

# Google Analytics



Advanced Displays,  
Segmentation & Filtering



# Part One: Primary Views & Filters

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# 1. Best Practice Check:

## Three Primary Views

- For this project, I am using the Google Merchandise Store Demo Account, and here is the three main views of the Google Merchandise Store:

All

Favourites

Recents

Search

Visit Platform Home

All accounts

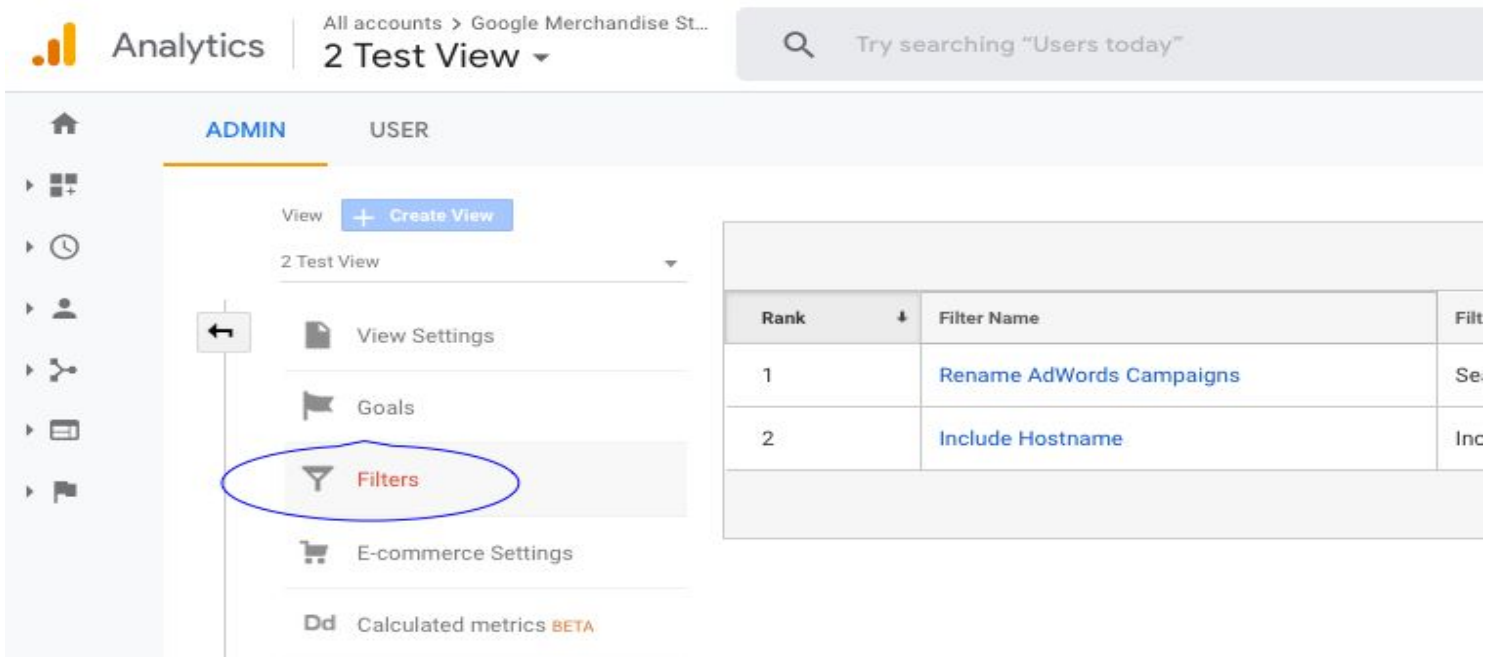
Analytics Accounts	Properties & Apps	Views
Demo Account 54516992	Google Merchand... UA-54516992-1	1 Master View 92320289
	Attribution Projects	2 Test View 92324711
	Google Merchandise ... 1839269076	3 Raw Data View 90822334
	Google Merchandise ... 1864999626	Testing 222841769

