

Google Analytics



Project: Use Advanced Displays, Create Segments & Apply View Settings

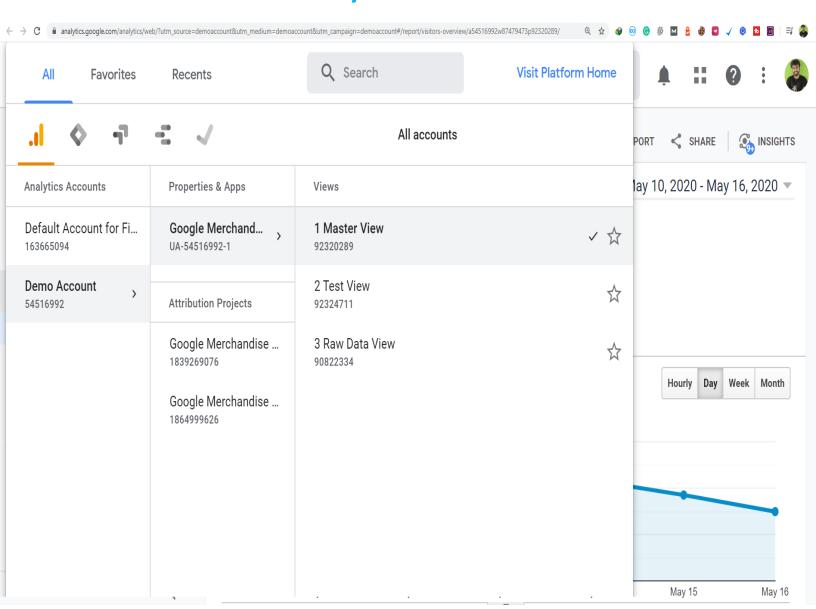


Part One: Primary Views & Filters





Best Practice Check: Three Primary Views



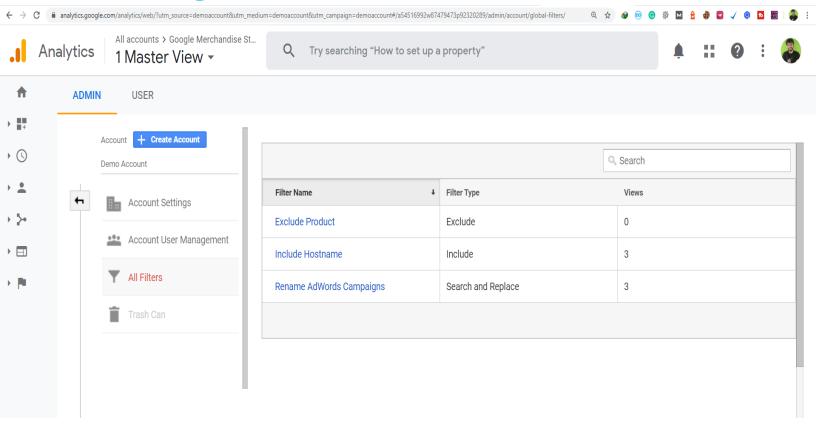
I am using the Google Merchandise Store Demo Account. These three views already exist.





2. Best Practice Check:

Filtering Internal Traffic



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. Autility called Regexip 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.

