

Google Analytics



Advanced Displays,
Segmentation & Filtering

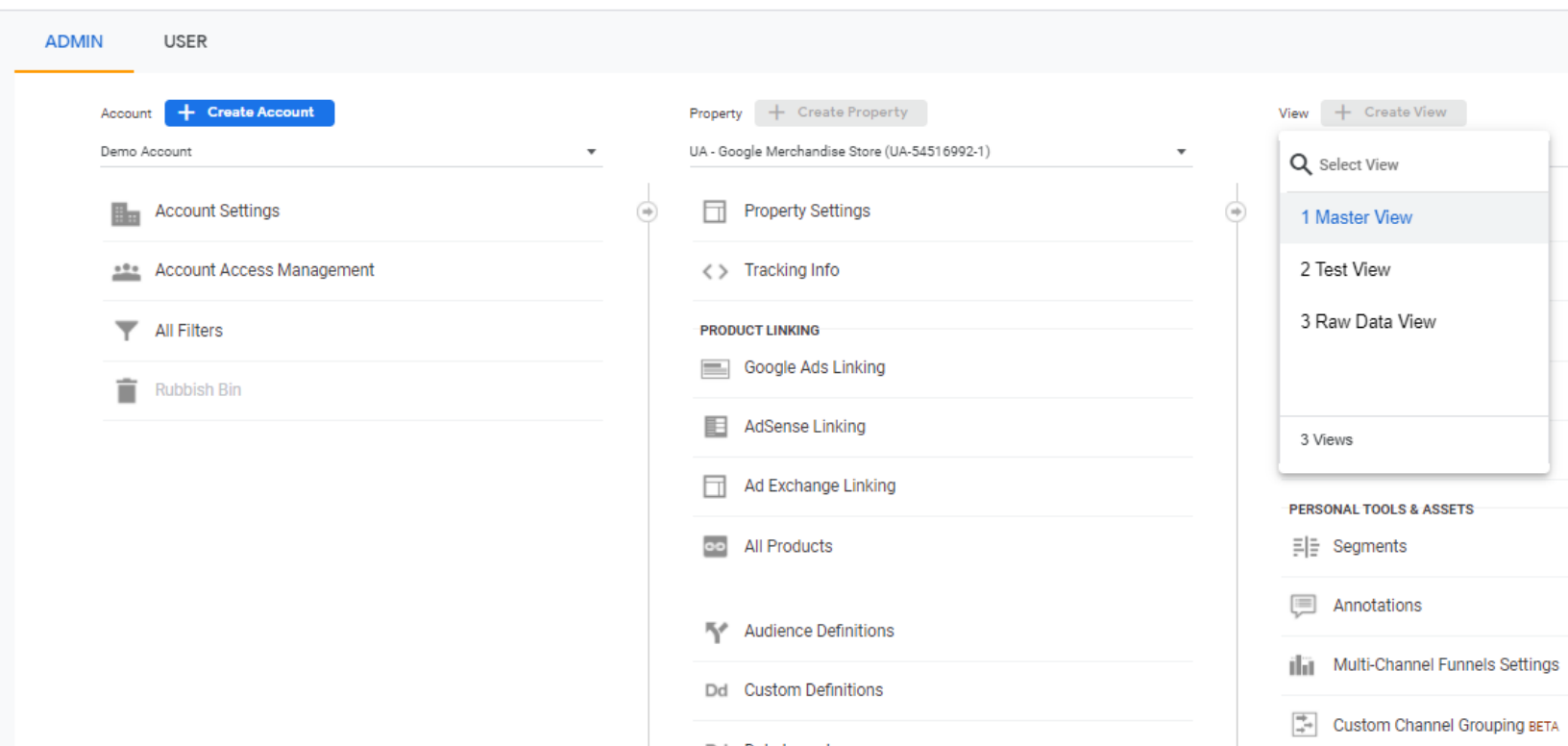


Part One: Primary Views & Filters

1. Best Practice Check: Three Primary Views

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

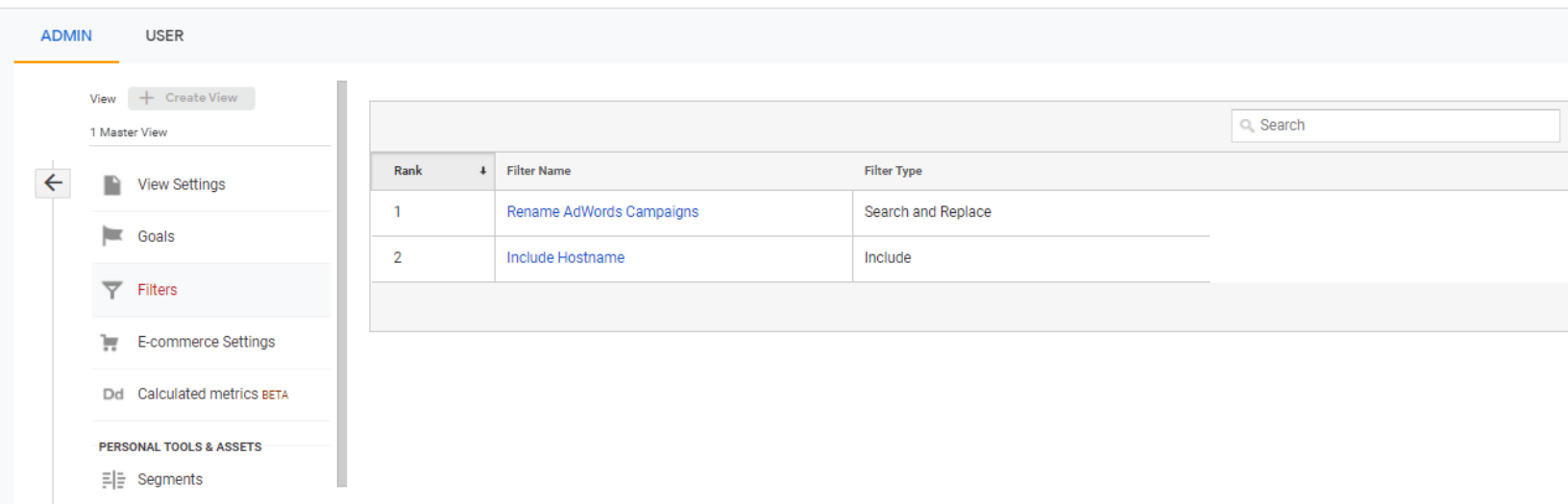
- Unfiltered: 3 Raw Data View
- Test: 2 Test View
- Production: 1 Master View



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', and 'PRODUCT LINKING'. 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 Settings', and 'Custom Channel Grouping BETA'.

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 sidebar on the left with a 'View' dropdown and a '+ Create View' button. The sidebar lists several options: '1 Master View', 'View Settings', 'Goals', 'Filters' (highlighted with a red background), 'E-commerce Settings', 'Calculated metrics BETA', and 'PERSONAL TOOLS & ASSETS' with 'Segments' below it. The main content area shows a table of filters. At the top right of the table is a search bar labeled 'Search'. The table has three columns: 'Rank', 'Filter Name', and 'Filter Type'. There are two filters listed:

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.



