

Google Analytics



Advanced Displays,
Segmentation & Filtering









Part One: Primary Views & Filters

1. Best Practice Check:

- Using the Google Merchandise Store demo account, I verified that the three main views already existed and I can notice the following:
 1. The account is called "Demo Account (54516992)".
 2. In the account, there are three properties called:
 - GA4 - Flood-It
 - GA4 - Google Merchandise Store,
 - UA - Google Merchandise Store.
 3. In the third Property, there are three views, "Master View", "Test View" and "Raw Data View".
 - The Master View to apply filters and other custom configurations in order to get the most useful and accurate data.
 - The Test View serves as a testing environment.
 - The Raw Data View serves to backing up our data, in case anything goes wrong, to avoid data loss.

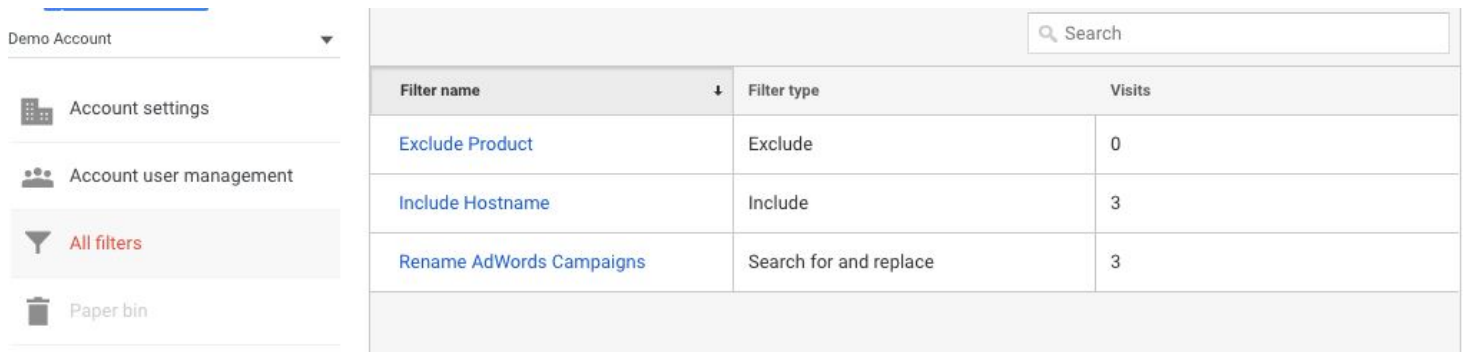
Three Primary Views

<div> Todas Favoritas <div>  <input type="text" value="Buscar"/> </div> </div> <div> Ir a la Página principal de Marketing Platform </div>		
<div>      </div> <div>Todas las cuentas</div>		
Cuentas de Analytics	Propiedades y aplicaciones	Vistas
Demo Account 54516992 >	GA4 - Flood-It! 153293282 ☆	1 Master View 92320289 ☆
	GA4 - Google Me... 213025502 ☆	2 Test View 92324711 ☆
	UA - Google Merc... UA-54516992-1 >	3 Raw Data View 90822334 ☆
	Proyectos de Attribution	
	Google Merchandise ... 1864999626	

2. Best Practice Check:

Filtering Internal Traffic

I also checked if the property I'm working in is excluding internal traffic in at least one of its views (ideally, the Production view or a copy of it). In this case the Google Merchandise Store Demo Account does not have Excluding internal traffic and It doesn't allow to create a filter.



Filter name	Filter type	Visits
Exclude Product	Exclude	0
Include Hostname	Include	3
Rename AdWords Campaigns	Search for and replace	3

