

#### **Google Analytics**



#### Project: Navigating, Reports, & Dashboards

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## Part One: Primary Views & Filters



#### Best Practice Check: Three Primary Views

For this project, I am using the Google Merchandise Store Demo Account. The three views are as follows:

- 1 Master View Production
- 2 Test View Test
- 3 Raw Data View Unfiltered

All Favorites Recents	Q Search	Visit Platform Home
·	All accounts	
Analytics Accounts Properties & Apps	Views	
Demo Account 54516992Google Merchand UA-54516992-1	1 Master View 92320289	
GTM Testing 140388615	2 Test View 92324711	
Laura's Websites 109231561	3 Raw Data View 90822334	\$



### **2. Best Practice Check:** Filtering Internal Traffic (1 of 2)

Since I am using the Google Merchandise Store Demo Account, I do not have authorization to filter internal traffic, so I am including a screenschot of where I would create this filter.

On the next page, I will include a filter from a website I manage that has removed internal traffic and hostname spam to properly demonstrate my knowledge.

We navigate to Admin Panel  $\rightarrow$  Filters  $\rightarrow$  Add Filter (option is removed for demo account)

.1	Analytics	1	l accounts > Google Merchandise St Master View -	Q Tr	y se	earching "Pageviews in last 30 days	"		ب	::	?	•	
A	ADMI	N	USER										
		View	+ Create View										
• 🕓		1 Mast	er View					Q Search					
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+ 5+			Coolo	1		Rename AdWords Campaigns	Search and Replace						
		_	ooals	2		Include Hostname	Include						
		Y	Filters										
		1	Ecommerce Settings										
		Dd	Calculated Metrics BETA										
		PERS	ONAL TOOLS & ASSETS										
		≡l≡	Segments										
Q		Ţ	Annotations										
\$		da	Attribution Models										
>				© 2019 Google	A	nalytics home   Terms of Service   P	rivacy Policy   Send feed	back					





### **2. Best Practice Check:** Filtering Internal Traffic (2 of 2)

#### Please see below for successfully filtered Home IP Address Traffic.

All accounts > You Can Lear All Web Site Dat	a How to A ▼ Q Try searching "Pageviews in last 30 days"	📌 # 0 E 🚺
ADMIN USER		
View + Create View All Web Site Data	+ ADD FILTER Assign Filter Order	
← View Settings	Rank     Filter Name     Filter Type	
User Management	Admin france Exclude	remove
Goals	3 Exclude bostname spam Exclude	remove
Content Grouping	4 Exclude Hostname Spam 2 Exclude	remove
<b>Filters</b>		
Channel Settings		
Ecommerce Settings		
Dd Calculated Metrics BETA		
N USER		
View + Create View		
All Web Site Data	Edit Filter	
View Settings	Filter Information Filter Name	
User Management	Home IP Address	
	Filter Type	
Goals	Predefined Custom	
Content Grouping	Exclude $\checkmark$ traffic from the IP addresses $\checkmark$ that are equal to $\checkmark$	
<b>Filters</b>	IP address	
Channel Settings	75.9.92.97	
Ecommerce Settings	Filter Verification 🕜	
Dd Calculated Metrics BETA	Analytics cannot provide a preview for this filter: previews for advanced filters and location-based filters supported at this time.	(e.g, IP address, Country) are not
	All accounts > You Can Learn All Web Site Data ADMIN USER View - Create View All Web Site Data View Settings Content Grouping Filters Channel Settings Calculated Metrics BETA View Settings View Settings Content Grouping View Settings Content Grouping Filters Content Grouping Filters Content Grouping Filters Content Grouping Filters Content Grouping Filters Content Grouping Content Grouping	ADMIN USER     Ver < Content Grouping     Ver Settings     Content Grouping     Ver Settings     Content Grouping     Edit Filter     Pitters     Content Grouping     Edit Filter     Filter Name     Pitters     Content Grouping     Edit Filter     Filter Size     Content Grouping     Edit Filter     Filter Type     Edits Content Grouping     Edit Filter     Filter Type     Image: Content Grouping     Edit Filter     Filter Type     Image: Content Grouping     Edit Filter     Filter Type     Image: Content Grouping     Edit Filter Information     Filter Type   Predefied   Content Grouping   Image: Content Group

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# Data Exploration



#### Standard Display - Audience (1 of 3)

From the Audience Overview Report, select a three month time period you would like to explore. Which week had the most visitors, and which week had the fewest visitors to your site?

Here is an overview of the Jan 1, 2019 – Mar 31, 2019 period broken down by week. The following pages show close ups of the weeks with most and least visitors. The first and last segments have been eliminated because they are not full weeks.

.ıl	Analytics 1 Ma	ounts > Google Merchandise St Aster View ▼	🌲 📰 🛛 : 👰
A	Home	Audience Overview 🦻	🗃 SAVE 🕁 EXPORT < SHARE 🏾 🏹 INSIGHTS
REPO	Customization	All Users 100.00% Users + Add Segment	Jan 1, 2019 - Mar 31, 2019 👻
• 🕓	Realtime	Overview	
• •	Audience	Users VS. Select a metric	Hourly Day Week Month
	Overview		
	Active Users	15,000	
	Lifetime Value <sup>BETA</sup>		Mar 17, 2019 - Mar 23, 2019 Users: 13,663
	Cohort Analysis BETA	10,000	
	Audiences	5,000	
	User Explorer		•
	Demographics	February 2019	March 2019
	Interests		New Visitor Returning Visitor
	▶ Geo	Users New Users	
	▶ Behavior	139,333	19.5%
\$		Sessions Number of Sessions per User	



#### Standard Display - Audience (2 of 3)

From the Audience Overview Report, select a three month time period you would like to explore. Which week had the most visitors, and which week had the fewest visitors to your site?

