

Google Analytics



Project: Navigating,
Reports, & Dashboards



Part One: Primary Views & Filters





1. Best Practice Check: Three Primary Views

The screenshot shows the Google Analytics Admin interface. On the left, the sidebar has tabs for 'ADMIN' and 'USER'. Under 'ADMIN', there are sections for 'Account' (Demo Account), 'Property' (UA-Google Merchandise Store), 'View' (with a dropdown menu showing '1 Master View', '2 Test View', '3 Raw Data View', and '3 Views'), 'PERSONAL TOOLS & ASSETS' (Segments, Annotations, MultiChannelFunnels Settings), and 'Audience Definitions'. A search bar at the top says 'Try searching "Pageviews in last 30 days"'. On the right, a modal window is open for creating a new view. It displays a message: 'Universal Analytics will no longer process new data in standard properties beginning July 1, 2023. Prepare now by setting up and switching over to a Google Analytics 4 property.' Below this are 'Dismiss', 'Learn more', and 'Let's go' buttons. The main area of the modal shows 'ADMIN' and 'USER' tabs, with 'View Settings' selected under 'View'. Other settings shown include 'Basic Settings' (View ID: 92320289, View Name: '1 Master View'), 'Website's URL' (https://shop.googlemerchandisestore.com), 'Time zone country or territory' (United States, GMT-07:00 Los Angeles Time), and 'Default page' (optional, home). At the bottom of the modal, it says '© 2022 Google | Analytics home | Terms of Service | Privacy Policy | Send feedback'.

It can't be accessed from demo version but it can be accessed from admin tab

Select master view or raw data view or test view
Master view is the appropriate one to work on

We can create new view from admin tab view column then create view
Select website or mobile app then name it and reporting time zone then click create view



2. Best Practice Check: Filtering Internal Traffic

The screenshot shows the Google Analytics Admin interface. The left sidebar has 'ADMIN' selected. Under 'Account', there's a 'Demo Account' with options like 'Account Settings', 'Account Access Management', 'All Filters' (which is highlighted in red), and 'Trash Can'. The main content area shows a table of filters:

Filter Name	Filter Type	Views
Exclude Product	Exclude	0
Include Hostname	Include	3
Rename AdWords Campaigns	Search and Replace	3

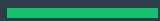
At the bottom, it says '© 2022 Google | Analytics home | Terms of Service | Privacy Policy | Send feedback'.

I use the demo version and it is not allowed to change or filter internal traffic

So steps is to create new filter the type as predefined then select filter type exclude then from select destination menu select traffic from ip addresses then enter the ip needed to filter



