

Google Analytics



Project: Navigating,
Reports, & Dashboards

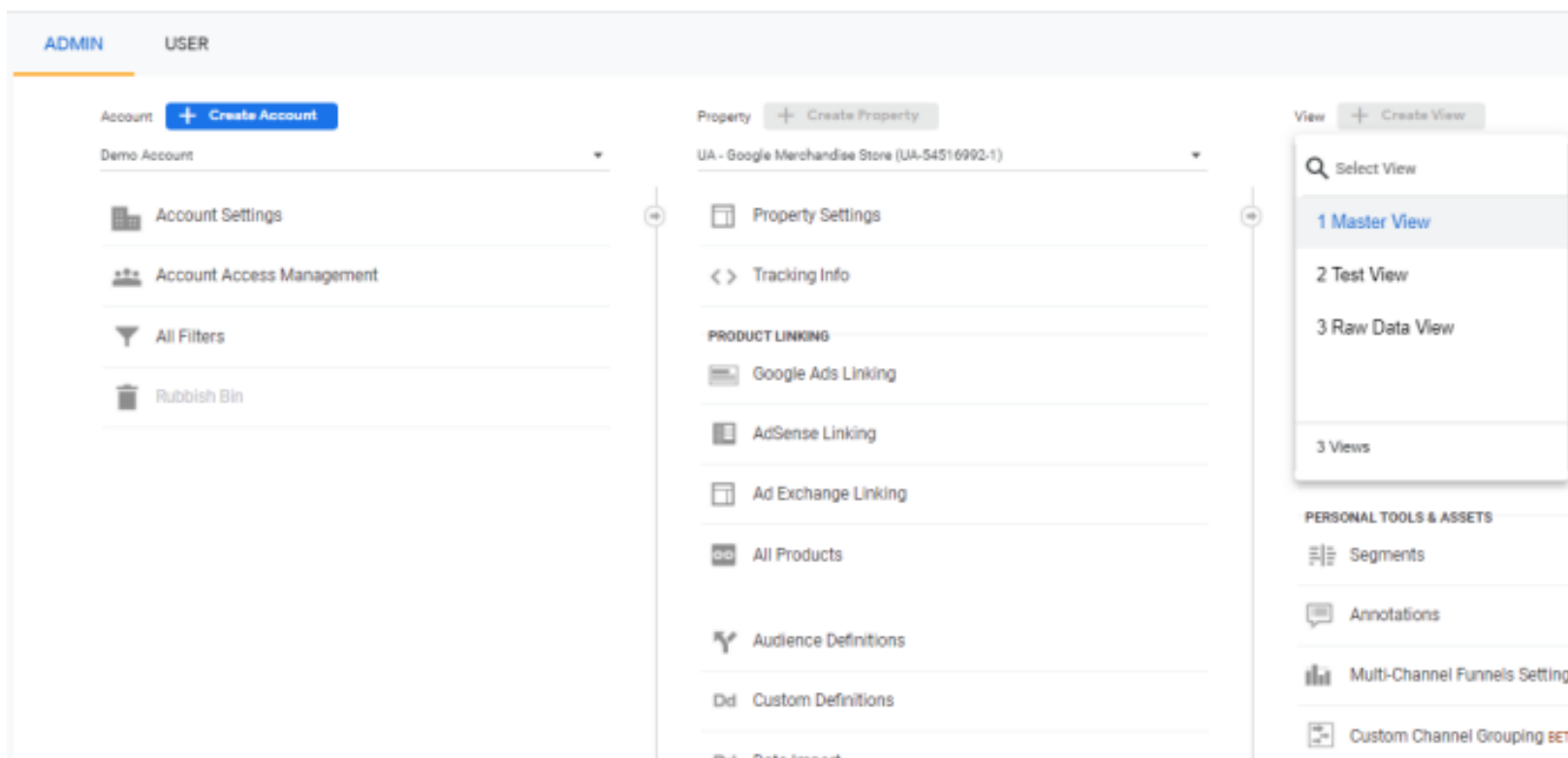


Part One: Primary Views & Filters

1. Best Practice Check: Three Primary Views

By clicking the Admin section and the clicking the View section, we can see that has three different views: the Google Merchandise Store Demo Account

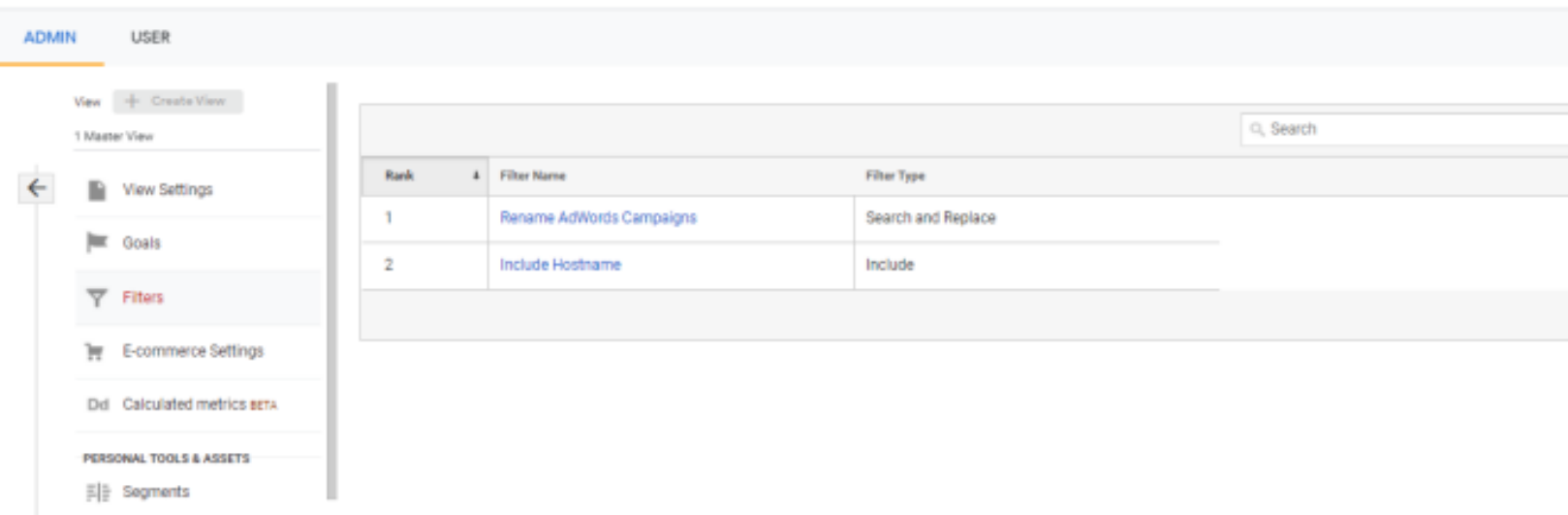
- Unfiltered: 3 Raw Data View
- Test: 2 Test View
- Production: 1 Master View



