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Google Analytics



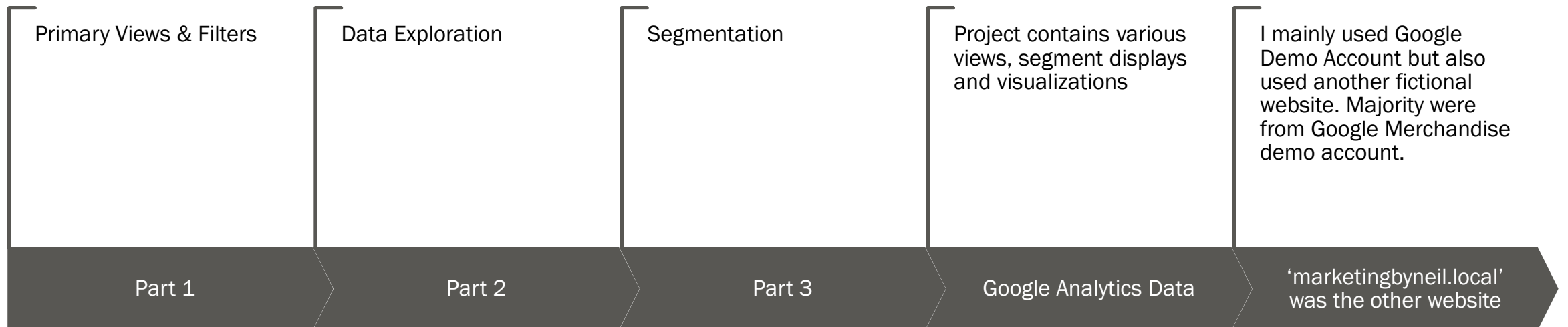
UDACITY

## **ADVANCED DISPLAYS, CREATING SEGMENTS & APPLYING VIEW SETTINGS & FILTERS**

GOOGLE ANALYTICS ANALYSIS & VISUALIZATIONS

SUBMITTED BY : FREDERICK ZORETA

# PROJECT # 5: USING ADVANCED DISPLAYS, SEGMENTS & VIEWS



## PART ONE: PRIMARY VIEWS & FILTERS

- For this entire project, I have opted to mainly use the ‘Google Demo Account aka Google Merchandise Store’. In a few screenshot images, I have also used a fictitious website called “marketing by neil”, which I used in a Google Analytics course that I have purchased using a different learning platform (outside of Udacity).
- The 2 views on the following slides would show ‘creating’ views in Google Analytics

Google Analytics

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# Google Analytics

## PRIMARY VIEWS & FILTERS: INSTRUCTIONS

- An industry best practice is to ensure that there are three different views for whatever property you are working in:
  - Unfiltered (*all the data, never mess with it*)
  - Test (*where you can try things out before making them live*)
  - Production (*where you'll implement your work once it's been tested and it's getting the results you want*)
- To demonstrate your knowledge:
  - If these views already exist, take a screenshot, and insert it on this slide after removing all text except the title of the slide
  - If you have access to create these views, do so, take a screenshot, and insert it on this slide after removing all text except the title of the slide
  - Make a note somewhere on this page as to whether you are using the Google Merchandise Store Demo Account, or your own business.
  - If you don't have access to create these views and they do not already exist, take a screenshot of where these views can be added, paste it above after removing all text except the title of the slide, and provide the steps necessary to create the views



ADMIN

USER

Account [+ Create Account](#)

Demo Account ▾



Account Settings



Account User Management



All Filters



Trash Can

Property [+ Create Property](#)

Google Merchandise Store (UA-54516992-1) ▾



Property Settings



Tracking Info

## PRODUCT LINKING



Google Ads Linking



AdSense Linking



Ad Exchange Linking

View [+ Create View](#)

1 Master View ▾



View Settings



Goals



Filters



Ecommerce Settings

Calculated Metrics **BETA**

## PERSONAL TOOLS &amp; ASSETS

**SINCE THIS VIEW IS ON A DEMO ACCOUNT, I COULD NOT ACCESS THE CREATE VIEW OPTION.  
FOR THE SAKE OF INFORMATION, THE STEPS IN GOING TO CREATE VIEW IS:**

**GO TO ADMIN > CLICK THE "CREATE VIEW" BLUE TAB**



ADMIN

USER



Account

[+ Create Account](#)

MarketingByNeilLocal ▾



Account Settings



Account User Management



All Filters



Account Change History



Trash Can

Property

[+ Create Property](#)

MarketingByNeilDefault (UA-186433580-1) ▾



GA4 Setup Assistant



Property Settings



Property User Management



Tracking Info



Property Change History



Data Deletion Requests

PRODUCT LINKING

View

[+ Create View](#)

All Web Site Data ▾



View Settings



View User Management



Goals



Content Grouping



Filters

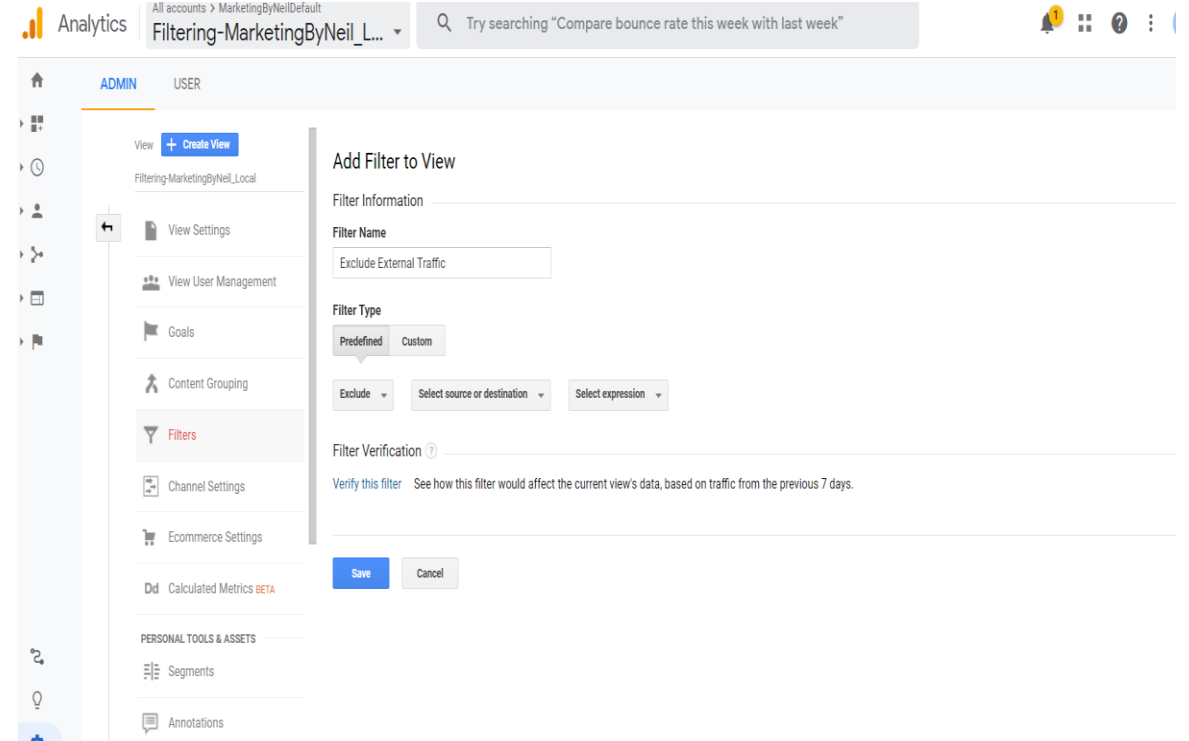
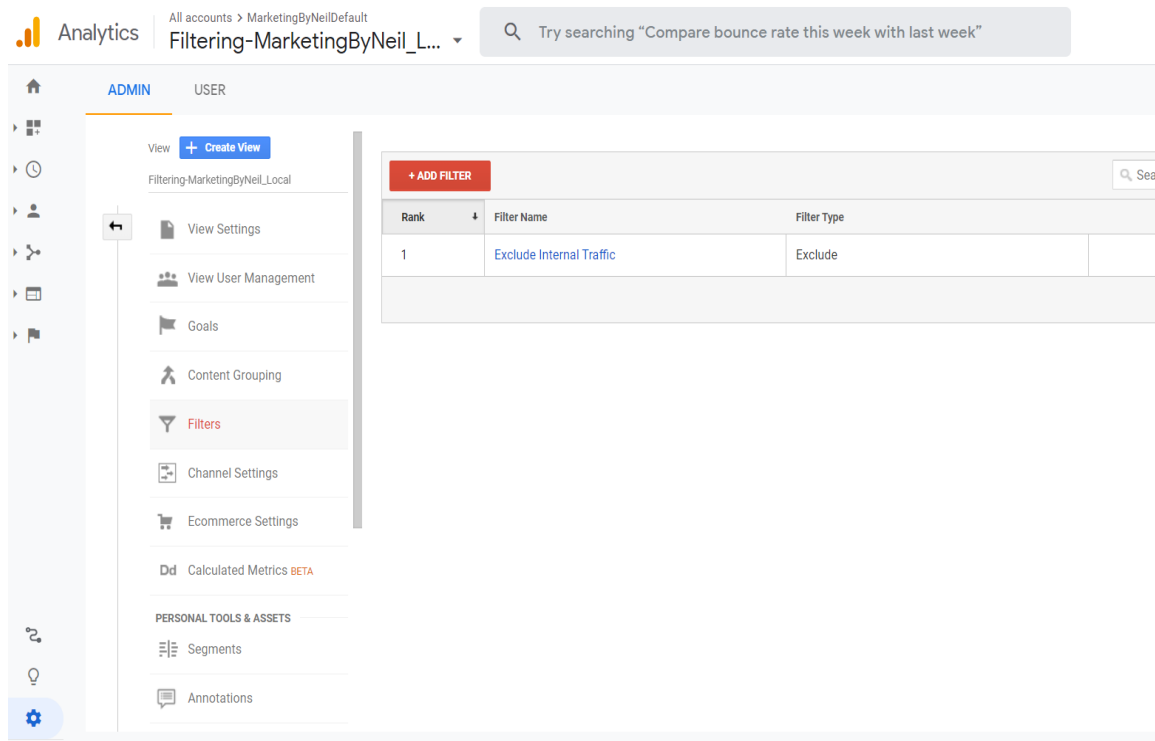


