

Google Analytics



Advanced Displays, Segmentation
& Filtering

By

Mohamd Ahmd Abdelwahab



Part One: Primary Views & Filters

1. Best Practice Check: Three Primary Views

Part One: Primary views and Filters

Primary Views

Google Merchandise Store Demo Account is used. And has three views created Master View, Raw Data View and Test View.

- Raw Data view (all the data, never mess with it)
- Test (where i can try things out before making them live)
- Master view (where I'll implement my work once it's been tested and it's getting the results you want)

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	☆

- the view can be created by click on admin then create view

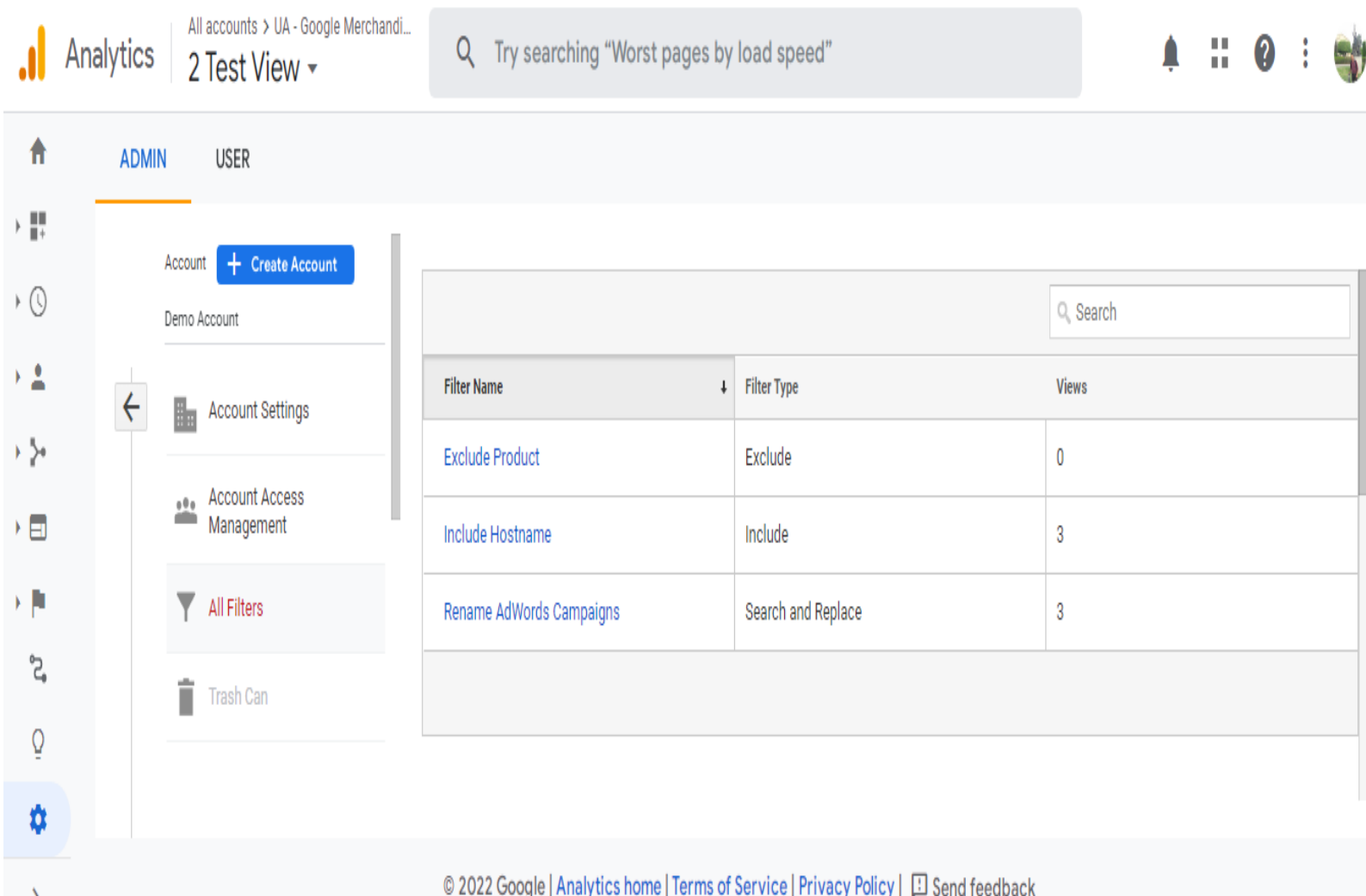
Account	Property	View
+ Create Account	+ Create Property	+ Create View
Demo Account	UA - Google Merchandise Store (UA-54516992-1)	1 Master View
Account Settings	GA4 Setup Assistant	View Settings
Account Access Management	Property Settings	Goals
All Filters	Tracking Info	Filters
Trash Can	PRODUCT LINKS	Ecommerce Settings
	Google Ads Links	Calculated Metrics <small>BETA</small>
	AdSense Links	

LEARN MORE udacity.com/google-analytics

Filtering Internal Traffic

Demo Account does not allow to create a filter.

