Google Analytics

e-nor

Advanced Displays, Segmentation & Filtering
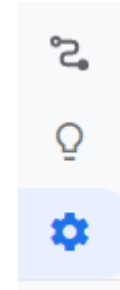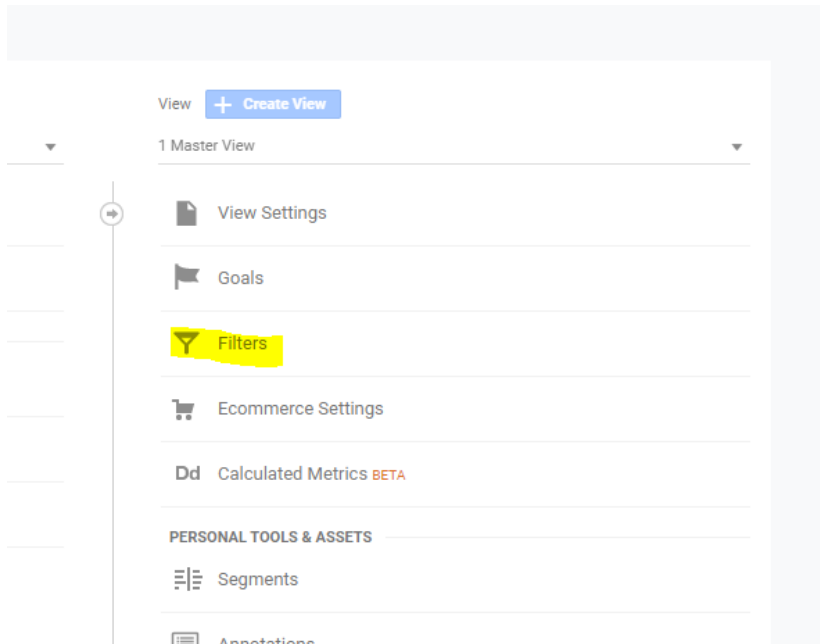
Part One:
Primary Views & Filters

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1. Best Practice Check:
Three Primary Views

Using Google merchandise store Demo account.

2. Best Practice Check:
Filtering Internal Traffic

- Click on Admin and select Filter

- Add a new filter to remove Internal traffic

View Filter

Filter Information

Filter Name

Internal Traffic

Filter Type

Predefined | Custom

Exclude ▾ | traffic from the IP addresses ▾ | that are equal to ▾

IP address

e.g. 74.125.19.103 or 2001:db8::1 (for IPv6)

Back

Add a new filter to remove Internal Traffic by entering your organization's IP address.

Data Exploration

Standard Display - Audience

We are considering time period from 2nd Feb 2020 to 2nd May 2020 for analysis

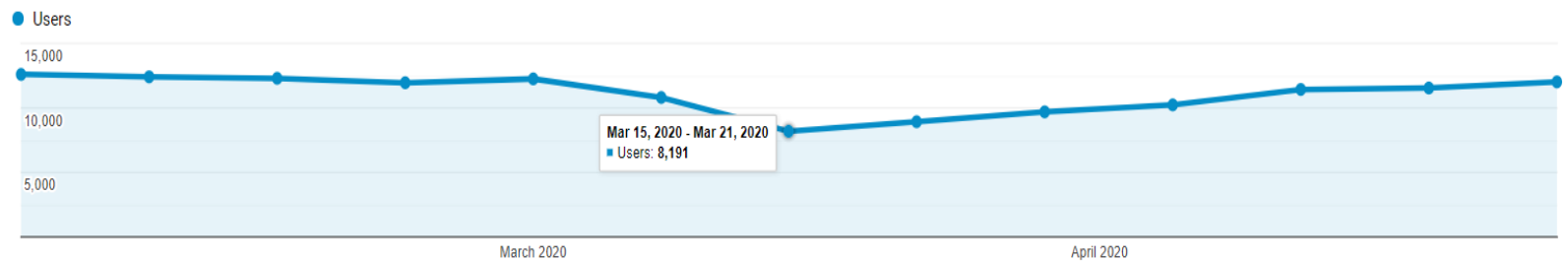We can observe a sudden dip in number of Users in week 15th Mar 2020 – 21st Mar 2020
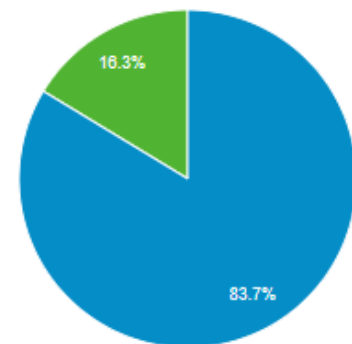
Standard Display - Audience

What drop in Users in mid March ?

PROCLAMATIONS

Proclamation on Declaring a National Emergency Concerning the Novel Coronavirus Disease (COVID-19) Outbreak

Issued on: March 13, 2020

★ ★ ★

The drop in users could be due to impact from COVID-19 outbreak and subsequent declaration of emergency by US govt.

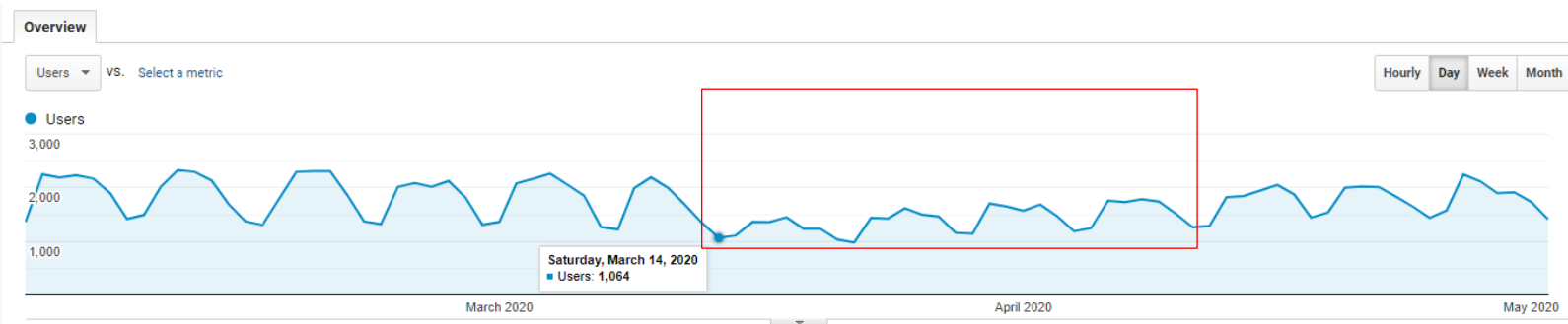Further we can observe that, just the day after the declaration of national emergency, there was a dip in users for a few week following until mid April.

