

Google Analytics



Project: Navigating, Reports, & Dashboards



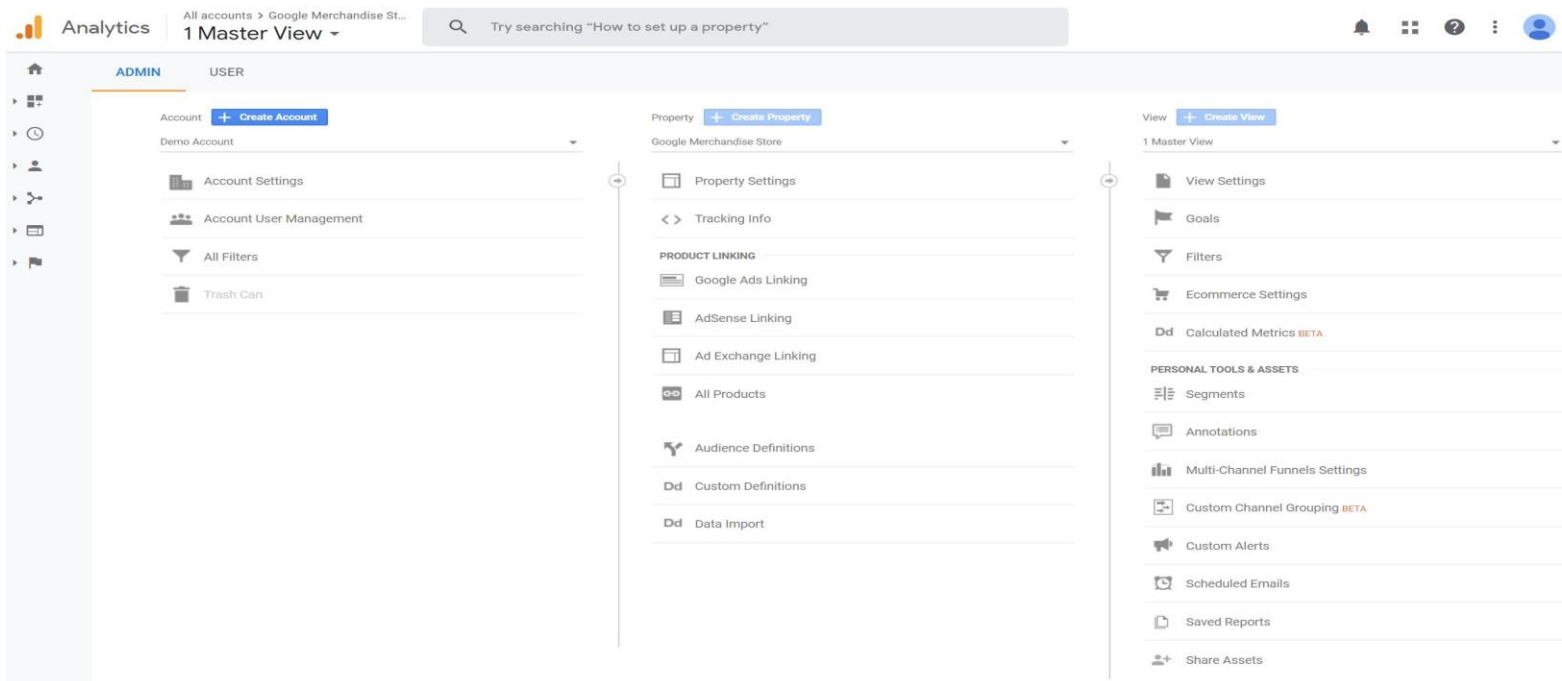
Part One: Primary Views & Filters



1. Best Practice Check: Three Primary Views

Google Merchandise Store Demo Account has been used to complete this project.

Steps to create views: Admin -> Create View



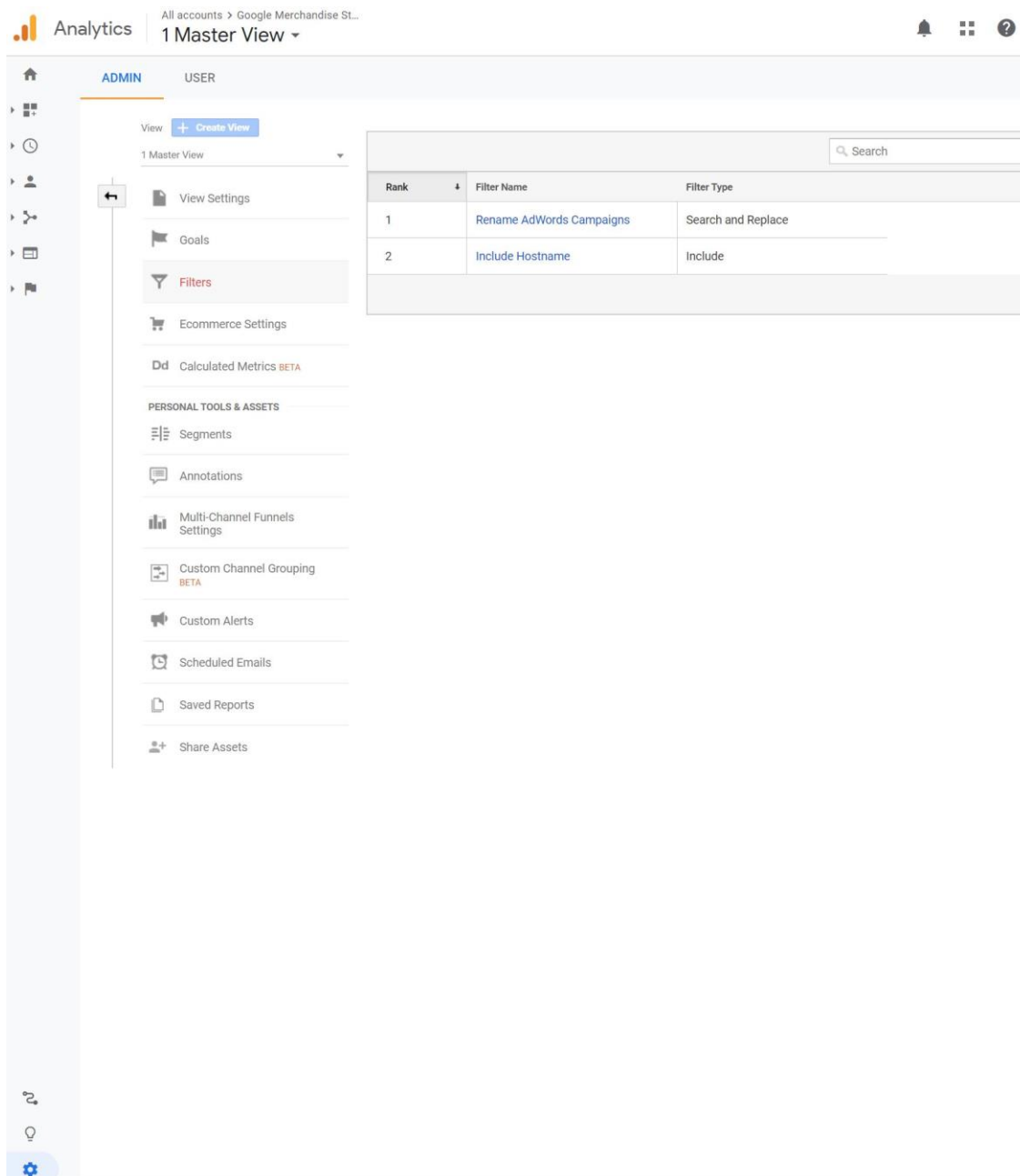
Having multiple Google Analytics views allows us to create end transformations of the data that comes in raw at the property level and enable us to do important house keeping:

- Unfiltered (Raw) Data View – baseline view with unfiltered raw data
- Test View – test view allows us to try things out before applying to the Master view
- Working (Master) View – production view that shown what work (filtering) has been implemented

