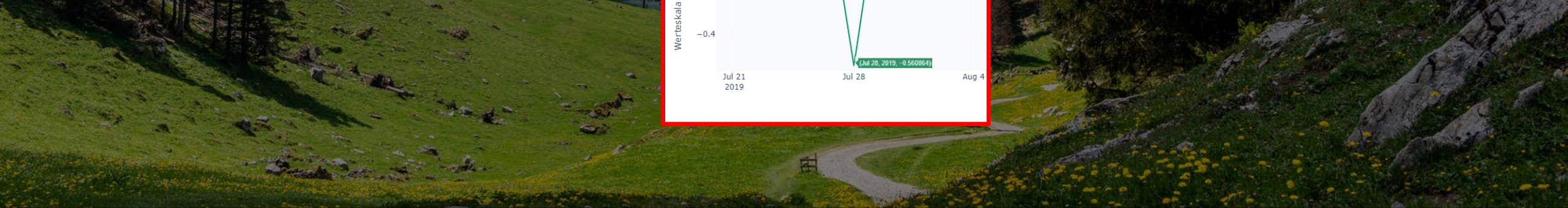
## Wetterindex



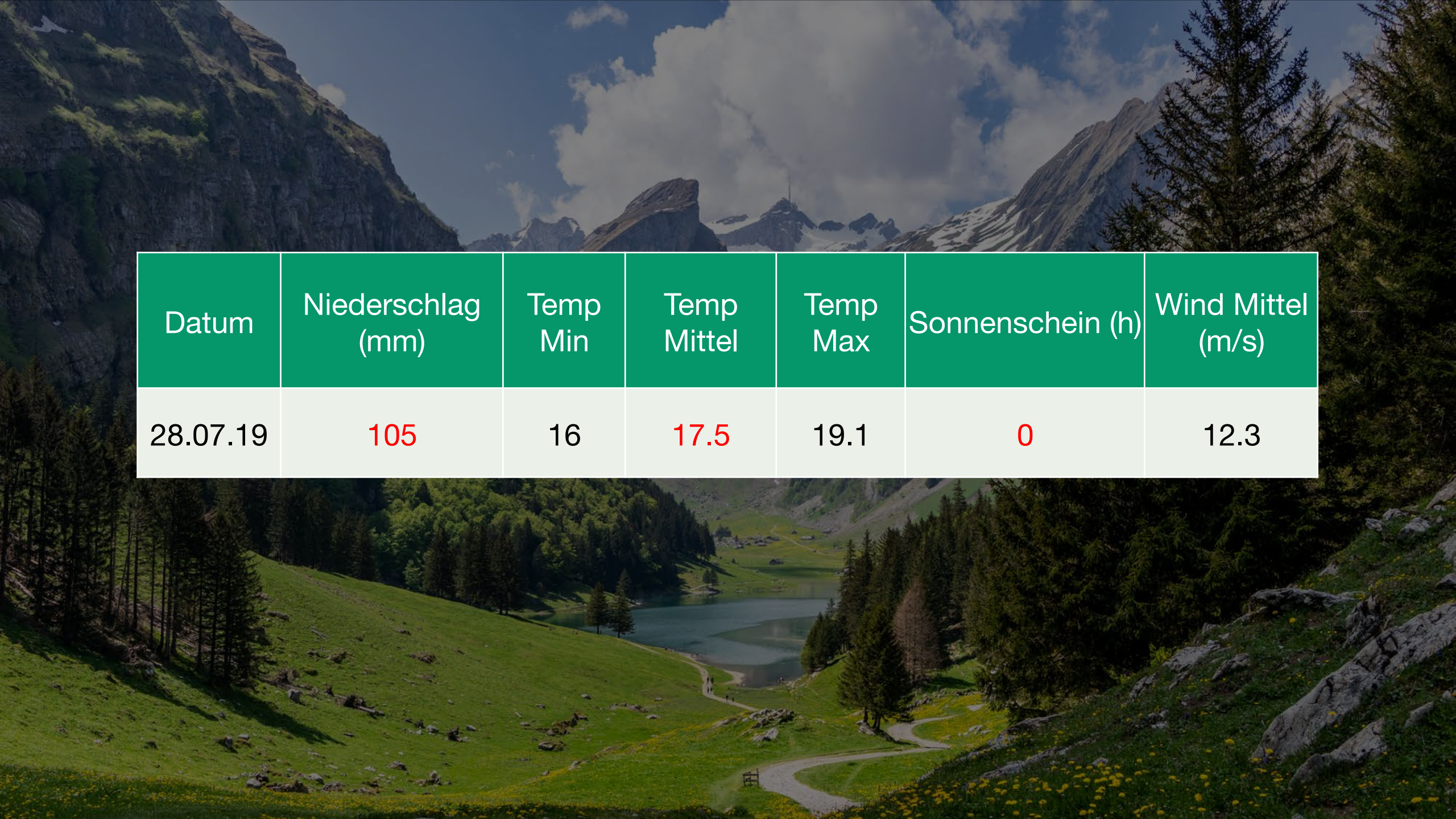




# Wetterindex





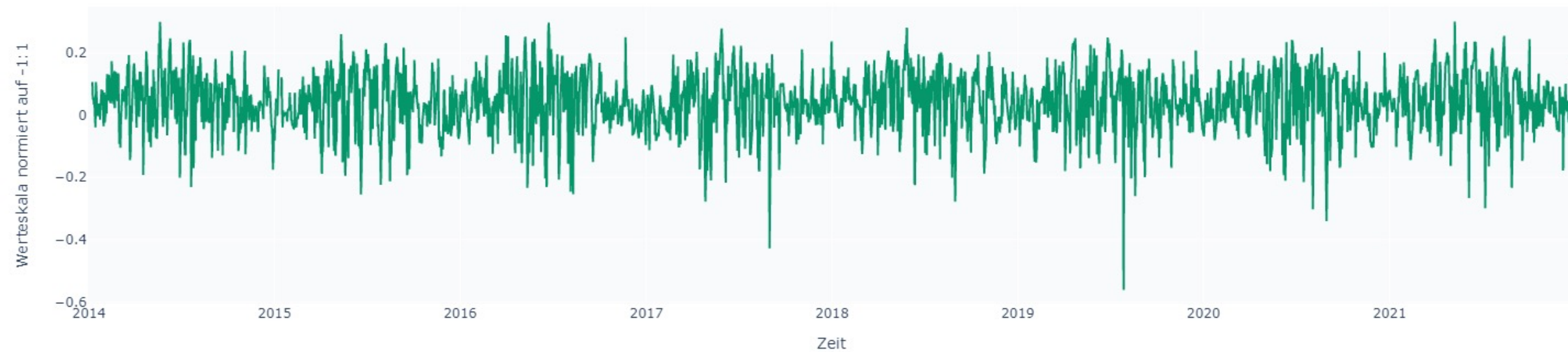


Datum	Niederschlag (mm)	Temp Min	Temp Mittel	Temp Max	Sonnenschein (h)	Wind Mittel (m/s)
28.07.19	105	16	17.5	19.1	0	12.3



