Google Analytics

e-nor

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)

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		☆

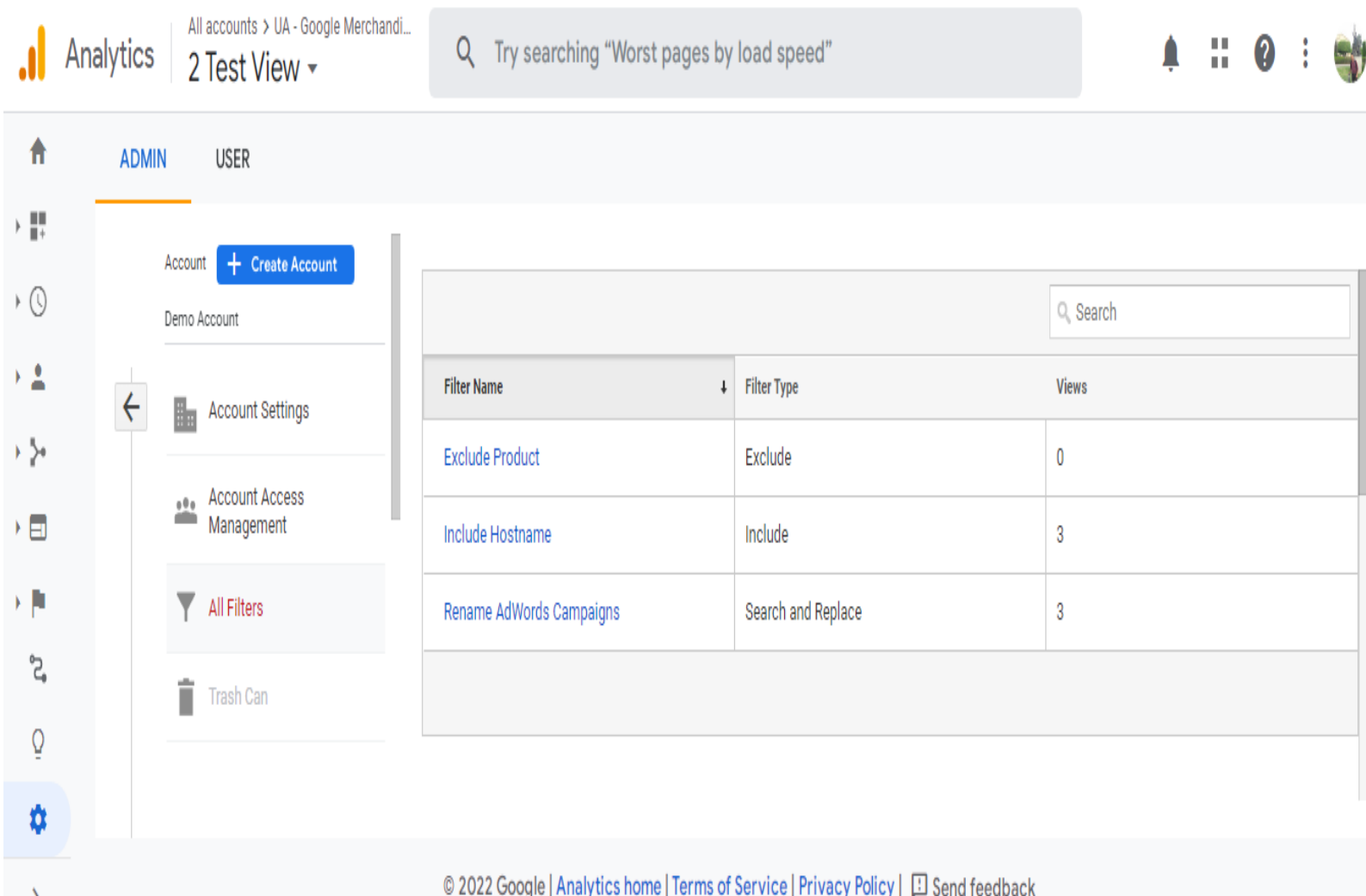- the view can be created by click on admin then create view

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.

