

Analysis using Google Analytics

Team on a Cob

Sessions

401



Users

400



Pageviews

1,123



Pages / Session

2.80



Avg. Session Duration

00:01:46



Bounce Rate

86.03%

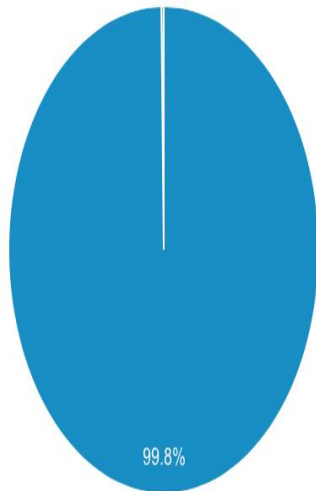


% New Sessions

99.75%



■ New Visitor ■ Returning Visitor



This low average session duration makes sense when you consider:

- Development -> rapid testing
- Goal of site is quick data entry

Pageviews

1,123



Unique Pageviews

550



Avg. Time on Page

00:00:59



Bounce Rate

86.03%



% Exit

35.71%



Unique Pageviews is the number of sessions during which the specified page was viewed at least once. A unique pageview is counted for each *page URL + page Title* combination.

Site Content

Page

Page Title

Site Search

Search Term

Events

Event Category

Page

Pageviews





















% Pageviews

1.	/		429		38.20%
2.	/coaches		400		35.62%
3.	/workoutentry		91		8.10%
4.	/myworkouts		84		7.48%
5.	/about		33		2.94%
6.	/changepassword		17		1.51%
7.	/logout		16		1.42%
8.	/admin_add_user		14		1.25%
9.	/buggy		9		0.80%
10.	/datadumpTeam		8		0.71%

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Analysis: Pageviews

- Heavy load on the coaches page as a result of our development teams accounts being granted administrator status. This results in any member testing the application landing on the /coaches page after login
- Same issue with /changepassword as we would expect limited visitations to this page in a live scenario
- Other pages seem to have a reasonable distribution

Page			Pageviews	% Pageviews
1.	/		429	 38.20%
2.	/coaches		400	 35.62%
3.	/workoutentry		91	 8.10%
4.	/myworkouts		84	 7.48%
5.	/about		33	 2.94%
6.	/changepassword		17	 1.51%
7.	/logout		16	 1.42%
8.	/admin_add_user		14	 1.25%
9.	/buggy		9	 0.80%
10.	/datadumpTeam		8	 0.71%

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Starting pages

401 sessions, 346 drop-offs

1st Interaction

55 sessions, 11 drop-offs

2nd Interaction

44 sessions, 14 drop-offs

3rd Interaction

30 sessions, 9 drop-offs



Analysis: Page Interactions

- We believe the reason the login page is loaded and dropped off so much is because of AWS testing to make sure website is still online.
- Any landing page other than / are remnants of development testing.
- It appears that currently the website is being used about equally between coach/admin accounts and athlete accounts.

Plot Rows

Secondary dimension

Sort Type: Default

advanced

	Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
		1,123 % of Total: 100.00% (1,123)	550 % of Total: 100.00% (550)	00:00:59 Avg for View: 00:00:59 (0.00%)	401 % of Total: 100.00% (401)	86.03% Avg for View: 86.03% (0.00%)	35.71% Avg for View: 35.71% (0.00%)	\$0.00 % of Total: 0.00% (\$0.00)
<input type="checkbox"/>	1. /	429 (38.20%)	400 (72.73%)	00:00:16	386 (96.26%)	89.38%	82.75%	\$0.00 (0.00%)
<input type="checkbox"/>	2. /coaches	400 (35.62%)	34 (6.18%)	00:01:18	4 (1.00%)	0.00%	2.25%	\$0.00 (0.00%)
<input type="checkbox"/>	3. /workoutentry	91 (8.10%)	35 (6.36%)	00:00:49	6 (1.50%)	0.00%	13.19%	\$0.00 (0.00%)
<input type="checkbox"/>	4. /myworkouts	84 (7.48%)	27 (4.91%)	00:00:50	5 (1.25%)	0.00%	13.10%	\$0.00 (0.00%)
<input type="checkbox"/>	5. /about	33 (2.94%)	3 (0.55%)	00:00:23	0 (0.00%)	0.00%	0.00%	\$0.00 (0.00%)
<input type="checkbox"/>	6. /changepassword	17 (1.51%)	13 (2.36%)	00:01:15	0 (0.00%)	0.00%	52.94%	\$0.00 (0.00%)
<input type="checkbox"/>	7. /logout	16 (1.42%)	9 (1.64%)	<00:00:01	0 (0.00%)	0.00%	0.00%	\$0.00 (0.00%)
<input type="checkbox"/>	8. /admin_add_user	14 (1.25%)	7 (1.27%)	00:00:27	0 (0.00%)	0.00%	21.43%	\$0.00 (0.00%)
<input type="checkbox"/>	9. /buggy	9 (0.80%)	3 (0.55%)	00:00:16	0 (0.00%)	0.00%	0.00%	\$0.00 (0.00%)
<input type="checkbox"/>	10. /datadumpTeam	8 (0.71%)	6 (1.09%)	00:02:08	0 (0.00%)	0.00%	25.00%	\$0.00 (0.00%)

Show rows: 10

Go to: 1

1 - 10 of 15

Analysis: Pageview Duration

- Most important pages are workoutentry and coaches page, either of these will be the first page a user sees depending on their role
- We want the workout entry to be as efficient as possible, our goal was 45 seconds-1 minute. Currently the average is about 49 seconds
- Coach page is the longest viewed page on website, this would be our expectations as this page is purely for viewing data.



Client Id

25cc68dd-65ea-4967-9872-0e96552f5fbc



Acquisition Date
Mar 14, 2017



Acquisition Channel
Direct



Device Category
desktop

[Return to User Explorer Report](#)

2

Sessions

00:20:16

Session Duration

\$0.00

Revenue

Filter by

Sort by

Create Segment

4 selected

Descending

Expand All

Collapse All

Mar 14, 2017

2 sessions

3:45 PM

04:29



Direct

3

10



3:45 PM



Viewed **Login** /



3:45 PM



Viewed (**not set**) /logout



3:45 PM



Event **User Logging out** on **Sign in event**



3:42 PM



Viewed (**not set**) /coaches



3:41 PM



Viewed (**not set**) /admin_add_team



3:41 PM



Viewed (**not set**) /coaches



3:41 PM



Viewed (**not set**) /admin_add_team



3:41 PM



Viewed (**not set**) /coaches

Analysis

- This user spent 2 sessions and 20 minutes on our website.
- Based on the user's flow, switching back and forth between coaches page and add_team page, it appears that they were trying unsuccessfully to add a user to a team.
- For some reason this was the only time we were able to get the returning user distinction, all other website visits show up as first time visits.

Shortcomings

- It would probably be beneficial for us to create a new website on google analytics when we launch as some of this data is from development testing and not actual use.
- Maybe only include code to send analytics in release branch, so development statistics do not get included