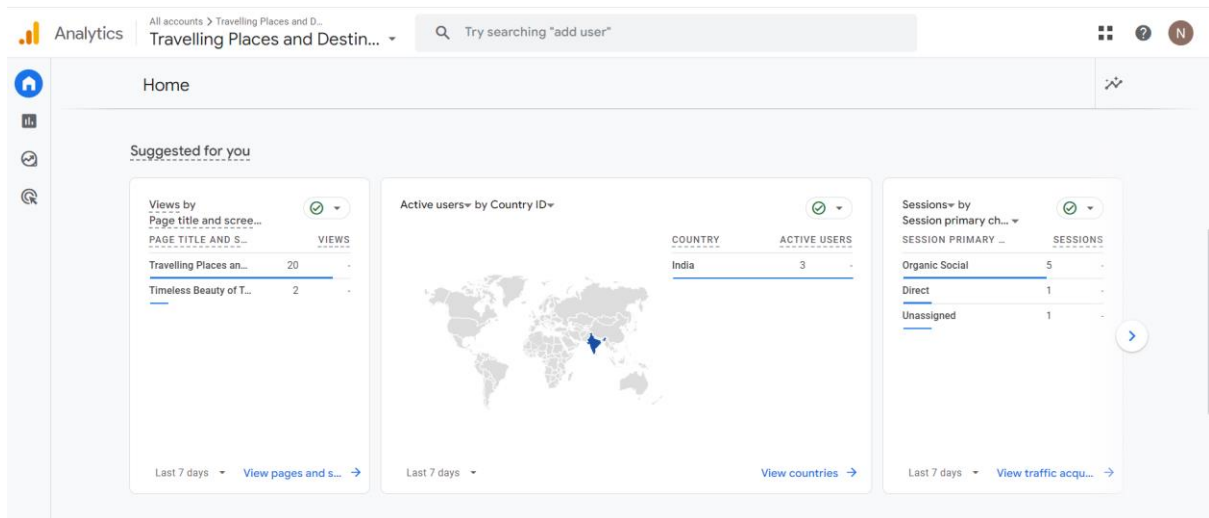
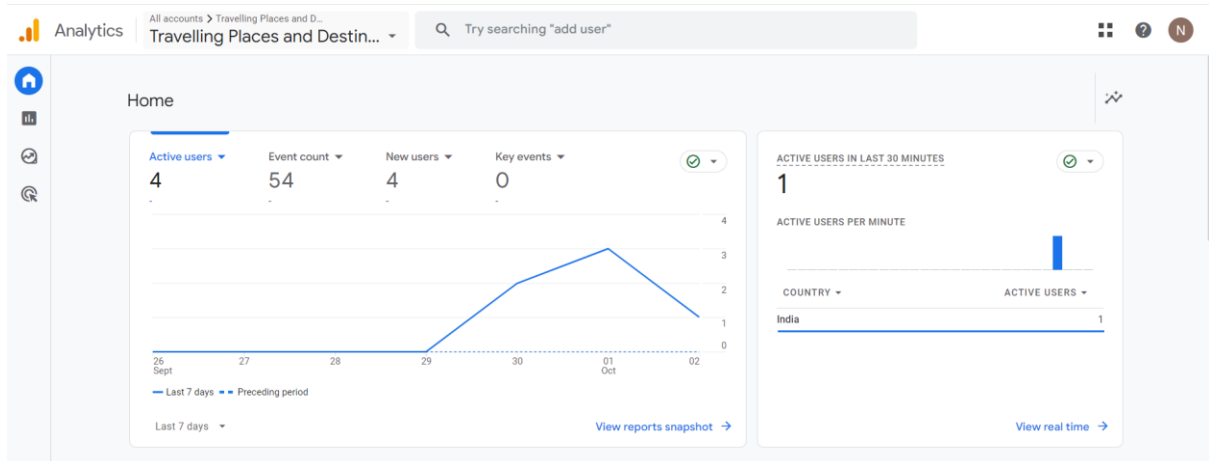


PROJECT

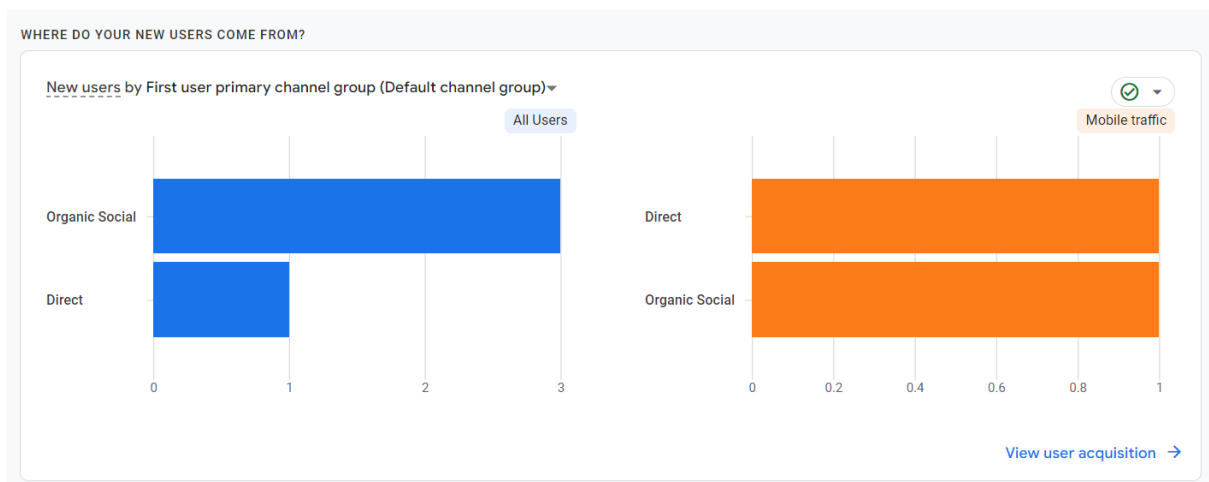
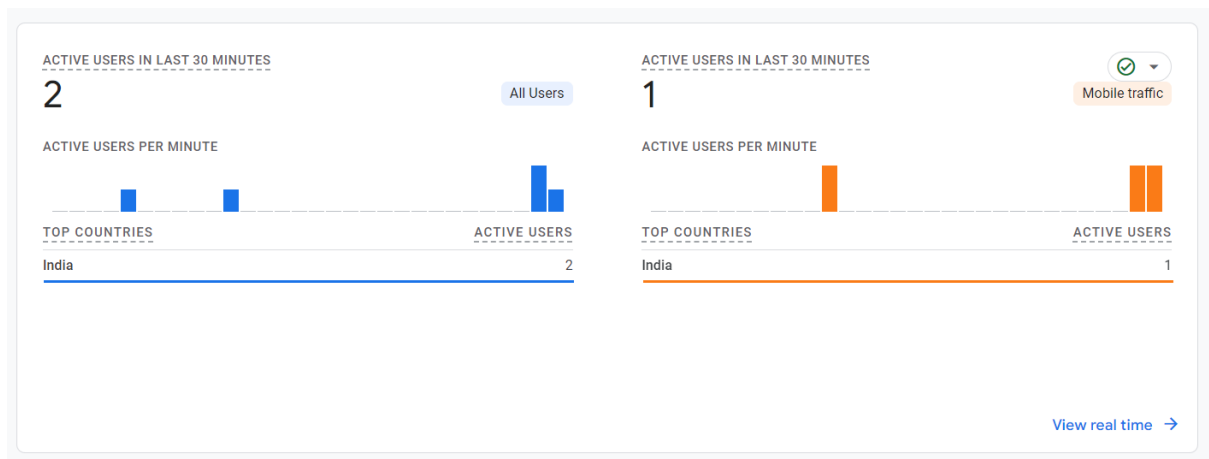
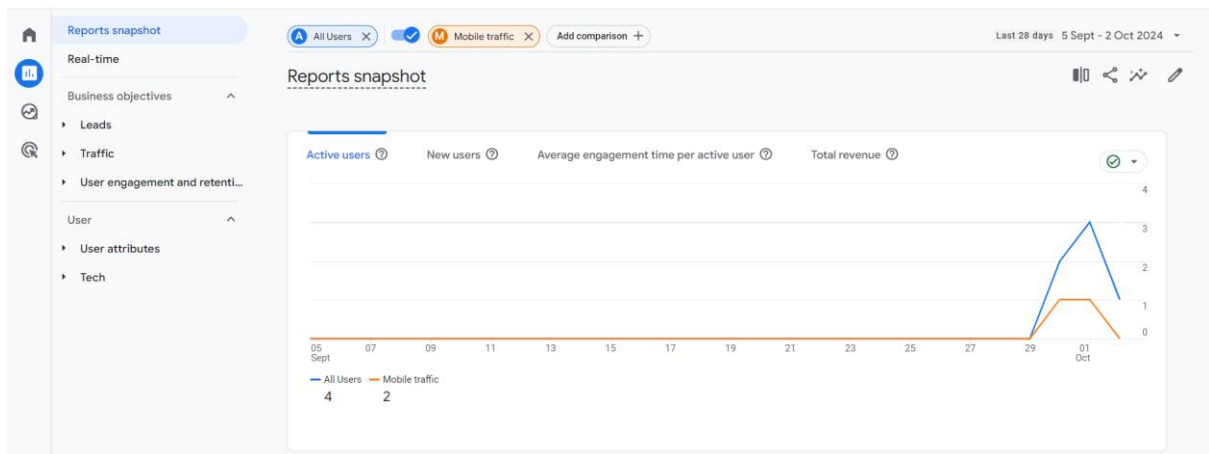
Module-6