Part Two:
Data Exploration

Standard Display - Audience

From the Audience Overview Report, I select a three month time period form 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
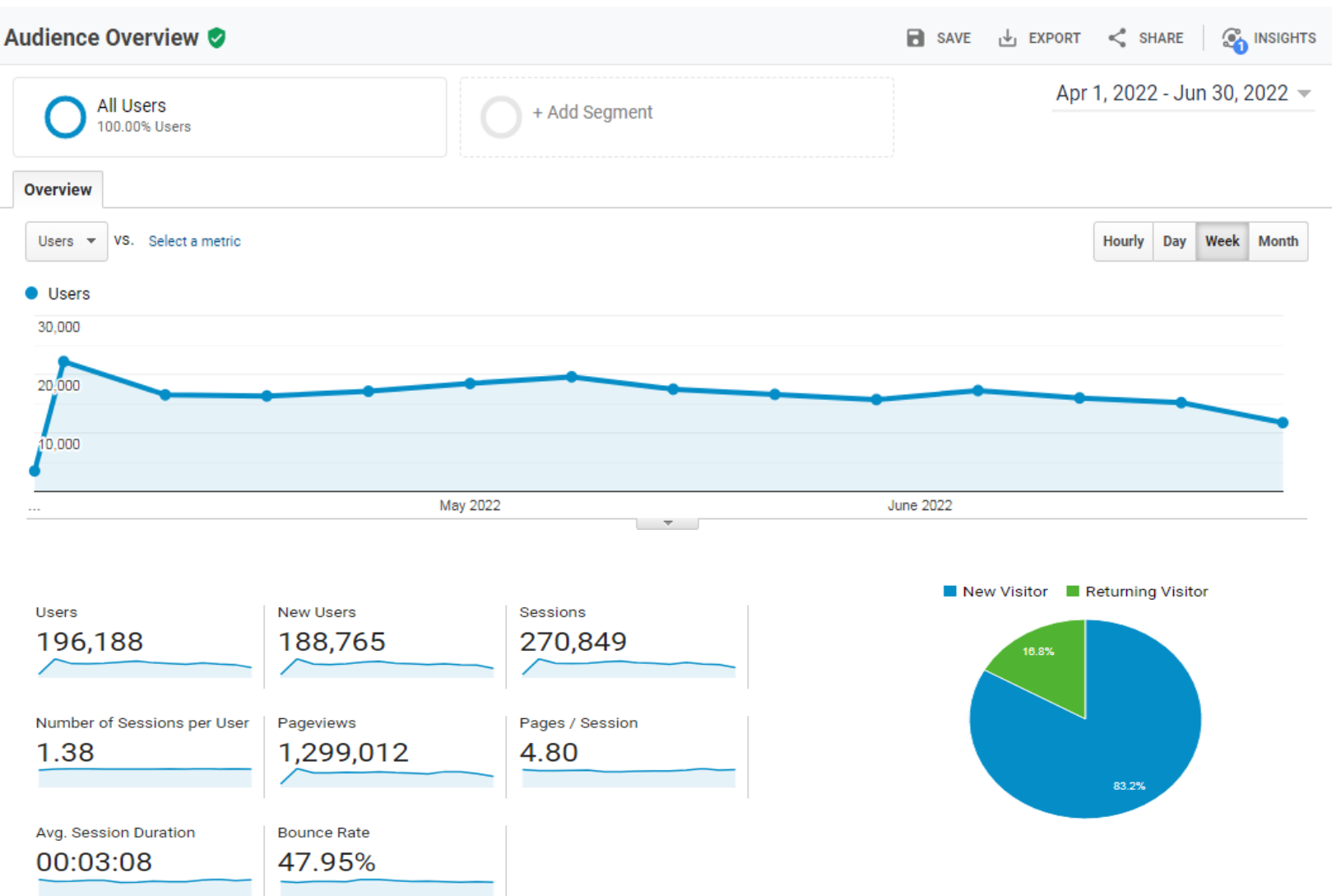
Standard Display - Audience

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 l 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:

Default Channel Grouping ▾

Conversion:
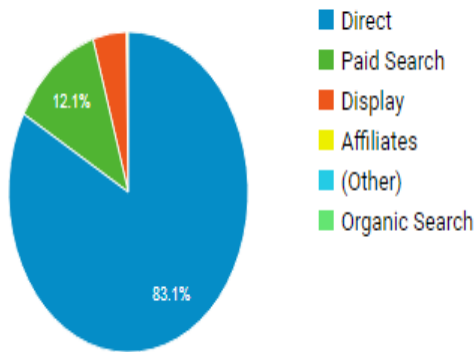
eCommerce ▾
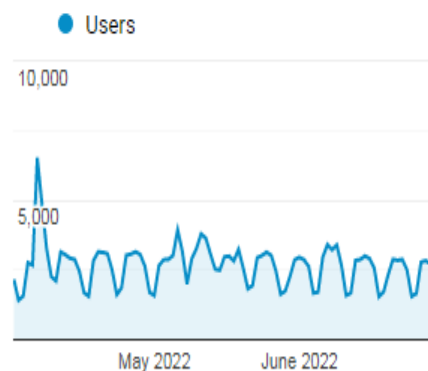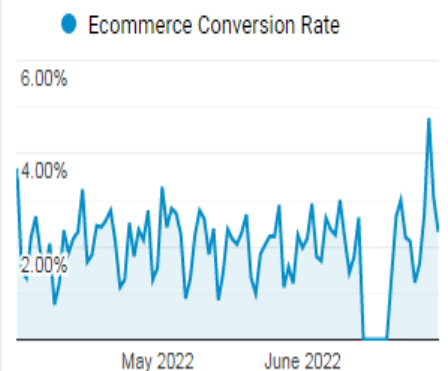
	Acquisition			Behavior			Conversions		
	Users ↓	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Ecommerce Conversion Rate	Transactions	Revenue
	196,188	188,766	270,850	47.95%	4.80	00:03:08	2.06%	5,578	$722,052.66
1 ■ Direct	163,951			44.00%			2.22%		
2 ■ Paid Search	23,928			63.13%			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 DIERECT 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.)

