

# Google Analytics



Advanced Displays,  
Segmentation & Filtering



# Part One: Primary Views & Filters

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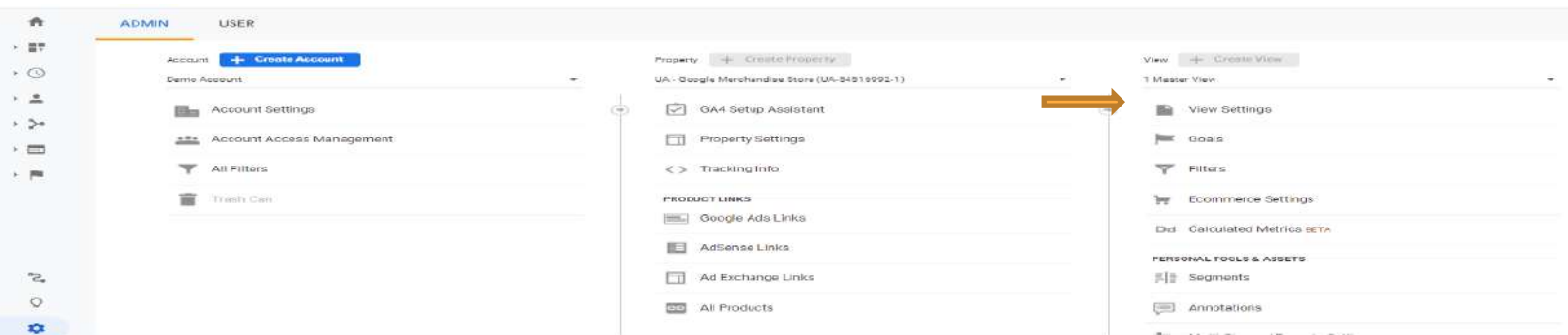
# 1. Best Practice Check: Three Primary Views

While working with the Google Merchandise Store Demo Account

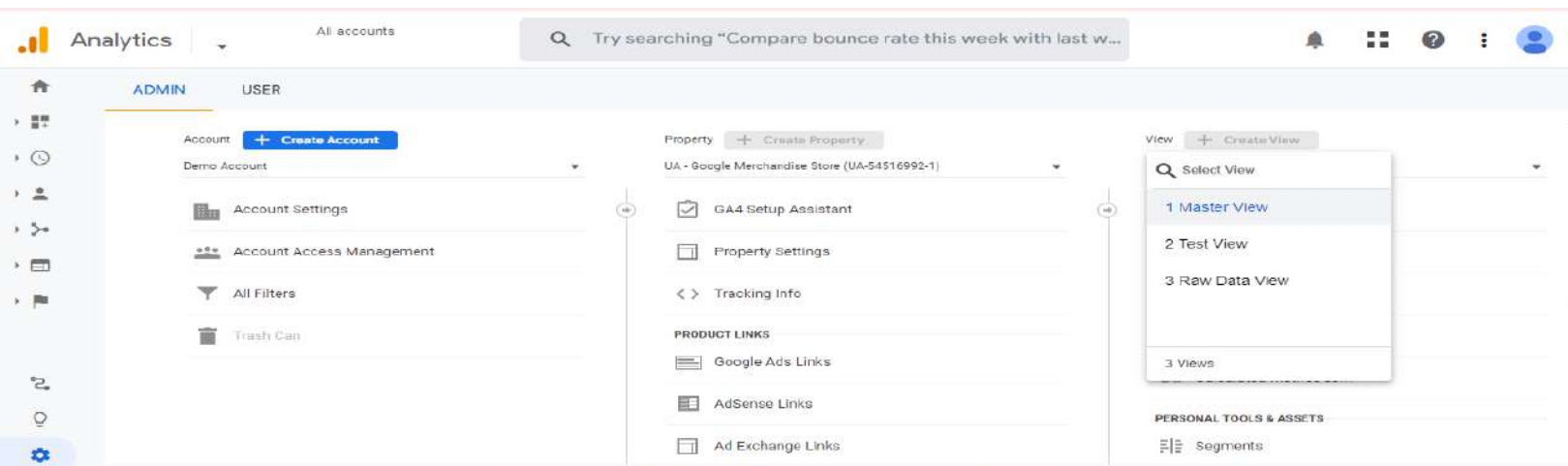
1-GO TO ADMIN SECTION



1.2-Click on view settings



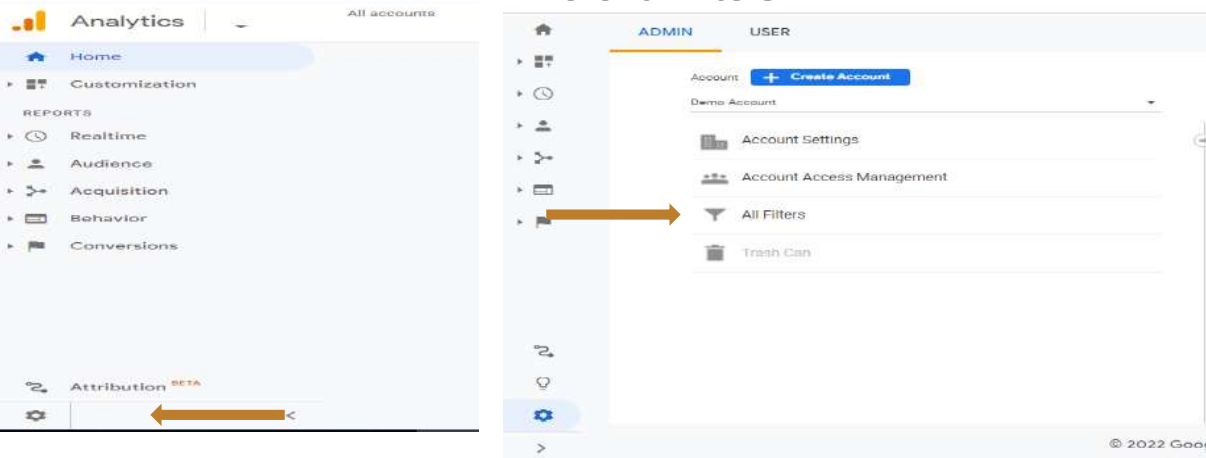
3-There are 3 view Master View Test View  
Raw Data View