All accounts		
Analytics Accounts	Properties & Apps	Views
Demo Account 54516992 >	Google Merchand... UA-54516992-1 >	1 Master View 92320289 ✓ ☆
	Attribution Projects	2 Test View 92324711 ☆
	Google Merchandise ... 1839269076	3 Raw Data View 90822334 ☆
	Google Merchandise ... 1864999626	

2. Best Practice Check: Filtering Internal Traffic

Admin -> Filters -> ADD FILTER -> Filter Name -> Filter Type (Custom) -> Exclude -> Filter Field (IP Address) -> Filter Pattern



The screenshot shows the Google Analytics Admin interface. The left sidebar contains a menu with options like View Settings, Goals, Filters, Ecommerce Settings, Calculated Metrics, Segments, Annotations, Multi-Channel Funnels Settings, Custom Channel Grouping, Custom Alerts, Scheduled Emails, Saved Reports, and Share Assets. The 'Filters' option is highlighted. The main content area displays a table of filters. The table has three columns: Rank, Filter Name, and Filter Type. There are two filters listed: Rank 1, Filter Name 'Rename AdWords Campaigns', and Filter Type 'Search and Replace'; and Rank 2, Filter Name 'Include Hostname', and Filter Type 'Include'.

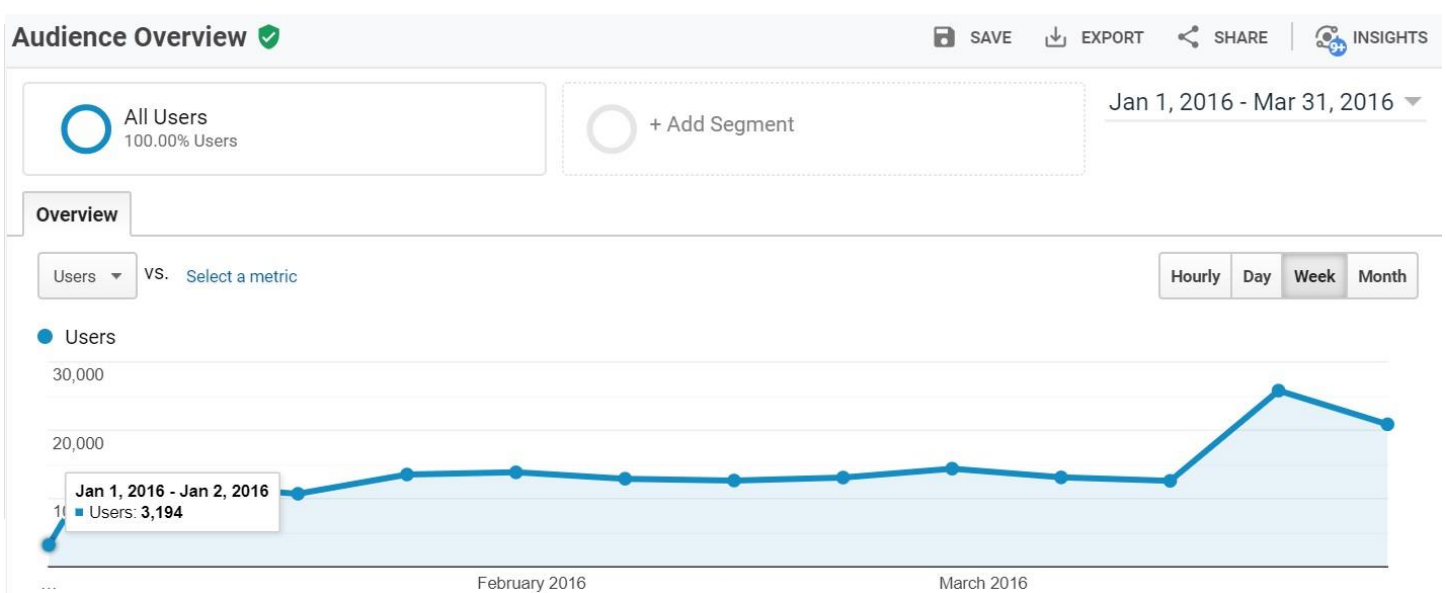
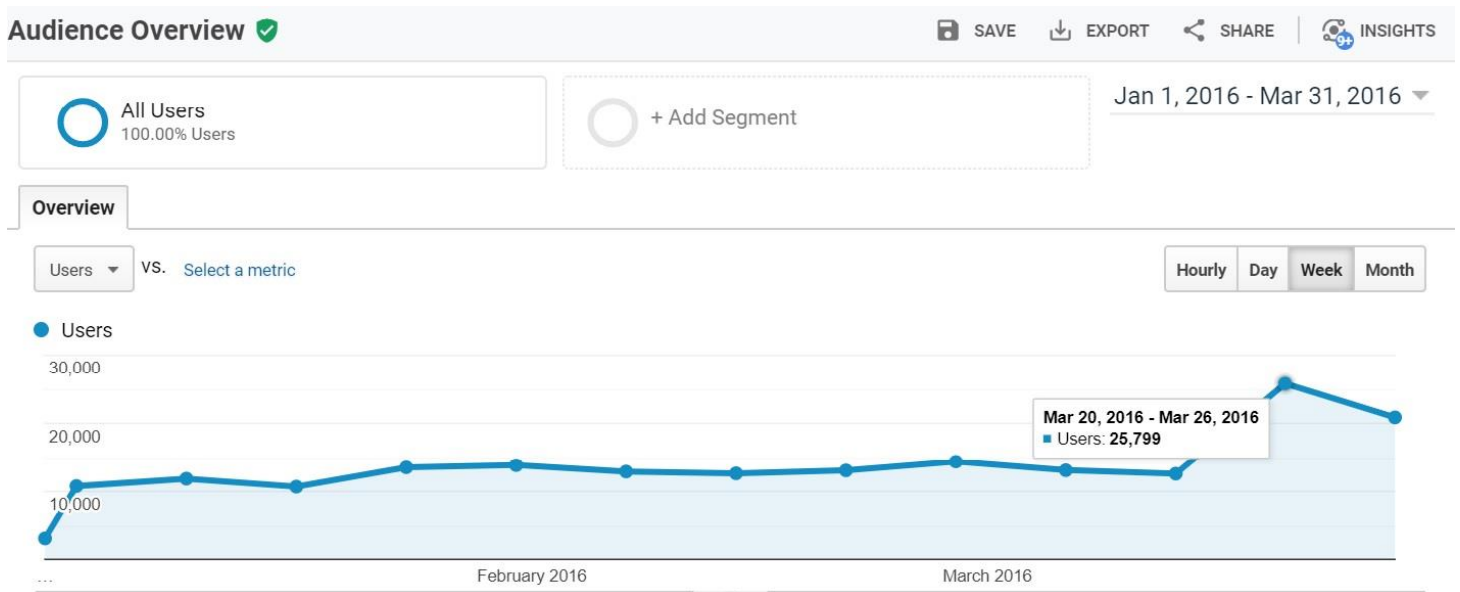
Rank	Filter Name	Filter Type
1	Rename AdWords Campaigns	Search and Replace
2	Include Hostname	Include



Data Exploration

Standard Display - Audience

From the Audience Overview Report, select a three month time period you would like to explore. Which week had the most visitors, and which week had the fewest visitors to your site?



