

# Google Analytics



Advanced Displays,  
Segmentation & Filtering

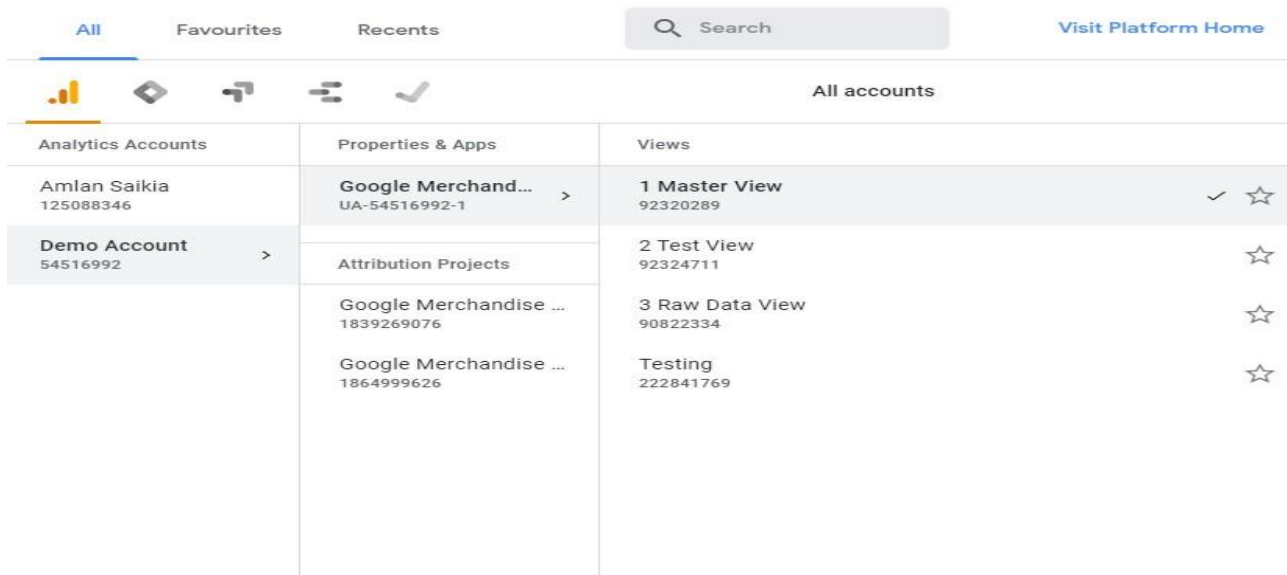


# Part One: Primary Views & Filters

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# 1. Best Practice Check: Three Primary Views

I am using **the Google Merchandise Store Account** for this project. It has already three views created.

