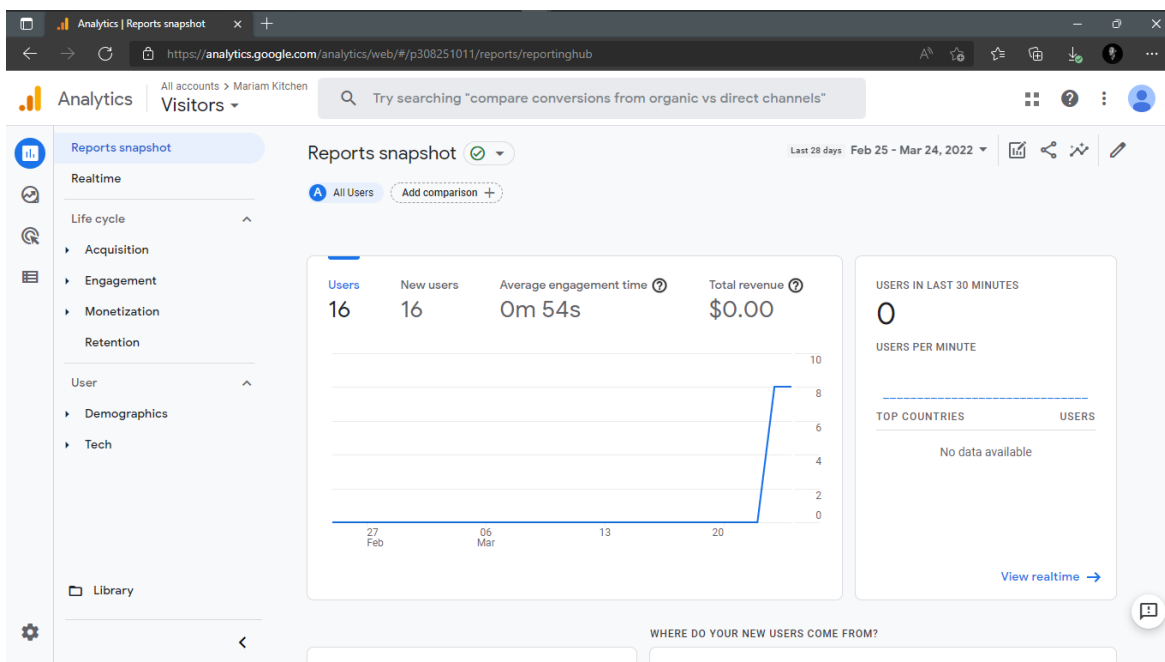


Mariam's Kitchen – Google Analytics

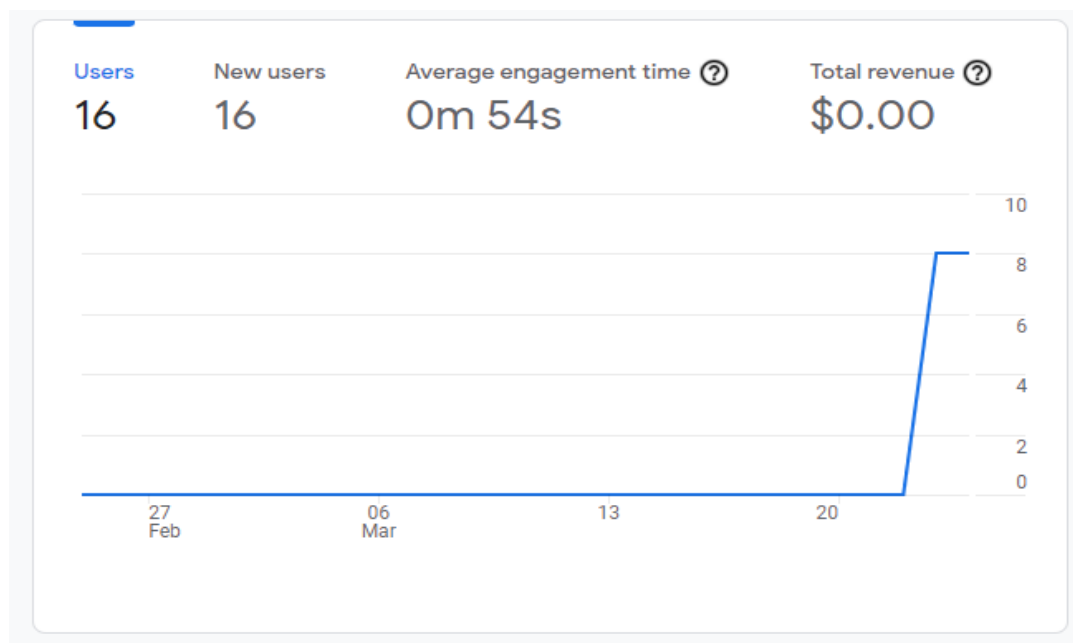
3/25/2022

VERSION 0.1

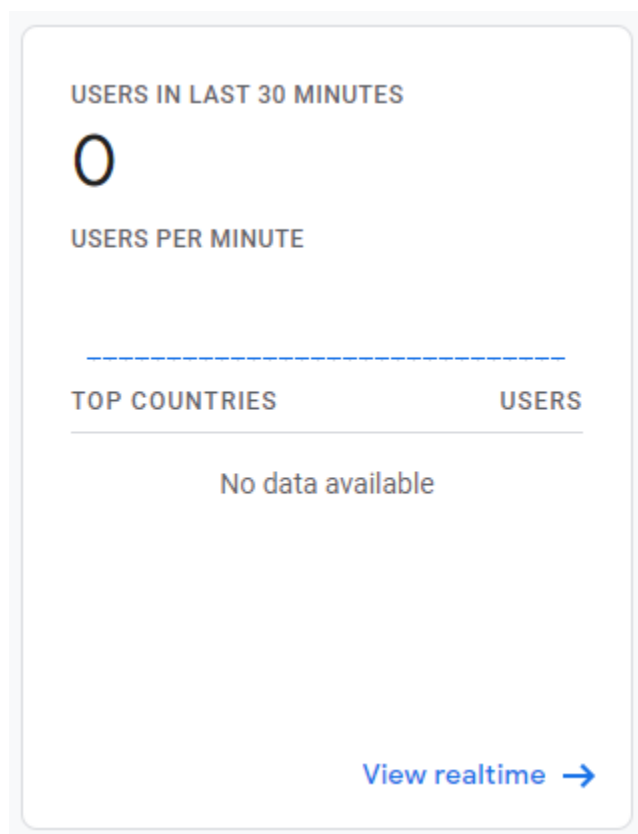
1. General dashboard. Access it via <https://analytics.google.com/analytics/web/#/p308251011/reports/reportinghub>