New Users	
25.53% Product Revenue	

| ○ + Add Segment |

Apr 1, 2022 - Jun 30, 2022 ▼

Explorer

Summary   Shopping Behavior

Product Revenue ▼   vs.   Select a metric

Day | Week | Month

● Product Revenue

$10,000.00

$5,000.00

May 2022   June 2022

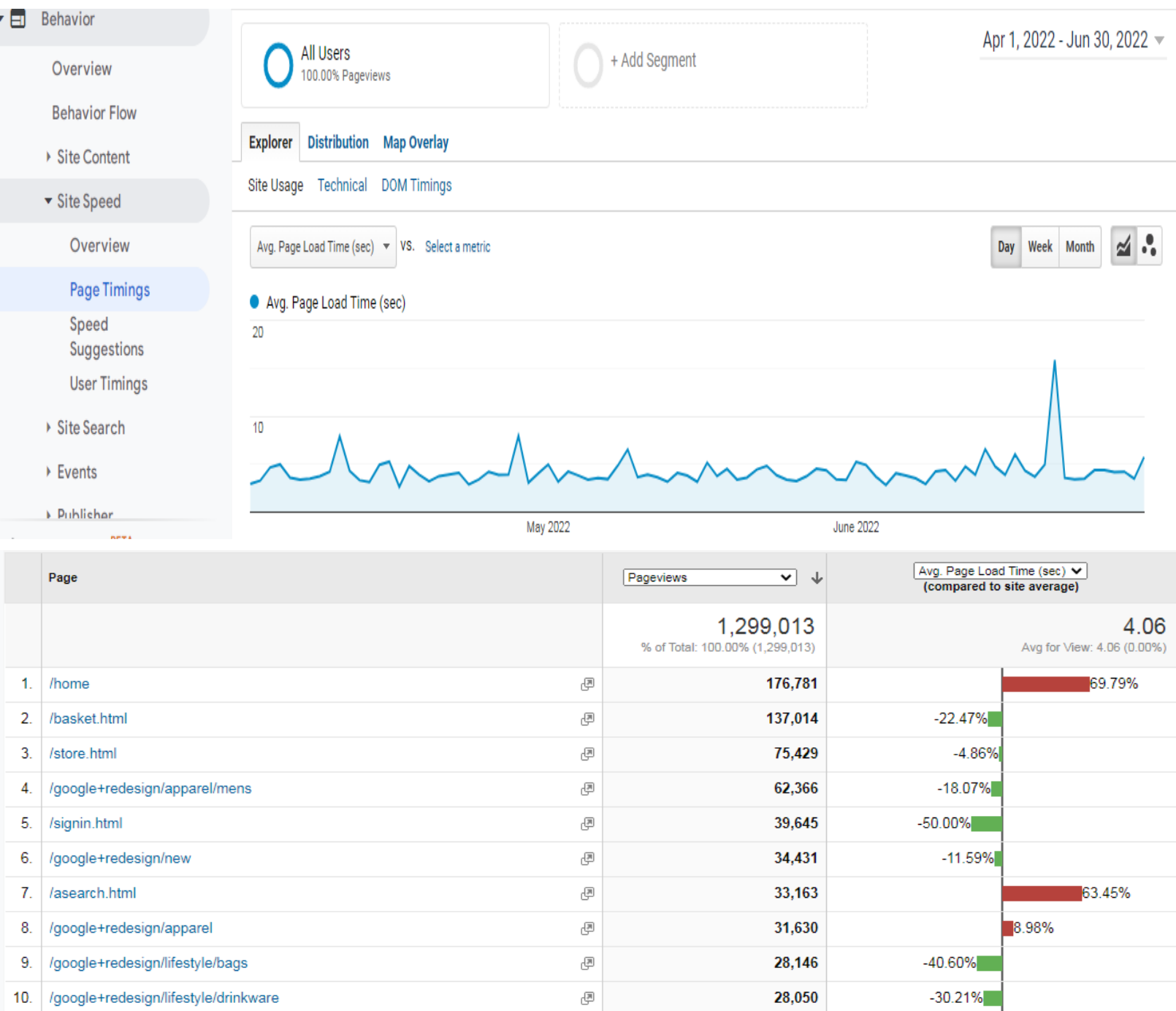| Product	Product Revenue	Unique Purchases	Quantity	Avg. Price	Avg. QTY	Product Refund Amount	Cart-to-Detail Rate	Buy-to-Detail Rate
New Users	$184,351.62 % of Total: 25.53% ($722,052.66)	6,018 % of Total: 33.65% (17,883)	13,435 % of Total: 24.04% (55,886)	$13.72 Avg for View: $12.92 (6.20%)	2.23 Avg for View: 3.13 (-28.56%)	$0.00 % of Total: 0.00% ($0.00)	0.00% Avg for View: 0.00% (0.00%)	0.00% Avg for View: 0.00% (0.00%)
1. Google Vintage Cap Navy	$5,212.80 (2.83%)	20 (0.33%)	343 (2.55%)	$15.20	17.15	$0.00 (0.00%)	0.00%	0.00%
2. Google Campus Bike	$4,640.00 (2.52%)	107 (1.78%)	138 (1.03%)	$33.62	1.29	$0.00 (0.00%)	0.00%	0.00%
3. Google Classic White Organic F/C Tee	$3,460.80 (1.88%)	81 (1.35%)	142 (1.06%)	$24.37	1.75	$0.00 (0.00%)	0.00%	0.00%
4. For Everyone Google Tee	$3,308.80 (1.79%)	93 (1.55%)	121 (0.90%)	$27.35	1.30	$0.00 (0.00%)	0.00%	0.00%
5. Google Unisex Eco Tee Black	$3,062.80 (1.66%)	109 (1.81%)	136 (1.01%)	$22.52	1.25	$0.00 (0.00%)	0.00%	0.00%
6. Google Black Cloud Zip Hoodie	$2,815.20 (1.53%)	29 (0.48%)	51 (0.38%)	$55.20	1.76	$0.00 (0.00%)	0.00%	0.00%
7. Google Crewneck Sweatshirt Black	$2,610.60 (1.42%)	52 (0.86%)	54 (0.40%)	$48.34	1.04	$0.00 (0.00%)	0.00%	0.00%
8. Google Vintage Washed Shadow Hoodie	$2,577.60 (1.40%)	42 (0.70%)	42 (0.31%)	$61.37	1.00	$0.00 (0.00%)	0.00%	0.00%
9. Google Unisex Essential Jacket	$2,548.00 (1.38%)	29 (0.48%)	31 (0.23%)	$82.19	1.07	$0.00 (0.00%)	0.00%	0.00%
10. Super G Eco Polo Shirt	$2,508.00 (1.36%)	42 (0.70%)	54 (0.40%)	$46.44	1.29	$0.00 (0.00%)	0.00%	0.00%

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			
Overview			
Behavior Flow			
▸ Site Content			
▾ Site Speed			
Overview			
Page Timings			
Speed Suggestions			
User Timings			
▸ Site Search			
▸ Events			
▸ Publisher			

All Users 100.00% Pageviews

+ Add Segment

Apr 1, 2022 - Jun 30, 2022 ▾

Explorer   Distribution   Map Overlay

Site Usage   Technical   DOM Timings

Avg. Page Load Time (sec) ▾   VS.   Select a metric

Day   Week   Month

● Avg. Page Load Time (sec)

