

CHARAN N

Explore all the available Metrics for Google Demo Account Data with and without Filter.

ABOUT THE REPORT:

Examining Google Analytics' demo account. Here, I've selected GA4—the Google Store for merchandise. Create a Google Analytics account first, then select a suitable demo account.

GOOGLE ANALYTICS:

Admin:

The majority of the property settings from this GA4 property can be explored here.

Reports:

You can browse through all the reports that are (now) offered by default in this section.

Explore:

"Explore" is the second tab in the main menu. Here is where you may go into your data with sophisticated explorations to find insights.

Advertising:

You may conduct a more thorough analysis of the conversion journey and touchpoints in GA4's Advertising area (attribution).

Advertising snapshot: Get a brief introduction to business metrics before delving more deeply into the topics you want to investigate.

Model comparison: Examine the effects of various attribution models on the estimation of your marketing channels..

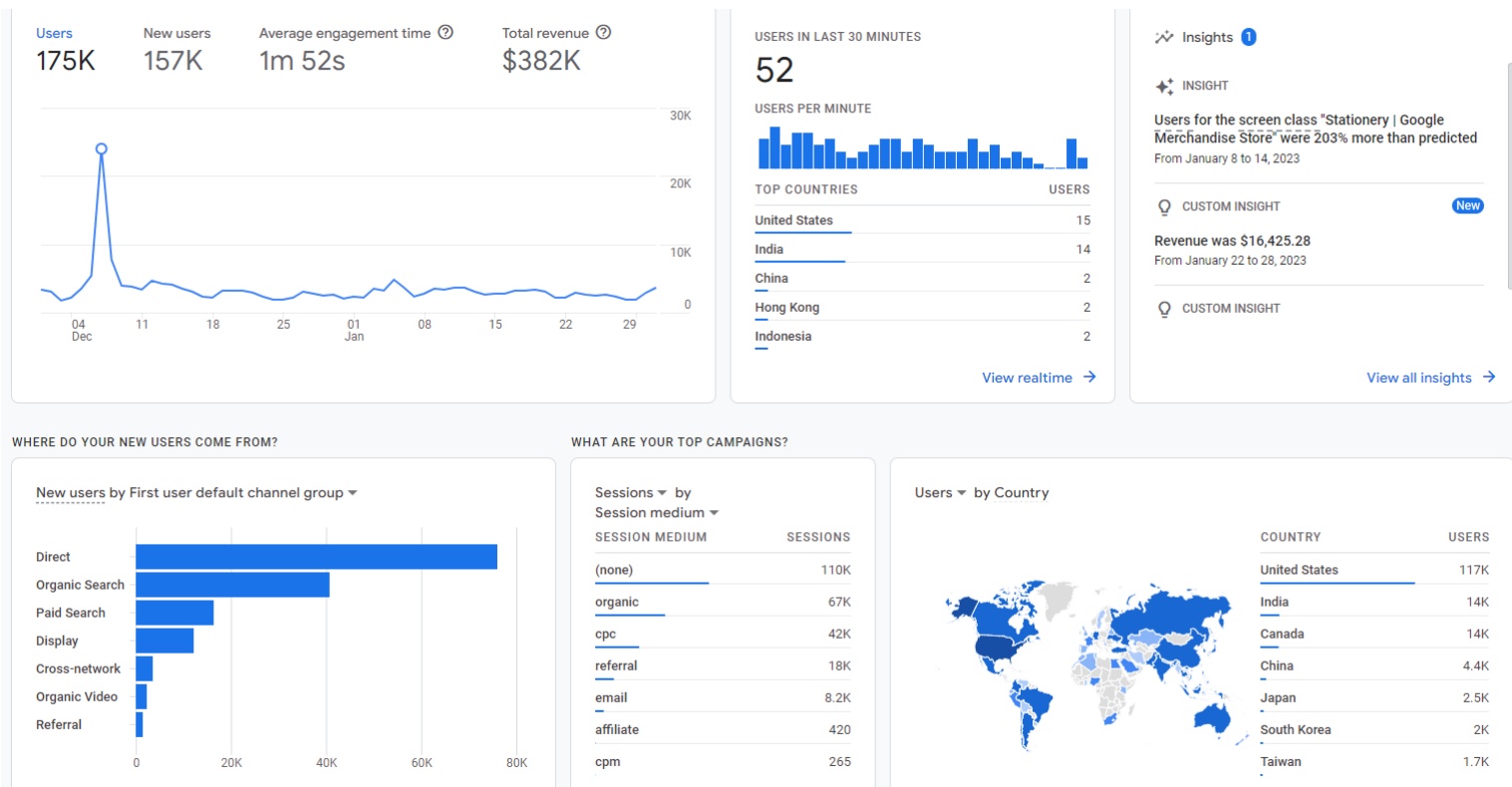
Conversion paths: View the conversion routes used by your customers and discover how different attribution models assign credit for those conversions..