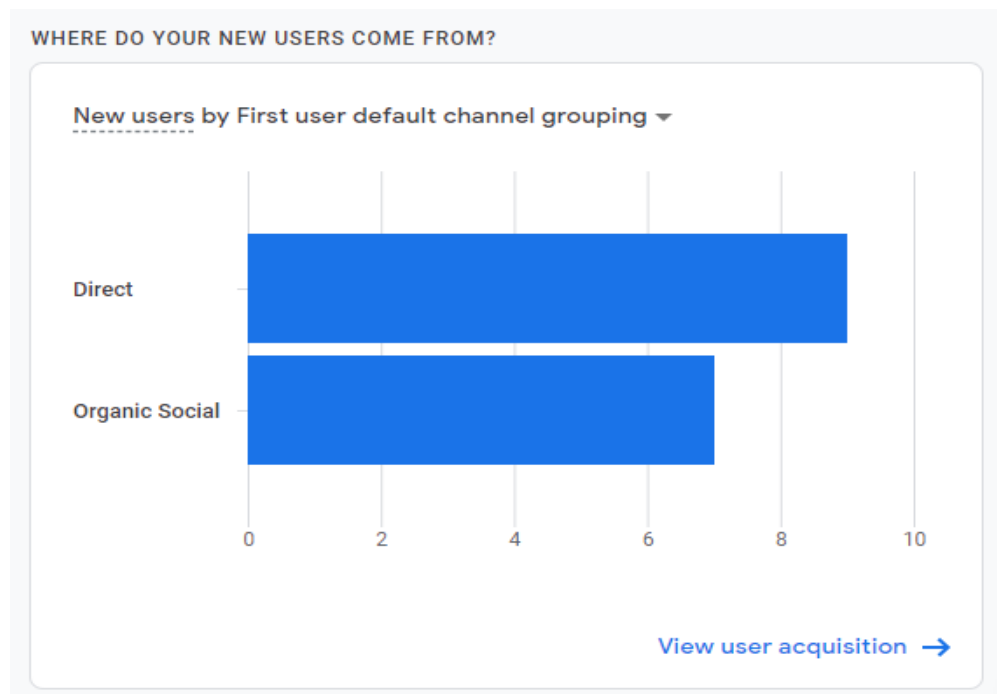
2. Report snapshot of visitors



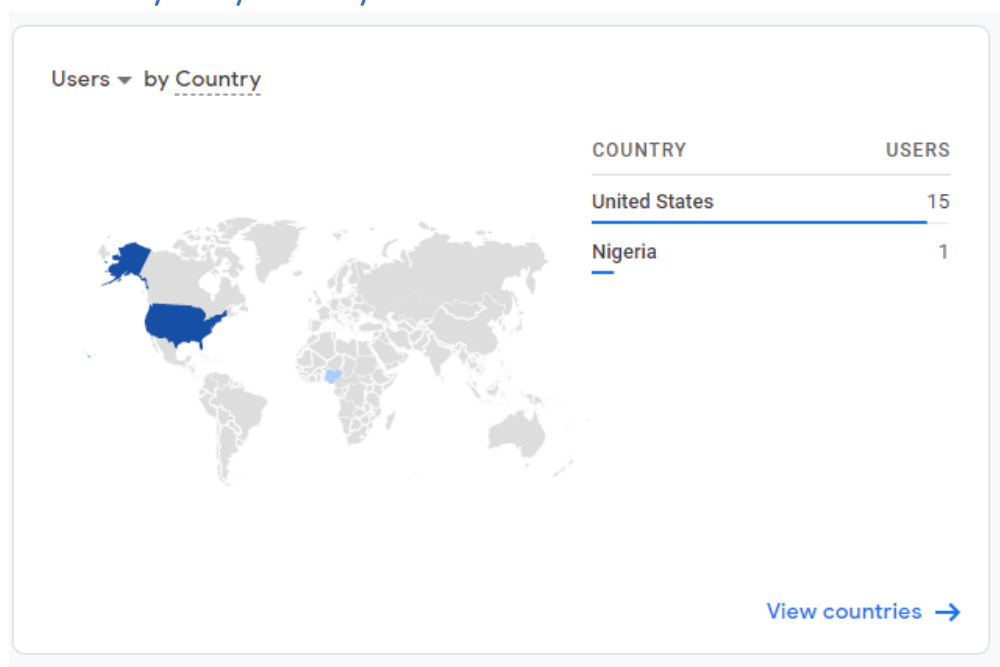
3. Users in last 30 minutes



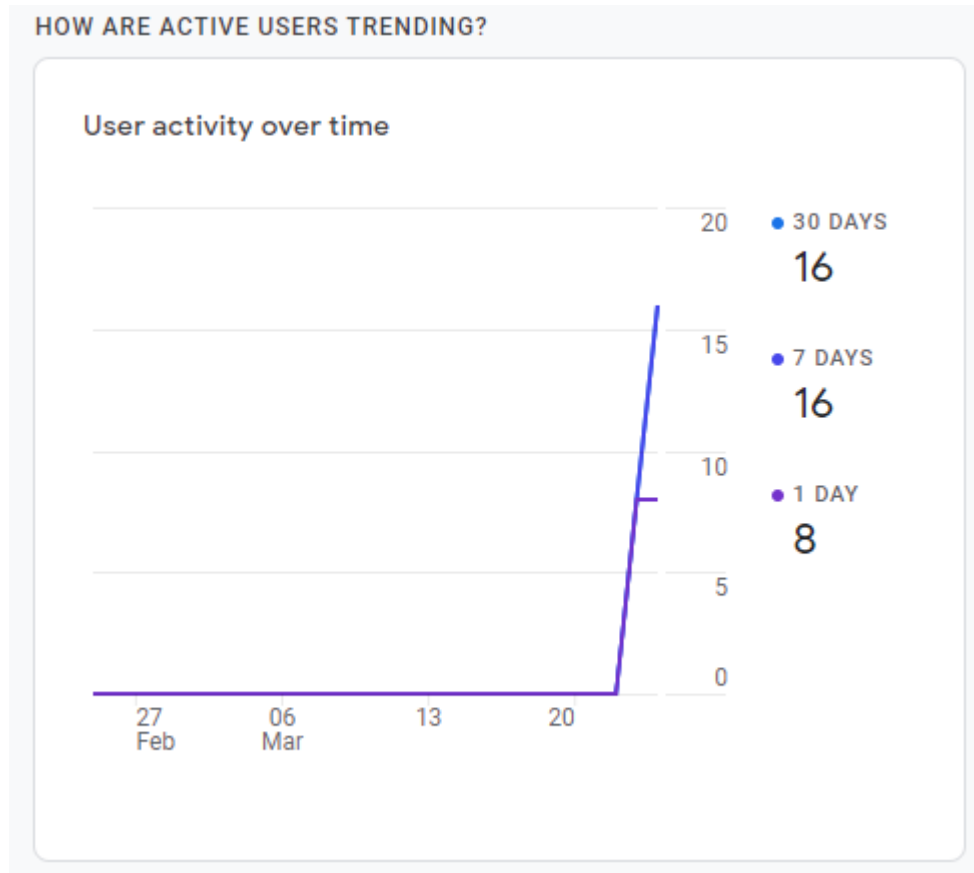
4. Source of traffic



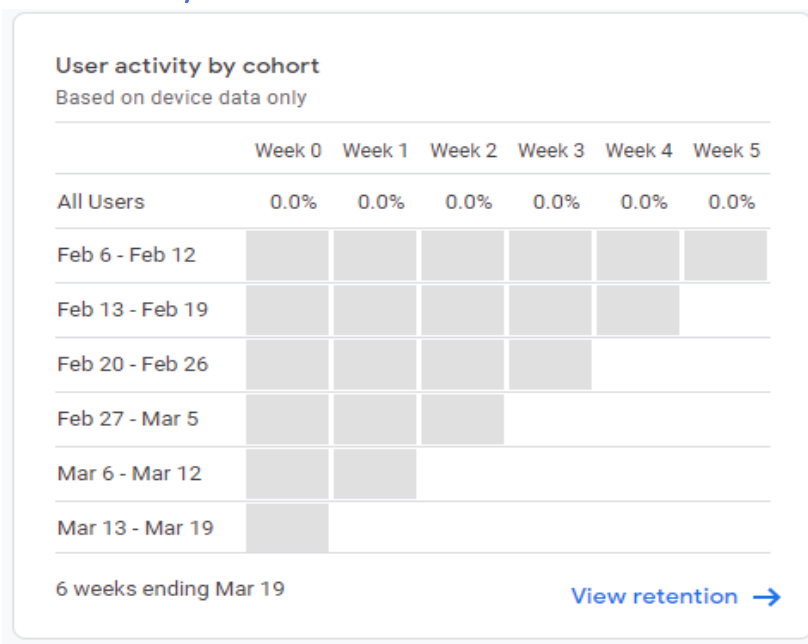
5. Traffic analysis by country



6. How are active users trending?



7. User retention analysis



8. Analysis of page views

WHICH PAGES AND SCREENS GET THE MOST VIEWS?

Views by Page title and screen class

