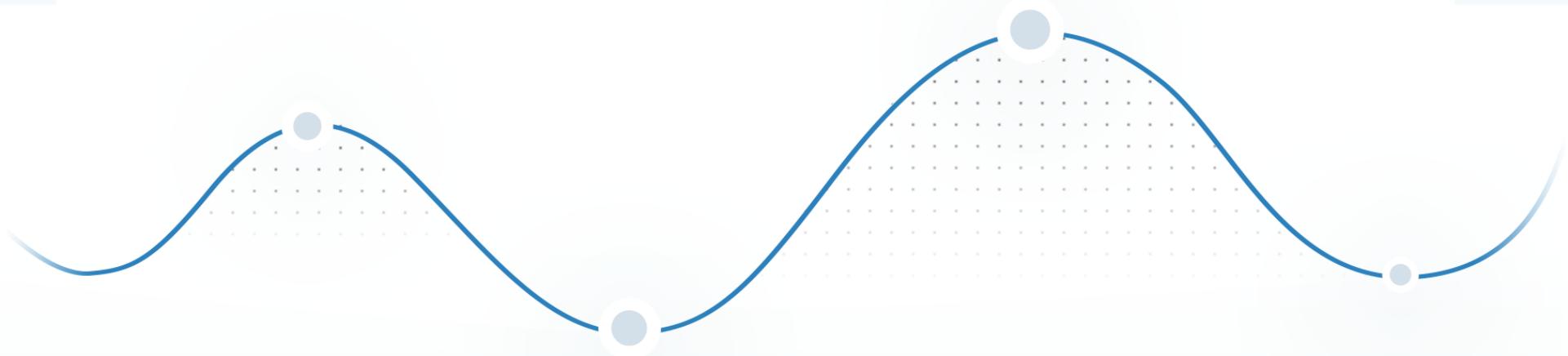




Click, don't scroll

Google Analytics Reports



PolyVista
Web Traffic Report
For Google Merchandise Store
Mar 01, 2017 – Mar 28, 2017

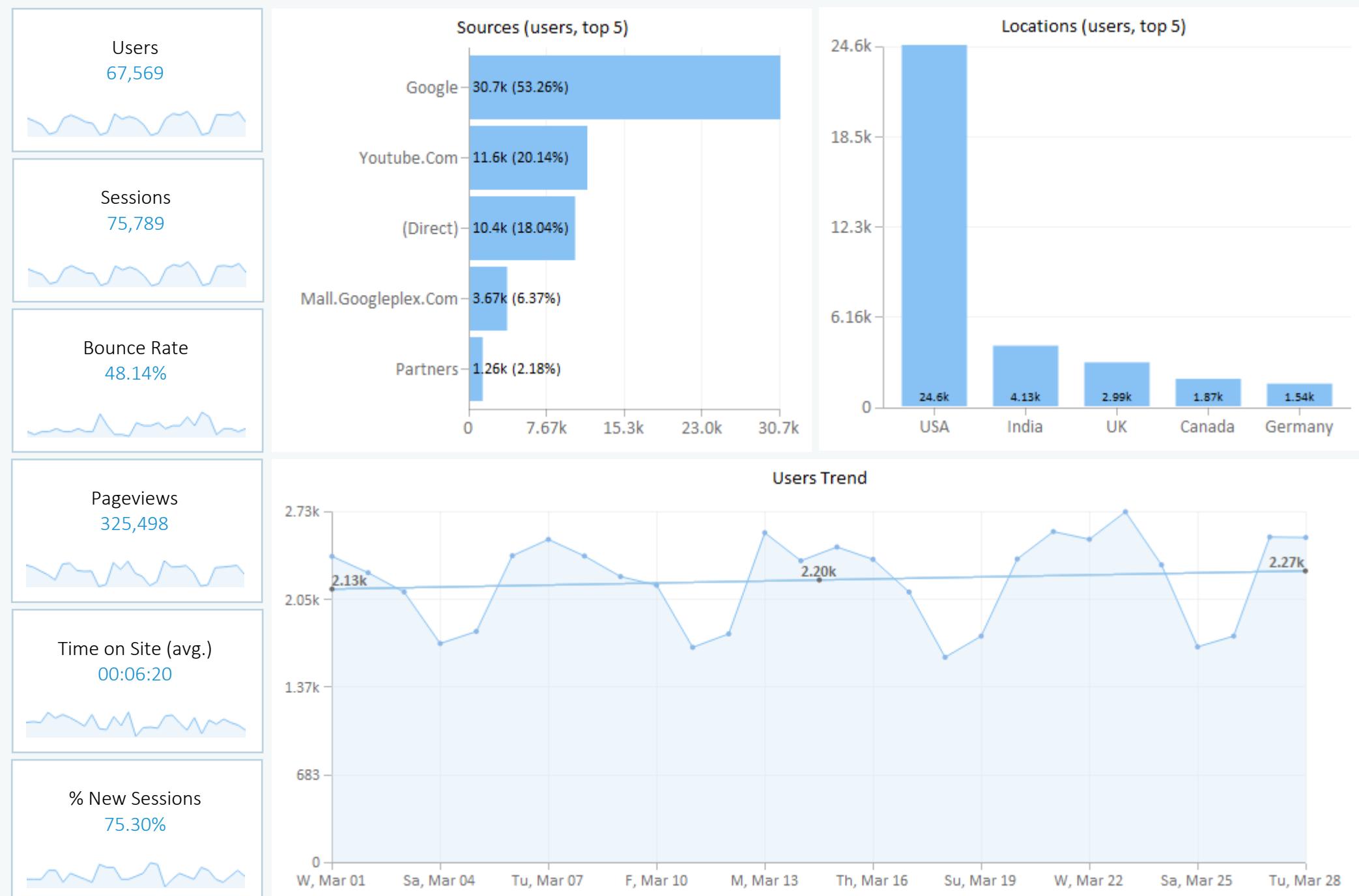
iPDF facilitates easy navigation by allowing you to click on the components of a visualization to drill down to the next level of detail, and the icons located in top-left corner of the iPDF will allow you to navigate to different sections within the report. Below is a brief description of the icons:



- 1. Back Button:** Allows you to go back to where you were previously in the iPDF; the action is similar to a ‘back’ button in a web-browser.
- 2. Summary:** The web analytics is presented in a summarized format.
- 3. Synopsis:** Navigates to users preferred segment of the report.
- 4. Users:** The button navigates to users' information section of the report. The section provide insights on the users' distribution over time, by source and location. A drill analysis on locations and sources would help to get detailed insights on the users.
- 5. Sessions:** The button navigates to sessions detailed section of the report. The section provide insights on the users' sessions distribution over time, by source and location.
- 6. Bounce Rate:** The button navigates to Bounce Rate information section of the report. The section provide insights on the Bounce Rate distribution over time, by sources and locations.
- 7. Pageviews:** The button navigates to pageviews detailed section of the report. The section provide insights on the pageviews distribution over time, by source and location.
- 8. Time on Site (avg.):** The button navigates to Time Spent on Site (Behavior) detailed section of the report. The section provide insights on the users' sessions distribution over time, by source and location.
- 9. % New Sessions:** The button navigates to Percentage of first-time site visitors' detailed section of the report.
- 10. Help:** The button navigates to “Appendix” section of the report. This section describe terms used in report.

This report is best viewed with Adobe Acrobat viewer

Summary

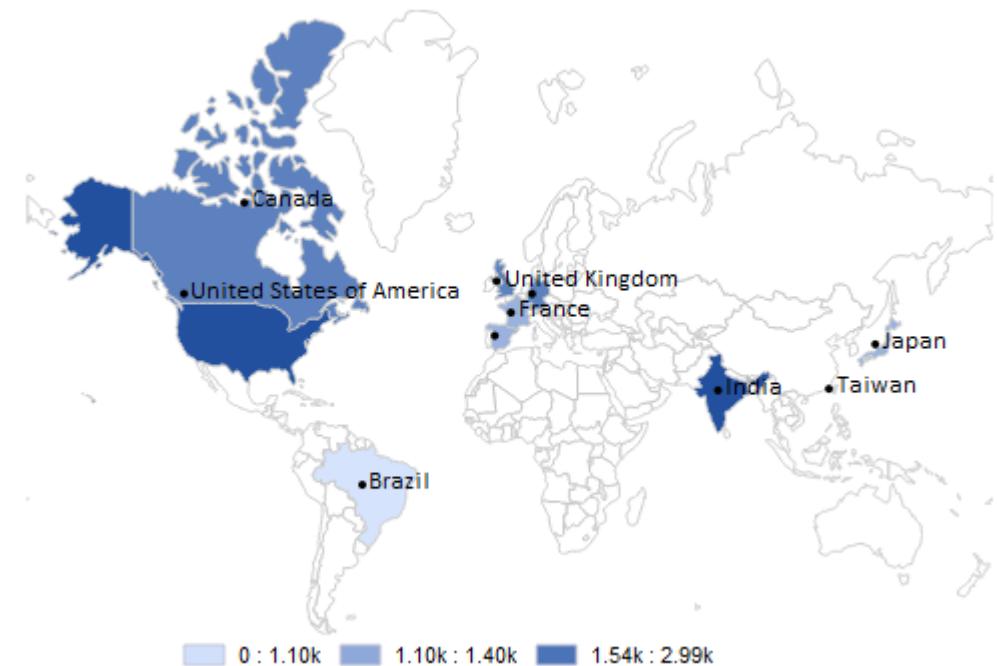
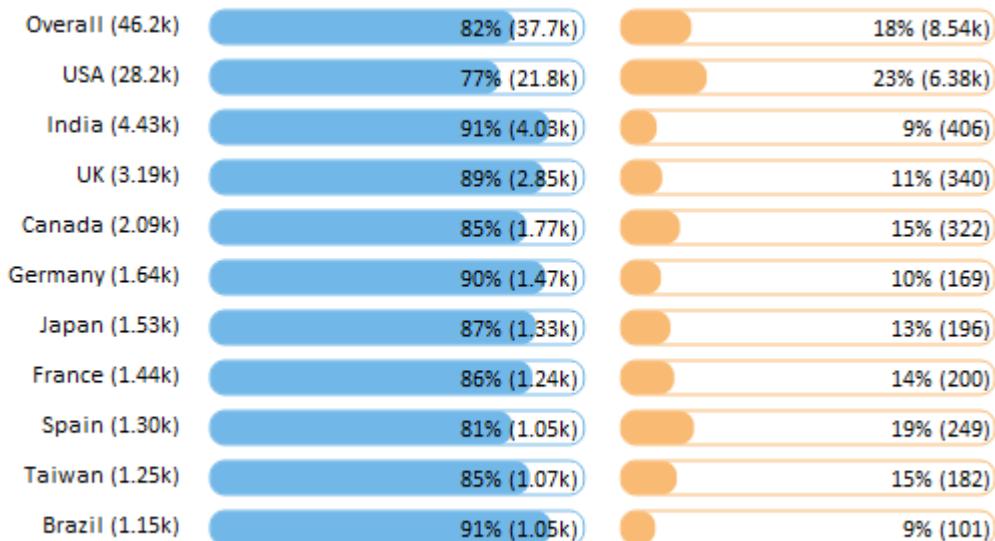


Synopsis

Peak Hour	Preferred Browser	Preferred Device Type	Gender
11:00 a.m.  4,572 users	Chrome  42,624 users	Desktop  43,512 users	Male  26,134 users
USA top location	USA top location	USA top location	USA top location
00:02:49 avg. time on page	00:02:58 avg. time on page	00:02:58 avg. time on page	00:02:53 avg. time on page
11:00 a.m. peak hour	11:00 a.m. peak hour	11:00 a.m. peak hour	11:00 a.m. peak hour
Chrome preferred browser	Chrome preferred browser	Chrome preferred browser	Chrome preferred browser
Desktop preferred device type	Desktop preferred device type	Desktop preferred device type	Desktop preferred device type
Male gender	Male gender	Male gender	Male gender
Google top source	Google top source	Google top source	Google top source

Users 67,569

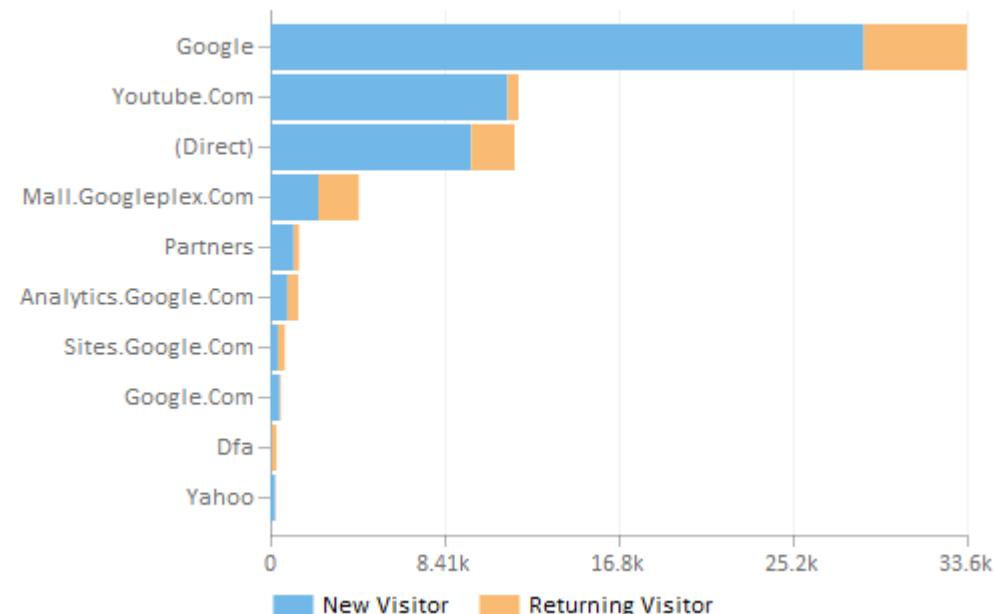
Locations (top 10)



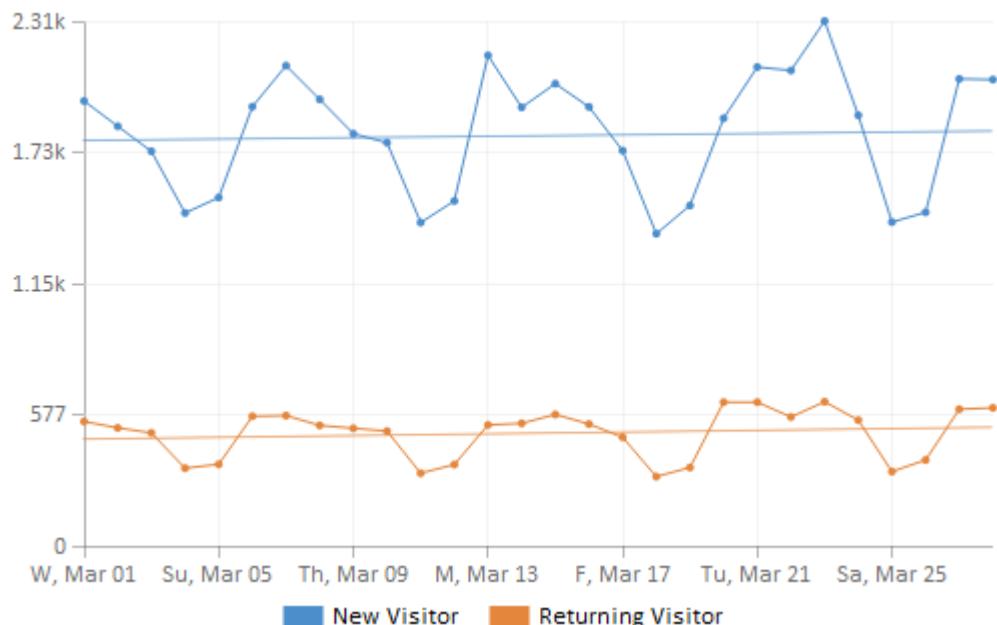
New Visitor

Returning Visitor

Sources (top 10)



Users Trend



Users USA 24,621

Sessions
33,396

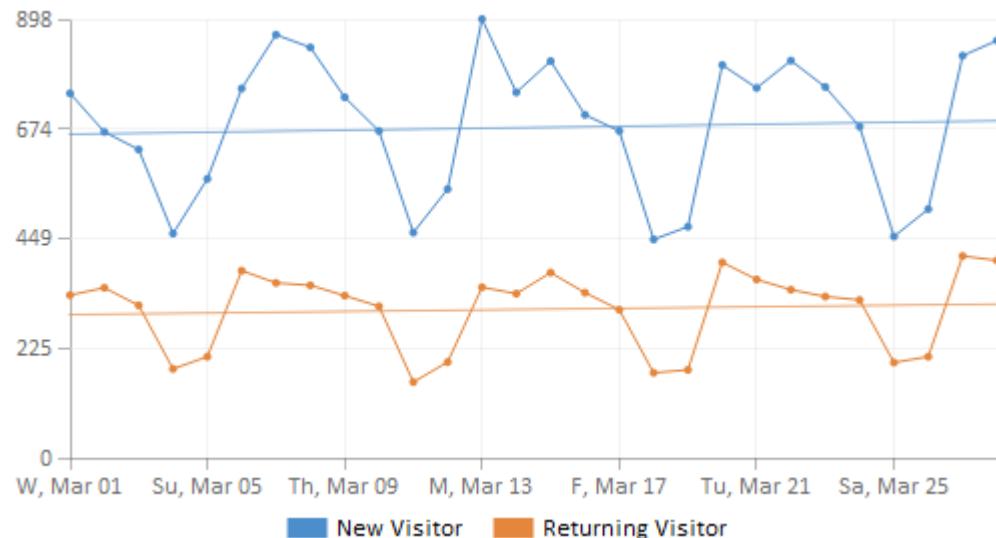
Bounce Rate
32.55%

Pageviews
198,722

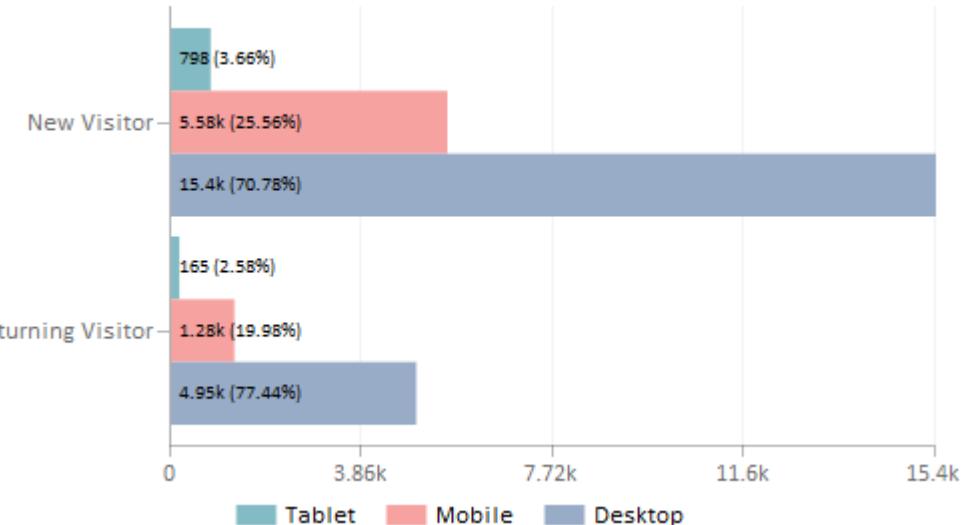
Time on Site (avg.)
00:03:40

% New Sessions
65.18%

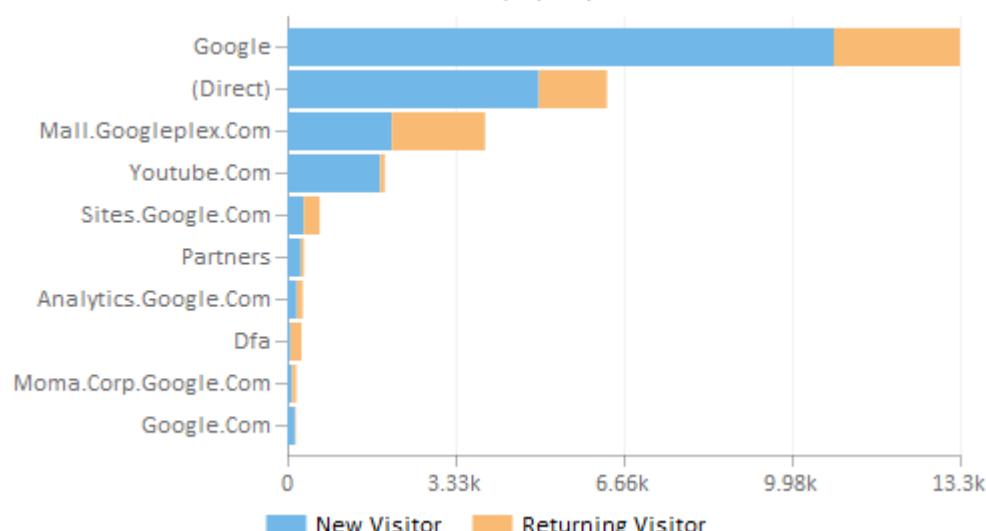
Users Trend



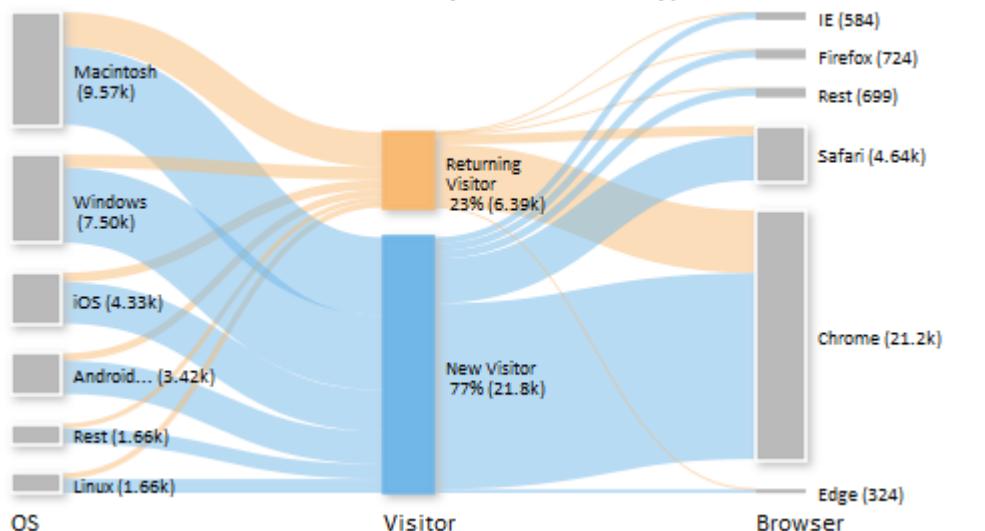
Distribution by Device Type



Sources (top 10)



Distribution by OS & Browser Type



Users India 4,128

Sessions

4,596

Bounce Rate

63.40%

Pageviews

11,160

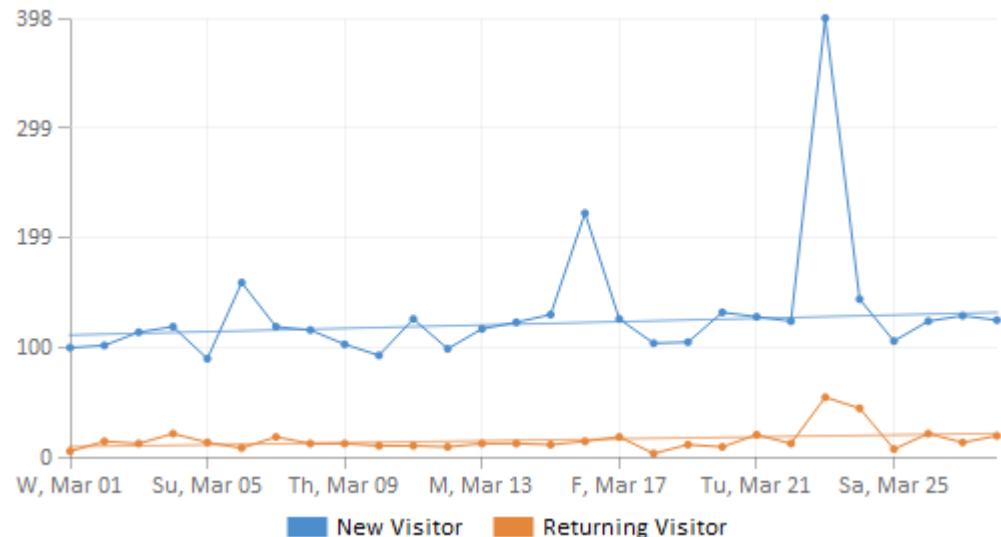
Time on Site (avg.)

00:01:33

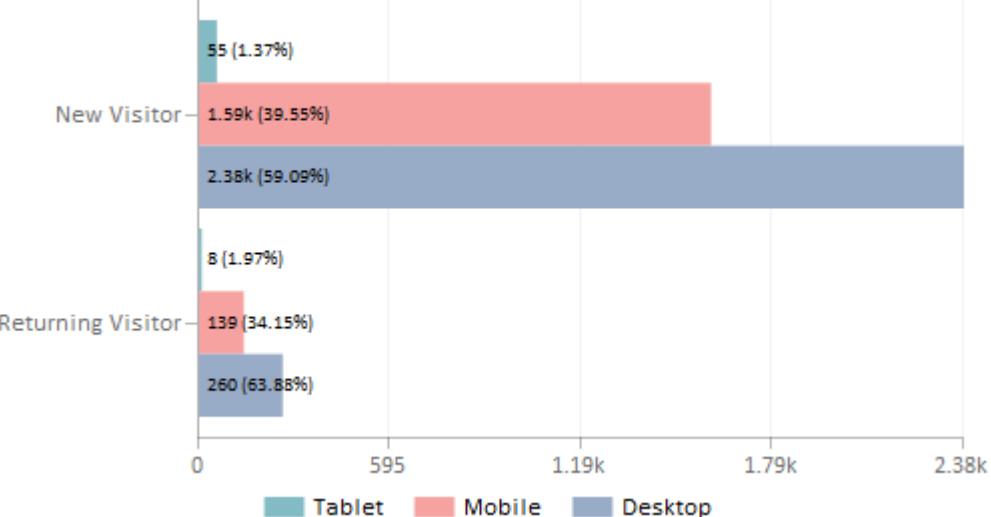
% New Sessions

87.88%

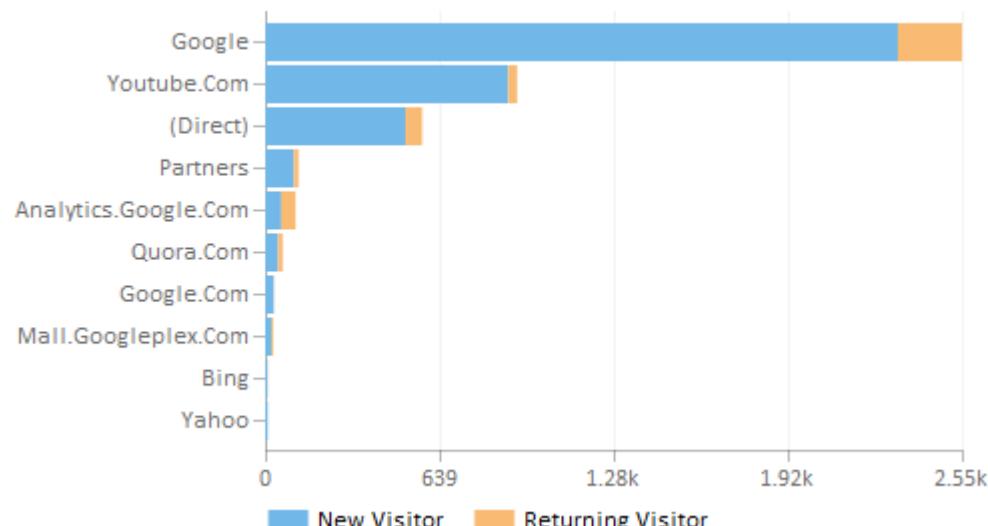
Users Trend



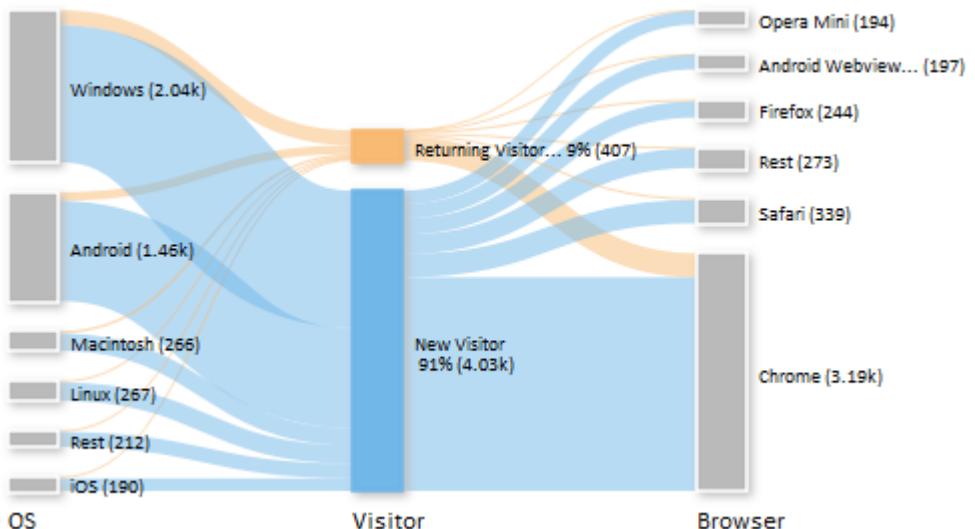
Distribution by Device Type



Sources (top 10)



Distribution by OS & Browser Type



Users UK 2,990

Sessions

3,343

Bounce Rate

60.72%

Pageviews

8,565

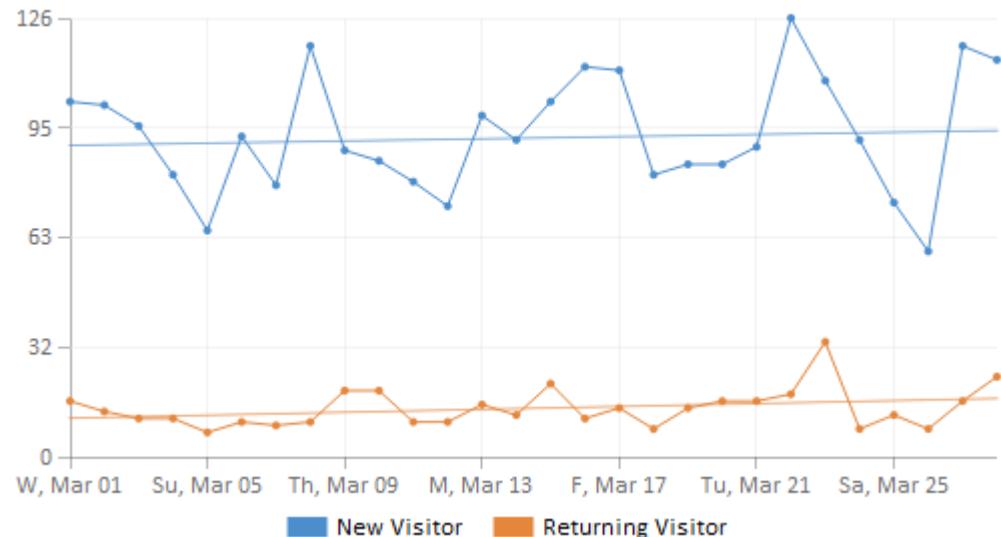
Time on Site (avg.)

00:01:14

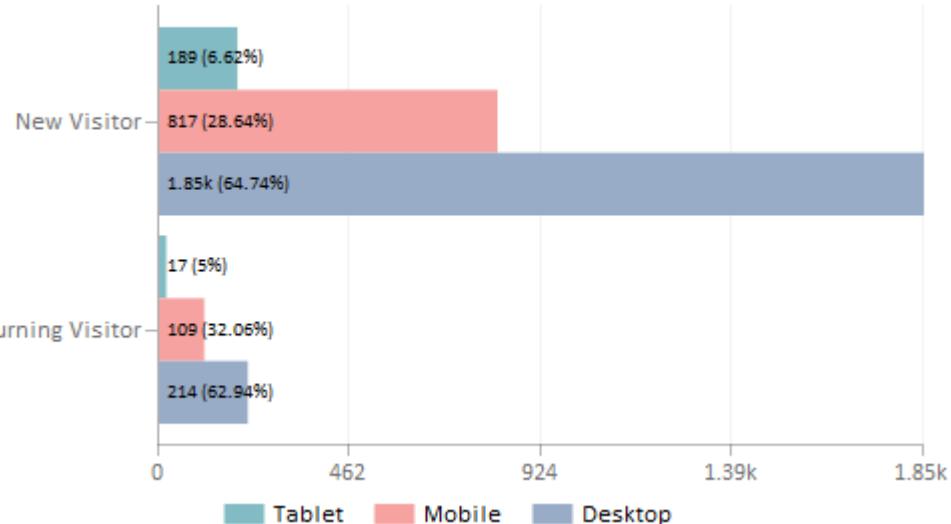
% New Sessions

85.37%

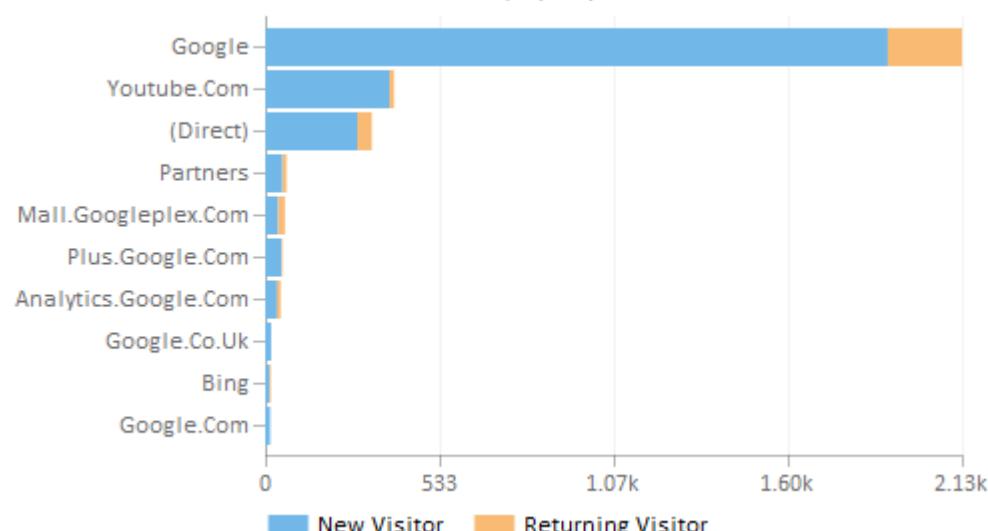
Users Trend



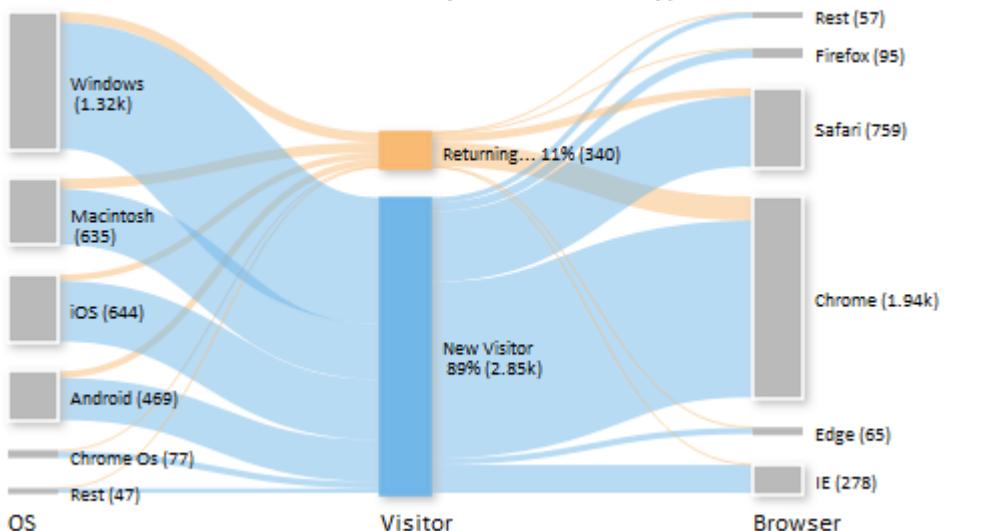
Distribution by Device Type



Sources (top 10)



Distribution by OS & Browser Type



Users Canada 1,869

Sessions

2,373

Bounce Rate

37.55%

Pageviews

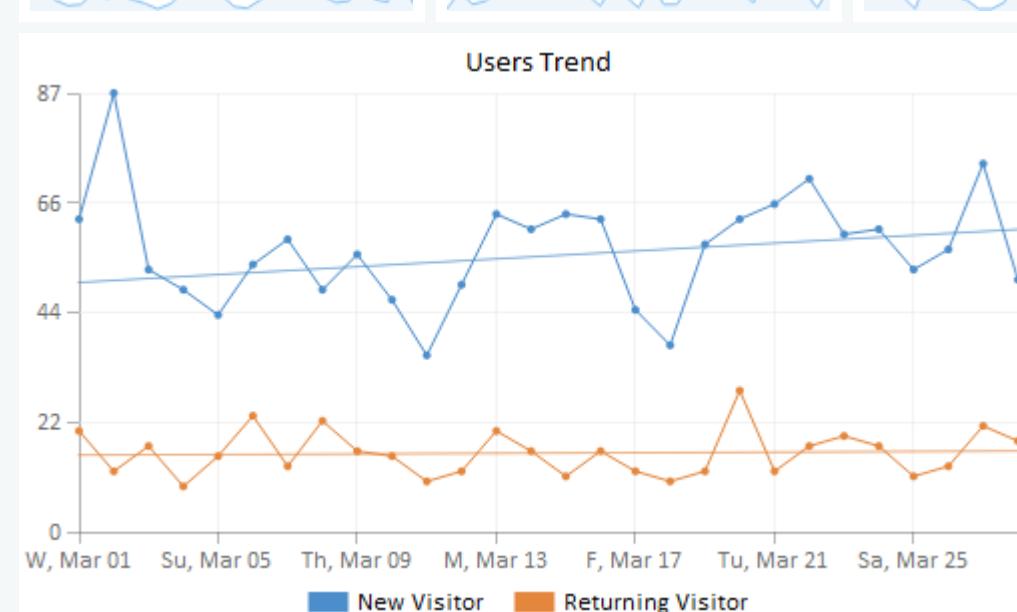
12,091

Time on Site (avg.)

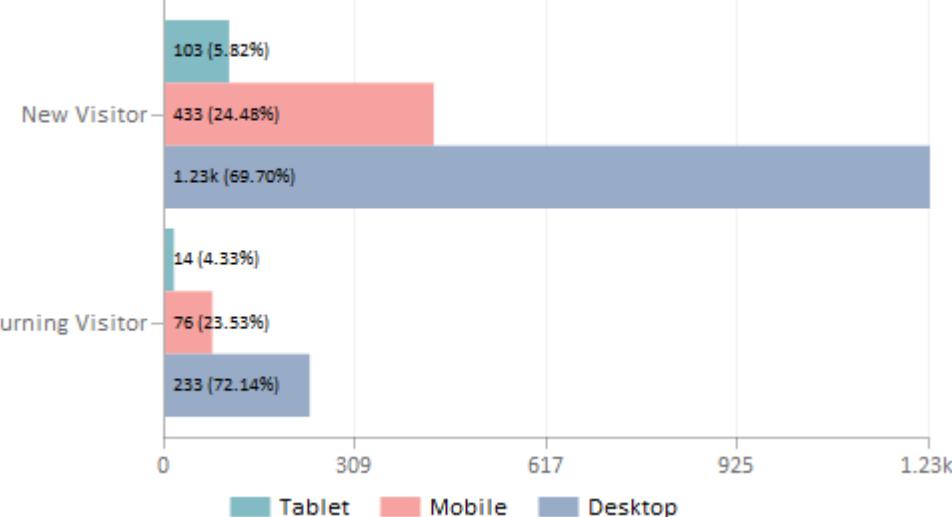
00:03:19

% New Sessions

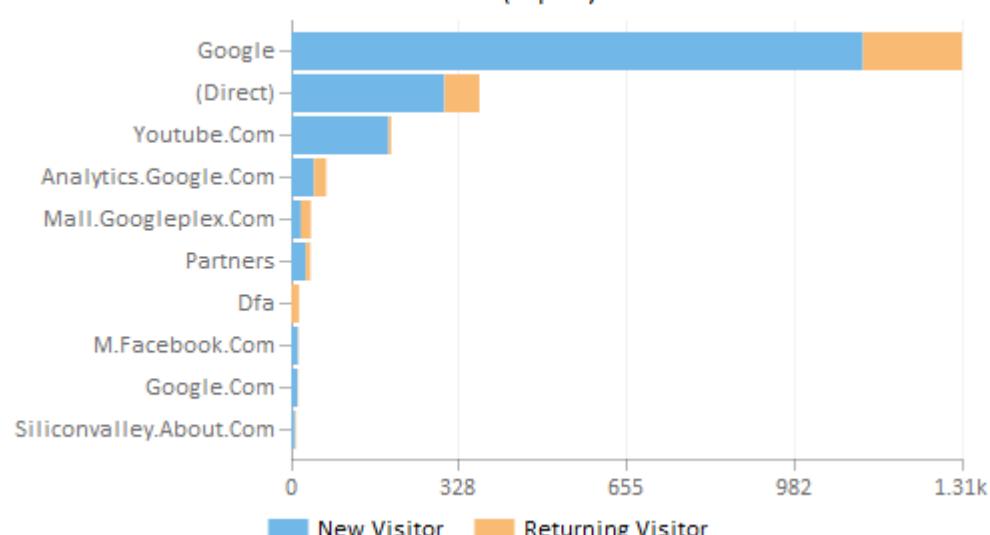
74.55%



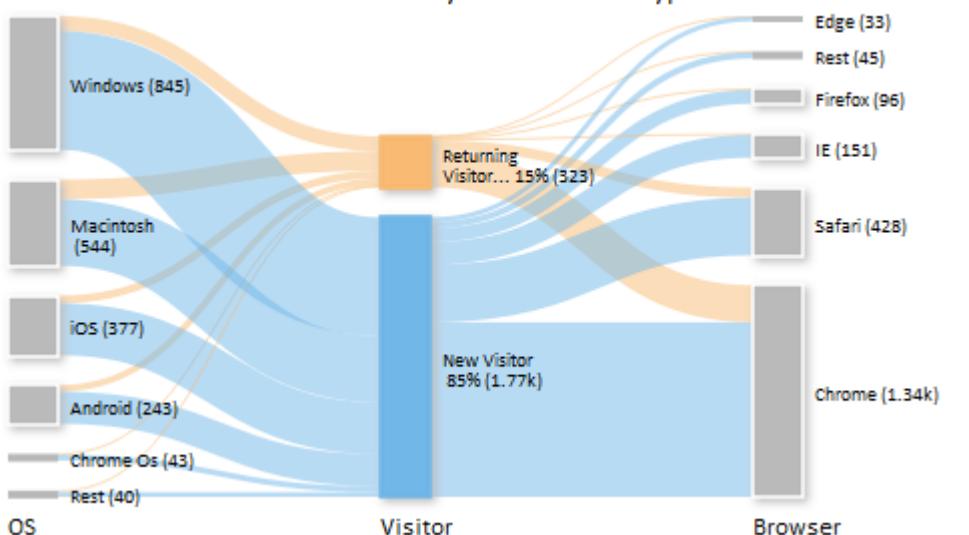
Distribution by Device Type



Sources (top 10)



Distribution by OS & Browser Type



Users Germany 1,540

Sessions

1,744

Bounce Rate

61.98%

Pageviews

5,023

Time on Site (avg.)

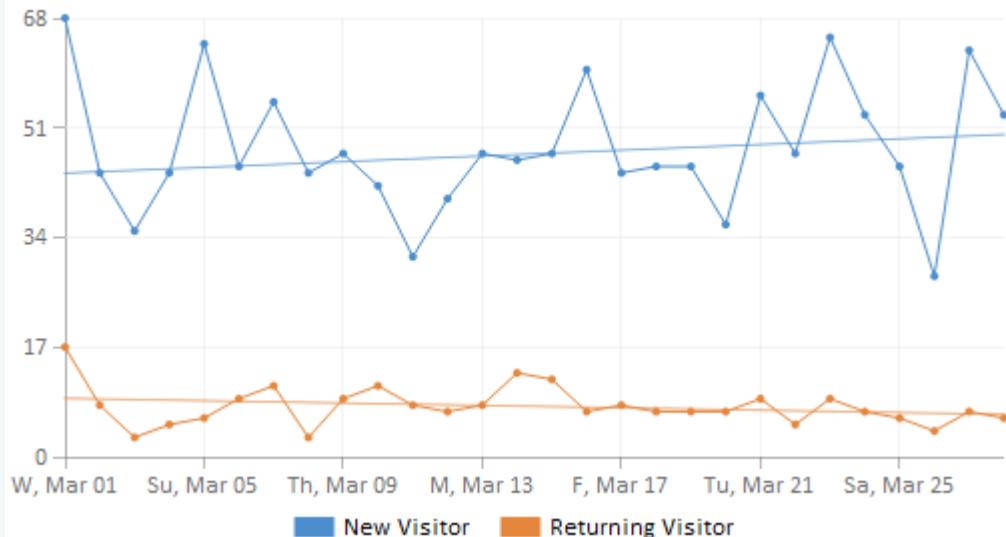
00:01:32

% New Sessions

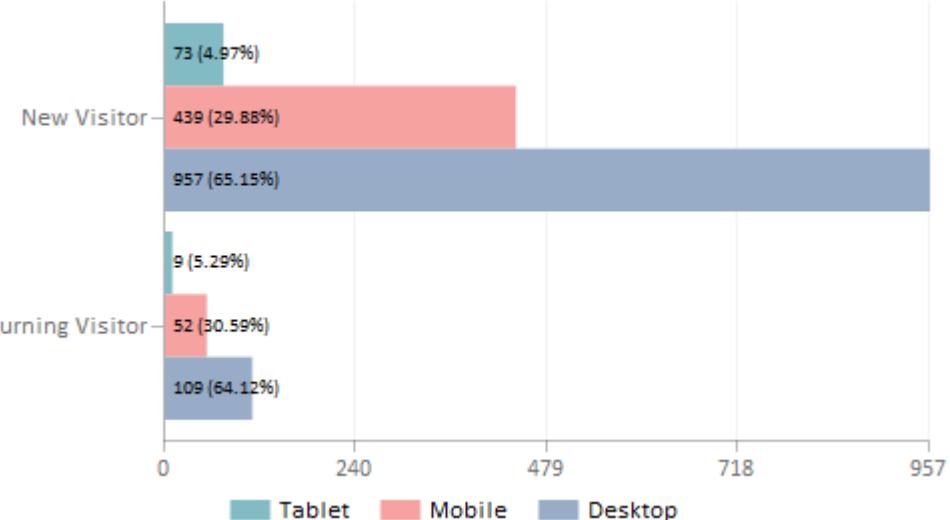
84.23%



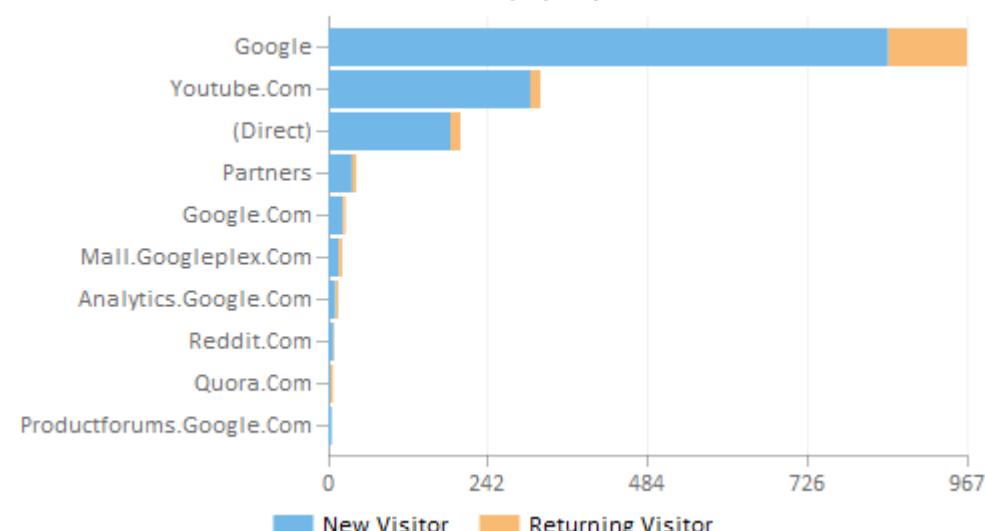
Users Trend



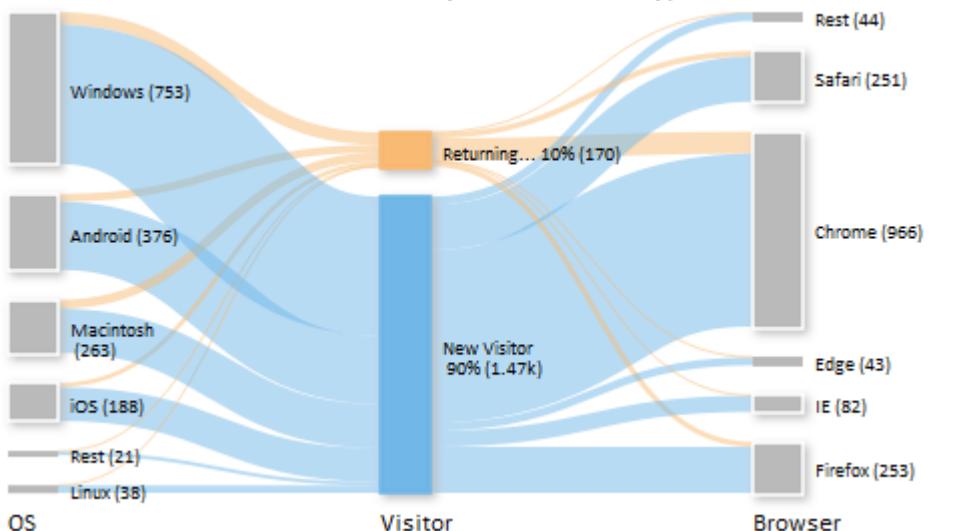
Distribution by Device Type



Sources (top 10)



Distribution by OS & Browser Type



Users Japan 1,403

Sessions

1,616

Bounce Rate

61.20%

Pageviews

4,922

Time on Site (avg.)

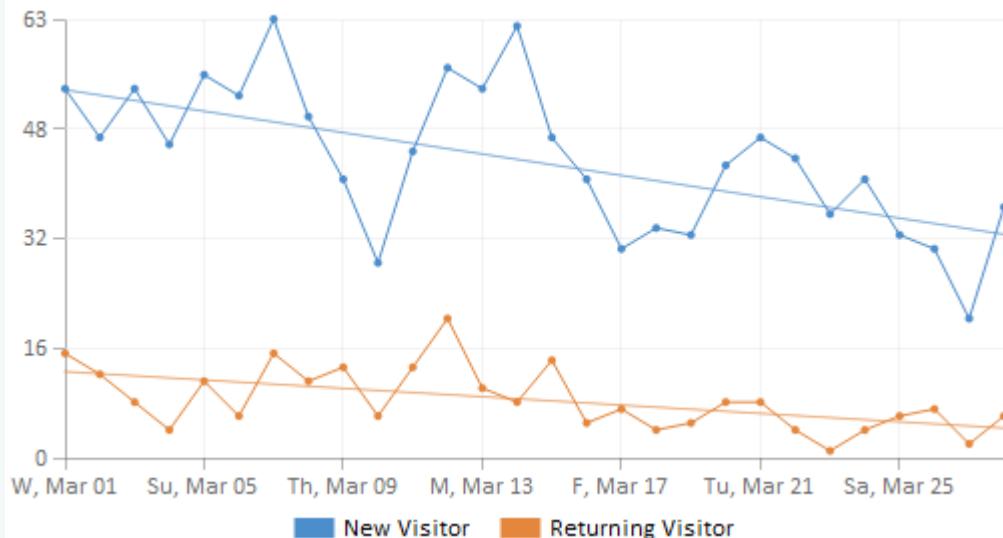
00:01:41

% New Sessions

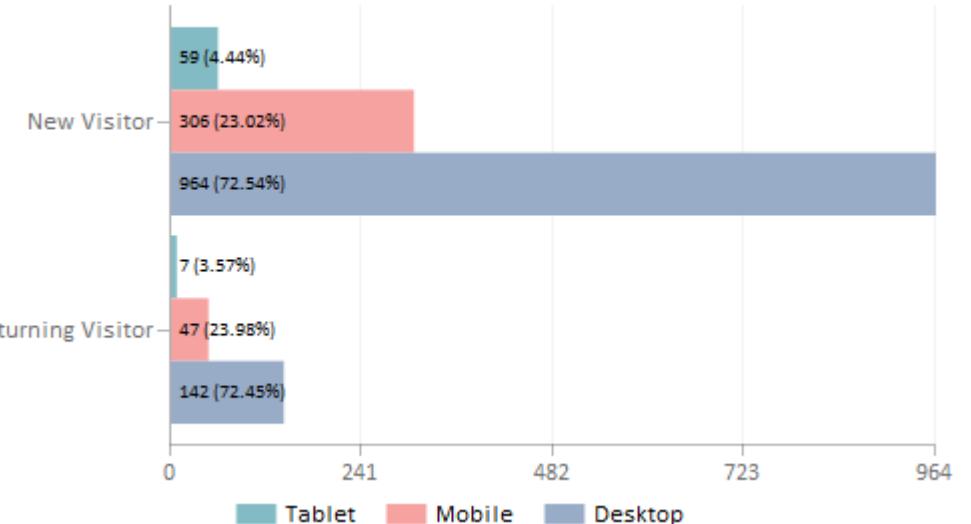
82.36%



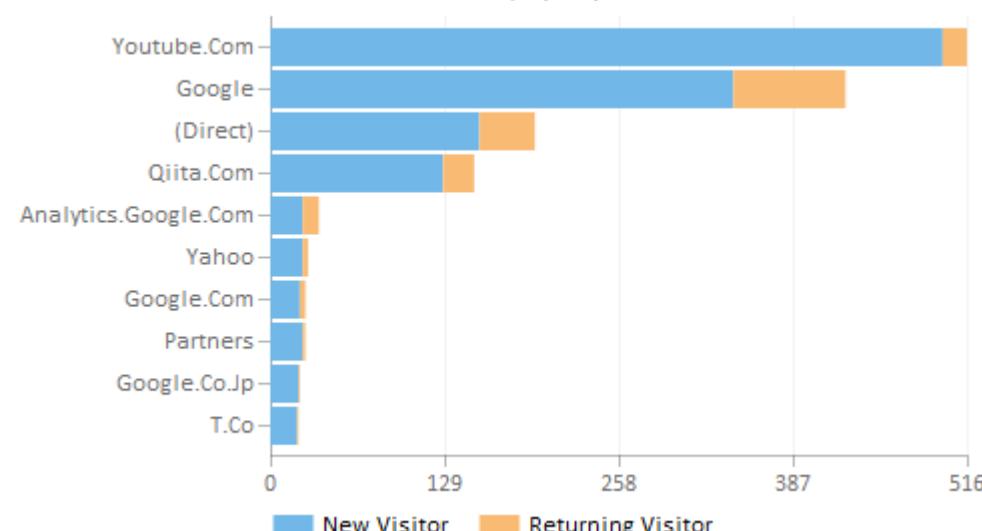
Users Trend



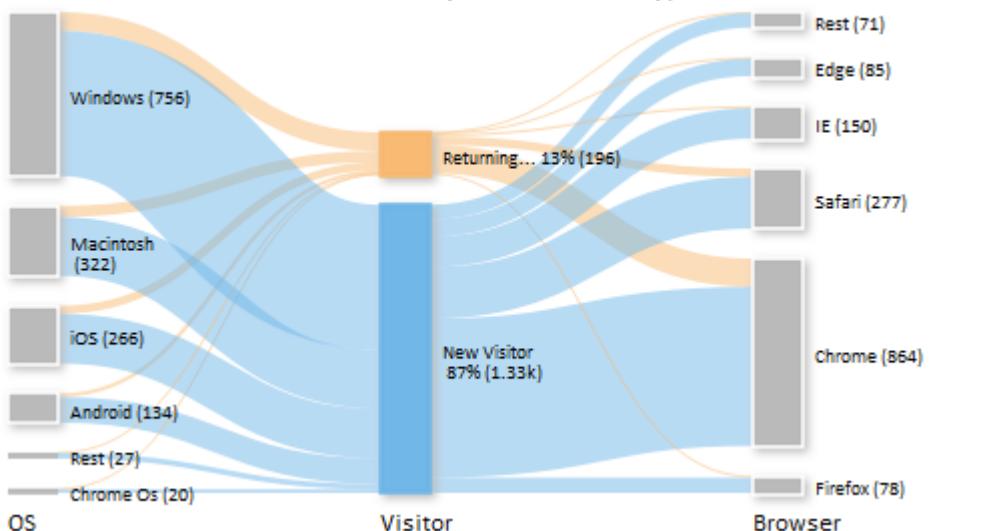
Distribution by Device Type



Sources (top 10)



Distribution by OS & Browser Type



Users France 1,302

Sessions

1,556

Bounce Rate

64.01%

Pageviews

4,329

Time on Site (avg.)

