

# Project 2: ANND Portfolio



Advanced Displays,  
Segmentation & Filtering



# Part One: Primary Views & Filters

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# 1. Best Practice Check: Three Primary Views

All

Favorites

Recents

Q

Search

Visit Platform Home

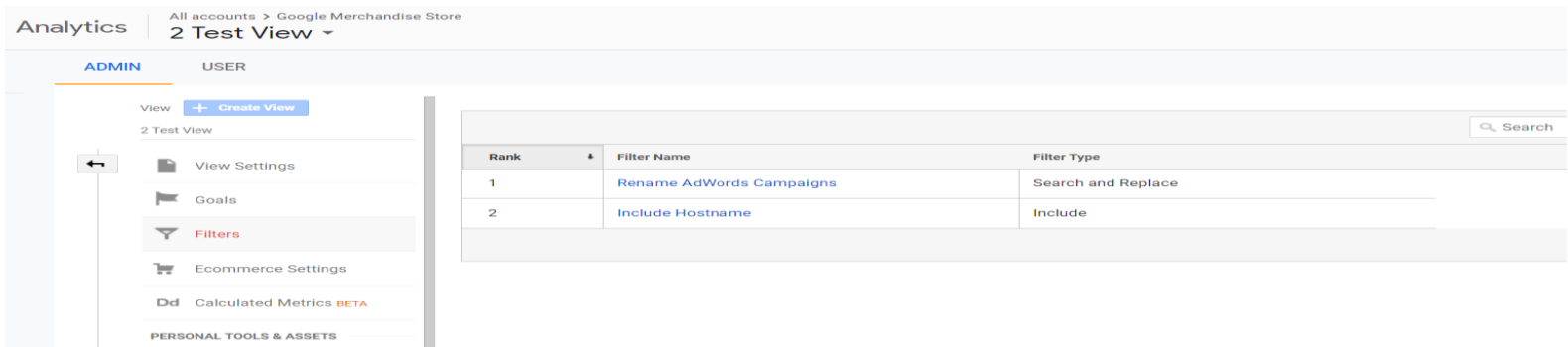
All accounts

Analytics Accounts	Properties & Apps	Views
<div>Demo Account</div> <div>54516992</div> <div>&gt;</div>	<div>Google Merchand...</div> <div>UA-54516992-1</div> <div>&gt;</div>	<div>1 Master View</div> <div>92320289</div> <div>☆</div>
<div>http://www.aast.edu</div> <div>96562095</div>		<div>2 Test View</div> <div>92324711</div> <div>☆</div>
<div>Org test</div> <div>130186022</div>		<div>3 Raw Data View</div> <div>90822334</div> <div>☆</div>
<div>Sherey's Test Account</div> <div>130449773</div>		
<div>Sherey's Test Account</div> <div>132747667</div>		

- This is a screenshot of different type of views (master, test, & raw data) for Google Merchandise Store Demo Account.

## 2. Best Practice Check: Filtering Internal Traffic

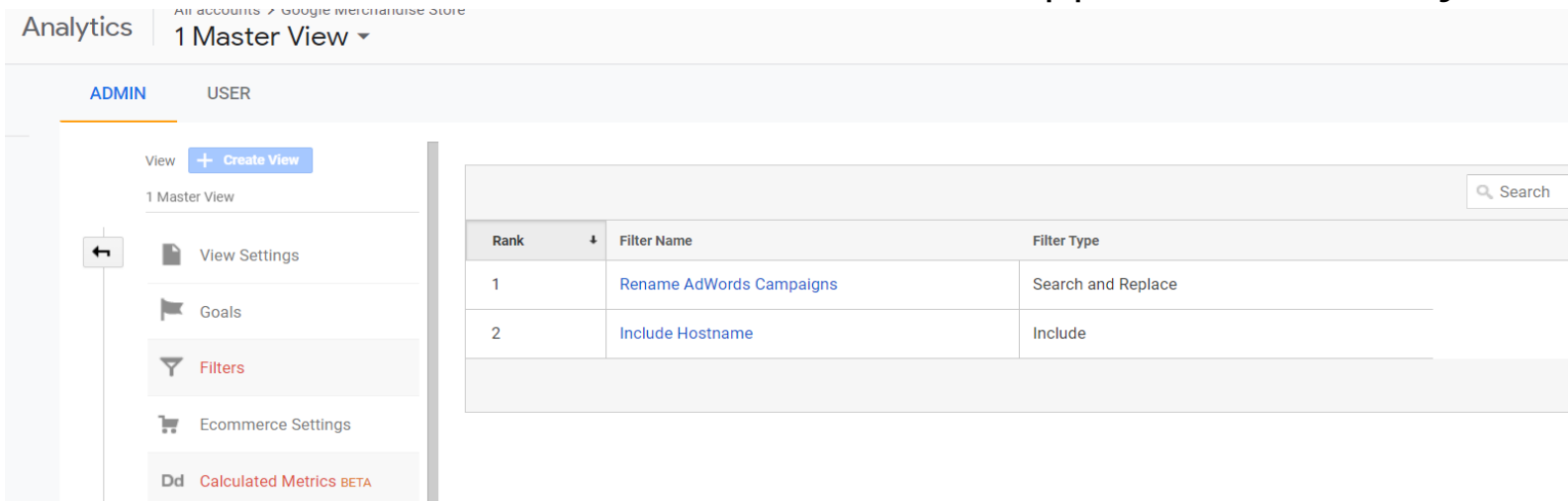
These are the If screenshots of where the filter could be added.