I can create a filter under Test view by going it to Admin -> Under create view -> select filter.



The screenshot shows the Google Analytics Admin interface. The top navigation bar includes the Analytics logo, account information (All accounts > UA - Google Merchandi...), a search bar with the text "Try searching 'Worst pages by load speed'", and notification, grid, help, and user icons. The left sidebar has tabs for ADMIN and USER, with ADMIN selected. Under ADMIN, there are links for Account (with a "+ Create Account" button), Demo Account, Account Settings, Account Access Management, All Filters (highlighted in red), and Trash Can. The main content area displays a table of filters. The table has columns for Filter Name, Filter Type, and Views. The filters listed are: Exclude Product (Exclude, 0 views), Include Hostname (Include, 3 views), and Rename AdWords Campaigns (Search and Replace, 3 views). A search bar is located at the top right of the table.

Filter Name	Filter Type	Views
Exclude Product	Exclude	0
Include Hostname	Include	3
Rename AdWords Campaigns	Search and Replace	3

© 2022 Google | [Analytics home](#) | [Terms of Service](#) | [Privacy Policy](#) | [Send feedback](#)



Part Two: Data Exploration

Report Exploration: Instructions

For this project, you're working with a client who has limited knowledge and experience, and who is relying your critical eye and expertise. They've looked at the data but aren't sure what to make of it, and they have specific questions they want you to answer. Some of the questions are driven by a cut-and-dry need to know. For others, you may be asked to share your insight.

To demonstrate your knowledge:

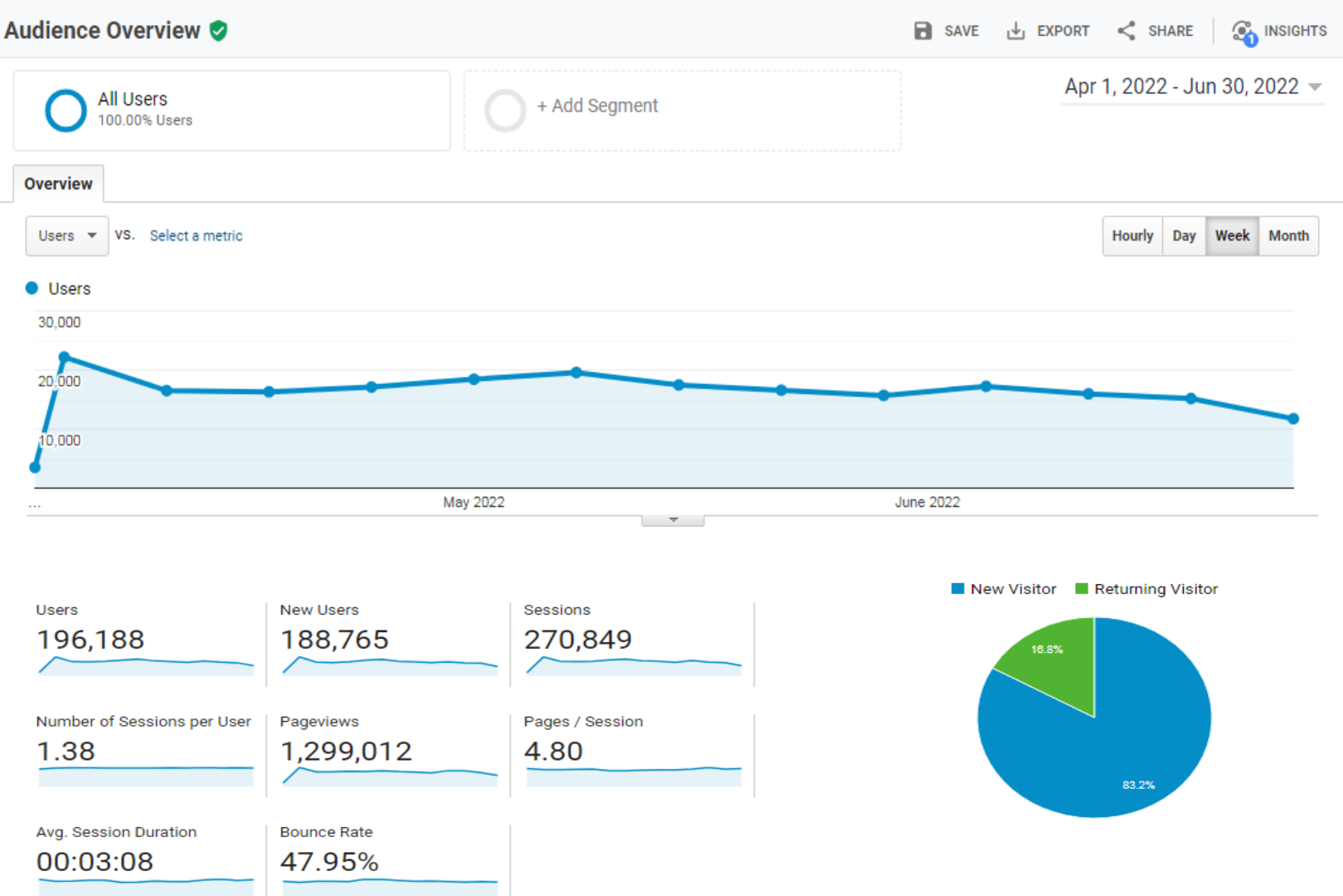
- For each of the questions that follow, take screenshots that show what you believe to be the answers
- Provide annotations where necessary to give clarity to your answer
- If you are asked to provide your insight on a given question, provide those, too, on another slide right after the slide that contains your screenshot(s)
- Place your questions, screenshots, and notes on the slides that follow.

