

Google Analytics



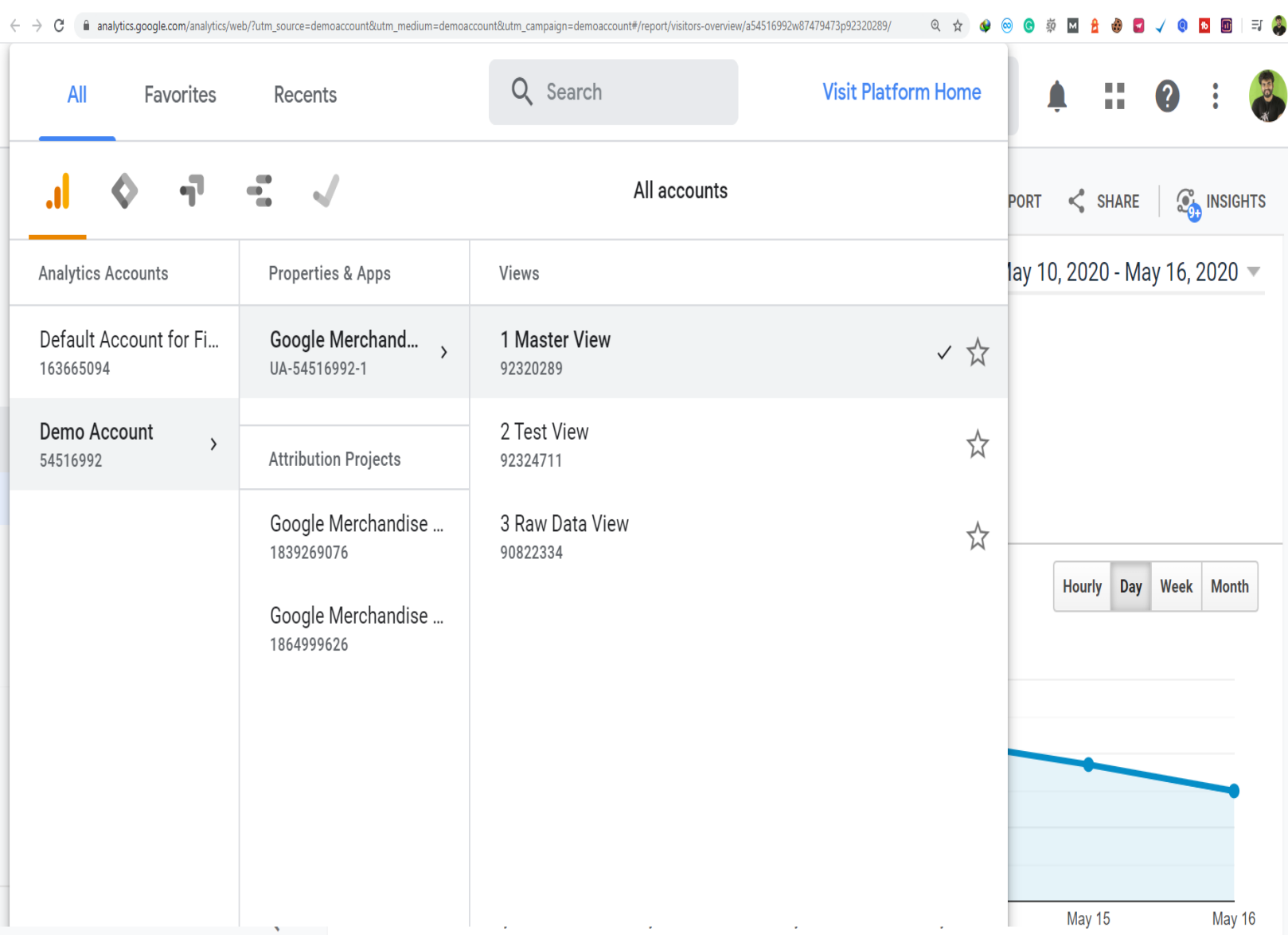
Project: Navigating,
Reports, & Dashboards



Part One:

Primary Views & Filters

1. Best Practice Check: Three Primary Views

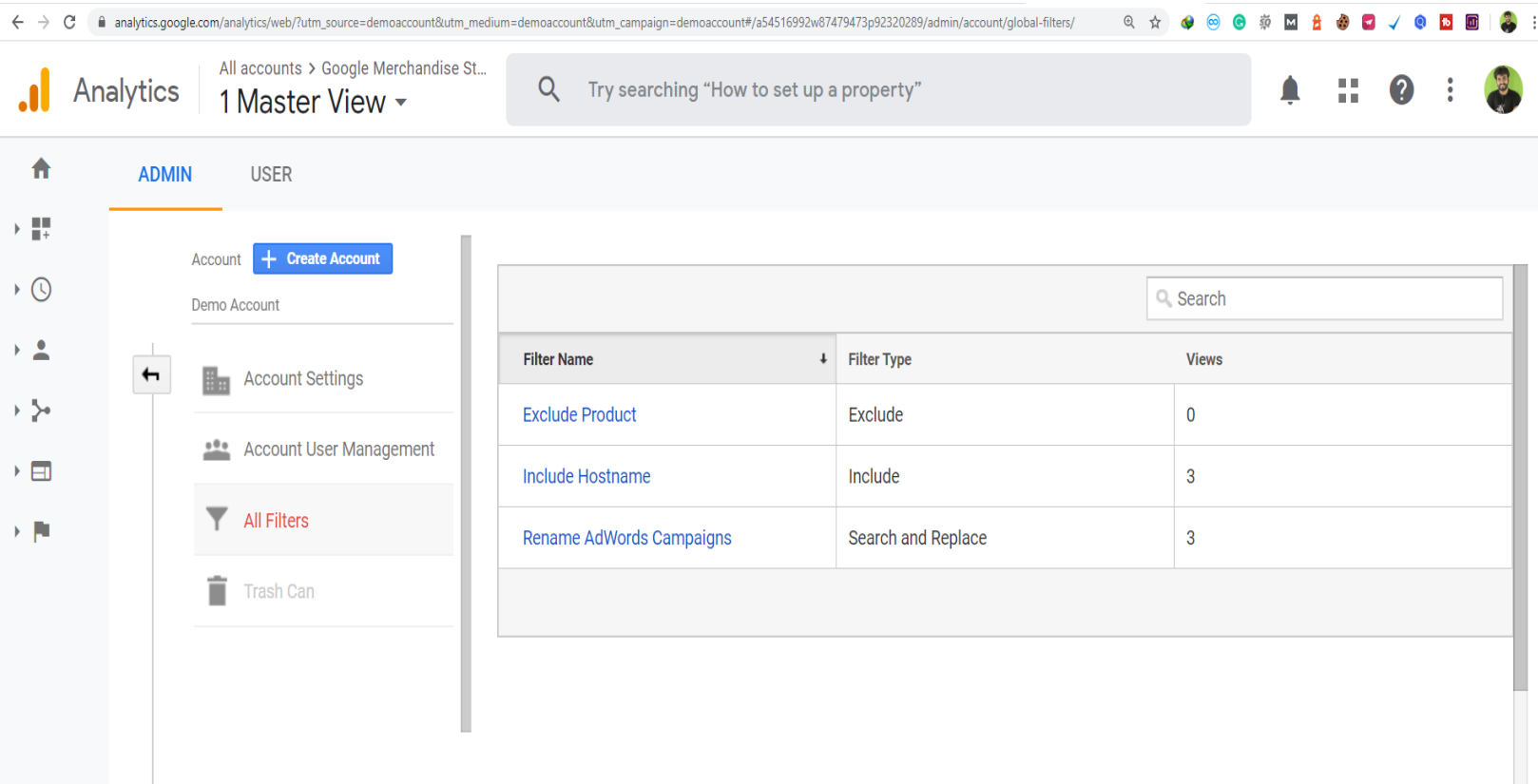


The screenshot shows the Google Analytics 'All accounts' table. The table has three columns: 'Analytics Accounts', 'Properties & Apps', and 'Views'. The 'Demo Account' (54516992) is selected, showing three views: '1 Master View' (92320289), '2 Test View' (92324711), and '3 Raw Data View' (90822334). The '1 Master View' is marked as the default view with a checkmark.

Analytics Accounts	Properties & Apps	Views
Default Account for Fi... 163665094	Google Merchand... UA-54516992-1	1 Master View 92320289
Demo Account 54516992	Attribution Projects	2 Test View 92324711
	Google Merchandise ... 1839269076	3 Raw Data View 90822334
	Google Merchandise ... 1864999626	

I am using the Google Merchandise Store Demo Account. These three views already exist.

2. Best Practice Check: Filtering Internal Traffic



The screenshot shows the Google Analytics Admin interface. On the left, the 'ADMIN' tab is selected, and the 'All Filters' option is highlighted in the left-hand menu. The main content area displays a table of global filters. The table has three columns: 'Filter Name', 'Filter Type', and 'Views'. There are three filters listed: 'Exclude Product' (Exclude, 0 views), 'Include Hostname' (Include, 3 views), and 'Rename AdWords Campaigns' (Search and Replace, 3 views). A search bar is located at the top right of the table.

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

I don't have access to create this filter and it does not already exist. The screenshot shows where the filter could be added.