The screenshot shows the Google Analytics Admin interface for 'All accounts > Google Merchandise Store'. Under the '2 Test View' dropdown, the 'ADMIN' tab is selected. The left sidebar shows a menu with 'View Settings', 'Goals', 'Filters', 'Ecommerce Settings', and 'Calculated Metrics BETA'. The 'Filters' section is expanded, showing a table of filters:

Rank	Filter Name	Filter Type
1	Rename AdWords Campaigns	Search and Replace
2	Include Hostname	Include

Master view that has the same filter that applied in test firstly.



The screenshot shows the Google Analytics Admin interface for 'All accounts > Google Merchandise Store'. Under the '1 Master View' dropdown, the 'ADMIN' tab is selected. The left sidebar shows a menu with 'View Settings', 'Goals', 'Filters', 'Ecommerce Settings', and 'Calculated Metrics BETA'. The 'Filters' section is expanded, showing a table of filters:

Rank	Filter Name	Filter Type
1	Rename AdWords Campaigns	Search and Replace
2	Include Hostname	Include

- For excluding internal IP address:-
  - First determine internal IP address range.
  - Second filter should do in test view; from GA admin page - click filter – add filter- in filter name field (write: exclude internal IP addresses – then choose custom from filter type – then in filter pattern use regular expression to write the range by using regexip program to generate regular expression that corresponds to the range after generating, can copy the code and add it in filter pattern then save the filter.
- For applying the filter in main view should wait till 7-10 days to give GA time to process the filter in test view and after that copy to main view. By selecting main view- add filter - then select apply existing filter.