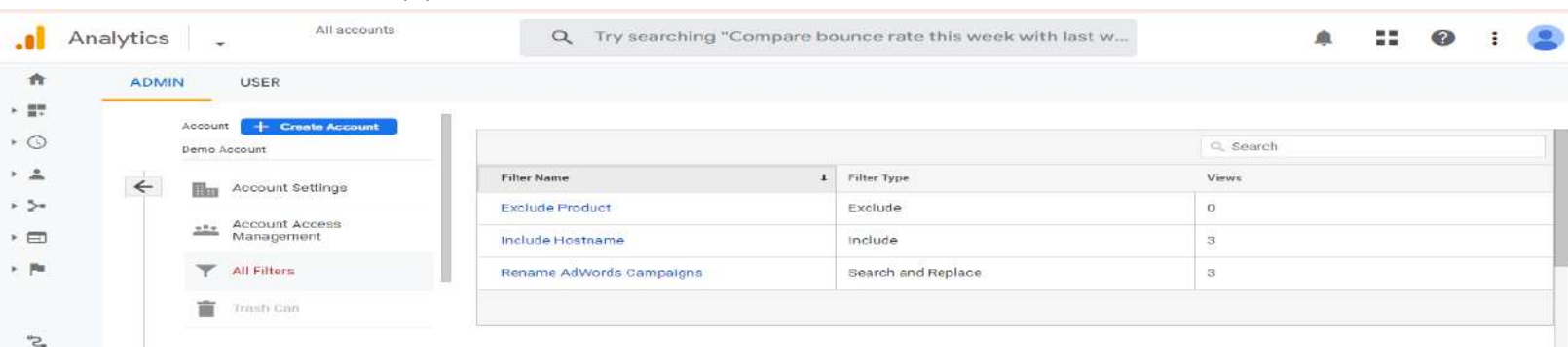
## 2. Best Practice Check: Filtering Internal Traffic