00:01:46

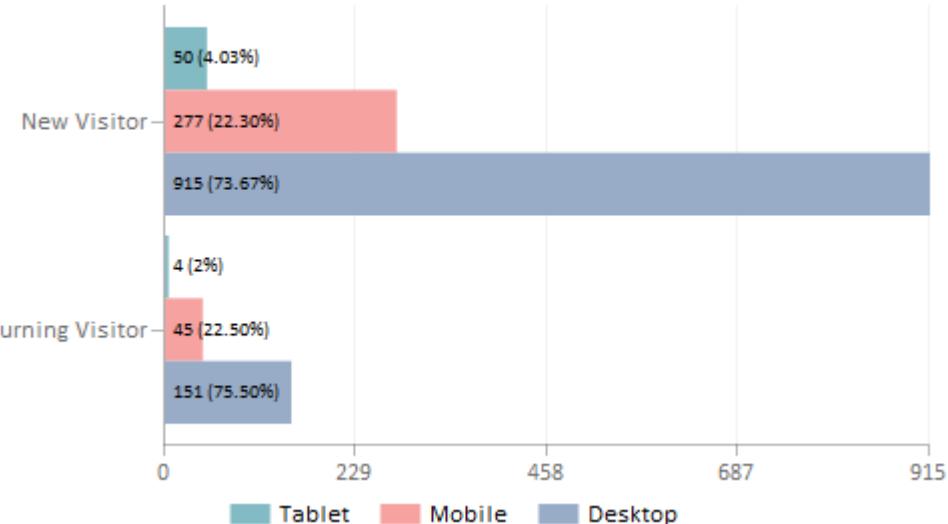
% New Sessions

79.82%

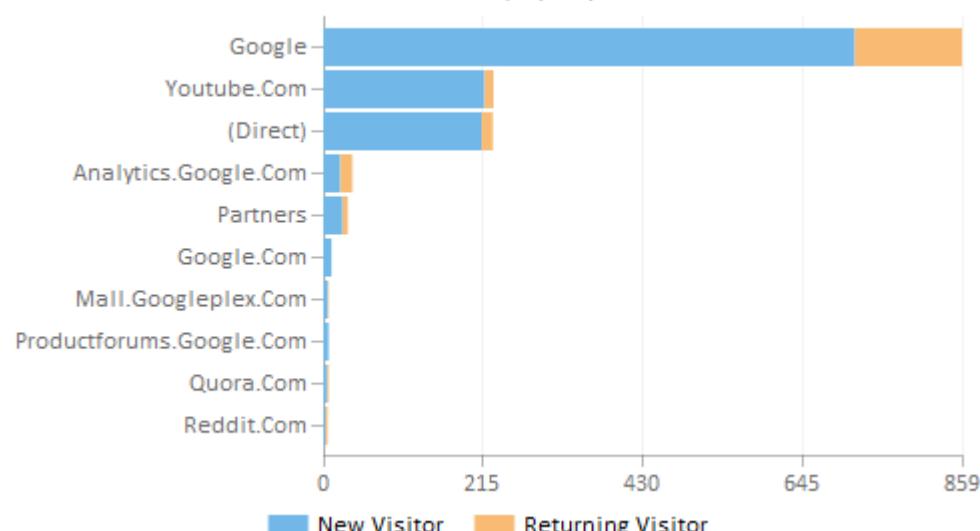
Users Trend



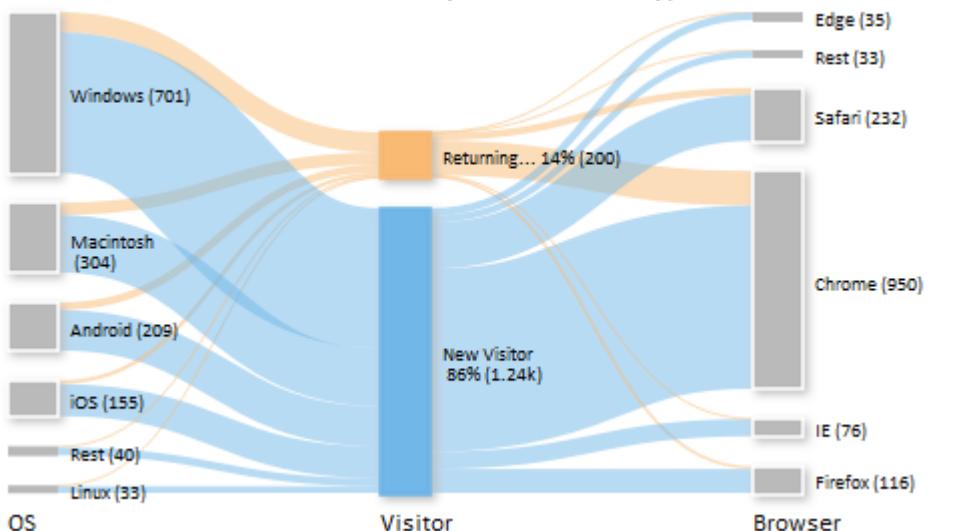
Distribution by Device Type



Sources (top 10)



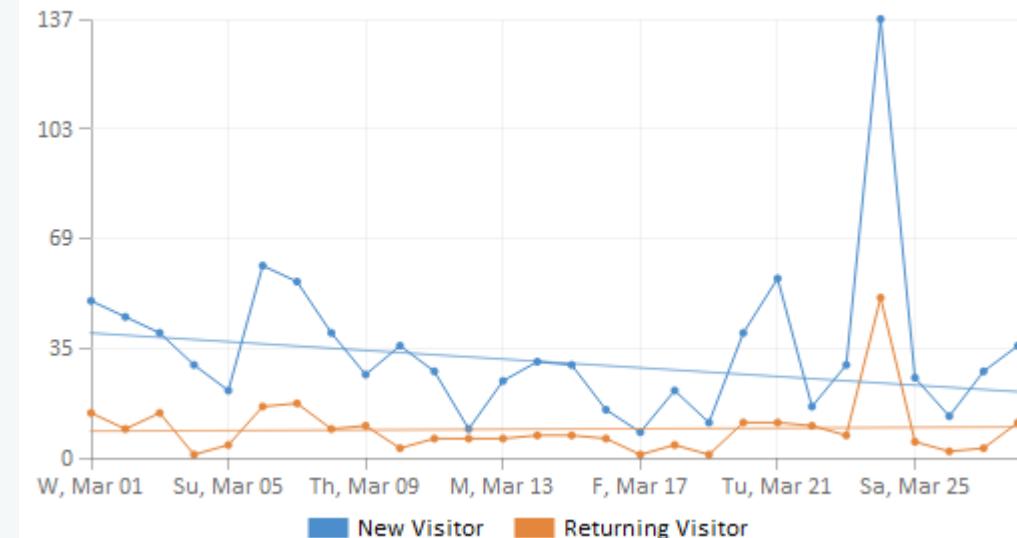
Distribution by OS & Browser Type



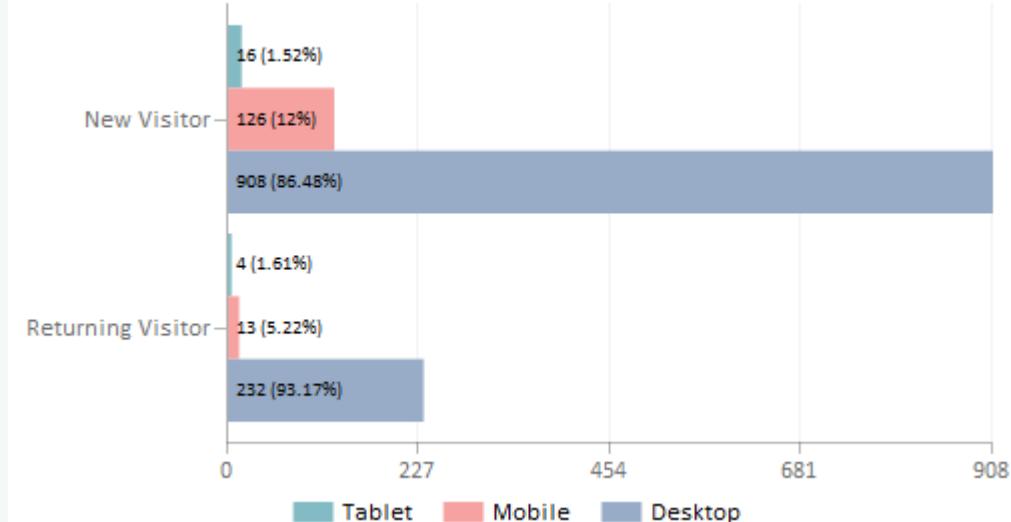
Users Spain 1,097

Sessions
1,441Bounce Rate
57.74%Pageviews
4,089Time on Site (avg.)
00:02:38% New Sessions
72.94%

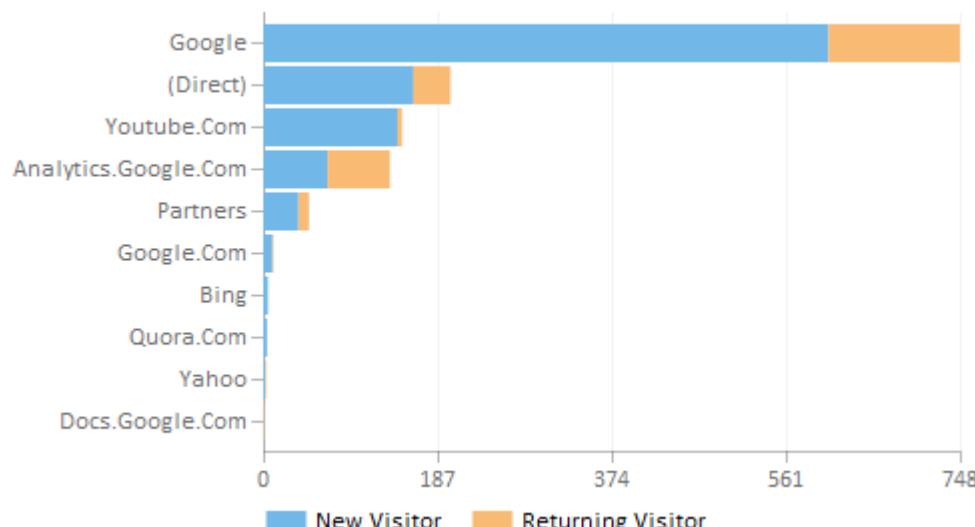
Users Trend



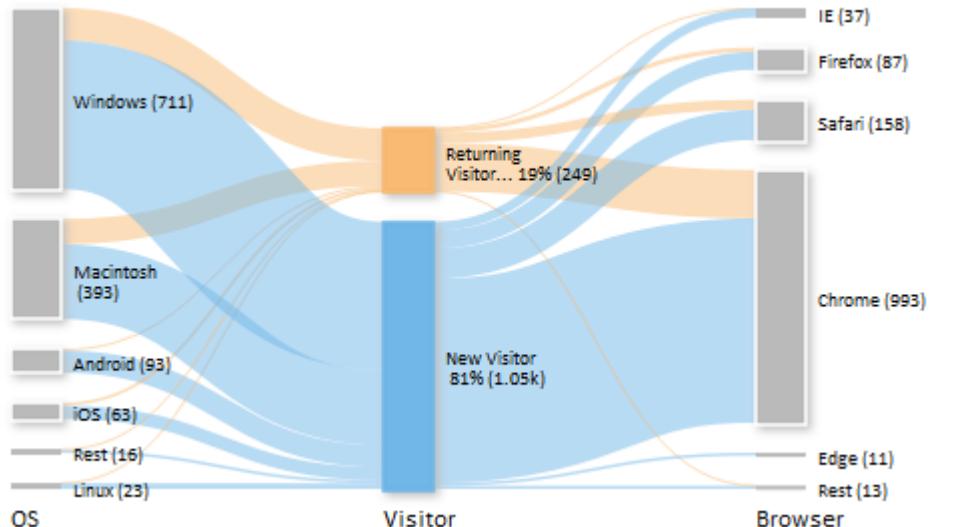
Distribution by Device Type



Sources (top 10)



Distribution by OS & Browser Type



Users Taiwan 1,096

Sessions

1,436

Bounce Rate

51.60%

Pageviews

5,215

Time on Site (avg.)

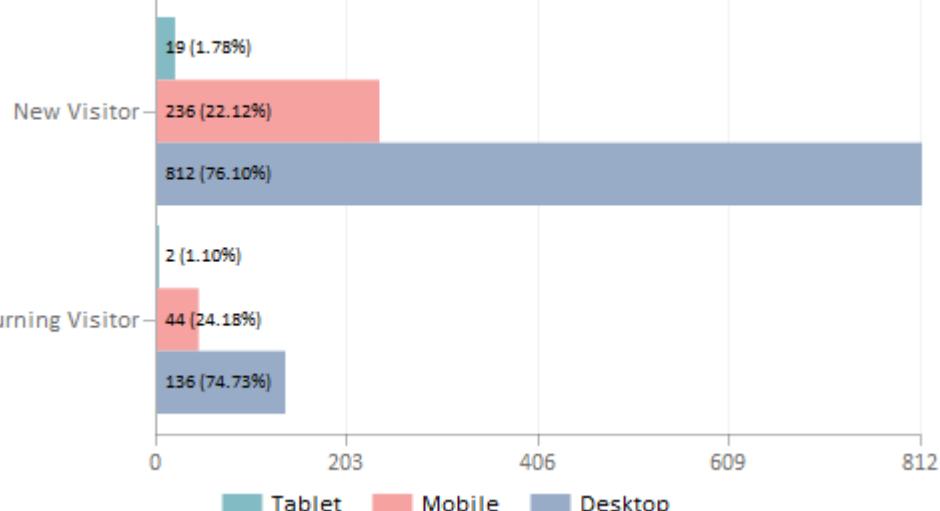
00:03:03

% New Sessions

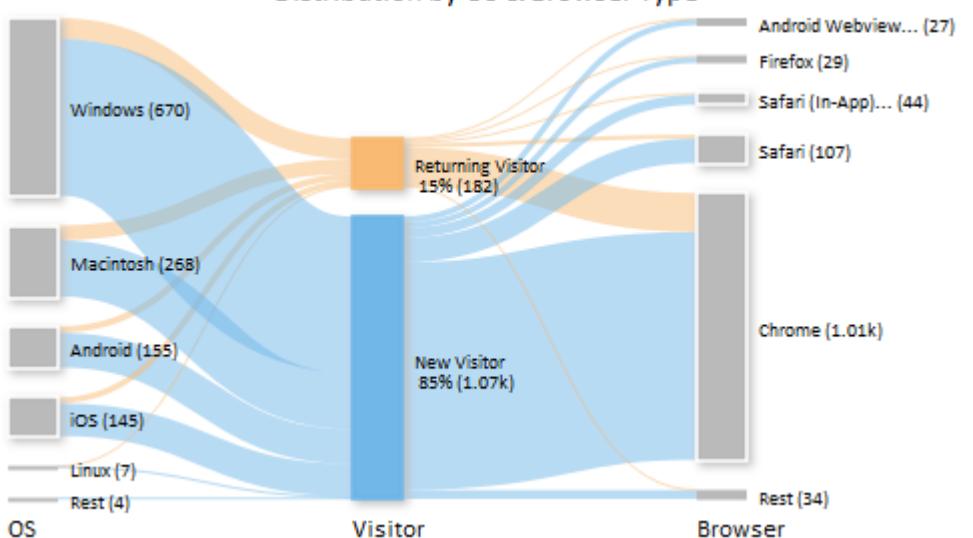
74.30%



Distribution by Device Type



Distribution by OS & Browser Type



Users Brazil 1,069

Sessions

1,202

Bounce Rate

61.23%

Pageviews

3,725

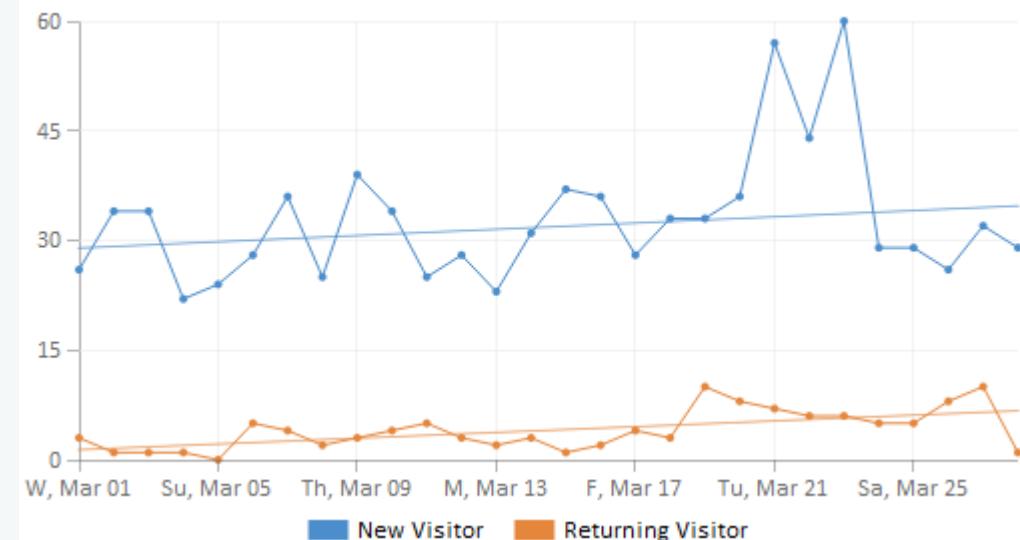
Time on Site (avg.)

00:02:01

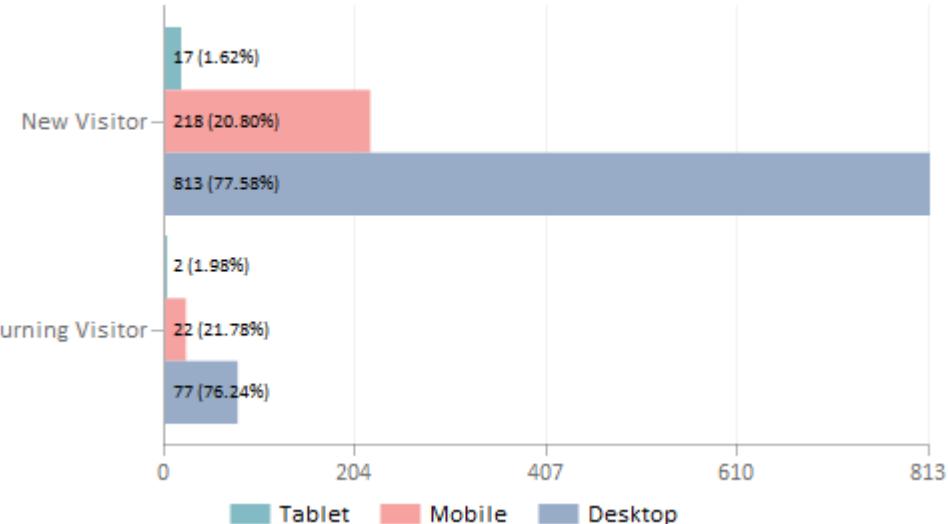
% New Sessions

87.19%

Users Trend



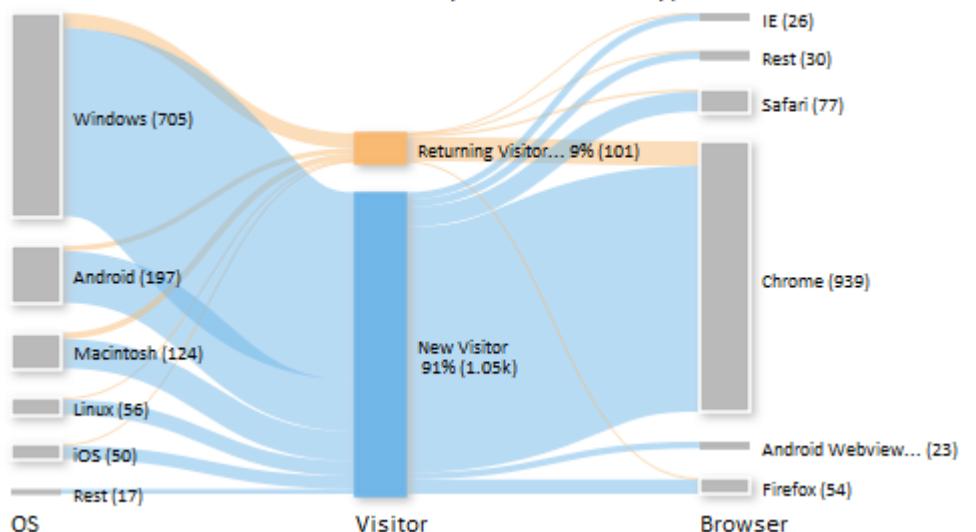
Distribution by Device Type



Sources (top 10)



Distribution by OS & Browser Type



Users Google 30,689

Sessions
36,779

Bounce Rate
48.84%

Pageviews
153,621

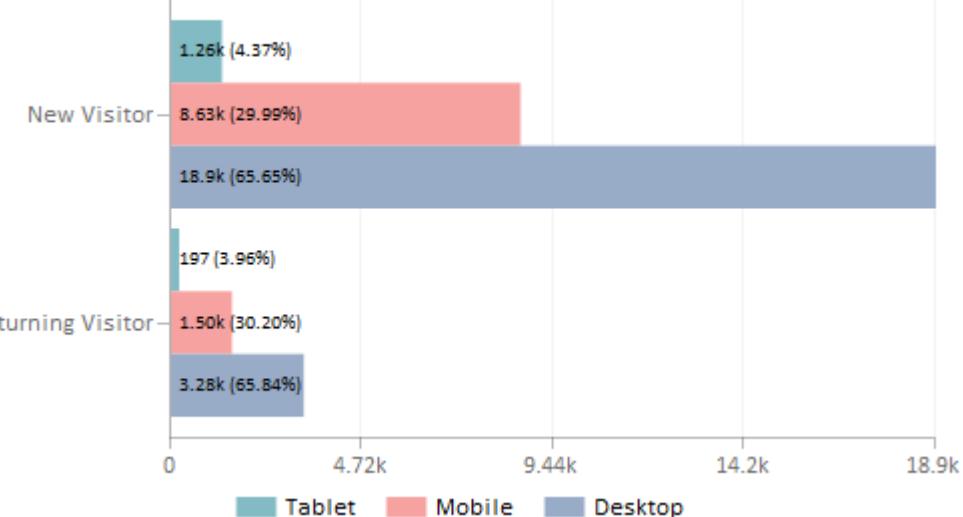
Time on Site (avg.)
00:02:33

% New Sessions
77.77%

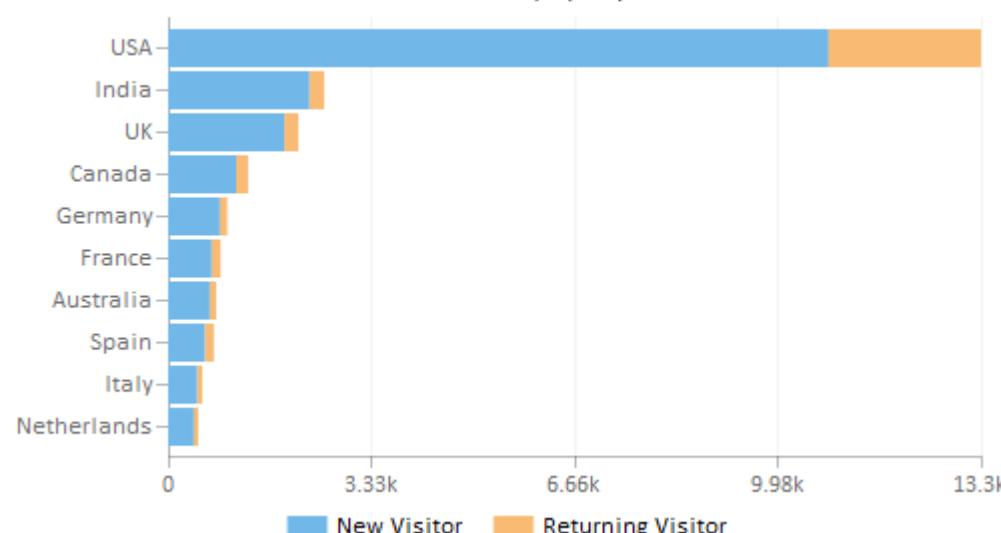
Users Trend



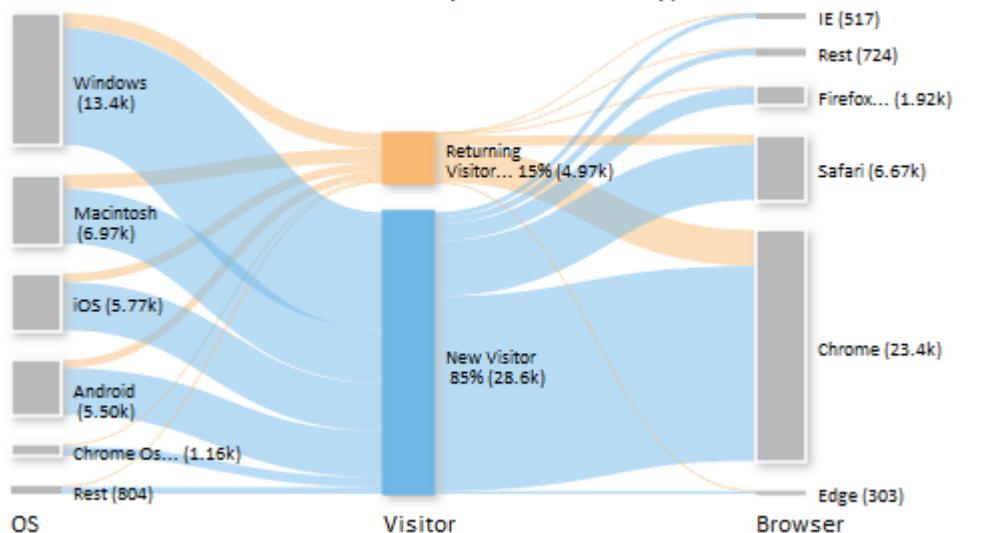
Distribution by Device Type



Locations (top 10)



Distribution by OS & Browser Type



Users Youtube.com 11,604

Sessions

12,096

Bounce Rate

65.76%

Pageviews

24,099

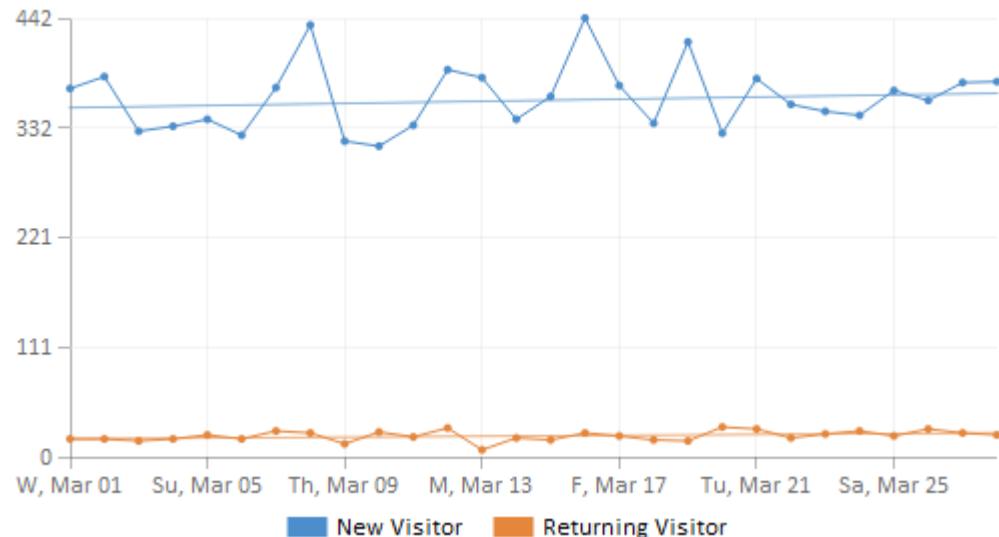
Time on Site (avg.)

00:00:56

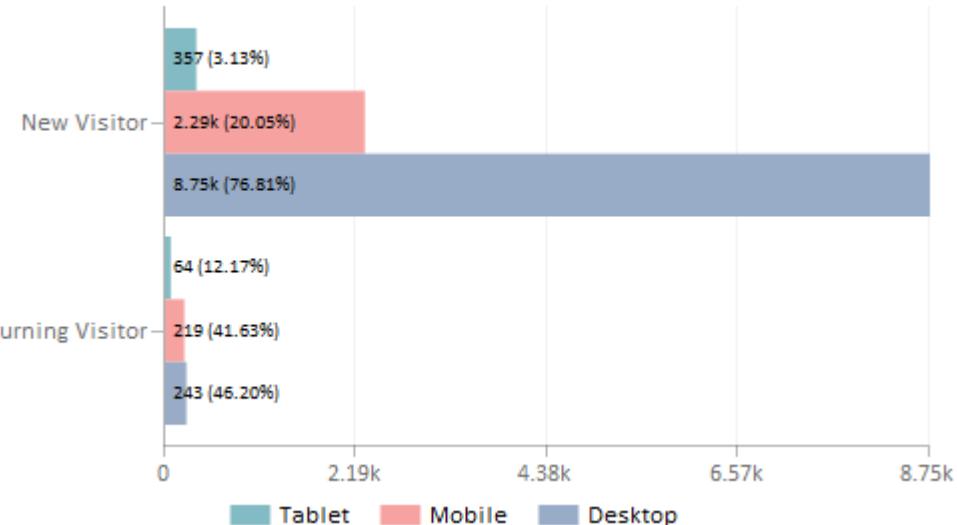
% New Sessions

93.68%

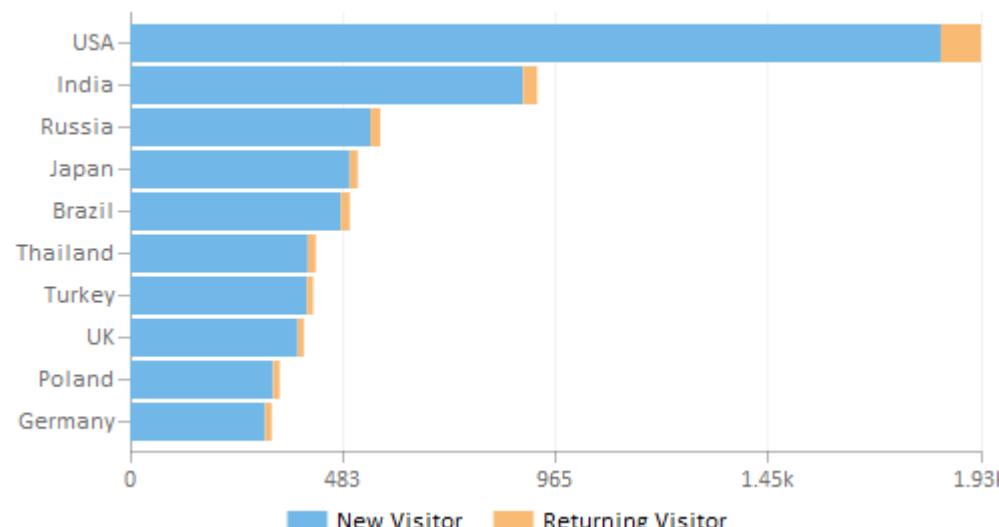
Users Trend



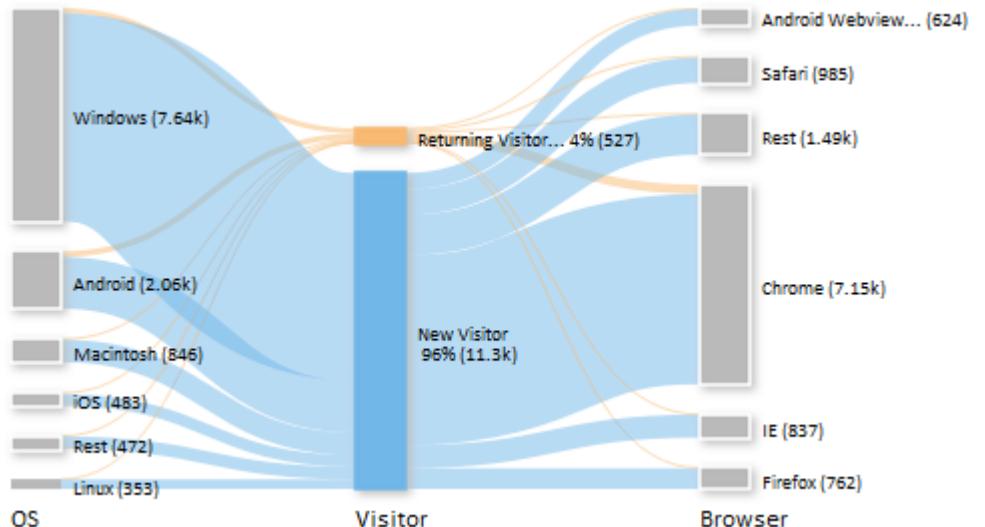
Distribution by Device Type



Locations (top 10)



Distribution by OS & Browser Type



Users (direct) 10,395

Sessions

13,181

Bounce Rate

45.95%

Pageviews

65,590

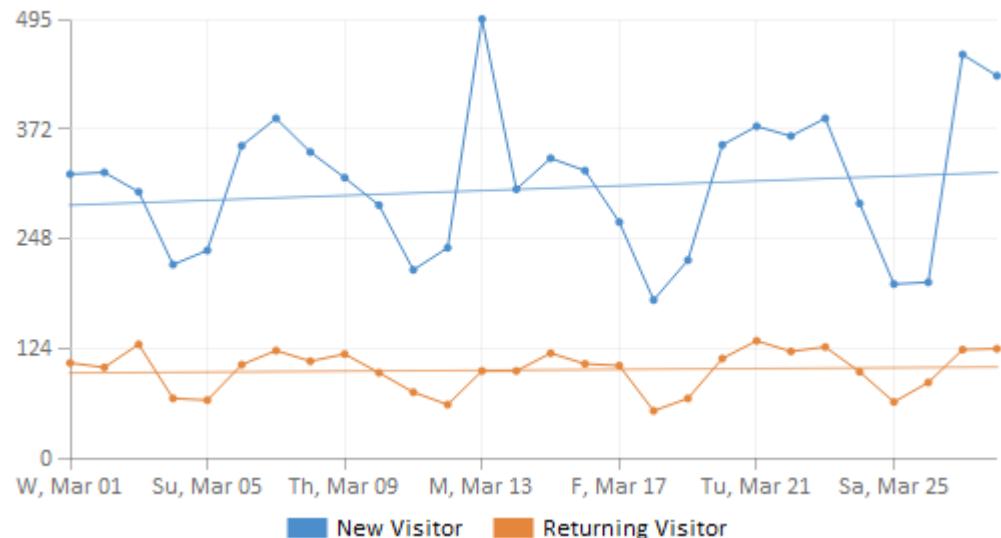
Time on Site (avg.)

00:03:17

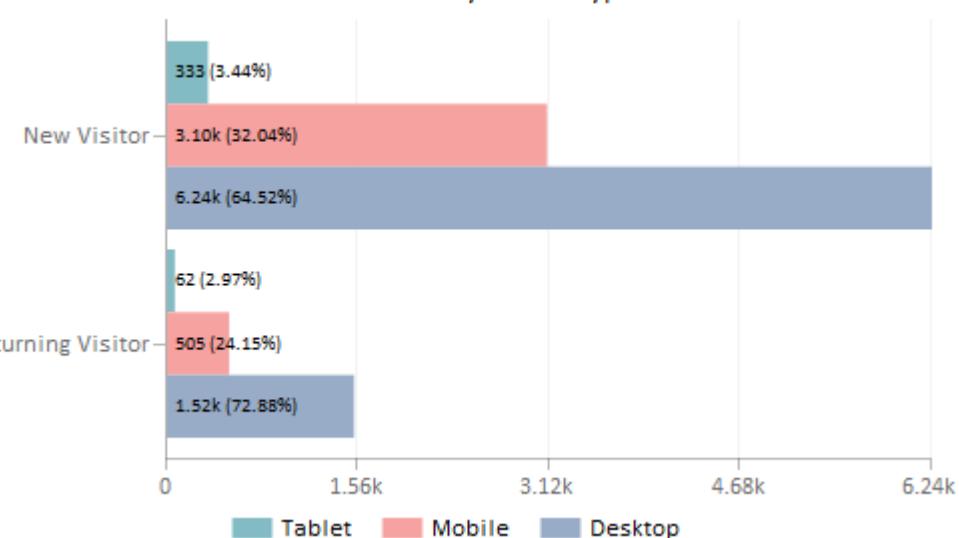
% New Sessions

73.33%

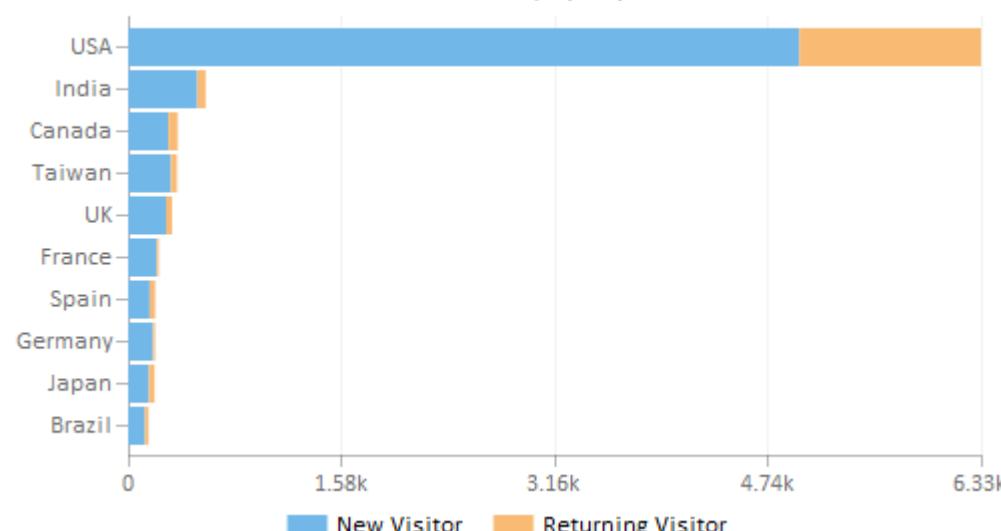
Users Trend



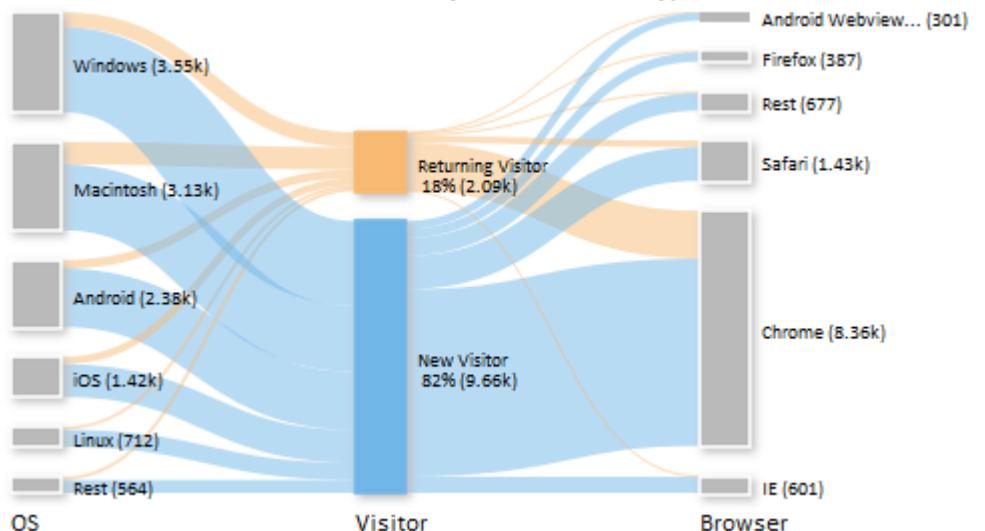
Distribution by Device Type



Locations (top 10)



Distribution by OS & Browser Type



Users **Mall.googleplex.com** 3,673

Sessions

5,627

Bounce Rate

15.19%

Pageviews

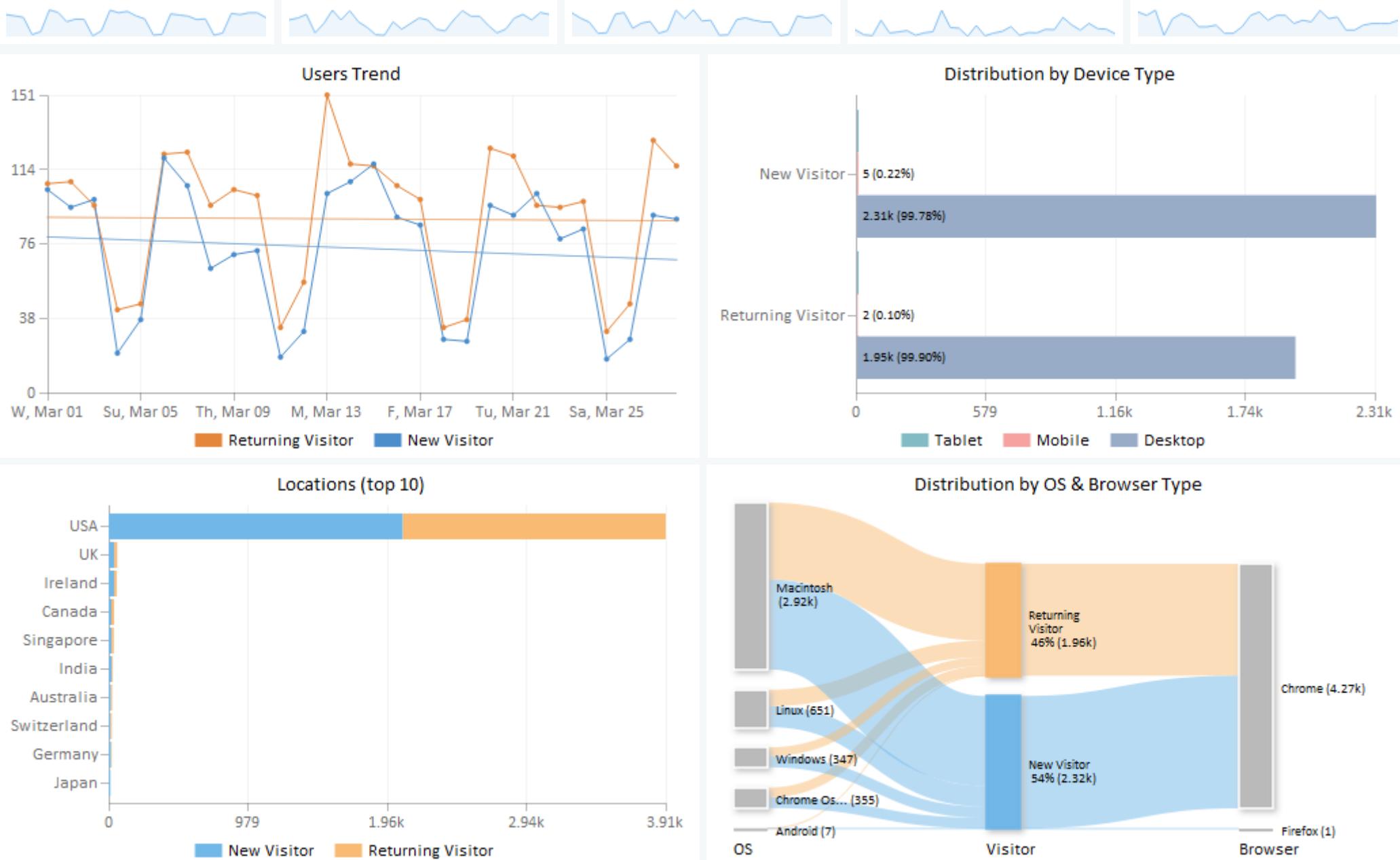
48,123

Time on Site (avg.)

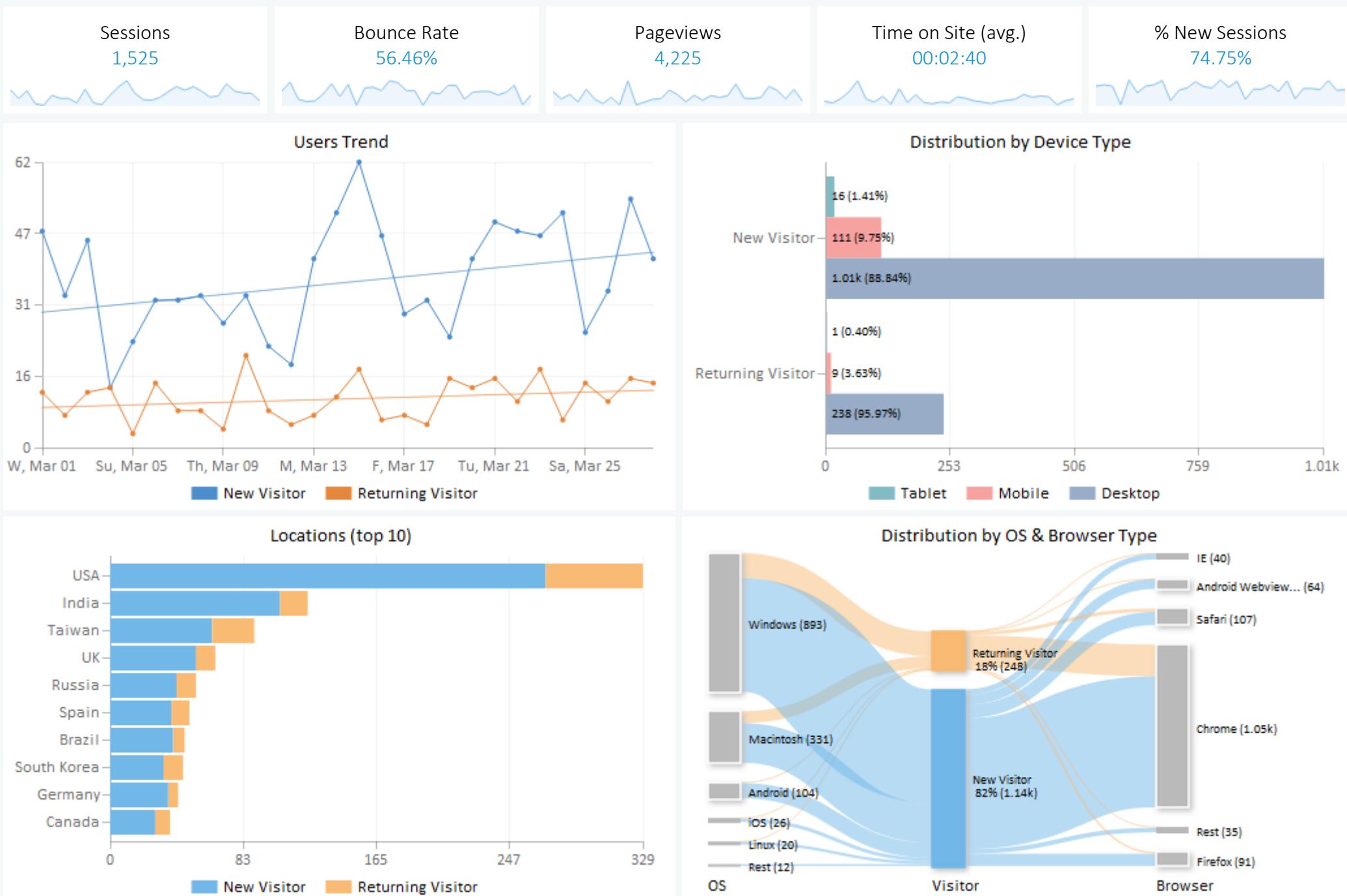
00:05:11

% New Sessions

41.23%



Users Partners 1,256



Users Analytics.google.com 1,242

Sessions

1,619

Bounce Rate

52.56%

Pageviews

4,746

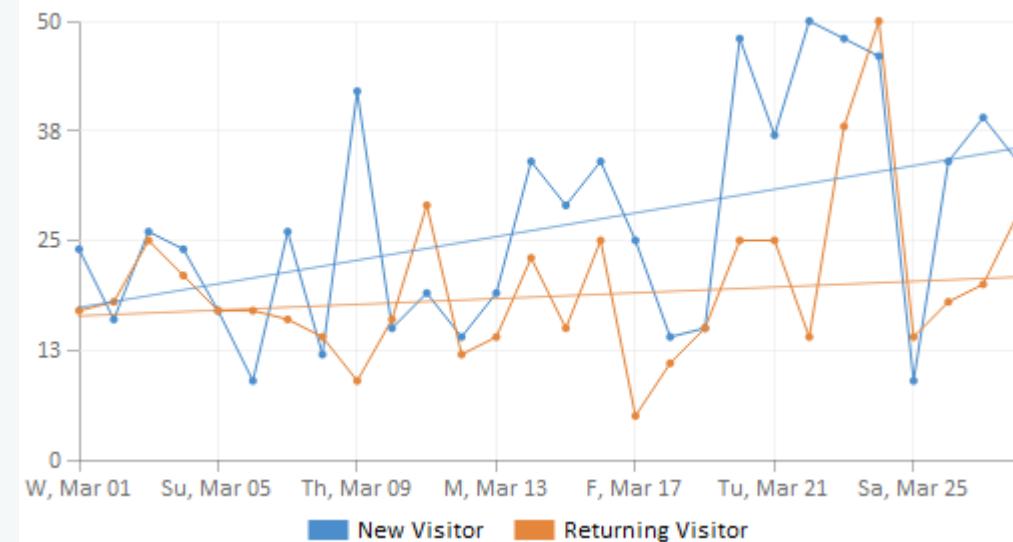
Time on Site (avg.)

00:03:07

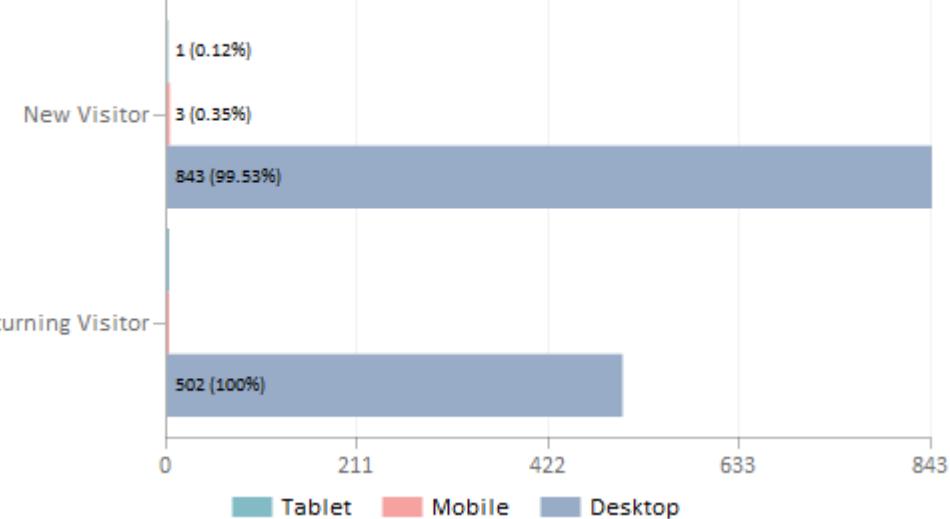
% New Sessions

52.38%

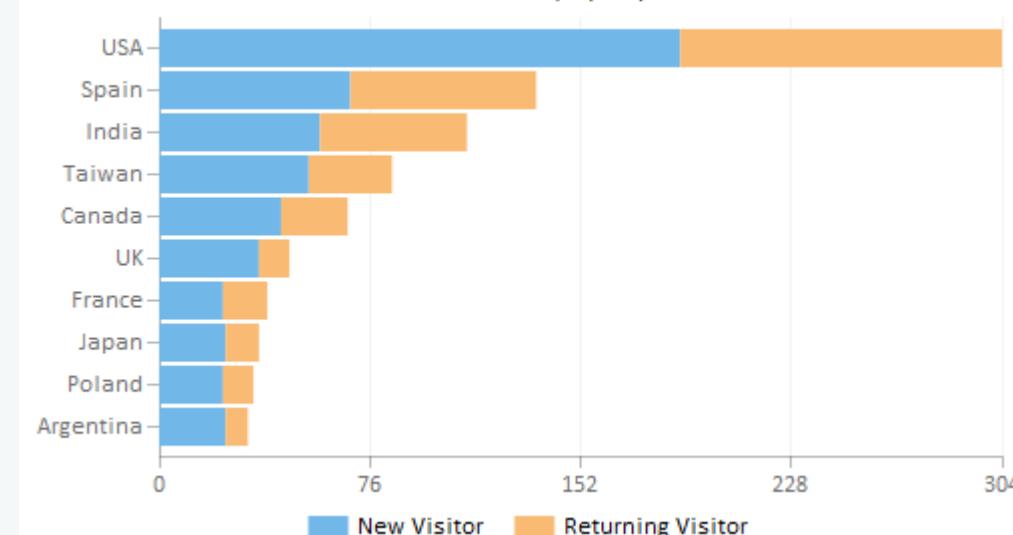
Users Trend



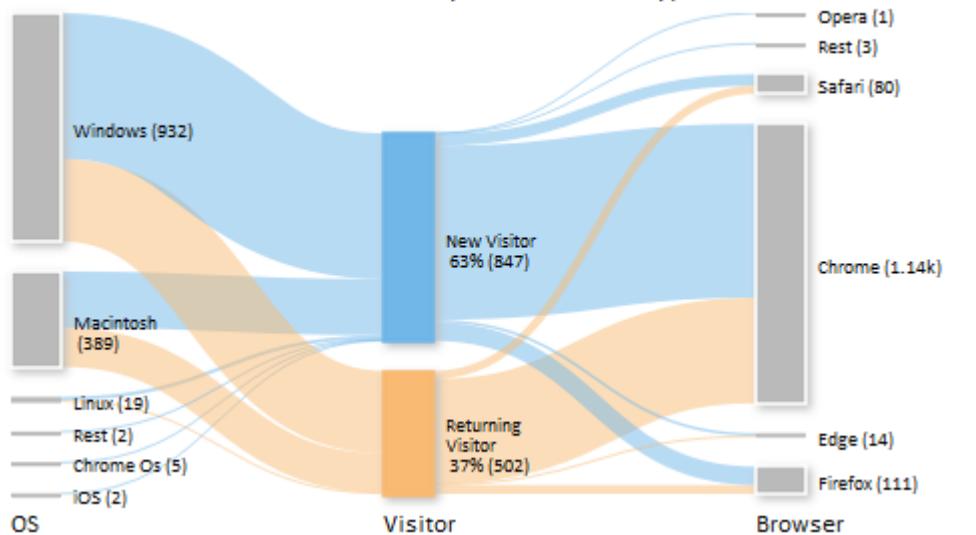
Distribution by Device Type



Locations (top 10)



Distribution by OS & Browser Type



Users Sites.google.com 618

Sessions

869

Bounce Rate

20.83%

Pageviews

6,383

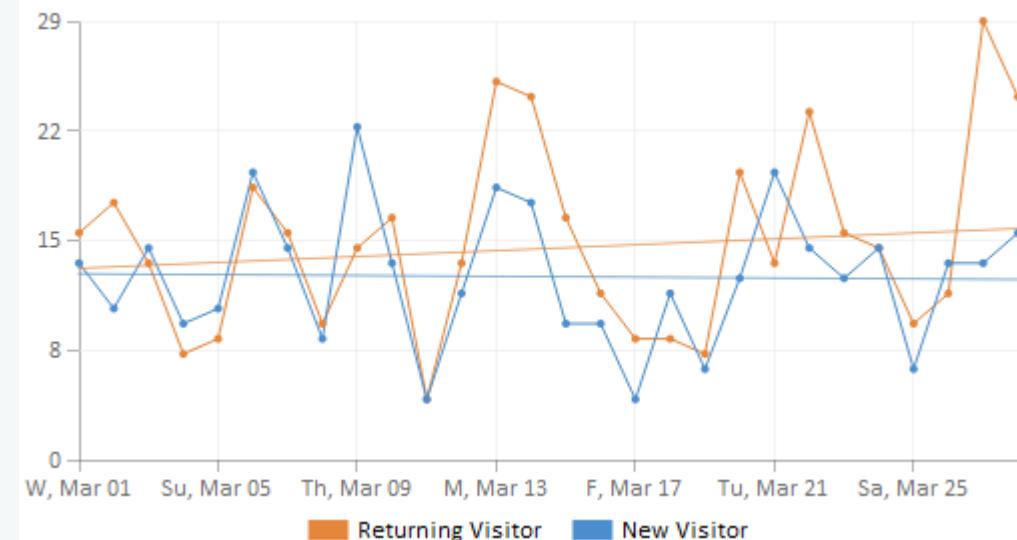
Time on Site (avg.)

00:04:05

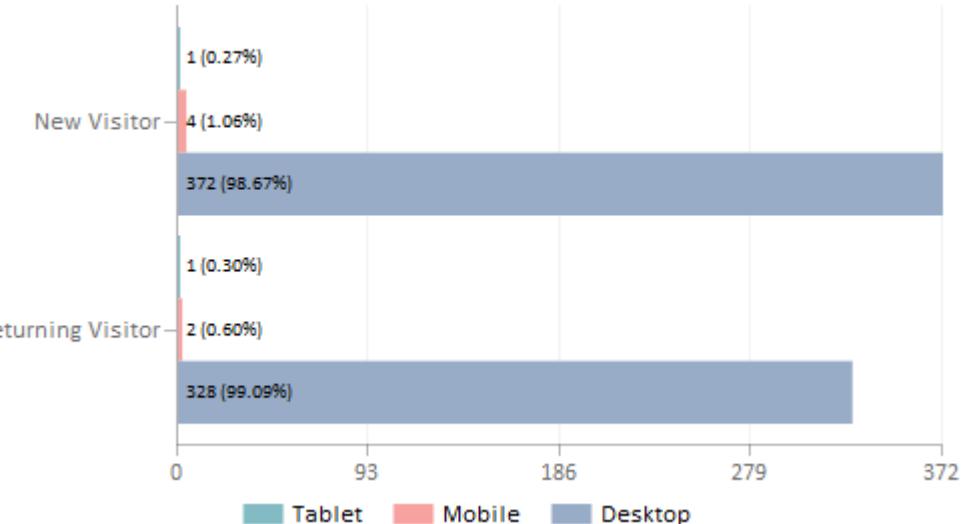
% New Sessions

43.38%

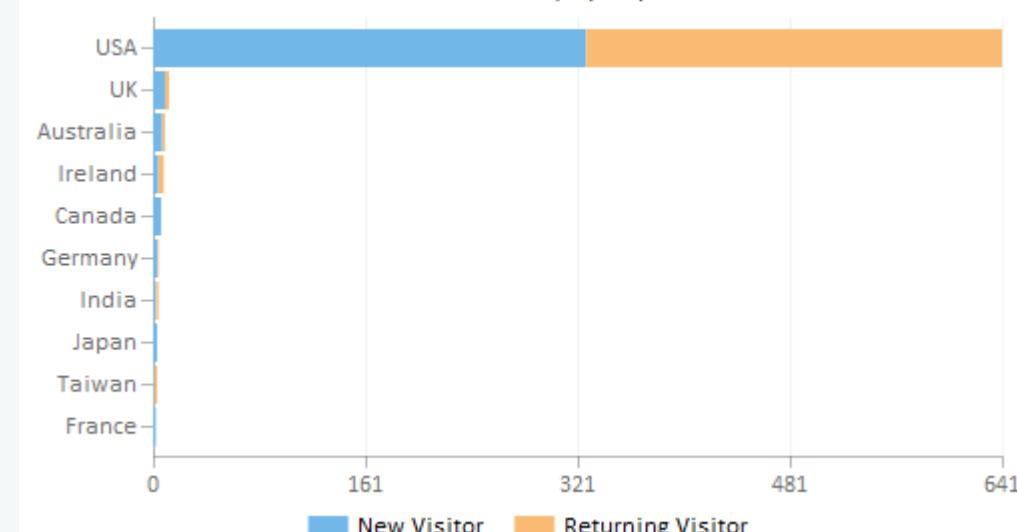
Users Trend



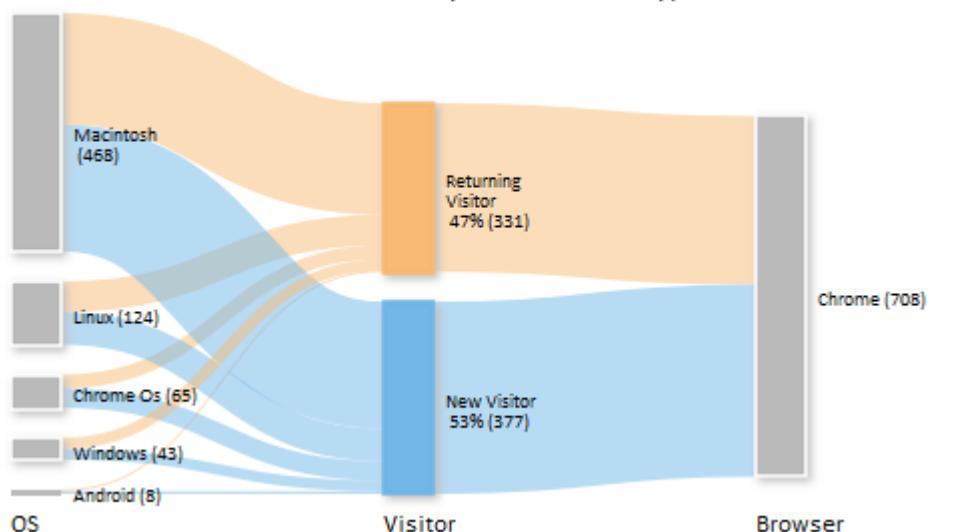
Distribution by Device Type



Locations (top 10)



Distribution by OS & Browser Type



Users Google.com 479

Sessions

534

Bounce Rate

43.26%

Pageviews

2,177

Time on Site (avg.)