The screenshot displays the Google Analytics Admin interface, organized into three main columns: Account, Property, and View. The top navigation bar includes 'ADMIN' and 'USER' tabs. The 'Account' column shows 'Demo Account' with options like 'Account Settings', 'Account Access Management', 'All Filters', and 'Rubbish Bin'. The 'Property' column shows 'UA - Google Merchandise Store (UA-54516992-1)' with options like 'Property Settings', 'Tracking Info', 'PRODUCT LINKING' (Google Ads, AdSense, Ad Exchange), 'All Products', 'Audience Definitions', and 'Custom Definitions'. The 'View' column shows '3 Views' with a dropdown menu listing '1 Master View', '2 Test View', and '3 Raw Data View'. The right sidebar contains 'PERSONAL TOOLS & ASSETS' such as 'Segments', 'Annotations', 'Multi-Channel Funnels Setting', and 'Custom Channel Grouping'.

2. Best Practice Check: Filtering Internal Traffic

By clicking the Admin section, choosing one of the 3 Views and looking at The Filters, we can see that there is no view that help exclude internal traffic.



The screenshot shows the Google Analytics Admin interface. At the top, there are tabs for 'ADMIN' and 'USER'. Below the 'ADMIN' tab, there is a 'View' section with a '+ Create View' button and a list of views: '1 Master View'. To the left of the main content area is a sidebar with navigation options: 'View Settings', 'Goals', 'Filters' (highlighted with a red background), 'E-commerce Settings', 'Did Calculated metrics beta', and 'PERSONAL TOOLS & ASSETS' with a 'Segments' option. The main content area displays a table of filters. The table has three columns: 'Rank', 'Filter Name', and 'Filter Type'. There are two filters listed: Rank 1, 'Rename AdWords Campaigns' (Search and Replace), and Rank 2, 'Include Hostname' (Include). A search bar is located at the top right of the table.

Rank	Filter Name	Filter Type
1	Rename AdWords Campaigns	Search and Replace
2	Include Hostname	Include

- To add such filter, users with Edit rights can first choose Test View from the Admin section, click Filters and click Add Filter.
- Next, choose the Create new Filter option, add Filter name (such as Exclude Internal IP Addresses).
- For Filter Type, choose Custom, Exclude Filter Field: IP Address and then fill in the Filter Pattern with generated Regular Expression for the organisation's IP Range.
- Finally by saving the filter, users add it to the Test view.
- After 7-10 days or even longer, after the users can ensure the filter works properly for the Test View, they can copy it to the main view, by applying existing filter.

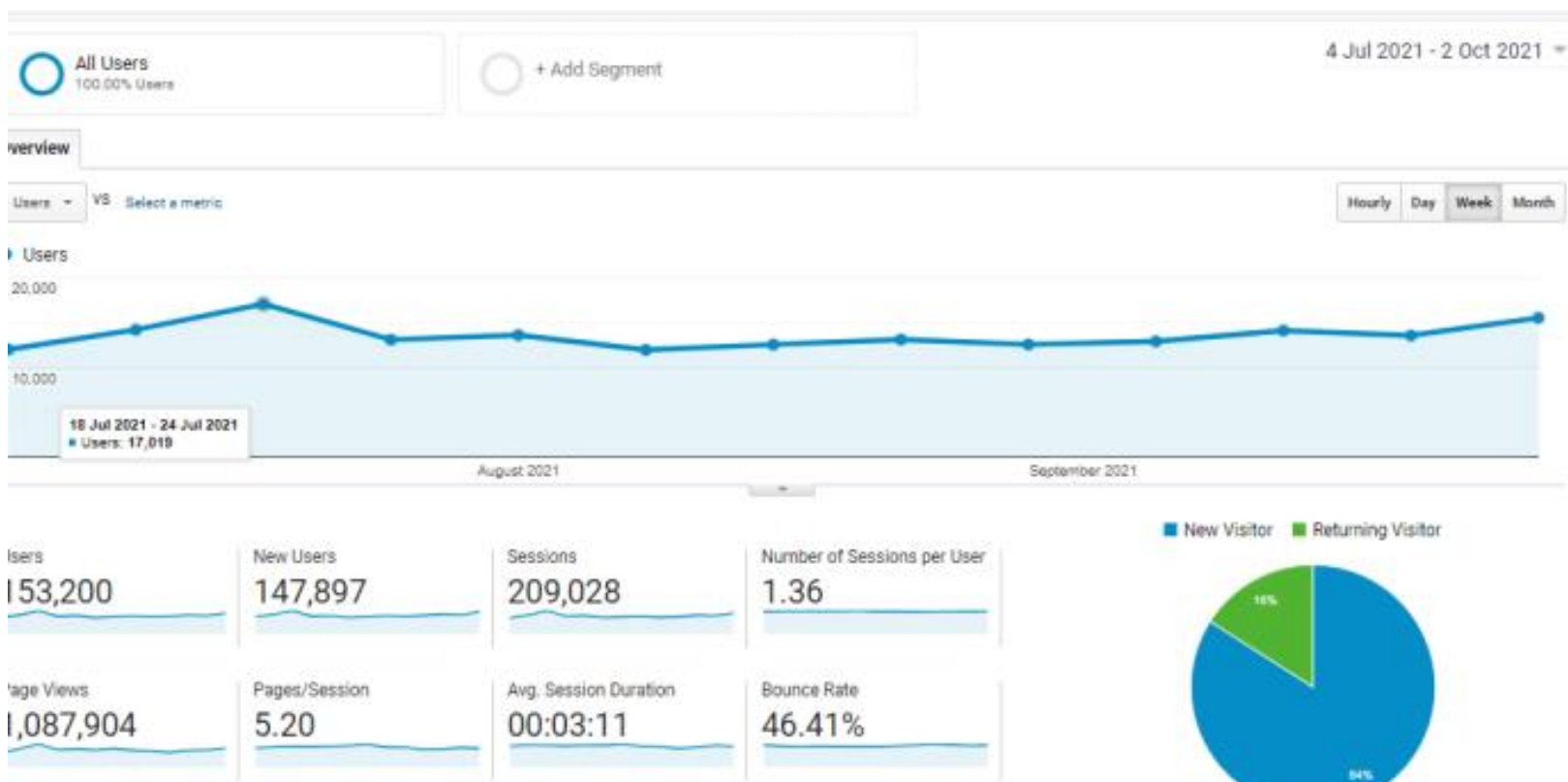


Data Exploration

Standard Display - Audience

From the Audience Overview Report, a three-month time period from 4 July 2021 to 2 October 2021 is selected. This period consists of 13 weeks, represented equally (each having 7 days) on the graph.