Close-up of most visitors screenshot. The week with the most visitors from Jan 1, 2019 – Mar 31, 2019 was Mar 17 – Mar 23 with 13,663 visitors. The weeks before and after were a close second and third.





#### Standard Display - Audience (3 of 3)

From the Audience Overview Report, select a three month time period you would like to explore. Which week had the most visitors, and which week had the fewest visitors to your site?

Close-up of fewest visitors screenshot. The week with the fewest visitors from Jan 1, 2019 – Mar 31, 2019 was Jan 20 – Jan 26 with 10,774 visitors.





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#### Standard Display - Audience

## Do you have any ideas why certain trends are associated with these specific weeks?

Retail sales are traditionally slower in late January, so a drop in revenue is to be expected. By resegmenting the data according to month instead of week, we can see a slight monthly increase from January to February and from February to March for 2019.

If we wanted to further confirm this trend, we could look at data from additional years from this three month time period (Jan 1 -Mar 31).

Audience Overview 🕏		🖬 SAVE 🕁 EXPORT < SHARE 🏼 🏹 INSIGHTS
All Users 100.00% Users	+ Add Segment	Jan 1, 2019 - Mar 31, 2019 👻
Overview		
Users <b>vs</b> . Select a metric		Hourly Day Week Month
• Users		
60,000		
40,000		
20,000		
	February 2019	Marc
		New Visitor Returning Visitor
139,333 New Users	10 191,032	19.5%



Note: Size of this page can be increased to see more detail, as with other pages in this report.



#### Standard Display: Acquisition (1 of 3)







#### Standard Display: Acquisition (2 of 3)

The previous page shows two reports: the highest to lowest bounce rates and the highest to lowest eCommerce conversion rates from Jan 1 – Mar 31, 2019.

*Note about the filter:* The most efficient way to filter out Direct and Other traffic seemed to be to create a filter that addressed both of them; otherwise, the report will segment them out separately, which is not what we wanted. I was initially surprised to find that they are still listed in the pie chart but confirmed the traffic was filtered properly because the numbers show 0 with the channels list, and the pie chart does not display them (though the color of Direct is close to Affiliates).

Based on my experience, the results for both bounce rates and eCommerce Conversion Rates are not surprising.

#### **Bounce Rate Analysis**

The channel with the highest bounce rate was "Display". Since these ads are not targeted, we expect a fair amount of traffic that isn't from motivated buyers. That said, it is interesting that there is the lowest bounce rate from referral traffic, so we would likely want to investigate which traffic sources are bringing us traffic with engaged users and perhaps consider ways to further build and solidify successful partnerships.



#### Standard Display: Acquisition (3 of 3)

#### eCommerce Conversion Rate Analysis

The channel with the highest eCommerce Conversion Rate was paid traffic. This is a good thing because it means that our targeted traffic that we are paying for is working more effectively than the other types of traffic.

We would have to drill down further to find out which ads are performing best. Once we can isolate that information, we can perform an additional analyses to see if there is a cost benefit in a larger spend for the top performing paid traffic sources.





#### Percentage Display: Conversion

During the three month period you've selected, which Product Category contributed the highest number of unique purchases for New Users and which Product Category was responsible for the largest percentage of revenue for New Users? (Screenshot(s) only; no elaboration required.)

Analyti	CS All accounts > Google Merchandi	se Q Try searching '	Pageviews in last 30 days	<b>9</b>					. <u>::</u> @ : 🜘
A Prode	uct Performance 🥏						SAVE	🗄 EXPORT < SHARE	🖌 EDIT 🛛 🏽 🖓 INSIGHTS
© (	> New Users 53.31% Product Revenue	Add Segmer	ıt					Jan 1	2019 - Mar 31, 2019 👻
Expl	orer								
Sum	mary Shopping Behavior								
Pro	oduct Revenue 👻 VS. Select a metric							Day	Week Month 🗹 🕄
P • F \$600	roduct Revenue								
\$400	.00	^	N N		٨	$\wedge$			
\$200		$\sim$	February 2019	$\wedge$		March 2019	$\sim$	$\sim$	$\sim$
Prima	ry Dimension: Product Product SKU Pr	oduct Category (Enhanced Ecomm	erce) Product Brand				_	Q advance	
		Sales Performance						Shopping Behavior	
Pro	duct Category (Enhanced Ecommerce)	Product Revenue 💿 🔸	Unique Purchases 0	Quantity 🤊	Avg. Price 💿	Avg. QTY 💿	Product Refund Amount	Cart-to-Detail Rate 💿	Buy-to-Detail Rate 💿
Ne	w Users	\$6,603.10 % of Total: 53.31% (\$12,386.91)	<b>351</b> % of Total: 60.31% (582)	689 % of Total: 65.00% (1,060)	<b>\$9.58</b> Avg for View: \$11.69 (-17.99%)	1.96 Avg for View: 1.82 (7.78%)	<b>\$0.00</b> % of Total: 0.00% (\$0.00)	<b>17.01%</b> Avg for View: 21.85% (-22.13%)	0.50% Avg for View: 0.50% (-0.05%)
1. 7	Apparel	\$3,975.80(60.21%)	<b>158</b> (45.01%)	<b>168</b> (24.38%)	\$23.67	1.06	\$0.00 (0.00%)	0.00%	0.00%
2. 1	Drinkware	\$558.71 (8.46%)	26 (7.41%)	29 (4.21%)	\$19.27	1.12	\$0.00 (0.00%)	0.00%	0.00%
3. 1	Writing Instruments	\$517.27 (7.83%)	16 (4.56%)	<b>173</b> (25.11%)	\$2.99	10.81	\$0.00 (0.00%)	0.00%	0.00%
4. 1	Bags	\$392.87 (5.95%)	<b>12</b> (3.42%)	13 (1.89%)	\$30.22	1.08	\$0.00 (0.00%)	0.00%	0.00%
5. /	Accessories	\$330.54 (5.01%)	<b>42</b> (11.97%)	<b>46</b> (6.68%)	\$7.19	1.10	\$0.00 (0.00%)	0.00%	0.00%
>		AATE 10 /4 470-1	47(10.000)	76/11 0001	60 CD	1 / 0	0000 (0 00%)	0.00%	0.00%



