UDACITY

Google Analytics

Advanced Displays, Segmentation & Filtering

Part One:
Primary Views & Filters

e-nor

1. Best Practice Check:
Three Primary Views

All emages show from using the Google Merchandise Store Demo Account

2. Best Practice Check: Filtering Internal Traffic

Step 1:

Analytics	All accounts > UA - Google Merchandi...
	2 Test View ▾

Try searching "Any anomalies in sessions this month?"

ADMIN   USER

View   + Create View

2 Test View

⬅

📄 View Settings

🚩 Goals

🔻 Filters

🛒 Ecommerce Settings

Dd Calculated Metrics BETA

PERSONAL TOOLS & ASSETS

⬛ Segments

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

Step 2:

ADMIN   USER

View   + Create View

2 Test View

📄 View Settings

🚩 Goals

🔻 Filters

🛒 Ecommerce Settings

Dd Calculated Metrics BETA

PERSONAL TOOLS & ASSETS

⬛ Segments

💬 Annotations

📊 Multi-Channel Funnels Settings

View Filter

Filter Information

Filter Name

Exclude Internal IP addresses

Filter Type

| Predefined | Custom |

Exclude ▾   traffic from the IP addresses ▾   that contain ▾

IP address

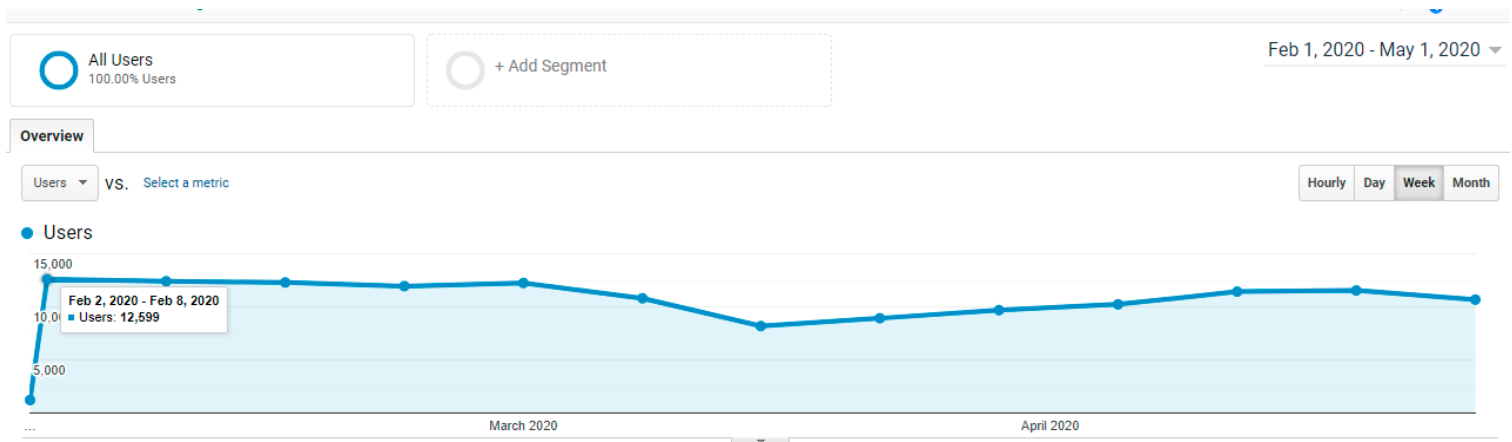regexip.com

Back

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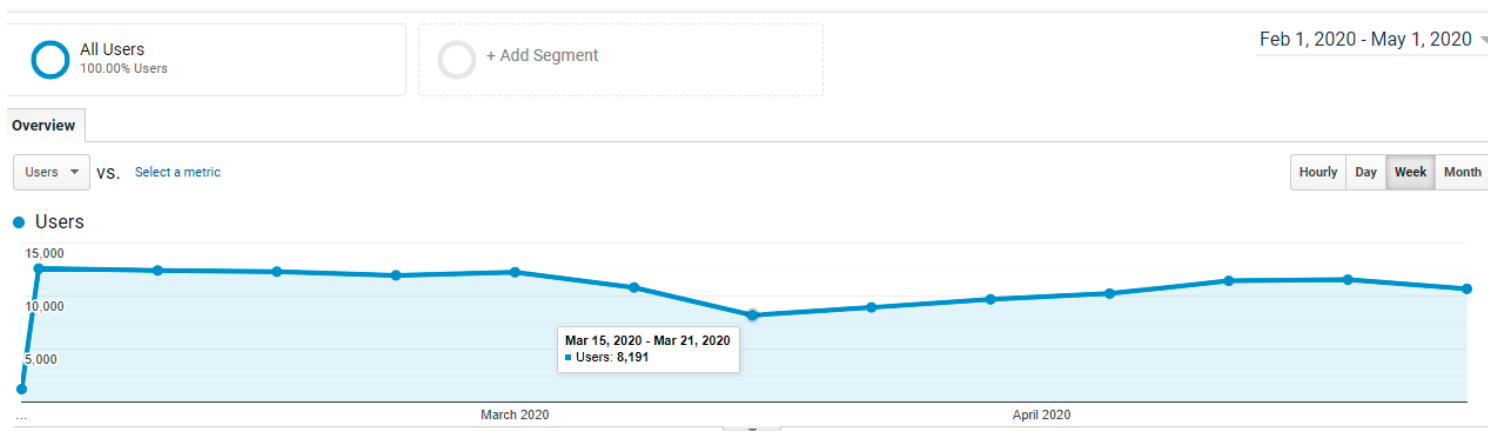
Part Two:
Data Exploration

Standard Display - Audience

From the Audience Overview Report, there is a three month time period I would like to explore.

Graph 1: the most visitors of week

Graph 2: the fewest visitors of week

