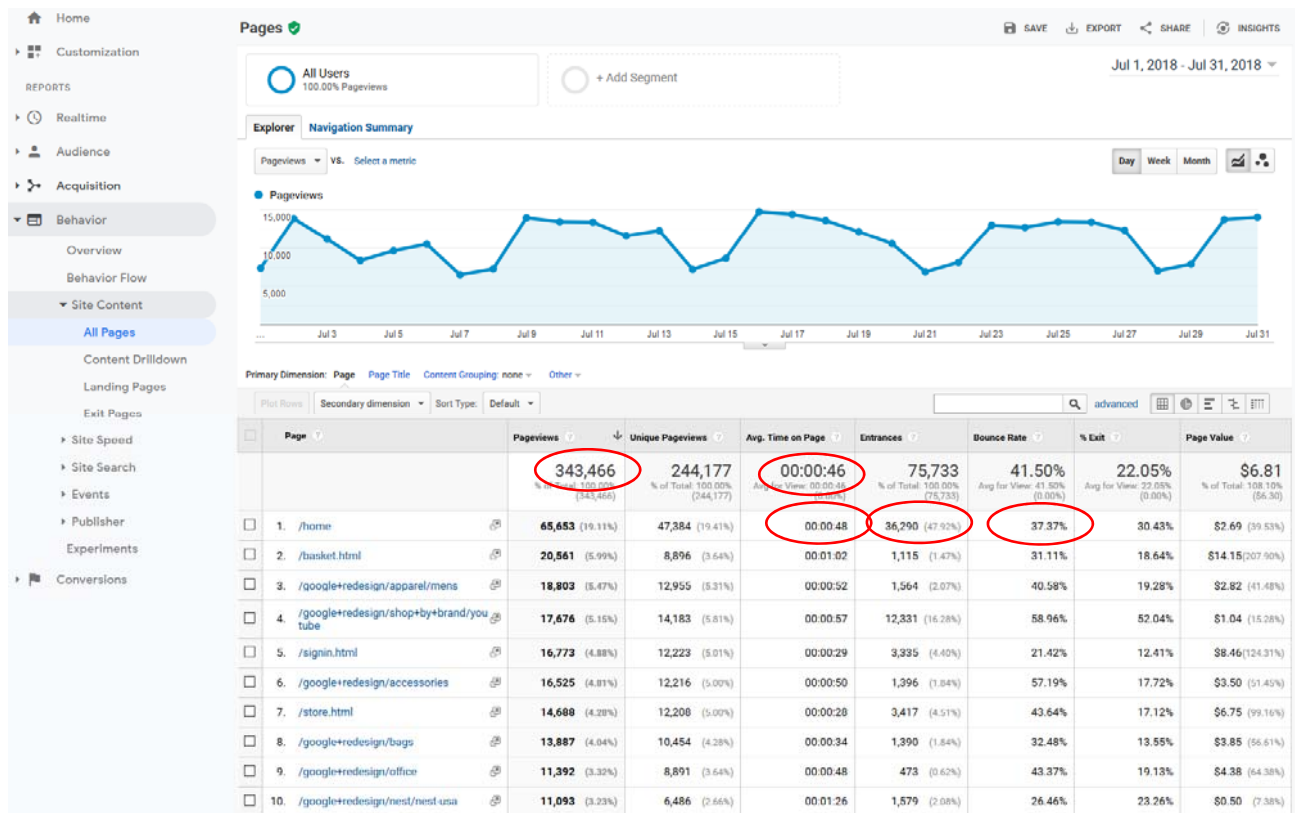


Slide # 9

1. Pageviews: How many total pageviews occurred?
Answer: 343,466
2. Average Time on Page: What was it overall? What was it for the homepage?
Answer: 00:00:46 overall; 00:00:48 for the homepage
3. Entry: How many entries occurred on the homepage?
Answer: 36,290
4. Page Bounce Rate: Find the bounce rate for the homepage.
Answer: 37.37%