1-Go to admin section

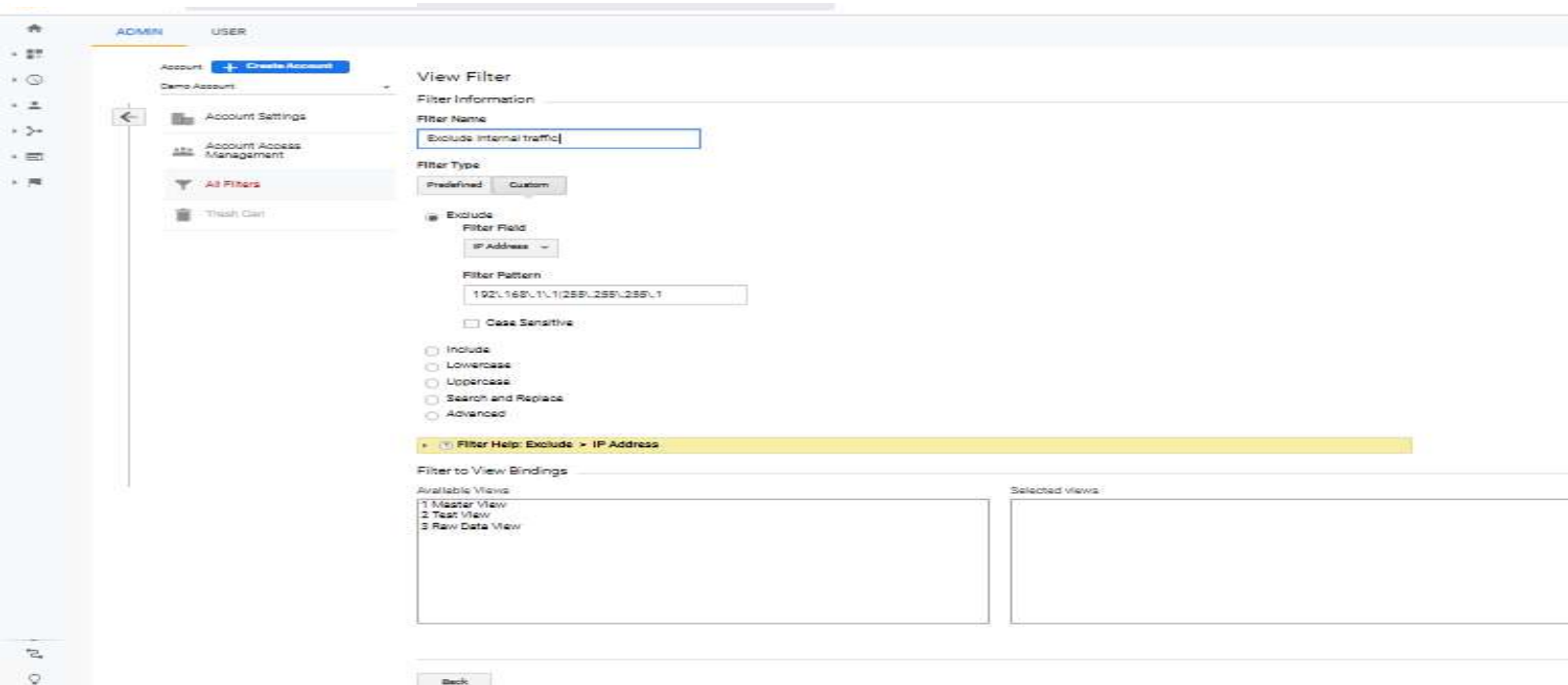
2-click all filters



3-There are all filters appear



4-Exclude internal traffic





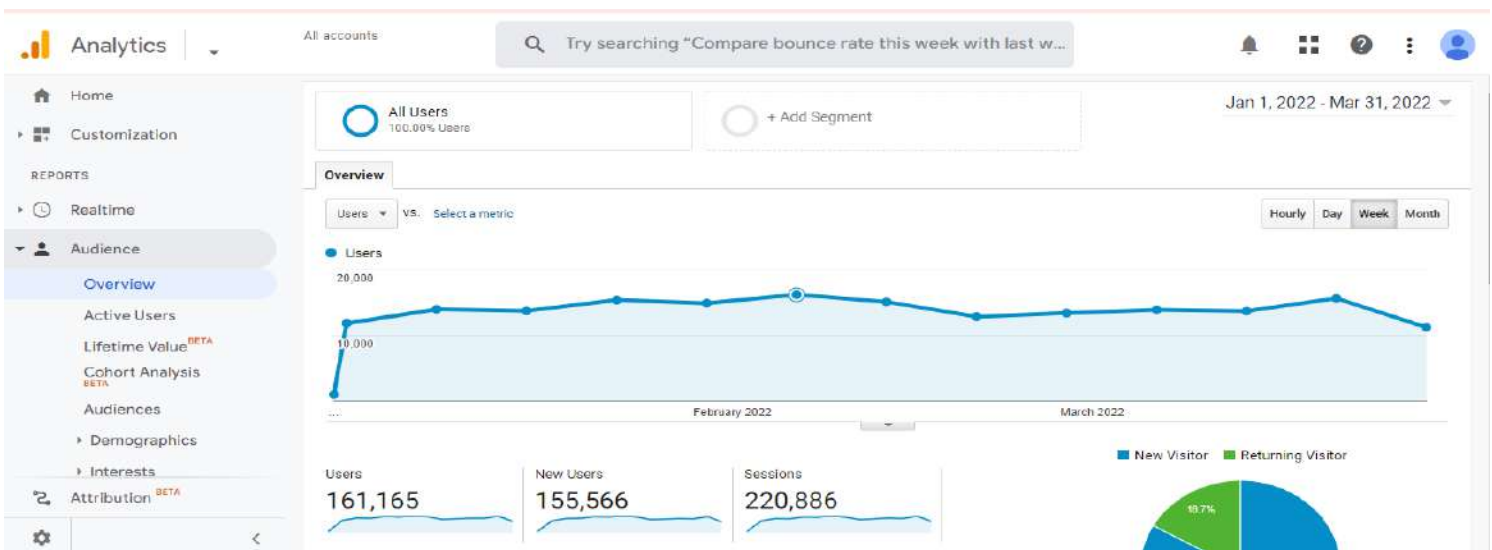
# Part Two: Data Exploration

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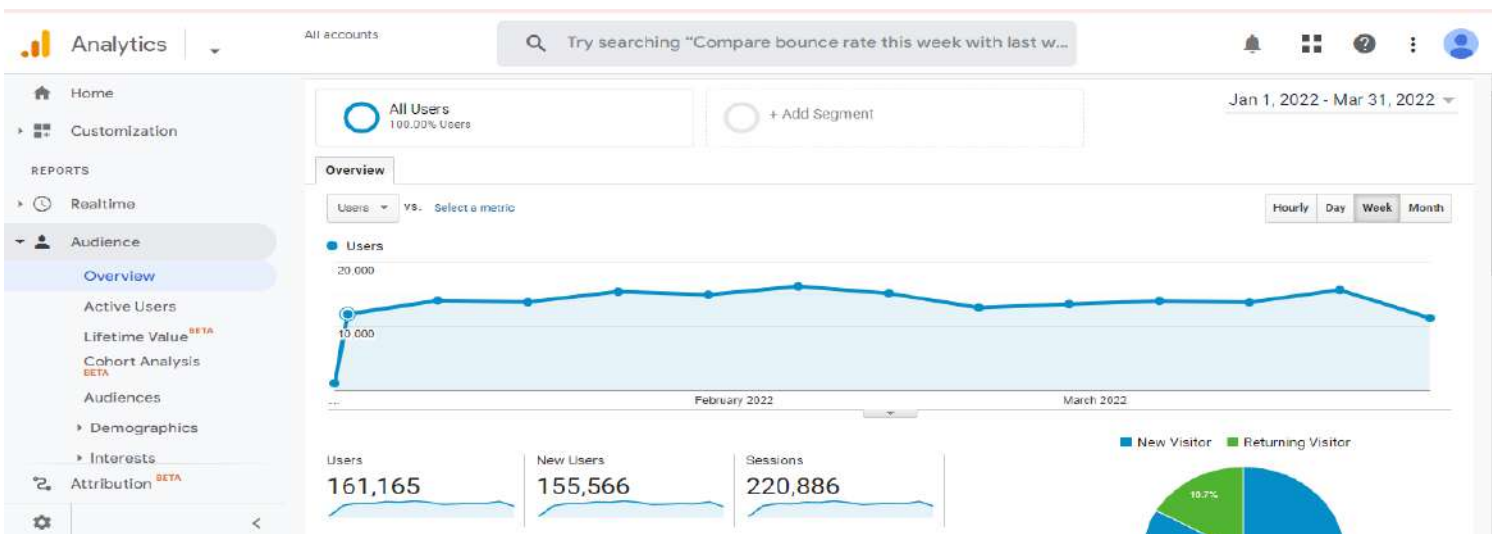
# Standard Display - Audience

From the Audience Overview Report, select a three month time period you would like to explore. Which week had the most visitors, and which week had the fewest visitors to your site?

The most visitors is in the week from Feb 6,2022 to Feb 12,2022 with 16,203 visitors



The fewest visitors is in the week from Jan 2,2022 to Jan 8,2022 with 11,898 visitors



# Standard Display - Audience

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

I have no idea

# 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?

The highest bounce rate is from display (85.7%)  
And the lowest bounce rate is from referral (0%)

Analytics

REPORTS

Realtime

Audience

Acquisition

Overview

All Traffic

Channels

Treemaps

Source/Medium

Referrals

Google Ads

Search Console

Social

Attribution

All accounts

Try searching "Compare bounce rate this week with last w..."