## 2. Best Practice Check:

### Filtering Internal Traffic

- Because that I don't have access to create this filter, here is where this filter could be added (apply the filter in the test view first before copy it to the main view) :

Filters >> Add Filter >> Check the **create new filter** choice >> Give the filter a name >> then chose custom filter type (we can choose Predefined as well, but custom is more appropriate in this case, since we have to exclude a range of IP addresses, so we are going to need to use Regular expressions ) >> Check **Exclude** and chose **IP Address** in the filter field >> Then add the regular expression that includes the range of the Ip Addresses of the company in the **Filter Pattern** >> Save the filter >> After some days copy the filter to the main view if it's working and nothing is broken.



The screenshot shows the Google Analytics '2 Test View' interface. The 'ADMIN' tab is selected, and the 'Filters' option is circled in the left sidebar. The main content area displays a table of filters:

Rank	Filter Name	Filt
1	Rename AdWords Campaigns	Se
2	Include Hostname	Inc



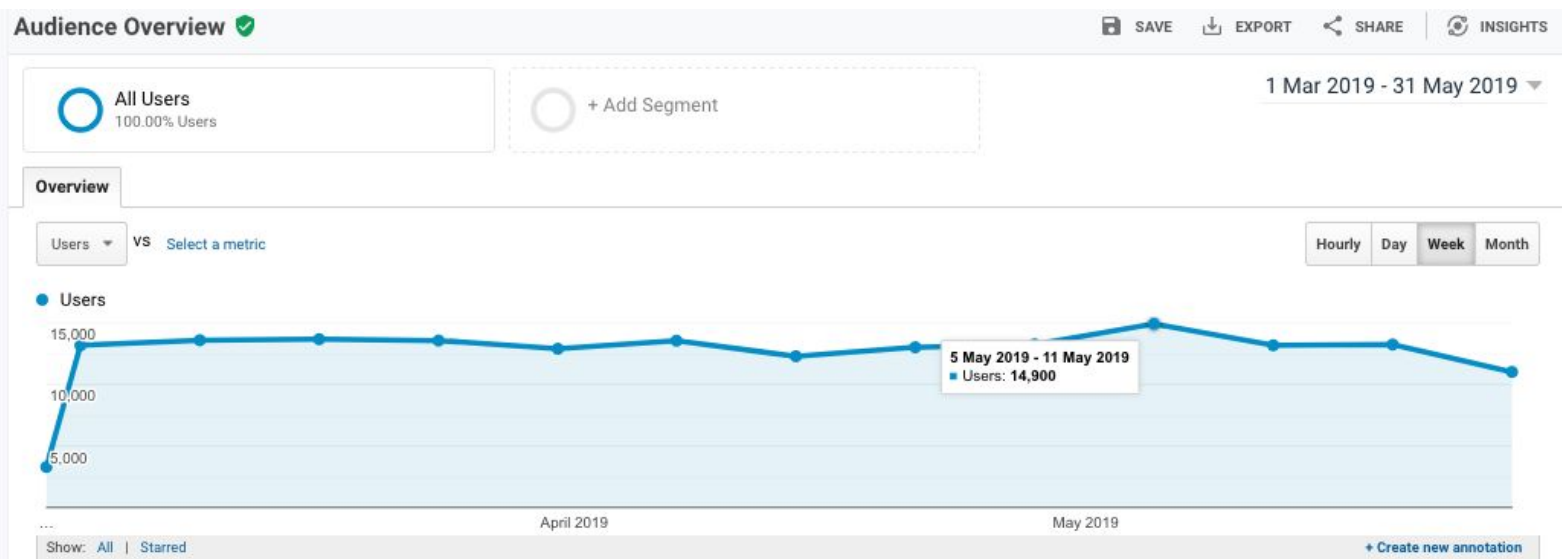
# Part Two: Data Exploration

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# Standard Display - Audience

First I am exploring data of three months (March, April and May) of 2019. And as we can see, the week from 05-May to 11-May had the largest number of users of 14,900 users in this period, and the week that had the fewest visitors to the site is the last one (from 26-May to 31-May), since it registered 11,014 visitors.