5. Sessions: How many total sessions occurred?

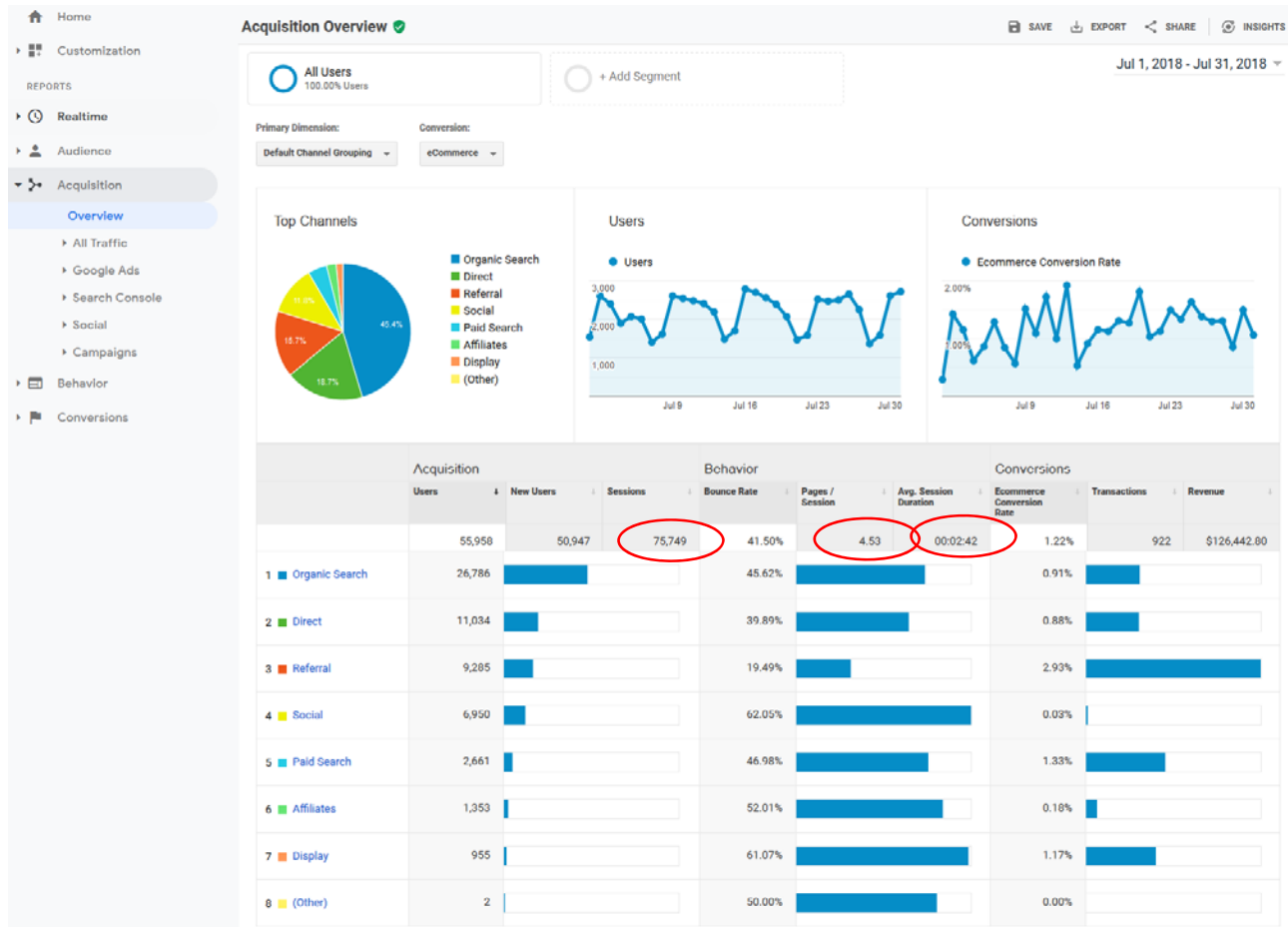
Answer: 75,749

6. Average Page Depth: Calculate it.

Answer: 4.53. Can also be calculated as pageviews (343,466) / session (75,749) = 4.53.

