

#### Google Analytics metrics

- Video:** Welcome to week 2  
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- Reading:** Get started with Google Analytics  
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- Practice Quiz:** Activity: Create an Exploration in Google Analytics  
1 question
- Reading:** Activity Exemplar: Create an Exploration in Google Analytics  
10 min
- Practice Quiz:** Test your knowledge: Google Analytics  
4 questions

#### Google Ads metrics

**Data in, data out: Linking and exporting data**

**Review: Use metrics from Google Analytics and Google Ads**

## Activity Exemplar: Create an Exploration in Google Analytics

Here is a completed exemplar along with an explanation of how the exemplar fulfills the expectations for the activity.

### Completed Exemplar

To review the exemplar for this course item, click the link below and select "Use Template."

Link to exemplar: [Record of events, metrics, and insights](#)

### Assessment of Exemplar

Compare the exemplar to your completed document. Review your work using each of the sections in the exemplar. What did you do well? Where can you improve? Use your answers to these questions to guide you as you continue to progress through the course.

**Note:** The exemplar was created using metrics from the Google Merchandise Store collected between **October 15, 2021 and December 15, 2021** for the following events:

- December 8-9, 2021 - Cloud Learn - Global
- December 2, 2021 - GFSA Women Founders: Demo Day 2021 - Global
- December 2, 2021 - Gaming Day on Google Open Source Live - Global

The data was used to complete the exemplar and explore if the following trend exists: *Do active users and purchases in the Google Merchandise Store go up when a developer event occurs, including the day immediately prior to and the day immediately after an event?*

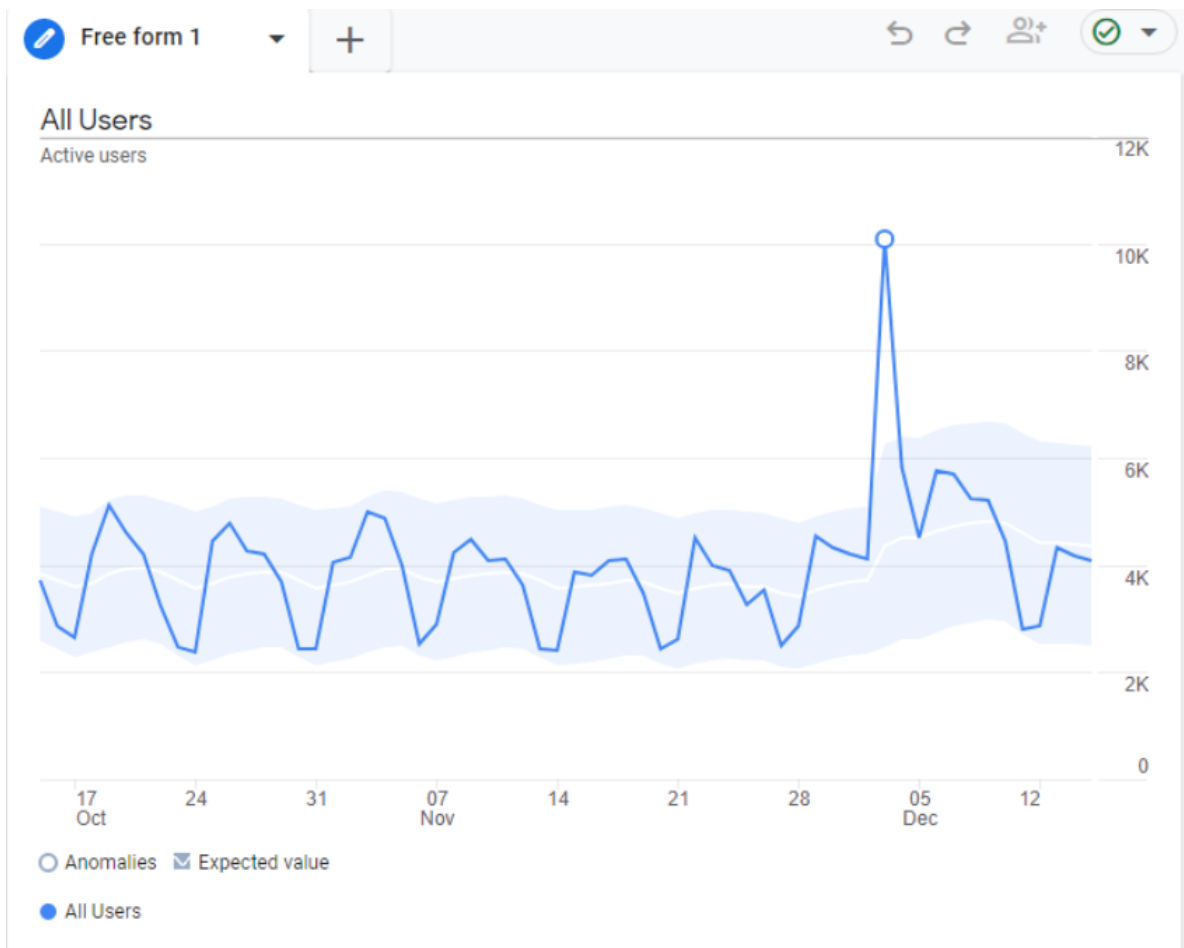
#### Developer events

For your own analysis, you selected the most recent three developer events listed for the current year and added them to your activity template.