PAGE TITLE AND SCREEN CLASS	VIEWS
Authentic Nigerian Food	32
Store 2 – Authentic Nigerian Food	24
Protein – Store 2 – Authentic Nigerian Food	12
3 FOR \$100 – Authentic Nigerian Food	8
Peppered Chicken – Authentic Nigerian Food	8
Rice – Store 2 – Authentic Nigerian Food	8
Saturday Specials – S...thentic Nigerian Food	6

[View pages and screens →](#)

9. What are users doing on your website

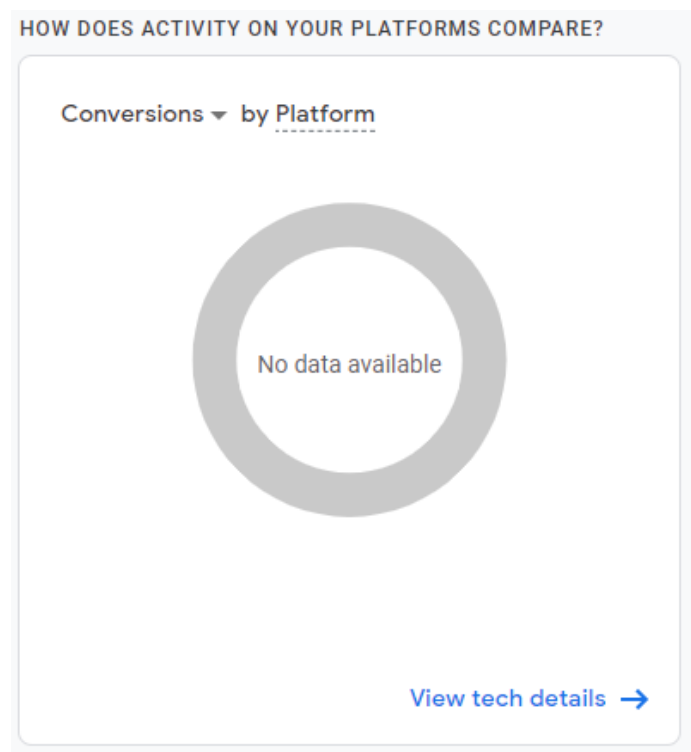
WHAT ARE YOUR TOP EVENTS?

Event count by Event name

EVENT NAME	EVENT COUNT
page_view	129
user_engagement	55
scroll	22
session_start	17
first_visit	16
file_download	3
click	1

[View events](#) →

10. Platform comparison with others



11. How are users visiting your website?

WHAT ARE YOUR TOP CAMPAIGNS?

Sessions ▼ by

Session default channel gro... ▼

SESSION DEFAULT ...	SESSIONS
Direct	8
Organic Social	7
Organic Search	2
Unassigned	1

[View traffic acquisition →](#)