

Google Analytics



Project: Navigating,
Reports, & Dashboards



Part One: Primary Views & Filters

1. Best Practice Check:

Three Primary Views

This project used Google Merchandise Store Demo Account.

There are three different views, Master View, Test View, Raw Data View.

Master View: implement our work once it's been tested and it's getting the results we want

Test View: try things out before making them live

Raw Data View: include all the data

All accounts		
Analytics Accounts	Properties & Apps	Views
Demo Account 54516992 >	GA4 - Flood-It! 153293282 ☆	1 Master View 92320289
	GA4 - Google Me... 213025502 ☆	2 Test View 92324711
	UA - Google Merc... UA-54516992-1 >	3 Raw Data View 90822334

2. Best Practice Check: Filtering Internal Traffic

For Google Merchandise Store data, it did not have internal traffic filters as we seen from the screenshot below:

ADMIN

USER

Account + Create Account

Demo Account

Account Settings

Account User Management

All Filters

Trash Can

Filter Name

Filter Type

Views

Exclude Product

Exclude

0

Include Hostname

Include

3

Rename AdWords Campaigns

Search and Replace

3

I do not have access to add filters, but we can accomplish this by following steps:

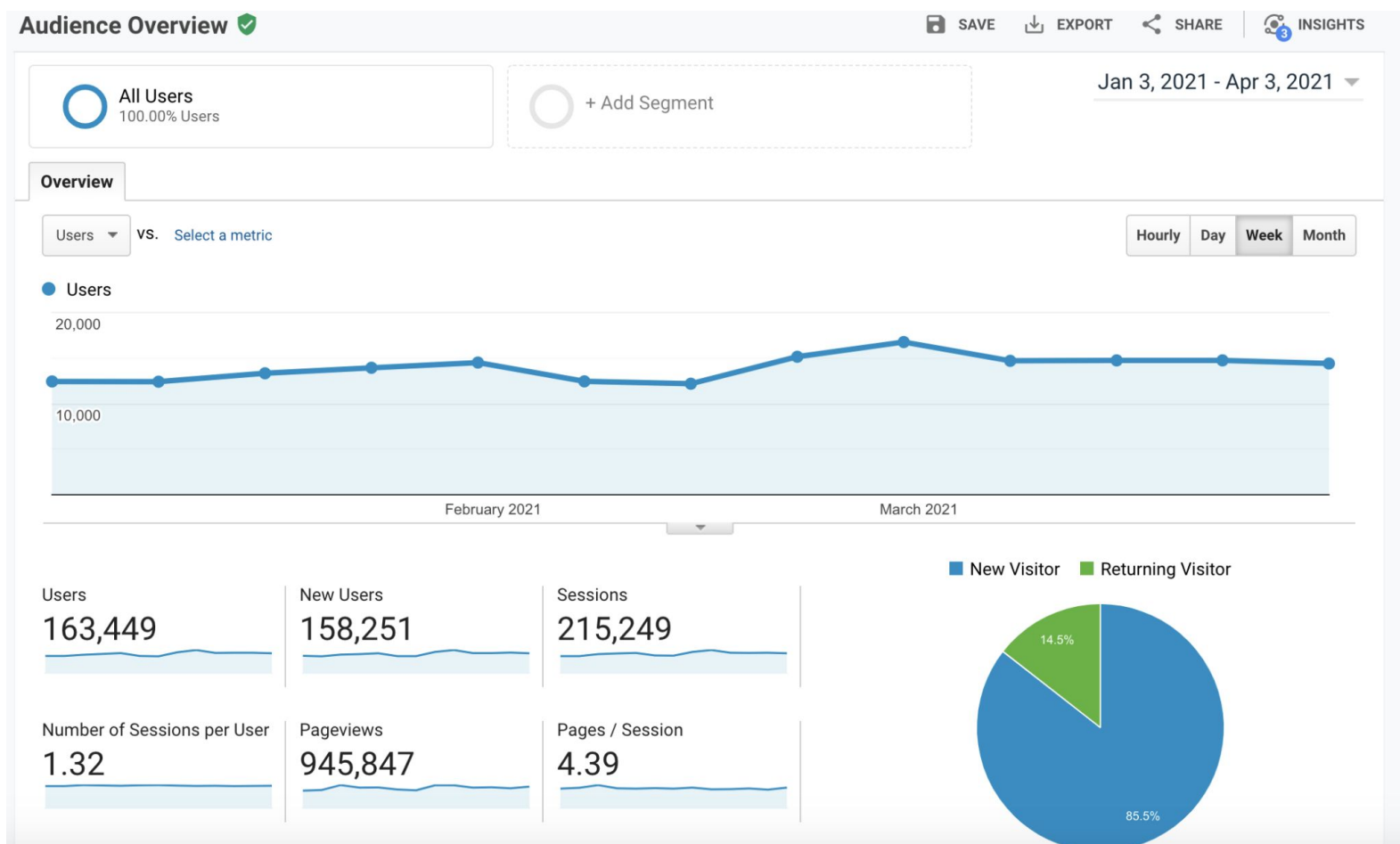
- Under Admin, click All Filters.
- Click Add Filter Column.
- Select Exclude Internal Traffic as name for this filter, and use Custom to construct the filter.
- Apply the filter to the Test View and click save.



Part Two: Data Exploration

Standard Display - Audience

From the Audience Overview Report of Jan 3, 2021 to April 3, 2021, we can see that week of Feb 28 to March 6 has the highest visitors and week of Feb 14 to Feb 20 has the lowest visitors.