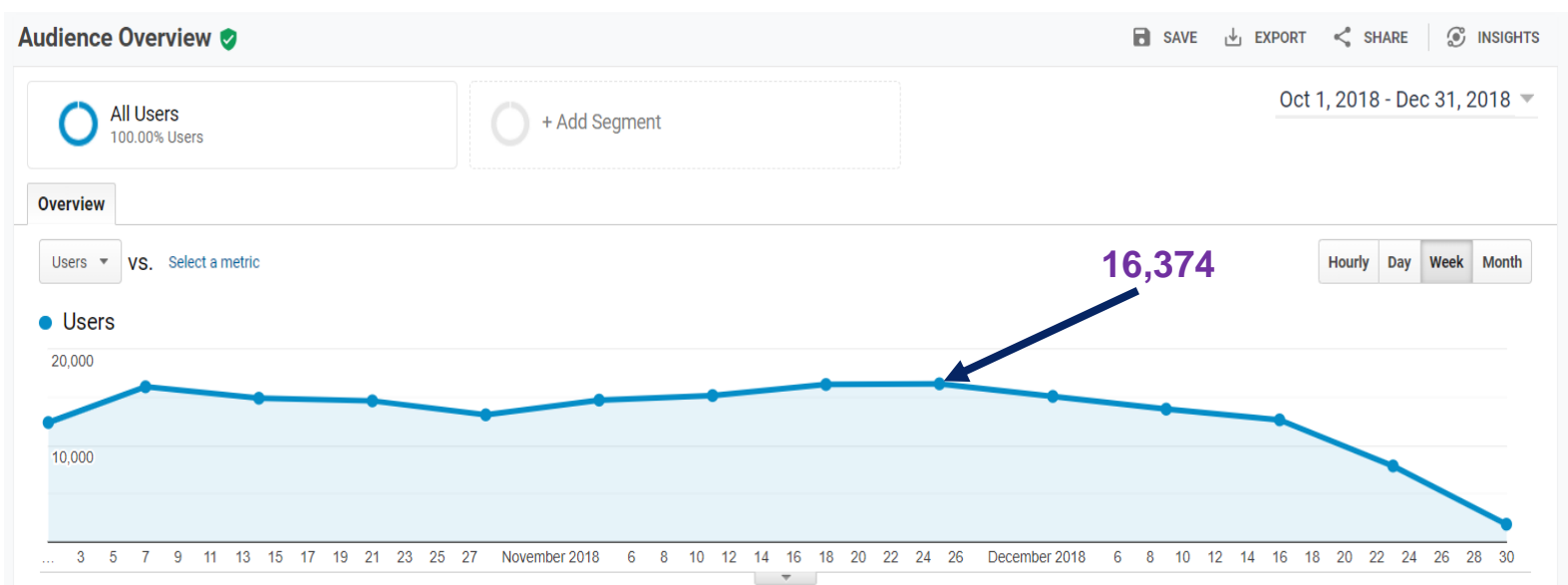
# Part Two: Data Exploration

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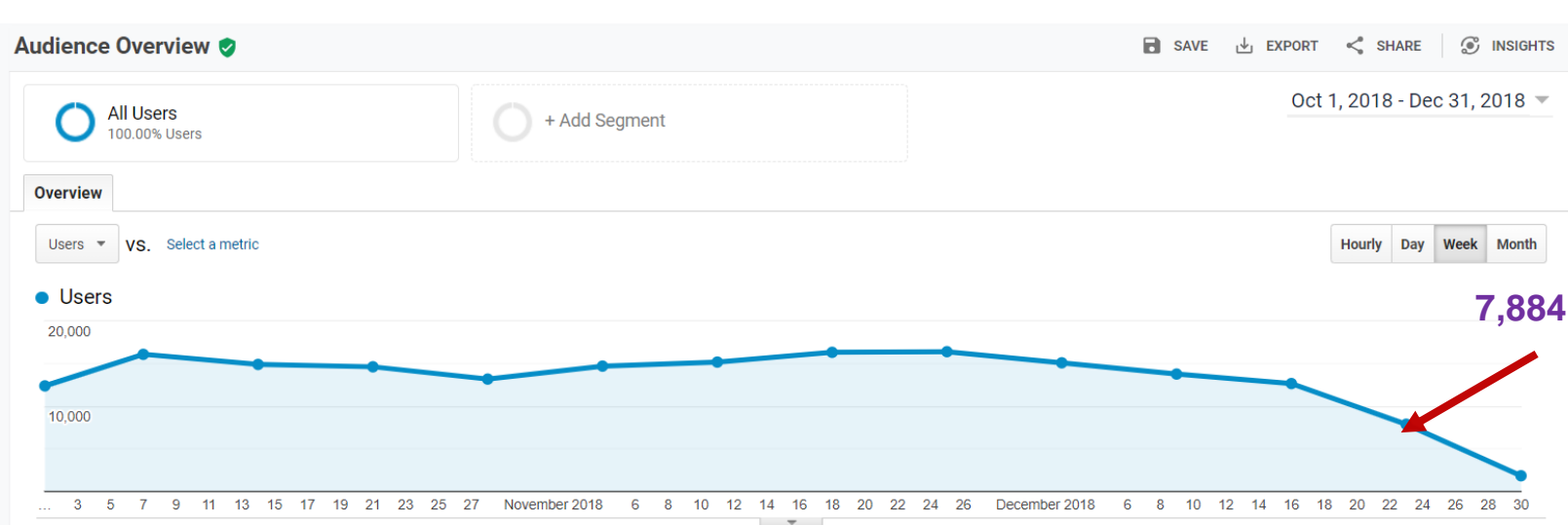
# Standard Display - Audience

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

**The week no.9 has the most visitors.**



**The week no.13 has the fewest visitors.**



# Standard Display - Audience

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

The total number of users who access google merchandise store was decreasing during last two years 2017, & 2018 from 743,369 to 703,284 respectively.

From the Audience Overview Report, the total number of visitors reached 158,513 during three months period from 1/10/2018 to 31/12/2018 . The most visitors who access the website was in week 9 (25/11 – 1/12 ) with 16,374 users which may be because of one or more campaigns on digital channels. And the fewest number was in week 13 (from 23/12 – 29/12) due to Christmas holiday session.

Also, it looks like the majority of the visitors by 79.5% are new to website who visit site for only one time, while 20.5% return users. This means that, the users who access the website are not likely to come back within a year. It may be because they like to buy something as souvenir for the site but not getting ton of google swags.

# Standard Display: Acquisition

During the three month period you've selected, excluding *Direct* and (*Other*), which channels had the highest and lowest bounce rates and the highest and lowest eCommerce conversion rates? What do these metrics mean, based on your experience?

Primary Dimension: Default Channel Grouping ▾ Source / Medium Source Medium Other ▾

Plot Rows Secondary dimension ▾ Sort Type: Default ▾  Q advanced

Default Channel Grouping	Acquisition			Behavior			Conversions eCommerce ▾		
	Users ?	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Ecommerce Conversion Rate ?	Transactions ?	Revenue ?
	158,513 % of Total: 100.00% (158,513)	151,265 % of Total: 100.11% (151,102)	229,382 % of Total: 100.00% (229,382)	39.85% Avg for View: 39.85% (0.00%)	4.69 Avg for View: 4.69 (0.00%)	00:03:08 Avg for View: 00:03:08 (0.00%)	0.39% Avg for View: 0.39% (0.00%)	899 % of Total: 100.00% (899)	\$124,500.20 % of Total: 100.00% (\$124,500.20)
1. Social	6,854 (4.05%)	6,201 (4.10%)	7,655 (3.34%)	58.03%	2.98	00:01:43	0.03%	2 (0.22%)	\$45.98 (0.04%)
2. Referral	24,619 (14.53%)	17,510 (11.58%)	43,009 (18.75%)	22.29%	6.40	00:04:29	0.76%	328 (36.48%)	\$63,580.15 (51.07%)
3. Paid Search	3,351 (1.98%)	2,604 (1.72%)	4,399 (1.92%)	42.51%	4.40	00:02:33	0.25%	11 (1.22%)	\$1,216.46 (0.98%)
4. Organic Search	91,262 (53.87%)	85,248 (56.36%)	117,320 (51.15%)	47.77%	4.01	00:02:33	0.31%	369 (41.05%)	\$37,504.81 (30.12%)
5. Display	2,281 (1.35%)	2,017 (1.33%)	2,741 (1.19%)	71.73%	2.40	00:01:13	0.18%	5 (0.56%)	\$399.89 (0.32%)
6. Direct	30,746 (18.15%)	29,854 (19.74%)	42,145 (18.37%)	29.34%	5.51	00:03:55	0.40%	167 (18.58%)	\$20,290.51 (16.30%)
7. Affiliates	10,309 (6.08%)	7,828 (5.18%)	12,108 (5.28%)	42.42%	4.05	00:02:45	0.14%	17 (1.89%)	\$1,462.40 (1.17%)
8. (Other)	5 (0.00%)	3 (0.00%)	5 (0.00%)	40.00%	1.80	00:00:10	0.00%	0 (0.00%)	\$0.00 (0.00%)