#### Comparison Display: Behavior (1 of 3)

For traffic from All Users between the start and end of your three month period, please provide a comparison report showing Site Speed Page timings for our top ten pages (based on pageviews) and identify any potential troublespots.

ite Speed Page Timings 🥝		🖬 SAVE 🗄 EX	(PORT < SHARE   3; INSIG
All Users + Add Segment			Jan 1, 2019 - Mar 31, 20
Explorer Distribution Map Overlay			
Site Usage Technical DOM Timings			
Avg. Page Load Time (sec) - vs. Select a metric			Day Week Month
• Avg Page Load Time (sec)			
	$\sim$	$\wedge$ $\wedge$ .	
Pebnary 2019	March 2019		
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Primary Dimension: Page Page Title Content Grouping: none Other			Q advanced Ⅲ 飞
Primary Dimension: Page Page Title Content Grouping: none* Other* Secondary dimension - Sort Type: Default -			advanced      ≣      z
Primary Dimension: Page Page Title Content Grouping: none* Other* Secondary dimension - Sort Type: Default - Page Page		Pageviews +	Q     advanced     Ⅲ< ≥
Primary Dimension: Page Page Title Content Grouping: none Other Secondary dimension - Sort Type: Default - Page		(Pageviews ♦) ↓ 871,543 % of Total: 100.00% (871,543)	Avg. Page Load Time (sec) (compared to site average) Avg for View: 3.98 (0
Primary Dimension: Page Page Title Content Grouping: none Other* Secondary dimension - Sort Type: Default - Page 1. /nome	ø	Pageviews \$) + 871,543 % of Total: 100.00% (871,543) 161,375	Avg. Page Load Time (sec) (compared to site averag Avg for View: 3.98 (0 22.64%
Primary Dimension: Page Page Title Content Grouping: none Other - Secondary dimension - Sort Type: Default - Page  . /nome . /basket.html	8 8	(Pageviews €) ↓ 871,543 % of Total: 100,00% (871,543) 161,375 48,989	Avg. Page Load Time (sec (compared to site averag Avg for View: 3.98 (0 22.64%
Primary Dimension: Page Page Title Content Grouping: none Other- Secondary dimension - Sort Type: Default - Page   . Anome .	8 8 8	Pageviews	Avg. Page Load Time (sec (compared to site averag Avg for View: 3.98 (f 22.64% -32.75% -13.02%
Primary Dimension: Page Page Title Content Grouping: none Other - Secondary dimension - Sort Type: Default - Page I. /nome 2. basket.html 3. /google+redesign/bags 4. /google+redesign/shop+by+brand/youtube	8 8 8 8 8	Pageviews ¢ + 871,543 % of Total: 100.00% (871,543) 161,375 48,989 33,964 30,942	Q     advanced     Im     R       Avg. Page Load Time (sec (compared to site averag)       Avg for View: 3.98 (f       -32.75%       -13.02%
Primary Dimension: Page Page Title Content Grouping: none Other Secondary dimension - Sort Type: Default - Page 1. /home 2. /basket.html 3. /google+redeslgn/bags 4. /google+redeslgn/bags 5. /signin.html	8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8	Pageviews * 671,543 % of Total: 100.00% (871,543) 161,375 48,989 33,964 30,942 29,370	Q         advanced         Im         3:           Avg. Page Load Time (sec.         (compared to site average)         2:         6:           Avg for View: 3:98 (f         2:         6:4%         -3:         7:5%         -1:3:02%         3:4           -49:34%<
Primary Dimension: Page Page Title Content Grouping: none Other Secondary dimension - Sort Type: Default - Page 1. /nome 2. /basket.html 3. /google+redesign/bags 4. /google+redesign/shop+by+brand/youtube 5. /sjoini.html 6. /google+redesign/aparel/mens/mens+warm+gear	8 8 8 8 8 8 8 8 8 8 8 8 8	Pageviews \$4 871,543 % of Total: 100.00% (871,543) 161,375 48,989 33,964 30,942 28,370 28,370	Q         advanced         Im         3:           Avg. Page Load Time (sec.         (compared to site average)         2:         6:           Avg for View: 3:98 (to         2:         6:         2:         6:           -32.75%         -1:         3:02%         3:         3:         4:         -49:34%         3:         3:         4:         -4:         -1:         7:         5:         3:         -1:         7:         3:         4:         -4:         -1:         7:         3:         4:         -
Primary Dimension: Page Page Title Content Grouping: none Other Secondary dimension - Sort Type: Default - Page	8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8	Pageviews € ↓ 871,543 % of Total: 100,00% (871,543) 161,375 48,989 33,964 30,942 29,370 26,740 26,740 25,071	Avg. Page Load Time (sec) (compared to site average Avg for View: 3.98 (0           Avg. for View: 3.98 (0           -32.75%           -13.02%           -49.34%           -12.79%           17.84%
Primary Dimension: Page Page Title Content Grouping: none Other Secondary dimension - Sort Type: Default - Page Page Age Age Age Age Age Age Age Age Age A	8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8	Pageviews €) ↓ 871,543 % of Total: 100.00% (871,543) 161,375 48,989 33,964 30,942 29,370 26,740 25,071 22,058	▲ advanced         ■ 3           Avg. Page Load Time (sec)         (compared to site average           Avg for View: 3.98 (0         22.64%           -32.75%         -13.02%           -13.02%         84           -49.34%         84           -12.79%         17.84%           36.77%         36.77%
Primary Dimension: Page Page Title Content Grouping: none Other- Secondary dimension - Sort Type: Default - Page / home . /home . /home . /asket.html . /google+redesign/shop+by+brand/youtube . /google+redesign/shop-by+brand/youtube . /google+redesign/appare//mens/mens+tyshirts . /google+redesign	8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8	Pageviews	▲ advanced         Ⅲ ≈           Avg. Page Load Time (sec)         (compared to site average           Avg for View: 3.98 (0         22.64%           -32.75%         -13.02%           -49.34%         -12.79%           17.84%         36.77%           3.02%         3.02%
Primary Dimension: Page Page Title Content Grouping: none Other Secondary dimension - Sort Type: Default - Page ////////////////////////////////////	8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8	Pageviews	Avg. Page Load Time (sec)           (compared to site average           Avg for View: 3.98 (0           22.64%           -32.75%           -13.02%           -49.34%           -12.79%           17.84%           30.2%           -51.41%
Primary Dimension: Page Page Title Content Grouping: none Other Secondary dimension - Sort Type: Default - Page // home // home // home // doagle+redesign/bags // google+redesign/bags // google+redesign/appare/mens/mens+tyshirts // google+redesign/appare/mens/mens+tyshirts // google+redesign/appare/mens/mens+tyshirts // google+redesign/appare/mens/mens+tyshirts // google+redesign/appare/ // google+redesign/appare/ // google+redesign/appare/ // google+redesign/appare/ // google+redesign/appare/ // google+redesign/appare/ // google+redesign/appare/ // google+redesign/appare/ // google+redesign/appare/	8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8	Pageviews € 4 % of Total: 100.00% (871.543) % of Total: 100.00% (871.543) 161.375 48.989 33.964 30.942 29.370 26.740 25.071 22.055 21.270 18.898 Show rows: 10	▲ advanced         ■ 2           Avg. Page Load Time (see)         (compared to site average           Avg for View: 3.88 (0         22.64%           -32.75%         -13.02%           -13.02%         84           -49.34%         -12.79%           17.84%         36.77%           51.41%         50 cots:           • Go to:         1 - 1.0 of 645