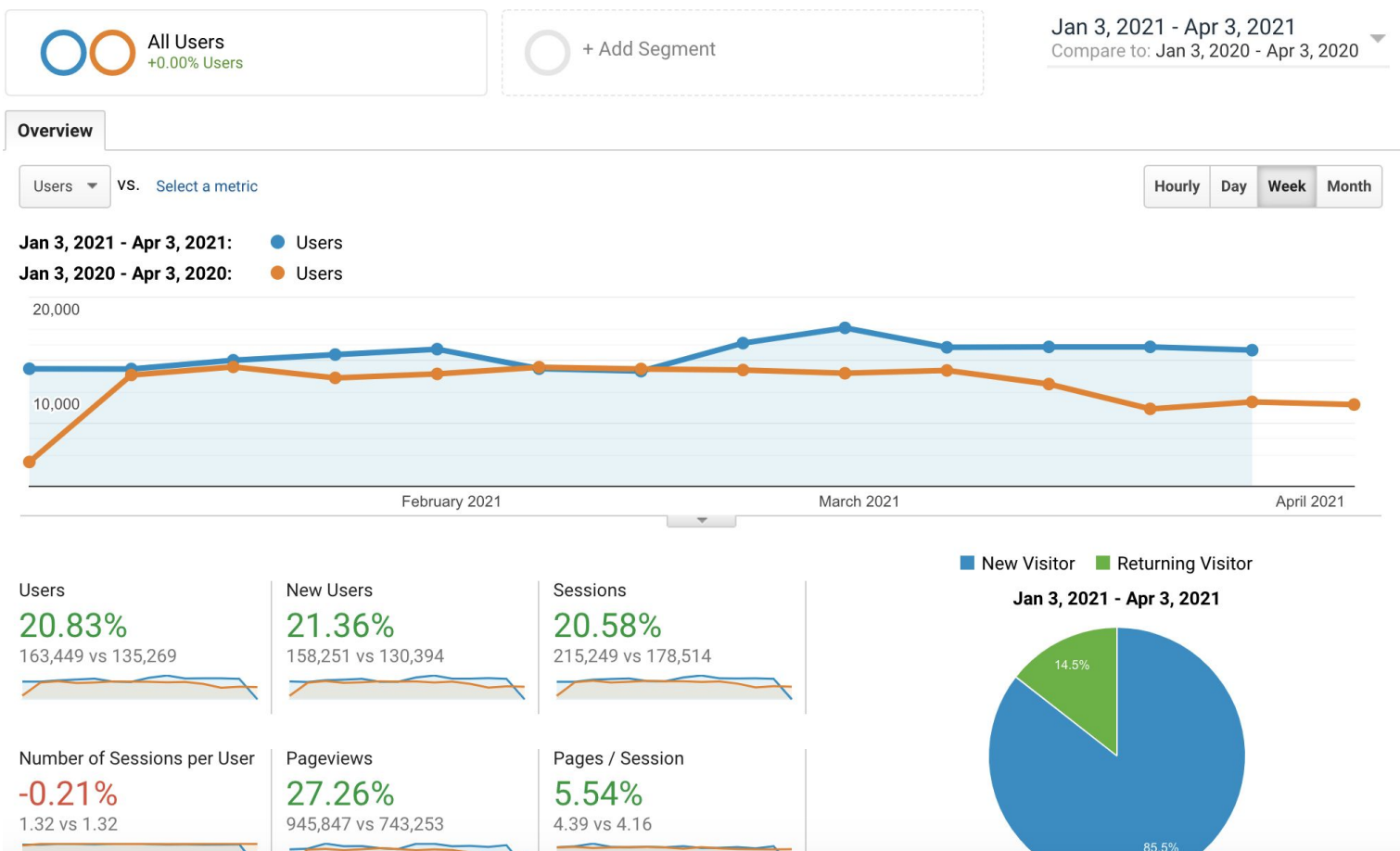


Standard Display - Audience

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

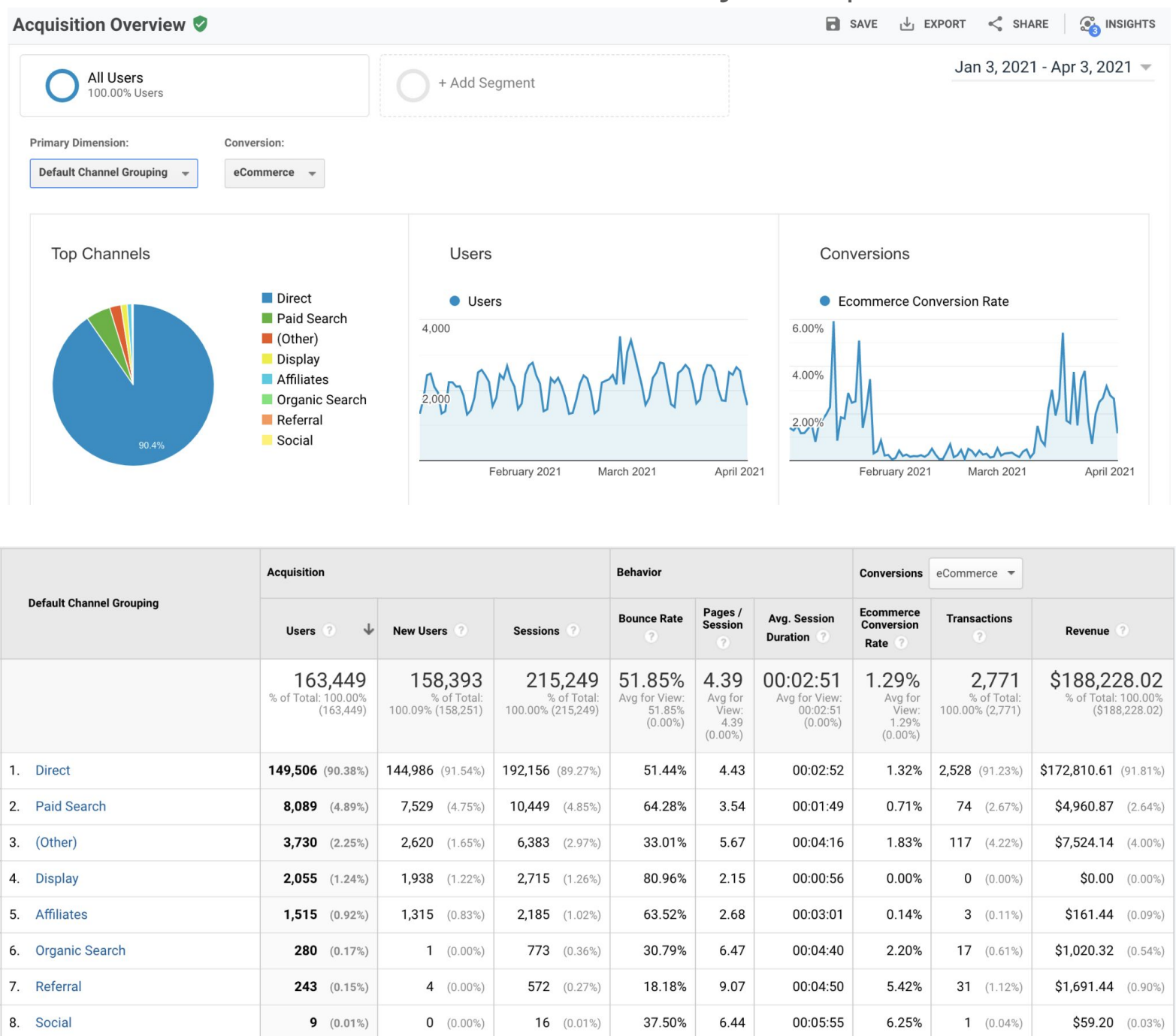
Below is the comparison with the same period in previous year.

The trends of lowest visitors in the week of Mid February may be related to the shopping season in Holiday season, which accompanied by large promotions. While in Feb, stores usually do not have much promotion activities. The trends of highest visitors in the Week of March may be related to the implementation of COVID-19 Vaccines. This month, people started to get vaccines. In contrast, we can see the users drop in previous year due to the COVID-19.



