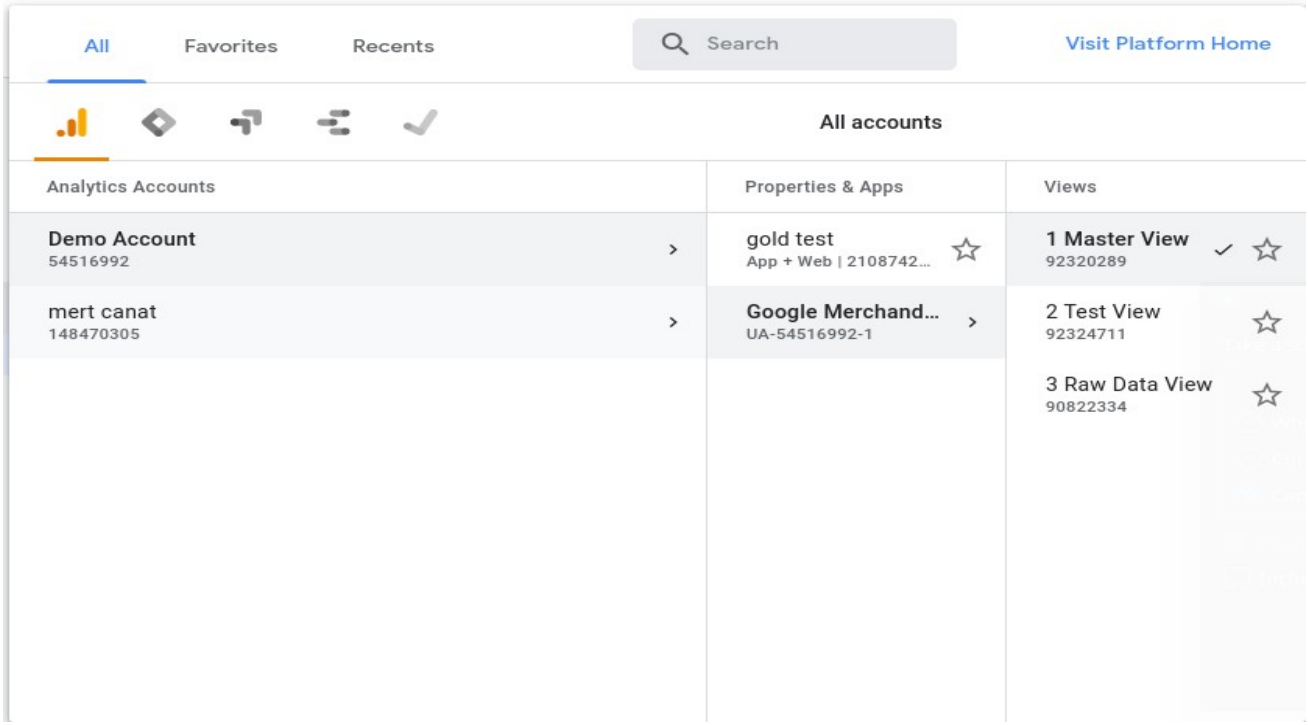
UDACITY

Google Analytics

Project: Navigating, Reports, & Dashboards

Part One: Primary Views & Filters

1. Best Practice Check: Three Primary Views



In this case, the views already exist and there fore I made a screenshot of it as required. From the screenshot above you can clearly see that all the three views are created from the same property.

However, I am using the **google merchandise demo account.**

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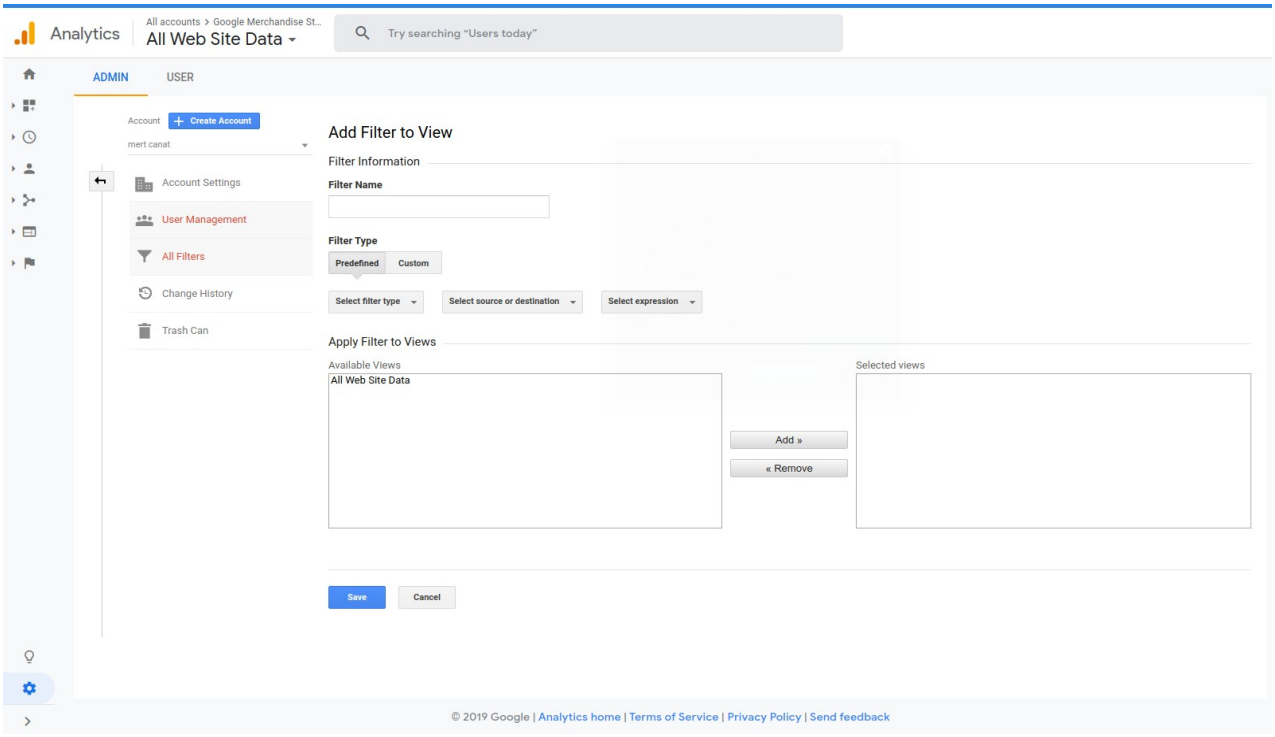
1. Best Practice Check: Three Primary Views

