**Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Google Analytics Assignment**

**Overview**

For this assignment, you will learn by using Google Analytics data from the Google Merchandise Store. A fully functional Google Analytics (GA) demo account is available to any user with a Google account; this is a great way to look at real business data and experiment with Google Analytics features.

The data in the Google Analytics demo account is from the Google Merchandise Store, a real ecommerce store located at <https://www.googlemerchandisestore.com> . The Google Merchandise Store sells Google-branded merchandise. The data in the account is typical of what you would see for an ecommerce website. It includes the following kinds of information:

* Traffic source data: information about where website visitors originate. This includes data about organic traffic, paid search traffic, display traffic, etc.
* Content data: information about the behavior of users on the site. This includes the URLs of pages that visitors look at, how they interact with content, etc.
* Transactional data: information about the transactions that occur on the Google Merchandise Store website.

Because it shows actual data from an ecommerce website, the demo account is useful for exploring Google Analytics reports and features. Here are a few things you can do using the demo account:

* View all standard reports populated with real data from the Google Merchandise Store
* View AdWords and Search Console integration related data
* Alter reports by adding filters and secondary dimensions, and by changing the report view
* View predefined dashboards and segments imported from the Solutions Gallery
* Compare audience, acquisition, behavior and conversion performance to a previous date range period
* Segment the data using your own custom segments
* Create your own dashboards, custom reports, and attribution models

**Instructions**

Information on how to get access to the GA demo site can be found here: <https://support.google.com/analytics/answer/6367342?hl=en>

Navigate to the Report, select the date picker in the top right, set the date range of **August 1, 2023, through August 31, 2023**. Once the range is set, you will answer the below questions by navigating GA and finding the right data points.

**Questions [5 points each]**

1. What is the highest the highest views per user? Which page on the website has it?

2. How many uses on the website during the given date range, and where do the new users come from?

3. Organic search engine traffic comes in two main varieties, branded and non-branded. Branded searches contain the brand’s name or URL while non-branded searches do not. Which branded search term has the most search click?

4. What percentage of visitors are returning visitors to the site? Note that new users + returning users will not equal total users, it will usually return a higher number. This is because some of the users have both labels. You need to use the returning users and previous total users to answer this question.

5. How much revenue did Referral drive for the Google Merchandise Store?

6. How much revenue did the Google Chrome drive for the Google Merchandise Store?

7. What country has the most users and how many of them?

8. Does the number of users go up or down compared to the proceeding period? By how much? (Hint: Use “Compare > Proceeding period” on the date picker)

9. How much tablet traffic came from Mountain View, California and what was the engaged sessions?

10. What event has the highest conversion, and what is its value?