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?



Standard Display: Acquisition

Bounce Rate:

**Display channel has the highest bounce rate of 80.96%.
Referral channel has the lowest bounce rate of 18.18%.**

eCommerce Conversion Rate:

Social channel has the highest eCommerce conversion rate of 6.25%.

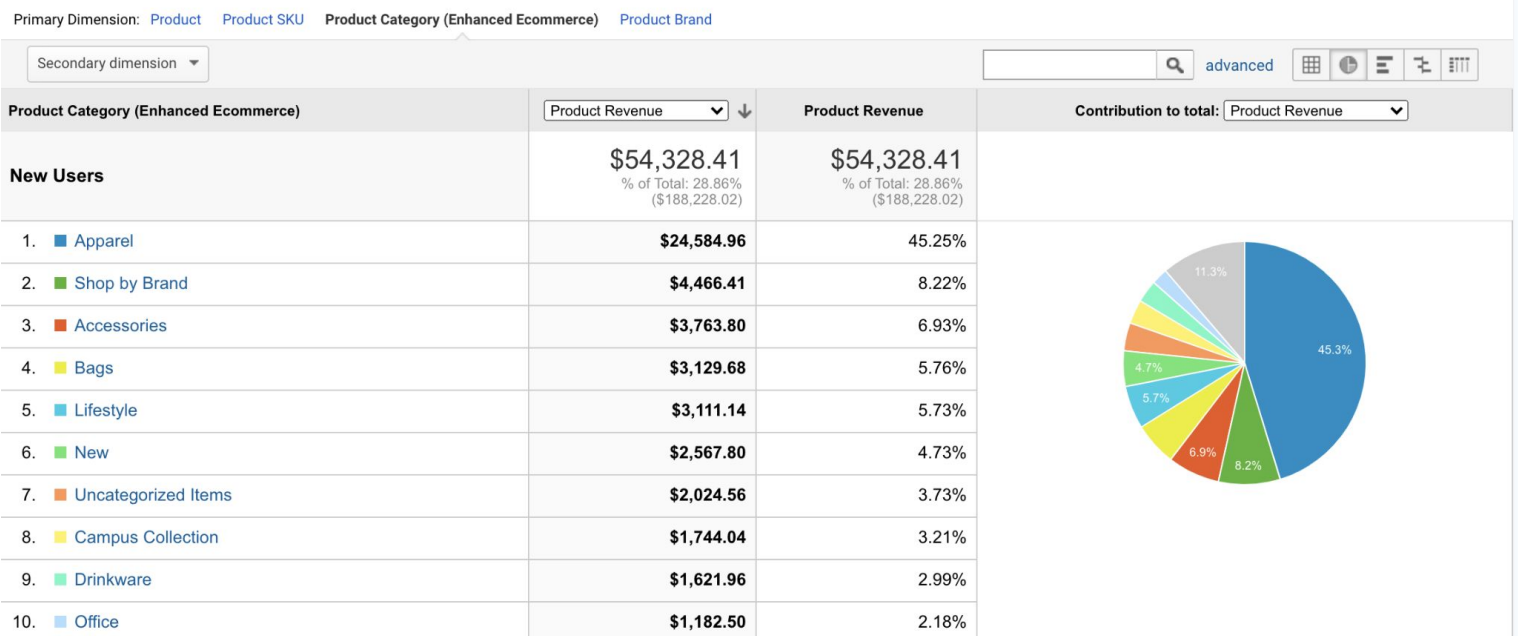
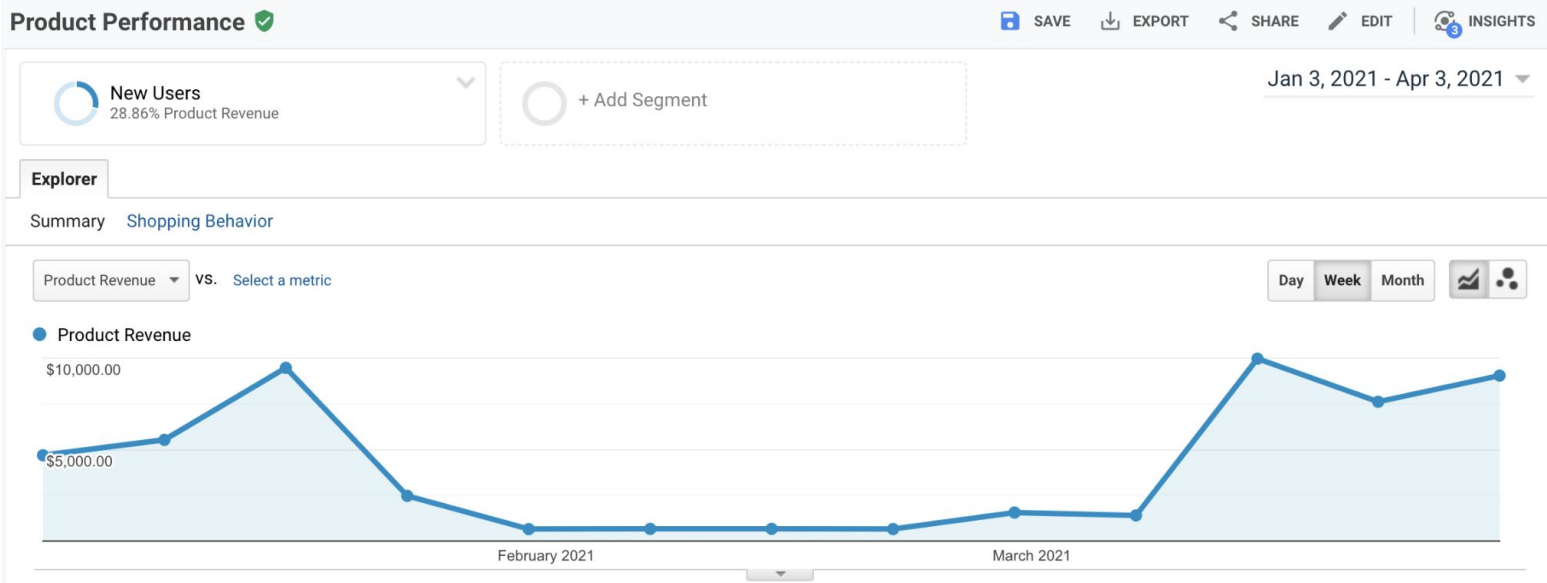
Display channel has the lowest eCommerce conversion rate of 0.005.

Bounce rate measures the percentage of users who left the site rather than continuing reading other pages within the same site. High bounce rate usually means users tend to not stay on the site, which is not good for our conversions.

eCommerce conversion rate measures the percentage of users who took desired actions on the website. High conversion rate shows success for our marketing campaign and good for achieving business goals.