Standard Display: Acquisition

During the three month period, 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?

	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Ecommerce Conversion Rate	Transactions	Revenue
	130,244	127,931	174,124	48.41%	4.07	00:02:45	0.11%	196	$11,226.76
1 ■ Display	2,104			74.87%			0.00%		
2 ■ Social	5,454			58.48%			0.03%		
3 ■ Organic Search	80,948			54.41%			0.12%		
5 ■ Generic Paid Search	669			37.67%			0.37%		
7 ■ Referral	17,679			34.21%			<0.01%		
8 ■ Branded Paid Search	1,605			25.75%			0.19%		
9 ■ Other Paid Search	5			16.67%			0.00%		

To see all 9 Channels click here.

Standard Display: Acquisition

- **Display** had the highest Bounce rate, while **Paid Searches** had among the least bounce rates.

- **Generic Paid Search** followed by **Branded Paid Search** had the most eCommerce conversion rates. Display had almost no conversions.

- In conclusion, it would be a good strategy to focus on Acquisitions from Paid Searches(Branded/Generic/Other) since they have higher conversion rates.

Percentage Display: Conversion

Product Performance ✓

New Users
68.28% Product Revenue

During the three month period, 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?

Unique purchases:

	Product Category (Enhanced Ecommerce)	Unique Purchases ▼ ↓	Unique Purchases ▼
	New Users	**33** % of Total: 64.71% (51)	**33** % of Total: 64.71% (51)
1.	Apparel	9	27.27%
2.	Office	6	18.18%
3.	Uncategorized Items	4	12.12%
4.	Accessories	3	9.09%
5.	Stationery	3	9.09%
6.	Campus Collection	2	6.06%
7.	Clearance	2	6.06%
8.	Drinkware	1	3.03%
9.	Google	1	3.03%
10.	New	1	3.03%

Revenue:

Secondary dimension ▼   🔍 advanced

	Product Category (Enhanced Ecommerce)	Product Revenue ▼ ↓	Product Revenue ▼
	New Users	**$434.95** % of Total: 68.28% ($637.00)	**$434.95** % of Total: 68.28% ($637.00)
1.	Apparel	$243.70	56.03%
2.	Accessories	$63.00	14.48%
3.	Campus Collection	$50.00	11.50%
4.	Office	$22.20	5.10%
5.	Uncategorized Items	$17.10	3.93%
6.	Clearance	$15.20	3.49%
7.	Drinkware	$13.00	2.99%
8.	Stationery	$5.00	1.15%
9.	Google	$3.00	0.69%
10.	New	$2.00	0.46%

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.

	Page		Pageviews ▼ ↓	Avg. Page Load Time (sec) ▼ (compared to site average)
			709,514 % of Total: 100.00% (709,514)	**4.22** Avg for View: 4.22 (0.00%)
1.	/home	⊡	145,593	-4.18%
2.	/store.html	⊡	54,220	2.97%
3.	/basket.html	⊡	35,516	-30.78%
4.	/store.html/quickview	⊡	31,834	27.19%
5.	/google+redesign/apparel/mens/quickview	⊡	24,657	-34.23%
6.	/google+redesign/shop-by+brand/youtube	⊡	24,632	58.36%
7.	/google+redesign/apparel/mens	⊡	24,063	-12.24%
8.	/google+redesign/new	⊡	24,024	-12.94%
9.	/google+redesign/apparel	⊡	18,642	-12.47%
10.	/signin.html	⊡	16,750	-37.88%

YouTube section seem to have taken an unusually long time to load than average.

ALL » PAGE: /google+redesign/shop-by+brand/youtube ⊟   Feb 2, 2020 - May 2, 2020 ▼