We can see that the lowest point in the graph is at the beginning, but this value included just the first 2 days of March and not the whole week. That is why I didn't considered this as the week that had the lowest visitors since it displays the data of two days only.



## Standard Display - Audience

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

Nothing is out of the normal I think, since the site had no change in this period, they did not launch any campaign, etc (from the annotation), and the weeks had a small difference in between them in this period.

# 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?

Primary Dimension: Default Channel Grouping ▾ Source/Medium Source Medium Other ▾										
Plot Rows		Secondary dimension ▾		Sort Type: Default ▾		Advanced Filter ON				
	Default Channel Grouping	Acquisition			Behaviour			Conversions E-commerce ▾		
		Users ?	New Users ?	Sessions ?	Bounce Rate ?	Pages/Session ?	Avg. Session Duration ?	E-commerce Conversion Rate ?	Transactions ?	Revenue ?
		130,566 % of Total: 84.13% (155,190)	120,712 % of Total: 81.75% (147,661)	175,614 % of Total: 82.02% (214,102)	45.31% Avg for View: 42.82% (5.82%)	4.23 Avg for View: 4.40 (-3.93%)	00:02:46 Avg for View: 00:02:55 (-5.41%)	0.12% Avg for View: 0.13% (-4.88%)	213 % of Total: 78.02% (273)	US\$11,866.31 % of Total: 75.66% (US\$15,683.71)
<input type="checkbox"/>	1. Display	2,931 (2.16%)	2,783 (2.31%)	3,281 (1.87%)	79.46%	1.80	00:00:39	0.00%	0 (0.00%)	US\$0.00 (0.00%)
<input type="checkbox"/>	2. Social	6,813 (5.02%)	6,225 (5.16%)	7,449 (4.24%)	59.91%	2.95	00:01:24	0.01%	1 (0.47%)	US\$76.13 (0.64%)
<input type="checkbox"/>	3. Affiliates	5,086 (3.75%)	4,512 (3.74%)	6,109 (3.48%)	56.41%	2.77	00:02:26	0.00%	0 (0.00%)	US\$0.00 (0.00%)
<input type="checkbox"/>	4. Organic Search	92,893 (68.46%)	86,073 (71.30%)	115,894 (65.99%)	49.44%	3.85	00:02:26	0.15%	169 (79.34%)	US\$9,325.41 (78.59%)
<input type="checkbox"/>	5. Paid Search	6,988 (5.15%)	5,483 (4.54%)	10,040 (5.72%)	32.35%	5.34	00:03:26	0.41%	41 (19.25%)	US\$1,997.77 (16.84%)
<input type="checkbox"/>	6. Referral	20,972 (15.46%)	15,636 (12.95%)	32,841 (18.70%)	25.91%	6.03	00:04:18	<0.01%	2 (0.94%)	US\$467.00 (3.94%)

Plot Rows Secondary dimension ▾ Sort Type: Default ▾										
Advanced Filter ON										
	Default Channel Grouping	Acquisition			Behaviour			Conversions E-commerce ▾		
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## Standard Display: Acquisition

After excluding other and direct channels from the report, and sorting by bounce rate, we can clearly see that Display channel had the highest bounce rate and the referral channel had the lowest bounce rate in the periode selected.

In terms of eCommerce conversion rates, the Paid search had the highest percentage with 0.41%, while the display and affiliate both had the lowest eCommerce conversion rate with 0.00% in the same period.