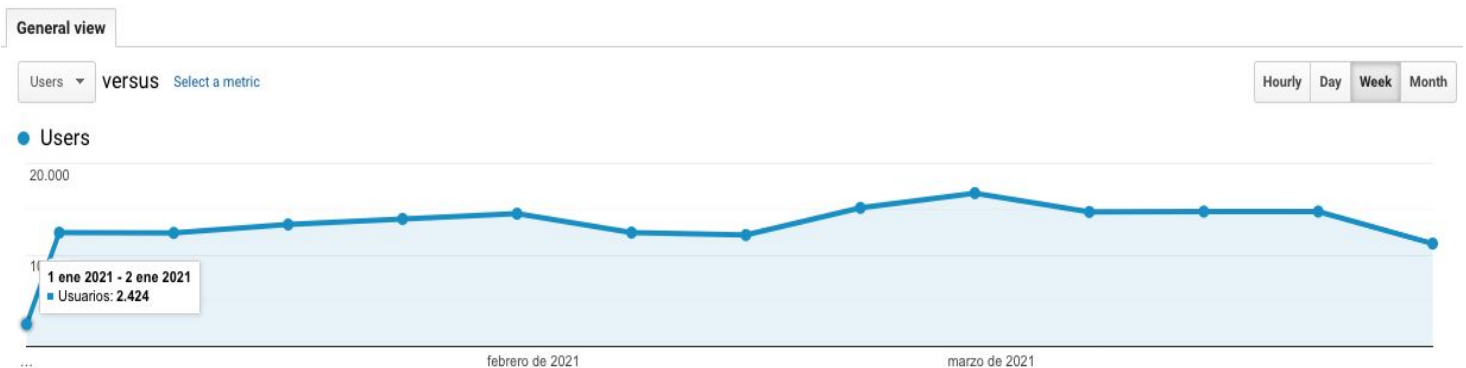
If I had the permissions to create this filter, I would do it like this:
Admin -> Test view, -> Filters-> add filter-> Create new filter-> Complete filter name-> Choose predefined filter type-> Exclude-> IP / ISP traffic -> choose the conditional: for a simple address range use the options [starting with] or [ending with], for a more complex address range use a custom filter to exclude / include using the IP address and specify a regular expression. Leave it for a week to make sure this filter works fine, then copy it to Master View.