The week from 18 to 24 July had the most visitors (17,019 users), and the week from 8 to 14 August had the fewest visitors (11,919 users) to the Google Merchandise store.



Standard Display - Audience

Trends associated with these specific weeks



All Users
100.00% Users




+ Add Segment

4 Jul 2021 - 2 Oct 2021

Explorer

Summary Site Usage Goal Set 1 E-commerce

Users VS Select a metric

Day Week Month 

Users Direct



If looked at the individual days, it can be seen that this highest-traffic week was mainly caused by the highest traffic day: 19 July 2021. No annotation was provided.

Besides, looking at Acquisition/Channels, we can see that 97.45% of all users came from Direct Channel and during the peak week, traffic also mostly came from Direct Channel.

Because no campaign or event was provided, it can be assumed that this was a random peak.

Standard Display: Acquisition

During the three month period, excluding *Direct* and (*Other*), Display had the highest bounce rate (83.12%) and lowest eCommerce conversion rate (0%) while Affiliates had the lowest bounce rates (74.41%). and the highest eCommerce conversion rates (0.5%).

<input type="checkbox"/>	Default Channel Grouping	Acquisition			Behaviour			Conversions	E-commerce	
		Users  	New Users 	Sessions 	Bounce Rate 	Pages/Session 	Avg. Session Duration 	E-commerce Conversion Rate 	Transactions 	Revenue 
		153,200 % of Total: 100.00% (153,200)	148,082 % of Total: 100.12% (147,897)	209,028 % of Total: 100.00% (209,028)	46.41% Avg for View: 46.41% (0.00%)	5.20 Avg for View: 5.20 (0.00%)	00:03:11 Avg for View: 00:03:11 (0.00%)	3.07% Avg for View: 3.07% (0.00%)	6,418 % of Total: 100.00% (6,418)	US\$466,392.37 % of Total: 100.00% (US\$466,392.37)
<input type="checkbox"/>	1. Direct	149,490 (97.45%)	144,312 (97.45%)	204,594 (97.88%)	45.69%	5.27	00:03:14	3.13%	6,402 (99.75%)	US\$461,442.81 (98.94%)
<input type="checkbox"/>	2. Paid Search	2,160 (1.41%)	2,121 (1.42%)	2,250 (1.08%)	81.38%	1.55	00:00:23	0.31%	7 (0.11%)	US\$3,385.32 (0.73%)
<input type="checkbox"/>	3. Display	1,198 (0.78%)	1,175 (0.79%)	1,469 (0.70%)	83.12%	1.90	00:00:46	0.00%	0 (0.00%)	US\$0.00 (0.00%)
<input type="checkbox"/>	4. Affiliates	485 (0.32%)	437 (0.30%)	598 (0.29%)	74.41%	2.57	00:01:40	0.50%	3 (0.05%)	US\$427.10 (0.09%)
<input type="checkbox"/>	5. (Other)	61 (0.04%)	37 (0.02%)	117 (0.06%)	35.04%	8.58	00:04:45	5.13%	6 (0.09%)	US\$1,137.14 (0.24%)

Standard Display: Acquisition

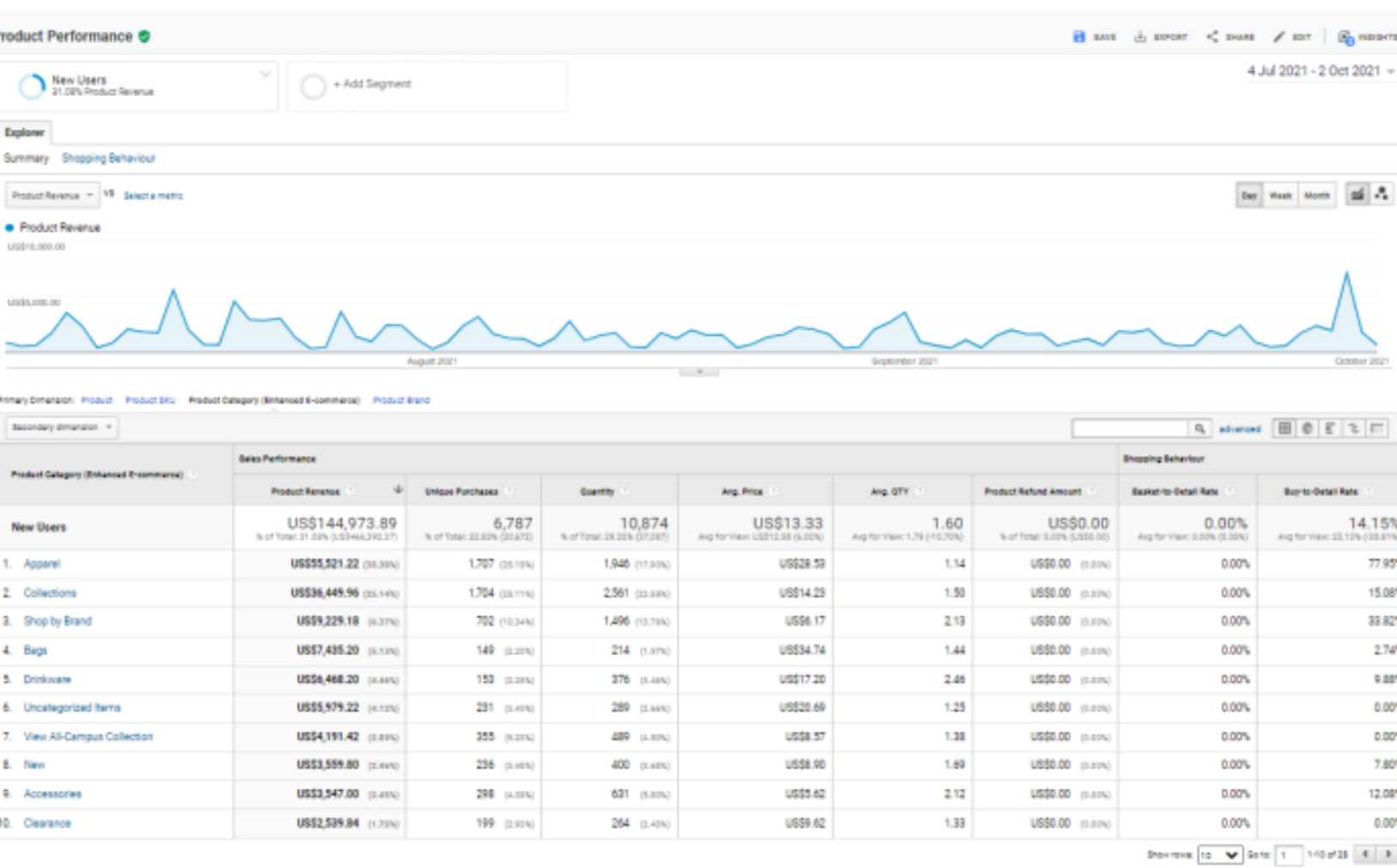
- *The highest bounce rate and lowest conversion rate of Display suggests that the display ads seem to be irrelevant to those seeing it and not targeted at the target customers.*