7. Average Session Duration: Find it.

Answer: 00:02:42

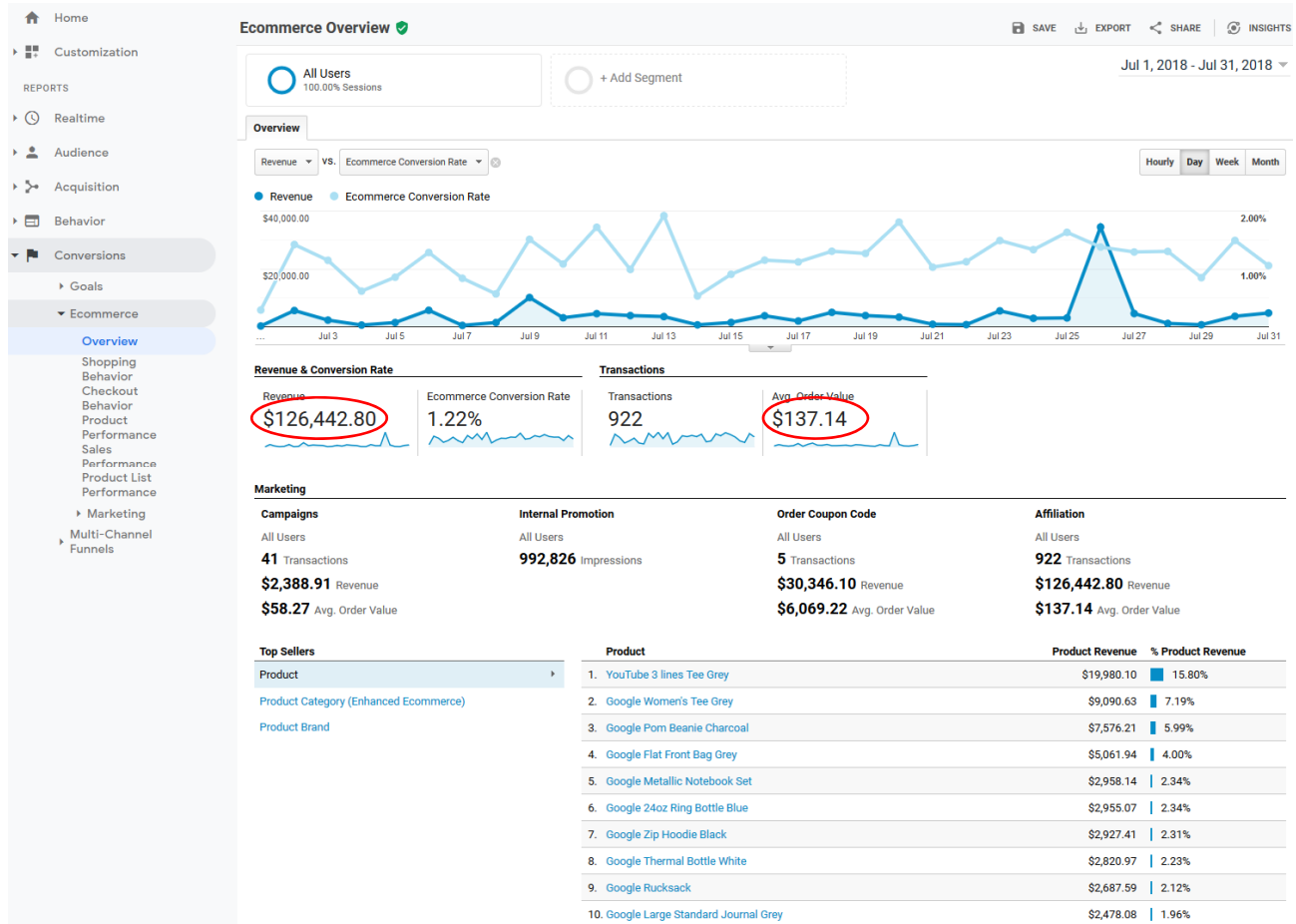


8. Average Order Value: Find it.

Answer: \$137.14

9. Revenue per Session: Calculate it.

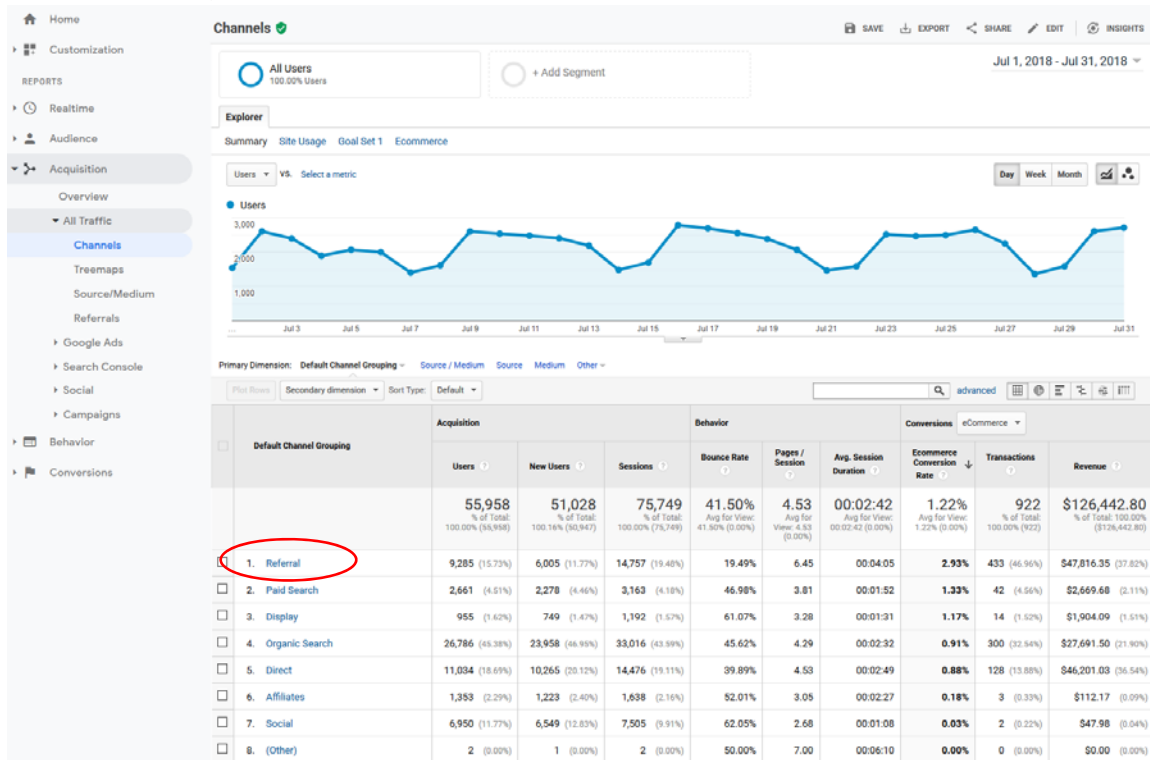