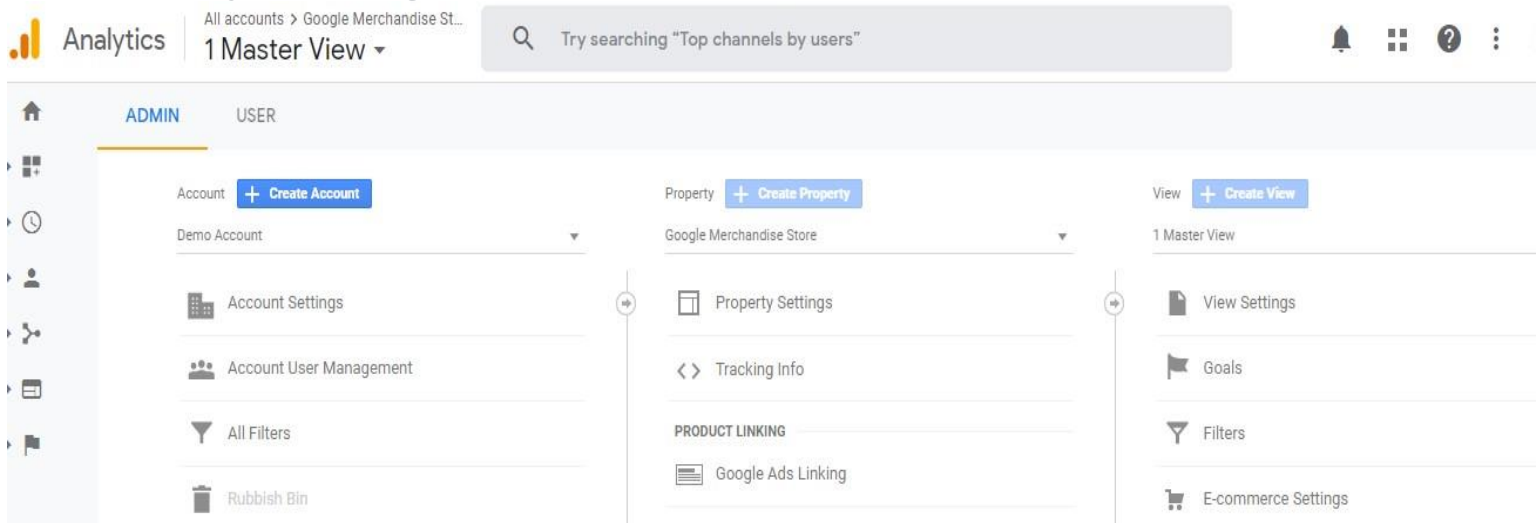


The screenshot shows the Google Analytics 'All accounts' page. It has tabs for 'All', 'Favourites', and 'Recents'. A search bar and a 'Visit Platform Home' link are at the top right. Below the tabs are icons for various analytics features. The main content area is divided into three columns: 'Analytics Accounts', 'Properties & Apps', and 'Views'. Under 'Analytics Accounts', there are 'Amlan Saikia' (125088346) and 'Demo Account' (54516992). Under 'Properties & Apps', there are three entries for 'Google Merchandise Store' with IDs UA-54516992-1, 1839269076, and 1864999626. Under 'Views', there are four views: '1 Master View' (92320289), '2 Test View' (92324711), '3 Raw Data View' (90822334), and 'Testing' (222841769). Each view has a checkmark and a star icon.

Analytics Accounts	Properties & Apps	Views
Amlan Saikia 125088346	Google Merchand... UA-54516992-1	1 Master View 92320289
Demo Account 54516992	Attribution Projects	2 Test View 92324711
	Google Merchandise ... 1839269076	3 Raw Data View 90822334
	Google Merchandise ... 1864999626	Testing 222841769

I do not have access to create views but one can create views by  
1. Going on to the admin page

2. Then by clicking on create view.

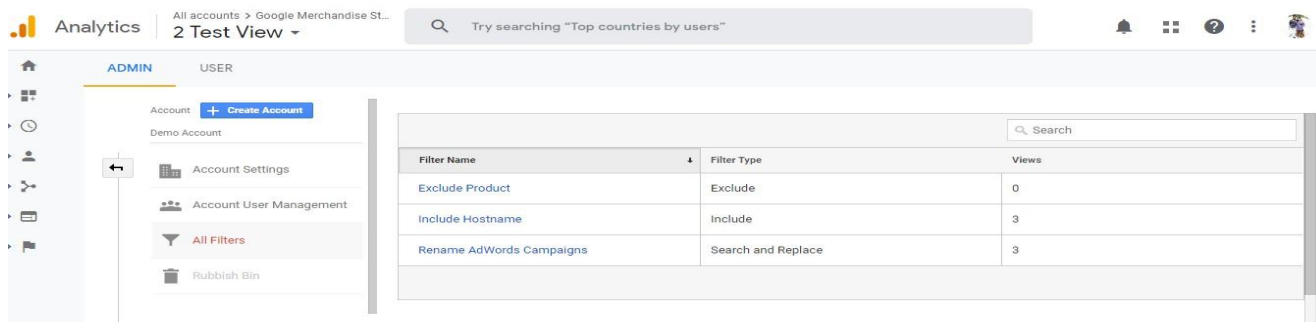


The screenshot shows the Google Analytics Admin page. The top bar has 'Analytics' and 'All accounts > Google Merchandise St... 1 Master View'. A search bar says 'Try searching "Top channels by users"'. The main area has three columns: 'Account', 'Property', and 'View'. Each column has a '+ Create' button and a list of settings. The 'Account' column has 'Demo Account' and settings like 'Account Settings', 'Account User Management', 'All Filters', and 'Rubbish Bin'. The 'Property' column has 'Google Merchandise Store' and settings like 'Property Settings', 'Tracking Info', 'PRODUCT LINKING', and 'Google Ads Linking'. The 'View' column has '1 Master View' and settings like 'View Settings', 'Goals', 'Filters', and 'E-commerce Settings'.

Account	Property	View
Demo Account	Google Merchandise Store	1 Master View
Account Settings	Property Settings	View Settings
Account User Management	Tracking Info	Goals
All Filters	PRODUCT LINKING	Filters
Rubbish Bin	Google Ads Linking	E-commerce Settings

## 2. Best Practice Check: Filtering Internal Traffic

In the Google Merchandise Store it doesn't have any filter to exclude the internal traffic in any of the views. The result below is of the Test view.