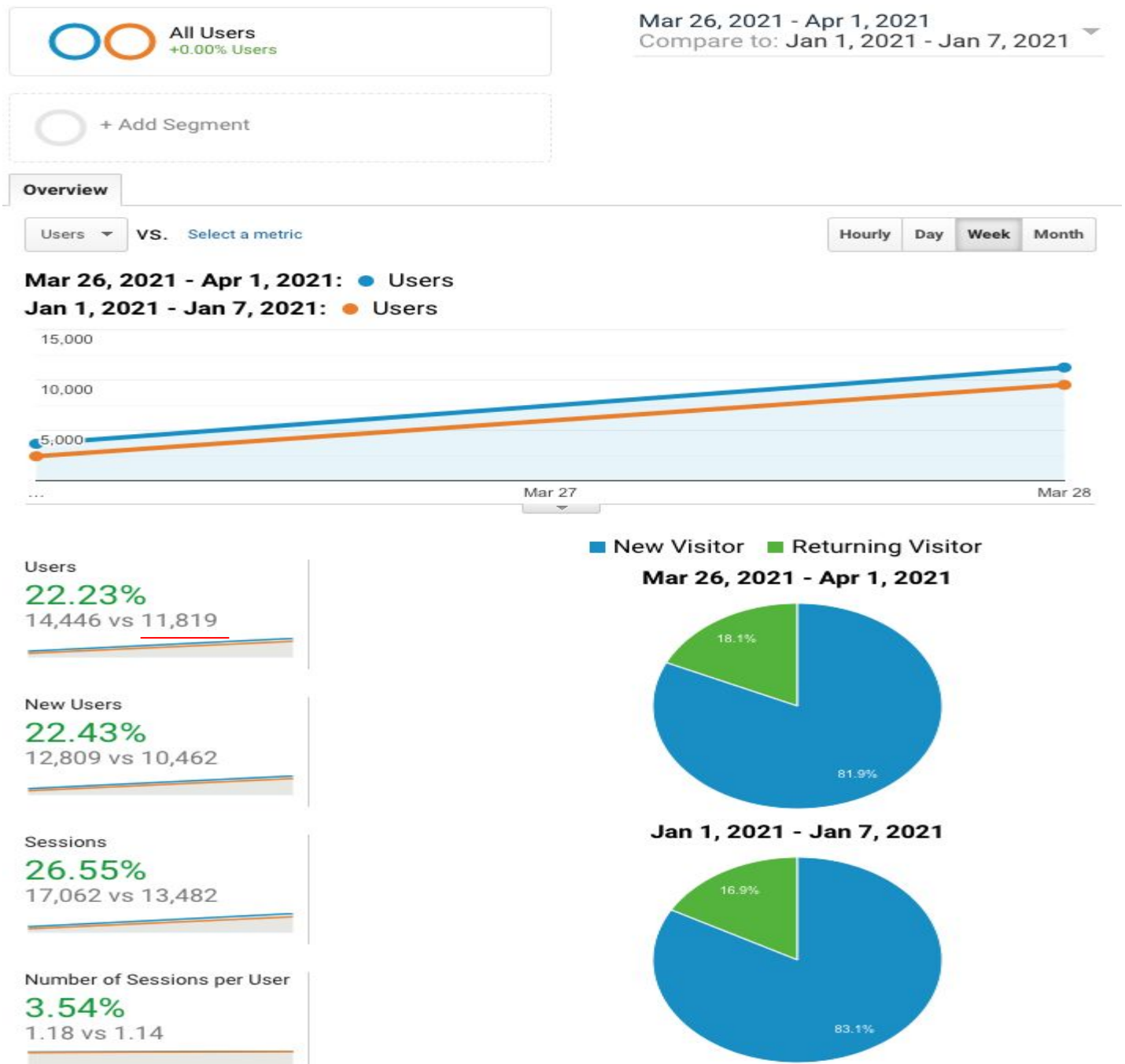
Part Two: Data Exploration

Standard Display - Audience

From the Audience Overview Report we can see that in the first quarter of 2021, the site had the fewest visitors during the first week of the year. On the other hand, the site had the most visitors during the week between February 28 and March 6.



Even if the entire weeks were compared with the fewest visitors, the first of the year had fewer visits.