Remove this slide

Standard Display - Audience

From the Audience Overview Report, I select a three month time period from 1/4/2022 to 30/6/2022. The report is created for 3 months

week 1st of apr had the most visitors = 22,184 visitors, and which week 4 of june had the fewest visitors = 11,748 visitors



Standard Display - Audience

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

In the first week of April, we could see a sudden surge in visitors as Good Friday - and Christian celebrations approach - approaches People want to buy goods for their loved ones. But we do see a bearish decline in June Because there are no events or celebrations I in a month June which arrives at about 11,748 visitors .

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?

100.00% Users

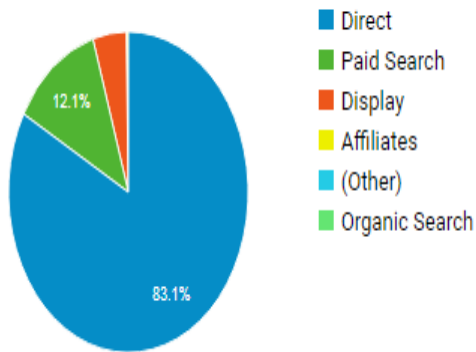
Primary Dimension:

Conversion:

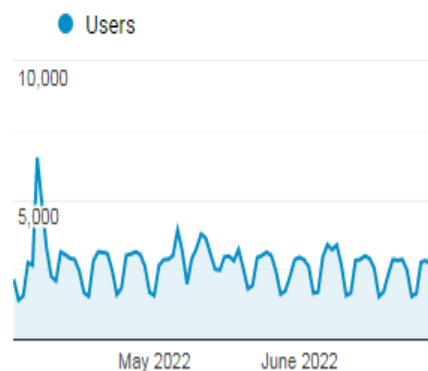
Default Channel Grouping

eCommerce