The screenshot shows the Google Analytics Admin interface for the '2 Test View'. On the left, the 'ADMIN' tab is selected, and the 'All Filters' section is expanded. The main area displays a table of filters. The table has three columns: Filter Name, Filter Type, and Views. There are three filters listed: 'Exclude Product' (Exclude type, 0 views), 'Include Hostname' (Include type, 3 views), and 'Rename AdWords Campaigns' (Search and Replace type, 3 views).

Filter Name	Filter Type	Views
Exclude Product	Exclude	0
Include Hostname	Include	3
Rename AdWords Campaigns	Search and Replace	3

The steps to create this filter are-

1. Change the view to test view on the admin pane.
2. Click on filter and then create a new filter. And then enter a file name.
3. Click Custom under filter type.
4. In the filter field choose the Exclude radio button and click field and choose IP address from it.
5. In the Filter Pattern field, enter the internal IP address. If there are a range of IP addresses, enter a regular expression like `^231\.88\.156\.([1-9]|1[0-5])$` which will filter out IP range from [231.88.156.1] through [231.88.156.15]
6. Click [Save] Button
7. Leave this filter in Test View (like 7-10 days) to ensure it is working as expected, before copy it to Master View

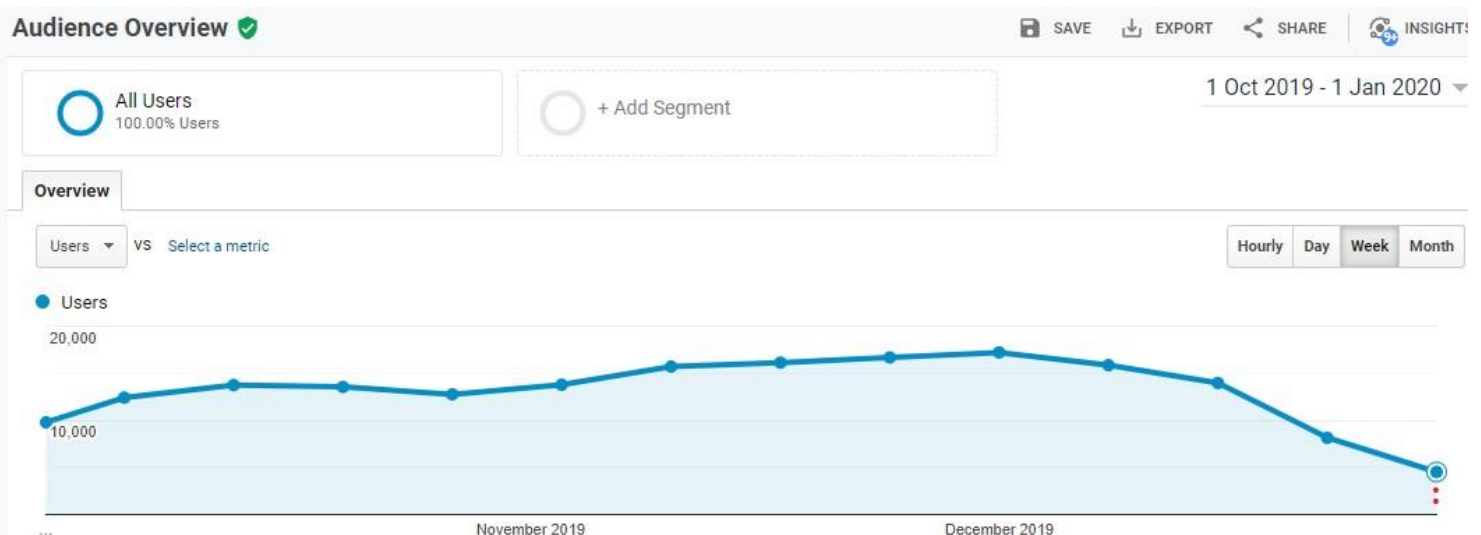


# Part Two: Data Exploration

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# Standard Display - Audience

For the Audience Overview Report, we selected a three month time period ranging from 1 October 2019 to 1<sup>st</sup> January 2020. The week from 1<sup>st</sup> Dec 2019 to 7<sup>th</sup> Dec saw the highest visitors at 17,200. And the week from 29 Dec 2019 to 1 Jan 2020 saw the lowest visitors at 4,521.