# 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.)

Secondary dimension: User Type		Advanced Filter ON						
Product ?	User Type ?	Sales Performance						Shopping Behav
		Product Revenue ?	Unique Purchases ?	Quantity ?	Avg. Price ?	Avg. QTY ?	Product Refund Amount ?	Basket-to-Detail Rate ?
		US\$8,873.37 % of Total: 56.58% (US\$15,683.71)	418 % of Total: 57.26% (730)	739 % of Total: 60.13% (1,229)	US\$12.01 Avg for View: US\$12.76 (-5.91%)	1.77 Avg for View: 1.68 (5.01%)	US\$0.00 % of Total: 0.00% (US\$0.00)	16.80% Avg for View: 21.27% (-20.98%)
1. Google Bike Tee Navy	New Visitor	US\$285.87 (3.22%)	13 (3.11%)	13 (1.76%)	US\$21.99	1.00	US\$0.00 (0.00%)	22.24%
2. YouTube Tee Black	New Visitor	US\$202.27 (2.28%)	13 (3.11%)	13 (1.76%)	US\$15.56	1.00	US\$0.00 (0.00%)	18.43%
3. Google Tee F/C Black	New Visitor	US\$263.88 (2.97%)	12 (2.87%)	12 (1.62%)	US\$21.99	1.00	US\$0.00 (0.00%)	66.67%
4. YouTube Twill Sandwich Cap Black	New Visitor	US\$155.88 (1.76%)	12 (2.87%)	12 (1.62%)	US\$12.99	1.00	US\$0.00 (0.00%)	17.54%
5. Google Sunglasses	New Visitor	US\$52.50 (0.59%)	10 (2.39%)	15 (2.03%)	US\$3.50	1.50	US\$0.00 (0.00%)	14.29%
6. Google Hub Mug White	New Visitor	US\$90.93 (1.02%)	7 (1.67%)	7 (0.95%)	US\$12.99	1.00	US\$0.00 (0.00%)	18.15%
7. Google Tee White	New Visitor	US\$175.92 (1.98%)	7 (1.67%)	8 (1.08%)	US\$21.99	1.14	US\$0.00 (0.00%)	20.48%
8. Google Tonal Tee Fog	New Visitor	US\$125.32 (1.41%)	7 (1.67%)	8 (1.08%)	US\$15.66	1.14	US\$0.00 (0.00%)	0.00%
9. Google Tonal Tee Spearmint	New Visitor	US\$127.52 (1.44%)	7 (1.67%)	8 (1.08%)	US\$15.94	1.14	US\$0.00 (0.00%)	100.00%
10. Google Zip Hoodie Black	New Visitor	US\$299.93 (3.38%)	7 (1.67%)	7 (0.95%)	US\$42.85	1.00	US\$0.00 (0.00%)	11.97%

