

e-nor



Google Analytics



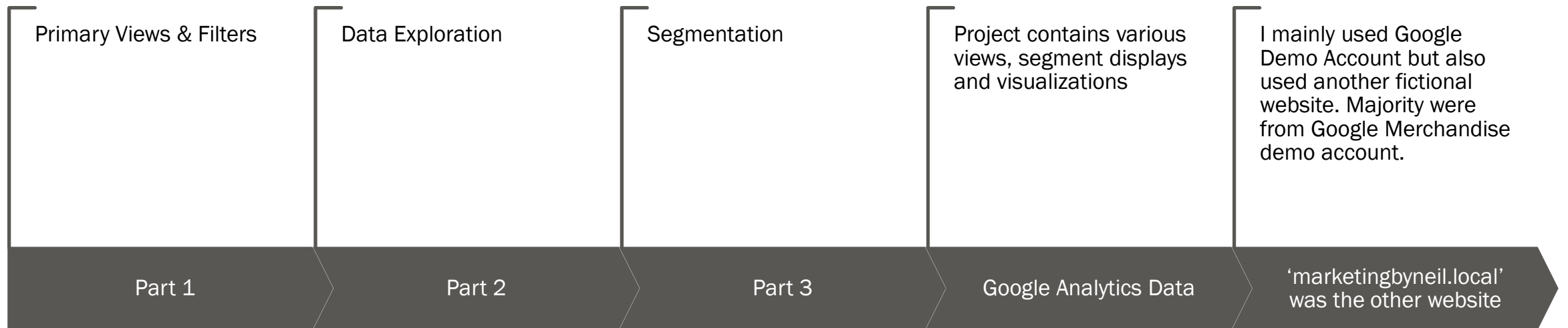
UDACITY

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 & 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

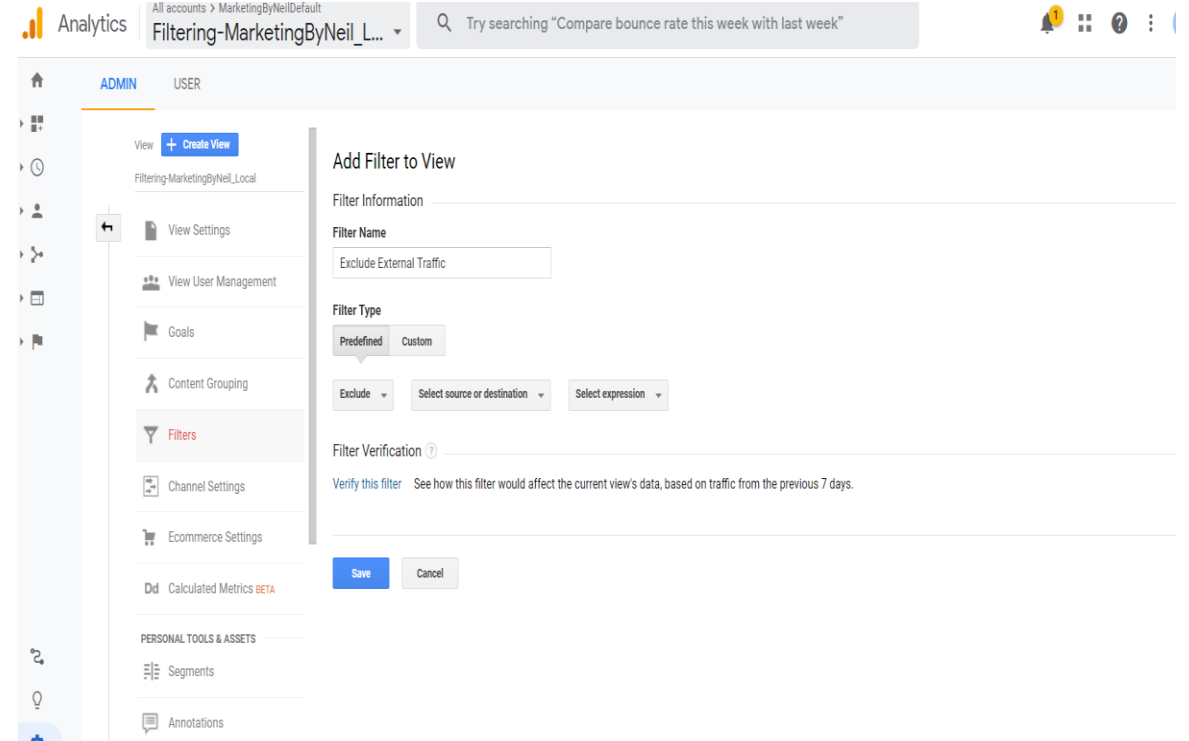
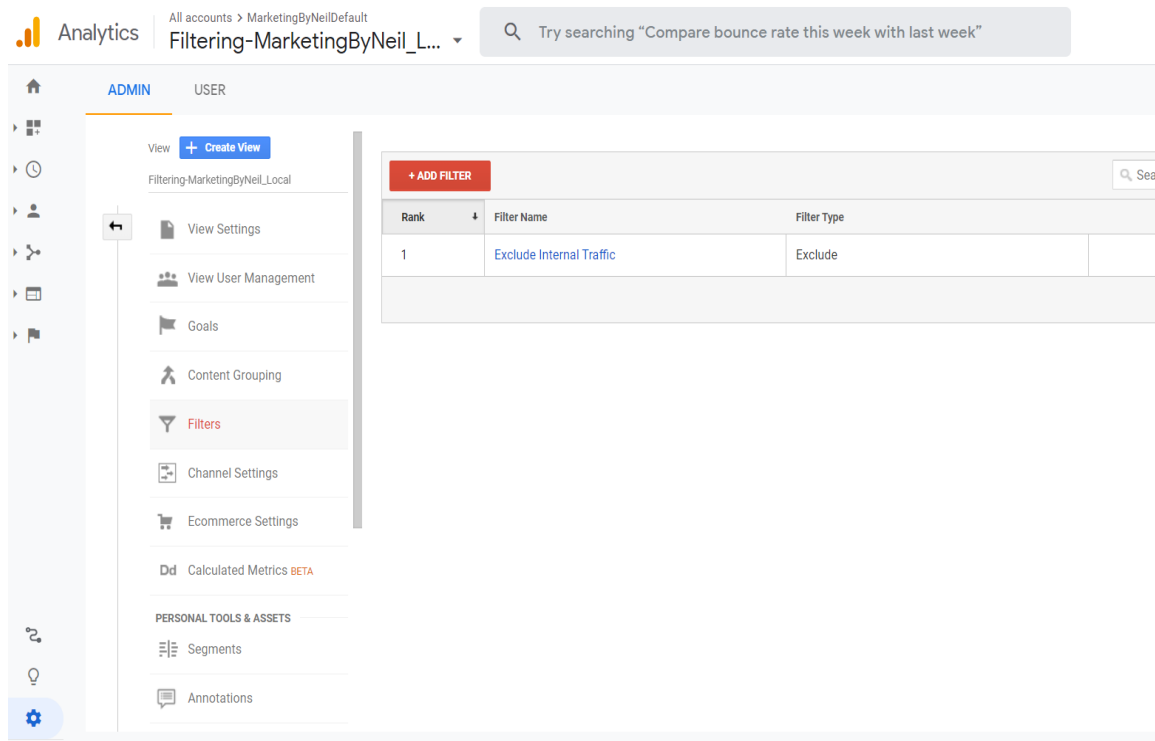


Channel Settings



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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Google 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 ▾

Overview

Users VS Select a metric

Users

4,000

2,000

November 2020

December 2020

January 2021

Hourly Day Week Month

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

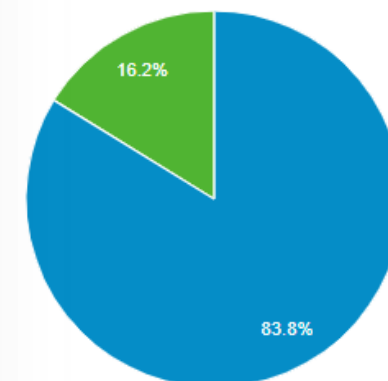
Avg. Session Duration

00:03:18

Bounce Rate

45.88%

New Visitor Returning Visitor



All Users
100.00% Users

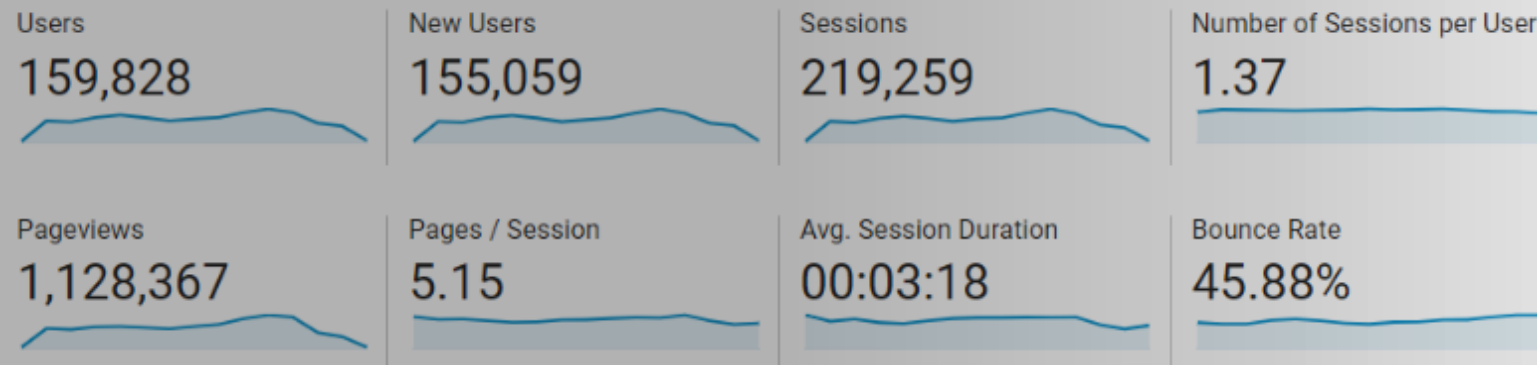
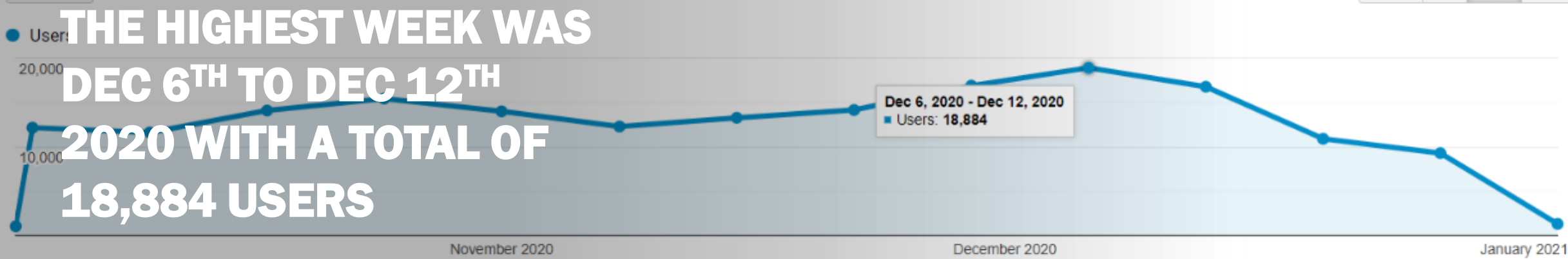
+ Add Segment