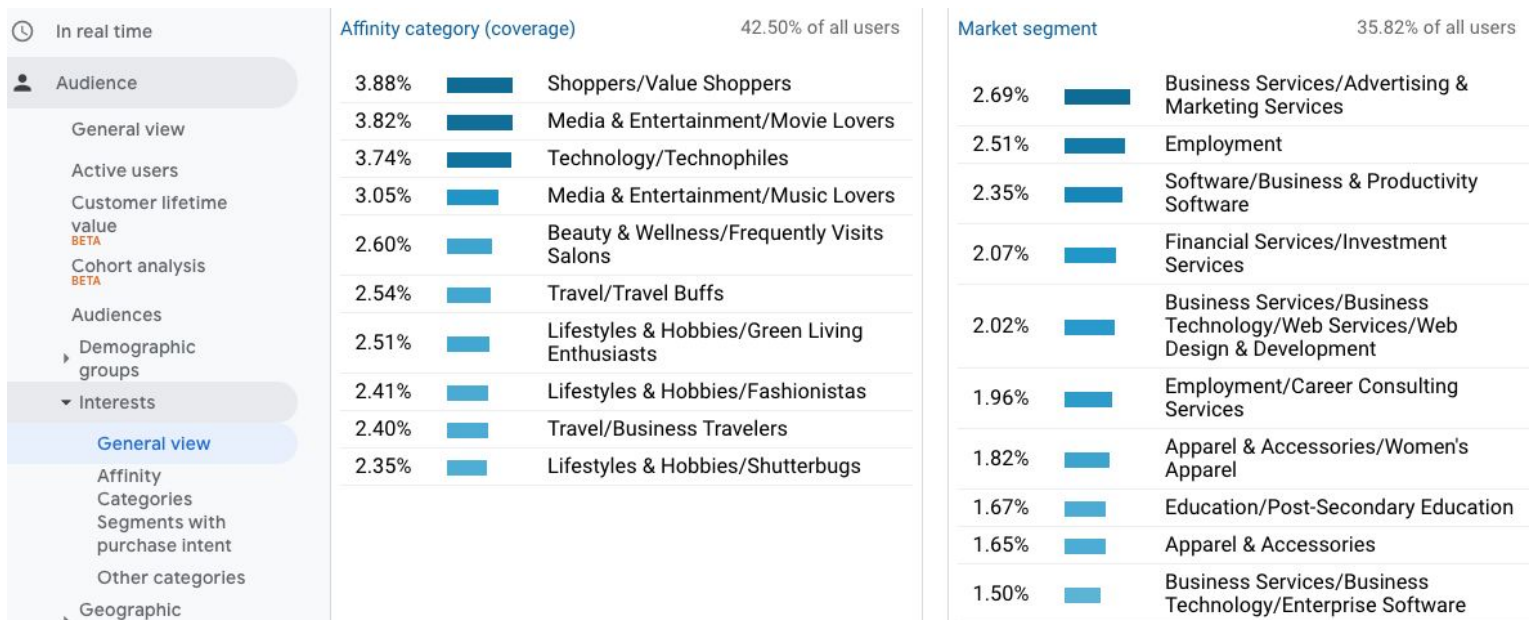
Standard Display - Audience

The Audience Overview report shows that the country from which the most visits are received is the United States, therefore, we will have to review the events, holidays and observances in that place for the dates mentioned.

Demographic groups	Country	Users	% Users
Language	one  United States	62,570	 38.30%
Country	two  India	14,829	 9.08%
City	3.  Canada	10,490	 6.42%
System	Fo  United Kingdom	7,164	 4.39%

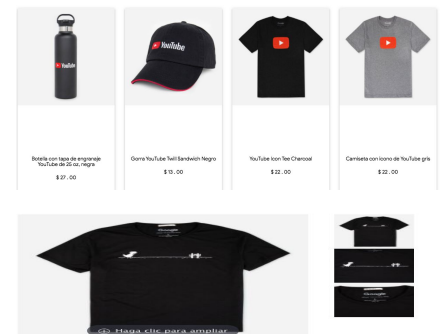
Christmas and other Christian celebrations are closed in the first week of the year, slowing down sales in retail stores, consumers realize they have overspent; Or they just start to notice everything they bought during Christmas, other times conscious shopping is one of the New Year's resolutions. It is a point in the consumption cycle where people put their wishes on hold to free up cash for the items they need. This page sells non-essential items, so demand may decrease.

The week between February 28 and March 6 has the following celebrations:> First Day of Women's History Month> Read Across America Day> Employee Appreciation Day. All are celebrations that affect the target audience of the page, so there may be an incidence.












Just a few days later, March 20 is the March Equinox or First Day of Spring, Many cultures celebrate spring festivals and holidays around it, prompting consumers to seek appropriate apparel.

The User Flow report shows that landing pages correspond to apparel suitable for spring.



Standard Display: Acquisition

During the selected three-month period, excluding Direct and (Other), the channels that had the highest and lowest bounce rates were Display and Referral respectively and the highest and lowest eCommerce conversion rates were Social and Display respectively.

	Acquisition			Behaviour			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / session	Average session duration	Ecommerce conversion rate	Transactions	Income
	162,240	157,483	213,939	51.92%	4.38	00:02:50	1.27%	2,717	185.516,95 US\$
1  Display	2,057	<div><div></div></div>		80.38%	<div><div></div></div>		0.00%	<div><div></div></div>	
tw  Generic Paid Search	7,349	<div><div></div></div>		75.22%	<div><div></div></div>		0.38%	<div><div></div></div>	
3  Direct	147,957	<div><div></div></div>		51.48%	<div><div></div></div>		1.30%	<div><div></div></div>	
4  Social	10	<div><div></div></div>		41.18%	<div><div></div></div>		5.88%	<div><div></div></div>	
5  (Other)	5,246	<div><div></div></div>		40.88%	<div><div></div></div>		1.34%	<div><div></div></div>	
6  Organic Search	286	<div><div></div></div>		30.69%	<div><div></div></div>		2.17%	<div><div></div></div>	
7  Other Paid Search	249	<div><div></div></div>		28.22%	<div><div></div></div>		0.37%	<div><div></div></div>	
8  Branded Paid Search	815	<div><div></div></div>		24.36%	<div><div></div></div>		2.34%	<div><div></div></div>	
9  Referral	248	<div><div></div></div>		18.02%	<div><div></div></div>		5.55%	<div><div></div></div>	

Standard Display: Acquisition

The link between conversion rate and bounce is evident. Although Display brings a significant number of users, they leave the site after having seen a single web page, in a few seconds, which does not get conversions. As well as Referral that has the lowest Bounce rate and the second highest conversion rate of the channels, but the number of users represents only 12% of those acquired by Referral .