Standard Display - Audience

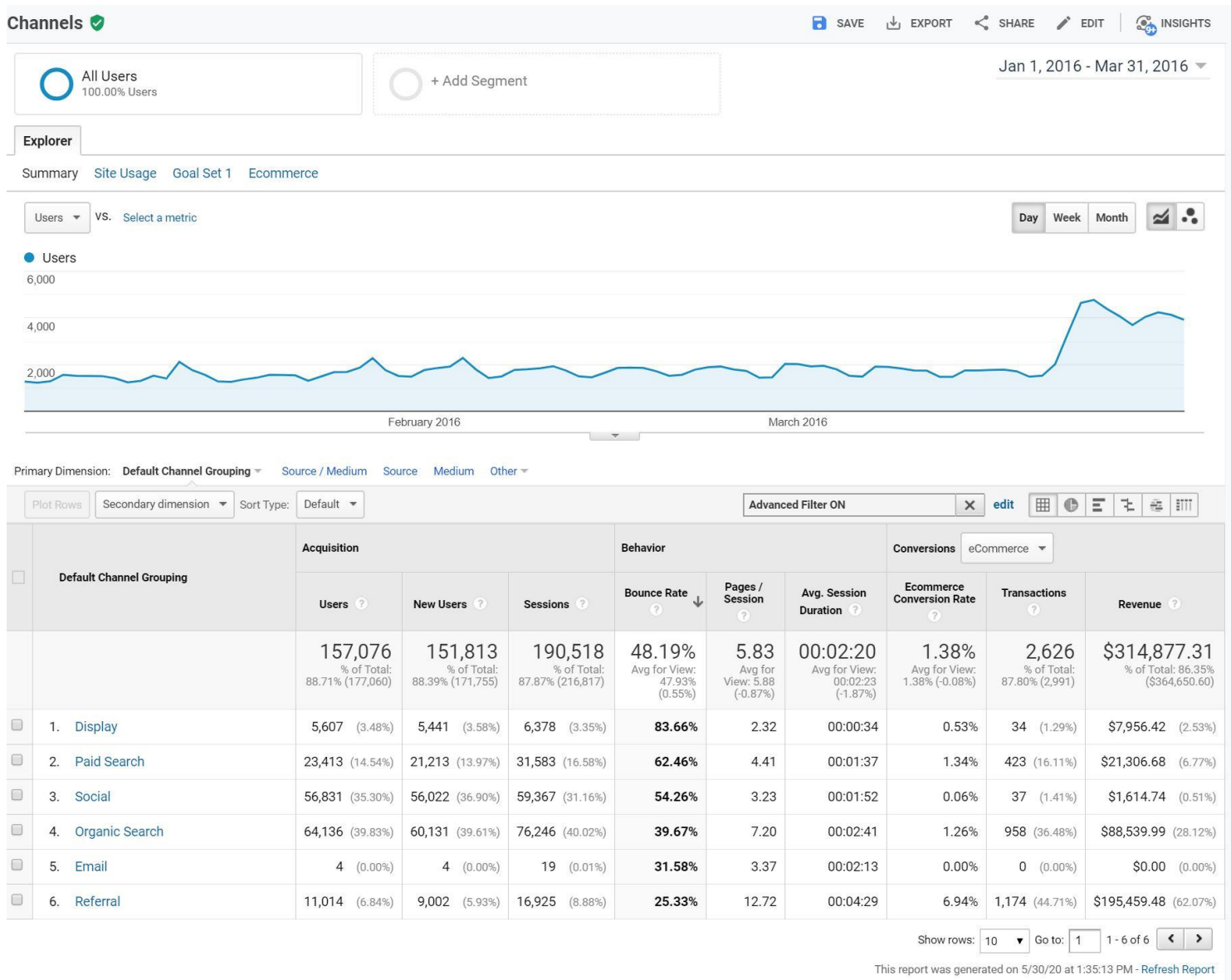
Do you have any ideas why certain trends are associated with these specific weeks?

There was a Christmas holiday in December, 2015 before the first week of January, 2016. It was likely that users had already done enough online shopping around Christmas. Plus, It was New Year's Day in the first week of January, 2016. Users might celebrate this holiday with their families or friends rather than spending their time shopping online. Thus. The aforementioned conjecture might result in the lowest number of users in the Audience Overview report.

On the other hand, the number of users had been increasing after New Year's Day and reach the peak in the week dated from March 20 to March 26, 2016. The conjecture might be that certain users might do more online shopping in certain periods than others.

Standard Display: Acquisition

During the three month period you've selected, excluding *Direct* and (*Other*), which channels had the highest and lowest bounce rates and the highest and lowest eCommerce conversion rates? What do these metrics mean, based on your experience?



Standard Display: Acquisition

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The Display channel had the highest bounce rates and the Referral channel had the lowest ones.

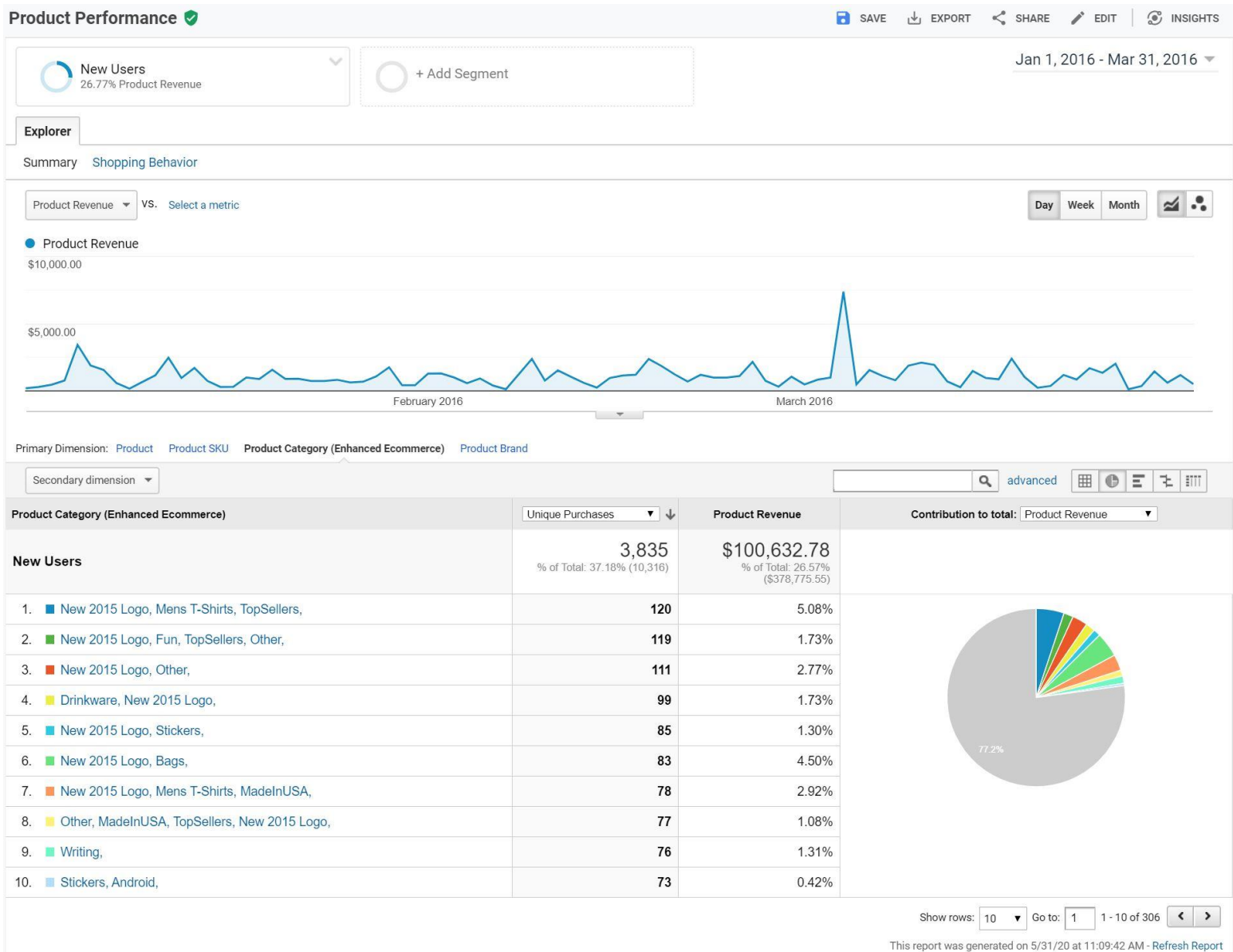
The Referral channel had the highest eCommerce conversion rate and the Email channel had the lowest ones.