The highest bounce rate from display channel.

The lowest bounce rate from referral channel.

The highest eCommerce conversion rate from referral.

The lowest eCommerce conversion rate from social channel.



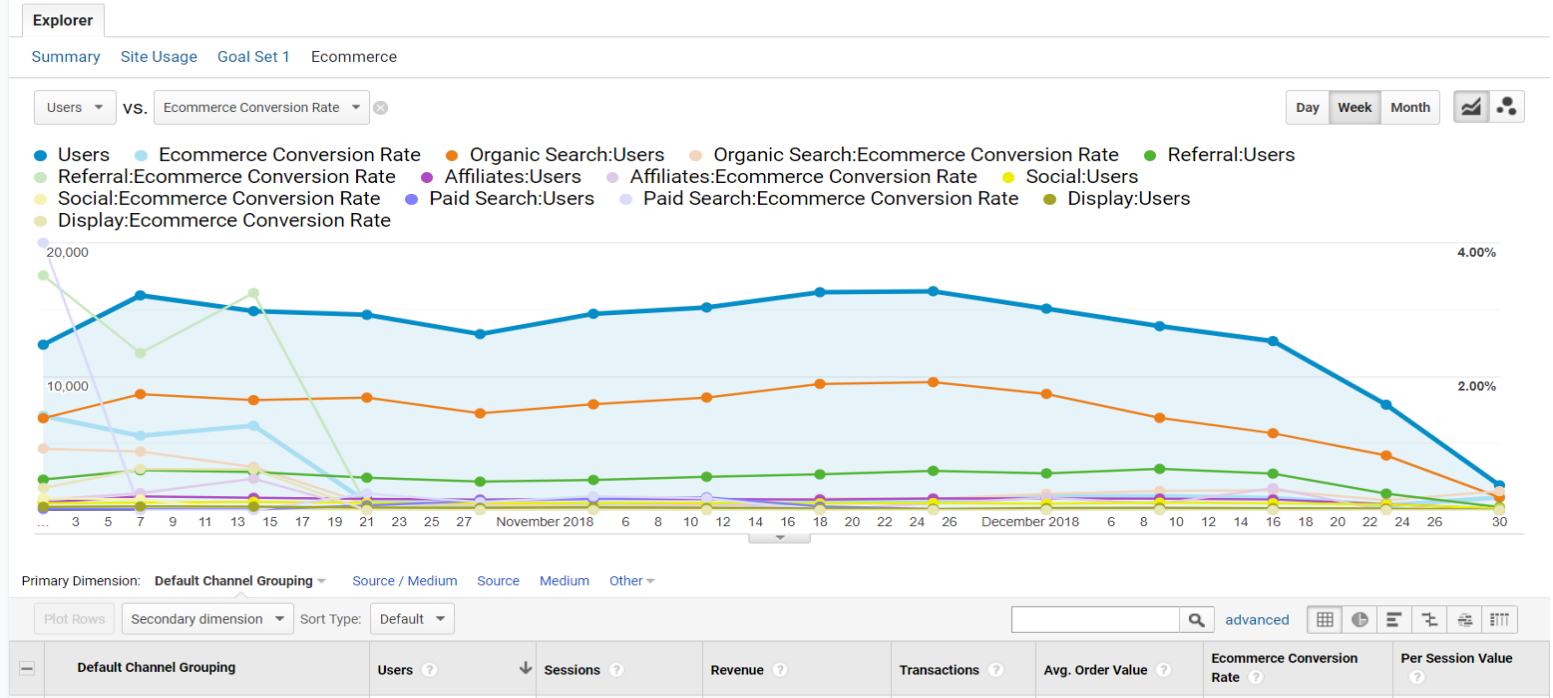
# Standard Display: Acquisition

During the three month period you've selected, excluding *Direct* and (*Other*), which channels had the highest and lowest bounce rates and the highest and lowest eCommerce conversion rates? What do these metrics mean, based on your experience?

The acquisition report uses to assess where users came from which digital channels sending them. From the report, organic search is the most digital channel bring users to site. But it is important to look at bounce rate metrics to know why users leave after check single page. The display ads is the highest bounce rate by 71% (which is not acceptable, it is above 50%) this means the users who access google site through this ads leave immediately the site without interacting with the page which need to investigate for if entrance page from this ads has a problem in design or ads put in website that not match with users expectations and what google site offer.

