

# Udacity

Project: Google Analytics

ON

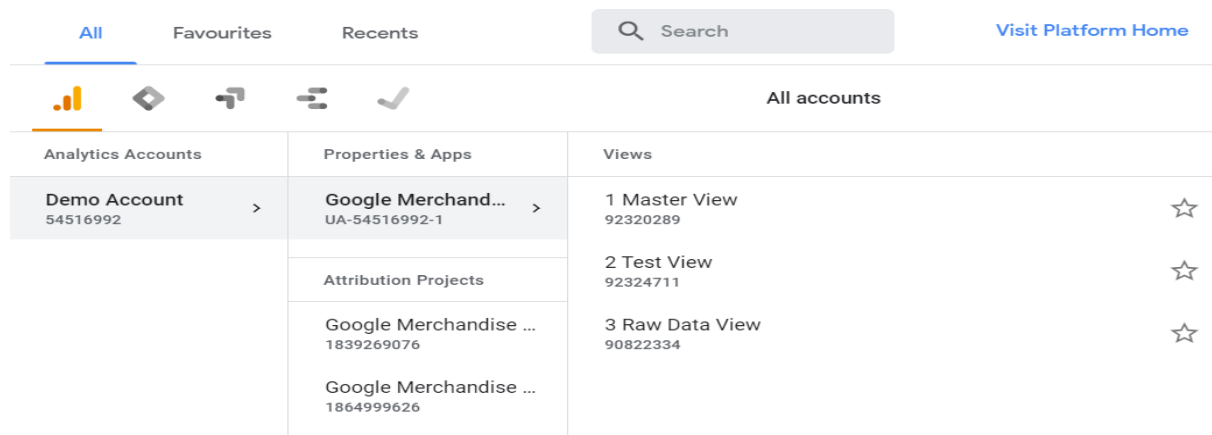
Use Advance Display, Segmentation and View

By: Pranay Shyamkuwar

# Part One: Primary views and Filters

## Primary Views

For this project Google Merchandise Store Demo Account is used. And has three views created Master View, Raw Data View and Test View. As can be seen in below screen shot.



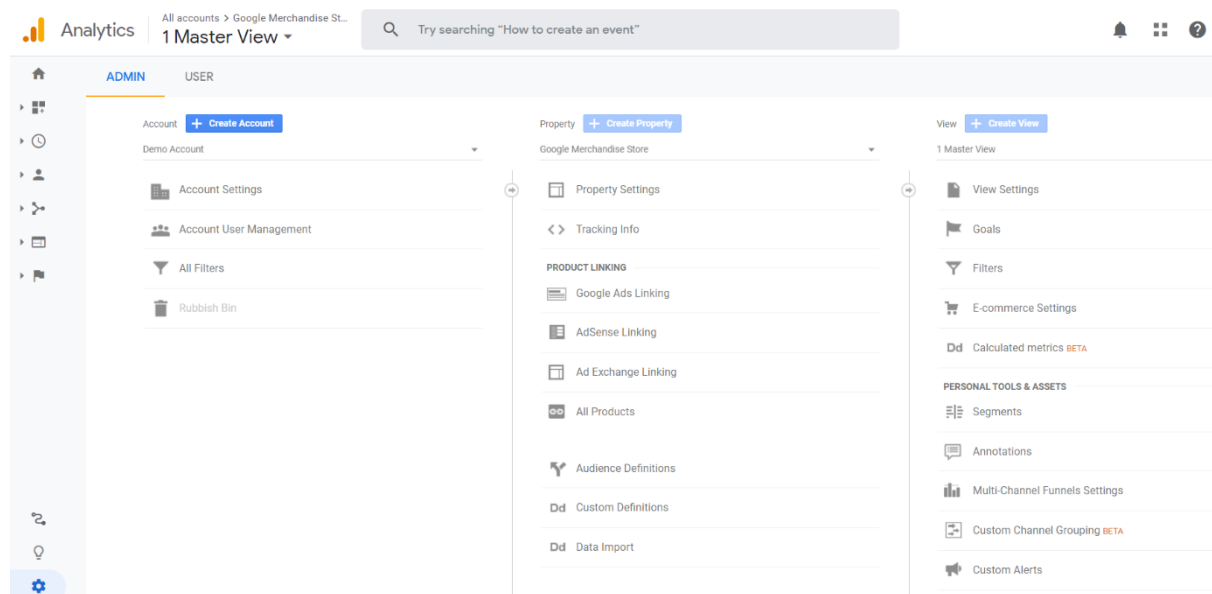
All	Favourites	Recents	Search	Visit Platform Home
Analytics Accounts	Properties & Apps	Views	All accounts	
Demo Account 54516992	Google Merchand... UA-54516992-1	1 Master View 92320289	☆	
	Attribution Projects	2 Test View 92324711	☆	
	Google Merchandise ... 1839269076	3 Raw Data View 90822334	☆	
	Google Merchandise ... 1864999626			

Master view: is your working view where we apply the filters and custom configuration to this view.

Test view: is the testing environment where we test all planned changes to this view before applying those changes to master view.

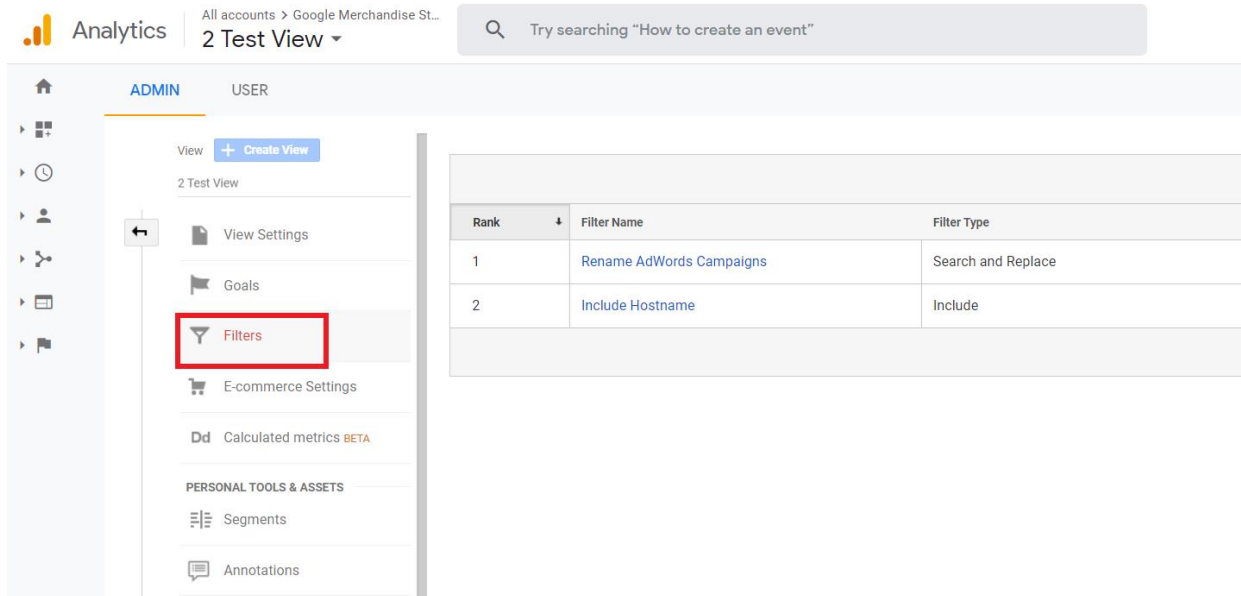
Raw Data view: is an untouched view where you do not make any modifications that alter the data stored in the view.

In this account we cannot create the view, but the view can be created by click on admin then create view can be seen in below screen shot.



## Filters:

In the Google Merchandise Store Demo Account, it does not have Excluding internal traffic. And does not allow to create a filter. But we can create a filter by going it to Admin -> Under create view -> select filter. Create filter under Test view and let it be for a week to make sure this filter is working fine then copy it to master.



