Google Analytics

Project: Navigating, Reports, & Dashboards
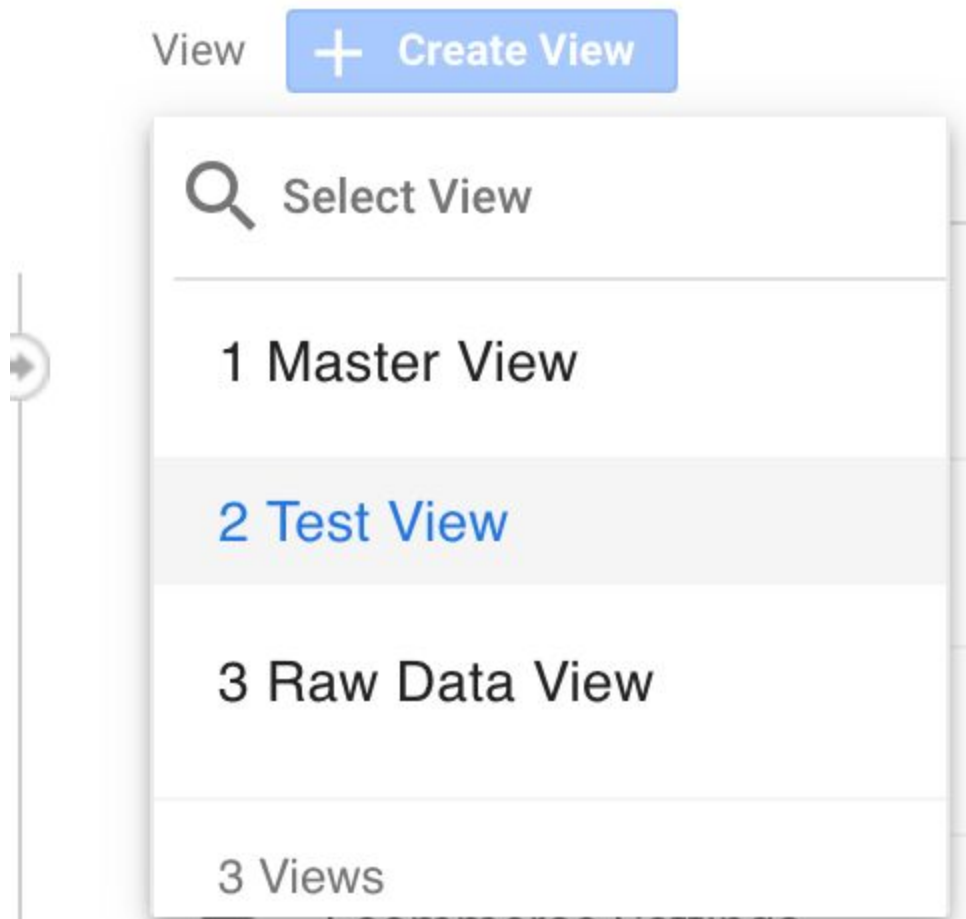
Part One:
Primary Views & Filters

1. Best Practice Check:

(Google Merchandise Store Demo Account)