00:03:01

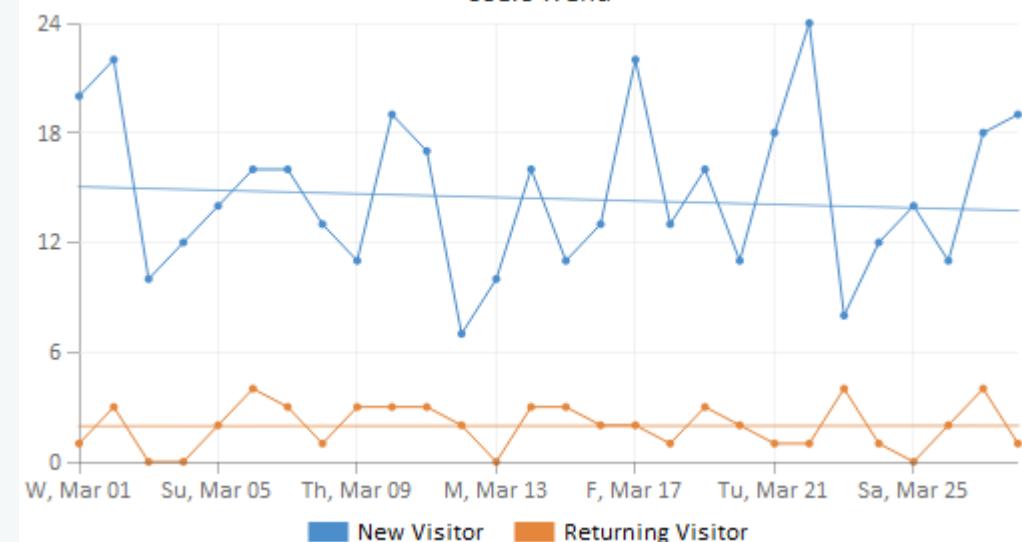
% New Sessions

86.33%



Users Trend

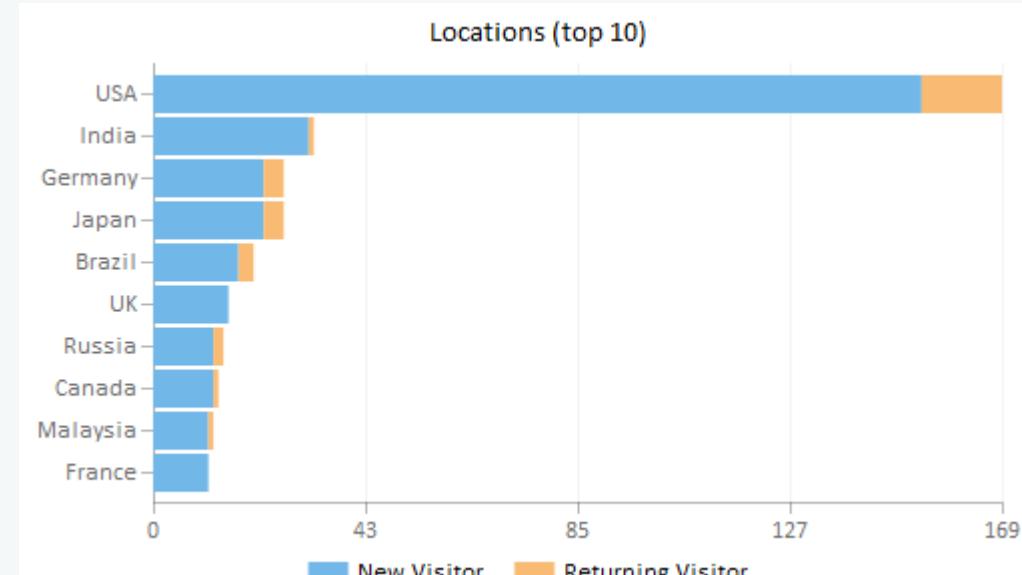
Distribution by Device Type



New Visitor
17 (3.70%)
184 (40%)
259 (56.30%)
1 (2.04%)

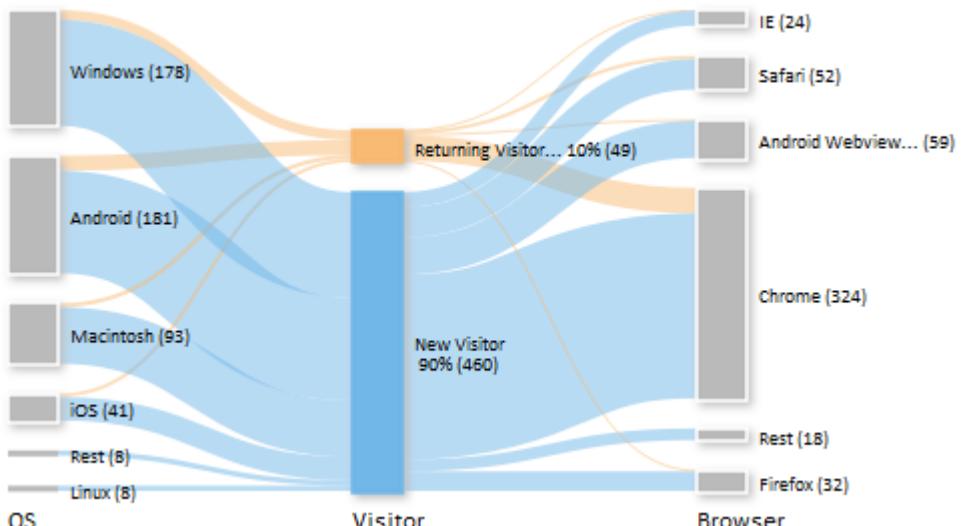
Returning Visitor
27 (55.10%)
21 (42.86%)

Tablet Mobile Desktop

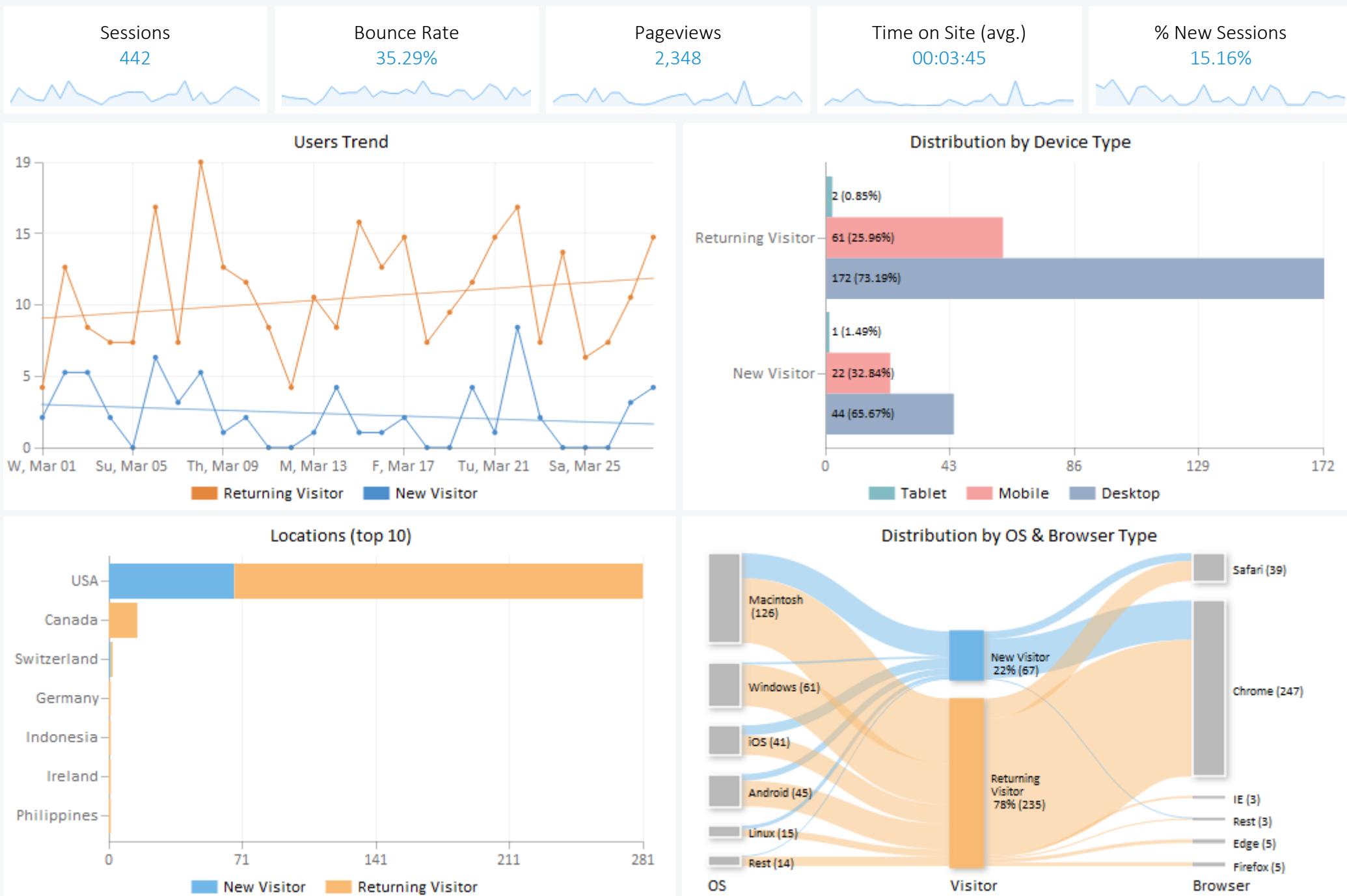


Locations (top 10)

Distribution by OS & Browser Type



Users Dfa 292



Users Yahoo 245

Sessions

274

Bounce Rate

50.36%

Pageviews

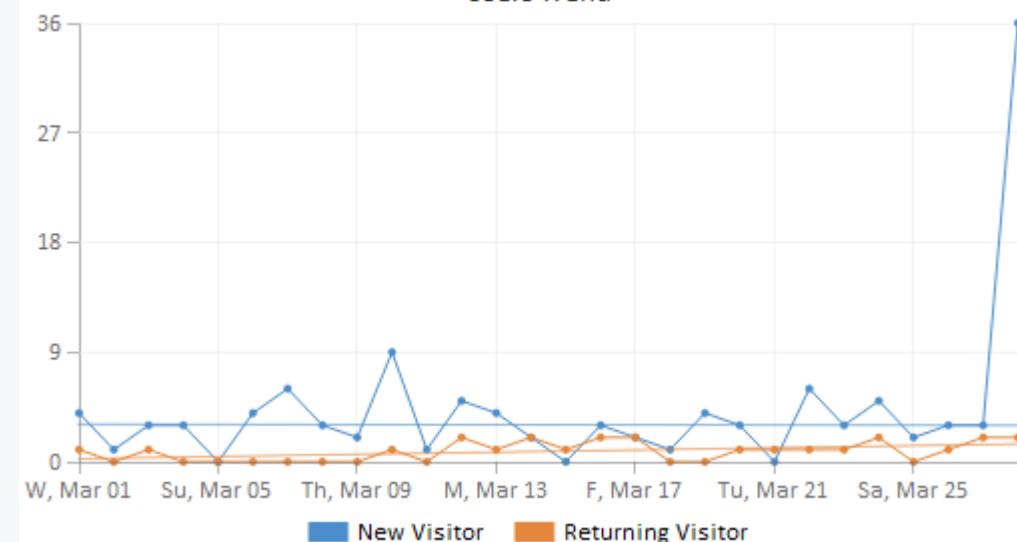
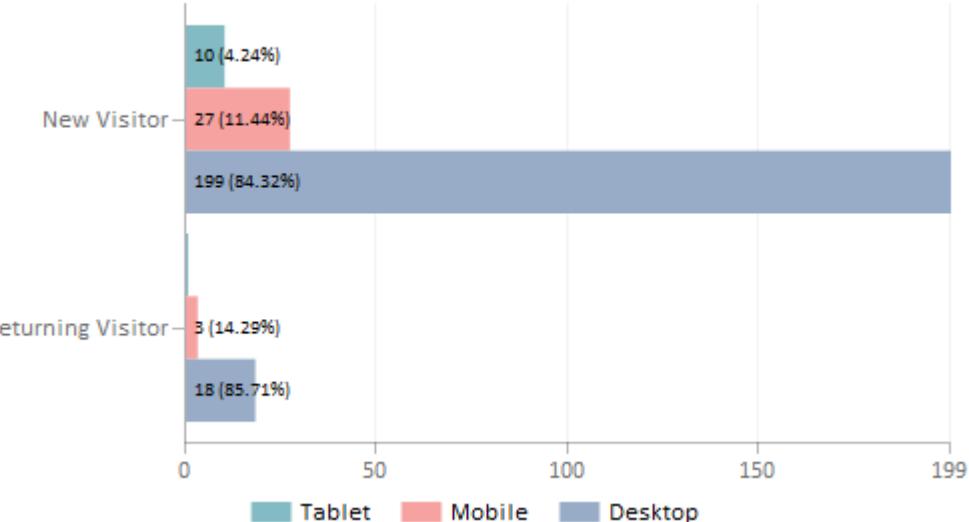
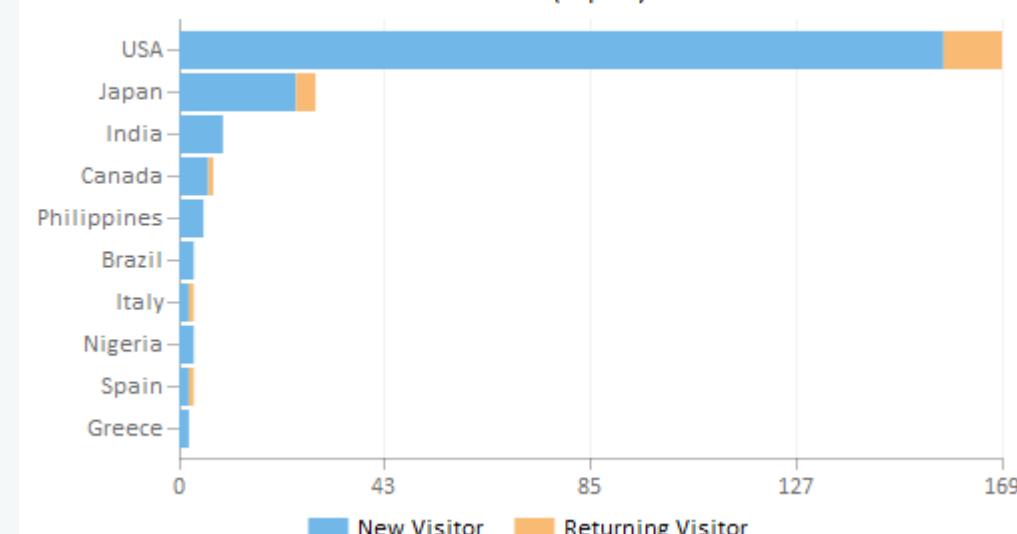
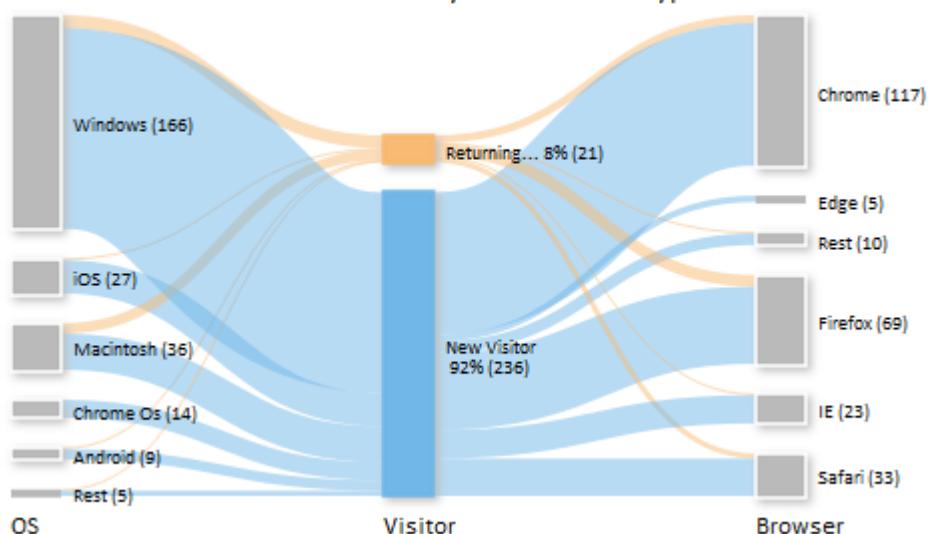
861

Time on Site (avg.)

00:01:42

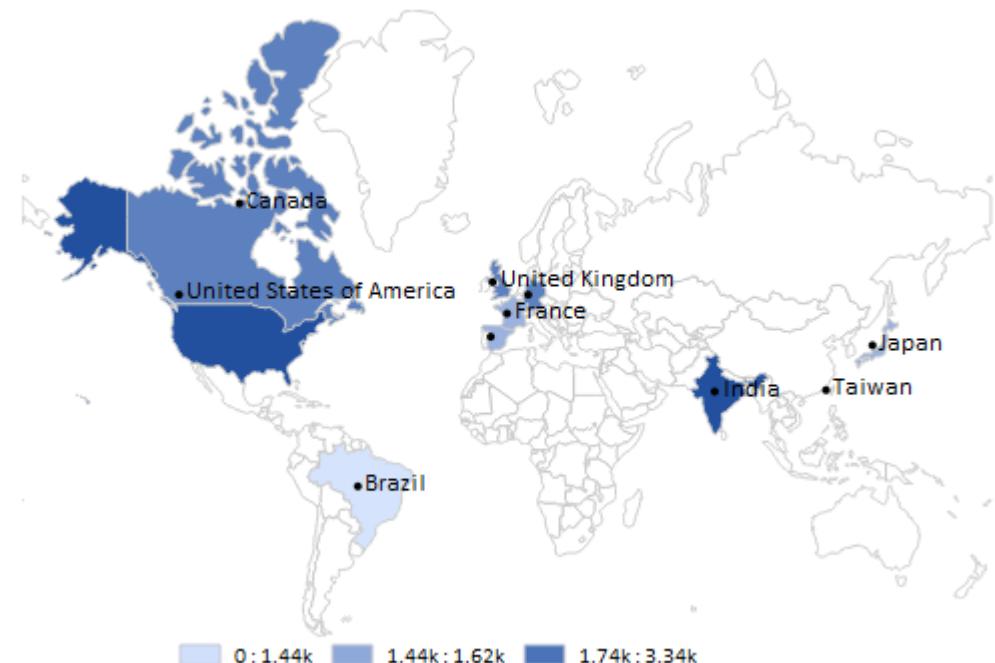
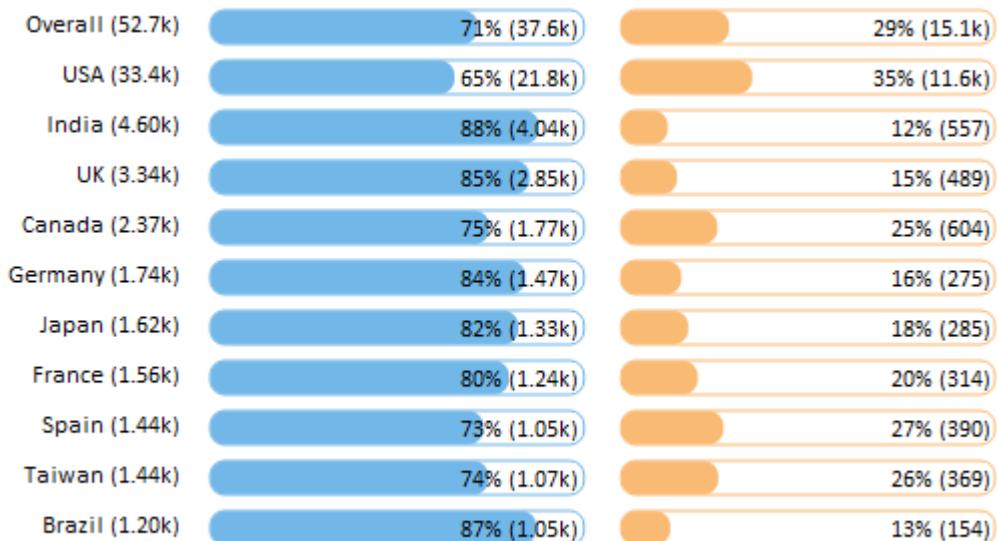
% New Sessions

86.13%

Users Trend**Distribution by Device Type****Locations (top 10)****Distribution by OS & Browser Type**

Sessions 75,789

Locations (top 10)

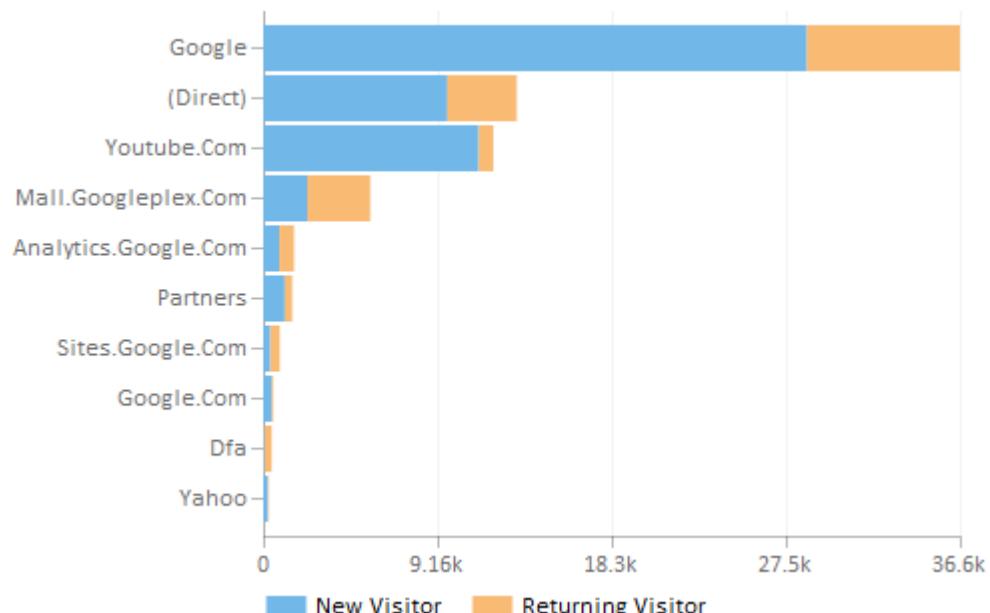


New Visitor

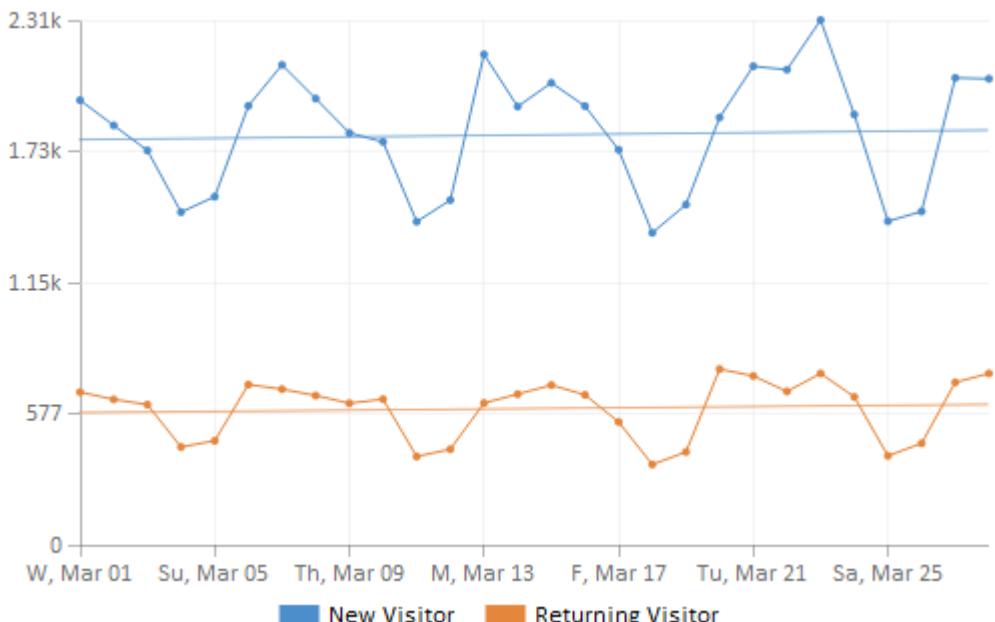
Returning Visitor

0:1.44k 1.44k:1.62k 1.74k:3.34k

Sources (top 10)



Sessions Trend



Sessions USA 33,396

Users

24,621

Bounce Rate

32.55%

Pageviews

198,722

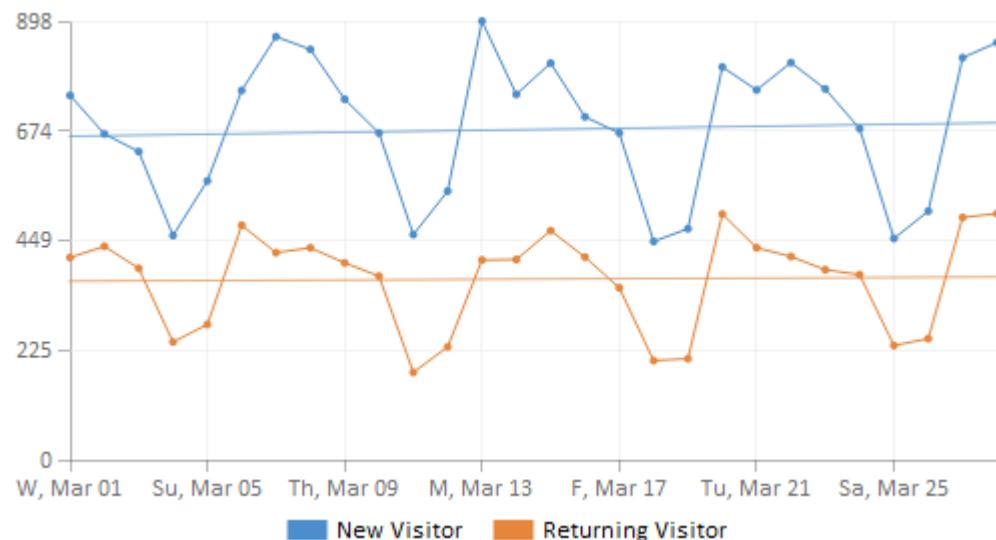
Time on Site (avg.)

00:03:40

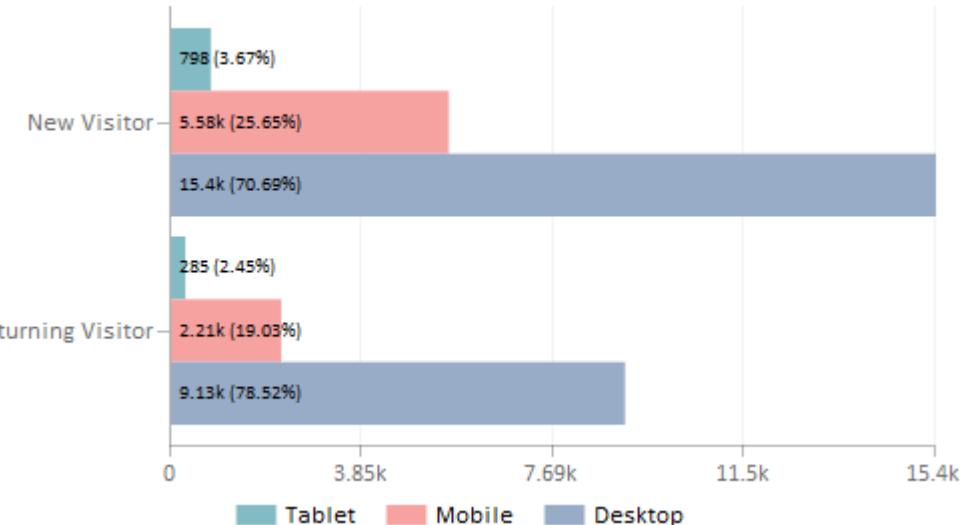
% New Sessions

65.18%

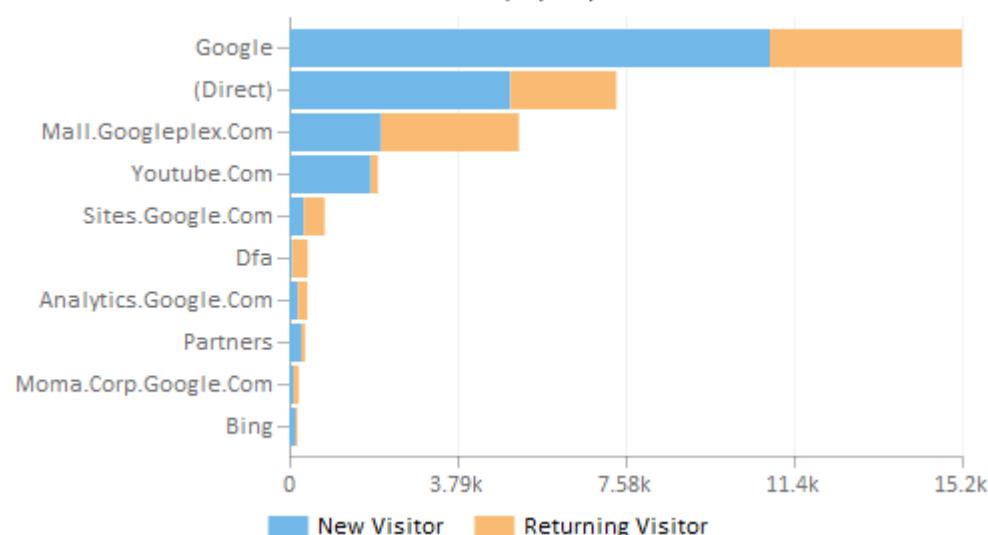
Sessions Trend



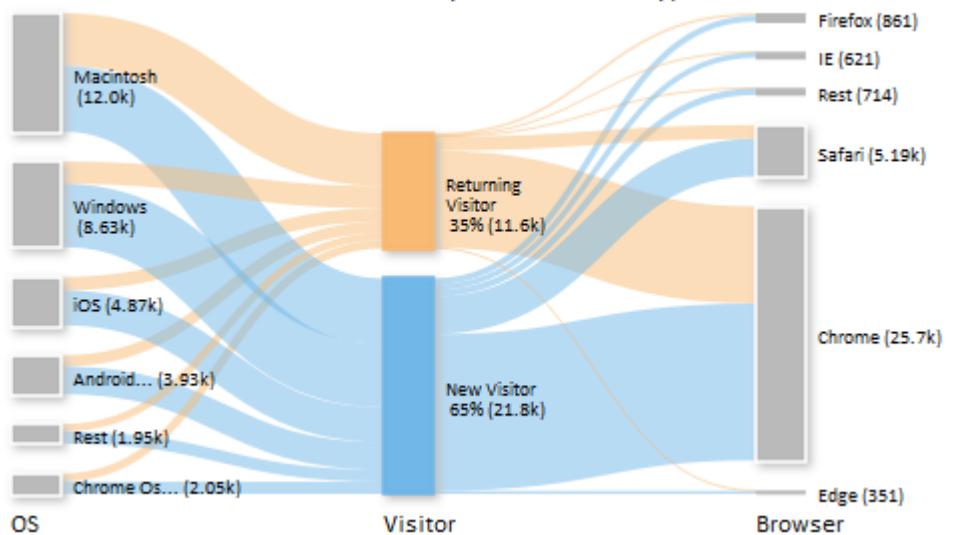
Distribution by Device Type



Sources (top 10)



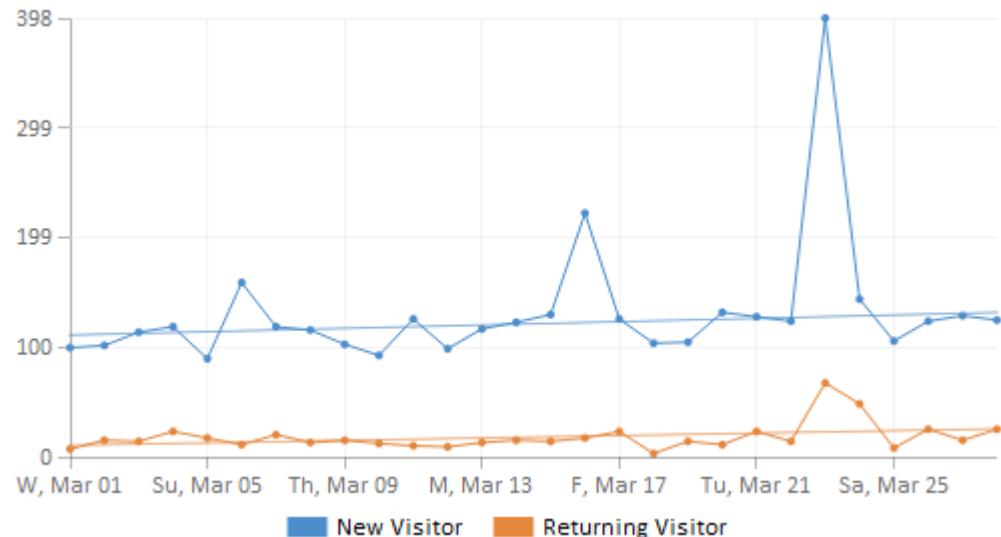
Distribution by OS & Browser Type



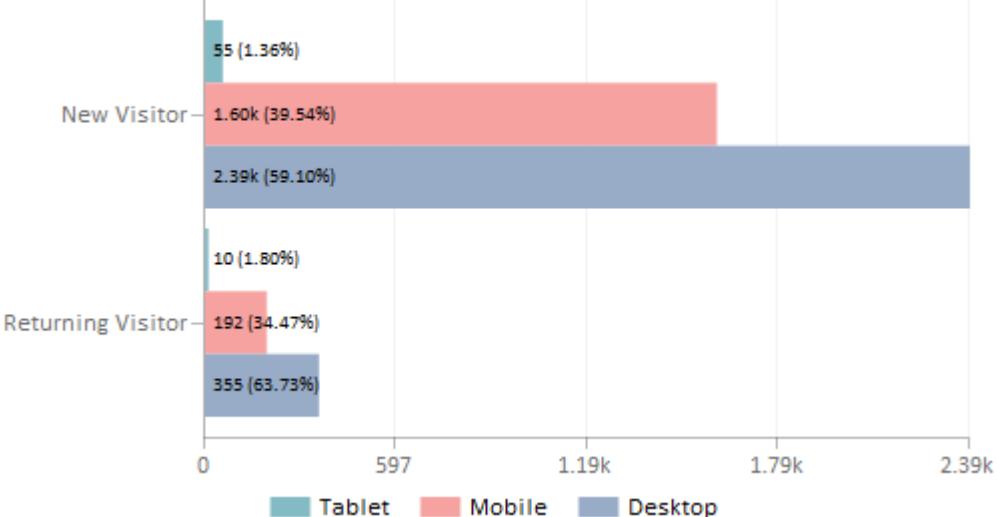
Sessions India 4,596

Users
4,128Bounce Rate
63.40%Pageviews
11,160Time on Site (avg.)
00:01:33% New Sessions
87.88%

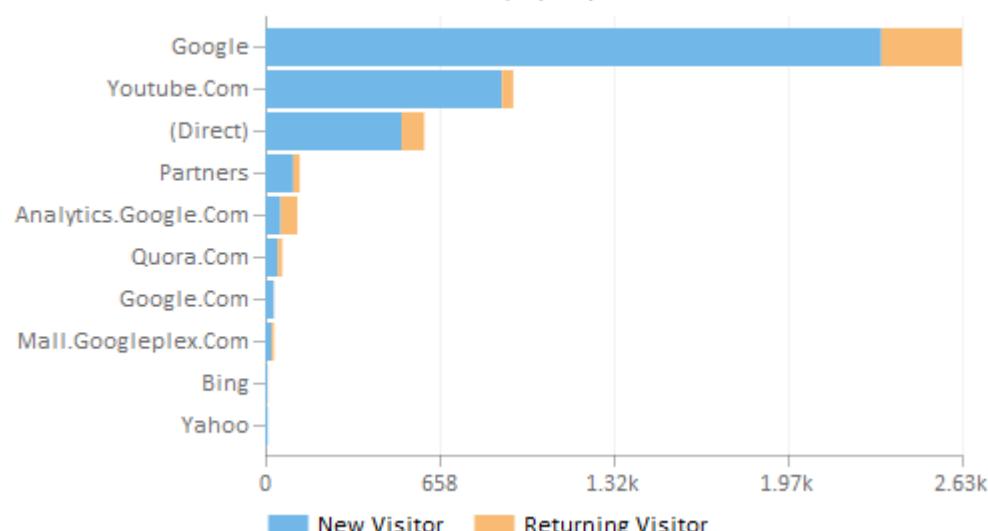
Sessions Trend



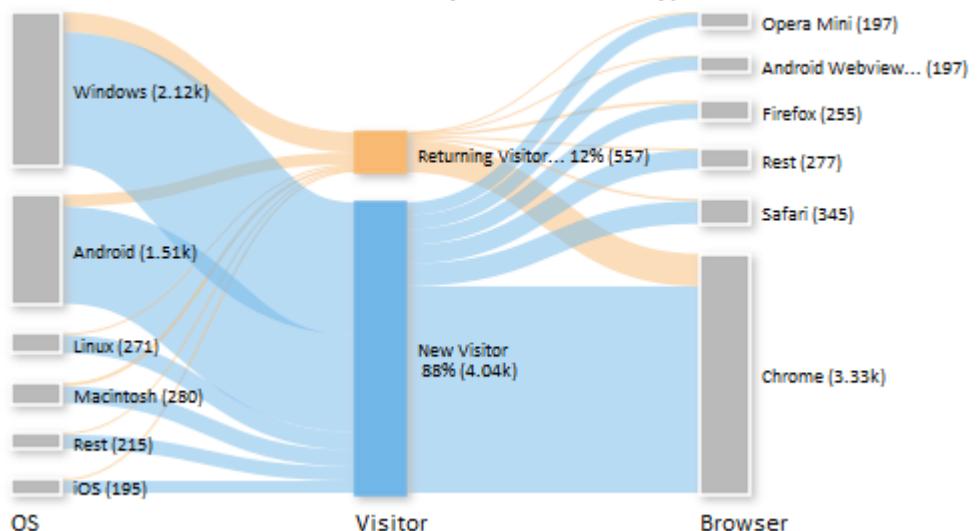
Distribution by Device Type



Sources (top 10)



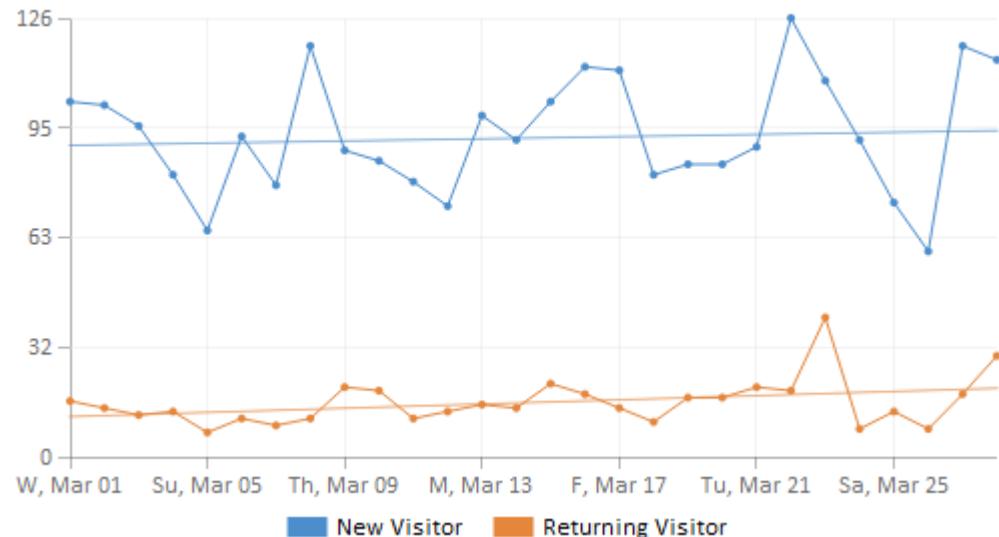
Distribution by OS & Browser Type



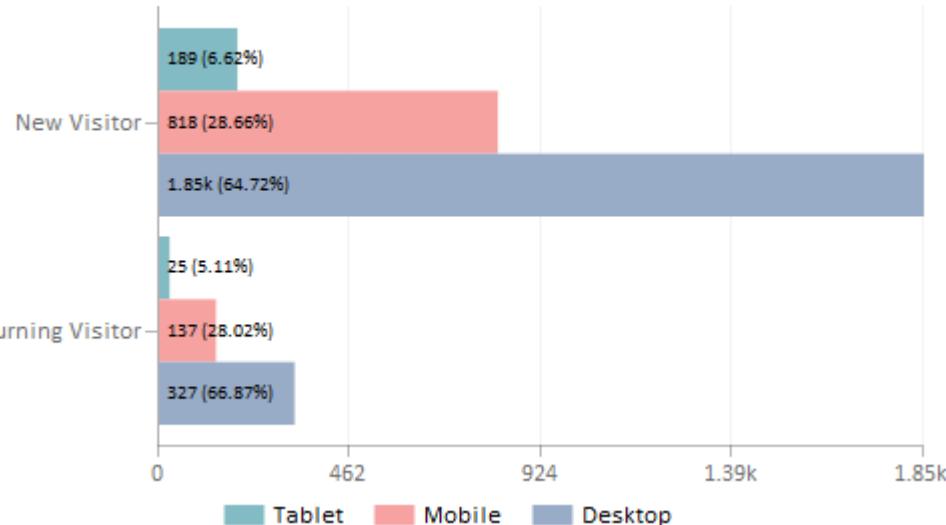
Sessions UK 3,343

Users
2,990Bounce Rate
60.72%Pageviews
8,565Time on Site (avg.)
00:01:14% New Sessions
85.37%

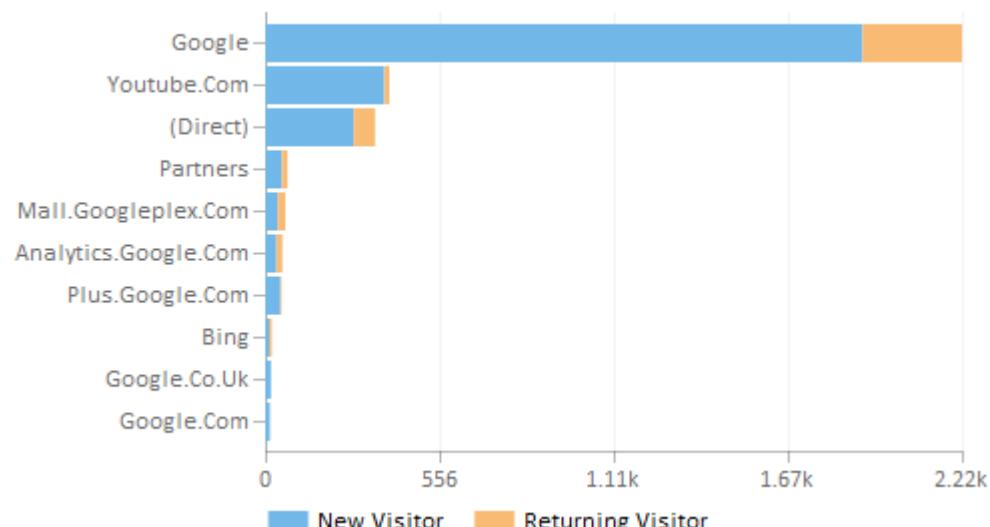
Sessions Trend



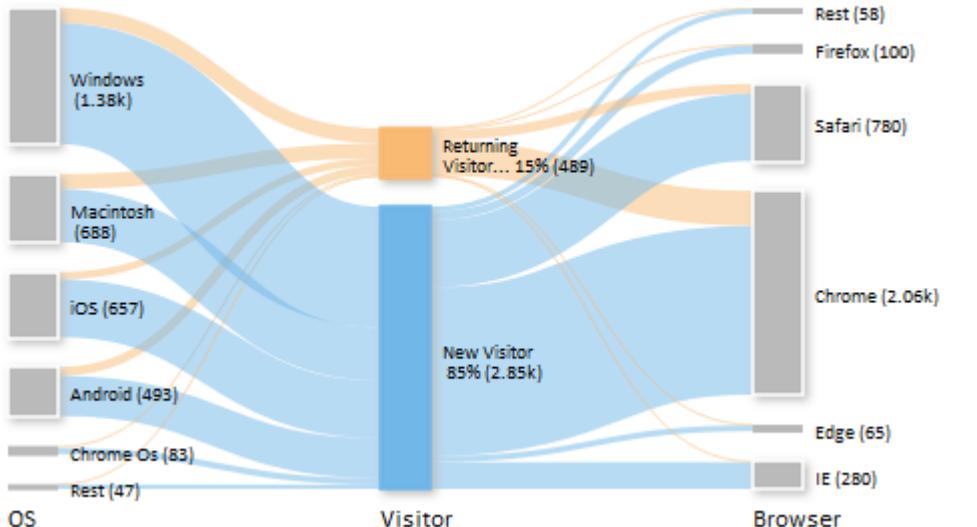
Distribution by Device Type



Sources (top 10)



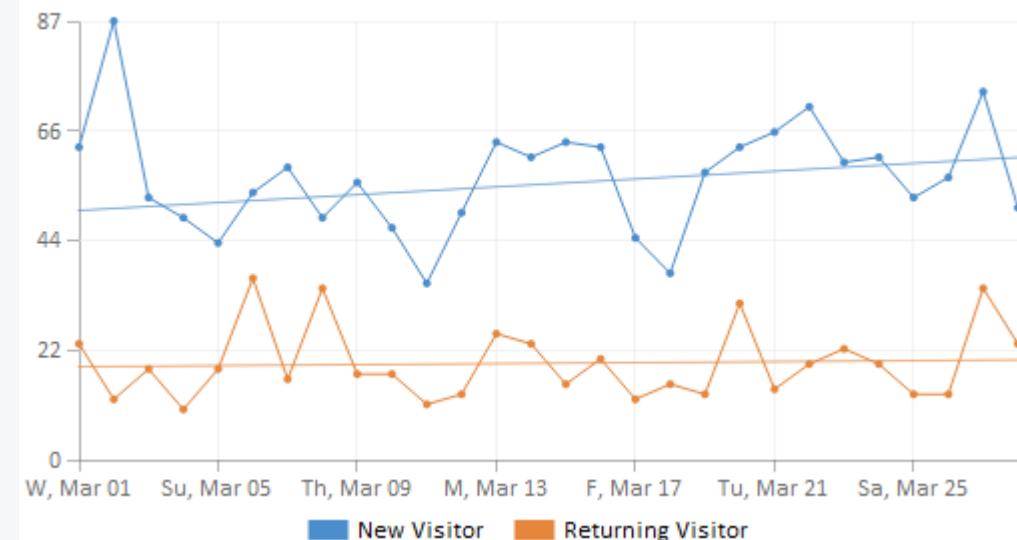
Distribution by OS & Browser Type



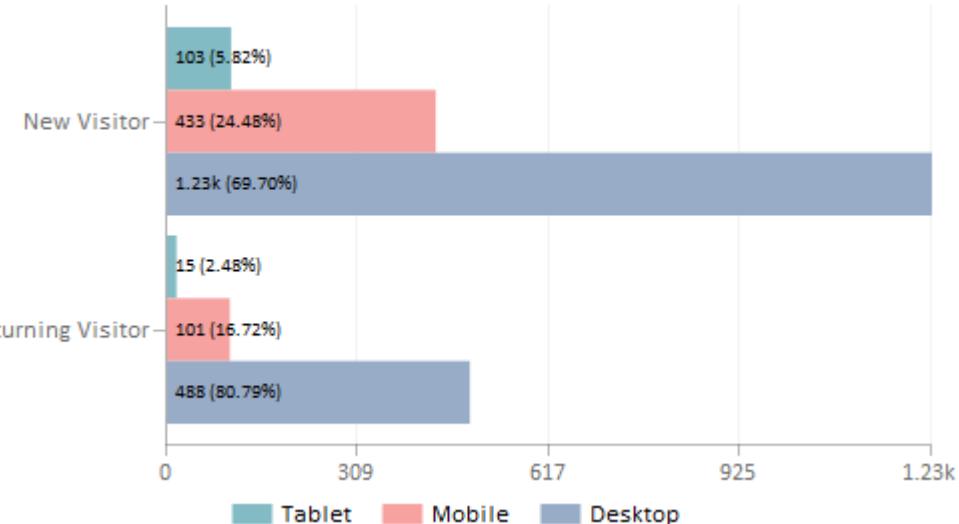
Sessions Canada 2,373

Users
1,869Bounce Rate
37.55%Pageviews
12,091Time on Site (avg.)
00:03:19% New Sessions
74.55%

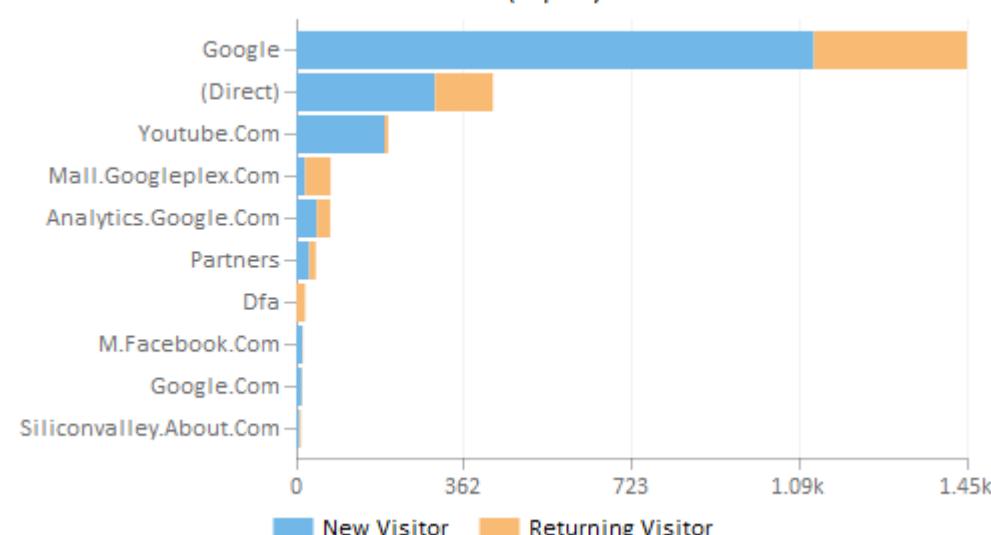
Sessions Trend



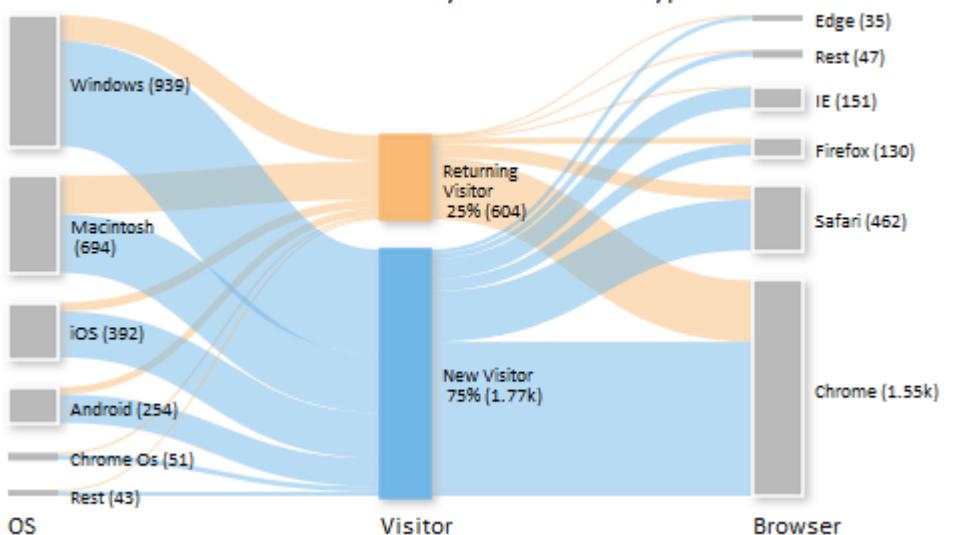
Distribution by Device Type



Sources (top 10)



Distribution by OS & Browser Type



Sessions Germany 1,744

Users

1,540

Bounce Rate

61.98%

Pageviews

5,023

Time on Site (avg.)

00:01:32

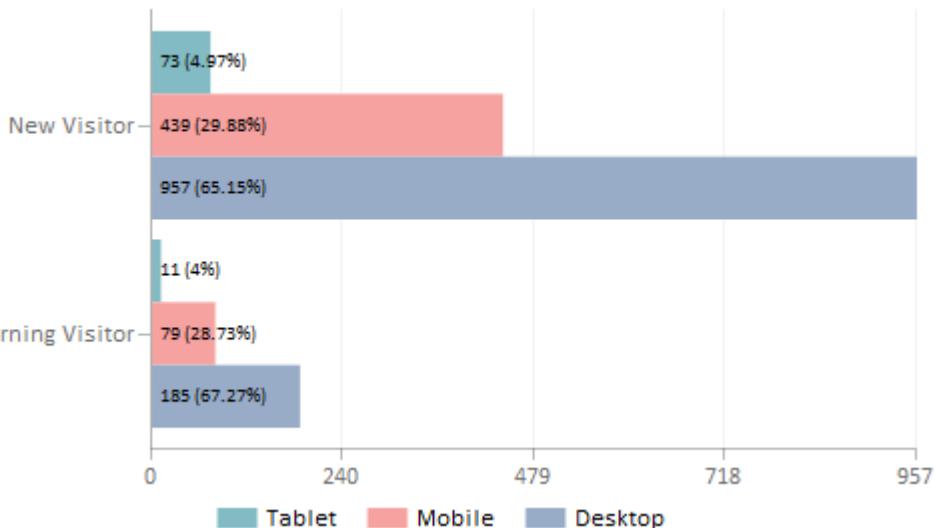
% New Sessions

84.23%



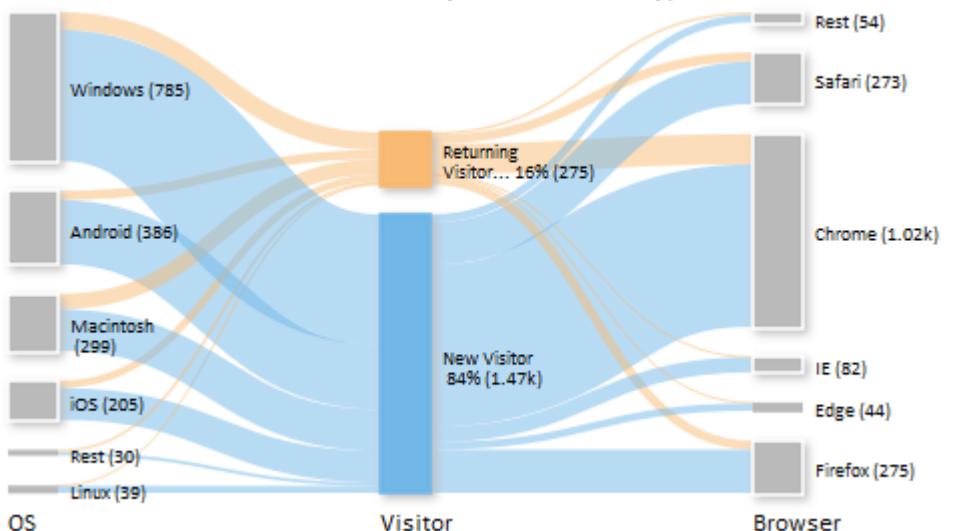
Sessions Trend

Distribution by Device Type



Sources (top 10)

Distribution by OS & Browser Type



Sessions Japan 1,616

Users

1,403

Bounce Rate

61.20%

Pageviews

4,922

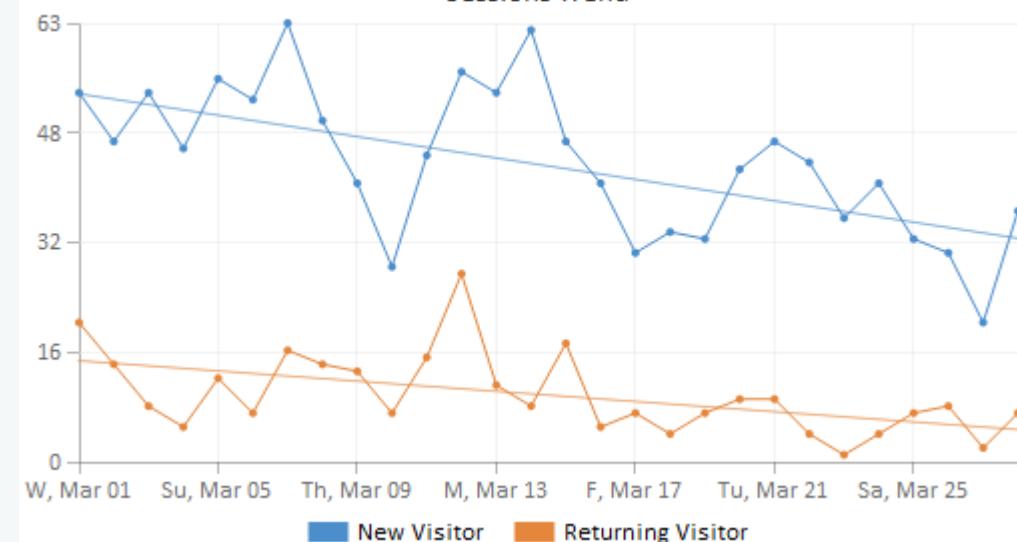
Time on Site (avg.)