This comparison display report highlights a few potential problem areas. The most immediate one we need to deal with is the fact that our home page loads 23% more slowly than the average for our website. In addition, there are three re-designed pages that load more slowly than the site average and a slower than average load time for the asearch page.



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#### Comparison Display: Behavior (2 of 3)

I was, in particular, I thought the two most immediate areas where we need to focus our attention were the Home page and the Shop By Brand page with a YouTube video that was redesigned.

While not required for this exercise, I was genuinely curious, so I broke the pageviews down according to device category and discovered a couple of important finds.

	Secondary dimension: Device Category 🔻 Sort Type: Default 💌			Q adv	anced 🔠 🔁 💷
	Page	Device Category	Pageviews	Avg. Page Loa (compared to	d Time (sec) ♦ site average)
			870,919 % of Total: 99.93% (871,543)		3.98 Avg for View: 3.98 (0.00%)
1.	/home @	desktop	113,747		31.89%
2.	/home @	mobile	42,406		0.26%
3.	/basket.html	desktop	40,192	-39.42%	
4.	/google+redesign/bags	desktop	26,768	-21.69%	
5.	/signin.html	desktop	24,499	-50.81%	
6.	/google+redesign/apparel/mens/mens+warm+gear	desktop	19,915	-38.43%	
7.	/google+redesign/nest/nest-usa	desktop	18,719	-52.48%	
8.	/google+redesign/apparel/mens/mens+t+shirts	desktop	18,474	-0.65%	
9.	/google+redesign/shop+by+brand/youtube	desktop	17,136		51.76%
10.	/google+redesign/new	desktop	15,273	-34.22%	
11.	/google+redesign/bags/quickview	desktop	13,422	-39.83%	
12.	/asearch.html	desktop	12,717		20.51%
13.	/google+redesign/accessories/electronic+accessories	desktop	12,586	-19.38%	
14.	/google+redesign/nest/nest-usa/quickview	desktop	12,342	-57.71%	
15.	/google+redesign/shop+by+brand/youtube	mobile	12,271		133.05%
16.	/google+redesign/accessories/fun	desktop	10,440	-9.61%	
17.	/google+redesign/apparel	mobile	10,284	-0.73%	
18.	/google+redesign/apparel	desktop	9,745		25.92%



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#### Comparison Display: Behavior (3 of 3)

As the screenshot on the previous page shows, there are a couple of issues that should be addressed. The most immediate ones I see are as follows:

- The desktop version of the homepage loads more slowly than on mobile. This leads to more questions, such as, Is there is one browser that are skewing our results? In order to discover the issue, further analysis would be required to make this determination. A possible next step would be to see if there is an issue with one of the major browsers like Safari or Firefox. (It's likely not Chrome, though we could be surprised.)
- The redesigned Shop By Brand page is underperforming significantly on both mobile and desktop, so we will want to look into this more deeply since it's one of our top ten webpages. There is a YouTube connection to this page, so perhaps the video is slowing down load times or there might be another issue with the re-design. Further discovery is needed.