Configure:

- In Google Analytics 4, the "Configure" tab's primary focus is on configuration options.
- Reading through this section will be very beneficial since you will discover:
- Which events the Google Analytics 4 demo property defines and tracks.
- The conversions (events) that Google has defined.
- Information on the audiences they have created.

- Event parameters that have a custom dimension or custom metric provided for them.
- Measurable user characteristics.

OVERALL REPORT:



WHERE DO YOUR NEW USERS COME FROM?

New users by First user default channel group ▾



WHAT ARE YOUR TOP CAMPAIGNS?

Sessions ▾ by Session medium ▾

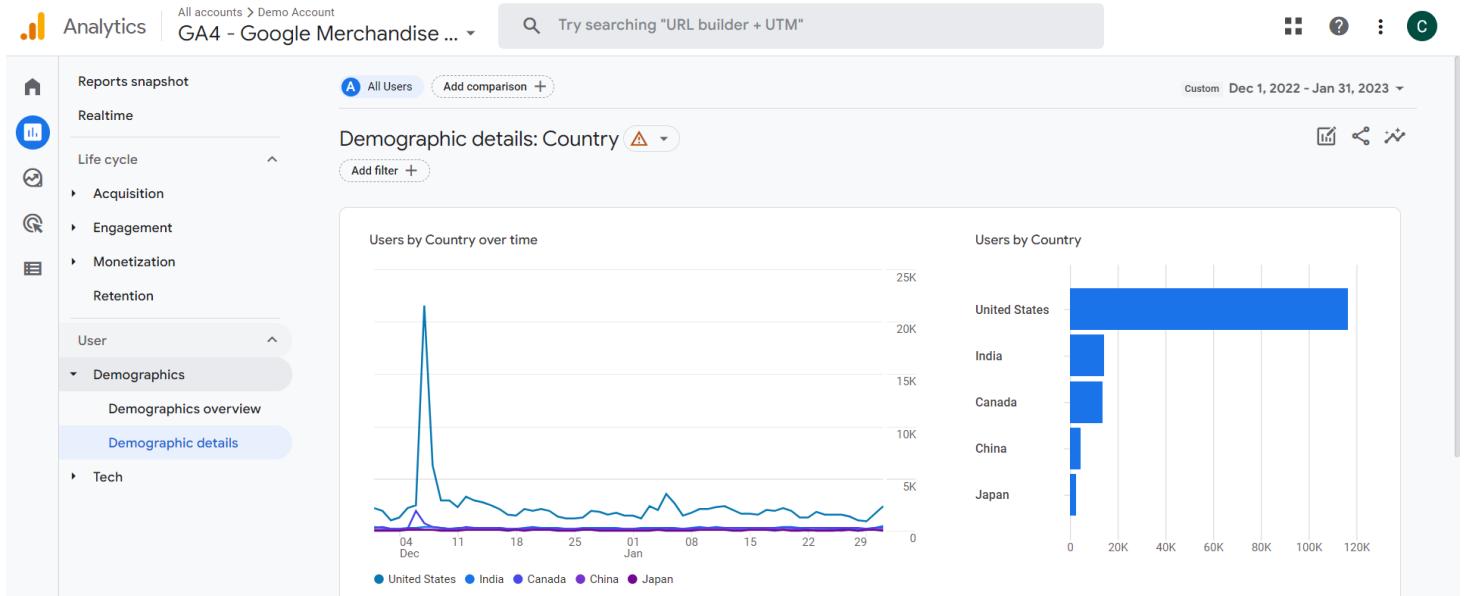
SESSION MEDIUM	SESSIONS
(none)	110K
organic	67K
cpc	42K
referral	18K
email	8.2K
affiliate	420
cpm	265