Channel Settings



Ecommerce Settings

**BELOW IS A VIEW OPTION. I HAVE USED A FICTITIOUS WEBSITE CALLED “MARKETINGBYNEIL.LOCAL”**



**THESE ARE THE IMAGES OF FILTERS BEING CREATED.  
I HAVE CREATED A FILTER NAMED “EXCLUDE INTERNAL TRAFFIC”, WHICH IS USALLY USED FOR  
MARKETING ANALYSIS**

## PART TWO: DATA EXPLORATION

- This entire section shows the Standard Display Audience
- The Standard Display Audience on a 3 Month Time Frame
- An Analysis of the 3 Month Time Frame
- The Standard Display – Acquisition
- The Percentage Display – Conversion
- Comparison Display – Behavior
- Percentage Display – Audience

Google Analytics




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oogle Analytics

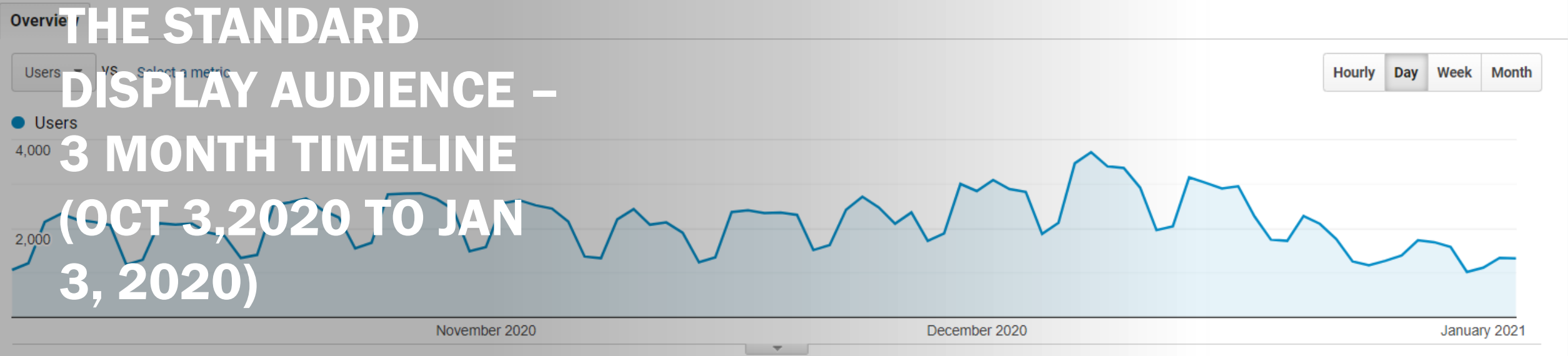
## REPORT EXPLORATION: INSTRUCTIONS

- For this project, you're working with a client who has limited knowledge and experience, and who is relying your critical eye and expertise. They've looked at the data but aren't sure what to make of it, and they have specific questions they want you to answer. Some of the questions are driven by a cut-and-dry need to know. For others, you may be asked to share your insight.
- To demonstrate your knowledge:
  - For each of the questions that follow, take screenshots that show what you believe to be the answers
  - Provide annotations where necessary to give clarity to your answer
  - If you are asked to provide your insight on a given question, provide those, too, on another slide right after the slide that contains your screenshot(s)
  - Place your questions, screenshots, and notes on the slides that follow.

 All Users  
100.00% Users


 + Add Segment

Oct 3, 2020 - Jan 3, 2021




Users

159,828




New Users

155,059




Sessions

219,259




Number of Sessions per User

1.37




Pageviews

1,128,367




Pages / Session

5.15




Avg. Session Duration

00:03:18

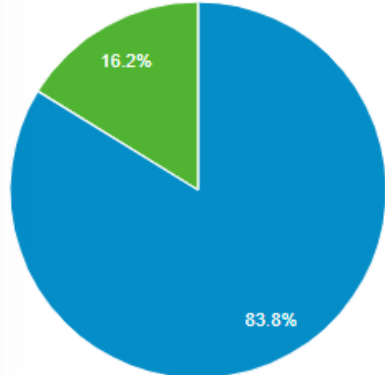


Bounce Rate

45.88%



New Visitor Returning Visitor



83.8%

16.2%

All Users  
100.00% Users

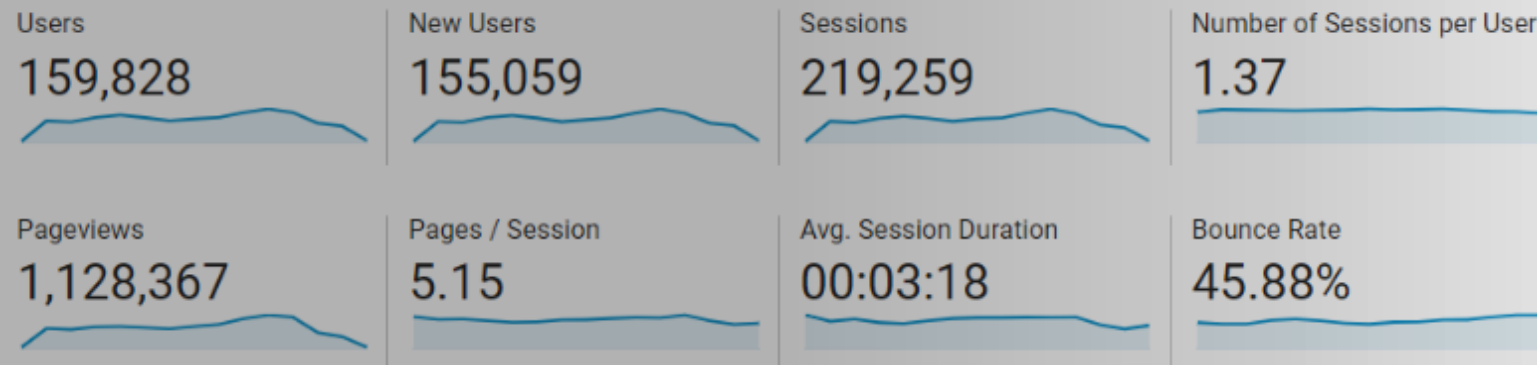
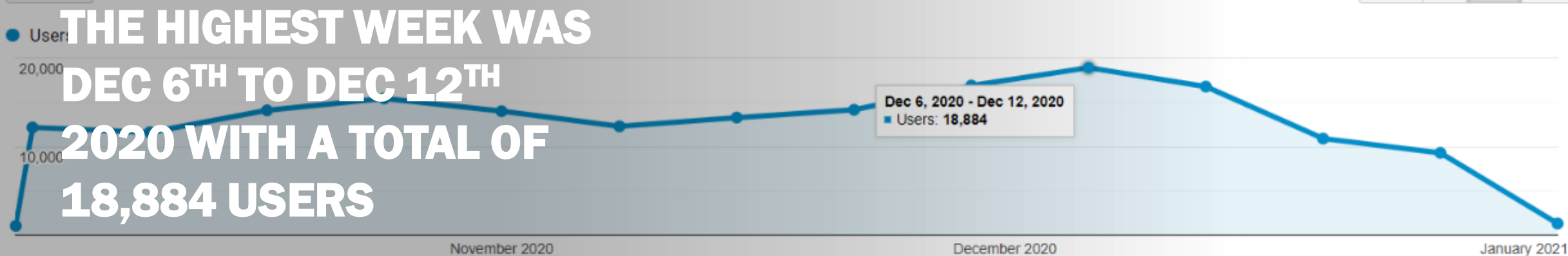
+ Add Segment