Data Exploration



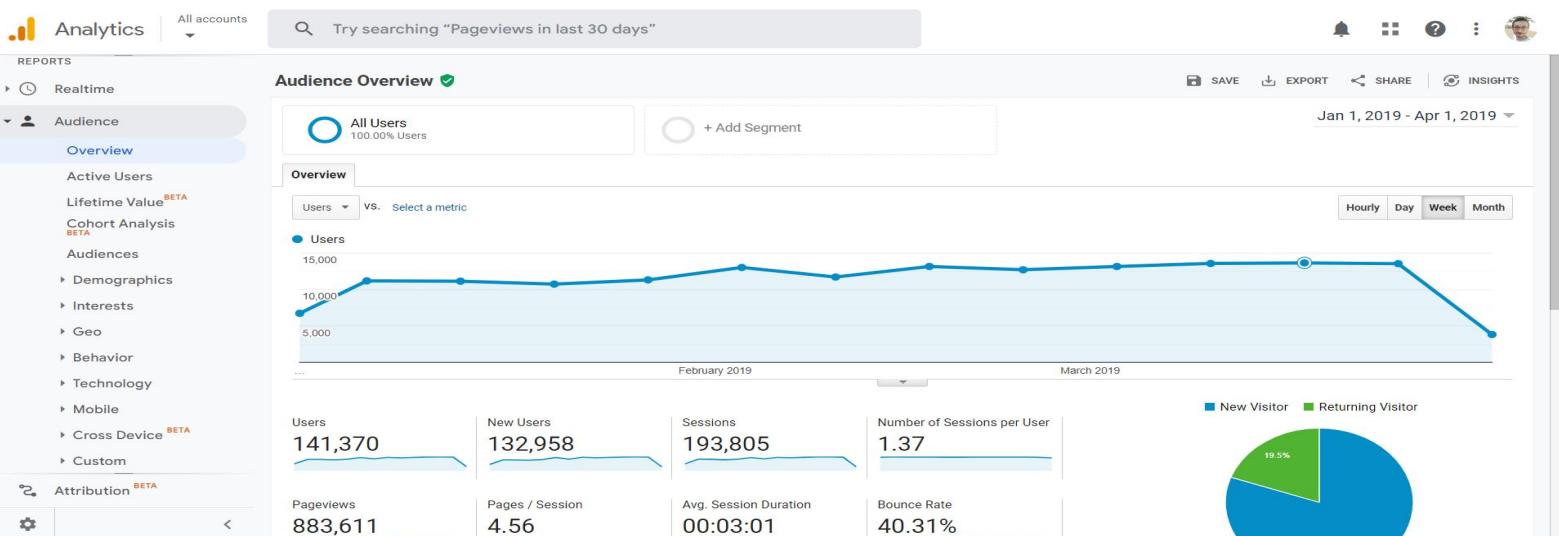


Standard Display - Audience

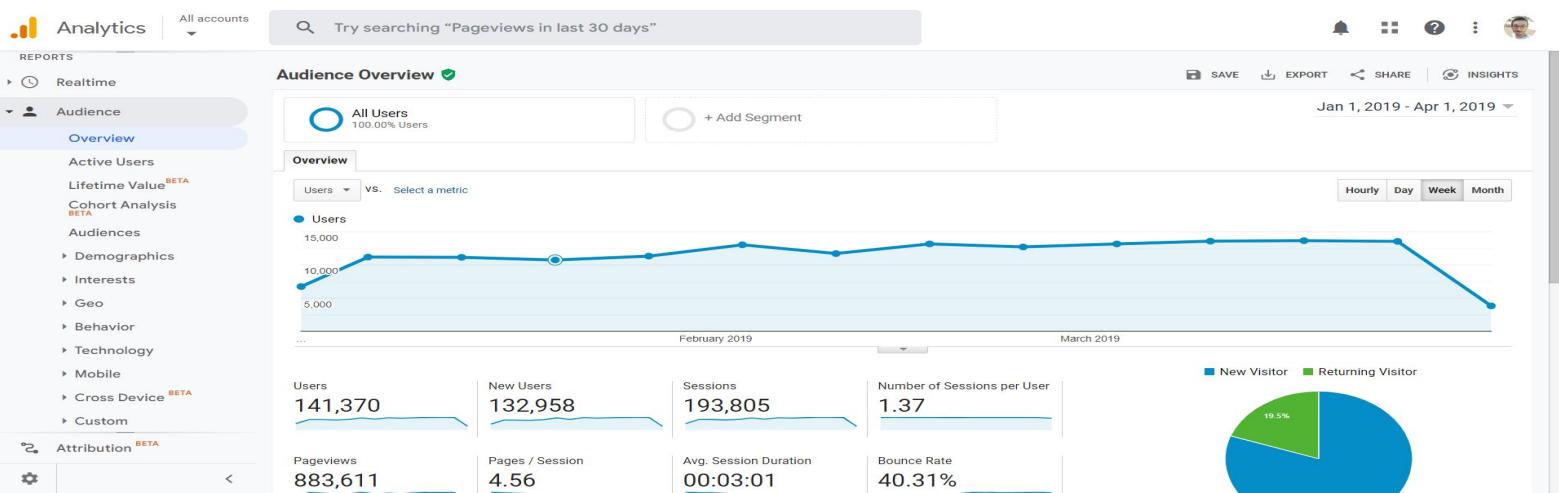
From the Audience Overview Report, select a three month time period you would like to explore. Which week had the most visitors, and which week had the fewest visitors to your site?

Showing data for three months from 1 january 2019 to 1 april 2019

The week with most visitors was from 17/3/2019 to 23/3/2019 with 13633 visitor



The week with fewest visitors was from 20/1/2019 to 26/1/2019 with 10744 visitor





Standard Display - Audience

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

Maybe after the holidays end in december the lowest viewing rate is in january as it is maybe low need to buy gifts

Maybe the highest viewing rate week is in march as it is close to easter as maybe there is increased need to buy gifts



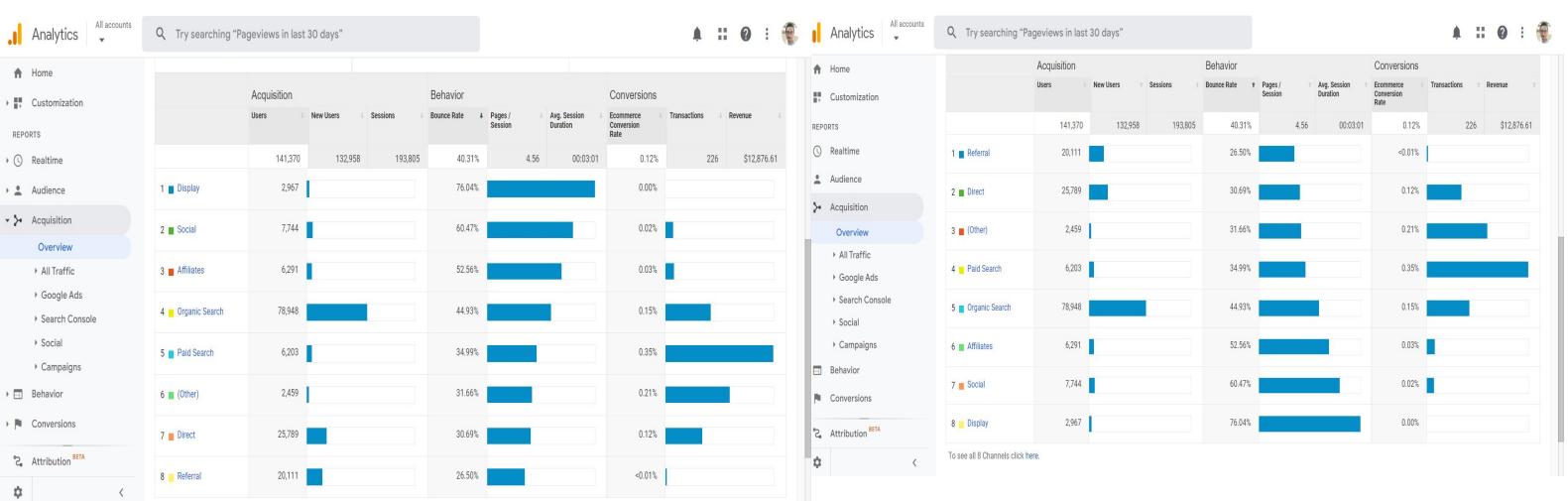
Standard Display: Acquisition

During the three month period you've selected, excluding *Direct* and *(Other)*, which channels had the highest and lowest bounce rates and the highest and lowest eCommerce conversion rates? What do these metrics mean, based on your experience?

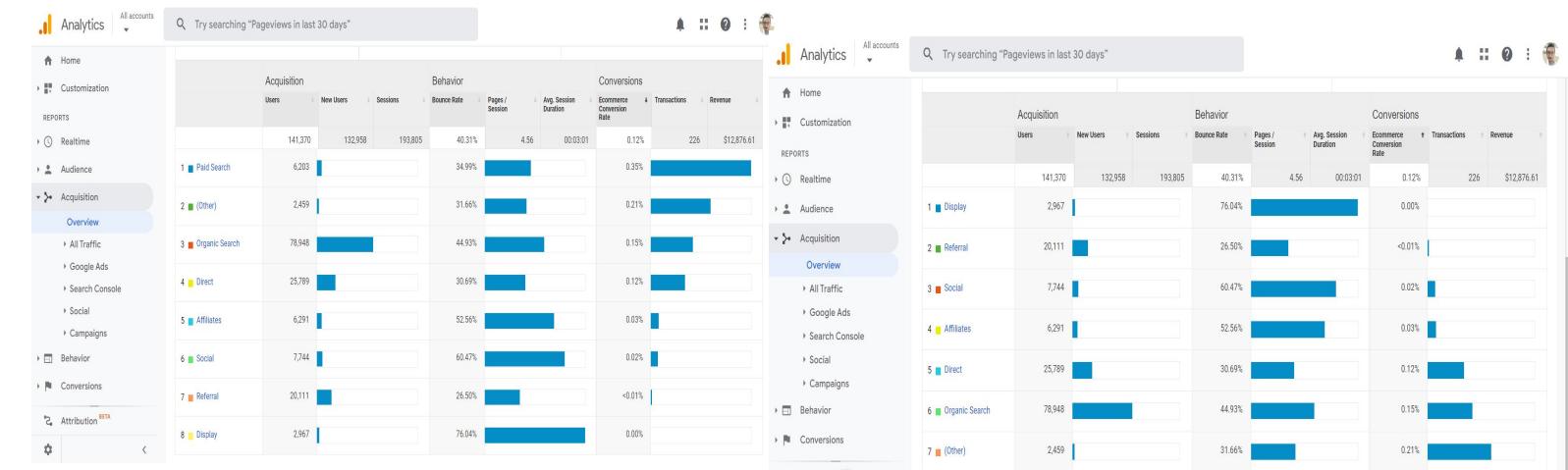
the highest bounce rate channel the lowest bounce rate channel