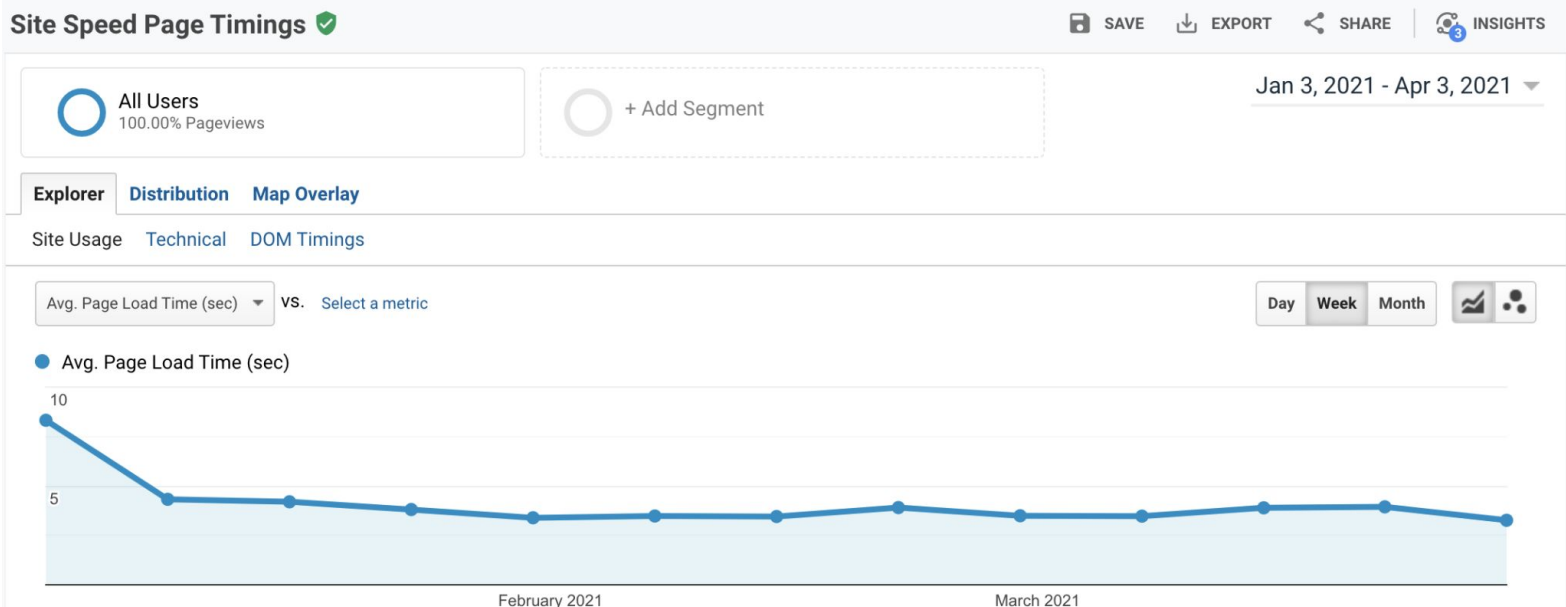
Percentage Display: Conversion

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.)






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.



Primary Dimension: Page Page Title Content Grouping: none Other

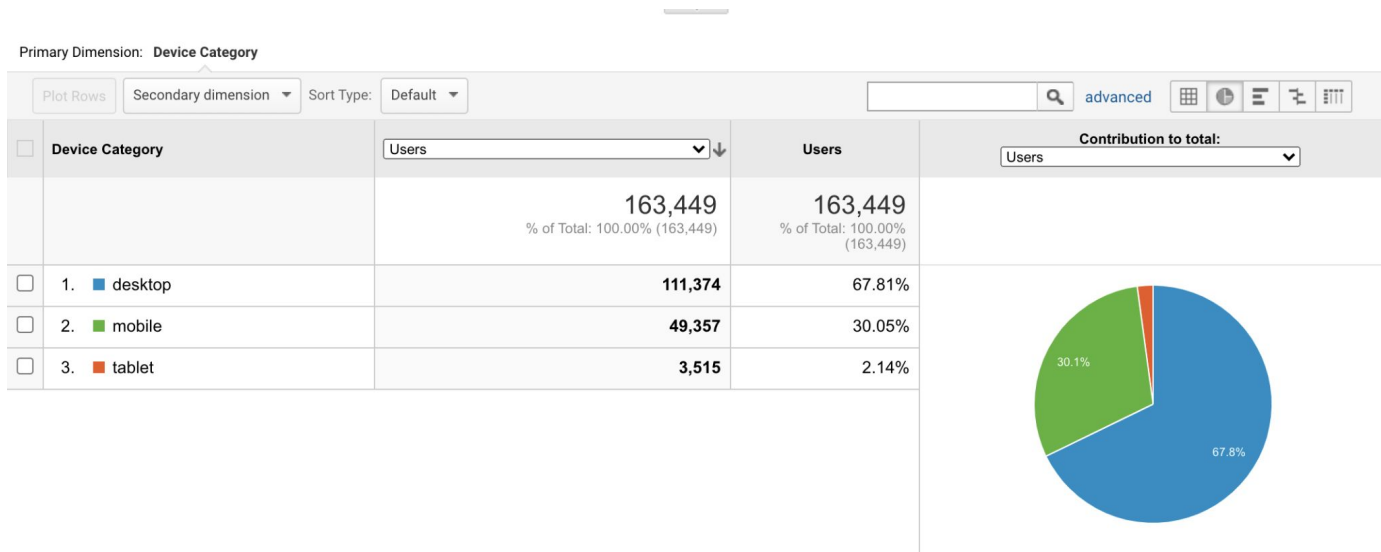
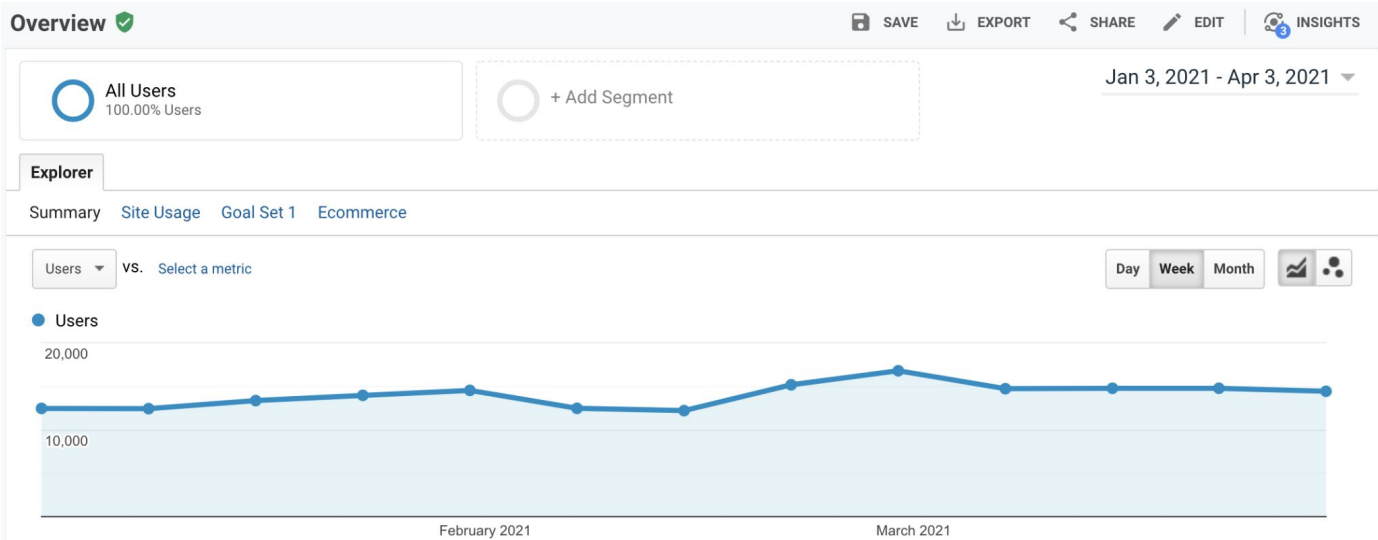
Secondary dimension Sort Type: Default