Oct 3, 2020 - Jan 3, 2021

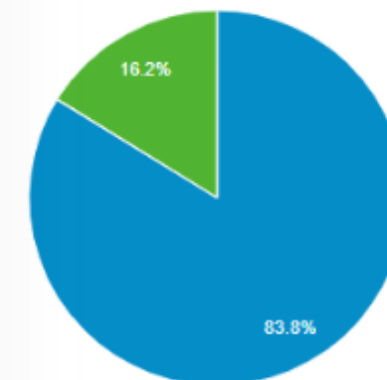
## Overview

Users vs. Select a metric

Hourly Day Week Month



New Visitor Returning Visitor



All Users  
100.00% Users

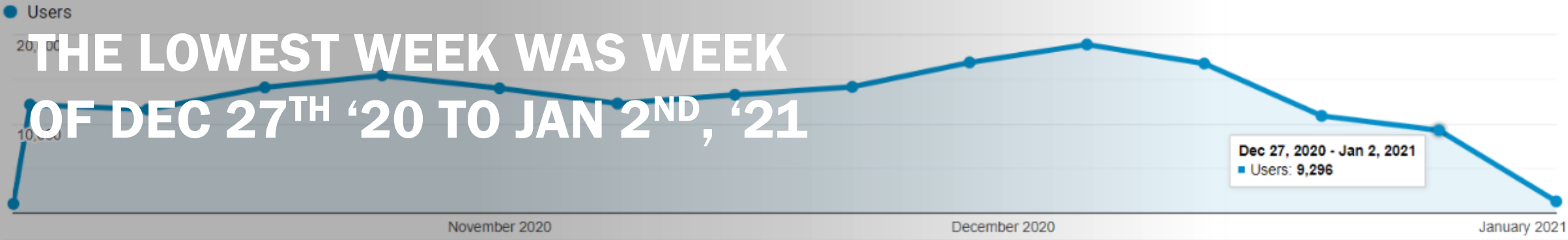
+ Add Segment

Oct 3, 2020 - Jan 3, 2021

Overview

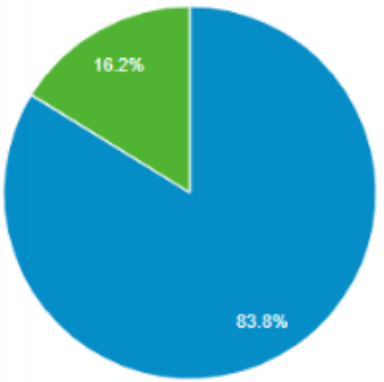
Users vs. Select a metric

Hourly Day Week Month



<p>Users</p> <p>159,828</p>	<p>New Users</p> <p>155,059</p>	<p>Sessions</p> <p>219,259</p>	<p>Number of Sessions per User</p> <p>1.37</p>
<p>Pageviews</p> <p>1,128,367</p>	<p>Pages / Session</p> <p>5.15</p>	<p>Avg. Session Duration</p> <p>00:03:18</p>	<p>Bounce Rate</p> <p>45.88%</p>

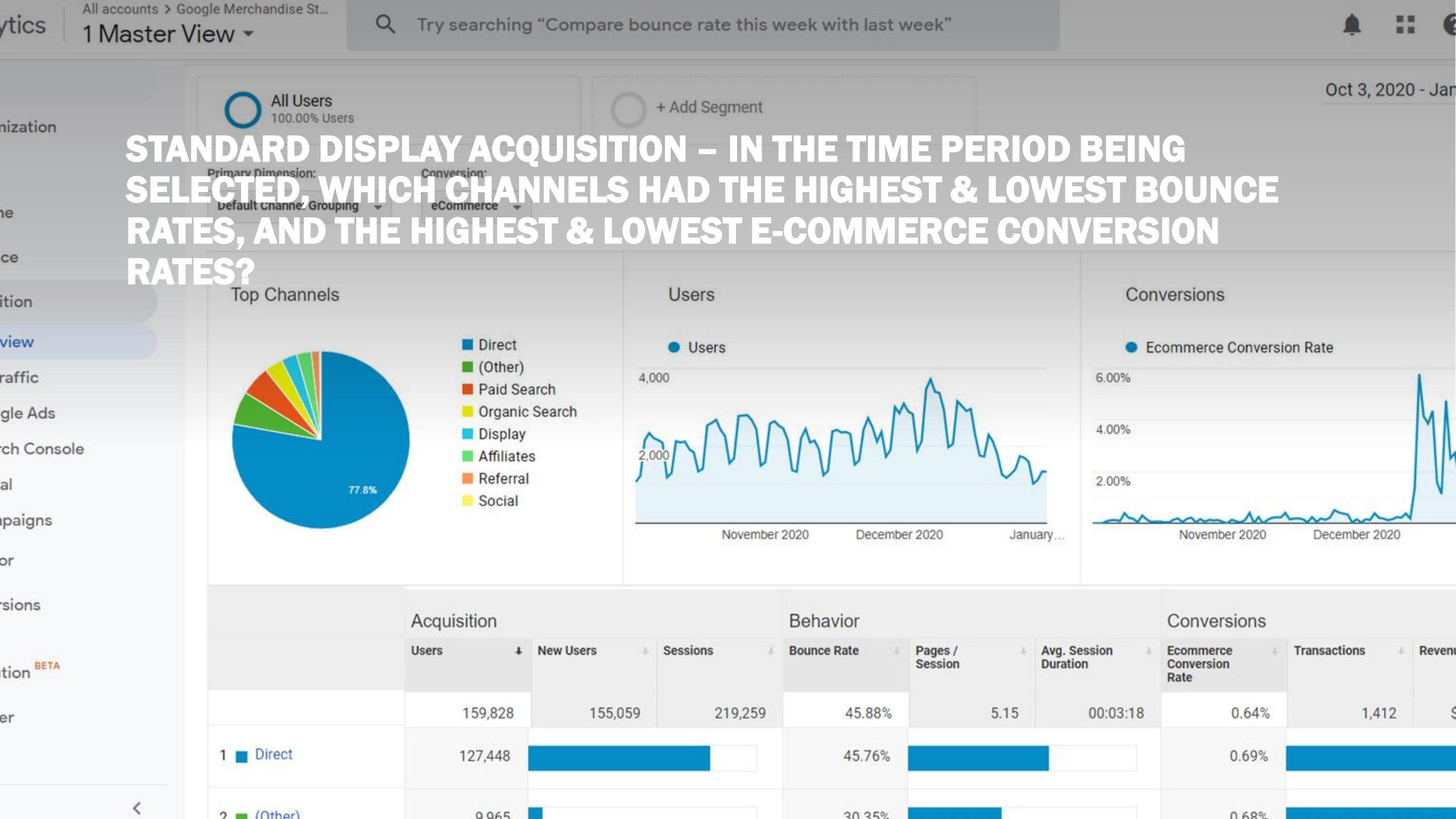
New Visitor Returning Visitor

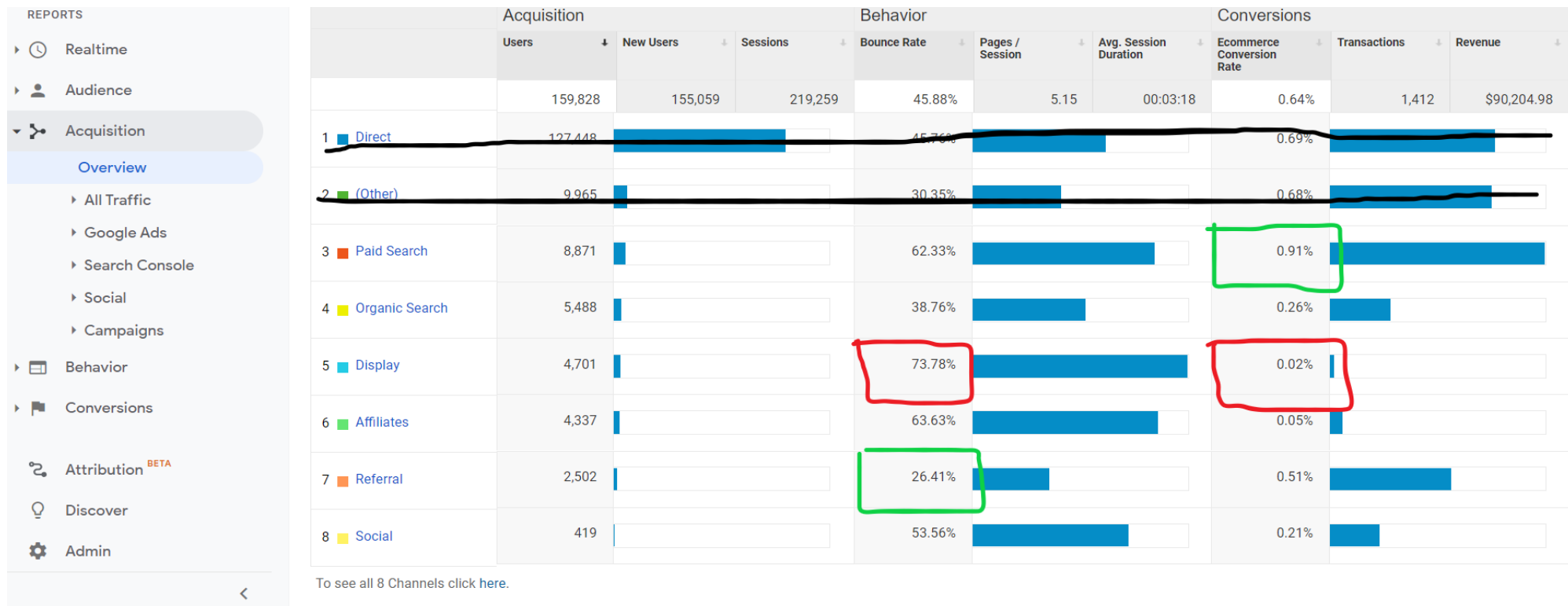


## STANDARD DISPLAY AUDIENCE – EXPLAINING THE HIGHEST & LOWEST WEEKS

- Based on the numbers and the timing, it is safe to HYPOTHESIZE that the highest week was Dec 6<sup>th</sup> to Dec 12<sup>th</sup> 2020 with a total of 18,884. A good hypothesis to this would be that majority of people are anticipating the holidays and are looking for online shopping. Especially with the current global pandemic, users have no choice but to opt for online retailing .
- The lowest week on the other hand was only a few weeks apart from the highest. Dec 27<sup>th</sup> ,2020 to Jan 2<sup>nd</sup> 2021 was the lowest weeks with 9,296 users. A very good hypothesis to this would be that the year is about to end. Normally, most people are already done with the 'buying spree'. And those that do celebrate new year's eve have other purposes and agenda, other than doing online shopping.