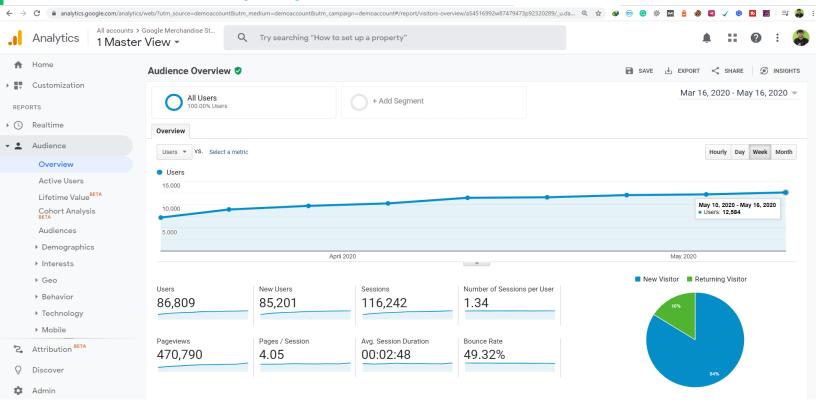


Data Exploration

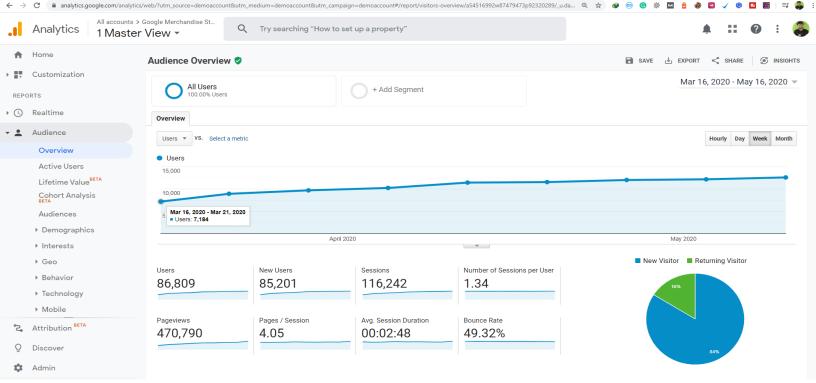




Standard Display - Audience



The week of May 10th had the most visitors.

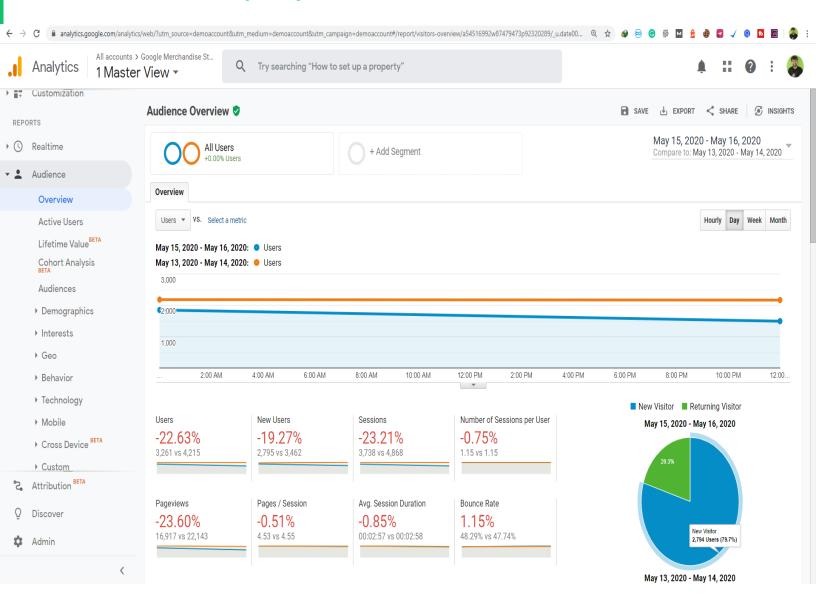


The week of March 16th had the lowest visitors.





Standard Display - Audience



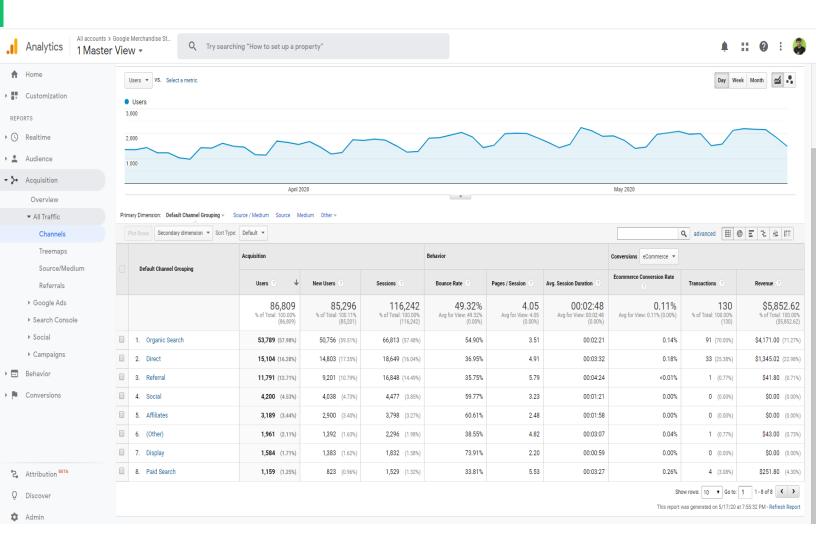
The audience overview report of the previous slide displays that the number of users are declining in the month of **May**, compared to **May** and **April**. The ongoing COVID-19 crisis could be a reason for this trend.

