Data analysis assignment:

**A. GA-Demo-Data-Oct20-Mar21-Country - This is country level data across various traffic sources for Oct20 - Mar21 date range.**

1. Source/Medium - This represents the channel from where the traffic came to the site;

2. Wherever you see "medium" either of cpc, cpm, ppc, paid, affiliate, please know that these channels are all various types of paid media channels. For e.g. "google/cpc" - this source medium means that the channel is paid google ads.

Please answer the following from above:

1. Top 3 performing (Source/Medium) across India and US (separately) basis the revenue contribution. Also mention their revenue contribution against overall country sales..

2. Top performing paid media channel (ppc/cpc/paid/cpm/affiliate) in the US.

3. Which country should we pause paid ads (ppc/cpc/paid/cpm/affiliate) on? and why?

4. Represent the complete data consolidated at the country level for top 5 countries by revenue with all sources put together, in a tabular format.

**B. GA-Demo-Data-Oct20-Mar21-Month - This is month wise data across various traffic sources for Oct20 - Mar21 date range**.

Please answer the following from above:

1. Best performing month for referral medium (all referral sources put together) Basis revenue and Basis ecomm conversion rate.

2. Best performing month for Paid channels Basis revenue and Basis ecomm conversion rate.

3. Represent the month-wise revenue data in tabular format, broken down by: Source / medium of:

* Direct
* Organic
* Referral
* Paid (cpc, cpm, ppc, paid, affiliate)
* Others

4. Represent the above data in pie -chart for each month and each source with %contribution representation.

Please share the above assignment as per the data sheets given.