Answer: Revenue (\$126,442.80) / Sessions (75,749) = \$1.67



Slide #10

1. Which Marketing Channel gives the best traffic?

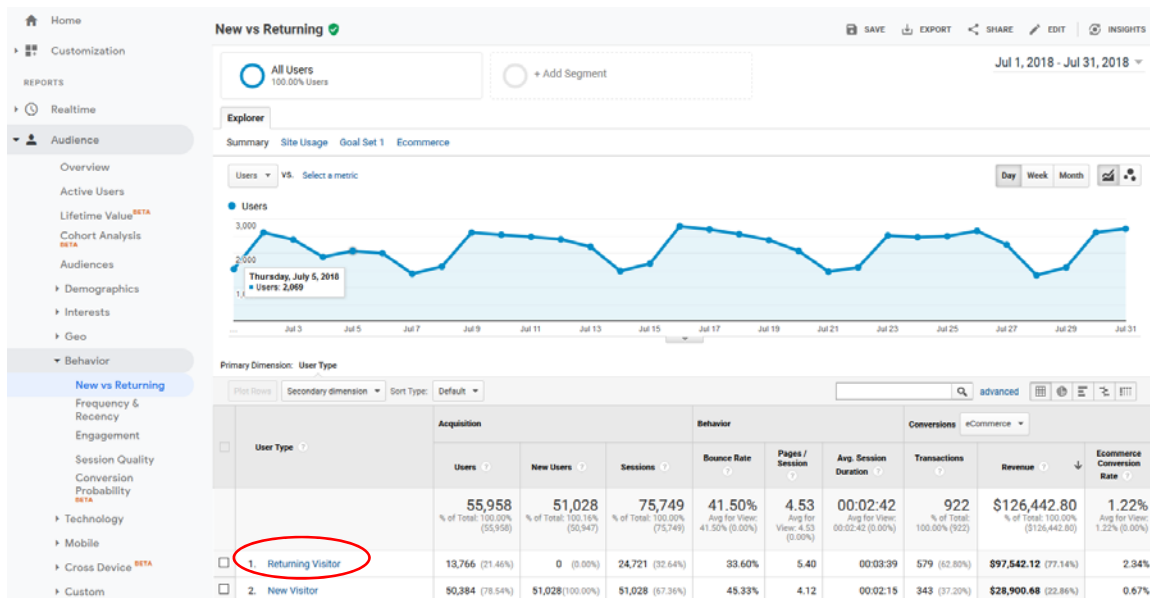
Answer: based on conversion rates, referral gives the best traffic (results different if based on different criteria)