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 eveything 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 (38.81%).

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%).

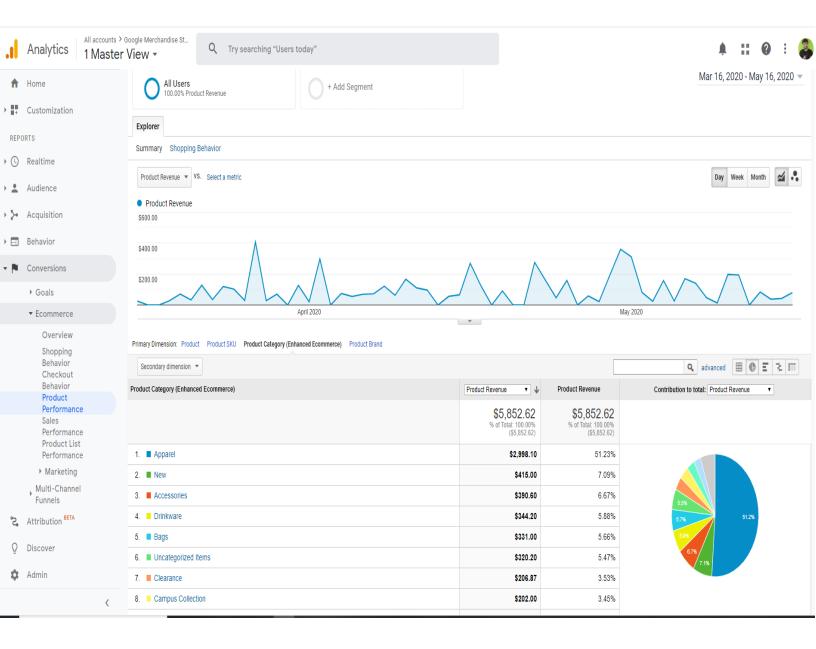
Display and Affiliate had the lowest ecommerce conversion rate (0.00%).





Percentage Display: Conversion

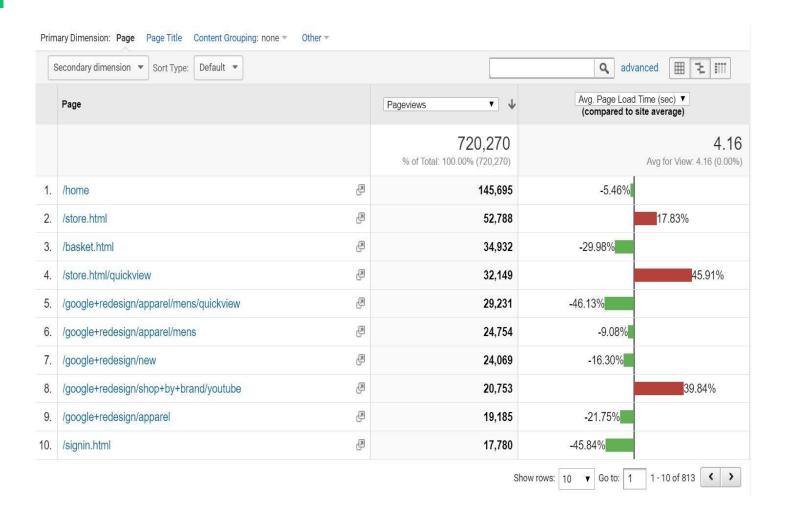
In the three month period selected, which Product Category contributed the highest number of unique purchases for New Users and which Product Category was responsible for the largest percentage of revenue for New Users? (Screen shot only)







Comparison Display: Behavior







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
All Users	91,416	70.02%	28.4%
Paid Traffic	1,866	44.91%	
2. ■ mobile			70%
All Users	37,118	28.43%	
Paid Traffic	2,082	50.11%	Paid Traffic
3. ■ tablet			
All Users	2,023	1.55%	50.1%
Paid Traffic	207	4.98%	