Users ▾ by Country



COUNTRY	USERS
United States	117K
India	14K
Canada	14K
China	4.4K
Japan	2.5K
South Korea	2K
Taiwan	1.7K

ANALYSIS OF USERS BY COUNTRY OVER TIME:



Demographic details: Country | Custom Dec 1, 2022 - Jan 31, 2023

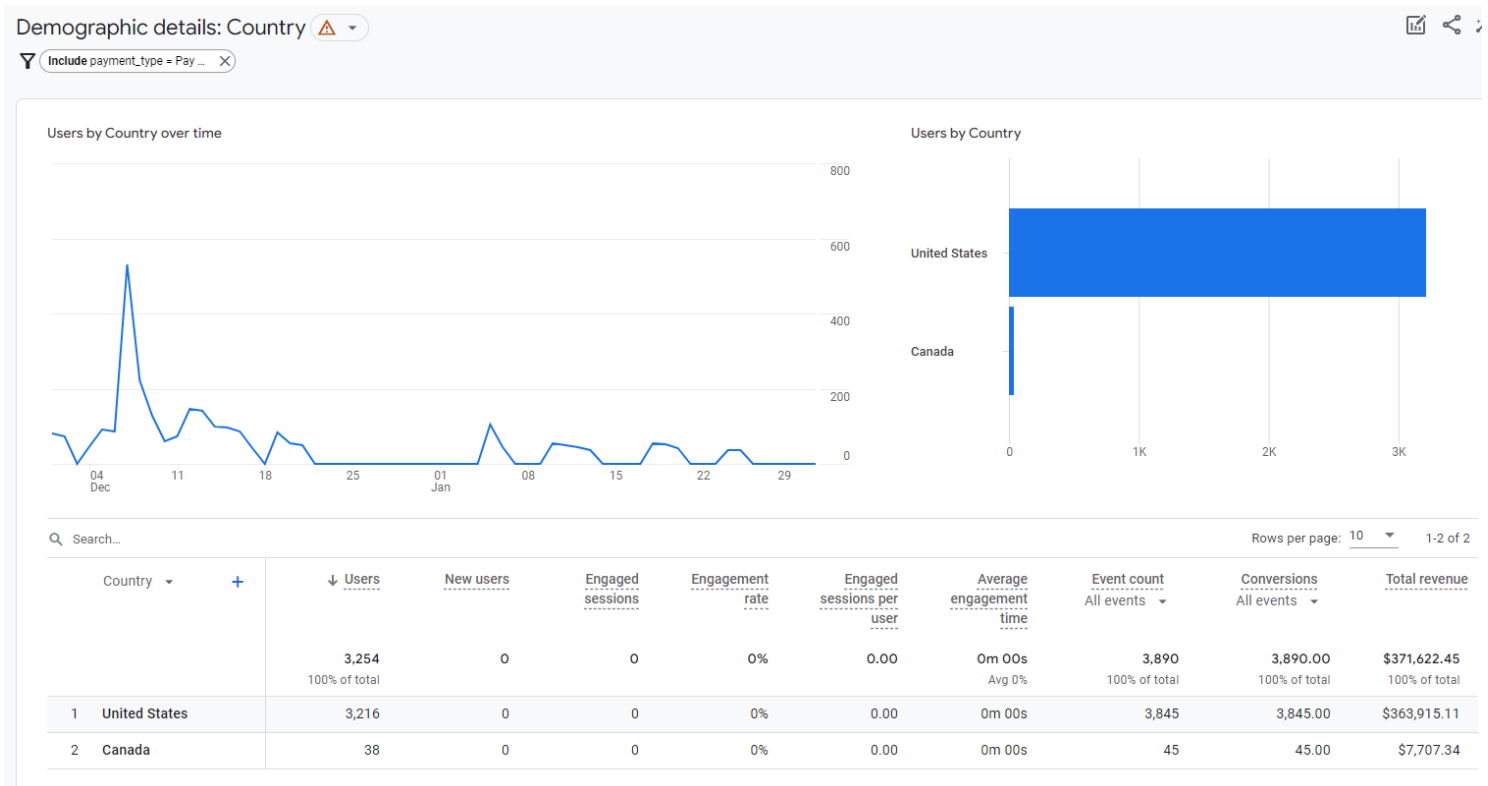
Search... Rows per page: 10 Go to: 1 1-10 of 71