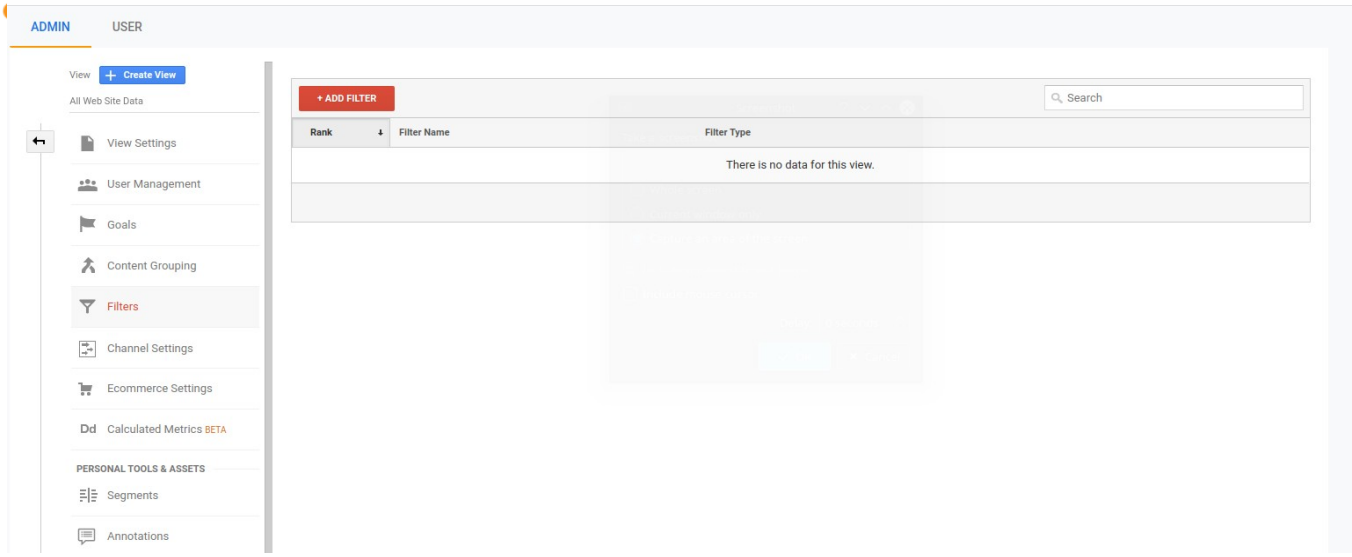
Rational for the views

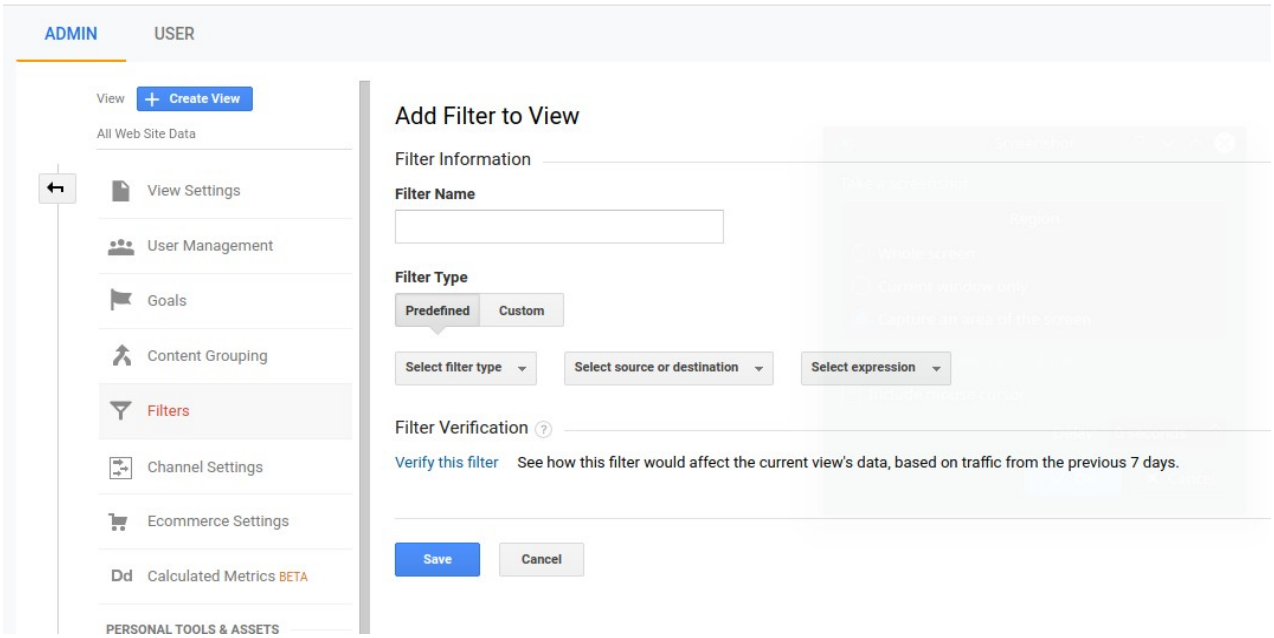
Essentially, the main reason or our main concern for creating views is to enable us to do significant housekeeping like strengthening URLs or removing internal traffic to get more insights from raw data.

2. Best Practice Check: Filtering Internal Traffic



This screenshot shows how we can create a filter for a view. To do so, we first click on the `**Admin**` button on the bottom-left side of the google analytic page. There after, you should select the account then you click `**all filters**` this will display all the filters already present if any. Then on the top you will see a red button `**add filter**` which when click on will show you all the fields required to create a filter on a particular view.





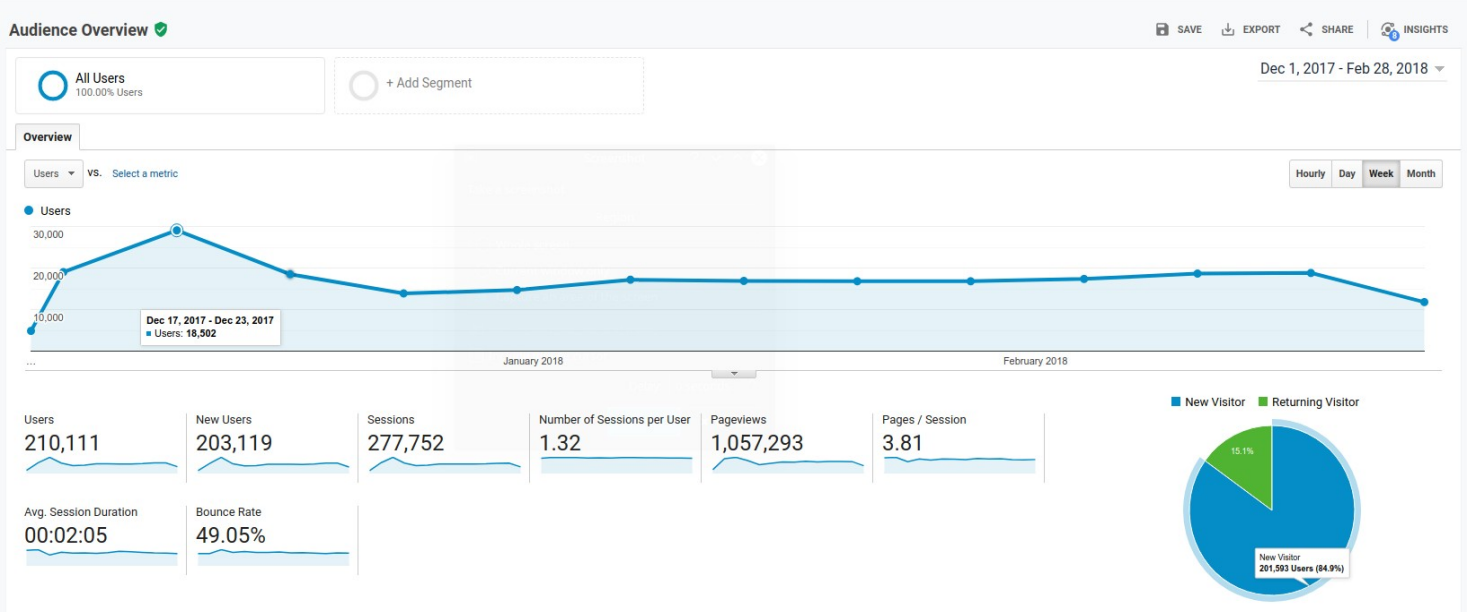
Above is another way of adding filters base on a particular view. When you click on the Admin button you just go on the view section and select a view then you click on filters. This will show any existing filter on that view and propose you if you which to add a filter to the view. When you click on the add filter button you are prompted with all the details on how to add/create a new filter for that particular view.

Data Exploration

Standard Display - Audience

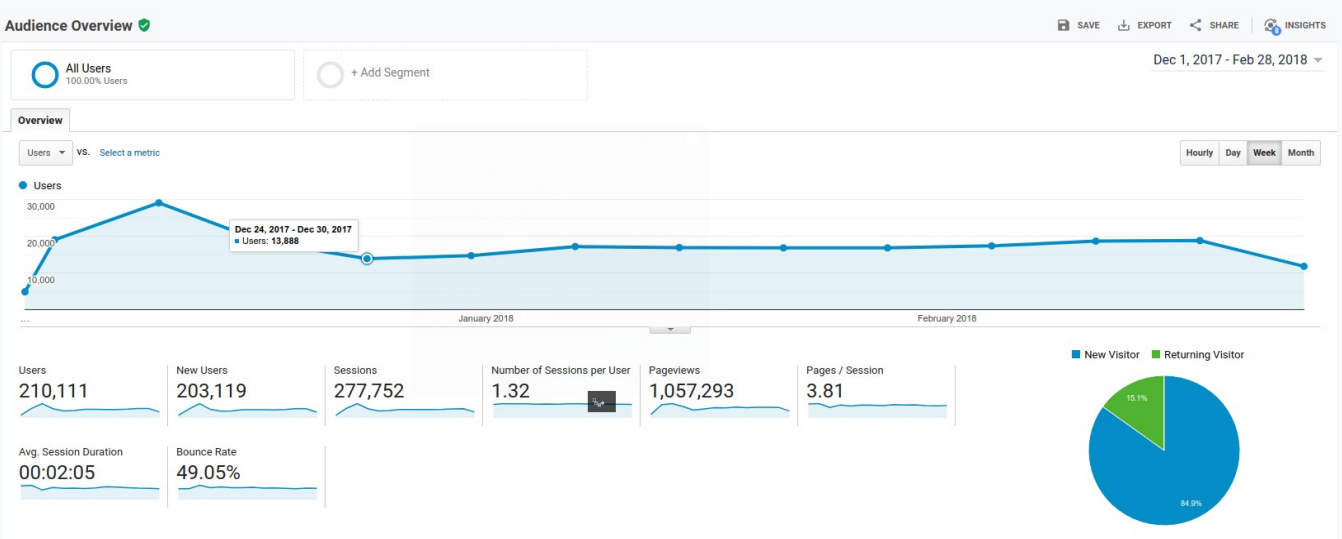
From the Audience Overview Report, select a three month time period you would like to explore. Which week had the most visitors, and which week had the fewest visitors to your site?