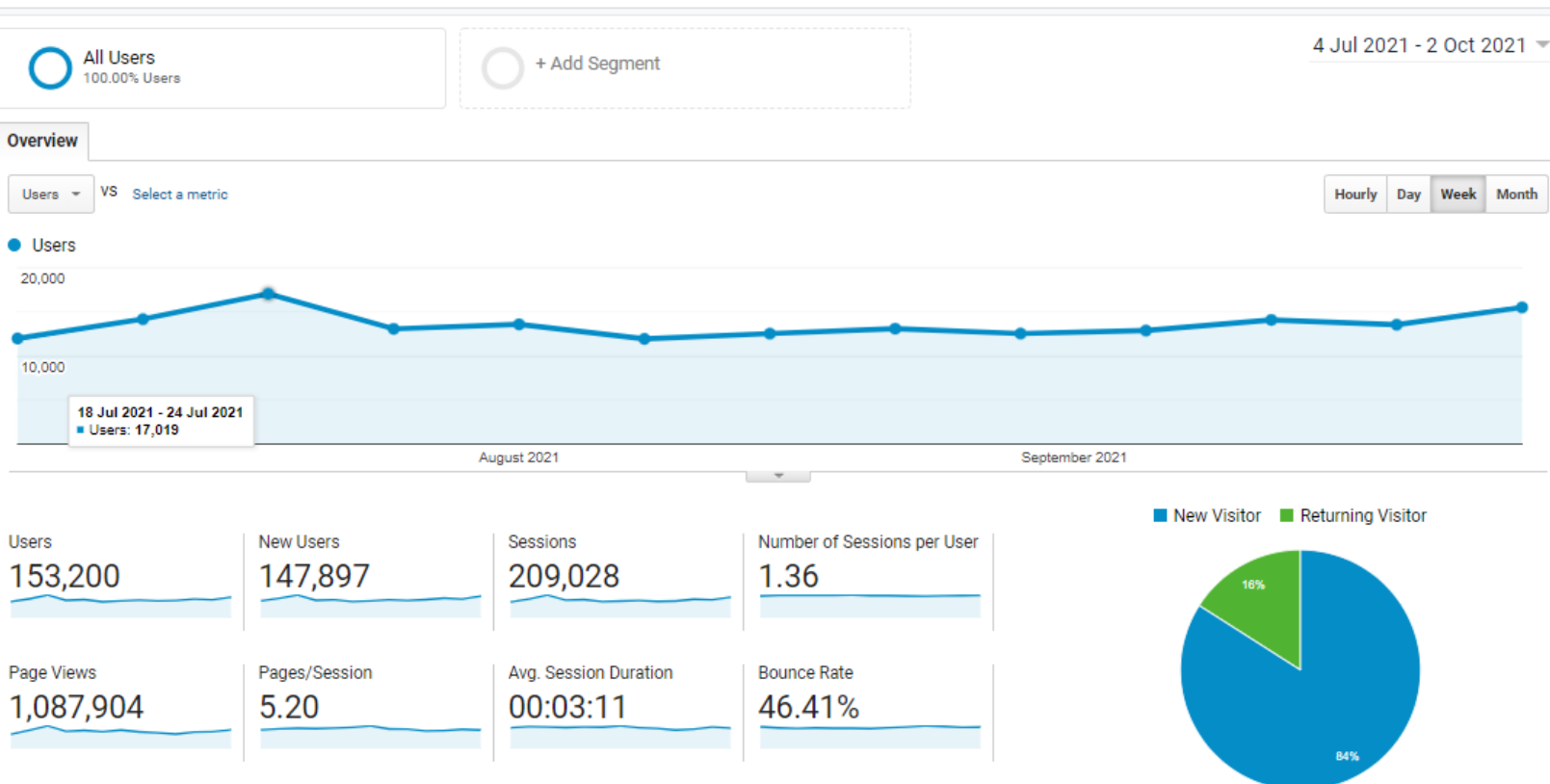
Part Two: Data Exploration

Standard Display - Audience

From the Audience Overview Report, select a three month time period you would like to explore. Which week had the most visitors, and which week had the fewest visitors to your site?

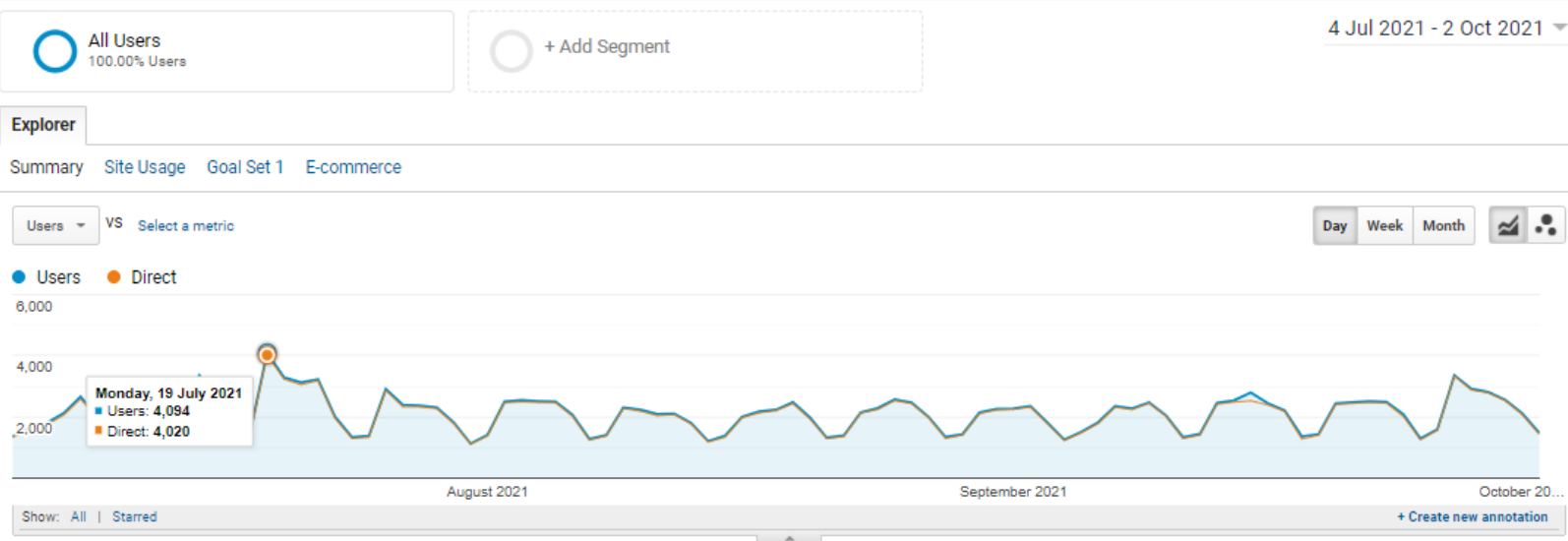
From the Audience Overview Report, a three-month time period from 4 July 2021 to 2 October 2021 is selected. This period consists of 13 weeks, represented equally (each having 7 days) on the graph.

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

Do you have any ideas why certain trends are associated with these specific weeks?



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 you've selected, excluding Direct and (Other), which channels had the highest and lowest bounce rates and the highest and lowest eCommerce conversion rates?

First, we use Advanced Filter to filter out Direct and (Other).

Sort Type: Default

Exclude **Default Channel Grouping** Exactly matching: Direct

and

Exclude **Default Channel Grouping** Exactly matching: (Other)