# Comparison Display: Behavior

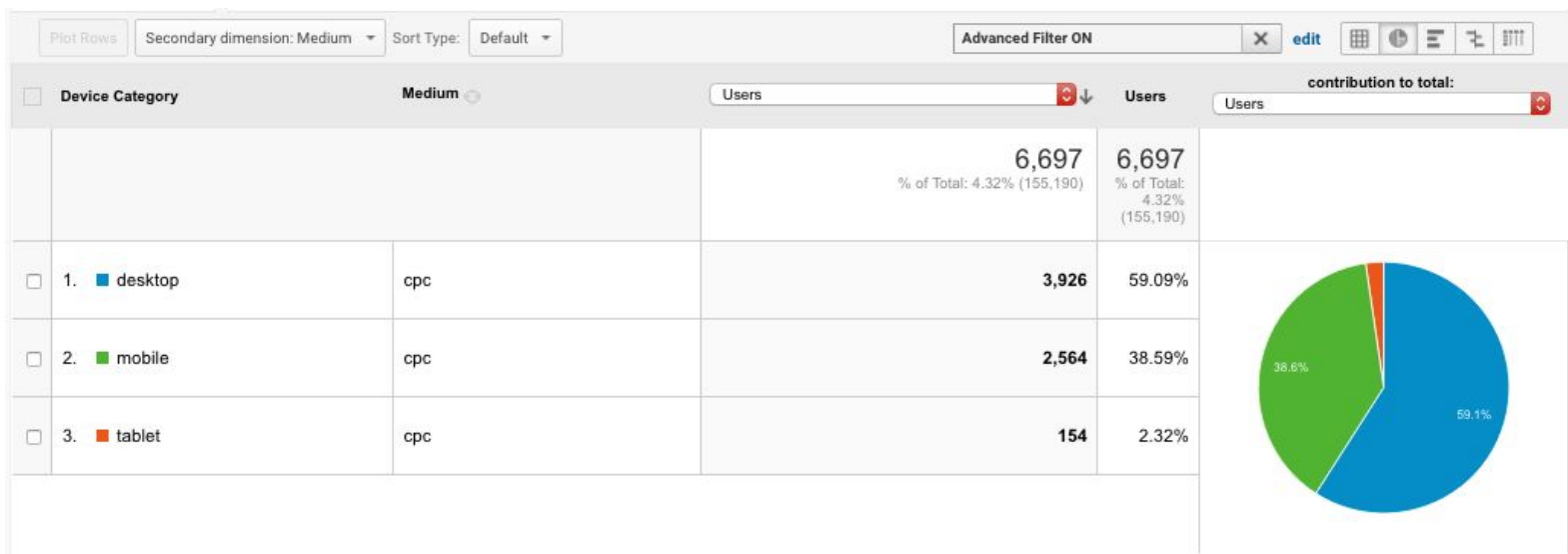
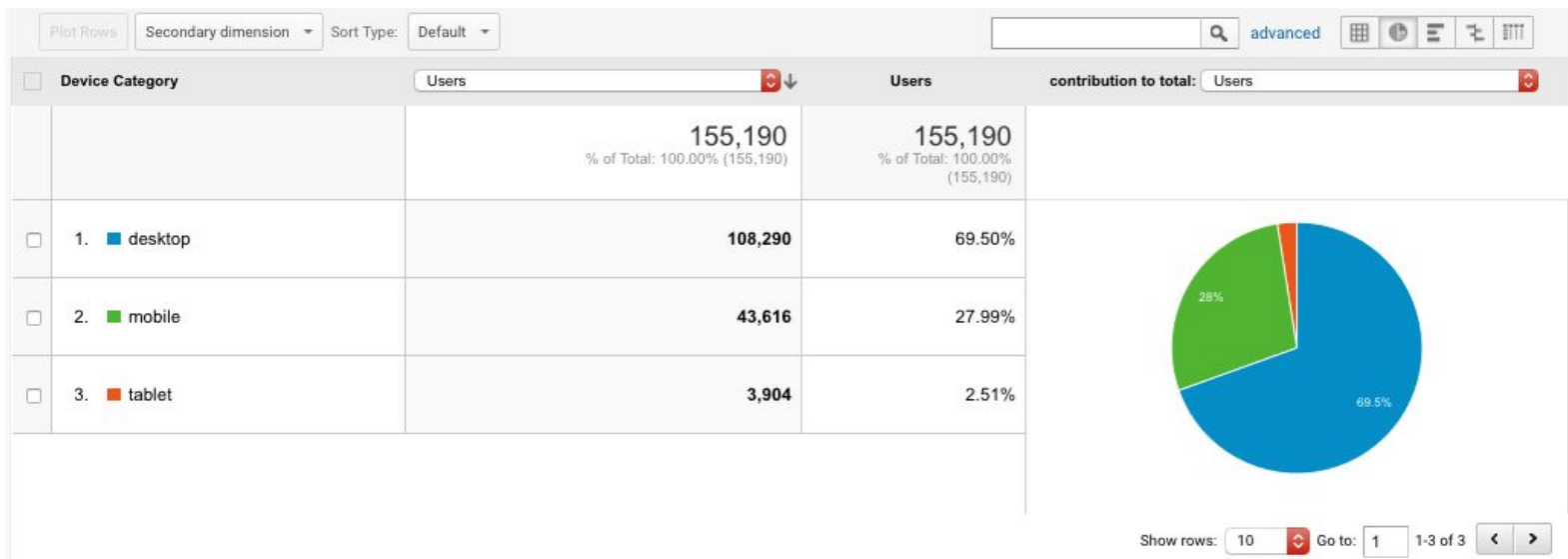
For traffic from All Users between the start and end of your three month period, please provide a comparison report showing Site Speed Page timings for our top ten pages (based on pageviews) and identify any potential troublespots.

