**Step-by-step: Work with Google Analytics: Create Explorations**

This reading outlines the steps the instructor performs in the next video, [Work with Google Analytics: Create explorations](https://www.coursera.org/learn/assess-for-success/lecture/mimeI/work-with-google-analytics-create-explorations). In the video, you will learn more about Explorations and how they can enable you to create custom reports.

Keep this step-by-step guide open as you watch the video. It can serve as a helpful reference if you need additional context or clarification while following the video steps. This is not a graded activity, but you can complete these steps to practice the skills demonstrated in the video.

**What you’ll need**

If you’d like to follow along with the video, you will need a Google account to access the Google Analytics demo account. You can use [this reading to Get Started with Google Analytics](https://www.coursera.org/learn/assess-for-success/supplement/NqQP2/get-started-with-google-analytics) before the video!



**Example 1: Exploration templates**

The Google Analytics UI has been updated. This guide will help you locate menu locations that might be different from what is displayed in the video.

1. Access the demo account and **select** [Google Analytics 4 property: Google Merchandise Store (web data)](https://analytics.google.com/analytics/web/?utm_source=demoaccount&utm_medium=demoaccount&utm_campaign=demoaccount#/p213025502/reports/intelligenthome) to sign in and open the GA4 property.
2. Select the **Explore** page from the Navigation panel on the left.
3. Scroll through the Exploration options until you find the **Checkout Behavior Funnel**; instead of double clicking, use the **three dots** to open a new pop-up menu and select **Duplicate**. This will create an exploration with a valid date range. This will also allow you to make the same changes as the instructor.
4. Scroll down the Setting navigation panel to find the Breakdown field. R**emove “Device category.” Drag and drop “First user medium”** from the Variables navigation panel to the Breakdown field. The data should update accordingly.
5. Find **Direct traffic** and **Paid traffic** under Segments in the Variables panel; drag and drop them to Segment Comparisons in the Tab Settings column. The data should update accordingly.

**Example 2: Blank Explorations**

1. Use the back button to return to the Explore page.
2. Select the Blank option from the “Start a new exploration” options.
3. Click the **plus icon** for **Segments** to show the Build a new segment window. This where you would create a custom Segment. Close the window.
4. Click the **plus icon** for **Dimensions** to display the list of possible Dimensions. Use the **tabs** at the top of the window to view **Custom Dimensions** and open the drop down menu. Close the window.
5. Click the **plus icon** for **Metrics** to display the list. Open the **Event** drop down menu and explore the options listed. Close the window.