and

+ Add a dimension or metric

Apply Cancel

The results are shown in the following table and we can sort by the highest or lowest number.

Plot Rows		Secondary dimension	Sort Type: Default	Advanced Filter ON						
	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 ?
		3,843 % of Total: 2.51% (153,200)	3,733 % of Total: 2.52% (147,897)	4,317 % of Total: 2.07% (209,028)	81.01% Avg for View: 46.41% (74.54%)	1.81 Avg for View: 5.20 (-65.22%)	00:00:41 Avg for View: 00:03:11 (-78.33%)	0.23% Avg for View: 3.07% (-92.46%)	10 % of Total: 0.16% (6,418)	US\$3,812.42 % of Total: 0.82% (US\$466,392.37)
<input type="checkbox"/>	1. Display	1,198 (31.17%)	1,175 (31.48%)	1,469 (34.03%)	83.12%	1.90	00:00:46	0.00%	0 (0.00%)	US\$0.00 (0.00%)
<input type="checkbox"/>	2. Paid Search	2,160 (56.21%)	2,121 (56.82%)	2,250 (52.12%)	81.38%	1.55	00:00:23	0.31%	7 (70.00%)	US\$3,385.32 (88.80%)
<input type="checkbox"/>	3. Affiliates	485 (12.62%)	437 (11.71%)	598 (13.85%)	74.41%	2.57	00:01:40	0.50%	3 (30.00%)	US\$427.10 (11.20%)

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%).