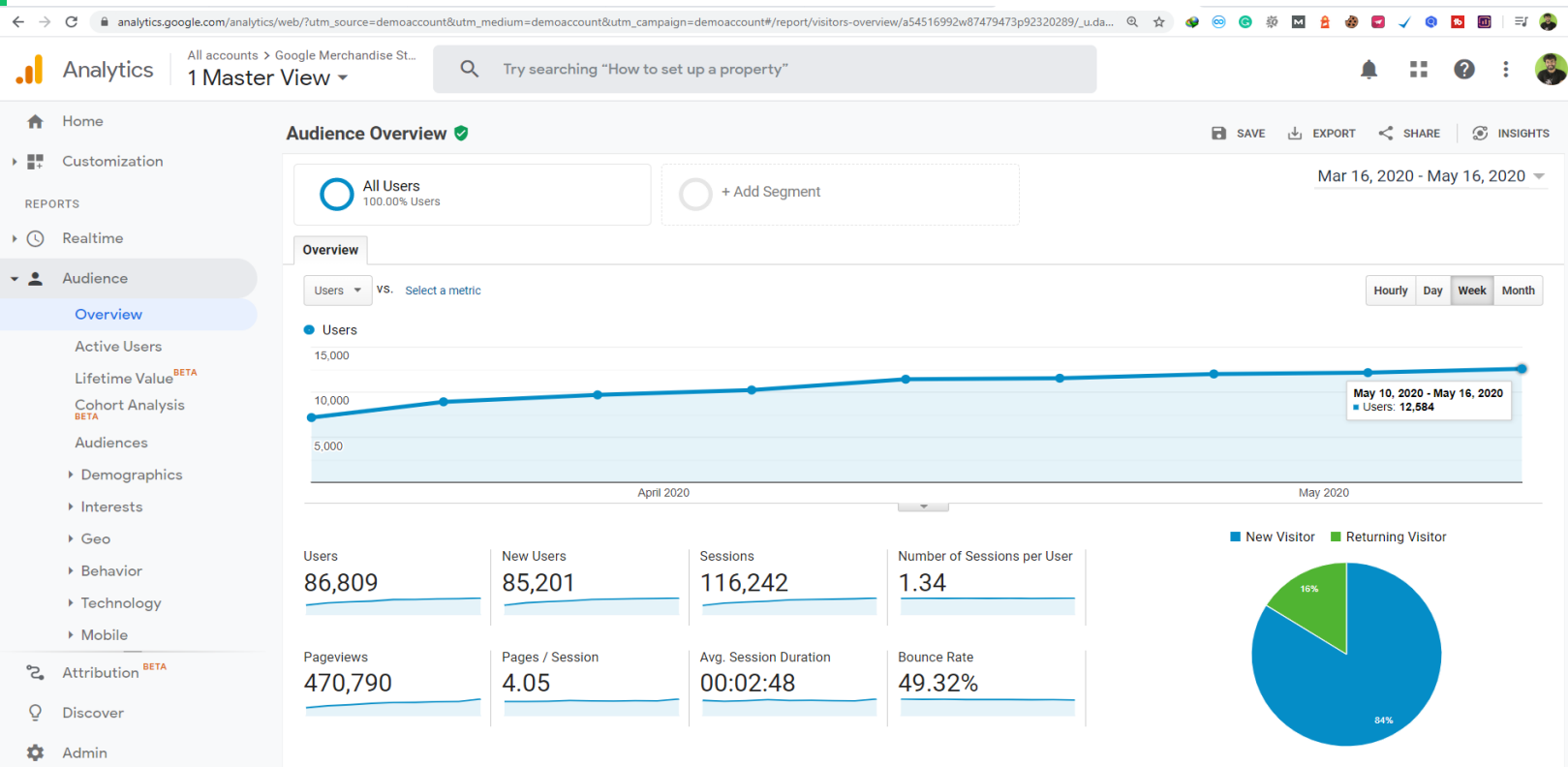
Steps necessary to create the filter:

1. Add a new filter and name it as Exclude Internal IP Addresses
2. Select Filter Type as Custom
3. Select Exclude and put IP Address in Filter Field
4. In Filter Pattern, we have to generate a regular expression to express the IP range. A utility called Regexpix can be used for this purpose.
5. Save the Filter and apply it to the Test View.
6. Check the data for 7 to 10 days before applying to the Main View.