#### Percentage Display: Audience (1 of 2)

Please go into the Audience  $\rightarrow$  Overview  $\rightarrow$  Mobile report and provide a screenshot or screenshots that show the following: Between the start and end of the three month period you've chosen, please provide percentage charts (pie charts) that show what percentage of All Users came from mobile, desktop, and tablet devices and what percentage of Paid Traffic Users came from mobile, desktop, and tablet devices.

#### Top half of report

.1	Analy	tics All accounts > Google Merchandise St Q Try sear	ching "Pageviews in last 30 days"			A II @ : 🚯
ħ	Ove	erview 🕏			8	SAVE 🗄 EXPORT < SHARE 🖋 EDIT   🏹 INSIGHTS
• <b>•</b> •		All Users V	Traffic +			Jan 1, 2019 - Mar 31, 2019 👻
- ±	Ð	xplorer				
> 5+	Su	ummary Site Usage Goal Set 1 Ecommerce				
• 🗖		Users 💌 VS. Select a metric				Day Week Month 🗹 🗣
≻ P	•	Users (All Users) 😑 Users (Paid Traffic)				
	2		February 2019	Ма	rch 2019	
	Prin	nary Dimension: Device Category				
		Plot Rows Secondary dimension  Sort Type: Default				
		Device Category	Users	÷]4	Users	Contribution to total: Users
		All Users		<b>139,286</b> % of Total: 100.00% (139,286)	<b>139,286</b> % of Total: 100.00% (139,286)	
Q		Paid Traffic		<b>8,792</b> % of Total: 6.31% (139,286)	<b>8,792</b> % of Total: 6.31% (139,286)	
\$		1. desktop				All Users
>		All Lleare		96 785	69 539/	





#### Percentage Display: Audience (2 of 2)

#### Bottom half of report

<b>f</b>	Device Category	Users 🗘	Users	Contribution to total: Users
•	All Users	139,286 % of Total: 100.00% (139,286)	<b>139,286</b> % of Total: 100.00% (139,286)	
+ <b>±</b> > 5+	Paid Traffic	8,792 % of Total: 6.31% (139,286)	<b>8,792</b> % of Total: 6.31% (139,286)	
• 🖃	1. desktop			All Users
× PI	All Users	96,785	68.52%	0.71
	Paid Traffic	4,501	51.24%	20.7%
	2. Mobile			68.5%
	All Users	40,503	28.67%	
	Paid Traffic	3,793	43.18%	
	3. <b>I</b> tablet			
	Ali Users	3,967	2.81%	43.2% 51.2%
	Paid Traffic	491	5.59%	
Q				Show rows: 10 🗘 Go to: 1 1 - 3 of 3 🔍
\$				This report was generated on 8/11/19 at 11:13:46 AM - Refresh Report
>	© 2019 Google <mark>  Analytics Ho</mark>	me   Terms of Service   Privacy Policy   Send	Feedback	

While paid traffic is only 6.3% of our total, it is worth noting that the percentages of paid traffic from mobile and tablet make up a greater percentage of paid traffic (more than half) compared to that of non-paid traffic.

While the pie charts are interesting, a comparison display would probably also accurately showcase these findings.

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# Segmentation



#### Segmentation

For this section of the project, I decided to analyze the three different audience segments in relation to purchase behavior. All three reports have one unifying feature: they all examine an audience segment in the context of users who made a purchase, which is pre-defined in the demo account as Purchase Completed (Goal 1). Since we are analyzing a merchandise store, I thought it would be helpful to focus this section on revenue.

The following pages include audience segments for technology (desktop vs. mobile), geography (US customers vs. international customers), and user behaviors (number of sessions it took a user to make a purchase).