All Users — 3.47% Pageviews   + Add Segment

Explorer   Distribution   Map Overlay

Site Usage   Technical   DOM Timings

Avg. Page Load Time (sec) ▼ VS. Select a metric   Day Week Month
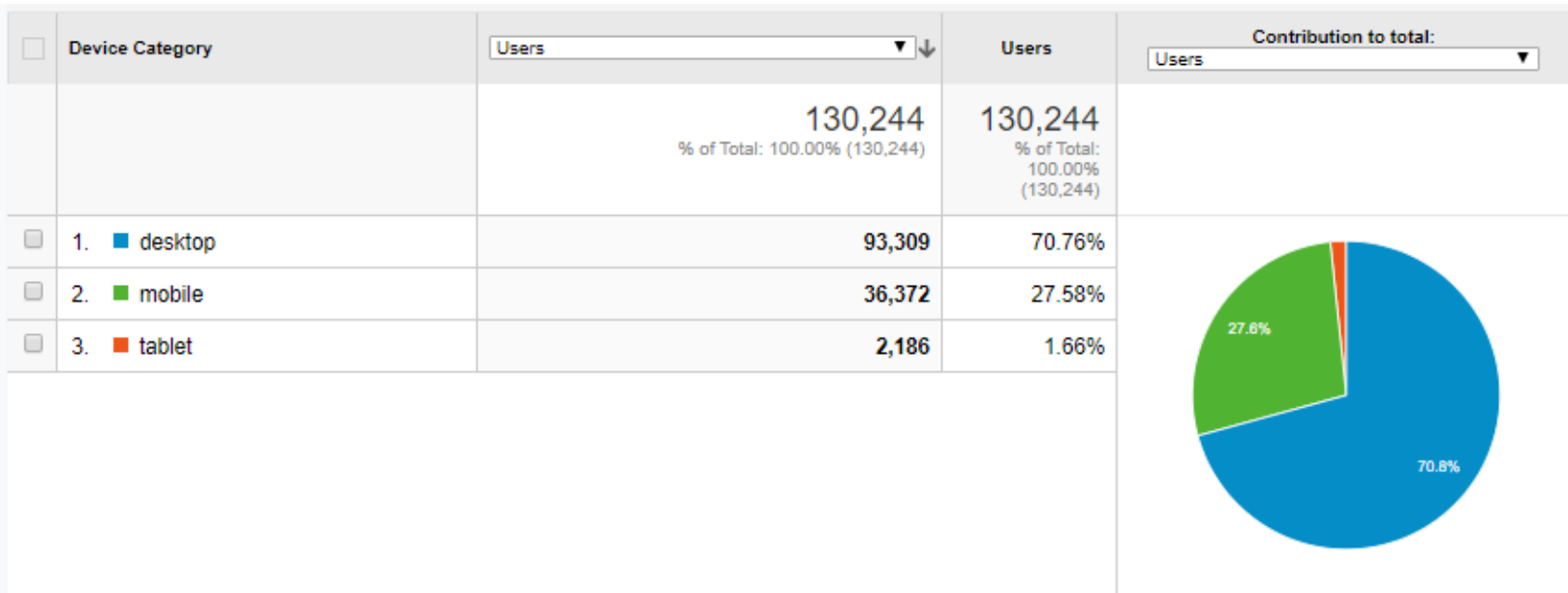
● Avg. Page Load Time (sec)
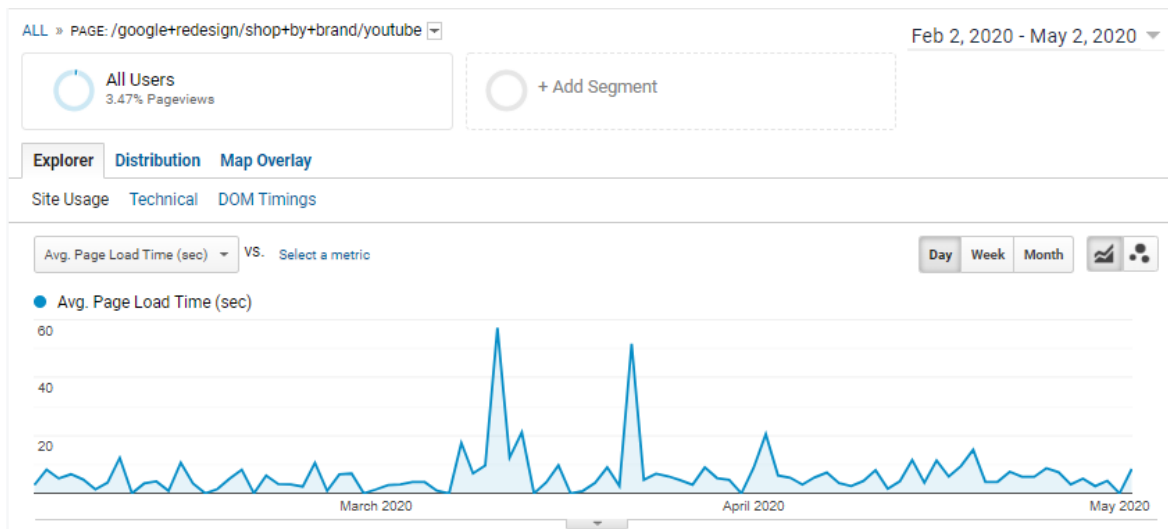
There seem to have been sudden spike in the page load time for YouTube section, once in mid March and then in early April. This likely would have contributed to the overall increase in the Avg Load time.
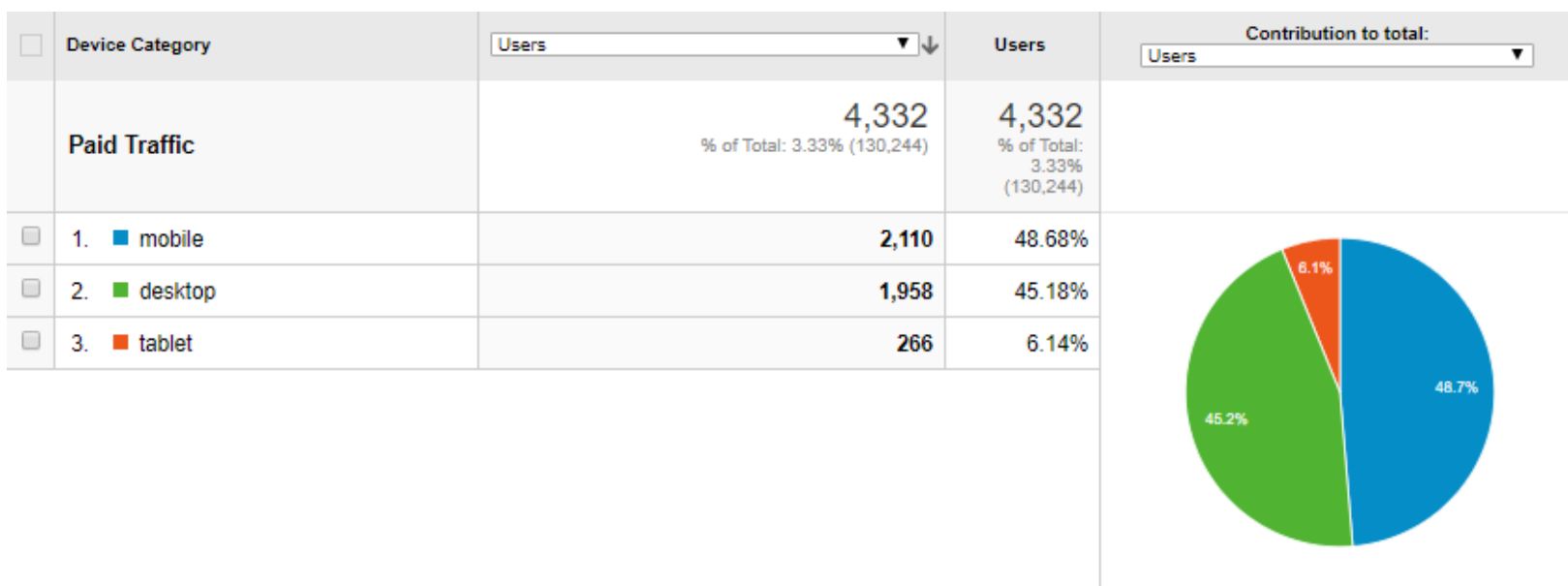
Percentage Display: Audience

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.