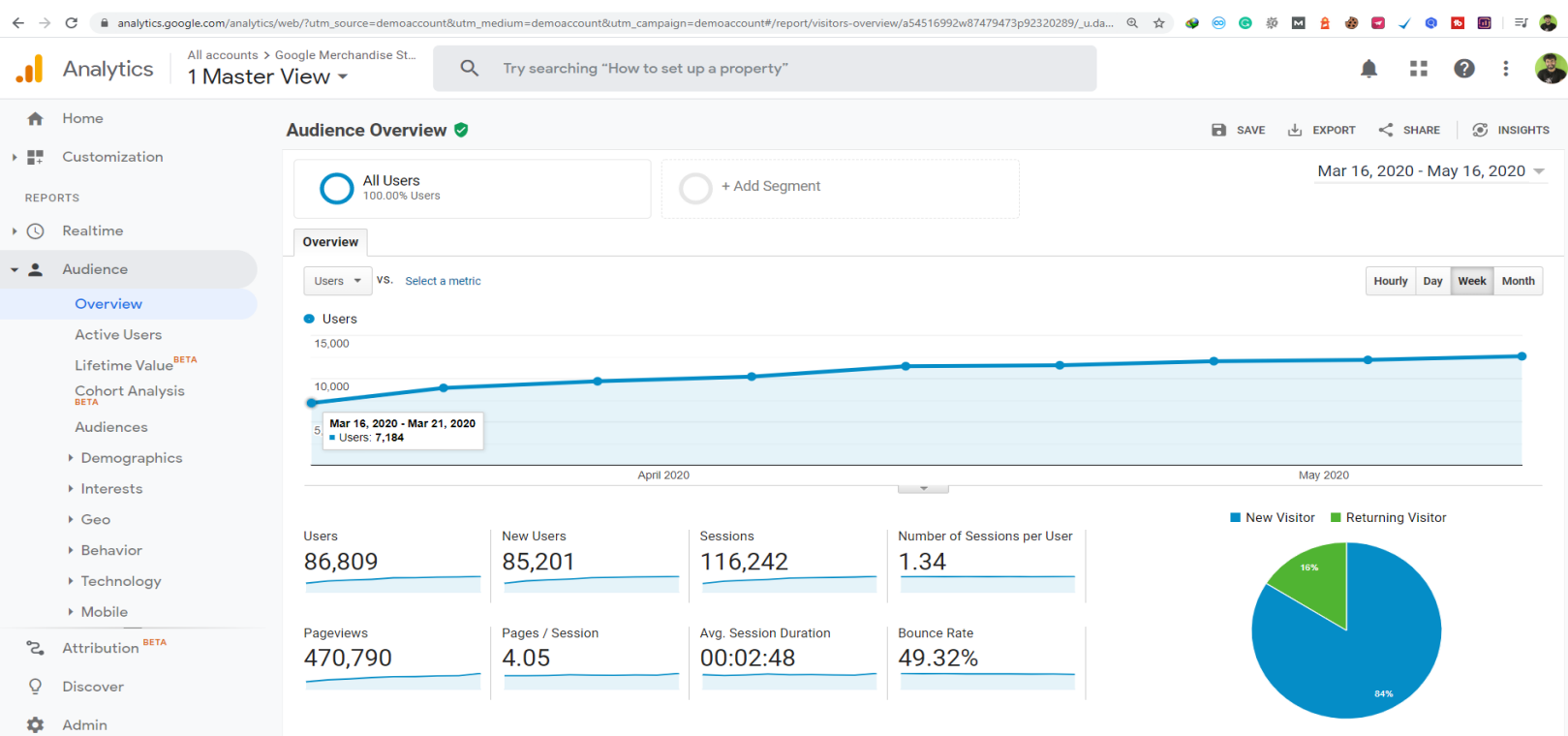


Data Exploration

Standard Display - Audience

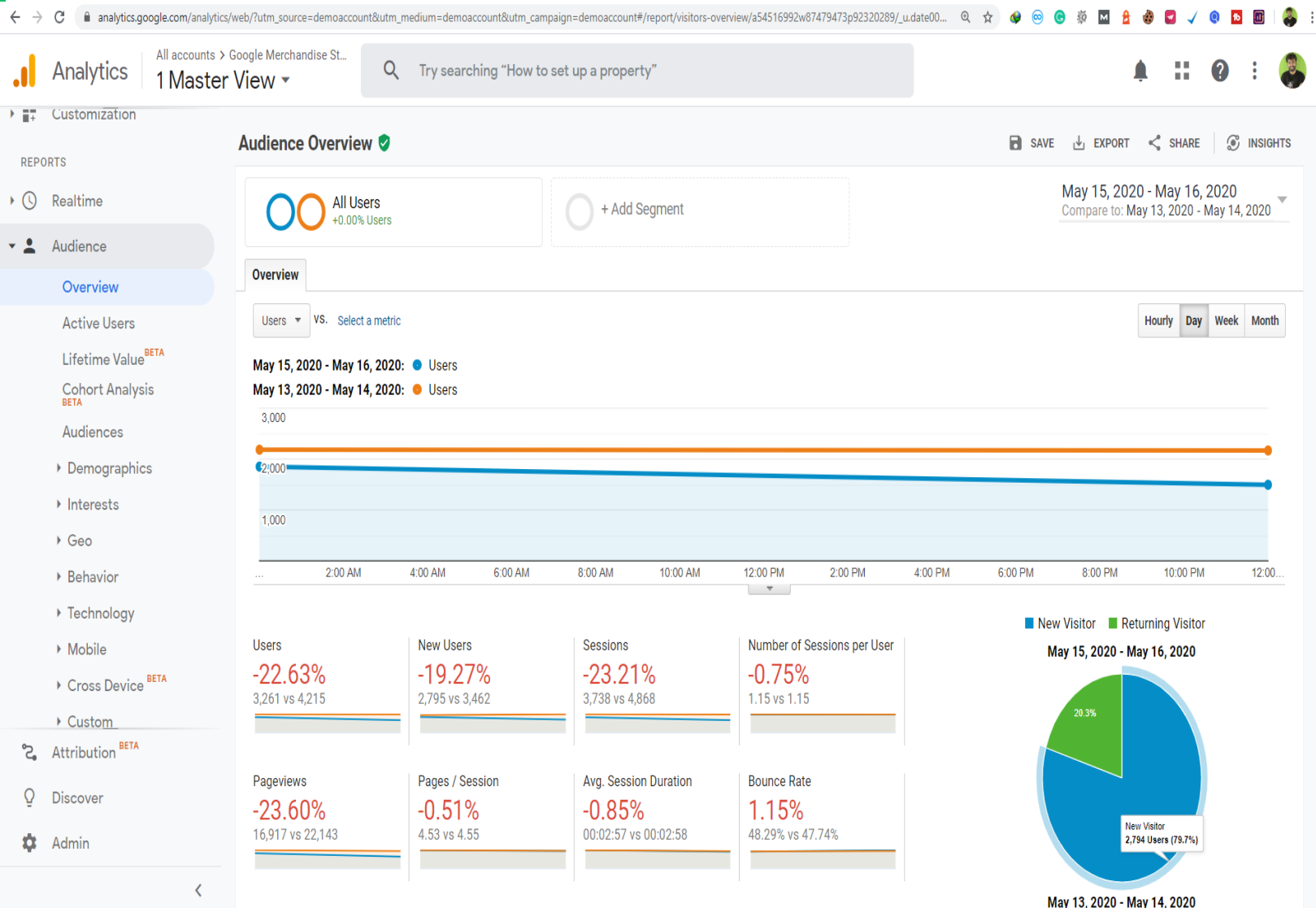


The week of May 10th had the most visitors.



The week of March 16th had the lowest visitors.

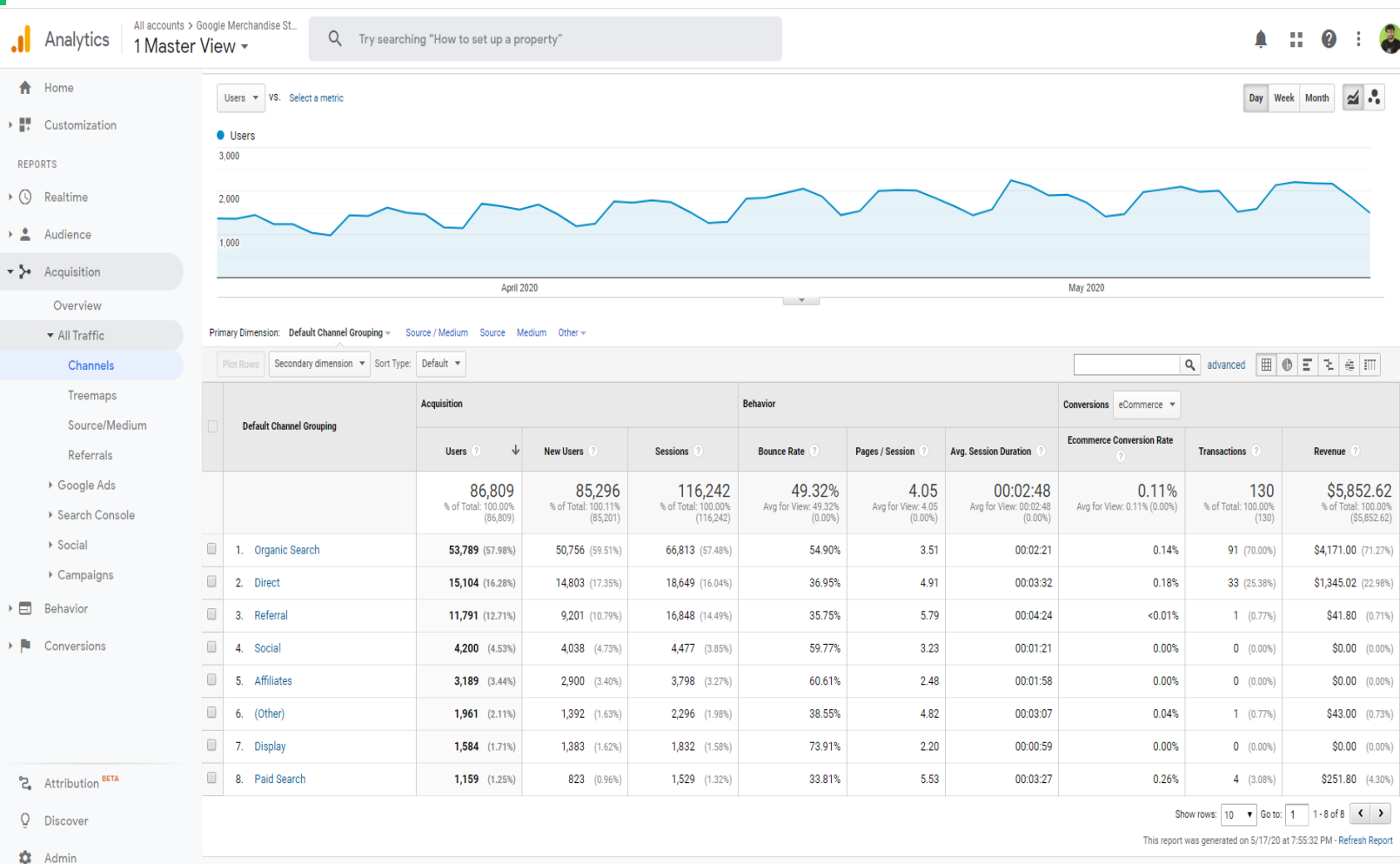
Standard Display - Audience



The audience overview report of the previous slide displays that the number of users are declining in the month of **May**, compared to **May** and **April**. The ongoing COVID-19 crisis could be a reason for this trend.

From the screenshot above, the number of users are found to increase in **May**, compared to the last two months of **2020**. Due to covid 19 everything is dependent on internet so people are now trying to purchase every thing from online this why users are found to increase From **May 10 to May 16**.

Standard Display: Acquisition



Display had the highest bounce rate (**49.32%**).

Paid Search had the lowest bounce rate (**33.81%**).

Paid Search had the highest ecommerce conversion rate (**0.26%**).

Display and Affiliate had the lowest ecommerce conversion rate (**0.00%**).

Standard Display: Acquisition

Bounce Rate:

It is the percentage of single-page sessions where a person leaves the site from the entrance page without making any interaction. Bouncing can happen when a visitor does not find the landing page relevant or interesting enough to get engaged with, and immediately leaves the site. If the bounce rate of a site is above 55%, then the landing pages should be redesigned to lower the rate.

Display had the highest bounce rate (49.32%).

Paid Search had the lowest bounce rate (38.81%).

Ecommerce Conversion Rate:

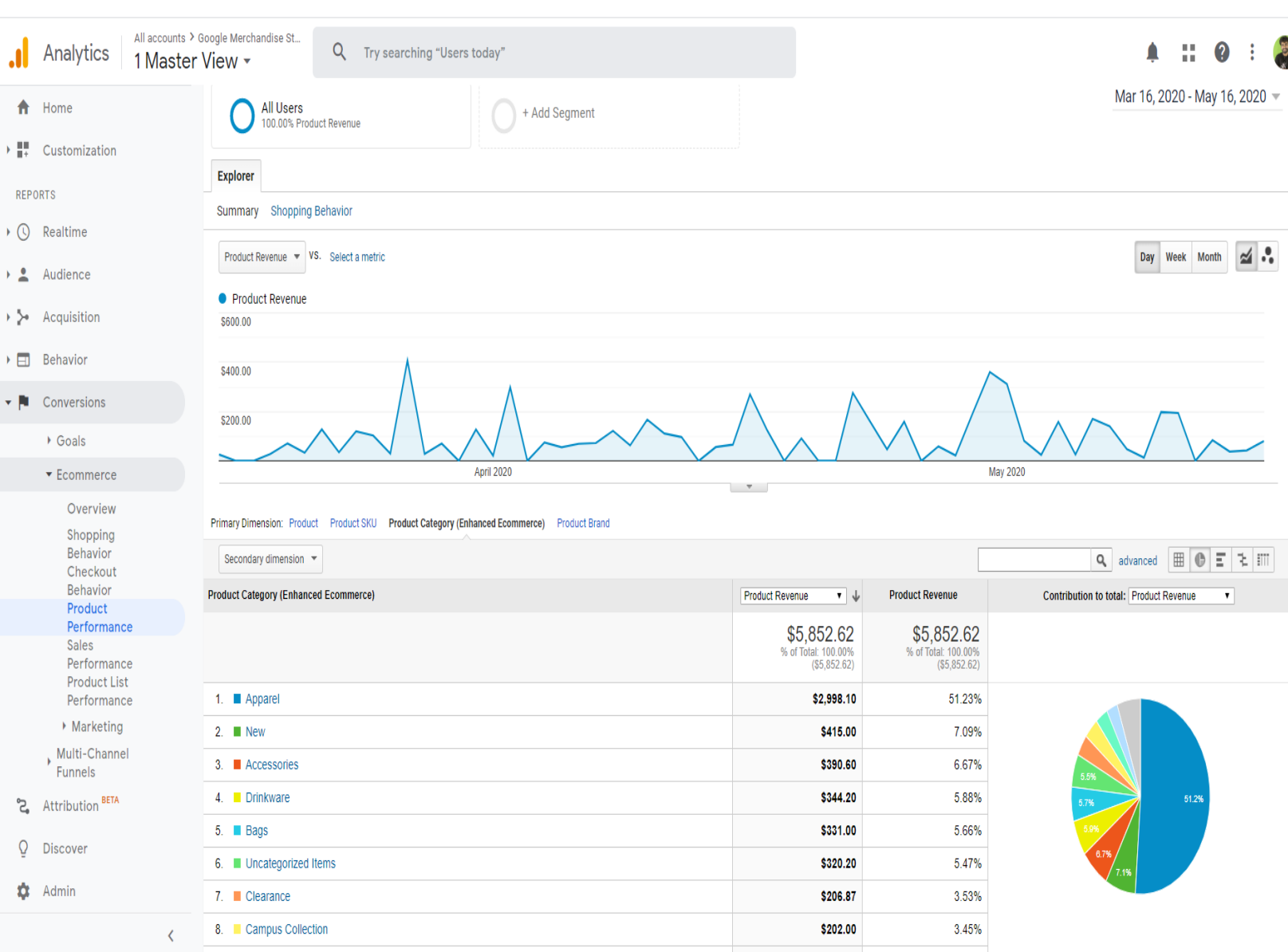
It is the percentage of sessions that resulted in an e-commerce transaction. This value depends on the effectiveness of your marketing and site design. To achieve a targeted conversion rate, the marketing has to deliver an audience primed to buy. At the same time, the site design needs to make the purchasing experience easy for the users.

Paid Search had the highest ecommerce conversion rate (0.26%).

Display and Affiliate had the lowest ecommerce conversion rate (0.00%).

Percentage Display: Conversion

In the three month period 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? (Screen shot only)



Comparison Display: Behavior

Primary Dimension: **Page** Page Title Content Grouping: none Other

Secondary dimension

Sort Type: Default



advanced



Page		Pageviews	Avg. Page Load Time (sec) (compared to site average)
		720,270 % of Total: 100.00% (720,270)	4.16 Avg for View: 4.16 (0.00%)
1.	/home	145,695	-5.46%
2.	/store.html	52,788	17.83%
3.	/basket.html	34,932	-29.98%
4.	/store.html/quickview	32,149	45.91%
5.	/google+redesign/apparel/mens/quickview	29,231	-46.13%
6.	/google+redesign/apparel/mens	24,754	-9.08%
7.	/google+redesign/new	24,069	-16.30%
8.	/google+redesign/shop+by+brand/youtube	20,753	39.84%
9.	/google+redesign/apparel	19,185	-21.75%
10.	/signin.html	17,780	-45.84%

Show rows:

10




Go to:

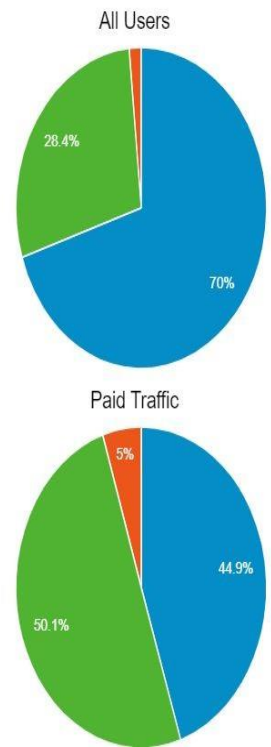
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Percentage Display: Audience

All Users		131,059 % of Total: 100.00% (131,059)	131,059 % of Total: 100.00% (131,059)
Paid Traffic		4,153 % of Total: 3.17% (131,059)	4,153 % of Total: 3.17% (131,059)
1.  desktop			
All Users		91,416	70.02%
Paid Traffic		1,866	44.91%
2.  mobile			
All Users		37,118	28.43%
Paid Traffic		2,082	50.11%
3.  tablet			
All Users		2,023	1.55%
Paid Traffic		207	4.98%

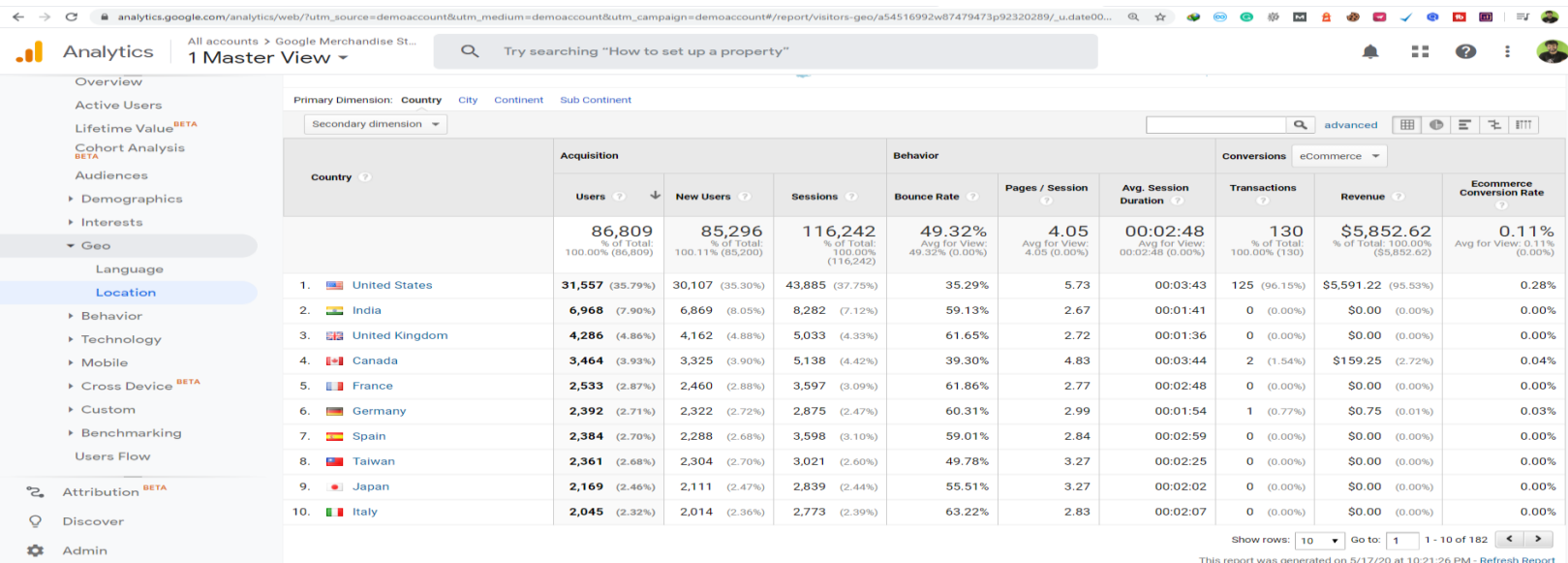




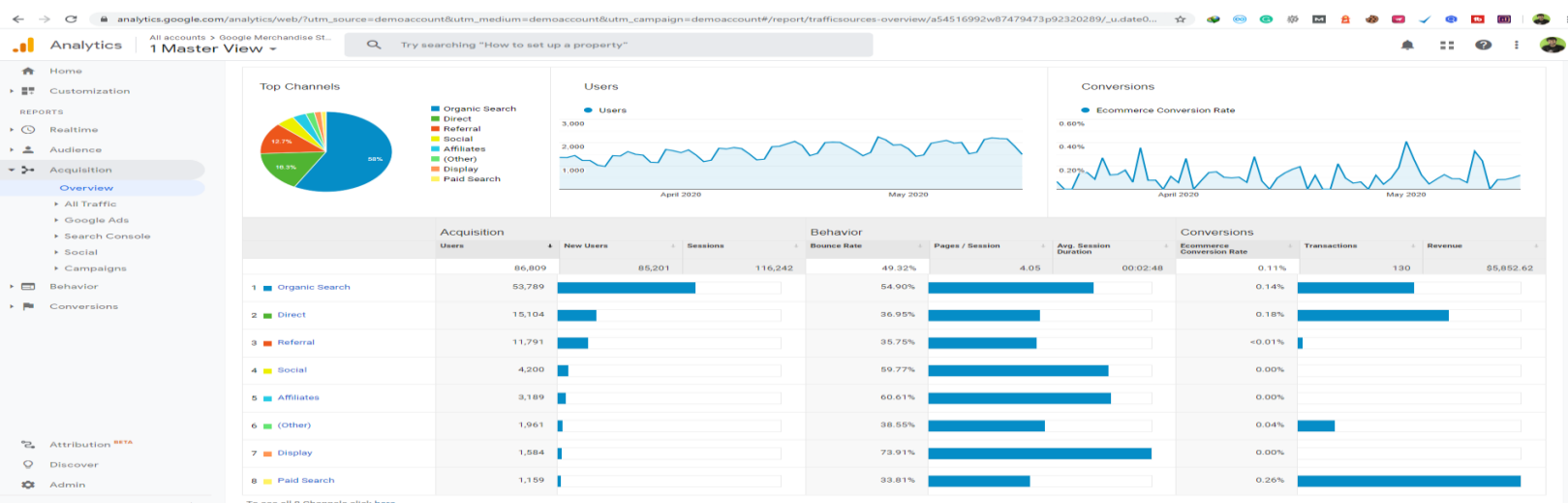
Segmentation

Audience Segment: Characteristic

In the three month period selected, how much eCommerce revenues come from this segment and what proportion of the total eCommerce revenues is that?