20

10

May 2022   June 2022

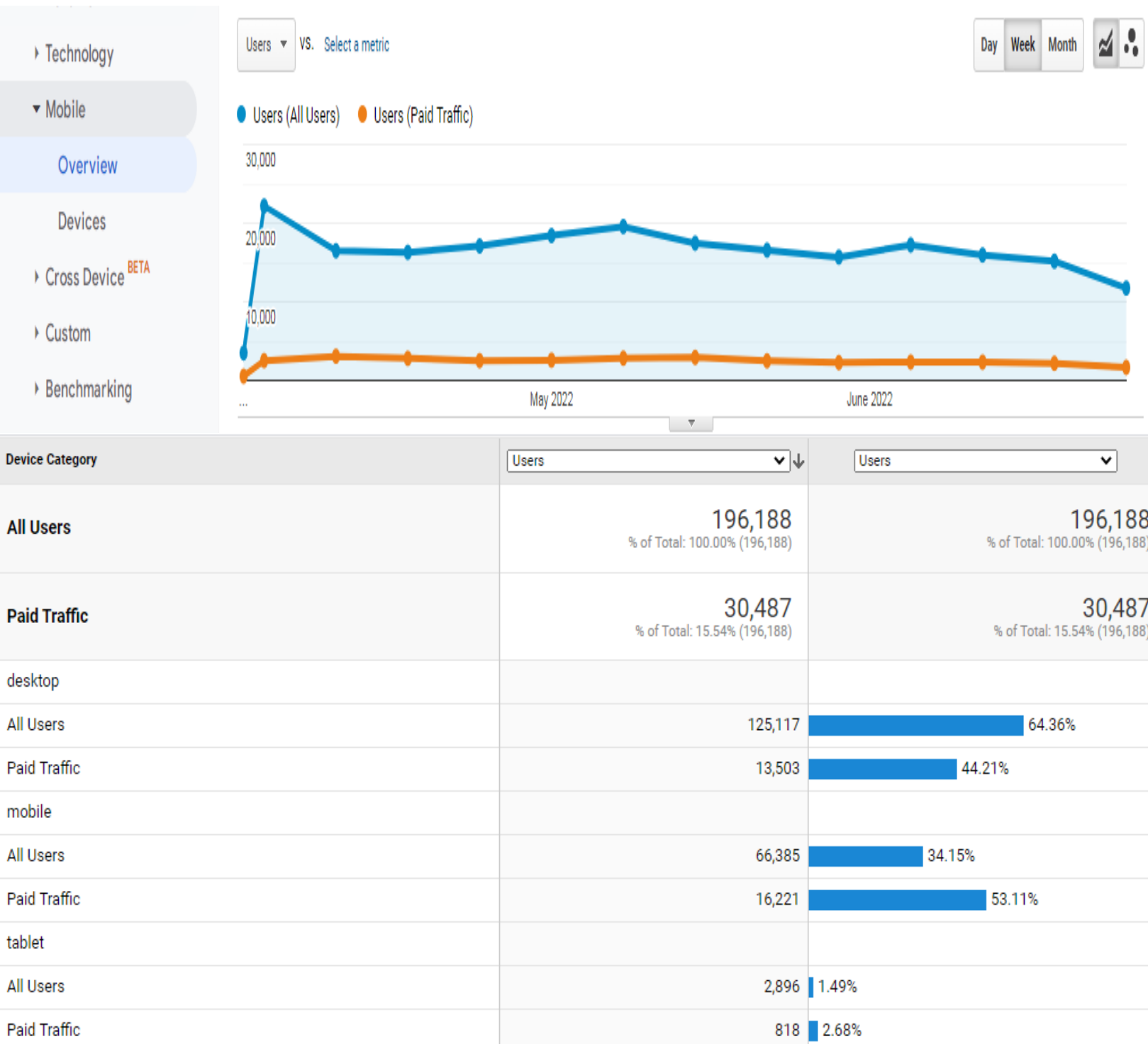| Page	Pageviews ⌄ ↓	Avg. Page Load Time (sec) ⌄ (compared to site average)
	1,299,013 % of Total: 100.00% (1,299,013)	4.06 Avg for View: 4.06 (0.00%)
1. /home	176,781	69.79%
2. /basket.html	137,014	-22.47%
3. /store.html	75,429	-4.86%
4. /google+redesign/apparel/mens	62,366	-18.07%
5. /signin.html	39,645	-50.00%
6. /google+redesign/new	34,431	-11.59%
7. /asearch.html	33,163	63.45%
8. /google+redesign/apparel	31,630	8.98%
9. /google+redesign/lifestyle/bags	28,146	-40.60%
10. /google+redesign/lifestyle/drinkware	28,050	-30.21%

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.


Technology		
▼ Mobile		
Overview		
Devices		
▸ Cross Device BETA		
▸ Custom		
▸ Benchmarking		

Users ▾ VS. Select a metric   Day Week Month

● Users (All Users)   ● Users (Paid Traffic)

30,000

20,000

10,000

May 2022   June 2022

Device Category	Users ▾	Users ▾
All Users	196,188 % of Total: 100.00% (196,188)	196,188 % of Total: 100.00% (196,188)
Paid Traffic	30,487 % of Total: 15.54% (196,188)	30,487 % of Total: 15.54% (196,188)
desktop		
All Users		125,117 64.36%
Paid Traffic		13,503 44.21%
mobile		
All Users		66,385 34.15%
Paid Traffic		16,221 53.11%
tablet		
All Users		2,896 1.49%
Paid Traffic		818 2.68%

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

34.1% 64.4%

Paid Traffic

desktop
13,503 Users (44.2%)