advanced   

Page	Pageviews	Avg. Page Load Time (sec) (compared to site average)
	945,847 % of Total: 100.00% (945,847)	3.98 Avg for View: 3.98 (0.00%)
1. /home	158,854	-6.24%
2. /basket.html	62,918	-27.47%
3. /store.html	45,293	-6.24%
4. /google+redesign/apparel/mens/quickview	35,904	-21.73%
5. /google+redesign/apparel/mens	35,017	-16.73%
6. /google+redesign/new	26,836	-17.34%
7. /google+redesign/apparel	25,877	10.97%
8. /signin.html	25,380	-46.70%
9. /asearch.html	24,536	33.16%
10. /google+redesign/shop+by+brand/youtube	24,132	40.61%

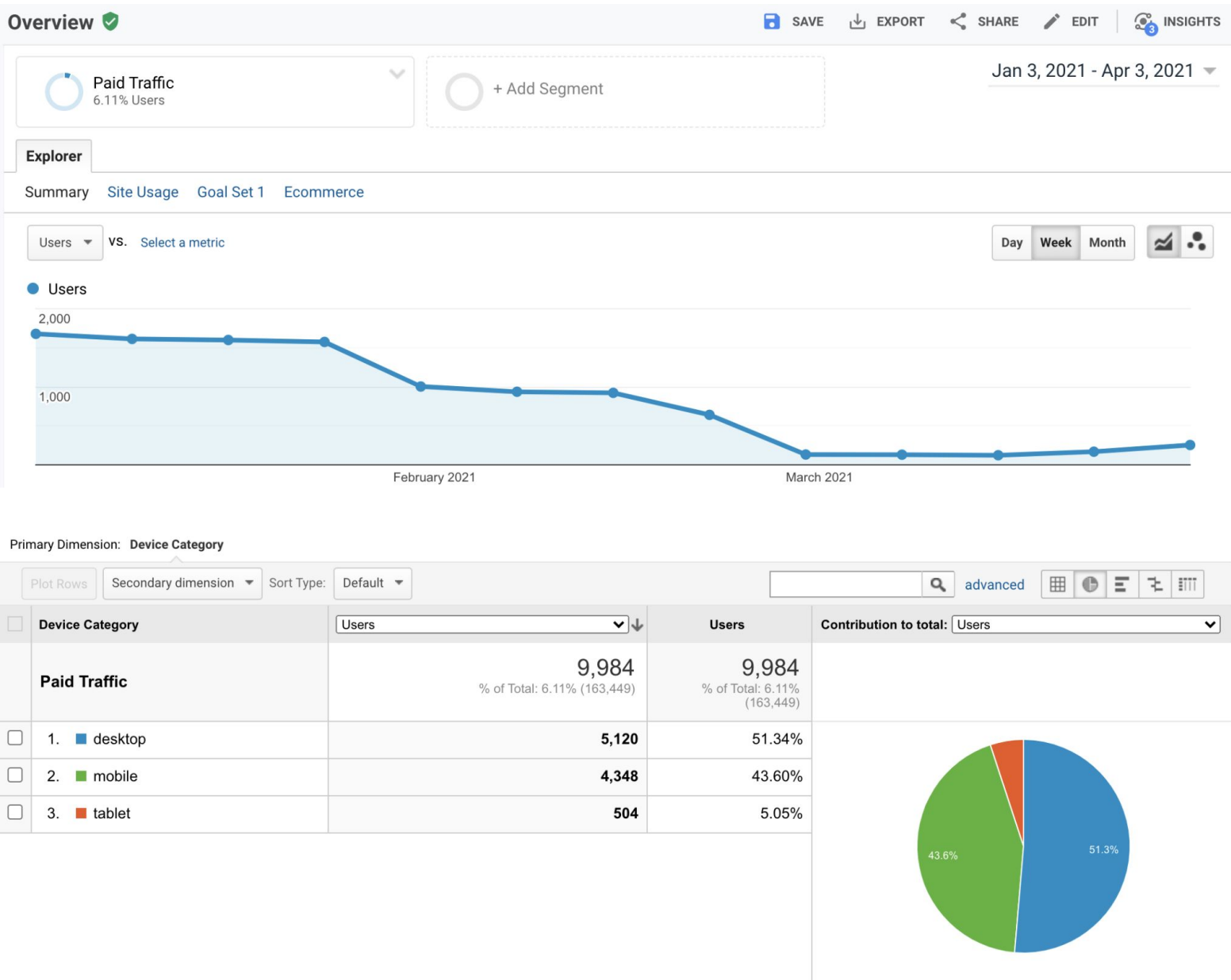
Percentage Display: Audience

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:



Percentage Display: Audience

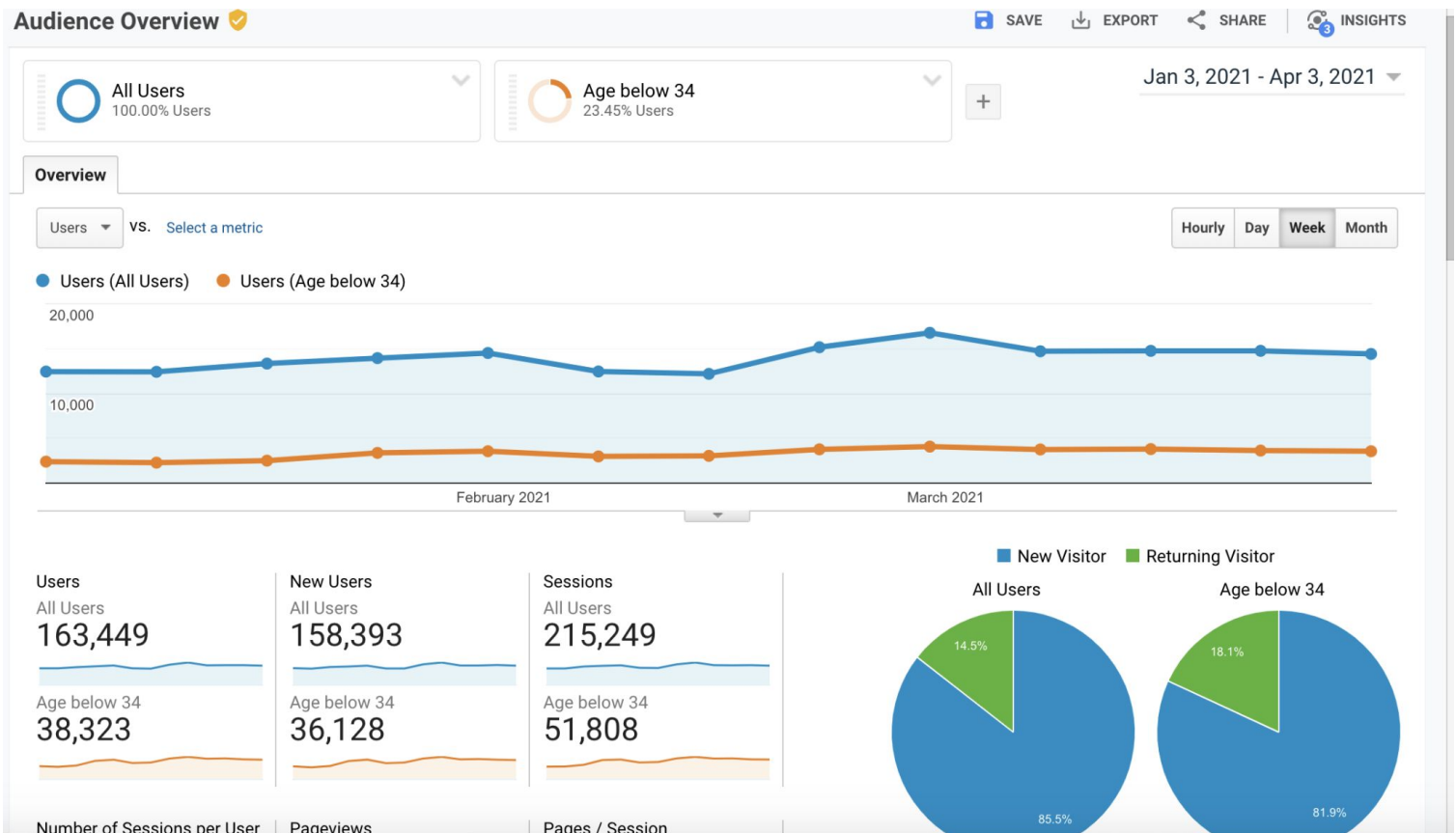
Provide percentage charts (pie charts) that show what percentage of Paid Traffic Users came from mobile, desktop, and tablet devices.





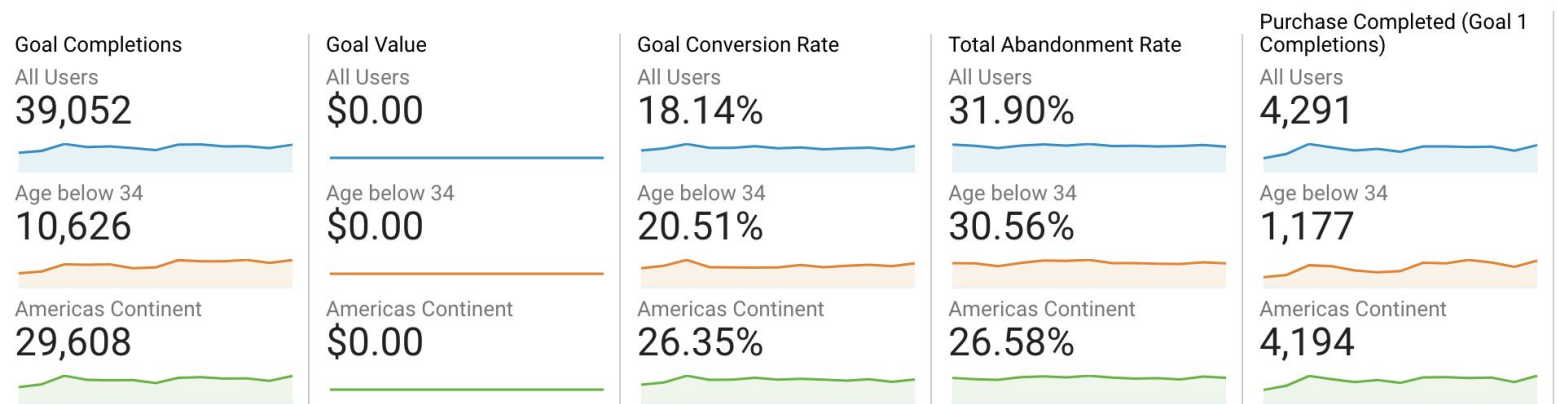
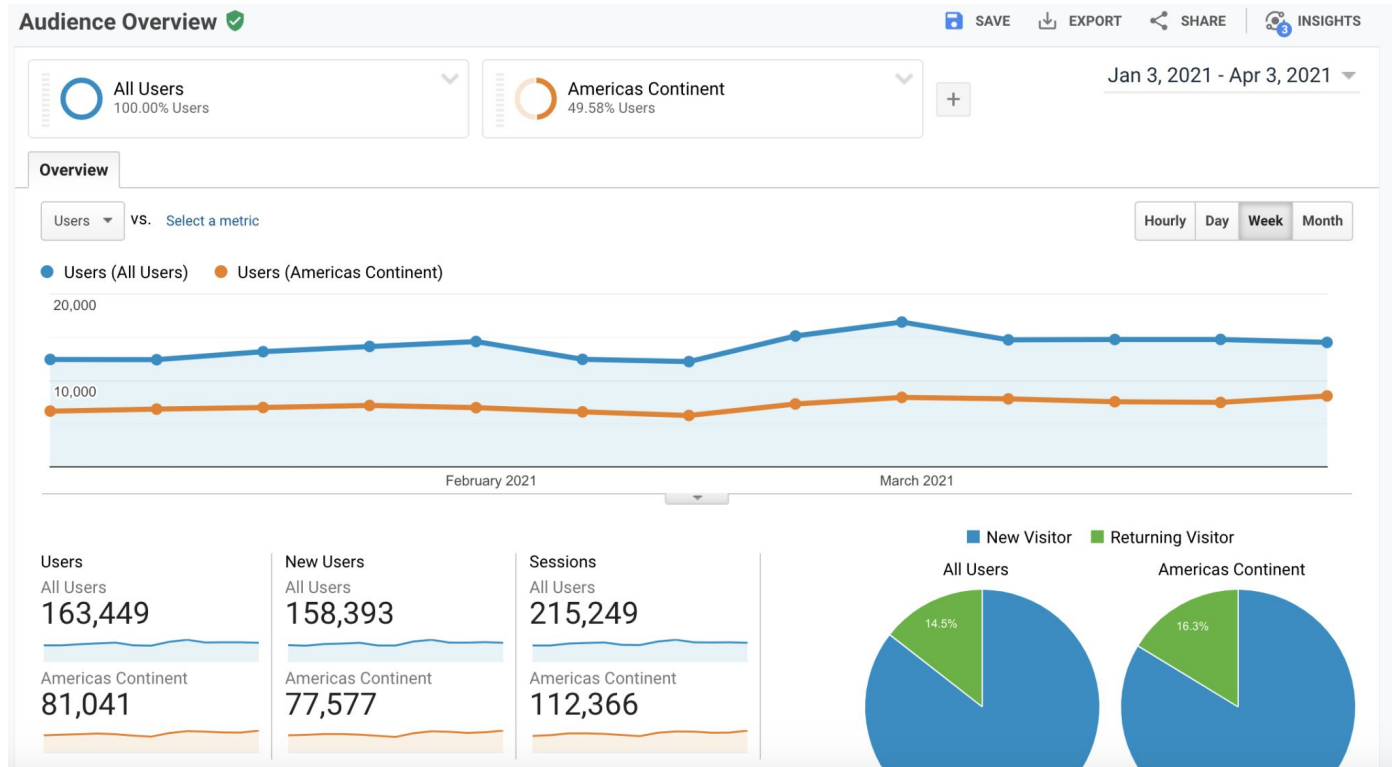
Part Three: Segmentation