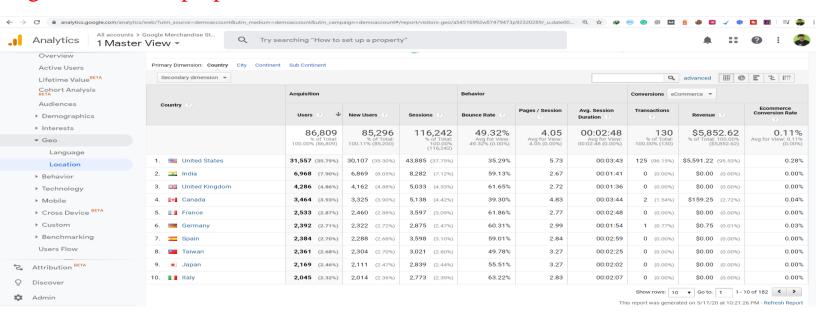
Segmentation



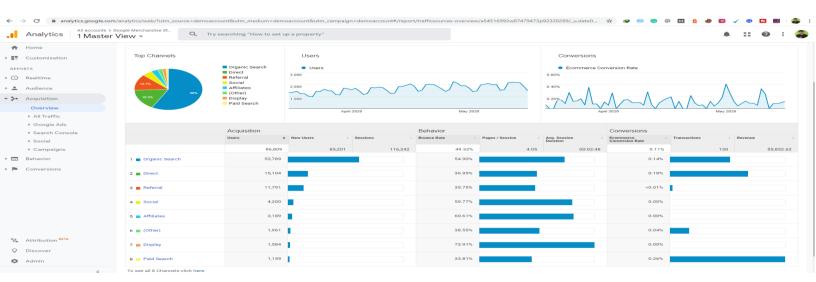


Audience Segment: Characteristic

In the three month period selected, how much eCommercerevenues come from this segmentand what proportion of the total eCommercerevenues 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.



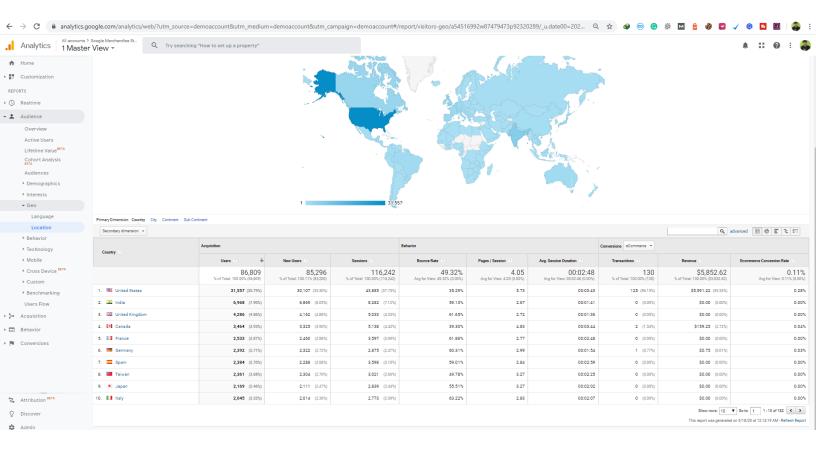
After that The segment is then applied to the Acquisition Overview report. From this report, organic search channel had the highest ecommerce conversion rate. This means, the highest converting sessions from the mobile users came from the organic search channels.





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.

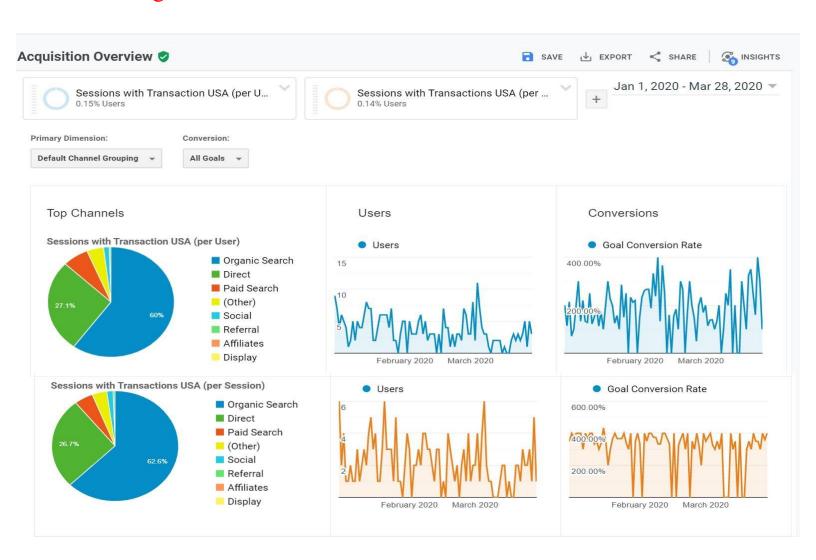
The report shows that Apparel generated the most revenue (93.53%) in the United States in the three months period (Mar 16, 2020 to May 16, 2020).





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.