All Users:

	Device Category	Users ▼ ↓	Users	Contribution to total: Users ▼
		130,244 % of Total: 100.00% (130,244)	130,244 % of Total: 100.00% (130,244)	
☐	1. ■ desktop	93,309	70.76%	
☐	2. ■ mobile	36,372	27.58%	
☐	3. ■ tablet	2,186	1.66%	

Paid traffic:

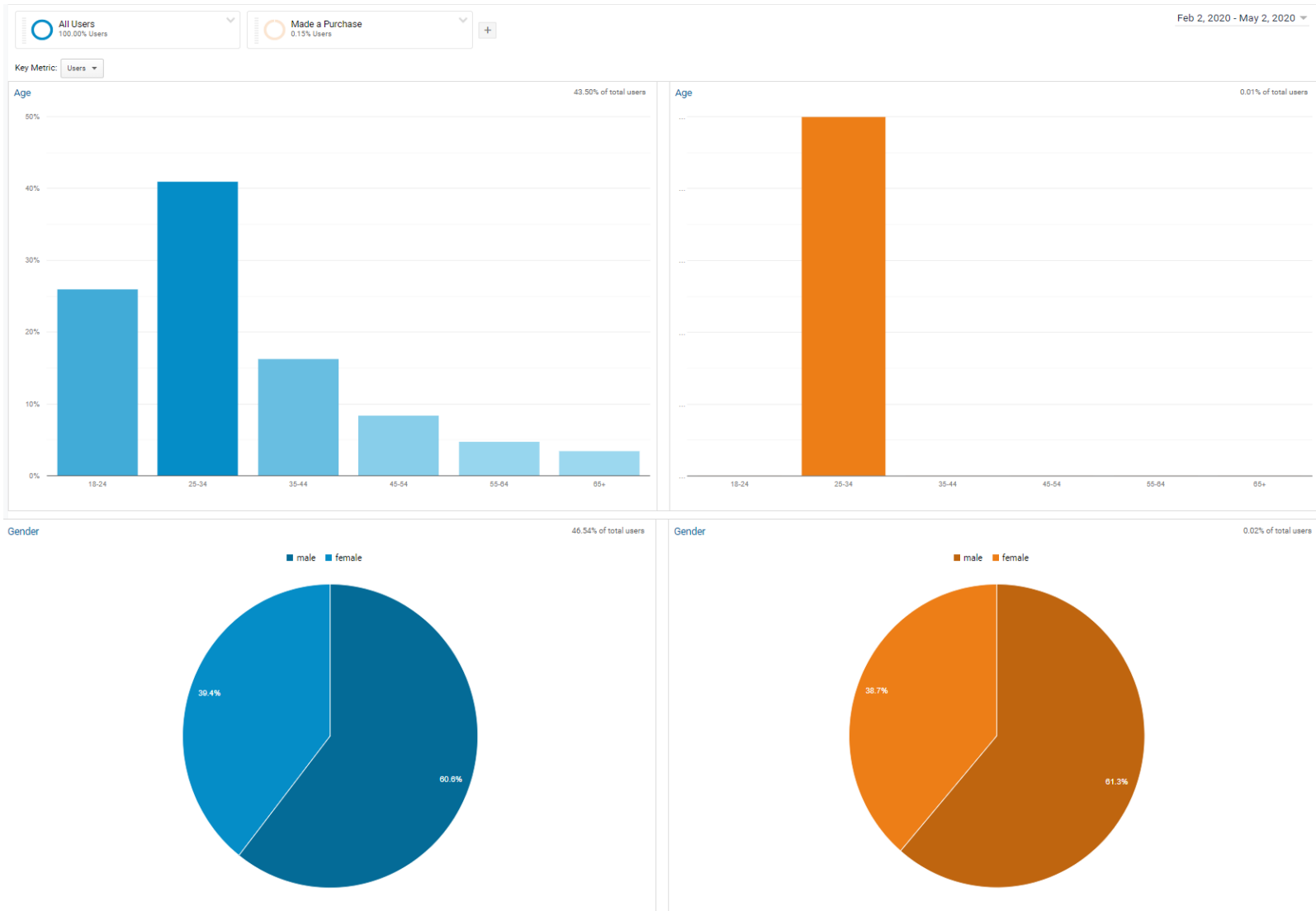|	Device Category	Users ▼ ↓	Users	Contribution to total: Users ▼
☐	Paid Traffic	4,332 % of Total: 3.33% (130,244)	4,332 % of Total: 3.33% (130,244)	
☐	1. ■ mobile	2,110	48.68%	
☐	2. ■ desktop	1,958	45.18%	
☐	3. ■ tablet	266	6.14%	

Segmentation

Audience Segment: Characteristic

Audience Demographics:

- Over 40% of the total users are from the age group 25-34.

- Almost all the users who have made a purchase are from age 24-34.

- Overall Females constitute around 60% and Male around 40% of Users. We see similar trent in the purchases as well.

- It would be a good strategy to focus on audience from age 25-34, especially Females, since they seem more likely to make a purchase.