Combined with Pages/Session and Average Session Duration, it is shown that Display has the second lowest engagement level, after Paid Search. Even though Pages/Session and Session Duration may not be important to eCommerce as they are to Publishing business, this rate again reflects ads' irrelevance to the audience. Besides, although Paid Search has lower Page views and Session Duration, its slightly higher conversion rate may be due to the fact that some of the searchers already had an intention to buy before searching.

- *The lower bounce rate and higher conversion rate of Affiliates suggests higher relevance; however, the channel is still less effective compared to Direct and Other.*

Percentage Display: Conversion

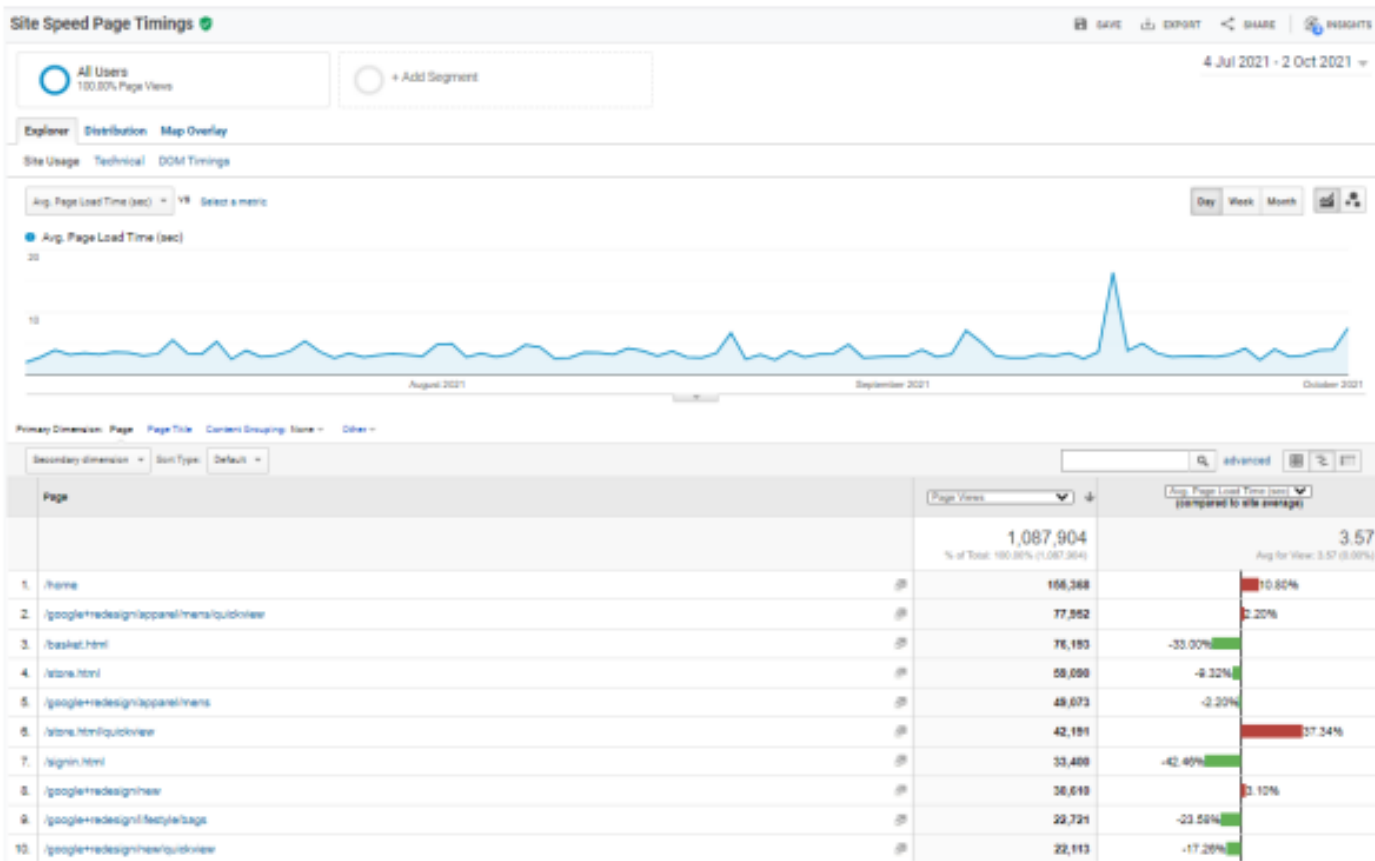
During the three month period, Apparel contributed the highest number of unique purchases (1.707) for New Users and was also responsible for the largest percentage of revenue (38.3%) for New Users.