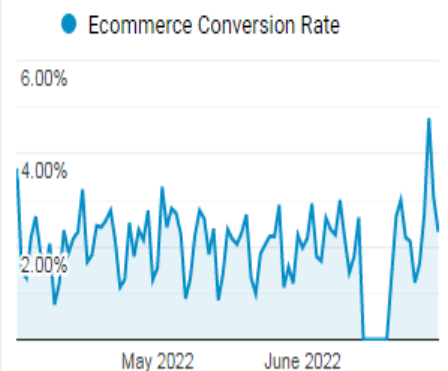
Top Channels



Users



Conversions



Acquisition

Users	New Users	Sessions
196,188	188,766	270,850

Behavior

Bounce Rate	Pages / Session	Avg. Session Duration
47.95%	4.80	00:03:08

Conversions

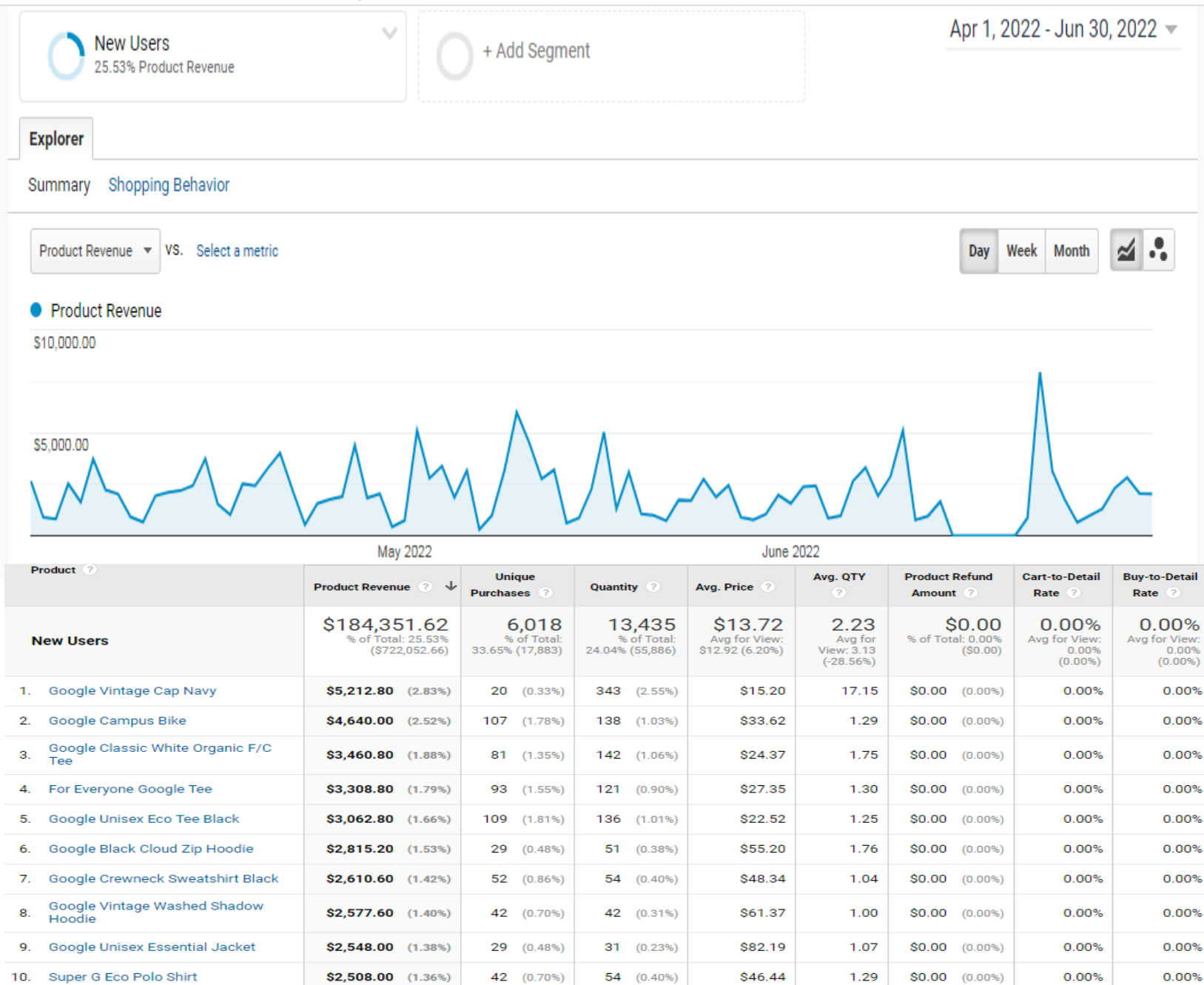
Ecommerce Conversion Rate	Transactions	Revenue
2.06%	5,578	\$722,052.66

	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Ecommerce Conversion Rate	Transactions	Revenue
1 Direct	163,951			44.00%			2.22%		
2 Paid Search	23,928			63.13%			1.63%		
3 Display	8,916			88.96%			<0.01%		
4 Affiliates	522			67.00%			0.42%		
5 (Other)	8			50.00%			0.00%		
6 Organic Search	2			50.00%			0.00%		

- 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 88.96% and DIRECT channel has the lowest bounce rate of 44%.
- 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 Direct 2.22% followed by Paid search channel 1.63% and the lowest e-commerce conversion rate of 0.0% are from other and organic search.