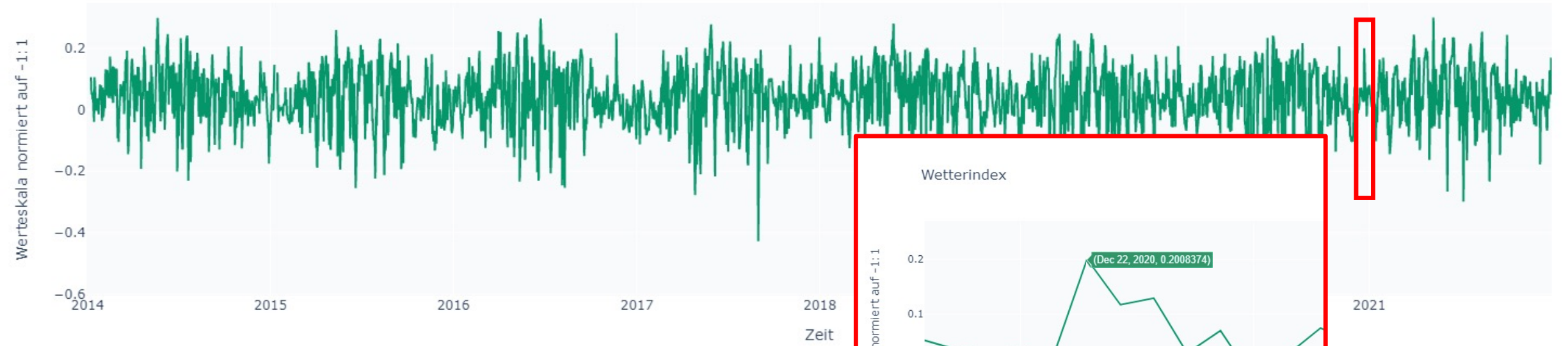


## Wetterindex

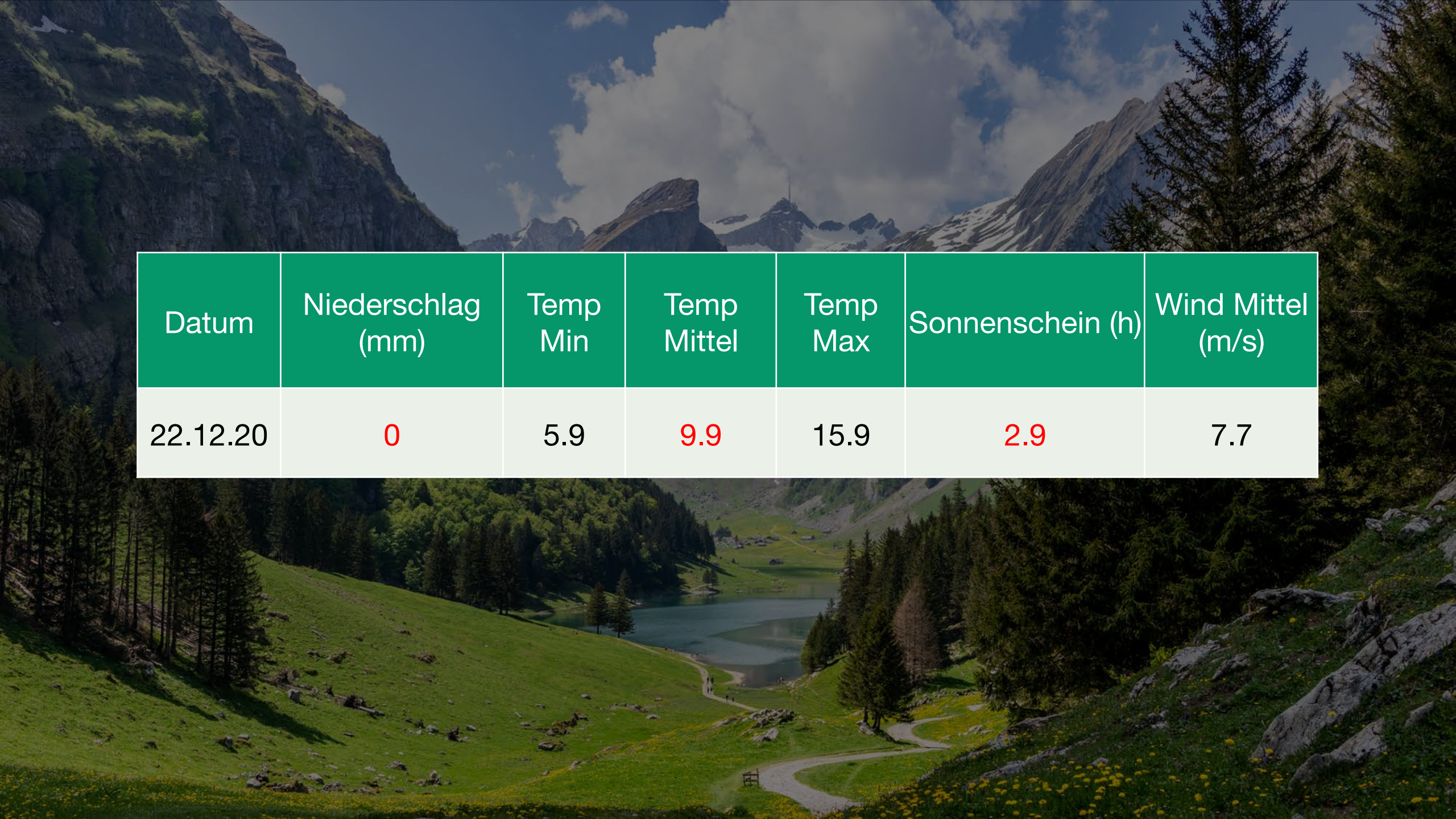




# Wetterindex





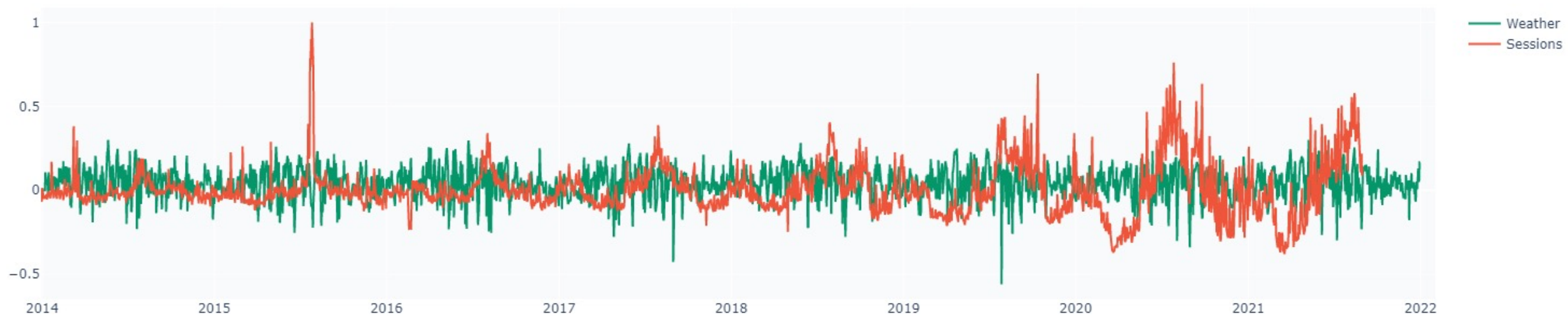


Datum	Niederschlag (mm)	Temp