Bounce rate is the percentage of single page visits, i.e. visits in which the user left the site from the entrance page without interacting with the page. It reflects the level that users do not like what they see or the content is irrelevant/not good enough. Thus, the lower the bounce rate, the better the site is.

eCommerce conversion rate is the percentage of page visitors who completed a desired activity/goal such as a purchase, a download, sign-up for email etc. Thus, the higher the conversion rate, the more completed activities.

Percentage Display: Conversion

During the three month period you've 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? (Screenshot(s) only; no elaboration required.)



Comparison Display: Behavior

For traffic from All Users between the start and end of your three month period, please provide a comparison report showing Site Speed Page timings for our top ten pages (based on pageviews) and identify any potential troublespots.

Site Speed Page Timings

[SAVE](#) [EXPORT](#) [SHARE](#) [INSIGHTS](#)

 All Users
100.00% Pageviews

 + Add Segment

Jan 1, 2016 - Mar 31, 2016 ▼

Explorer Distribution Map Overlay

Site Usage Technical DOM Timings

Avg. Page Load Time (sec) ▼ VS. Select a metric

Day Week Month  

● Avg. Page Load Time (sec)
40
20

February 2016



March 2016

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

Secondary dimension ▼ Sort Type: Default ▼

 advanced   

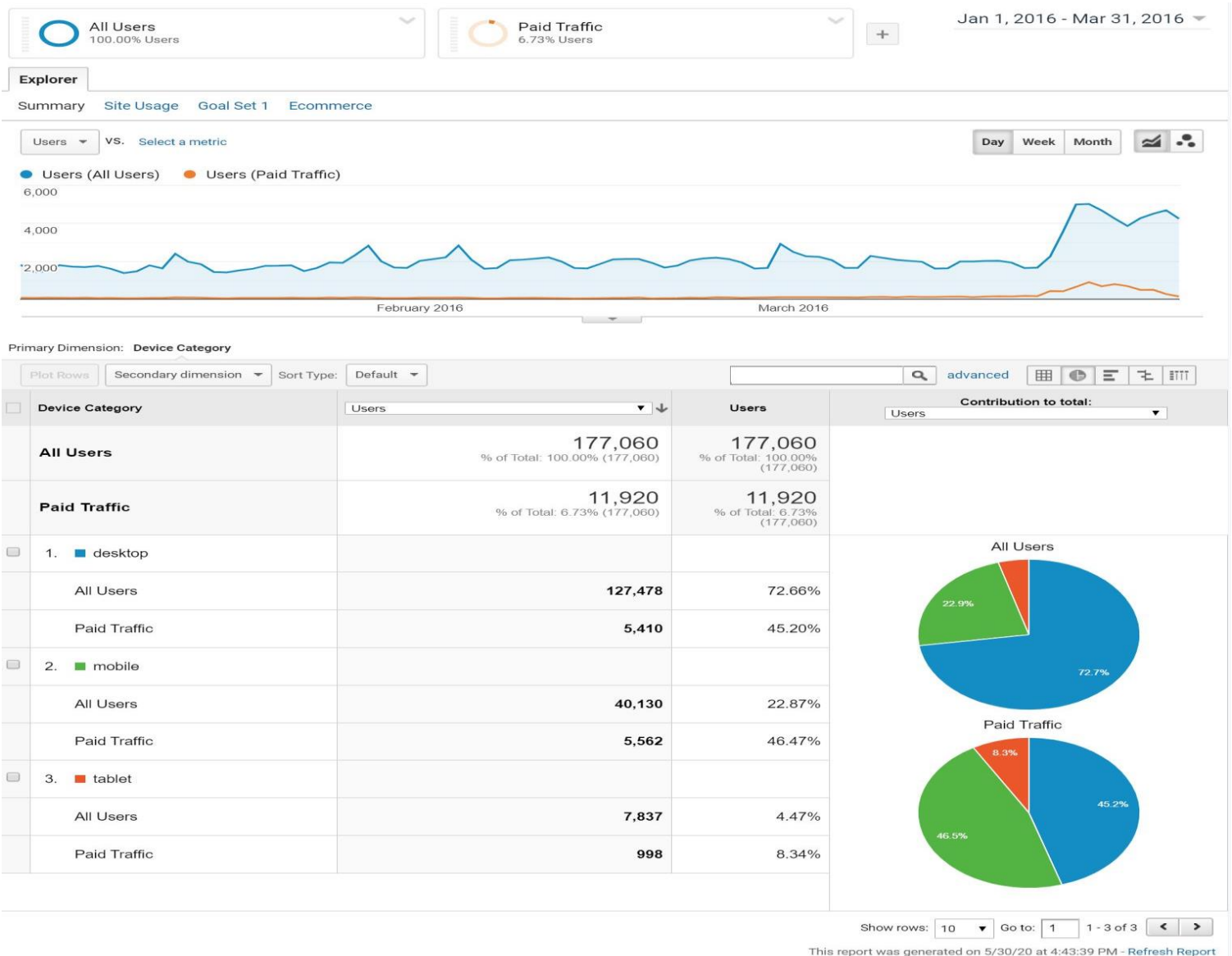
Page		Pageviews	Avg. Page Load Time (sec) (compared to site average)
		1,322,708 % of Total: 103.80% (1,274,273)	3.65 Avg for View: 3.66 (-0.19%)
1.	/shop.axd/Home	82,502	35.54%
2.	/home	63,552	88.39%
3.	/Google+Redesign/Brands/YouTube/home	60,835	104.00%
4.	/Google+Redesign/Wearables/Men+s+T-Shirts/home	47,716	-27.58%
5.	/Google+Redesign/Fun/home	31,556	-30.52%
6.	/Google+Redesign/Wearables/Men+s+Outerwear/home	29,634	-59.56%
7.	/shop.axd/Cart	28,038	-22.81%
8.	/Google+Redesign/Accessories/Drinkware/home	25,985	-55.73%
9.	/Google+Redesign/Accessories/home	23,704	-36.09%
10.	/Google+Redesign/Wearables/home	22,707	1.24%

Show rows: 10 ▼ Go to: 1 1 - 10 of 6529  

This report was generated on 5/30/20 at 4:26:53 PM - [Refresh Report](#)