Oct 3, 2020 - Jan 3, 2021

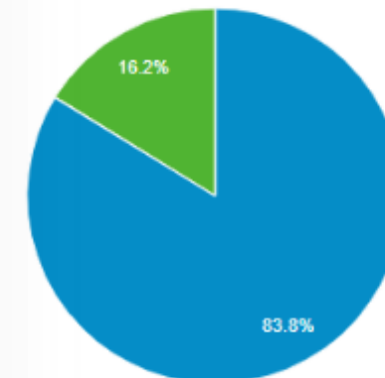
Overview

Users vs. Select a metric

Hourly Day Week Month



New Visitor Returning Visitor





All Users
100.00% Users



+ Add Segment

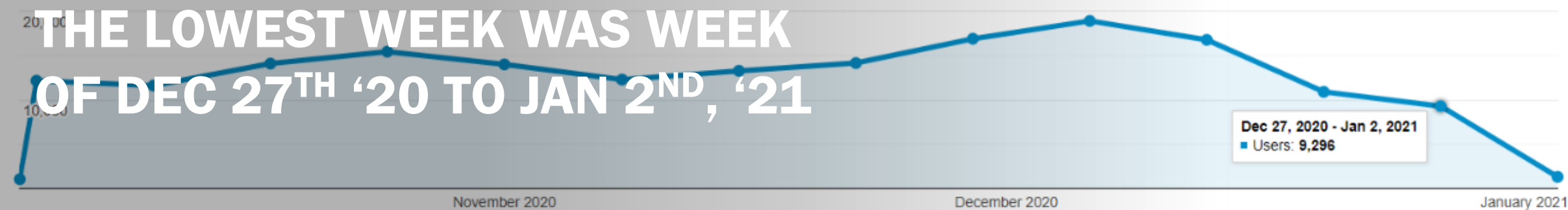
Oct 3, 2020 - Jan 3, 2021

Overview

Users VS. Select a metric

Hourly Day Week Month

Users



Users

159,828

New Users

155,059

Sessions

219,259

Number of Sessions per User

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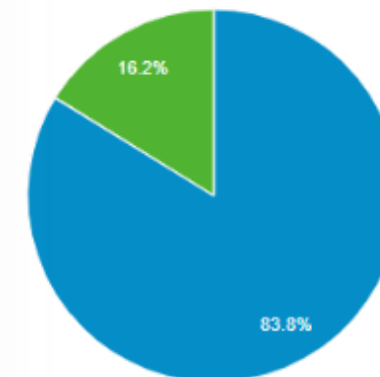
Avg. Session Duration

00:03:18

Bounce Rate

45.88%

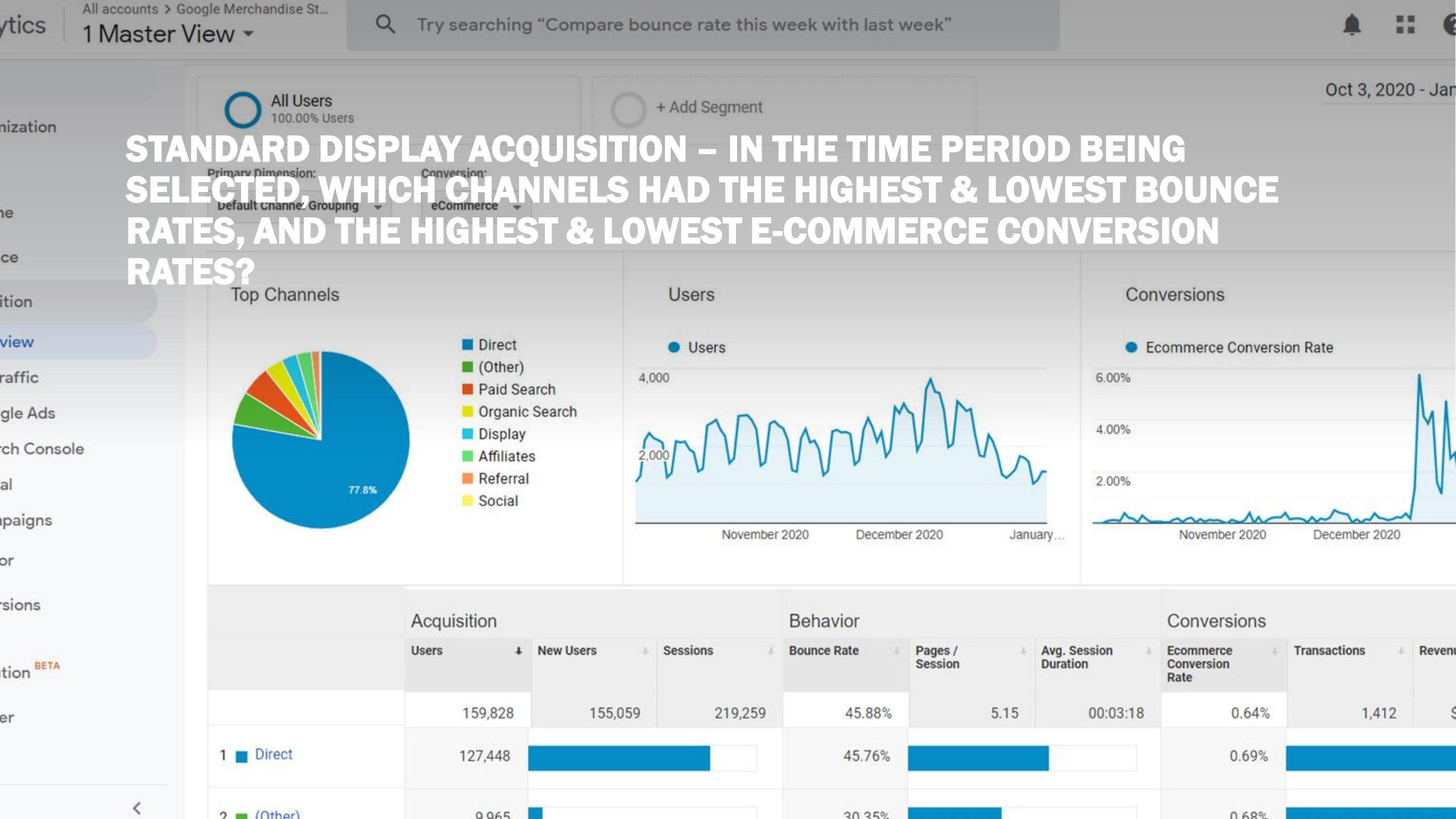
New Visitor Returning Visitor

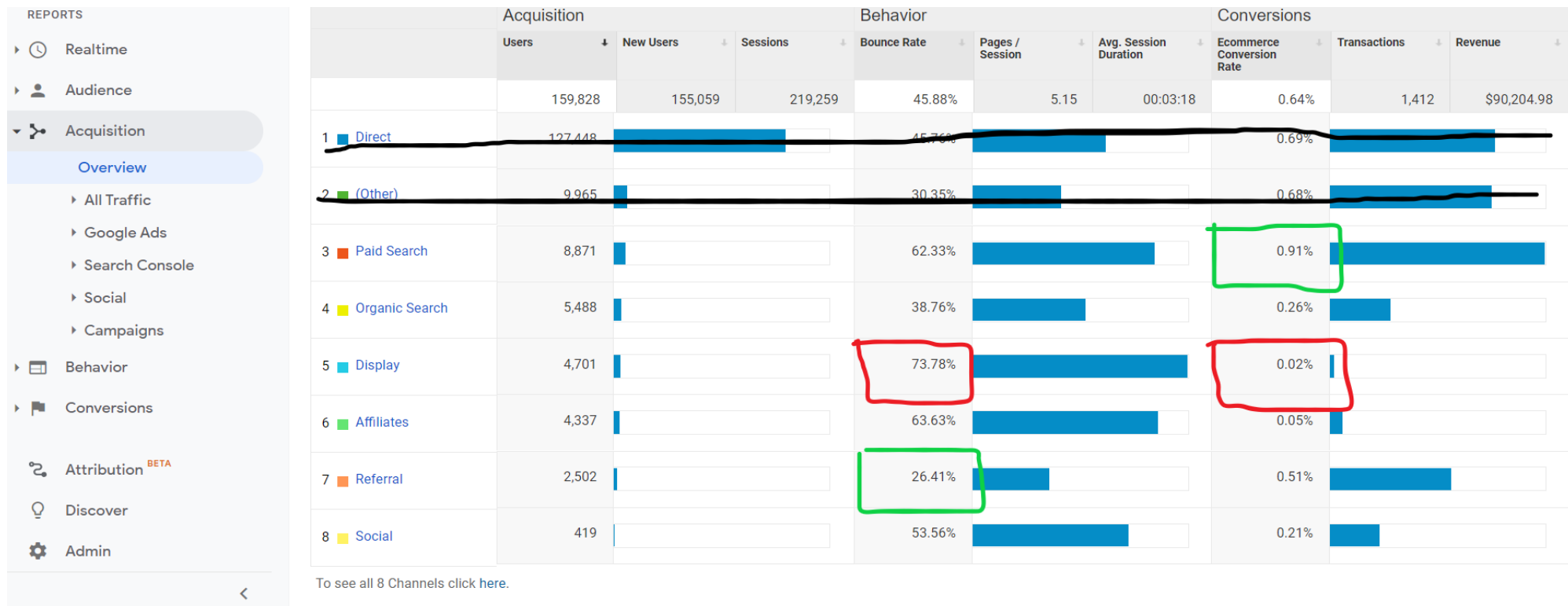


STANDARD DISPLAY AUDIENCE – EXPLAINING THE HIGHEST & LOWEST WEEKS

- Based on the numbers and the timing, it is safe to HYPOTHESIZE that the highest week was Dec 6th to Dec 12th 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 27th ,2020 to Jan 2nd 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