Standard Display: Acquisition

What do these metrics mean, based on your experience?

Bounce rate is the percentage of one-page sessions without any page interaction.

Conversion rate is the percentage of sessions resulting in e-commerce transaction.

- *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.*

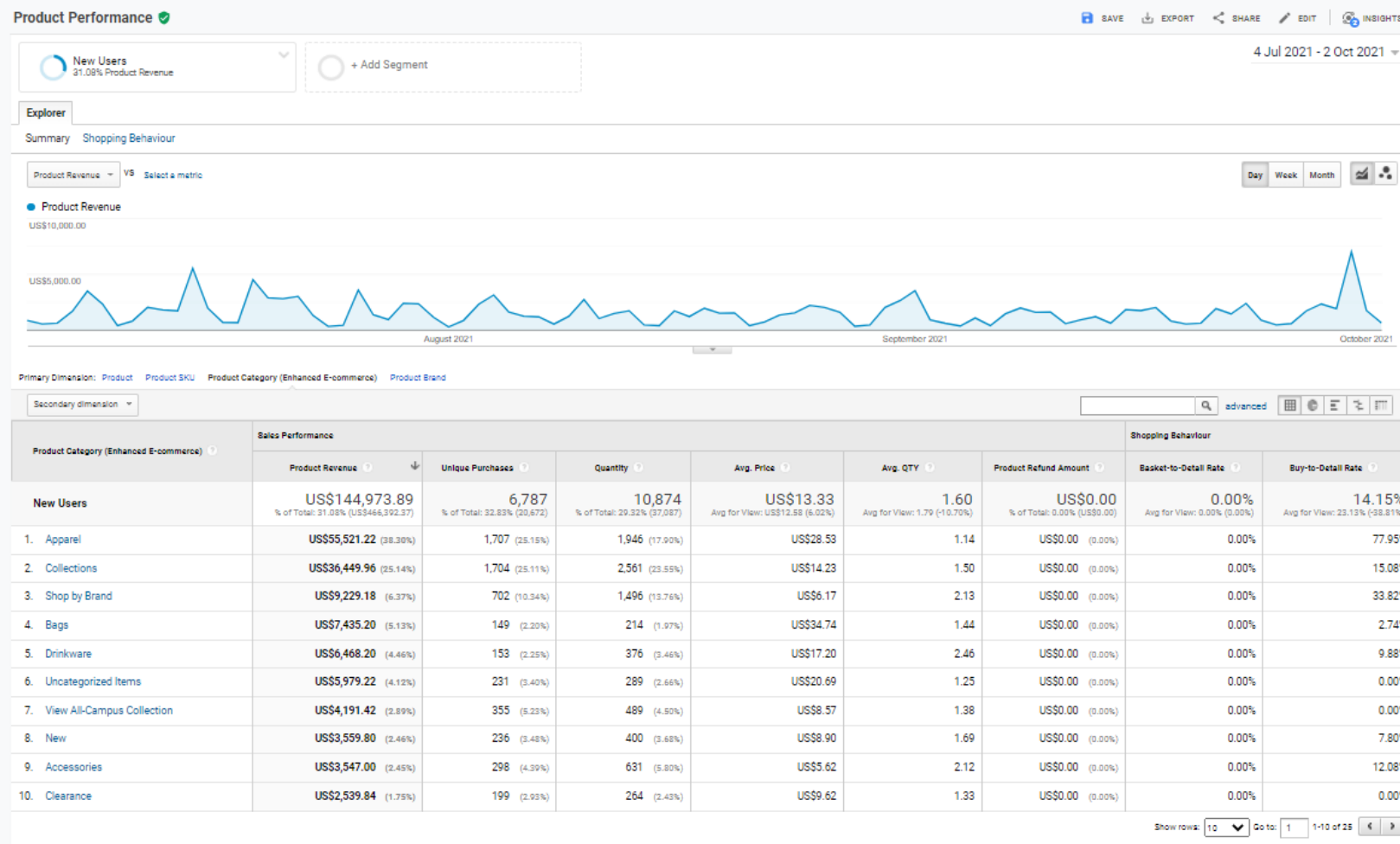
Combined with Pages/Session and Average Session Duration, it is shown that Display has the second lowest engagement level, after Paid Search. Even though Pages/Session and Session Duration may not be important to eCommerce as they are to Publishing business, this rate again reflects ads' irrelevance 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 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.)