Audience Segment: Characteristic



This segment is created for users age below 34 years old. There are 23.4% of all users were younger than 34. From the comparison, we can see that there were more proportions of returning users in the Age below 34 segment.

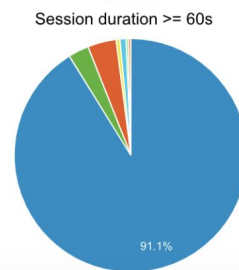
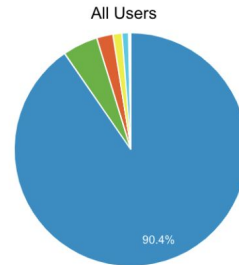
Audience Segment: Geography



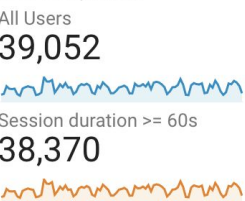
We can see there are almost half of users (49.58%) are in American continent. This segment is created to analyze performance in American continent. From the Conversion Goal Overview, we can see that goal conversion rate is higher in American continent than All Users.

Audience Segment: User Behavior

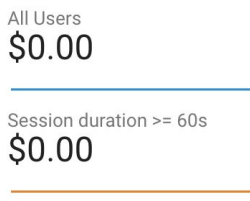
<input type="checkbox"/> Default Channel Grouping	Users	Users	Contribution to total:
All Users	163,449 % of Total: 100.00% (163,449)	163,449 % of Total: 100.00% (163,449)	
Session duration >= 60s	49,496 % of Total: 30.28% (163,449)	49,496 % of Total: 30.28% (163,449)	
<input type="checkbox"/> 1. Direct			
All Users	149,506	90.38%	
Session duration >= 60s	45,757	91.15%	
<input type="checkbox"/> 2. Paid Search			
All Users	8,089	4.89%	
Session duration >= 60s	1,440	2.87%	
<input type="checkbox"/> 3. (Other)			
All Users	3,730	2.25%	
Session duration >= 60s	1,984	3.95%	
<input type="checkbox"/> 4. Display			
All Users	2,055	1.24%	
Session duration >= 60s	263	0.52%	
<input type="checkbox"/> 5. Affiliates			
All Users	1,515	0.92%	
Session duration >= 60s	418	0.83%	
<input type="checkbox"/> 6. Organic Search			
All Users	280	0.17%	
Session duration >= 60s	160	0.32%	
<input type="checkbox"/> 7. Referral			
All Users	243	0.15%	
Session duration >= 60s	175	0.35%	
<input type="checkbox"/> 8. Social			
All Users	9	0.01%	
Session duration >= 60s	5	0.01%	



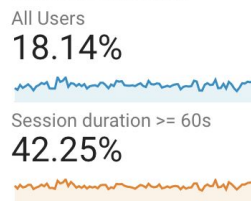
Goal Completions



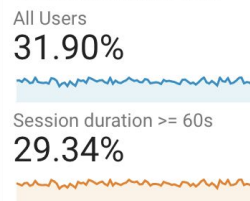
Goal Value



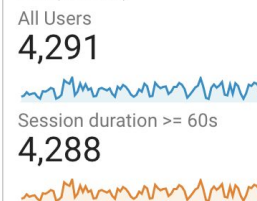
Goal Conversion Rate



Total Abandonment Rate



Purchase Completed (Goal 1 Completions)



This segment is created to look at users with session duration longer than 60 seconds. About 30.3% of all users have session duration longer than 60 seconds. And this segment tends to have larger conversion rate.