Percentage Display: Audience

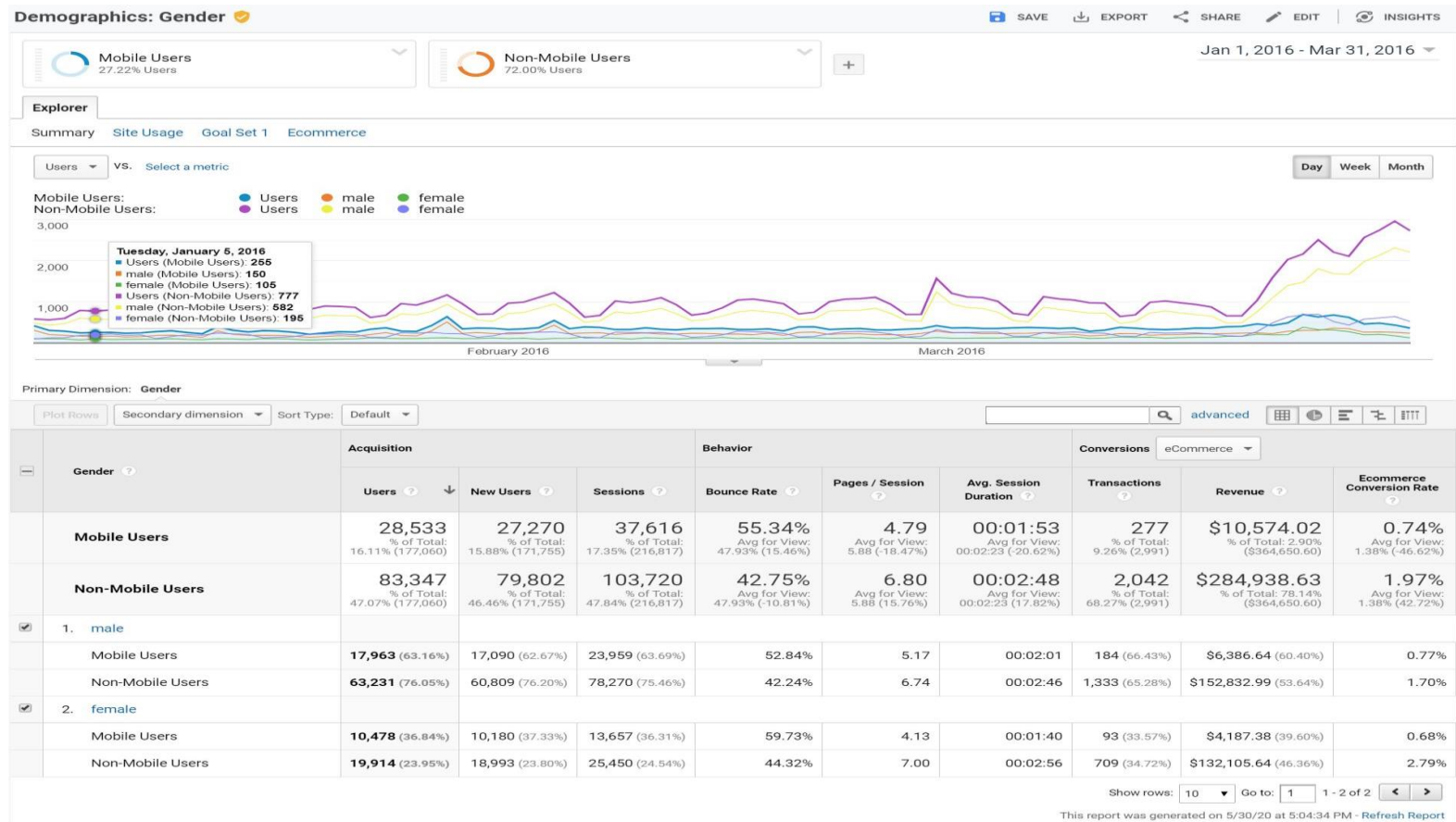
Please go into the Audience → Overview → Mobile report and provide a screenshot or screenshots that show the following: Between the start and end of the three month period you've chosen, please provide percentage charts (pie charts) that show what percentage of All Users came from mobile, desktop, and tablet devices and what percentage of Paid Traffic Users came from mobile, desktop, and tablet devices.





Segmentation

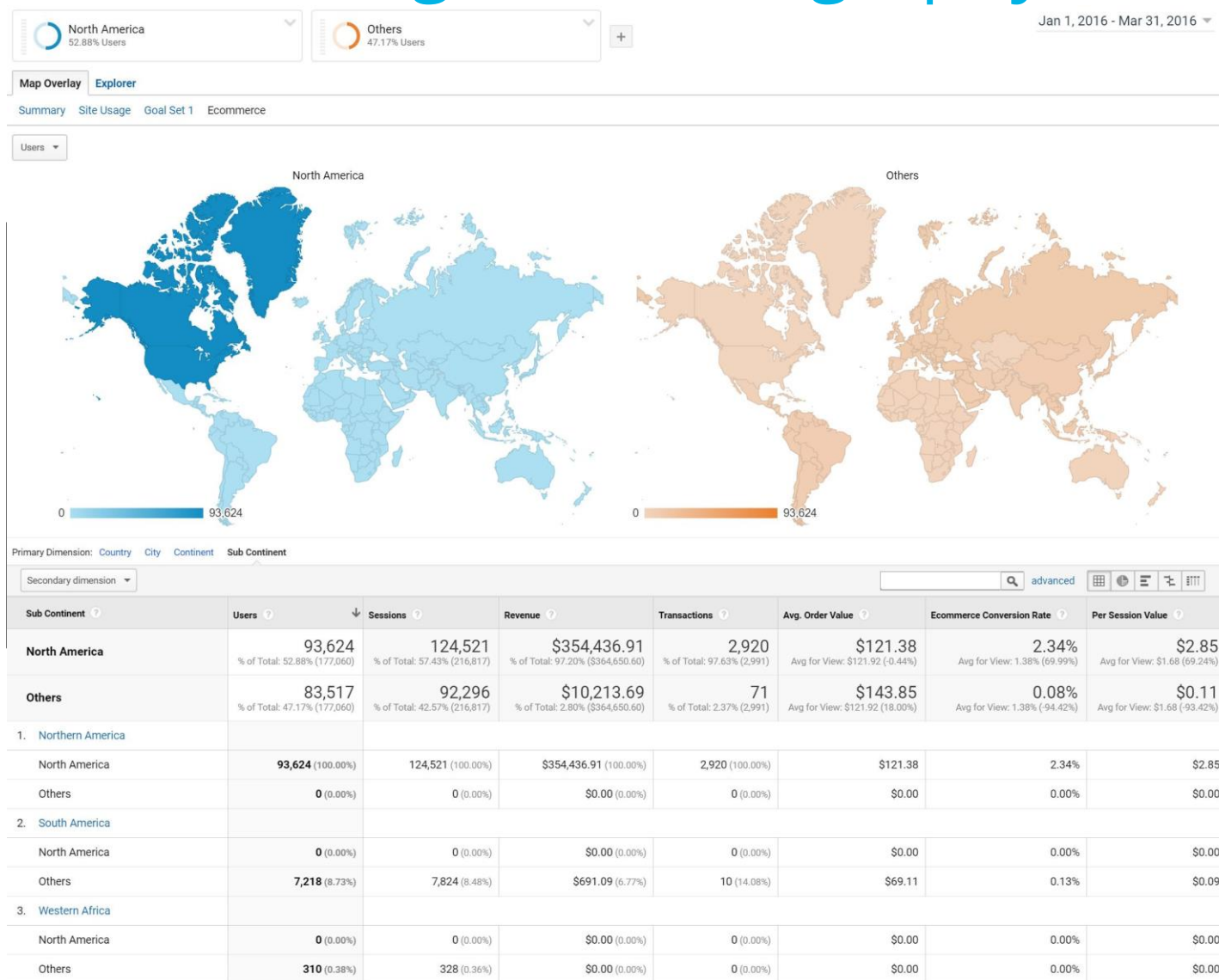
Audience Segment: Characteristic



During the three months period selected, did mobile or non-mobile users generate larger revenue and/or higher eCommerce conversion rate?

According to the above report, non-mobile users generated much larger revenue (\$284,938.63) than mobile ones did (\$10,574.02) no matter what their genders were. The same applied to the eCommerce conversion rate (1.97% for non-mobile users and 0.74% for mobile ones).

