**Dashboard analytics**

**Time: DD/MM/YYYY – DD/MM/YYYY**

|  |  |  |
| --- | --- | --- |
| **Indicator** | **Dublin Dashboard** | **Cork Dashboard** |
| **Overview** | | |
| Sessions |  |  |
| Users |  |  |
| Pageviews |  |  |
| Pages per session |  |  |
| Average session duration |  |  |
| Bounce rate (%) |  |  |
| % New sessions |  |  |
|  |  |  |
| **Demographics** | | |
| Male  Female |  |  |
| Age profile  18-24 yrs  25-34 yrs  35-44 yrs  45-54yrs  55-64 yrs  65+ yrs |  |  |
| **Geography**  Top 10 countries |  |  |
| **Behaviour** | | |
| New visitors |  |  |
| Returning visitors |  |  |
| Frequency |  |  |
| Session duration |  |  |
| Page depth |  |  |
| **Technology** |  |  |
| **Browser**  Chrome  Safari  Internet Explorer  Firefox  Safari (in-app)  Android |  |  |
| **Device**  Desktop  Mobile  Tablet |  |  |
| **User flow**  Starting page  1st interaction  2nd interaction  3rd interaction |  |  |