ANND Portfolio

Advanced Displays,
Segmentation & Filtering

Part Two:

Connecting a Data Source and Creating a Custom Dashboard

1. Merchandise Store Draft

Dashboard: Built on the Master View

Data sources

✕ CLOSE

Name	Type	Used in report	Status	Actions
 1 Master View	 Embedded	1 chart	Working	 EDIT  DUPLICATE  REMOVE  MAKE REUSABLE

 ADD A DATA SOURCE

2. Merchandise Store Draft

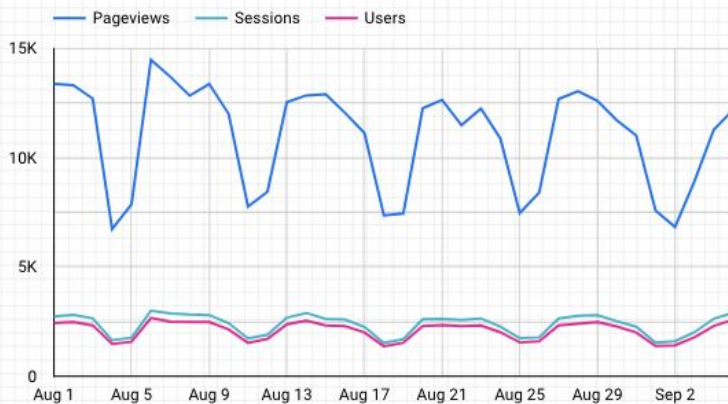
Dashboard: Time Series chart

Pageviews
396,354

Sessions
85,415

Users
63,352

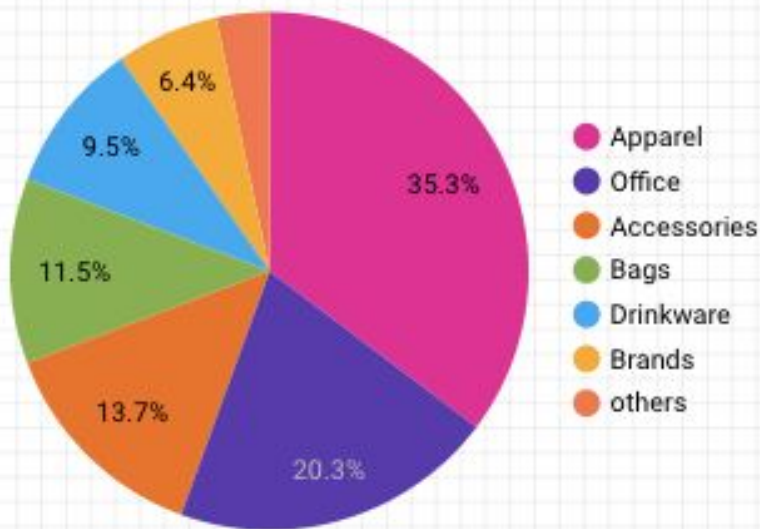
Aug 1, 2018 - Sep 5, 2018 ▼



3. Merchandise Store Draft

Dashboard: Pie chart, 7 slices

Aug 1, 2018 - Sep 5, 2018 ▼

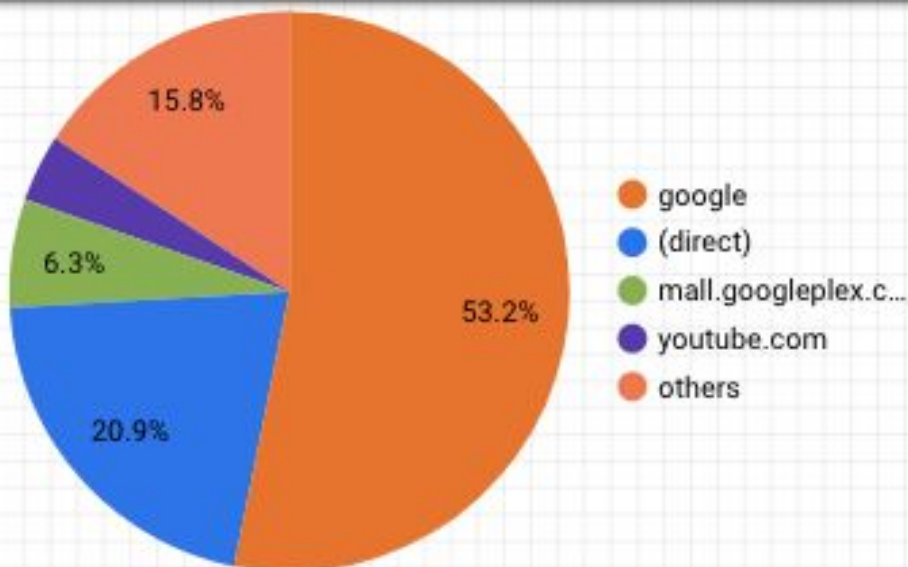


Revenue By Product Catogories

4. Merchandise Store Draft

Dashboard: Pie chart, 5 slices

Aug 1, 2018 - Sep 5, 2018



New Users by Different Sources

5. Merchandise Store Draft Dashboard: Scorecard

Aug 1, 2018 - Sep 5, 2018 ▼

Avg. Order Value
\$101.32

6. Merchandise Store Draft Dashboard: Date Range Control

Aug 1, 2018 - Sep 5, 2018





Dashboard Overview

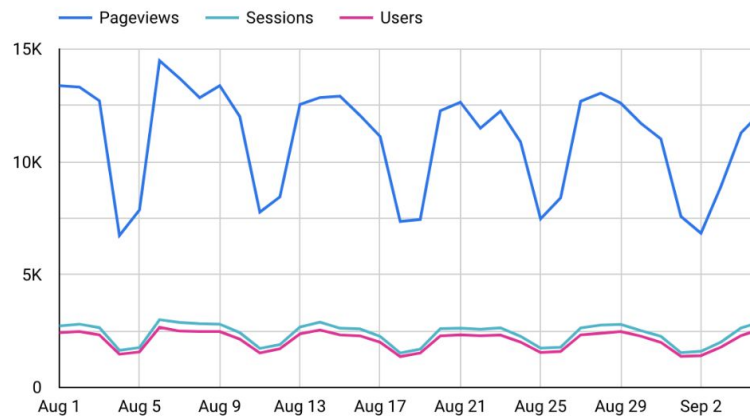
Pageviews
396,354

Sessions
85,415

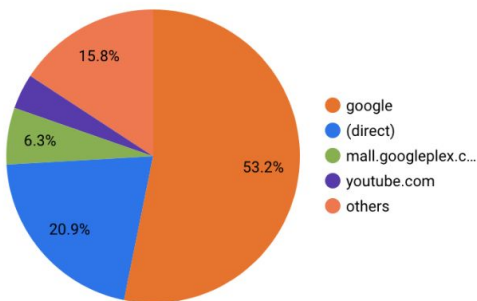
Users
63,352

Avg. Order Value
\$101.32

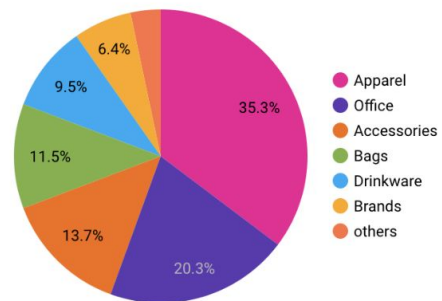
Aug 1, 2018 - Sep 5, 2018



Pageviews, Sessions, Users Time Series Chart



New Users by Different Sources



Revenue By Product Catogories

Marketing Analytics Nanodegree Program

Google Analytics