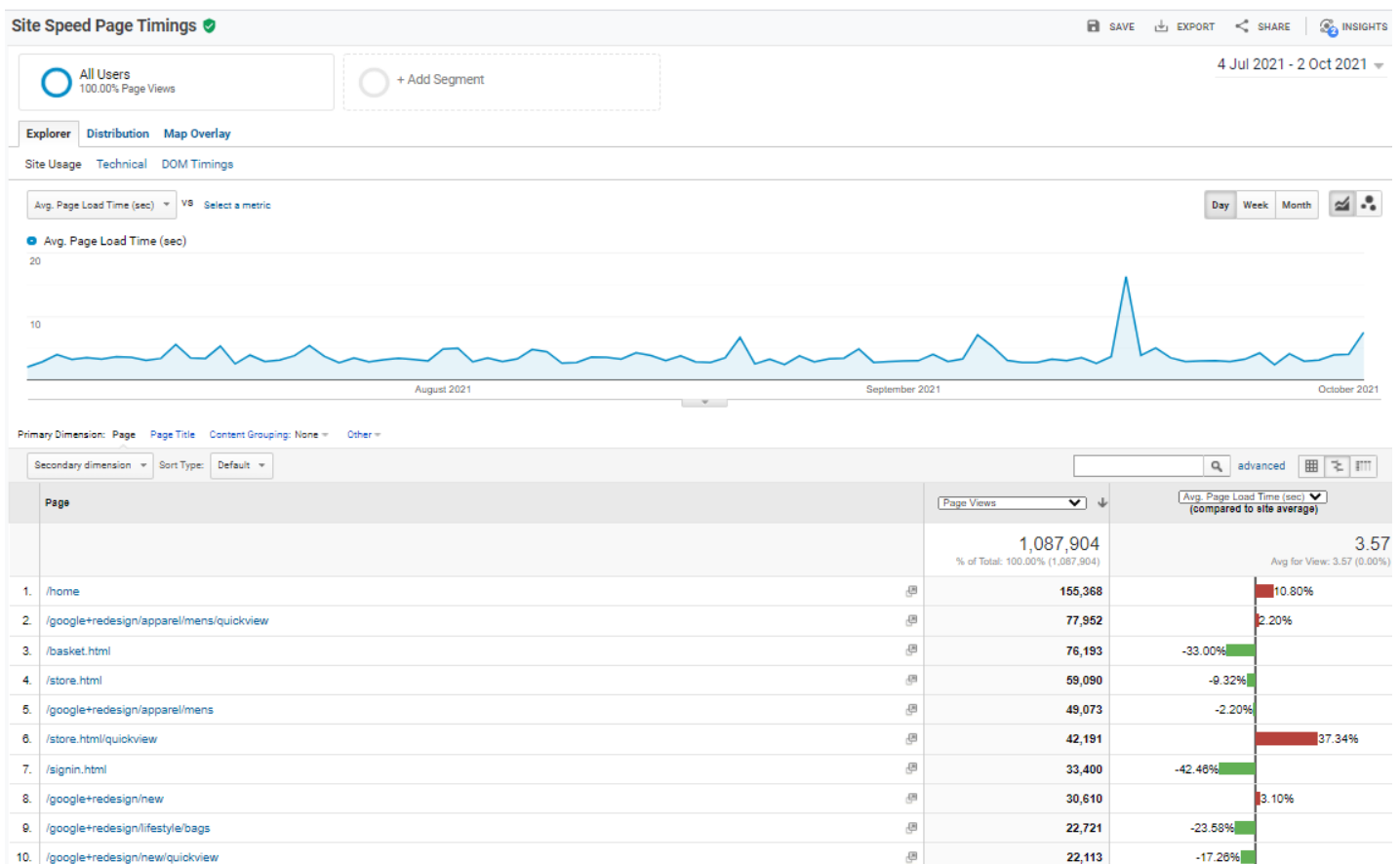
During the three month period, Apparel contributed the highest number of unique purchases (1.707) for New Users and was also responsible for the largest percentage of revenue (38.3%) for New Users.



Comparison Display: Behavior

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.

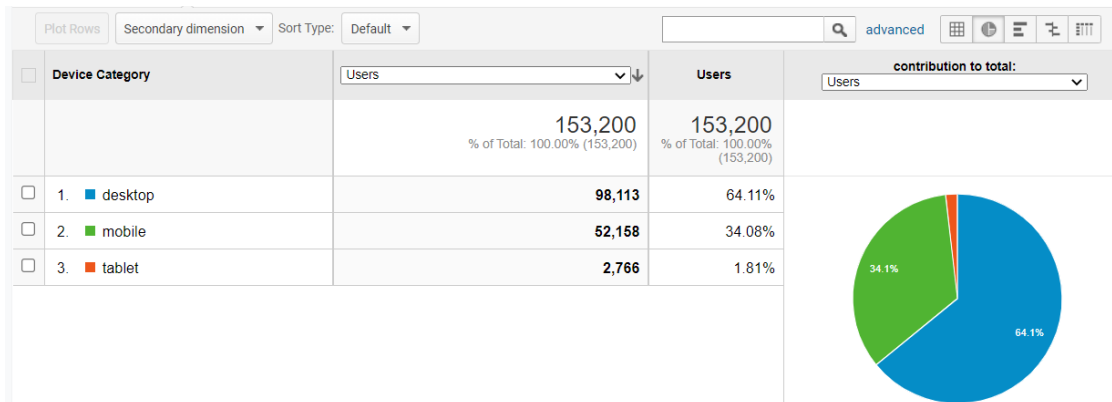
- The slowest one among the 10 is /store.html/quickview and if we go to the page, we can see that it is now no longer available.
- Besides, given the highest number of pageviews for the Home page and the second slowest Load Time, the Home Page also needs more attention.