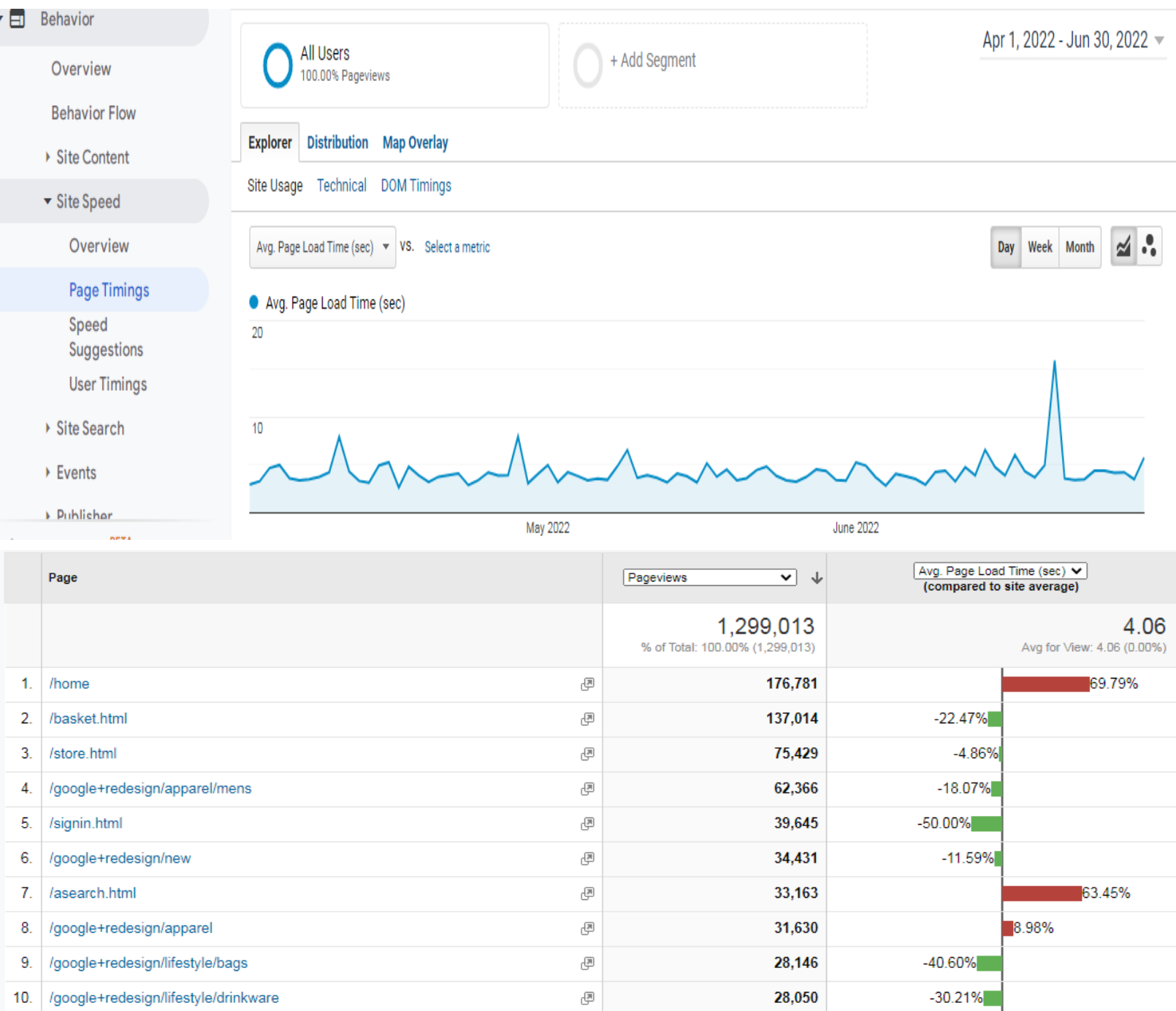
Percentage Display: Conversion

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.