Standard Display - Audience

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

It's hard to tell why the trends happened, because there has no annotation.

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?

Default Channel Grouping	Acquisition			Behavior			Conversions eCommerce ▾		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Ecommerce Conversion Rate ?	Transactions ?	Revenue ?
	107,482 % of Total: 82.58% (130,159)	102,913 % of Total: 80.68% (127,560)	141,798 % of Total: 81.51% (173,962)	51.04% Avg for View: 48.37% (5.52%)	3.92 Avg for View: 4.08 (-4.03%)	00:02:37 Avg for View: 00:02:45 (-4.86%)	0.09% Avg for View: 0.11% (-16.32%)	133 % of Total: 68.21% (195)	$7,689.94 % of Total: 68.06% ($11,298.01)
☐ 1. Organic Search	80,774 (71.39%)	75,776 (73.63%)	99,782 (70.37%)	54.34%	3.52	00:02:20	0.12%	123 (92.48%)	$7,034.94 (91.48%)
☐ 2. Referral	17,694 (15.64%)	13,932 (13.54%)	25,081 (17.69%)	34.19%	5.86	00:04:11	<0.01%	1 (0.75%)	$41.80 (0.54%)
☐ 3. Social	5,432 (4.80%)	5,204 (5.06%)	5,819 (4.10%)	58.41%	3.38	00:01:24	0.03%	2 (1.50%)	$189.40 (2.46%)
☐ 4. Affiliates	4,762 (4.21%)	4,353 (4.23%)	5,566 (3.93%)	60.92%	2.35	00:01:59	0.00%	0 (0.00%)	$0.00 (0.00%)
☐ 5. Paid Search	2,394 (2.12%)	1,784 (1.73%)	3,146 (2.22%)	31.53%	5.86	00:03:43	0.22%	7 (5.26%)	$423.80 (5.51%)
☐ 6. Display	2,091 (1.85%)	1,864 (1.81%)	2,404 (1.70%)	74.83%	2.27	00:00:54	0.00%	0 (0.00%)	$0.00 (0.00%)

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?

