

MARKETING ANALYTICS NANODEGREE PROGRAM

5TH PROJECT: Use Advanced Displays, Segments & Views

Using Google Merchandise Store Demo Account
on Google Analytics

Google Analytics



Advanced Displays,
Segmentation & Filtering



Part One: Primary Views & Filters



1. Best Practice Check: Three Primary Views

The screenshot displays the Google Analytics interface. At the top, the '1 Master View' dropdown is highlighted with an orange arrow and a circled '1'. Below it, the 'All accounts' table is shown, with the 'Views' column highlighted by an orange box. The table lists three views: '1 Master View' (92320289), '2 Test View' (92324711), and '3 Raw Data View' (90822334). A circled '2' is placed next to the 'Create View' button in the top right corner. The bottom of the screenshot shows the footer with copyright information and links to Analytics home, Terms of Service, Privacy Policy, and Send feedback.

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	

In the screenshots, we see 3 Views of Google Merchandise Store Demo Account property, 'Master View' as a production or working View, 'Test View' for testing purposes and the 'Raw Data View' which represents the data unfiltered; and we are not allowed to create more Views here.

For own business, to create views we have to click the 'Admin Gear' button as numbered, then click 'Create View' and name it.

2. Best Practice Check: Filtering Internal Traffic

The screenshot shows the Google Analytics 'Admin' view. On the left sidebar, the 'Filters' option is highlighted with an orange box and an arrow pointing to the 'View Filter' configuration window. The 'View Filter' window is open, showing the 'Filter Information' section with the following fields:

- Filter Name:** Exclude Internal IP Addressees (1)
- Filter Type:** Predefined (2)
- Exclude/Include:** Exclude (3)
- Filter Name:** traffic from the IP addresses (4)
- Filter Type:** that contain (5)
- Filter Name:** (for IPv4) (6)

The 'View Filter' window also shows a 'Back' button at the bottom.

To filter internal traffic within a 'View' also from admin page on the View column, we select the Main View then click filters below it.

In this demo account we aren't allowed to add new View filter, so if we decide to add one in our business account, we will find 'Add Filter' red button and a form like what in the second screenshot, then we fill the Filter Name box, choose Filter Type and we have a predefined type for IP Traffic so we will choose predefined -> Exclude from drop down list-> Traffic from the IP addresses (ISP Domain or Organization upon own business choice) -> then select 'that contains' from last drop down list-> then we fill the last box with the IP range we want to exclude in a regular expression form like 63\212\171\[1-9]