Three Primary Views

-

2. Best Practice Check:
Filtering Internal Traffic

View Filter

Filter Information

Filter Name

Exclude Hostname

Filter Type

Predefined	Custom

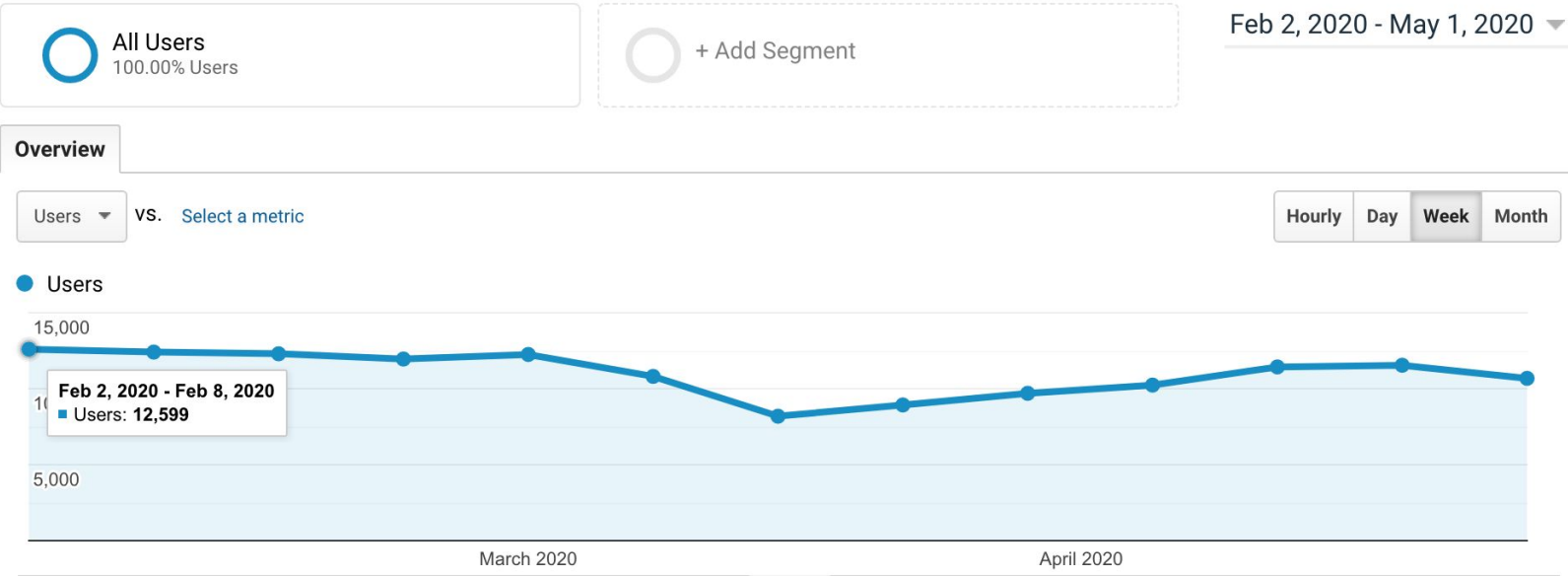| Exclude ▼	traffic to the hostname ▼	that contain ▼

Hostname

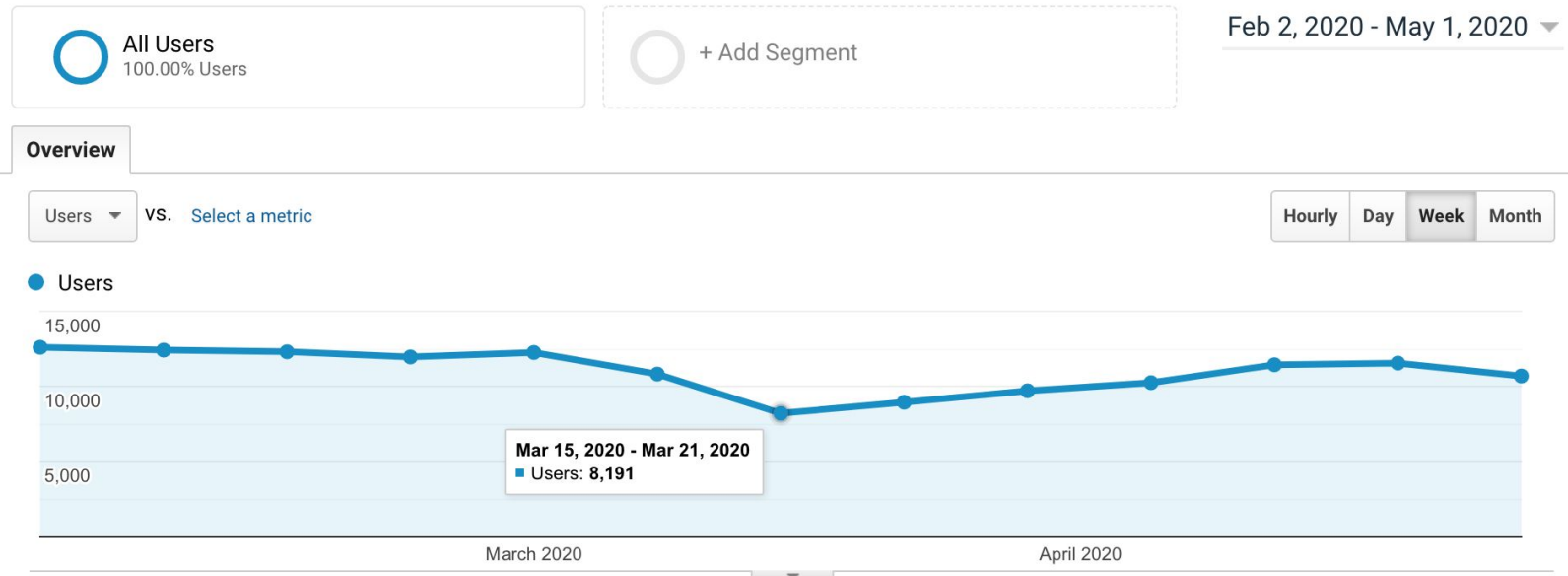.googlemerchandisestore.com

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?