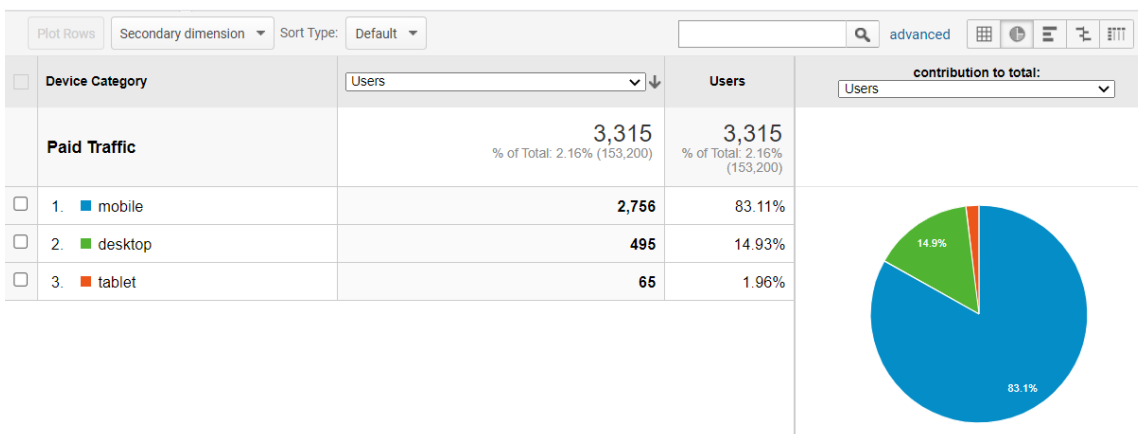
Percentage Display: Audience

Please go into the Audience → Overview → Mobile report and provide a screenshot or screenshots that show the following: Between the start and end of the three month period you've chosen, please provide percentage charts (pie charts) that show what 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.

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.



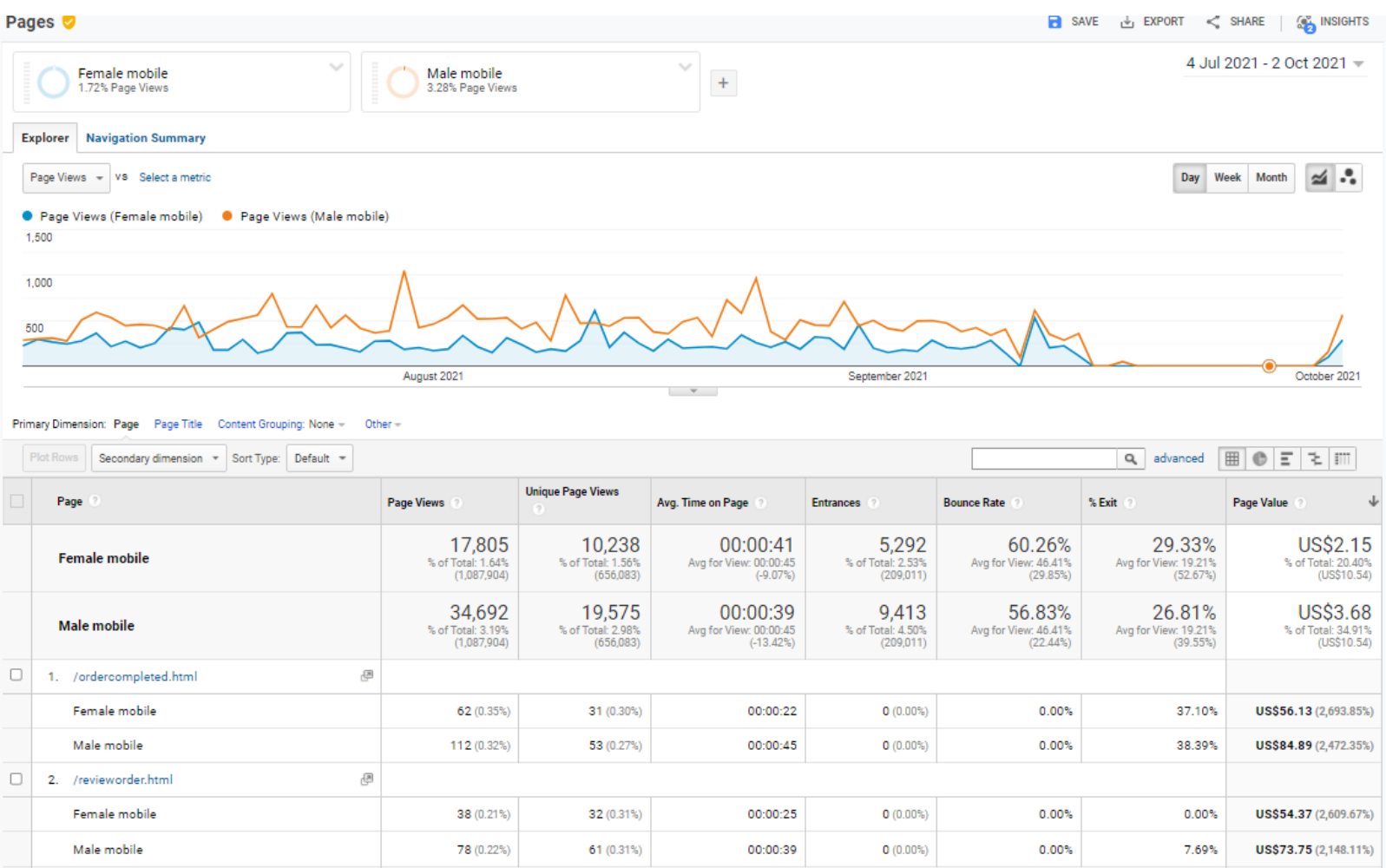


Part Three: Segmentation

Audience Segment: Characteristic

Female Mobile or Male Mobile has the higher Page Value?