First I'll like to emphasize that the three month range I considered for part one is between **Dec 1,2017 and Feb 28, 2018**



The week that had the highest number of visitors is the week of **Dec 17 and Dec 23, 2017.**

Standard Display - Audience



The week with the lowest number of visitors ranges between **Dec 24 and Dec 30, 2017**.

Standard Display - Audience

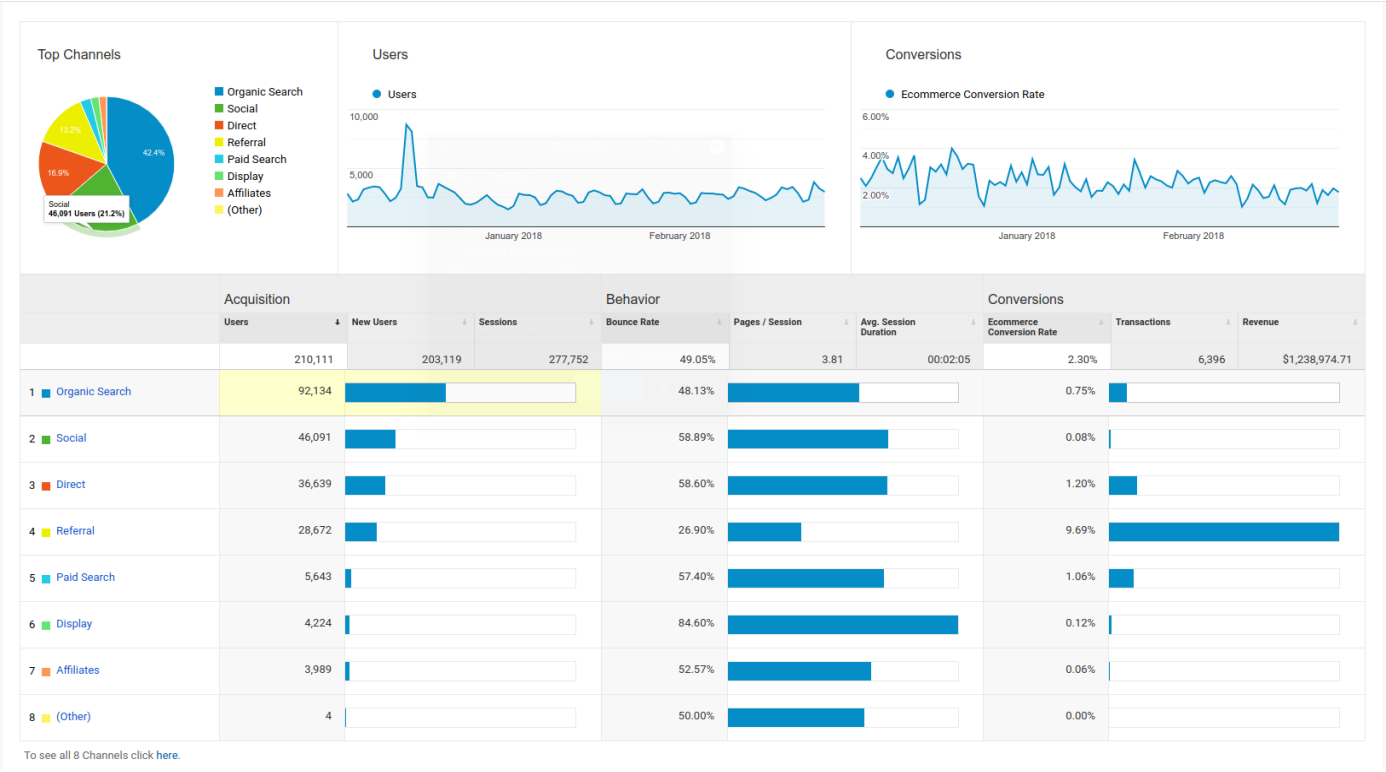
Do you have any ideas why certain trends are associated with these specific weeks?

Response

From the graph it is during the second to the last week that we had the highest number of visitors in the site. This may be as a reason of the end of year celebration(christmas) and the activity rates of individuals generally increase in this period. And would also decrease right after this is why in the last week of the year we had the lowest number of users. The general activity of people in this period is lao as everybody is waiting for the new year.

Standard Display: Acquisition

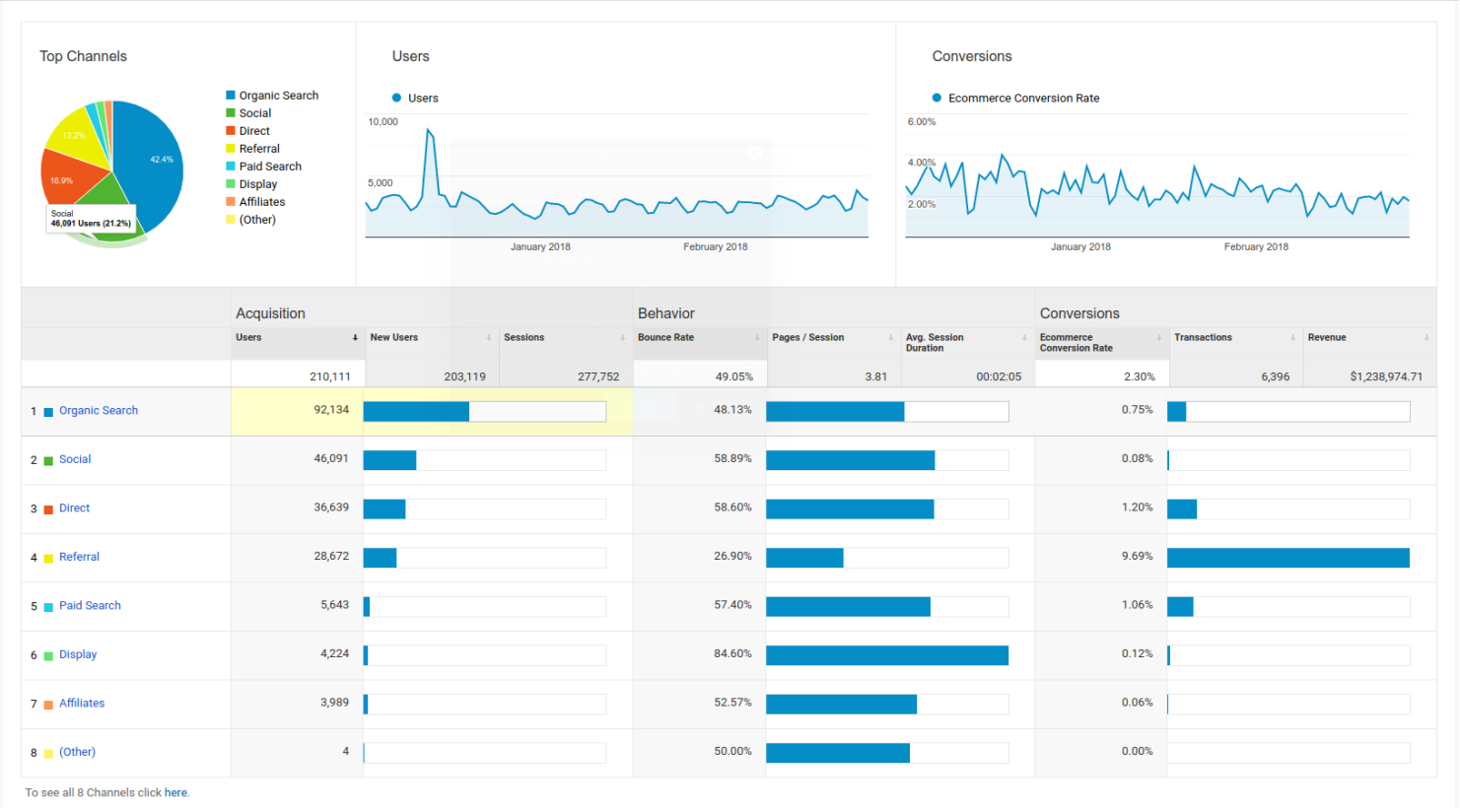
During the three month period you've selected, excluding *Direct* and *(Other)*, which channels had the highest and lowest bounce rates and the highest and lowest eCommerce conversion rates? What do these metrics mean, based on your experience?