### Audience Segment: Characteristic (Technology)

<b>f</b>	Land	ding Pages 🥏								🗟 SAVE 🛃 EXPORT ĸ	🕻 SHARE 🛛 🍓 INSIGHTS
•		Mobile Traffic 26.15% Entrances	Ň	Desktop Traffic 71.33% Entrances	~	+				Jan 1	I, 2019 - Mar 31, 2019 👻
•	Exp	plorer Entrance Paths									
>-	Sur	Immary Site Usage Goal Set 1 Ecor	mmerce								
	s	Sessions 👻 VS. Select a metric								Day	Week Month 🗹 🕄
P.	•	Sessions (Mobile Traffic)    Session  S	s (Desktop Traffic)								
	2,0		~	$\sim$	$\sim$		$\sim$	$\sim$	$\sim$		
					February 2019				March 2019		
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	Prim	nary Dimension: Landing Page Conter Int Rows Secondary dimension  So Landing Page  Mobile Traffic	tt Grouping: none - Other tt Type: Default - Acquisition Sessions • 49,926 % of Total: 26.15% % of Total: 26.15%	* New Sessions 77.46% Avg for View: 68.66% (12.79%)	February 2019 New Users 38,671 % of Total: 29,49% (131,142)	Behavior Bounce Rate • 47,49% Avg for View: 40.30% (17.85%)	Pages / Session 3.90 Avg for View: 4.56 (-14.57%)	Avg. Session Duration 00:02:04 Avg for View: 00:0331 (31.76%)	Conversions Goal 1: Purchase Compl Purchase Completed (Goal 1 Conversion Rate) 0.28% Avg for View: 0.12% (126.89%)	eted → Purchase Completed (Goal 1 Completions) ○ 140 % of Total: 59.32% (236)	d I Total: 0.00% (S0.00)
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Ō	Prim	nary Dimension: Landing Page Conter Isor Row Secondary dimension  Soc Landing Page  Mobile Traffic Desktop Traffic 1. /home d	Acquisition         Other           Type:         Default •         •           Acquisition         •         •           Sessions •         •         •           \$\sigma of table 20.15% (190,957)         •         •	* New Sessions 77.46% Avg for View: 68.68% (12.7%) 65.06% Avg for View: 68.68% (-5.27%)	February 2019 New Users • 38,671 % of Total: 29,49% (131,142) % of Total: 67,58% (131,142)	Behavior           Bounce Rate         •           47.49%         •           Avg for View:         •           40.30% (7.12%)         •	Bages / Session           3.90           Avg for View: 4.56           (-14.51%)           Avg for View: 4.56           (5.28%)	Avg. Session Duration 00:02:04 Avg for View: 00:03:01 (31.76%) 00:03:24 Avg for View: 00:03:01 (12.51%)	Conversions         Goal 1: Purchase Completed           Purchase Completed (Goal 1 Conversion Rate)         0.28%           Avg for View: 0.12% (126.89%)         0.06%           Avg for View: 0.12% (-55.45%)         0.06%	eted  Purchase Completed (Goal 1 Purchase Completions)  140 % of Total: 59.32% (236) 75 % of Total: 31.78% (236)	d ∰ ● E 元 III Purchase Completed (Goal 1 Value) % of Total: 0.00% (\$0.00) % of Total: 0.00% (\$0.00) % of Total: 0.00% (\$0.00)
Q	Prim	nary Dimension: Landing Page Conter Secondary dimension  So Landing Page  Mobile Traffic Desktop Traffic 1. /home d Mobile Traffic	Acquisition         Other           Type:         Default •         •           Acquisition         •         •           Sessions •         •         •           Marcia: 26.15% (190,957)         •         •           36,218 % of Total: 73.3% of Total: 73.3%         •         •           ©         •         •         •           136,218         % of Total: 73.3%         •         •           136,218         •         •         •         •           136,218         •         •         •         •           136,218         •         •         •         •           •         •         •         •         •         •           •         •         •         •         •         •	* * * * * * * * * * * * * * * * * * *	February 2019 New Users • *s of Total: 29.49% (131,142) *s of Total: 67.58% (131,142) 12,489 (32.30%)	Behavior           Bounce Rate           47.49%           Avg for View:           40.30% (7.18%)           37.43%           Avg for View:           40.30% (7.12%)	Pages / Session 3.90 Avg for View: 4.56 (-14.51%) Avg for View: 4.56 (5.28%) 4.54	Avg. Session Duration 00:02:04 Avg for View: 00:03:01 (31.76%) 00:03:24 Avg for View: 00:03:01 (12.51%) 00:02:25	Murch 2019 Conversions Goal 1: Purchase Complete Purchase Completed (Goal 1 Conversion Rate) 0.28% Avg for View: 0.12% (126.89%) Avg for View: 0.12% (-55.45%) 0.28%	eted ↓ Purchase Completed (Goal 1 ↓ Completions) ↓ 140 % of Total: 59.32% (236) 75 % of Total: 31.78% (236) 45 (32.14%)	d Ⅲ● Ξ 元 Ⅲ Purchase Completed (Goal 1 Value) % of Total: 0.00% (\$0.00) % of Total: 0.00% (\$0.00) % of Total: 0.00% (\$0.00) % of Total: 0.00% (\$0.00)

This report for the audience segment of technology shows the different audience segments for desktop and mobile users. A segment for desktop traffic and a segment for mobile traffic were applied so that we can compare the two.

The findings are actually quite surprising. While desktop traffic accounts for more than 70% of the overall traffic, compared to mobile, far fewer desktop users made a purchase. This report shows that mobile accounts for 59% of the overall purchases for this time period while desktop accounts for roughly 32%. The other 9% is not accounted for, so additional analysis could include adding a filter for tablet. We should also consider additional paid ads that target mobile traffic and see if there is a problem with the checkout process for desktop users.