Comparison Display: Behavior

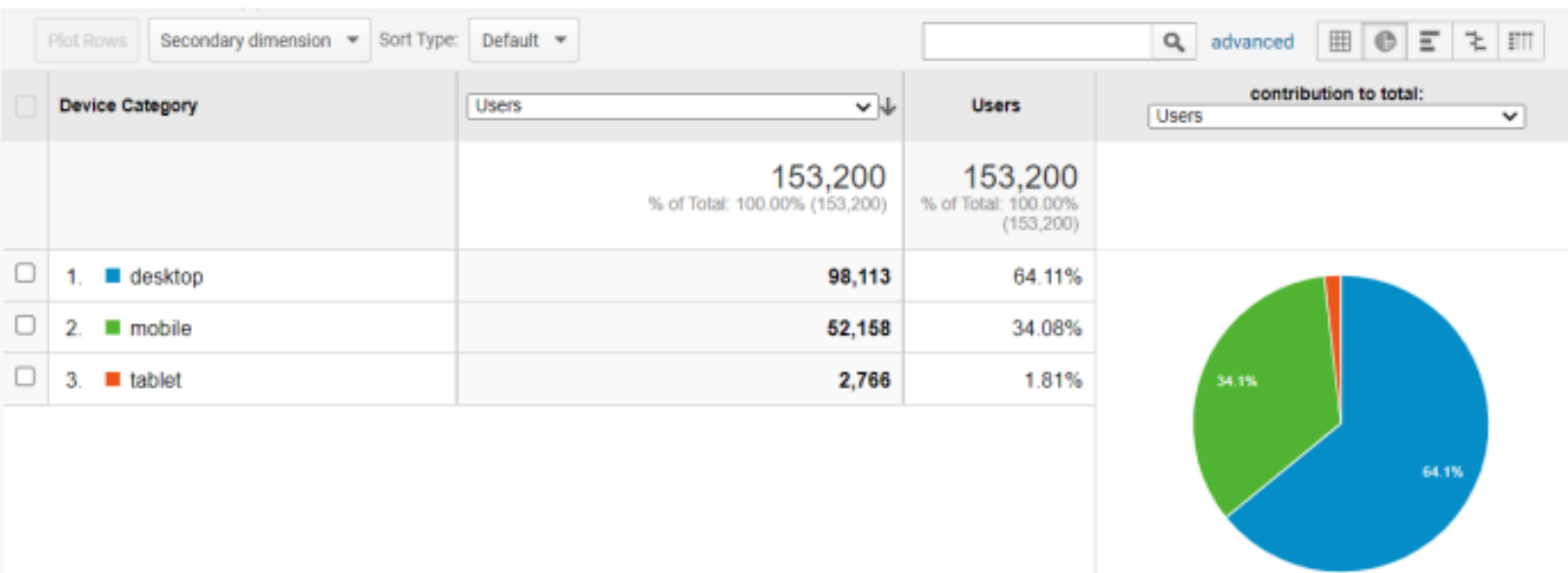
Comparison report showing Site Speed Page timings for our top ten pages (based on pageviews) and identify any potential troublespots.

- The slowest one among the 10 is /store.html/quickview and if we go to the page, we can see that it is now no longer available.
- Besides, given the highest number of pageviews for the Home page and the second slowest Load Time, the Home Page also needs more attention.

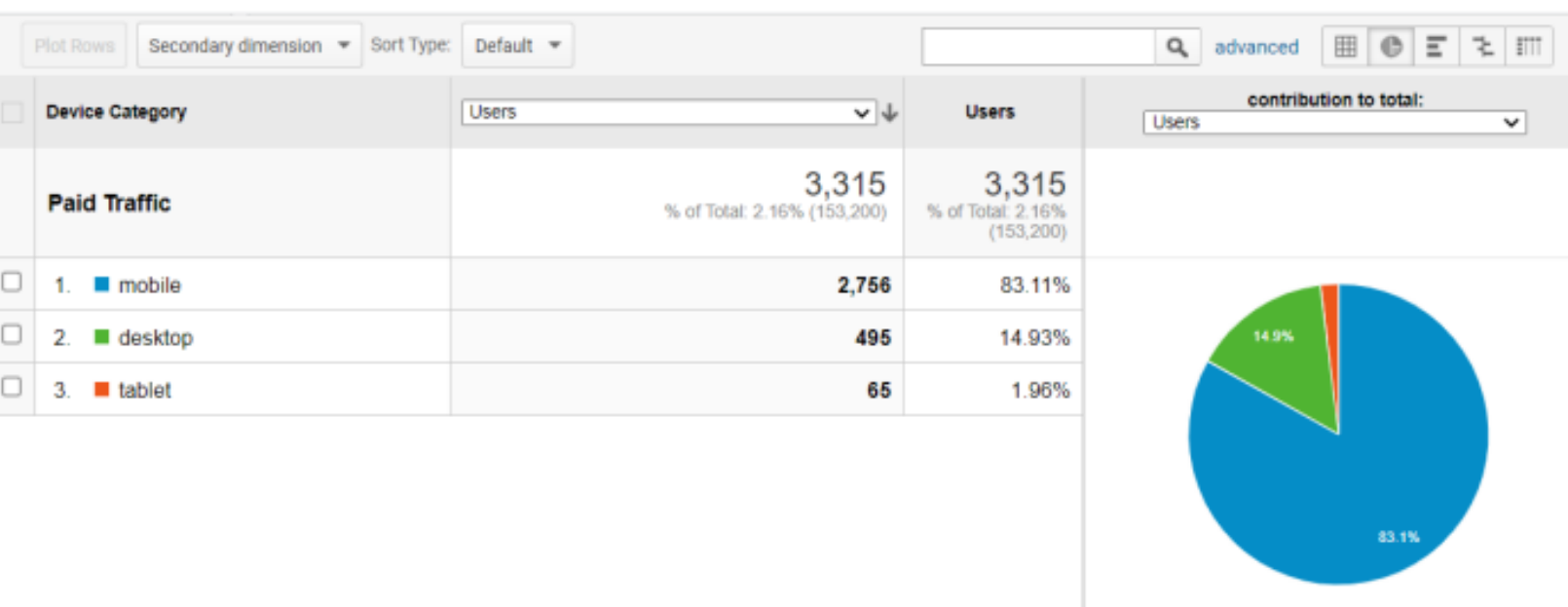


Percentage Display: Audience

Among All Users, 34.1% came from mobile, 64.11% came from desktop, and 1.81% came from tablet devices.



Among Paid Traffic Users, there is a stark difference compared to All Users regarding where the majority of users came from. 83.11% came from mobile while 14.93% came from desktop. The only similarity is that only a small proportion (1.96%) came from tablet devices.