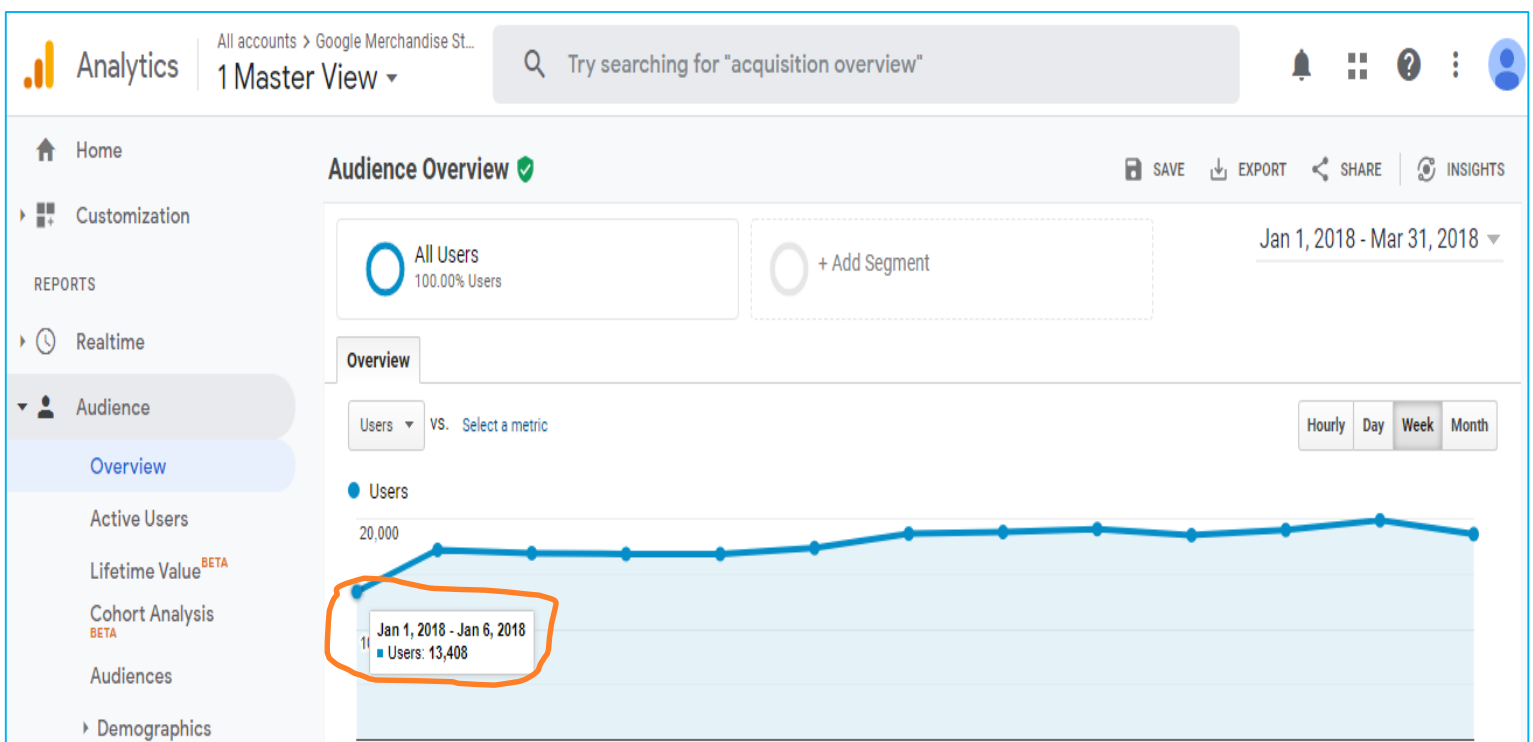
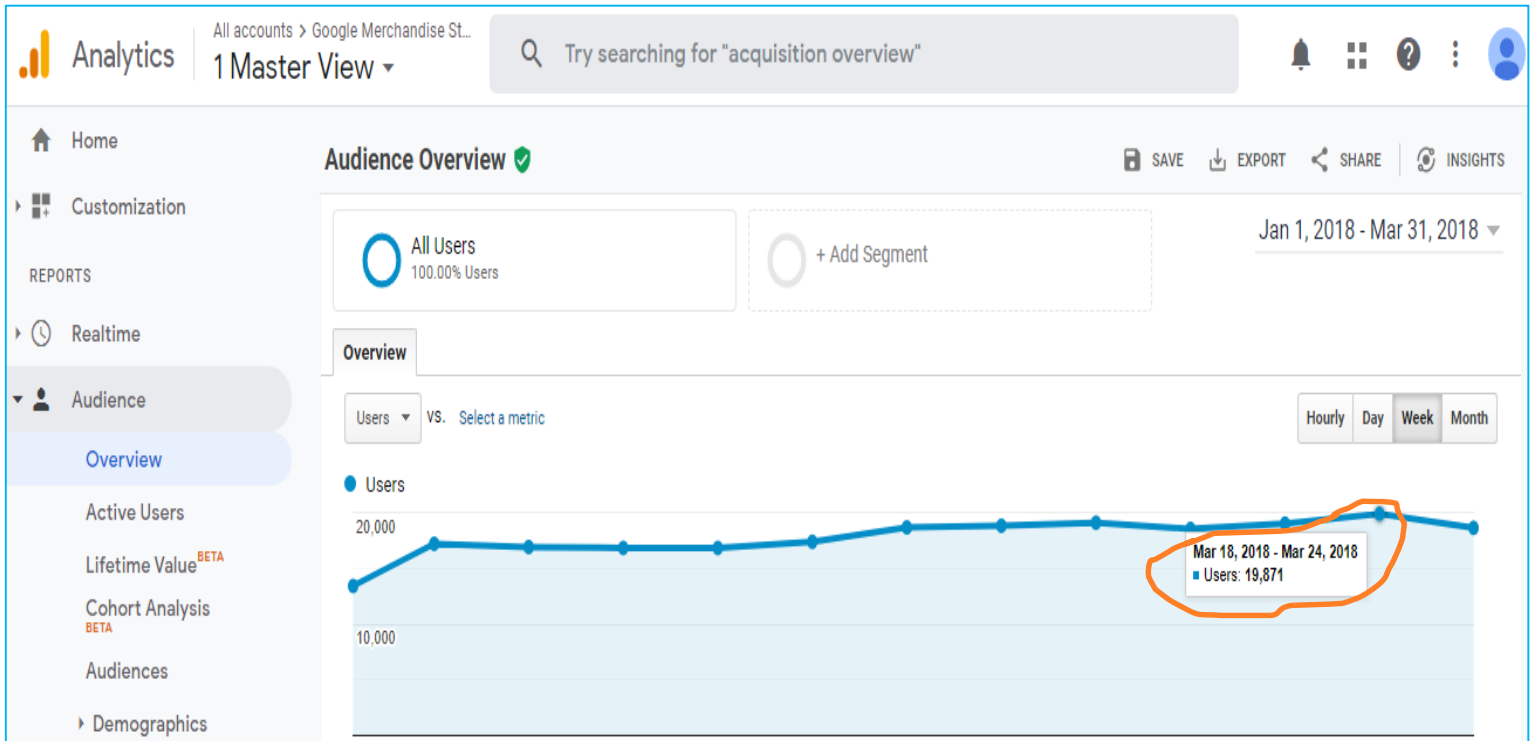


Part Two: Data Exploration



Standard Display - Audience

From the Audience Overview Report, we selected a three month time period from Jan 1, 2018 till Mar 31, 2018 to explore. We wonder about, which week had the most visitors, and which week had the fewest visitors to Google Merchandise site?