Primary Dimension: Default Channel Grouping

Source / Medium

Source

Medium

Other

Plot Rows

Secondary dimension

Sort Type: Default

Advanced Filter ON

edit

		Acquisition			Behavior			Conversions			eCommerce	
		Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Ecommerce Conversion Rate	Transactions	Revenue		
		27,486 % of Total: 17.05% (161,165)	26,670 % of Total: 17.14% (155,566)	32,917 % of Total: 14.90% (220,886)	72.07% Avg for View: 47.91% (50.42%)	2.78 Avg for View: 4.65 (-40.21%)	00:01:18 Avg for View: 00:03:07 (-57.96%)	1.43% Avg for View: 2.32% (-38.44%)	470 % of Total: 9.17% (5,123)	\$53 % of Total: ( )		
<input type="checkbox"/>	1. Display	12,414 (45.12%)	12,417 (46.56%)	14,181 (43.08%)	85.70%	1.47	00:00:32	<0.01%	1 (0.21%)	\$98		
<input type="checkbox"/>	2. Paid Search	14,458 (52.55%)	13,688 (51.32%)	17,915 (54.42%)	61.80%	3.82	00:01:53	2.58%	463 (98.51%)	\$49,859		
<input type="checkbox"/>	3. Affiliates	635 (2.31%)	564 (2.11%)	815 (2.48%)	61.10%	2.66	00:02:12	0.74%	6 (1.28%)	\$3,588		
<input type="checkbox"/>	4. Organic Search	1 (0.00%)	1 (0.00%)	1 (0.00%)	0.00%	4.00	00:00:07	0.00%	0 (0.00%)	\$0		
<input type="checkbox"/>	5. Referral	3 (0.01%)	0 (0.00%)	5 (0.02%)	0.00%	13.20	00:11:39	0.00%	0 (0.00%)	\$0		

Show rows: 10

Go to: 1

1 - 5 of 5

The highest eCommerce conversion rate is from paid search (2.58%)  
And the lowest bounce eCommerce conversion rate is from referral (0%)

Analytics

REPORTS

Realtime

Audience

Acquisition

Overview

All Traffic

Channels

Tree maps

Source/Medium

Referrals

Google Ads

Search Console

Search

Attribution

All accounts

Try searching "Compare bounce rate this week with last w..."

Primary Dimension: Default Channel Grouping

Source / Medium

Source

Medium

Other

Print Rows

Secondary dimension

Sort Type: Default

Advanced Filter ON

edit

	Default Channel Grouping	Acquisition			Behavior			Conversions			eCommerce	
		Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Ecommerce Conversion Rate	Transactions	Revenue		
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## Standard Display: Acquisition