2. Which of the following segments gives the best traffic?

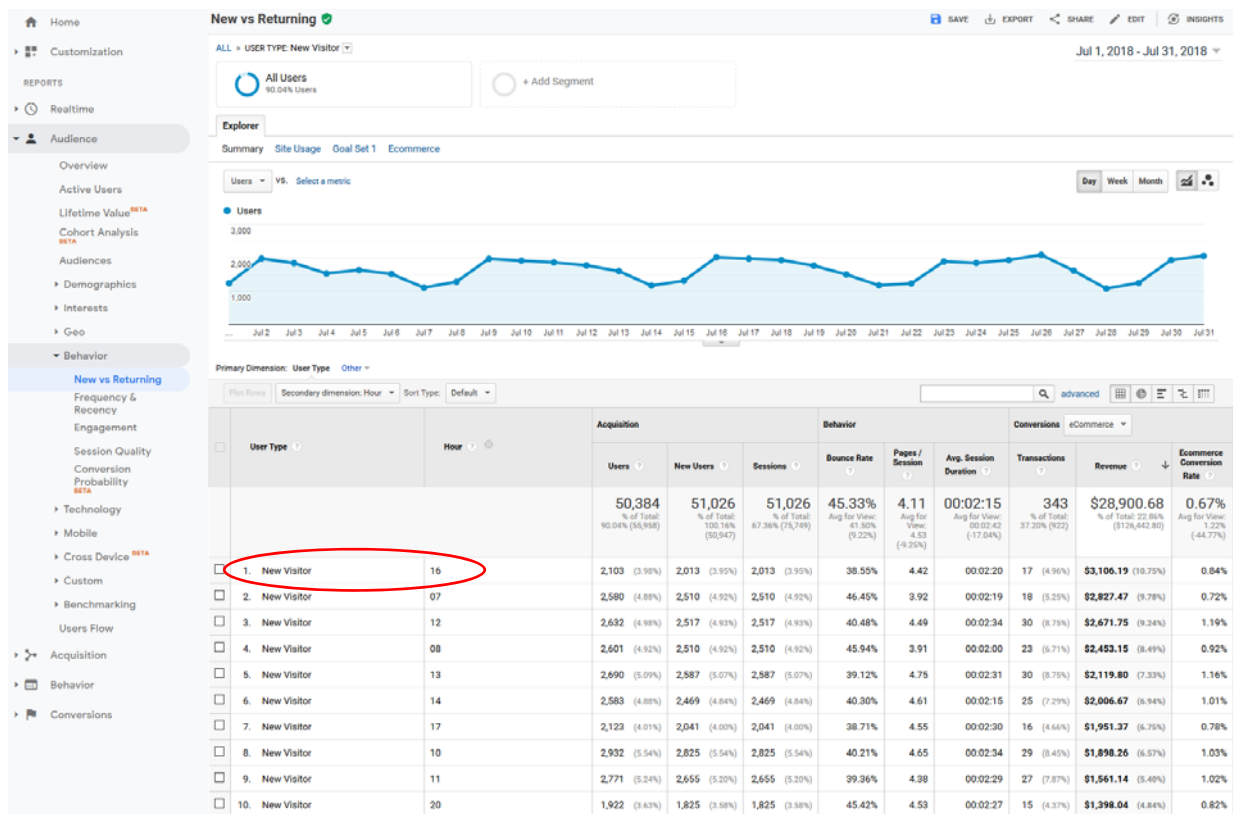