While referral channel has a lowest bounce rate and lead to a highest ecommerce conversion rate over other channels. This means that referral channel share by .76% in ecommerce transactions.

# Standard Display: Acquisition



While referral channel has a lowest bounce rate and lead to a highest ecommerce conversion rate over other channels. This means that referral channel share by 0.76% as average during period of three months in ecommerce transactions.

# Percentage Display: Conversion

During the three month period you've selected, which Product Category contributed the highest number of unique purchases for New Users and which Product Category was responsible for the largest percentage of revenue for New Users? (Screenshot(s) only; no elaboration required.)

Primary Dimension: [Product](#) [Product SKU](#) [Product Category \(Enhanced Ecommerce\)](#) [Product Brand](#)

Secondary dimension: [User Type](#)

[advanced](#) [grid](#) [chart](#) [table](#) [filter](#) [help](#)

Product Category (Enhanced Ecommerce)	User Type	Product Revenue	Unique Purchases	Contribution to total: Unique Purchases
		\$123,247.88 % of Total: 99.33% (\$124,080.02)	2,194 % of Total: 99.64% (2,202)	
1. <a href="#">Nest</a>	Returning Visitor	\$20,629.00	4.28%	
2. <a href="#">Apparel</a>	Returning Visitor	\$15,291.51	22.93%	
3. <a href="#">Nest-USA</a>	Returning Visitor	\$15,131.00	4.10%	
4. <a href="#">Bags</a>	Returning Visitor	\$11,405.74	4.38%	
5. <a href="#">Apparel</a>	New Visitor	\$11,298.39	17.87%	
6. <a href="#">Drinkware</a>	Returning Visitor	\$9,351.93	4.38%	
7. <a href="#">Office</a>	Returning Visitor	\$7,049.81	5.56%	
8. <a href="#">Drinkware</a>	New Visitor	\$4,527.90	3.24%	
9. <a href="#">Bags</a>	New Visitor	\$4,460.77	1.82%	
10. <a href="#">Nest-USA</a>	New Visitor	\$3,527.00	0.96%	

Primary Dimension: [Product](#) [Product SKU](#) [Product Category \(Enhanced Ecommerce\)](#) [Product Brand](#)

Secondary dimension: [User Type](#)

[advanced](#) [grid](#) [chart](#) [table](#) [filter](#) [help](#)

Product Category (Enhanced Ecommerce)	User Type	Product Revenue	Product Revenue	Contribution to total: Product Revenue
		\$123,247.88 % of Total: 99.33% (\$124,080.02)	\$123,247.88 % of Total: 99.33% (\$124,080.02)	
1. <a href="#">Nest</a>	Returning Visitor	\$20,629.00	16.74%	
2. <a href="#">Apparel</a>	Returning Visitor	\$15,291.51	12.41%	
3. <a href="#">Nest-USA</a>	Returning Visitor	\$15,131.00	12.28%	
4. <a href="#">Bags</a>	Returning Visitor	\$11,405.74	9.25%	
5. <a href="#">Apparel</a>	New Visitor	\$11,298.39	9.17%	
6. <a href="#">Drinkware</a>	Returning Visitor	\$9,351.93	7.59%	
7. <a href="#">Office</a>	Returning Visitor	\$7,049.81	5.72%	
8. <a href="#">Drinkware</a>	New Visitor	\$4,527.90	3.67%	
9. <a href="#">Bags</a>	New Visitor	\$4,460.77	3.62%	
10. <a href="#">Nest-USA</a>	New Visitor	\$3,527.00	2.86%	

# Comparison Display: Behavior

For traffic from All Users between the start and end of your three month period, please provide a comparison report showing Site Speed Page timings for our top ten pages (based on pageviews) and identify any potential troublespots.

Primary Dimension: **Default Channel Grouping** Source / Medium Source Medium Other