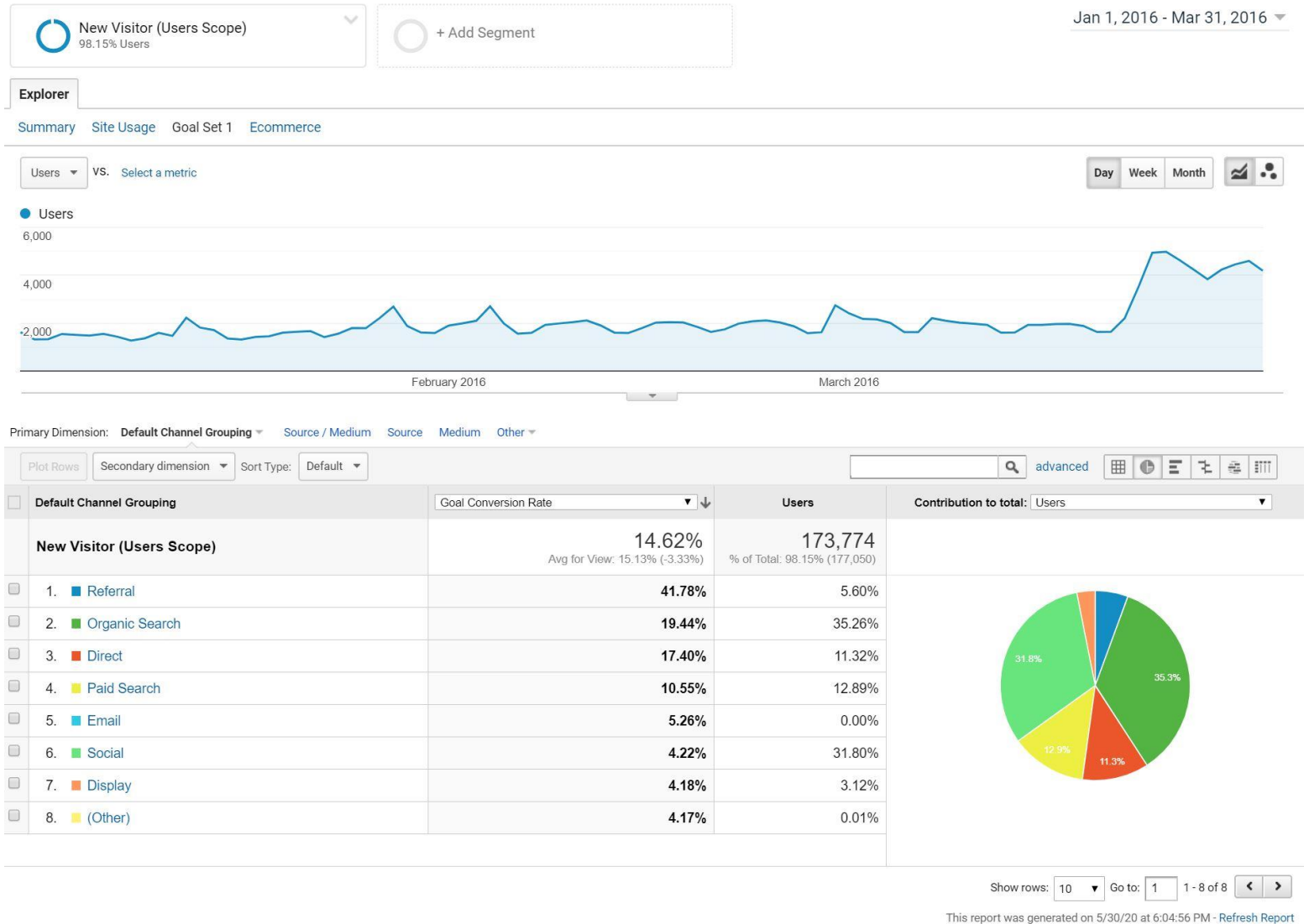
Audience Segment: Geography



During the three months period selected, what were the revenue and ecommerce conversion rate for the North America and other continents?

Based on the report, 97.20% of the store revenue (\$354,436.91) came from North America users with 2.35% ecommerce conversion rate while only 2.80% of the store revenue (\$10,213.69) came from other continents with 0.08% ecommerce conversion rate.

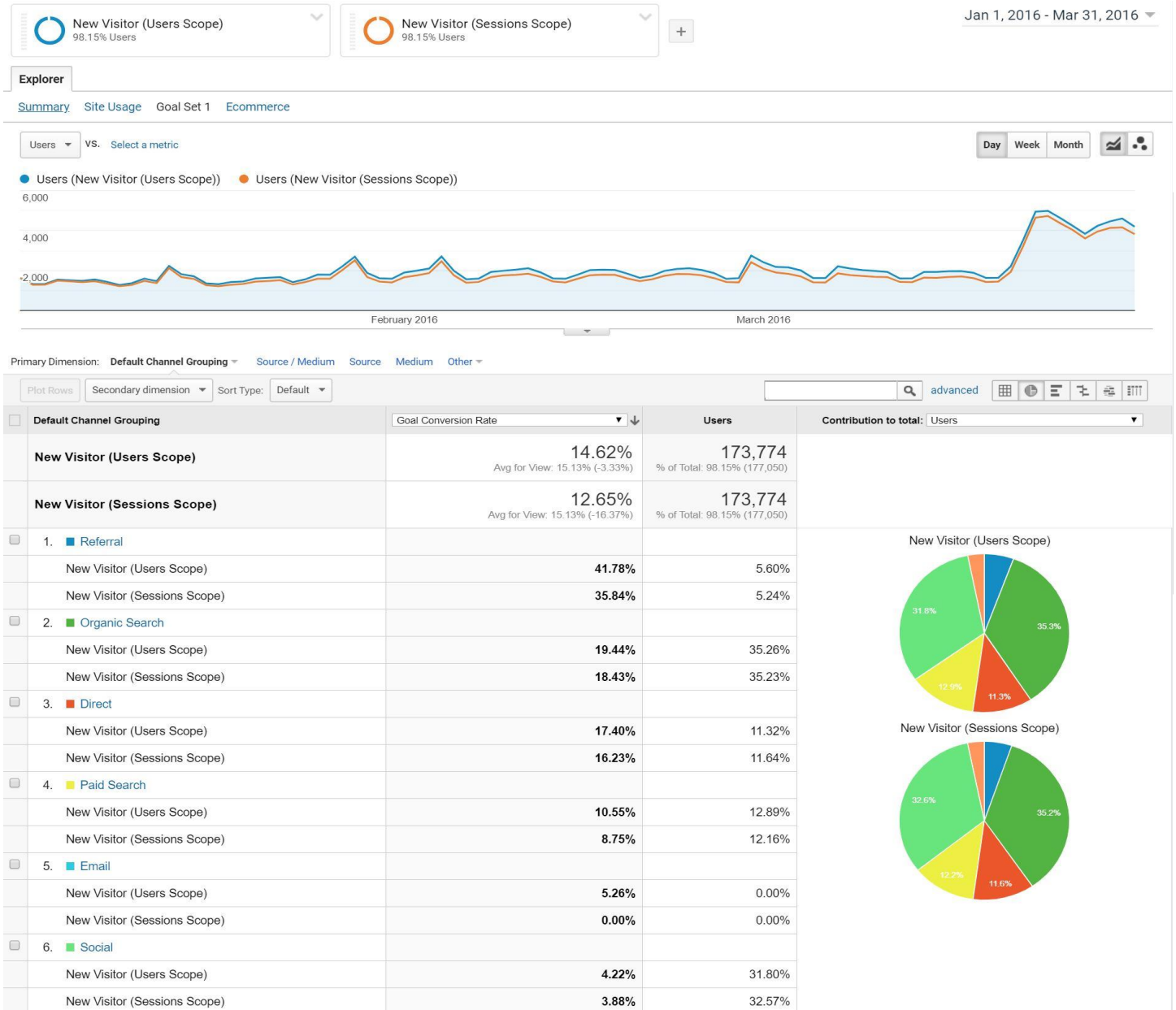
Audience Segment: User Behavior (1/2)



During the three months period selected, what were the percentages of new visitors (user scope) contributed to Goal Conversion Rate?

Based on the report, new visitors contributed 14.62% to Goal Conversion Rate. Top three channels including Referral, Organic Search and Direct contributed 41.75%, 19.44% and 17.40% to the Goal Conversion Rate, respectively.