The screenshot shows the Google Analytics Admin interface. At the top, the breadcrumb trail reads "All accounts > Google Merchandise St...". Below this, the page title is "2 Test View". A search bar contains the text "Try searching 'How to create an event'". The left sidebar has a navigation menu with icons for Home, Reports, Admin, and User. The "Admin" tab is selected, and the "Filters" option is highlighted with a red box. The main content area displays a table with two filters:

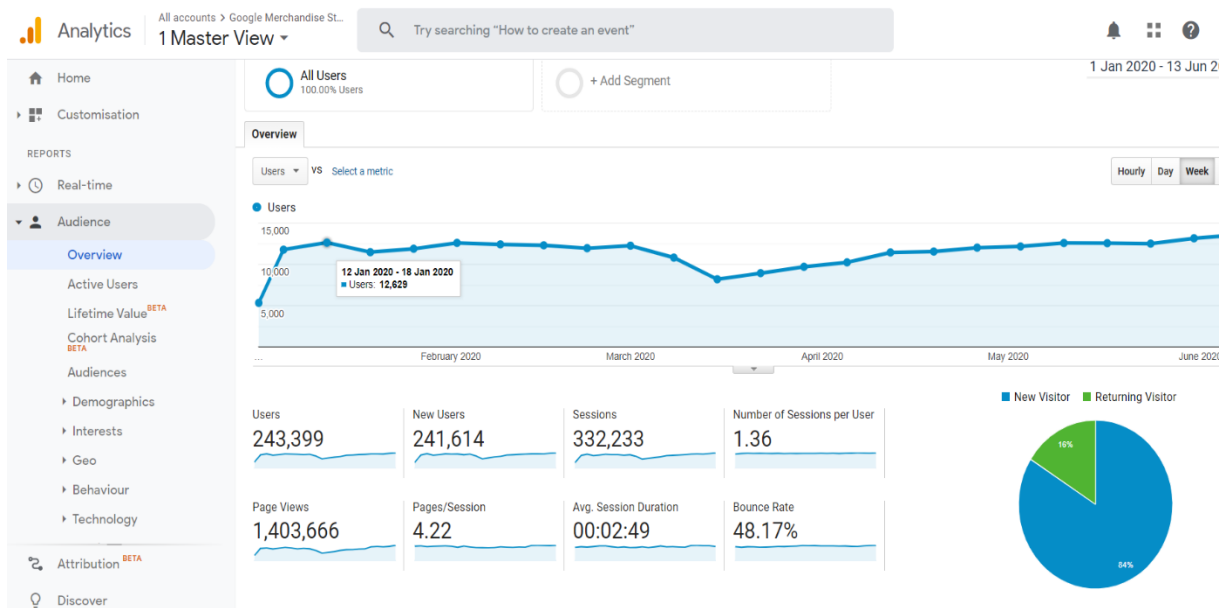
Rank	Filter Name	Filter Type
1	<a href="#">Rename AdWords Campaigns</a>	Search and Replace
2	<a href="#">Include Hostname</a>	Include

## Part two: Data Exploration

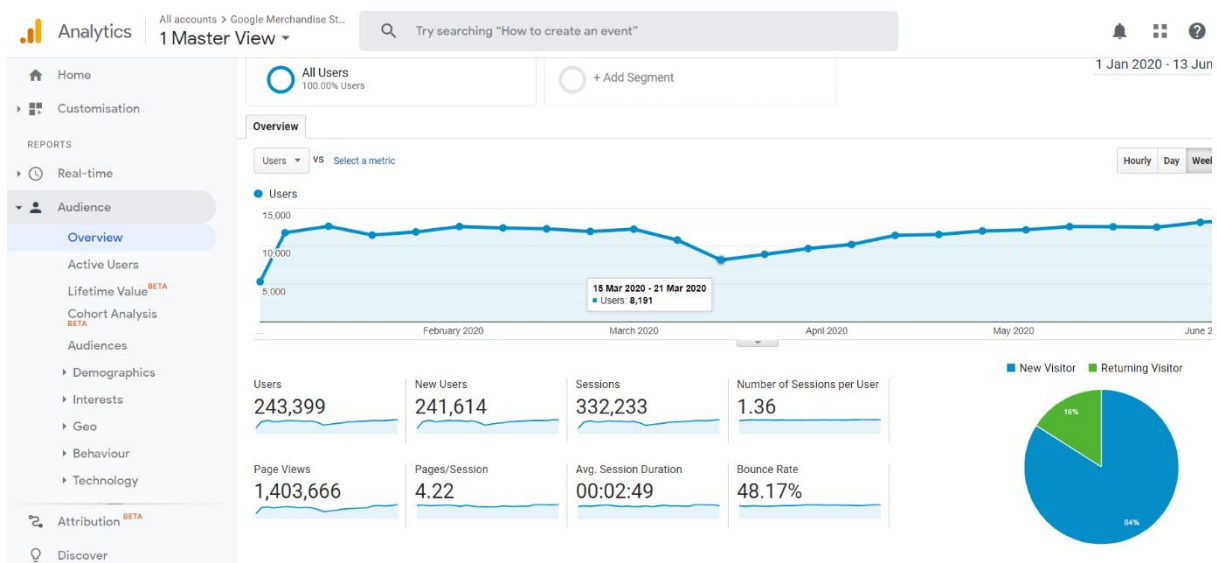
### Standard Display Audience:

Audience overview report from 1/1/2020 to 13/6/2020. The report is created for 6 months and can be found that no of users at peak for the 3<sup>rd</sup> week of January. And a drooped of user in 3<sup>rd</sup> week of march and slowly gain a peek in 2<sup>nd</sup> week of June.

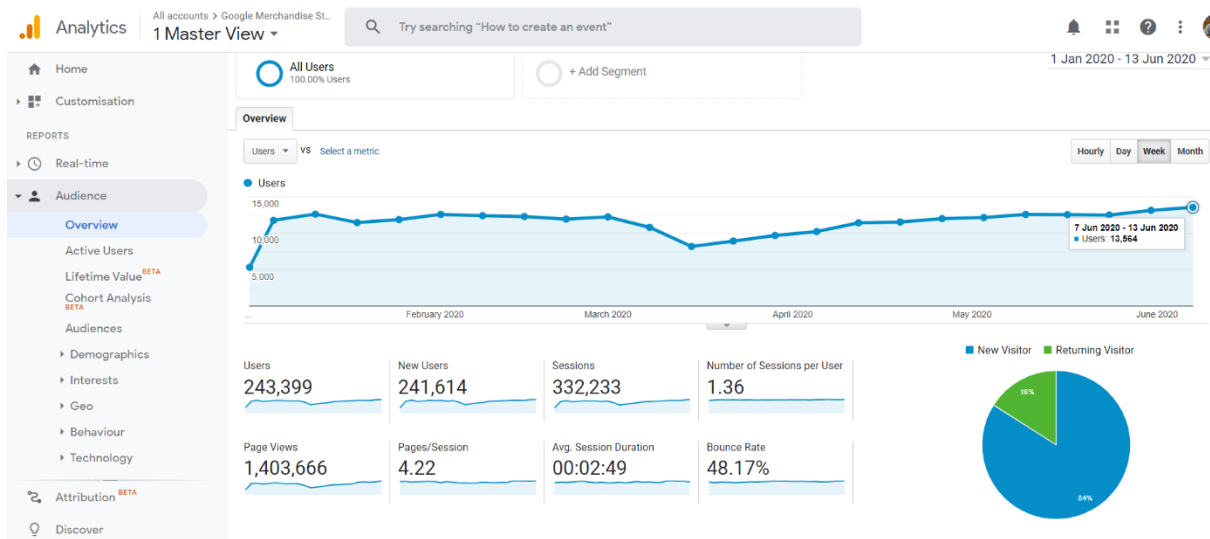
Week 3<sup>rd</sup> of Jan 12,692 visitors.