1. Create Analytics Results

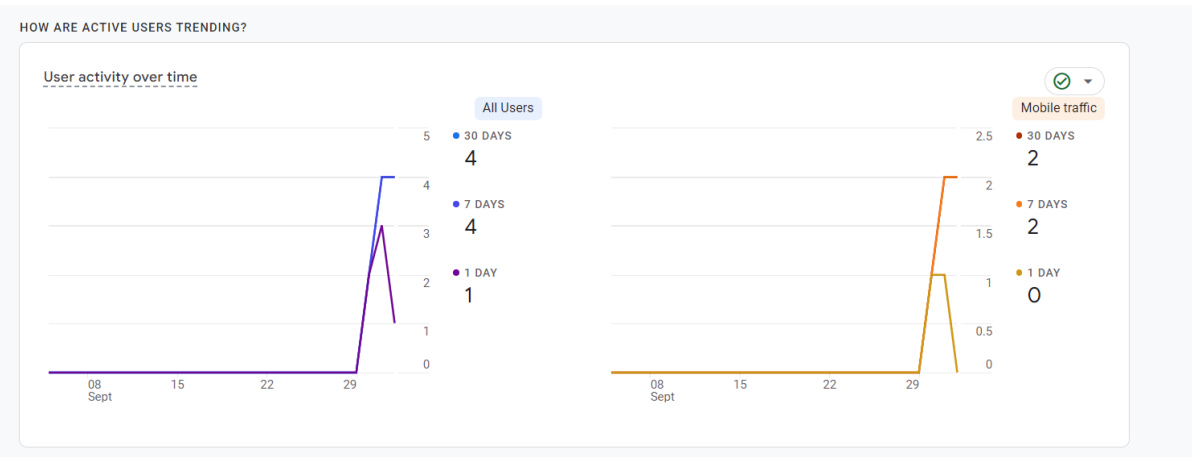
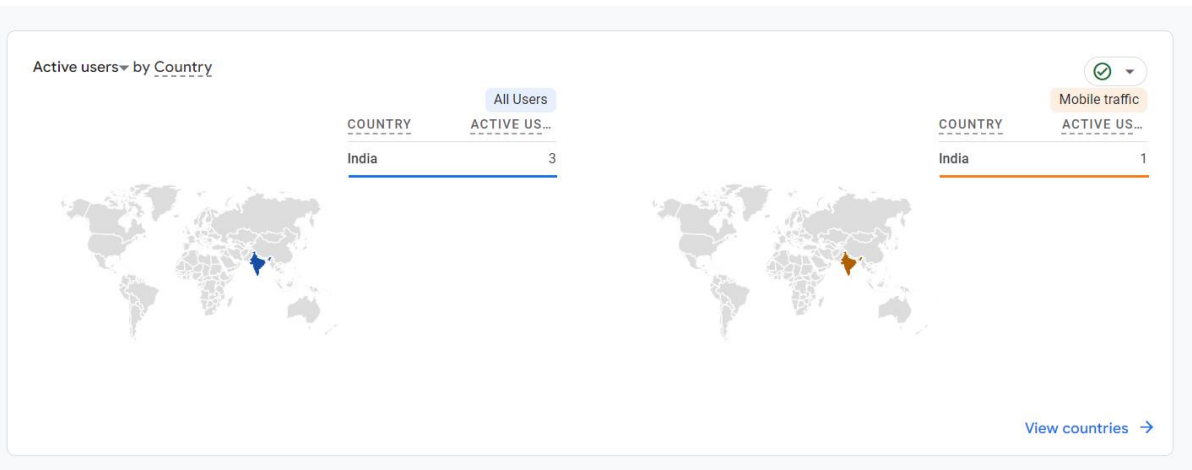
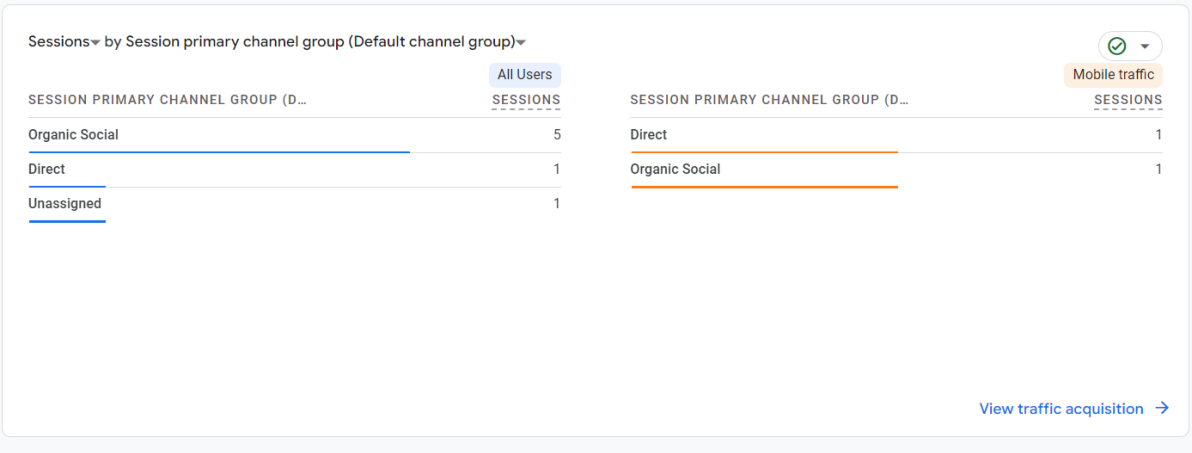
a. Home Page



b. Reports Snapshot



WHAT ARE YOUR TOP CAMPAIGNS?



WHICH PAGES AND SCREENS GET THE MOST VIEWS?

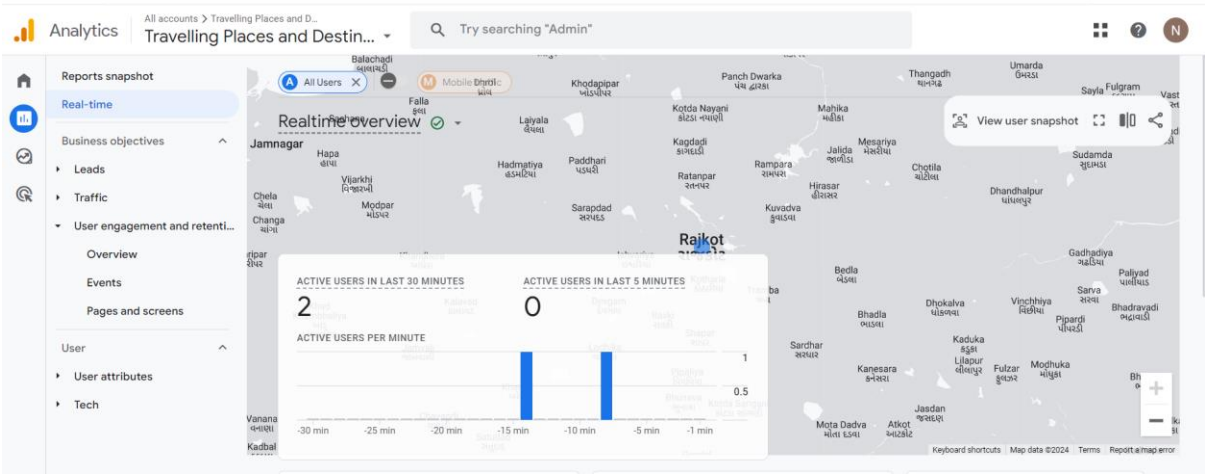
Views by Page title and screen class			
		All Users	Mobile traffic
PAGE TITLE AND SCREEN CLASS	VIEWS	PAGE TITLE AND SCREEN CLASS	VIEWS
Travelling Places and Destinations to Visit	20	Travelling Places and Destinations to Visit	3
Timeless Beauty of Taj Mahal	2	Timeless Beauty of Taj Mahal	2