	Usuarios	Usuarios nuevos	Sesiones	Porcentaje de rebote	Páginas/sesión	Duración media de la sesión	Tasa de conversión de comercio electrónico	Transacciones	Ingresos
	162.240	157.483	213.939	51,92 %	4,38	00:02:50	1,27 %	2.717	185.516,95 US\$
1 ■ Display	2.057			80,38 %			0,00 %		

	Acquisition			Behaviour			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / session	Average session duration	Ecommerce conversion rate	Transactions	Income
	162,240	157,483	213,939	51.92%	4.38	00:02:50	1.27%	2,717	185.516,95 US\$
1 ■ Social	10			41.18%			5.88%		
tw ■ Referral	248			18.02%			5.55%		
3 ■ Branded Paid Search	815			24.36%			2.34%		

In this case is necessary to review the display campaigns to make corrections and run tests taking into account that they are not new users. On the other hand, there are many interested users that it is worth helping them to make conversions.

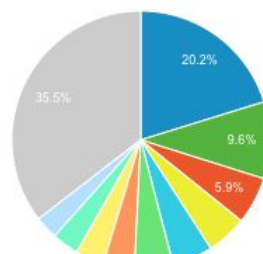
Percentage Display: Conversion

During the three month period the Product Category Apparel performed highly. It contributed the highest number of unique purchases for New Users with 734 and was responsible for the largest percentage of revenue for New Users with 13.31%.

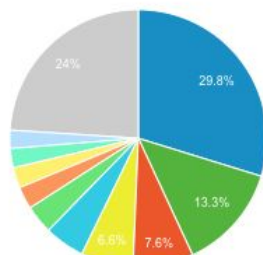
Primary Dimension:
Product
Product SKU
Product Category (Enhanced Ecommerce)
Product Brand

Secondary dimension:
User Type

Product Category (Enhanced Ecommerce)	User Type	Unique Purchases	Unique Purchases	Contribution to total: Unique Purchases
		7,624 % of Total: 100.00% (7,624)	7,624 % of Total: 100.00% (7,624)	
1. Apparel	Returning Visitor	1,542	20.23%	
2. Apparel	New Visitor	734	9.63%	
3. Shop by Brand	Returning Visitor	452	5.93%	
4. Accessories	Returning Visitor	388	5.09%	
5. New	Returning Visitor	387	5.08%	
6. Bags	Returning Visitor	368	4.83%	



Product Category (Enhanced Ecommerce)	User Type	Product Revenue	Product Revenue	Contribution to total: Product Revenue
		\$185,516.95 % of Total: 100.00% (\$185,516.95)	\$185,516.95 % of Total: 100.00% (\$185,516.95)	
1. Apparel	Returning Visitor	\$55,213.82	29.76%	
2. Apparel	New Visitor	\$24,688.70	13.31%	
3. Bags	Returning Visitor	\$14,066.38	7.58%	
4. Shop by Brand	Returning Visitor	\$12,208.60	6.58%	
5. Office	Returning Visitor	\$9,415.76	5.08%	
6. New	Returning Visitor	\$6,666.85	3.59%	



Comparison Display: Behavior

For traffic from All Users between January 1, 2021, and April 1, 2021, the comparison report shows the following Site Speed Page timings for the top ten pages (based on pageviews):