00:01:41

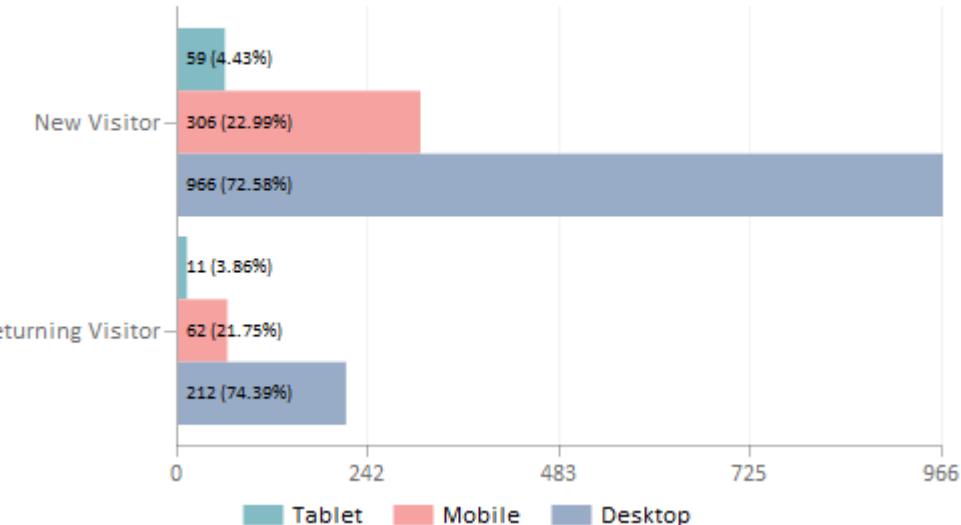
% New Sessions

82.36%

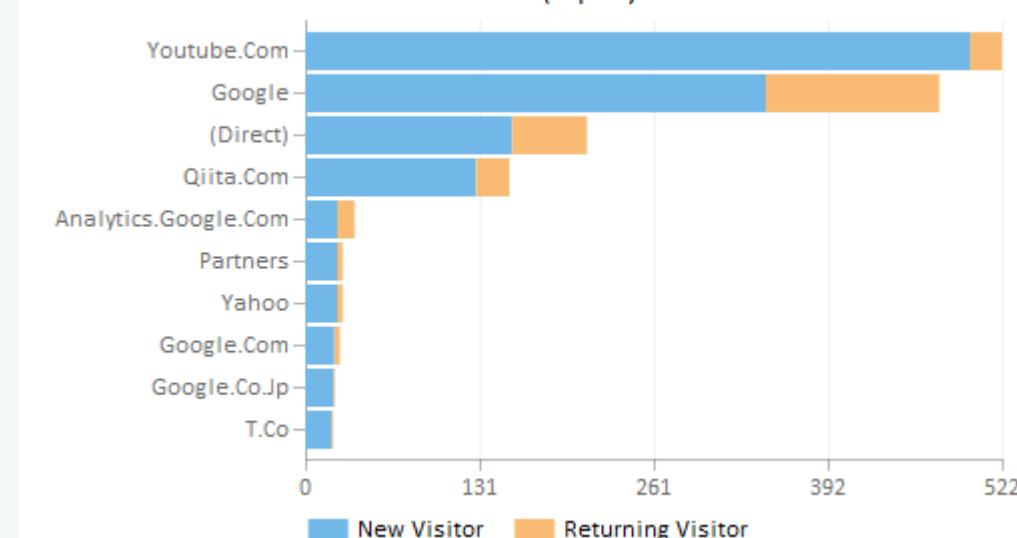
Sessions Trend



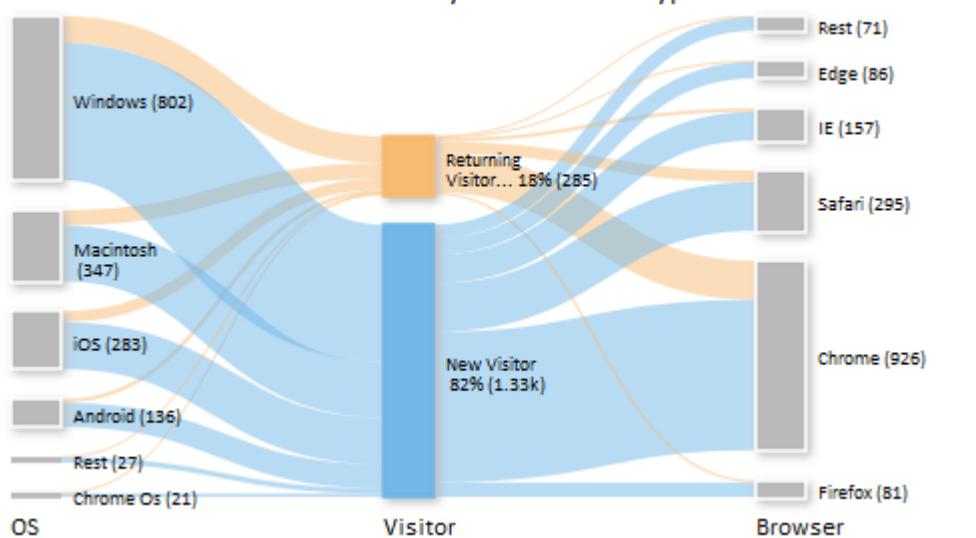
Distribution by Device Type



Sources (top 10)



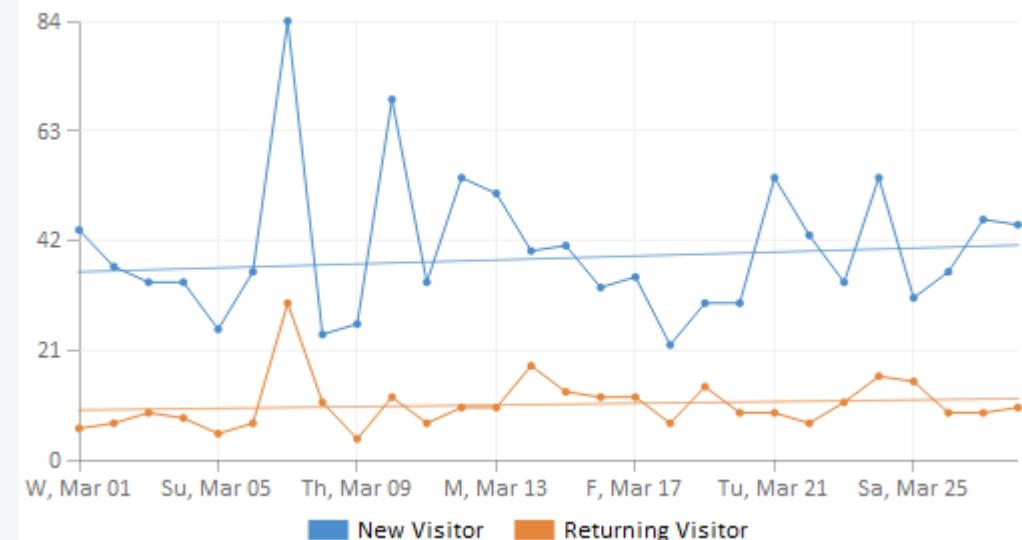
Distribution by OS & Browser Type



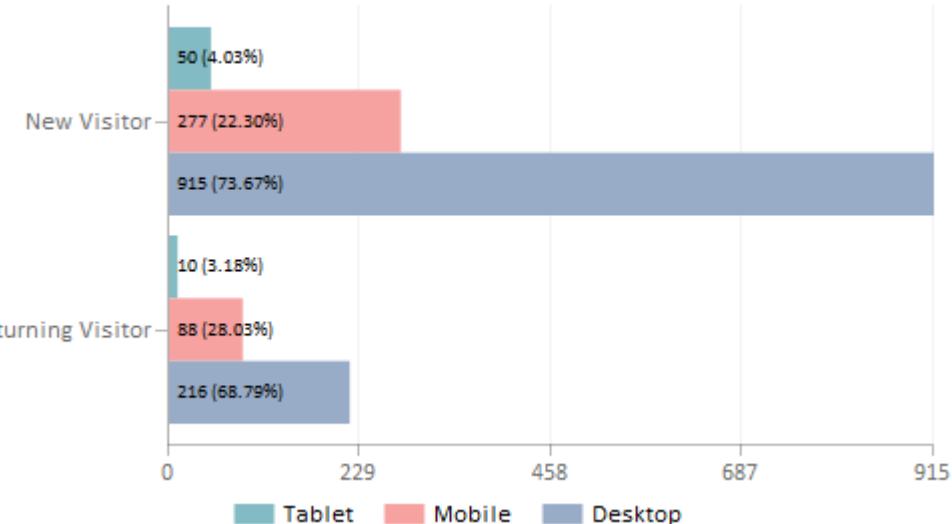
Sessions France 1,556

Users
1,302Bounce Rate
64.01%Pageviews
4,329Time on Site (avg.)
00:01:46% New Sessions
79.82%

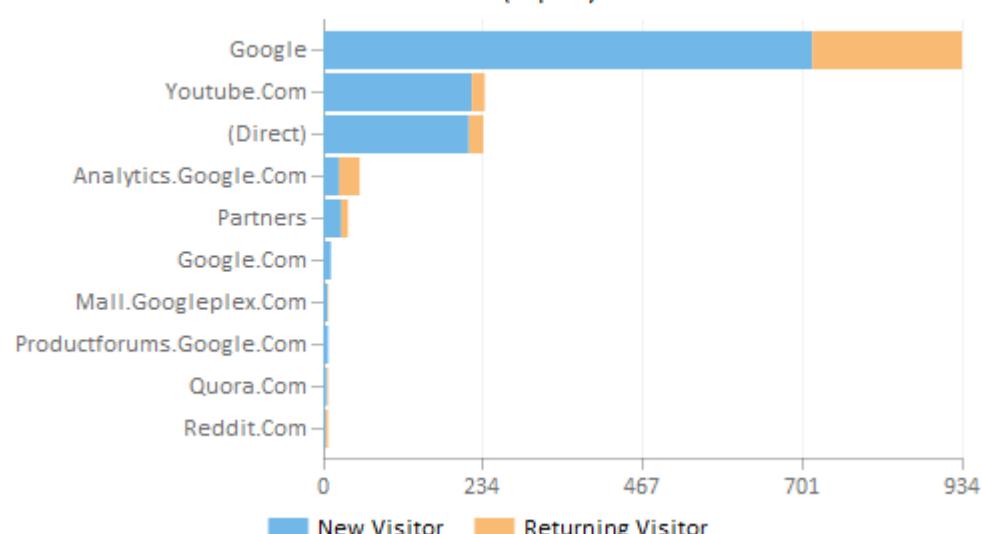
Sessions Trend



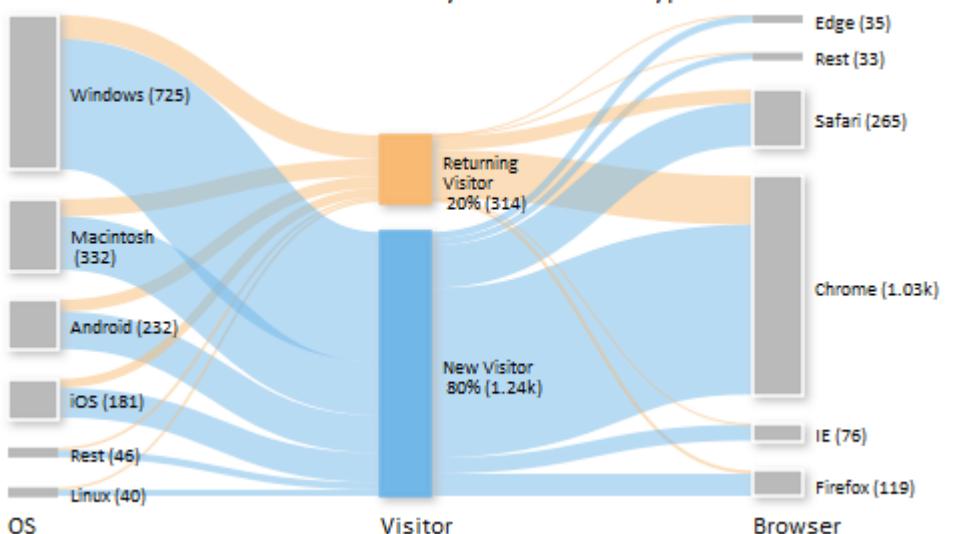
Distribution by Device Type



Sources (top 10)



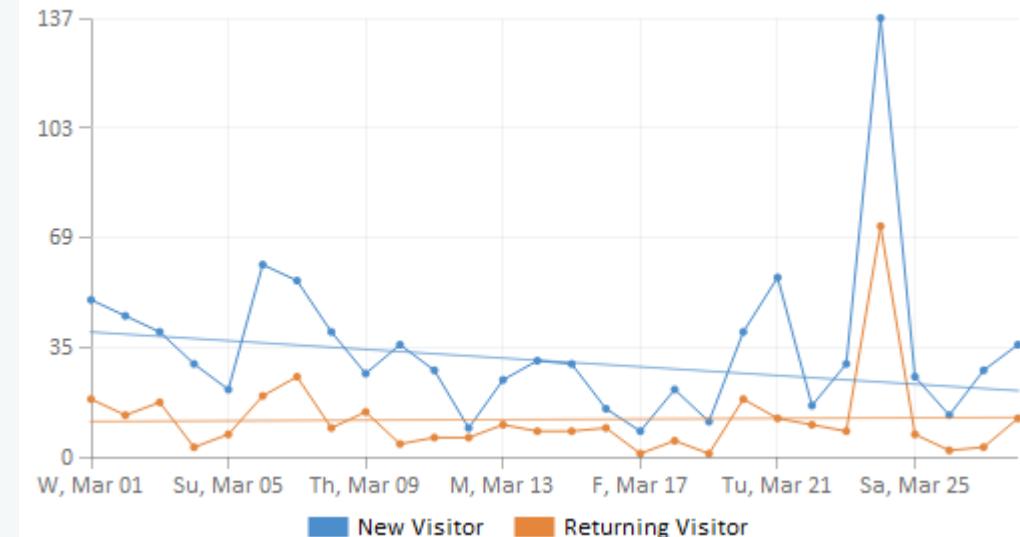
Distribution by OS & Browser Type



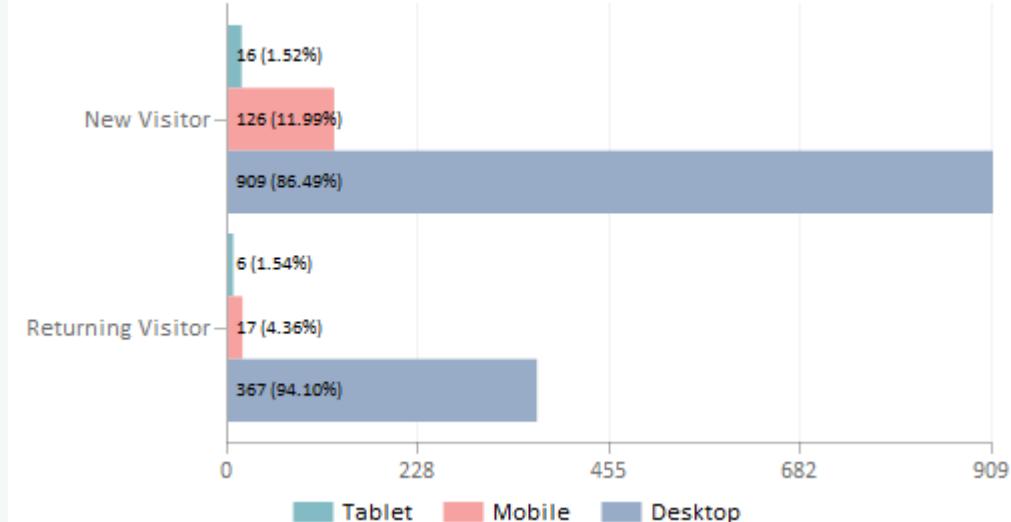
Sessions Spain 1,441

Users
1,097Bounce Rate
57.74%Pageviews
4,089Time on Site (avg.)
00:02:38% New Sessions
72.94%

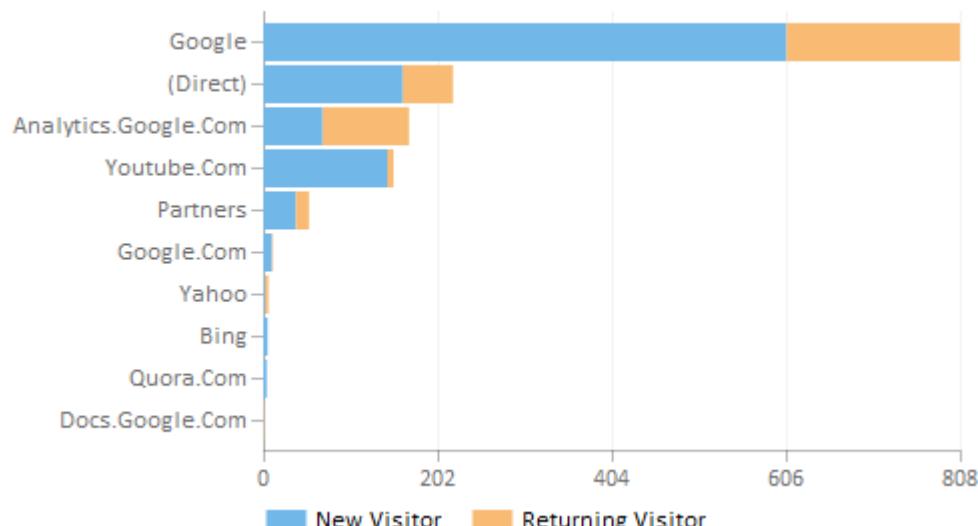
Sessions Trend



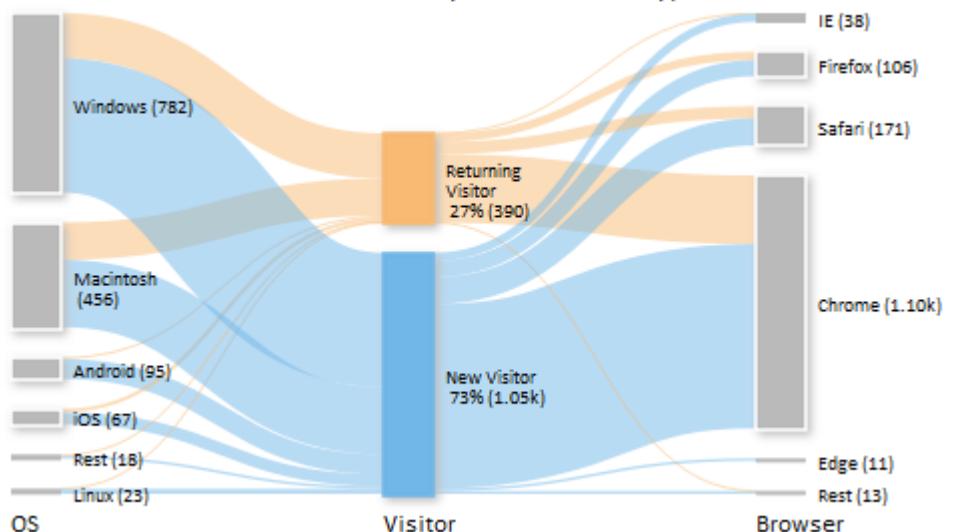
Distribution by Device Type



Sources (top 10)



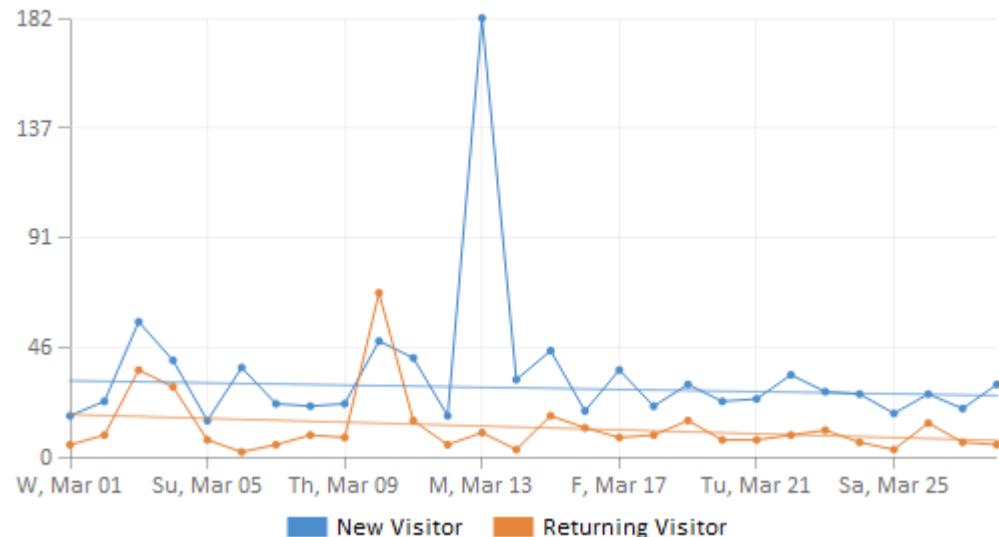
Distribution by OS & Browser Type



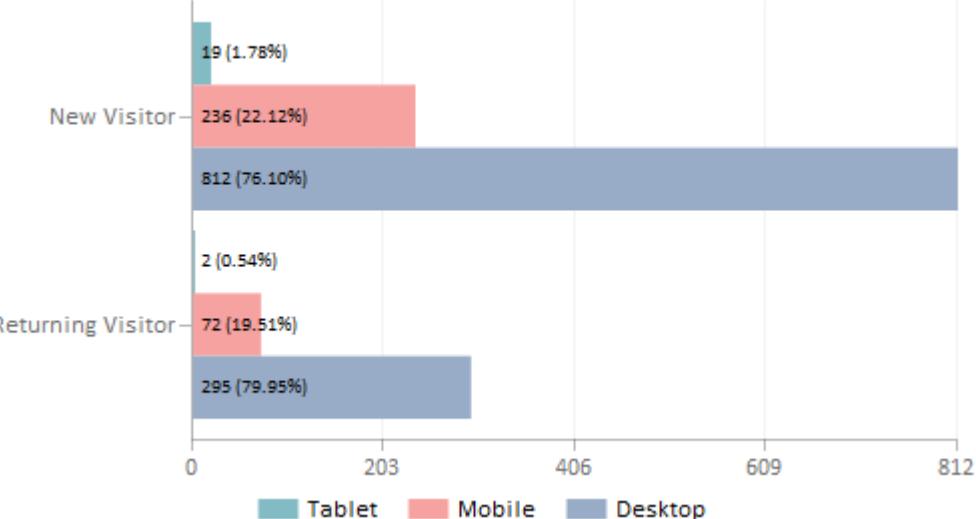
Sessions Taiwan 1,436

Users
1,096Bounce Rate
51.60%Pageviews
5,215Time on Site (avg.)
00:03:03% New Sessions
74.30%

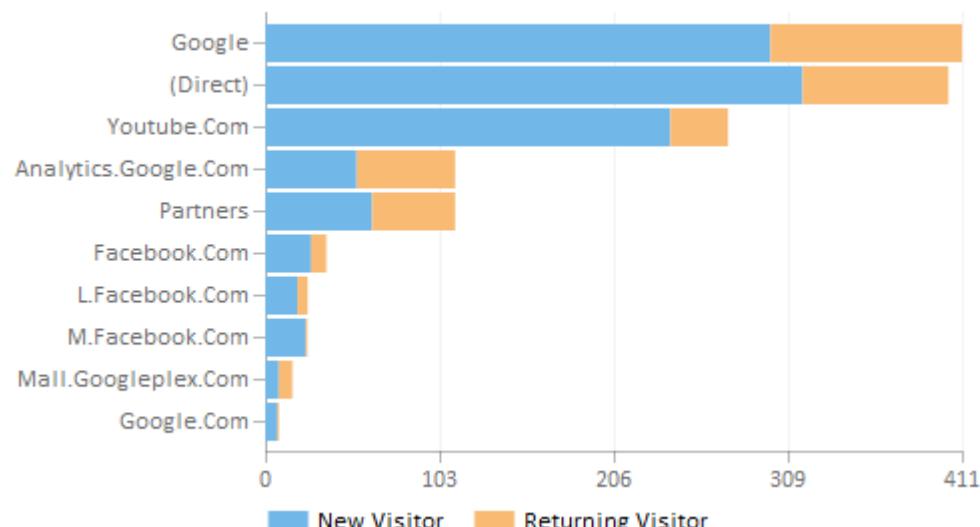
Sessions Trend



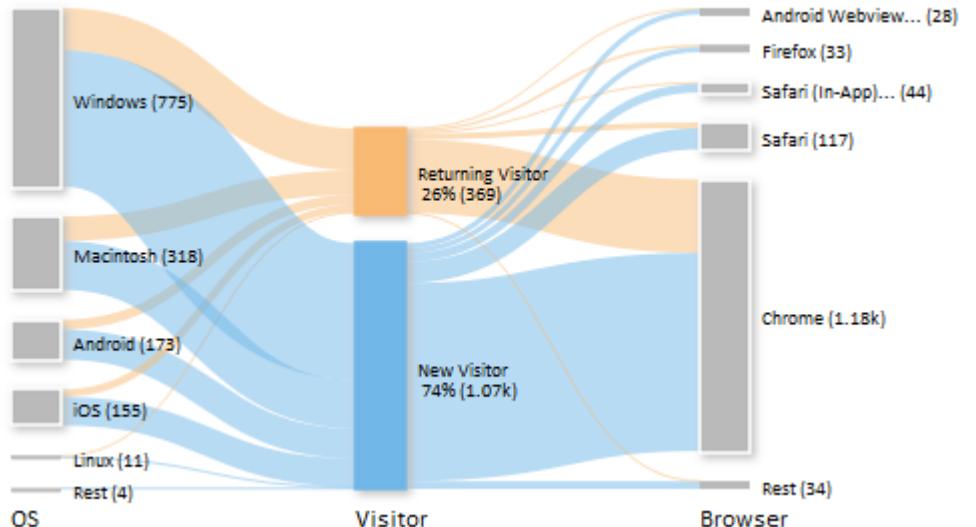
Distribution by Device Type



Sources (top 10)



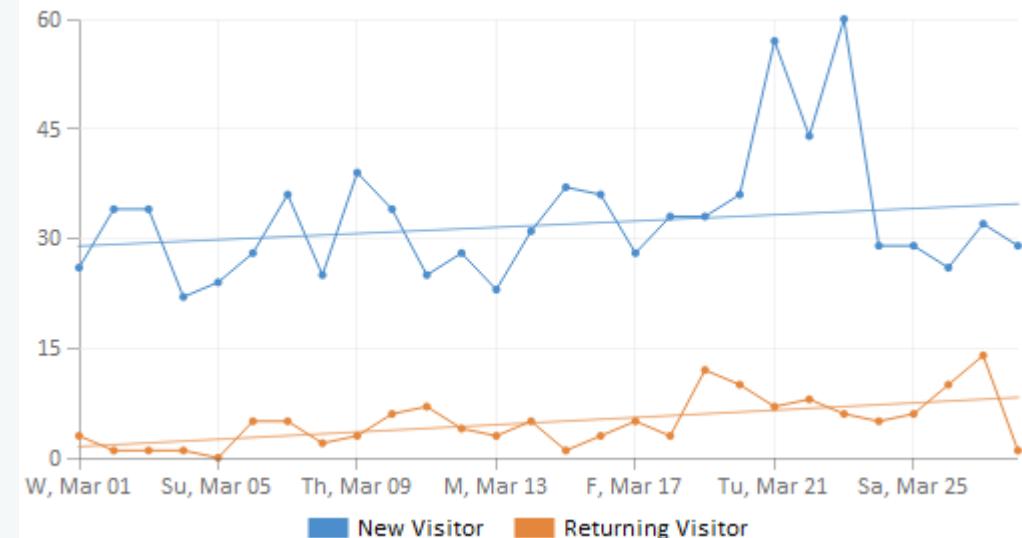
Distribution by OS & Browser Type



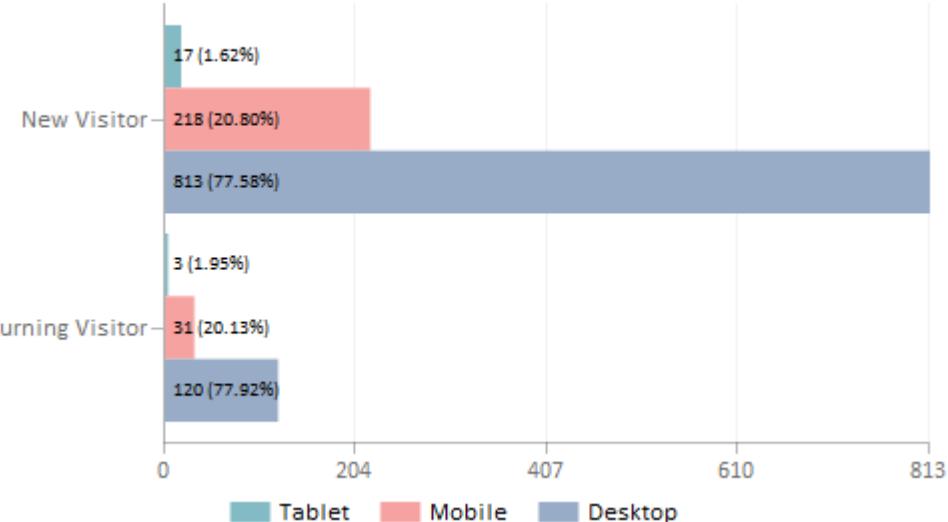
Sessions Brazil 1,202

Users
1,069Bounce Rate
61.23%Pageviews
3,725Time on Site (avg.)
00:02:01% New Sessions
87.19%

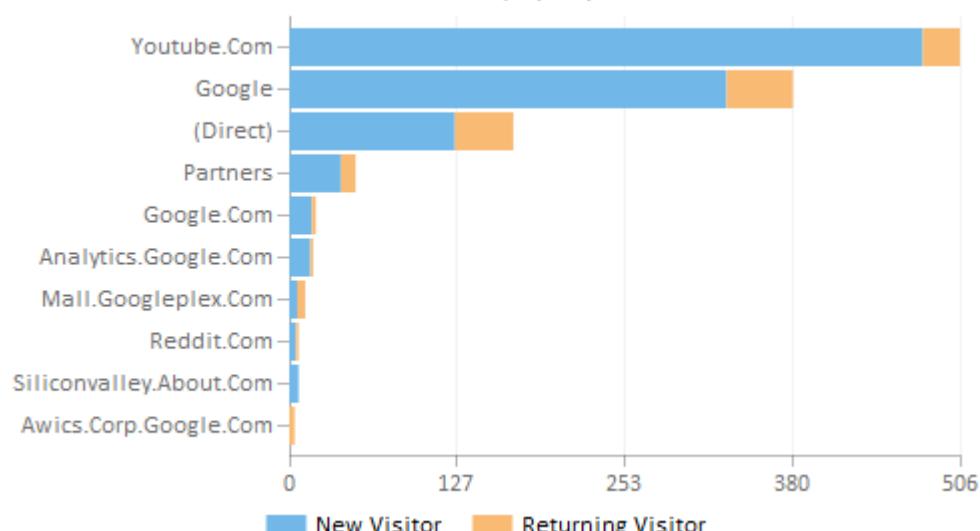
Sessions Trend



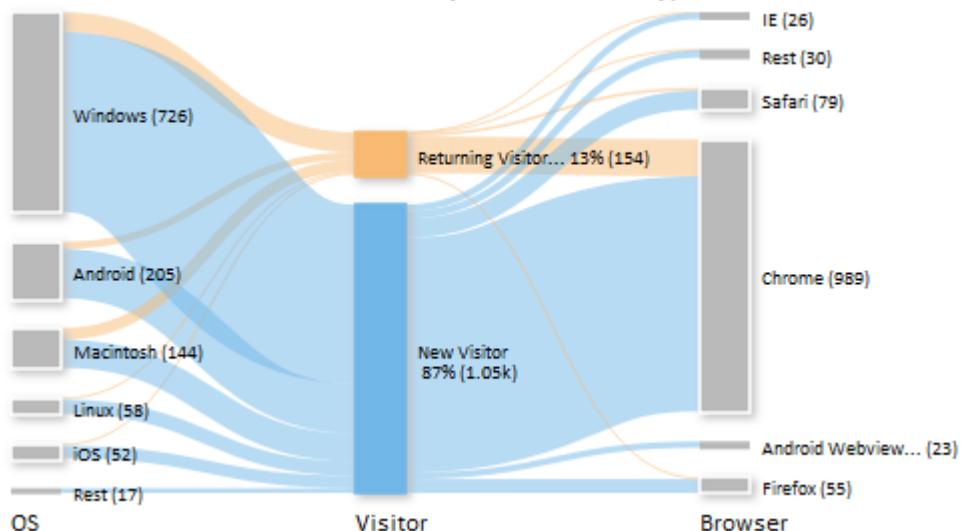
Distribution by Device Type



Sources (top 10)



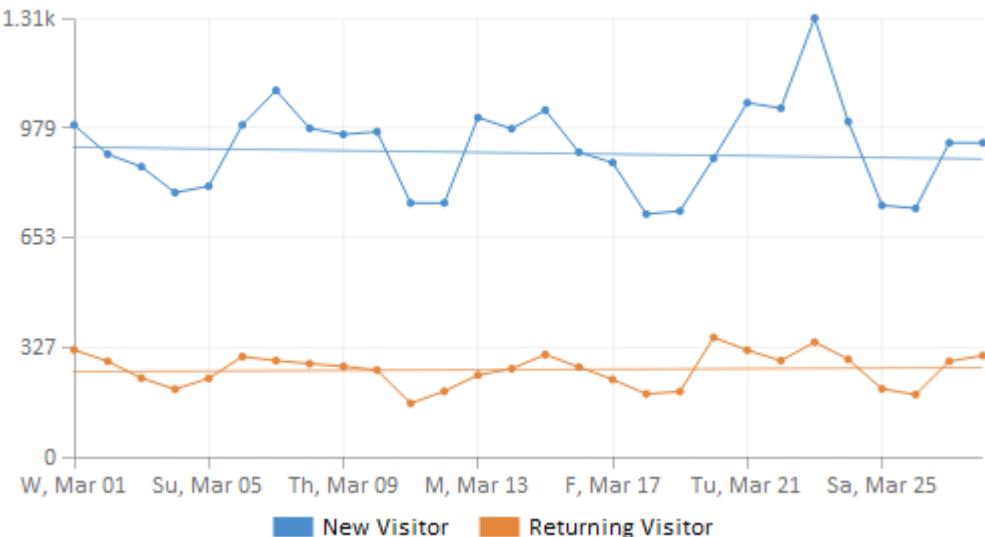
Distribution by OS & Browser Type



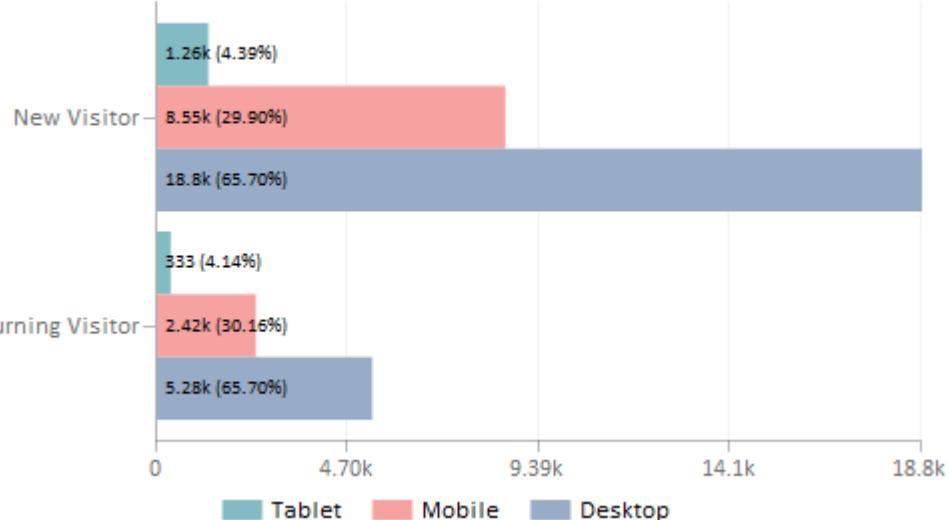
Sessions Google 36,779

Users
30,689Bounce Rate
48.84%Pageviews
153,621Time on Site (avg.)
00:02:33% New Sessions
77.77%

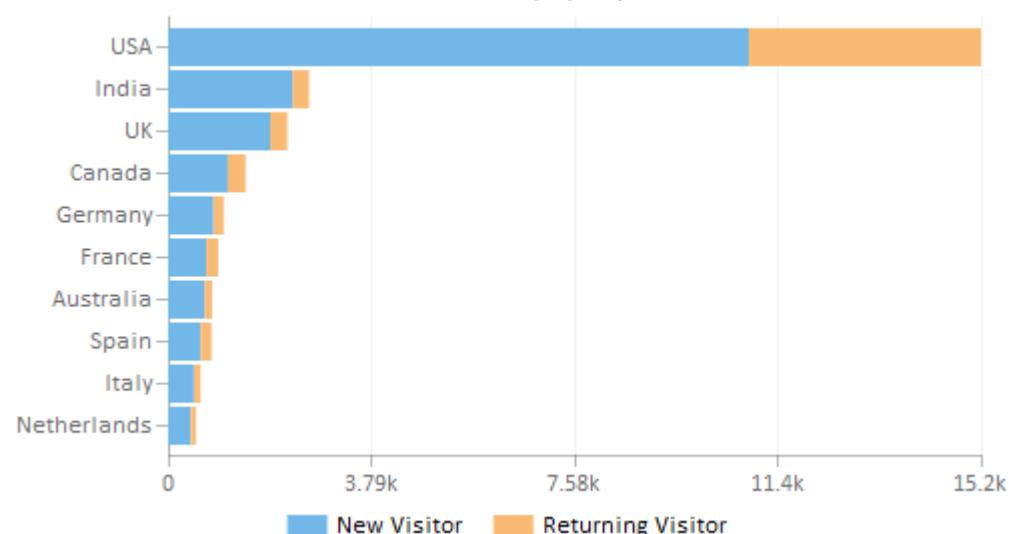
Sessions Trend



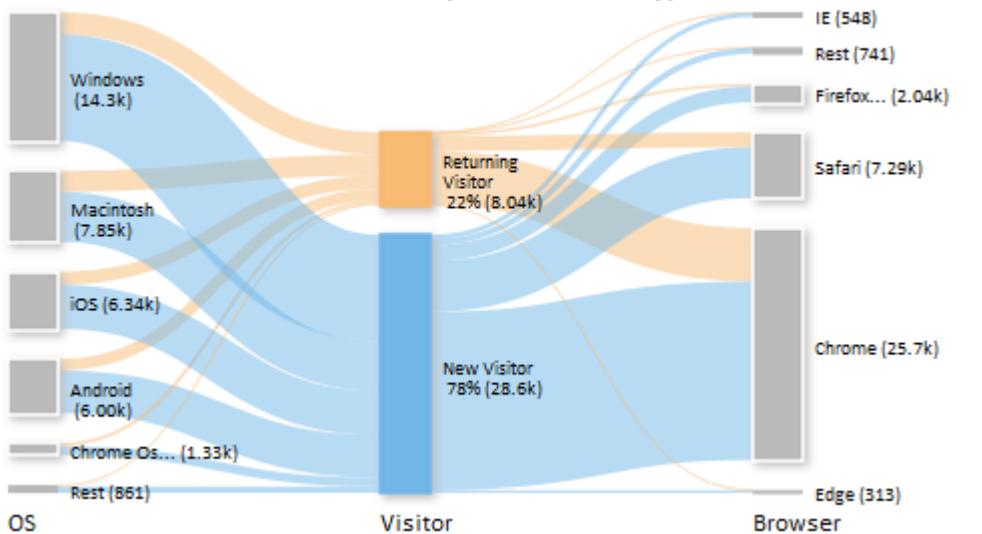
Distribution by Device Type



Locations (top 10)



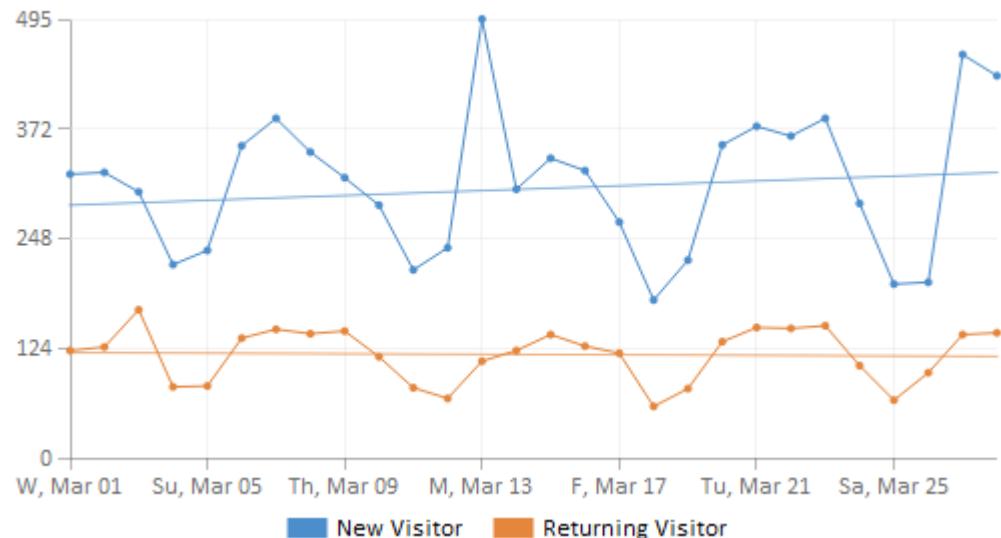
Distribution by OS & Browser Type



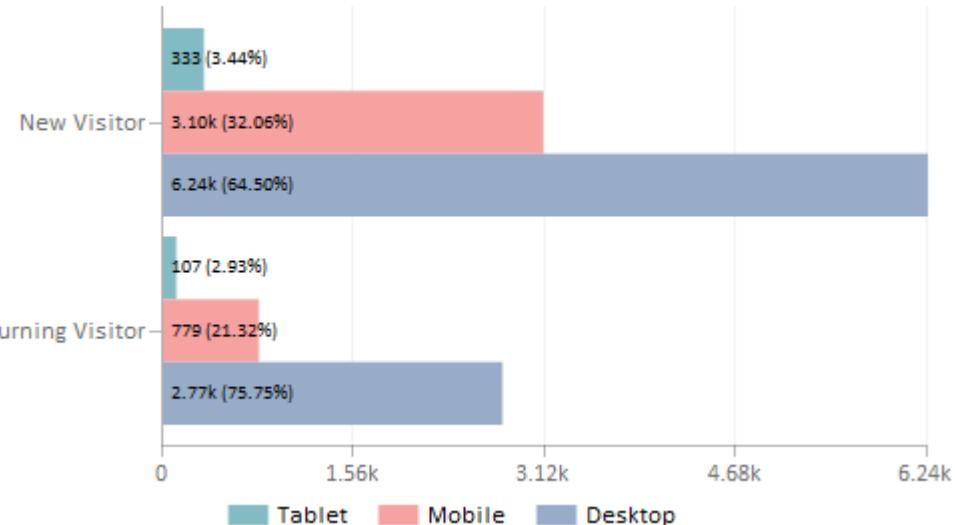
Sessions (direct) 13,181

Users
10,395Bounce Rate
45.95%Pageviews
65,590Time on Site (avg.)
00:03:17% New Sessions
73.33%

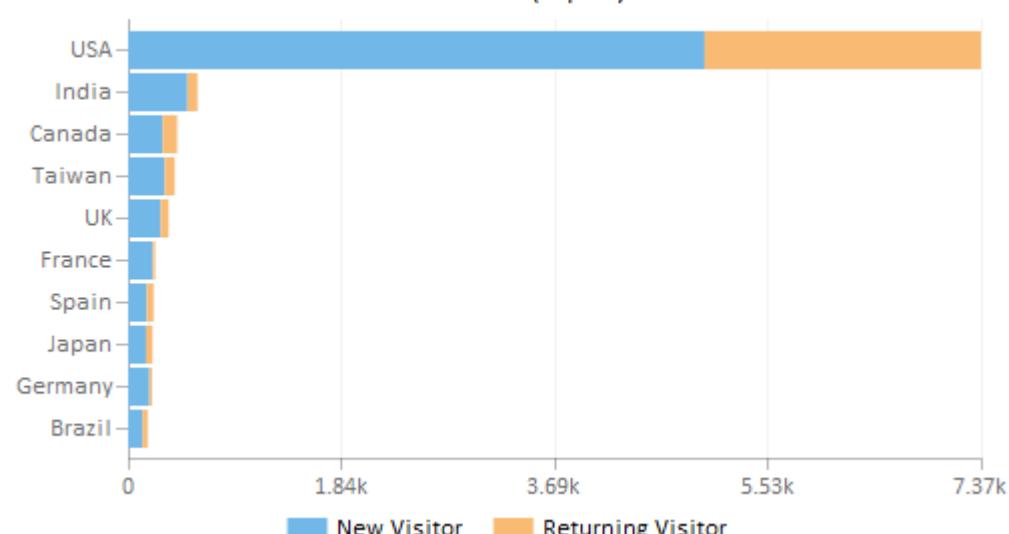
Sessions Trend



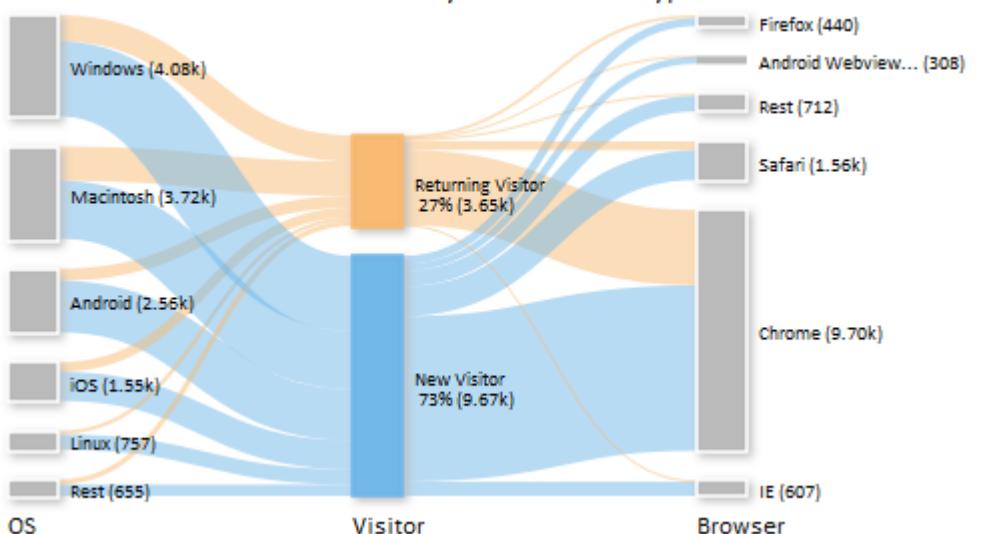
Distribution by Device Type



Locations (top 10)



Distribution by OS & Browser Type



Sessions **Youtube.com** 12,096

Users

11,604

Bounce Rate

65.76%

Pageviews

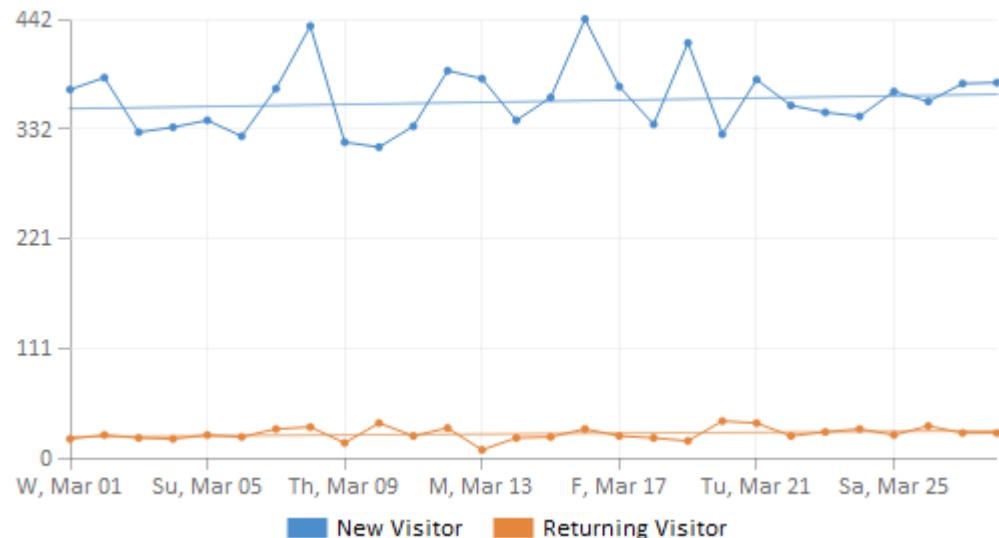
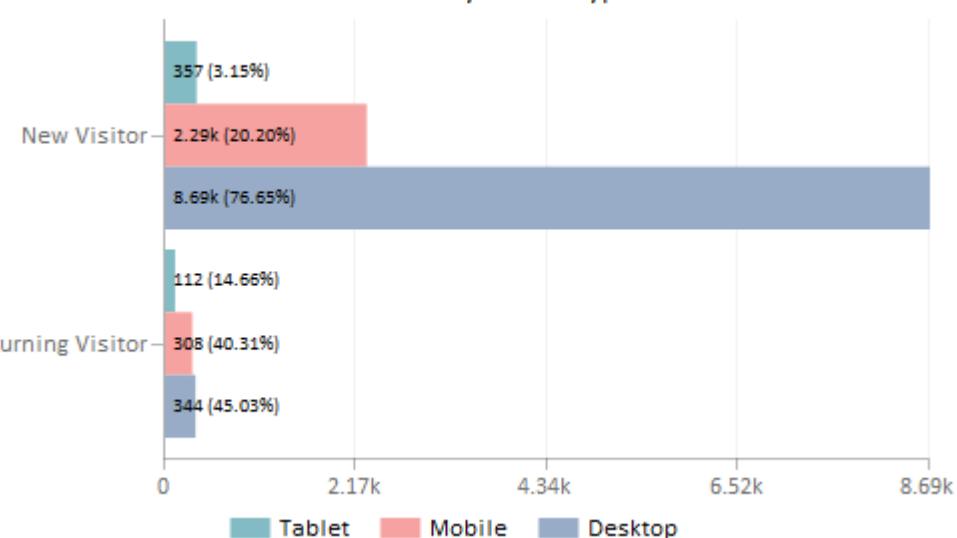
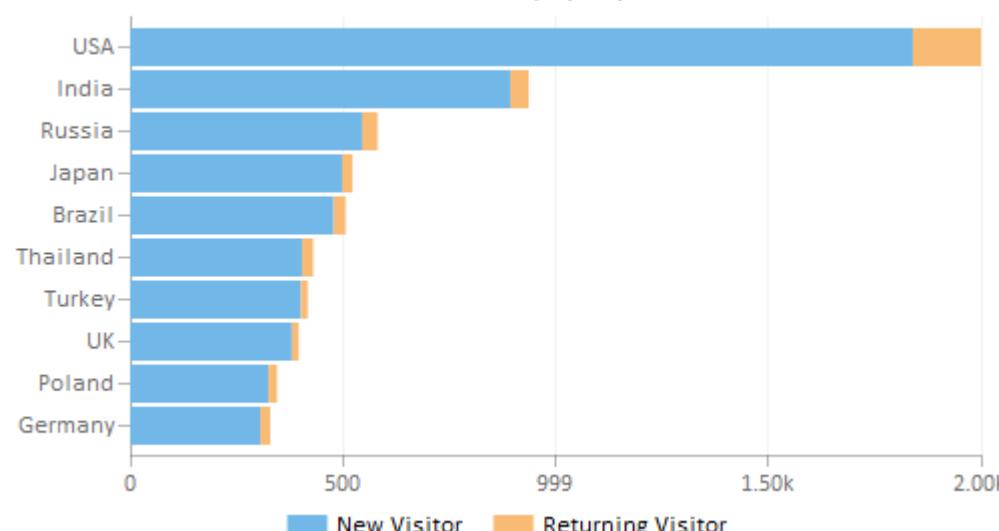
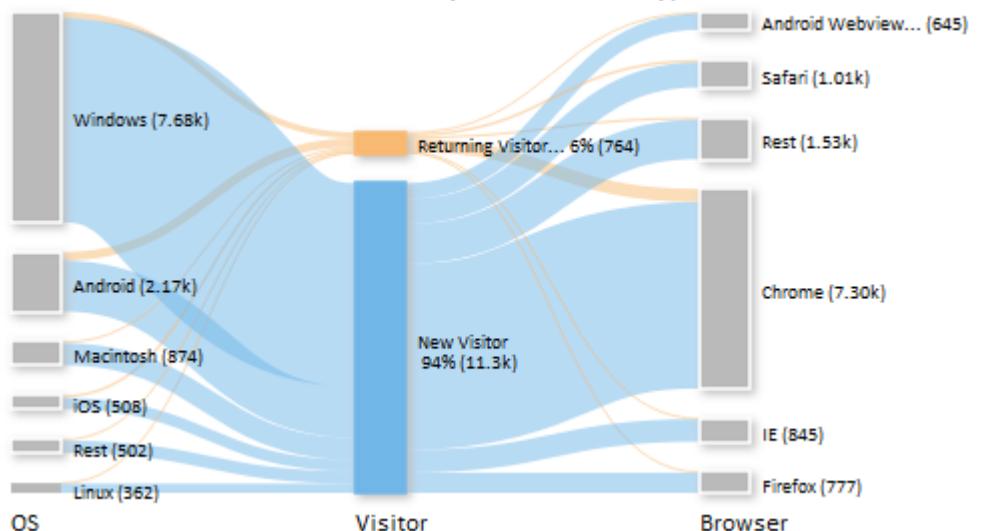
24,099

Time on Site (avg.)

00:00:56

% New Sessions

93.68%

Sessions Trend**Distribution by Device Type****Locations (top 10)****Distribution by OS & Browser Type**

Sessions **Mall.googleplex.com** 5,627

Users

3,673

Bounce Rate

15.19%

Pageviews

48,123

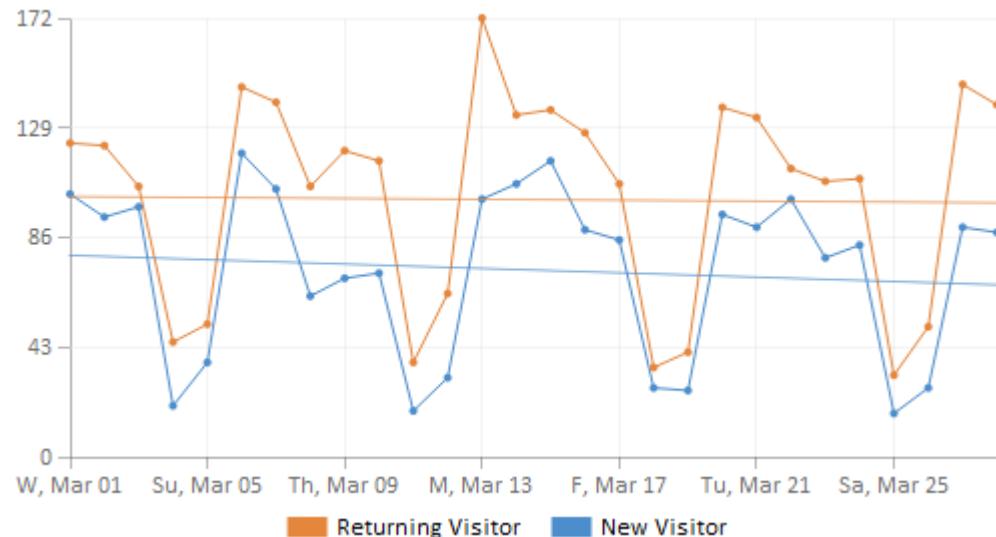
Time on Site (avg.)

00:05:11

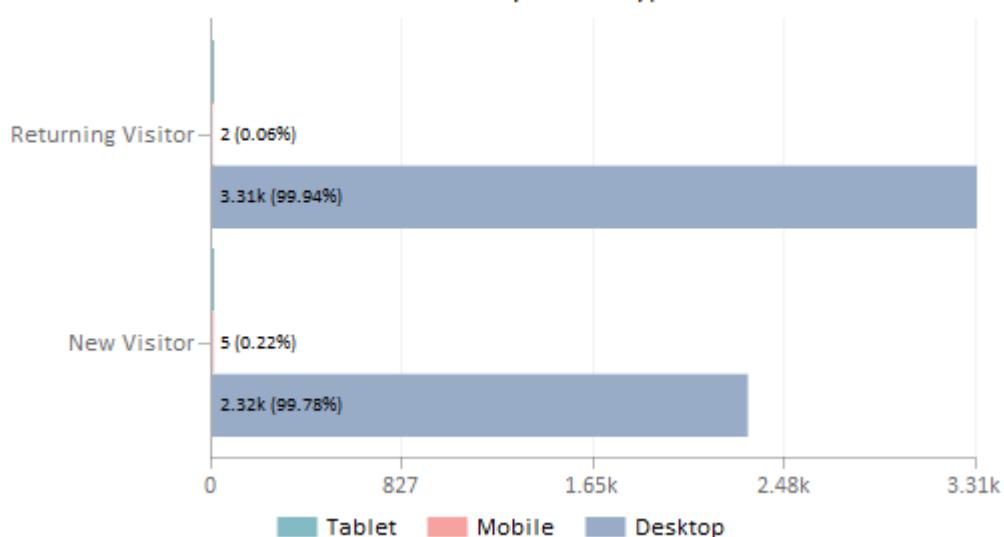
% New Sessions

41.23%

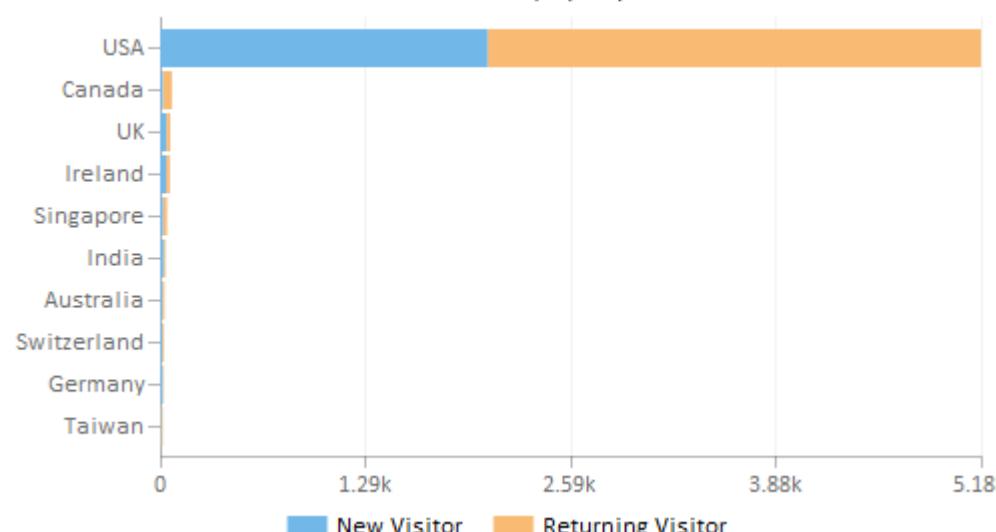
Sessions Trend



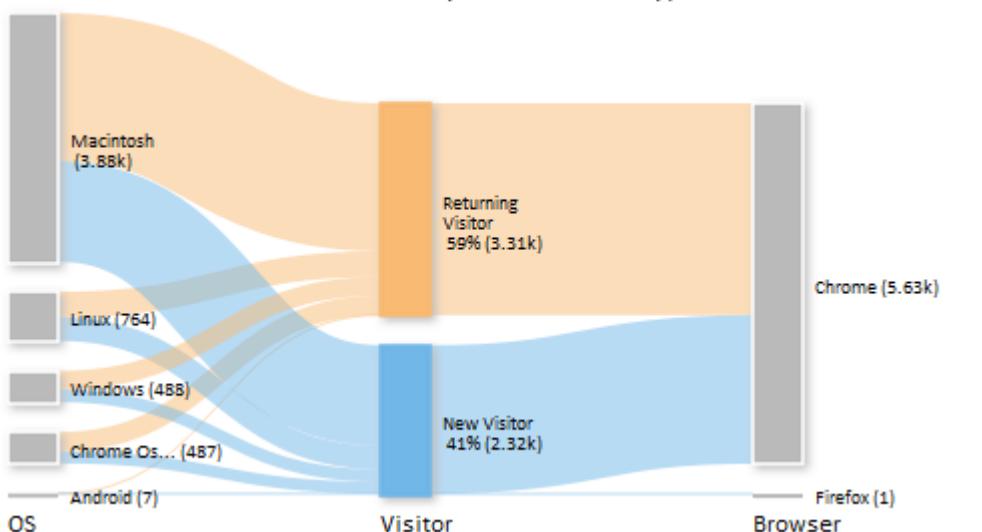
Distribution by Device Type



Locations (top 10)



Distribution by OS & Browser Type



Sessions **Analytics.google.com** 1,619

Users

1,242

Bounce Rate

52.56%

Pageviews

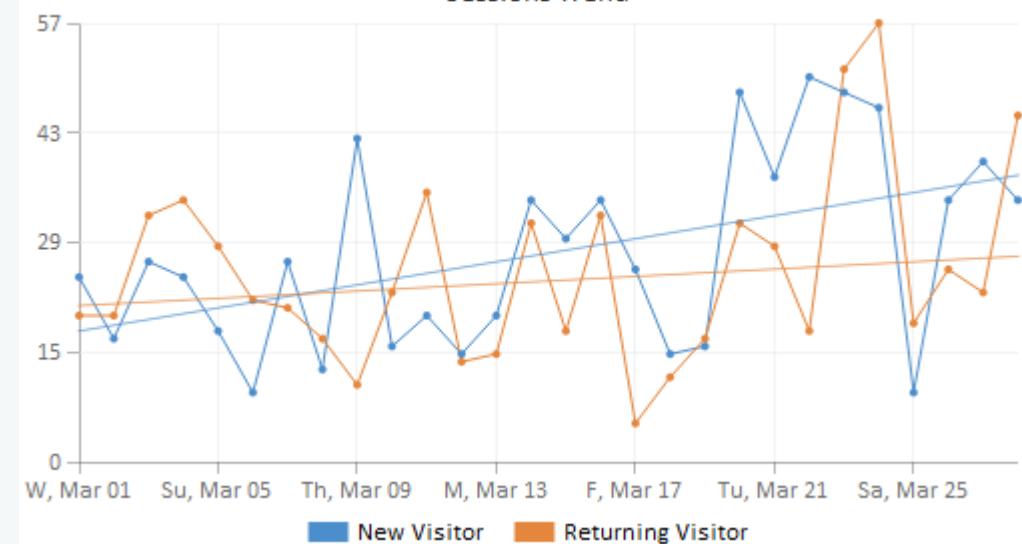
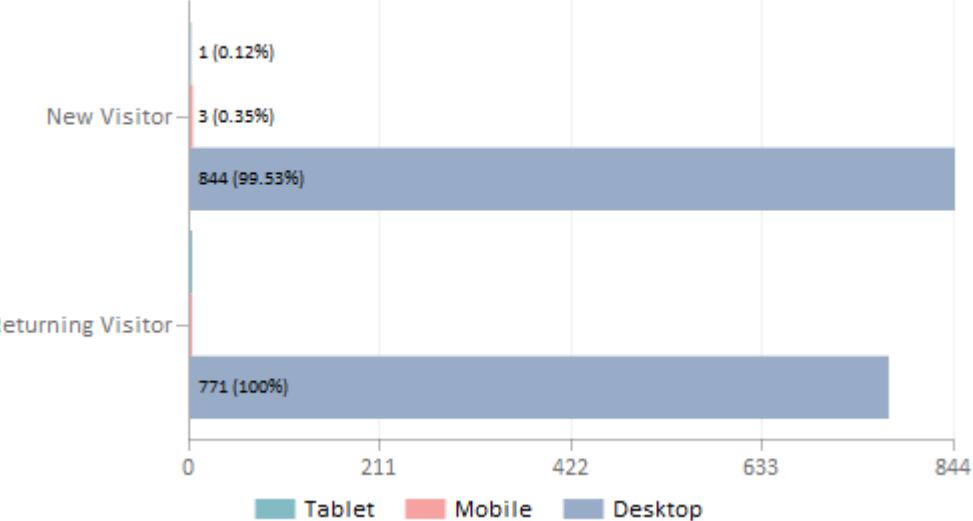
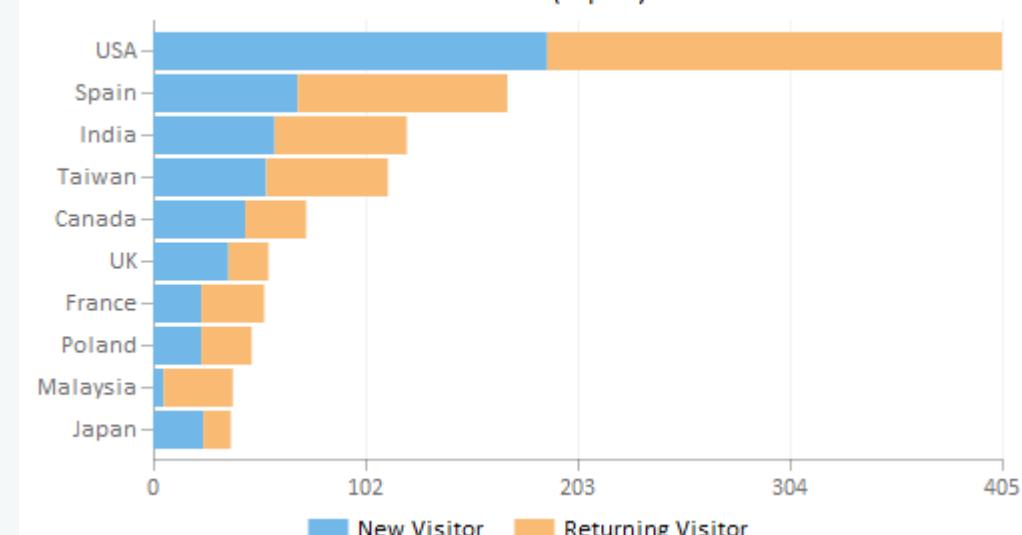
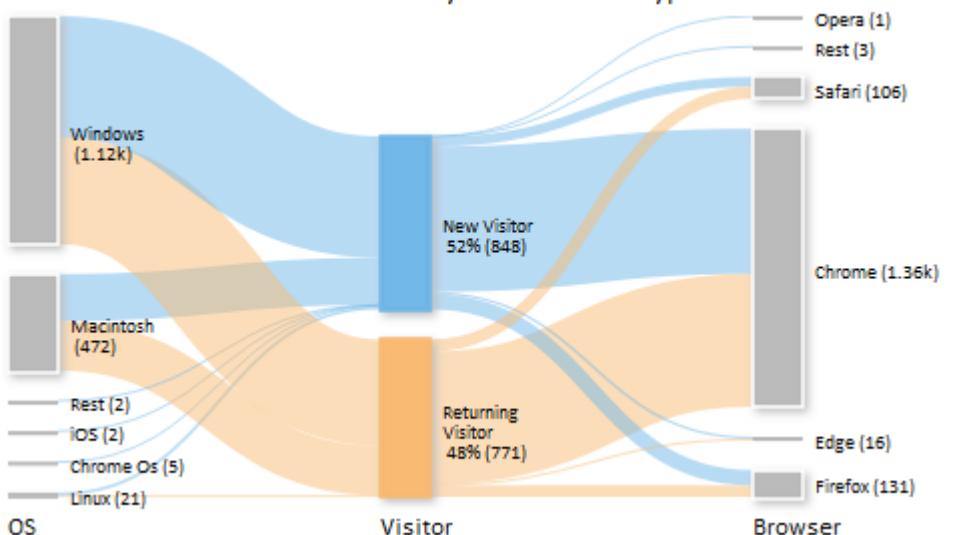
4,746

Time on Site (avg.)