Google Analytics





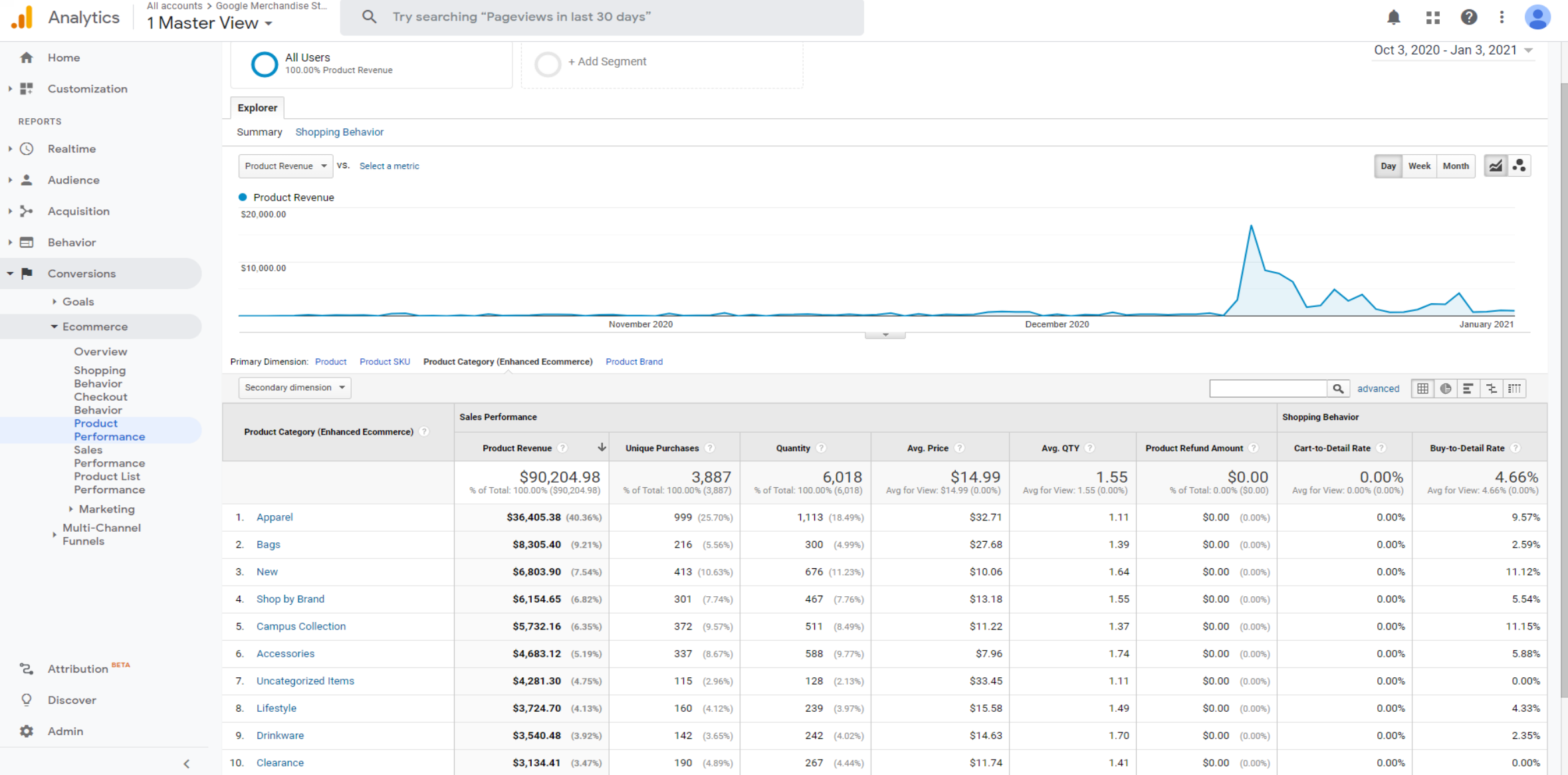
A QUICK ANALYSIS SHOWS THAT DISPLAY CHANNEL HAD HIGHEST BOUNCE RATES AT 73.78 % . THIS MEANS THAT DISPLAY IS NOT PERFORMING WELL AS A MODE OF CONVERSION.

REFERRALS HAD THE LOWEST BOUNCE RATES WITH 26.41 % . THIS SHOWS THAT REFERRALS ARE VERY VIABLE MEANS OF CONVERTING USERS/VISITORS TO OUR SITE

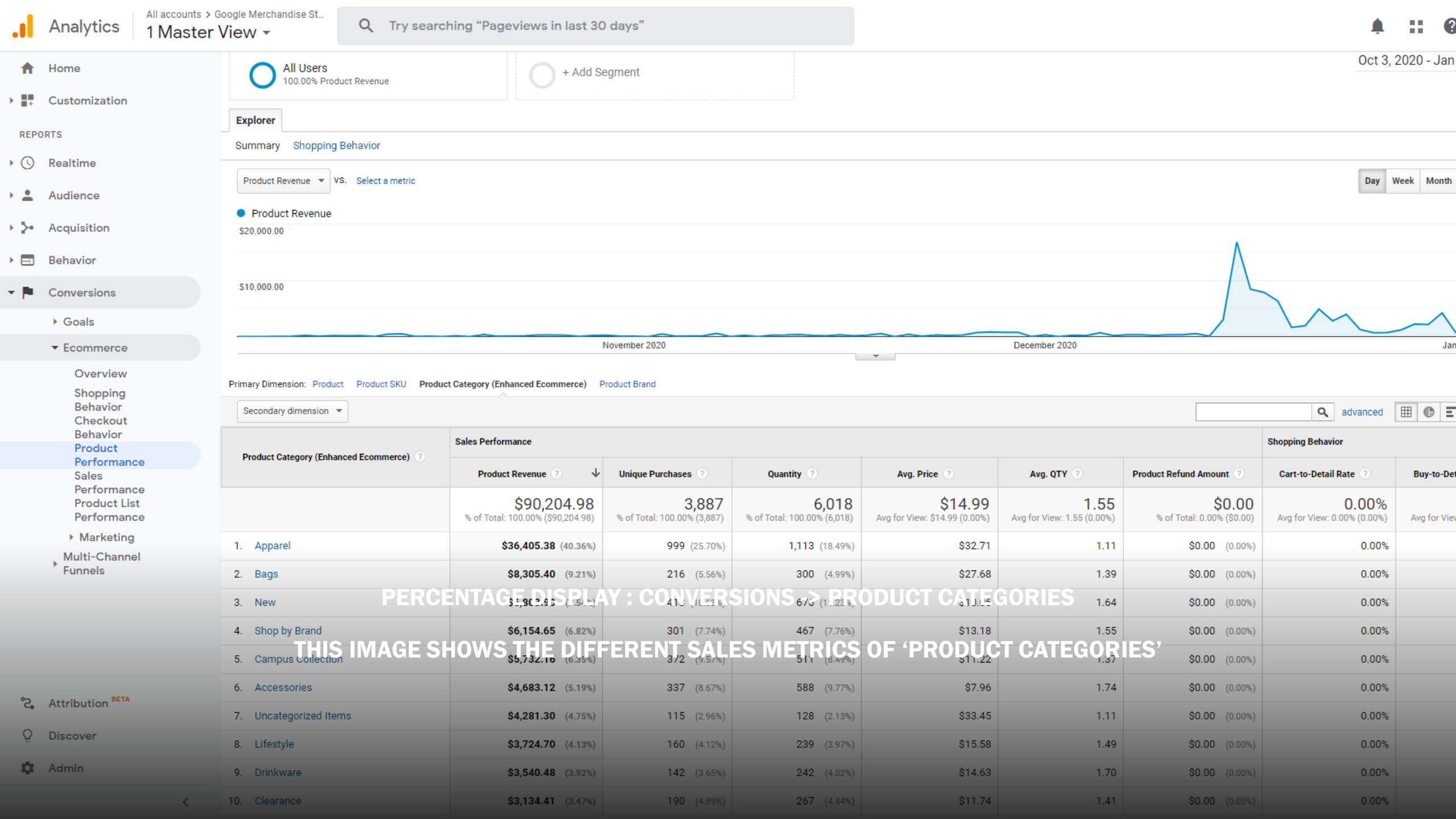
- Meanwhile, PAID SEARCH had the HIGHEST Conversion Rate with 0.91 % . This states that Paid Search is extremely viable as a means to converting site visitors.
- While DISPLAY again had the LOWEST Conversion Rate with 0.02% . Quite the opposite from paid search. This shows that Display is a very poor means of user/visitor conversion. A 0.02% conversion rate is numerically and literally almost no value.