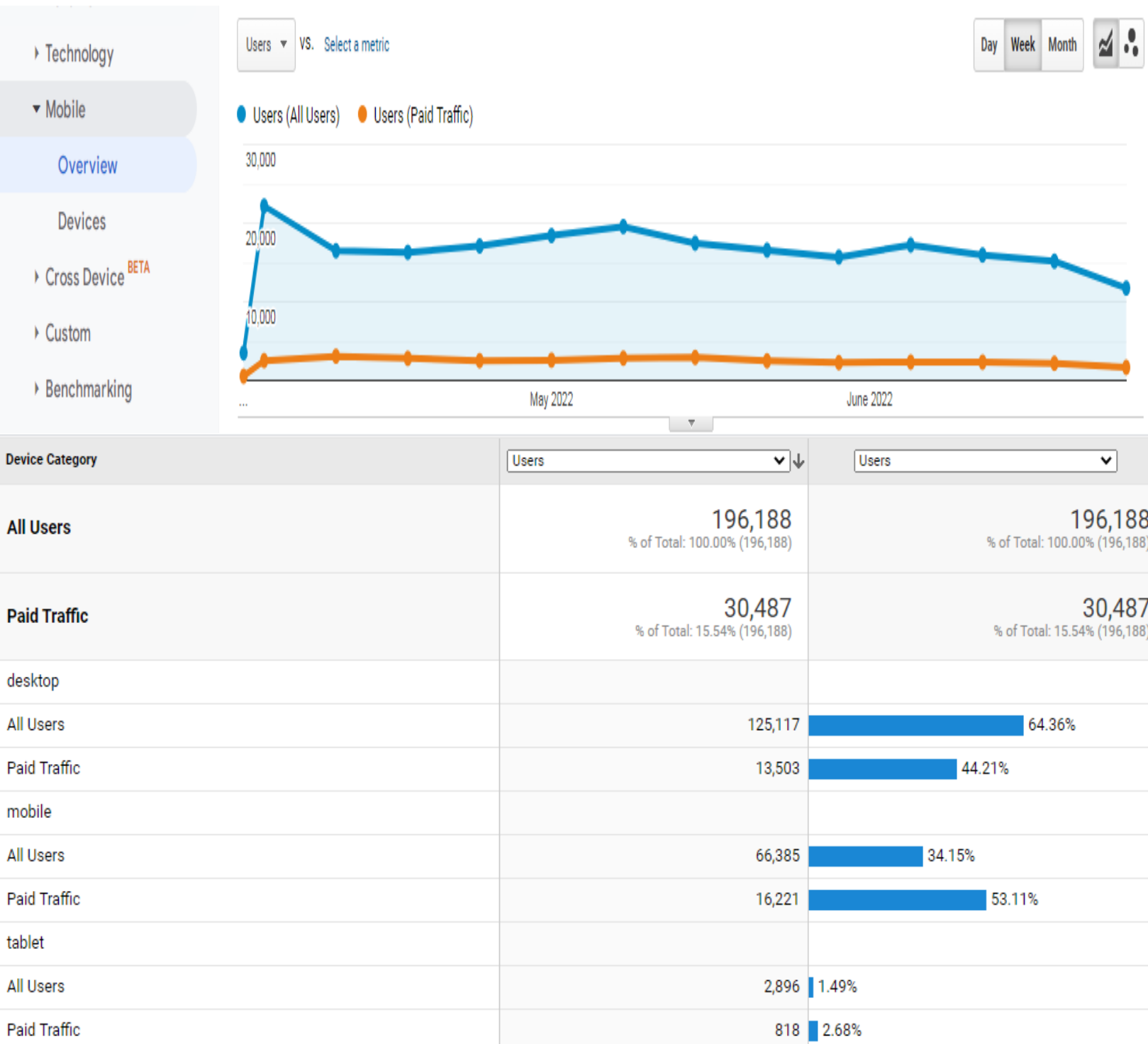




Behavior: Site Speed/Page Timings Report The report shows

- /home performed badly, at 69.79%,
- /ordercompleted.html performed badly, at 63.57%,
- /asearch.html performed badly, at 63.45%,
- . We could look at Speed Suggestions Report for optimization recommendations for these 3 sites.

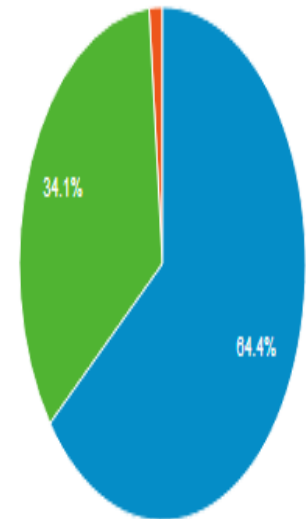
Percentage Display: Audience

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.

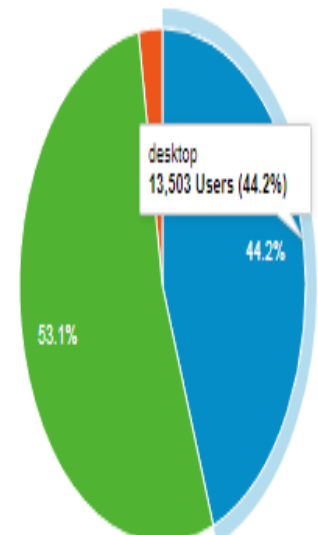


Paid Traffic		30,487 % of Total: 15.54% (196,188)	30,487 % of Total: 15.54% (196,188)
1.  desktop			
All Users		125,117	64.36%
Paid Traffic		13,503	44.21%
2.  mobile			
All Users		66,385	34.15%
Paid Traffic		16,221	53.11%
3.  tablet			
All Users		2,896	1.49%
Paid Traffic		818	2.68%

All Users



Paid Traffic





Part Three: Segmentation

Audience Segment: Characteristic

Segment : English speaking users

this segment accounts for 73.35 % of all users I can use it to answer questions like How much ecommerce revenues come from this segment?

Save Cancel Preview Segment is visible in any View [Change](#)