1. From the data I selected it shows Display has highest bounce rates 74.83%, Paid search has the lowest bounce rates 31.53%.
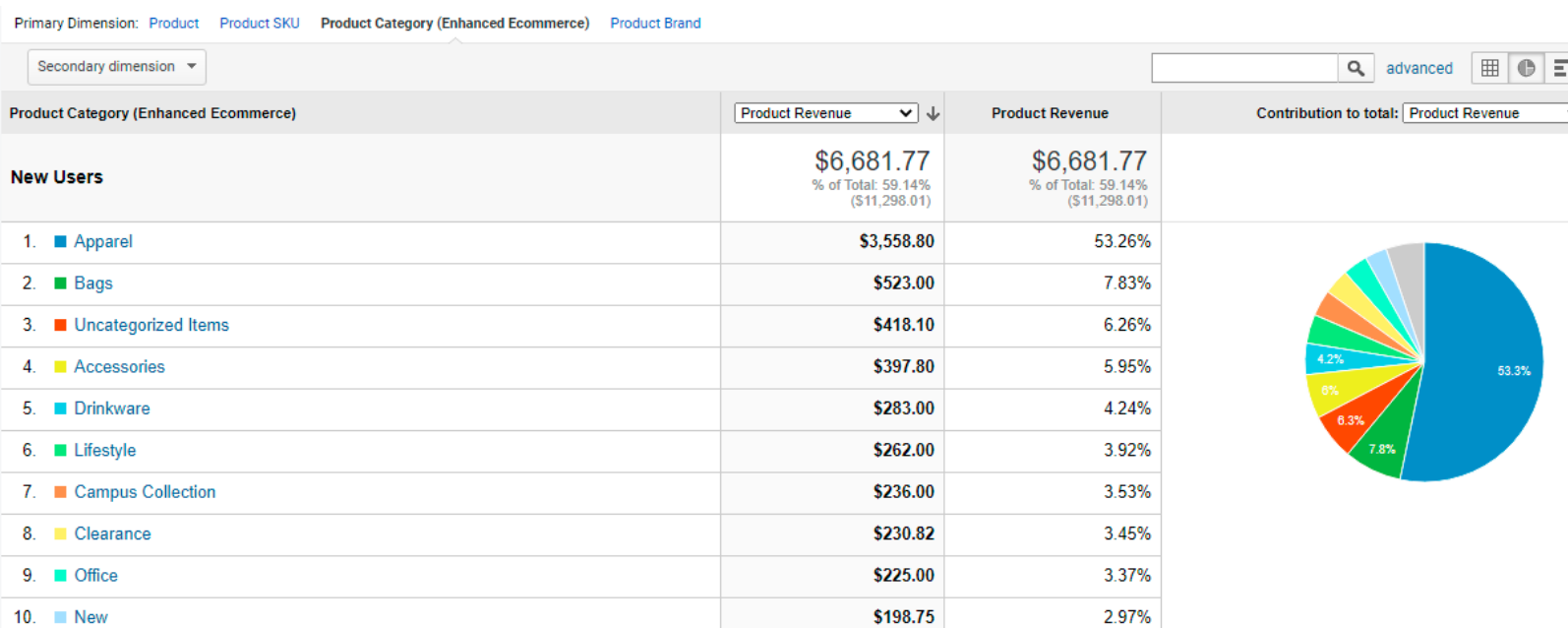
Normal bounce rates are around 45%~55%. Display has the highest rates it's usually means users did not like what they saw, irrelevant or think it's not good enough.

2. Both Affiliates and Display has 0% Ecommerce conversion rates are the lowest. Paid Search has the highest Ecommerce conversion rate as 22%.

Ecommerce conversion rates are base on the completed purchases on the site, is the percent of session that resulted in an Ecommerce transaction. Affiliates and Display has 0% means there are no purchase transactions. Paid Search has most Ecommerce transaction.

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.)