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?

Based on the 3 month time labs I chose, the channel with the highest bouncing rate is the **Display channel** with a bounce rate of **84.60%** and the channel with the lowest bouncing rate is the **Referral channel** with a bounce rate of **26.90%** .

Again still based on this same time laps the channel with the highest conversion rates is the **Referral channel** with a conversion rate of **9.69%** and the channel with the lowest conversion rate is the **Affiliates channel** with a conversion rate of 0.06%.



	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Ecommerce Conversion Rate	Transactions	Revenue
	210,111	203,119	277,752	49.05%	3.81	00:02:05	2.30%	6,396	$1,238,974.71
1 Organic Search	92,134			48.13%			0.75%		
2 Social	46,091			58.89%			0.08%		
3 Direct	36,639			58.60%			1.20%		
4 Referral	28,672			26.90%			9.69%		
5 Paid Search	5,643			57.40%			1.06%		
6 Display	4,224			84.60%			0.12%		
7 Affiliates	3,989			52.57%			0.06%		
8 (Other)	4			50.00%			0.00%		

To see all 8 Channels click here.

Standard Display: Acquisition

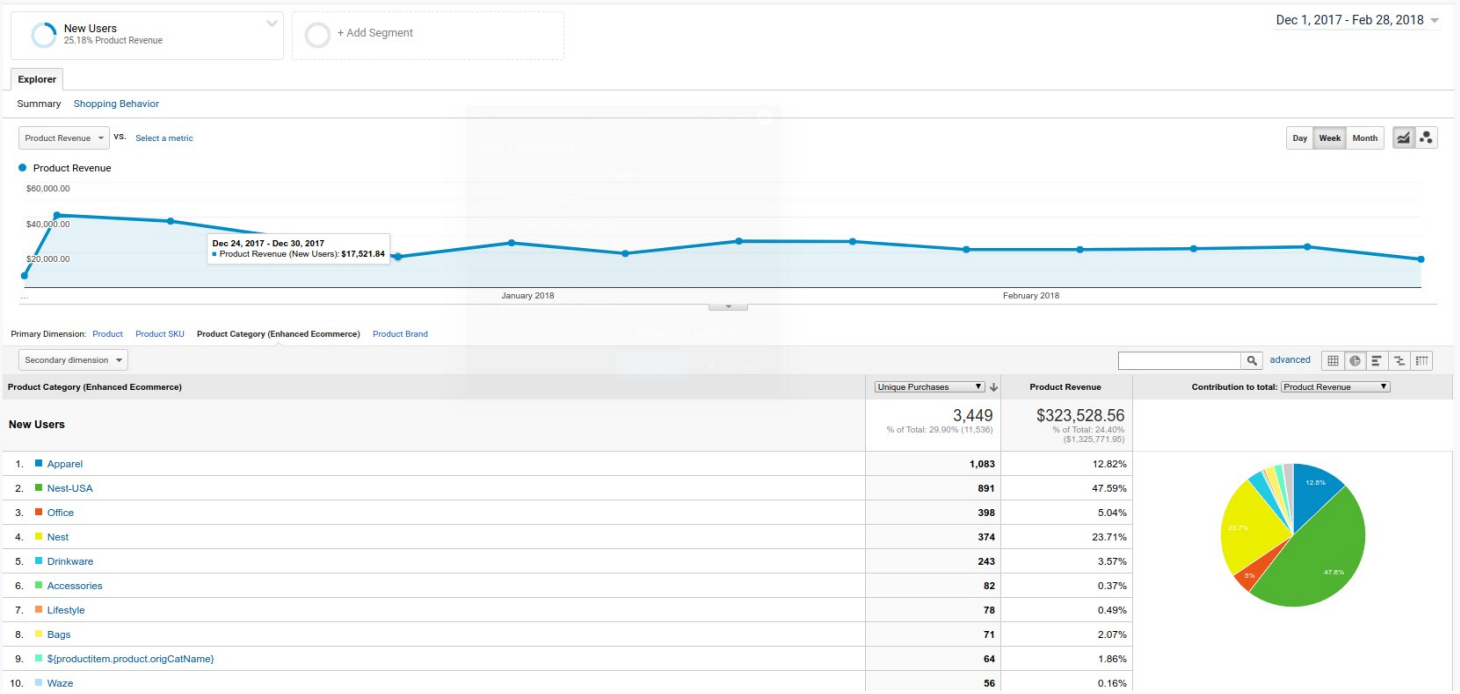
What do these metrics mean, based on your experience?

Bounce rate is an Internet marketing term used in web traffic analysis. It represents the percentage of visitors who enter the site and then leave rather than continuing to view other pages within the same site.

While eCommerce conversion rates is the percentage of visitors that land on your website who complete a desired action.

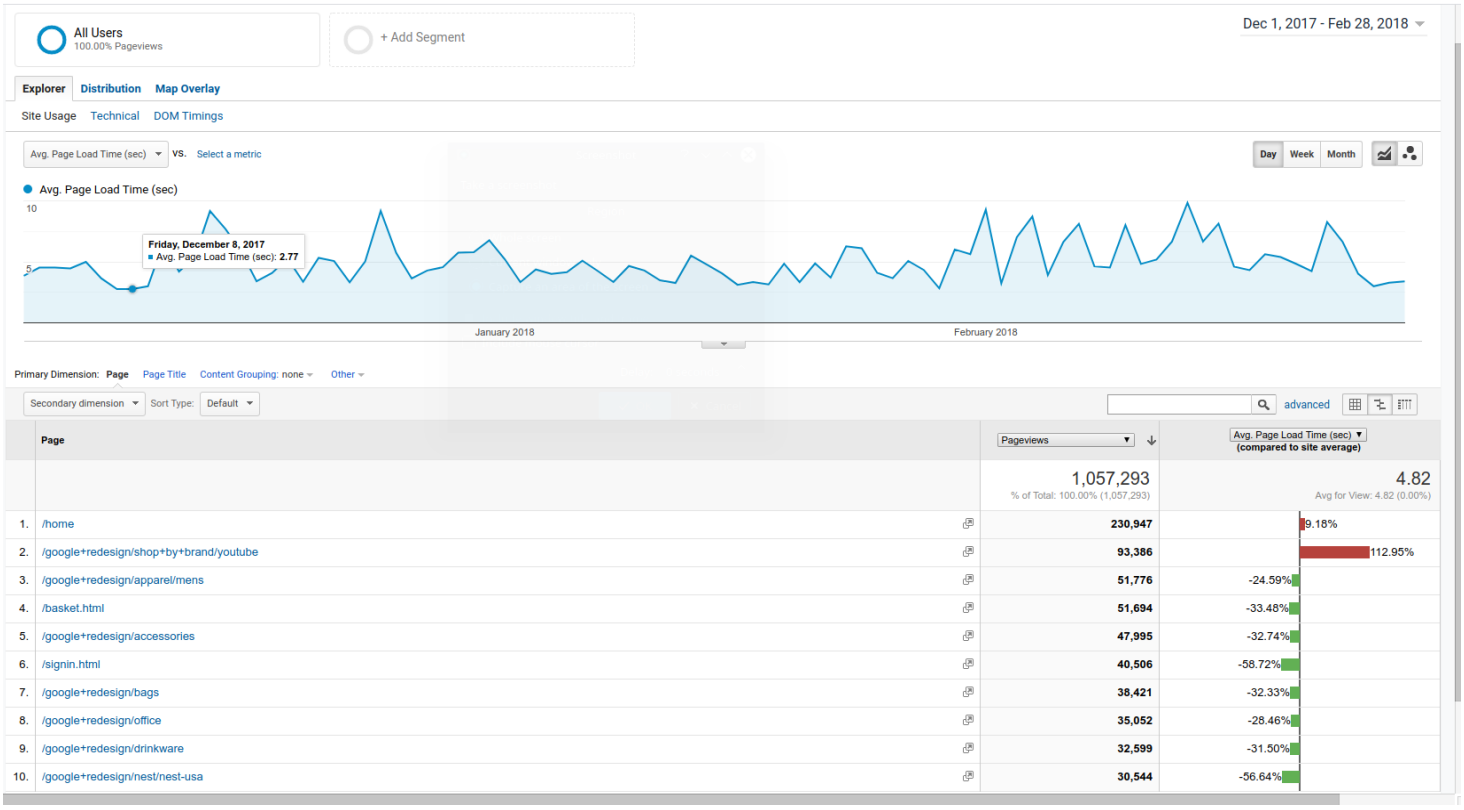
Percentage Display: Conversion

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.)