# DISPLAY CONVERIONS – PRODUCT CATEGORIES

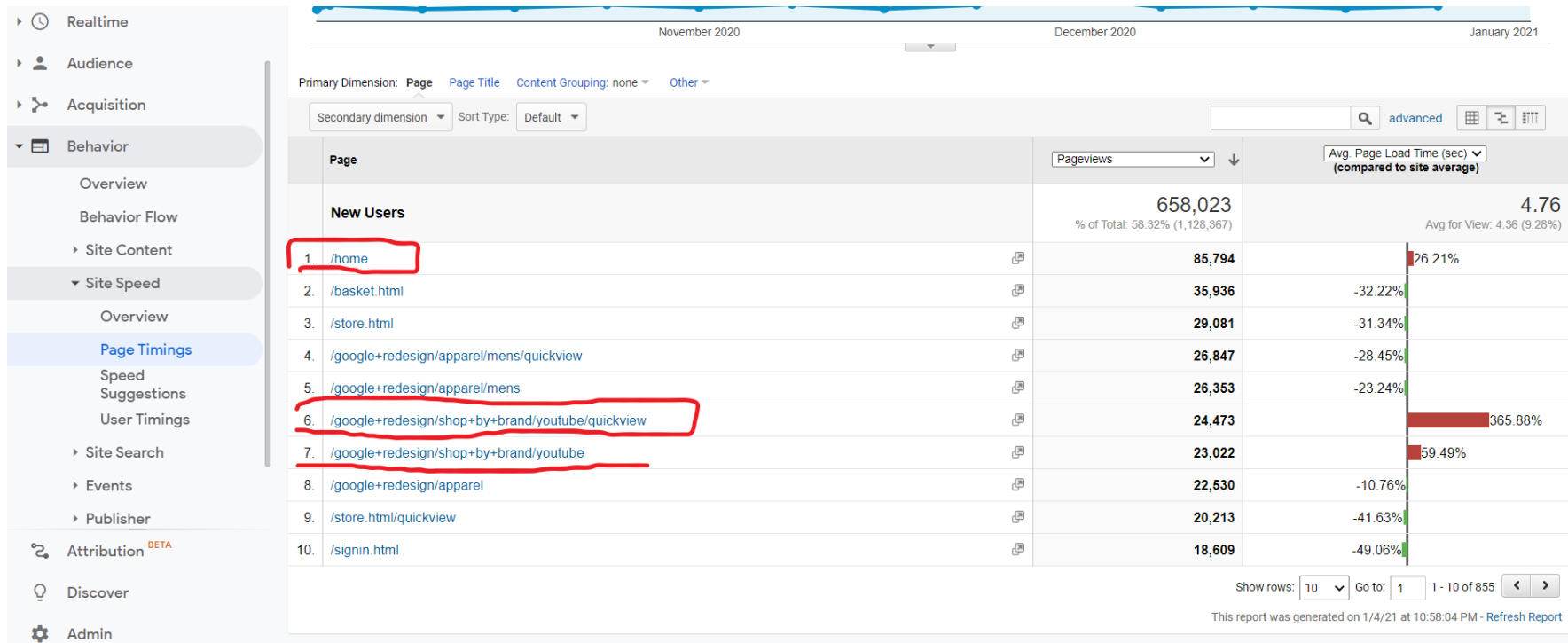






PERCENTAGE DISPLAY : CONVERSIONS -> PRODUCT CATEGORIES

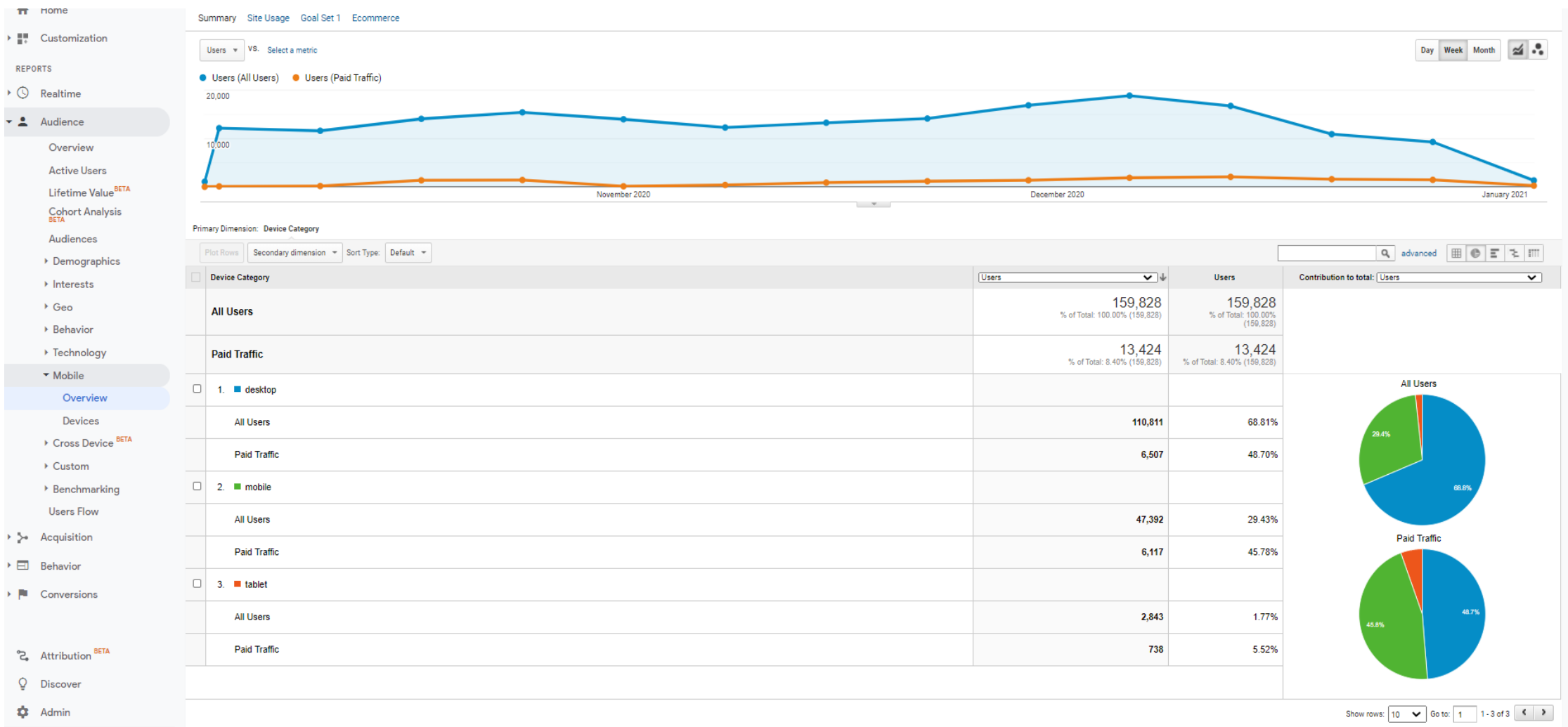
THIS IMAGE SHOWS THE DIFFERENT SALES METRICS OF 'PRODUCT CATEGORIES'



# COMPARISON DISPLAY – BEHAVIORS

- Audience Behavior Observed: This report yields the following data:
- /google+redesign/shop+by+brand/youtube/quickview , did super bad with 365.88 % slower than the avg rates
- /google+redesign/shop+by+brand/youtube , also did perform poorly with 54.49 % slower than avg rates
- /home , was the 3<sup>rd</sup> poor speed performer with 26.21 % slower than the avg rates regarding site speed

# PERCENTAGE DISPLAY – AUDIENCE ( PROVIDE A PIE CHART) THAT SHOWS THE % OF ALL USERS THAT CAME FROM MOBILE, DESKTOP AND TABLET



## PART THREE: SEGMENTATION

- This 3<sup>rd</sup> and final section contains the following:
- Audience Segment : Characteristic
- Audience Segment: Geography
- Audience Segment: User Behavior

Google Analytics



Google Analytics

## FINAL SEGMENT INSTRUCTIONS: THIS SECTION REQUIRES ME TO CREATE 3 SPECIFIC AUDIENCE SEGMENTS

- Identify and create 3 different audience segments and apply them to the given data:
  - a. 1 based on audience characteristic such as ( technology or demographics)
  - b. One based on geography
  - c. One based on user behavior
- - \* Change the scope for the behavior segment between Sessions and Users to see how this impacts metrics such as goal conversion rates.

# THE INITIAL PHASE IN AUDIENCE SEGMENTING : OVERVIEW SCREENSHOT

The screenshot displays the 'Audiences' section of an analytics tool. The left sidebar shows a navigation menu with options like Home, Customization, Reports, Realtime, and Audience. The 'Audience' section is currently selected, showing a list of audiences with 'All Users' (100.00% Users) as the only entry. The main content area is titled 'Audiences' and features a '+ Add Segment' button. Below this, there's a 'Segment Name' input field and buttons for 'Save', 'Cancel', and 'Preview'. The 'Demographics' tab is active, showing various filters for Age, Gender, Language, Affinity Category, In-Market Segment, Other Category, and Location. The right sidebar shows a 'Summary' section with a circular progress indicator indicating '100.00% of users'. The bottom of the interface includes an 'Explorer' section with tabs for Summary, Site Usage, Goal Set 1, and Ecommerce, and a 'Users' section with a 'VS. Select a metric' dropdown and a 'Day Week Month' selector.