53.1% 44.2%
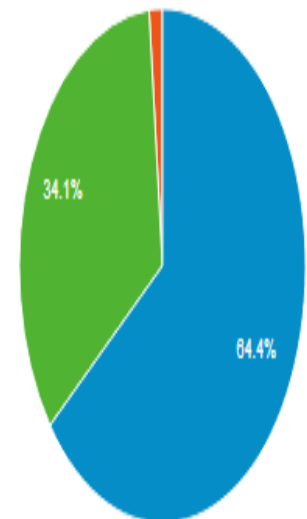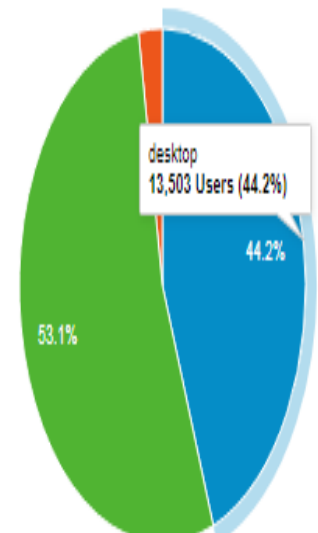
Part Three: Segmentation

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?

| 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)	

All Users

		Revenue	Users	
1.	■ Direct			
	All Users	$662,414.08	83.09%	
	English speakers	$651,745.45	77.97%	12.1%
2.	■ Paid Search			
	All Users	$56,660.38	12.13%	
	English speakers	$53,800.96	15.76%	83.1%
3.	■ Display			

English speakers

		Revenue	Users	
	All Users	$63.00	4.52%	
	English speakers	$0.00	6.05%	15.8%
4.	■ Affiliates			
	All Users	$2,915.20	0.26%	
	English speakers	$2,915.20	0.21%	Direct 110,145 Users (78%)
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
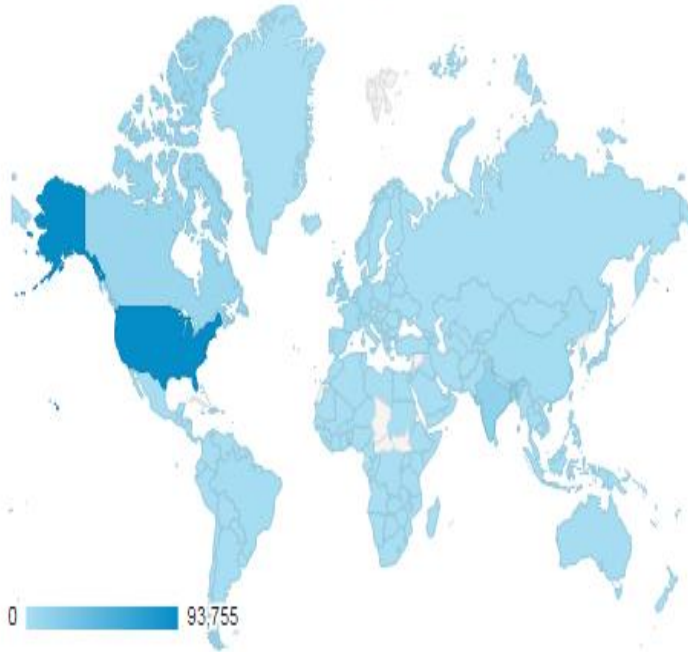
Segment : Northern America users

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

| 0 | 93,755 |

| 0 | 93,755 |

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.

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%	

All Users

New Visitor

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

Untitled Data Source

CONNECT

← SELECT CONNECTOR

Google Analytics
By Google

The Google Analytics connector lets you create a data source that connects to a Universal Analytics reporting view or Google Analytics 4 property.

LEARN MORE   REPORT AN ISSUE

Account	Property	View
Demo Account	GA4 - Flood-It! GA4 | 153293282	1 Master View 92320289
	GA4 - Google Merchandise Store GA4 | 213025502	2 Test View 92324711
	UA - Google Merchandise Store UA-54516992-1	3 Raw Data View 90822334

Add page   Add data   Add a chart ▾   Add a control ▾   <> ▾   Ⓐ ▾   Theme and layout

Drag a field to the canvas to add a chart

Data

Q Search

1 Master View

- Acquisition Camp...
- Acquisition Chann...
- Acquisition Mediu...
- Acquisition Source
- Acquisition Sourc...
- Ad Content
- Ad Distribution Ne...
- Ad Format
- Affiliation
- Affinity Category (...
- Age
- App ID
- App Installer ID

Google Analytics

By Google

The Google Analytics connector lets you create a data source that connects to a Universal Analytics reporting view or Google Analytics 4 property.

LEARN MORE   REPORT AN ISSUE

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	UA - Google Merchandise Store UA-54516992-1	3 Raw Data View 90822334

Data credentials: Mohamed Abdelwahab | Data freshness: 12 hours | Community visualizations access: On | Field editing in reports: On   CREATE REPORT   EXPLORE

← EDIT CONNECTION | FILTER BY EMAIL   ⊕ ADD A FIELD   ⊕ ADD A PARAMETER

ⓘ Data source editors can now refresh fields, edit connections, and edit custom SQL.   Dismiss

Field ↓	Type ↓	Default Aggregation ↓	Description ↓	Search fields
DIMENSIONS (214)				
Acquisition Campaign	ABC Text	▾	None	
Acquisition Channel	ABC Text	▾	None	
Acquisition Medium	ABC Text	▾	None	
Acquisition Source	ABC Text	▾	None	
Acquisition Source / Medi...	ABC Text	▾	None	
Ad Content	ABC Text	▾	None	
Ad Distribution Network	ABC Text	▾	None	

	Page Title	**New Users ▾**
1.	Home	18,169
2.	Google Online Store	7,689
3.	YouTube | Shop by Brand | G...	2,524
4.	Apparel | Google Merchandis...	2,157
5.	Men's / Unisex | Apparel | Go...	2,025
6.	Google Campus Bike	1,539
7.	Men's T-Shirts | Apparel | Go...	1,270
8.	Drinkware | Lifestyle | Googl...	1,250
9.	Google | Shop by Brand | Go...	959

1 - 100 / 466 ‹ ›

Chart ▾   Data

SETUP   STYLE   Search

Data source

✎ 1 Master Vi...   1 Master View ⌄

⊕ BLEND DATA ?   ABC Acquisition Camp...
                          ABC Acquisition Chann...
                          ABC Acquisition Mediu...
Dimension   ABC Acquisition Source
                          ABC Acquisition Sourc...
ABC Page Title   ABC Ad Content
                          ABC Ad Distribution Ne...
⊕ Add dimension   ABC Ad Format
                          ABC Affiliation
Drill down   ⬤   ABC Affinity Category (...
                          ABC Age
Metric   ABC App ID
                          ABC App Installer ID
AUT New Users