Week 3<sup>rd</sup> week of March 8,191 visitors

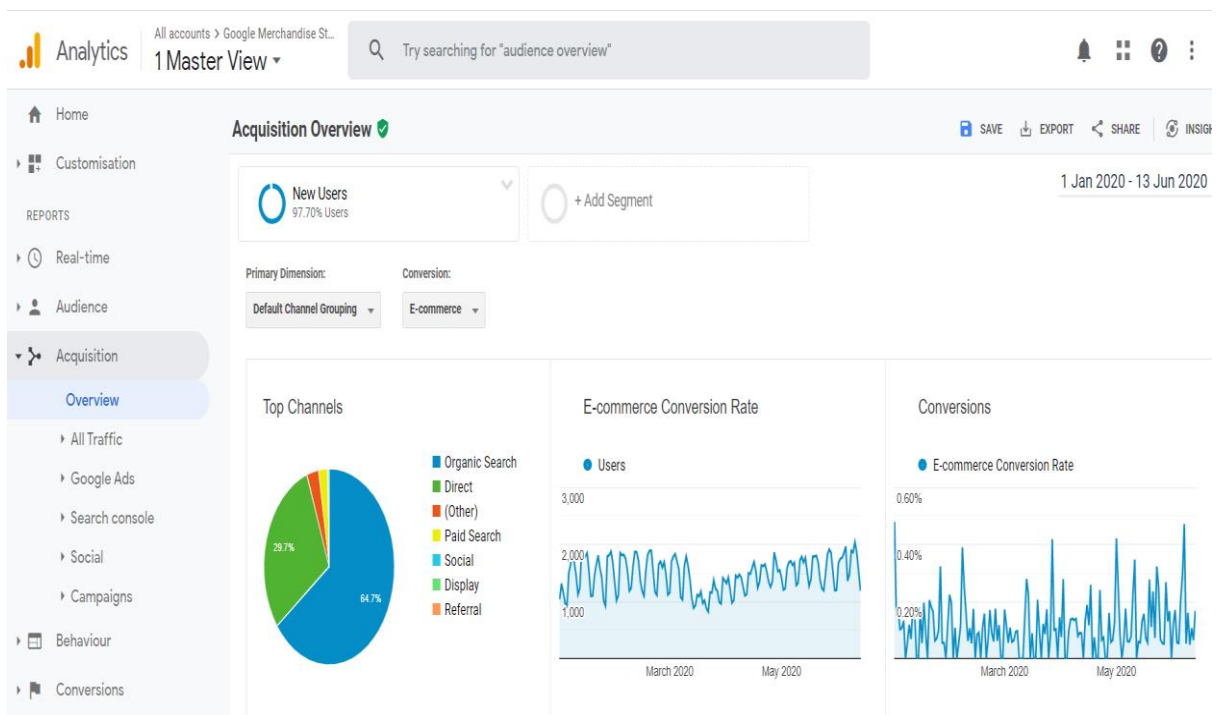


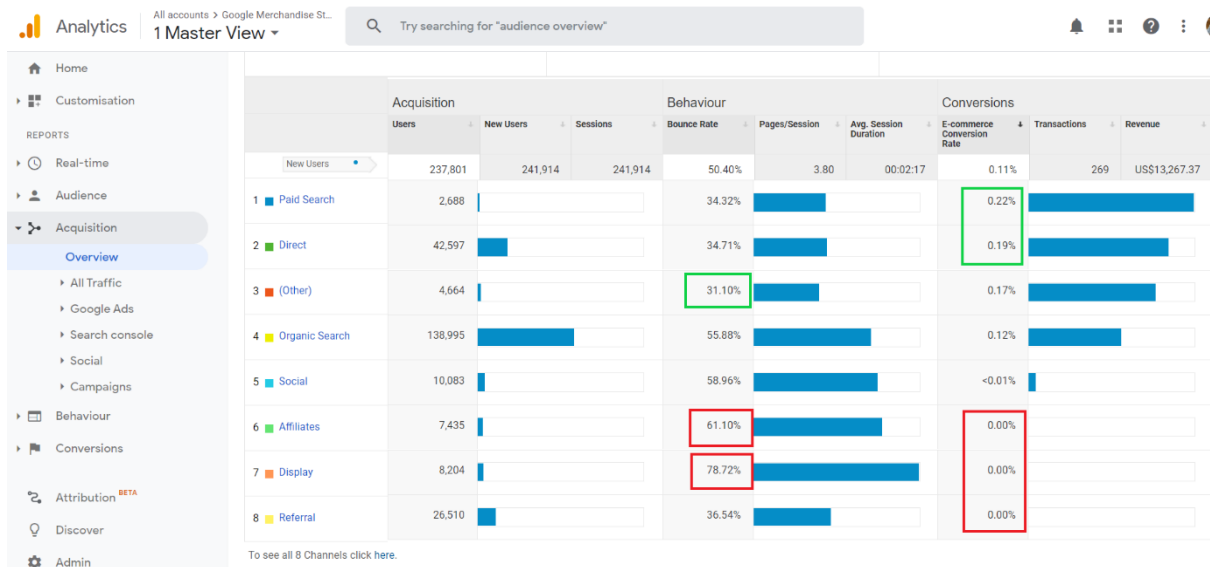
Week 3<sup>rd</sup> of June 13,564 visitors.



On the 3<sup>rd</sup> week of January, we can see the spike in no of visitors as new year has started so people want to buy merchandise for their loved ones. But we see a down fall in the month of march that is because of the lockdown caused by corona virus. People were afraid to order online and google merchandise were not part of the essentials. After that we can see no of users visiting the site due to ease in restriction and we can finally see a peek in the month of June that reaches to around 13,564.

## Standard Display Acquisition:



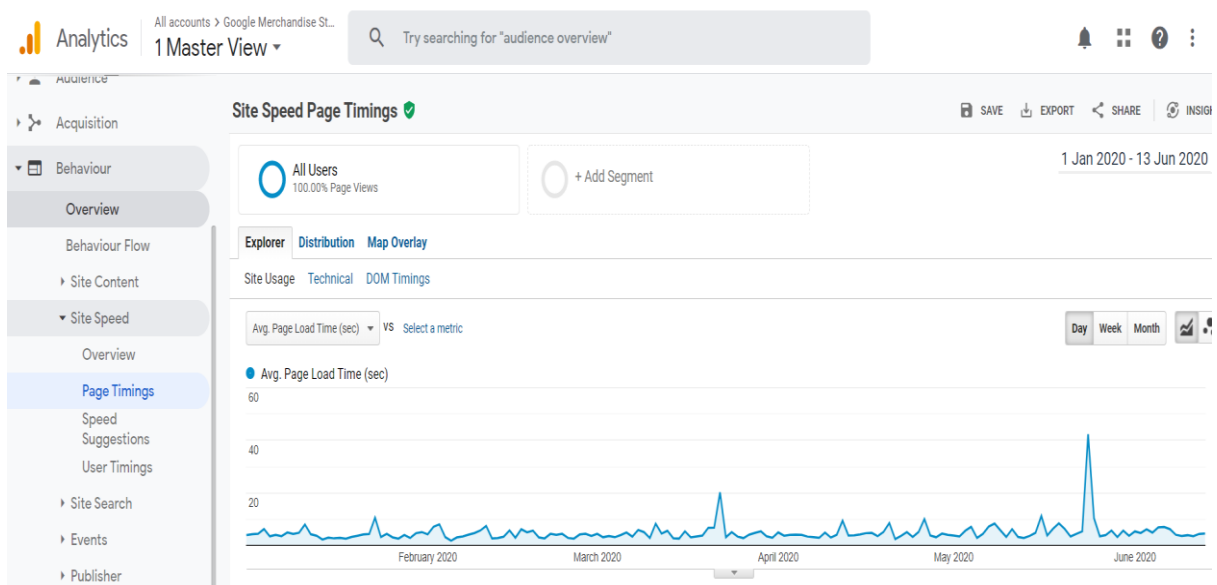


For the given time frame from 1/01/2020 to 13/06/2020, to find out channel performance in terms of Bounce rate and E-commerce conversion rate. By selecting the Acquisition overview report we can find the pattern about the channel bounce rate and e-commerce conversion rate.