Week with most visitors

| ○ All Users 100.00% Users | ○ + Add Segment | Feb 2, 2020 - May 1, 2020 ▼ |

Overview

Users ▼ vs. Select a metric   Hourly | Day | **Week** | Month

● Users

15,000

Feb 2, 2020 - Feb 8, 2020
■ Users: **12,599**

10

5,000

March 2020   April 2020

Week with fewest visitors

| ○ All Users 100.00% Users | ○ + Add Segment | Feb 2, 2020 - May 1, 2020 ▼ |

Overview

Users ▼ vs. Select a metric   Hourly | Day | **Week** | Month

● Users

15,000

10,000

Mar 15, 2020 - Mar 21, 2020
■ Users: **8,191**

5,000

March 2020   April 2020

Standard Display - Audience

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

There does not seem to be any specific reason why the week of Feb.2,2020 to Feb.8,2020 has the most visitors. However, the week Mar.15-Mar.21 with the fewest visitors could be caused by the breakout of the pandemic

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? What do these metrics mean, based on your experience?

	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Ecommerce Conversion Rate	Transactions	Revenue
	129,201	126,545	172,570	48.39%	4.08	00:02:45	0.11%	192	$11,145.26
1 ■ Display	2,083			74.83%			0.00%		
2 ■ Other Paid Search	194			59.02%			0.00%		
3 ■ Social	5,385			58.43%			0.03%		
4 ■ Organic Search	80,103			54.40%			0.12%		
5 ■ (Other)	8,412			49.76%			0.04%		
6 ■ Direct	22,586			36.71%			0.21%		
7 ■ Generic Paid Search	910			35.46%			0.27%		
8 ■ Referral	17,611			34.18%			<0.01%		
9 ■ Branded Paid Search	1,314			24.85%			0.23%		

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? What do these metrics mean, based on your experience?
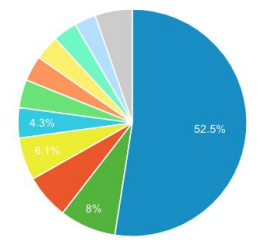
Display has the highest bounce rate, while Branded Paid Search has the lowest bounce rate.
Generic Paid Search has the highest eCommerce conversion rate, while Display and Other Paid Search has the lowest.
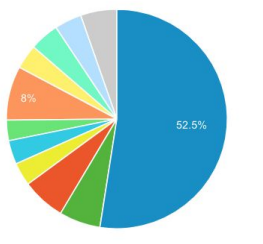
Bounce rate refers to the percentage of users who clicked one page and then left without interacting with other pages in a session. Conversion rate refers to for all the customers we acquired, the percentage of those made a purchase or subscription. Display has the highest bounce rate and the lowest conversion rate. This means Display is wasting our money.

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.)

Product Category (Enhanced Ecommerce)	Product Revenue ⬍ ↓	Product Revenue	Contribution to total: Product Revenue ⬍
New Users	$6,567.77 % of Total: 58.93% ($11,145.26)	$6,567.77 % of Total: 58.93% ($11,145.26)	
1. ■ Apparel	$3,444.80	52.45%	
2. ■ Bags	$523.00	7.96%	
3. ■ Uncategorized Items	$418.10	6.37%	
4. ■ Accessories	$397.80	6.06%	
5. ■ Drinkware	$283.00	4.31%	
6. ■ Lifestyle	$262.00	3.99%	
7. ■ Campus Collection	$236.00	3.59%	
8. ■ Clearance	$230.82	3.51%	
9. ■ Office	$225.00	3.43%	
10. ■ New	$198.75	3.03%	

Product Category (Enhanced Ecommerce)	Unique Purchases ⬍ ↓	Product Revenue	Contribution to total: Product Revenue ⬍
New Users	322 % of Total: 61.45% (524)	$6,567.77 % of Total: 58.93% ($11,145.26)	
1. ■ Apparel	115	52.45%	
2. ■ Accessories	31	6.06%	
3. ■ Uncategorized Items	28	6.37%	
4. ■ Office	21	3.43%	
5. ■ Clearance	20	3.51%	
6. ■ New	20	3.03%	
7. ■ Bags	16	7.96%	
8. ■ Campus Collection	15	3.59%	
9. ■ Drinkware	15	4.31%	
10. ■ Lifestyle	9	3.99%	

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.