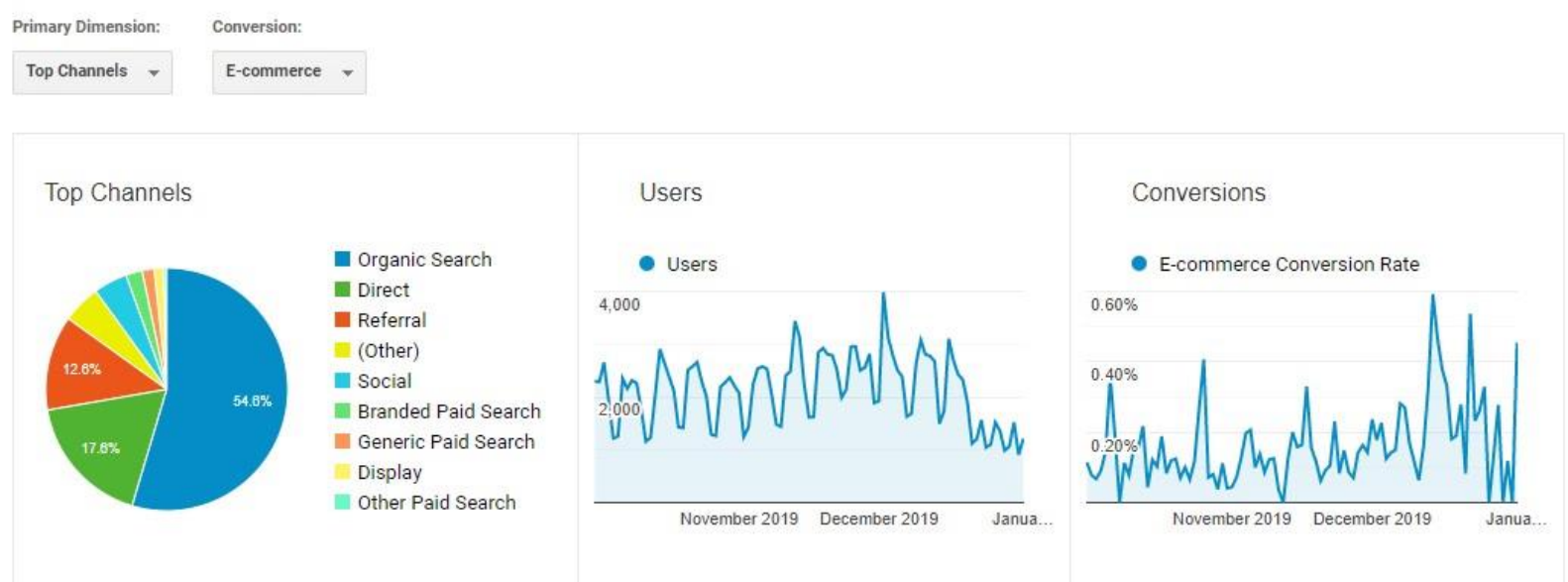
# Standard Display - Audience

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

While I can't be certain why the number of visitors peaked in the week of 1-7 Dec 2019, and then dropped to the lowest in the week of 29 Dec 2019 – 1st January 2020 by just looking at this Audience Overview report, but I know that 25<sup>th</sup> was Christmas, so people were buying Christmas gifts beforehand which increased the visitors on the site. 29 Dec to 1<sup>st</sup> January were basically the end days of the year, where people stayed with their family and enjoyed the holidays rather than online shopping. This can be one of possible reason for this trend.

# Standard Display: Acquisition

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



Acquisition				Behaviour			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages/Ses...	Avg. Session Duration	E-commerce Conversion Rate	Transactions	Revenue
	166,460	159,294	223,910	45.41%	4.20	00:02:54	0.15%	344	US\$20,276.80
1 Organic Search	96,452			53.42%			0.18%		
2 Direct	31,144			34.89%			0.27%		
3 Referral	22,291			26.96%			0.00%		
4 (Other)	3,084			46.87%			0.00%		
5 Social	7,994			66.03%			0.02%		
6 Branded Paid Search	3,857			24.94%			0.18%		
7 Generic Paid Search	2,829			34.34%			0.28%		
8 Display	2,185			78.67%			0.00%		