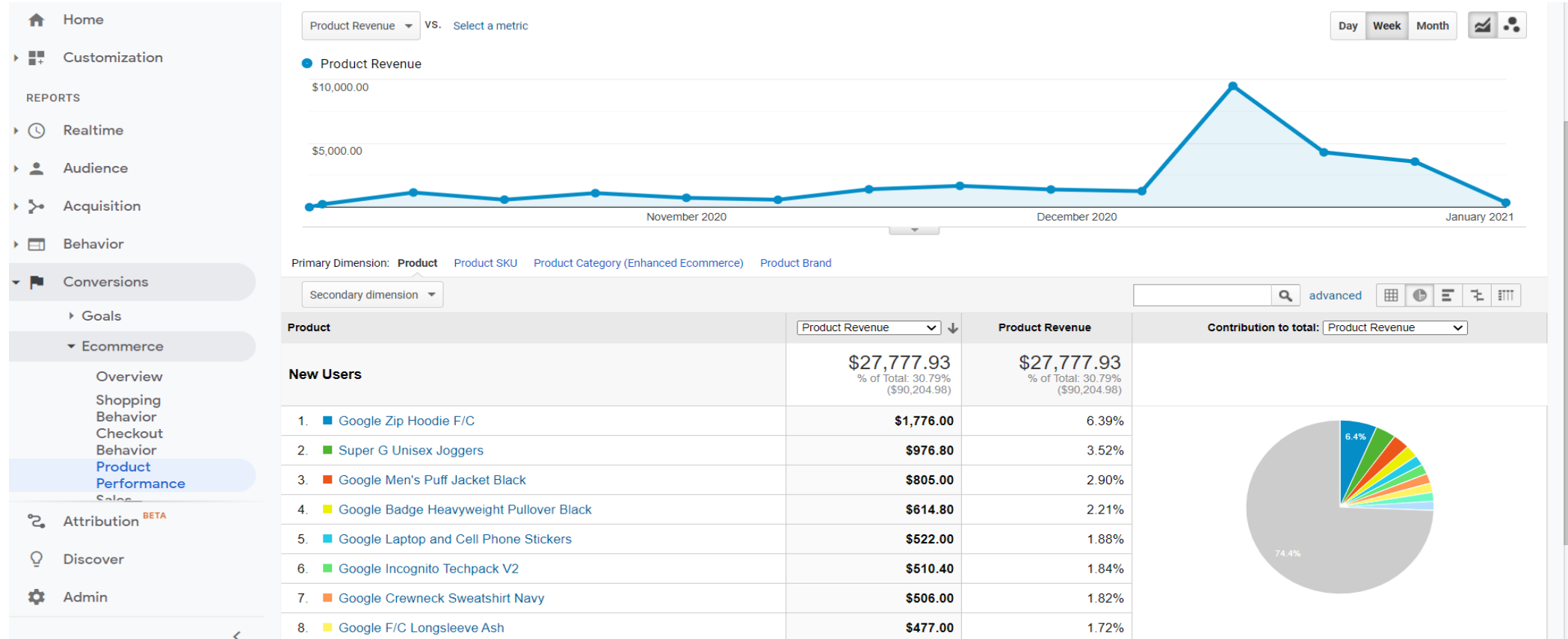




**A QUICK ANALYSIS SHOWS THAT
DISPLAY CHANNEL HAD HIGHEST
BOUNCE RATES AT 73.78 %**

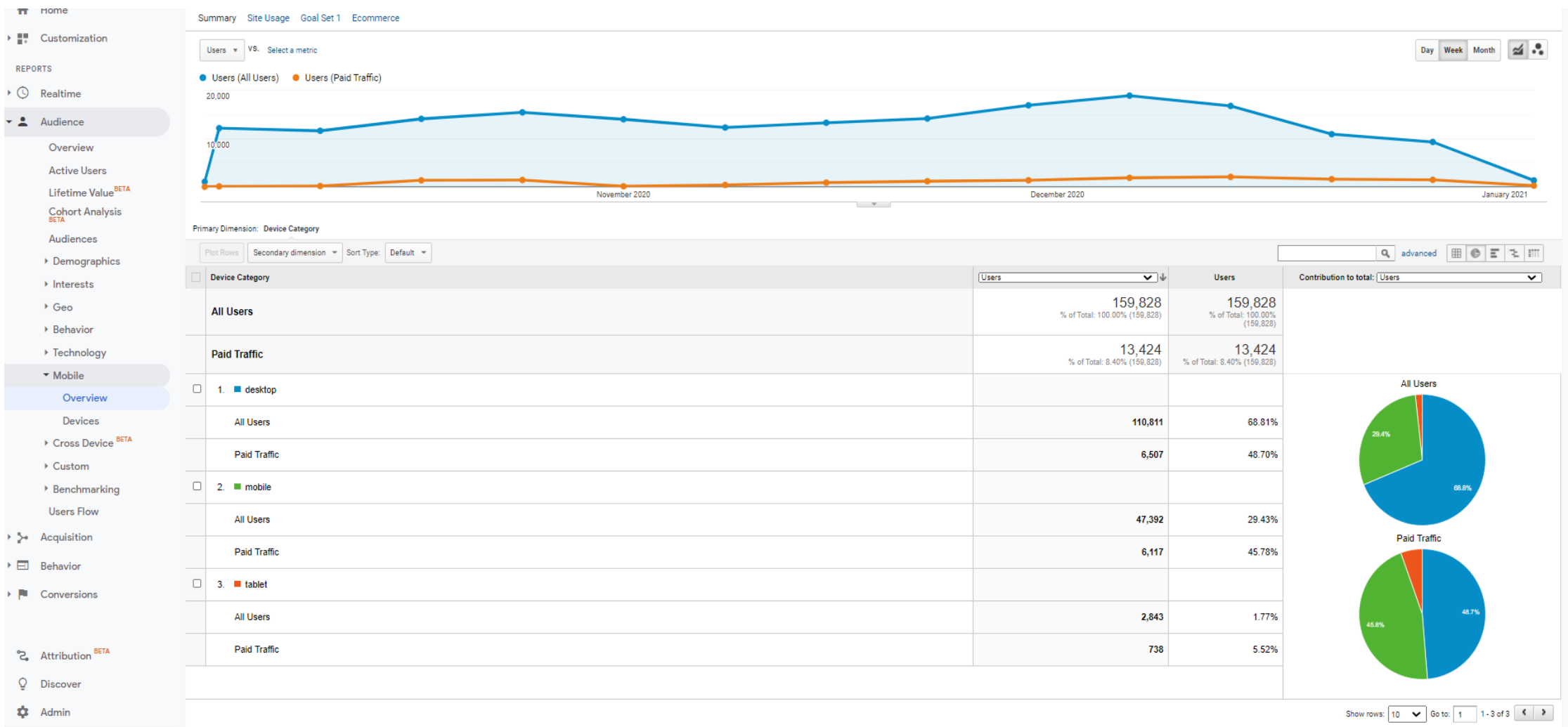
**REFERRALS HAD THE LOWEST
BOUNCE RATES WITH 26.41 %**

- Meanwhile, PAID SEARCH had the HIGHEST Conversion Rate with 0.91 %
- While DISPLAY again had the LOWEST Conversion Rate with 0.02%



PERCENTAGE DISPLAY : CONVERSIONS

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



PART THREE: SEGMENTATION

- This 3rd 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 selected, showing a list of audiences with 'All Users' (100.00% Users) and a '+ Add Segment' button. The main area shows the 'Demographics' tab for the 'All Users' audience. It includes a 'Segment Name' field, 'Save', 'Cancel', and 'Preview' buttons. The 'Demographics' section allows filtering users by Age, Gender, Language, Affinity Category, In-Market Segment, Other Category, and Location. The right sidebar shows a 'Summary' for the selected audience, indicating 100.00% of users. The bottom section shows a 'Summary' tab with a chart for 'Users' and a 'Select a metric' dropdown.

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

Try searching for "audience overview"

Home | Customization | REPORTS | Realtime | **Audience**

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 ?
Gender ?
Language ?
Affinity Category (reach) ?
In-Market Segment ?
Other Category ?
Location ?

18-24 25-34 35-44 45-54 55-64 65+
Female Male Unknown
contains []
contains []
contains []
Continent contains []