Min	Temp Mittel	Temp Max	Sonnenschein (h)	Wind Mittel (m/s)
22.12.20	0	5.9	9.9	15.9	2.9	7.7





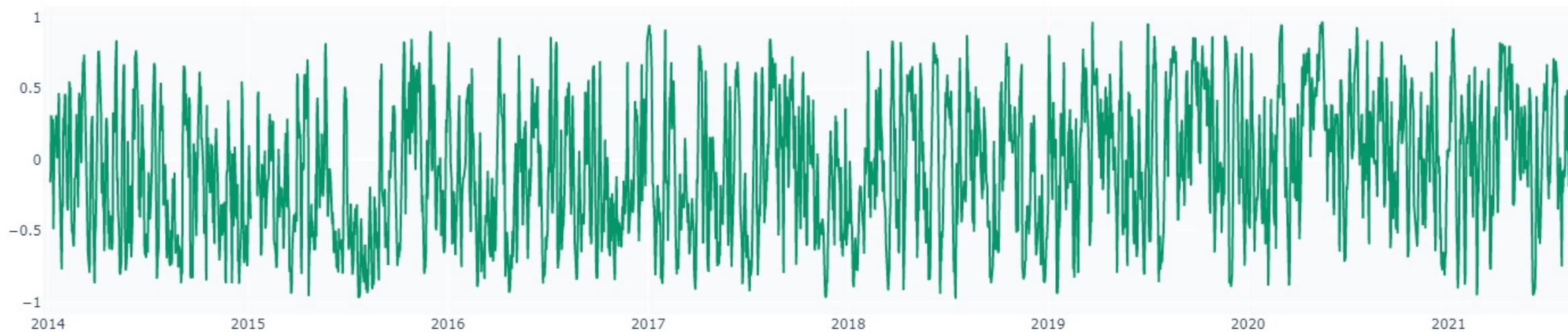
Heidiland: Normalized Sessions + Weather Daily values