Audience Segment: User Behavior (2/2)



Part Two:

Connecting a Data Source and Creating a Custom Dashboard

1. Merchandise Store Draft Dashboard: Built on the Master View

Data Studio

Search Data Studio

Recent Reports Data sources Explorer

Recent

Shared with me

Owned by me

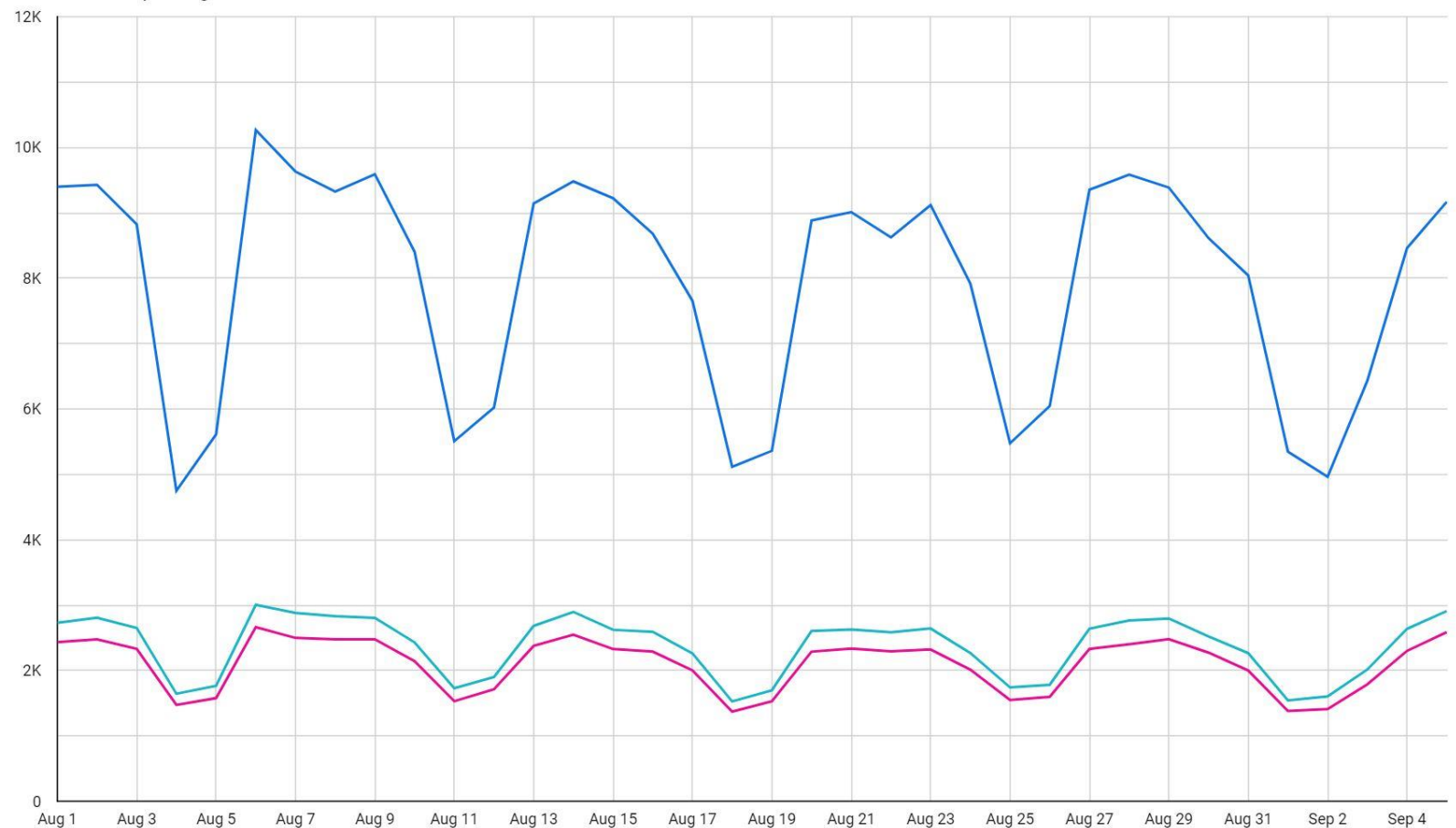
Trash

Name	Owned by anyone	Last opened by me	
1 Master View	Chris H	4:19 PM	

2. Merchandise Store Draft Dashboard: Time Series chart

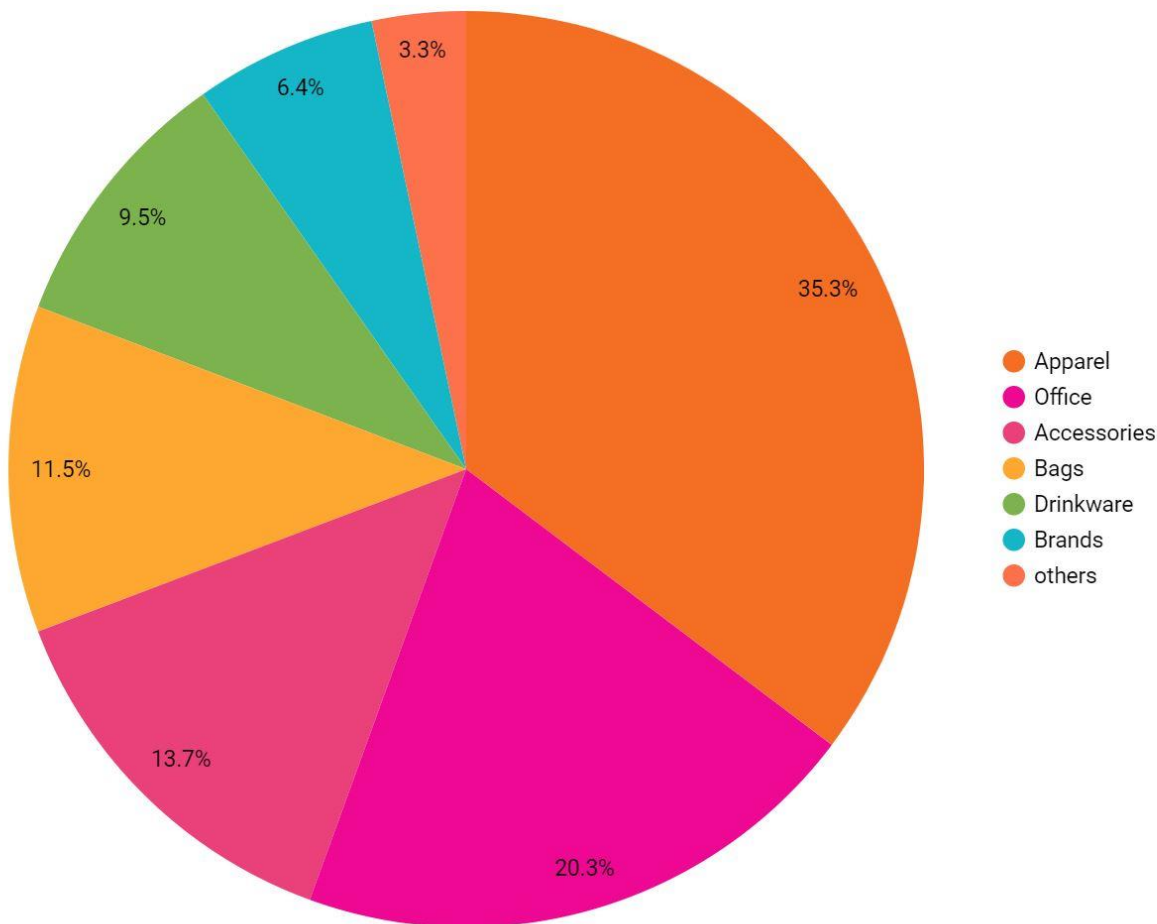
Aug 1, 2018 - Sep 5, 2018

Unique Pageviews Sessions Users