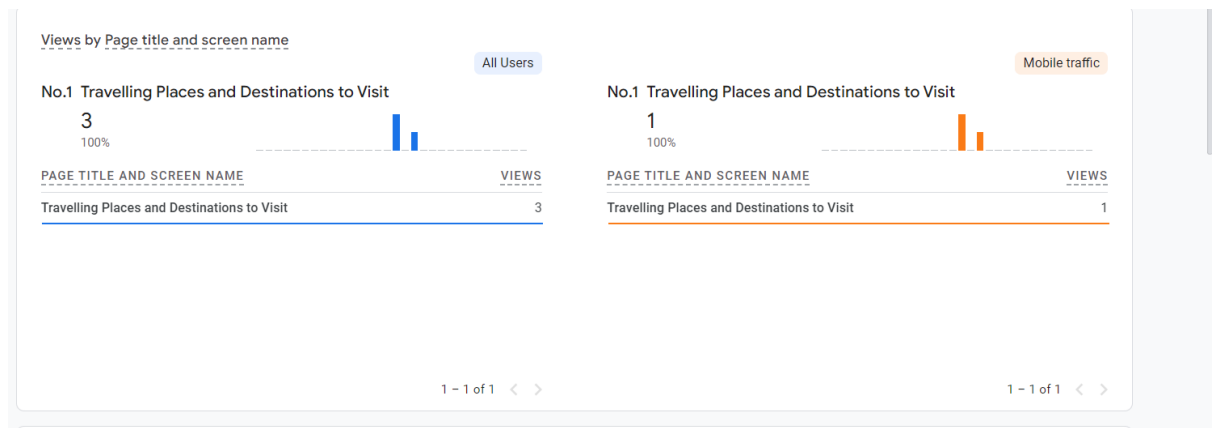
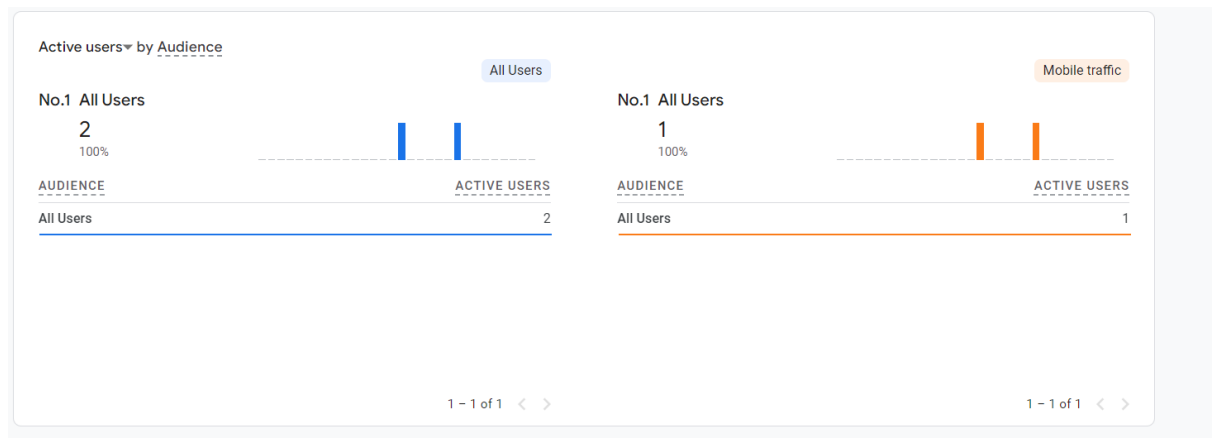
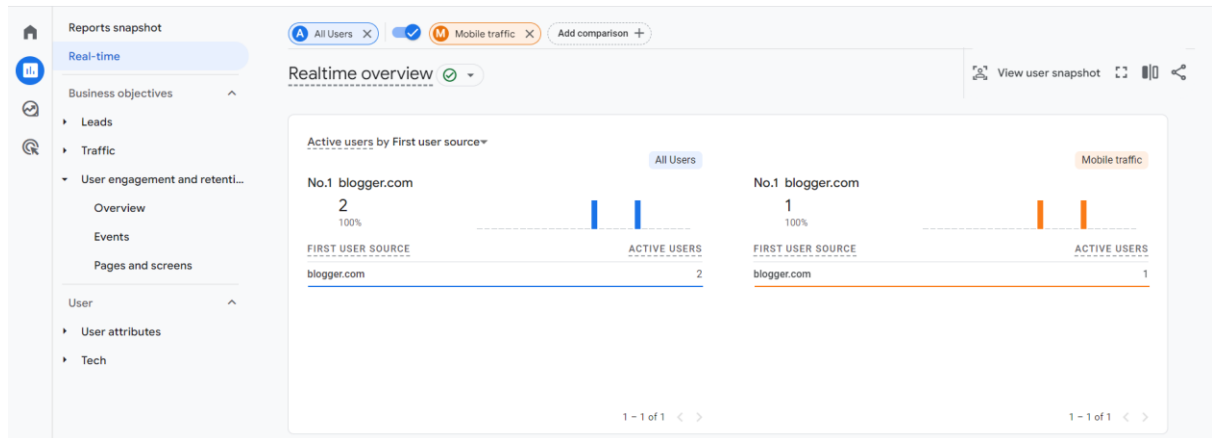
View pages and screens →

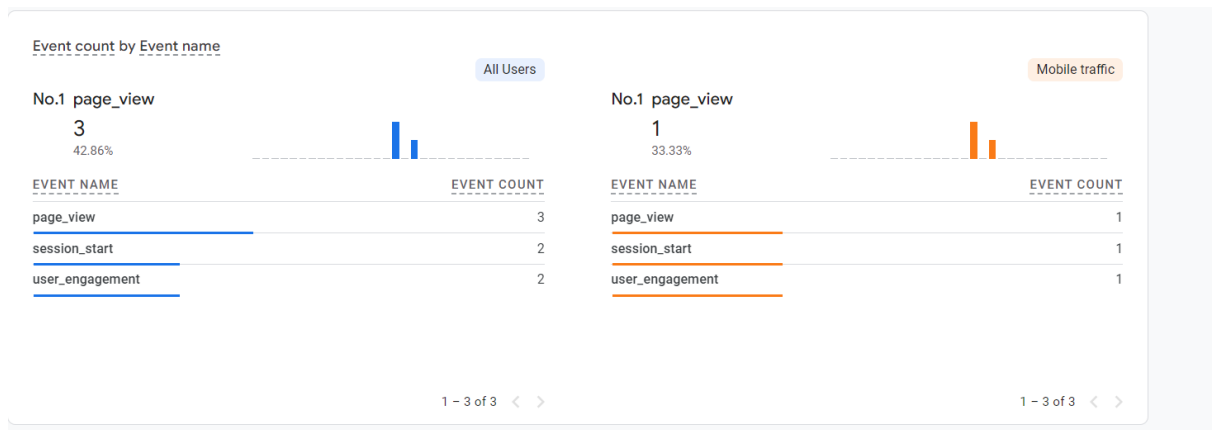
Event count by Event name			
		All Users	Mobile traffic
EVENT NAME	EVENT COUNT	EVENT NAME	EVENT COUNT
page_view	22	page_view	5
user_engagement	19	user_engagement	3
session_start	6	first_visit	2
first_visit	4	session_start	2
scroll	3	scroll	1