Standard Display - Audience

As the graphs above shows, the week of Mar 18 to 24, 2018 had the largest number of users with a count of 19,871 users, it could be due to a number of some national and occasions days in the month.

And we can find that the week of Jan 1-6, 2018 had the least count of users who got on the site pages with a number of 13,408 users, and this could be due to new year observances.

Standard Display - Acquisition

In the Acquisition All traffic Channels Report, after applying two advanced table filters to exclude *Direct* and *(Other)* channels, within the same time period from Jan 1 till Mar 31, 2018 to explore, we wanted to know which channels had the highest and lowest bounce rates and the highest and lowest eCommerce conversion rates? What do these metrics mean?

Analytics

All accounts > Google Merchandise St...

1 Master View

Try searching for "acquisition overview"

Home

Customization

REPORTS

Realtime

Audience

Acquisition

Overview

All Traffic

Channels

Treemaps

Source/Medium

Referrals

Google Ads

Search Console

Primary Dimension: Default Channel Grouping

Source / Medium

Source

Medium

Other

Plot Rows

Secondary dimension

Sort Type: Default

Exclude

Default Channel Grouping

Containing

Direct

and

Exclude

Default Channel Grouping

Containing

(Other)

and

+ Add a dimension or metric

Apply

cancel

Home

Customization

REPORTS

Realtime

Audience

Acquisition

Overview

All Traffic

Channels

Treemaps

Source/Medium

Referrals

Google Ads

Search Console

Primary Dimension: Default Channel Grouping

Source / Medium

Source

Medium

Other

Plot Rows

Secondary dimension

Sort Type: Default

Advanced Filter ON

edit

		Acquisition			Behavior			Conversions		
	Default Channel Grouping	Users ?	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Ecommerce Conversion Rate ?	Transactions ?	
		178,434 % of Total: 85.65% (208,336)	169,001 % of Total: 84.70% (199,518)	232,015 % of Total: 84.75% (273,767)	46.81% Avg for View: 47.19% (-0.81%)	3.89 Avg for View: 3.89 (0.06%)	00:02:04 Avg for View: 00:02:08 (-2.68%)	2.23% Avg for View: 2.27% (-2.00%)	5,166 % of Total: 83.05% (6,220)	
<input type="checkbox"/>	1. Display	2,678 (1.47%)	2,459 (1.46%)	3,202 (1.38%)	81.70%	1.64	00:00:30	0.28%	9 (0.17%)	
<input type="checkbox"/>	2. Social	52,771 (28.87%)	51,729 (30.61%)	57,824 (24.92%)	58.49%	2.30	00:00:49	0.11%	63 (1.22%)	
<input type="checkbox"/>	3. Paid Search	5,636 (3.08%)	4,799 (2.84%)	7,558 (3.26%)	58.24%	3.52	00:01:47	1.10%	83 (1.61%)	
<input type="checkbox"/>	4. Affiliates	4,415 (2.42%)	4,047 (2.39%)	5,578 (2.40%)	53.46%	3.14	00:02:48	0.04%	2 (0.04%)	
<input type="checkbox"/>	5. Organic Search	91,746 (50.20%)	86,904 (51.42%)	111,707 (48.15%)	48.34%	3.86	00:02:03	0.76%	851 (16.47%)	
<input type="checkbox"/>	6. Referral	25,517 (13.96%)	19,063 (11.28%)	46,146 (19.89%)	23.39%	6.25	00:03:44	9.01%	4,158 (80.49%)	

to: 1

1 - 6 of 6

Realtime

Audience

Acquisition

Overview

All Traffic

Channels

Treemaps

Source/Medium

Referrals

Google Ads

Search Console

Primary Dimension: Default Channel Grouping

Source / Medium

Source

Medium

Other

Plot Rows

Secondary dimension

Sort Type: Default

Advanced Filter ON

edit

		Users ?	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Ecommerce Conversion Rate ?	Transactions ?
		178,434 % of Total: 85.65% (208,336)	169,001 % of Total: 84.70% (199,518)	232,015 % of Total: 84.75% (273,767)	46.81% Avg for View: 47.19% (-0.81%)	3.89 Avg for View: 3.89 (0.06%)	00:02:04 Avg for View: 00:02:08 (-2.68%)	2.23% Avg for View: 2.27% (-2.00%)	5,166 % of Total: 83.05% (6,220)
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<input type="checkbox"/>	6. Affiliates	4,415 (2.42%)	4,047 (2.39%)	5,578 (2.40%)	53.46%	3.14	00:02:48	0.04%	2 (0.04%)

Show rows: 10

Go to: 1

1 - 6 of 6

Attribution BETA

This report was generated on 12/23/20 at 9:55:51 PM - Refresh Report

Standard Display: Acquisition

From the second screenshot in the previous page, it's clear that 'Display' channels had the highest bounce rate with 81.70%.