	Page		Pageviews ⇳ ↓	Avg. Page Load Time (sec) ⇳ (compared to site average)
			703,560 % of Total: 100.00% (703,560)	4.23 Avg for View: 4.23 (0.00%)
1.	/home		144,482	-4.05%
2.	/store.html		53,758	3.16%
3.	/basket.html		35,224	-30.88%
4.	/store.html/quickview		31,513	26.92%
5.	/google+redesign/apparel/mens/quickview		24,545	-34.25%
6.	/google+redesign/shop+by+brand/youtube		24,324	56.76%
7.	/google+redesign/apparel/mens		23,909	-11.79%
8.	/google+redesign/new		23,875	-12.93%
9.	/google+redesign/apparel		18,474	-12.60%
10.	/signin.html		16,617	-38.21%

The two pages below take relatively too long to load:

/google+redesign/shop+by+brand/youtube

/store.html/quickview

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.
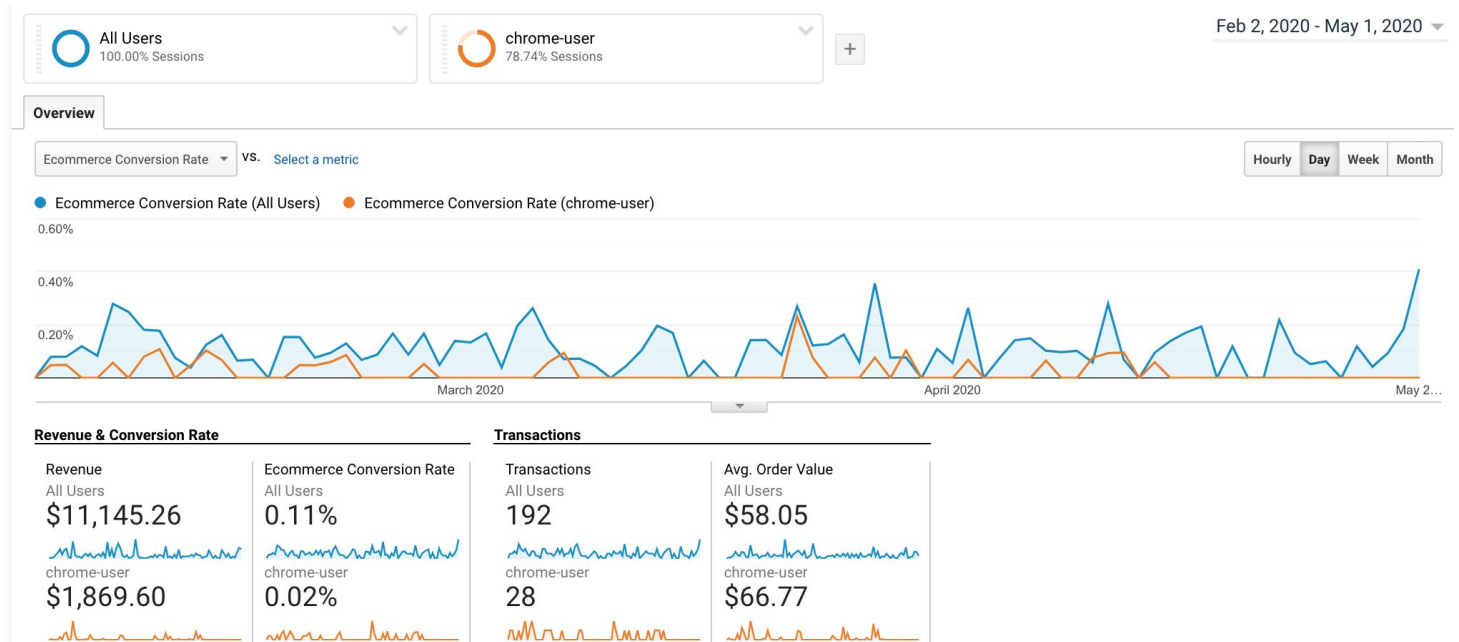
Primary Dimension: **Device Category**

| Plot Rows | Secondary dimension ▾ | Sort Type: | Default ▾ | | | | | Q | advanced | ⊞ ◑ ☰ ⇶ ⇉ |

	Device Category	Users ⬍ ↓	Users	Contribution to total: Users ⬍
☐	**All Users**	129,201 % of Total: 100.00% (129,201)	129,201 % of Total: 100.00% (129,201)	
☐	**Paid Traffic**	4,258 % of Total: 3.30% (129,201)	4,258 % of Total: 3.30% (129,201)	
☐	1. ■ desktop			**All Users**
	All Users	**92,609**	70.84%	
	Paid Traffic	**1,929**	45.28%	
☐	2. ■ mobile			
	All Users	**35,974**	27.52%	
	Paid Traffic	**2,070**	48.59%	
☐	3. ■ tablet			**Paid Traffic**
	All Users	**2,148**	1.64%	
	Paid Traffic	**261**	6.13%	