Bounce Rate is the percentage of visitors to a particular website who navigate away from the site after viewing only one page. Display channel has the highest bounce rate of 78.72% and other channel has the lowest bounce rate of 28.46%.

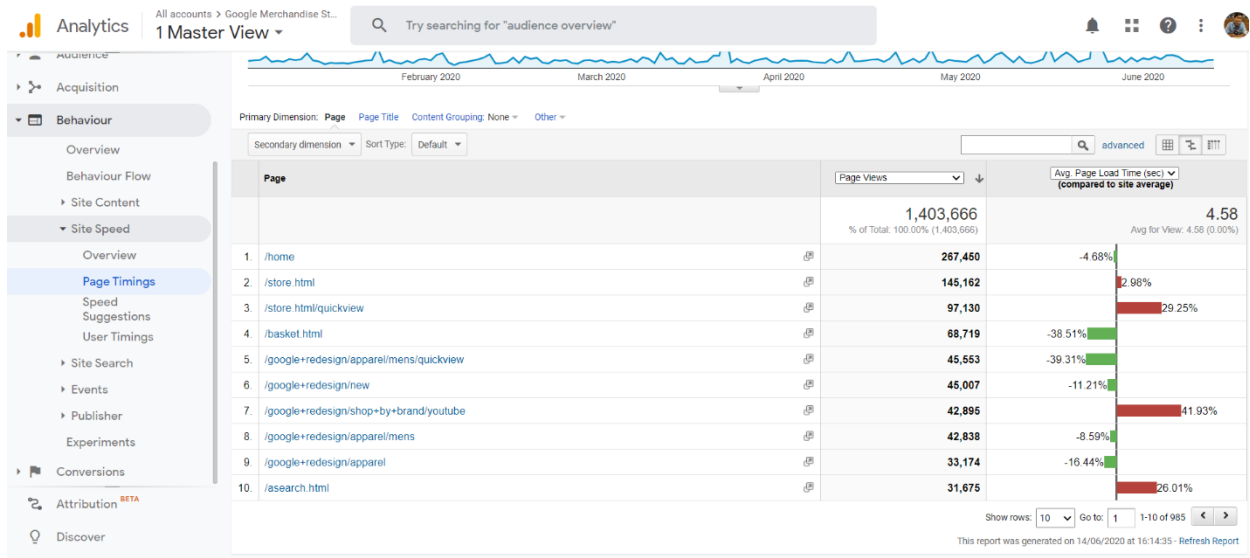
An ecommerce conversion rate is the percentage of website visitors who purchased something from your online store. The highest e-commerce conversion rate is from Paid search channel 0.22% followed by Direct 0.19% and the lowest e-commerce conversion rate of 0.0% are from Display, Referral, Affiliates.

## Comparison display Behaviour:



For the 6 months' time frame user traffic is selected, for providing a comparison report of site speed page timings from uses behaviour

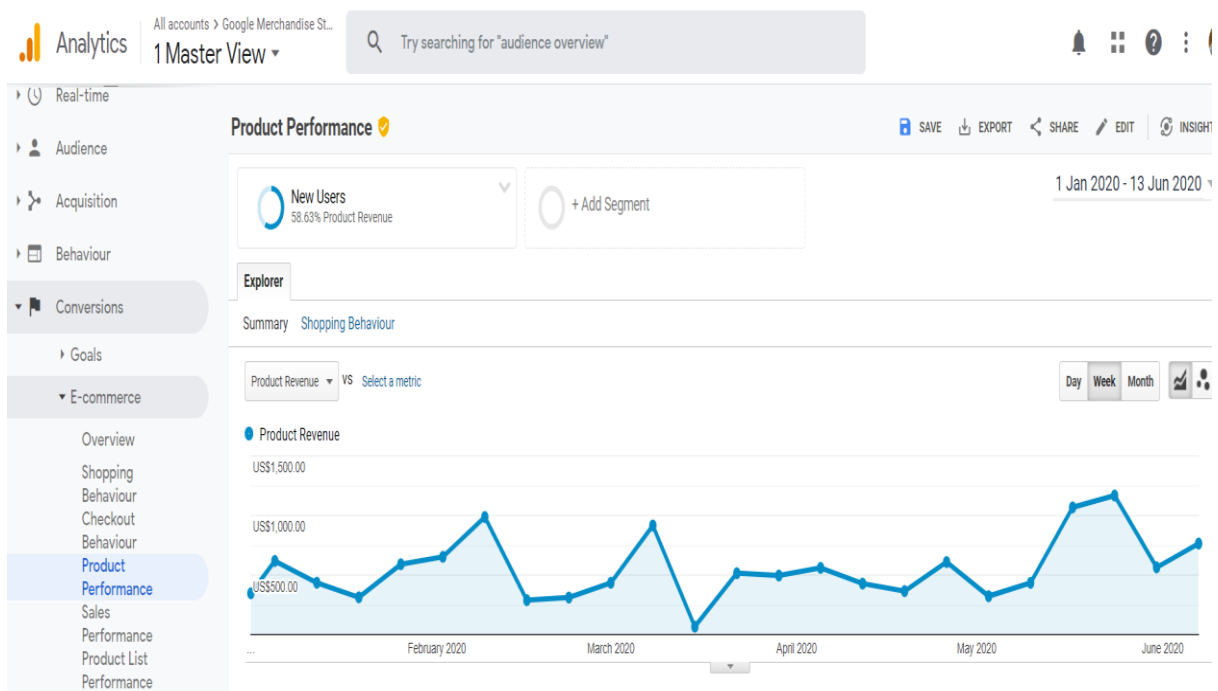
Behaviour period from 1/01/2020 to 13/06/2020 for the site speed page timing

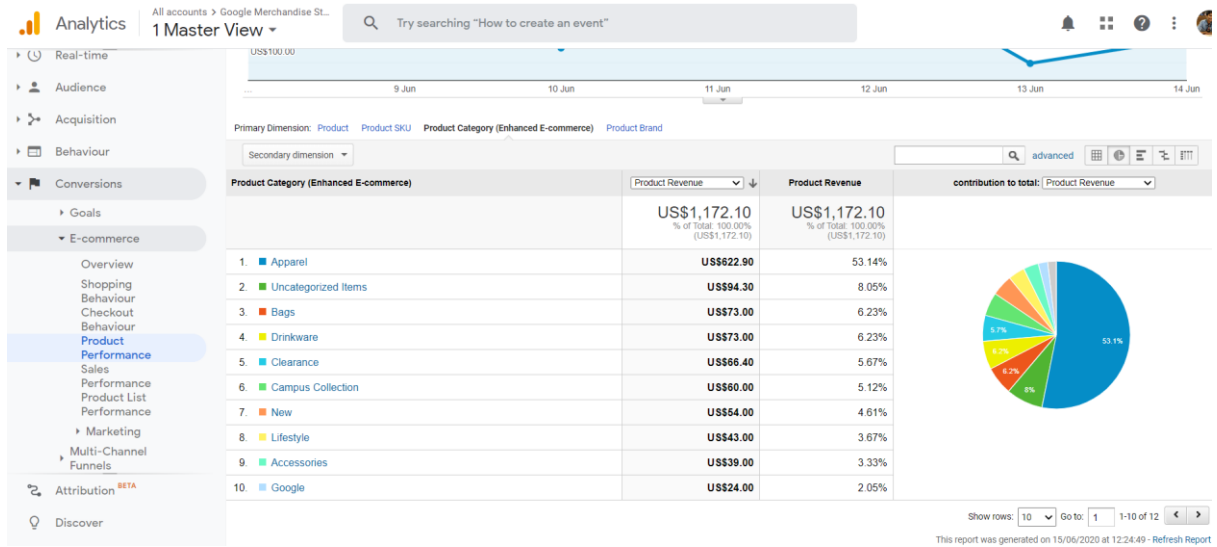


For the 6 months' time frame /google+redesign/shop+by+brand/youtube, /store.html/quickview and /asearch.html performs badly 41.93%, 29.25% and 26.01%. for speeding up we could look for the page speed suggestion.