# 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?

*(Conversion record from 01 October 2019- 01 January 2020)*

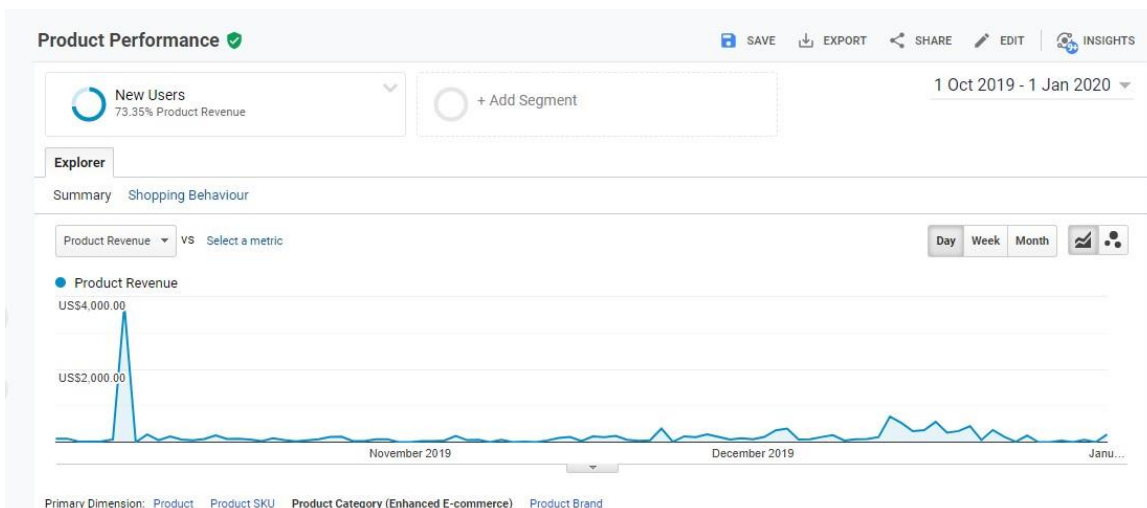
*For finding out this we went to overview section of the Acquisition, and selected Top channels from Primary Dimension and Ecommerce from conversion. We can check the highest and lowest values easily from the bar graph.*

*From the above slide we can see that Display has the highest bounce rate and minimum conversion. We can conclude that the display channel is not doing well or the page is unsatisfactory to the users. While the branded page search channel is doing good in terms of bounce rate and Ecommerce conversion rate. Generic paid search is doing much better compared to other channels in terms of Ecommerce conversion rate .i.e. this channel is leading to more transactions. The other paid search and referrals has also has the lowest Ecommerce conversion rates or are not leading to any conversion. These channels can be improved or can be given a second thought.*

# 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.)

( Record from 01 October 2019- 01 January 2020)