All Users pie chart: 27.5%, 70.8%
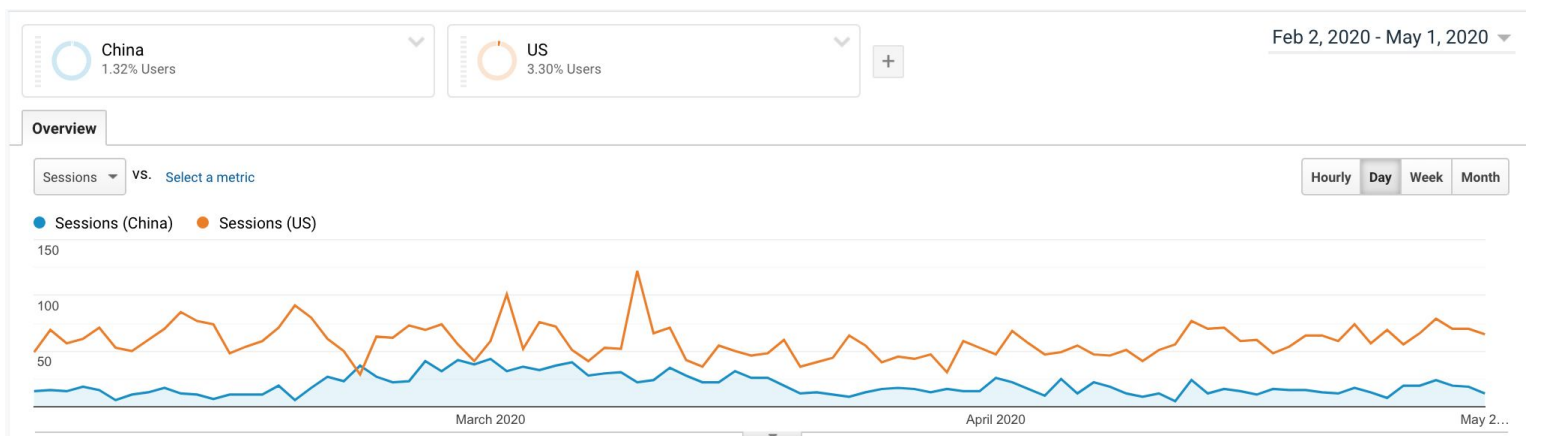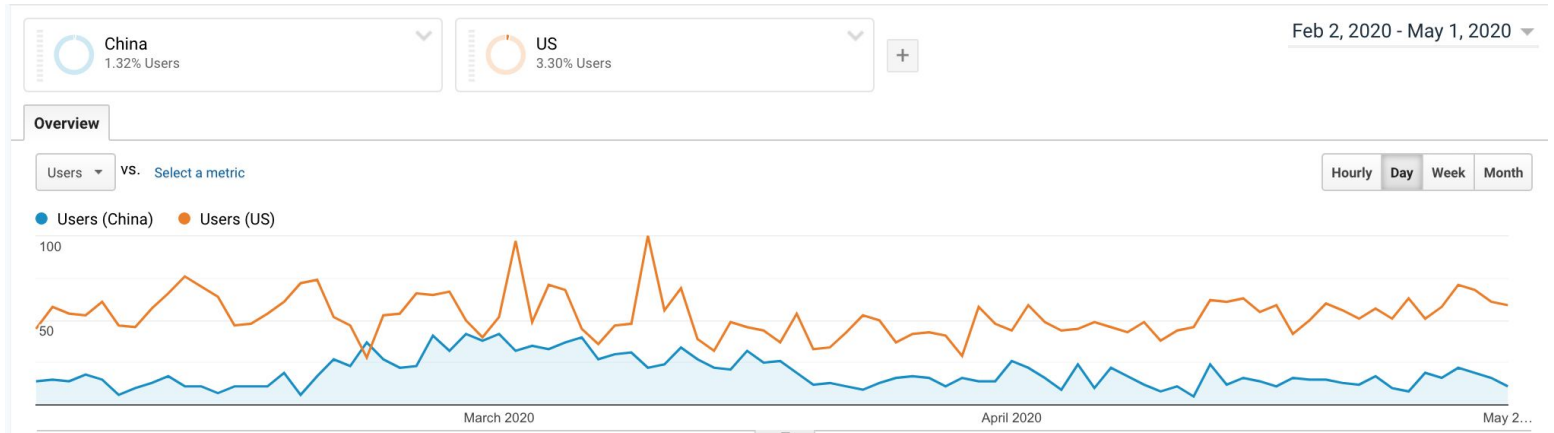
Paid Traffic pie chart: 48.6%, 45.3%