#### Free-form exploration of active users

For the events chosen in the exemplar, the free-form exploration of active users resulted in the following line chart.

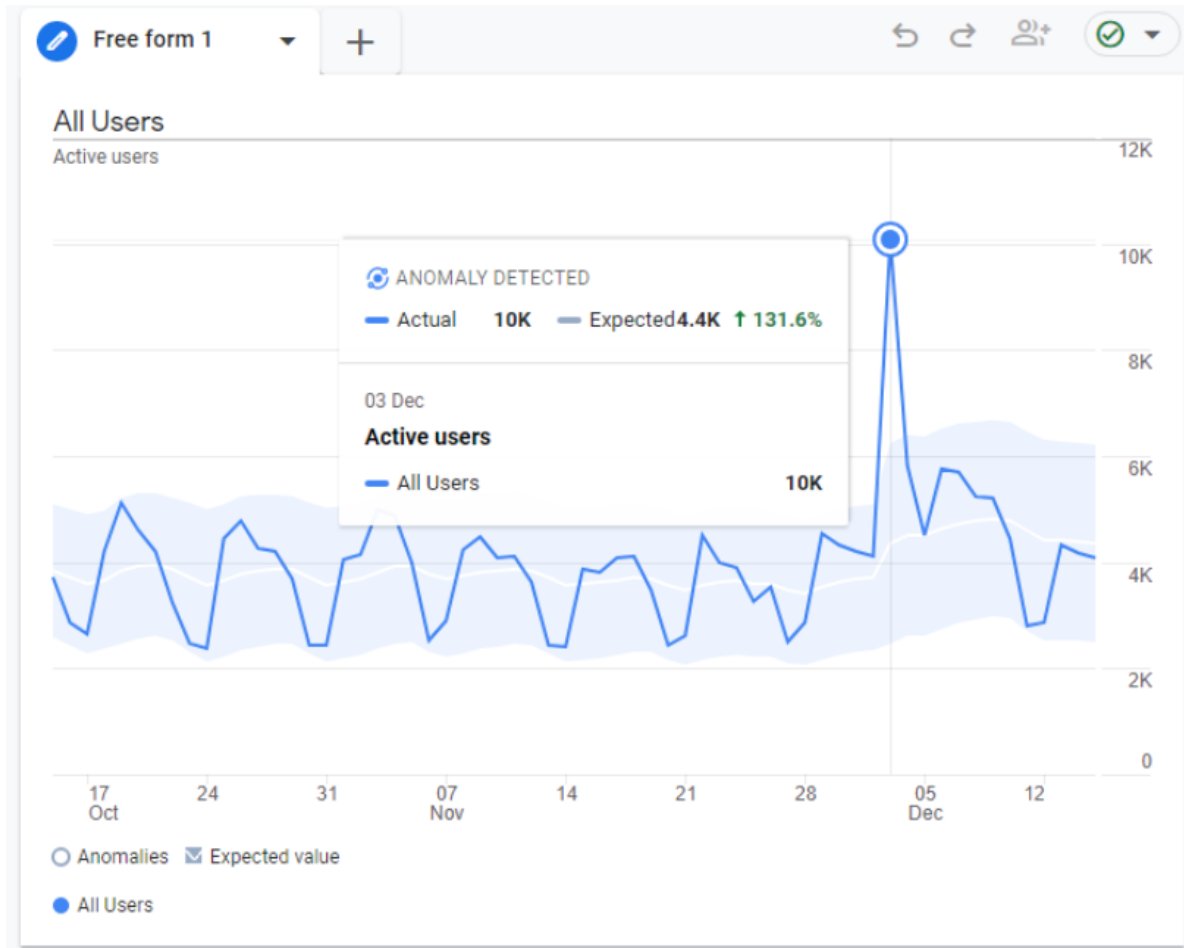
**Note:** Because events and dates differ, your line chart will vary.