00:03:07

% New Sessions

52.38%

Sessions Trend**Distribution by Device Type****Locations (top 10)****Distribution by OS & Browser Type**

Sessions Partners 1,525

Users

1,256

Bounce Rate

56.46%

Pageviews

4,225

Time on Site (avg.)

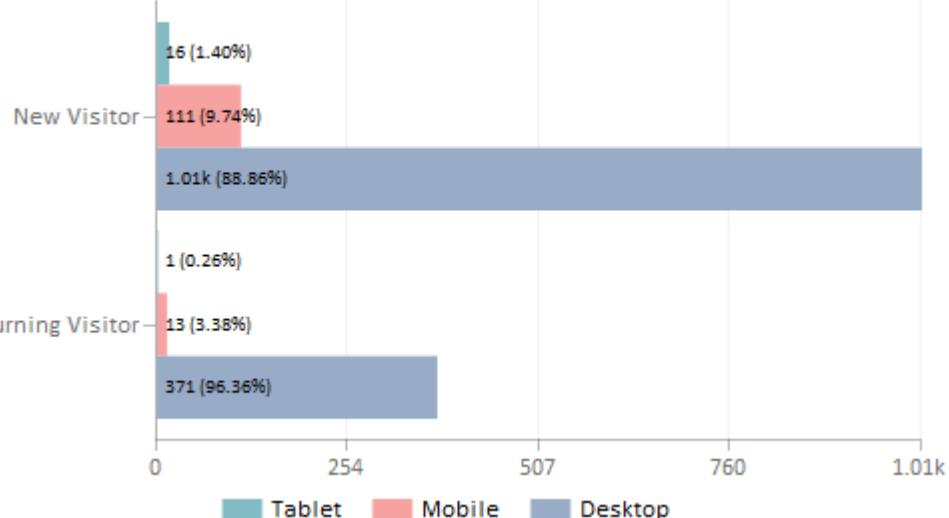
00:02:40

% New Sessions

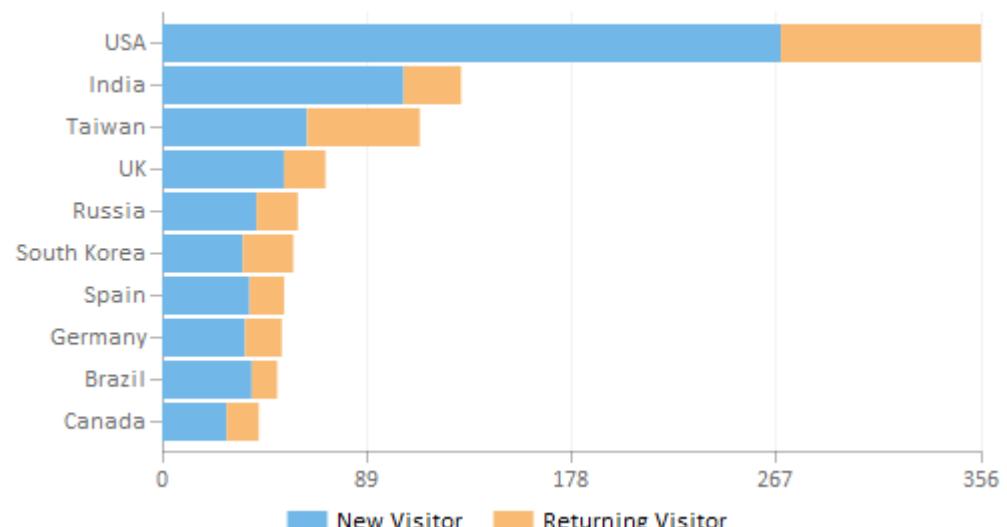
74.75%



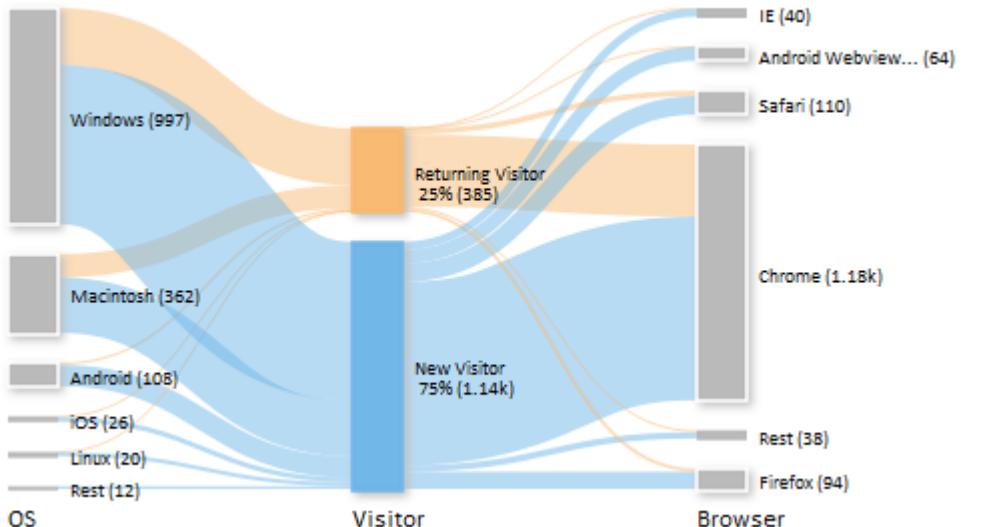
Distribution by Device Type



Locations (top 10)



Distribution by OS & Browser Type



Sessions **Sites.google.com** 869

Users

618

Bounce Rate

20.83%

Pageviews

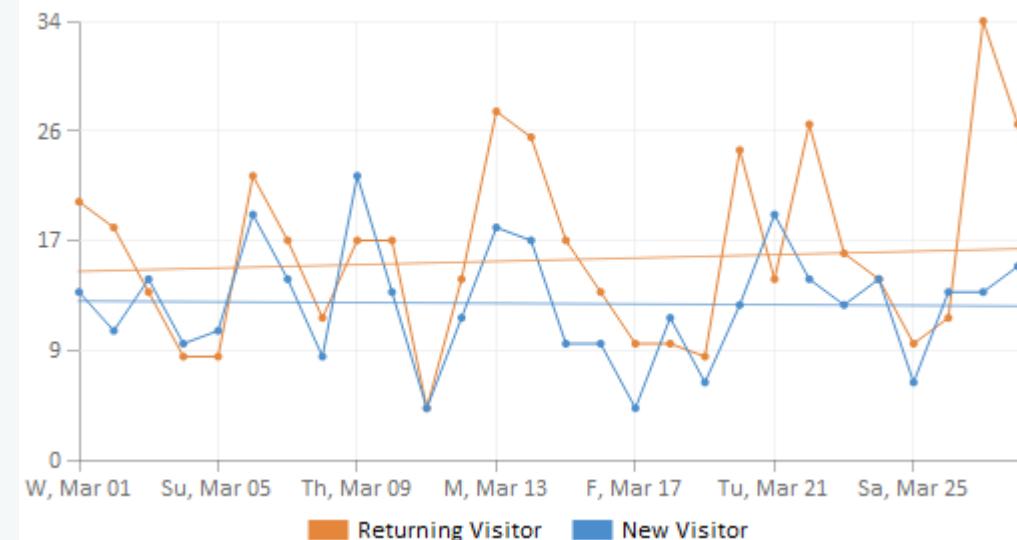
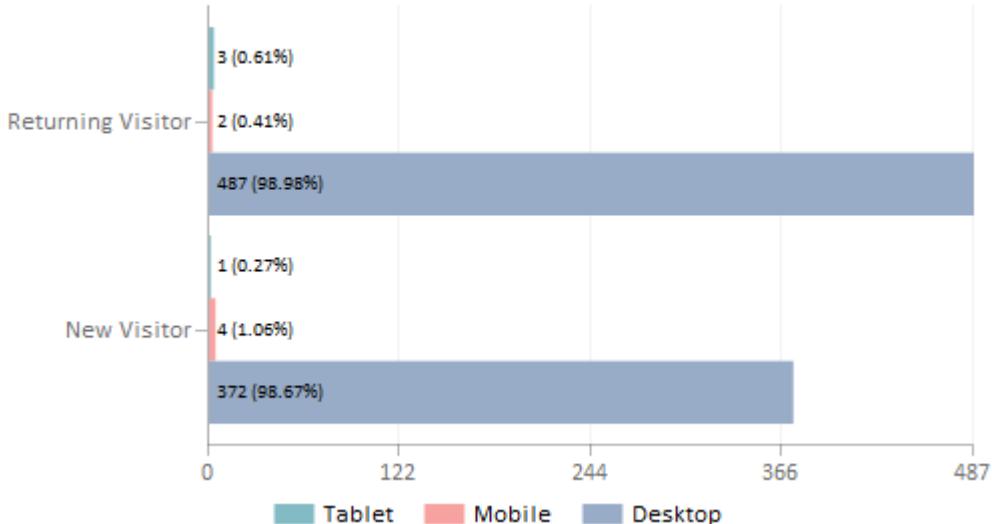
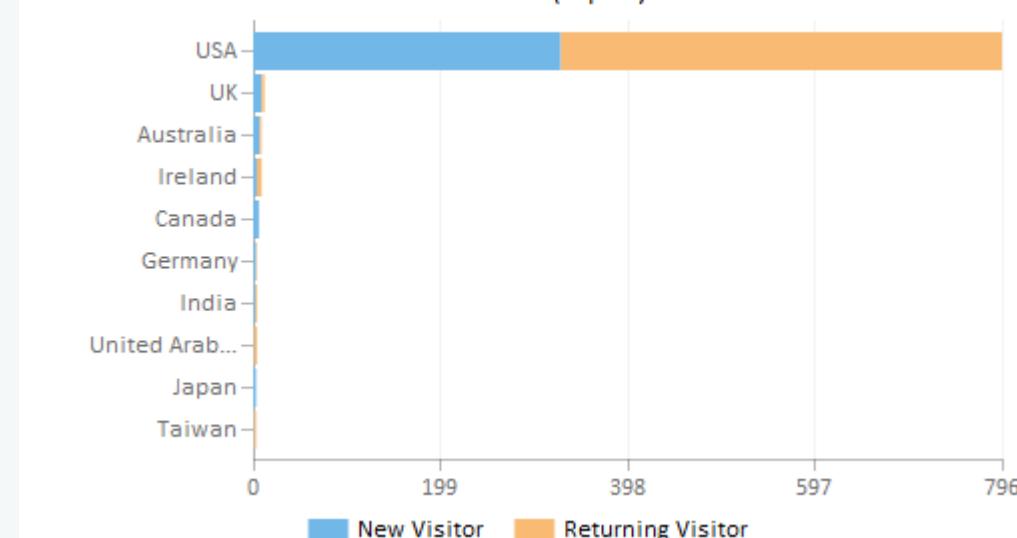
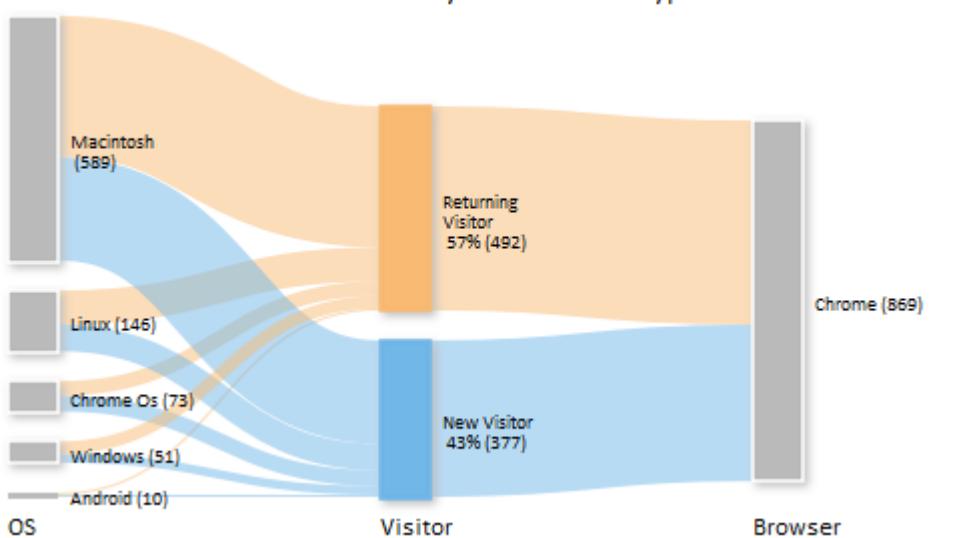
6,383

Time on Site (avg.)

00:04:05

% New Sessions

43.38%

Sessions Trend**Distribution by Device Type****Locations (top 10)****Distribution by OS & Browser Type**

Sessions Google.com 534

Users

479

Bounce Rate

43.26%

Pageviews

2,177

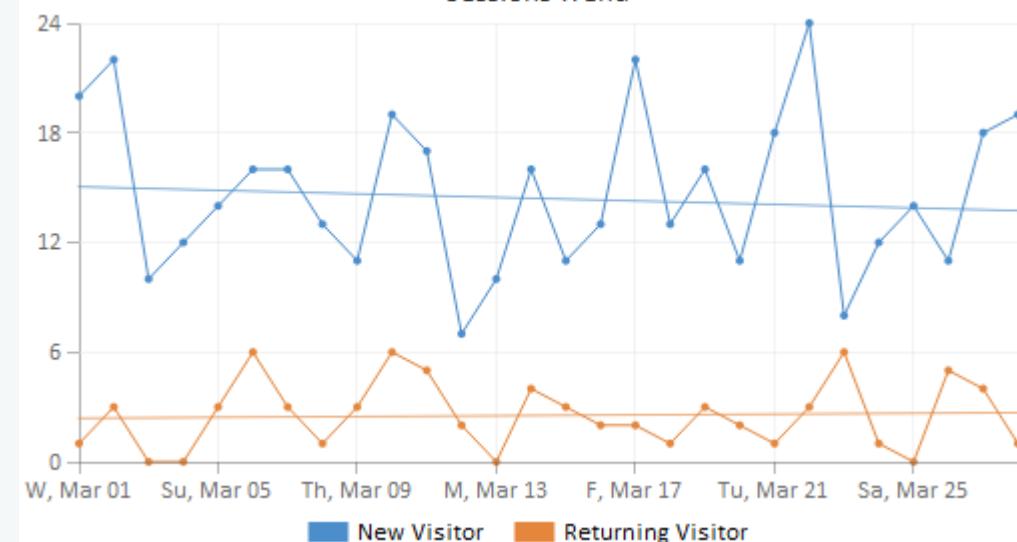
Time on Site (avg.)

00:03:01

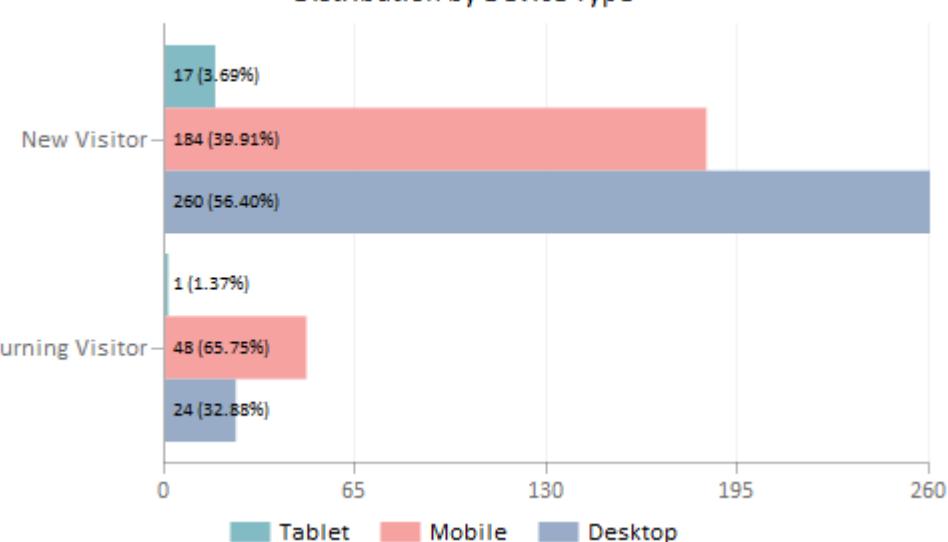
% New Sessions

86.33%

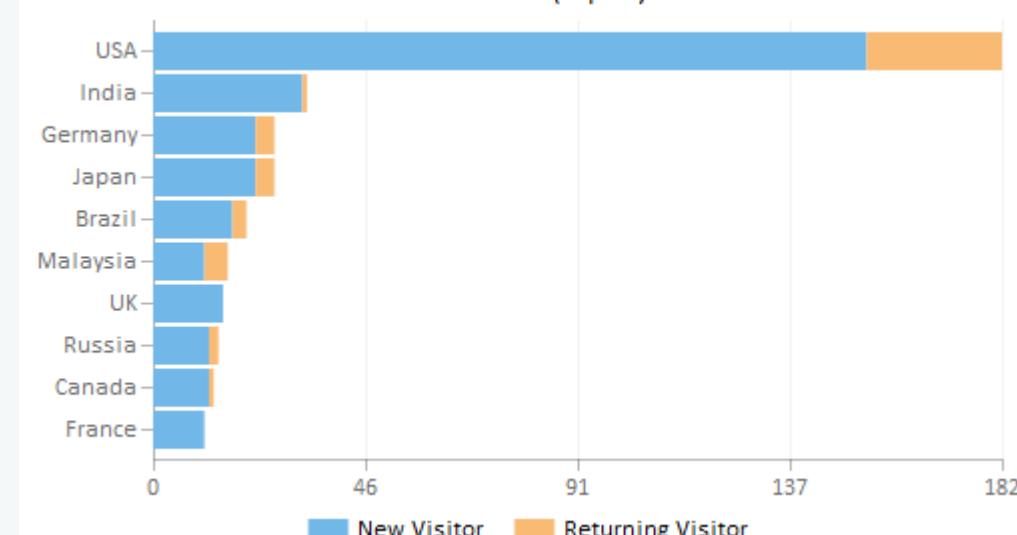
Sessions Trend



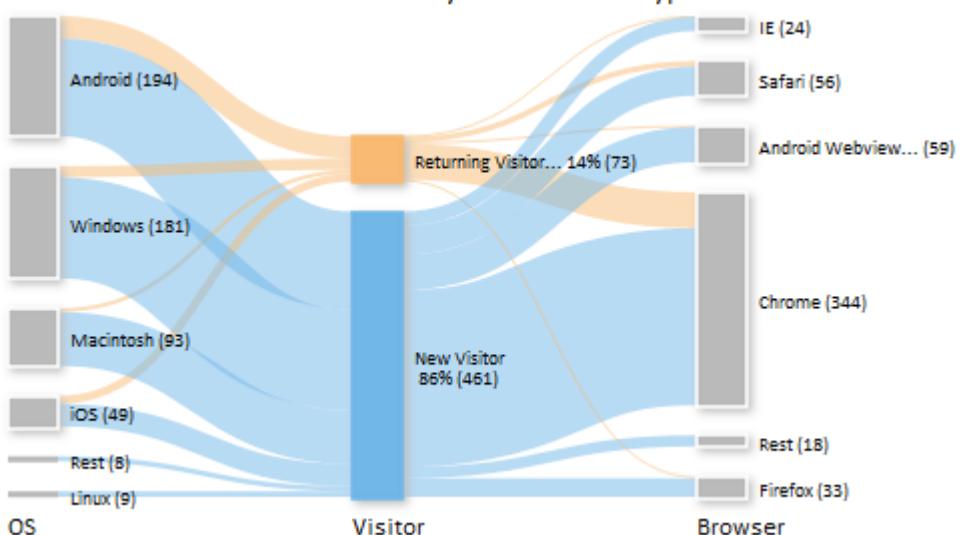
Distribution by Device Type



Locations (top 10)



Distribution by OS & Browser Type



Sessions Dfa 442

Users

292

Bounce Rate

35.29%

Pageviews

2,348

Time on Site (avg.)

00:03:45

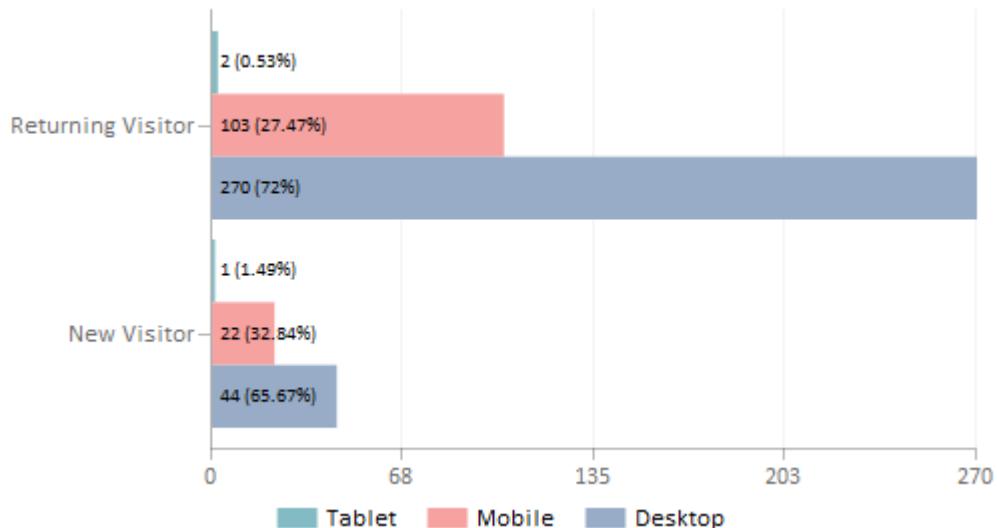
% New Sessions

15.16%

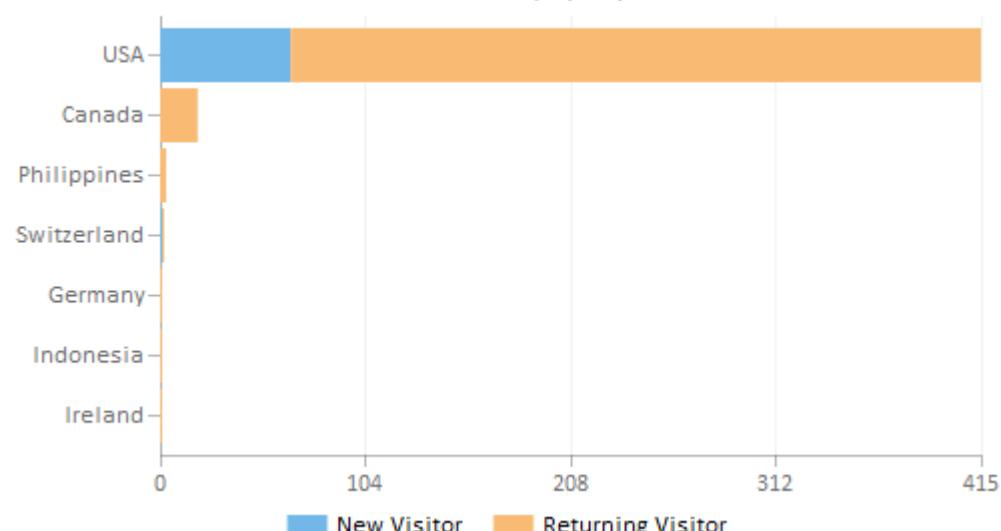


Sessions Trend

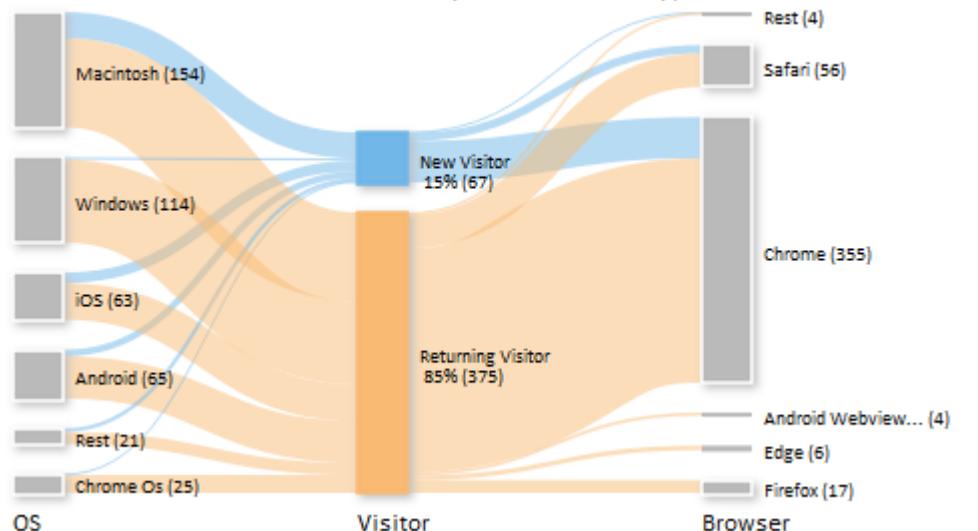
Distribution by Device Type


█ Returning Visitor █ New Visitor

Locations (top 10)


█ New Visitor █ Returning Visitor

Distribution by OS & Browser Type


█ Macintosh █ Windows █ iOS █ Android █ Rest █ Chrome Os █ Rest
█ New Visitor █ Returning Visitor
█ Chrome █ Safari █ Android Webview... █ Edge █ Firefox

Sessions **Yahoo 274**

Users

245

Bounce Rate

50.36%

Pageviews

861

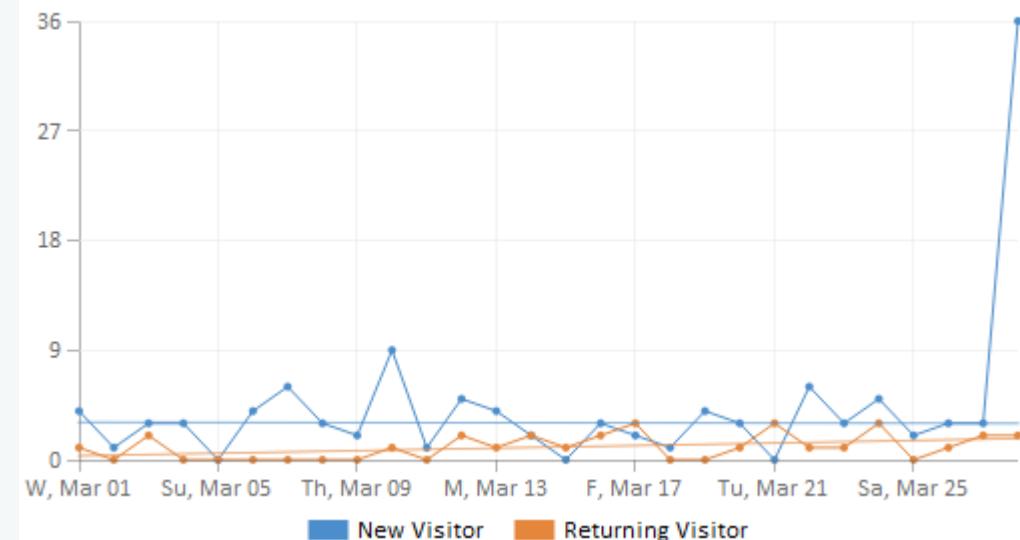
Time on Site (avg.)

00:01:42

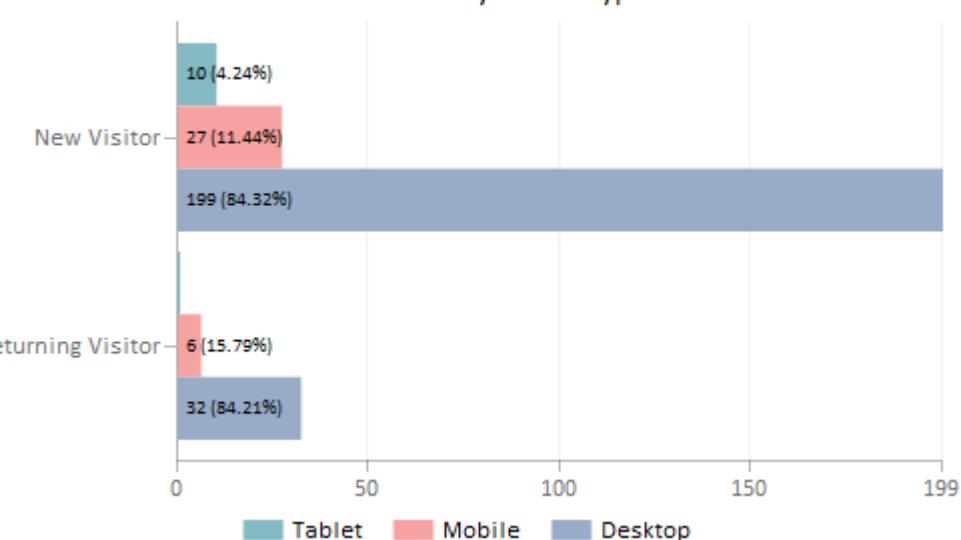
% New Sessions

86.13%

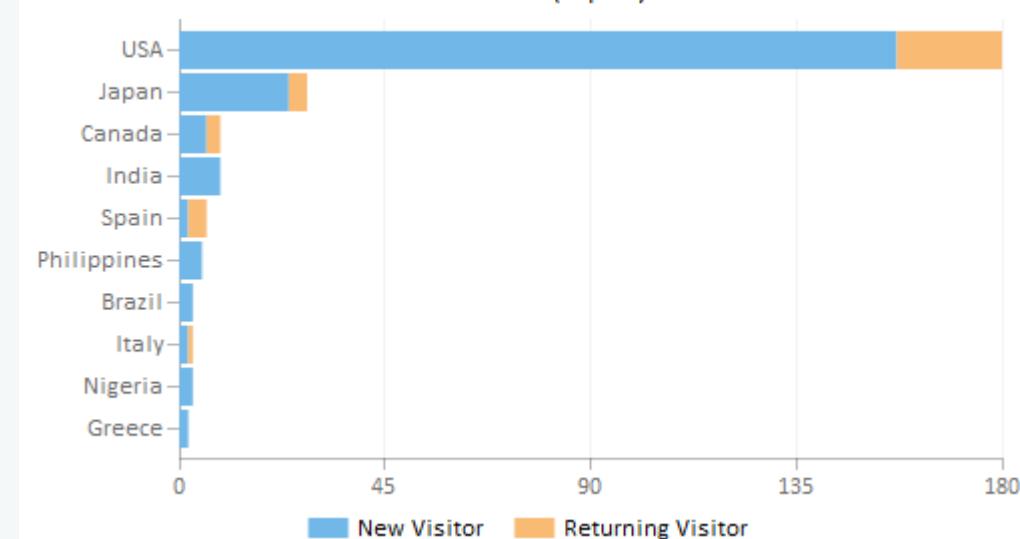
Sessions Trend



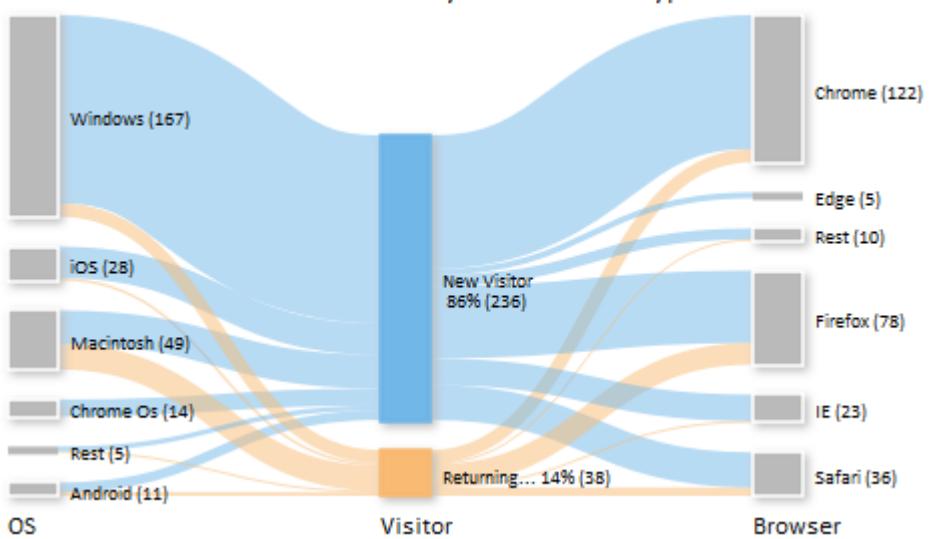
Distribution by Device Type



Locations (top 10)

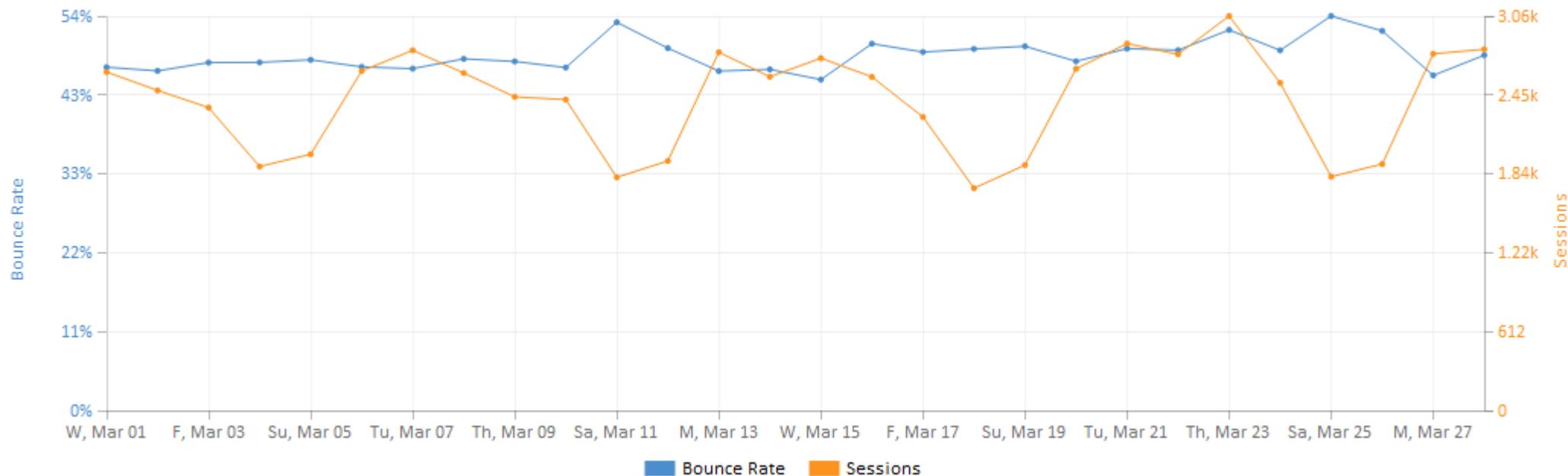


Distribution by OS & Browser Type

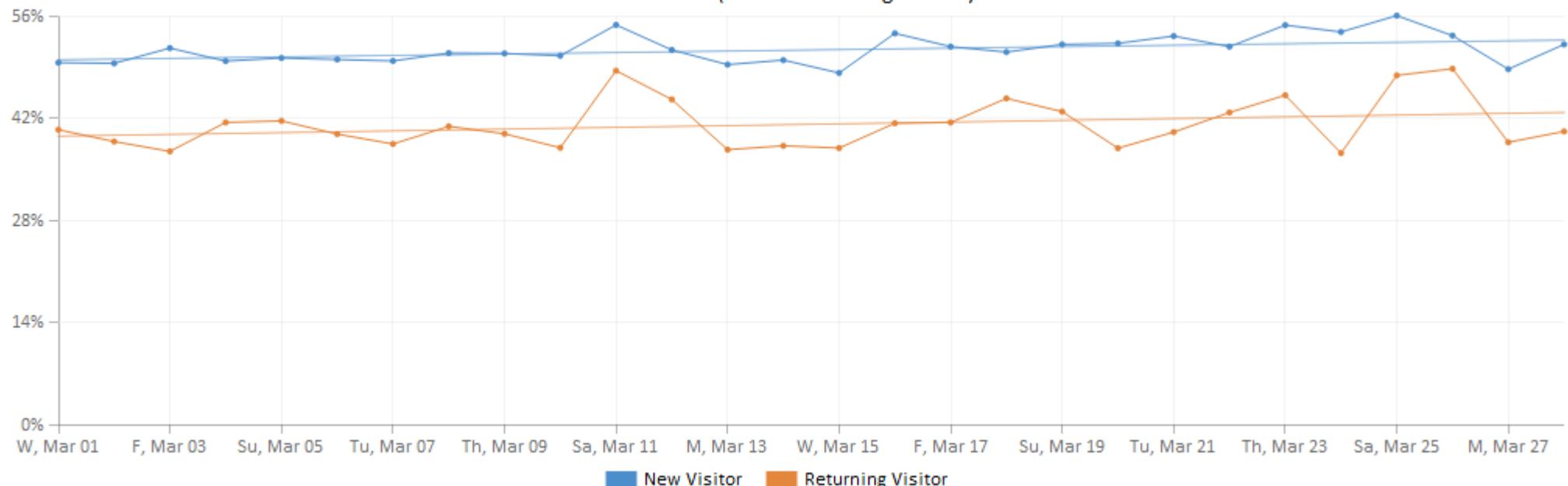


Bounce Rate 48.14%

Bounce Rate vs. Sessions

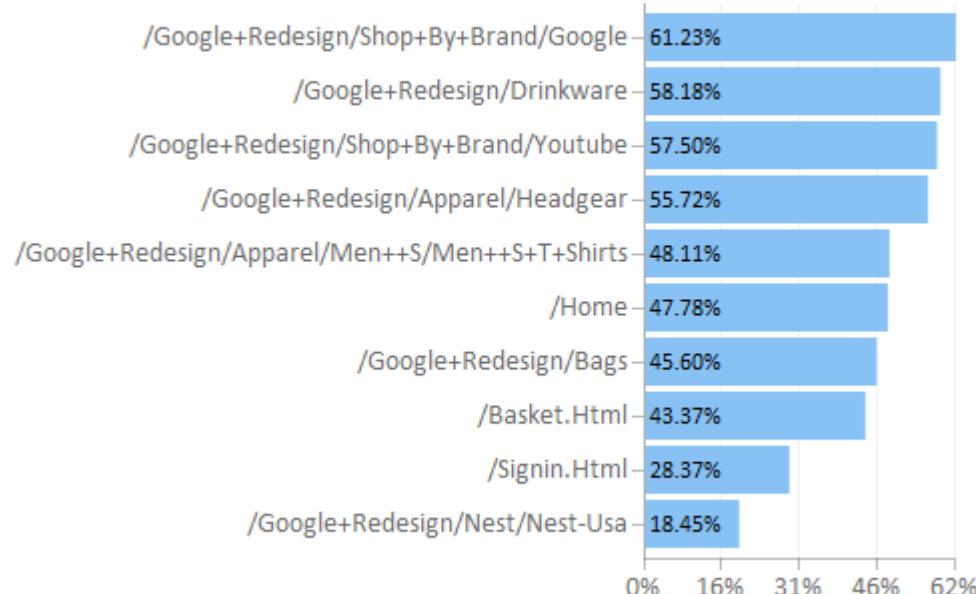


Bounce Rate (new vs. returning visitors)

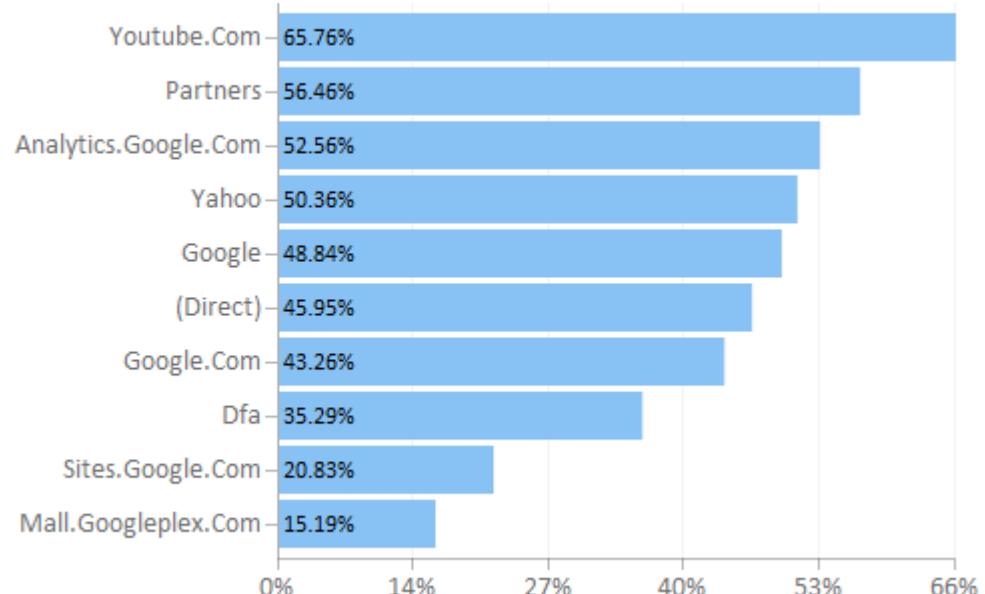


Bounce Rate 48.14%

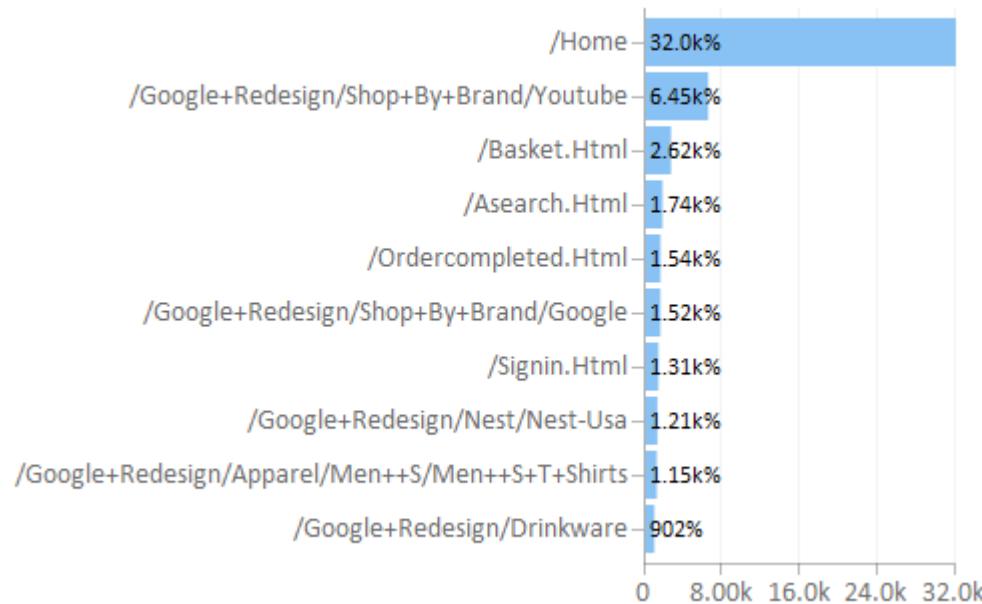
Pages with Highest Bounce Rate (top 10)



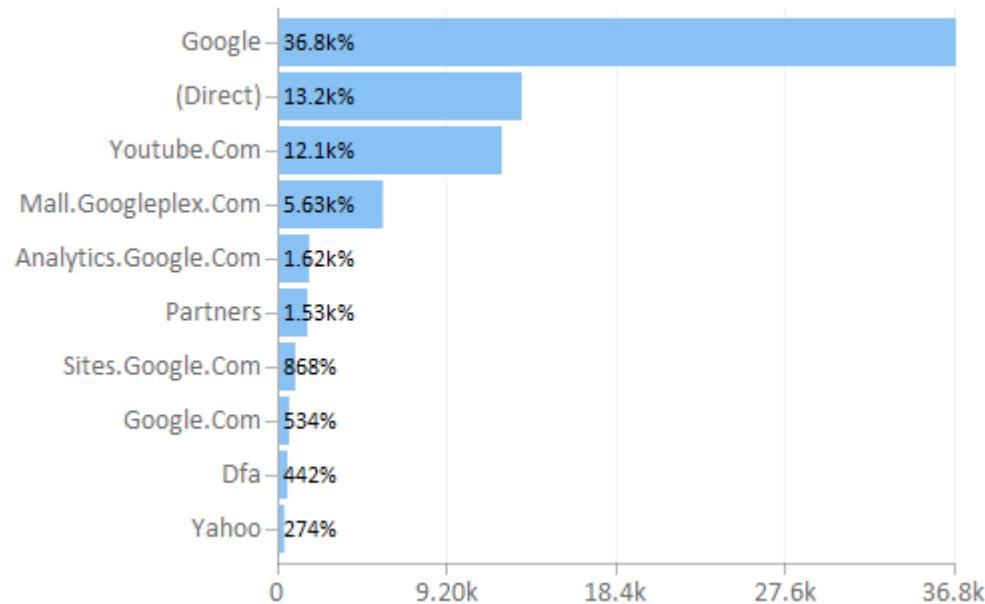
Sources with Highest Bounce Rate (top 10)



Pages with Highest Exit Count (top 10)

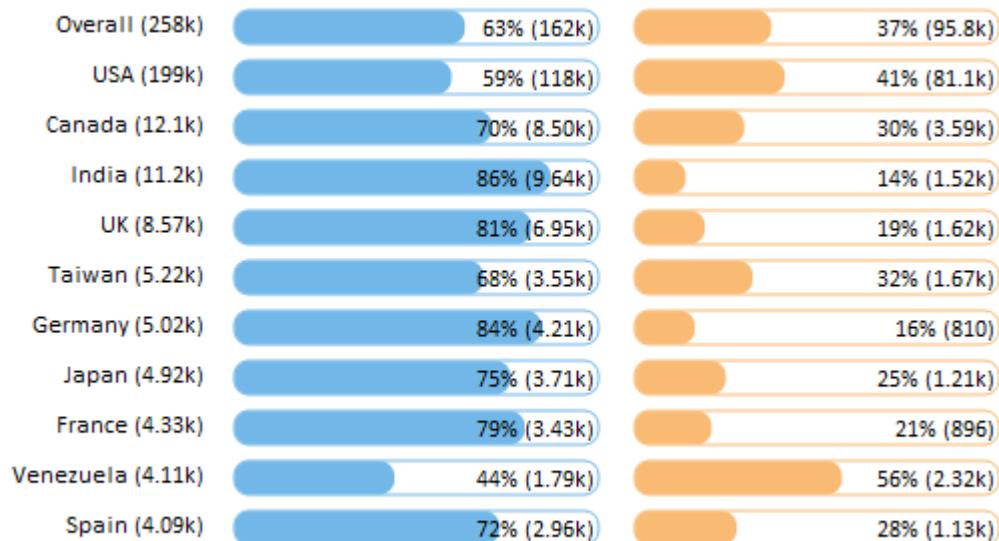


Sources with Highest Exit Count (top 10)



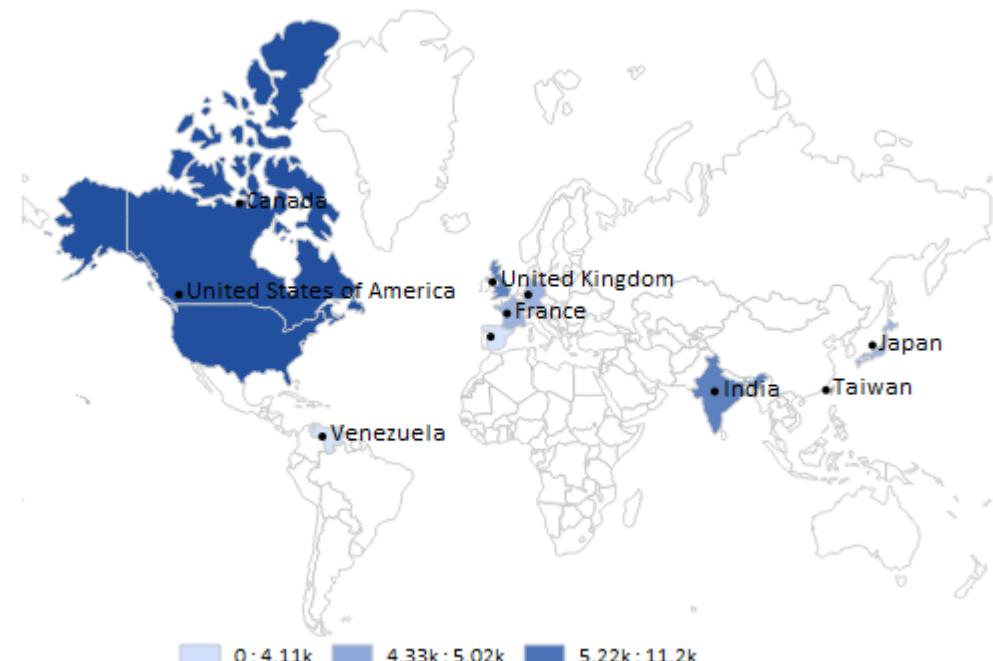
Pageviews 325,498

Locations (top 10)

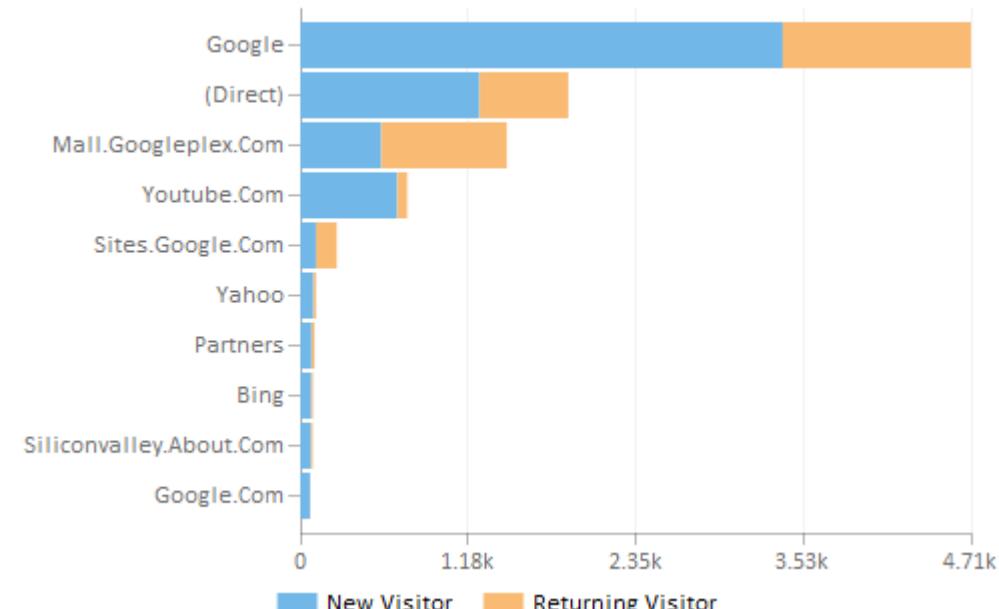


New Visitor

Returning Visitor

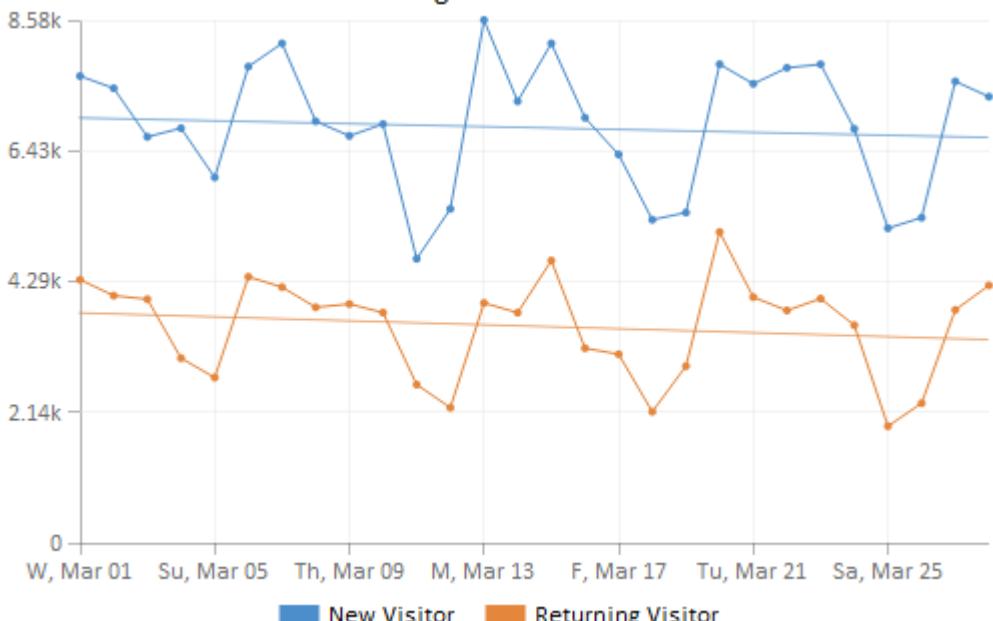


Sources (top 10)



New Visitor Returning Visitor

Pageviews Trend



Pageviews USA 198,722

Users

24,621

Sessions

33,396

Bounce Rate

32.55%

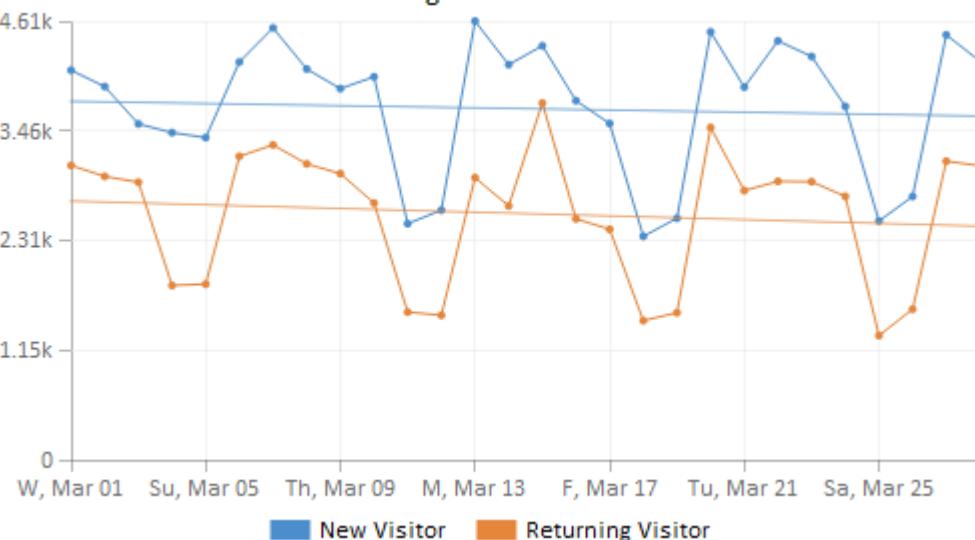
Time on Site (avg.)