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.



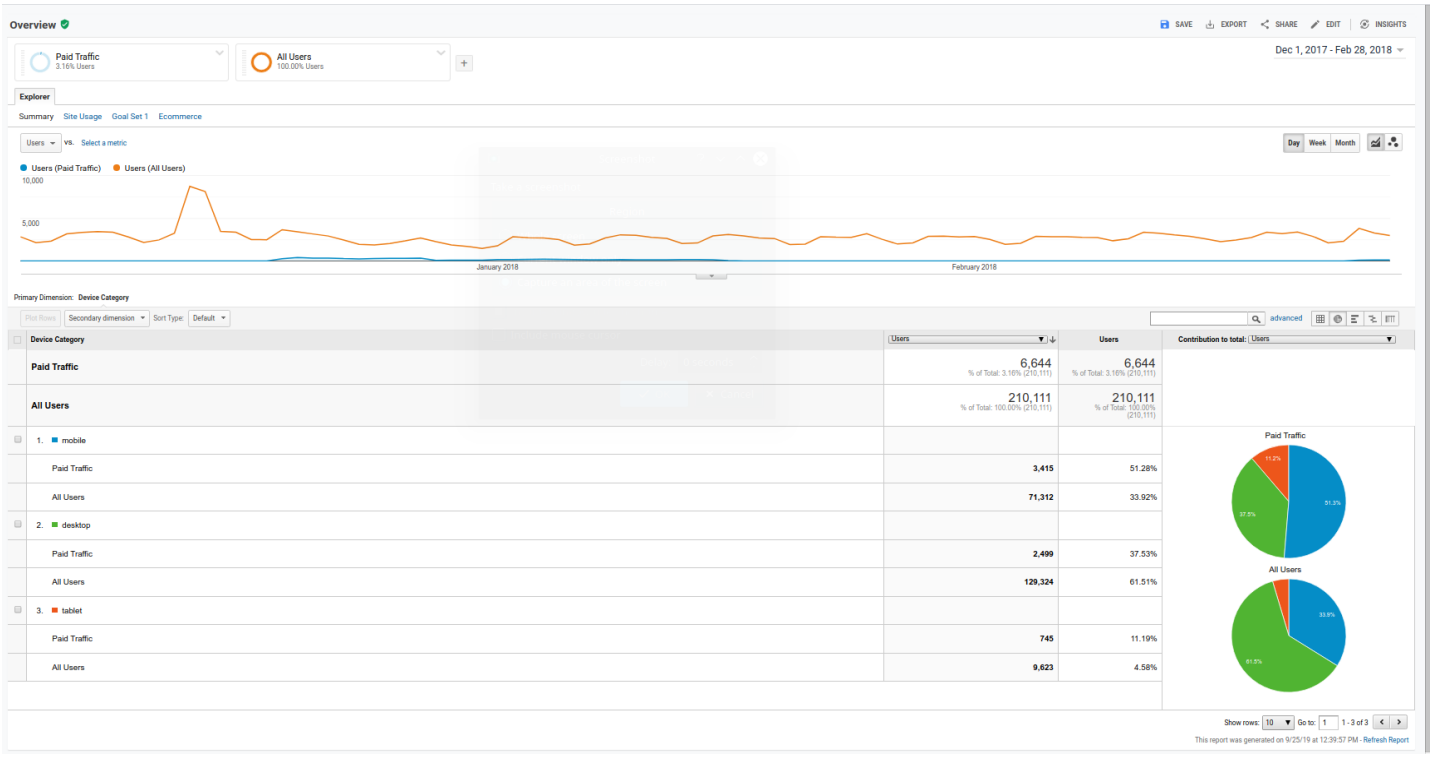
Comparison Display: Behavior

Trouble Shooting

From the above figure we clearly see the page “google+redesign/ shop+by+brand/youtube” takes 112.95% of the average paid load time which is way too high. We have to reduce the content on this page may be so as to reduce the data that has to be loaded in order to be able to browse through the page. The will reduce the load time considerably.

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.

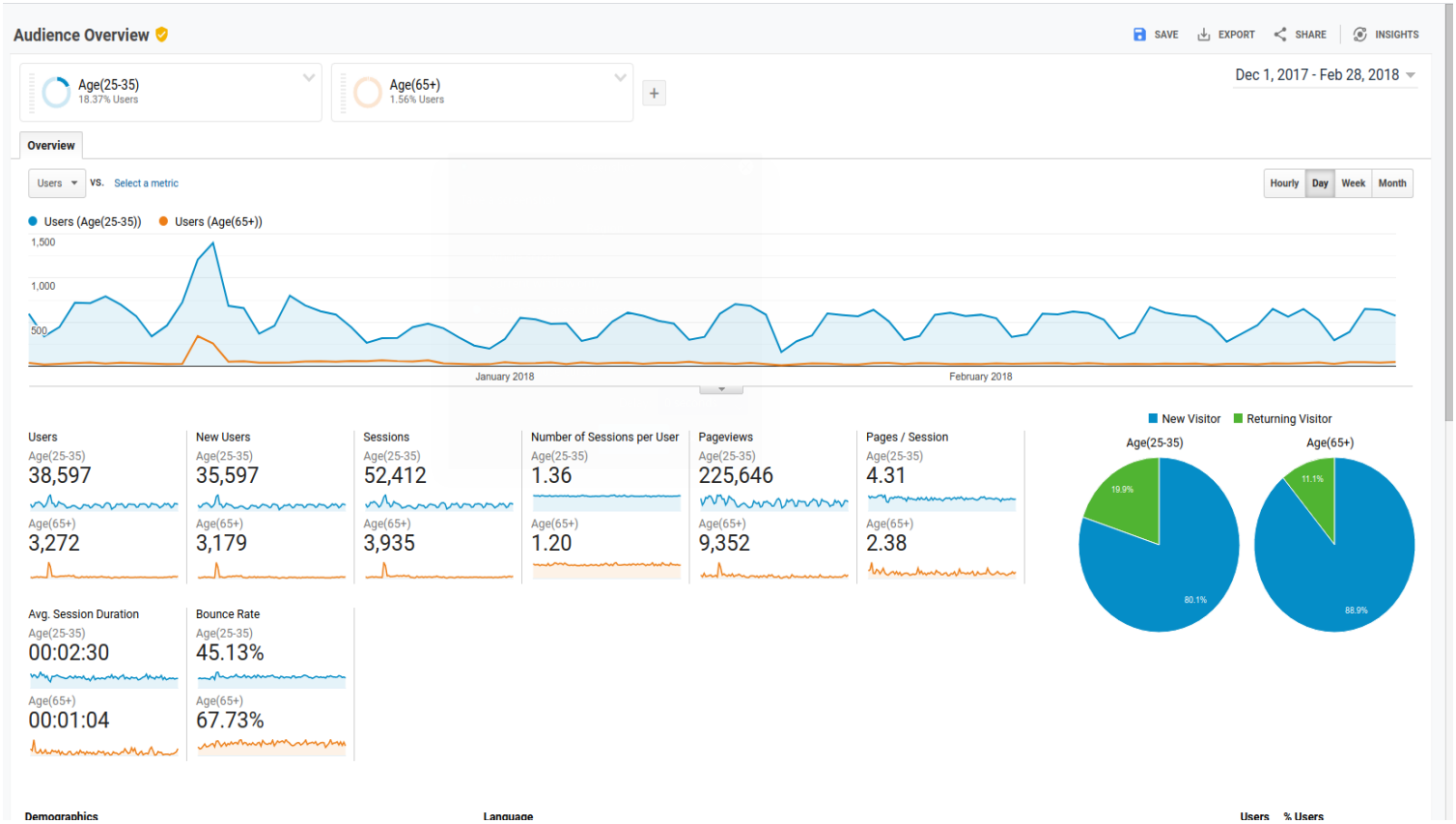


Percentage Display: Audience

From the previous chart we can easily conclude that the highest number of mobile users use desktops either on the paid traffic or the unpaid traffic. This is also clearly illustrated on the pie charts.