## Percentage Display Conversions:

Which product has the highest purchase for new users for the time frame of 6 months from January to June.

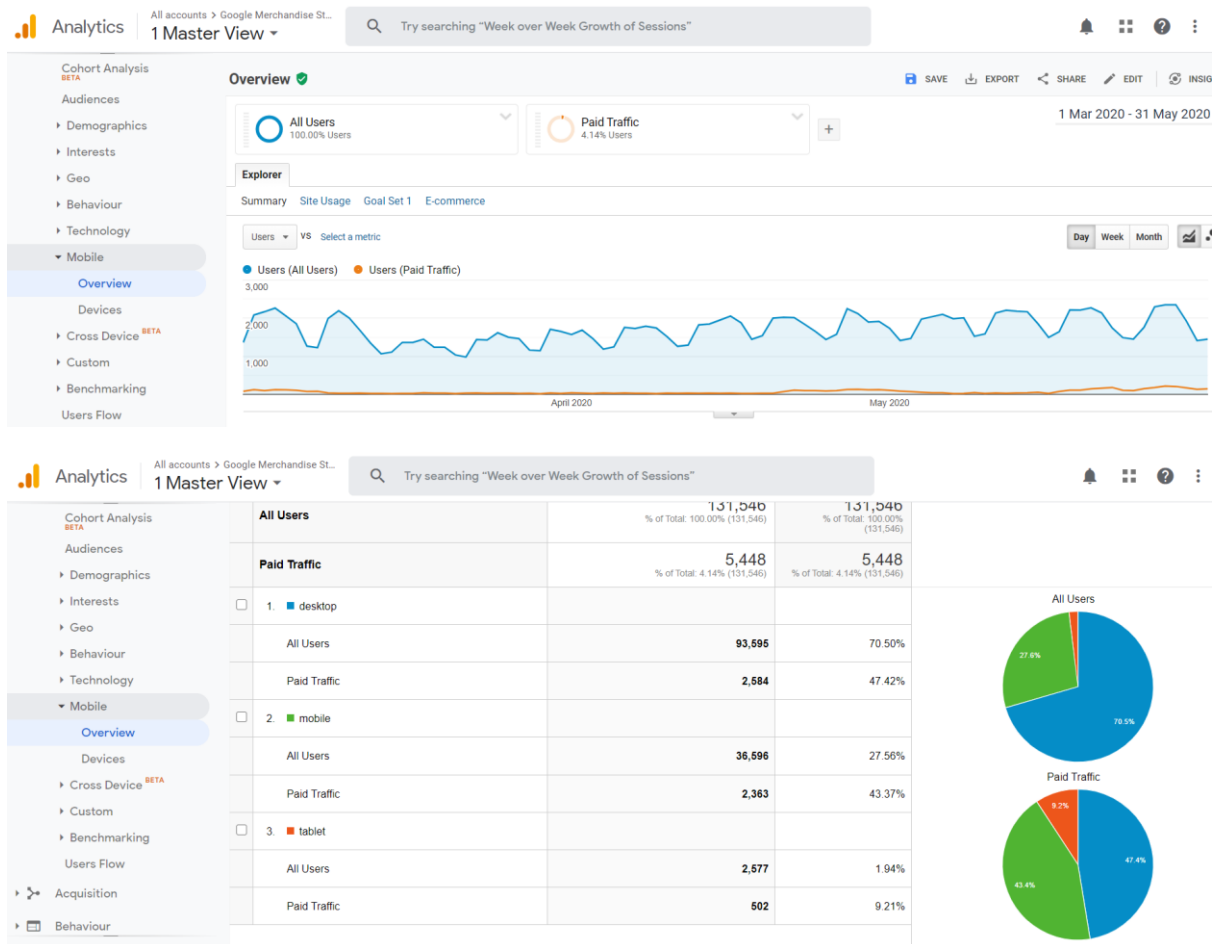




The traffic from new user has shown most interest in the product category apparels followed by uncategorised items and bags with product revenue of 53.14%, 8.05% and 6.23%. From this it is clear that new users shows more interest in apparels.



## Percentage Display Audience:



For the three months period 1/03/2020 to 31/05/2020, the highest percentage of users came from desktop for both paid user and all user with 70.50% and 47.4% followed by mobile device 27.56% and 43.4% lastly the tablet users has very less percentage of 1.94% and 9.2%.

## Part Three Segmentation:

### Characteristic Segment

SaveCancelPreview

Demographics

Technology

Behaviour

Date of First Session

Traffic Sources

Enhanced E-commerce

Advanced

**Conditions** 1

Sequences

**Conditions**

Segment your users and/or their sessions according to single or multi-session conditions.