⊕ Add metric   ⊕ Add Data

e-nor

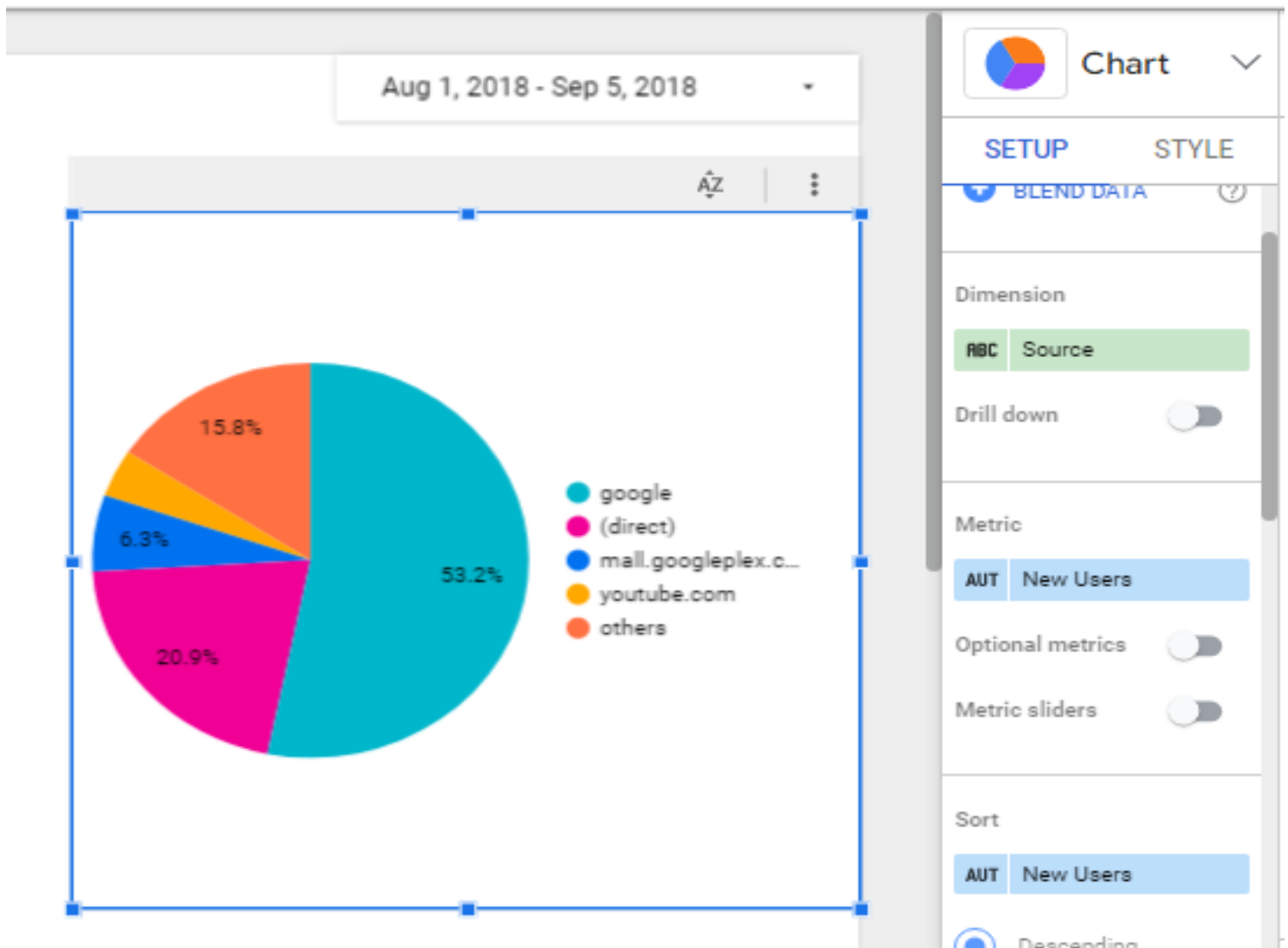| Name	Owned by anyone ▼	Last opened by me ▼ ↓
📋 1 Master View	Mohamed Abdelwahab	8:05 AM