Segmentation

Audience Segment: Characteristic



Audience Segment: Characteristic

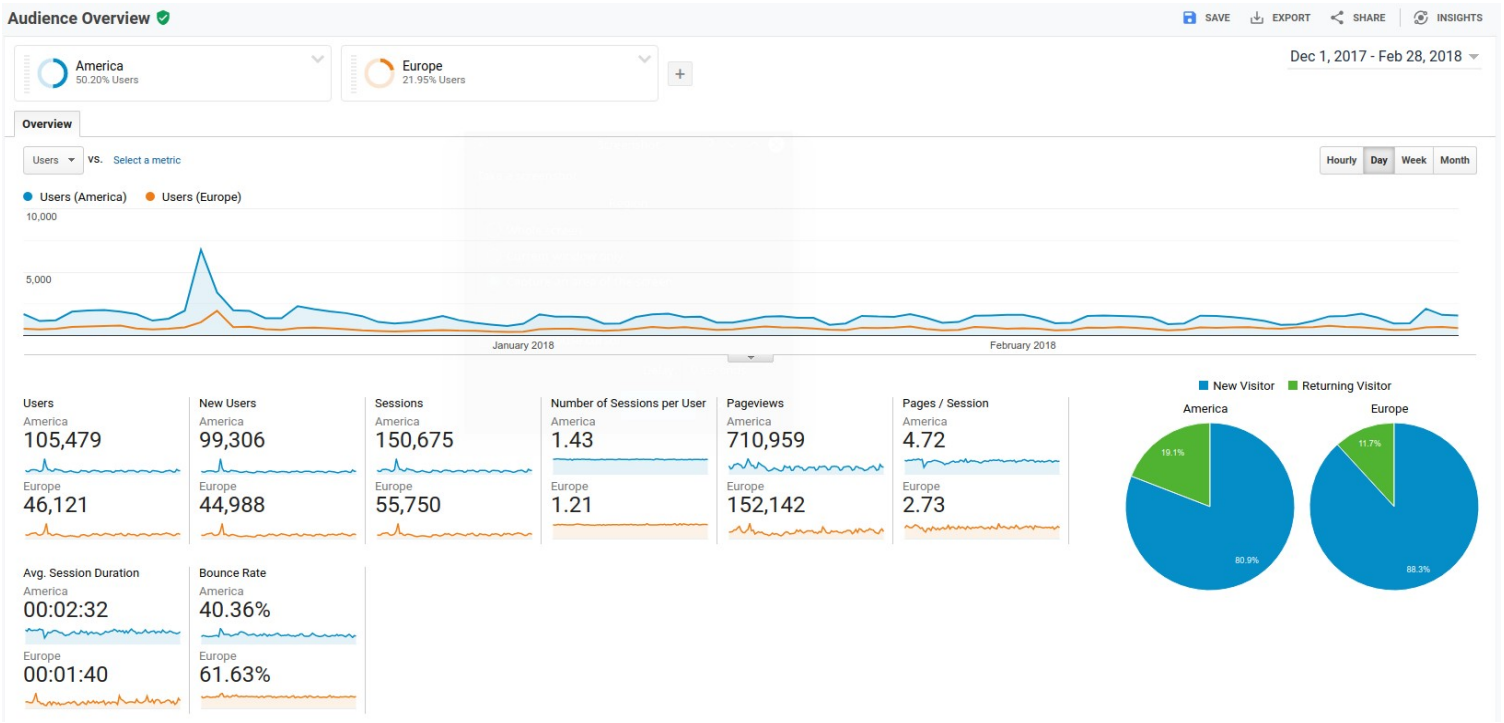
Question

Which among the general population is less active on the sites according to age and why?

Answer

The range of the population which is least active on the site are the old with an age range of 65+. This can be seen from the screenshot provided above. The number of users in this age range is the least.

Audience Segment: Geography



Audience Segment: Geography

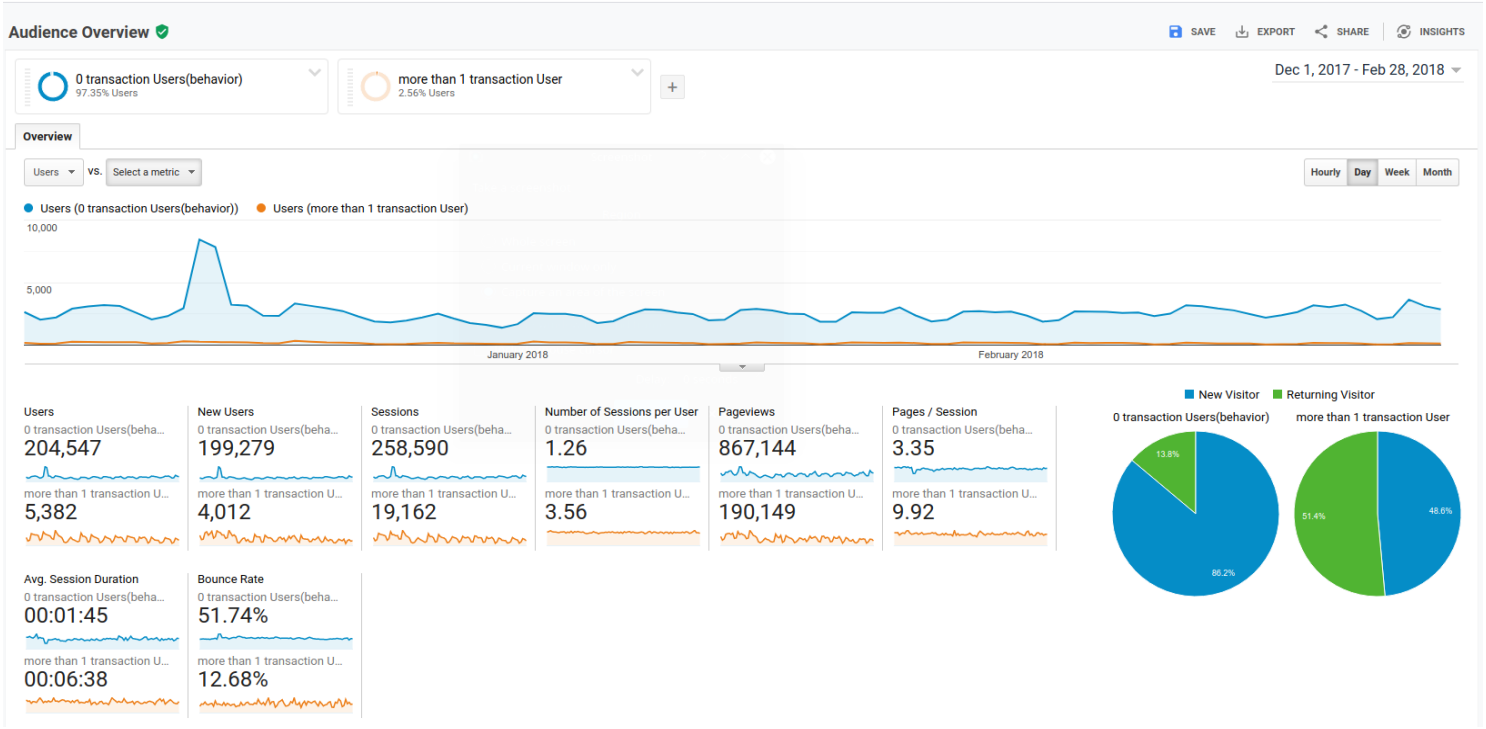
Question

Which continent has the highest number of users on our site between Europe and America?

Answer

From the screenshot above we can clearly say that it is the American continent. Also form the pie charts we see that they are more susceptible of returning to the site.