View events →

c. Real Time Report

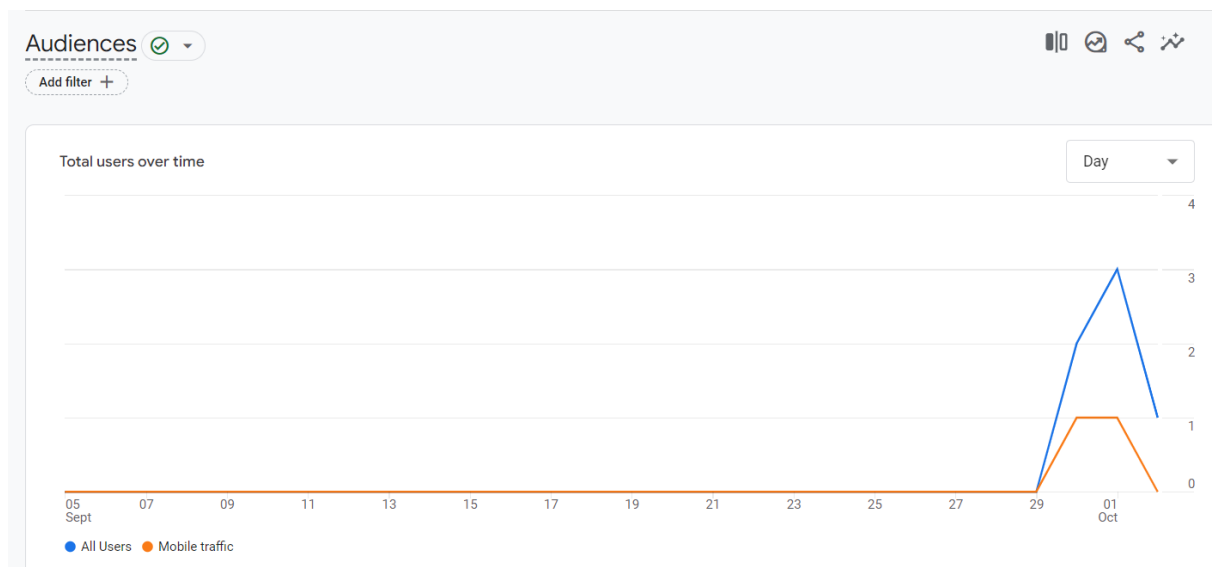
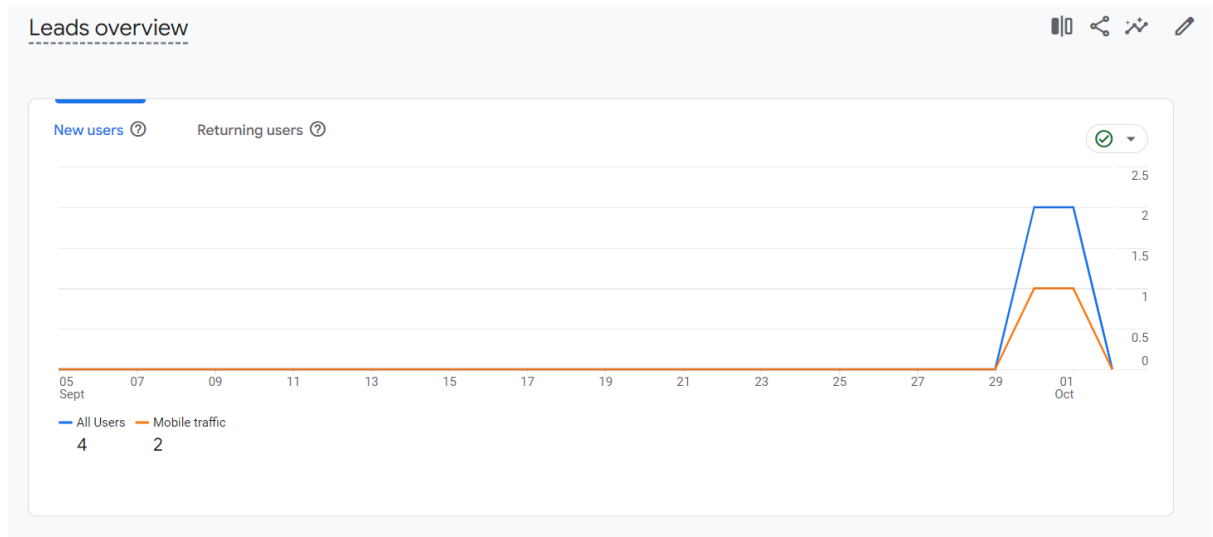




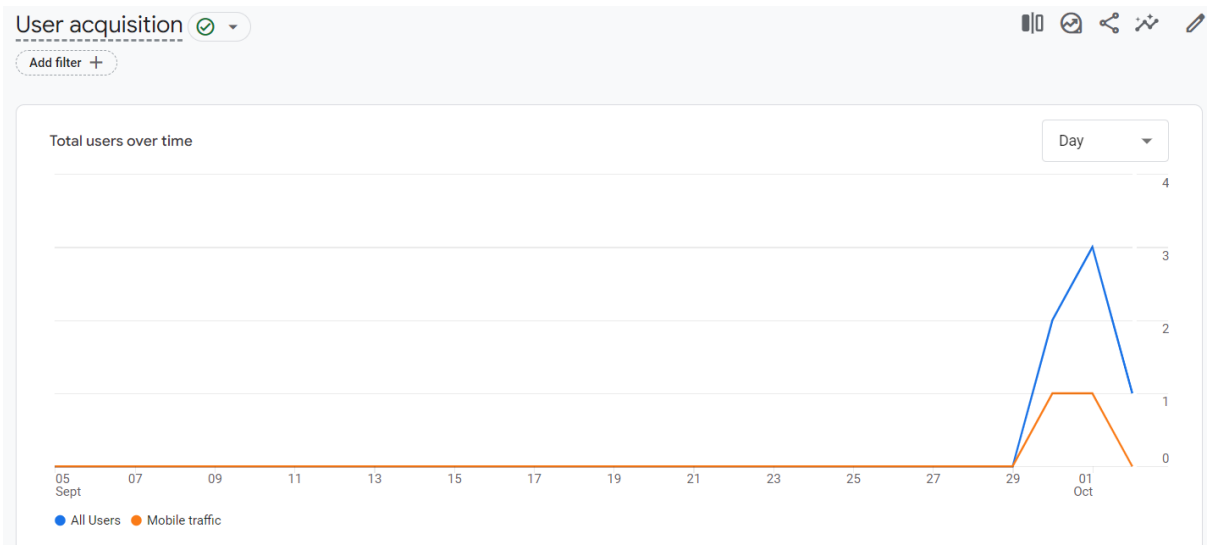


d. Business Objectives

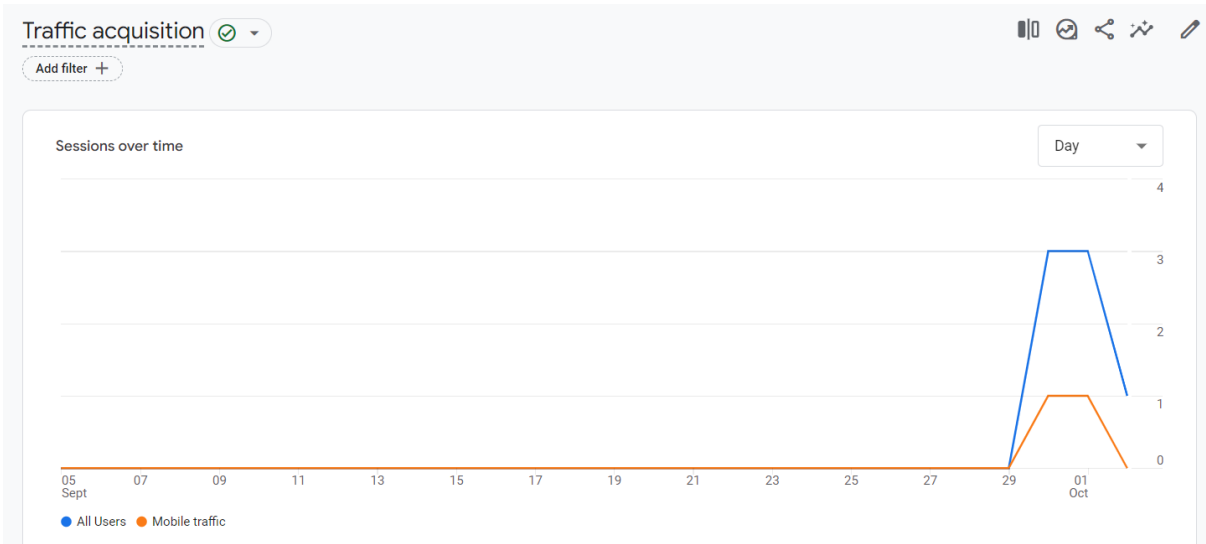
- Leads



Q Search...			Rows per page: 10					1-1 of 1	
Audience name +		Comparison	↓	Total users	New users	Sessions	Views per session	Average session duration	Total revenue
All Users				4	4	7	3.14	19m 32s	₹0.00
			100% of total	100% of total	100% of total		Avg 0%	Avg 0%	
Mobile traffic				2	2	2	2.50	15m 18s	₹0.00
			50% of total	50% of total	28.57% of total		Avg -20.45%	Avg -21.66%	
1	All Users	All Users		4	4	7	3.14	19m 32s	₹0.00
	All Users	Mobile traffic		2	2	2	2.50	15m 18s	₹0.00



Search...			Rows per page: 10		1-2 of 2			
First user prim...channel group) + Comparison			Total users	New users	Returning users	Average engagement time per active user	Engaged sessions per active user	Engaged revenue per active user
All Users			4 100% of total	4 100% of total	1 100% of total	2m 48s Avg 0%	1.25 Avg 0%	
Mobile traffic			2 50% of total	2 50% of total	0 0% of total	4m 46s Avg +69.48%	0.50 Avg -60%	
1	Organic Social	All Users	3	3	1	3m 45s	1.67	
	Organic Social	Mobile traffic	1	1	0	9m 32s	1.00	
2	Direct	All Users	1	1	0	0s	0.00	
	Direct	Mobile traffic	1	1	0	0s	0.00	

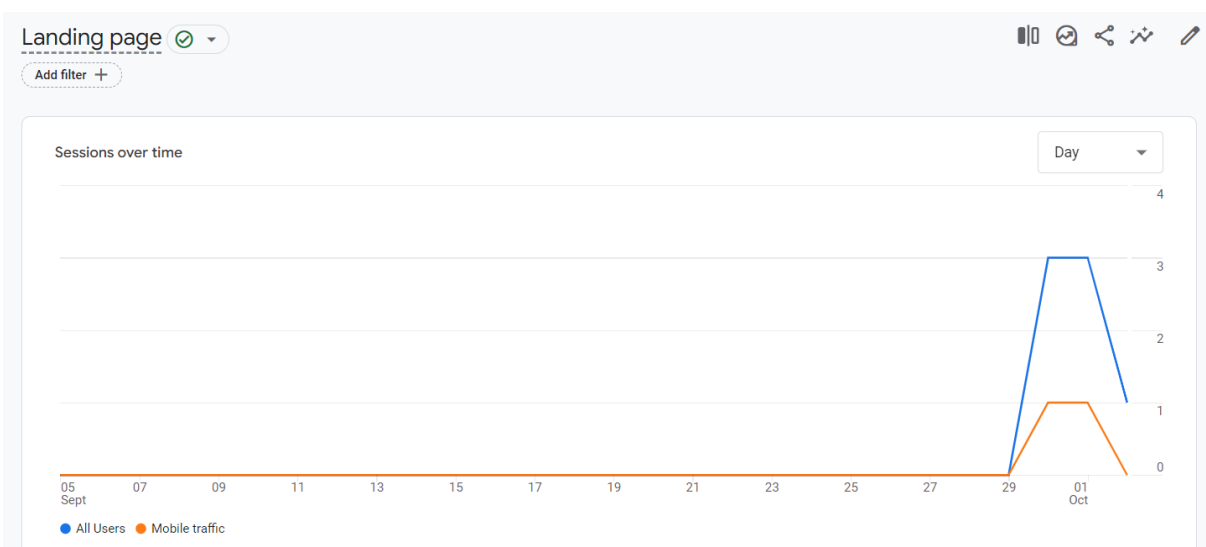


Search...