Secondary dimension ▾ Sort Type: Default ▾		advanced	
Browser		Page Views	Avg. Page Load Time (sec) (compared to site average)
		941,875 % of Total: 100.00% (941,875)	4.20 Avg for View: 4.20 (0.00%)
1.	Chrome	779,957	-6.67%
2.	Safari	115,473	11.15%
3.	Firefox	18,826	-4.07%
4.	Edge	7,338	-13.15%
5.	Samsung Internet	5,510	64.46%
6.	Internet Explorer	3,997	20.72%
7.	Opera	3,342	172.18%
8.	Android Webview	3,284	203.11%
9.	Safari (in-app)	2,270	178.38%
10.	YaBrowser	552	-17.36%

Show rows: 10 Go to: 1 1-10 of 39

# 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.

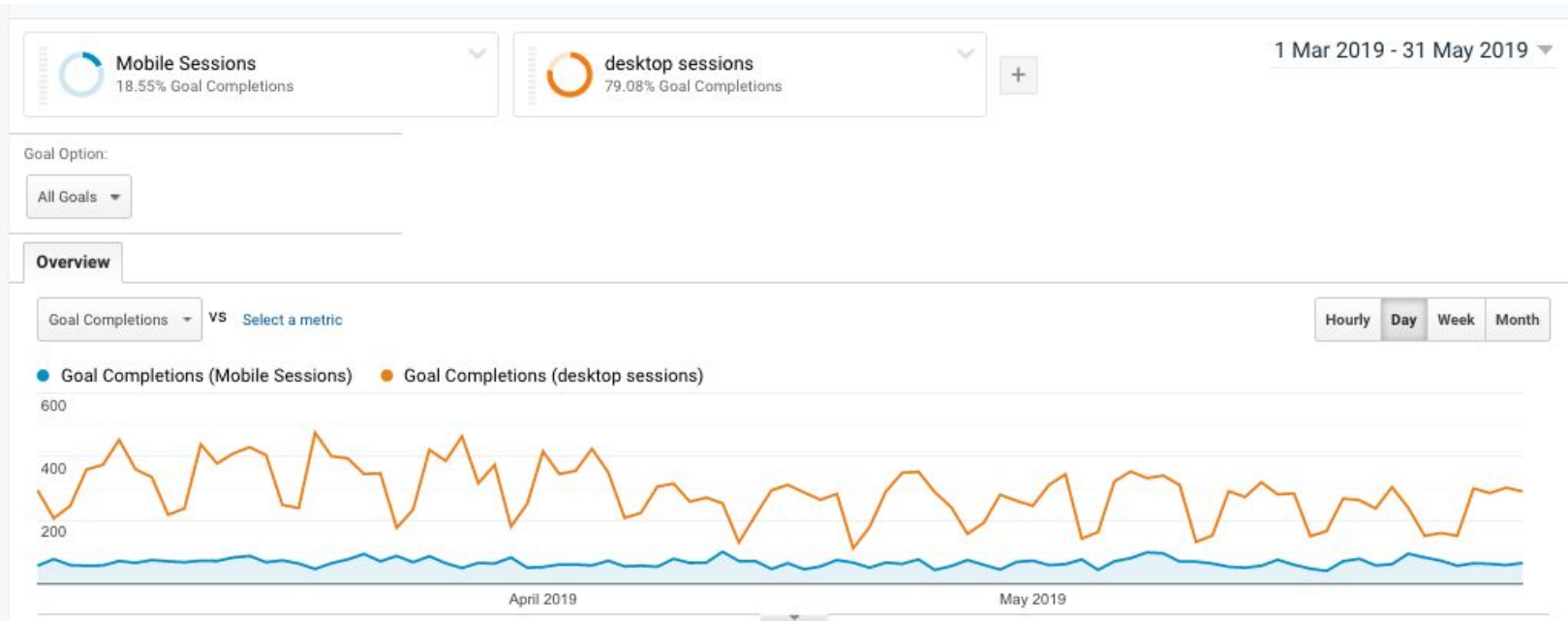




# Part Three: Segmentation

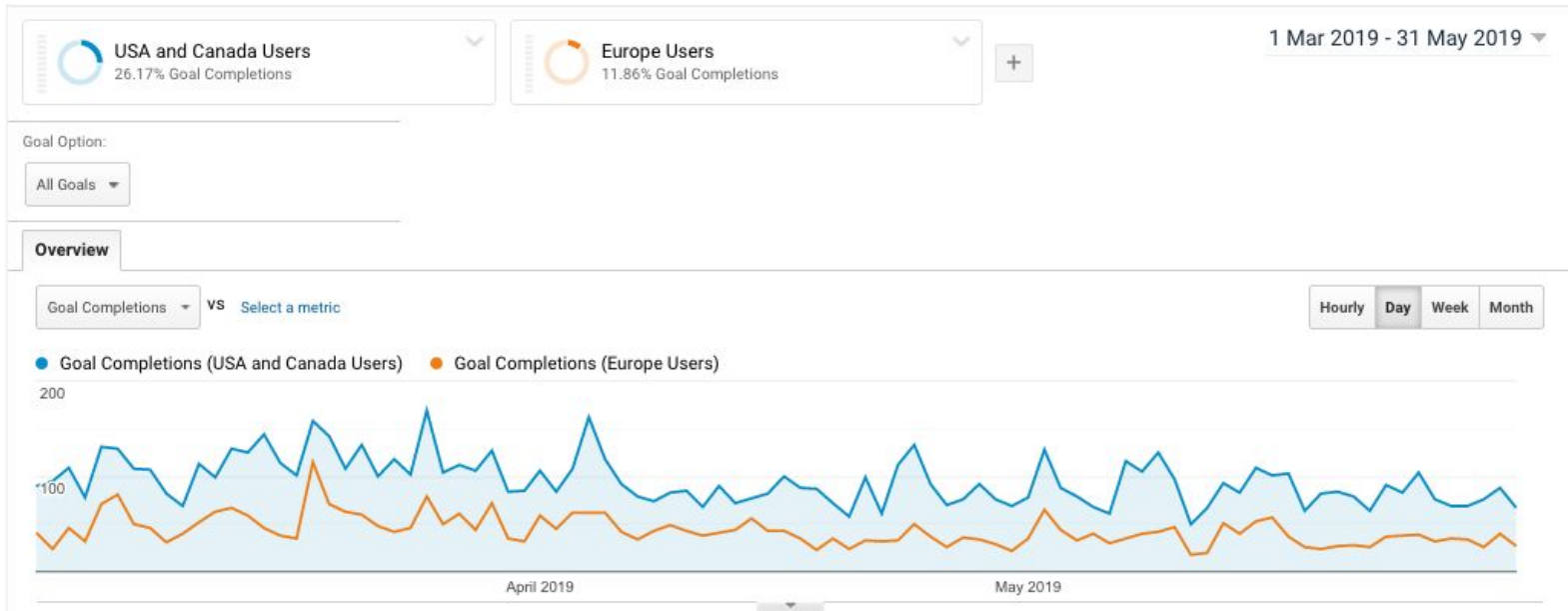
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# Audience Segment: Characteristic