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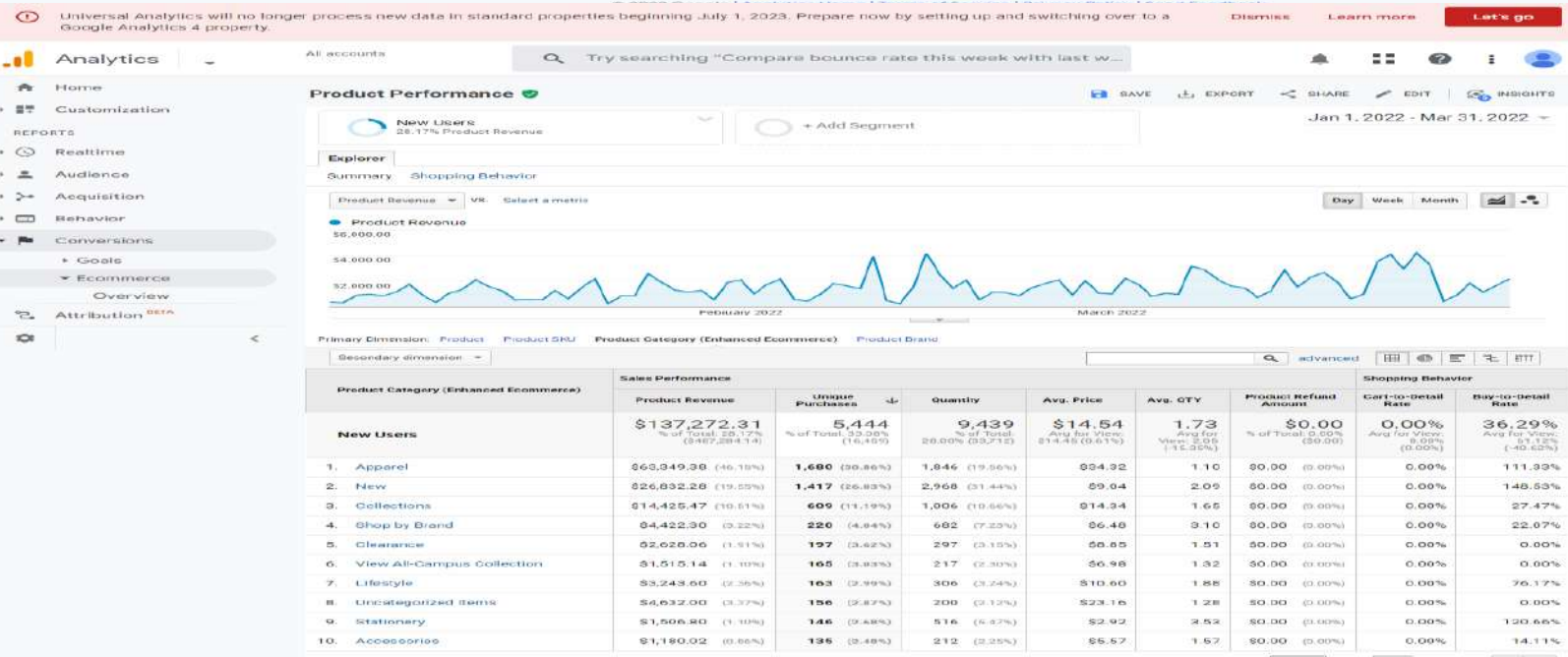
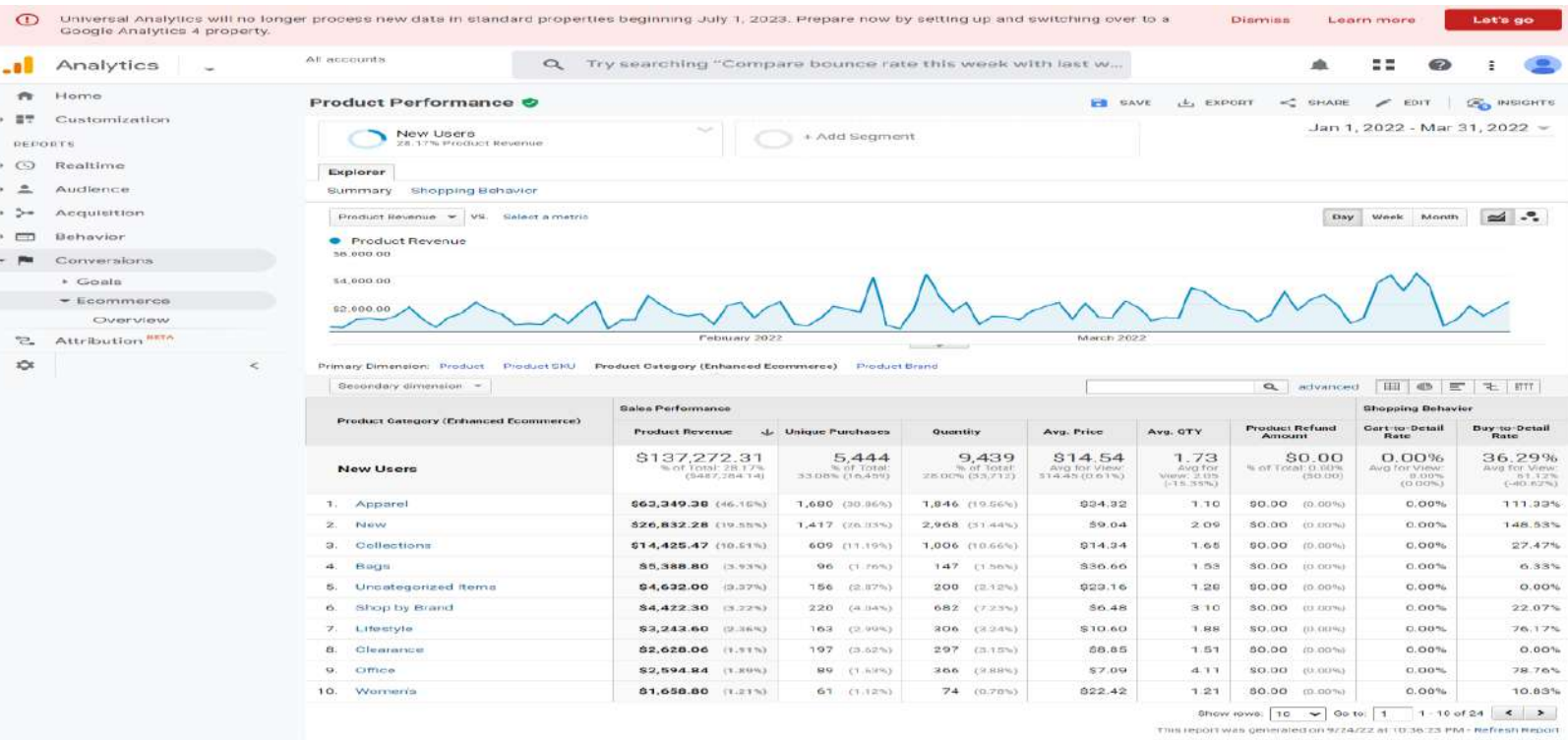
The highest eCommerce conversion rate is from paid search (2.58%)  
And the lowest eCommerce conversion rate is from referral (0%)

High bounce rate is bad and low bounce rate is good  
So visits from displays is not good but from referral is good

High eCommerce conversion rate is good and low is bad  
So visits from paid search is good and from referral is bad