Segmentation

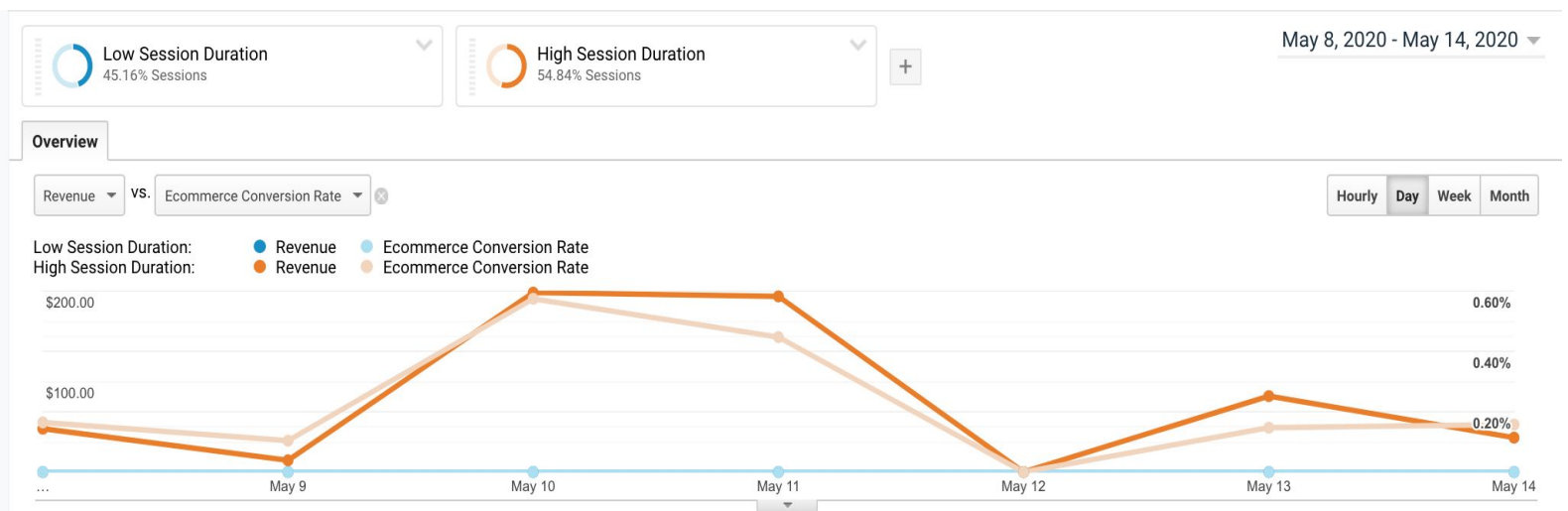# Audience Segment: Characteristic

Chrome users have a relatively lower ecommerce conversion rate than all users.

Audience Segment: Geography

There more users as well as more sessions from US than China

Audience Segment: User Behavior

Users with a longer session duration tend to generate much more revenue and have a much higher conversion rate.