**Analytics** | All accounts > Google Merchandise St...  
1 Master View

Try searching for "audience overview"

Home Customization REPORTS Realtime Audience Overview Active Users Lifetime Value <sup>BETA</sup> Cohort Analysis <sup>BETA</sup> Audiences Demographics Interests Geo Behavior Technology Mobile Cross Device <sup>BETA</sup> Custom Custom Variables User Defined Benchmarking Attribution <sup>BETA</sup> Discover Admin

**Audiences** ✓

SAVE EXPORT SHARE EDIT INSIGHTS

Dec 29, 2020 - Jan 4, 2021

All Users 100.00% Users + Add Segment

Segment Name Save Cancel Preview Segment is visible in any View Change

**Demographics**  
Segment your users by demographic information.

Age ? ☐ 18-24 ☐ 25-34 ☐ 35-44 ☐ 45-54 ☐ 55-64 ☐ 65+

Gender ? ☐ Female ☐ Male ☐ Unknown

Language ? contains

Affinity Category (reach) ? contains

In-Market Segment ? contains

Other Category ? contains

Location ? Continent contains

**Summary**

100.00% of users

Users -

Sessions - 100.00% of sessions

No Filters

**Explorer**

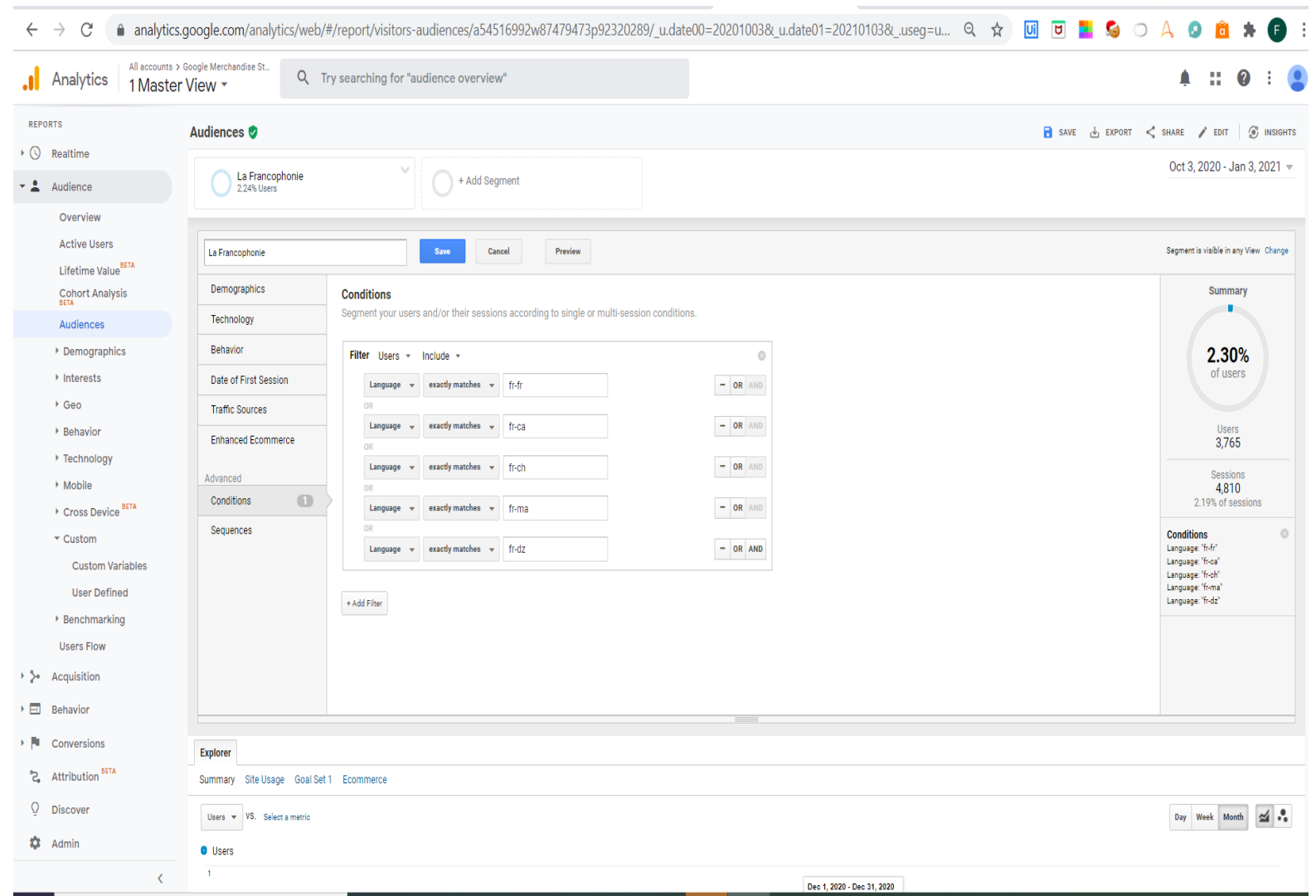
Summary Site Usage Goal Set 1 Ecommerce

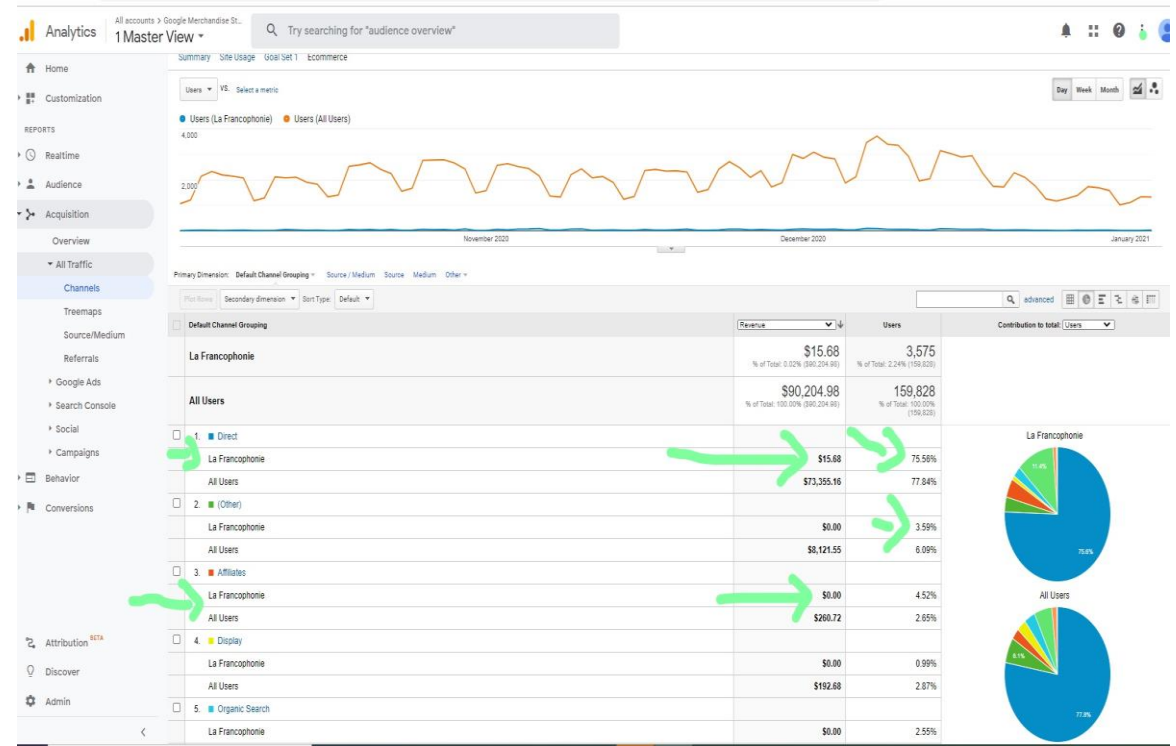
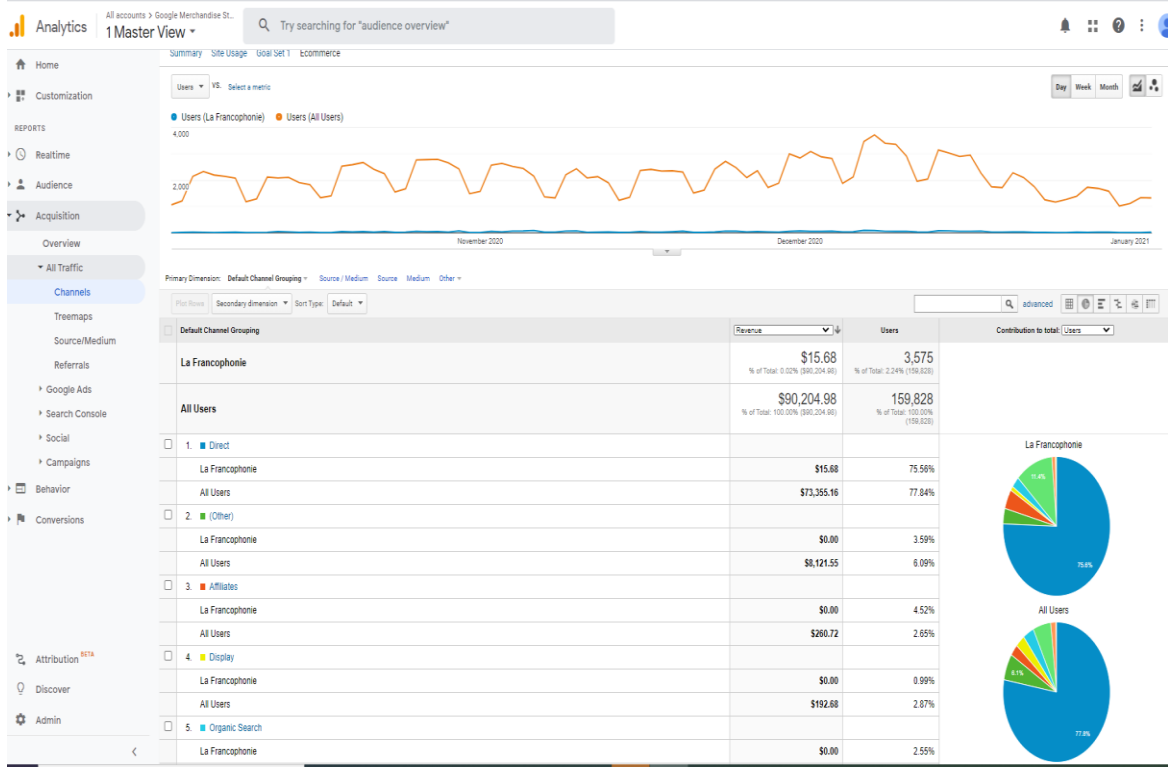
Users VS. Select a metric

Day Week Month

# AUDIENCE SEGMENT: FRANCOPHONES (FRENCH SPEAKERS)

- This specific segment was created for the Francophones or French Speakers. The date range was the same as the past slides, a 3 month time frame from Oct 3<sup>rd</sup> 2020 to Jan 3<sup>rd</sup> 2021. This entire summary shows that there is only a VERY SMALL % of French speakers that visits the Google Merchandise store
- They comprised only 2.30% of the user base. This means 3,675 users and 4,810 sessions.
- The amount of revenues coming from this segment?