# Percentage Display: Conversion

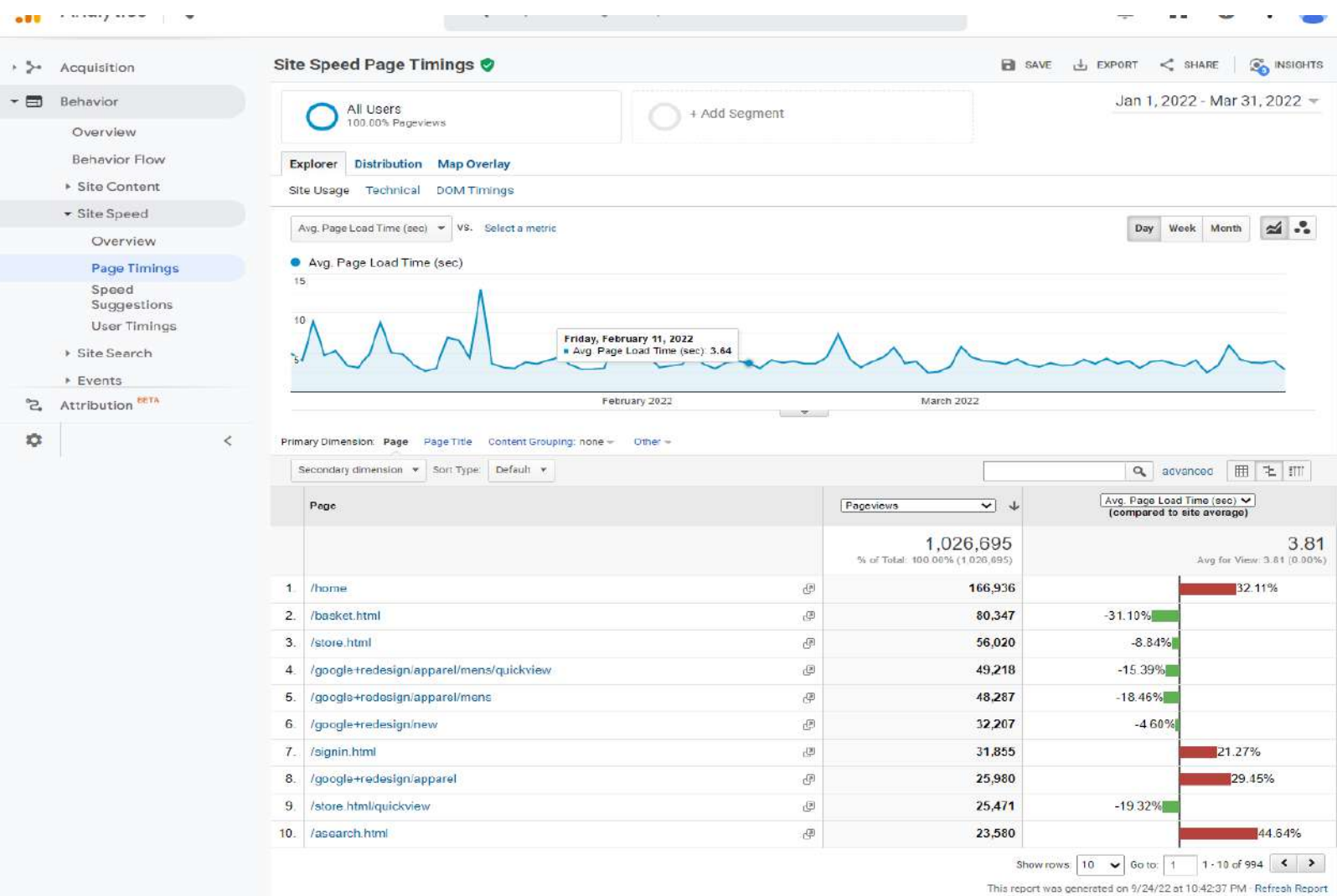
During the three month period you've selected, which Product Category contributed the highest number of unique purchases for New Users and which Product Category was responsible for the largest percentage of revenue for New Users? (Screenshot(s) only; no elaboration required.)



# 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.

The chance of a **bounce** increased when a page load time went from one to three seconds, and when the page load time went from one to five seconds. If a site takes up to 10 seconds to load, then the chance of a bounce increases .

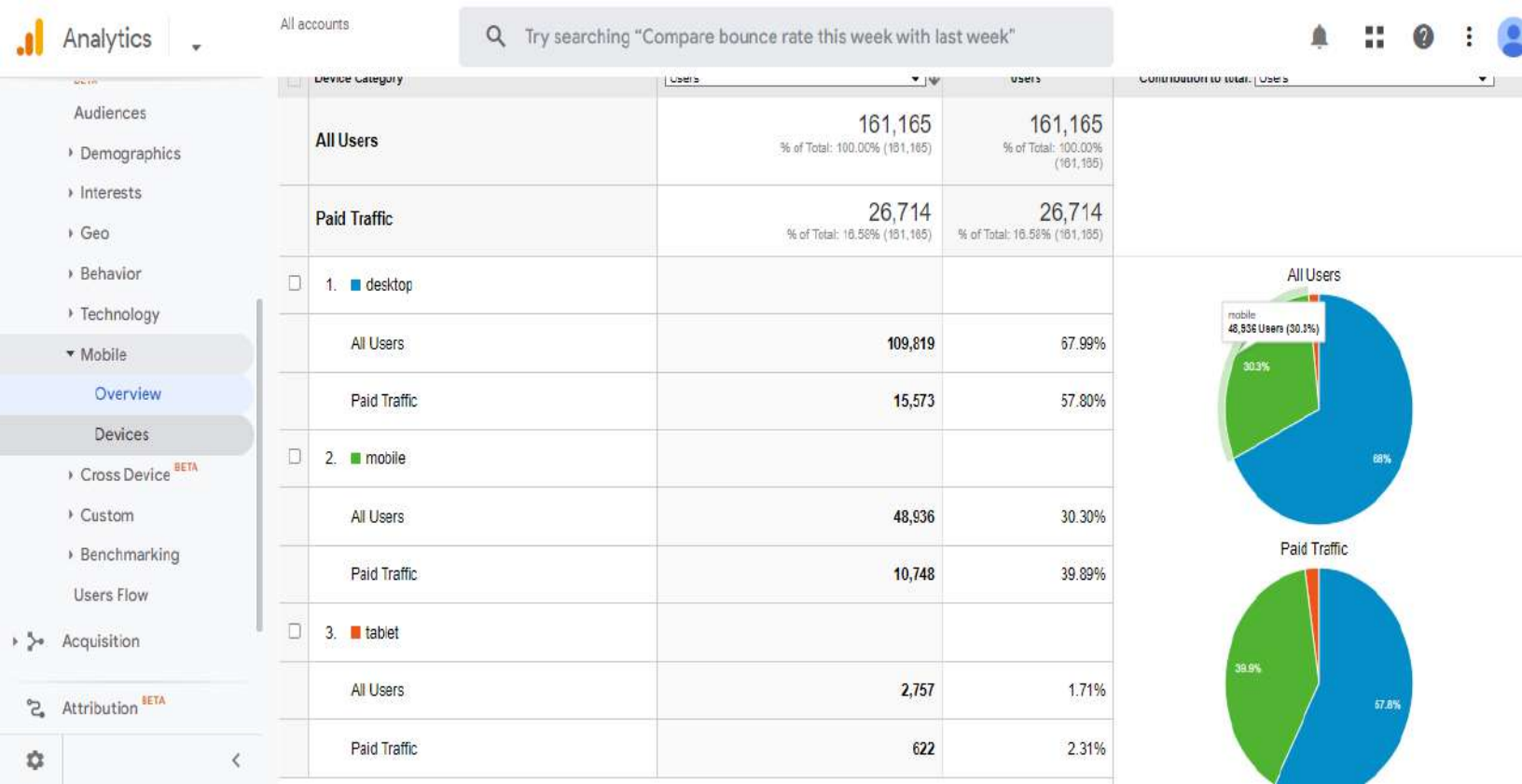


# Percentage Display: Audience

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.