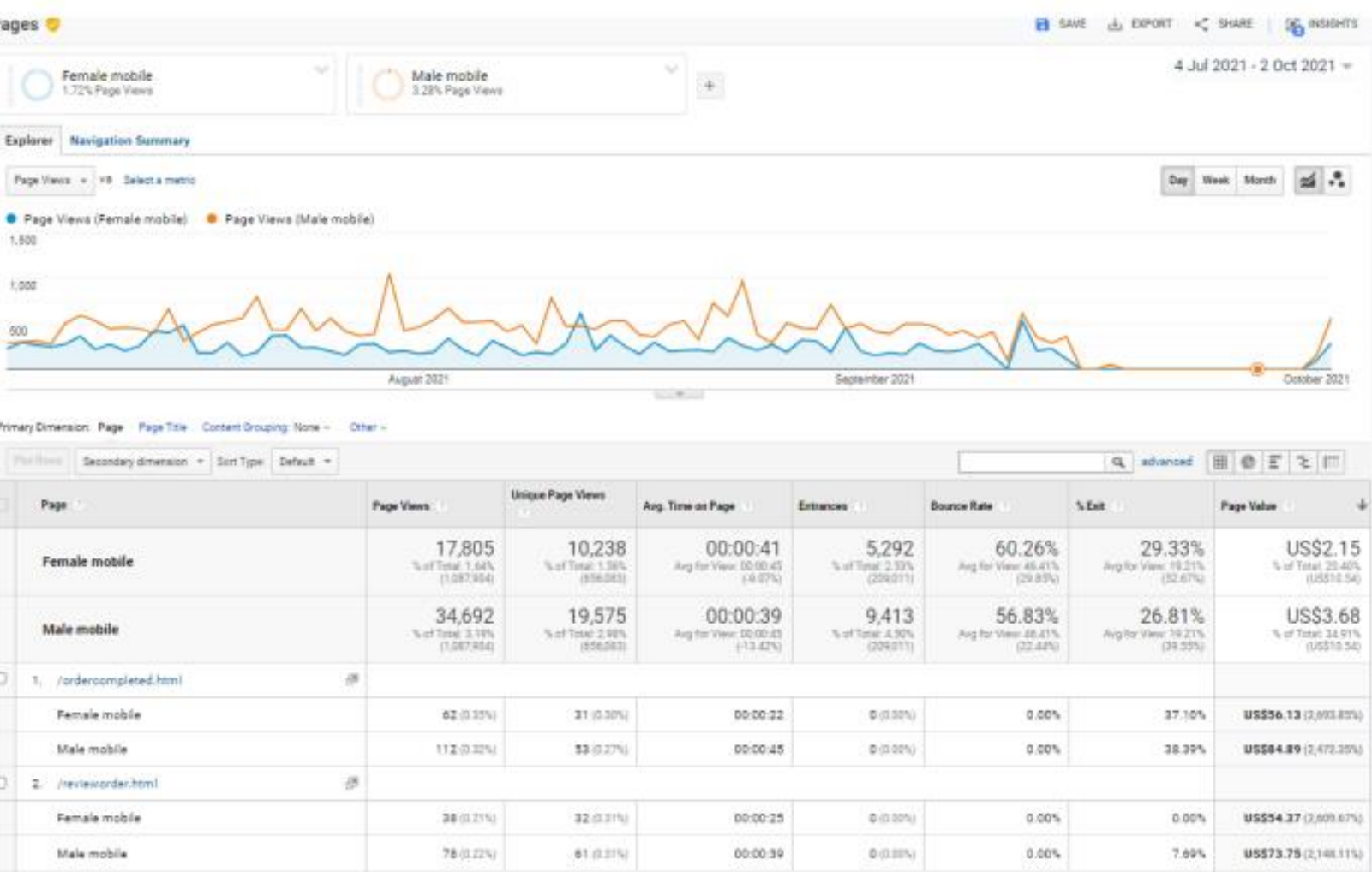


Segmentation

Audience Segment: Characteristic

Female Mobile or Male Mobile has the higher Page Value?

Both segments are built-in/system segments.

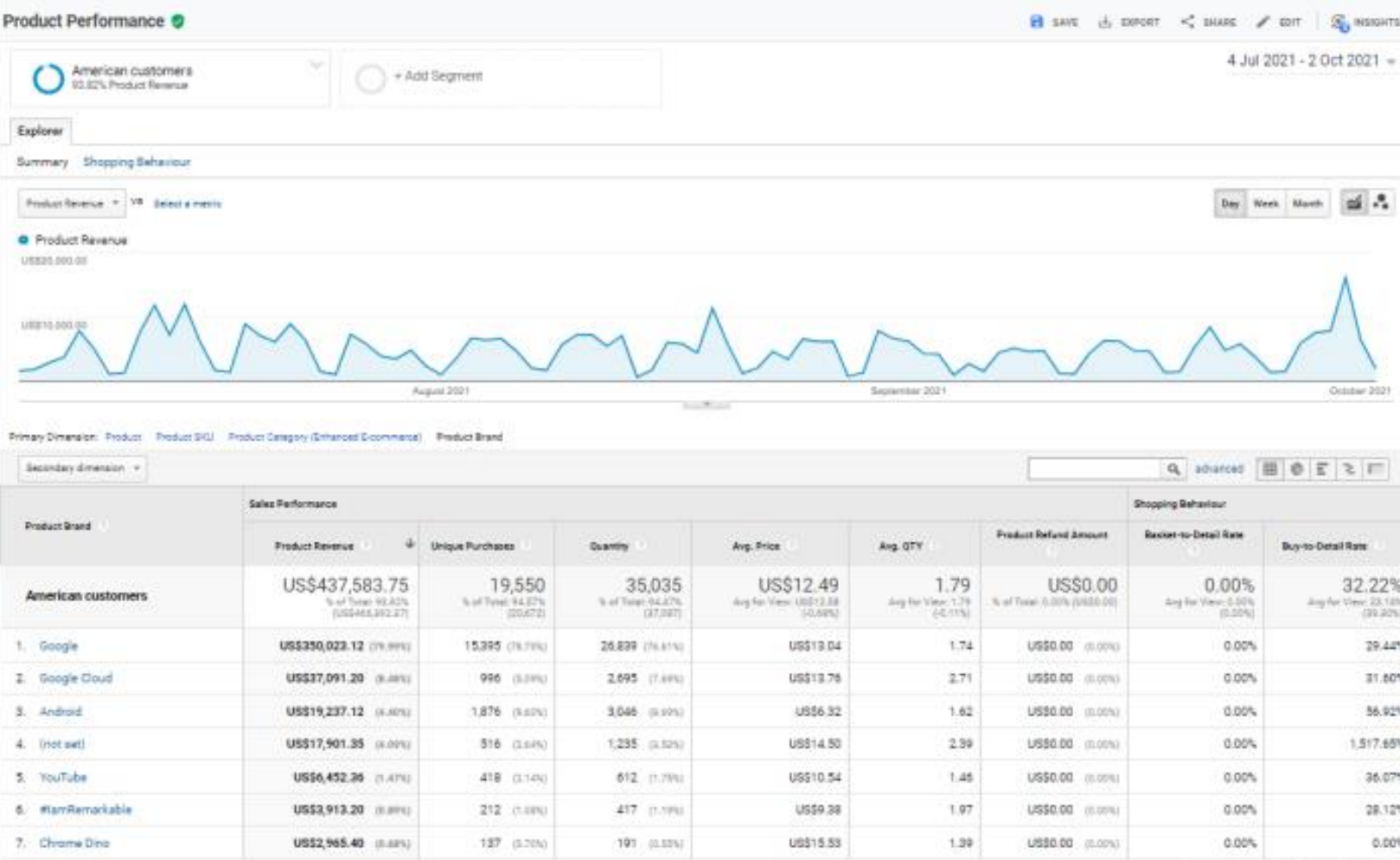


Looking at Behaviour→Site Content →All Pages with Page as the Primary Dimension, we can see that the average page value is higher for Male Mobile (US\$3.68) than Female Mobile (US\$2.15) . Especially for the top four highest-value pages: Order Completed, Review Order, Payment and Your Info, the values for Male Mobile are significantly higher than those for Female Mobile.