Rows per page: 10

1-3 of 3

Session primary...channel group) + Comparison		↓ Sessions	Engaged sessions	Engagement rate	Average engagement time per session	Events per session	
All Users		7 100% of total	5 100% of total	71.43% Avg 0%	1m 36s Avg 0%	7.71 Avg 0%	
Mobile traffic		2 28.57% of total	1 20% of total	50% Avg -30%	4m 46s Avg +196.59%	6.50 Avg -15.74%	
1	Organic Social	All Users	5	5	100%	2m 10s	8.60
	Organic Social	Mobile traffic	1	1	100%	9m 32s	10.00
2	Direct	All Users	1	0	0%	0s	3.00
	Direct	Mobile traffic	1	0	0%	0s	3.00
3	Unassigned	All Users	1	0	0%	25s	8.00
	Unassigned	Mobile traffic	0	0	0%	0s	0.00



Q Search...

Rows per page: 101-1 of 1

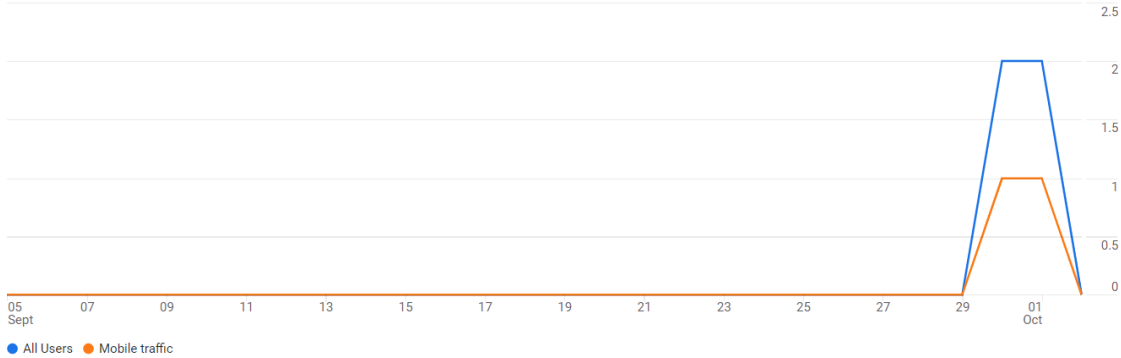
Landing page	Comparison	↓ Sessions	Active users	New users	Average engagement time per session	Key events All events	Total revenue
All Users		7 100% of total	4 100% of total	4 100% of total	1m 36s Avg 0%	0.00	₹0.00
Mobile traffic		2 28.57% of total	2 50% of total	2 50% of total	4m 46s Avg +196.59%	0.00	₹0.00
1 /	All Users	7	4	4	1m 36s	0.00	₹0.00
/	Mobile traffic	2	2	2	4m 46s	0.00	₹0.00

User acquisition cohorts

Add filter

New users over time

Day

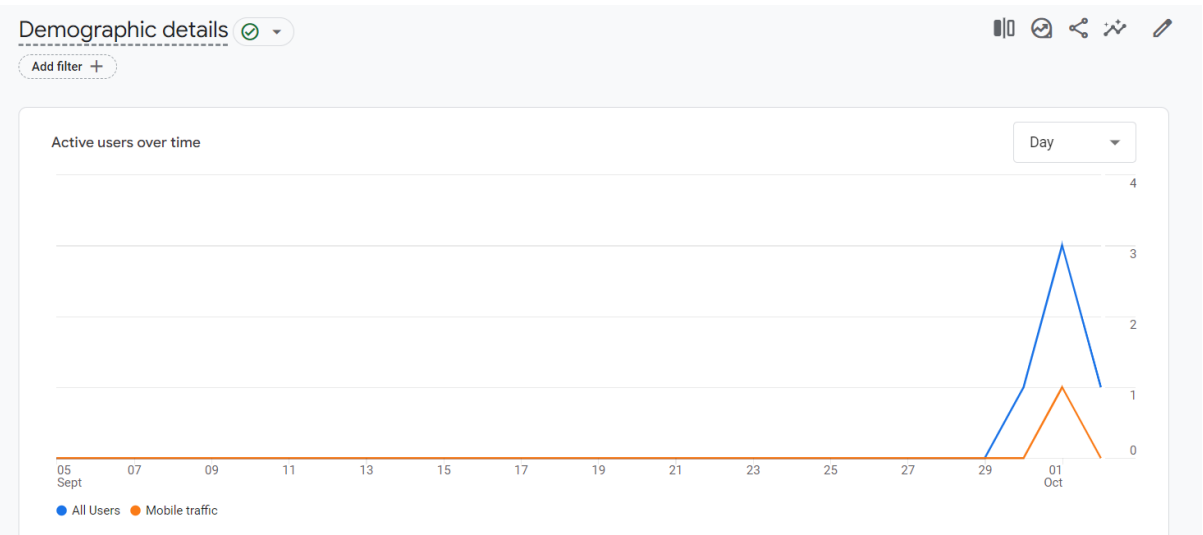
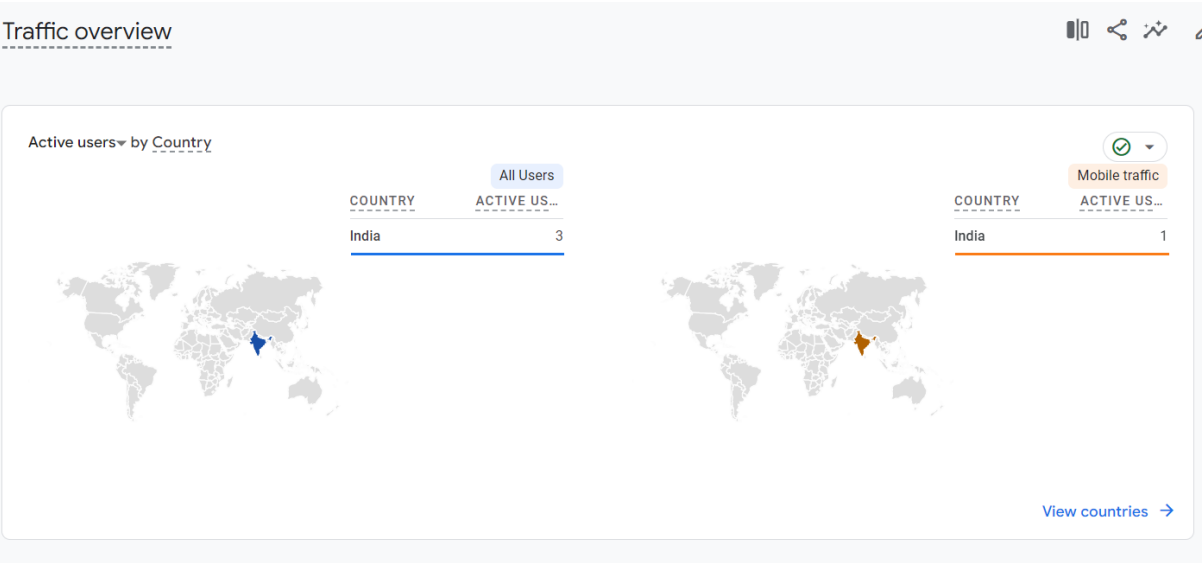


Q Search...