Summary
100.00%
of users
Users
Sessions
100.00% of sessions
No Filters

Explorer
Summary Site Usage Goal Set 1 Ecommerce

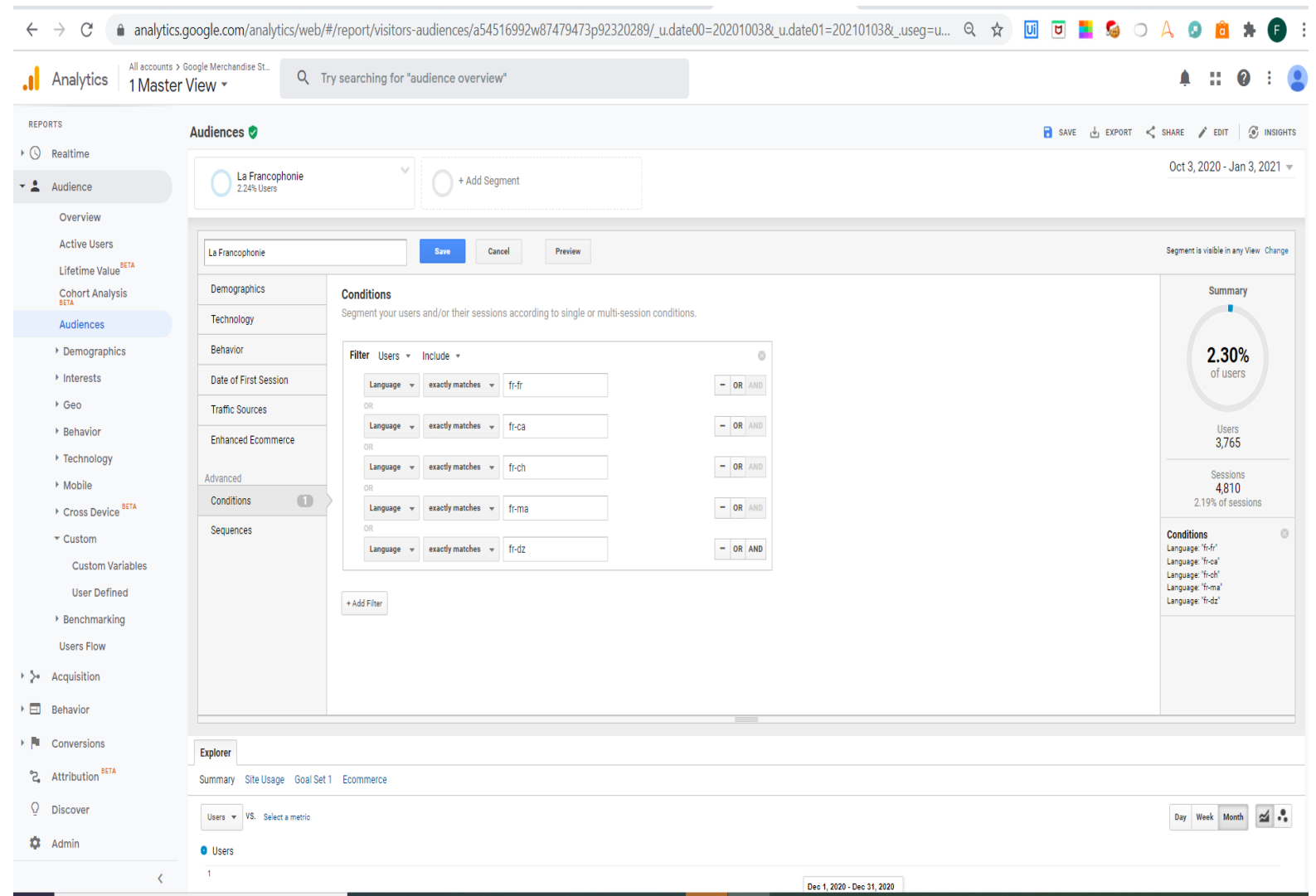
Users VS. Select a metric

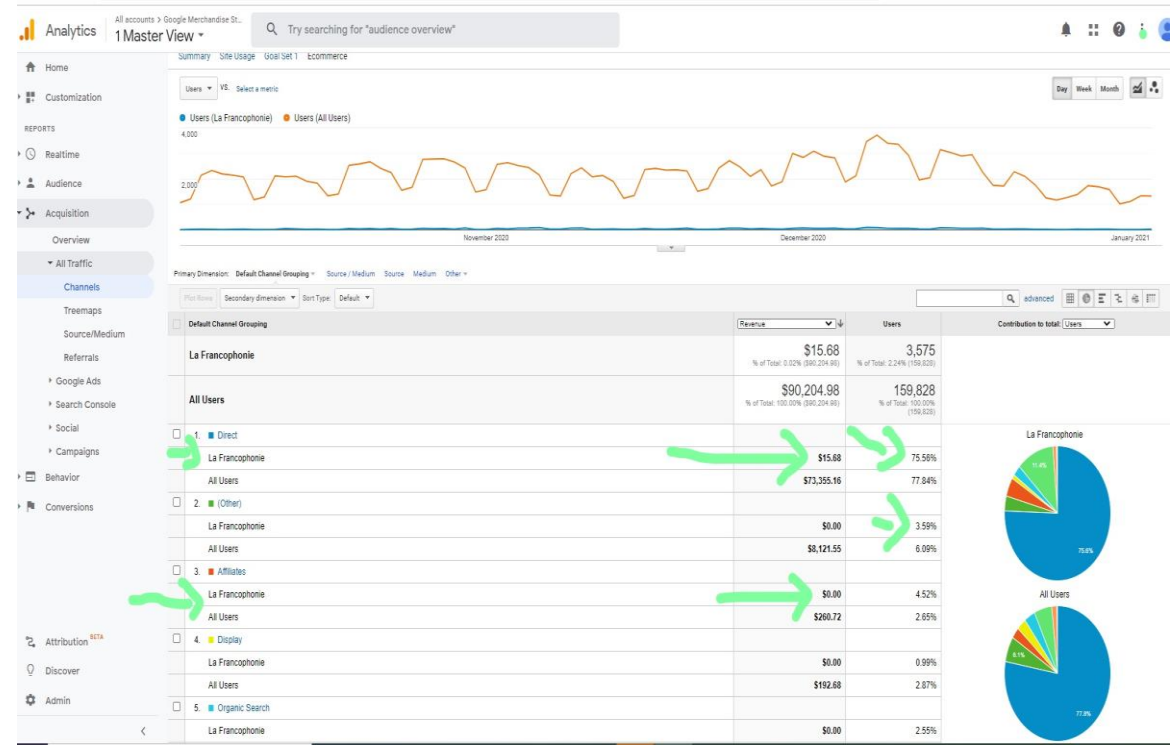
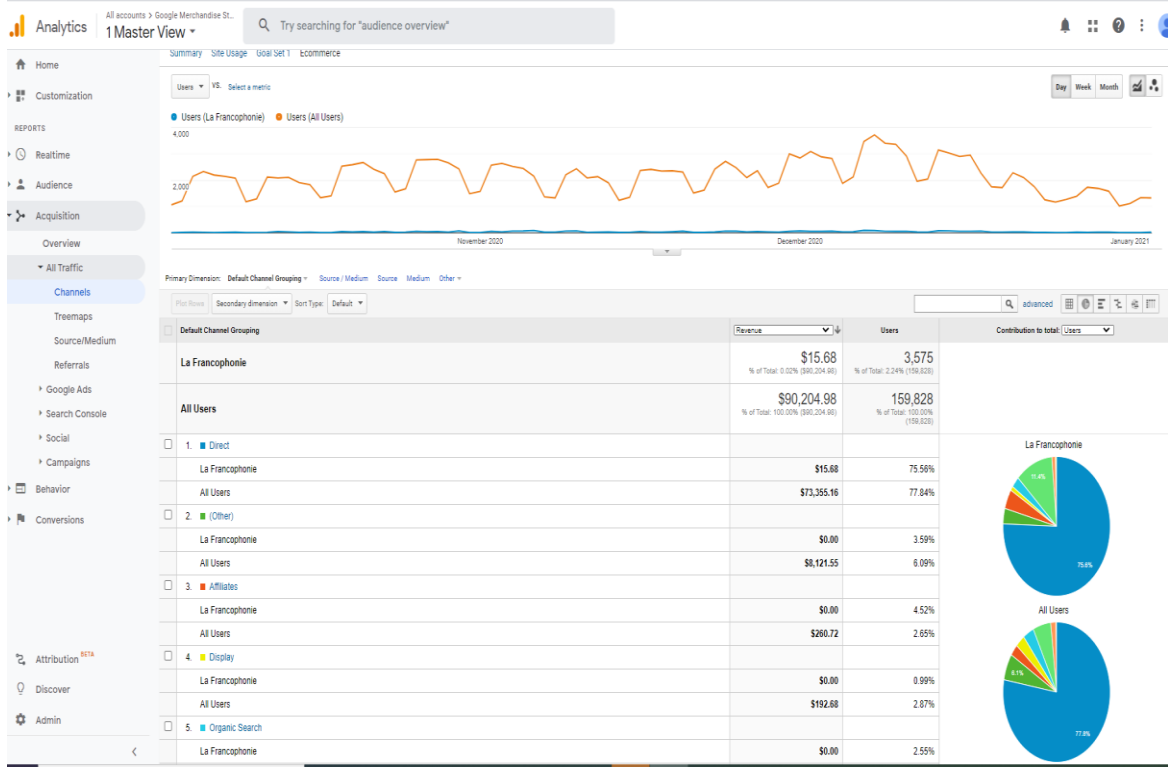
Users
1

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 3rd 2020 to Jan 3rd 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?



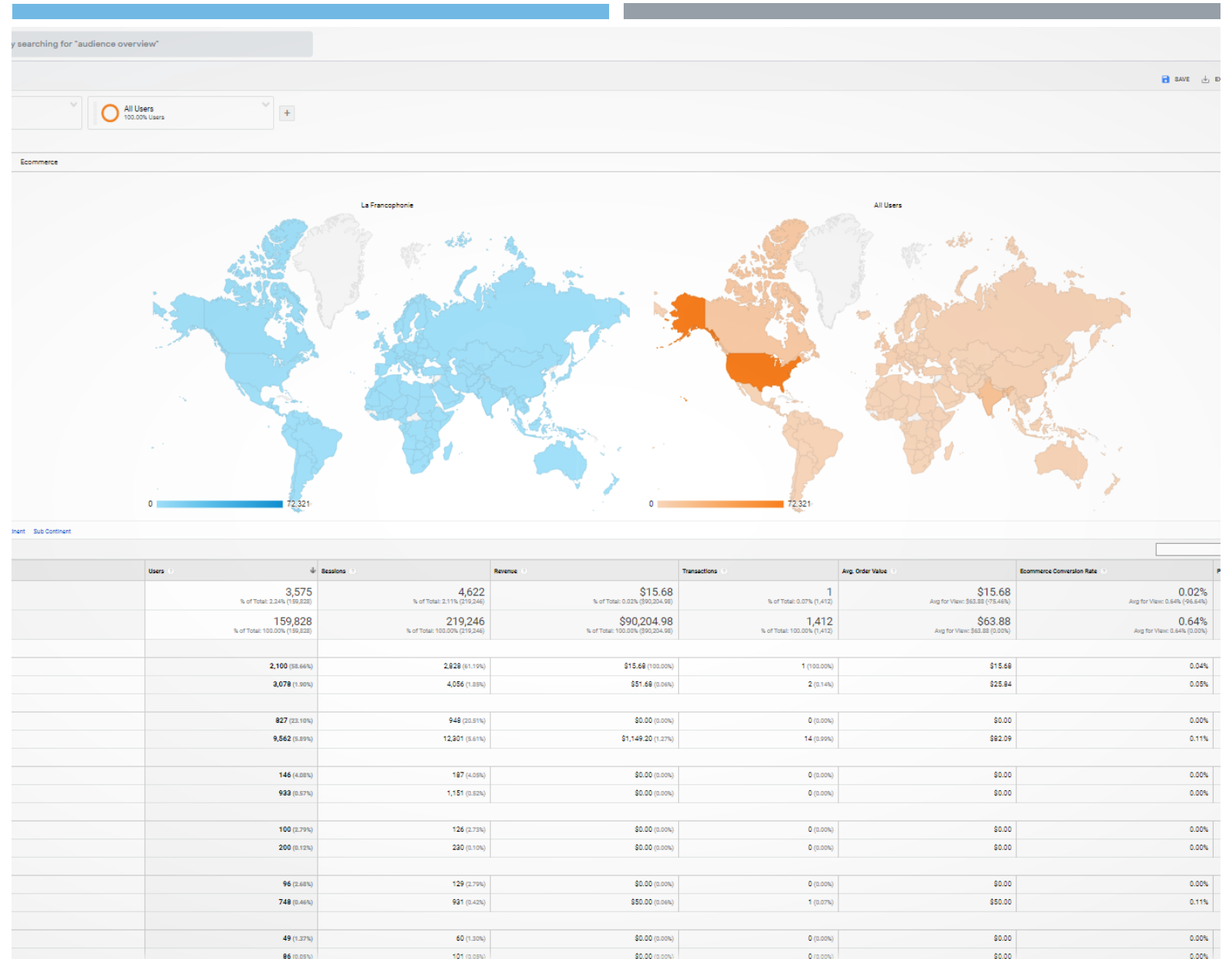


ACQUISITION ALL TRAFFIC CHANNELS

- 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.