On the other hand 'Referral' channels had the lowest bounce rate with 23.39%.

This means that the percentage of single-page sessions with no page interaction and zero seconds duration on 'Display' channels was too high and they needed rethinking about marketing modeling and designing to attract audiences through those channels, though 'Referral' channels was doing well with a low bounce rate, and they indicated that they were grasping audiences.

From the third screenshot on the previous page, we could see that 'Referral' channels had the highest eCommerce conversion rate with 9.01%, and the lowest was for 'Affiliates' channels, meaning that 'Referral' channels achieved the largest percentage of sessions that resulted in an e-commerce transaction, so these channels are the best in making ecommerce conversions we should keep it up doing well. However, 'Affiliates' channels weren't so good as Referral's in ecommerce conversion rate, but at all it had a rate of 0.04%, perhaps they needed more advertising plans.

Percentage Display: Conversion

Through mentioned three months, 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?

Product Performance

Customization

REPORTS

- Realtime
- Audience
- Acquisition
- Behavior
- Conversions
 - Goals
 - Ecommerce
 - Overview
 - Shopping Behavior
 - Checkout Behavior
 - Product Performance
 - Sales Performance
 - Product List Performance
 - Marketing

Attribution BETA

Product Performance

New Users

26.91% Product Revenue

+ Add Segment

Jan 1, 2018 - Mar 31, 2018

+ NEW SEGMENT Import from gallery Share segments

VIEW SEGMENTS

	Segment Name	Created	Modified	
All	Mobile Traffic			Actions
System	Multi-session Users			Actions
Custom	New Users			Actions
Shared	No Cart Addition [Funnel Segment]	Dec 20, 2020	Dec 20, 2020	Actions
Starred	Non-bounce Sessions			Actions
Selected				

Primary Dimension: Product Product SKU Product Category (Enhanced Ecommerce) Product Brand

Secondary dimension

Product Category (Enhanced Ecommerce)

Unique Purchases

New Users

	Unique Purchases	Unique Purchases
	3,661	3,661
	% of Total: 31.28% (11,705)	% of Total: 31.28% (11,705)
1. Apparel	946	25.84%
2. Nest-USA	842	23.00%
3. Nest	431	11.77%
4. TYCTWD 2018	362	9.89%
5. Office	321	8.77%
6. Drinkware	263	7.18%
7. Lifestyle	109	2.98%
8. Accessories	91	2.49%

Contribution to total: Unique Purchases

Product Category (Enhanced Ecommerce)

Product Revenue

New Users

	Product Revenue	Product Revenue
	\$325,480.94	\$325,480.94
	% of Total: 24.91% (\$1,306,550.73)	% of Total: 24.91% (\$1,306,550.73)
1. Nest-USA	\$145,001.00	44.55%
2. Nest	\$94,996.00	29.19%
3. Apparel	\$26,403.24	8.11%
4. Office	\$14,794.52	4.55%
5. Drinkware	\$12,605.49	3.87%
6. TYCTWD 2018	\$7,896.05	2.43%
7. Bags	\$6,848.25	2.10%
8. \${productitem.product.origCatName}	\$4,675.01	1.44%
9. Nest-Canada	\$3,828.00	1.18%
10. Notebooks & Journals	\$2,061.47	0.63%