### Audience Segment: Geography (US vs International Traffic)

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	Users in United States 50.92% Entrances	× 0	International Users 49.08% Entrances	~	+				Jan	1, 2019 - Mar 31, 2019
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3,	,000	Sessions (International C	Jsers)							
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Prin	nary Dimension: Landing Page Conter	nt Grouping: none - Ot ort Type: Default - Acquisition	her	February 2019	Behavior			March 2019 Conversions Goal 1: Purchase Comp	eted •	ed III @ E 72 I
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Prin	mary Dimension: Landing Page Context Iot Rows Secondary dimension  So Landing Page  Users in United States	nt Grouping: none - Ot ort Type: Default - Acquisition Sessions • 97,230 % of Total: 50.92%	her - % New Sessions 61.67% Avg for View. 68.68% Avg for View. 68.68%	February 2019  February 2019  New Users  59,960  % of Total: 45.72% (131,142)	Behavior Bounce Rate • Avg for Vlew: 40.30% Avg for Vlew: 40.30%	Pages / Session 5.55 Avg for View. 4.56 (21.72)	Avg. Session Duration 00:03:32 Avg for View 00:03:01 (17.1%)	Conversions Goal 1: Purchase Comp Purchase Completed (Goal 1 Conversion Rate) © 0.23% Avg for View: 0.12% (84.75%)	leted ↓ Purchase Completed (Goal 1 ↓ Completions) ↓ 222 % of Total: 94.07% (236)	ed I Completed ( 1 Value) · S( % of Total: 0.00% (S
Prir	mary Dimension: Landing Page Conter International Users	Acquisition         Ot           Sessions         97,230           % of Total: 50.92%, of Total: 50.92%, of Total: 49.08%, so fTotal: 49.08\%, so fTo	* New Sessions • 61.67% Avg for View. 66.68% (-0.20%) Avg for View. 66.68% Avg for View. 66.68%	February 2019 New Users • \$ 99,960 \$ of Totat: 45,72% (131,142) 71,182 \$ of Totat: 54,28% (131,142)	Behavior           Bounce Rate         30.29%           Avg for View: 40.30%         (-24.84%)           50.68%         Avg for View: 40.30%           Avg for View: 40.30%         (-25.76%)	Pages / Session           5.55           Avg for View.4.56 (21.72%)           3.53           Avg for View.4.56 (22.82%)	Avg. Session Duration 00:03:32 Avg for View; 00:03:01 (17.19%) 00:02:29 Avg for View; 00:03:01 (17.19%)	Conversions Goal 1: Purchase Comp Purchase Completed (Goal 1 Conversion Rate) 0 0.23% Avg for View: 0.12% (84.75%) 0.01% Avg for View: 0.12% (87.91%)	Leted Purchase Completed (Goal 1 Completions) 222 % of Total: 94.07% (236) 14 % of Total: 5.93% (236)	ed I Completed ( 1 Value) % of Total: 0.00% (S % of Total: 0.00% (S
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Prin	mary Dimension: Landing Page Conter Int Rows Secondary dimension So Landing Page Users in United States International Users 1. /home d Users in United States	Acquisition           Sessions           97,230           % of Total: 50.92%           (190,957)           93,727           % of Total: 49.08%           (190,957)           9           46,724 (48.06%)	her - * New Sessions ○ Avg for View. 68.68% (10.20%) 75.95% Avg for View. 68.68% (10.59%) 62.86%	February 2019 New Users • 59,960 % of Total: 45,22% (131,142) % of Total: 54,28% (131,142) 29,371 (48,98%)	Behavior           Bounce Rate           Avg for View: 40.30% (24.84%)           50.68% Avg for View: 40.30% (25.76%)           16.64%	Pages / Session 5.55 Avg for View: 4.56 (21.72%) 3.53 Avg for View: 4.56 (22.53%) 6.76	Avg. Session Duration O:03:32 Avg for View: 00:03:01 (17.19%) 00:02:29 Avg for View: 00:03:01 (-17.84%) 00:04:16	Conversions Goal 1: Purchase Comp Purchase Completed (Goal 1 Conversion Rate) 0.23% Avg for View: 0.12% (84.75%) 0.01% Avg for View: 0.12% (-87.91%) 0.14%	Q advance      Purchase Completed (Goal 1     Completions)     222     % of Total: 94.07% (236)     14     % of Total: 5.93% (236)     65 (29.28%)	ed I E E E I Purchase Completed ( 1 Value) \$ C % of Total: 0.00% (\$ % of Total: 0.00% (\$ \$ 0.00% (\$

This report segments users in the US versus users outside the US.

Once the data is segmented, we can see that 94% of purchases in the Google Merchandise store come from US users, even though international traffic exceeds US traffic towards the end of this time period.

Since we are receiving a fair amount of international traffic, it might be worthwhile to research if the checkout process is problematic for users in countries outside of the US.