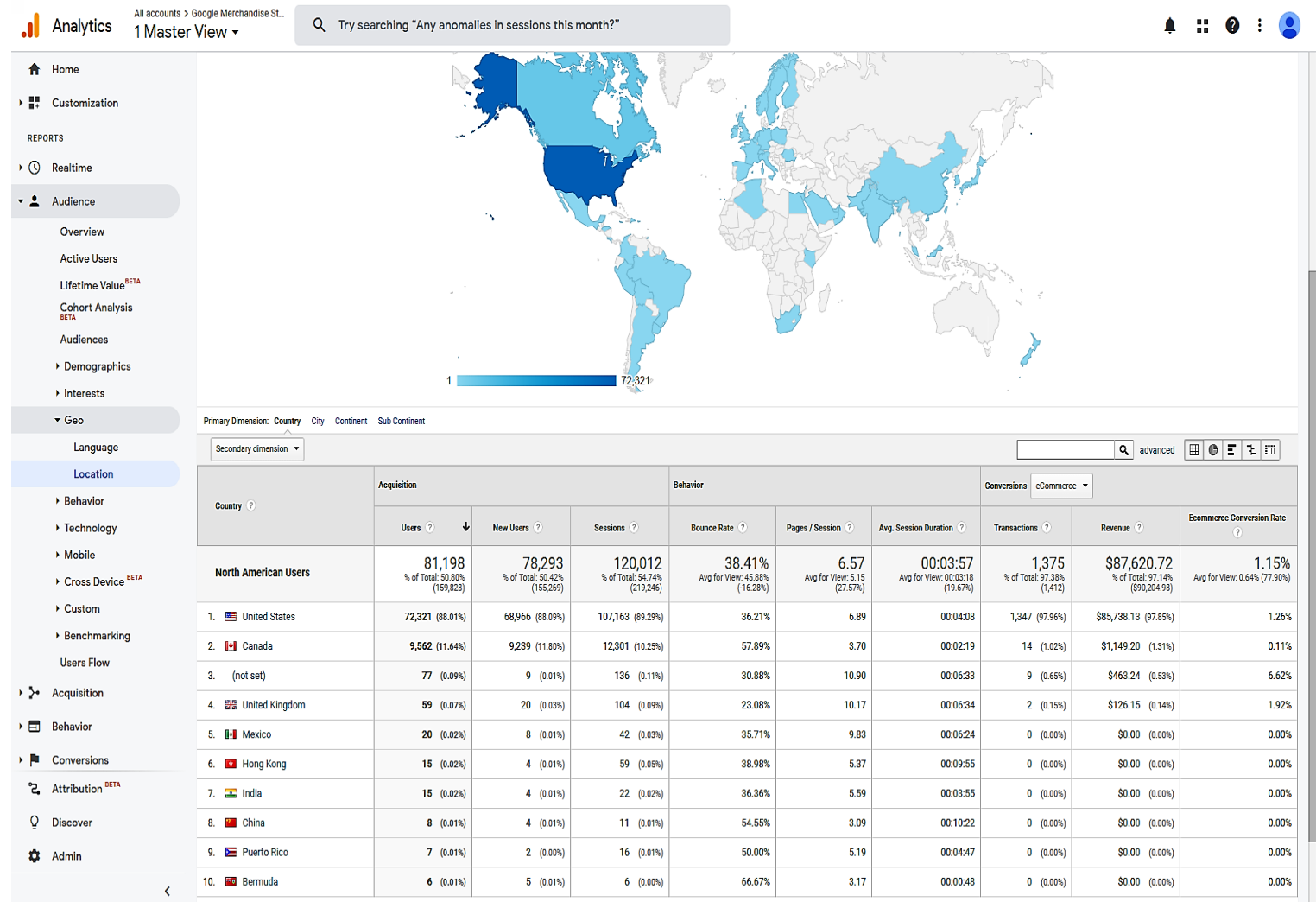
AUDIENCE SEGMENT : GEOGRAPHY PART 1

- 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

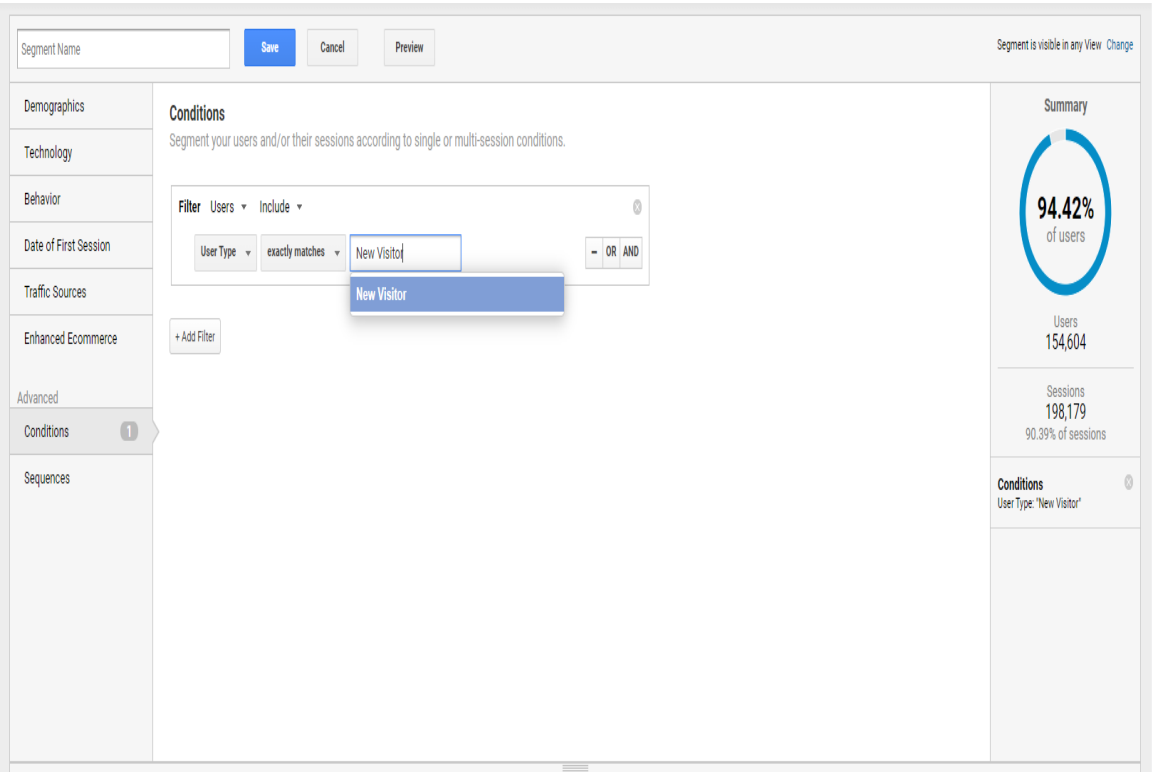
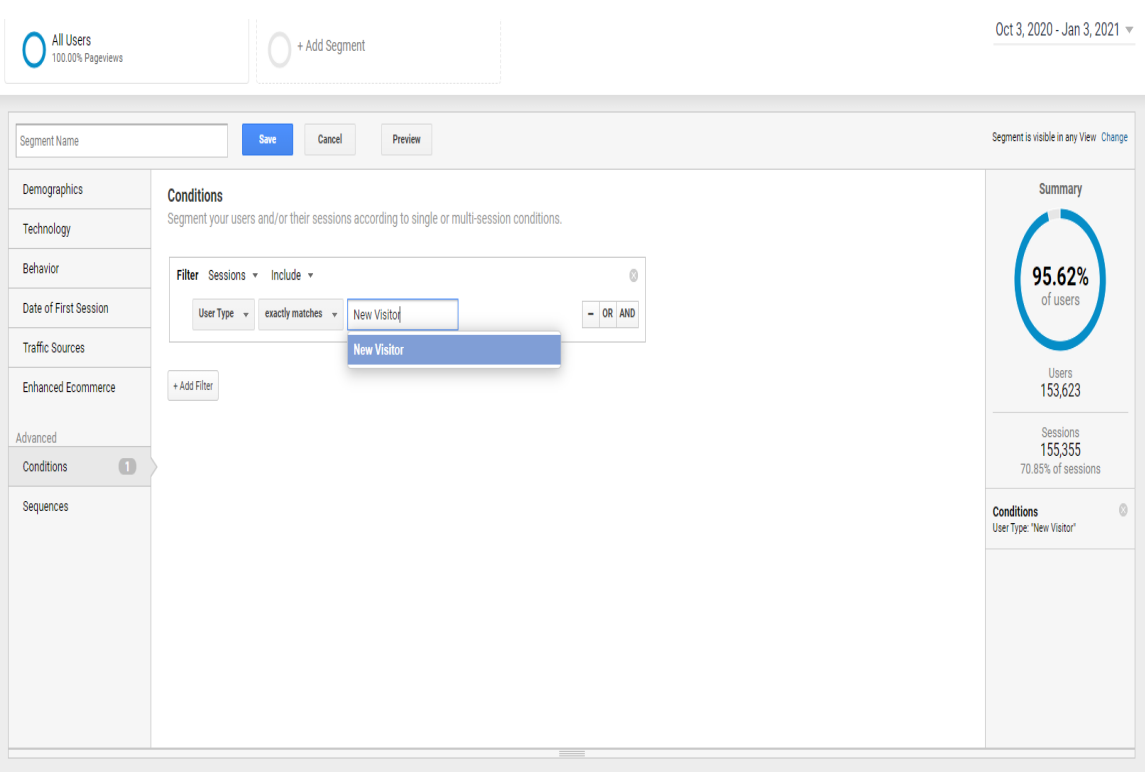