Display

referral



the highest eCommerce conversion rate channel is paid search the lowest eCommerce conversion rate channel display



Standard Display: Acquisition

During the three month period you've selected, excluding *Direct* and *(Other)*, which channels had the highest and lowest bounce rates and the highest and lowest eCommerce conversion rates? What do these metrics mean, based on your experience?

The lowest bounce rate is the better as it means that the page is interesting for the viewer and the session lasts more in time

As in referral channel and vise versa in display channel

The highest ecommerce conversion rates the better as it means high favored action is taken by site viewer which is the target

As in paid search channel and vise versa in display channel

So paid search getting its target as referral

And display as logic getting low attraction and actions

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.)

The image displays two side-by-side screenshots of the Google Analytics Product Performance report interface. Both screenshots show data for 'New Users' over the period Jan 1, 2019 - Apr 1, 2019.

Screenshot 1 (Left):

- Primary Dimension:** Product
- Secondary dimension:** Product Category (Enhanced Ecommerce)
- Table Headers:** Product Revenue, Unique Purchases, Quantity, Avg. Price, Avg. QTY, Product Refund, Cart-to-Detail Rate, Buy-to-Detail Rate
- Data:**

Product Category	Product Revenue	Unique Purchases	Quantity	Avg. Price	Avg. QTY	Product Refund	Cart-to-Detail Rate	Buy-to-Detail Rate
New Users	\$7,070.81	362	797	\$8.87	2.20	\$0.00	17.05%	0.51%
Apparel	\$4,136.77	164	174	\$23.77	1.06	\$0.00	0.00%	0.00%
Office	\$282.93	49	78	\$5.63	1.59	\$0.00	0.00%	0.00%
Accessories	\$629.54	45	146	\$4.31	3.24	\$0.00	0.00%	0.00%
Drinkware	\$558.71	26	29	\$19.27	1.12	\$0.00	0.00%	0.00%
Lifestyle	\$227.16	22	91	\$2.50	4.14	\$0.00	0.00%	0.00%
Writing Instruments	\$517.27	16	173	\$2.99	10.81	\$0.00	0.00%	0.00%
Waze	\$34.09	15	40	\$0.85	2.67	\$0.00	0.00%	0.00%
Bags	\$392.87	12	13	\$30.22	1.08	\$0.00	0.00%	0.00%
\$productitem.product.orgCatName	\$159.69	5	31	\$5.15	6.20	\$0.00	0.00%	0.00%
Google	\$62.91	4	9	\$6.99	2.25	\$0.00	0.00%	0.00%

Screenshot 2 (Right):

- Primary Dimension:** Product
- Secondary dimension:** Product Category (Enhanced Ecommerce)
- Table Headers:** Product Revenue, Unique Purchases, Quantity, Avg. Price, Avg. QTY, Product Refund, Cart-to-Detail Rate, Buy-to-Detail Rate
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Accessories	\$629.54	45	146	\$4.31	3.24	\$0.00	0.00%	0.00%
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Screenshot 2 (Right):

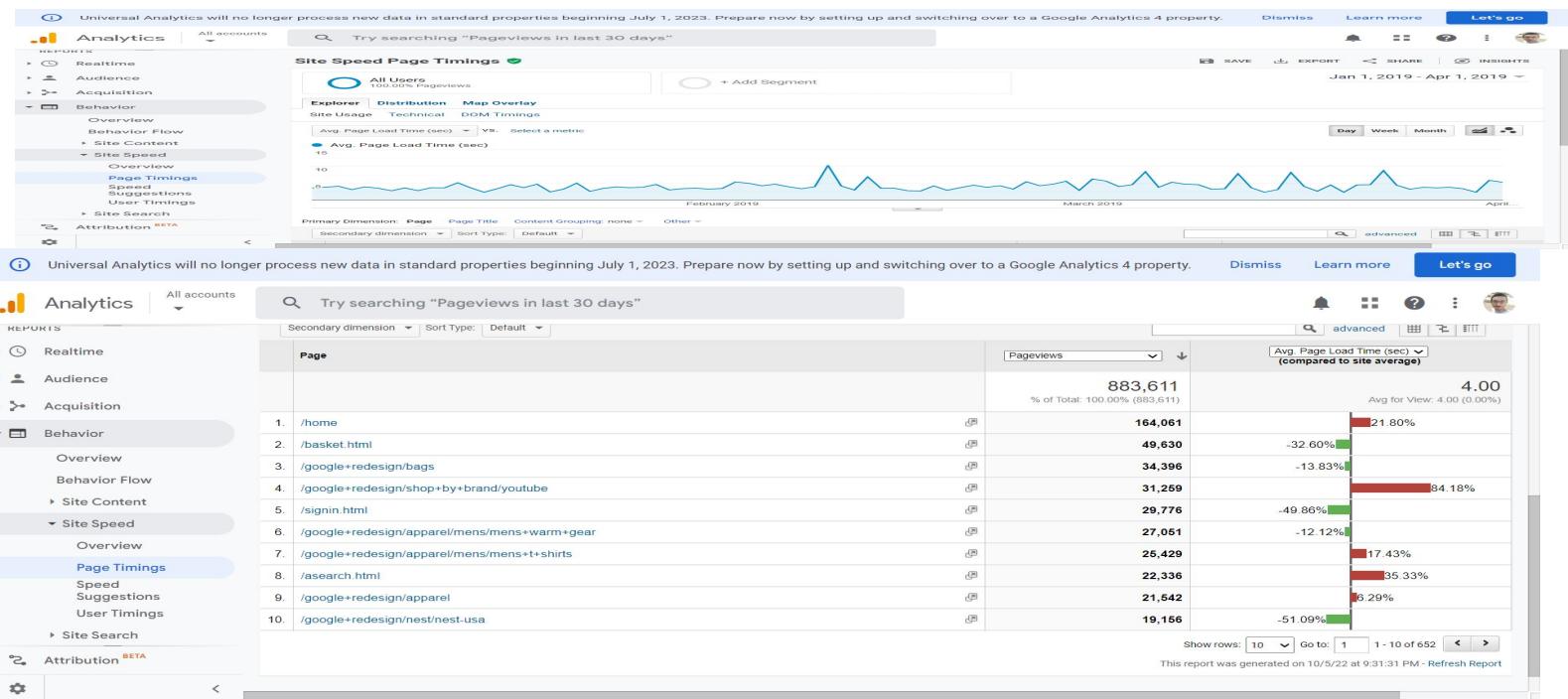
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Google	\$62.91	4	9	\$6.99	2.25	\$0.00	0.00%	0.00%