00:03:40

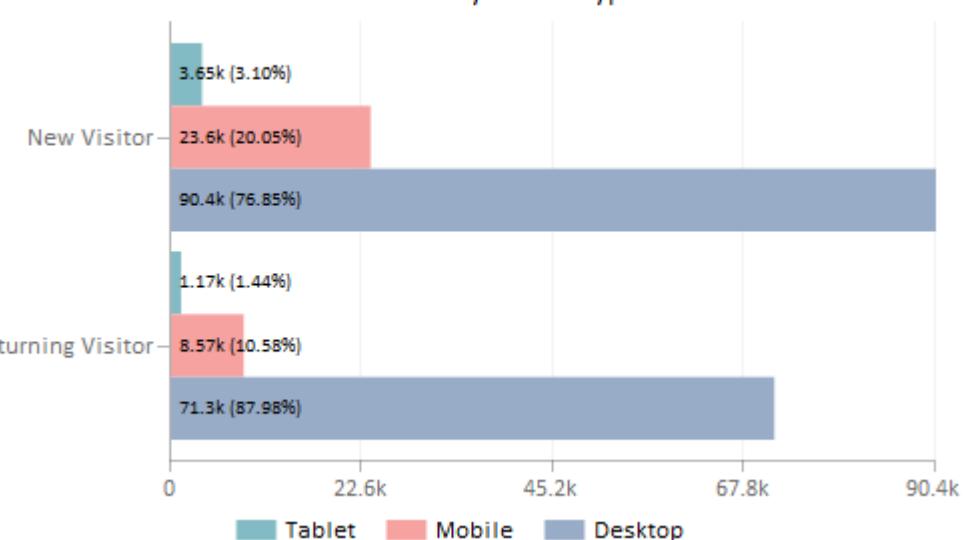
% New Sessions

65.18%

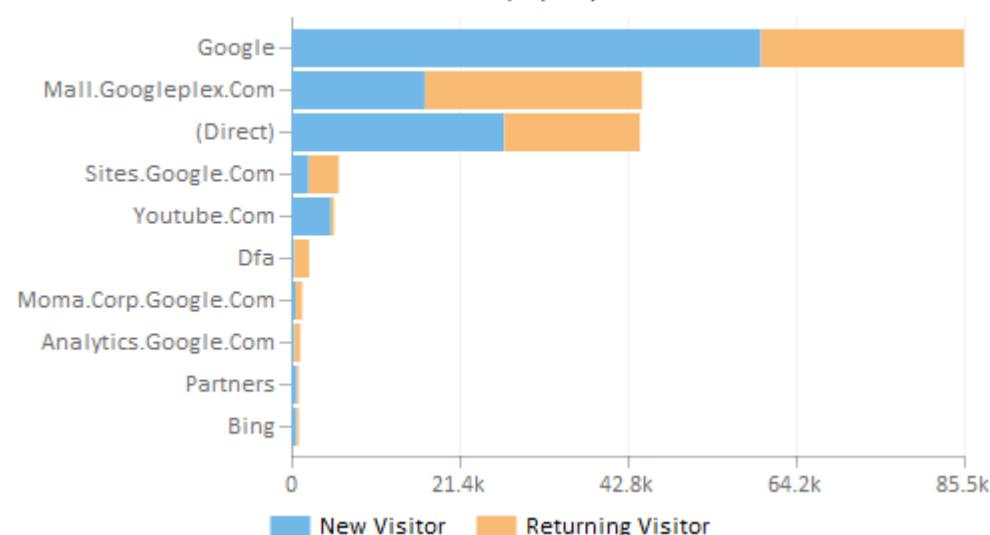
Pageviews Trend



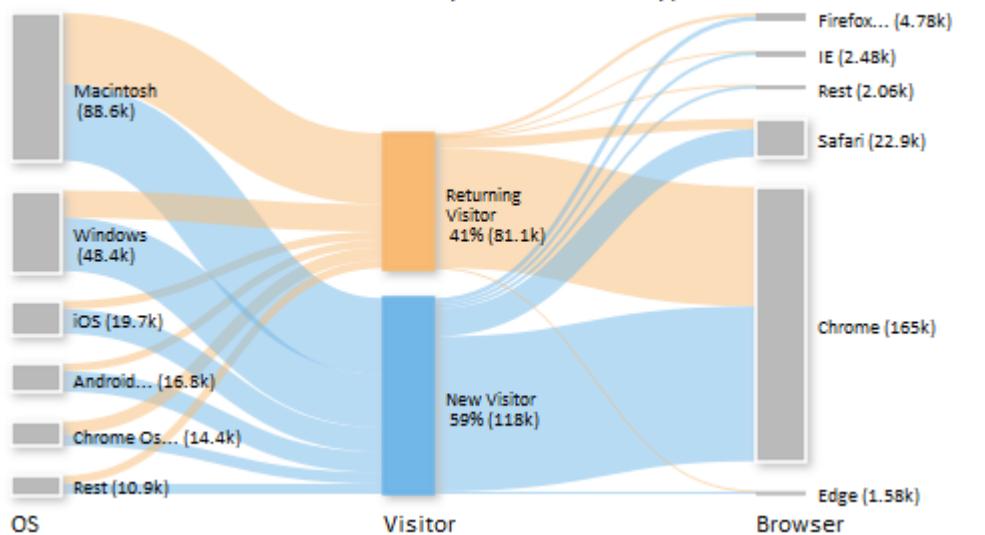
Distribution by Device Type



Sources (top 10)



Distribution by OS & Browser Type



Pageviews Canada 12,091

Users

1,869

Sessions

2,373

Bounce Rate

37.55%

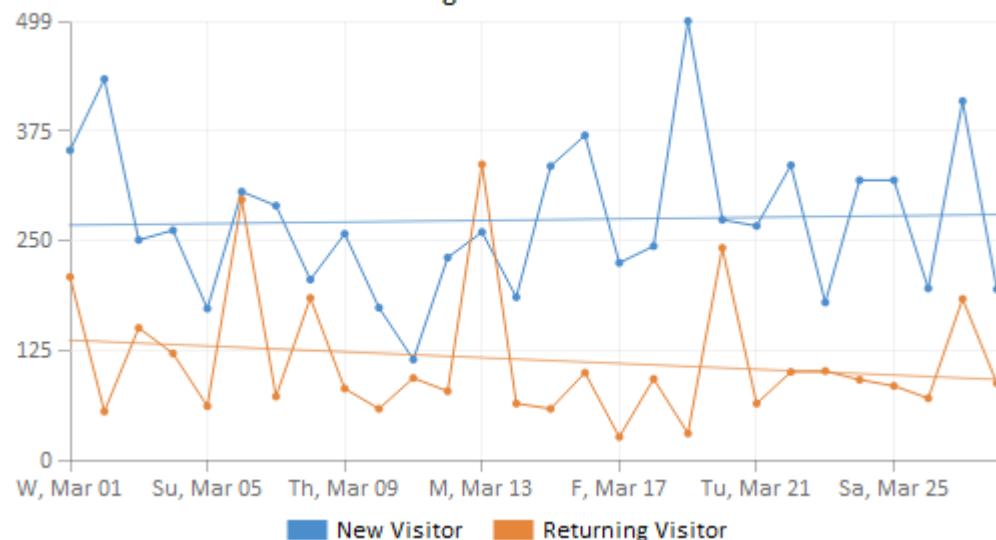
Time on Site (avg.)

00:03:19

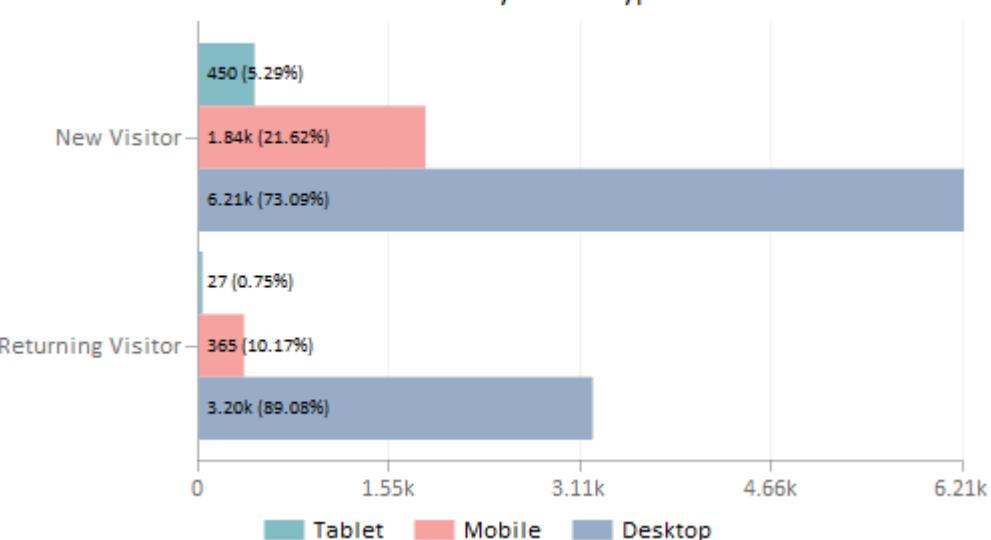
% New Sessions

74.55%

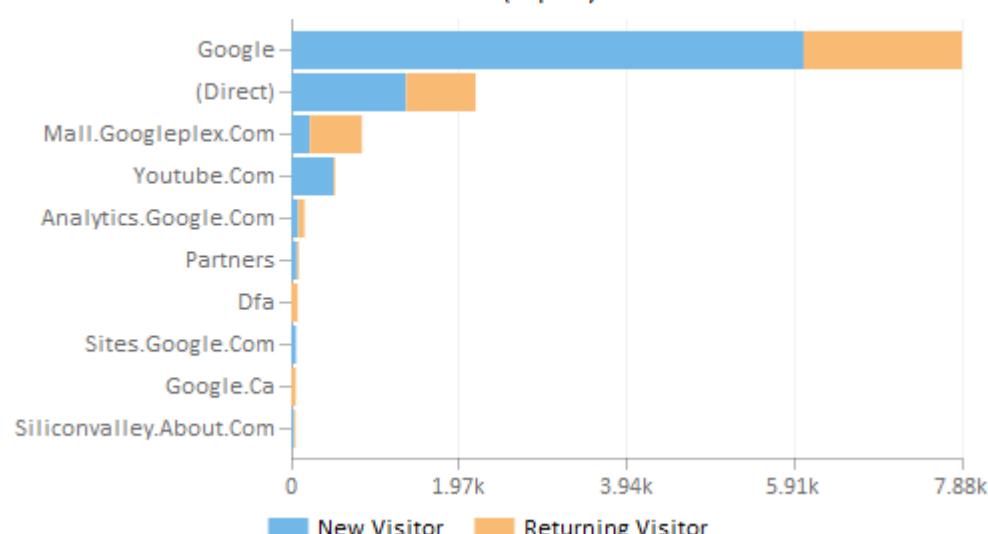
Pageviews Trend



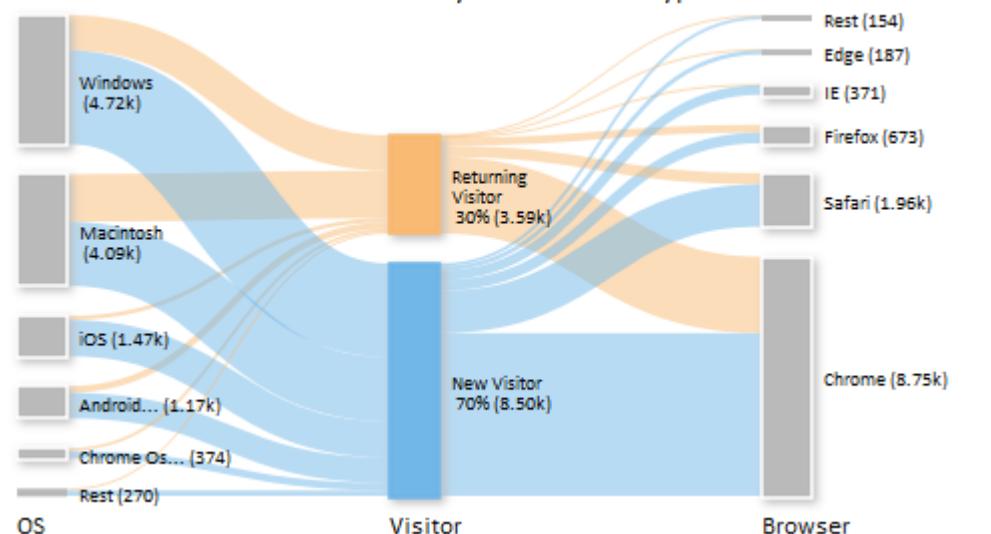
Distribution by Device Type



Sources (top 10)



Distribution by OS & Browser Type



Pageviews India 11,160

Users

4,128

Sessions

4,596

Bounce Rate

63.40%

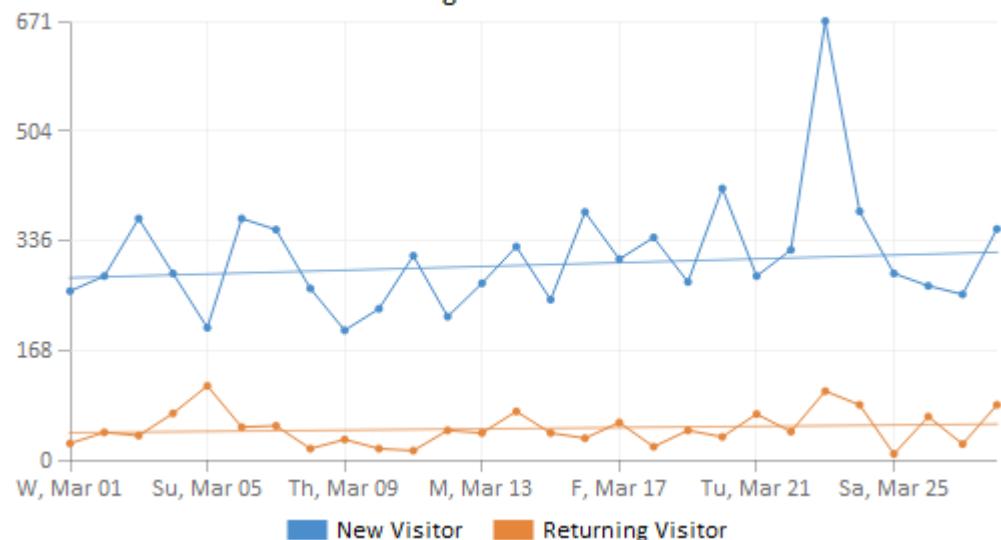
Time on Site (avg.)

00:01:33

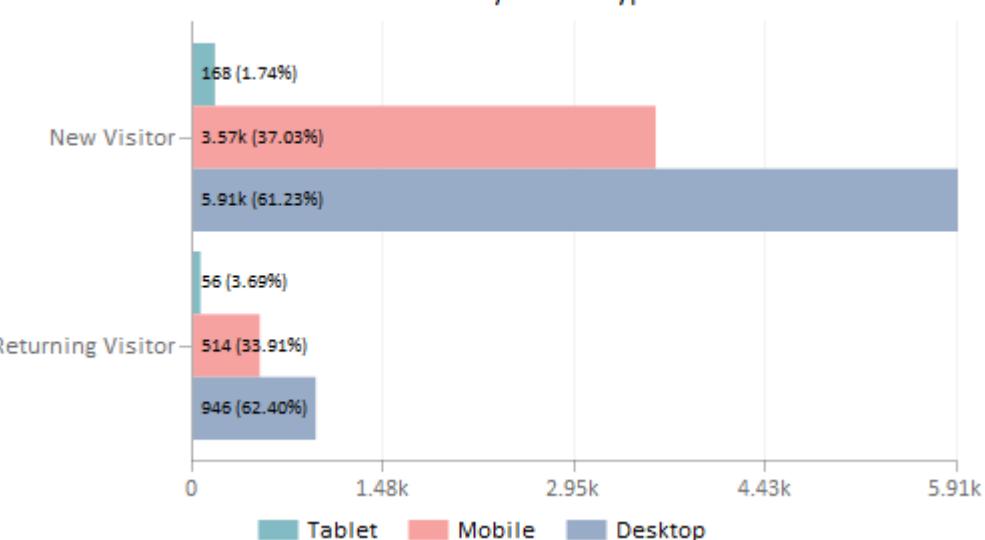
% New Sessions

87.88%

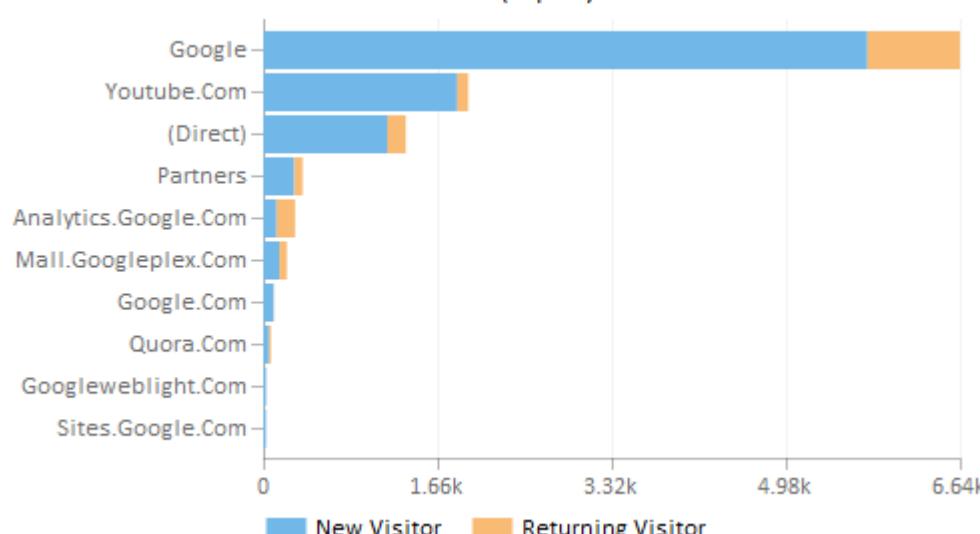
Pageviews Trend



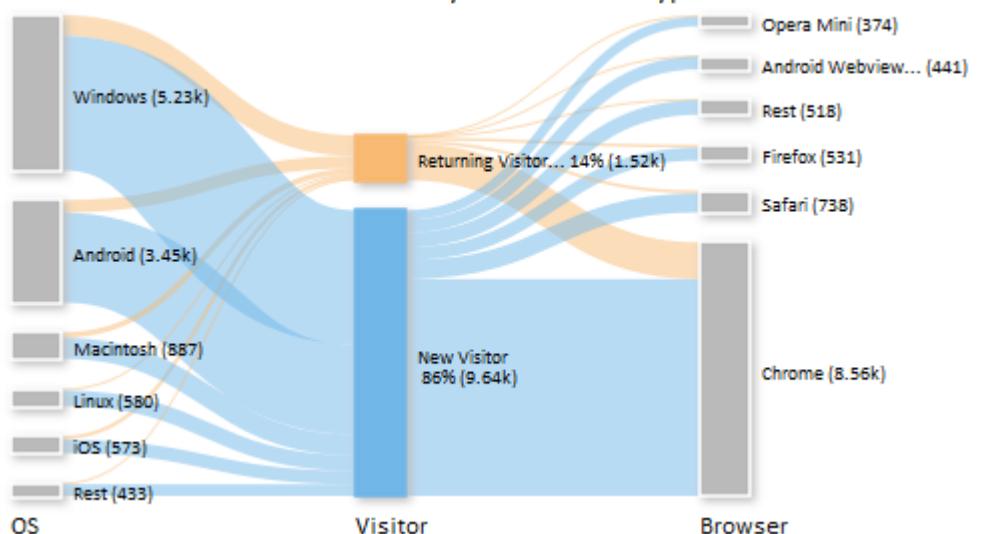
Distribution by Device Type



Sources (top 10)



Distribution by OS & Browser Type



Pageviews UK 8,565

Users

2,990

Sessions

3,343

Bounce Rate

60.72%

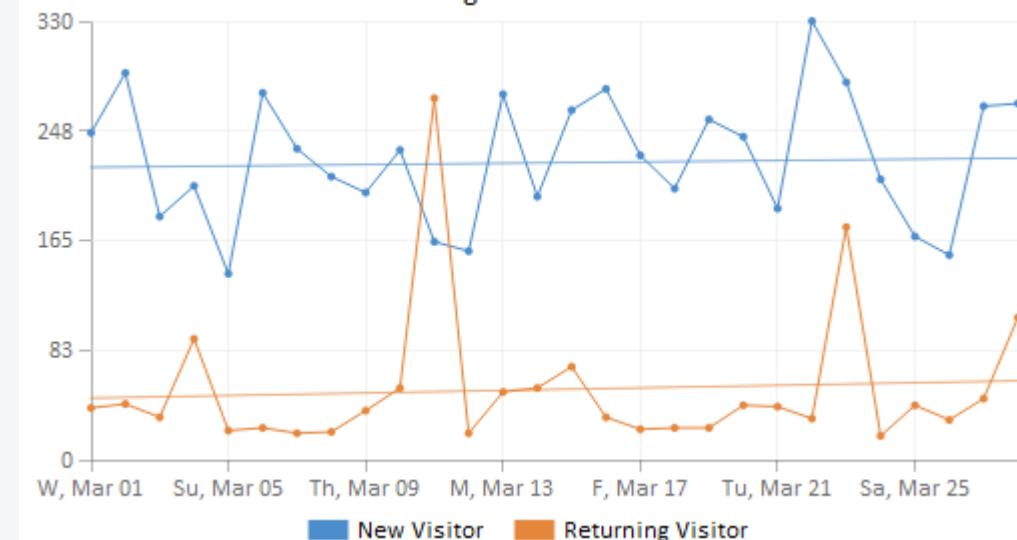
Time on Site (avg.)

00:01:14

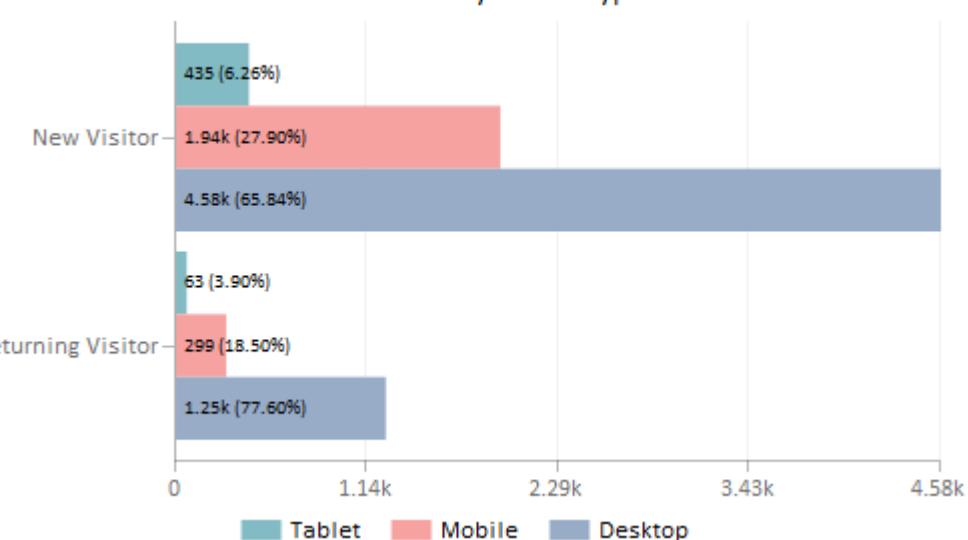
% New Sessions

85.37%

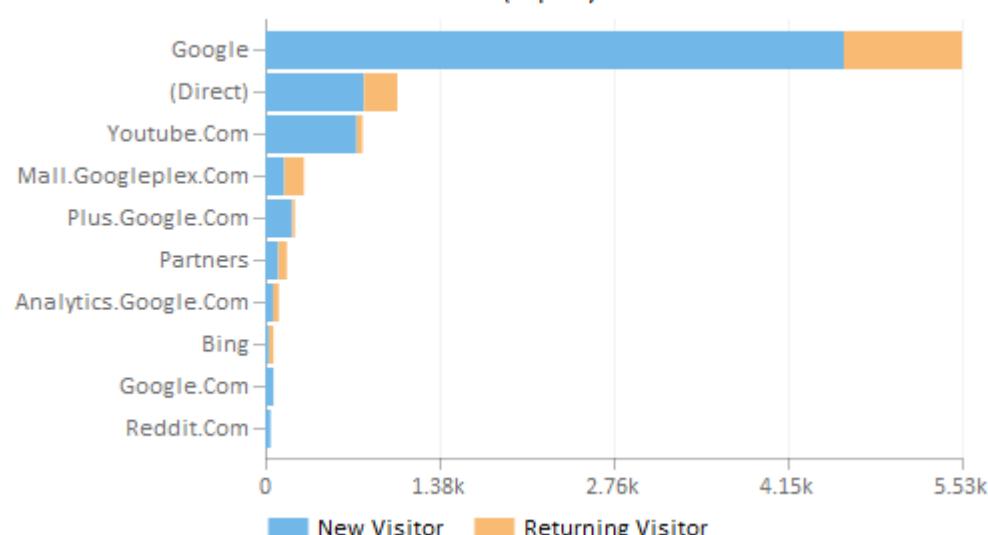
Pageviews Trend



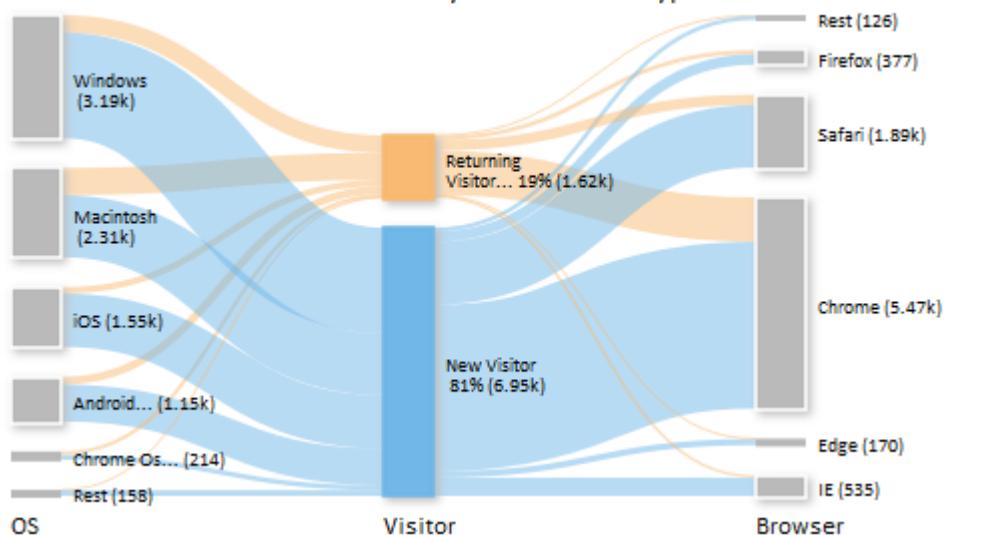
Distribution by Device Type



Sources (top 10)



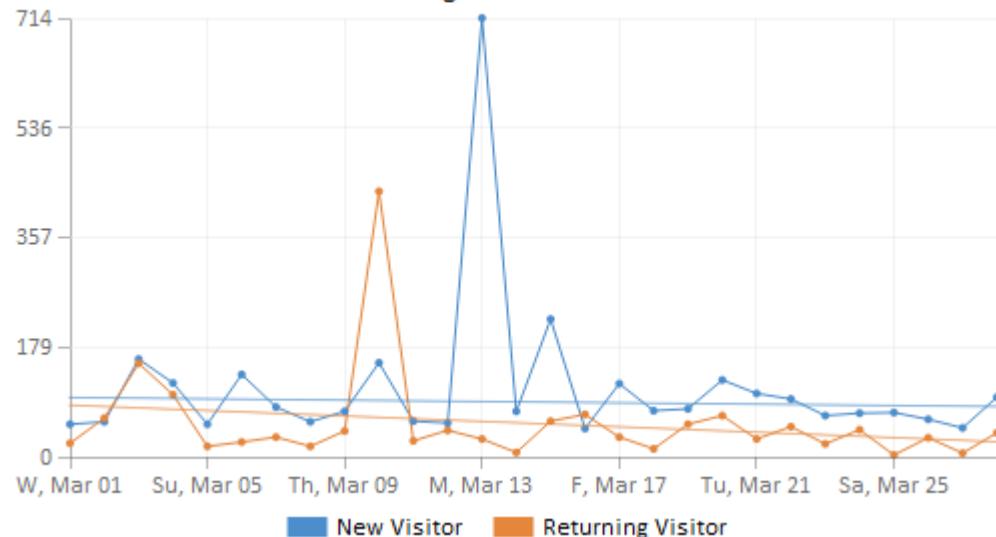
Distribution by OS & Browser Type



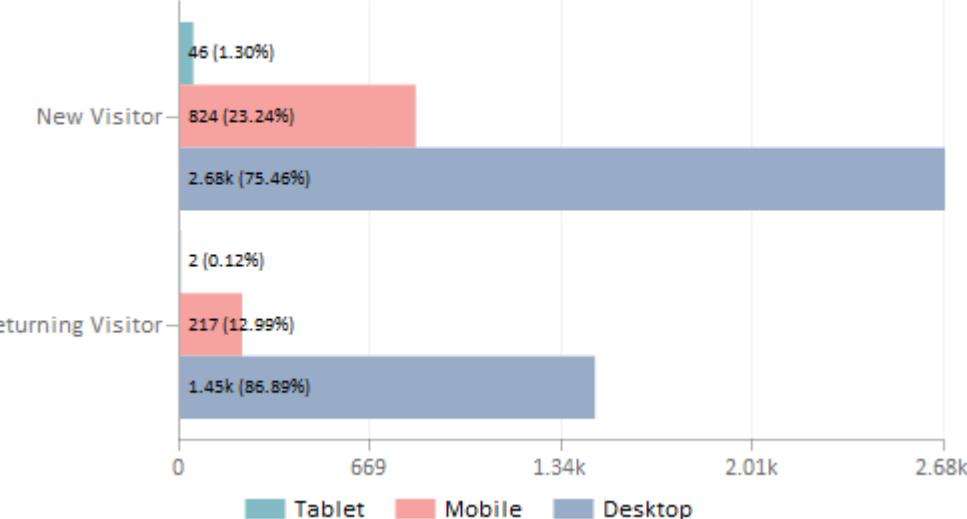
Pageviews Taiwan 5,215

Users
1,096Sessions
1,436Bounce Rate
51.60%Time on Site (avg.)
00:03:03% New Sessions
74.30%

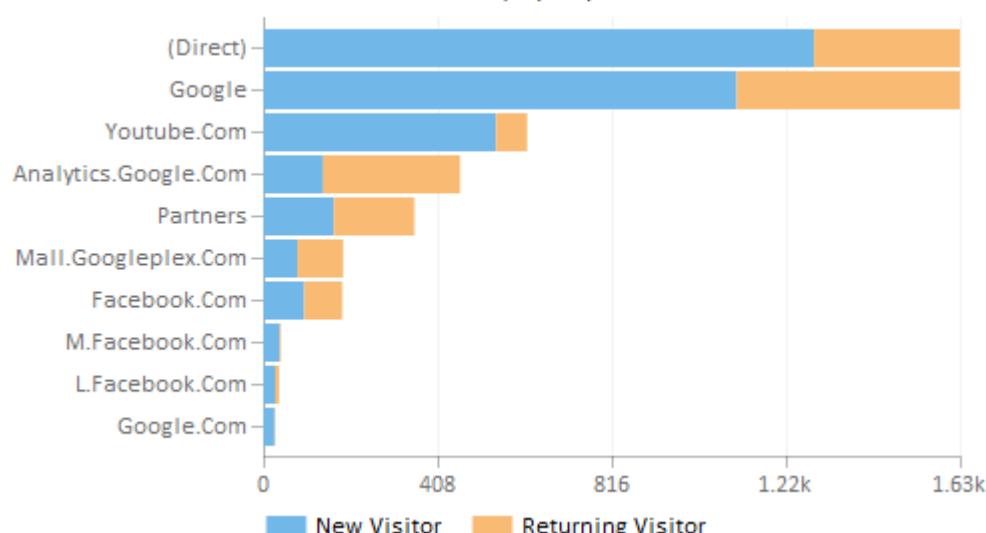
Pageviews Trend



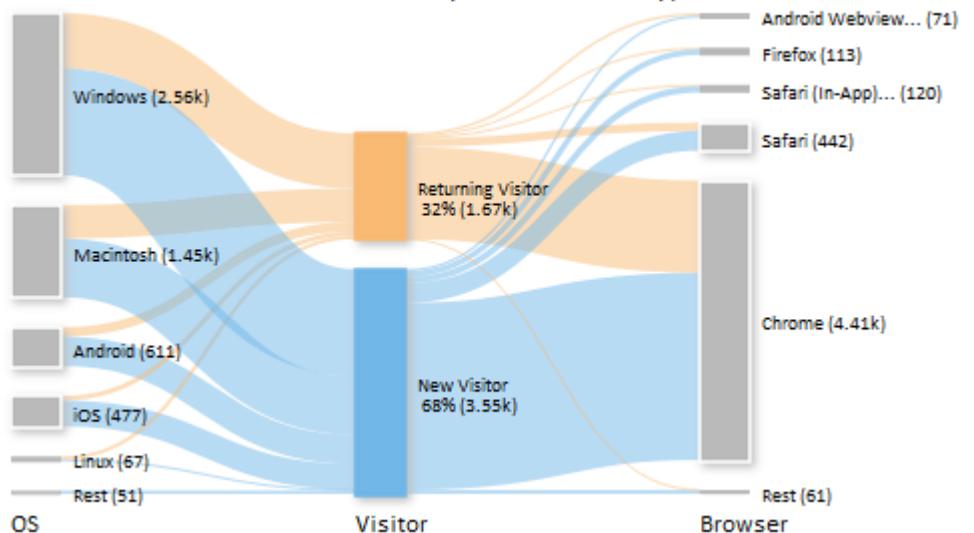
Distribution by Device Type



Sources (top 10)



Distribution by OS & Browser Type



Pageviews Germany 5,023

Users

1,540

Sessions

1,744

Bounce Rate

61.98%

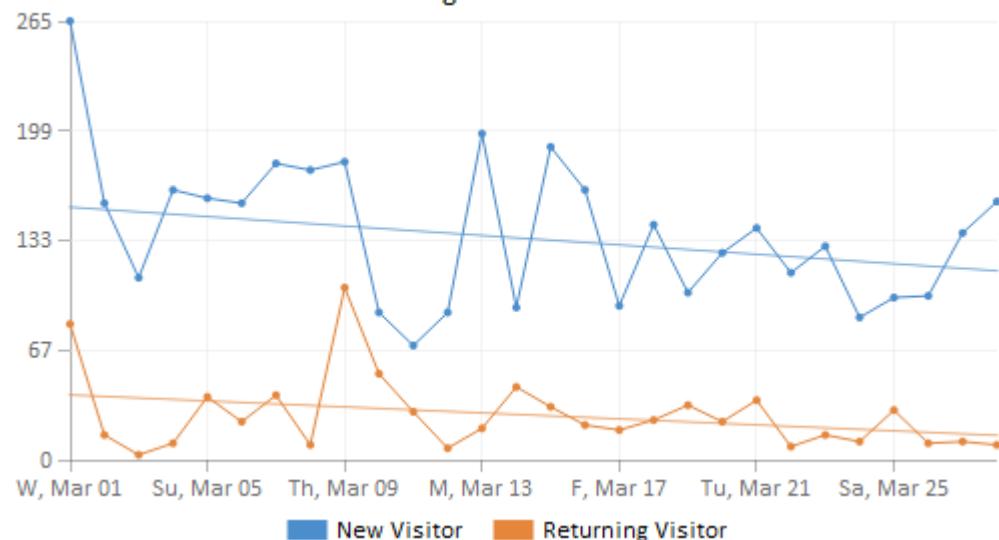
Time on Site (avg.)

00:01:32

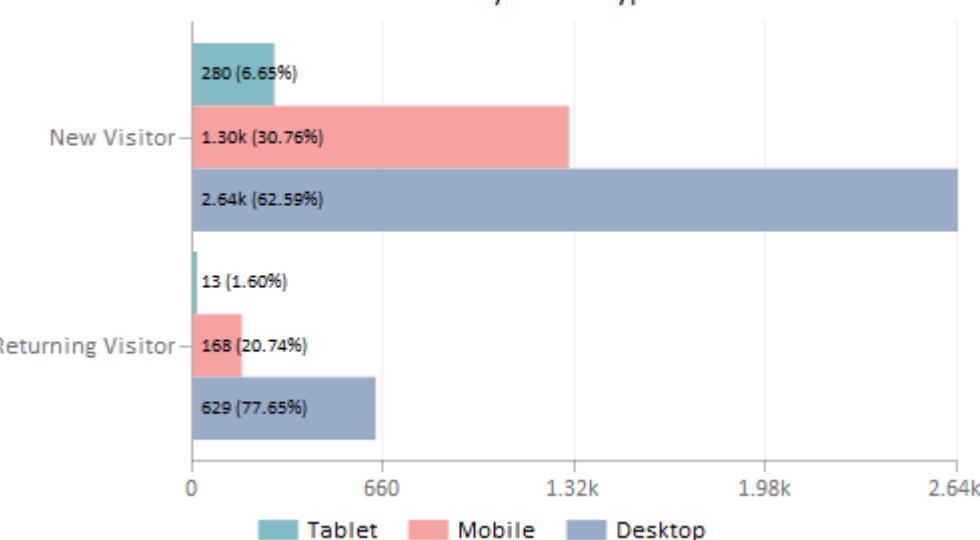
% New Sessions

84.23%

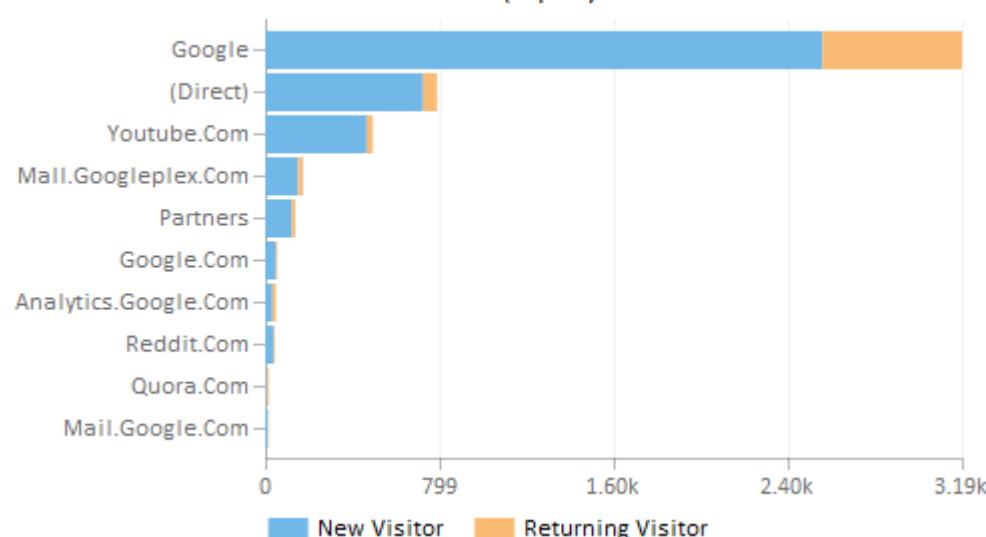
Pageviews Trend



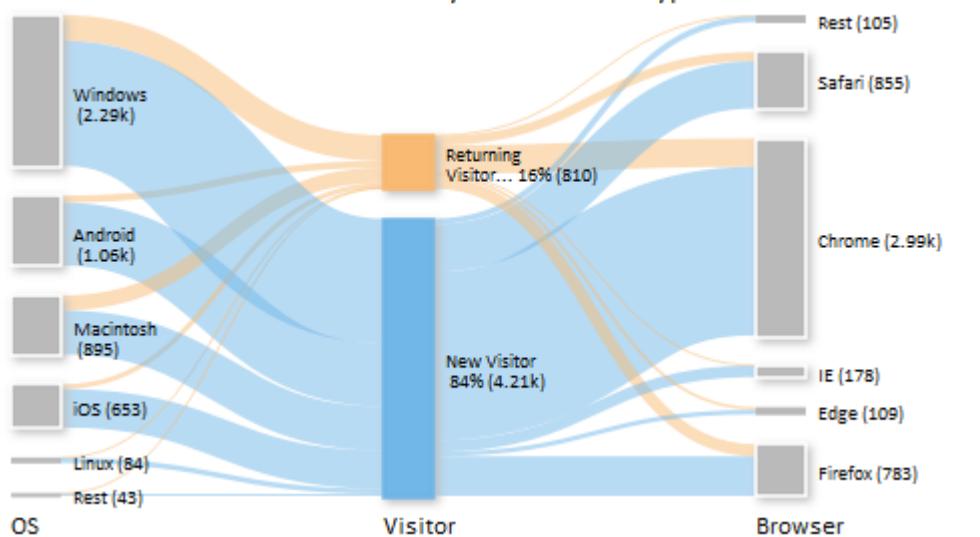
Distribution by Device Type



Sources (top 10)



Distribution by OS & Browser Type



Pageviews Japan 4,922

Users

1,403

Sessions

1,616

Bounce Rate

61.20%

Time on Site (avg.)

00:01:41

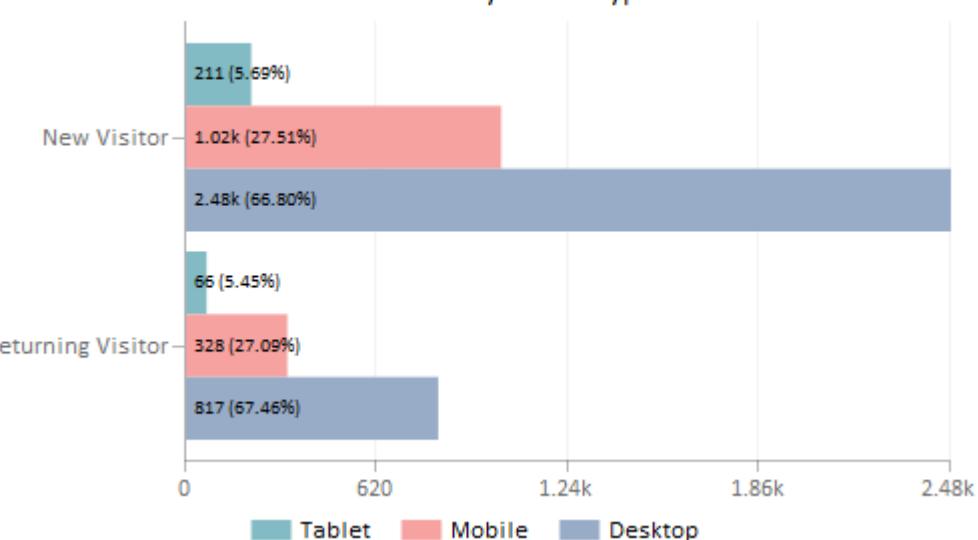
% New Sessions

82.36%

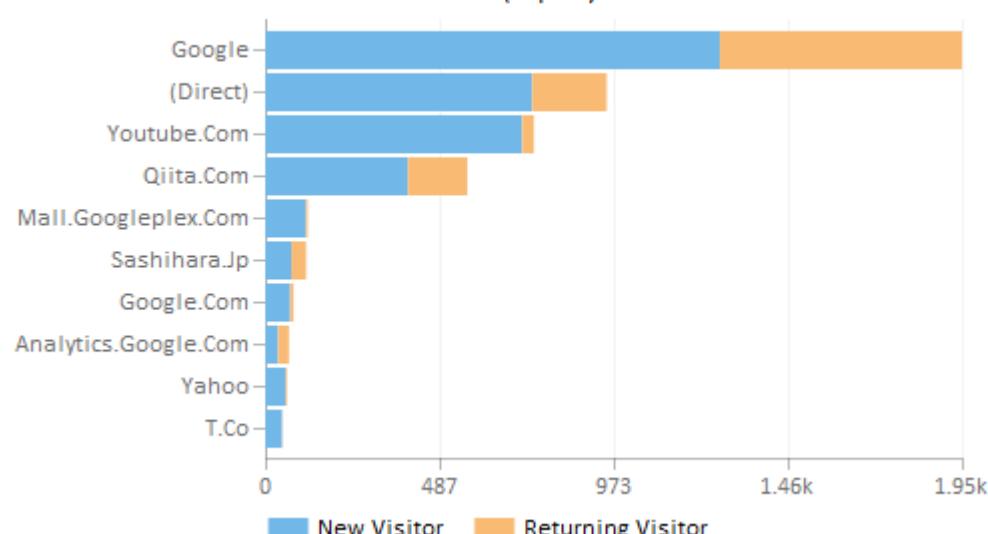
Pageviews Trend



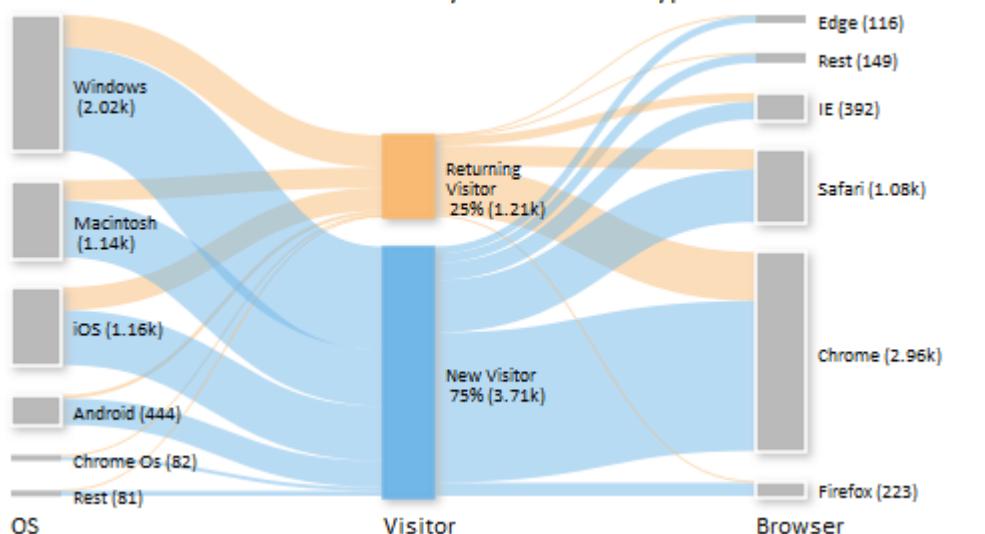
Distribution by Device Type



Sources (top 10)



Distribution by OS & Browser Type



Pageviews France 4,329

Users

1,302

Sessions

1,556

Bounce Rate

64.01%

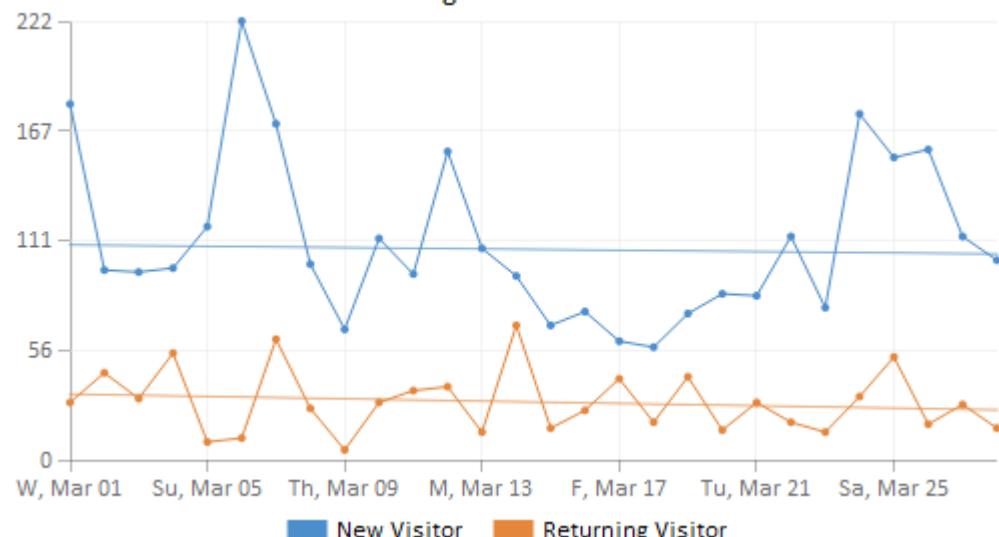
Time on Site (avg.)

00:01:46

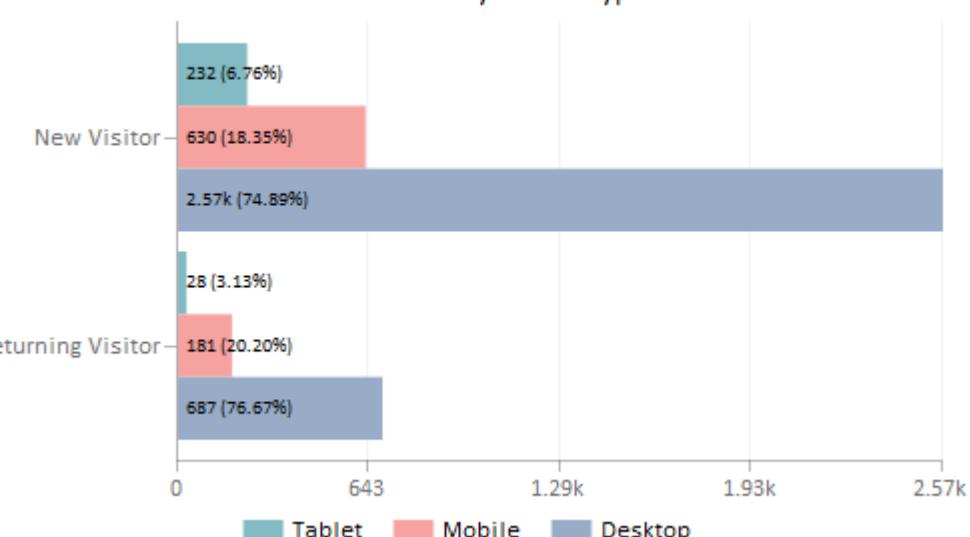
% New Sessions

79.82%

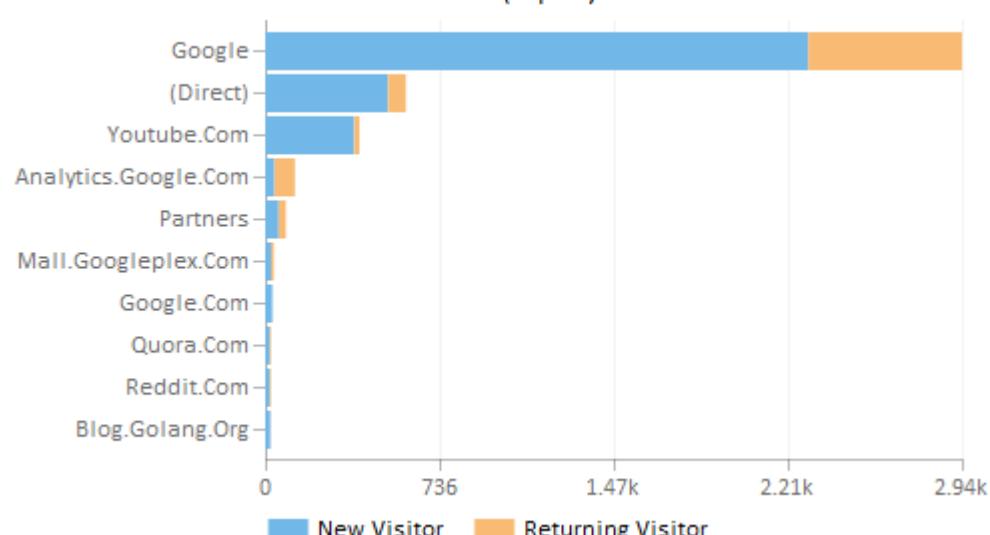
Pageviews Trend



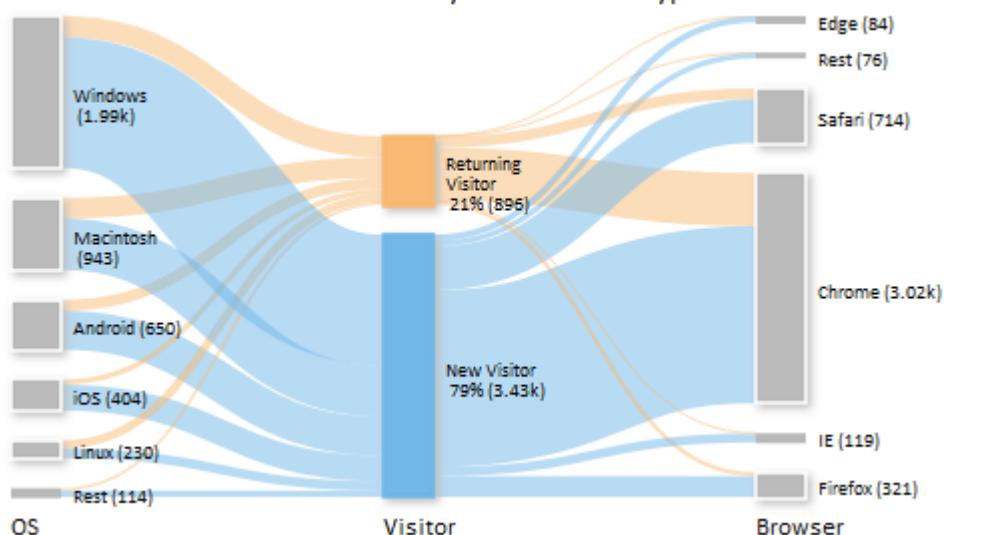
Distribution by Device Type



Sources (top 10)



Distribution by OS & Browser Type



Pageviews Venezuela 4,105

Users

212

Sessions

278

Bounce Rate

55.04%

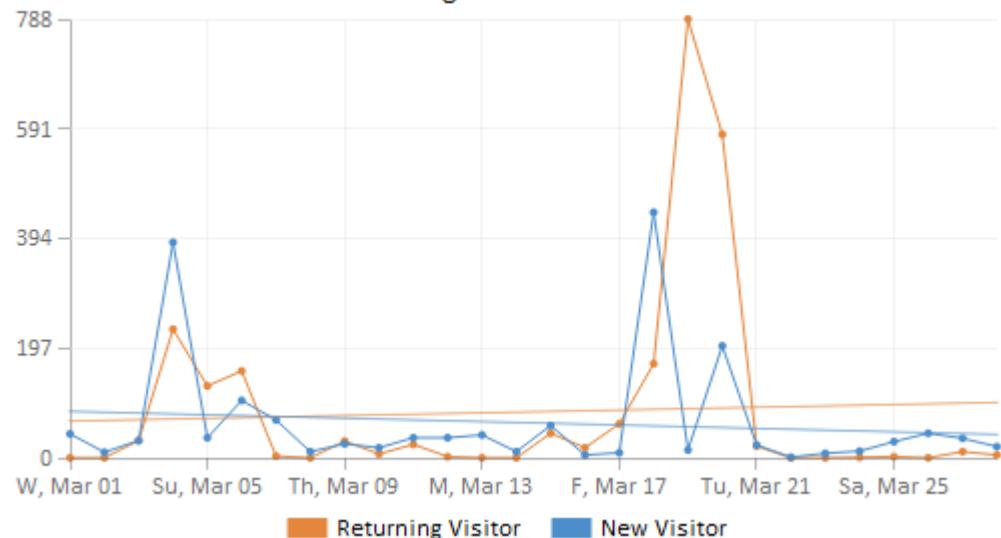
Time on Site (avg.)