Audience Segment: Geography

	Region	Users		Users	
		48,662 % of Total: 37.36% (130,244)		**48,662** % of Total: 37.36% (130,244)	
1.	California	13,784		27.69%	
2.	New York	4,483		9.00%	
3.	Texas	3,605		7.24%	
4.	Florida	1,990		4.00%	
5.	Illinois	1,987		3.99%	
6.	(not set)	1,864		3.74%	
7.	Washington	1,604		3.22%	
8.	New Jersey	1,549		3.11%	
9.	Pennsylvania	1,412		2.84%	
10.	Massachusetts	1,291		2.59%	

Show rows: 10   Go to: 1   1 - 10 of 52

This report was generated on 5/18/20 at 11:19:53 PM - Refresh Report

States with high users and revenue generated?

States like California and New York has the maximum users and have maximum revenue generated.

	Region	Revenue		Revenue	
		$9,488.02 % of Total: 84.51% ($11,226.76)		**$9,488.02** % of Total: 84.51% ($11,226.76)	
1.	California	$2,379.70		25.08%	
2.	New York	$1,154.60		12.17%	
3.	Massachusetts	$712.00		7.50%	
4.	Texas	$545.50		5.75%	
5.	Georgia	$473.50		4.99%	
6.	Washington	$381.80		4.02%	
7.	New Jersey	$331.00		3.49%	
8.	Michigan	$292.85		3.09%	
9.	Missouri	$248.30		2.62%	
10.	South Carolina	$247.50		2.61%	

States like Massachusetts, Michigan and Missouri has generated good revenue, despite having lower user engagement.
Focusing on these states more could help in more revenue.

Audience Segment: User Behavior

User Type	Acquisition			Behavior			Conversions eCommerce ▾		
	Users ↓	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Transactions	Revenue	Ecommerce Conversion Rate
	130,244 % of Total: 100.00% (130,244)	127,931 % of Total: 100.14% (127,754)	174,124 % of Total: 100.00% (174,124)	48.41% Avg for View: 48.41% (0.00%)	4.07 Avg for View: 4.07 (0.00%)	00:02:45 Avg for View: 00:02:45 (0.00%)	196 % of Total: 100.00% (196)	$11,226.76 % of Total: 100.00% ($11,226.76)	0.11% Avg for View: 0.11% (0.00%)
1. New Visitor	125,537 (83.67%)	127,931 (100.00%)	127,931 (73.47%)	50.54%	3.70	00:02:14	128 (65.31%)	$6,637.27 (59.12%)	0.10%
2. Returning Visitor	24,503 (16.33%)	0 (0.00%)	46,193 (26.53%)	42.52%	5.11	00:04:10	68 (34.69%)	$4,589.49 (40.88%)	0.15%

User Behavior: New Visitor and Returning Visitor.

A considerable 16% of visitors are returning visitor.

Returning visitors seem to be spending higher time per session and have a lesser bounce rate. Also, its encouraging to see that these 16% of returning visitors contribute to over 40% of the overall revenue.

This implies that a considerable number of New Visitor are interested in the page and visit back after some time to make a purchase.