Primary Dimension: Product   Product SKU   **Product Category (Enhanced Ecommerce)**   Product Brand

Secondary dimension ▼   🔍   advanced   ⊞ ◑ ☰

Product Category (Enhanced Ecommerce)	Product Revenue ▼	Product Revenue	Contribution to total: Product Revenue
New Users	**$6,681.77** % of Total: 59.14% ($11,298.01)	**$6,681.77** % of Total: 59.14% ($11,298.01)	
1. ■ Apparel	$3,558.80	53.26%	
2. ■ Bags	$523.00	7.83%	
3. ■ Uncategorized Items	$418.10	6.26%	
4. ■ Accessories	$397.80	5.95%	
5. ■ Drinkware	$283.00	4.24%	
6. ■ Lifestyle	$262.00	3.92%	
7. ■ Campus Collection	$236.00	3.53%	
8. ■ Clearance	$230.82	3.45%	
9. ■ Office	$225.00	3.37%	
10. ■ New	$198.75	2.97%	

Pie chart: 53.3%, 7.8%, 6.3%, 6%, 4.2%

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.
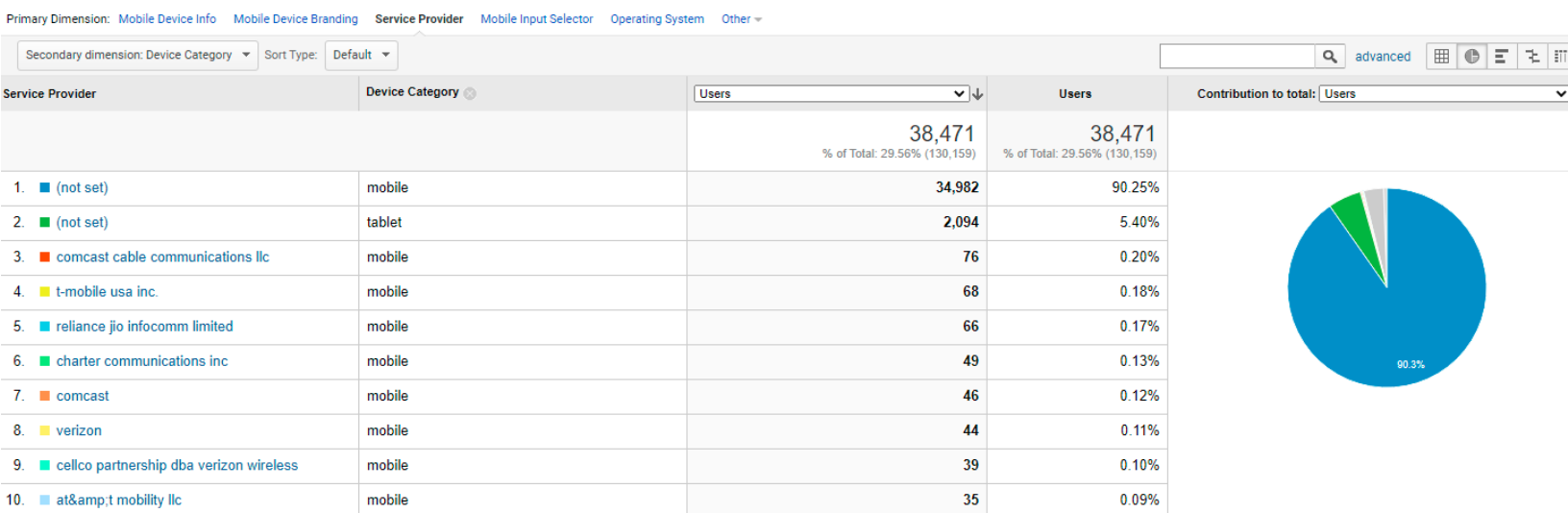
	Page		Pageviews ▼	Avg. Page Load Time (sec) ▼ (compared to site average)
			709,723	4.23
			% of Total: 100.00% (709,723)	Avg for View: 4.23 (0.00%)
1.	/home		145,652	-4.47%
2.	/store.html		54,264	2.98%
3.	/basket.html		35,494	-30.91%
4.	/store.html/quickview		31,867	26.93%
5.	/google+redesign/apparel/mens/quickview		24,931	-35.40%
6.	/google+redesign/shop+by+brand/youtube		24,538	55.77%
7.	/google+redesign/apparel/mens		24,119	-12.21%
8.	/google+redesign/new		24,070	-13.36%
9.	/google+redesign/apparel		18,649	-12.59%
10.	/signin.html		16,761	-38.34%