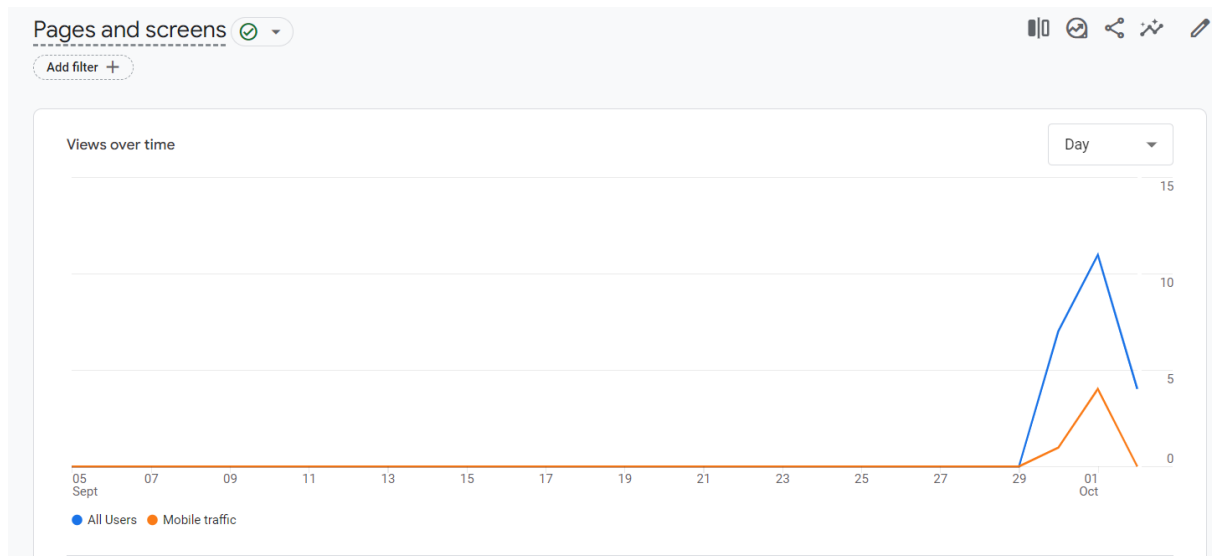
Rows per page: 101-2 of 2

First user prim...channel group)	Comparison	↓ New users	Total revenue	Transactions	Average 120d value
All Users		4 100% of total	₹0.00	0	₹0.00
Mobile traffic		2 50% of total	₹0.00	0	₹0.00
1 Organic Social	All Users	3	₹0.00	0	₹0.00
Organic Social	Mobile traffic	1	₹0.00	0	₹0.00
2 Direct	All Users	1	₹0.00	0	₹0.00
Direct	Mobile traffic	1	₹0.00	0	₹0.00

• Traffic



Search...		Rows per page: 10 1-2 of 2						
Town/City	Comparison	Active users	New users	Engaged sessions	Engagement rate	Engaged sessions per active user	Average engagement time per active user	Evening
All Users		4	4	5	71.43%	1.25	2m 48s	1
Mobile traffic		2	2	1	50%	0.50	4m 46s	24
1 Rajkot	All Users	3	3	5	83.33%	1.67	3m 45s	
Rajkot	Mobile traffic	1	1	1	100%	1.00	9m 32s	
2 (not set)	All Users	1	1	0	0%	0.00	0s	
(not set)	Mobile traffic	1	1	0	0%	0.00	0s	

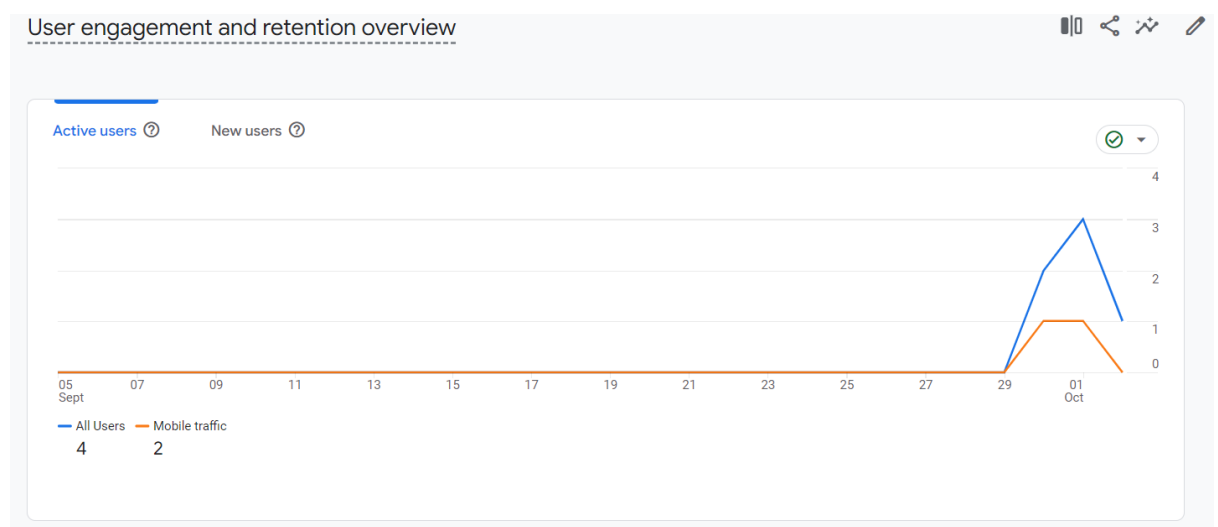


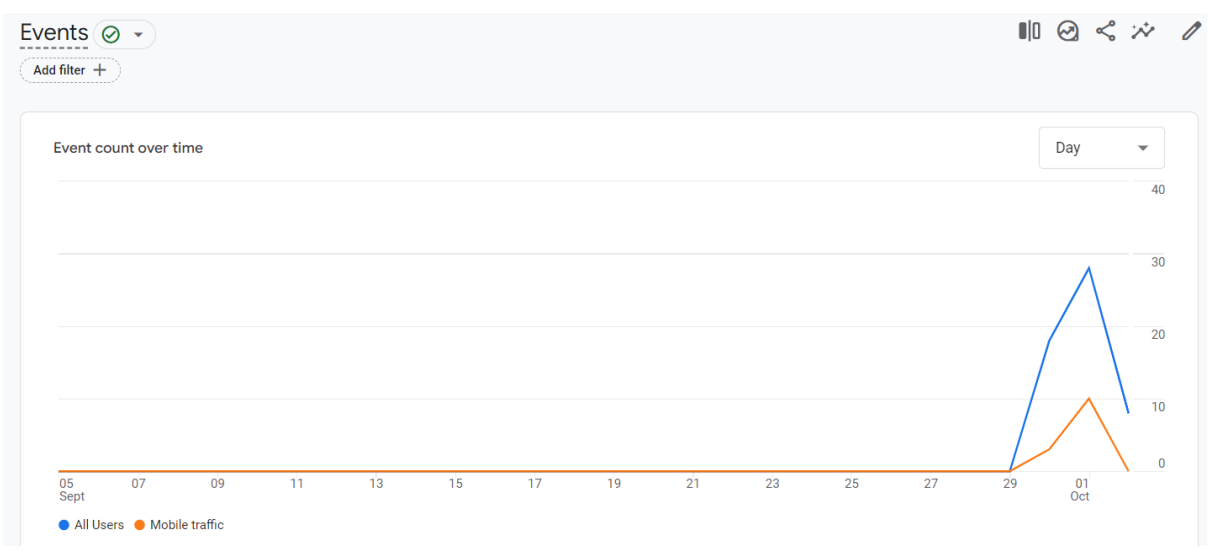
Search...


Rows per page: 10 1-2 of 2

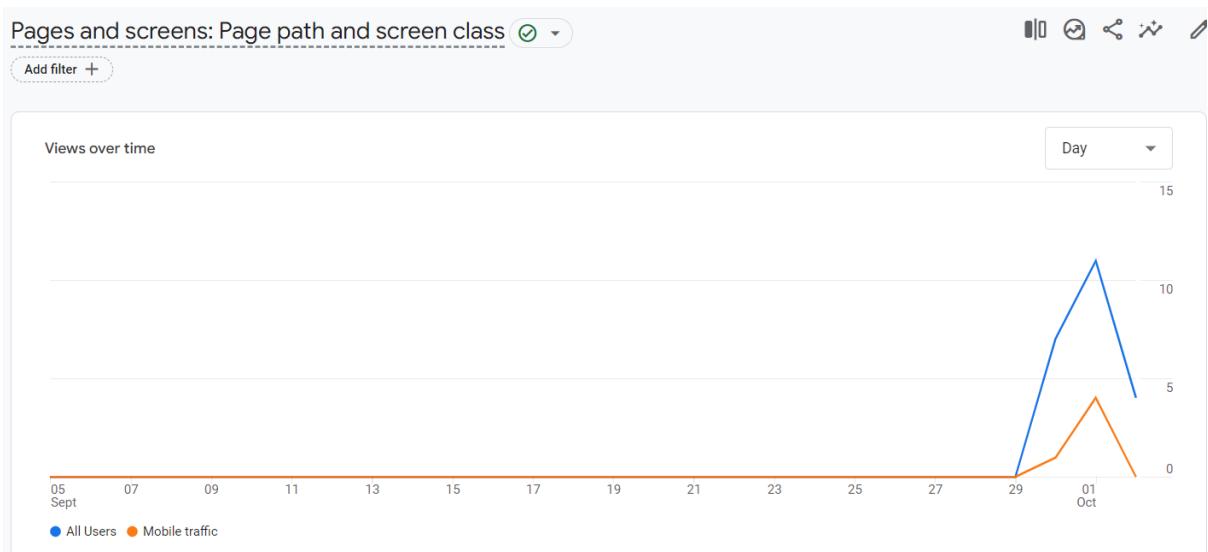
Page path and screen class	Comparison	Views	Active users	Views per active user	Average engagement time per active user	Event count
						All events
All Users		22 100% of total	4 100% of total	5.50 Avg 0%	2m 48s Avg 0%	54 100% of total
Mobile traffic		5 22.73% of total	2 50% of total	2.50 Avg -54.55%	4m 46s Avg +69.48%	13 24.07% of total
1 /	All Users	20	4	5.00	26s	49
/	Mobile traffic	3	2	1.50	1s	8
2 /2024/07/timeless-beauty-of-taj-mahal.html	All Users	2	1	2.00	9m 30s	5
/2024/07/timeless-beauty-of-taj-mahal.html	Mobile traffic	2	1	2.00	9m 30s	5