Filter

Sessions

Exclude

Language

exactly matches

en-us

-

OR

AND

OR

Language

exactly matches

en-gb

-

OR

AND

OR

Language

exactly matches

en-ca

-

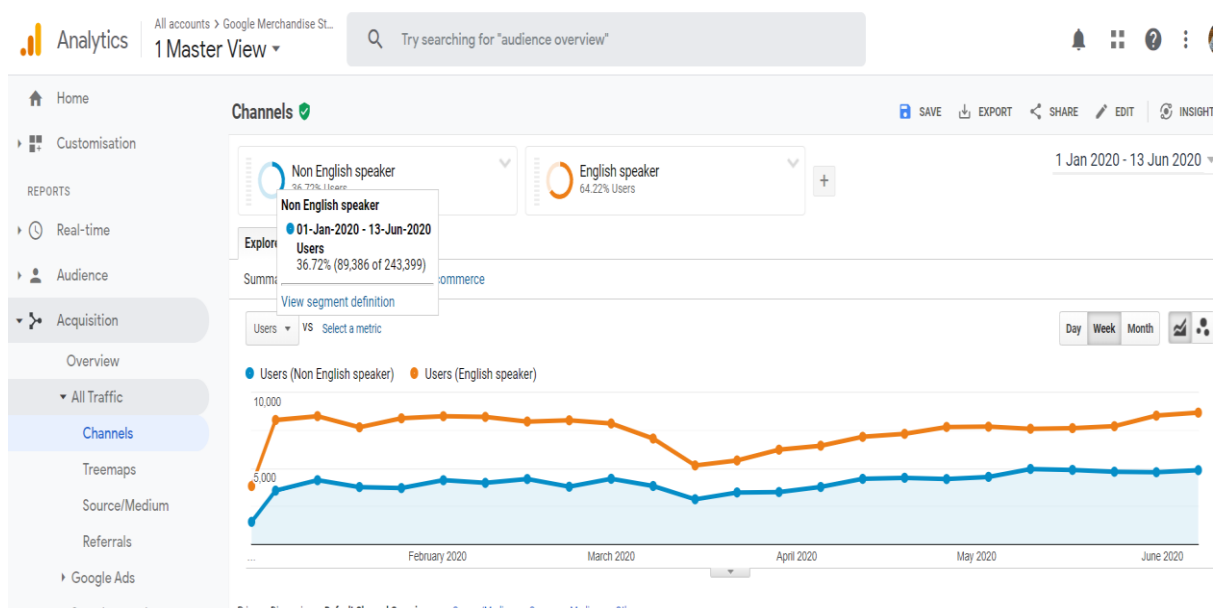
OR

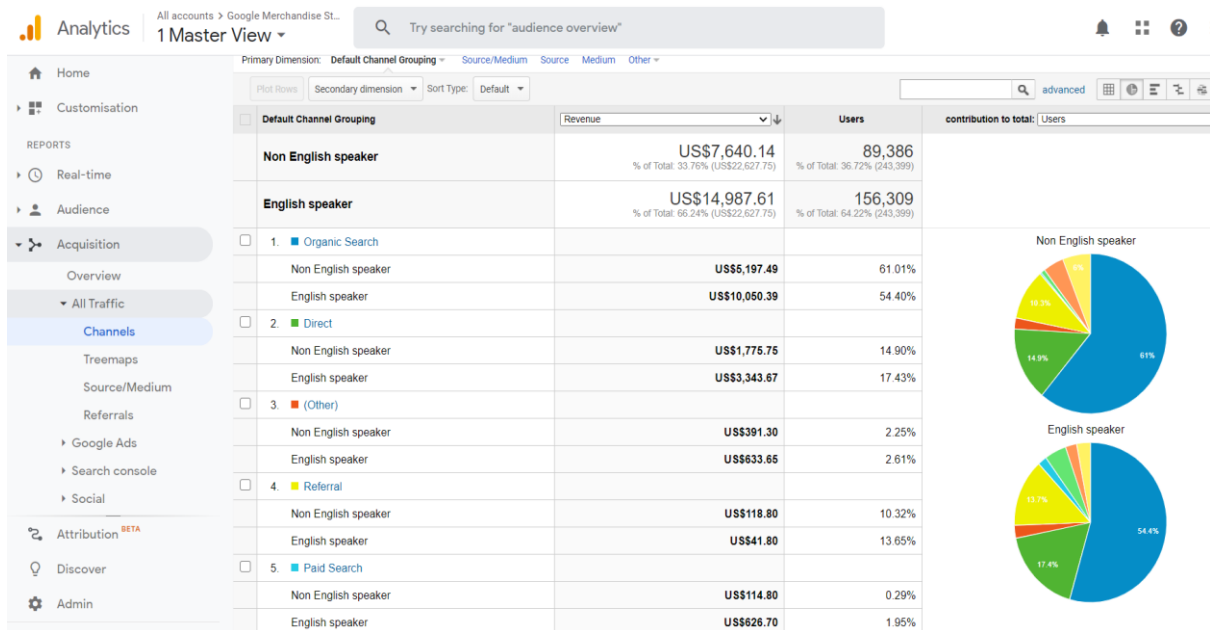
AND

+ Add Filter

This segment is created for non-English speaker and segment for English speaker is created same way instead of exclude, include is selected. the summary shows 36.65% are of users from non-English speaker segment. For the English speaker segment the summary shows 64.40% of users. And this segment can be used to answer the question. How much e-commerce revenue comes from both segments?

For the 6-month time How much revenue comes from non-English speaker and English speaker segment?





for the given time period for the organic channel the revenue generated by the English speaker segment is \$10,050.39 with total 54.40% of user. Which is highest than non-English speaker segment \$5,197.49 with total 61.01% of users. Followed by Direct channel English speaker segment is making more revenue than non-English speaker segment and so on. It can be seen that the highest revenue is generated by English speaker segment.

## Geography segment

Europe continent

Save Cancel Preview

Demographics

Technology

Behaviour

Date of First Session

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Enhanced E-commerce

Advanced

Conditions **1**

Sequences

**Conditions**

Segment your users and/or their sessions according to single or multi-session conditions.

**Filter** Sessions Include

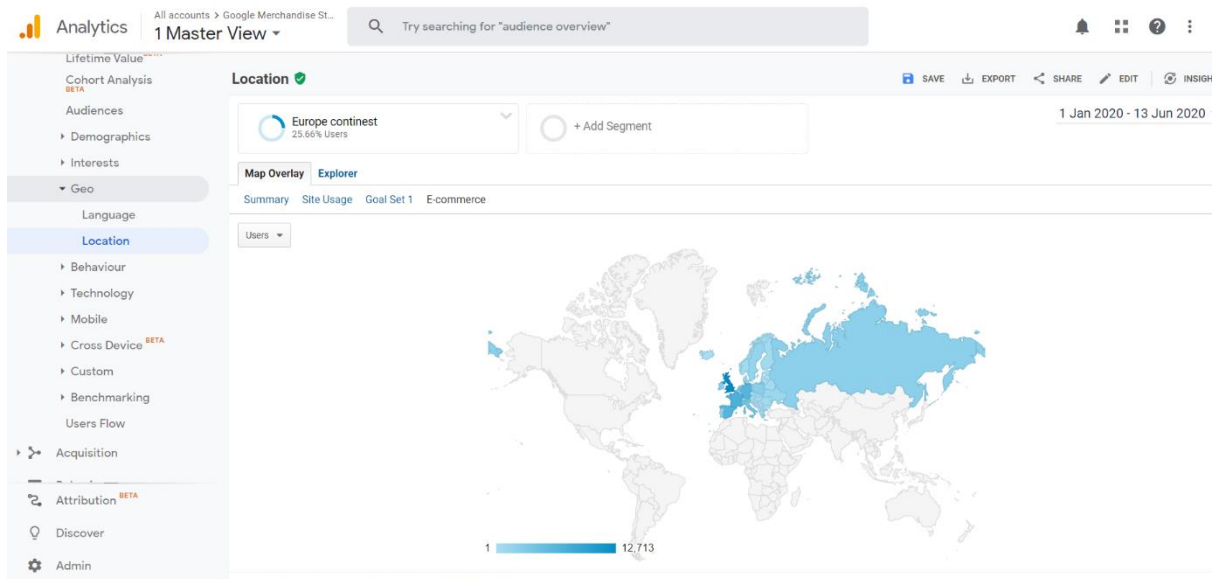
Continent exactly matches Europe

+ Add Filter

For the time period selected a continent segment is created. The summary of this segment accounts for 25.55% of user. Using this segment, a question can be formed.

What is the e-commerce conversion rate and revenue generated by this segment for continent?

It can be seen the e-commerce conversion rate for the United Kingdom and Russia is highest i.e. 0.03% followed by France 0.01% making total revenue of \$409, \$25 and \$13. Which is no doubt the revenue generated by Europe is low because of the corona virus.



Country	Users	Sessions	Revenue	Transactions	Avg. Order Value	E-commerce Conversion Rate	Per Session Value
<b>Europe continent</b>	<b>62,461</b> (25.55% of Total)	<b>81,189</b> (24.44% of Total)	<b>US\$448.19</b> (1.98% of Total)	<b>8</b> (1.92% of Total)	<b>US\$56.02</b> (Avg for View: US\$54.39)	<b>&lt;0.01%</b> (Avg for View: 0.13%)	<b>&lt;US\$0.01</b> (Avg for View: US\$0.07)
1. United Kingdom	12,713 (20.37%)	15,388 (18.95%)	US\$409.00 (91.26%)	5 (62.50%)	US\$81.80	0.03%	US\$0.03
2. France	7,142 (11.44%)	10,093 (12.43%)	US\$13.00 (2.90%)	1 (12.50%)	US\$13.00	<0.01%	<US\$0.01
3. Spain	6,367 (10.20%)	9,407 (11.59%)	US\$0.00 (0.00%)	0 (0.00%)	US\$0.00	0.00%	US\$0.00
4. Germany	6,344 (10.17%)	7,846 (9.66%)	US\$0.75 (0.17%)	1 (12.50%)	US\$0.75	0.01%	<US\$0.01
5. Italy	4,255 (6.82%)	5,610 (6.91%)	US\$0.00 (0.00%)	0 (0.00%)	US\$0.00	0.00%	US\$0.00
6. Netherlands	3,730 (5.98%)	5,264 (6.48%)	US\$0.00 (0.00%)	0 (0.00%)	US\$0.00	0.00%	US\$0.00
7. Poland	2,522 (4.04%)	3,277 (4.04%)	US\$0.00 (0.00%)	0 (0.00%)	US\$0.00	0.00%	US\$0.00
8. Russia	2,275 (3.65%)	3,023 (3.72%)	US\$25.44 (5.68%)	1 (12.50%)	US\$25.44	0.03%	<US\$0.01
9. Ireland	2,080 (3.33%)	2,675 (3.29%)	US\$0.00 (0.00%)	0 (0.00%)	US\$0.00	0.00%	US\$0.00
10. Belgium	1,497 (2.40%)	1,812 (2.23%)	US\$0.00 (0.00%)	0 (0.00%)	US\$0.00	0.00%	US\$0.00

## User Behaviour Segment:

Save
Cancel
Preview

Demographics
Technology
Behaviour
Date of First Session
Traffic Sources
Enhanced E-commerce
Advanced
Conditions **1**
Sequences

### Conditions

Segment your users and/or their sessions according to single or multi-session conditions.