Google Analytics

Project: Navigating, Reports, & Dashboards

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

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

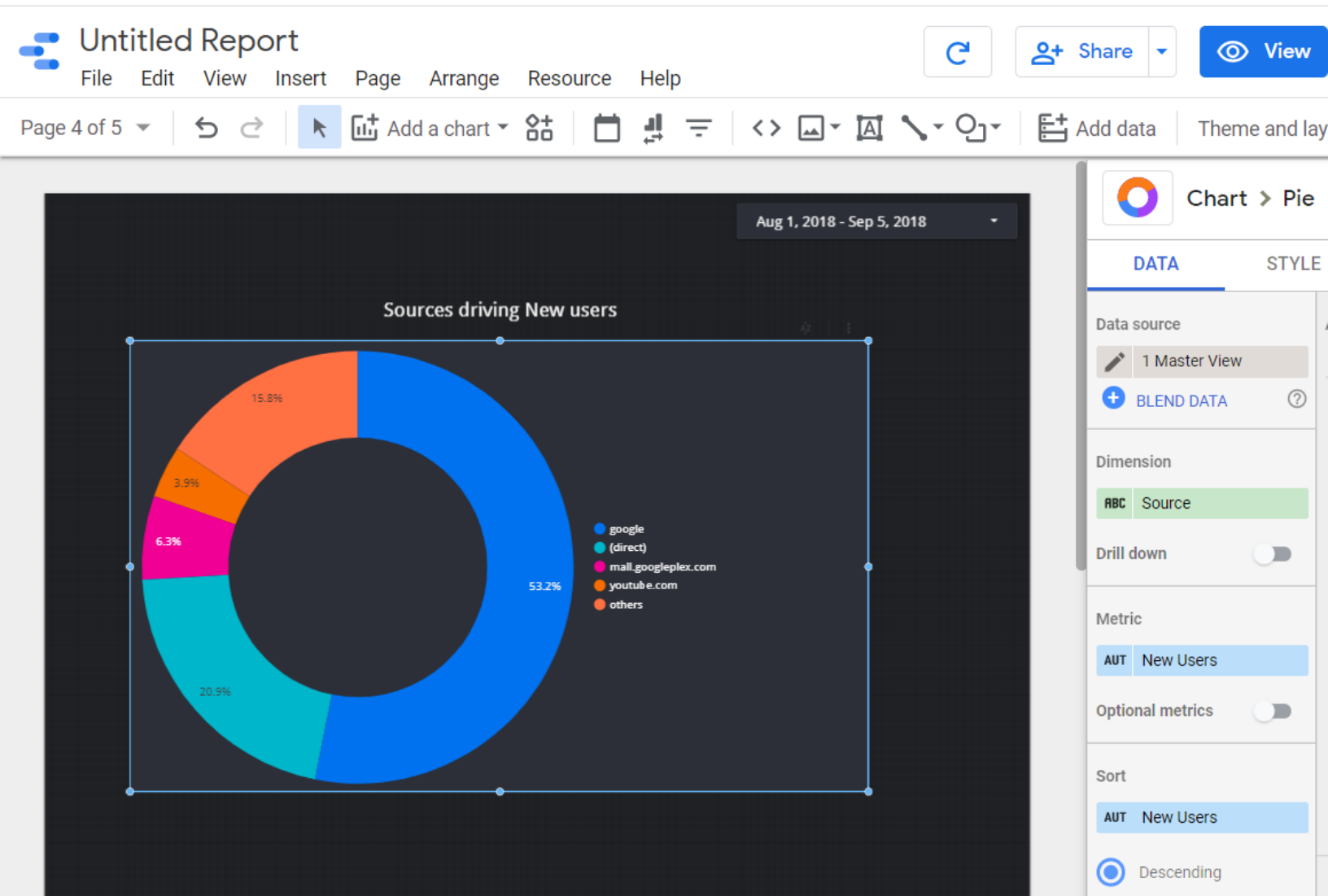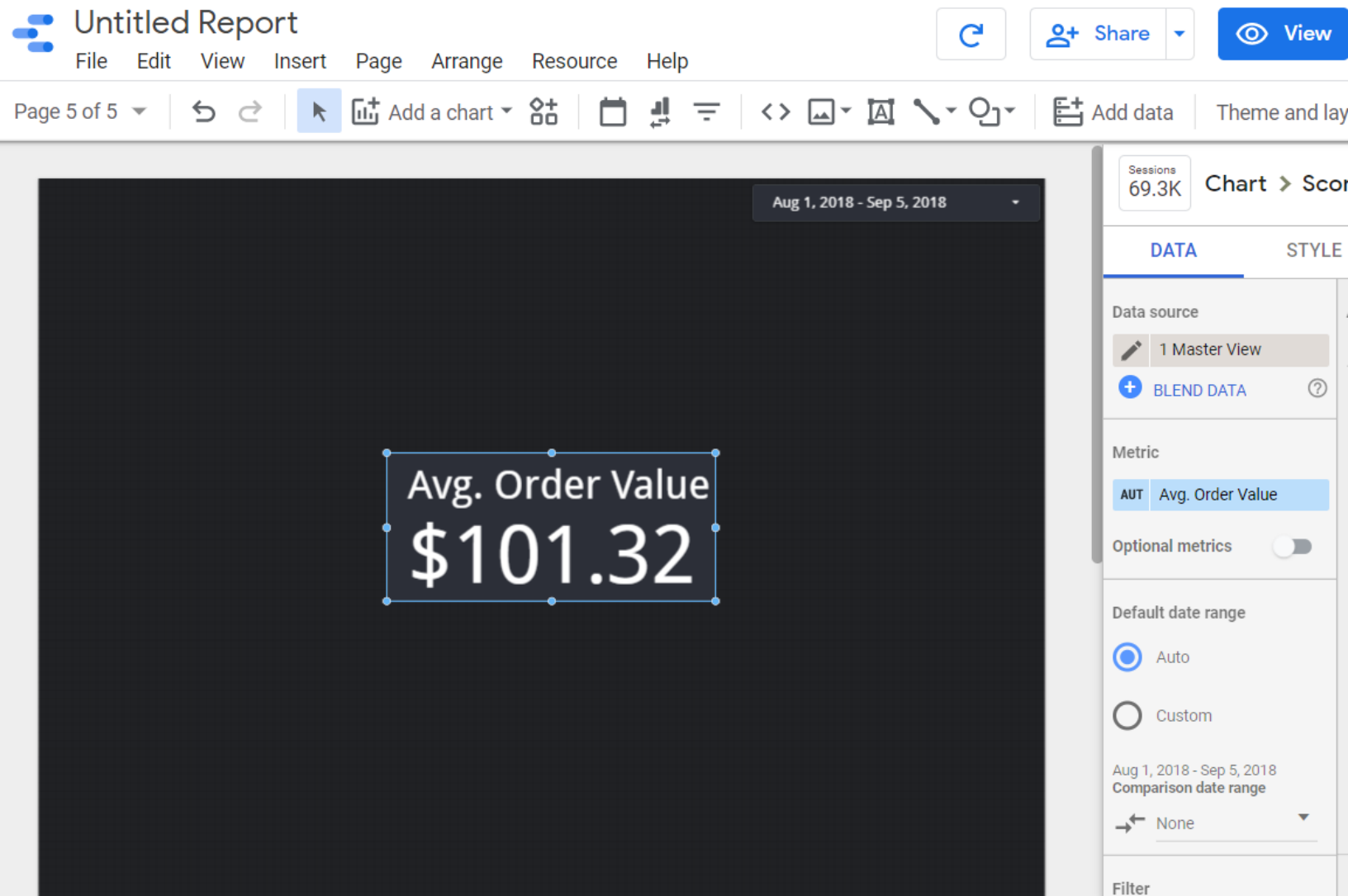# 2. Merchandise Store Draft Dashboard: Time Series chart