Audience Segment: User Behavior



Audience Segment: User Behavior

Question

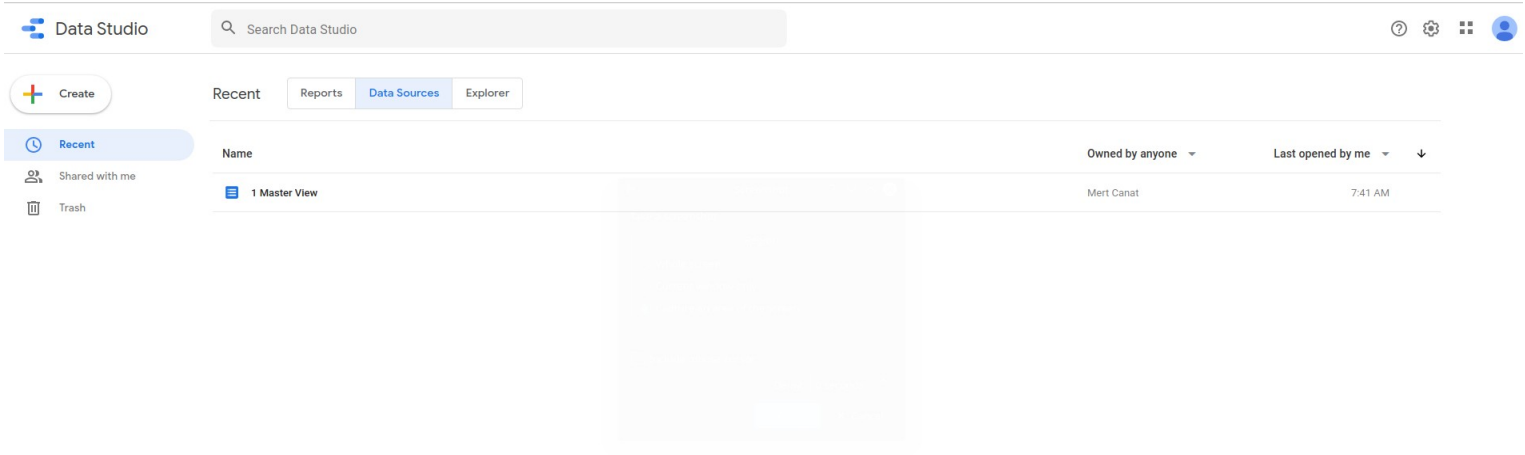
Which are the most frequent users on the based on the number of transactions they make?

Answer

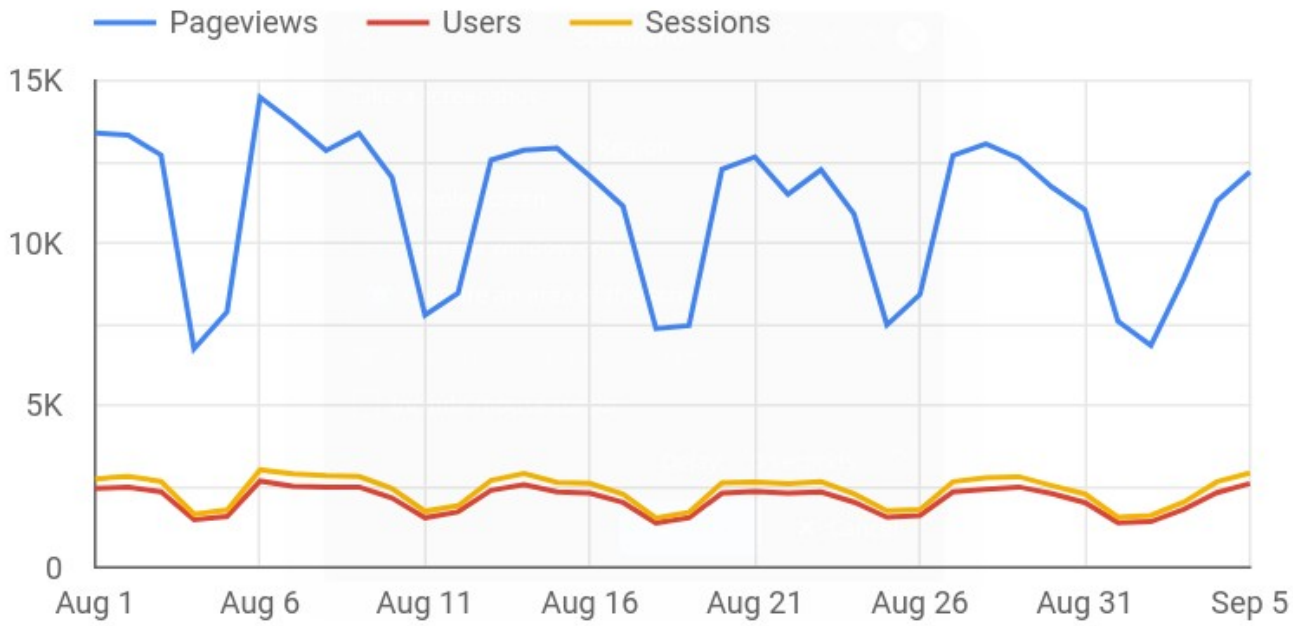
From the Chart above we can see that most users that visit the site, majority of them don’t make any transaction at all. They represent **97.35%** of the users. While those that make at least one transaction represent only **2.65% .**

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

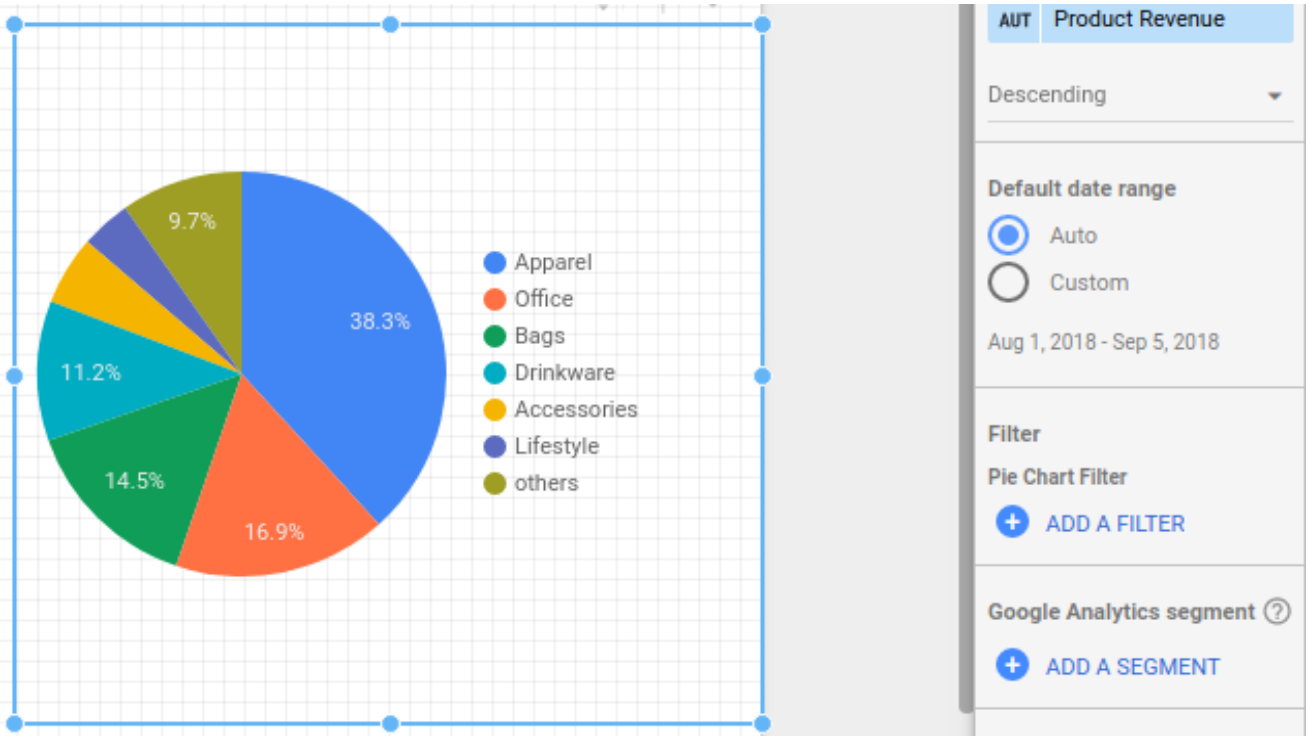
1. Merchandise Store Draft Dashboard: Built on the Master View