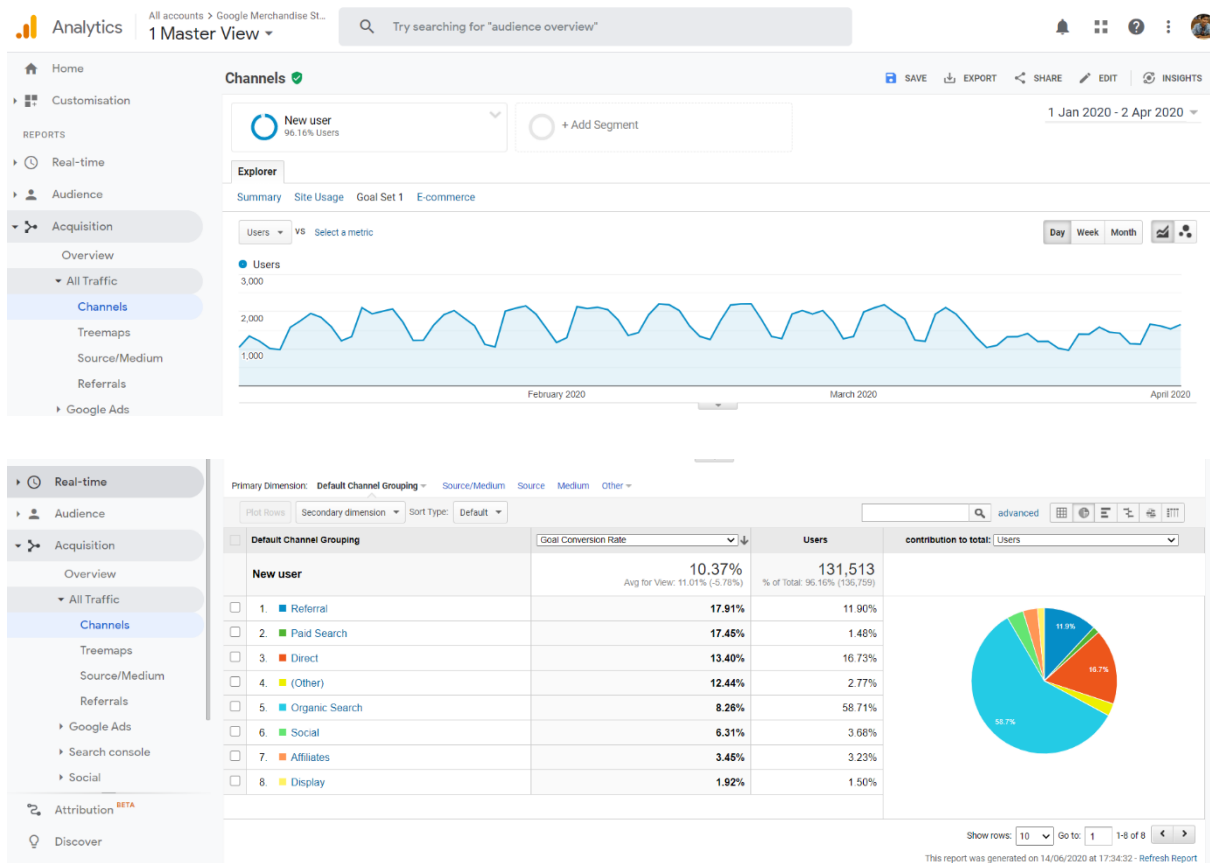
Filter Users Include

User Type exactly matches New Visitor

- OR AND

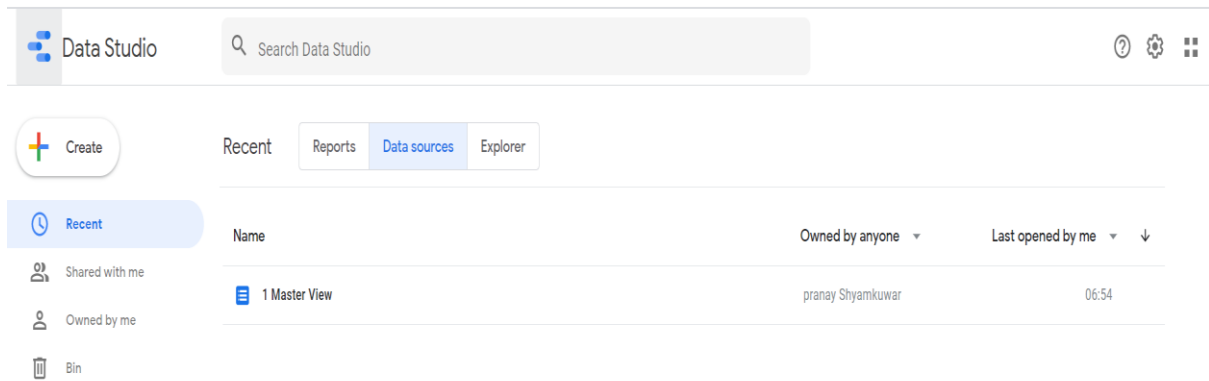
+ Add Filter

The user behaviour segment is created for new visitor. This new user segment is used to answer What is the goal conversion rate by the new visitors. For the period of 4 months from January to April. The report shows that a total 10.37% of growth conversion rate contribution made by this segment. The referral, paid search, direct are the top channels with conversion rate of 17.91%, 17.45%, 13.40%.



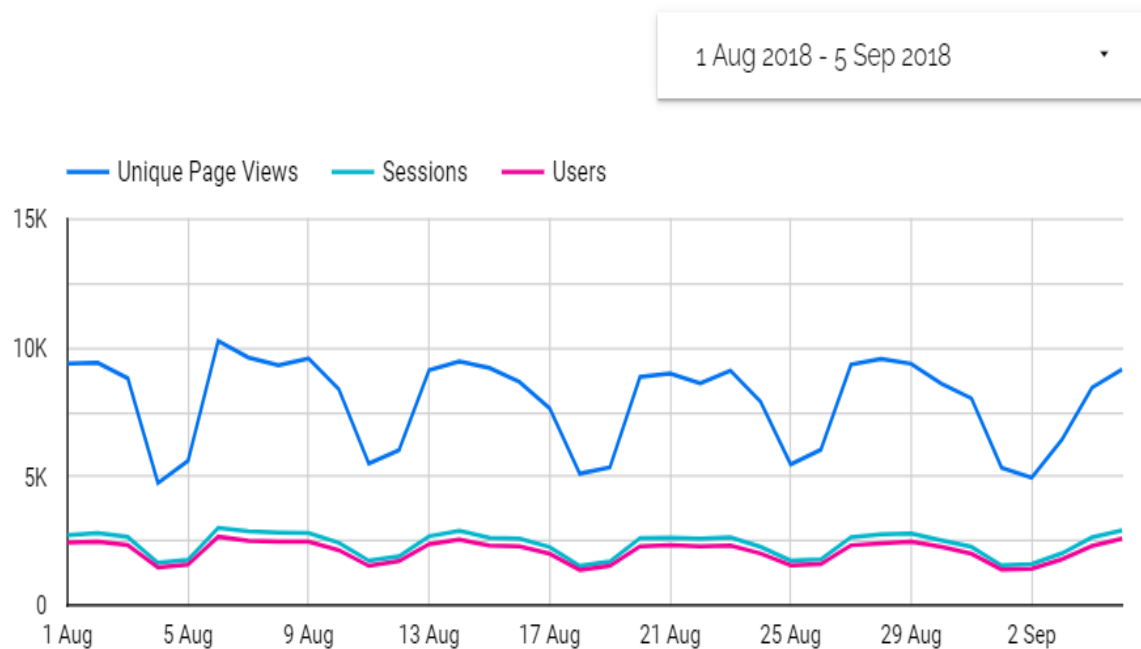
## Part Two: Connecting a Data Source and Creating a Custom Dashboard

## Linking to the Google Merchandise Store Demo Account Google Analytics to Data Studio



A connection is established in the Data studio by connecting the Google Merchandise Store Demo Account for Visualization based on Master view.