AUDIENCE SEGMENTATION: NORTH AMERICAN USERS – COMPARISON VERSUS ALL USERS

- 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)
-



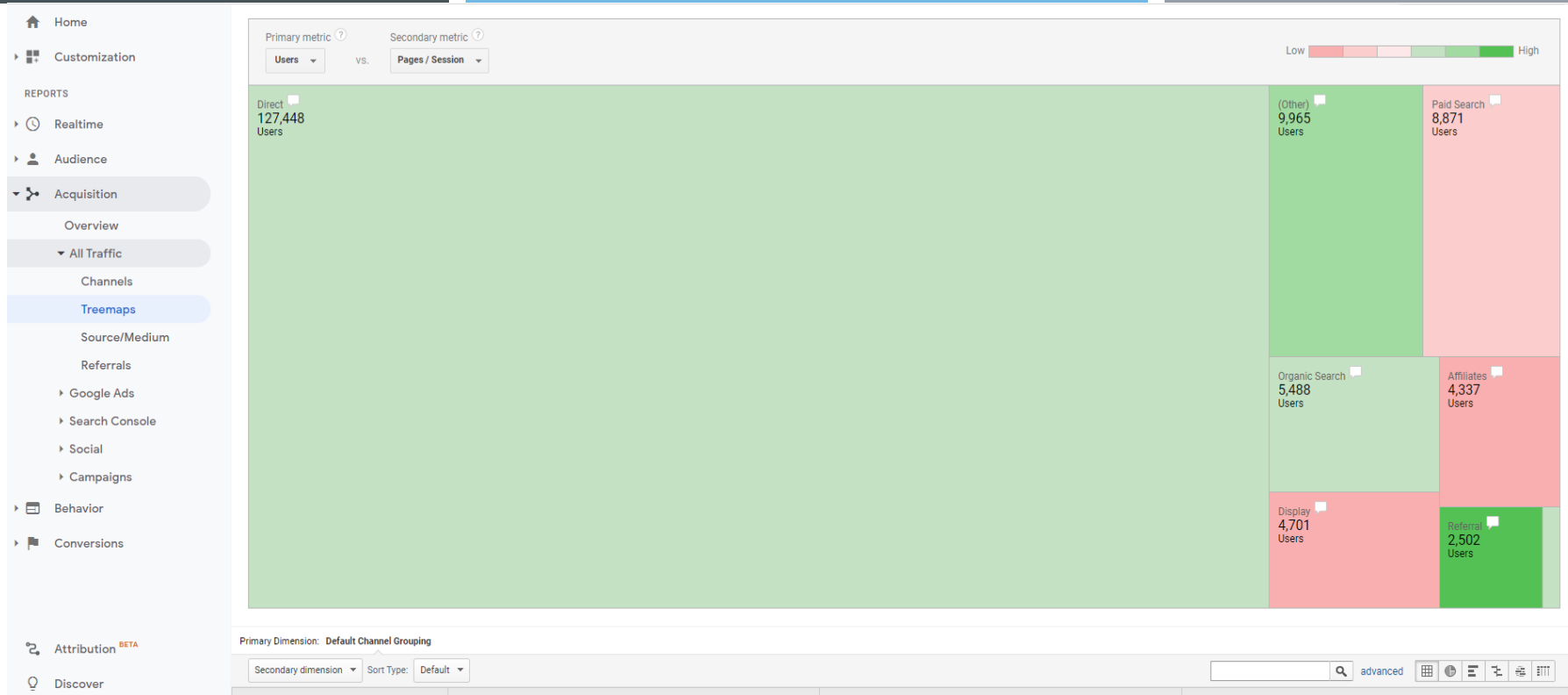
AUDIENCE SEGMENT: USER BEHAVIOR



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

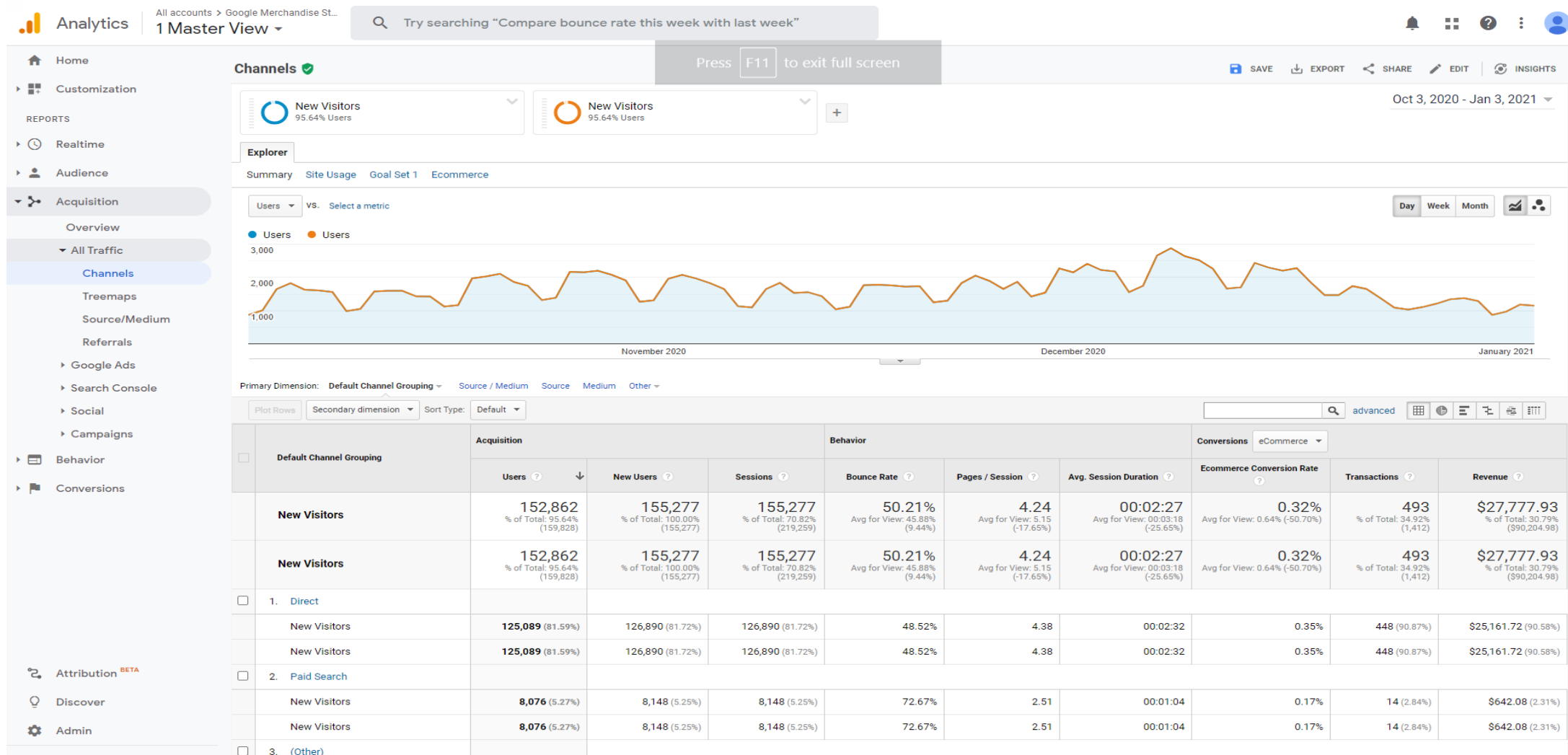
- Possible questions that could be derived and answered are:
- 1. What are being changed and contributed to the Conversion Rates?
- 2. Would an increase in number of new visitors eventually result to higher earnings?
- 3. What probabilities of having new visitors would enhance conversion?
- 4. Does geography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



PROJECT # 6 – STARTING THE NEXT SLIDE

- **Part Two:**
Connecting a Data Source and Creating a Custom Dashboard

Connecting a Data Source & Creating a Custom Dashboard

GOOGLE ANALYTICS & GOOGLE DATA STUDIO

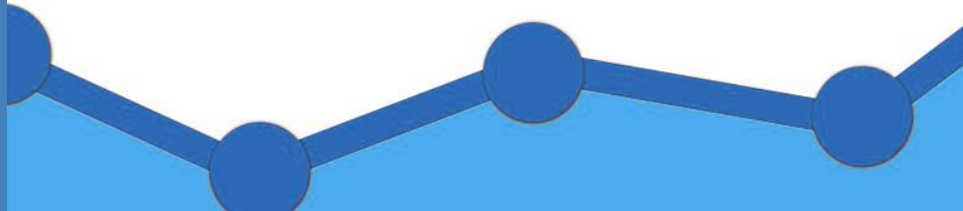
PROJECT SUBMITTED BY: FREDERICK ZORETA



Google Analytics






Google Data Studio



Project # 6: Visualizing Google Analytics via Data Studio

TIME SERIES CHART	PIE CHART: 7 SLICERS	PIE CHART: 5 SLICERS	SCORE CARD : AVG ORDER
Date Ranges : Aug 1 to Sept 5, 2018	Date Ranges : Aug 1 to Sept 5, 2018	Date Ranges : Aug 1 to Sept 5, 2018	Date Ranges : Aug 1 to Sept 5, 2018
3 consistent metrics	7 items found on Google Merchandise Store	Sources of Traffic that drives to the site	Data gathered was within the specific date ranges above
Sessions and Users almost identical	Apparel, Office and Accessories are the TOP 3	Google is the main source of traffic with slightly higher than 50%	\$ 101.32 is the AVG Order Value



 Create Recent Shared with me Owned by me Trash

Recent

Reports

Data sources

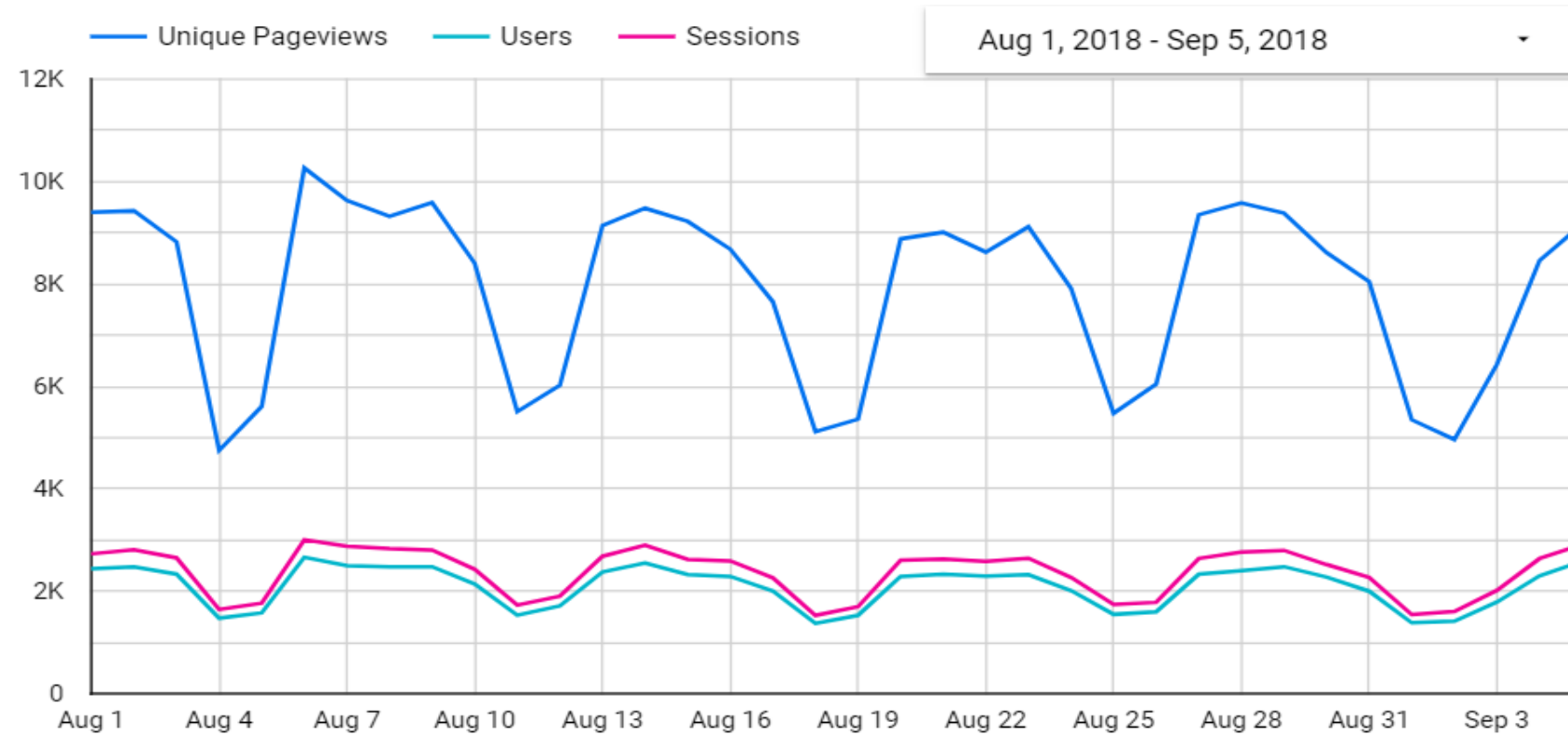
Explorer

Name	Owned by anyone ▼	Last opened by me ▼ ↓
 1 Master View	Frederick ZORETA	7:43 PM
 Copy of Sales Data 2017 - Sales Data 2017	Frederick ZORETA	Jan 5, 2021

Fundamentals: Connecting Google Analytics to Data Studio

The Data Source connection is being established using the Google Analytics connector in Google Data Studio.