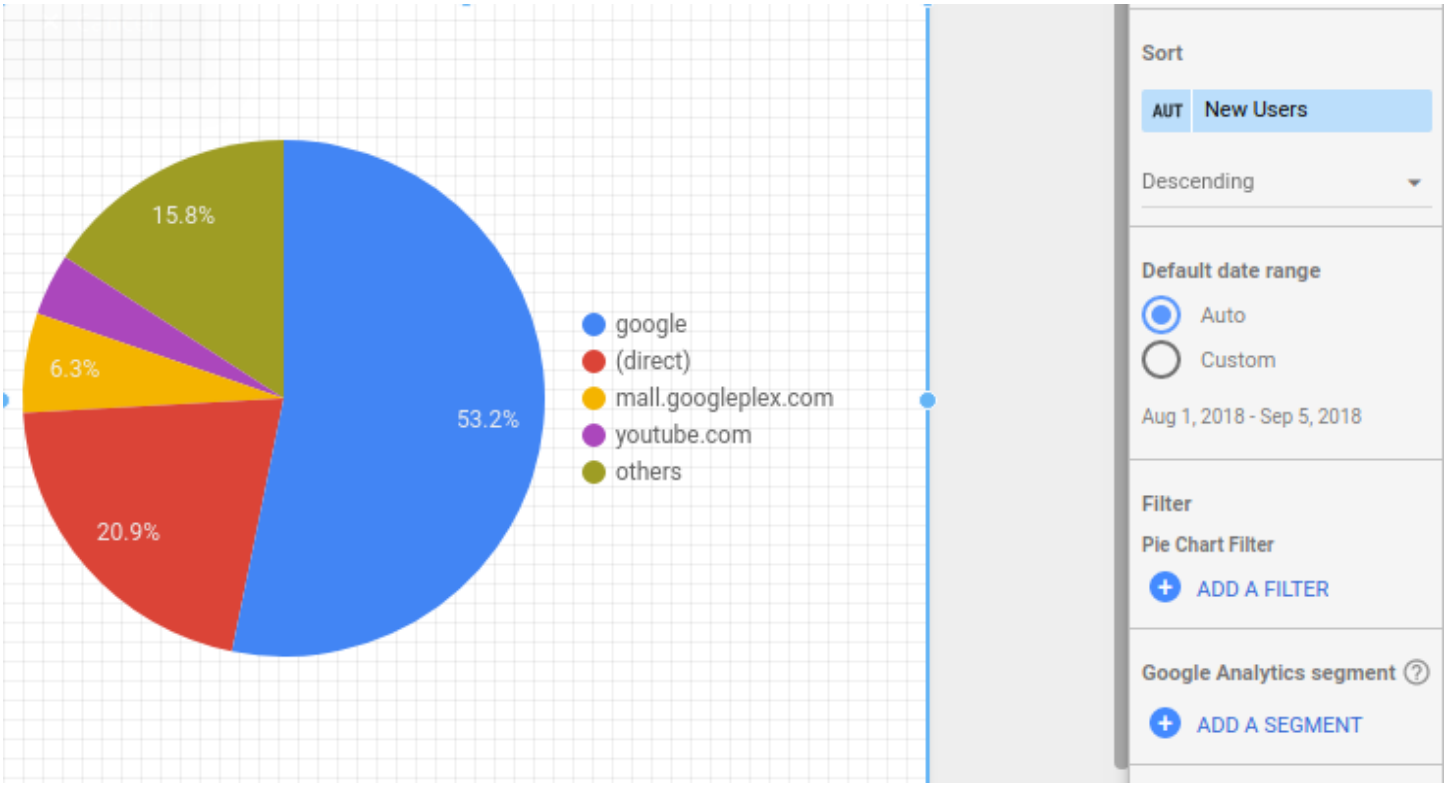
2. Merchandise Store Draft Dashboard: Time Series chart



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

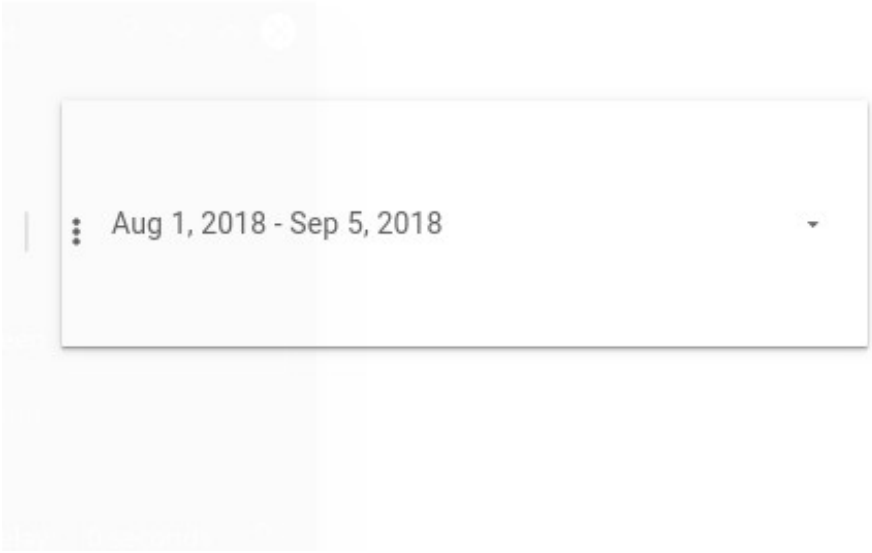


4. Merchandise Store Draft Dashboard: Pie chart, 5 slices



5. Merchandise Store Draft Dashboard: Scorecard

6. Merchandise Store Draft Dashboard: Date Range Control



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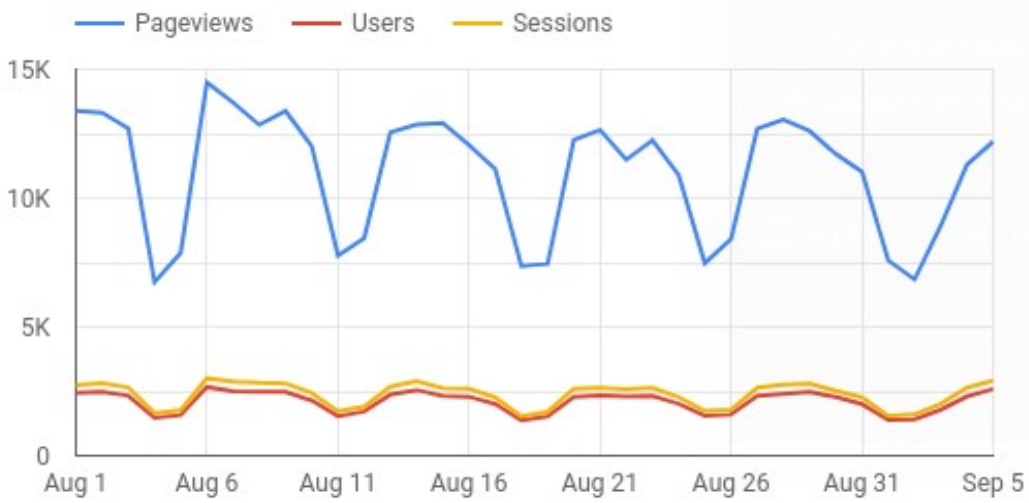
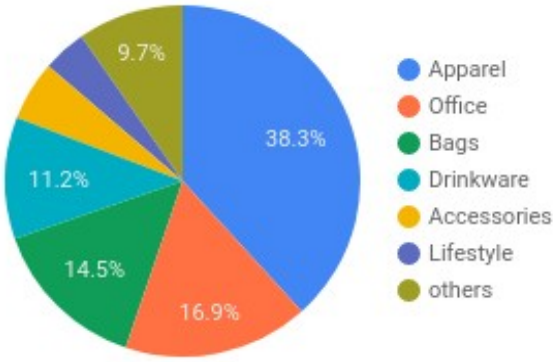
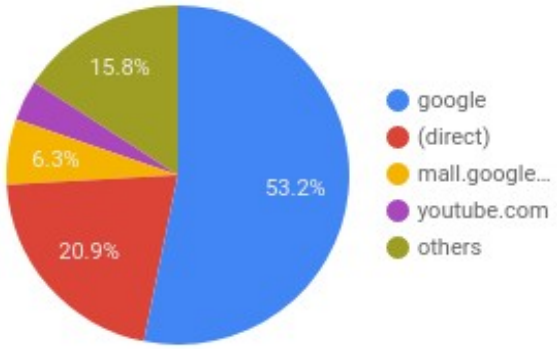
Aug 1, 2018 - Sep 5, 2018

Avg. Order Value

$101.32







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