### Audience Segment: User Behavior (Number of Sessions When Purchase is Made)

anding Pages 🦁									
Two sessions 17.56% Entrances	Ň	One session 58.77% Entrances	~	More than 23.66% Ent	two sessions trances	× +		Jan	1, 2019 - Mar 31, 2019
Explorer Entrance Paths									
Summary Site Usage Goal Set 1	Ecommerce								
Sessions + VS. Select a metric								Day	Week Month 🗹 -
<ul> <li>Sessions (Two sessions)</li> </ul>	ssions (One session) 🛛 🗕 Ses	ssions (More than two se	essions)						
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2,000				$\wedge$		~			
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1,000		-	~			-			
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			February 2019				March 2019		
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Primary Dimension: Landing Page C Plot Rows Secondary dimension -	ontent Grouping: none - Otl Sort Type: Default •	her -	February 2019				March 2019	Q advanc	
Primary Dimension: Landing Page C Plot Rowo Secondary dimension •	ontent Grouping: none - Ott • Sort Type: Default - Acquisition	her -	February 2019	Behavior			March 2019 Conversions Goal 1: Purchase Comple	Q advanc	ed III C I I III
Primary Dimension: Landing Page C Plot Rove Secondary dimension • Landing Page •	ontent Grouping: none ~ Ott Sort Type: Default ~ Acquisition Sessions ?	her ~	February 2019 New Users	Behavior Bounce Rate 0	Pages / Session	Avg. Session Duration	Conversions Goal 1: Purchase Completed (Goal 1 Conversion Rate) 0	advance eted → Purchase Completed (Goal 1 Completions) ○	ed ∰ ● I to III
Primary Dimension: Landing Page C Port Rowel Secondary dimension • Landing Page • Two sessions	ontent Grouping: none - Ott           · Sort Type: Default -           Acquisition           Sessions ·           33,542           % of Total: 17.57% (190,957)	* New Sessions 45.30% Avg for View. 68.68% (34.04%)	February 2019 New Users 15,194 % of Total: 11.59% (131,142)	Behavior Bounce Rate • Avg for View: 40.30% (11.69%)	Pages / Session 5.04 Avg for View 4.56 (10.528)	Avg. Session Duration 00:03:29 Avg for View: 00:301 (15:35%)	Conversions Goal 1: Purchase Completed (Goal 1 Purchase Completed (Goal 1 Conversion Rate) ○ ↑ 0.19% Avg for View: 0.12% (56.80%)	eted ▼ Purchase Completed (Goal 1 Completions) ○ 65 % of Total: 27.54% (236)	ed I Trichase Completed (G 1 Value) \$ % of Total: 0.00% (\$0
Primary Dimension: Landing Page C [Plot Rows] Secondary dimension • Landing Page • Two sessions One session	ontent Grouping: none - Ott           Sort Type:         Default -           Acquisition         Sessions •           % of Total: 17,57% (190,957)         112,222           % of Total: 58,77% (190,957)         (190,957)	* New Sessions 45.30% Avg for View. 68.68% (34.04%) 95.80% Avg for View. 68.68% Avg for View. 68.68% 95.80%	February 2019 New Users 15,194 % of Total: 11.59% (131,142) 107,510 % of Total: 31,98% (131,142)	Behavior           Bounce Rate         •           35.59%         Avg for View: 40.30%           45.58%         Avg for View: 40.30%           Avg for View: 40.30%         13.10%	Pages / Session 5.04 Avg for View: 4.56 (10.52%) Avg for View: 4.56 (114.48%)	Avg. Session Duration 00:03:29 Avg for View: 00:03:01 (15.35%) 00:02:14 Avg for View: 00:03:01 (24.20%)	Conversions Goal 1: Purchase Completed (Goal 1 Purchase Completed (Goal 1 Conversion Rate) ○ ↑ Avg for View: 0.12% (56.80%) 0.09% Avg for View: 0.12% (23.57%)	eted ▼ Purchase Completed (Goal 1 Completions) ○ % of Total: 27.54% (236) 106 % of Total: 44.92% (236)	ed
Primary Dimension: Landing Page C Pool Rowe Secondary dimension • Landing Page • Two sessions One session More than two sessions	Acquisition           Sort Type:         Default •           Acquisition         Sessions •           % of Totat: 17.57% (190,957)         112,222 % of Totat: 23.67% (190,957)           45,193 % of Totat: 23.67% (190,957)         102,222 % of Totat: 23.67% (190,957)	* New Sessions * New Sessions 45.30% Avg for View. 68.68% (34.04%) 95.80% Avg for View. 68.68% (39.50%) 18.67% Avg for View. 68.68% (27.281%)	February 2019  February 2019  New Users  15,194  % of Total: 11.59% (131,142)  107,510  % of Total: 81.98% (131,142)  8,438 % of Total: 6.43% (131,142)	Behavior           Bounce Rate           Avg for View: 40.30% (-11.6%)           Avg for View: 40.30% (-11.6%)           Avg for View: 40.30% (-11.0%)           Avg for View: 40.30% (-2.2.8.4%)	Pages / Session 5.04 Avg for View: 4.56 (10.52%) Avg for View: 4.56 (14.48%) 5.84 Avg for View: 4.56 (28.1%)	Avg. Session Duration O:00329 Avg for View: 00:03:01 (15.3%) O:02:14 Avg for View: 00:03:01 (-26.20%) 00:04:38 Avg for View: 00:03:01 (-26.20%)	Conversions         Goal 1: Purchase Completed (Goal 1 Conversion Rate)           Purchase Completed (Goal 1 Conversion Rate)         ↑           Avg for View: 0.12% (56.80%)         0.09%           Avg for View: 0.12% (-23.57%)         0.14%           Avg for View: 0.12% (16.38%)         0.14%	Q advance eted      Purchase Completed (Goal 1     Completions)      65     % of Total: 27.54% (236)     % of Total: 44.92% (236)     65     % of Total: 27.54% (236)	ed

This report segments users by the number of sessions so that we can see how many sessions it takes for a user to make a purchase. This can be helpful to see if we need to do additional retargeting, so the segments include one session, two sessions, and more than two sessions.

The report shows that 45% of purchases come from users of a single session, which means we can consider concentrating our spend on paid mobile advertising since the mobile sector is performing well in terms of purchases for this time period.



## Part Two: Connecting a Data Source and Creating a Custom Dashboard



#### 1. Merchandise Store Draft Dashboard: Built on the Master View

📑 Data Studio	Q Search Data Studio	(2) (4)	# 🜘	
+ Create	Recent Reports Data Sources Explorer			
C Recent	Name	Owned by anyone 💌	Last opened by me 🔹 🗸 $\downarrow$	
Shared with me				
III Trash	1 Master View	Laura White	_	



### 2. Merchandise Store Draft Dashboard: Time Series chart







### 3. Merchandise Store Draft Dashboard: Pie chart, 7 slices





#### 4. Merchandise Store Draft Dashboard: Pie chart, 5 slices





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### 5. Merchandise Store Draft Dashboard: Scorecard

Average Order Value

	Google Merchandise Store 1 Master View	*
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Avg. Order Value \$101.32

Aug 1, 2018 - Sep 5, 2018



#### 6. Merchandise Store Draft Dashboard: Date Range Control (1 of 2)





\$117,618.58







## Marketing Analytics Nanodegree Program

# Google Analytics