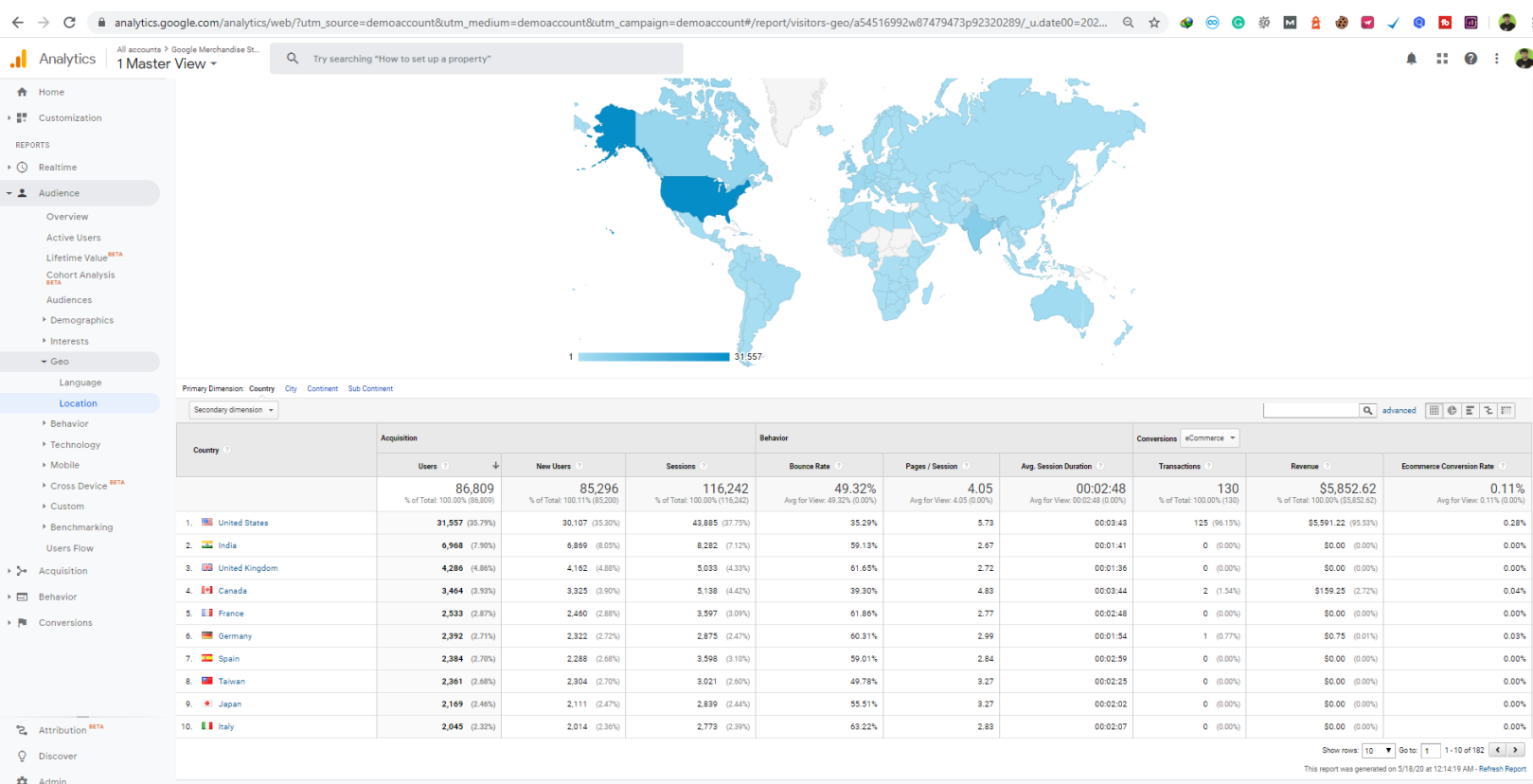
From the above analytics we can see from the Geo Location report that the highest number of sessions with conversions were originated from the United States in the three months period (Mar 16, 2020 to May 16, 2020). Now, to focus on the conversions just in the US, a new segment is created on the segment builder for the US. Also, Mobile is added as a device category under Technology to specify an audience characteristic. The new segment is defined as Sessions with Conversions USA Mobile Device.



After that The segment is then applied to the Acquisition Overview report. From this report, organic search channel had the highest ecommerce conversion rate. This means, the highest converting sessions from the mobile users came from the organic search channels.

Audience Segment: Geography

In the three month period selected, what was the eCommerce Conversion rate and Revenue of this segment relative to other sub continents?

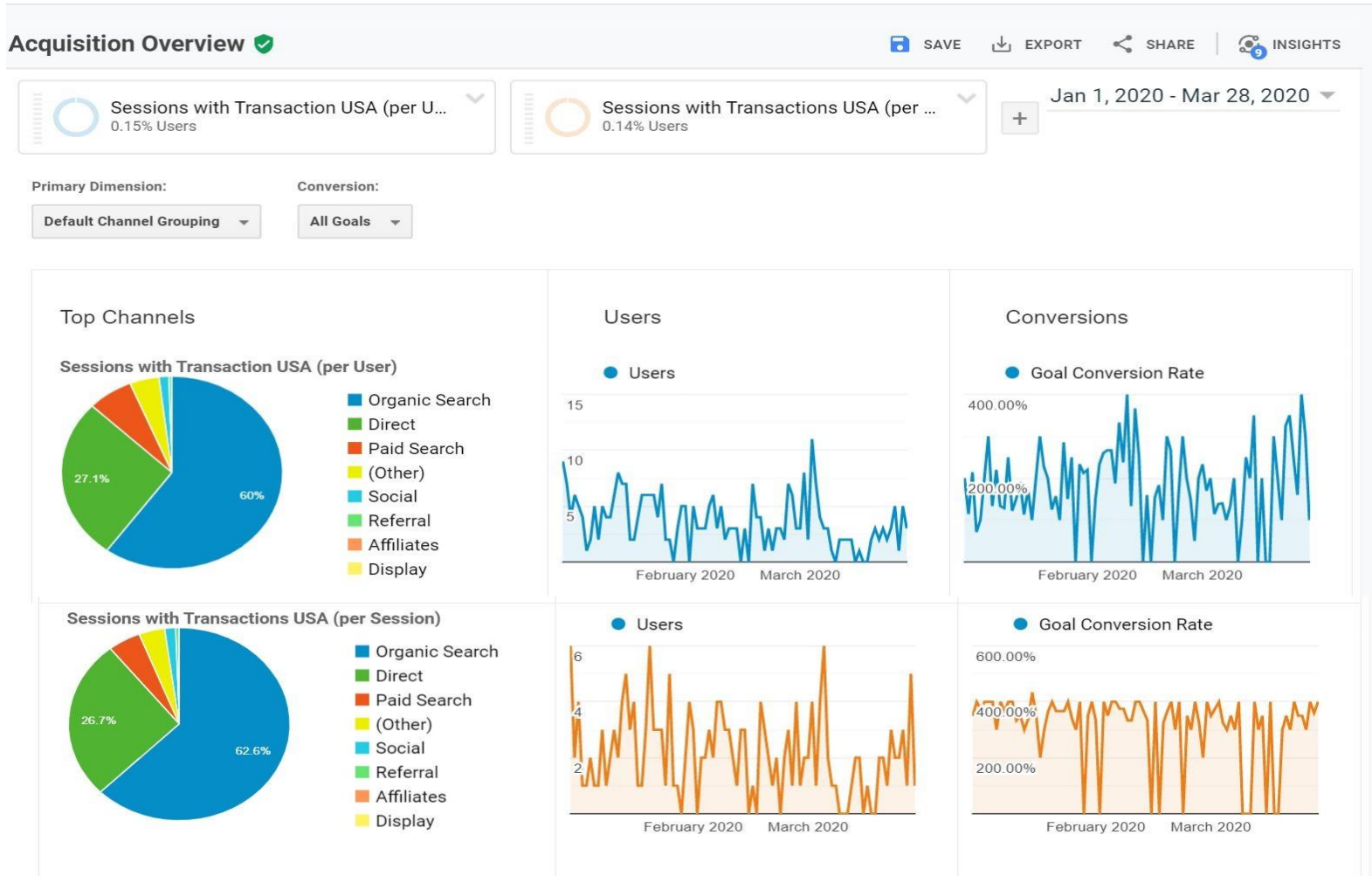


This part of the analysis is based on geography where we can the maximum eCommerce conversions of the United States.