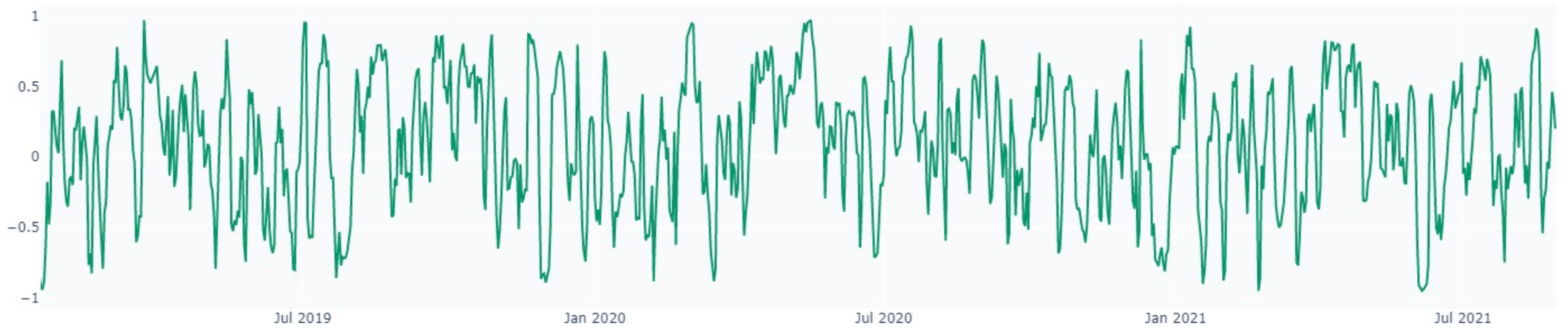
Heidiland: Pearson R







Heidiland: Pearson R









# ERKENNTNISSE





# ERKENNTNISSE



1

Es gibt **Trends** und **Saisonalitäten**



# ERKENNTNISSE

1

Es gibt Trends und  
Saisonalitäten

2

Von **Korrelationen** darf  
niemals auf **Kausalität**  
geschlossen werden



# ERKENNTNISSE



1

Es gibt Trends und Saisonalitäten

2

Von Korrelationen darf niemals auf Kausalität geschlossen werden

3

Zeitweise gibt es **starke Korrelationen**, es ist aber kein **Muster** erkennbar



A scenic mountain landscape featuring a winding asphalt road that curves through lush green meadows and dense evergreen forests. In the background, a large, rugged mountain range with rocky peaks and patches of snow is visible under a bright blue sky with scattered white clouds. The overall scene is bright and clear, suggesting a sunny day.

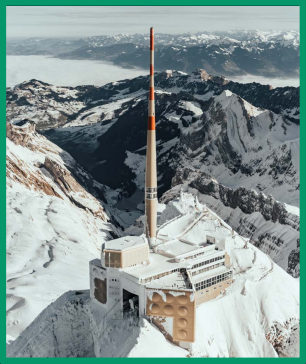
«Welchen Einfluss hat das Wetter auf den Traffic einer Webseite?»»



# Zusammenfassung

A wide-angle landscape photograph of a mountain range. The foreground shows rugged, rocky mountain peaks with patches of green grass. The middle ground features a series of rolling mountain ridges and valleys, some of which are partially obscured by low-hanging clouds or mist. The background consists of more distant, hazy mountain ranges. The sky is filled with large, dark, dramatic clouds, with bright sunlight breaking through on the right side, creating prominent sunbeams (crepuscular rays) that illuminate the scene. The overall color palette is dominated by blues, greys, and greens, with a warm glow from the sun.





Ziel & Vorgehen  
definieren



Explorative  
Datenanalyse



Daten  
beschaffen



Merkmale  
hinzufügen



Daten  
bereinigen



Auswerten und  
Visualisieren





Vielen Dank

E-Campus & Innovation.Lab