Comparison Display: Behavior

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.

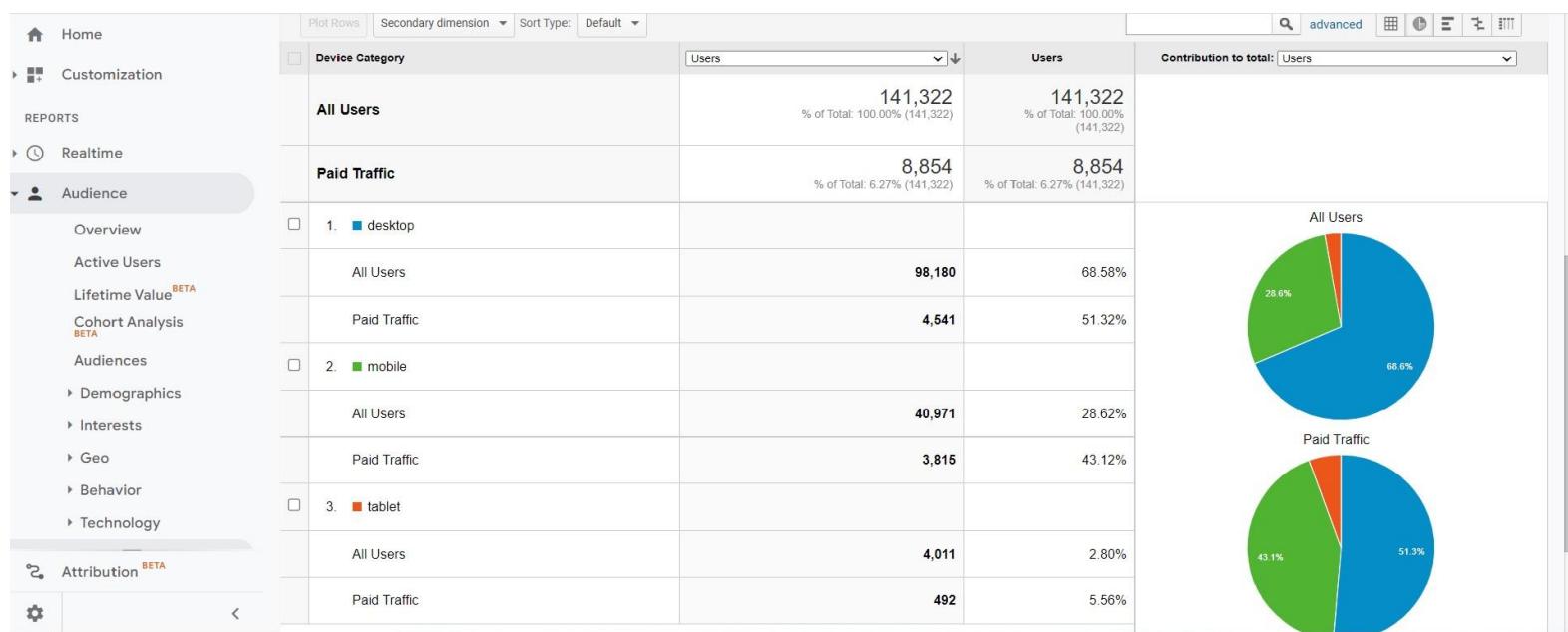
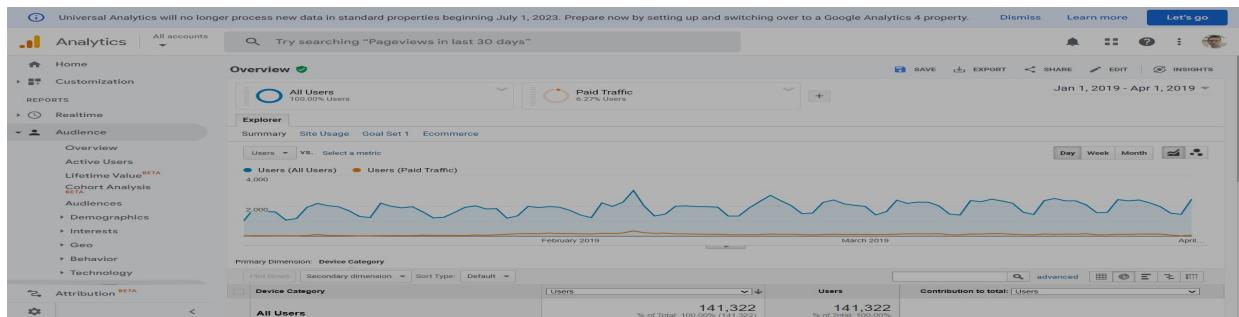


Youtube brand page and men's t shirts page have higher load page time we can enhance the page views by redesign these pages to get more page views



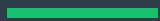
Percentage Display: Audience

Please go into the Audience → Overview → 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.