Audience Segment: Geography

Which Product Brand performed the best for American Customers?

American Customers is a customer segment created by Selecting Demographics→Location: Country exactly matches United States.




Looking at Conversions→E-Commerce→Product Performance with Product Brand as the Primary Dimension, we can see that among the seven brands listed, Google brand had the best performance in terms of Revenue, Unique Purchases and Quantity during the three-month period considered.


Audience Segment: User Behaviour


Does the Home page have a positive impact on conversion?


First, we create 2 behavioural segments: Home Viewers and Home Preceding Goal 1 Completion with **Sessions** as the scope.

Home Viewers

Overview 

 Home Preceding Goal 1 Completion
13.77% Goal Completions

 All Users
100.00% Goal Completions

 Home Viewers
49.22% Goal Completions

Home Viewers

Save Cancel Preview

Demographics

Technology


Behaviour

Date of First Session

Traffic Sources

Enhanced E-commerce

Advanced

Conditions 

Sequences

Conditions

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

Filter Sessions = Include =

Page

exactly matches

/home

OR AND

+ Add Row

Home Preceding Goal 1 Completion

Home Preceding Goal 1 Completion

Save Cancel Preview

Demographics

Technology

Behaviour


Date of First Session

Traffic Sources

Enhanced E-commerce

Advanced

Conditions

Sequences 

Sequences

Segment your users and/or their sessions according to sequential conditions.

Filter Include = Sessions = Sequence start Any user interaction =

STEP 1

Page

exactly matches

/home

is followed by...

STEP 2

Purchase Complet...

per hit

>

0

Add Step

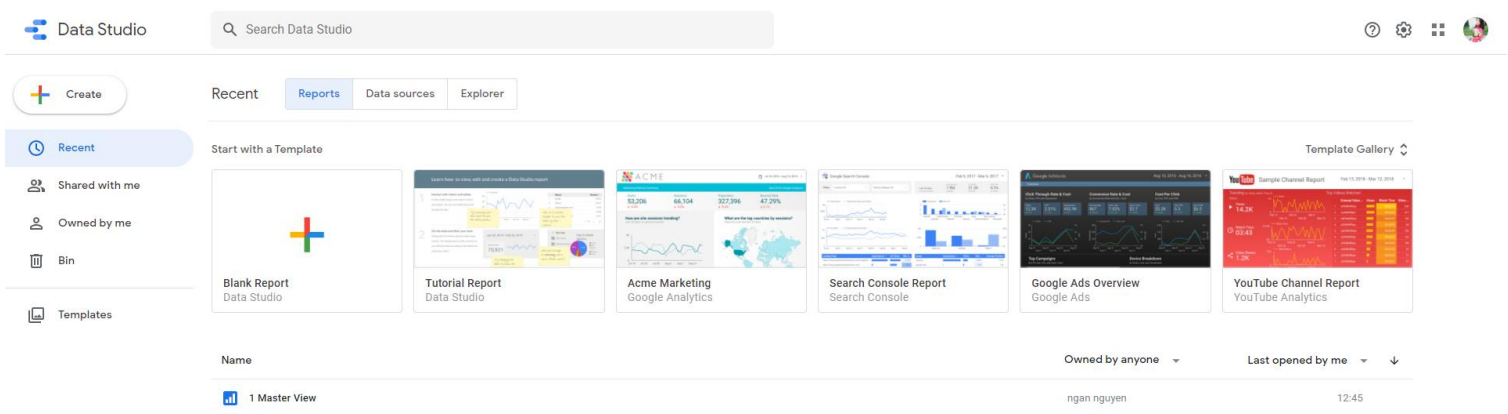
Part Two:

Connecting a Data Source and Creating a Custom Dashboard

1. Merchandise Store Draft Dashboard: Built on the Master View

Link the Master View of the Google Merchandise Store Demo Account Google Analytics Data to Data Studio, using the Google Analytics Connector found in Data Studio

Take a screenshot showing the Master View as a Data Source in Data Studio.



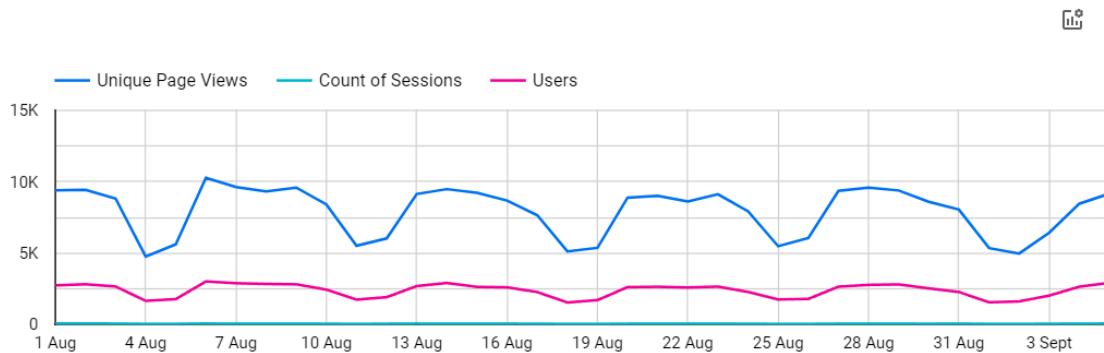
2. Merchandise Store Draft Dashboard: Time Series chart

Contain a Time Series chart: configured to show unique pageviews, sessions, and users.

Optional metrics button allows us to see Count of Sessions separately.