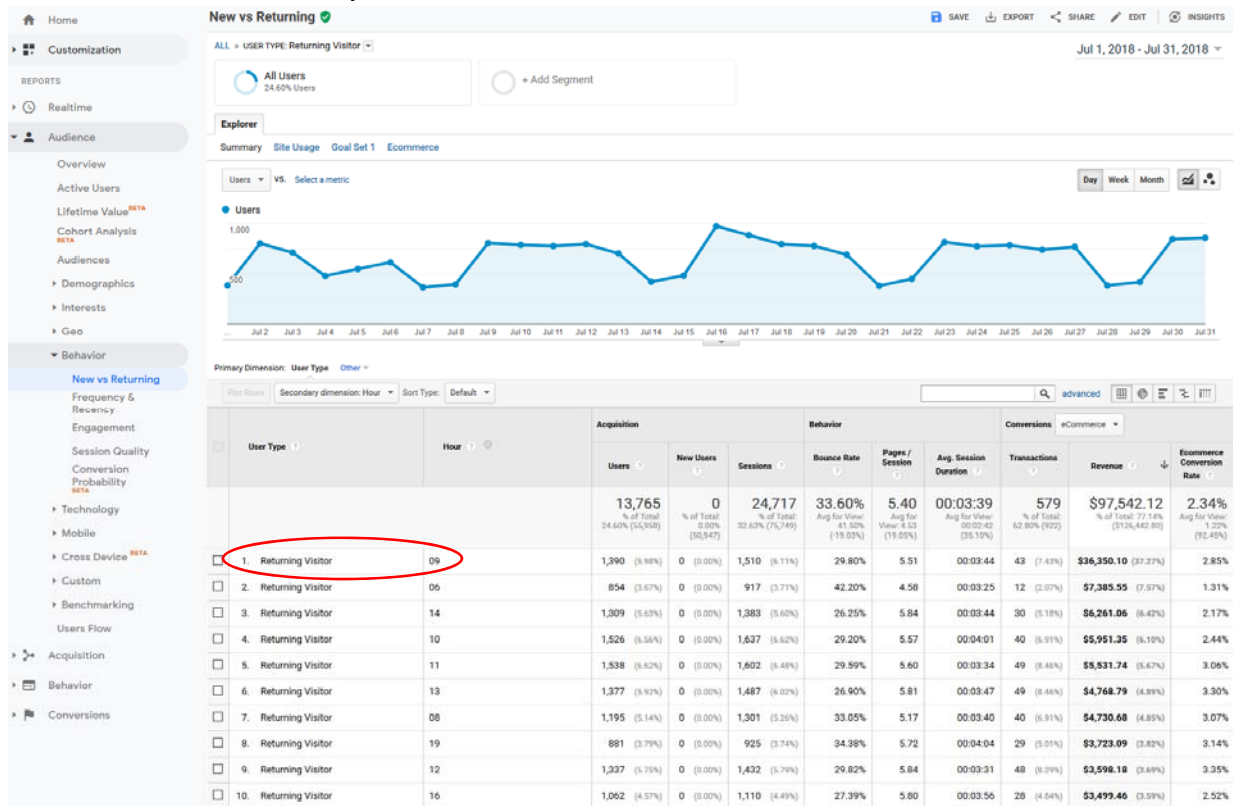
a) New vs. return users