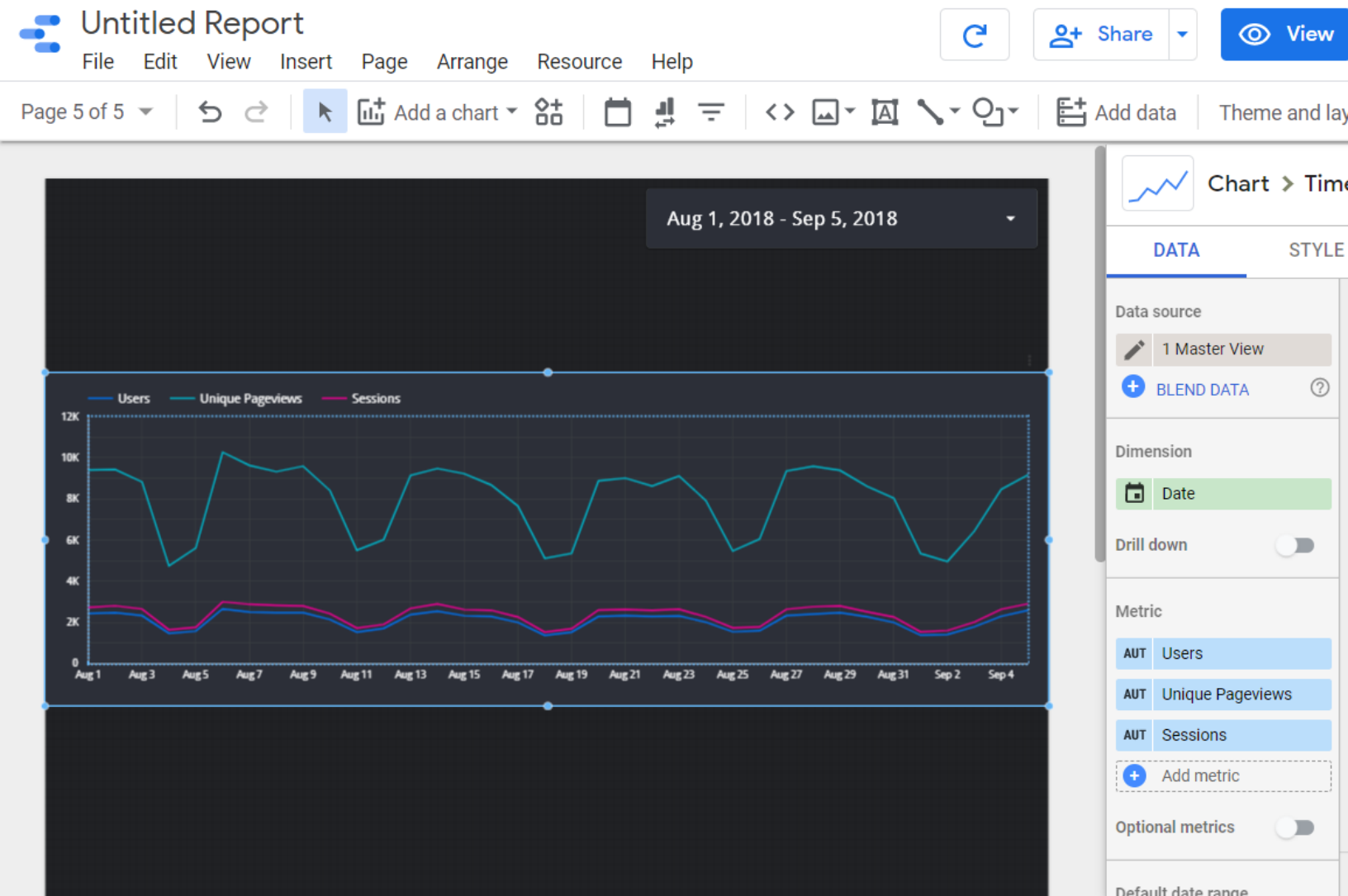
3. Merchandise Store Draft Dashboard: Pie chart, 7 slices
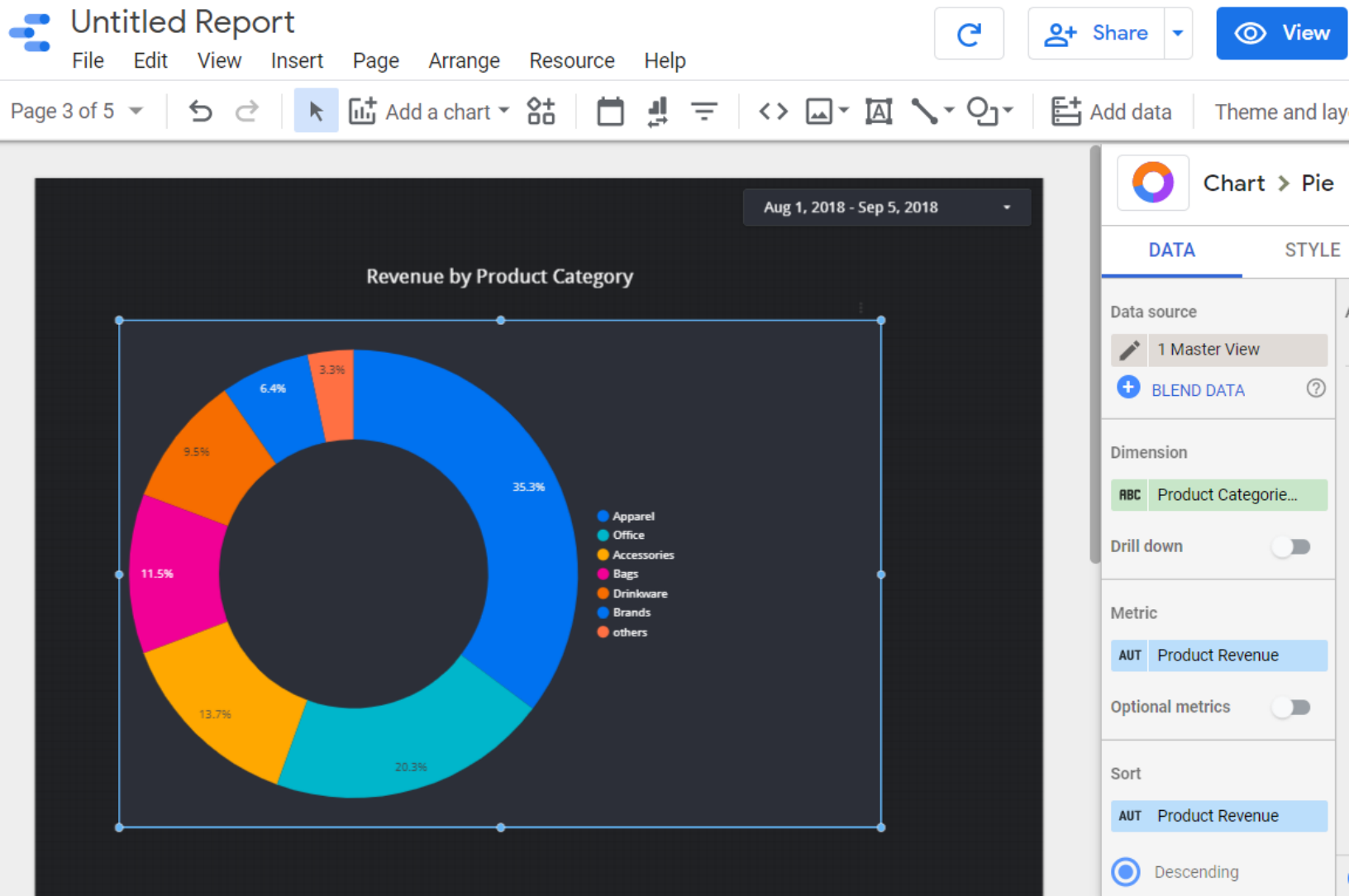
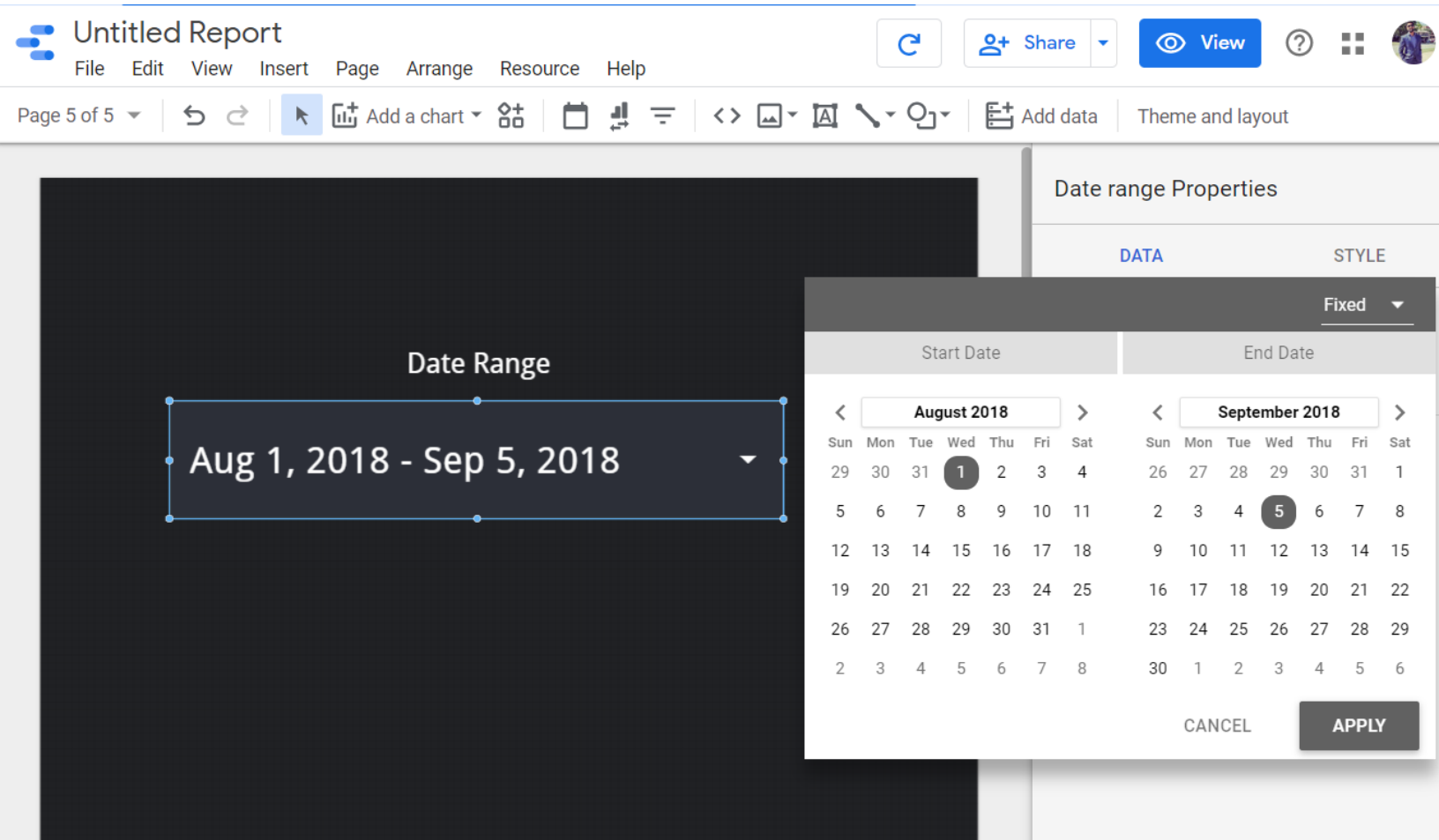# 4. Merchandise Store Draft Dashboard: Pie chart, 5 slices