Part Two: Connecting a Data Source and Creating a Custom Dashboard

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

Create

Recent

Shared with me

Owned by me

Trash

Recent | Reports | **Data sources** | Explorer
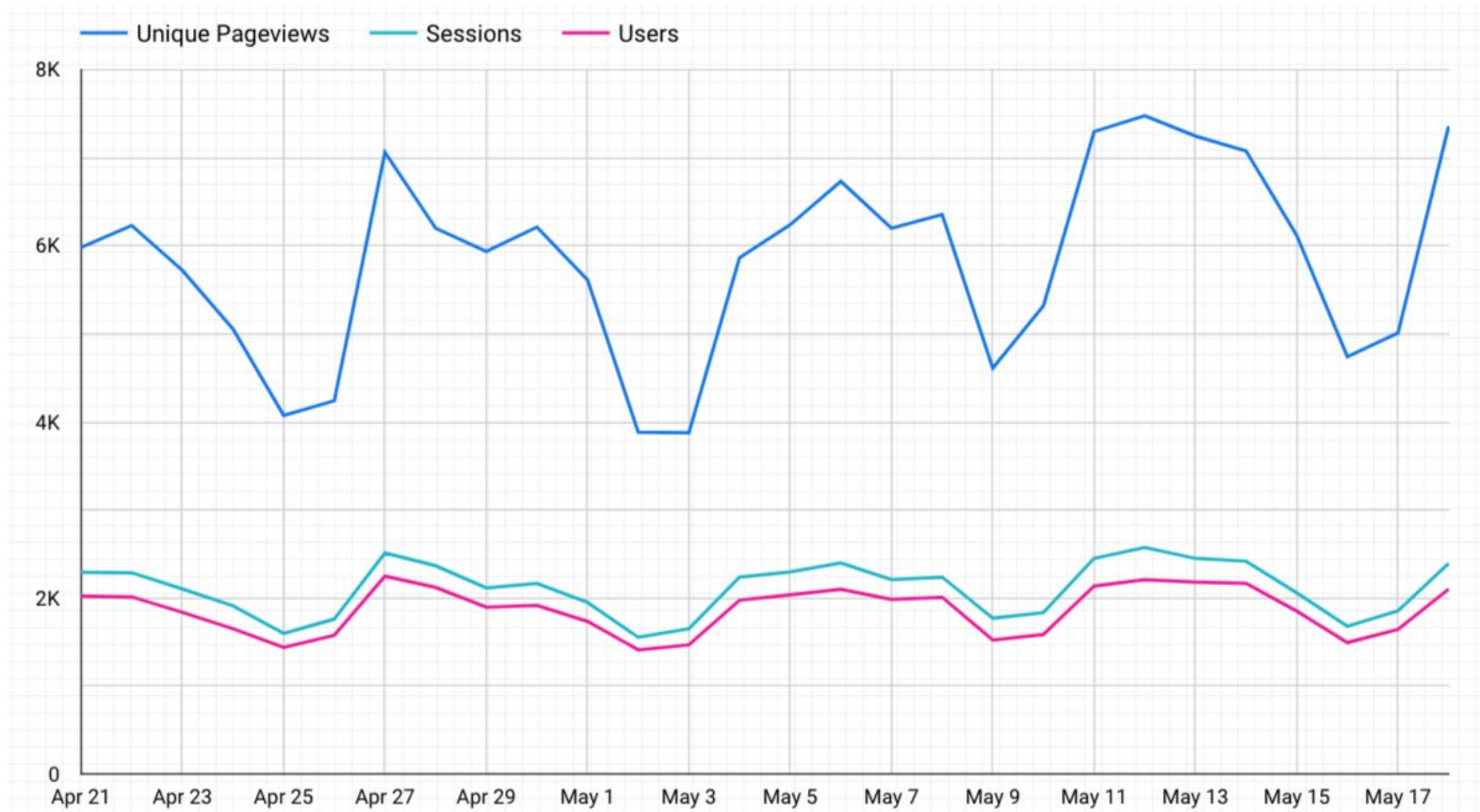
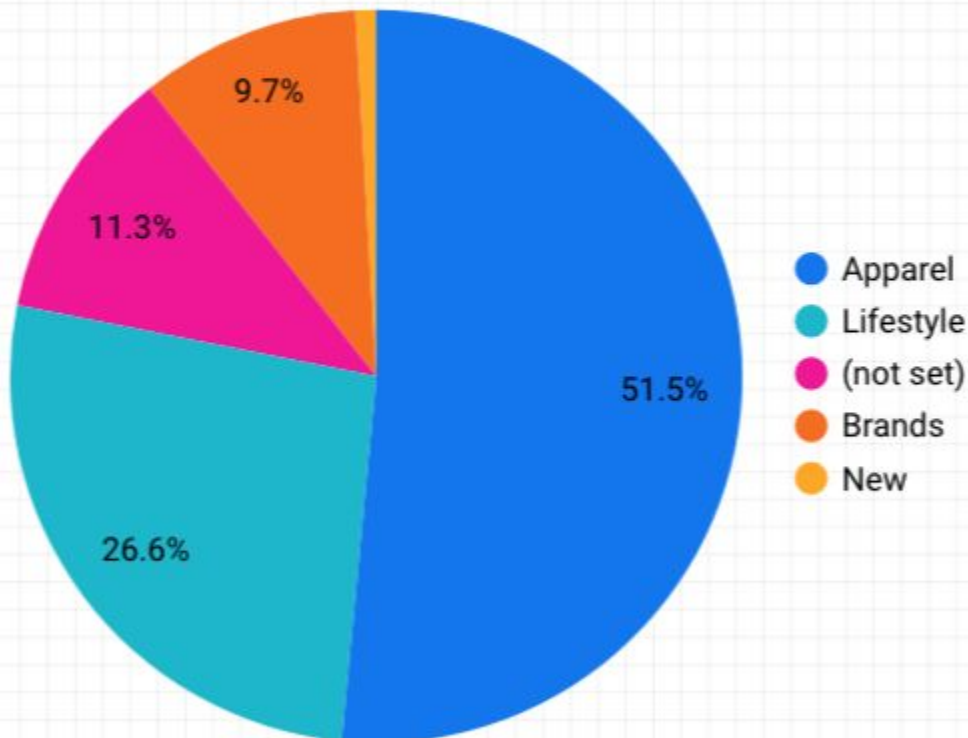| Name	Owned by anyone ▼	Last opened by me ▼	↓
1 Master View	Wong Ray	1:41 PM	