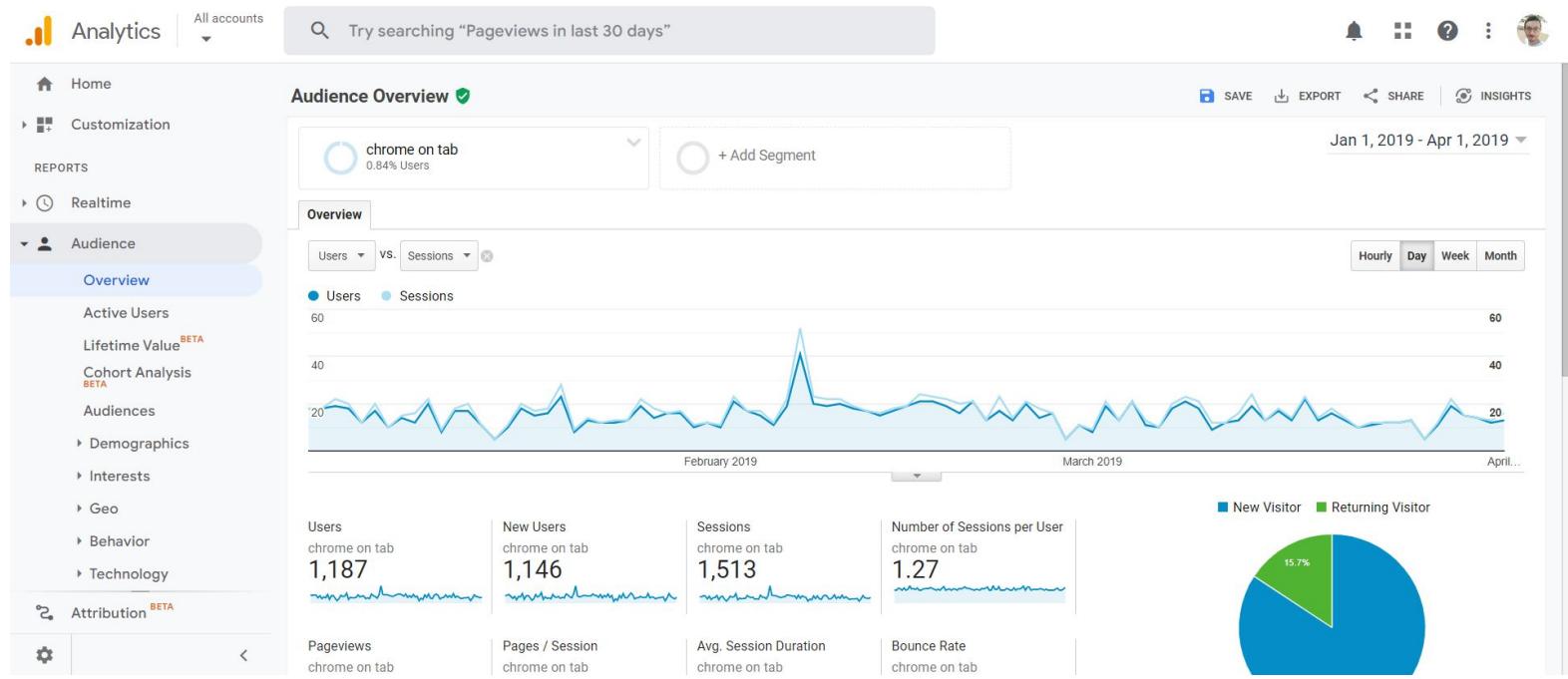




Segmentation



Audience Segment: Characteristic



How many users use the website using chrome browser in tablets compared with sessions?

Here is comparison between sessions number and users number using chrome browser on tablets from 1/1/2019 to 1/4/2019



Audience Segment: Geography

Analytics | All accounts

Try searching "Pageviews in last 30 days"

Location

Jan 1, 2019 - Apr 1, 2019

Map Overlay **Explorer** Summary Site Usage Goal Set 1 Ecommerce

Users

Analytics | All accounts

Try searching "Pageviews in last 30 days"

Country **Users** **New Users** **Sessions** **Bounce Rate** **Pages / Session** **Avg. Session Duration** **Transactions** **Revenue** **Ecommerce Conversion Rate**

Country	Users % of Total: 0.96% (141,322)	New Users % of Total: 1.00% (133,092)	Sessions % of Total: 0.84% (193,790)	Bounce Rate Avg for View: 40.32% (39.67%)	Pages / Session Avg for View: 3.07 (4.56 - 32.71%)	Avg. Session Duration Avg for View: 00:02:10 (00:03:01 - 28.06%)	Transactions % of Total: 0.00% (226)	Revenue % of Total: 0.00% (\$12,876.61)	Ecommerce Conversion Rate Avg for View: 0.00% (0.12% - 100.00%)
africa	1,360	1,337	1,632	56.31%	3.07	00:02:10	0	\$0.00	0.00%
1. South Africa	325 (23.90%)	317 (23.71%)	404 (24.75%)	53.96%	3.32	00:03:26	0 (0.00%)	\$0.00 (0.00%)	0.00%
2. Egypt	232 (17.06%)	227 (16.98%)	260 (15.93%)	54.23%	3.39	00:02:04	0 (0.00%)	\$0.00 (0.00%)	0.00%
3. Morocco	197 (14.49%)	192 (14.36%)	233 (14.28%)	57.08%	2.79	00:01:18	0 (0.00%)	\$0.00 (0.00%)	0.00%
4. Nigeria	181 (13.31%)	180 (13.46%)	226 (13.85%)	64.60%	2.42	00:02:05	0 (0.00%)	\$0.00 (0.00%)	0.00%
5. Algeria	89 (6.54%)	89 (6.66%)	98 (6.00%)	56.12%	2.62	00:01:27	0 (0.00%)	\$0.00 (0.00%)	0.00%
6. Kenya	76 (5.59%)	74 (5.53%)	95 (5.82%)	60.00%	2.28	00:01:01	0 (0.00%)	\$0.00 (0.00%)	0.00%
7. Tunisia	41 (3.01%)	41 (3.07%)	45 (2.76%)	42.22%	3.58	00:02:47	0 (0.00%)	\$0.00 (0.00%)	0.00%
8. Ghana	34 (2.50%)	33 (2.47%)	44 (2.70%)	63.64%	2.93	00:01:38	0 (0.00%)	\$0.00 (0.00%)	0.00%
9. Ethiopia	26 (1.91%)	25 (1.87%)	29 (1.78%)	62.07%	2.07	00:02:05	0 (0.00%)	\$0.00 (0.00%)	0.00%
10. Uganda	16 (1.18%)	16 (1.20%)	21 (1.29%)	47.62%	2.43	00:01:51	0 (0.00%)	\$0.00 (0.00%)	0.00%