Both segments are built-in/system segments.

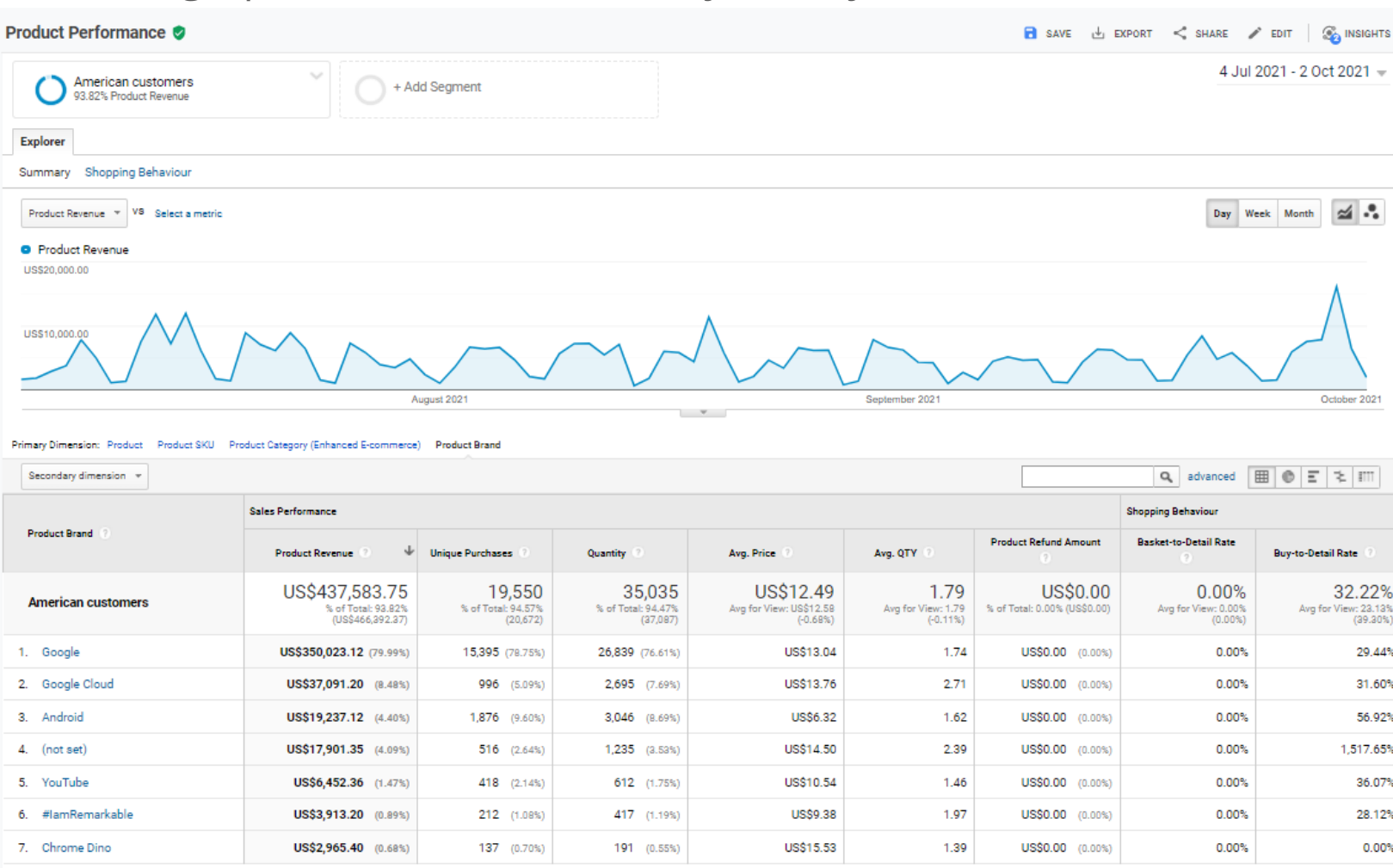


Looking at Behaviour→Site Content →All Pages with Page as the Primary Dimension, we can see that the average page value is higher for Male Mobile (US\$3.68) than Female Mobile (US\$2.15) . Especially for the top four highest-value pages: Order Completed, Review Order, Payment and Your Info, the values 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
15.75% 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 **1**