3. Merchandise Store Draft Dashboard: Pie chart, 7 slices

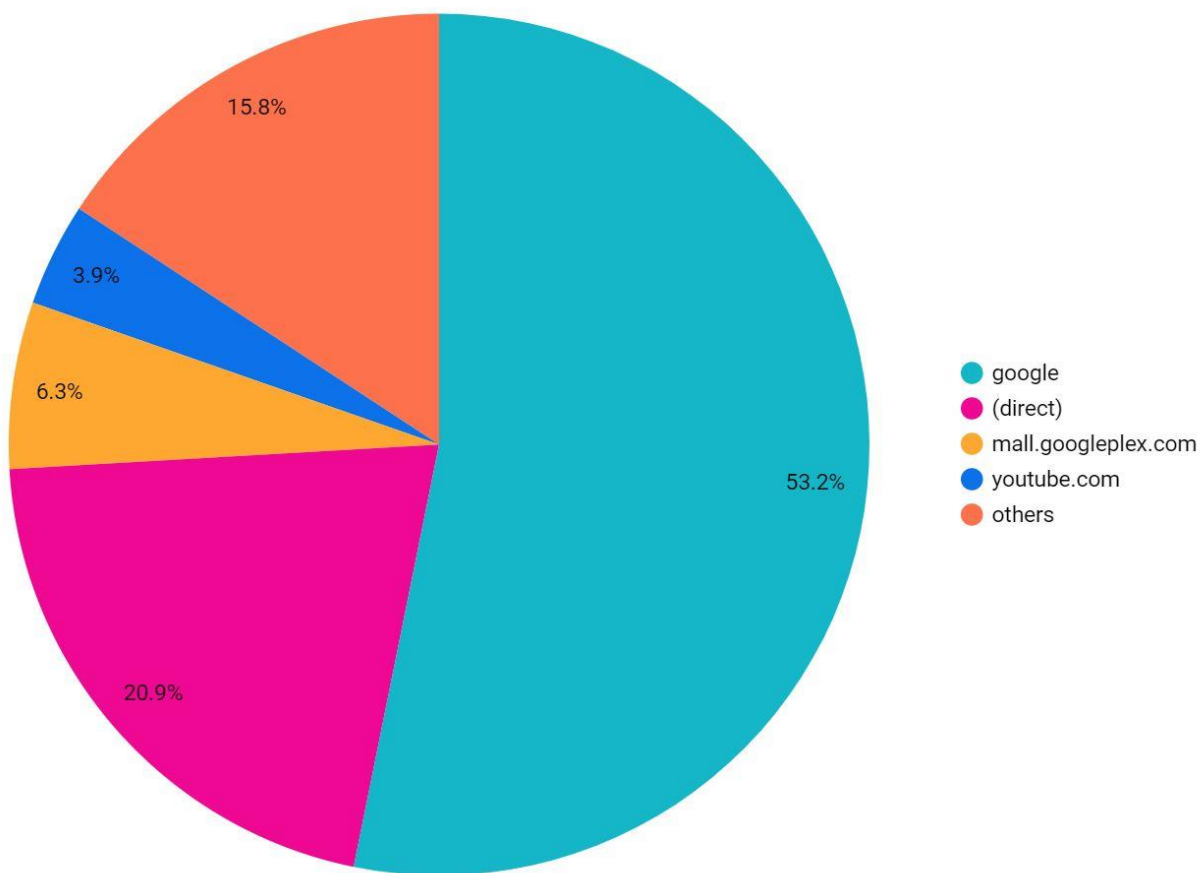
Aug 1, 2018 - Sep 5, 2018



4. Merchandise Store Draft

Dashboard: Pie chart, 5 slices

Aug 1, 2018 - Sep 5, 2018



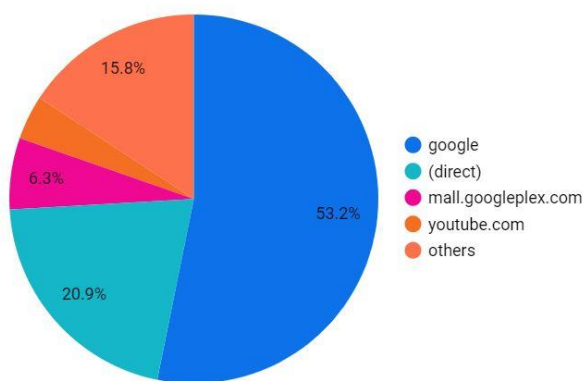
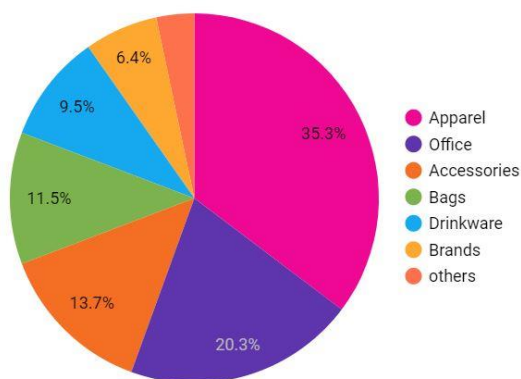
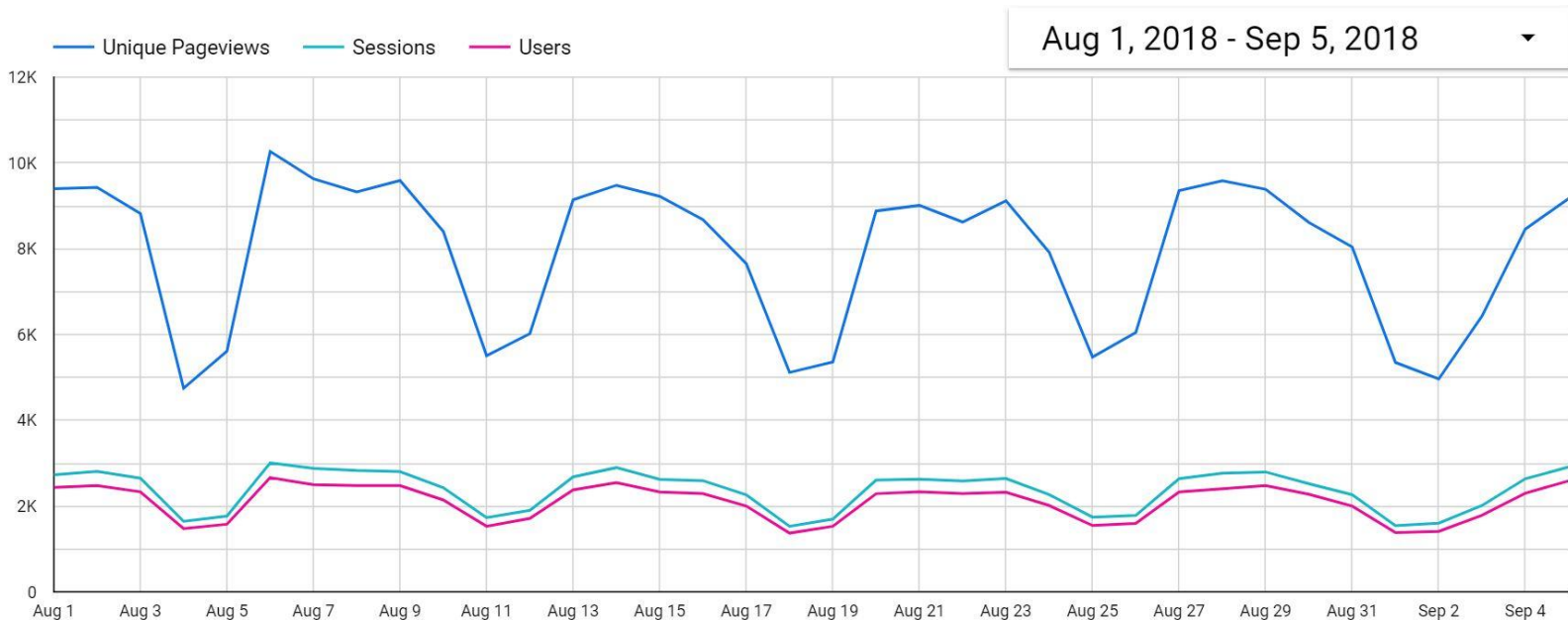
5. Merchandise Store Draft Dashboard: Scorecard

Aug 1, 2018 - Sep 5, 2018 ▼

Avg. Order Value

\$101.32

6. Merchandise Store Draft Dashboard: Date Range Control



Avg. Order Value
\$101.32

Marketing Analytics Nanodegree Program

Google Analytics