Show rows: 10 Go to: 1 1 - 10 of 43

This report was generated on 10/5/22 at 11:18:35 PM - Refresh Report

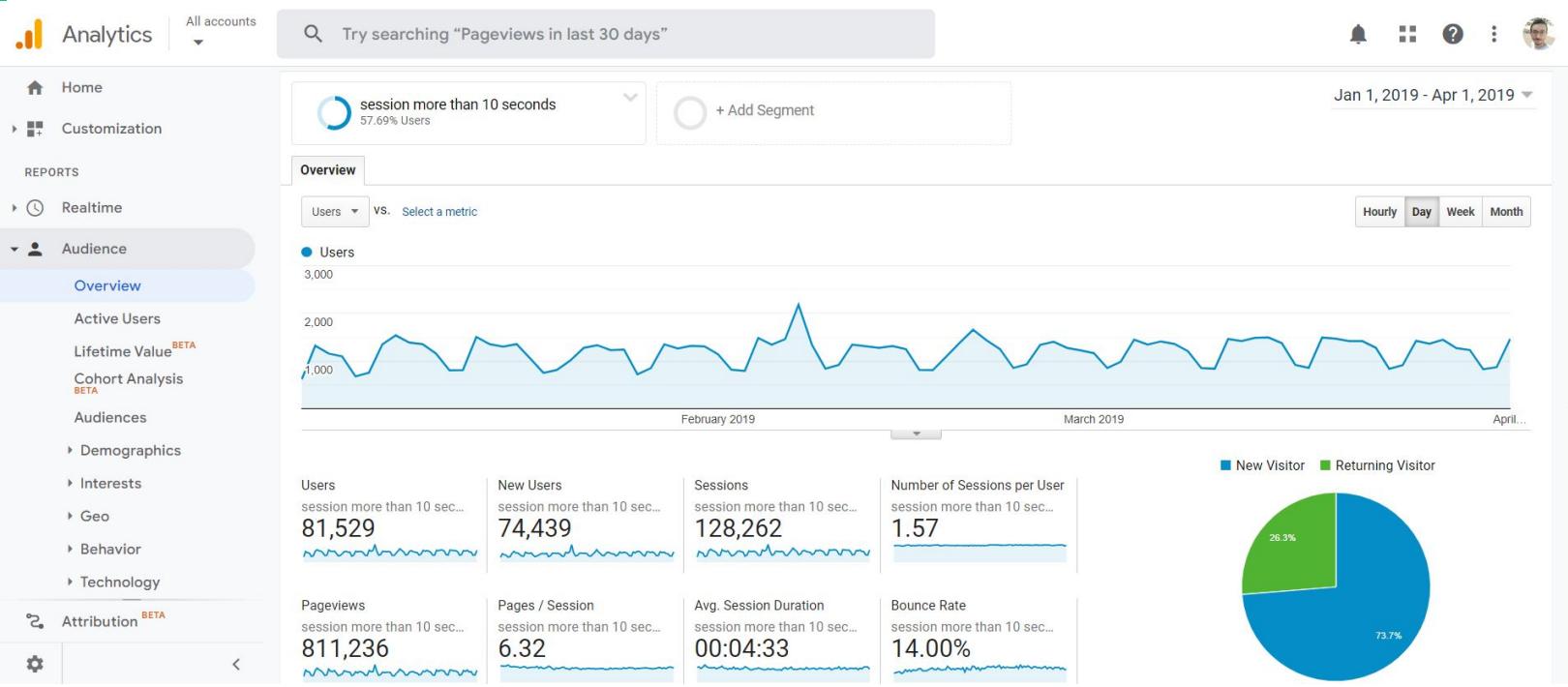
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How many users use the web site in africa and what is the highest country users ?

Here is how many users in africa use the website which is 0.96% of all users 1360

And most users in africa are in south africa 325 user from 1/1/2019 to 1/4/2019

Audience Segment: User Behavior



How many new users stay in session more than 10 seconds?

57.69% of all users had sessions more than 10 seconds 81529 user

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



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

Untitled Report

File View Page Help

Add page Add data Add a chart Add a control Theme and layout

Reset Share View

Add data to report Data credentials: Ahmad Emad Fred

Google Analytics By Google

The Google Analytics connector lets you create a data source that connects to a Universal Analytics reporting view or Google Analytics 4 property.

LEARN MORE REPORT AN ISSUE

Account	Property	View
Ahmad fred	GA4 - Flood-It!	1 Master View 92320289
Demo Account	GA4 - Google Merchandise Store	2 Test View 92324711
	UA - Google Merchandise Store	3 Raw Data View 90822334

Cancel Add

Untitled Report

File Edit View Insert Page Arrange Resource Help

Add page Add data Add a chart Add a control Theme and layout

Reset Share View

Let's get started

Drag a field from the Data Panel to the canvas to add a new chart or select a component on the report canvas to edit it.

Data

Search

1 Master View

- RBC Acquisition Campaign
- RBC Acquisition Channel
- RBC Acquisition Medium
- RBC Acquisition Source
- RBC Acquisition Source / Medium
- RBC Ad Content
- RBC Ad Distribution Network
- RBC Ad Format
- RBC Affiliation
- RBC Affinity Category (reach)
- RBC Age
- RBC App ID
- RBC App Installer ID
- RBC App Name
- RBC App Version
- RBC Brands (Content Group)
- RBC Brands (Landing Content Gr...
- RBC Brands / Previous Content Gr...

Add Data



2. Merchandise Store Draft

Dashboard: Time Series chart

The screenshot shows a data visualization interface with a chart on the left and a sidebar on the right.

Chart Area:

- Legend:** Users (blue line), Sessions (green line), Unique Pageviews (pink line).
- X-axis:** Dates from Sep 27, 2022, to Sep 11, 2022.
- Y-axis:** Values ranging from 0 to 60K.
- Data Trends:** All three metrics show a sharp initial drop from Sep 27 to Sep 28, followed by a gradual decline with minor fluctuations until Sep 11.