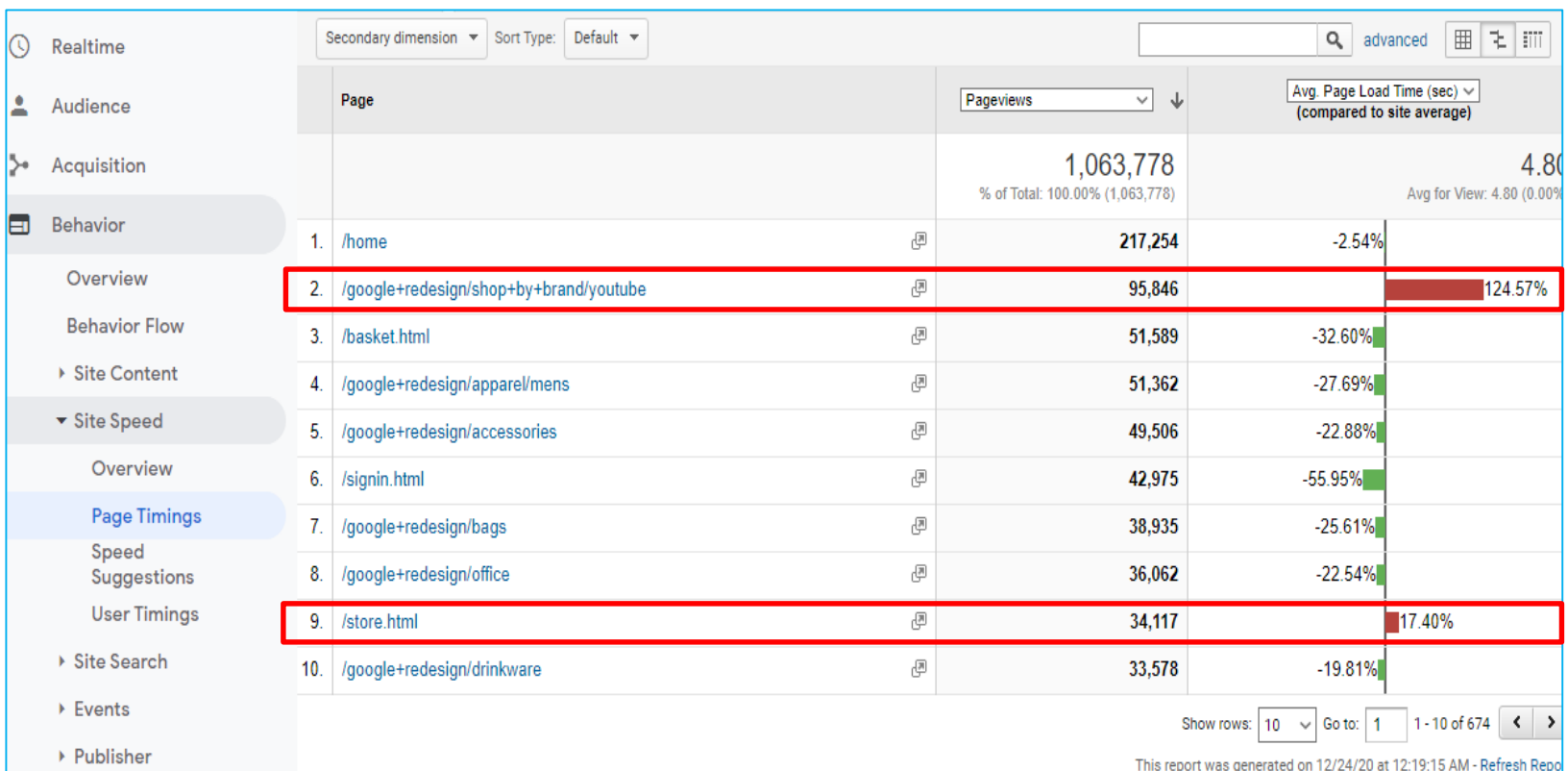
Contribution to total: Product Revenue

Show rows: 10 Go to: 1 1 - 10 of 47

This report was generated on 12/23/20 at 11:23:53 PM - Refresh Report

Comparison Display: Behavior

For traffic from All Users between the start and end of mentioned three months period, here is a comparison report showing Site Speed Page timings for our top ten pages (based on pageviews).



Realtime		Secondary dimension	Sort Type: Default		advanced			
Audience		Page	Pageviews		Avg. Page Load Time (sec) (compared to site average)			
Acquisition			1,063,778		4.80			
Behavior			% of Total: 100.00% (1,063,778)		Avg for View: 4.80 (0.00%)			
Overview	1. /home		217,254		-2.54%			
Behavior Flow	2. /google+redesign/shop+by+brand/youtube		95,846		124.57%			
Site Content	3. /basket.html		51,589		-32.60%			
Site Speed	4. /google+redesign/apparel/mens		51,362		-27.69%			
Overview	5. /google+redesign/accessories		49,506		-22.88%			
Page Timings	6. /signin.html		42,975		-55.95%			
Speed	7. /google+redesign/bags		38,935		-25.61%			
Suggestions	8. /google+redesign/office		36,062		-22.54%			
User Timings	9. /store.html		34,117		17.40%			
Site Search	10. /google+redesign/drinkware		33,578		-19.81%			
Events								
Publisher								

This report was generated on 12/24/20 at 12:19:15 AM - Refresh Report

It looked like we had two trouble spots in loading time of two of top ten most viewed pages:

- First: when shopping goods by YouTube Brand on the website the page “YouTube | Shop by Brand | Google Merchandise Store” took more than full percentage with additional 24% of average time to load.
- Second: the ‘Store’ page loads in more amount of average loading time with 17%.

And for that we had to review designing of embedded elements on pages and reduce its sizes, require from developers to see if they could make the code cleaner, and trying to upgrade servers as needed at last condition.

Percentage Display: Audience

From Overview of Mobile report within Audience Reports Section and by using percentage display with pie charts after adding 'Paid Traffic' segment, we can show percentage of All Users came from mobile, desktop, and tablet devices and percentage of Paid Traffic Users came from mobile, desktop, and tablet devices, during months selected.