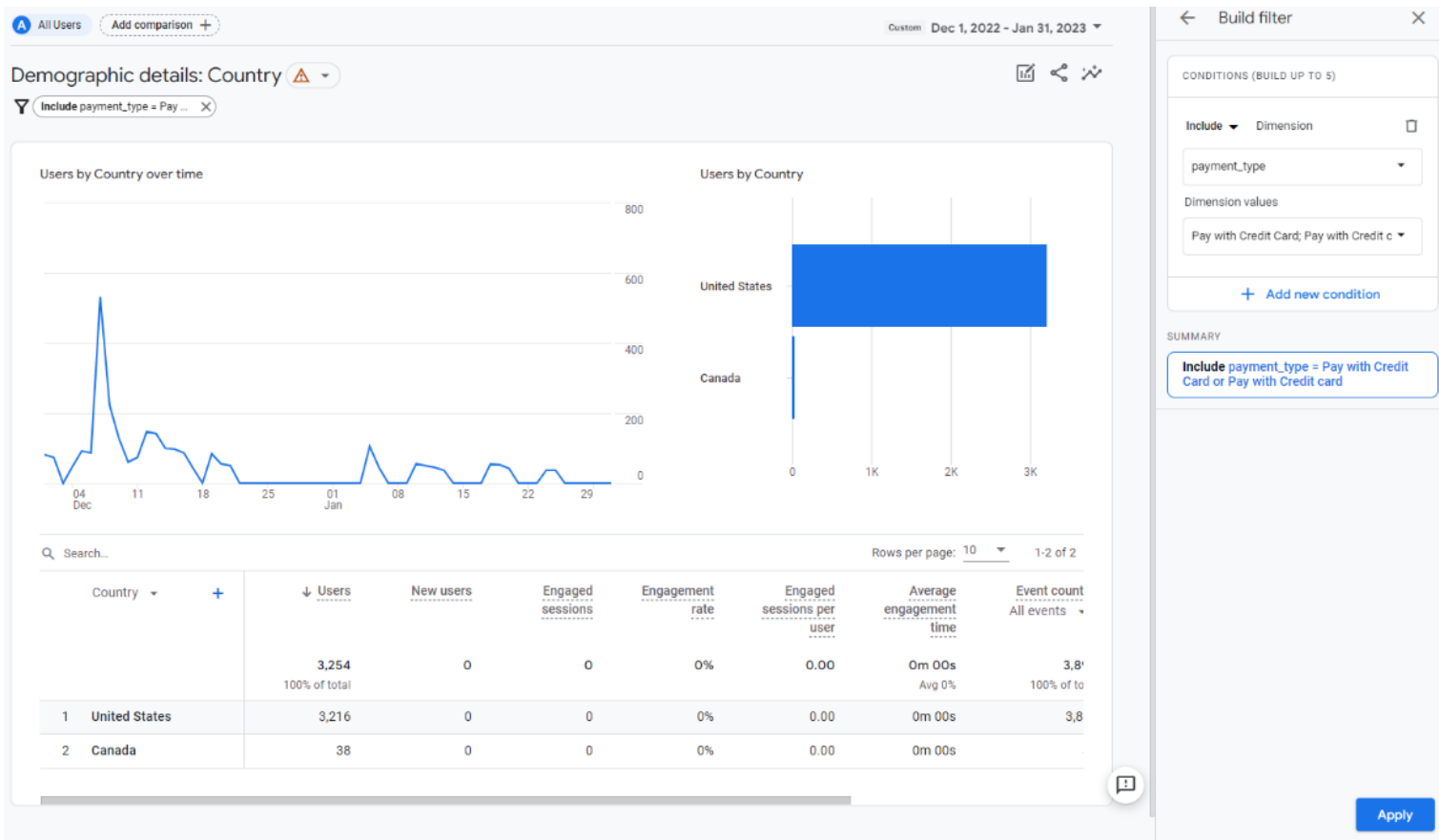
Country	Users	New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time
	174,009 100% of total	155,751 100% of total	200,273 100% of total	78.11% Avg 0%	1.15 Avg 0%	1m 52s Avg 0%
1 United States	116,524	104,852	130,478	76.68%	1.12	2m 03s
2 India	14,378	12,587	16,525	81.48%	1.15	1m 25s
3 Canada	13,802	12,362	16,527	83.31%	1.20	1m 18s
4 China	4,396	4,025	3,776	79.93%	0.86	0m 15s
5 Japan	2,467	1,913	2,579	71.01%	1.05	1m 54s
6 South Korea	2,045	1,659	2,479	71.65%	1.21	1m 23s
7 (not set)	1,866	1,827	1,613	85.94%	0.86	0m 08s
8 Taiwan	1,729	1,287	1,924	70.3%	1.11	2m 16s
9 Singapore	1,518	1,242	2,275	75.36%	1.50	2m 50s
10 Mexico	1,113	912	1,350	75.84%	1.21	2m 22s