The report shows that (67.99%) of users from desktop and (30.3%) from mobile and (1.71%) from tablet

From paid traffic there are (57.8%) from desktop and (39.89%) from mobile and (2.31%) from tablet

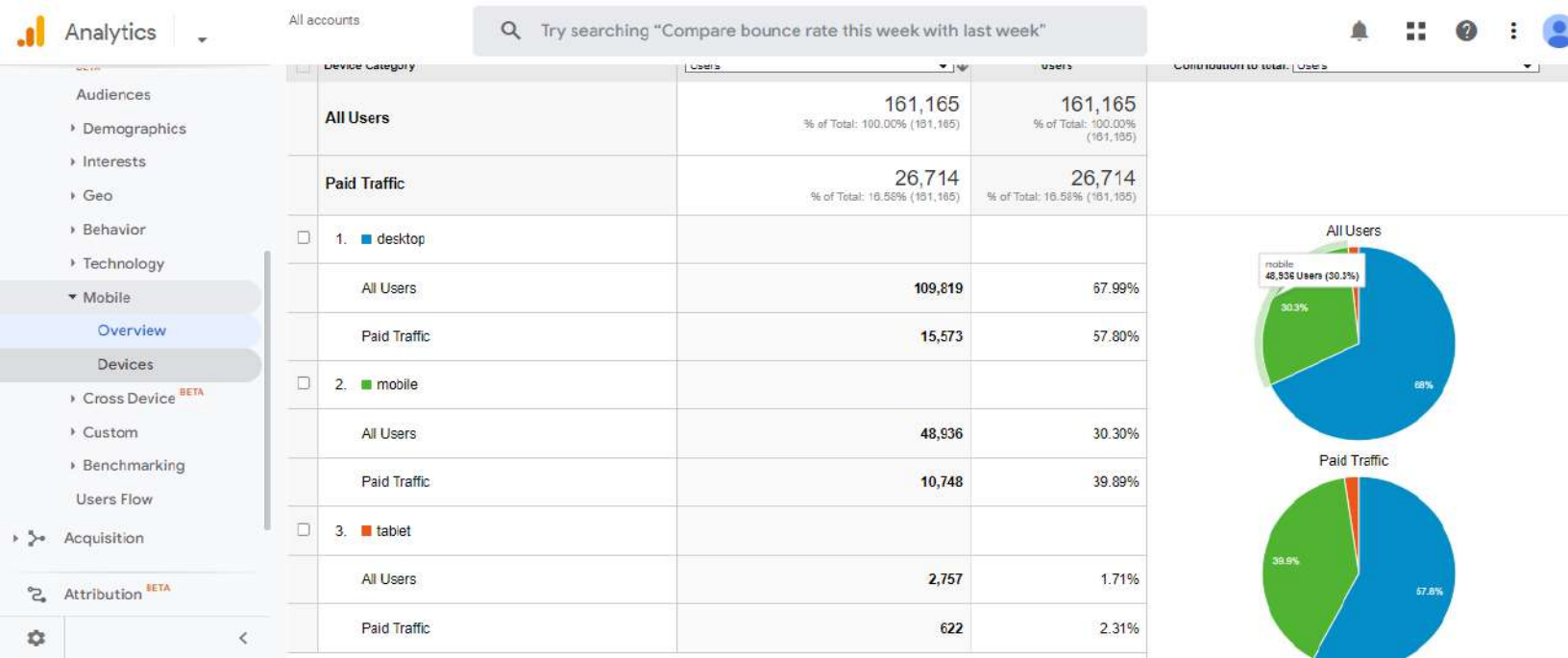




# Part Three: Segmentation

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# Audience Segment: Characteristic