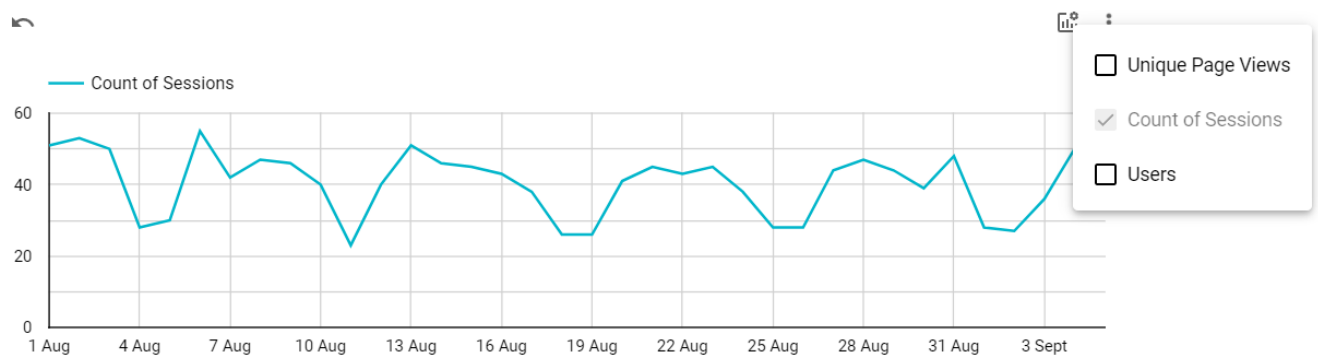
1 Aug 2018 - 5 Sept 2018

Time Series Chart



1 Aug 2018 - 5 Sept 2018

Time Series Chart

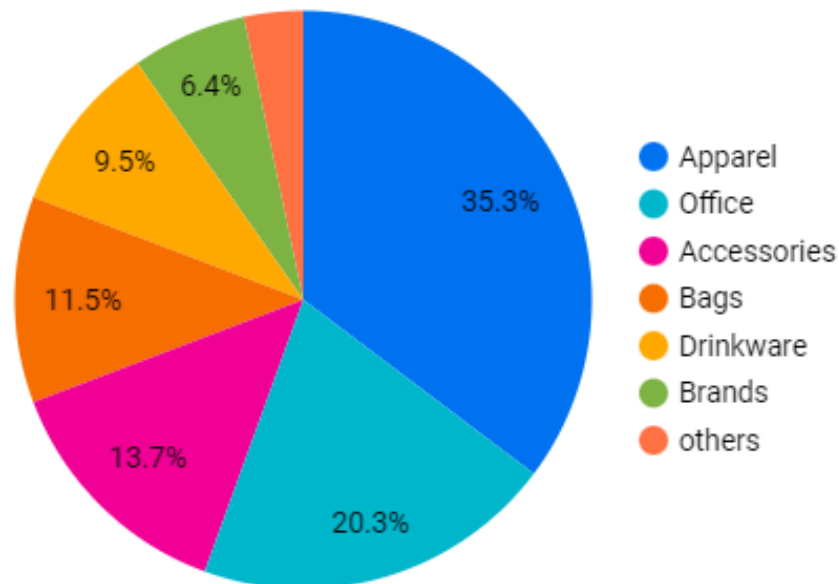


3. Merchandise Store Draft Dashboard: Pie chart, 7 slices

Contain a Pie chart, 7 slices: configured to show revenue, broken down by product categories.

The Google Merchandise Store has used multiple Product Category Groups and for this chart, you are being asked to use the dimension called Product Category - Previous Content Group.

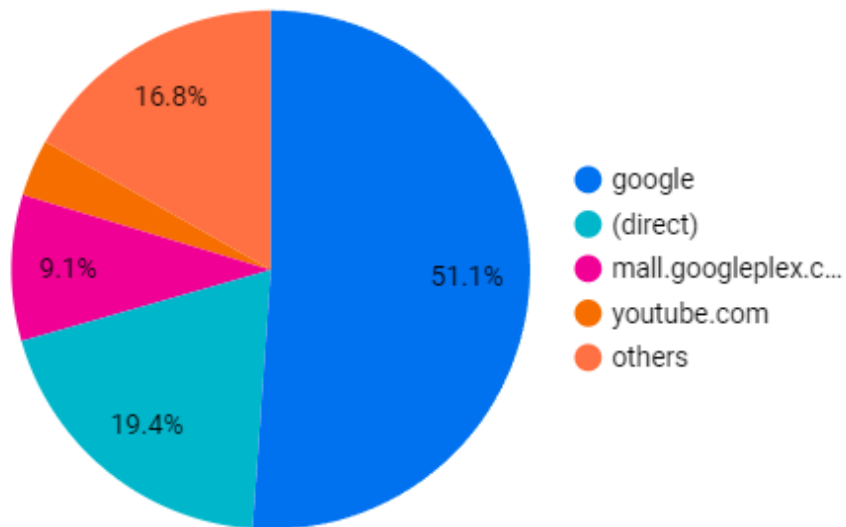
Pie Chart - 7 Slices



4. Merchandise Store Draft Dashboard: Pie chart, 5 slices

Contain a Pie chart, 5 slices: configured to show what sources are driving new users to the site.

Pie Chart - 5 Slices



5. Merchandise Store Draft Dashboard: Scorecard

Contain a Scorecard: configured to display average order value.

Scorecard

Avg. Order Value

\$101.32

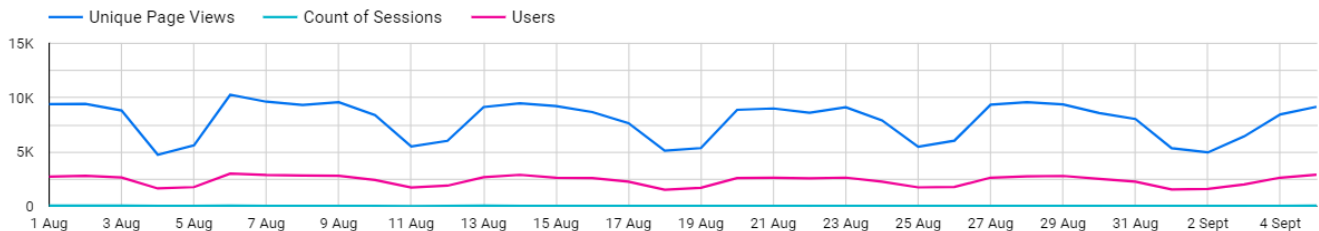
6. Merchandise Store Draft Dashboard: Date Range Control

Contain a **Date Range Control** that governs all of the charts, set to the range of **August 1st-September 5th, 2018**.

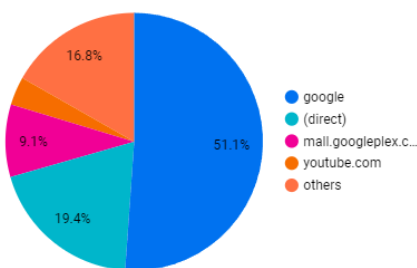
The **Date Range Control** is on the top right corner.

1 Aug 2018 - 5 Sept 2018

Time Series Chart



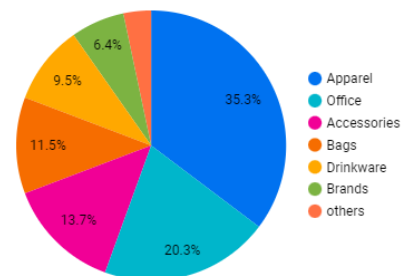
Pie Chart - 5 Slices



Scorecard

Avg. Order Value
\$101.32

Pie Chart - 7 Slices



Marketing Analytics Nanodegree Program

Google Analytics