REPORTS

- Realtime
- Audience**
 - Overview **1**
 - Active Users
 - Lifetime Value BETA
 - Cohort Analysis BETA
 - Audiences
 - Demographics
 - Interests
 - Geo
 - Behavior
 - Technology
 - Mobile**
 - Overview**
 - Devices
 - Cross Device BETA
 - Custom
 - Attribution BETA

Overview

All Users 100.00% Users **+ Add Segment 2**

Jan 1, 2018 - Mar 31, 2018

All Users **Paid Traffic** Choose segment from list

+ NEW SEGMENT Import from gallery Share segments View Search segments

VIEW SEGMENTS	Segment Name	Created	Modified	
All	<input type="checkbox"/> Non-bounce Sessions			Actions
System	<input type="checkbox"/> Non-Converters			Actions
Custom	<input type="checkbox"/> Organic Traffic			Actions
Shared	<input checked="" type="checkbox"/> Paid Traffic 3			Actions
Starred	<input type="checkbox"/> Performed Site Search			Actions
Selected	<input type="checkbox"/> Referral Traffic			Actions
	<input type="checkbox"/> Returning Users			Actions
	<input type="checkbox"/> Search Traffic			Actions

4 **Apply** Cancel

REPORTS

Plot Rows Secondary dimension Sort Type: Default

	Device Category	Users	Users	Contribution to total: Users
	All Users	208,336 % of Total: 100.00% (208,336)	208,336 % of Total: 100.00% (208,336)	
	Paid Traffic	4,760 % of Total: 2.28% (208,336)	4,760 % of Total: 2.28% (208,336)	
<input type="checkbox"/> 1. desktop	All Users	134,840	65.13%	
	Paid Traffic	1,773	37.25%	
<input type="checkbox"/> 2. mobile	All Users	64,639	31.22%	
	Paid Traffic	2,774	58.28%	
<input type="checkbox"/> 3. tablet	All Users	7,562	3.65%	
	Paid Traffic	213	4.47%	