This visualization showed a significant positive anomaly (spike) on December 3, 2021 which could possibly be related to the two developer events held on December 2, 2021:

- December 2, 2021 - GFSA Women Founders: Demo Day 2021
- December 2, 2021 - Gaming Day on Google Open Source Live

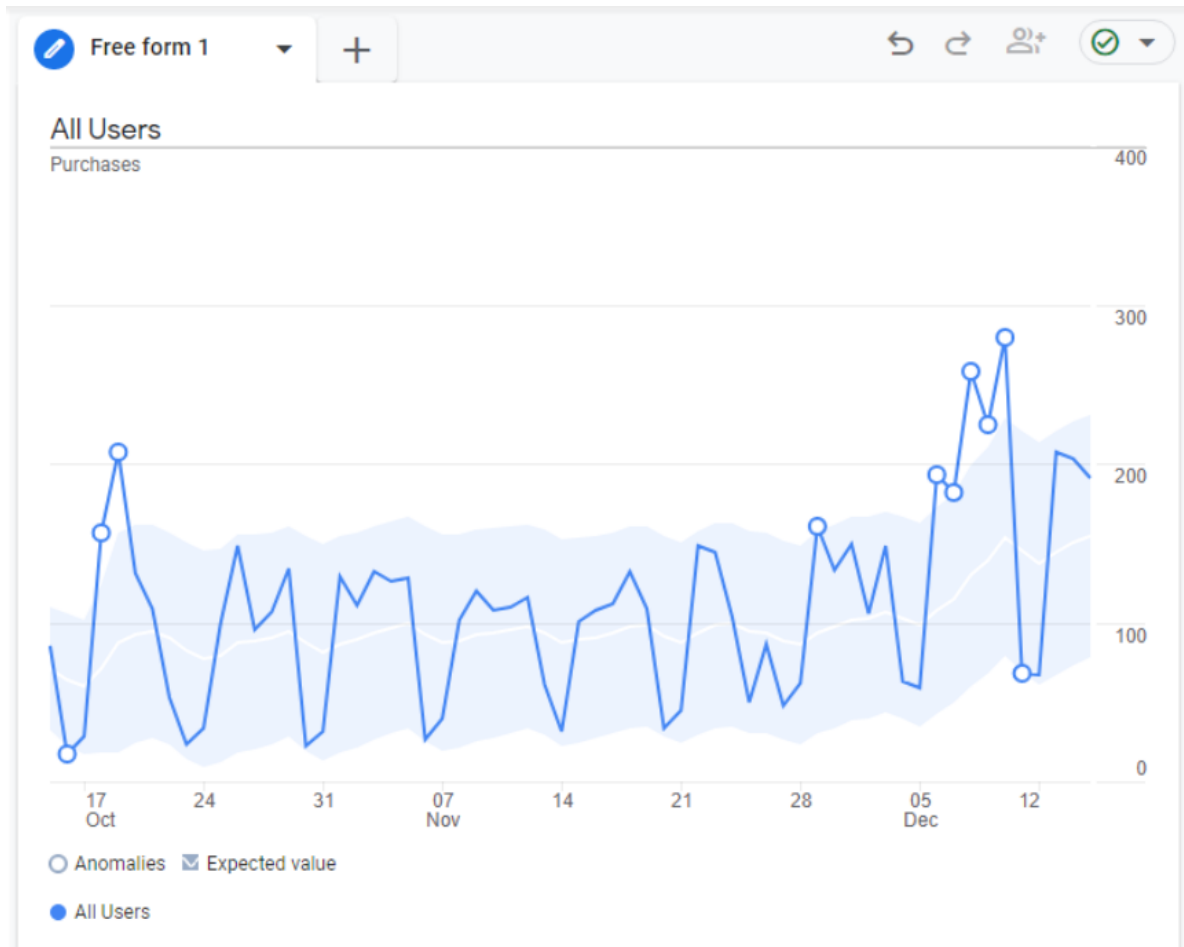
In the exemplar, the **Anomalies** column of the table in the activity template was marked for these two events. Hovering over the spiking data point revealed additional details as shown below. This information was also added to the **Observations** section of the activity template.



#### Free-form exploration of purchases

For the events chosen in the exemplar, the free-form exploration of purchases resulted in the following line chart with no anomalies detected **during or within a day of** the two developer events on December 2, 2021.

**Note:** Because events and dates differ, your line chart and detected anomalies will vary.



Purchase anomalies were detected on November 29 and December 6, but these anomalies are most likely unrelated to the events. With a 2-4 day separation, there is lack of proximity to the events. For instance, the anomaly that occurred on December 6 was probably unrelated to the Cloud Learn event that started two days later on December 8, 2021. These observations were added to the **Observations** section of the activity template.

#### Insights

Based on the analysis from the exploration, the conclusion was there was no relationship between active users and purchases in the Google Merchandise Store and developer events held in December 2021. No further action was recommended to continue monitoring these metrics during developer events.

Mark as completed

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