00:09:18

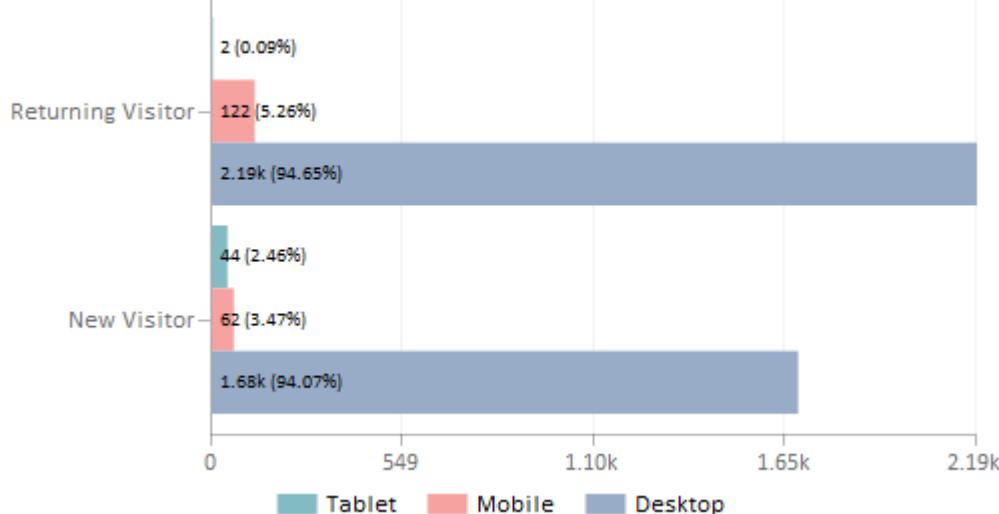
% New Sessions

74.46%

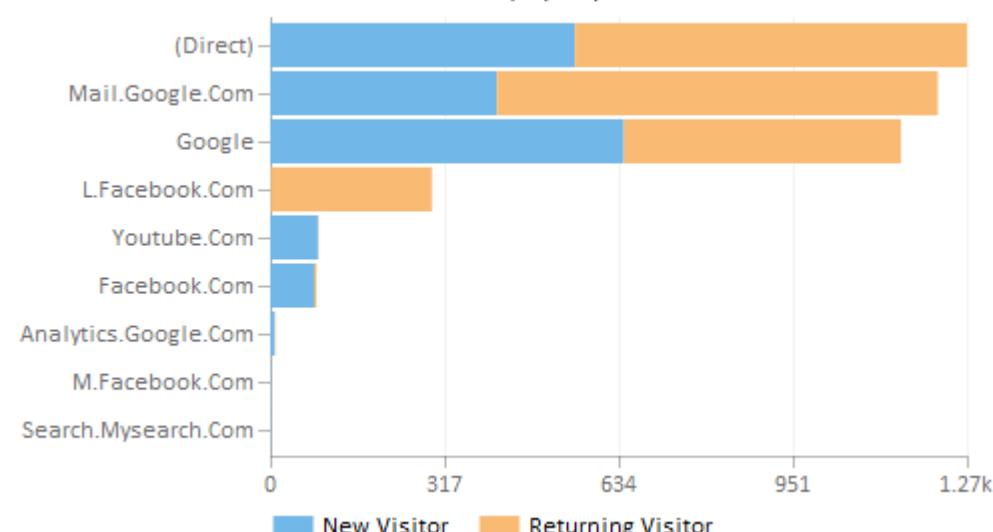
Pageviews Trend



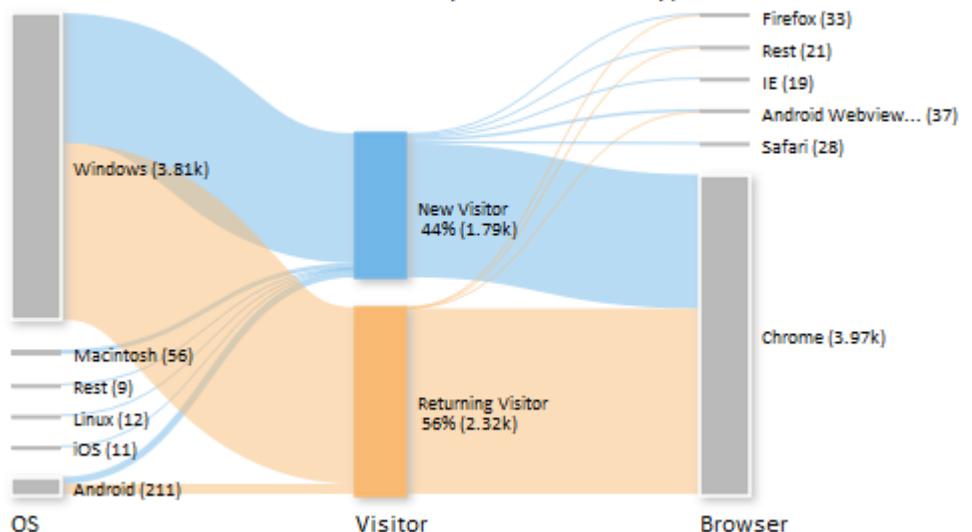
Distribution by Device Type



Sources (top 10)



Distribution by OS & Browser Type



Pageviews Spain 4,089

Users

1,097

Sessions

1,441

Bounce Rate

57.74%

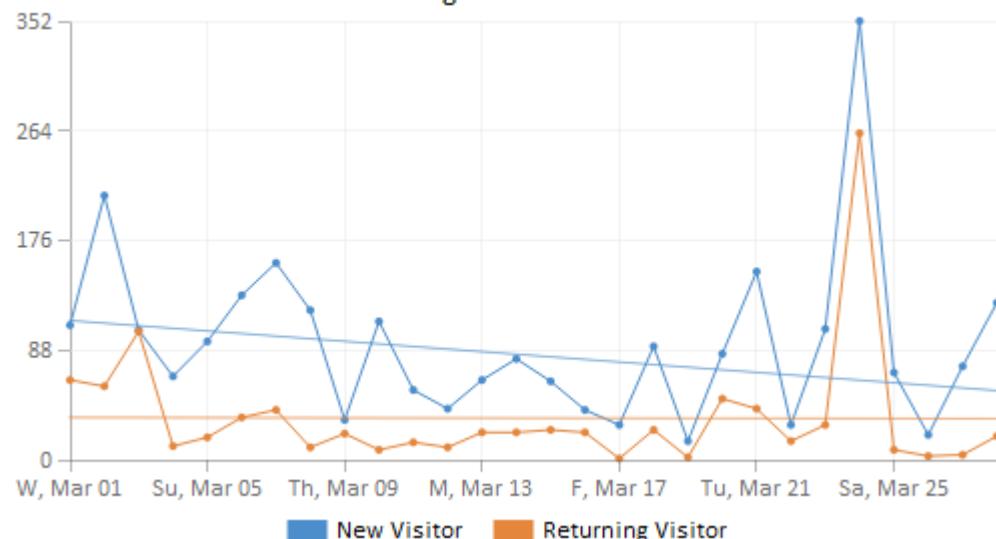
Time on Site (avg.)

00:02:38

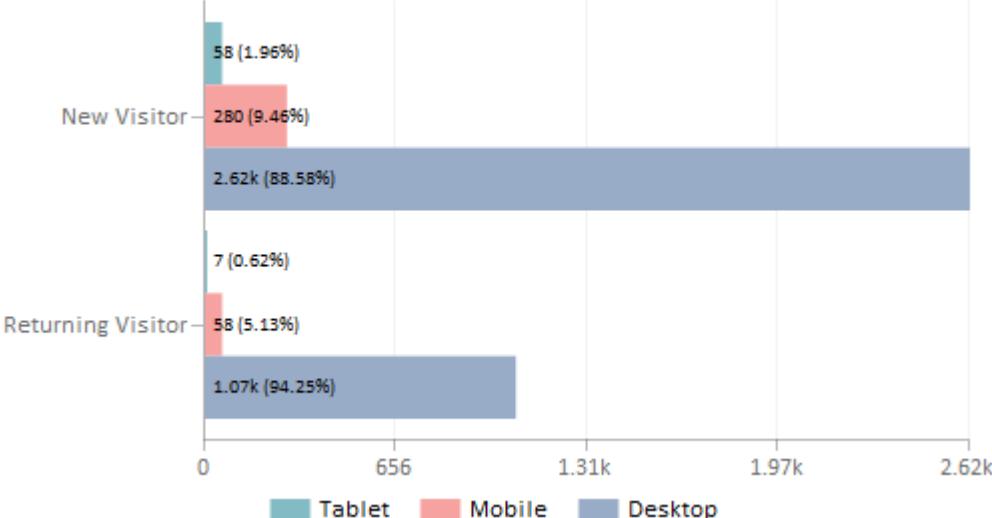
% New Sessions

72.94%

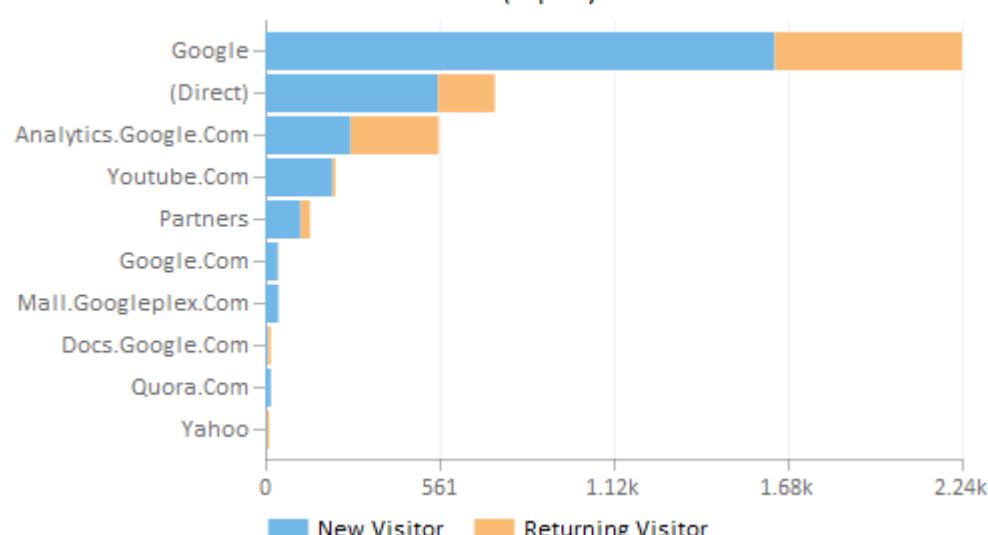
Pageviews Trend



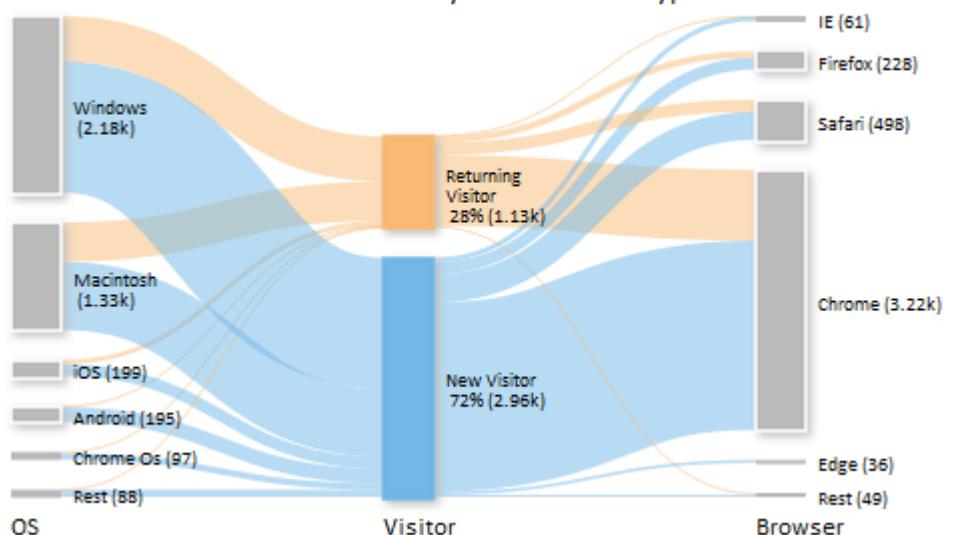
Distribution by Device Type



Sources (top 10)



Distribution by OS & Browser Type



Pageviews Google 4,705

Users

30,689

Sessions

36,779

Bounce Rate

48.84%

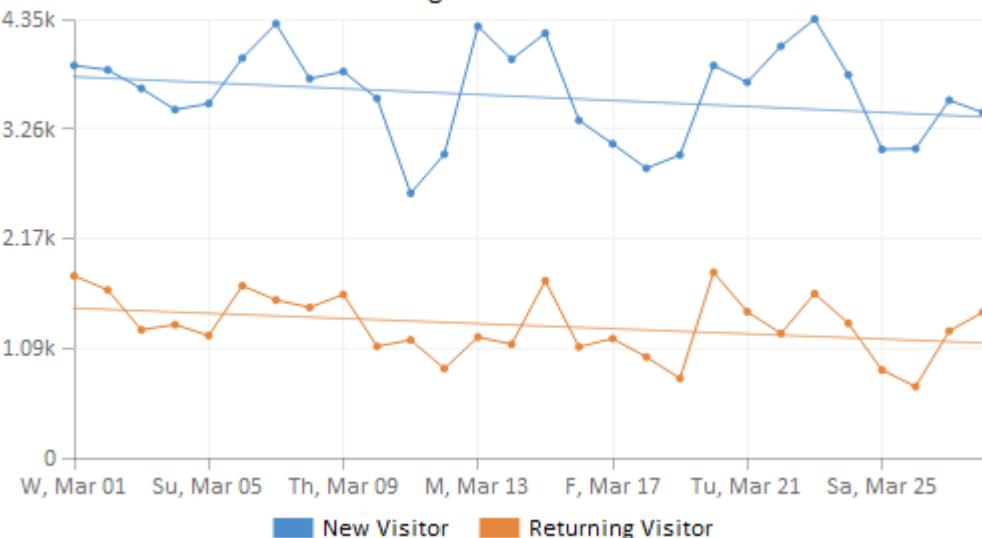
Time on Site (avg.)

00:02:33

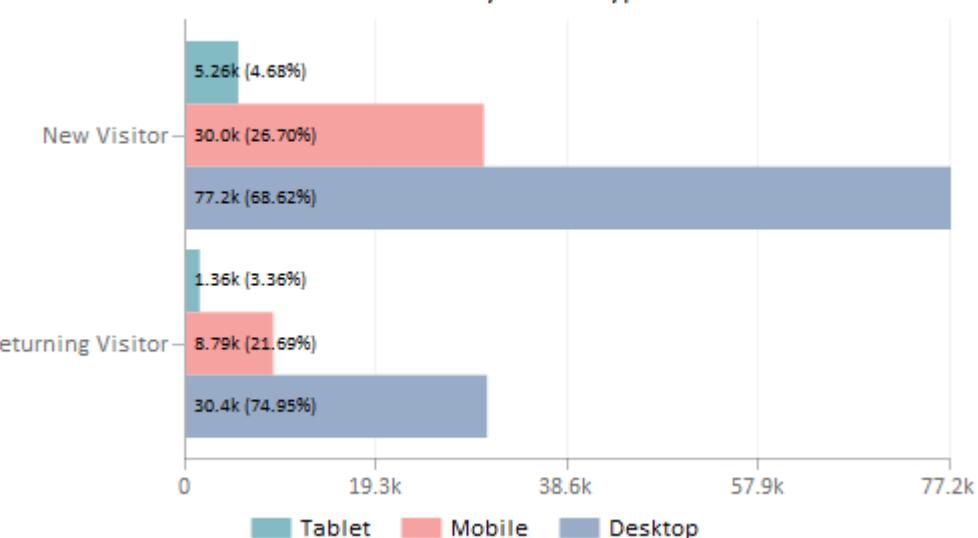
% New Sessions

77.77%

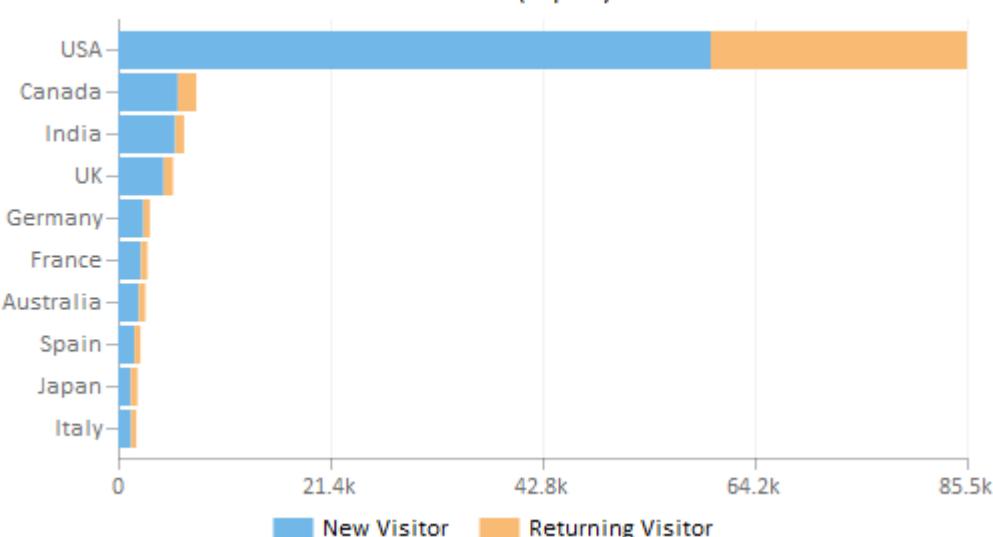
Pageviews Trend



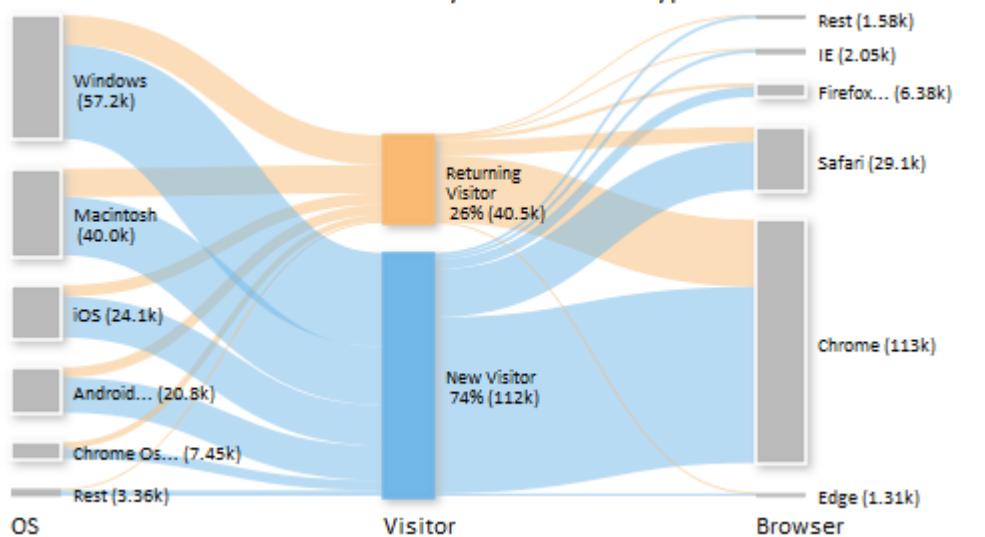
Distribution by Device Type



Locations (top 10)



Distribution by OS & Browser Type



Pageviews (direct) 1,880

Users

10,395

Sessions

13,181

Bounce Rate

45.95%

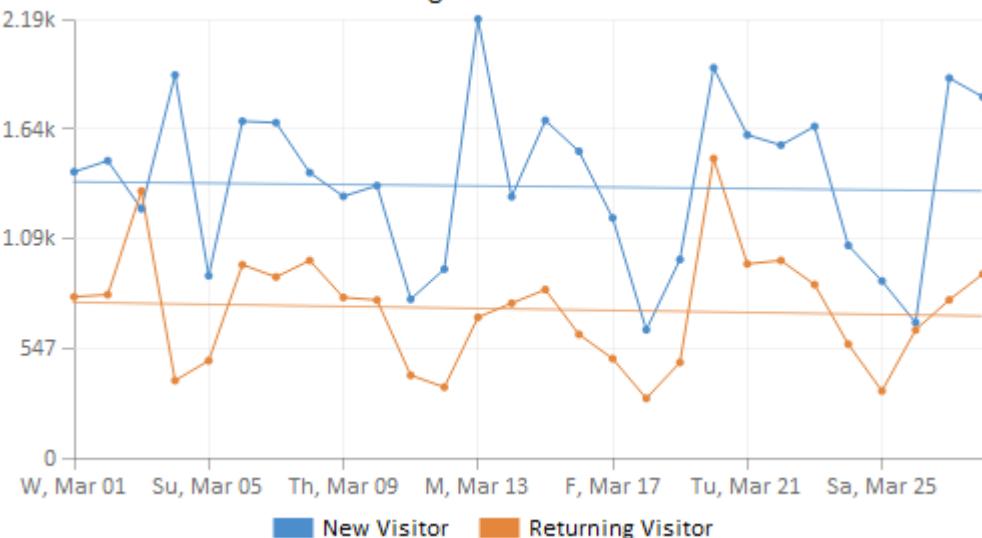
Time on Site (avg.)

00:03:17

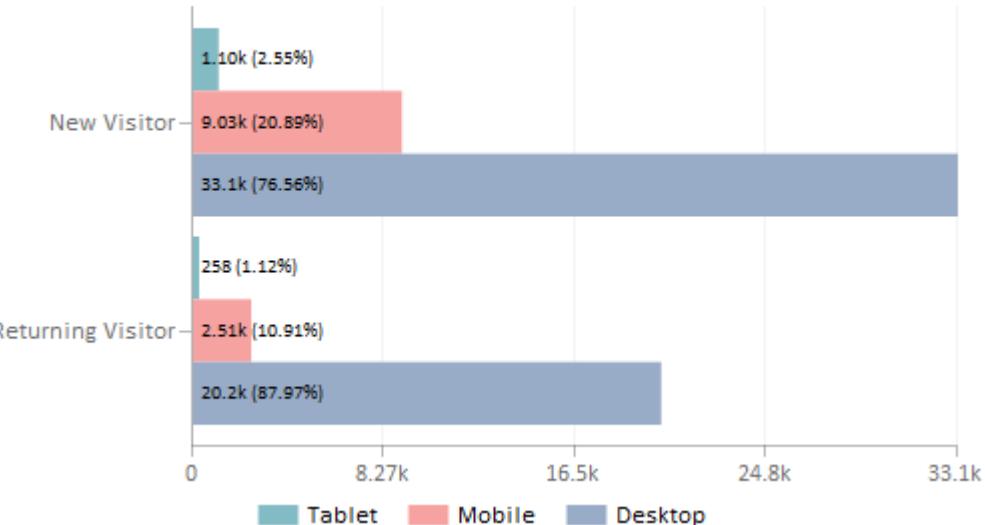
% New Sessions

73.33%

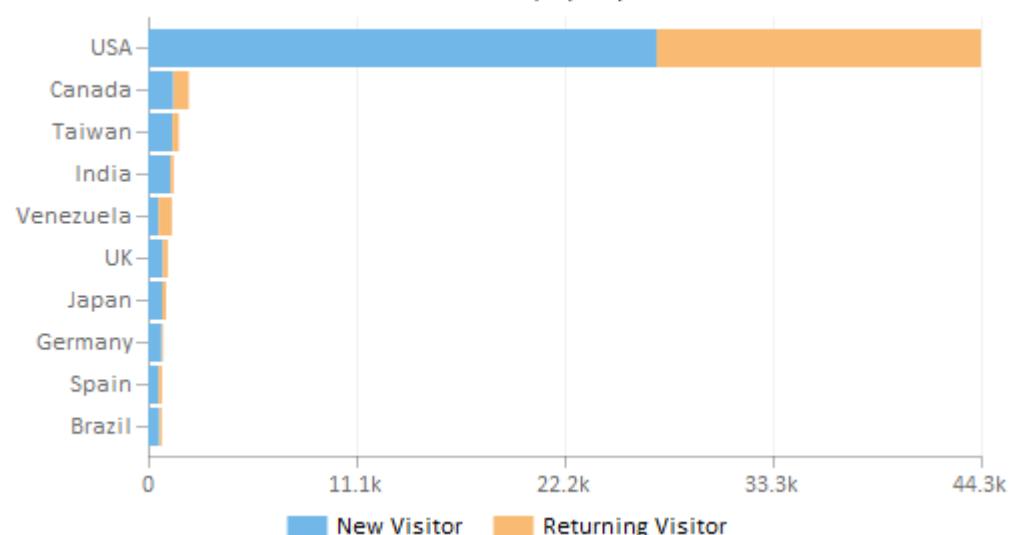
Pageviews Trend



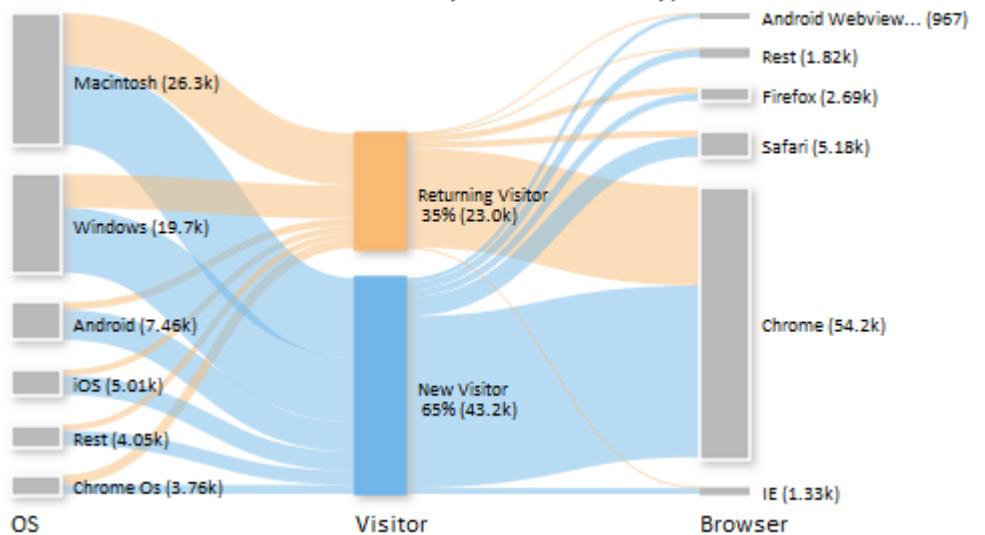
Distribution by Device Type



Locations (top 10)



Distribution by OS & Browser Type



Pageviews **Mall.googleplex.com** 1,449

Users

3,673

Sessions

5,627

Bounce Rate

15.19%

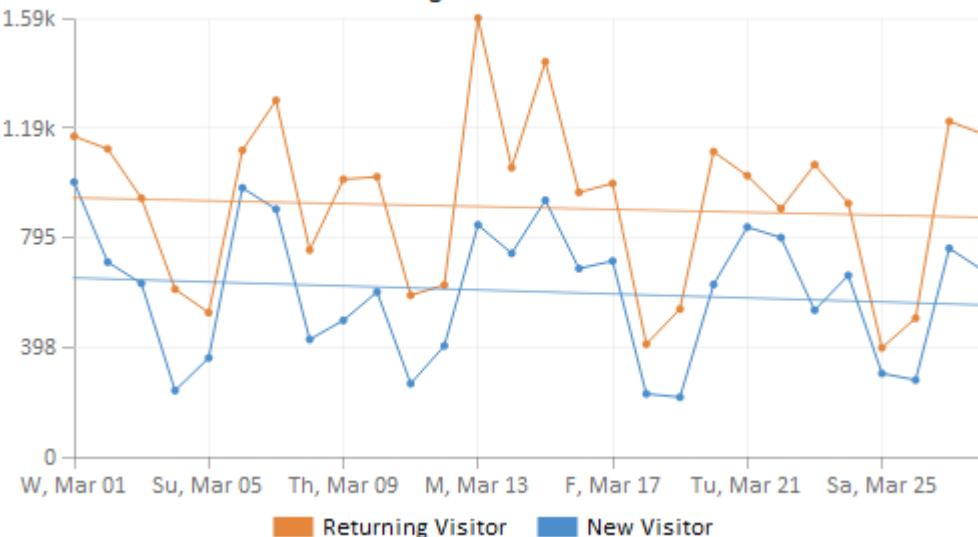
Time on Site (avg.)

00:05:11

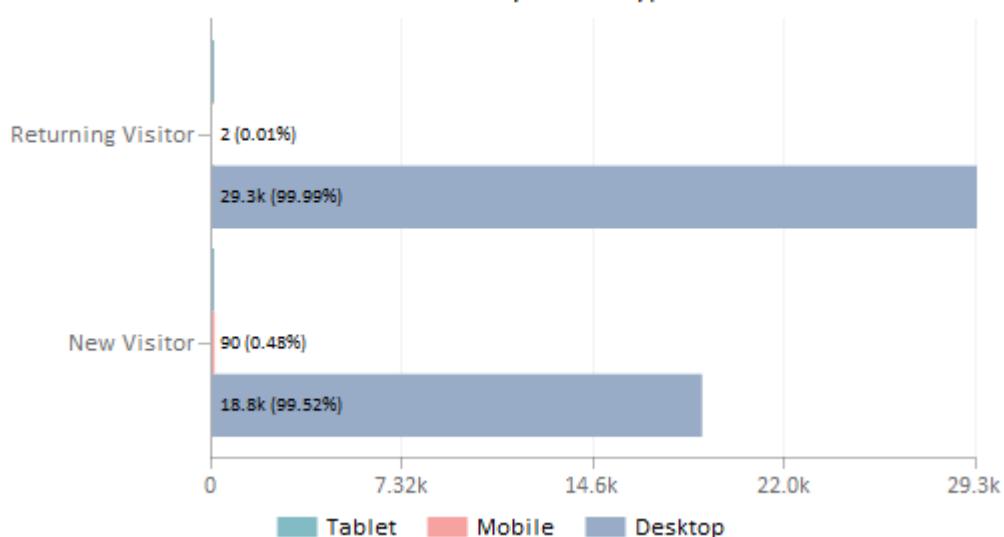
% New Sessions

41.23%

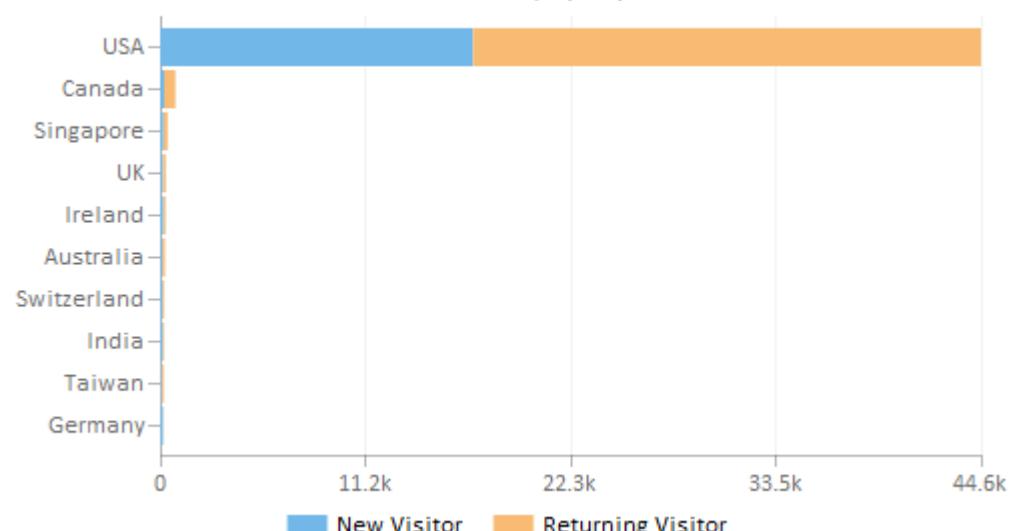
Pageviews Trend



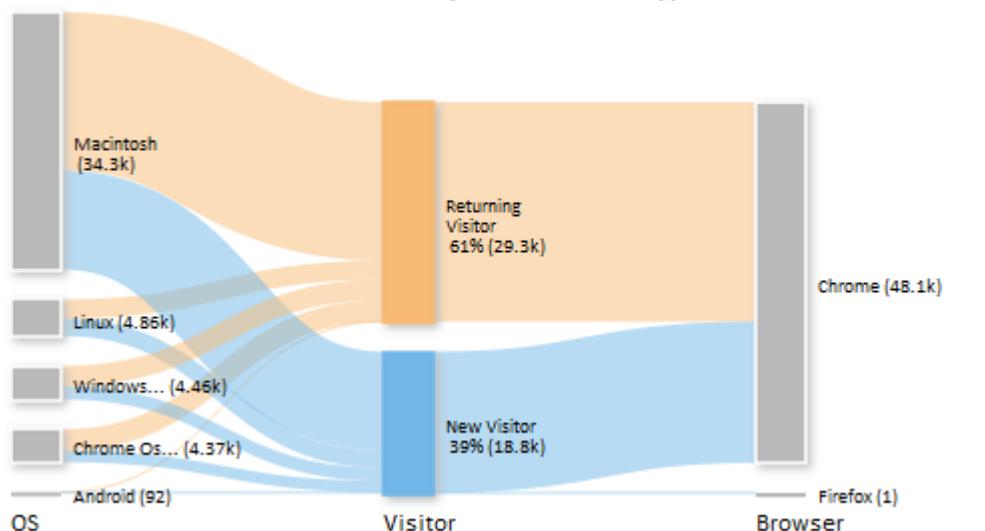
Distribution by Device Type



Locations (top 10)



Distribution by OS & Browser Type



Pageviews Youtube.com 750

Users

11,604

Sessions

12,096

Bounce Rate

65.76%

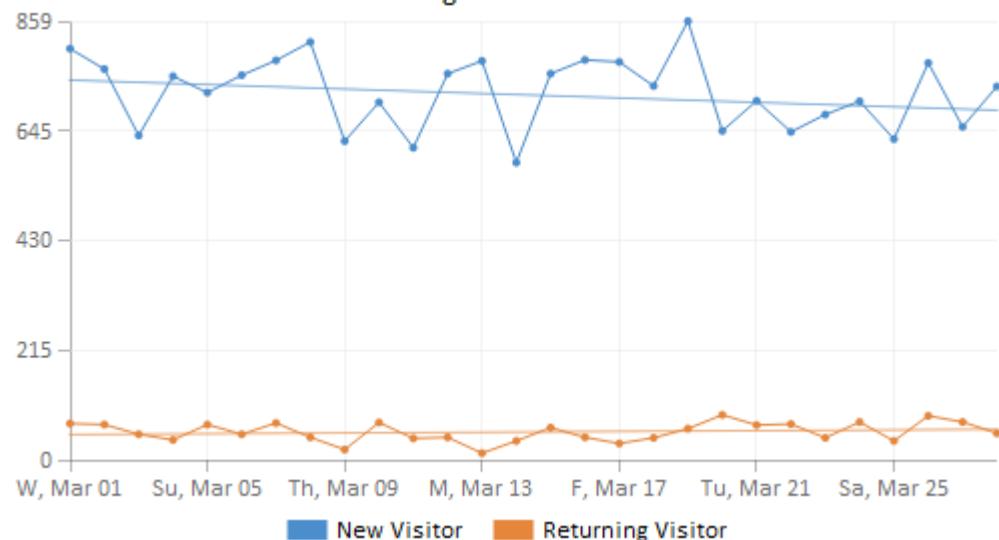
Time on Site (avg.)

00:00:56

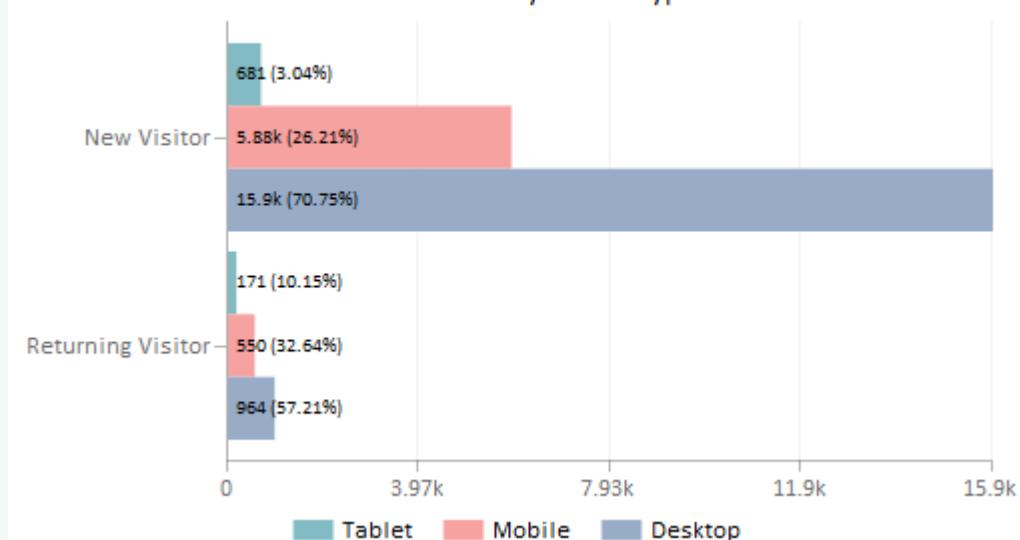
% New Sessions

93.68%

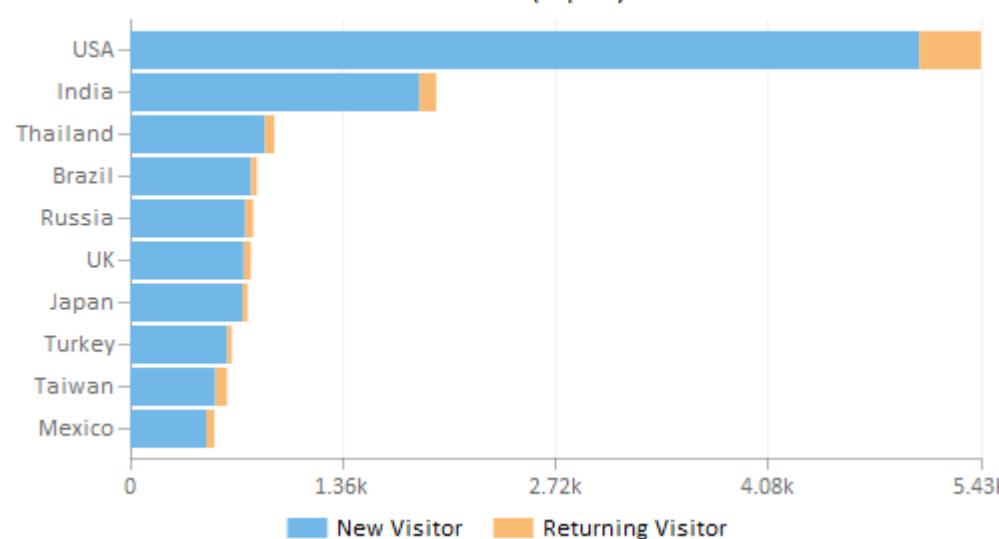
Pageviews Trend



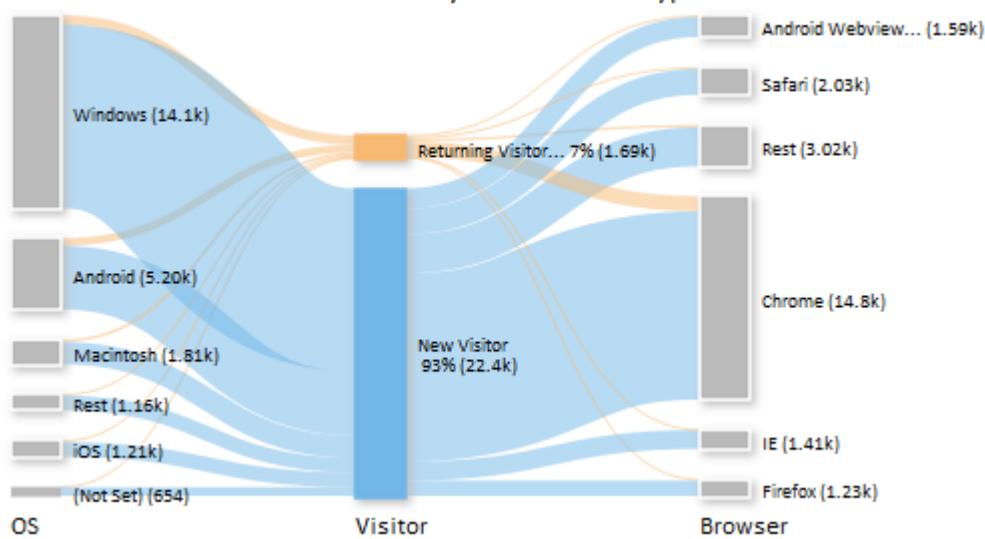
Distribution by Device Type



Locations (top 10)



Distribution by OS & Browser Type



Pageviews **Sites.google.com** 256

Users

618

Sessions

869

Bounce Rate

20.83%

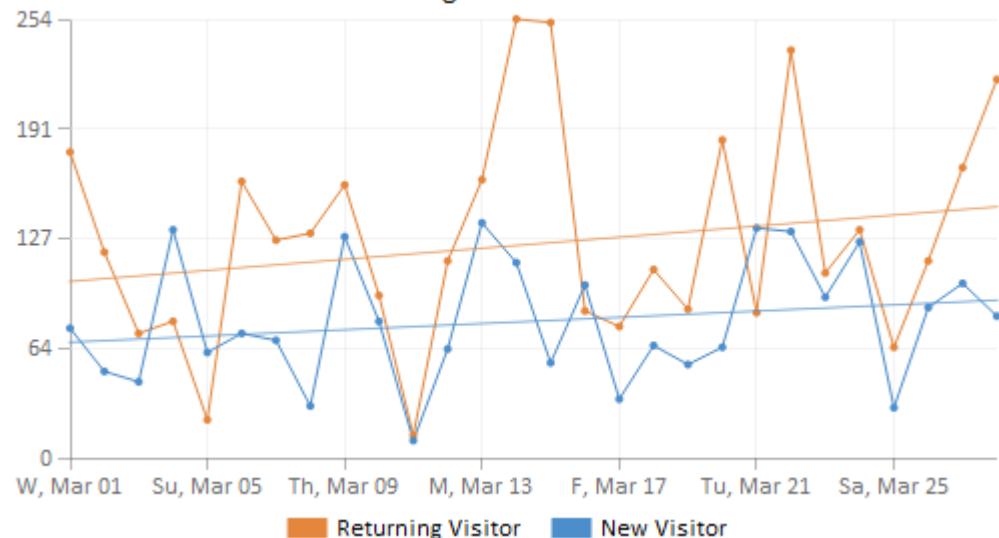
Time on Site (avg.)

00:04:05

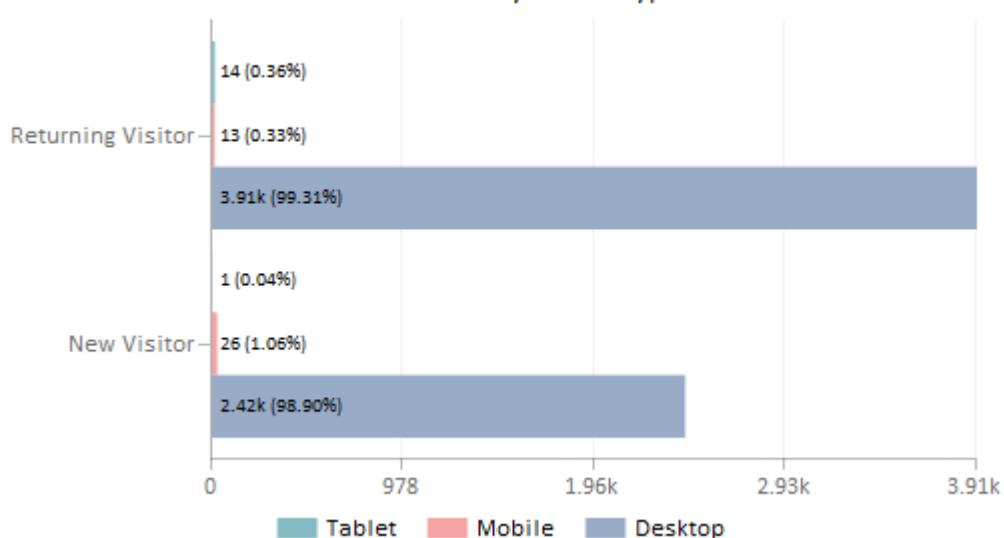
% New Sessions

43.38%

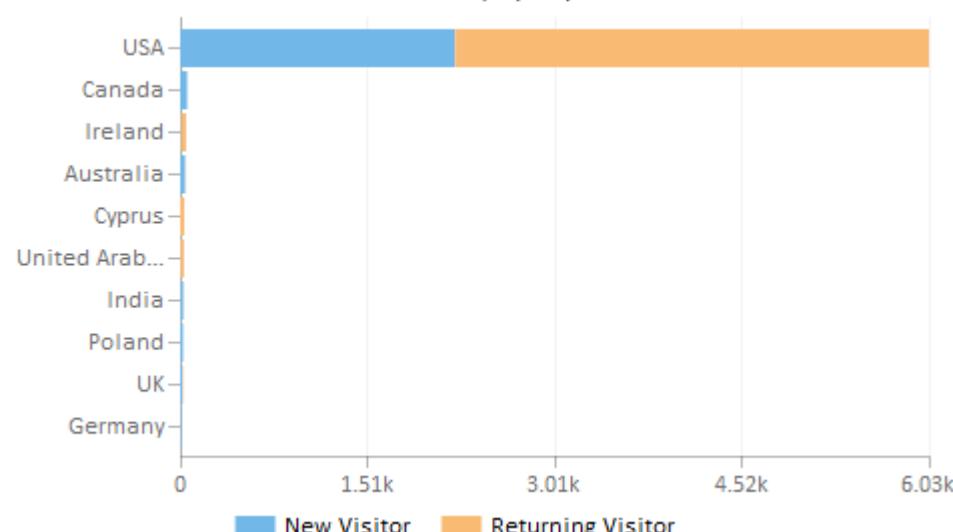
Pageviews Trend



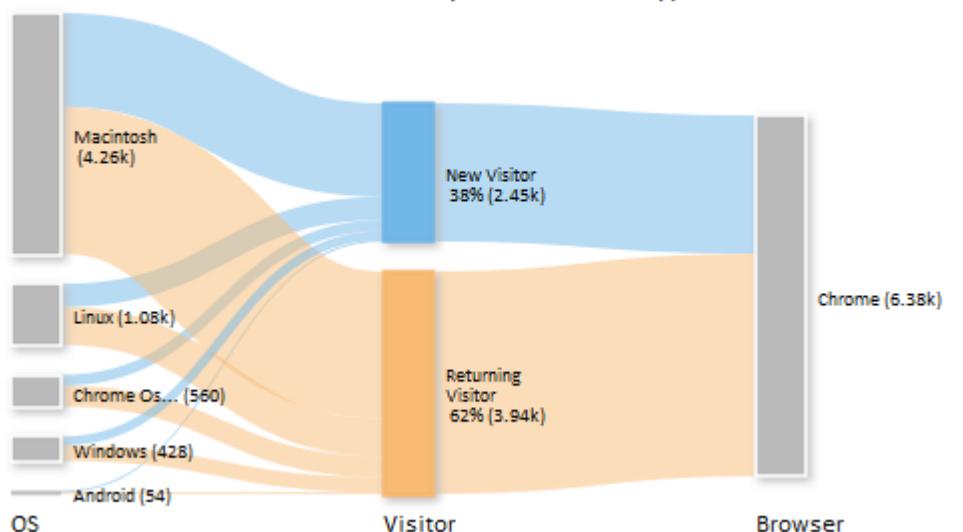
Distribution by Device Type



Locations (top 10)



Distribution by OS & Browser Type



Pageviews **Yahoo 110**

Users

245

Sessions

274

Bounce Rate

50.36%

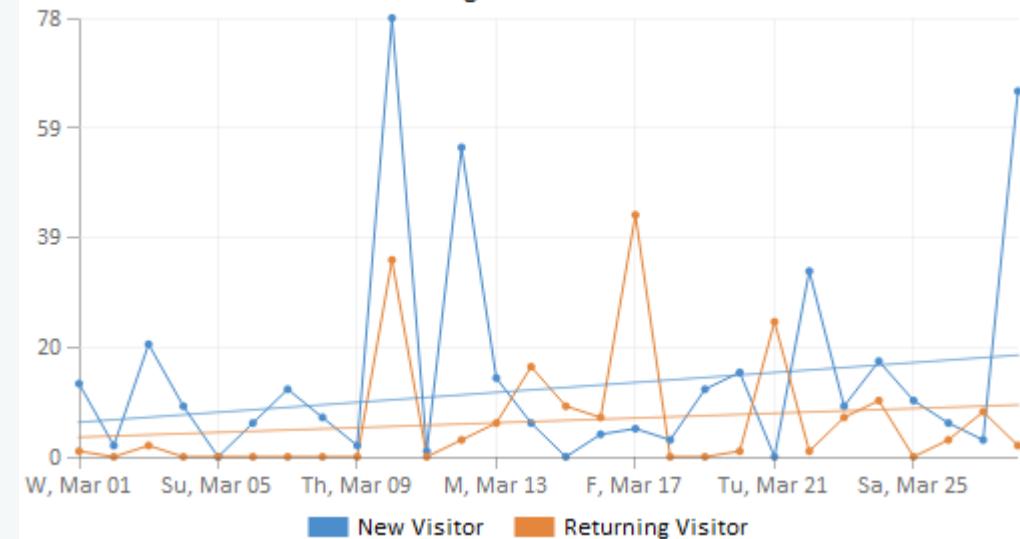
Time on Site (avg.)

00:01:42

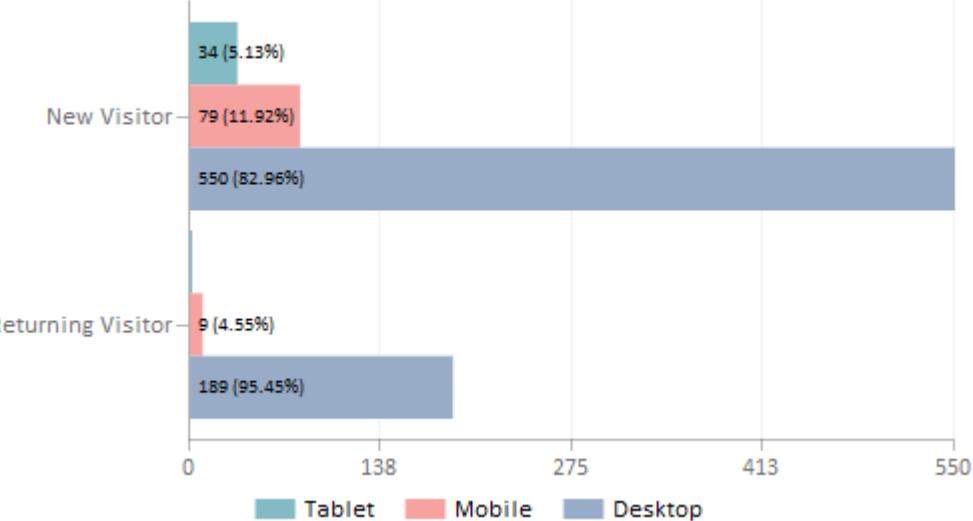
% New Sessions

86.13%

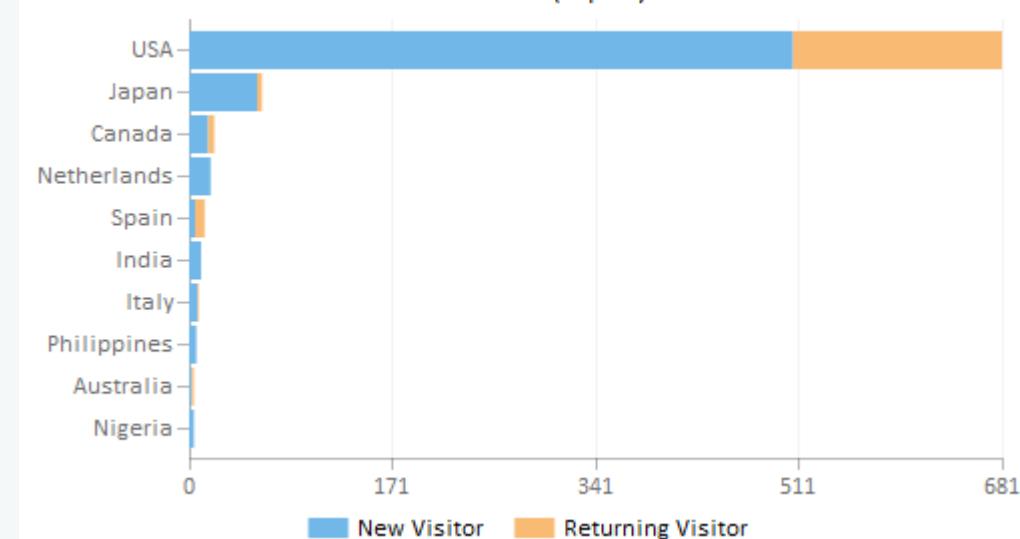
Pageviews Trend



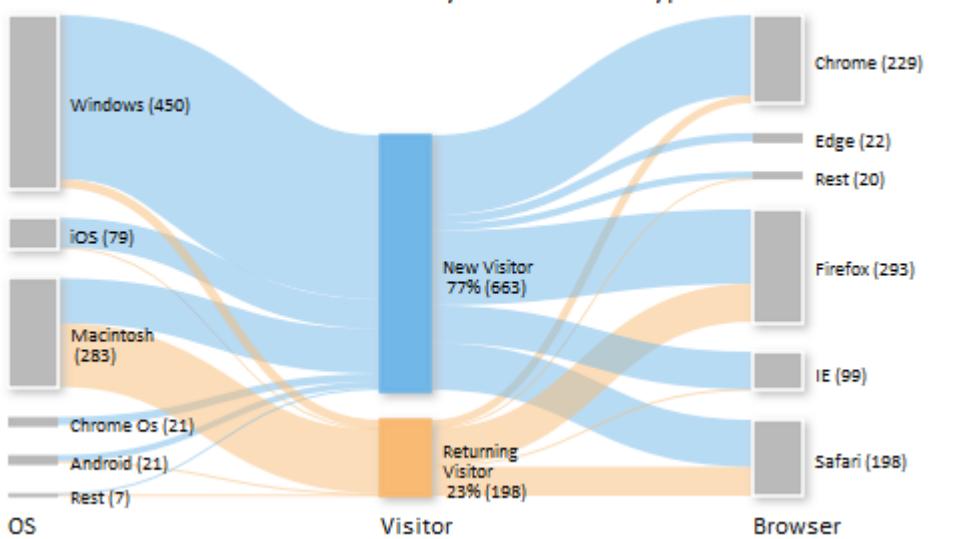
Distribution by Device Type



Locations (top 10)



Distribution by OS & Browser Type



Pageviews Partners 100

Users

1,256

Sessions

1,525

Bounce Rate

56.46%

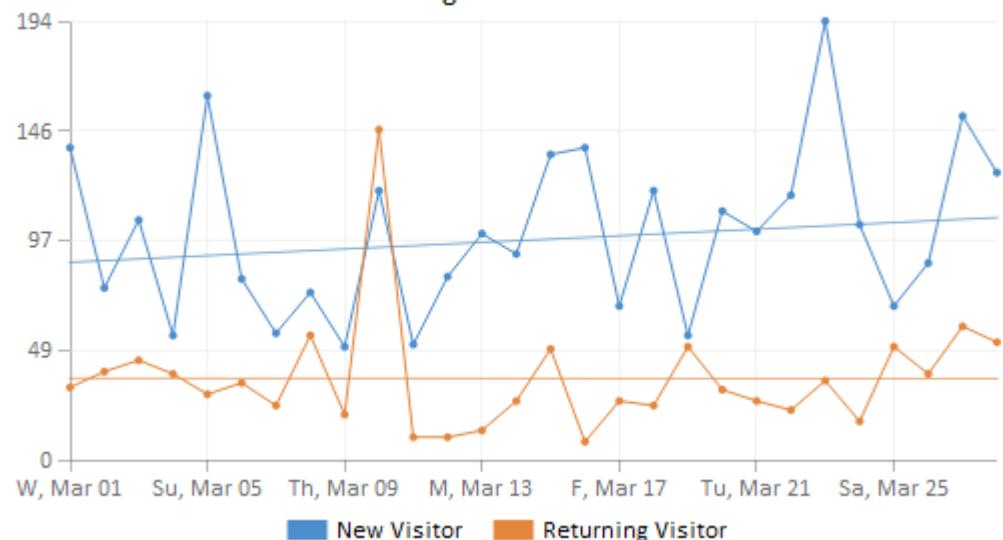
Time on Site (avg.)

00:02:40

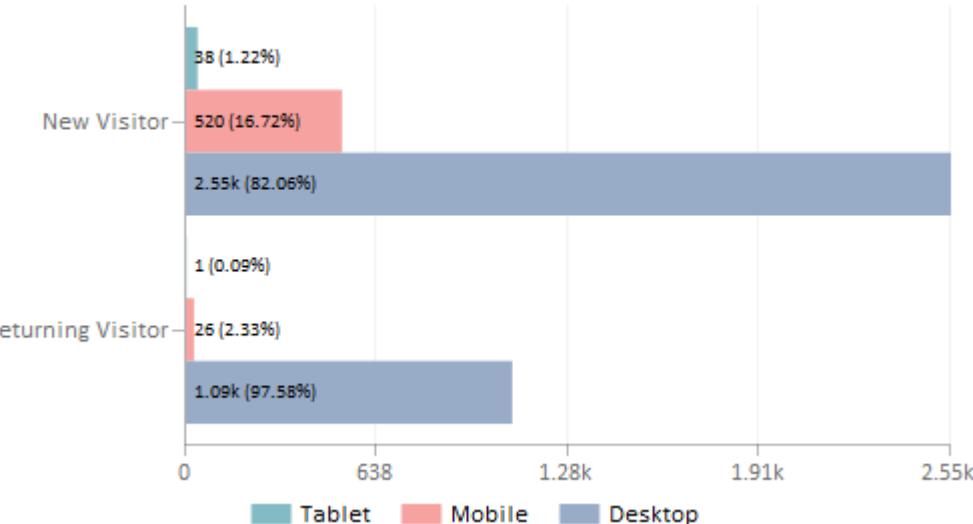
% New Sessions

74.75%

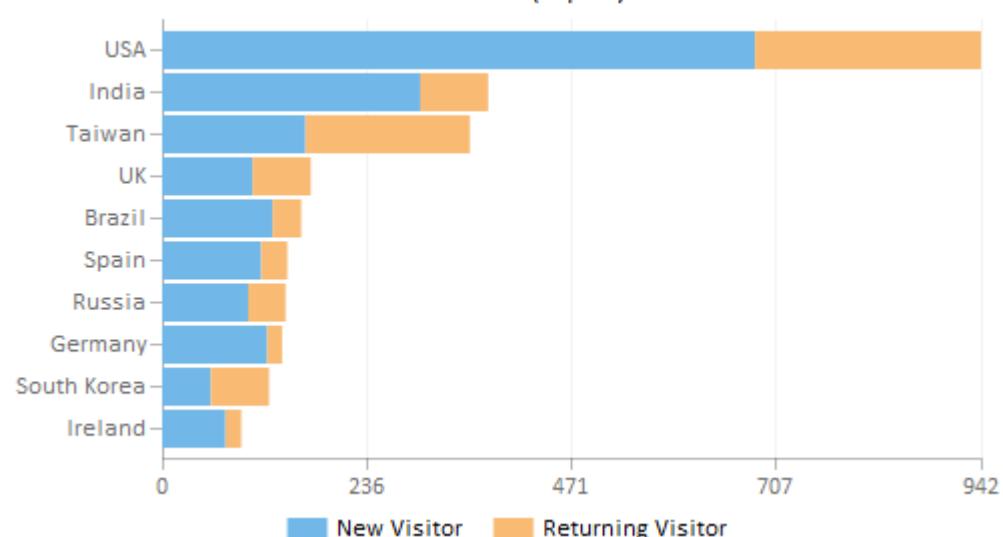
Pageviews Trend



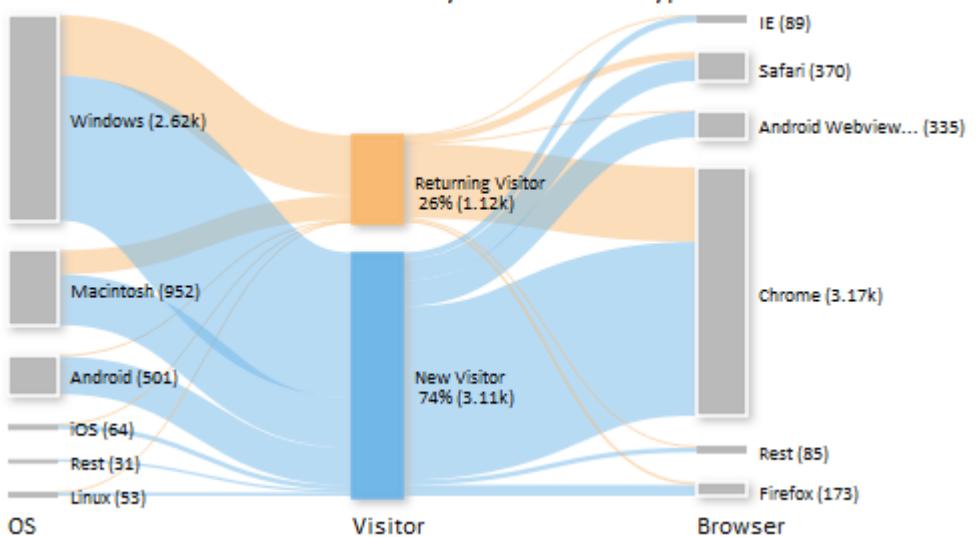
Distribution by Device Type



Locations (top 10)



Distribution by OS & Browser Type



Pageviews **Bing 89**

Users

225

Sessions

272

Bounce Rate

40.07%

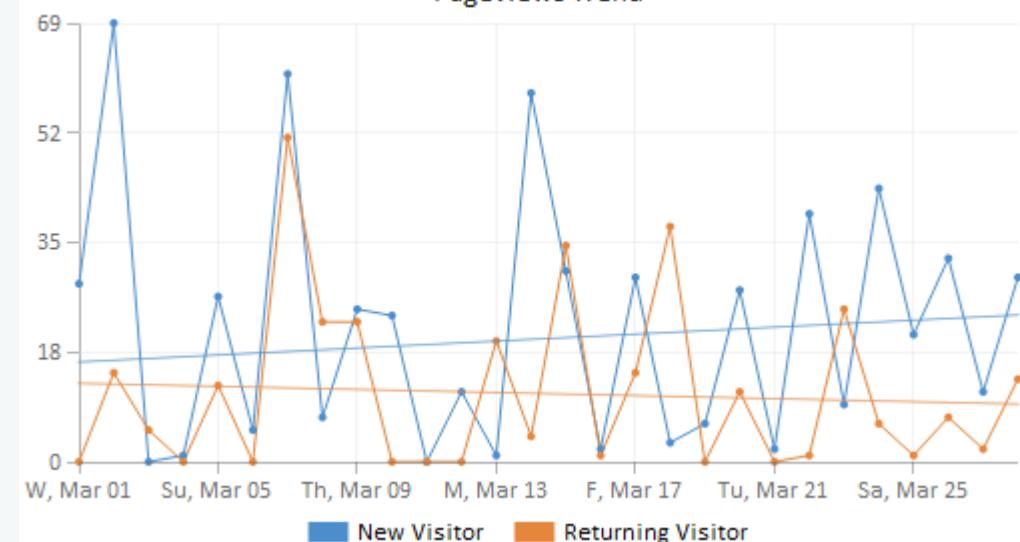
Time on Site (avg.)