Primary dimension: **Page** Page title Content grouping: nothing Others

Secondary dimension Sort by type: Predetermined

	Page	Number of page visits ↓	Average page load time (s) (compared to the site average)
		78,146 % of the total: 100.00% (78,146)	3.85 Average sight: 3.85 (0.00%)
1.	/home	15,179	-4.48%
two.	/basket.html	4,846	-28.45%
3.	/store.html	3,522	-6.21%
Four.	/google+redesign/apparel/mens/quickview	3,182	-17.95%
5.	/google+redesign/apparel/mens	2,821	-13.61%
6.	/signin.html	2,136	-46.35%
7.	/google+redesign/new	2,031	-30.34%
8.	/google+redesign/shop+by+brand/youtube/quickview	1,868	-100.00%
9.	/store.html/quickview	1,805	1.53%
10.	/google+redesign/apparel/google+dino+game+tee	1,760	691.40%

Show rows: 10 Date: 1 1 - 10 of 538

This report was created 4/15/21 at 9:38:09 PM. - [Update report](#)

Two pages perform badly:

/store.html/quickview

/google+redesign/apparel/google+dino+game+tee

For speeding up we could look for the page speed suggestion.

Percentage Display: Audience

Following the 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:

Device Category	Users	Users	Contribution to total:
All Users	162,240 % of Total: 100.00% (162,240)	162,240 % of Total: 100.00% (162,240)	
Paid	8,390 % of Total: 5.17% (162,240)	8,390 % of Total: 5.17% (162,240)	
1. ■ desktop			
All Users	110,590	67.65%	
Paid	4,282	50.95%	
2. ■ mobile			
All Users	49,383	30.21%	
Paid	3,750	44.62%	
3. ■ tablet			
All Users	3,504	2.14%	
Paid	373	4.44%	

For the three months period, the highest percentage of users came from desktop with 67.65% followed by mobile device 30.21% and lastly the tablet users has very less percentage of 4.44%. Of the 5% of users who come through Paid, half use Desktop and almost the other half Mobile.