Answer: based on revenue, returning visitors provide better traffic (results different if based on different criteria)



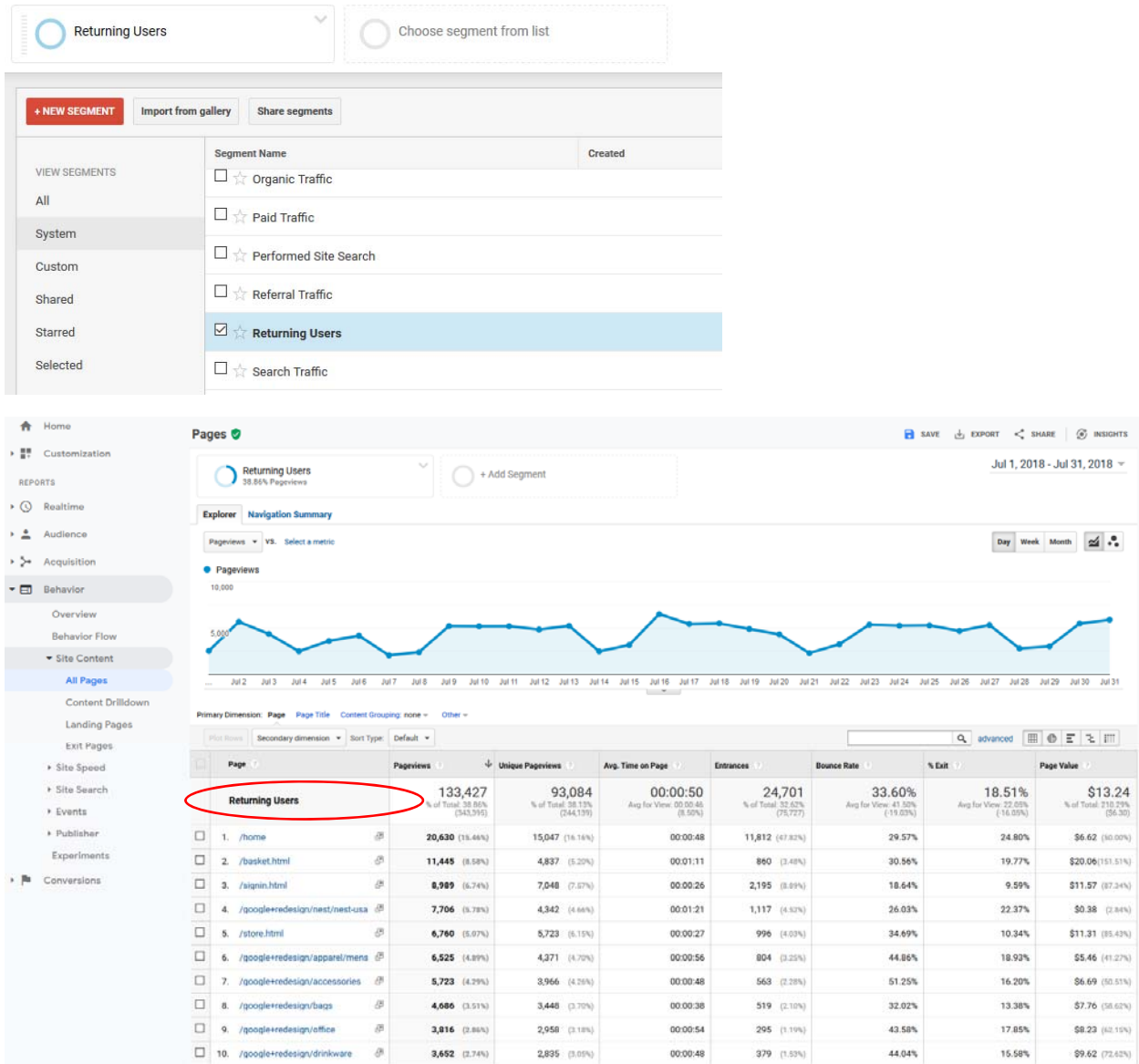
b) Hours of a day for new vs. returning visitors

Answer: again, based on revenue, returning visitors at 9am and new visitors at 4pm (results different if based on different criteria)