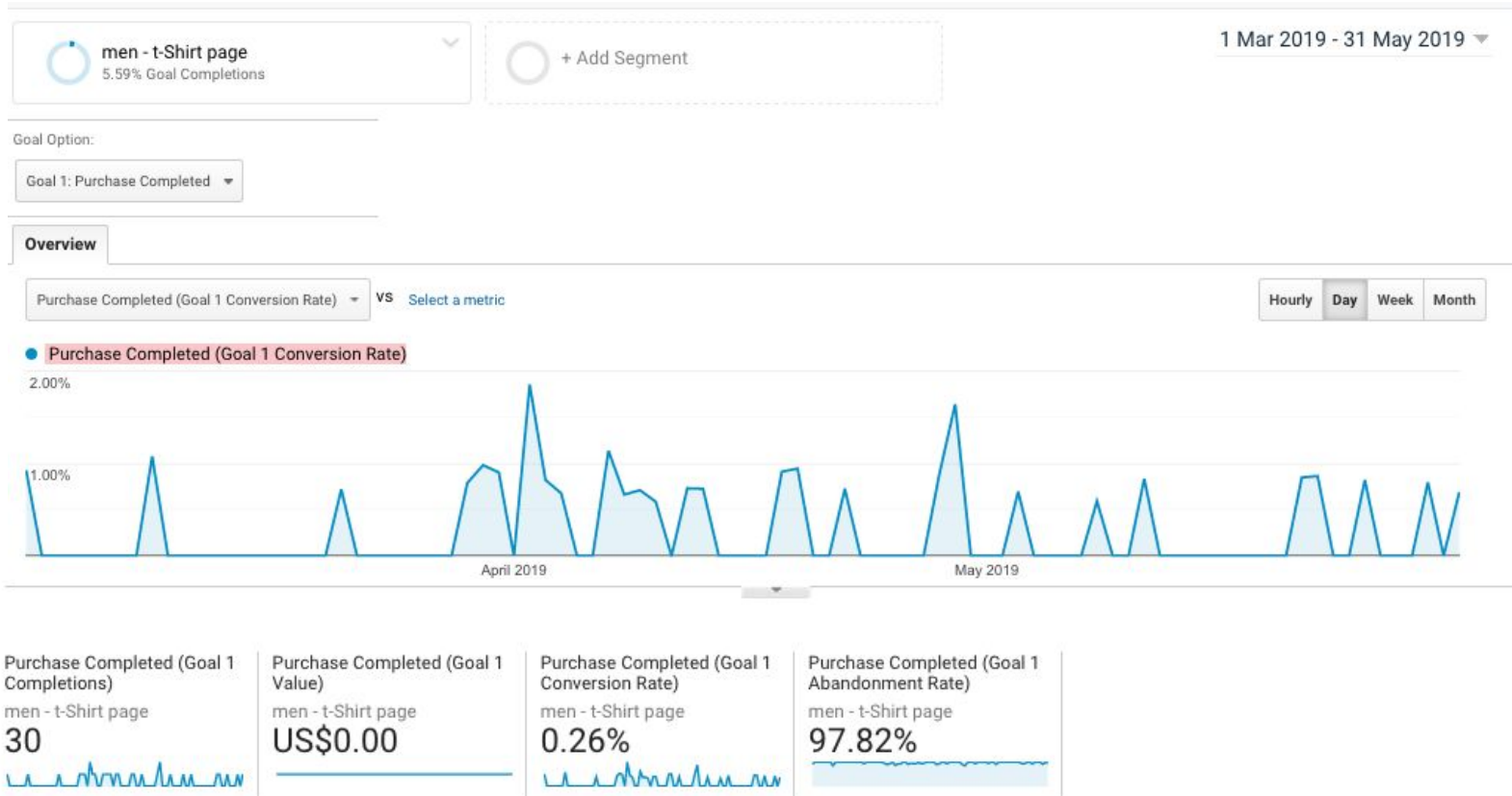
*I identified two segments, desktop sessions and mobile sessions and then compare the goal completion of each of the two segments. We can clearly see that the goal completion for desktop sessions is extremely higher than that for mobile sessions. We can dive deeper to see if the website is looking good on mobile and check for responsive design.*

# Audience Segment: Geography



*This time, I have compared the goal completion using a segmentation based on geography. We clearly see that the goal completion for American Users is higher than that for European Users.*

# Audience Segment: User Behavior



I have create another segment based on landing pages containing men/t-shirt pages, to see how this page can contribute to acquire a new customer. We see that this page lead to 30 purchased completed during the selected period but with 97.82% abandonment rate, and this can lead us to dive deeper to see which source medium is leading to this page in order to take further actions.



# ANND Portfolio

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Advanced Displays,  
Segmentation & Filtering