Secondary dimension Sort Type: Default

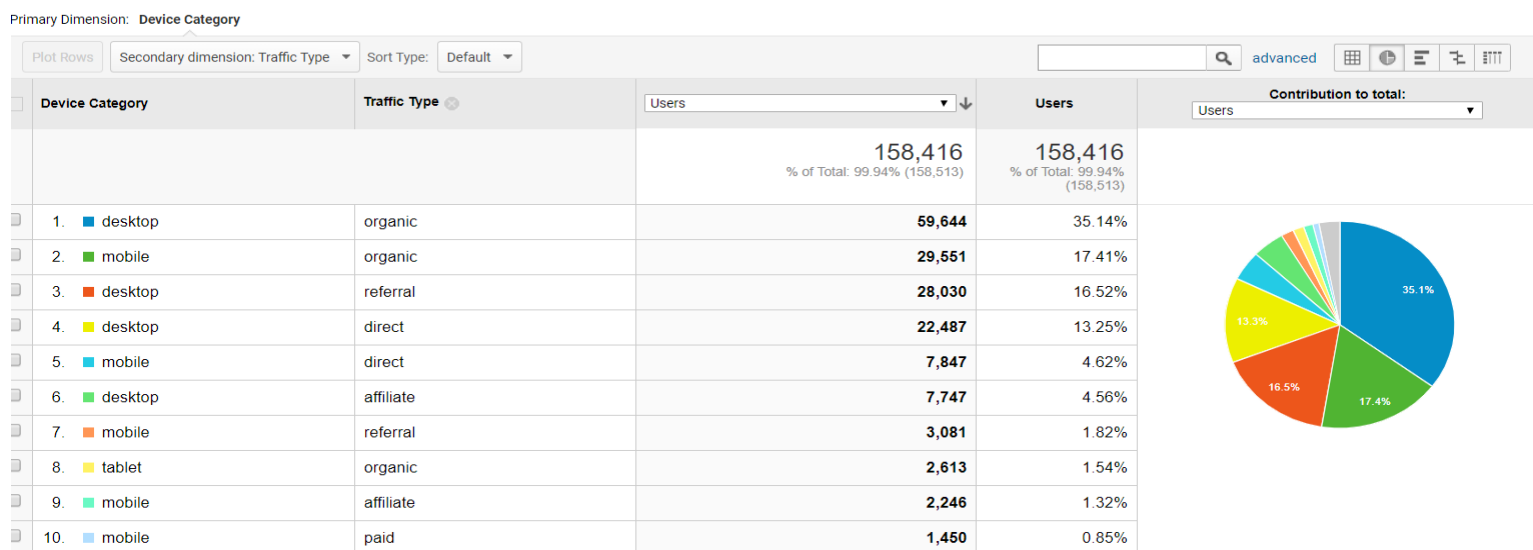
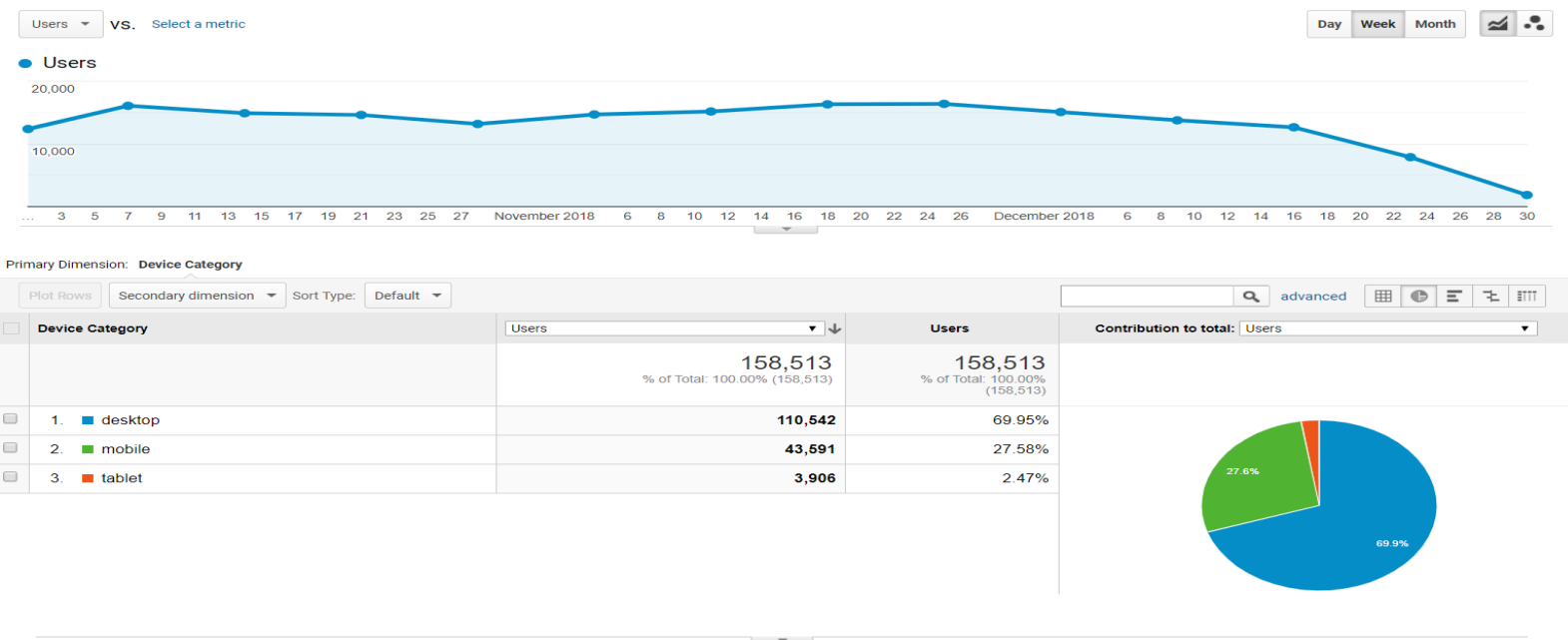
advanced

Default Channel Grouping	Avg. Session Duration	Pages / Session (compared to site average)
	00:03:08 Avg for View: 00:03:08 (0.00%)	4.69 Avg for View: 4.69 (0.00%)
1. Referral	00:04:29	36.59%
2. Direct	00:03:55	17.56%
3. Affiliates	00:02:45	-13.68%
4. Paid Search	00:02:33	-6.08%
5. Organic Search	00:02:33	-14.56%
6. Social	00:01:43	-36.46%
7. Display	00:01:13	-48.82%
8. (Other)	00:00:10	-61.61%

By using the avg. session duration and pages/session metrics can get average time to each page.