The report shows that Apparel generated the most revenue (93.53%) in the United States in the three months period (Mar 16, 2020 to May 16, 2020).

Audience Segment: User Behavior

In the three months selected, is there a correlation between the two scopes of New Visitor segment's contribution to Goal Conversion Rate?

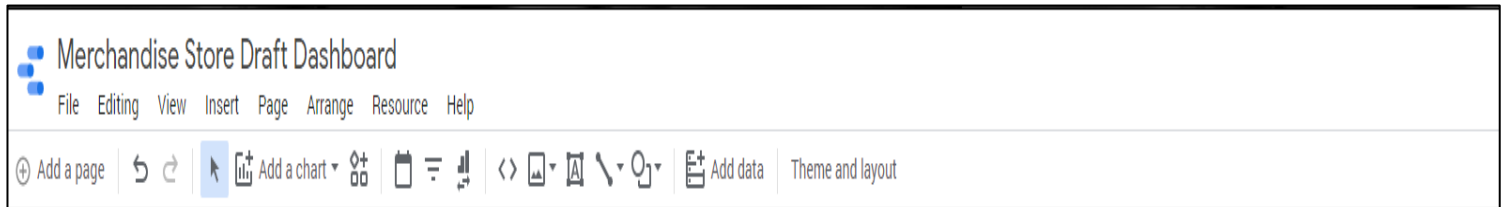
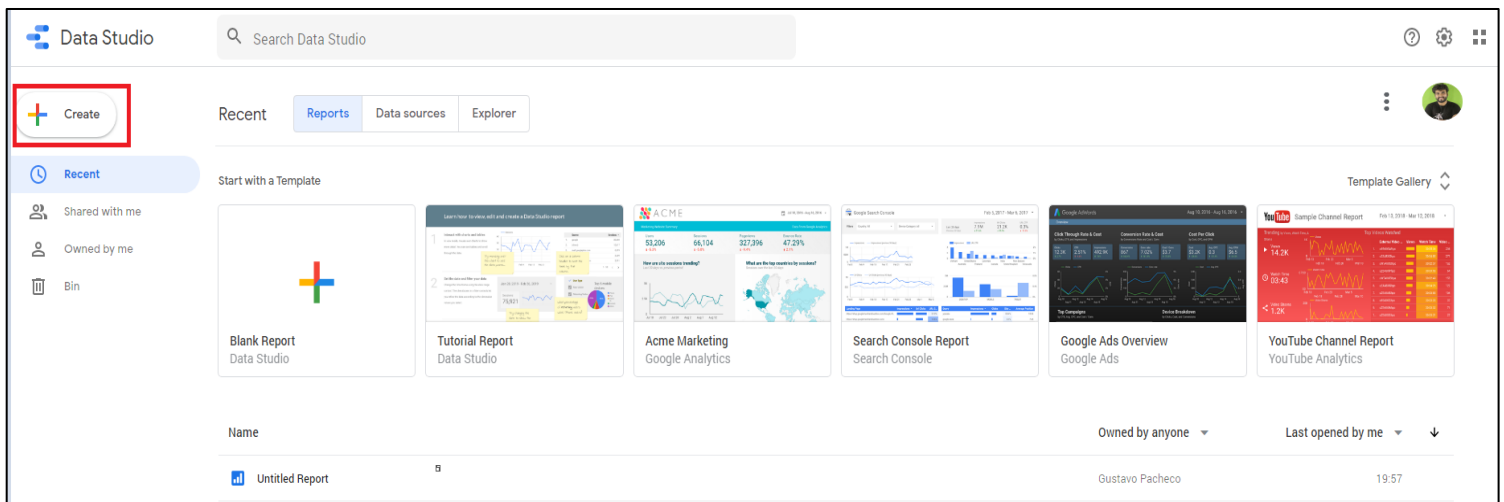


A new segment is created for the US audience, based on the customer behaviour. It is defined as Sessions with Transactions. The scope of the segment is switched between User and Session. For these two segments, the goal conversion rates are compared for different acquisition channels. All the channels displayed a higher goal conversion rate for the session-scope segment compared to the user-scope segment. Although the number of users and the number of sessions both were found larger in user-scope segment than the session-scope segment.

Part Two:

Connecting a Data Source and Creating a Custom Dashboard

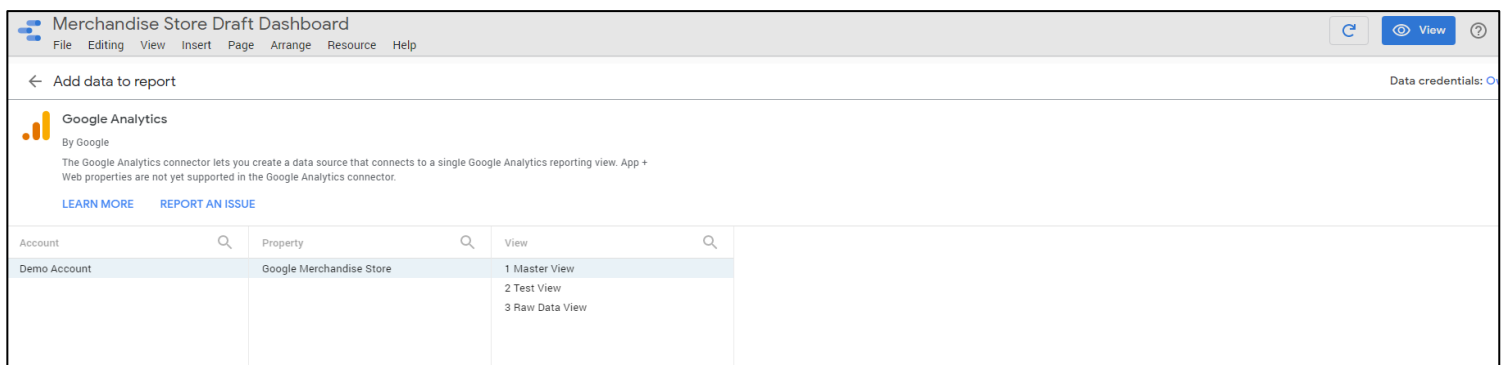
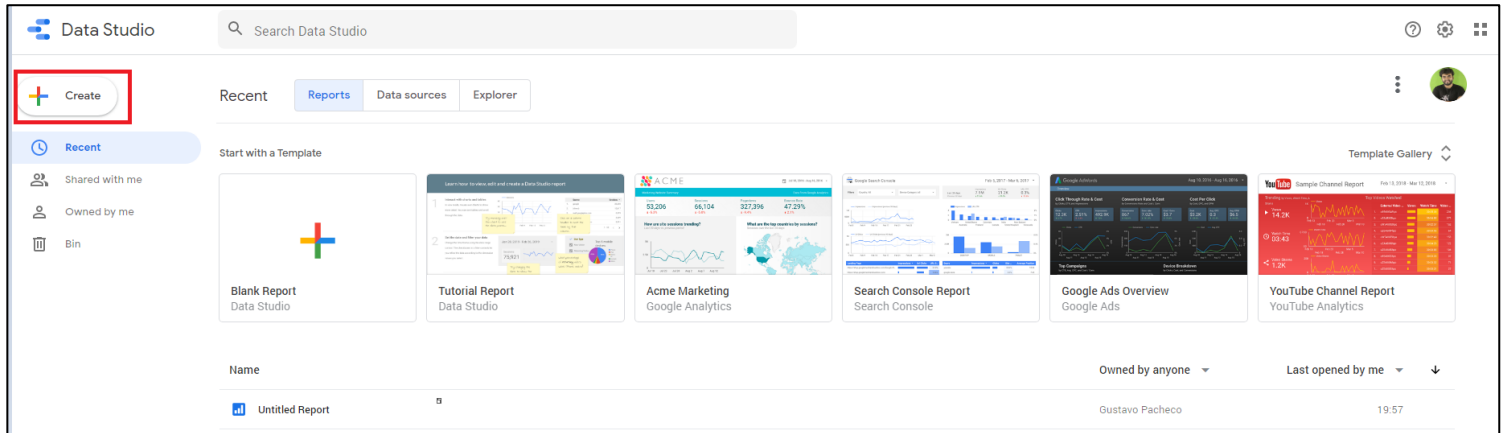
1. Merchandise Store Draft Dashboard



First of all, I went to data studio from Google analytics and created a report by clicking on Create and then Report.