2. Merchandise Store Draft Dashboard: Time Series chart

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

- Apparel — 51.5%
- Lifestyle — 26.6%
- (not set) — 11.3%
- Brands — 9.7%
- New

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

- google — 58.5%
- (direct) — 17.6%
- analytics.google.com — 4.9%
- creatoracademy.youtube... — 4%
- Partners
- mall.googleplex.com
- google.com
- dfa
- baidu
- others
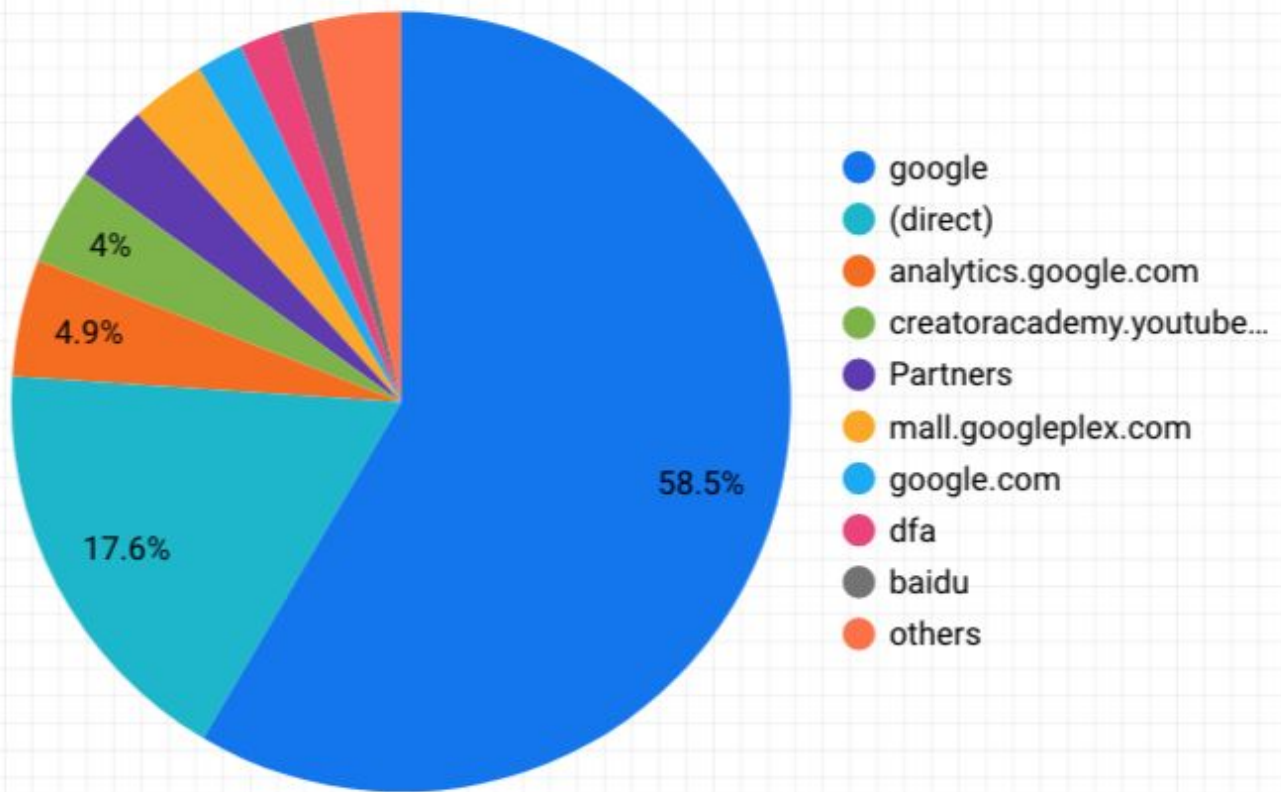
5. Merchandise Store Draft Dashboard: Scorecard

Avg. Order Value
$47.67

6. Merchandise Store Draft Dashboard: Date Range Control

Aug 1, 2018 - Sep 5, 2018 ▼

Marketing Analytics Nanodegree Program

Google Analytics