Part Three: Segmentation

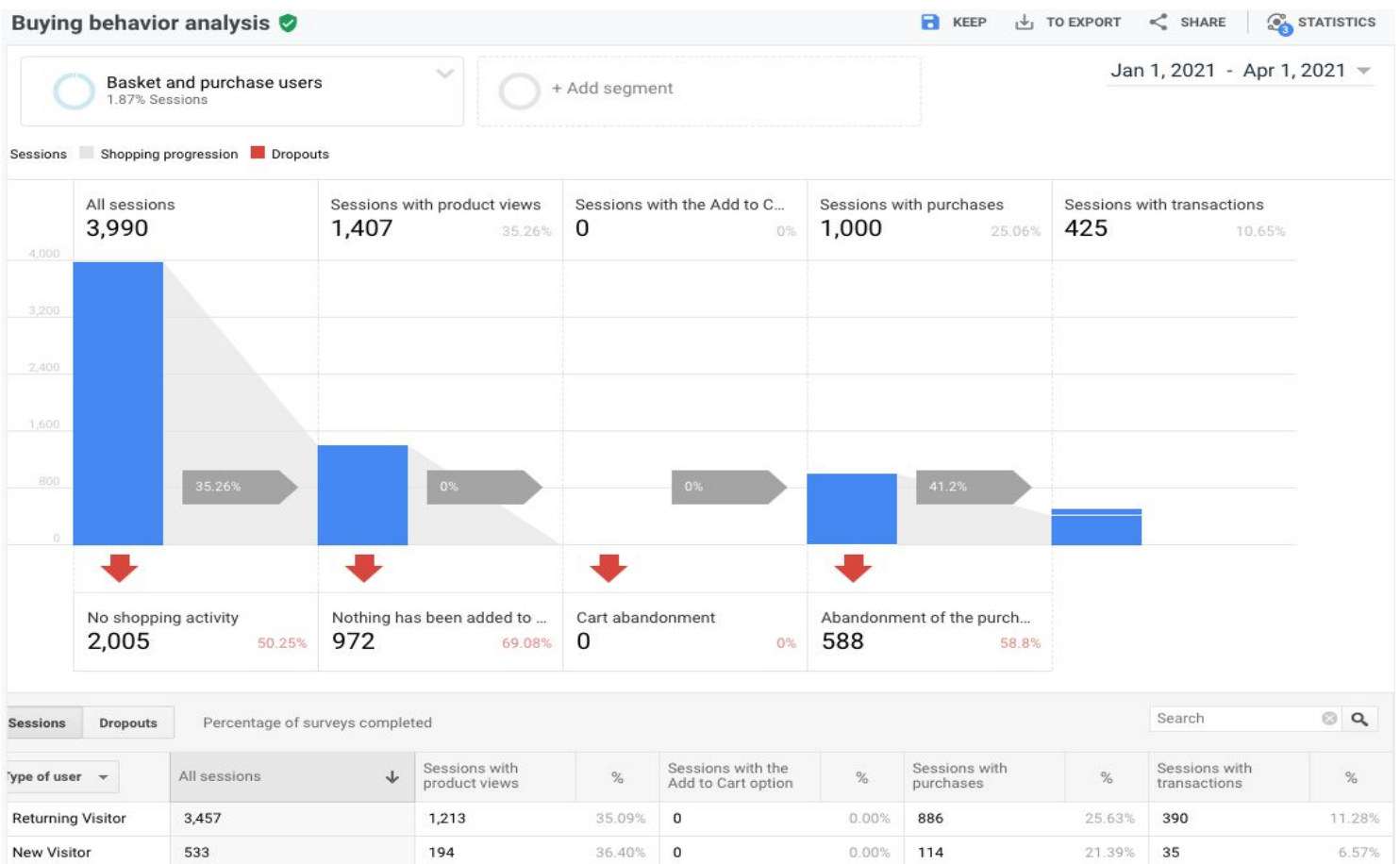
Audience Segment: Characteristic



This segment was created for answer the question: Would it be relevant to keep the products added to the shopping cart even when the user's session ends, in the end this will generate direct purchases?

*A Conditions segment was defined, where the landing page was **/basket.html** Y this also met the Goal Conversions: **Purchase Completed**.*

Of all sessions, 25.06% made purchases, 35.26% generated Views and 10.65% made transactions. that means that keeping the cart with previously selected products generates conversions.



Audience Segment: Geography

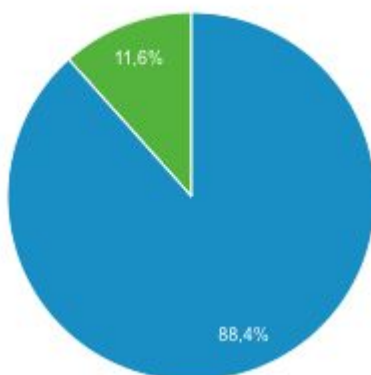


This segment was created for answer following questions:

If languages such as: zh-CN, zh-TW, Ko-kr appear in the Audiences report, How many users are in Asia? through which channels do they arrive? what type of users are they? how much income do they generate?

	Acquisition			Behaviour			Conversions		
	Users ↓	New Users ↓	Sessions ↓	Bounce Rate ↓	Pages / session ↓	Average session duration ↓	Ecommerce conversion rate ↓	Transactions ↓	Income ↓
Asia	40,120	38,946	47,854	59.60%	3.15	00:02:02	0.08%	37	2,800.97 US\$
1 Direct	37,784			59.62%			0.08%		

■ New Visitor ■ Returning Visitor



Within the first quarter of 2021, Asia accounted for 24.32% of total users, 88.4% were new visitors. There are 40,120 of which almost 94% come through Direct and generated income of 2,800.97 US \$.