5

All Users

Paid Traffic

Show rows: 10 Go to: 1 1 - 3 of 3

This report was generated on 12/24/20 at 1:51:21 AM - Refresh Report

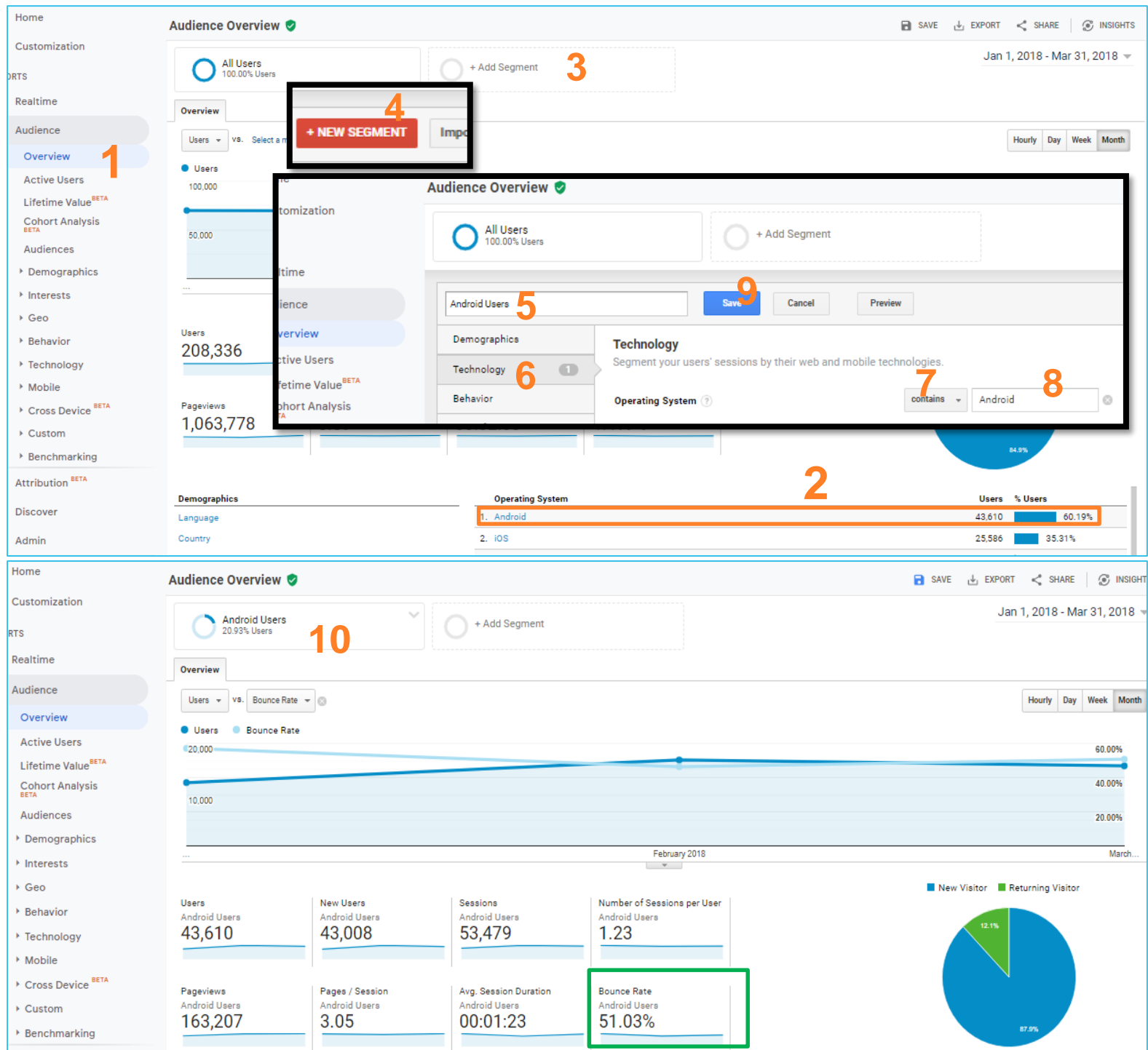


Part Three: Segmentation



Audience Segment: Characteristic

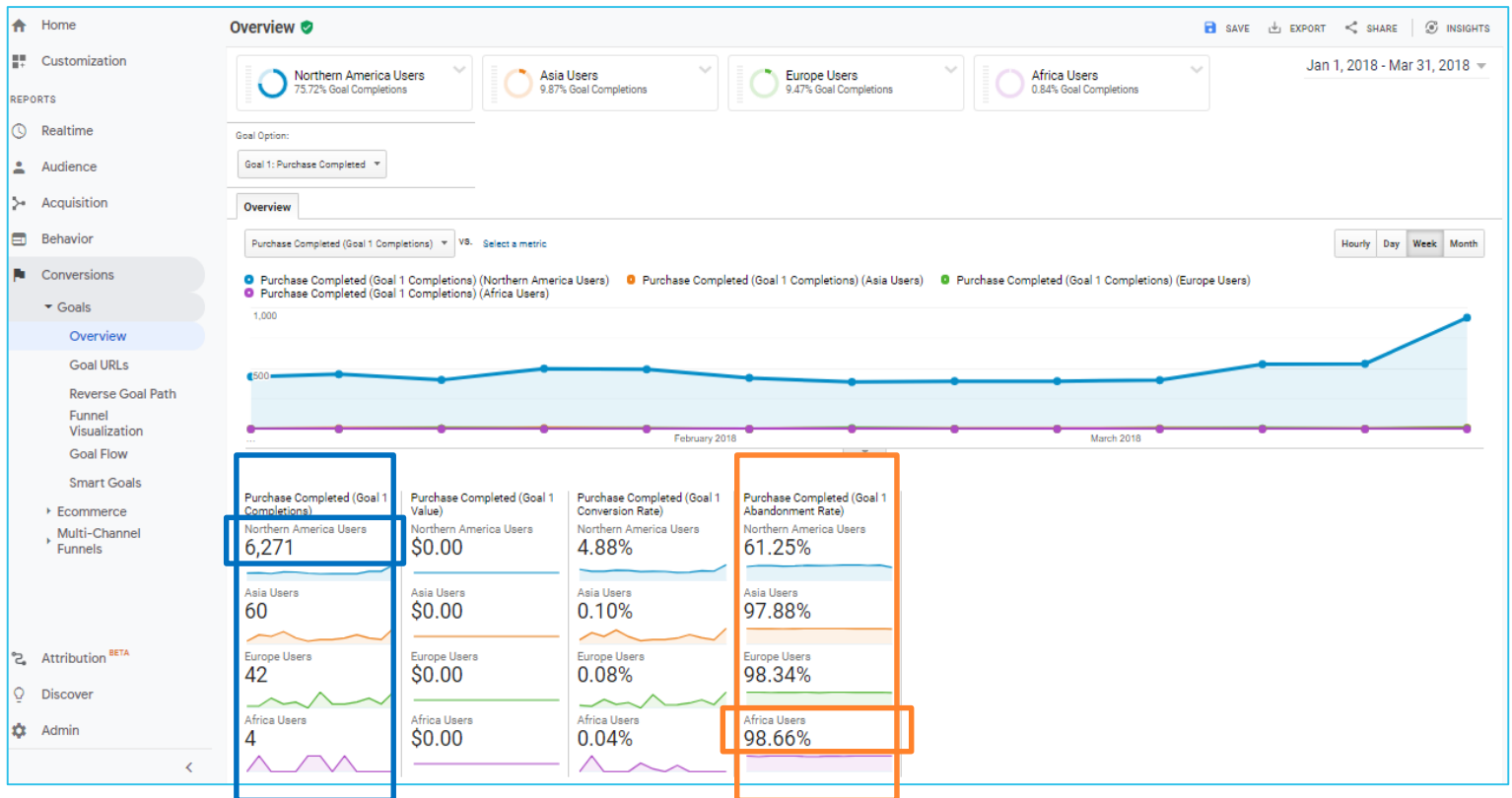
Android operating system users were forming the majority of All users of the website during the three months, so let's put them in a characteristic segment.



Let's answer a question, **Did Android Users were satisfied with the site services?** From the bounce rate (percentage of single-page sessions in which there was no interaction with the page. A bounced session has a duration of 0 seconds), it looked that they were somewhat satisfied but there might be a room for more improvements, such as reducing size of web-pages elements and rethinking a bout more easier attractive interactive design for web-pages on android operating system .