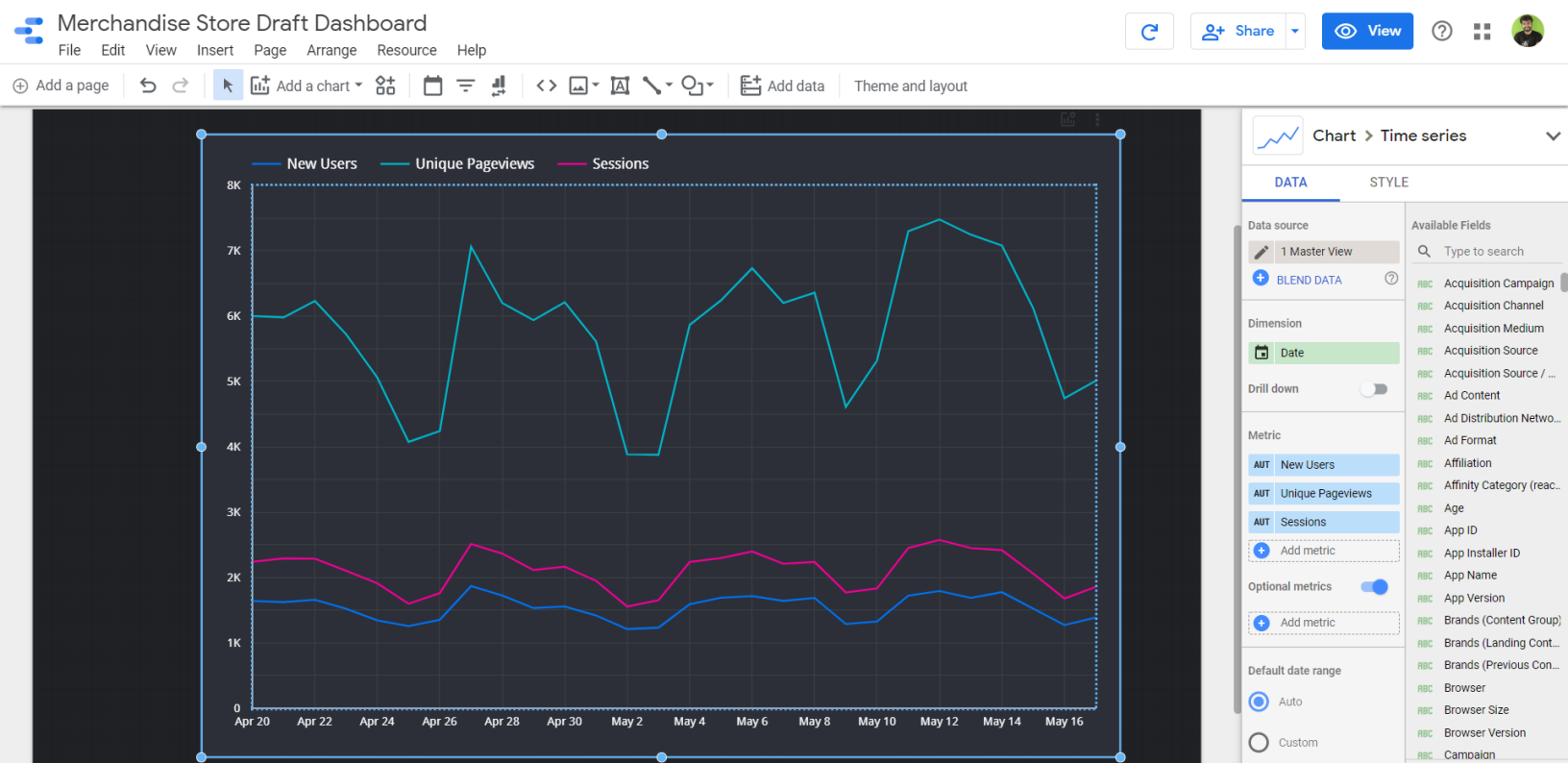
Then, I changed its name to Merchandise Store Draft Dashboard in the title.

1. Merchandise Store Draft Dashboard



After doing so, I went over to Resource → Manage Added Data Sources → Add a Data Source → Selected Google Analytics → Selected the Demo Account, Google Merchandise Store → Master View.

2. Merchandise Store Draft Dashboard: Time Series chart

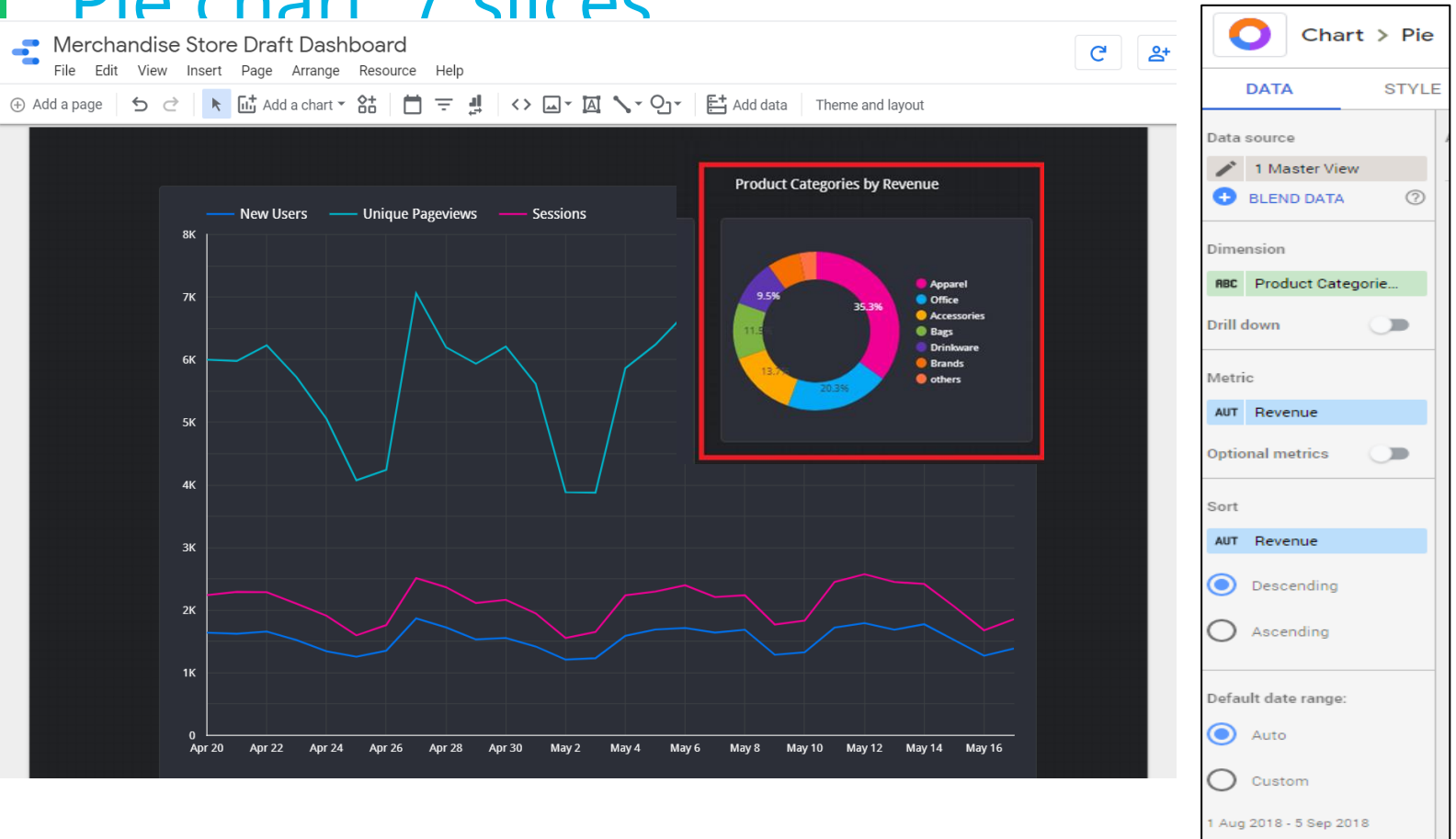


I created a Time Series chart, to analyze the trends of Sessions, Unique Pageviews and Users for the selected time period **from 20 April until 16 May of 2020**.

Using this chart, it's possible to draw some insights, such as the ups and downs, based on the end of the week and recovering at the start of the next week.

Sessions and users are very close together and display the same pattern throughout.

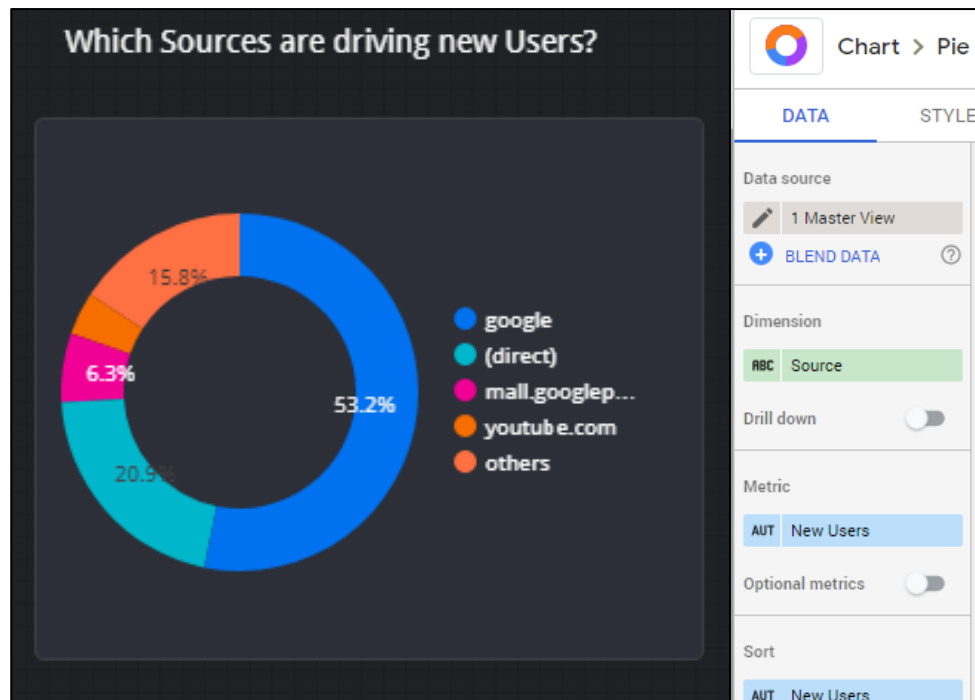
3. Merchandise Store Draft Dashboard: Pie chart 7 slices



In the image above, it's possible to see the requested pie chart, sliced in 7 parts by Product Categories. I used the same date range filter with the same date as before.