- ✓ Here, I have chosen the data of last month 9(i.e) Dec1,2022 to Jan 31,2023.
- ✓ With the help of the above graphs we can see the number of users from different countries and it shows how the people of many country varies over time.
- ✓ With the help of the analysis we can conclude that United States has lot of users when compared to other countries.

- ✓ We can also see the ranking of countries according to the number of users.
- ✓ Second country to have highest number of users is India, followed by Canada, China, Japan.
- ✓ Using this we got the numbers of users, rankings of countries and also the variation of users over time.

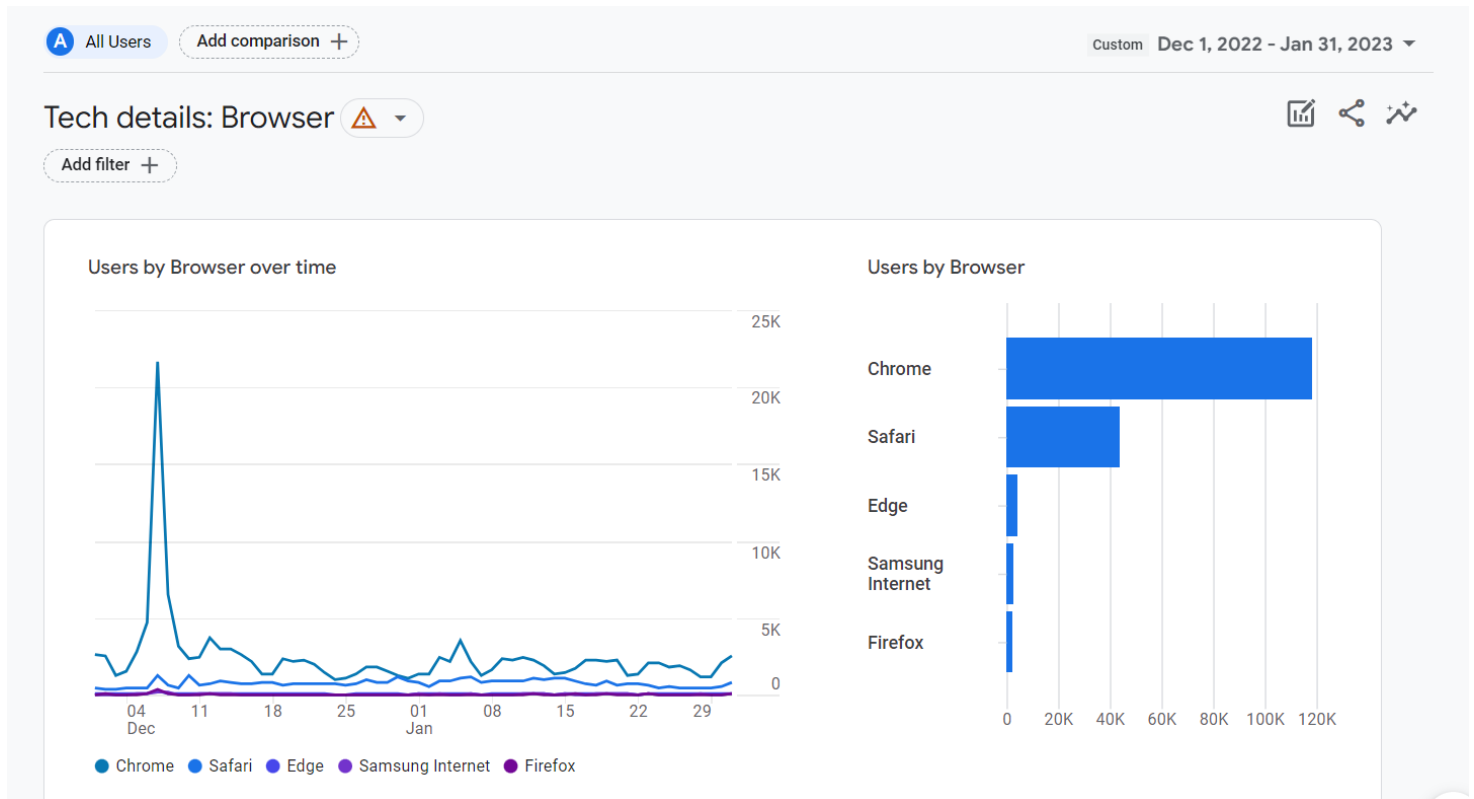
ANALYSIS OF USERS BY COUNTRY OVER TIME [USING FILTERS]:





- ✓ I have done the same analysis as done as before in addition with using filters.
- ✓ Under filters I have taken the analytics of people who uses only credit cards for payment.
- ✓ By this we can find the number of people using credit card from various countries and also usage of credit cards with respect to time.
- ✓ By this analysis we can find only the people from United States and Canada uses credit cards and United States has more number of users using credit card for payments.

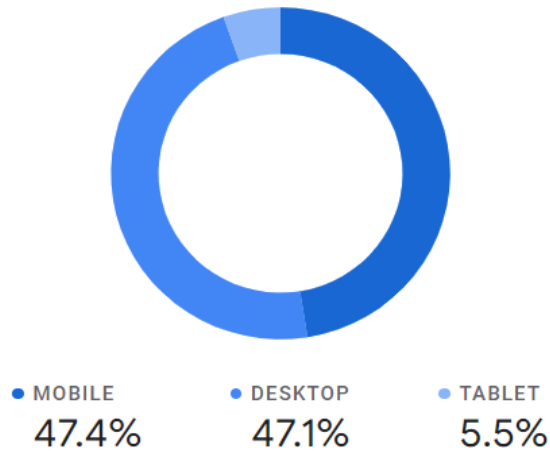
ANALYSIS OF USERS BY BROWSER OVER TIME:



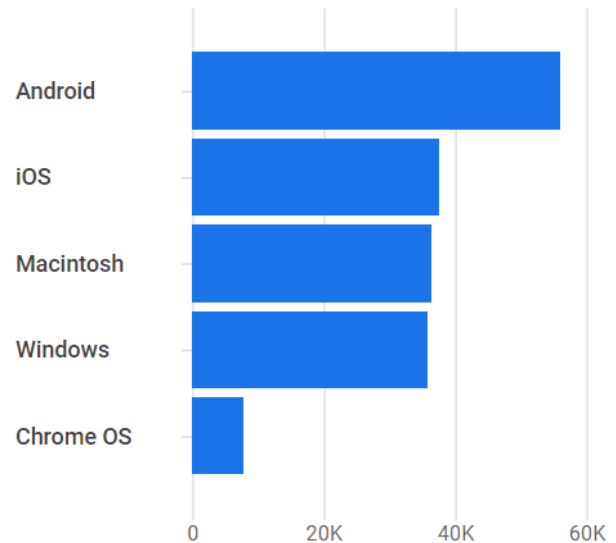
- ✓ I have done this analysis using the same time duration[Dec1,2022 to Jan 31,2023].
- ✓ With the help of the above graphs we can see the number of users of different browsers and it shows how the people uses many browser which varies over time.
- ✓ With the help of the analysis we can conclude that lot of users uses chrome when compared to other browsers.
- ✓ We can also see the ranking of browsers according to the number of users. Ranking goes like this- Safari> Edge> Samsung Internet> Firefox.
- ✓ Using this we got the numbers of users, ranking of browsers and also the variation of users over time.

ANALYSIS OF PEOPLE USING DIFFERENT DEVICE AND OS DEVICE CATEGORY:

Users ▾ by Device category



Users by Operating system



- ✓ I have done the analysis of users using different devices and different Operating Systems.
- ✓ With the help of these charts, we can get an insight.
- ✓ First chart describes us how many people falls on different device categories.
- ✓ It clearly shows the distribution of Mobile, Desktop and Tablet.
- ✓ There is a colour difference between the devices which helps us to understand better.
- ✓ The next chart shows the number of people using different operating system.
- ✓ The name of the OS is ranked based on the highest number of users. It clearly shows that android has the highest number of users.
- ✓ Then we can see the rankings of other Operating Systems.
- ✓ By this analysis we can clearly see that the number users using various operating systems.