Demographics

Technology

Behavior

Date of First Session

Traffic Sources

Enhanced Ecommerce

Advanced

Conditions 1

Sequences

Conditions

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

Filter

Users ▾

Include ▾

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

Summary

72.35%


of users


Users
143,318

Sessions
199,913
73.81% of sessions

Conditions ×

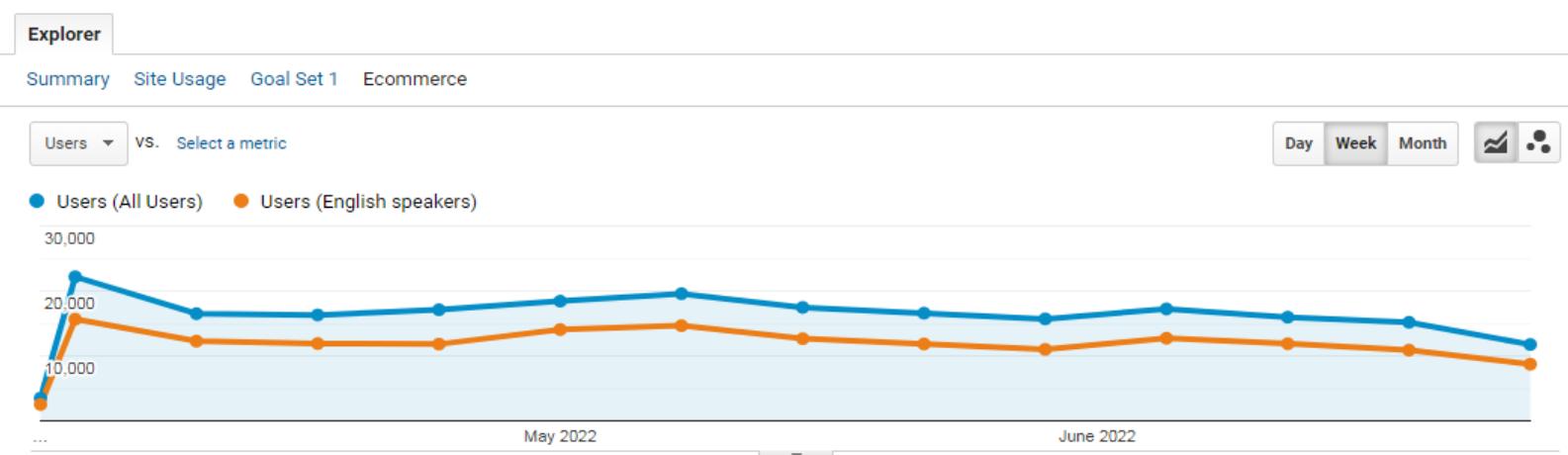
Language: "en-us"
Language: "en-gb"
Language: "en-ca"

 All Users
100.00% Users

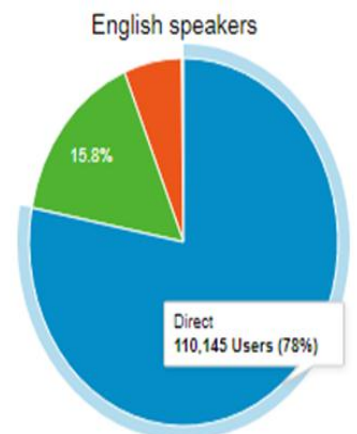
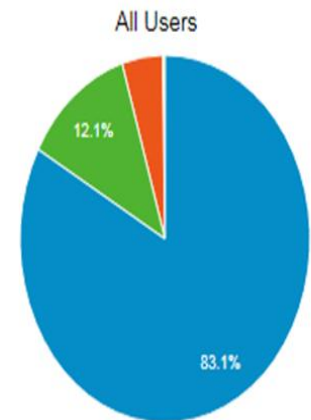
 English speakers
71.66% Users

+

Apr 1, 2022 - Jun 30, 2022 ▾



Plot Rows	Secondary dimension	Sort Type:	Default	advanced						
Default Channel Grouping	Revenue	Users	Contribution to total:	Users						
All Users	\$722,052.66 % of Total: 100.00% (\$722,052.66)	196,188 % of Total: 100.00% (196,188)								
English speakers	\$708,461.61 % of Total: 98.12% (\$722,052.66)	140,581 % of Total: 71.66% (196,188)								
1. Direct										
All Users	\$662,414.08	83.09%								
English speakers	\$651,745.45	77.97%								
2. Paid Search										
All Users	\$56,660.38	12.13%								
English speakers	\$53,800.96	15.76%								
3. Display										
All Users	\$63.00	4.52%								
English speakers	\$0.00	6.05%								
4. Affiliates										
All Users	\$2,915.20	0.26%								
English speakers	\$2,915.20	0.21%								
5. (Other)										
All Users	\$0.00	0.00%								
English speakers	\$0.00	0.00%								
6. Organic Search										
All Users	\$0.00	0.00%								
English speakers	\$0.00	0.00%								



- For the given time period for the Direct channel the revenue generated by the English speaker segment is \$651,745.45 with total 77.97% of user. Followed by Paid Search channel English speaker segment is making more revenue \$53,800.96 with total 15.76% of user.