Date	Users	Sessions	Unique Pageviews
Sep 27, 2022	~10K	~10K	~50K
Sep 28, 2022	~5K	~5K	~45K
Sep 29, 2022	~8K	~8K	~10K
Sep 30, 2022	~5K	~5K	~10K
Sep 31, 2022	~5K	~5K	~10K
Sep 1, 2022	~5K	~5K	~10K
Sep 2, 2022	~5K	~5K	~10K
Sep 3, 2022	~5K	~5K	~10K
Sep 4, 2022	~5K	~5K	~10K
Sep 5, 2022	~5K	~5K	~10K
Sep 6, 2022	~5K	~5K	~10K
Sep 7, 2022	~5K	~5K	~10K
Sep 8, 2022	~5K	~5K	~10K
Sep 9, 2022	~5K	~5K	~10K
Sep 10, 2022	~5K	~5K	~10K
Sep 11, 2022	~5K	~5K	~10K

Sidebar (Chart Tab):

- Setup:** Data source (1 Master View selected), Dimension (Date selected), Drill down (disabled), Metric (Users, Sessions, Unique Pageviews selected).
- Style:** Optional metrics (disabled), Metric sliders (disabled).

Sidebar (Data Tab):

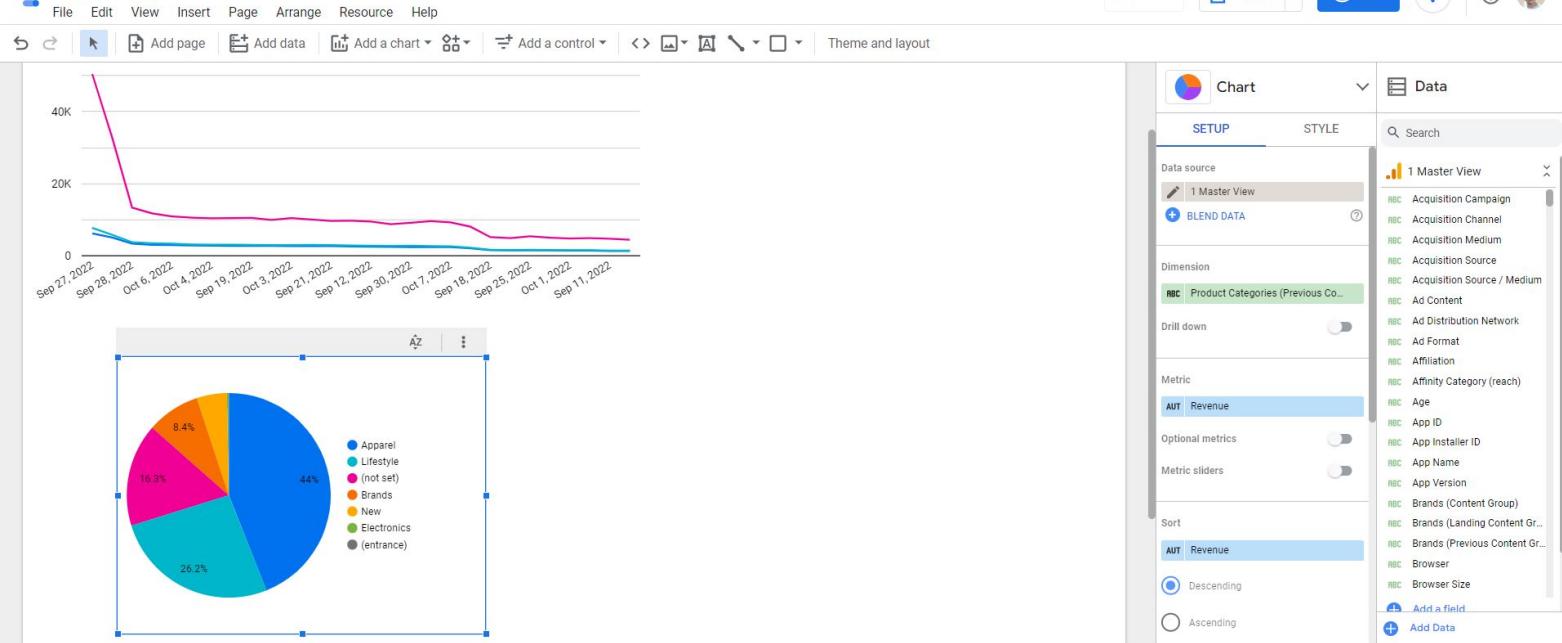
- Search bar: 1 Master View.
- Available dimensions: Date, Ad Content, Ad Distribution Network, Ad Format, Affiliation, Affinity Category (reach), Age, App ID, App Installer ID, App Name, App Version, Brands (Content Group), Brands (Landing Content Gr...).
- Available metrics: Users, Sessions, Unique Pageviews, Add metric, Add Data.

LEARN MORE [udacity.com/google-analytics](https://www.udacity.com/google-analytics)