# Percentage Display: Audience

Please go into the Audience → Overview → Mobile report and provide a screenshot or screenshots that show the following: Between the start and end of the three month period you've chosen, please provide percentage charts (pie charts) that show what percentage of All Users came from mobile, desktop, and tablet devices and what percentage of Paid Traffic Users came from mobile, desktop, and tablet devices.

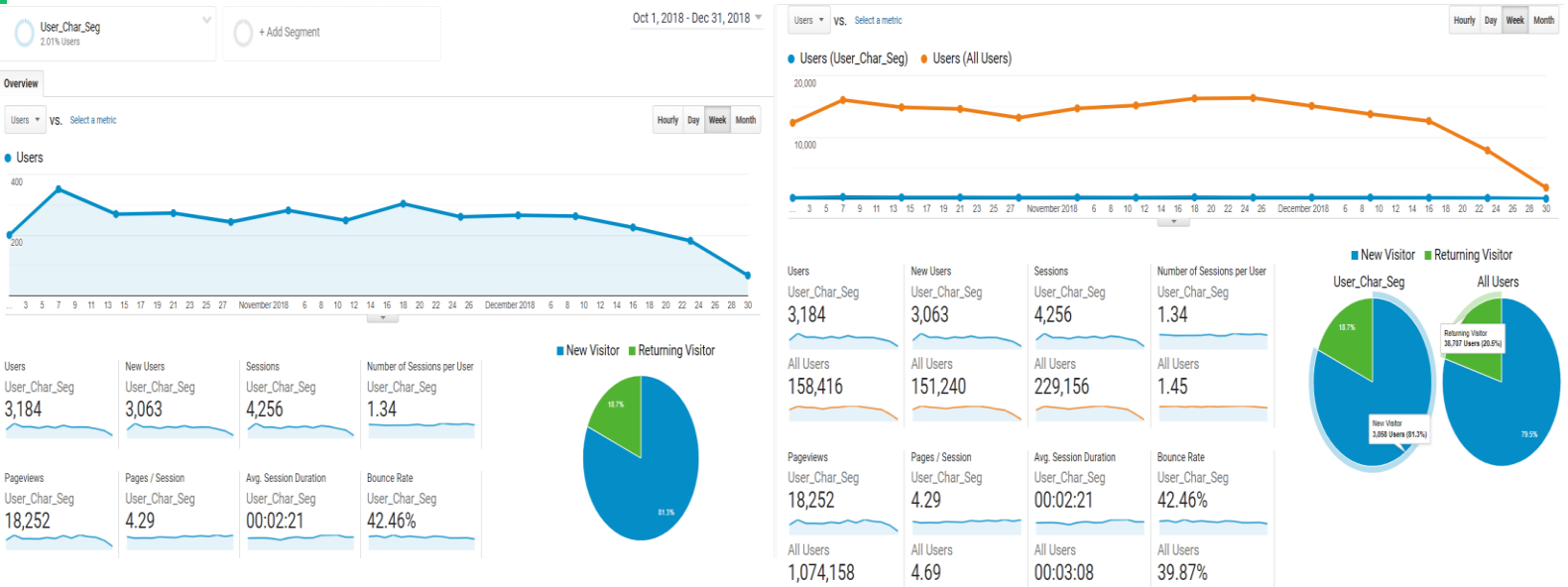




# Part Three: Segmentation

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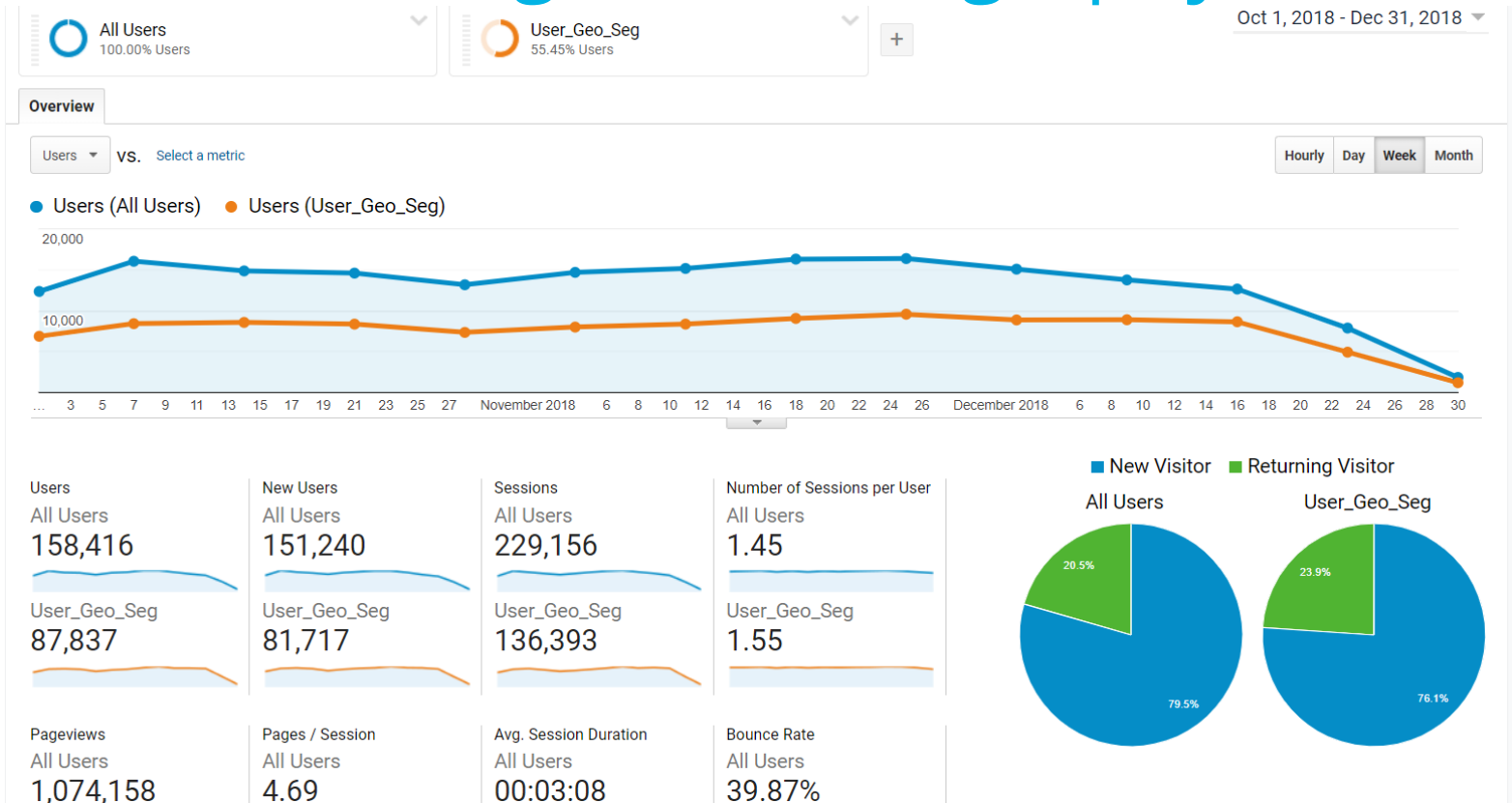
# Audience Segment: Characteristic



***What are the common characteristics of google site users?***

(1) User Characteristic Segment: This segment based on the common characteristics of all users.



# Audience Segment: Geography



***From where most of users come from?***



# Audience Segment: User Behavior

Overview  SAVE  EXPORT  SHARE  INSIGHTS All Users  
100.00% Goal Completions Behavior\_Seg  
100.00% Goal Completions

+

Oct 1, 2018 - Dec 31, 2018

Goal Option:

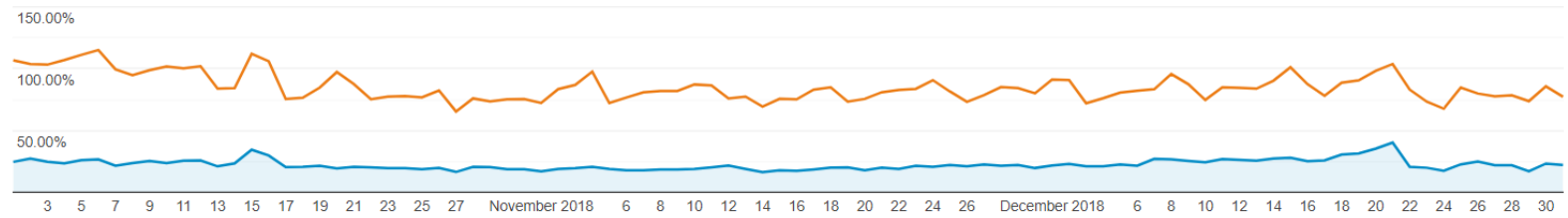
All Goals

Overview