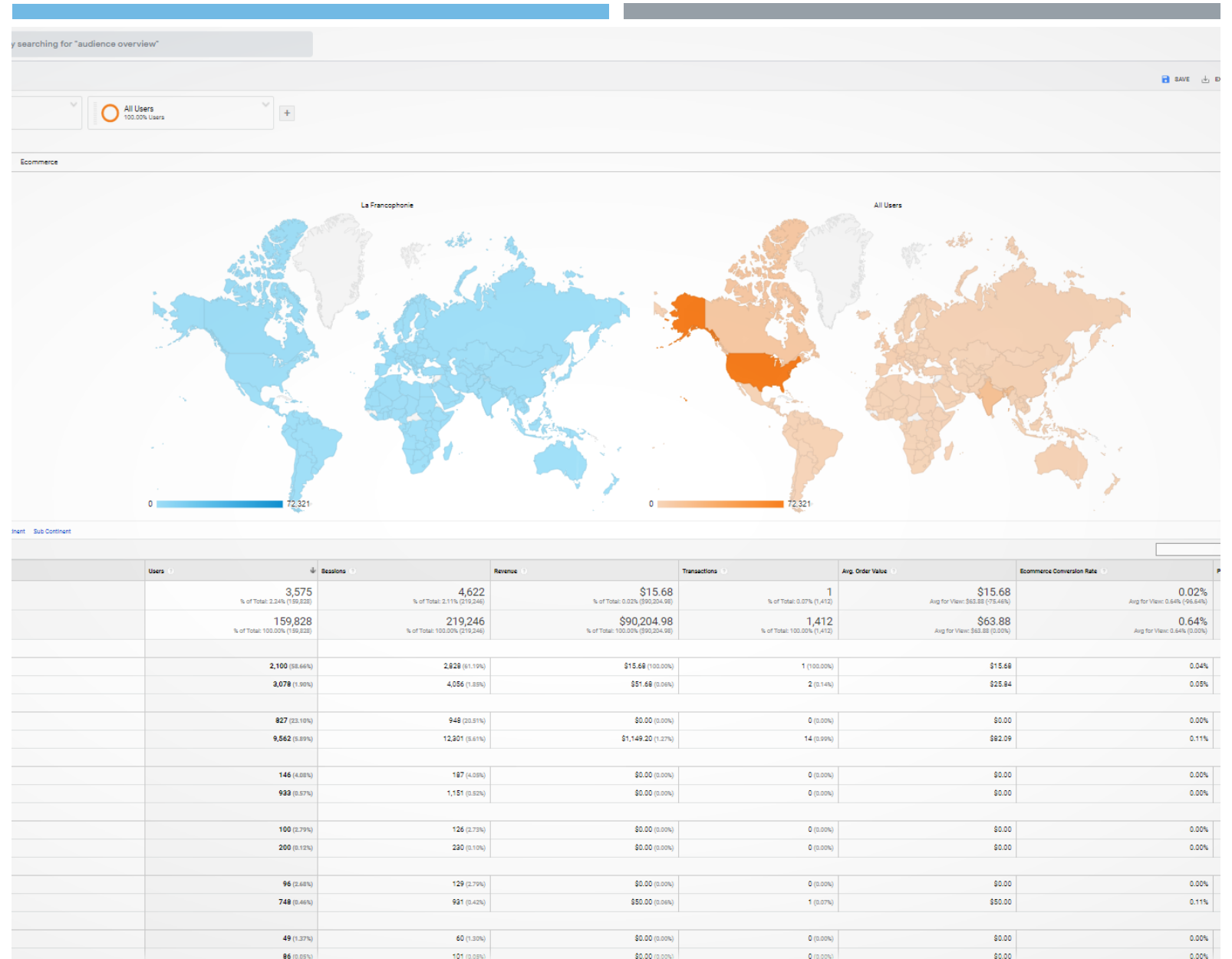
# ACQUISITION ALL TRAFFIC CHANNELS

- This data reveals that French Speakers didn't really yield much income for our Google Merchandise Store. The total revenue from 'Francophones' was only \$15.68 for the 3 month time range.
- This very miniature amount was generated using the Paid Search feature.
- From this, we could easily hypothesize or even conclude that there needs to be a major change with regards to advertising to non English speakers.



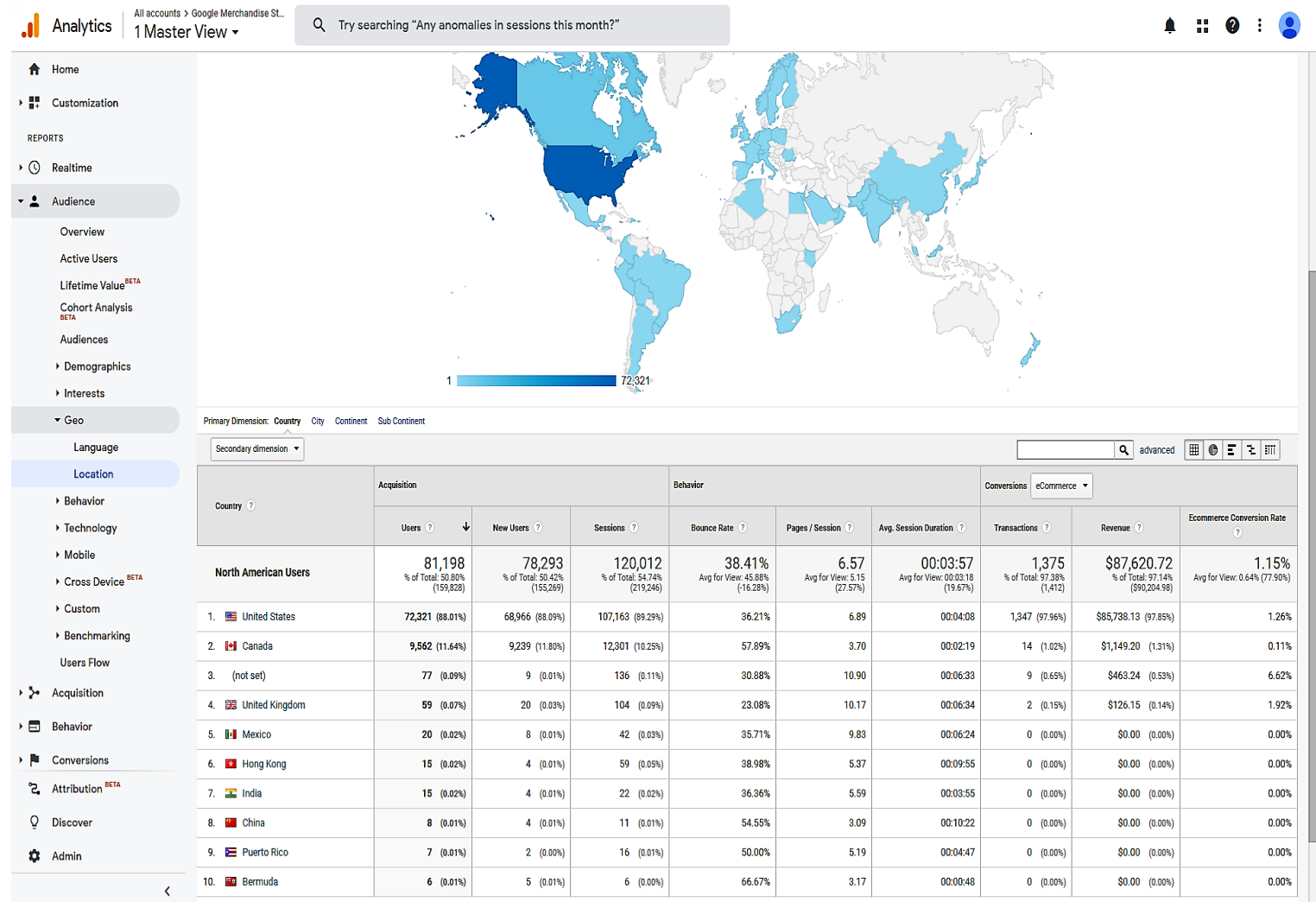
# AUDIENCE SEGMENT : GEOGRAPHY PART 1

- For part 1, I have segmented geography for the same segmentation I did prior; 'La Francophonie' or French Speakers. For this image, you can clearly see that