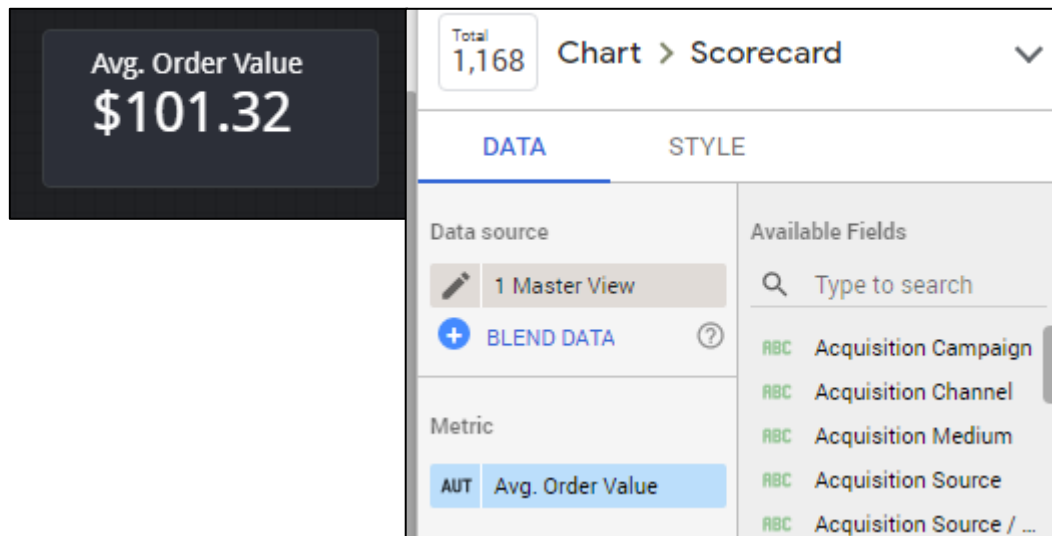
Apparel, Office and Accessories were the top 3 contributors to Revenue in this time period.

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



In the image above, it's possible to see the requested pie chart, sliced in 5 parts by Source. Source was added as a Dimension and New Users as a metric. The 5 sources are google, (direct), mall.Googleplex.com, youtube.com and others.

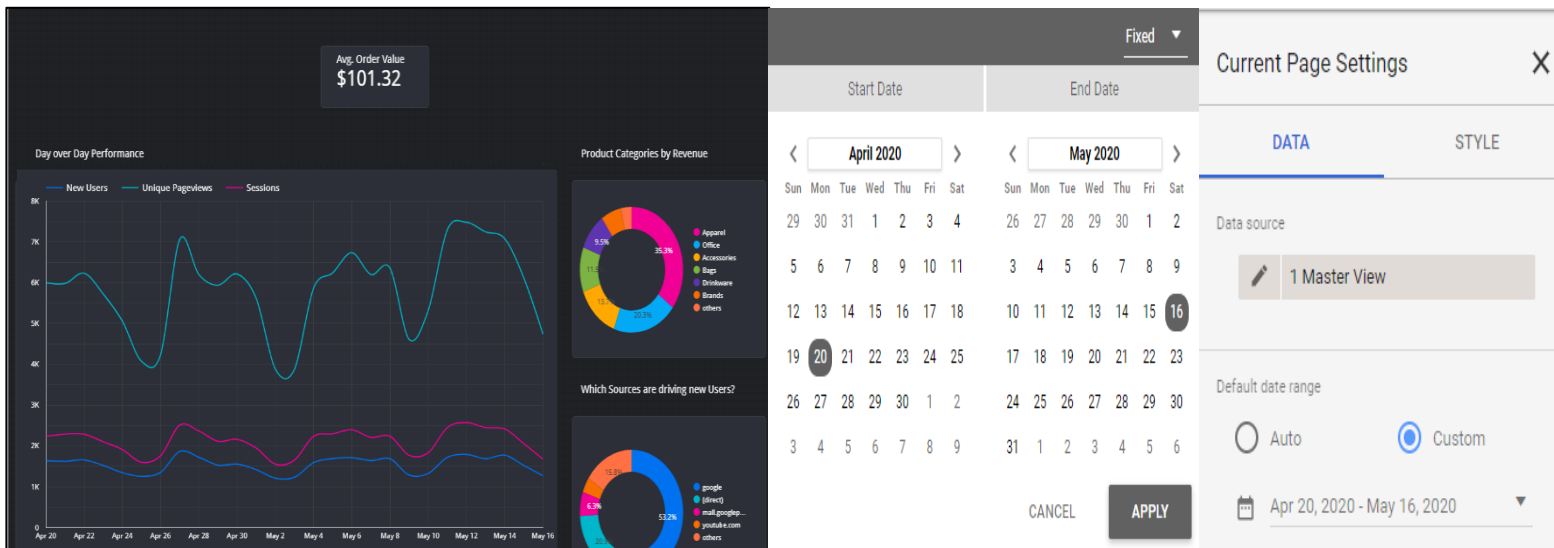
5. Merchandise Store Draft Dashboard: Scorecard



A scorecard with Average Order Value was also added on the same time frame from **20 April to 16 May**.

The Datasource is the master view, as all others and the average order value is **101.31\$**.

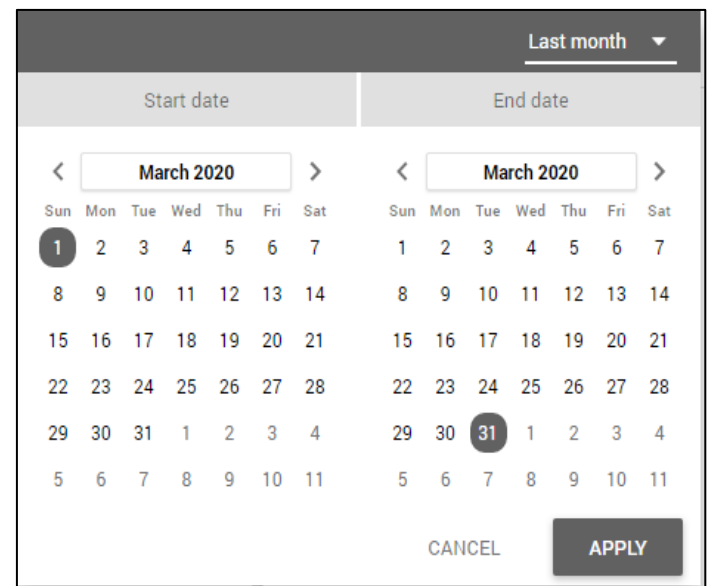
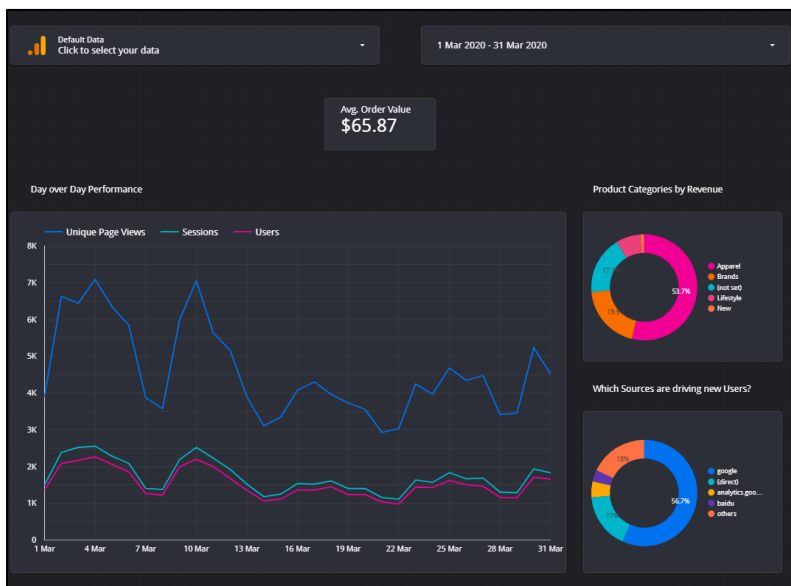
6. Merchandise Store Draft Dashboard: Date Range Control



The page has a Date Range Control, which is applied to all the charts in the page and the time frame was fixed From **20 April to 16 May**

On the page settings, we can see that the the data source is connected to the 1. Master View, with the Default date range as custom.

7. Merchandise Store Draft Dashboard: Date Range Control – Usage Demonstration



For this last part of this task I've changed the date range control to Last month of March, to display from 1 March 2020 to 31 March 2020.

The new Average Order Value is \$65.87, Apparel is the first Product Category, while google is still the source driving most users.

We can see large fluctuations in Unique page views from the first of March until the third of March, then it becomes a little more constant.

Sessions and User trends remain closely tied together, as expected.

Marketing Analytics Nanodegree Program