Goal Conversion Rate vs. Select a metric

Hourly Day Week Month

● Goal Conversion Rate (All Users) ● Goal Conversion Rate (Behavior\_Seg)



Goal Completions

All Users

51,448

Behavior\_Seg

51,448

Goal Value

All Users

\$0.00

Behavior\_Seg

\$0.00

Goal Conversion Rate

All Users

22.45%

Behavior\_Seg

85.09%

Total Abandonment Rate

All Users

36.78%

Behavior\_Seg

27.86%

Purchase Completed (Goal 1 Completions)

All Users

990

Behavior\_Seg

990

Engaged Users (Goal 2 Completions)

All Users

25,589

Behavior\_Seg

25,589

Registrations (Goal 3 Completions)

All Users

1,896

Behavior\_Seg

1,896

Entered Checkout (Goal 4 Completions)

All Users

5,830

Behavior\_Seg

5,830

Smart Goals (Goal 5 Completions)

All Users

17,143

Behavior\_Seg

17,143

Goals

Goal Completion Location

Goal Completion Location

Goal Completions % Goal Completions

***What is the impact of behavior segment for users orsession on goal conversion rate metrics?***

Actually the behavior segment has a significant impact on goal conversion rate.

# Project 2: ANND Portfolio

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Advanced Displays,  
Segmentation &  
Filtering