Connections can be built because of this specific connections. This is where data visualizations start to be created.



Merchandise Store Draft Dashboard: Time Series Chart

Unique Pageviews Users Sessions

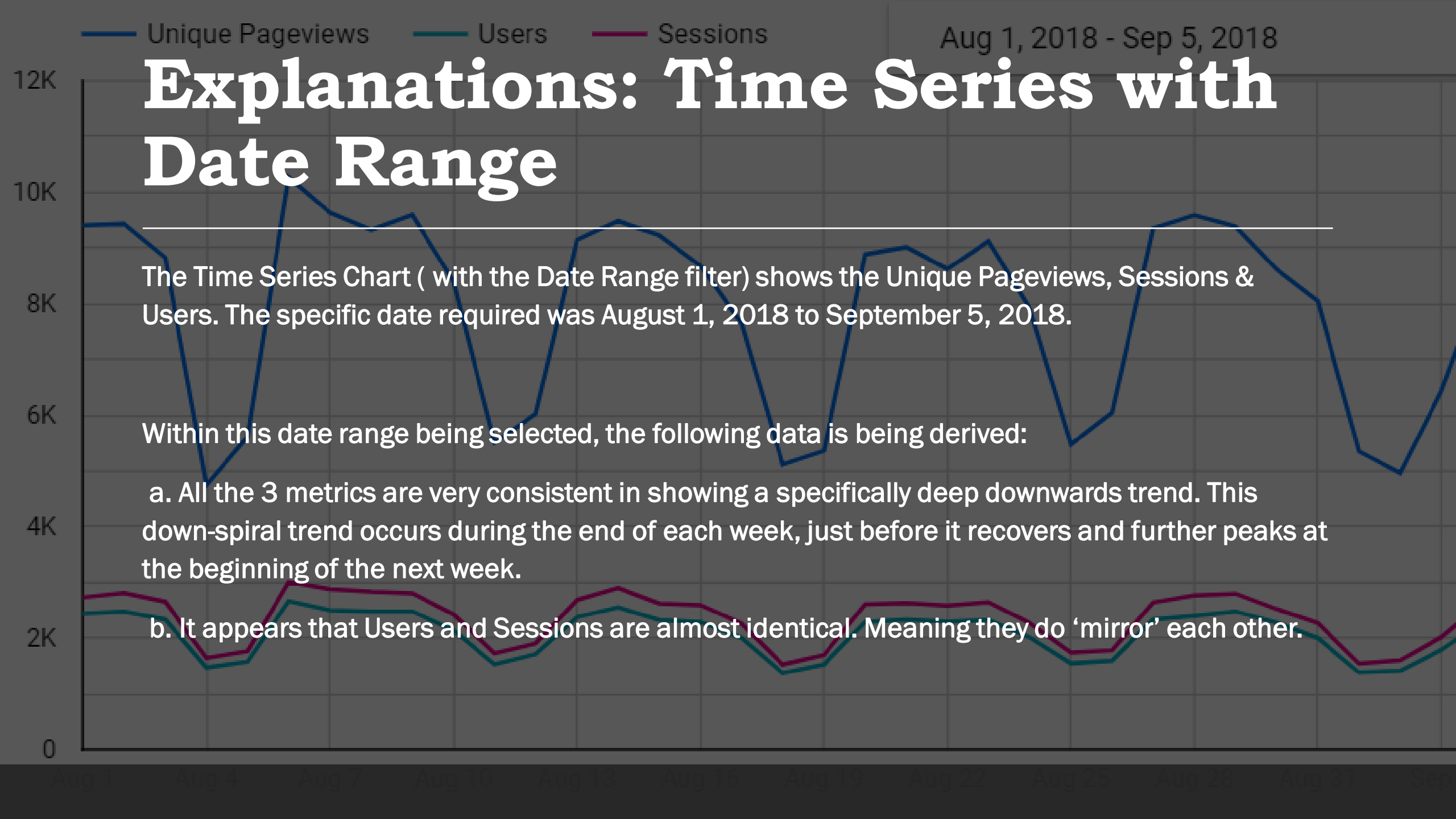
Aug 1, 2018 - Sep 5, 2018

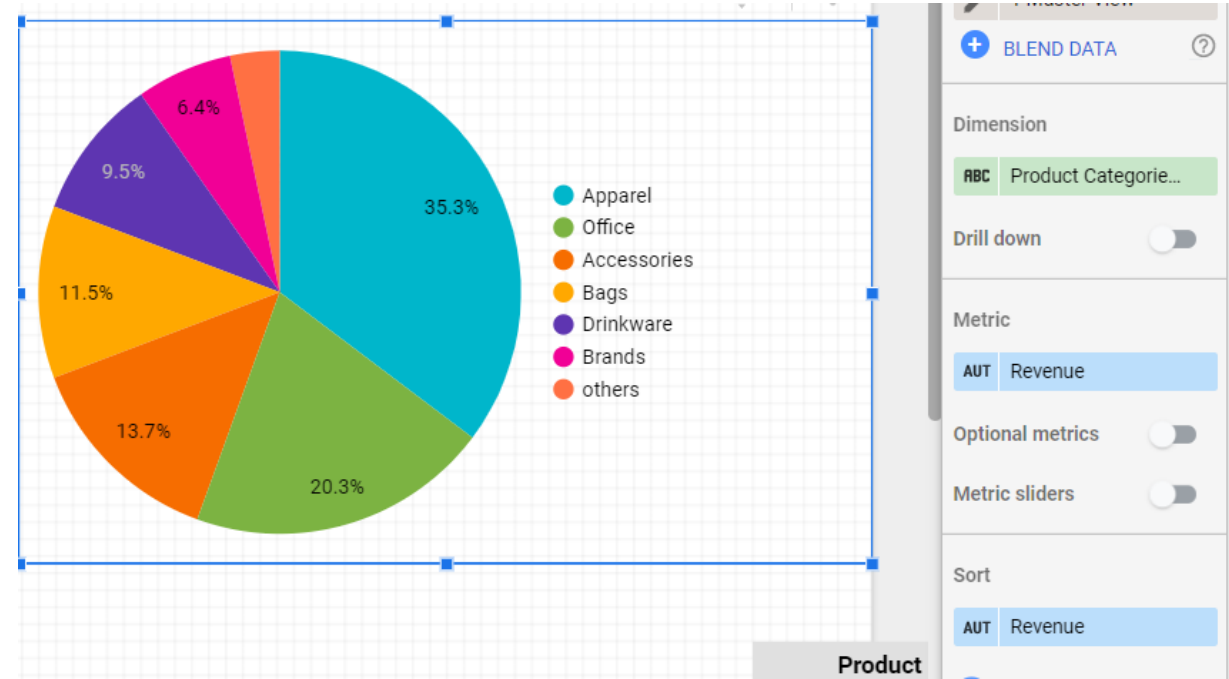
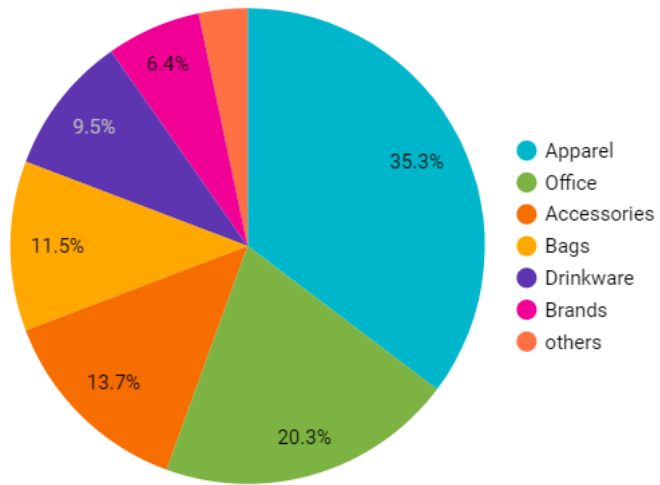
Explanations: Time Series with Date Range

The Time Series Chart (with the Date Range filter) shows the Unique Pageviews, Sessions & Users. The specific date required was August 1, 2018 to September 5, 2018.

Within this date range being selected, the following data is being derived:

- All the 3 metrics are very consistent in showing a specifically deep downwards trend. This down-spiral trend occurs during the end of each week, just before it recovers and further peaks at the beginning of the next week.
- It appears that Users and Sessions are almost identical. Meaning they do 'mirror' each other.