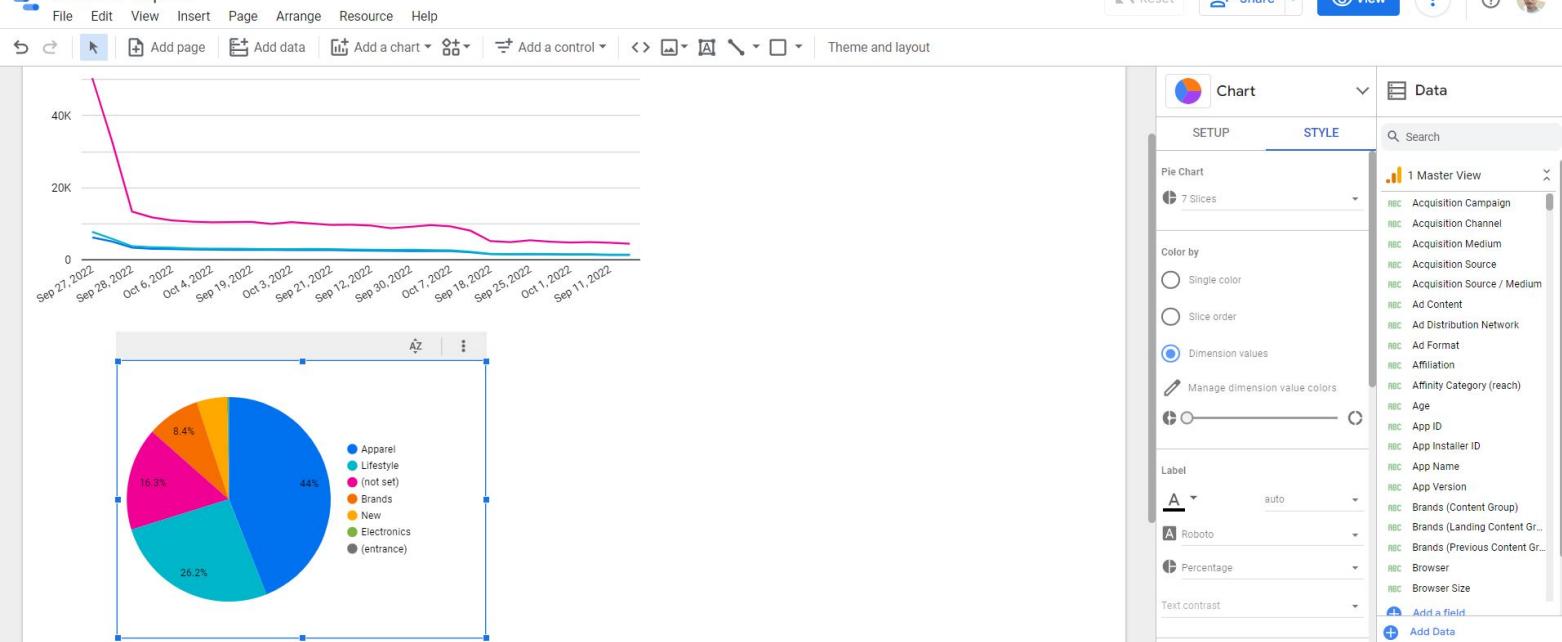


3. Merchandise Store Draft Dashboard: Pie chart, 7 slices

Untitled Report



Untitled Report





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

Untitled Report

File Edit View Insert Page Arrange Resource Help

Add page Add data Add a chart Add a control Theme and layout

Reset Share View

Chart

SETUP

- Data source: 1 Master View, BLEND DATA
- Dimension: RBC Source
- Metric: AUT New Users
- Optional metrics:
- Metric sliders:
- Sort: AUT New Users
- Descending

STYLE

Pie Chart: 5 Slices

Color by: Dimension values

Label: Percentage

Search: Search

1 Master View

- RBC Acquisition Campaign
- RBC Acquisition Channel
- RBC Acquisition Medium
- RBC Acquisition Source
- RBC Acquisition Source / Medium
- RBC Ad Content
- RBC Ad Distribution Network
- RBC Ad Format
- RBC Affiliation
- RBC Affinity Category (reach)
- RBC Age
- RBC App ID
- RBC App Installer ID
- RBC App Name
- RBC App Version
- RBC Brands (Content Group)
- RBC Brands (Landing Content Gr...
- RBC Brands (Previous Content Gr...
- RBC Browser
- RBC Browser Size
- Add a field
- Add Data

The dashboard displays a line chart showing the number of users over time from September 27, 2022, to October 11, 2022. The user count starts at approximately 40K and drops sharply to around 10K by October 6, 2022, remaining relatively stable thereafter. Below the line chart is a pie chart showing the distribution of new users by acquisition source. The data is as follows:

Acquisition Source	Percentage
(direct)	88.3%
google	11.1%
bing	0%
Partners	0%
others	0%

Untitled Report

File Edit View Insert Page Arrange Resource Help

Add page Add data Add a chart Add a control Theme and layout

Reset Share View

Chart

SETUP

Pie Chart: 5 Slices

Color by: Dimension values

Label: Percentage

Search: Search

1 Master View

- RBC Acquisition Campaign
- RBC Acquisition Channel
- RBC Acquisition Medium
- RBC Acquisition Source
- RBC Acquisition Source / Medium
- RBC Ad Content
- RBC Ad Distribution Network
- RBC Ad Format
- RBC Affiliation
- RBC Affinity Category (reach)
- RBC Age
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Acquisition Source	Percentage
(direct)	88.3%
google	11.1%
bing	0%
Partners	0%
others	0%



5. Merchandise Store Draft Dashboard: Scorecard

Untitled Report

File Edit View Insert Page Arrange Resource Help

Reset Share View

Add page Add data Add a chart Add a control Theme and layout

Avg. Order Value
\$117.05

Category	Percentage
Apparel	44%
Lifestyle	26.2%
Electronics	16.3%
New	8.4%
(not set)	0%
Brands	0%
Partners	0%
Others	0%

Source	Percentage
(direct)	88.3%
google	11.1%
bing	0%
Partners	0%
others	0%

Total 1,168 Chart Data

Search

1 Master View

1 Master View

BLEND DATA

Avg. Order Value

Optional metrics

Default date range

Auto

Custom

Last 28 days (exclude today)

Comparison date range

None

Filter

Scorecard Filter

ADD A FILTER

Add a field

Add Data



6. Merchandise Store Draft Dashboard: Date Range Control

project 4

File Edit View Insert Page Arrange Resource Help

Add page Add data Add a chart Add a control Theme and layout

AZ

Users Sessions Unique Pageviews

12.5K
10K
7.5K
5K
2.5K
0

Aug 6, 2018 Aug 14, 2018 Aug 29, 2018 Aug 8, 2018 Aug 13, 2018 Aug 15, 2018 Aug 3, 2018 Aug 4, 2018 Aug 16, 2018 Aug 30, 2018 Aug 24, 2018 Aug 31, 2018 Aug 12, 2018 Aug 5, 2018 Aug 11, 2018 Aug 4, 2018 Sep 1, 2018

Avg. Order Value \$101.32

Date range control Properties

SETUP STYLE

Default date range Auto date range

1 Master View

RIC Acquisition Campaign
RIC Acquisition Channel
RIC Acquisition Medium
RIC Acquisition Source
RIC Acquisition Source / Medium
RIC Ad Content
RIC Ad Distribution Network
RIC Ad Format
RIC Affiliation
RIC Affinity Category (reach)
RIC Age
RIC App ID
RIC App Installer ID
RIC App Name
RIC App Version
RIC Brands (Content Group)
RIC Brands (Landing Content Gro...
RIC Brands (Previous Content Gro...
RIC Browser
RIC Browser Size

+ Add a field + Add a parameter

+ Add Data

e-nor



Marketing Analytics Nanodegree Program

Google Analytics