/google+redesign/shop+by+brand/youtube has 55.77% more than average load time, it need more attentions to fast this site.
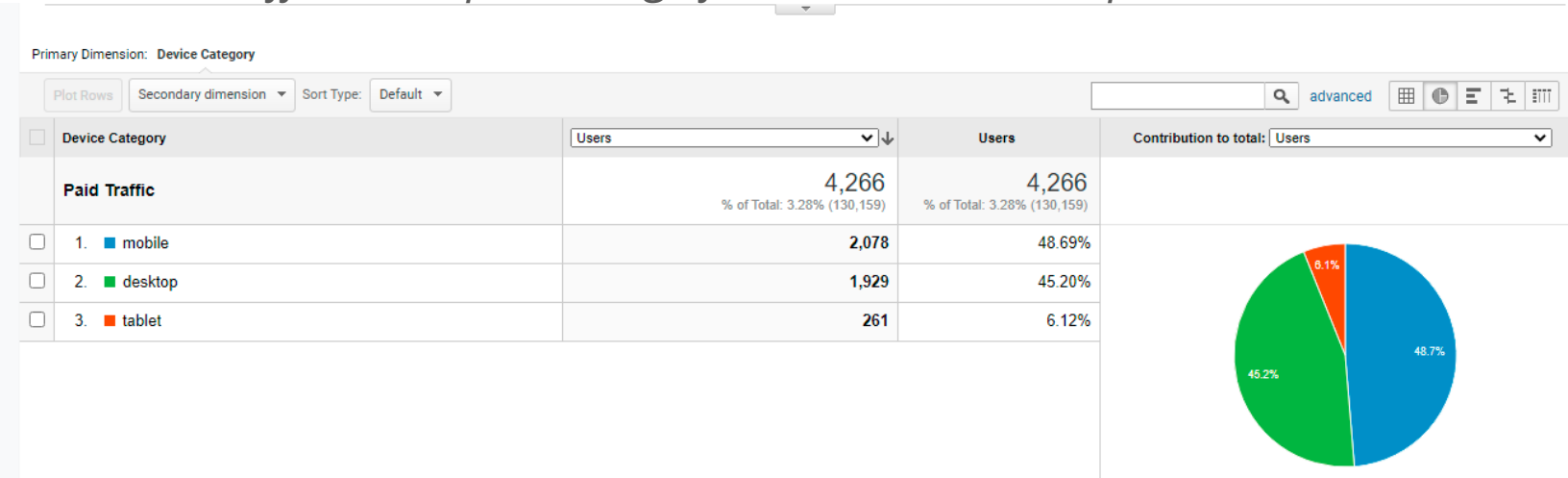
Percentage Display: Audience

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.

1.All Users percentage from mobile, desktop and tablet devices:

Primary Dimension: Mobile Device Info   Mobile Device Branding   **Service Provider**   Mobile Input Selector   Operating System   Other ▾

Secondary dimension: Device Category ▾   Sort Type: Default ▾   🔍 advanced

Service Provider	Device Category ⊘	Users ▾	Users	Contribution to total: Users
		38,471 % of Total: 29.56% (130,159)	38,471 % of Total: 29.56% (130,159)	
1. ■ (not set)	mobile	34,982	90.25%	
2. ■ (not set)	tablet	2,094	5.40%	
3. ■ comcast cable communications llc	mobile	76	0.20%	
4. ■ t-mobile usa inc.	mobile	68	0.18%	
5. ■ reliance jio infocomm limited	mobile	66	0.17%	
6. ■ charter communications inc	mobile	49	0.13%	
7. ■ comcast	mobile	46	0.12%	
8. ■ verizon	mobile	44	0.11%	
9. ■ cellco partnership dba verizon wireless	mobile	39	0.10%	
10. ■ at&t mobility llc	mobile	35	0.09%	

90.3%

2.Paid Traffic Users percentage from mobile, desktop and tablet devices:

Primary Dimension: **Device Category**

Plot Rows   Secondary dimension ▾   Sort Type: Default ▾   🔍 advanced

	Device Category	Users ▾	Users	Contribution to total: Users
	Paid Traffic	4,266 % of Total: 3.28% (130,159)	4,266 % of Total: 3.28% (130,159)	
☐	1. ■ mobile	2,078	48.69%	
☐	2. ■ desktop	1,929	45.20%	
☐	3. ■ tablet	261	6.12%	

6.1%   48.7%   45.2%

# Part Three: Segmentation

Audience Segment: Characteristic

Age	Users	Goal Completions	Contribution to total: Goal Completions
Female Paid Traffic	1,096 % of Total: 0.84% (130,159)	119 % of Total: 0.66% (18,082)	
Male Paid Traffic	1,196 % of Total: 0.92% (130,159)	174 % of Total: 0.96% (18,082)	
1. ■ 25-34			
Female Paid Traffic	285	42.86%	
Male Paid Traffic	407	36.78%	
2. ■ 55-64			
Female Paid Traffic	188	10.92%	
Male Paid Traffic	96	8.05%	
3. ■ 35-44			
Female Paid Traffic	181	19.33%	
Male Paid Traffic	218	16.67%	
4. ■ 18-24			
Female Paid Traffic	157	20.17%	
Male Paid Traffic	211	21.26%	
5. ■ 65+			
Female Paid Traffic	154	3.36%	
Male Paid Traffic	115	4.60%	
6. ■ 45-54			
Female Paid Traffic	138	3.36%	
Male Paid Traffic	152	12.64%	
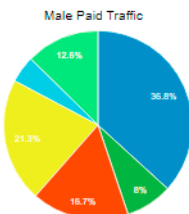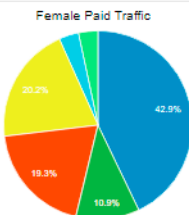
Do the Paid Traffic users have connection between age and gender?

From the demographics graph above, those discrete data shows both female and male age between 25-34 achived most percenage goal completions. Means for most goal competions there is no gender different.

Male at 65+have less goal completions. For female both 45-64 and 65+ are the fewest. It shows for female age after 45 more likely not achieve goal completions.
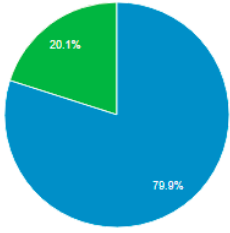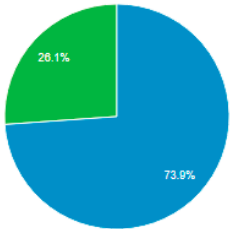
Audience Segment: Geography

Country	Users		Goal Completions	
Female Paid Traffic	1,171 % of Total: 0.90% (130,159)		124 % of Total: 0.69% (18,082)	
Male Paid Traffic	1,305 % of Total: 1.00% (130,159)		186 % of Total: 1.03% (18,082)	
1. 🇺🇸 United States				
Female Paid Traffic	1,089		99.19%	
Male Paid Traffic	1,229		100.00%	
2. 🇨🇦 Canada				
Female Paid Traffic	71		0.81%	
Male Paid Traffic	57		0.00%	

What country both female and male paid traffic from?

From geography location segment, those discrete data show female and male goal completions most likely from United states.

Audience Segment: User Behavior

User Type	Users	Users	Contribution to total: Users
Female Paid Traffic	1,171 % of Total: 0.90% (130,159)	1,171 % of Total: 0.90% (130,159)	
Male Paid Traffic	1,305 % of Total: 1.00% (130,159)	1,305 % of Total: 1.00% (130,159)	
1. ■ New Visitor			
Female Paid Traffic	1,023	79.92%	
Male Paid Traffic	1,055	73.88%	
2. ■ Returning Visitor			
Female Paid Traffic	257	20.08%	
Male Paid Traffic	373	26.12%	

For female and male which users are more likely return?

From behavior segment those discrete data show male paid traffic has 26.1% returning vistor and female has 20.1%. Male paid traffic users more likely to return.

ANND Portfolio

Advanced Displays, Segmentation & Filtering