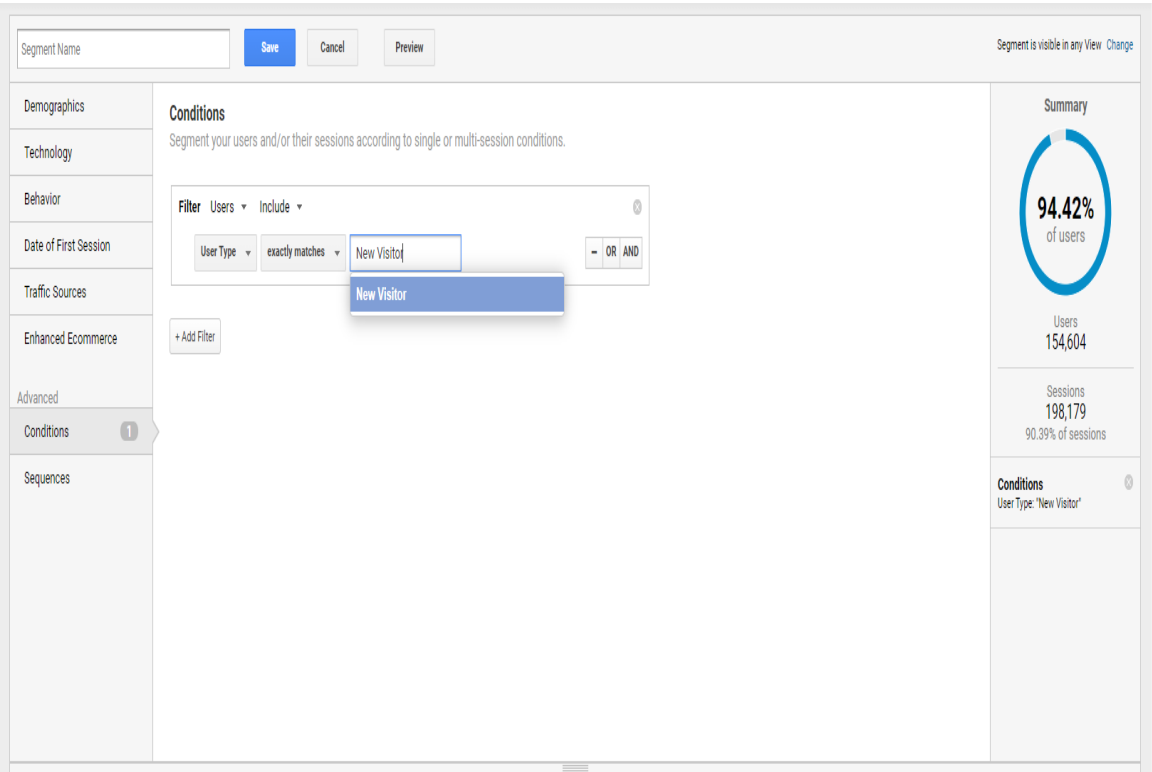
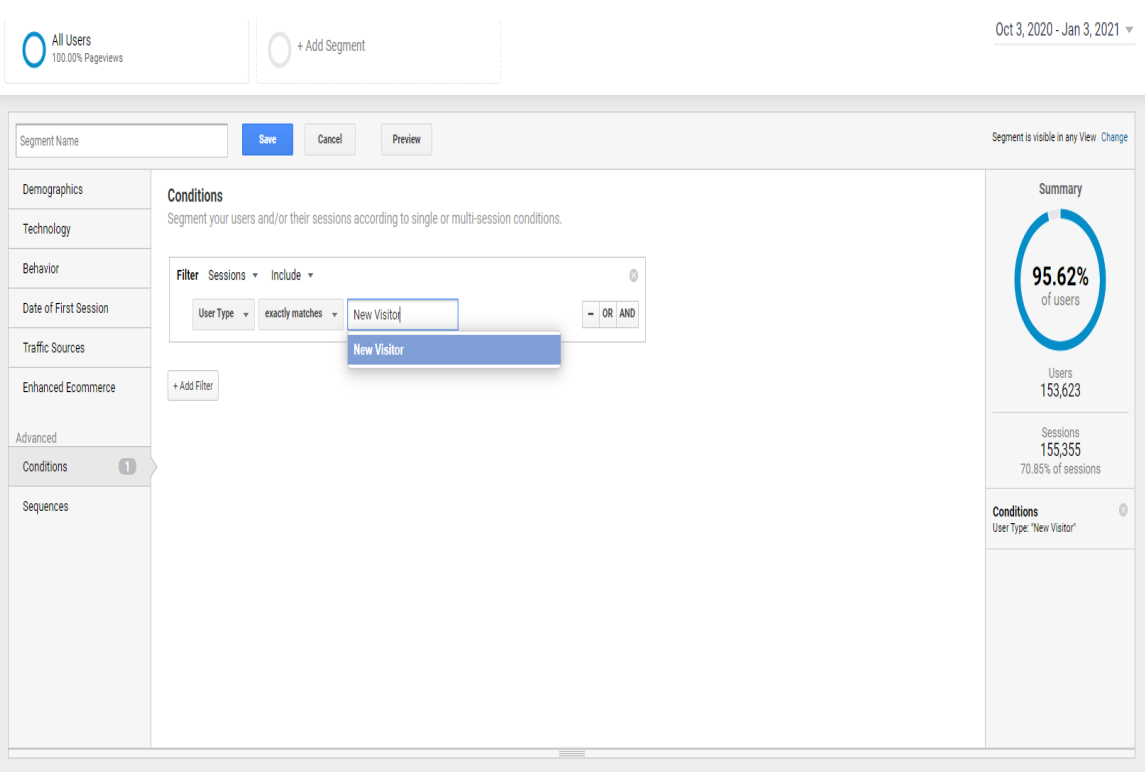


# AUDIENCE SEGMENTATION: NORTH AMERICAN USERS – COMPARISON VERSUS ALL USERS

- Based on this comparison dataviz of North American based users versus ‘All Users’, North American residents totalled :  
81,198 users ( 50.80% of the 159,828 users)  
78,293 new users ( 50.42% of the 155,269 users)
- 120,012 sessions (54.74 % of the 219,246 users)
- 



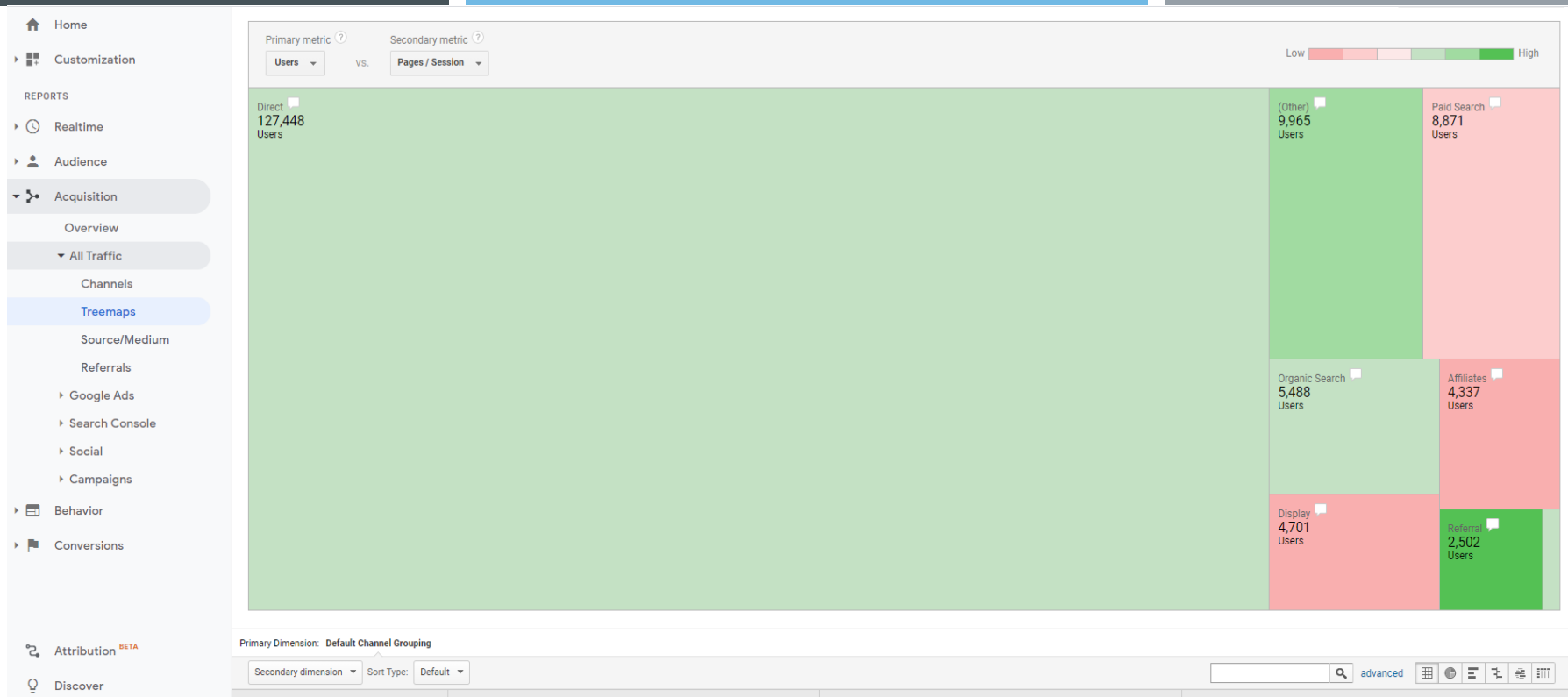
# AUDIENCE SEGMENT: USER BEHAVIOR



## THE ABOVE IMAGES SHOWS A USER-BASED BEHAVIOR. I HAVE CHOSEN 'NEW VISITOR' AS A NEW VARIABLE

- Possible questions that could be derived and answered are:
- 1. What are being changed and contributed to the Conversion Rates?
- 2. Would an increase in number of new visitors eventually result to higher earnings?
- 3. What probabilities of having new visitors would enhance conversion?
- 4. Does geography play a new role in having new visitors? New conversions?





**AUDIENCE SEGMENTS: USER BEHAVIORS CONTRIBUTION TO CONVERSION RATES (TREEMAP VIEW FEATURED ABOVE)**

## THE DATAVIZ BELOW SHOWS ‘NEW VISITORS’ FOR BOTH USERS & SEGMENTS

