🖶 DISCUSS ON STUDENT HUB ›

Use Advanced Displays, Create Segments & Apply View Settings

REVIEW	HISTORY

Meets Specifications

Dear Student,

Congratulations on passing this submission 🎉🎉🎉 . All screenshots are annotated to enhance understanding. Part 3 is especially well done with detailed notes to explain the trends for each segment. Keep it up. 🏆

Please check the section marked for further improvement as it will make it easier for a newbie to follow your instructions to create a new view or filter.

We wish you the very best in future projects and endevours.

Kind regards,

Three Views Best Practice

✓	Your screenshot should clearly show all three views created in the same property or show where this would be done by providing clear, ordered steps to follow. Providing a rationale for the creation of the views is also important.
	Good job, all three views; the Master View, Test View, and Raw Data View are visible in the screenshot.

✓	The student has clearly documented whether they are using the Google Merchandise Store Demo Account or their own business for this project.
	The student has clearly indicated that the Google Merchandise Store Demo Account has been used to realise this project.
	> We see the 3 views of the Google Merchandise Store Demo Account property…

Filtering Out Internal Traffic

✓	The filter captures internal traffic, even if it comes in from various locations, IP addresses, etc.
	• Good job including a screenshot of existing filters; Rename Adwords Campaign and Include Hostname. • The process for creating a new filter has also been included. **Opportunity for improvement** • The process for creating a new filter is better presented as a step-by-step process. This can be done with numbering or bullet points.

Switching Displays to Try and Answer Questions

✓	Insights and findings that have been uncovered from each reporting view have been documented and explained. If specific questions have been asked in the template, they are answered by the student.
	This is well done! Please keep it up • The trends for the weeks with the highest and lowest traffic have been highlighted. • The highest and lowest eCommerce conversion and the bounce rates have been included. • The Site Speed Page Timings have been analysed and trouble spots have been identified;/store.html and /google+redesign/shop+by+brand/youtube

Creating Segments

✓	Audience segments include screenshots of each: Characteristic, Geography, and User Behavior.
	Screenshots have been included for all chosen segments; • The satisfaction of android users • The geo-location with the highest number of completed purchases, and the region with the highest abandonment rate. • The segments that recorded the best number of completed purchases from the groups; the referral and non-referral traffic systems for new and returning visitors.

✓	For each segment, clear and detailed notes should explain what type of data each segment is providing, and what results/insights can be found from the segment.
	Detailed note and insights are included to explain the results from each segment over the three months period.

⭳ DOWNLOAD PROJECT

Rate this review

START

RETURN TO PATH