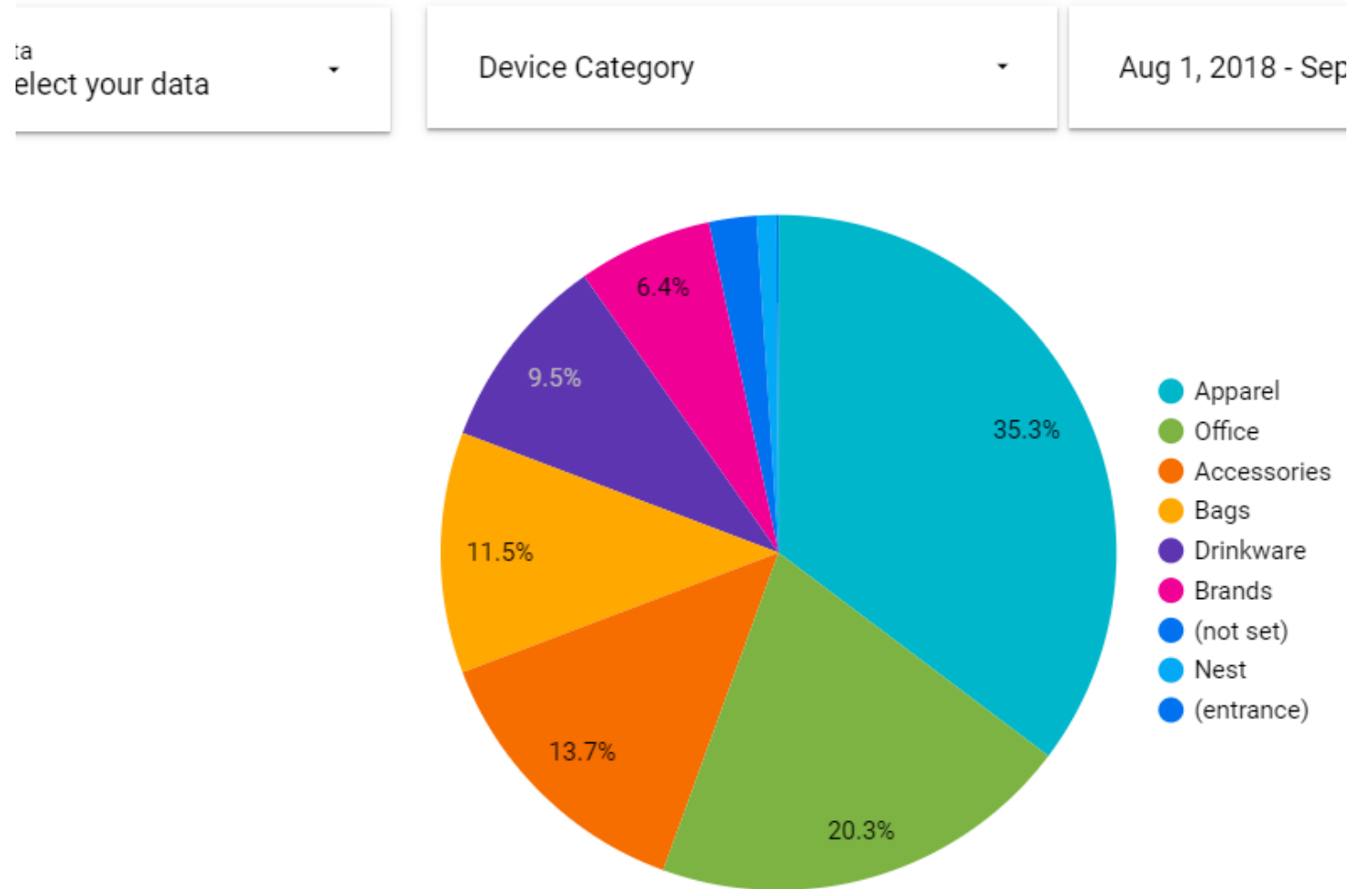


Pie Chart : Representing the 7 Items within the Google Store

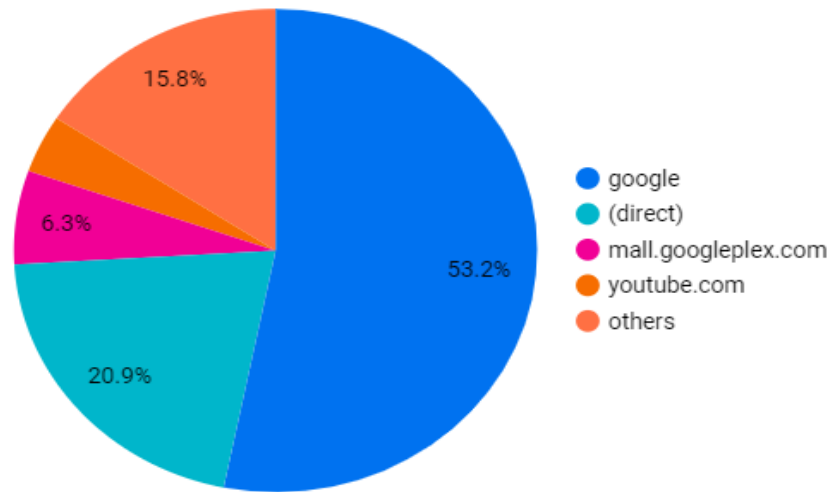
Analyzing the Above Pie Chart: Broken Down by Product Categories (Aug 1 to Sept 5, 2018)

The Data Source, Dimension & Metric Details are shown next to the chart.

From this, we can derive that the TOP 3 Contributors are : Apparel (35.3 %), Office (20.3%) and Accessories (13.7%)



Pie Chart :5 Slicers – Sources of Traffic towards the Google Merchandise Store



Avg. Order Value
\$101.32

Aug 1, 2018 - Sep 5, 2018

Dimension

ABC Source

Drill down

Metric

AUT New Users

Optional metrics

Metric sliders

Sort

AUT New Users

The 5 Slice Pie Chart

* The image in the previous slide shows the 5 -slice pie-chart with the corresponding dimensions, metrics and the date range

* Google was the leading source of traffic with 53.2 %

* Direct was 2nd with 20.9%

Dimension

ABC

Source

Drill down



Metric

AUT

New Users

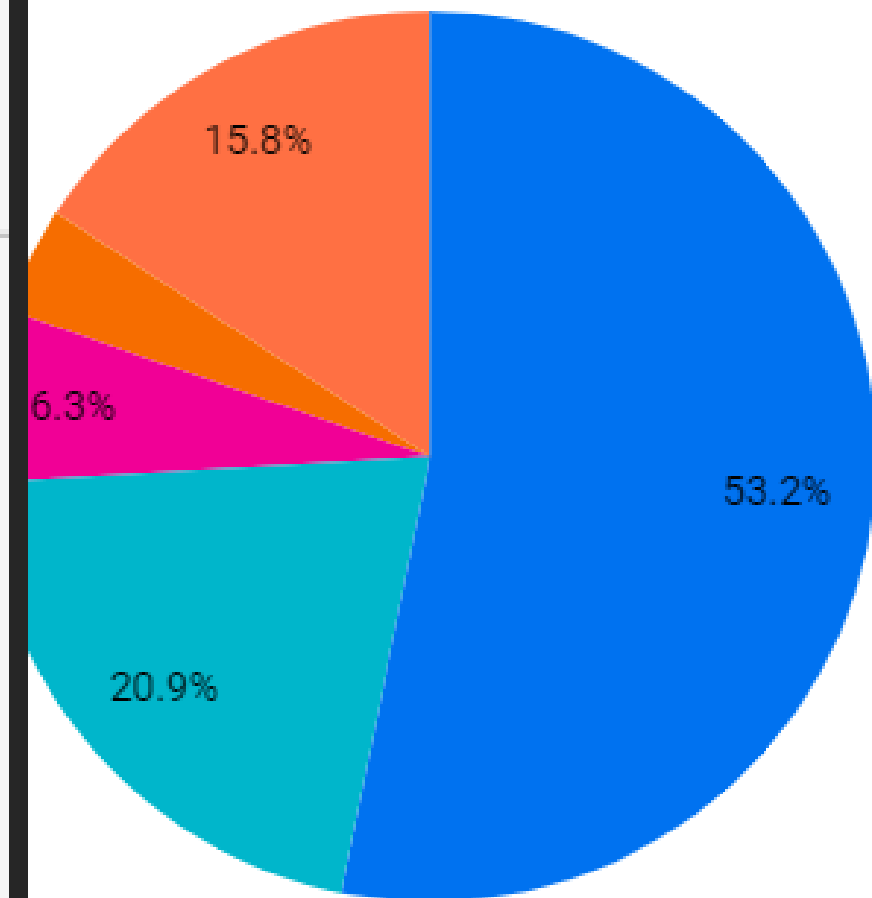
Optional metrics



Metric sliders



Sort



The Scored Card: Representing the **AVERAGE ORDER VALUE**

This Scorecard shows that the AVG Order Value is \$ 101.32, within the given Date Range of Aug 1 to Sept 5 2018.

The Data Source, Dimension & the Metric Details are included.



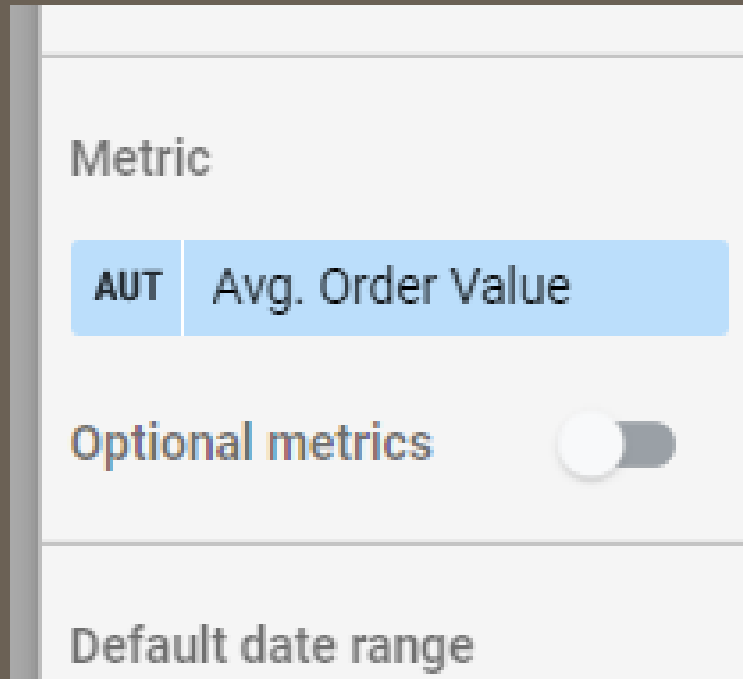
Metric

AUT Avg. Order Value

Optional metrics ☐

Default date range

Aug 1, 2018 - Sep 5, 2018 ▼



Metric

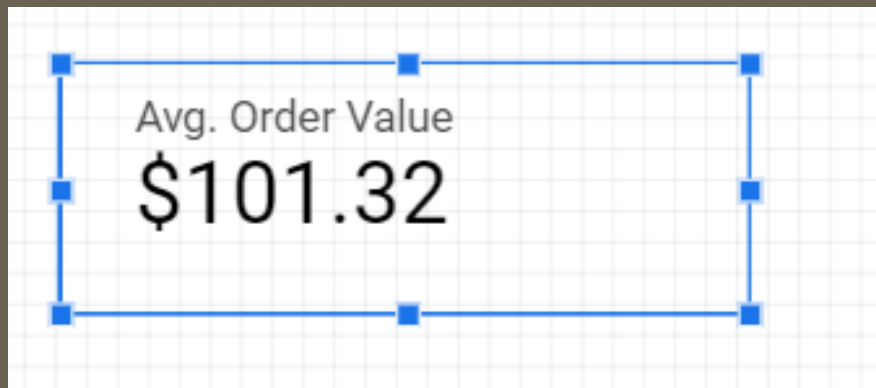
AUT Avg. Order Value

Optional metrics ☐

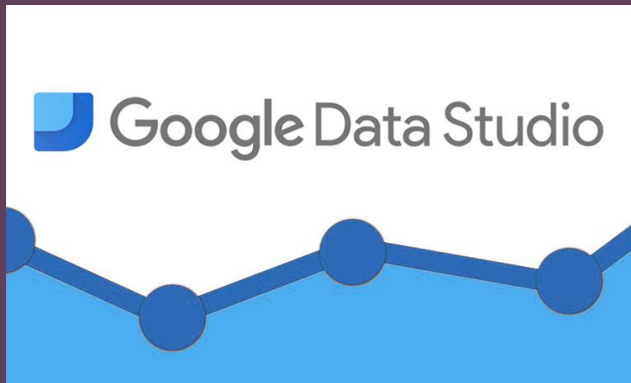
Default date range

The ScoreCard Details

- * The scorecard reveals that the AVG Order Value is \$ 101.32
- * This value was computed from the given date range of August 1 to Sept 5 2018.
- * The specific dimension and metrics were included.



Dashboard Overview Image : A Visual Summary of this entire project



Revenue
\$120,464.18

Avg. Order Value
\$101.32

Aug 1, 2018 - Sep 5, 2018