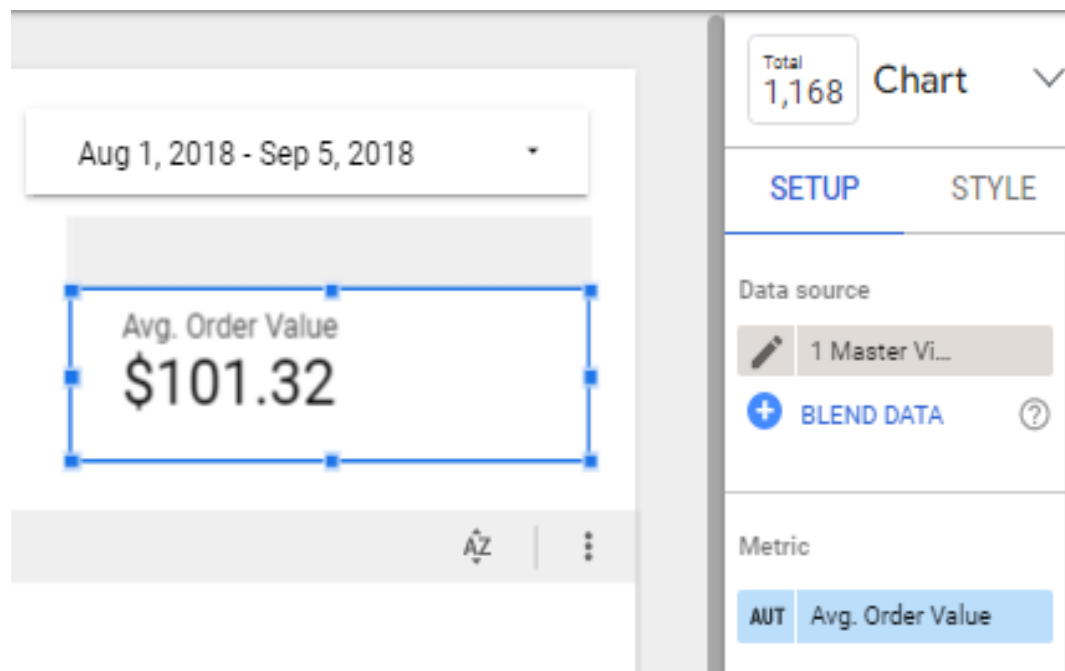# 2. Merchandise Store Draft Dashboard: Time Series chart
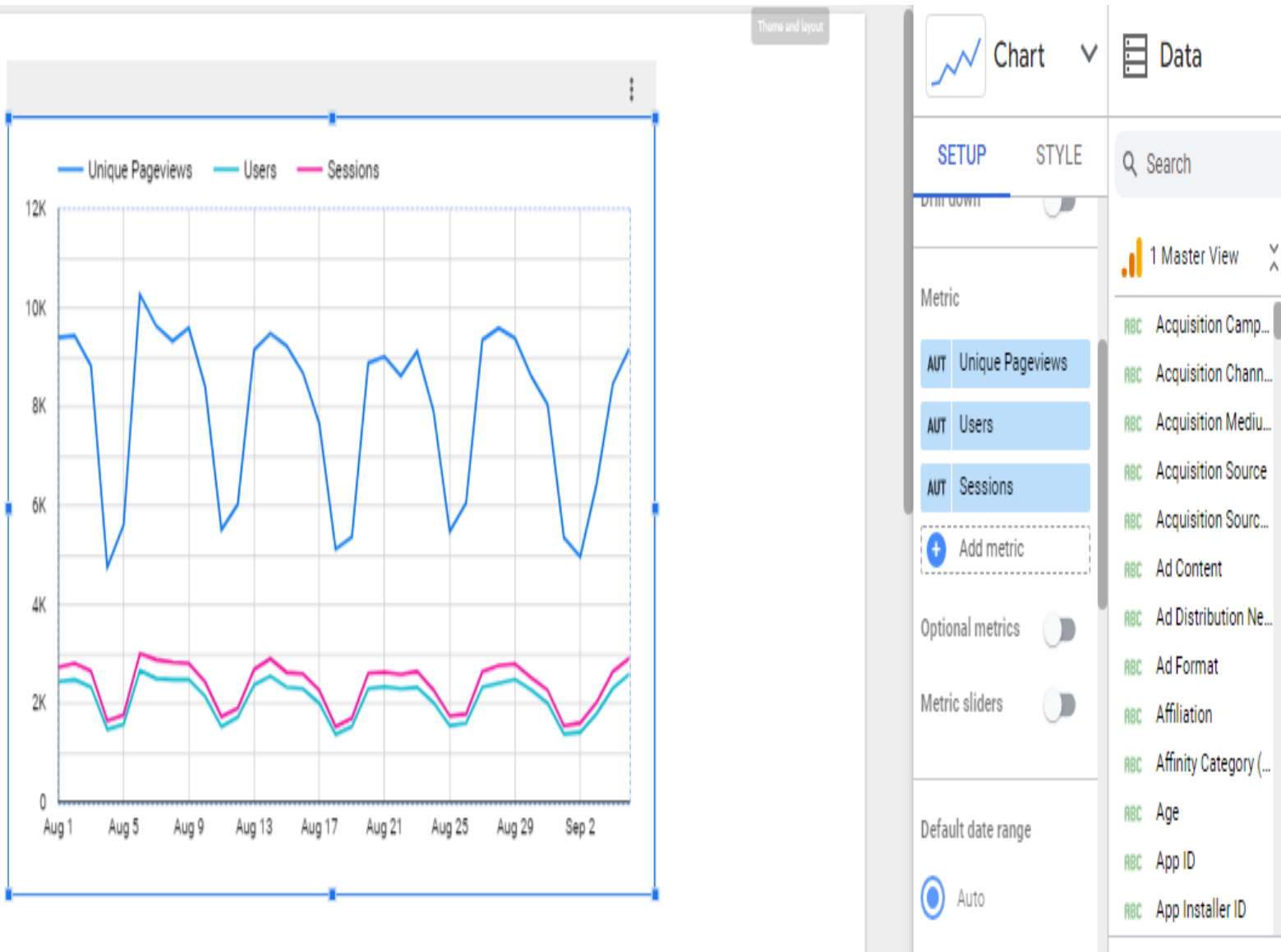
3. Merchandise Store Draft Dashboard: Pie chart, 7 slices
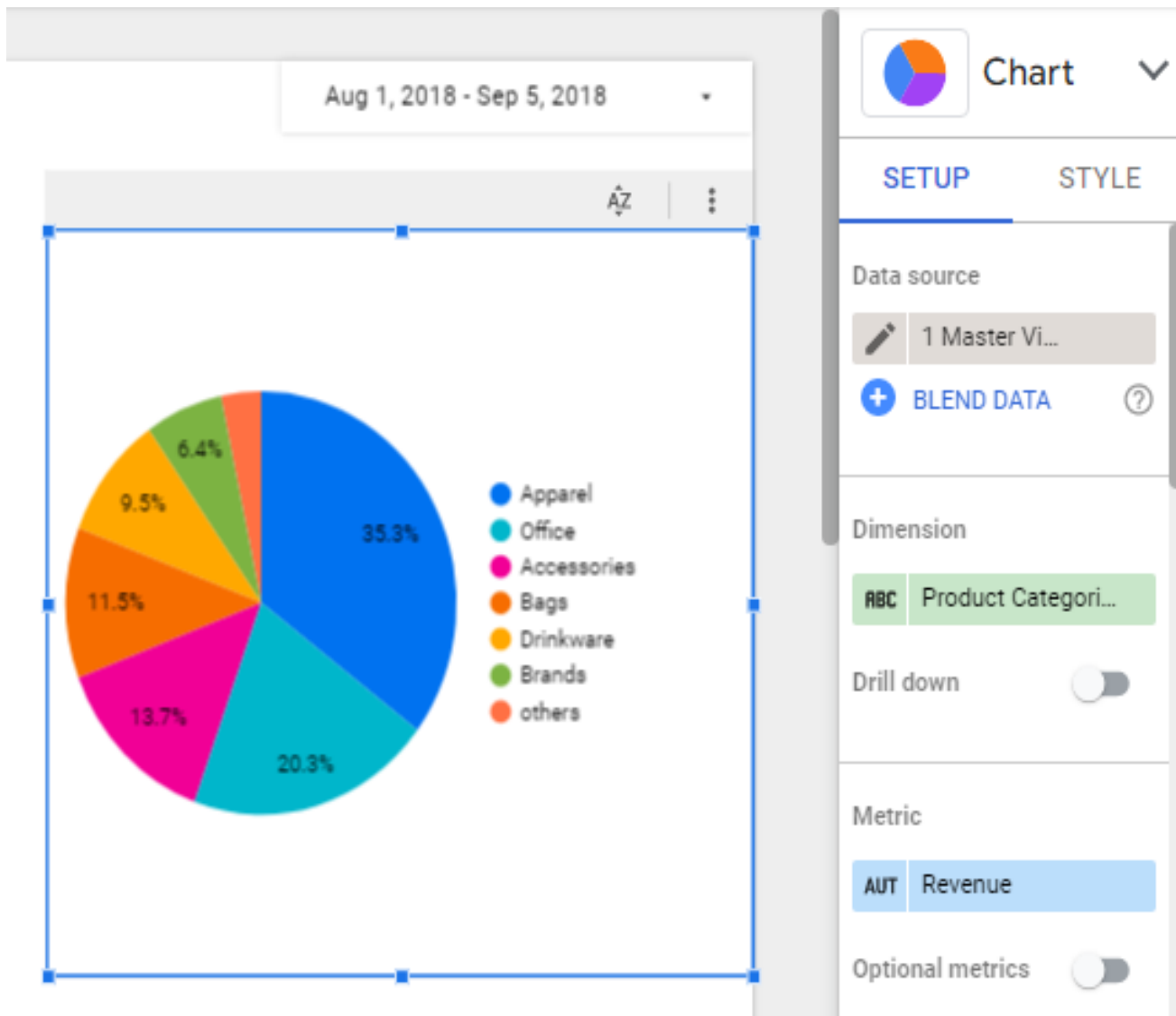
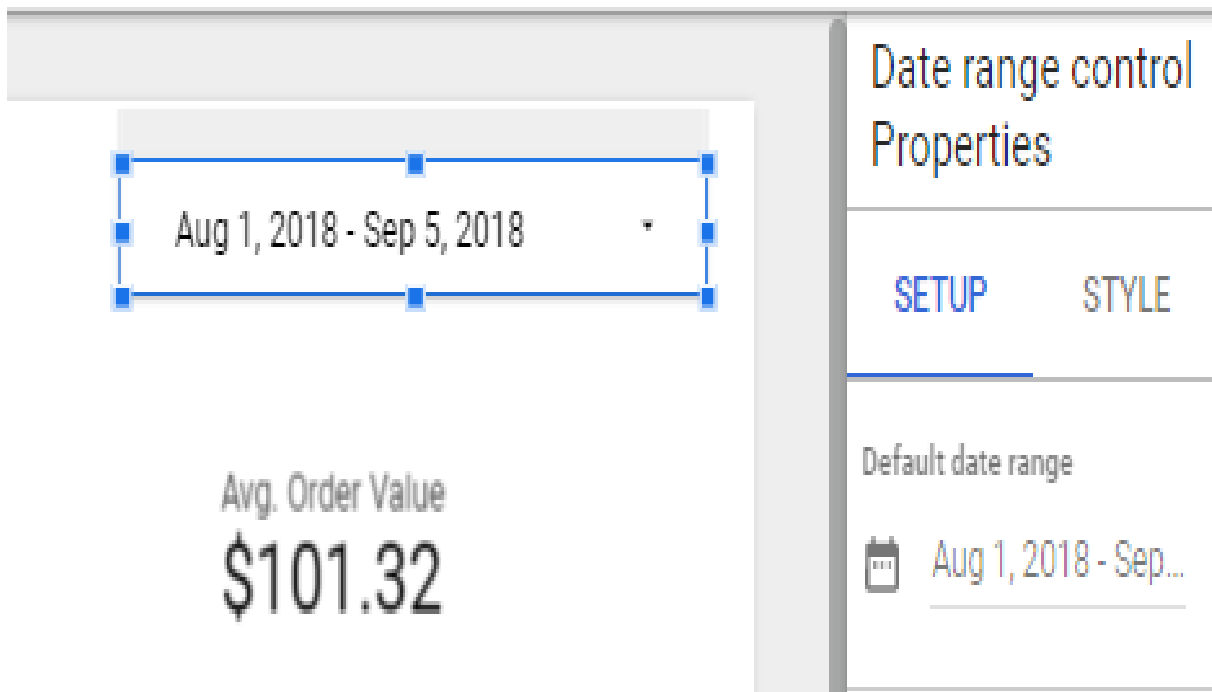# 4. Merchandise Store Draft Dashboard: Pie chart, 5 slices

5. Merchandise Store Draft Dashboard: Scorecard

6. Merchandise Store Draft Dashboard: Date Range Control

Date Range Control, set to August 1st-September 5th, 2018 that controls all the charts.

Marketing Analytics Nanodegree Program

Google Analytics