## Merchandise Store Draft Dashboard: Time Series Chart



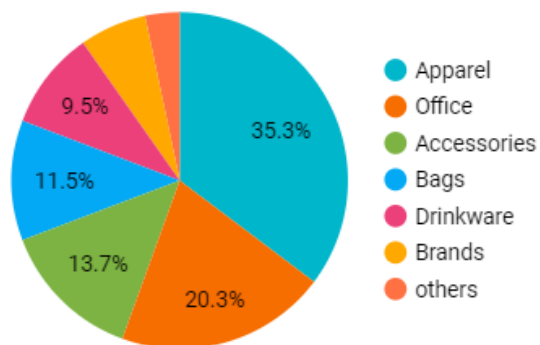
This is the time series chart which shows the trend line of unique pageviews, sessions, users over a period of one months from 1<sup>st</sup> Aug to 5<sup>th</sup> Sept 2018. Date is selected as a Dimension and unique page views, sessions, users.

For the time of one-month period trend line of user and session closely monitoring each other. All three matric shows a downward trend by the end of week and gaining its peak at the beginning of each week.



## Merchandise Store Draft Dashboard: Pie chart, 7 slices

1 Aug 2018 - 5 Sep 2018

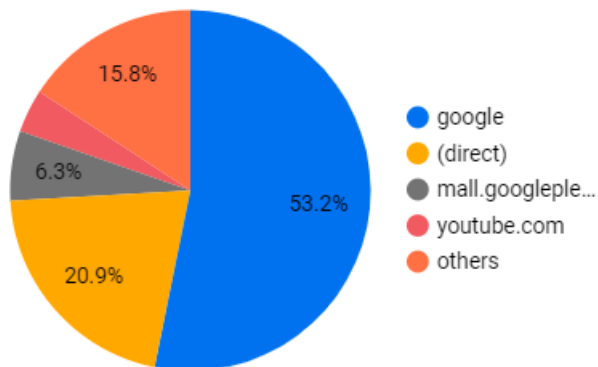


The 7-slice pie chart on revenue is broken down into product categories for the period of 1<sup>st</sup> Aug to 5<sup>th</sup> of Sept 2018.

For the Dimension product categories is selected and revenue is selected as metric. The most revenue is generated by Apparel, office and Accessories.

## Merchandise Store Draft Dashboard: Pie chart, 5 slices

1 Aug 2018 - 5 Sep 2018 ▼



The 5-slice pie chart on revenue is broken down by source for the period of 1<sup>st</sup> Aug to 5<sup>th</sup> of Sept 2018.

Source is selected as dimension and revenue as metric. With 53.2% of new users are coming from google search followed by direct and others.

## Merchandise Store Draft Dashboard: Scorecard

Avg. Order Value

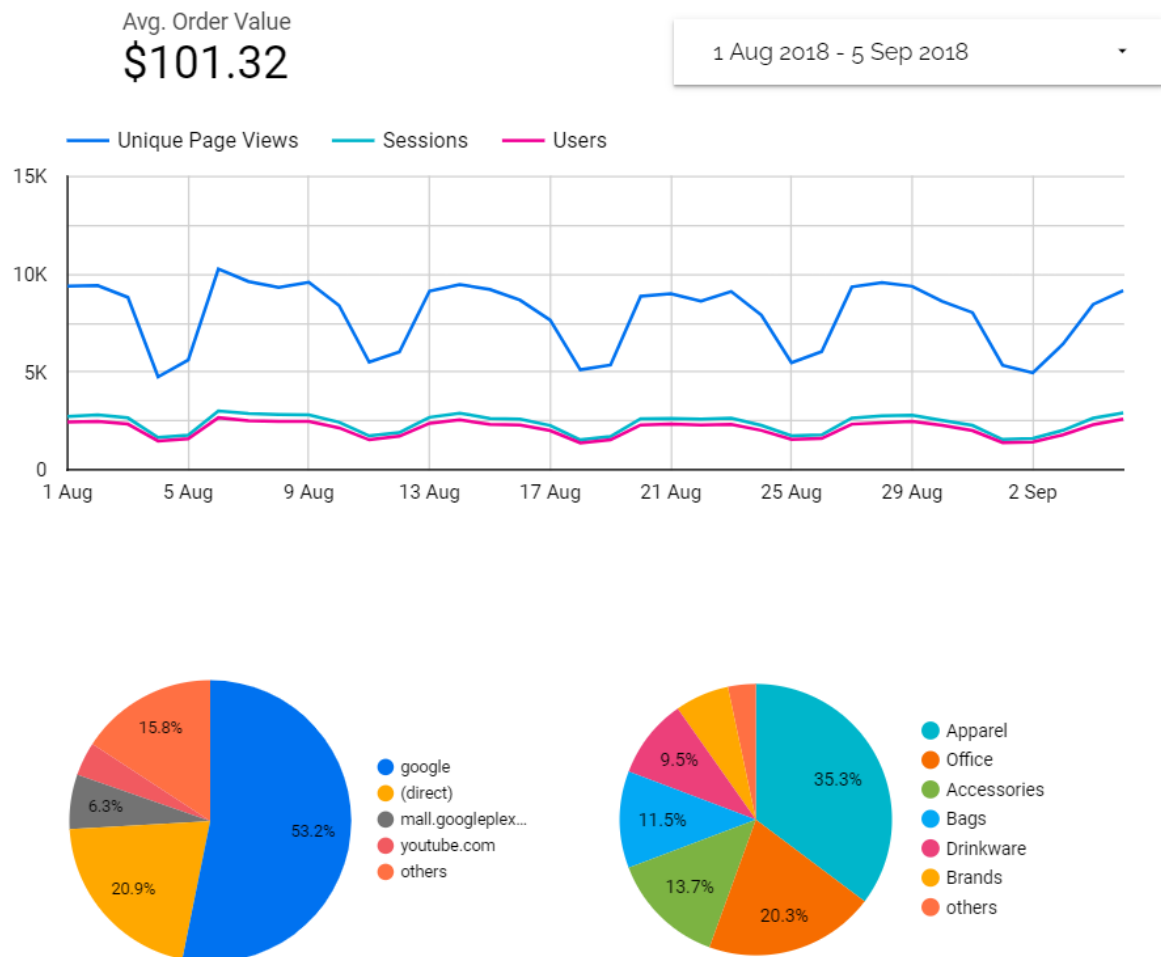
**\$101.32**

1 Aug 2018 - 5 Sep 2018



The Score card chart shows the total Average order value over a period of 1<sup>st</sup> Aug to 5<sup>th</sup> Sept 2018 which is \$101.32. For metric Average order value is selected.

# Merchandise Store Draft Dashboard: Date Range Control



This page has the date range control, which is set to 1<sup>st</sup> Aug to 5<sup>th</sup> of Sept that controls all the charts. It is a drop-down list to select the start date and end date. After selecting it, affects all the charts.