Audience Segment: User Behavior



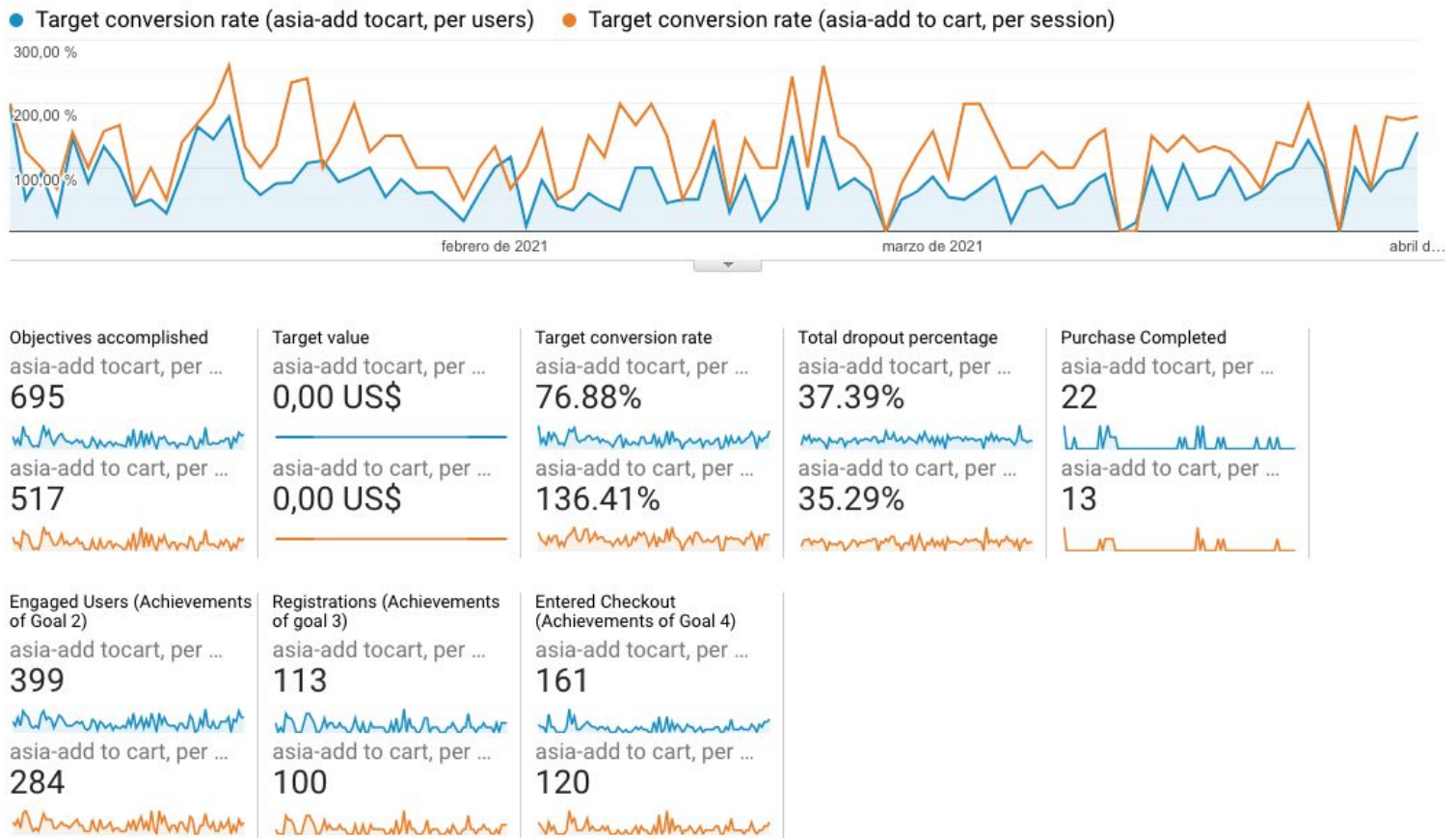
This segment was created for answer following questions:

If Asian users are 24.32% of the total, how many reach the shopping cart? what is their goal conversion rate?

Two behavioral segments based on event action add to cart were defined,

The scope of segment is switched between User and Session.

For these two segments, the goal conversion rate had different figures, they are higher in the segment by users because Sessions corresponds to Entrances since I combined Sessions with a page level dimension.



Of the Asian users who added to the cart, 76.88% generated conversions, and 22 completed a purchase.

You should review what are the interests of the people who come to the cart and above all, those who complete the purchase to launch personalized campaigns and correctly labeled with UTMs for this segment of which we could capitalize more with better information.

ANND Portfolio

Advanced Displays,
Segmentation & Filtering