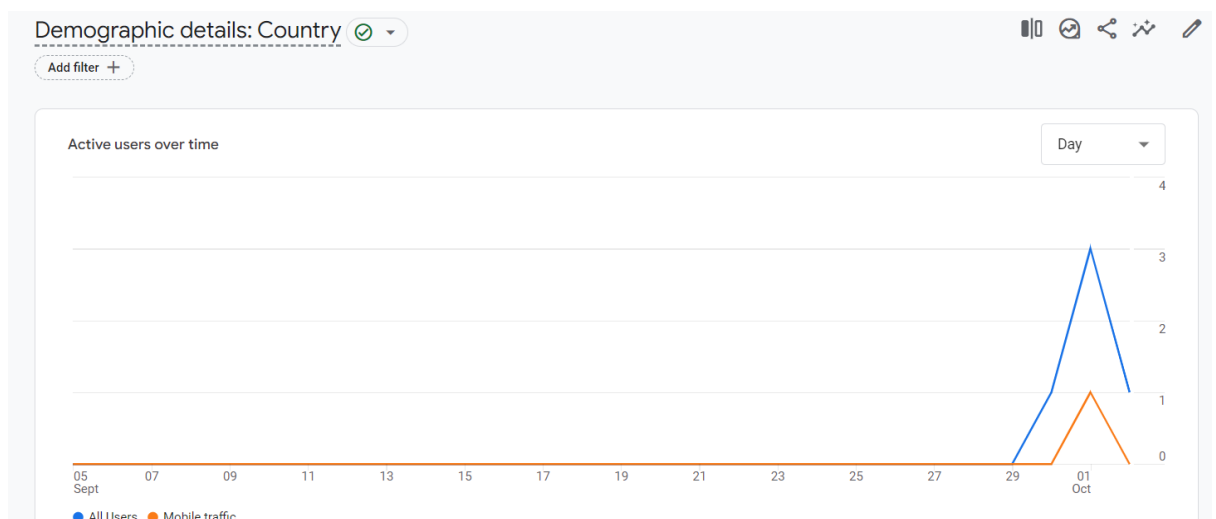
- User Engagement and Retention



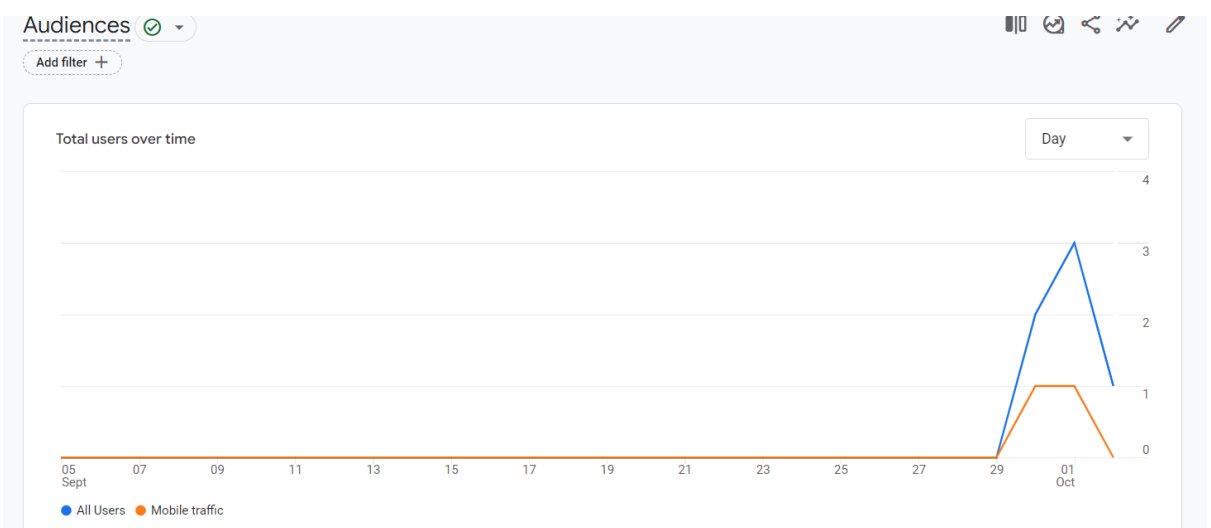


Event name 		Comparison	↓ Event count	Total users	Event count per active user	Total revenue	
All Users			54 100% of total	4 100% of total	13.50 Avg 0%	₹0.00	
Mobile traffic			13 24.07% of total	2 50% of total	6.50 Avg -51.85%	₹0.00	
1	page_view	All Users	22	4	5.50	₹0.00	:
	page_view	Mobile traffic	5	2	2.50	₹0.00	
2	user_engagement	All Users	19	3	6.33	₹0.00	:
	user_engagement	Mobile traffic	3	1	3.00	₹0.00	
3	session_start	All Users	6	4	1.50	₹0.00	:
	session_start	Mobile traffic	2	2	1.00	₹0.00	
4	first_visit	All Users	4	4	1.00	₹0.00	:
	first_visit	Mobile traffic	2	2	1.00	₹0.00	
5	scroll	All Users	3	2	1.50	₹0.00	:
	scroll	Mobile traffic	1	1	1.00	₹0.00	