00:02:45

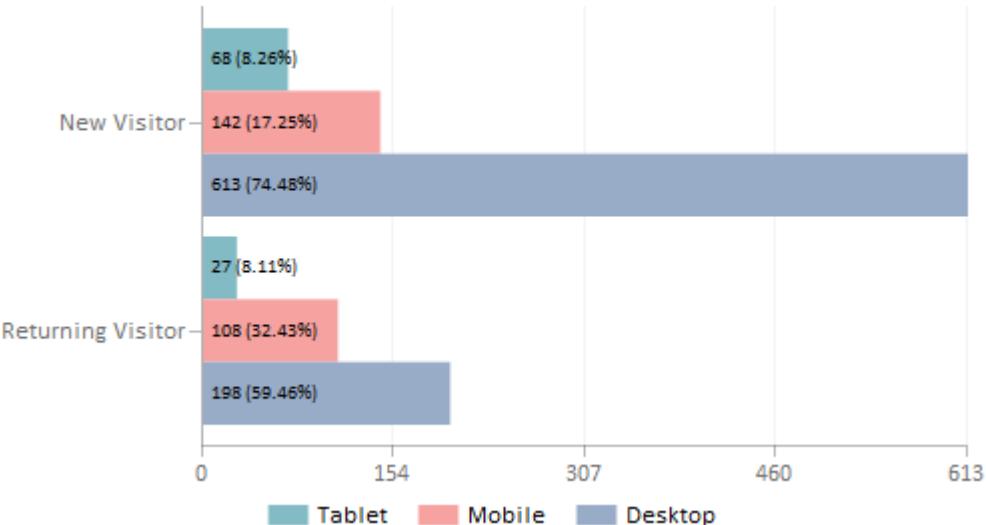
% New Sessions

77.57%

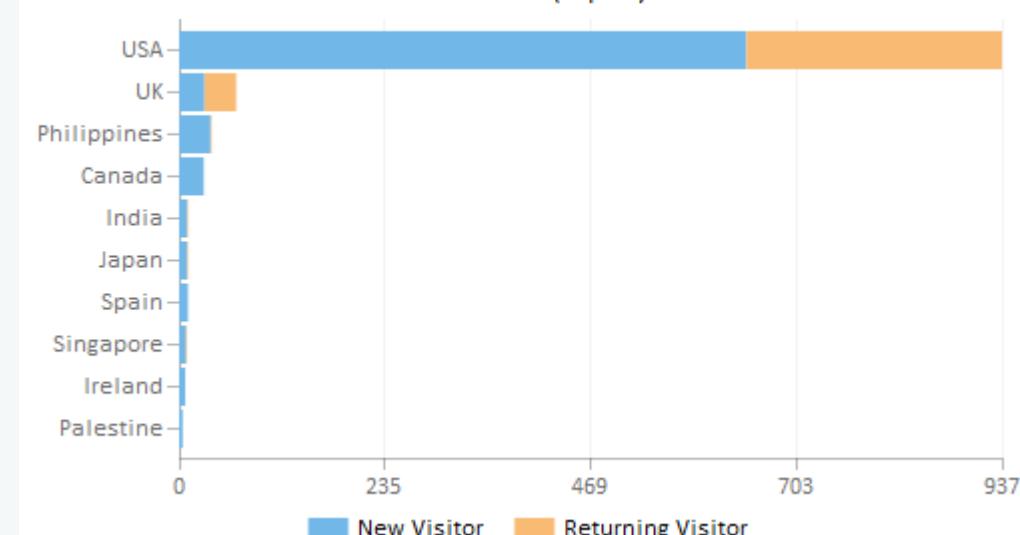
Pageviews Trend



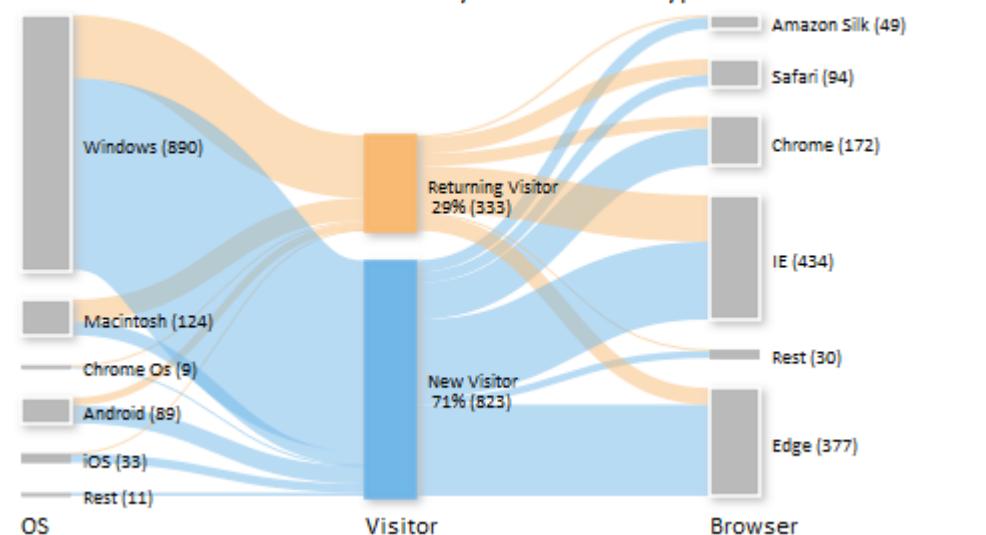
Distribution by Device Type



Locations (top 10)



Distribution by OS & Browser Type



Pageviews **Siliconvalley.about.com** 88

Users

183

Sessions

195

Bounce Rate

26.67%

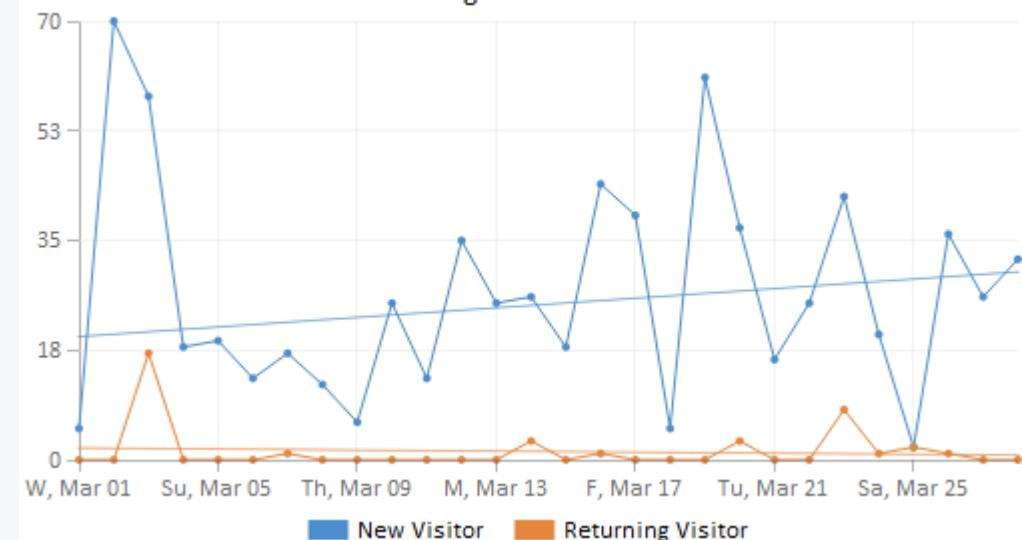
Time on Site (avg.)

00:03:07

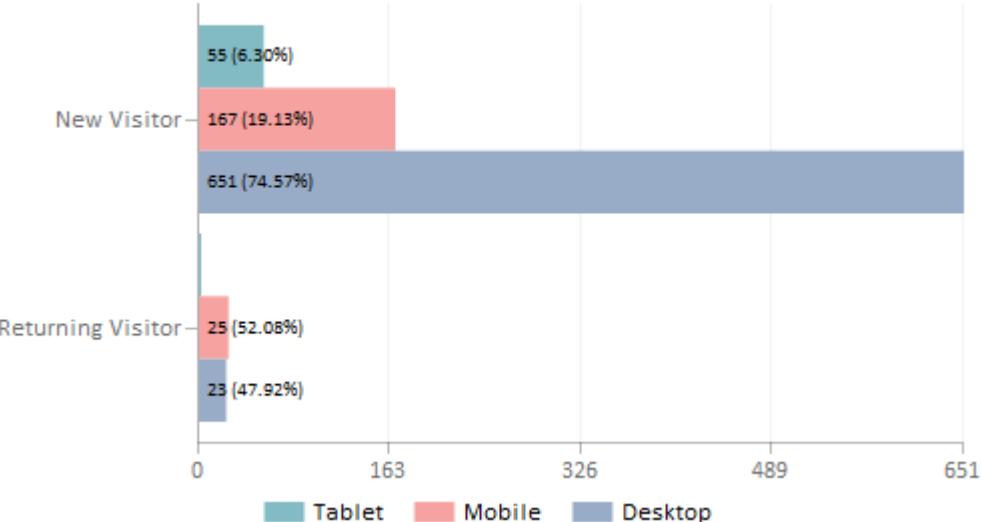
% New Sessions

92.82%

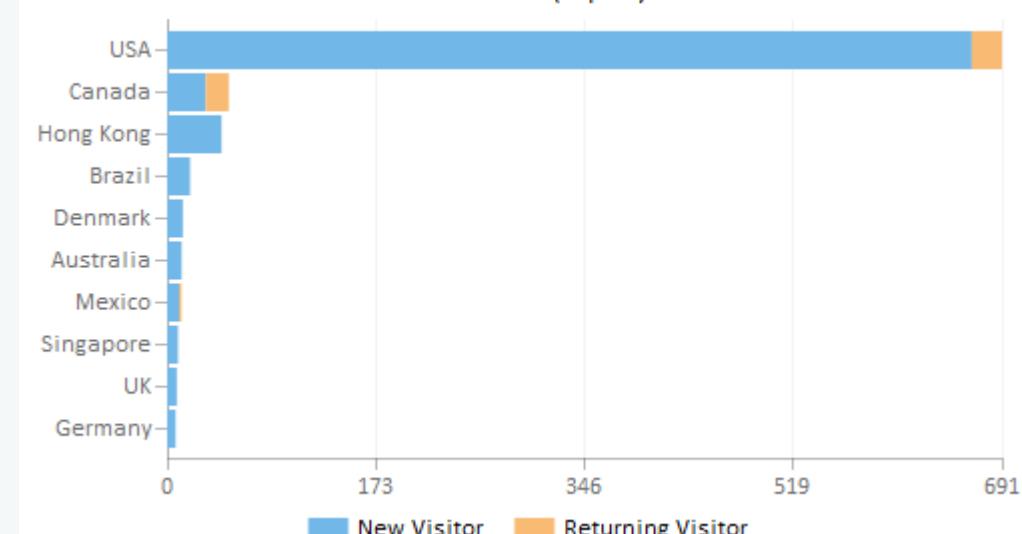
Pageviews Trend



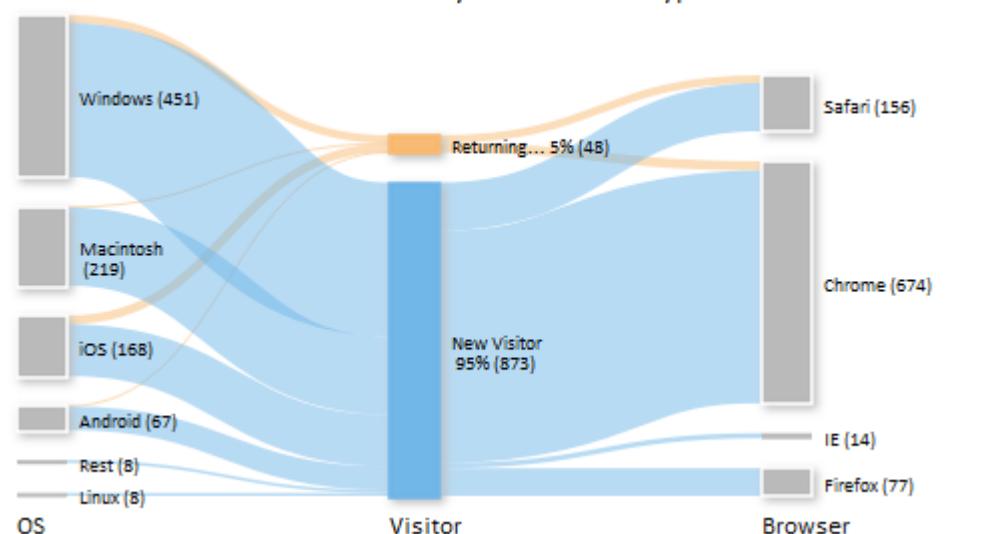
Distribution by Device Type



Locations (top 10)



Distribution by OS & Browser Type



Pageviews Google.com 70

Users

479

Sessions

534

Bounce Rate

43.26%

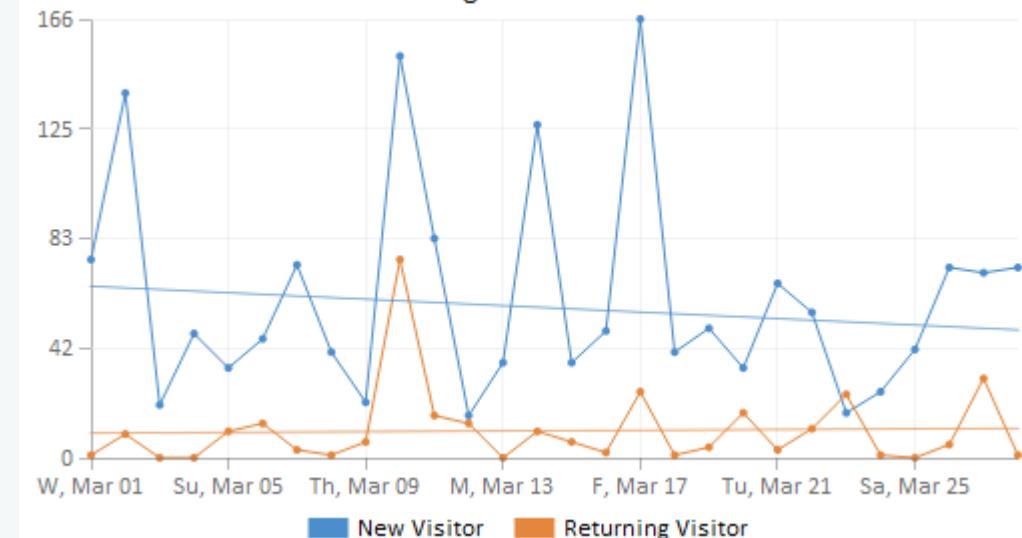
Time on Site (avg.)

00:03:01

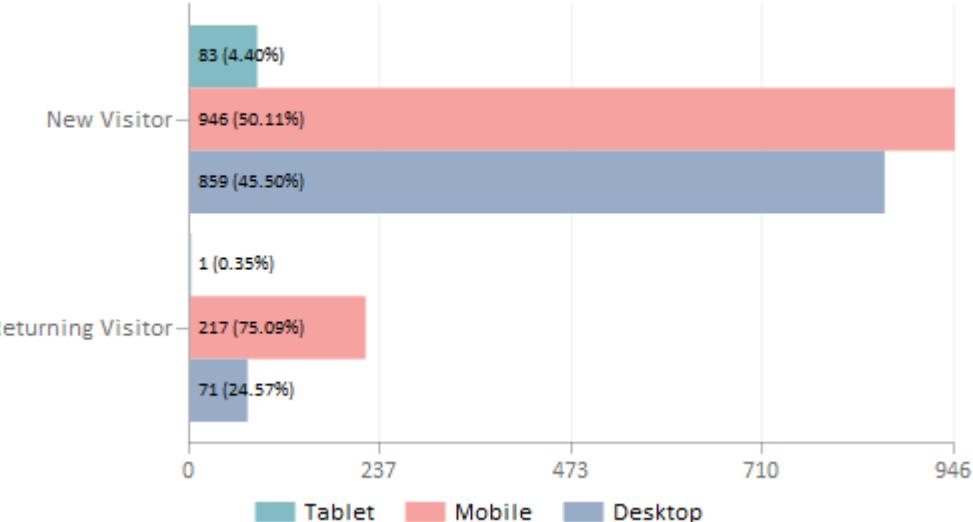
% New Sessions

86.33%

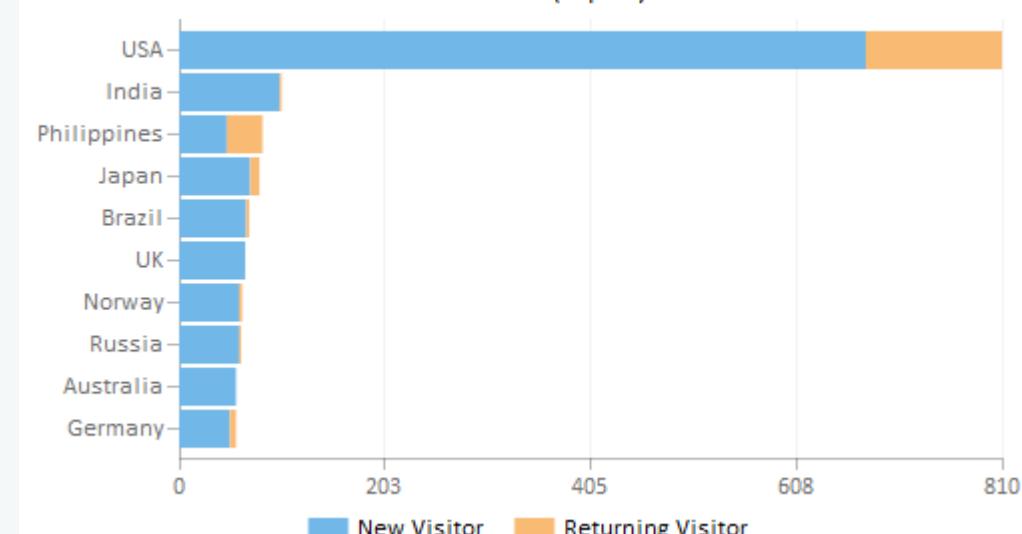
Pageviews Trend



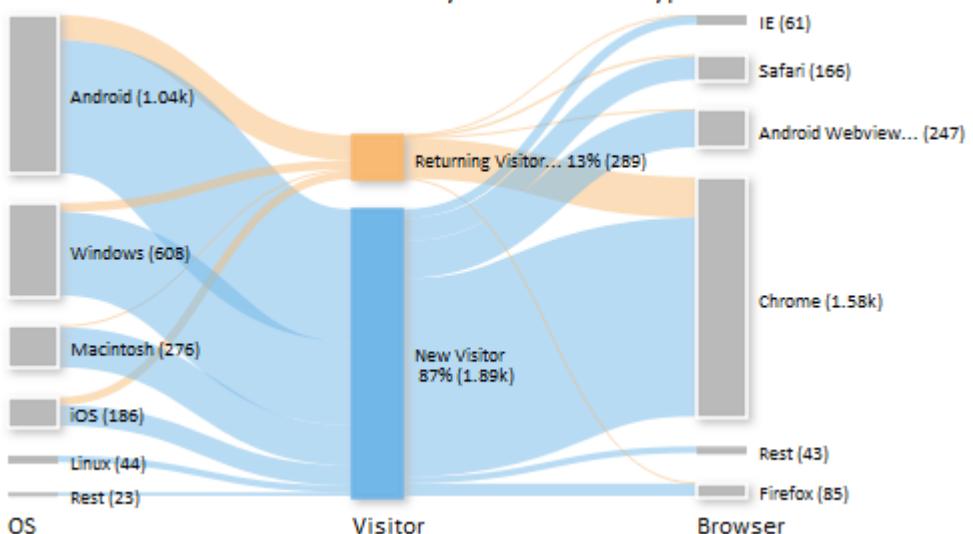
Distribution by Device Type



Locations (top 10)

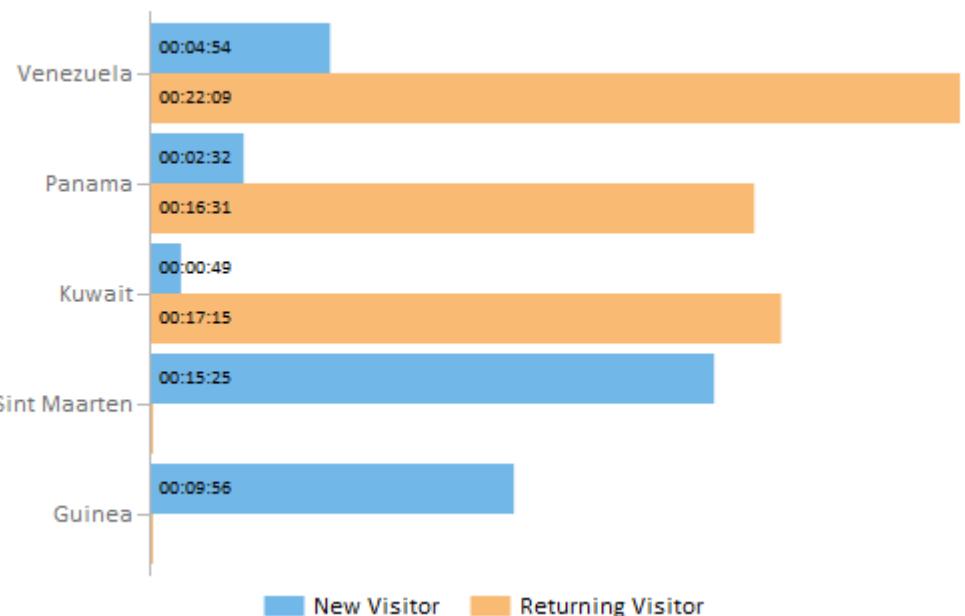


Distribution by OS & Browser Type

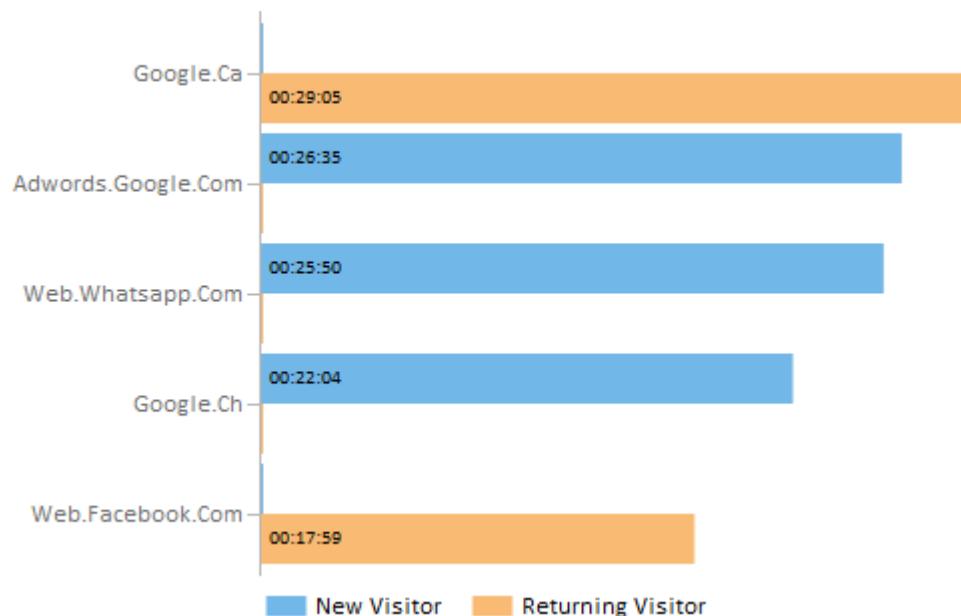


Time on Site (avg.) 00:06:20

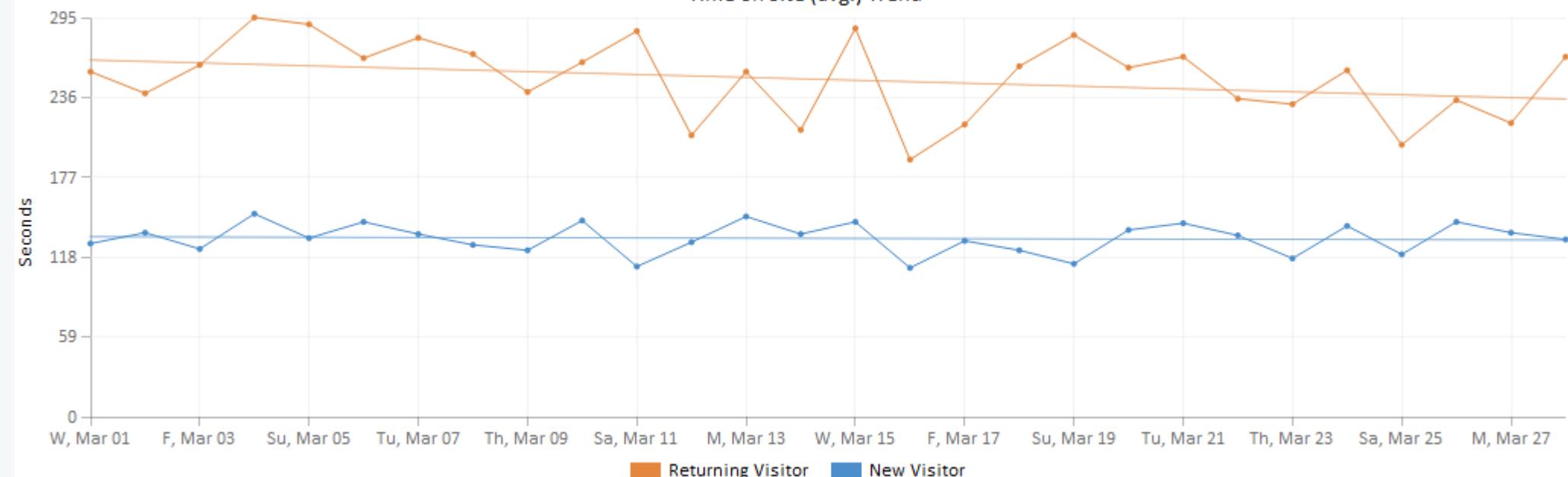
Time on Site (avg.) Distribution by Location (top 5)



Time on Site (avg.) Distribution by Source (top 5)

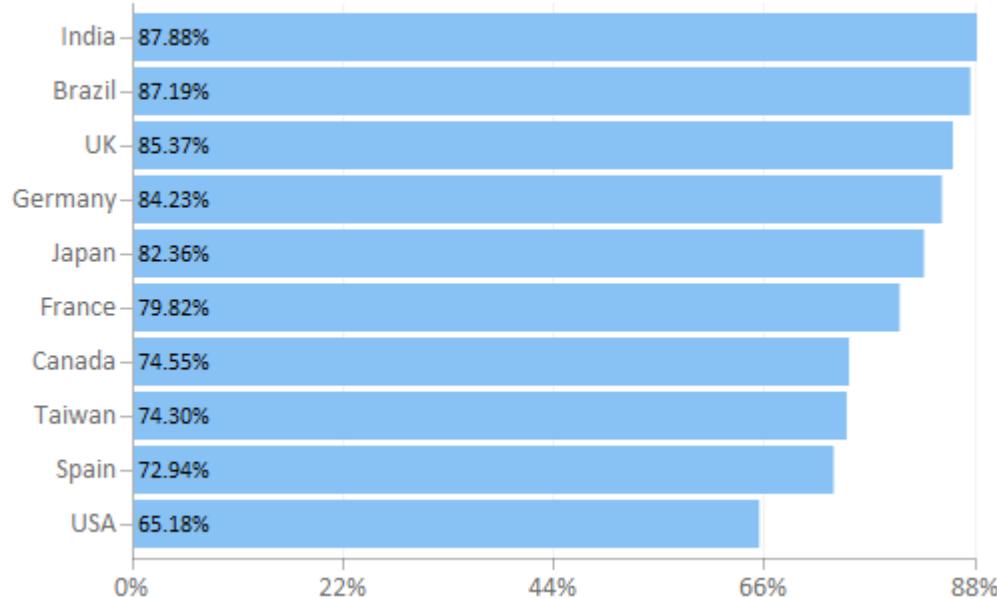


Time on Site (avg.) Trend

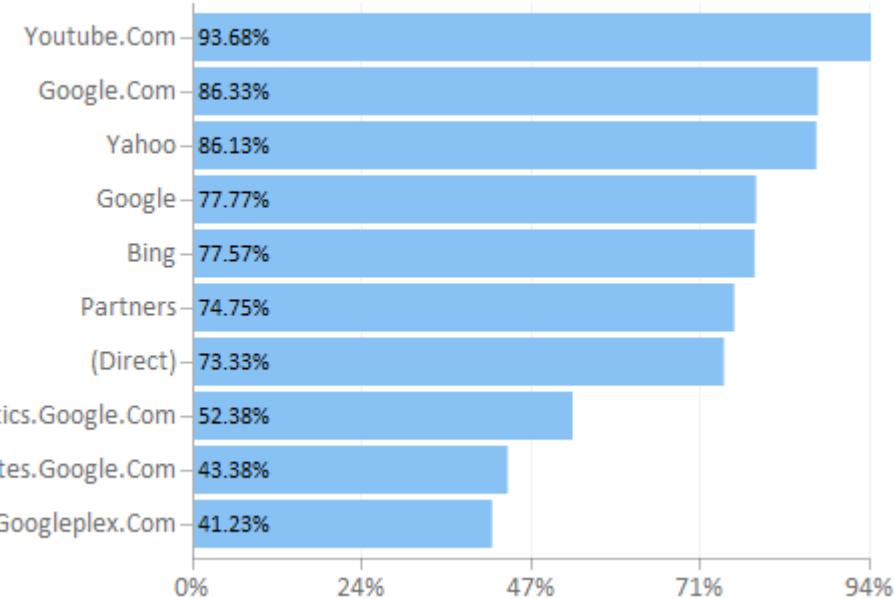


% New Sessions 75.30%

% New Sessions Distribution by Locations (top 10)



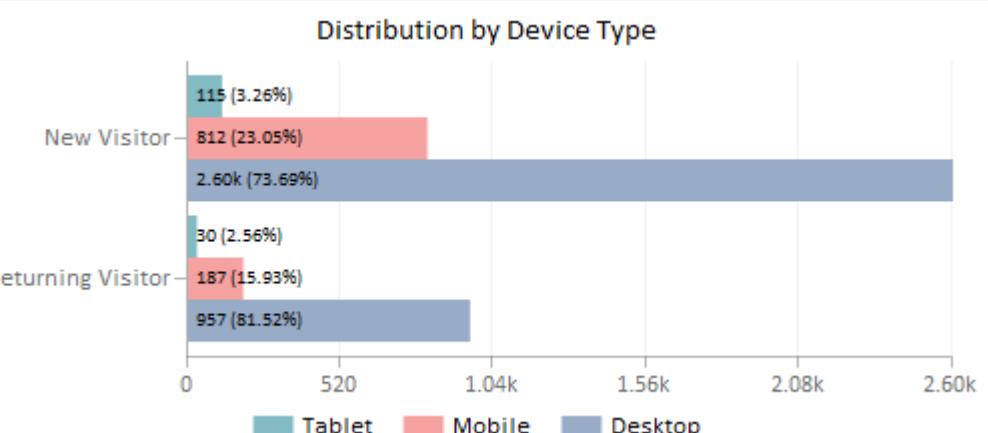
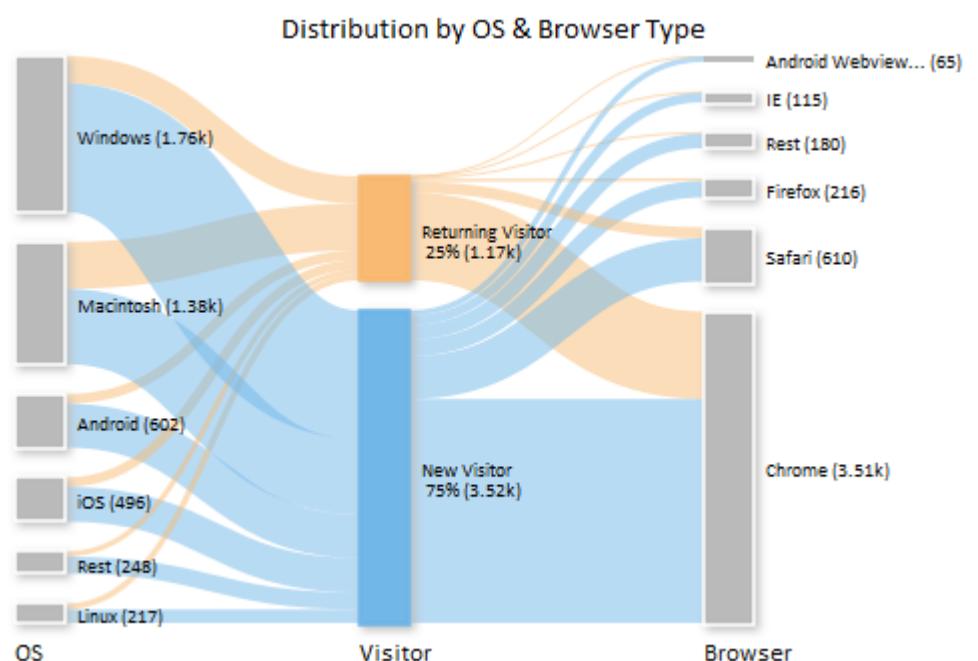
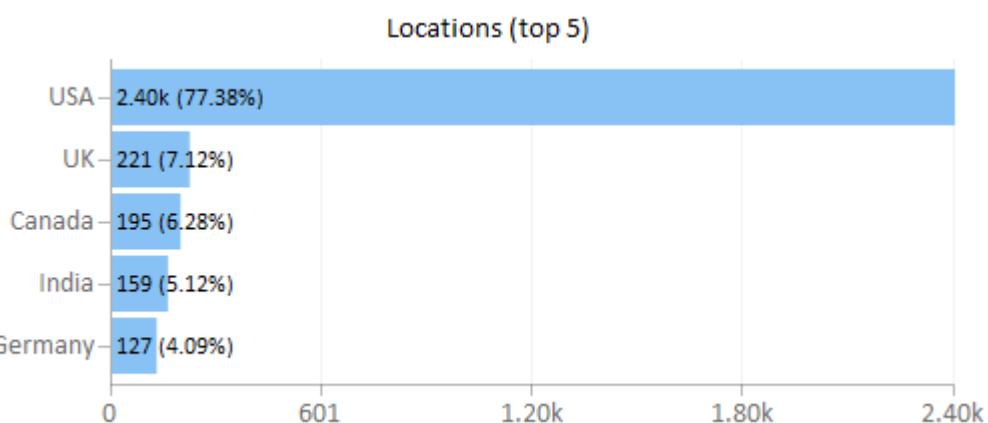
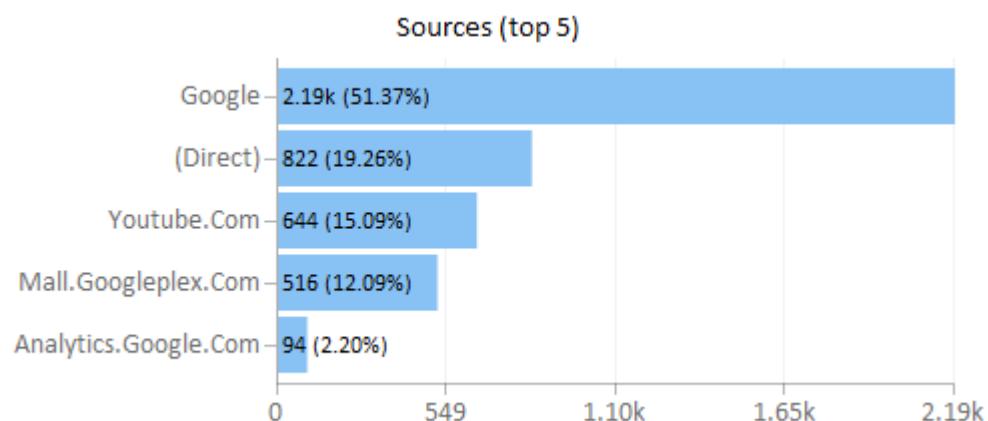
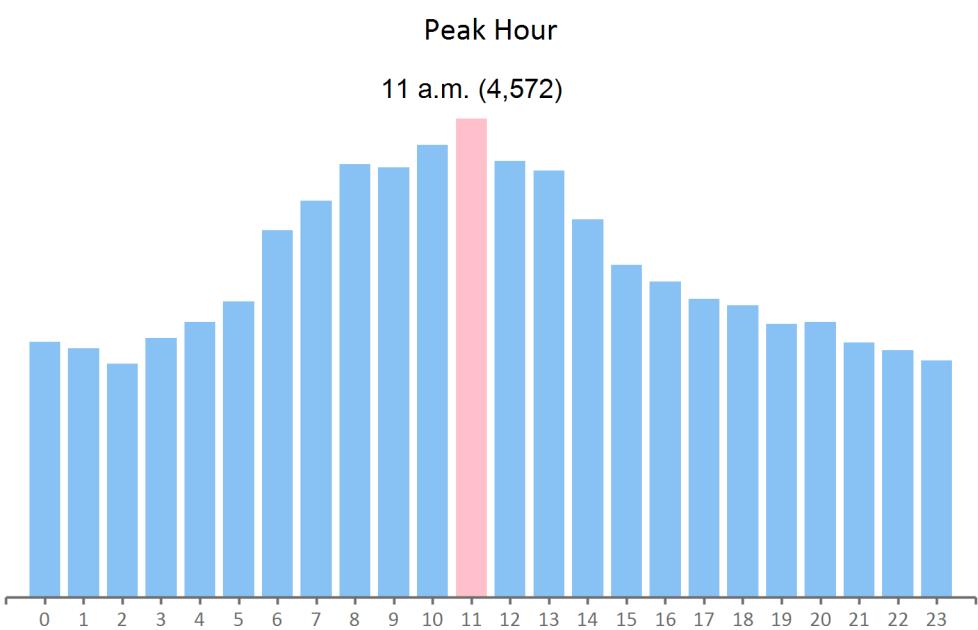
% New Sessions Distribution by Sources (top 10)



% New Sessions Distribution over Time



Users Peak Hour Detail



Users Preference by Device Types

Desktop

43,512



Tablet

2,169

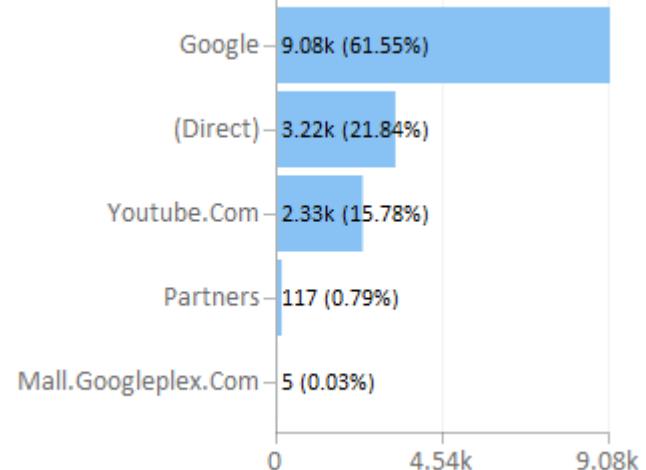
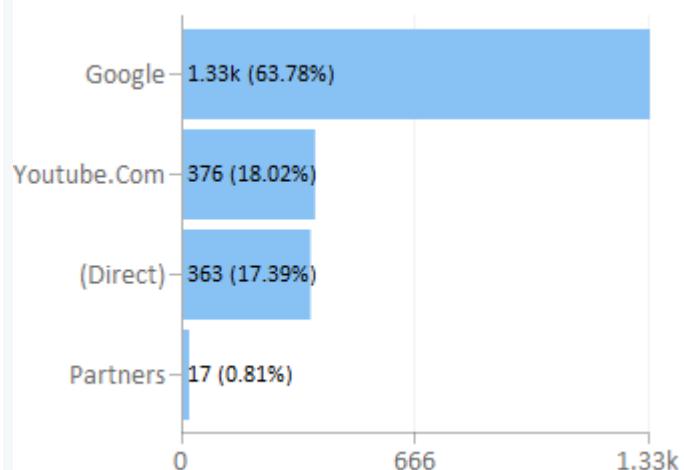
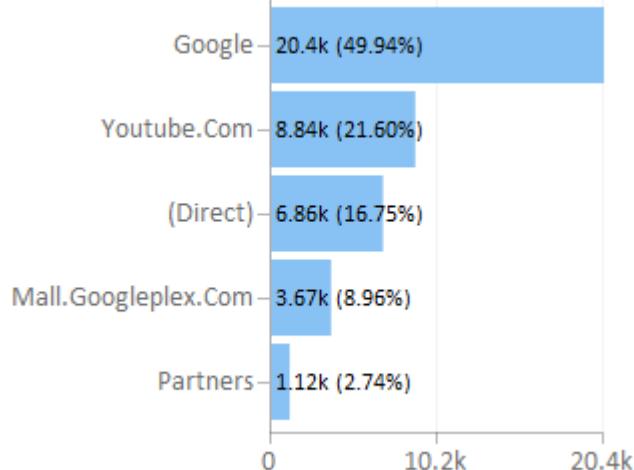


Mobile

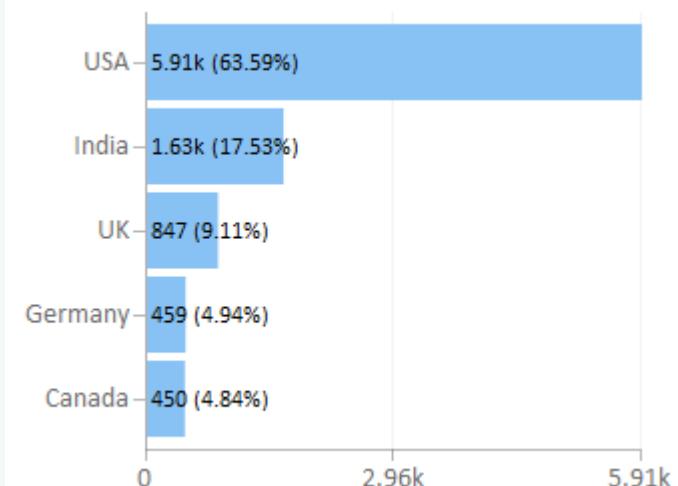
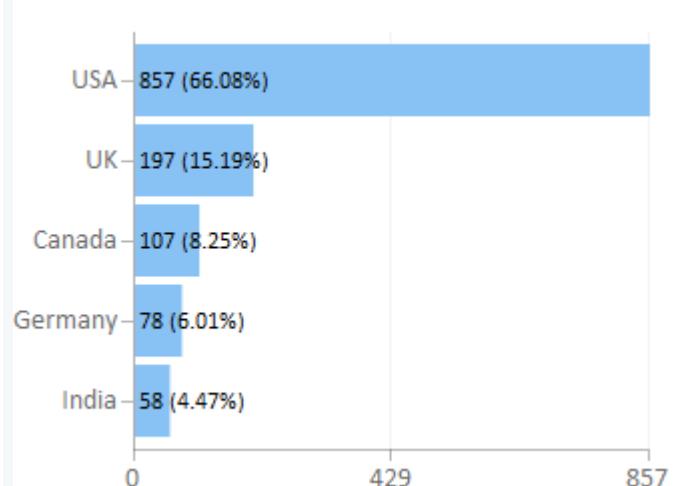
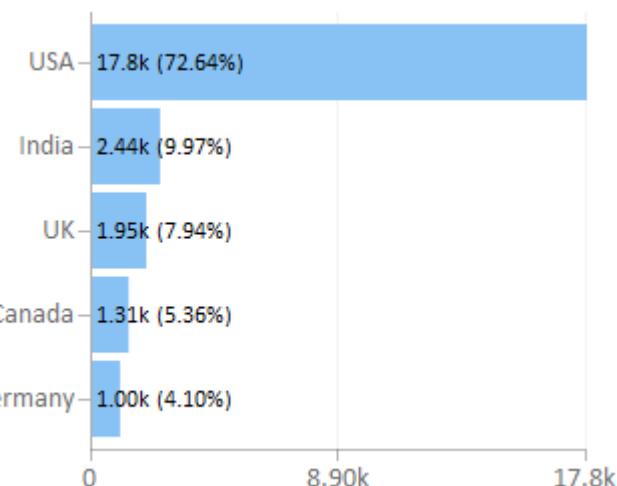
15,465



Traffic Sources (top 5)



Locations (top 5)



Users Preference by Browsers

Chrome

42,624

Safari

8,666

Firefox

3,237

Others

6,652

Traffic Sources (top 5)

Google 21.3k (53.00%)

(Direct) 7.32k (18.19%)

Youtube.Com 6.98k (17.35%)

Mall.Googleplex.Com 3.67k (9.13%)

Partners 938 (2.33%)

Google 6.03k (72.31%)

(Direct) 1.27k (15.30%)

Youtube.Com 935 (11.22%)

Partners 98 (1.18%)

Google 1.81k (60.51%)

Youtube.Com 746 (24.92%)

(Direct) 350 (11.69%)

Mall.Googleplex.Com 1 (0.03%)

Partners 85 (2.84%)

Youtube.Com 2.89k (48.04%)

(Direct) 1.51k (25.13%)

Google 1.48k (24.58%)

Partners 135 (2.25%)

Locations (top 5)

USA 18.4k (72.93%)

India 2.94k (11.67%)

UK 1.80k (7.14%)

Canada 1.18k (4.68%)

Germany 907 (3.60%)

USA 4.09k (71.32%)

UK 710 (12.39%)

Canada 380 (6.63%)

India 319 (5.57%)

Germany 235 (4.10%)

USA 652 (50.54%)

Germany 235 (18.22%)

India 225 (17.44%)

Canada 92 (7.13%)

UK 86 (6.67%)

USA 1.55k (52.18%)

India 641 (21.65%)

UK 394 (13.31%)

Canada 217 (7.33%)

Germany 164 (5.54%)

Users Preference by Gender

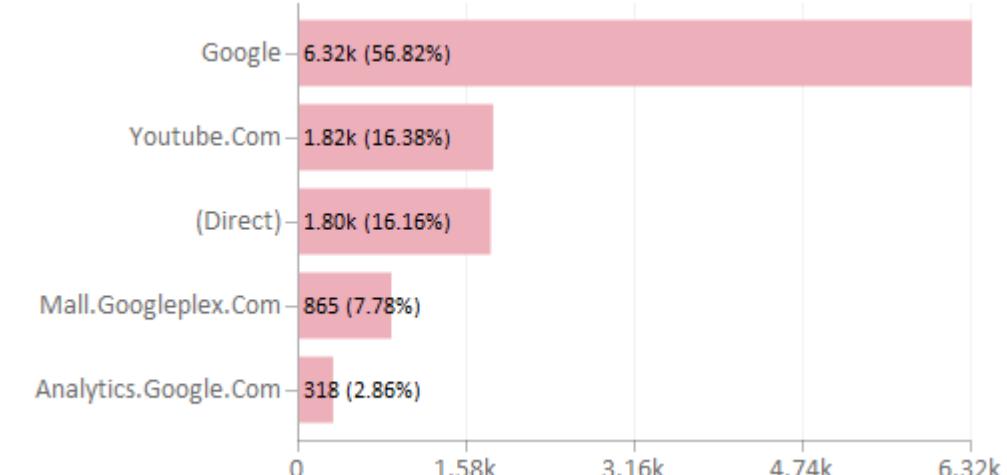
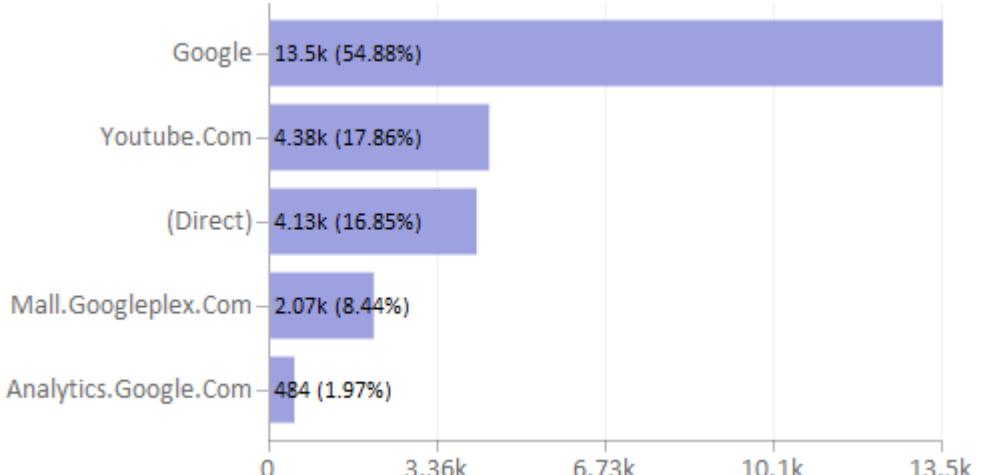
Male

26,134

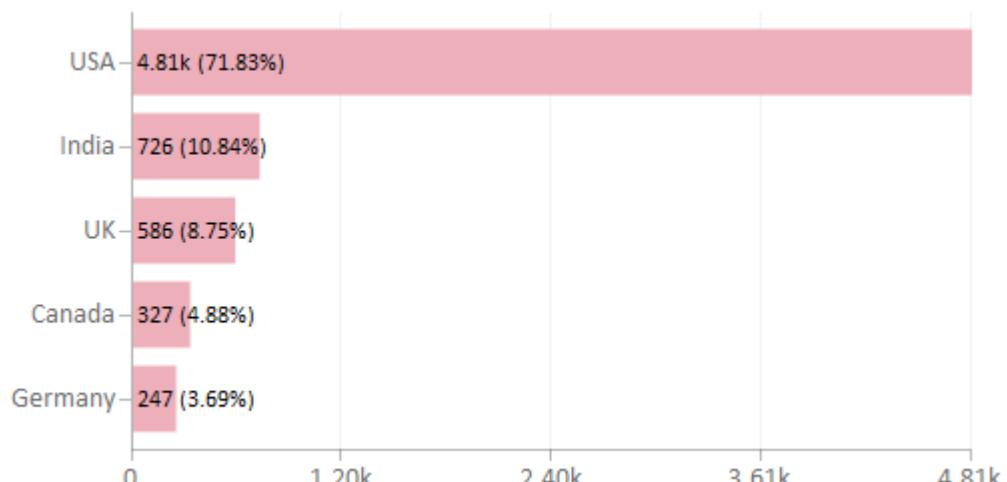
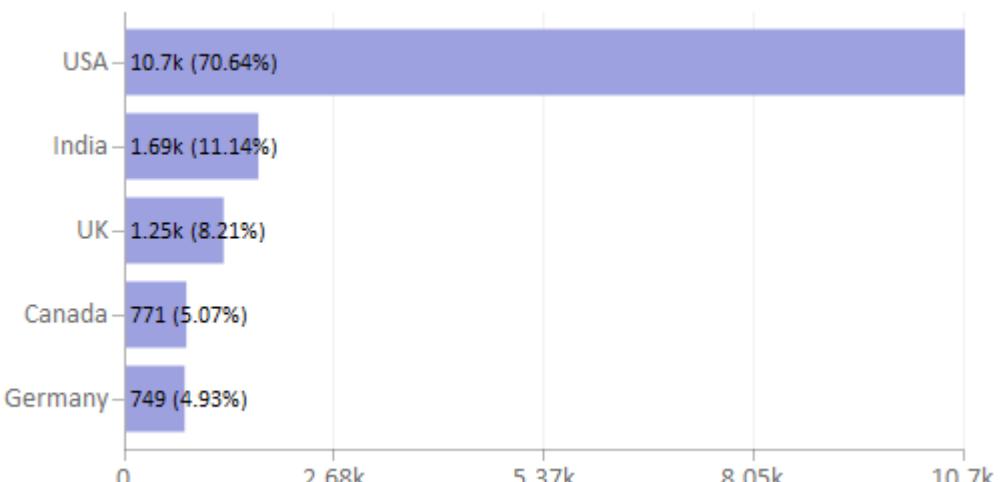
Female

11,764

Traffic Sources (top 5)

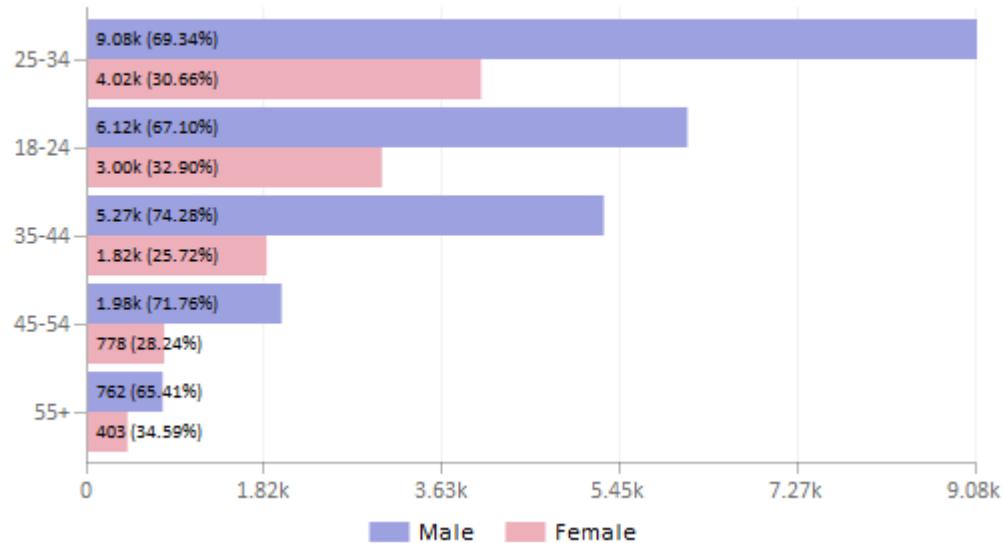


Locations (top 5)

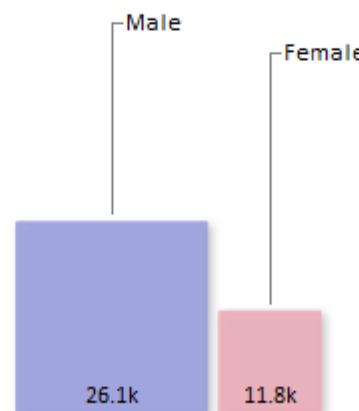


Gender Preference

Users by Age and Gender



Users by Gender



Male – Content (top 10)

Page	Users ▼	Bounce Rate
/home	19,340	44.55%
/google+redesign/shop+by+brand/youtube	4,040	53.48%
/basket.html	3,239	33.25%
/signin.html	2,809	24.56%
/store.html	2,312	48.62%
/google+redesign/nest/nest-usa	2,242	17.88%
/google+redesign/shop+by+brand/google	1,907	56.02%
/google+redesign/bags/backpacks/home	1,655	32.63%
/yourinfo.html	1,582	50.00%
/asearch.html	1,575	46.34%

Female – Content (top 10)

Page	Users ▼	Bounce Rate
/home	8,554	46.73%
/google+redesign/shop+by+brand/youtube	2,203	57.35%
/basket.html	1,237	48.11%
/signin.html	883	33.75%
/google+redesign/shop+by+brand/google	802	56.63%
/asearch.html	770	58.97%
/store.html	764	46.07%
/google+redesign/nest/nest-usa	656	17.78%
/google+redesign/accessories/fun	598	59.09%
/google+redesign/apparel	597	39.09%

Users Preference by Age

18-34

22,243

35-54

9,781

55+

2,021

Traffic Sources (top 5)

Google - 12.0k (57.36%)

(Direct) - 3.40k (16.31%)

Youtube.Com - 3.02k (14.50%)

Mall.Googleplex.Com - 1.91k (9.15%)

Analytics.Google.Com - 560 (2.68%)

Google - 4.74k (52.08%)

(Direct) - 1.97k (21.65%)

Youtube.Com - 1.17k (12.84%)

Mall.Googleplex.Com - 1.01k (11.08%)

Analytics.Google.Com - 215 (2.36%)

Google - 888 (46.47%)

Youtube.Com - 654 (34.22%)

(Direct) - 300 (15.70%)

Mall.Googleplex.Com - 47 (2.46%)

Analytics.Google.Com - 22 (1.15%)

Locations (top 5)

USA - 8.66k (68.14%)

India - 1.85k (14.53%)

UK - 1.02k (8.06%)

Canada - 657 (5.17%)

Japan - 521 (4.10%)

USA - 4.94k (78.49%)

UK - 502 (7.98%)

Canada - 320 (5.09%)

Japan - 295 (4.69%)

India - 236 (3.75%)

USA - 789 (68.97%)

India - 109 (9.53%)

Japan - 96 (8.39%)

UK - 95 (8.30%)

Canada - 55 (4.81%)

Appendix

These are the terms we get asked about the most.

Google Analytics Terminology

Google Analytics provides description of many technical terms on their help pages. Here are a few selected ones we use in this report.

Users

A user is someone who visits your site. A user will be New and then Returning. There is a significant difference between visits and users. A visit is time on the site whereas a user is a group of visits made on one computer. The number of users will always be lower than the number of visits to a site, this is because some users will visit more than once.

New and Returning Visitors

Through the use of cookies, Google Analytics will know if a user has been to your site on that browser before – and if so, will track them as a returning Visit. If no information is available in the cookies, the visitor is tracked as a New Visit. If the cookie that tracks this has expired or been deleted then the visit will be classed as New.

Gender

Users Gender.

Bounce Rate

The percentage of single page sessions. These are sessions in which the user visits a page, and then leaves your site from the same page without interacting with the page.

Time on Site (avg.)

Time on Page represents the average amount of time, in seconds, a user spends on a particular page. Technically, it represents the time between the start time of a given Pageview and the start time of the subsequent Pageview or Event.

Source

The place users are before seeing your content, like a search engine or another website. The source of a visit is the specific place that sent the visit to your site. i.e., Google.com

Pageviews

The number of pages a visitor views over the duration of their visit to your website. Page views allow you to see which pages on your site are the most popular.

Sessions

(formerly known as Visits) The number of times your website is accessed (this is different from number of Visitors) and the period of time users are actively engaged on your website.

% New Sessions

Percentage of first-time site visitors.

Location

The geographic region from which the session originated.

Peak Hour

Time of day does your website get the most traffic.

Preferred Browser

The browsers used by visitors to your website.

Preferred Device Type

The Device used by visitors to your website.

Operating System (OS)

The operating systems used by visitors to your website. Includes mobile operating systems such as Android.

About PolyVista, Inc.

A Houston-based company founded in 1995, PolyVista is a cloud-based analytical platform that delivers results beyond what conventional analysis and reporting tools are able to provide. With PolyVista's software as a service (SaaS) solution, clients across all industries and business roles are able to harness the power of our automated text analysis capabilities to extract meaningful and previously unknown business insights, anomalies, patterns and correlations hidden in their data. The information discovered by PolyVista serves as the foundation for solving complex and diverse business issues. Contact PolyVista today to learn more.

www.polyvista.com | sales@polyvista.com | 269.353.2550