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 Filter

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 **1**

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

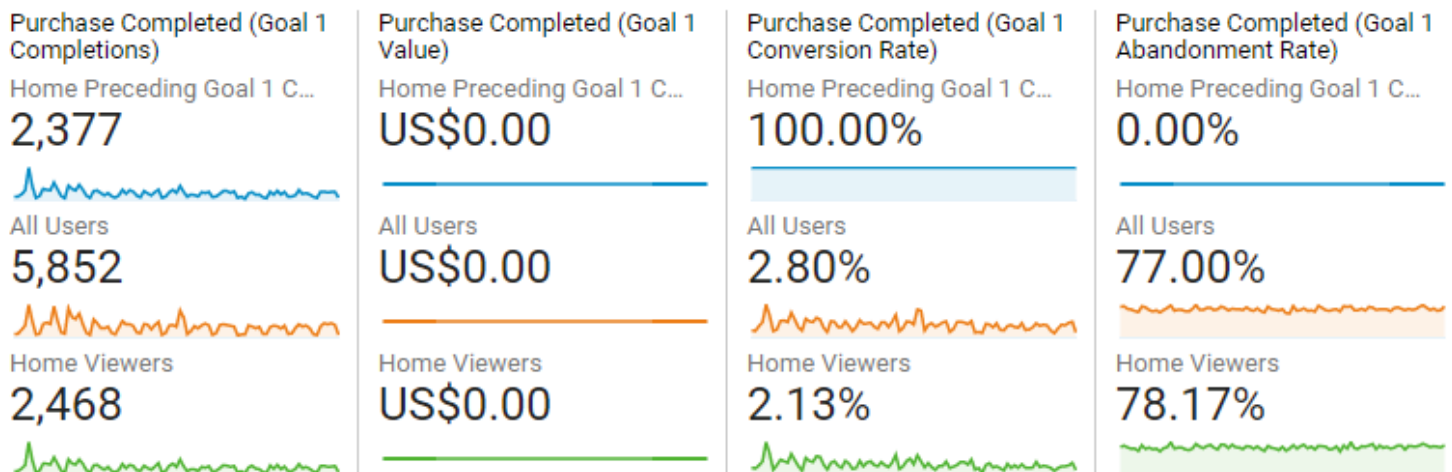
Purchase Complet... per hit > 0

Add Step

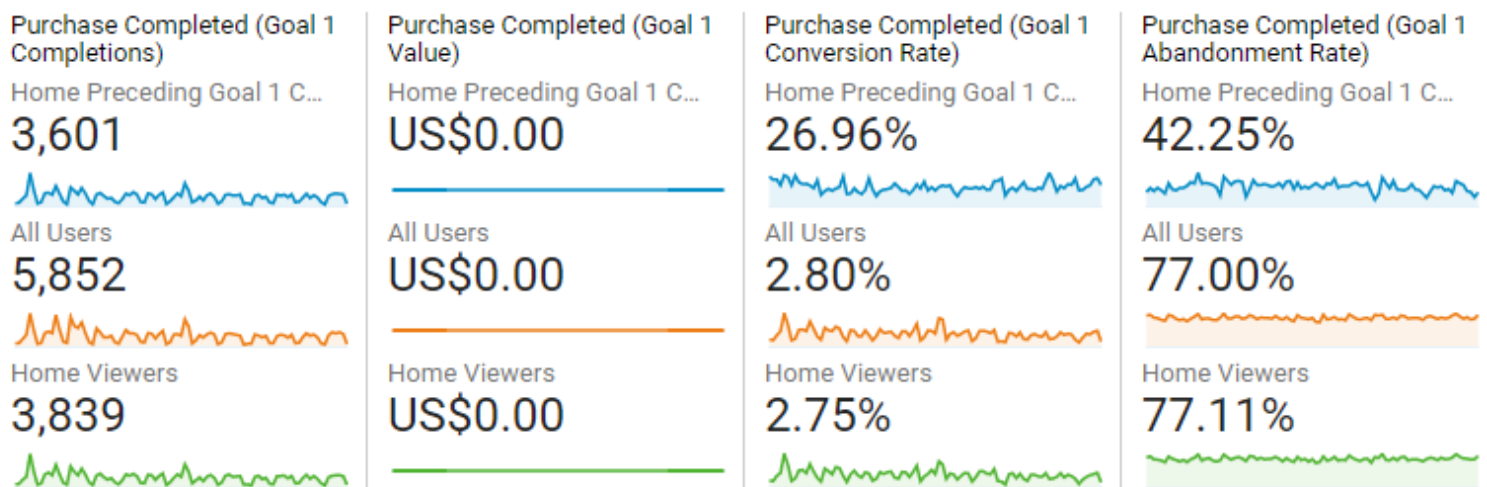
Audience Segment: User Behaviour

Does the Home page have a positive impact on conversion? (Continued)

Looking at Conversions→Goals→Overview (**Sessions** as the scope for the Segments), we can see that of the 2,468 Goal 1 Completion where the home page was viewed, 2,377 of those goal completion occurred after the Home page is view.



Looking at Conversions→Goals→Overview (**Users** as the scope for the Segments), we can see that in a similar trend, out of 3,601 Goal 1 Completion where the home page was viewed, 3,839 of those goal completion occurred after the Home page is view, showing that Home page has a positive impact on Conversion . However, Goal 1 Conversion Rate and Goal 1 Abandonment Rate is no longer absolute (100% or 0%) for Home Preceding Goal 1 Completion Segment.



ANND Portfolio

Advanced Displays,
Segmentation & Filtering