Audience Segment: Geography

Segment : Northern America users

Save Cancel Preview Segment is visible in any View [Change](#)

Demographics

Technology

Behavior

Date of First Session

Traffic Sources

Enhanced Ecommerce

Advanced

Conditions 1

Sequences

Conditions

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

Filter

Users ▾

Include ▾

Sub Continent ▾

contains ▾

Northern America

-

OR

AND

+ Add Filter

Summary

52.79%

of users

Users
104,559

Sessions
151,553

55.95% of sessions

Conditions

Sub Continent: contains "Northern America"

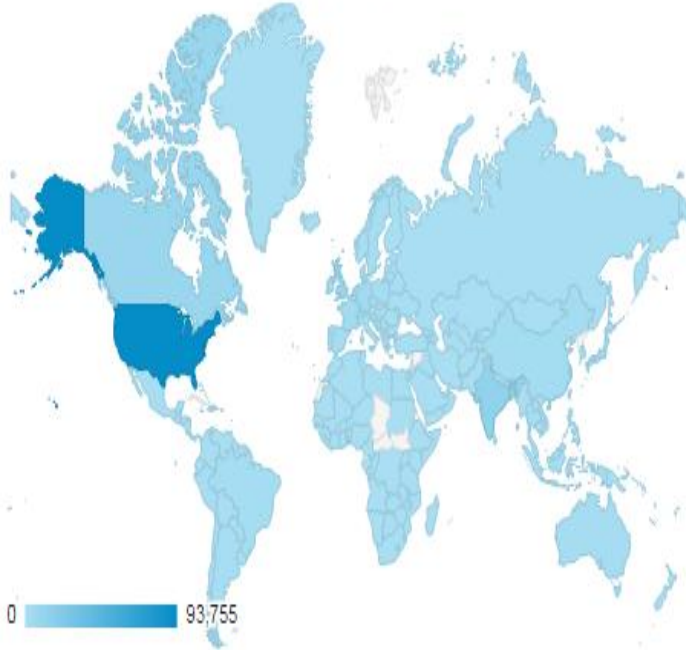
This segment accounts for 52.79 % of user. so

What is the ecommerce conversion rate and revenue generated by this segment ?

Users ▼

All Users

Northern America



Country	Ecommerce Conversion Rate ▼	Users ▼
All Users	2.06% Avg for View: 2.06% (0.00%)	196,188 % of Total: 100.00% (196,188)
Northern America	3.56% Avg for View: 2.06% (72.67%)	102,530 % of Total: 52.26% (196,188)

- The report shows the ecommerce Conversion rate of this segment was 2.06%, relative to Northern America 3.56%
- North America is the main market for Google Merchandise Store

Audience Segment: User Behavior

New visitor.

Save Cancel Preview Segment is visible in any View [Change](#)

Demographics

Technology

Behavior

Date of First Session

Traffic Sources

Enhanced Ecommerce

Advanced

Conditions 1

Sequences

Conditions

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

Filter

Sessions ▾

Include ▾

User Type ▾

exactly matches ▾

New Visitor

–

OR

AND

+ Add Filter

Summary

96.17%

of users

Users
188,205




Sessions
189,292

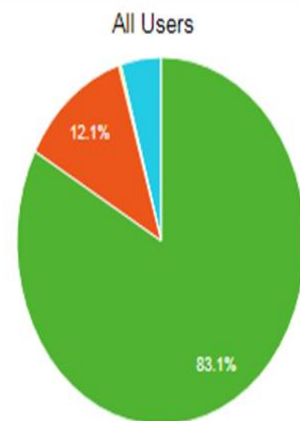
69.89% of sessions




Conditions
User Type: "New Visitor"

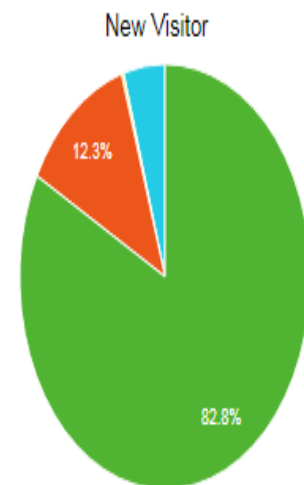
What is the goal conversion rate by the new visitors. For the period of 3 months

The report shows that a total 21.45 % of growth conversion rate and for new visitor 20.05%

Default Channel Grouping	Goal Conversion Rate	Users	Contribution to total:
			Users
All Users	21.45% Avg for View: 21.45% (0.00%)	196,188 % of Total: 100.00% (196,188)	
New Visitor	20.05% Avg for View: 21.45% (-6.49%)	189,919 % of Total: 96.80% (196,188)	
1.  (Other)			
All Users	25.00%	0.00%	
New Visitor	33.33%	0.00%	
2.  Direct			
All Users	23.40%	83.09%	
New Visitor	22.01%	82.84%	
3.  Paid Search			



All Users	14.16%	12.13%
New Visitor	12.78%	12.30%
4.  Affiliates		
All Users	6.80%	0.26%
New Visitor	3.62%	0.26%
5.  Display		
All Users	0.98%	4.52%
New Visitor	0.98%	4.60%
6.  Organic Search		
All Users	0.00%	0.00%
New Visitor	0.00%	0.00%



ANND Portfolio

Advanced Displays,
Segmentation &
Filtering