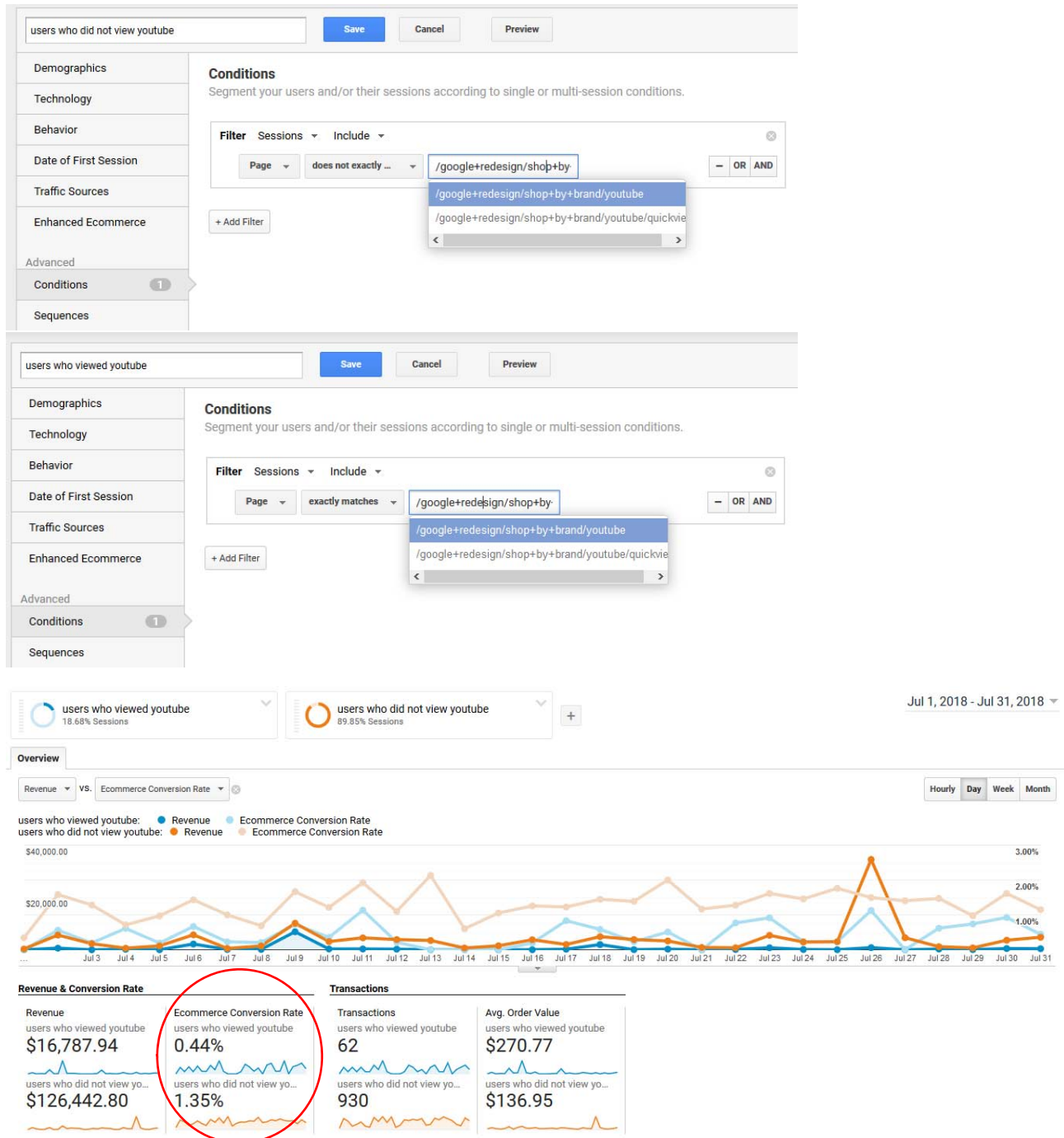


3. Which pages were viewed more by returning users

Answer: homepage was viewed more by returning users



4. Evaluate the effectiveness of a page by comparing those who viewed the page versus those who did not view the page <https://shop.googlemerchandisestore.com/Google+Redesign/Shop+by+Brand/YouTube>
Answer: those who did not view the page has a higher conversion rate, so there is no evidence supporting that this page is effective of converting visitors



Slide #11

1. Create a custom segment consisting of sessions using either Chrome or Safari.

The screenshot shows the 'Create Segment' dialog in Google Analytics. The 'Name' field is set to 'Chrome or Safari'. The 'Conditions' section is titled 'Segment your users and/or their sessions according to single or multi-session conditions.' It features a 'Filter' dropdown set to 'Sessions' and an 'Include' dropdown. Two conditions are listed: 'Browser' contains 'Chrome' and 'Browser' contains 'Safari', connected by an 'OR' operator. A '+ Add Filter' button is visible at the bottom.

2. Create a custom segment consisting of users who purchased at least one item and came to site primarily through referral.

The screenshot shows the 'Create Segment' dialog in Google Analytics. The 'Name' field is set to 'referral purchases'. The 'Conditions' section is titled 'Segment your users and/or their sessions according to single or multi-session conditions.' It features a 'Filter' dropdown set to 'Users' and an 'Include' dropdown. Two conditions are listed: 'Revenue' per user is greater than or equal to 0, and 'Default Channel Group' exactly matches 'Referral', connected by an 'AND' operator. A '+ Add Filter' button is visible at the bottom.

3. Create a segment for users who purchased after 5th visit (in Multi-Channel Funnels reports only)

The screenshot shows the 'Multi-Channel Funnels Overview' page in Google Analytics. The 'Name' field is set to 'convert after 5th visit'. The 'Conversion Segments' section shows a condition: 'Include' 'Path Length in Interactions' 'Greater than' 5. Below this, there are two '+ Add a conversion path option' buttons, indicating that more conditions can be added to the segment.

4. Create a segment for users who showed interest in a product

product clicker

SaveCancelPreview

Demographics

Technology

Behavior

Date of First Session

Traffic Sources

Enhanced Ecommerce

Advanced

Conditions1

Sequences

Conditions

Segment your users and/or their sessions according to single or multi-session conditions.

FilterSessionsInclude

Event ActioncontainsProduct Click

ORAND

+ Add Filter