5. Merchandise Store Draft Dashboard: Scorecard

Untitled Report

File   Edit   View   Insert   Page   Arrange   Resource   Help

Share ▾   👁 View

Page 5 of 5 ▾   ↶ ↷   ▸   📊 Add a chart ▾   ⊞   📅   ⇄   ≡   <>   🖼▾   🅰   ↘▾   ⊙⌐▾   Add data   Theme and lay

Sessions **69.3K**   **Chart** ⟩ Scor

DATA   **STYLE**

Aug 1, 2018 - Sep 5, 2018 ▾

Avg. Order Value
$101.32

Data source

✏ 1 Master View

➕ BLEND DATA   ⑦

Metric

AUT   Avg. Order Value

Optional metrics ◯

Default date range

⦿ Auto

◯ Custom

Aug 1, 2018 - Sep 5, 2018
Comparison date range

⇤ None   ▾

Filter

6. Merchandise Store Draft Dashboard: Date Range Control

7. Merchandise Store: Final Dashboard

Google Merchandise Store- Performance Overviewew

Avg. Order Value
$101.32

Users
63.4K

Sessions
85.4K

Unique Pageviews
285.8K

Date Range
Aug 1, 2018 - Sep 5, 2018

— Users — Unique Pageviews — Sessions

Revenue by Product Category

- Apparel — 35.3%
- Office — 20.3%
- Accessories — 13.7%
- Bags — 11.5%
- Drinkware — 9.5%
- Brands — 6.4%
- others

Sources driving New users

- google — 53.2%
- (direct) — 20.9%
- mall.googleplex.com — 6.3%
- youtube.com — 3.9%
- others — 15.8%

Marketing Analytics Nanodegree Program

Google Analytics