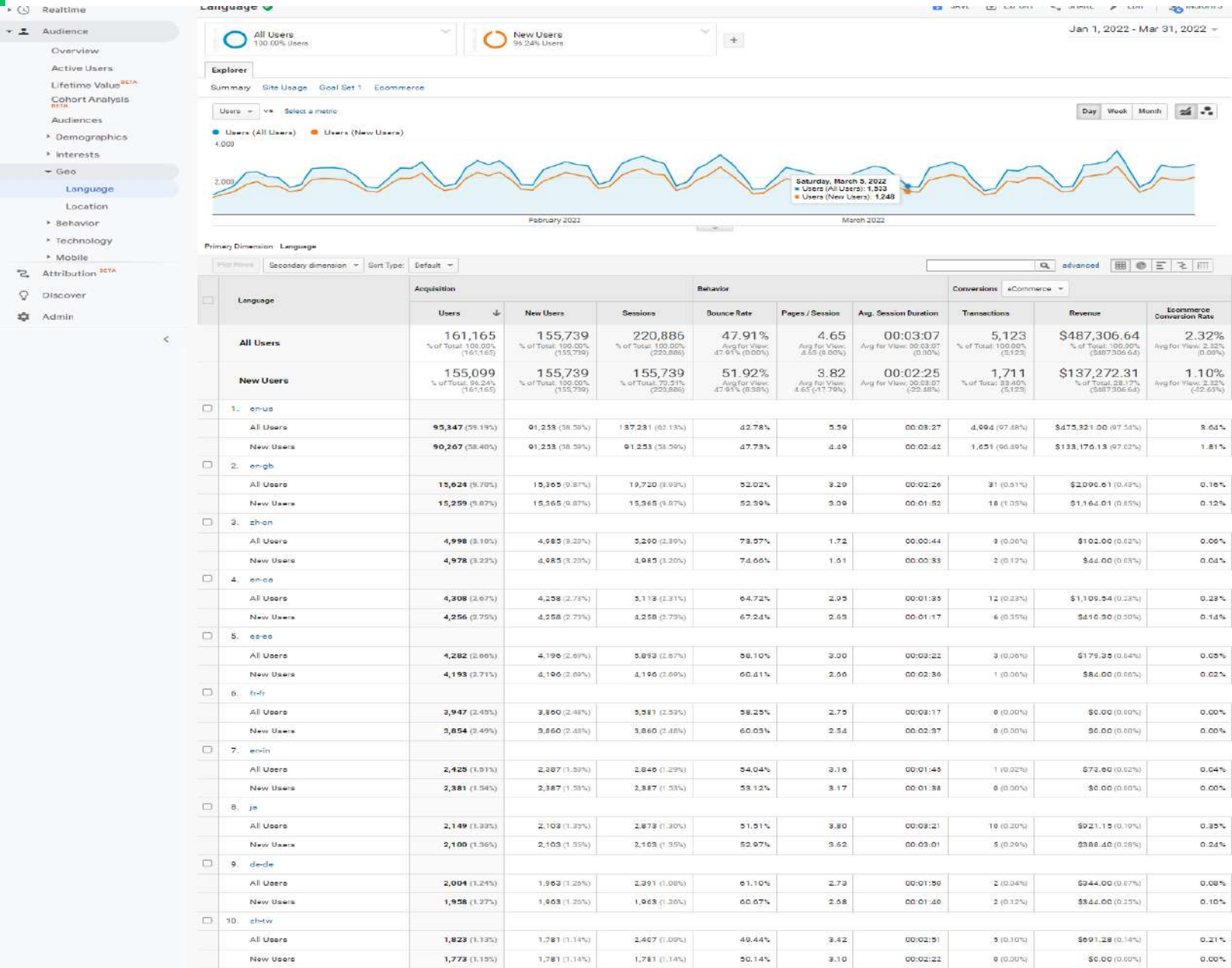


***What is the effect of paid traffic on all number of users ?***

*When we use paid traffic we have 26,714 users (16.5%) of all users visit the site*



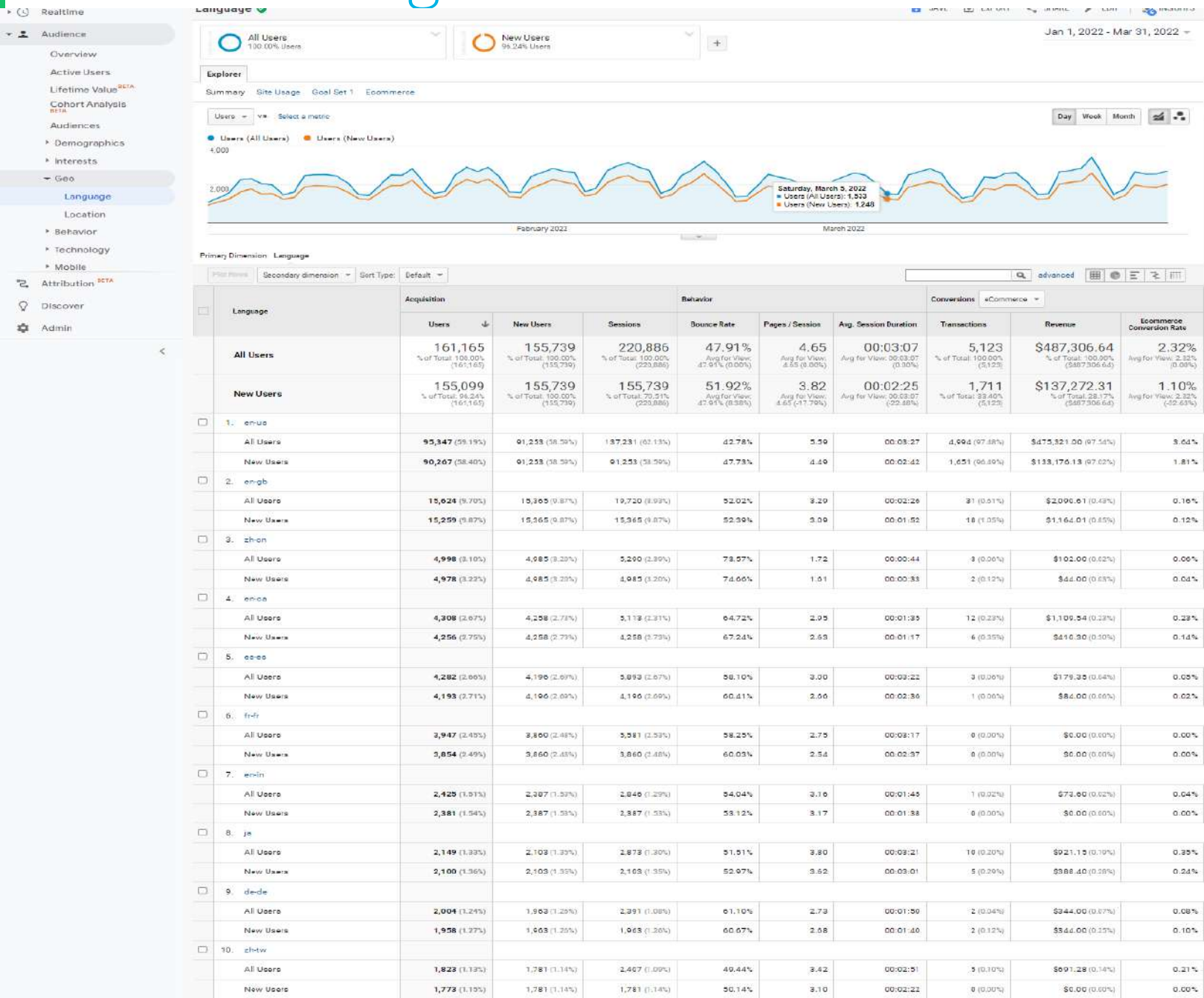
# Audience Segment: Geography



**Where are most new users come from and what is their language?**

The most number of new users are from US and speak english (90,267 users ) and (58.4%)

# Audience Segment: User Behavior



**What number of user that do FQ behavior ?**

*The most FQ behavior is US (2,434) users and (63.27%) of all users*



# ANND Portfolio

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Advanced Displays,  
Segmentation & Filtering