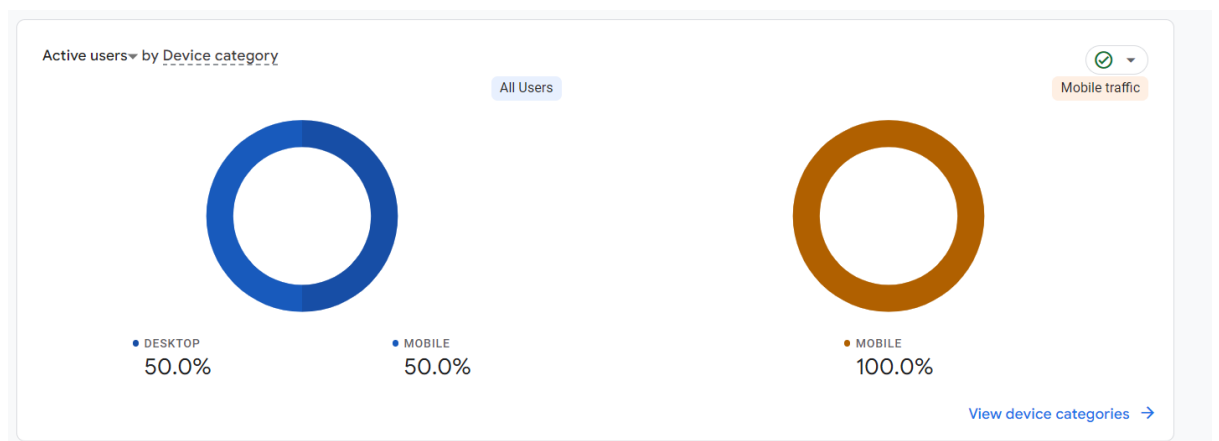
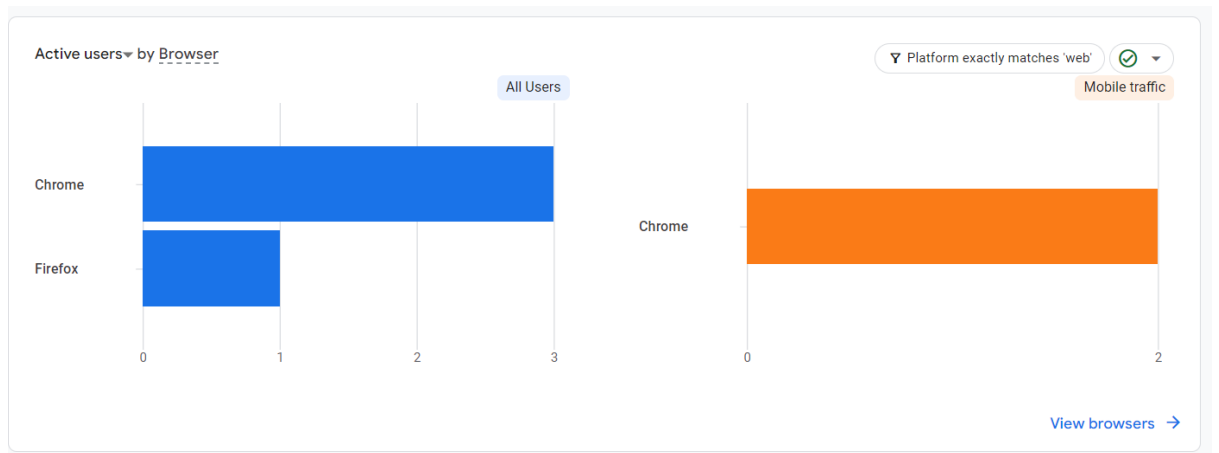
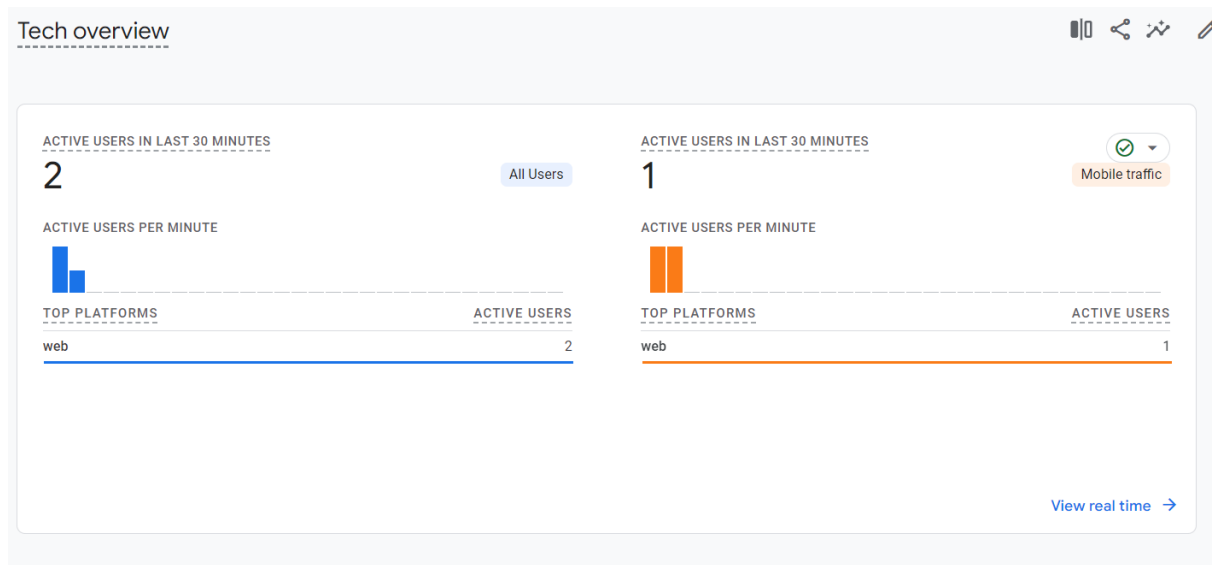


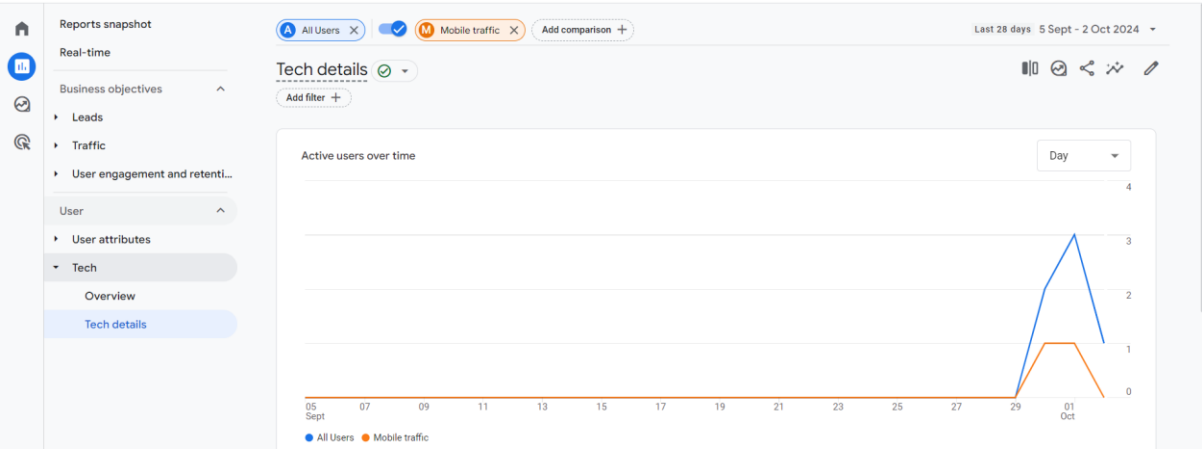
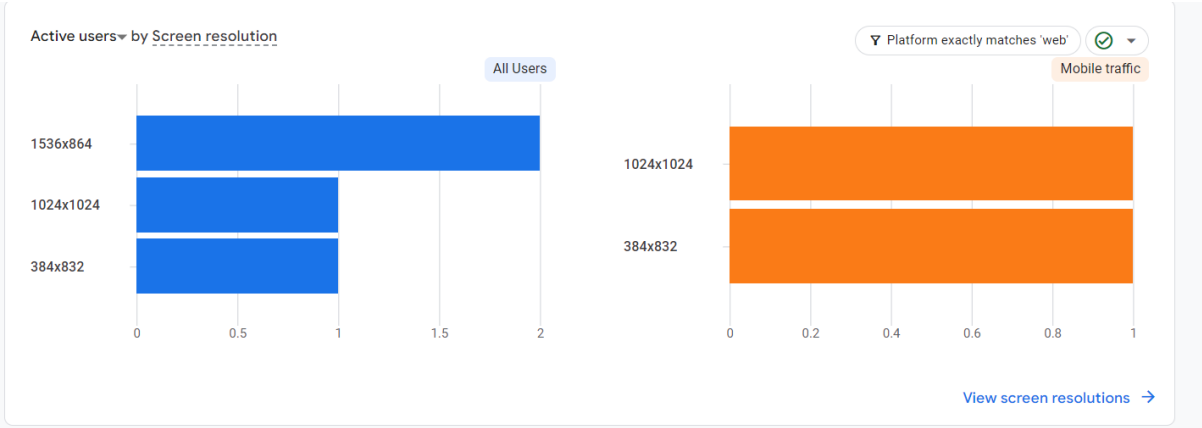
<div> <div>Search...</div> <div>Rows per page: 10</div> </div>							
Town/City	Comparison	Active users	New users	Engaged sessions	Engagement rate	Engaged sessions per active user	Average engagement time per active user
All Users		4 100% of total	4 100% of total	5 100% of total	71.43% Avg 0%	1.25 Avg 0%	2m 48s Avg 0%
Mobile traffic		2 50% of total	2 50% of total	1 20% of total	50% Avg -30%	0.50 Avg -60%	4m 46s Avg +69.48%
1 Rajkot	All Users	3	3	5	83.33%	1.67	3m 45s
Rajkot	Mobile traffic	1	1	1	100%	1.00	9m 32s
2 (not set)	All Users	1	1	0	0%	0.00	0s
(not set)	Mobile traffic	1	1	0	0%	0.00	0s



<div> <div>Search...</div> <div>Rows per page: 10</div> <div>1-1 of 1</div> </div>							
Audience name	Comparison	Total users	New users	Sessions	Views per session	Average session duration	Total revenue
All Users		4 100% of total	4 100% of total	7 100% of total	3.29 Avg 0%	23m 31s Avg 0%	₹0.00
Mobile traffic		2 50% of total	2 50% of total	2 28.57% of total	2.50 Avg -23.91%	15m 18s Avg -34.92%	₹0.00
1 All Users	All Users	4	4	7	3.29	23m 31s	₹0.00
All Users	Mobile traffic	2	2	2	2.50	15m 18s	₹0.00

- Tech





Search...

Rows per page: 101-2 of 2

Browser + Comparison		Active users	New users	Engaged sessions	Engagement rate	Engaged sessions per active user	Average engagement time per active user	Ev... All c
All Users		4	4	6	85.71%	1.50	2m 48s	
		100% of total	100% of total	100% of total	Avg 0%	Avg 0%	Avg 0%	
Mobile traffic		2	2	1	50%	0.50	4m 46s	
		50% of total	50% of total	16.67% of total	Avg -41.67%	Avg -66.67%	Avg +69.48%	25
1 Chrome	All Users	3	3	5	83.33%	1.67	3m 34s	
	Chrome	2	2	1	50%	0.50	4m 46s	
2 Firefox	All Users	1	1	1	100%	1.00	32s	
	Firefox	0	0	0	0%	0.00	0s	