Audience Segment: Geography

Here we have created four geography segments of website users according to their Geo-location: three segments of users in continents (Africa, Asia and Europe), and one segment for Northern America subcontinent users.



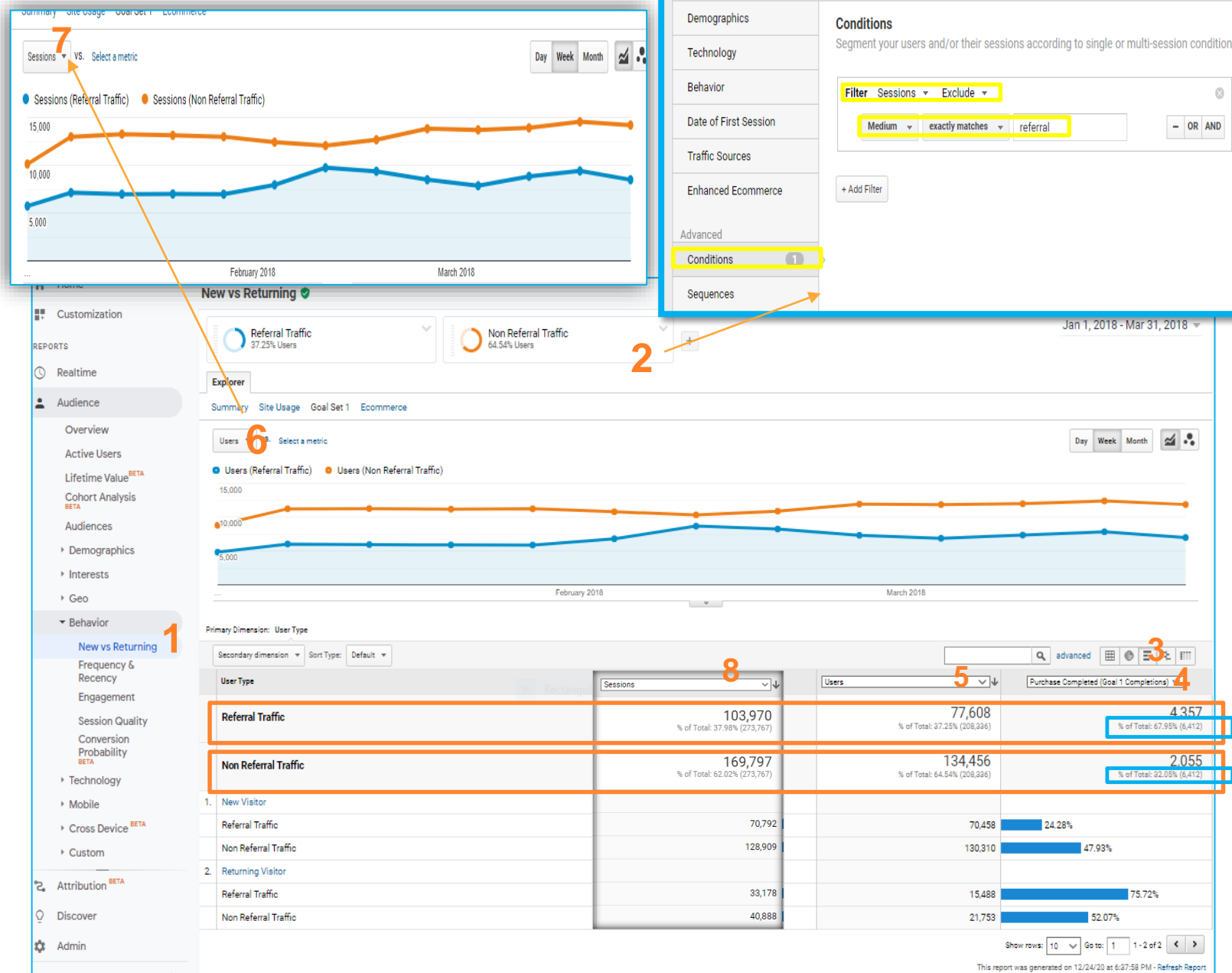
Which geo-location had the highest number of users who completed purchases during the three months? And which one had the highest Abandonment rate for completing purchases? Why could that be?

We can see from the screenshot that Northern America subcontinent had the largest number of users who did complete purchases. On other side, Users in Africa had the highest Abandonment rate of completing purchases.

This could happen due to the farness of distances among users and Google Merchandise stores, causing more costing for far users.

Audience Segment: User Behavior

Here we have two segments upon user behavior. 'Referral Traffic' system segment, and created one called 'Non Referral Traffic' segment.



So, Which segment did better in completing purchases through the three mentioned months?

- When looking to the screenshots, it comes to eyes that users who visited the site through referral channels contributed more purchases completing than who came through non referral ones, though non referral traffic had the higher counts of sessions and users.

THANKS