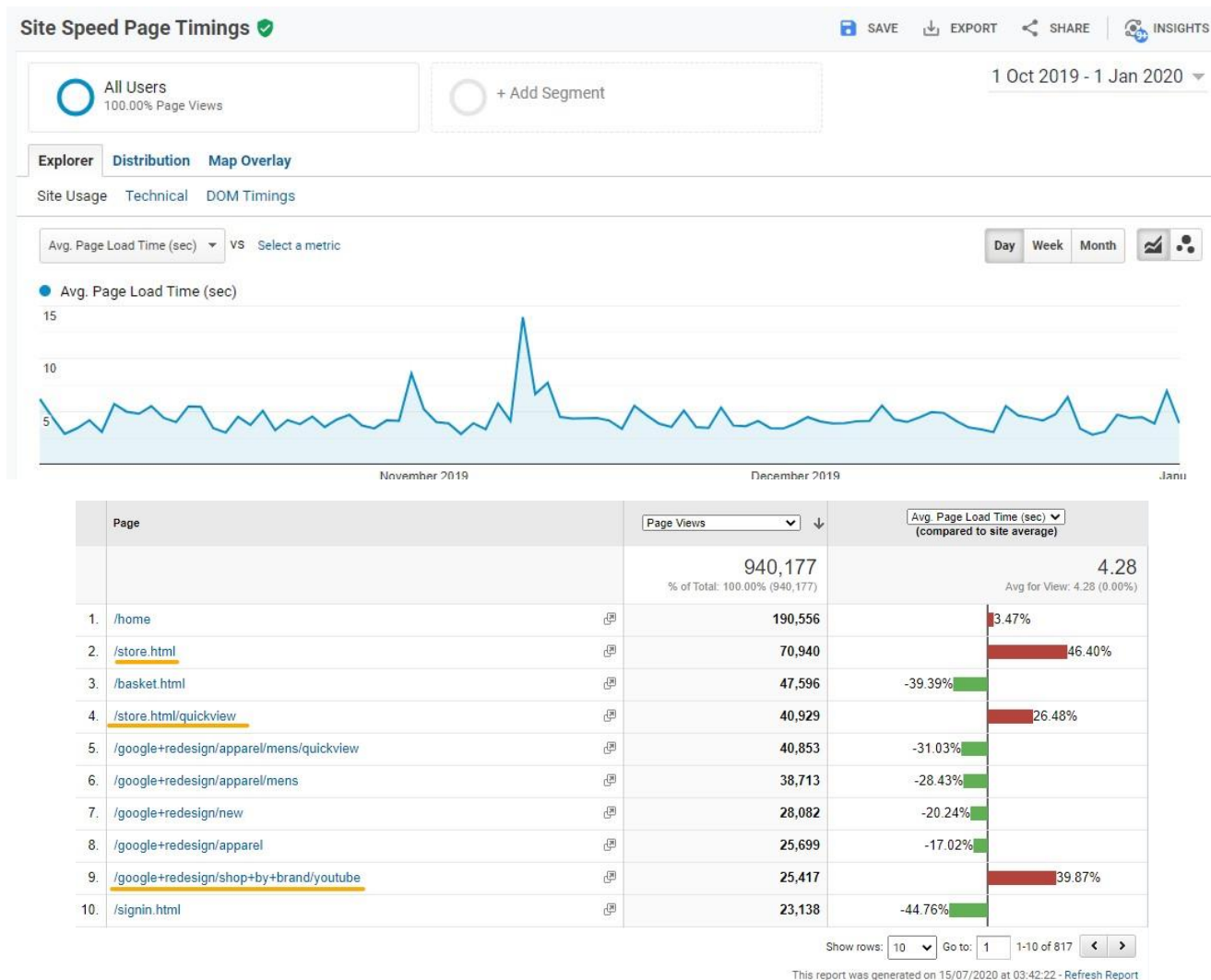
Product Category (Enhanced E-commerce)	Sales Performance						Shopping Behaviour	
	Product Revenue ? ↓	Unique Purchases ?	Quantity ?	Avg. Price ?	Avg. QTY ?	Product Refund Amount ?	Basket-to-Detail Rate ?	Buy-to-Detail Rate ?
<b>New Users</b>	US\$14,872.25 (% of Total: 73.35% (US\$20,276.80))	530 (% of Total: 64.95% (816))	1,240 (% of Total: 70.22% (1,766))	US\$11.99 Avg for View: US\$11.48 (4.46%)	2.34 Avg for View: 2.16 (8.10%)	US\$0.00 (% of Total: 0.00% (US\$0.00))	9.44% Avg for View: 11.39% (-17.15%)	0.55% Avg for View: 0.51% (8.31%)
1. Apparel	US\$5,750.30 (38.66%)	195 (36.79%)	216 (17.42%)	US\$26.62	1.11	US\$0.00 (0.00%)	0.00%	6.12%
2. Lifestyle	US\$2,576.00 (17.32%)	27 (5.09%)	182 (14.68%)	US\$14.15	6.74	US\$0.00 (0.00%)	0.00%	0.86%
3. Stationery	US\$2,280.30 (15.33%)	43 (8.11%)	370 (29.84%)	US\$6.16	8.60	US\$0.00 (0.00%)	0.00%	7.88%
4. Uncategorized Items	US\$1,249.00 (8.40%)	50 (9.43%)	84 (6.77%)	US\$14.87	1.68	US\$0.00 (0.00%)	0.00%	0.00%
5. Accessories	US\$917.00 (6.17%)	37 (6.98%)	93 (7.50%)	US\$9.86	2.51	US\$0.00 (0.00%)	0.00%	0.69%
6. New	US\$567.50 (3.82%)	41 (7.74%)	57 (4.60%)	US\$9.96	1.39	US\$0.00 (0.00%)	0.00%	1.15%
7. Office	US\$325.75 (2.19%)	53 (10.00%)	91 (7.34%)	US\$3.58	1.72	US\$0.00 (0.00%)	0.00%	5.21%
8. Drinkware	US\$250.00 (1.68%)	14 (2.64%)	14 (1.13%)	US\$17.86	1.00	US\$0.00 (0.00%)	0.00%	0.61%
9. Clearance	US\$215.60 (1.45%)	16 (3.02%)	16 (1.29%)	US\$13.48	1.00	US\$0.00 (0.00%)	0.00%	0.00%
10. Small Goods	US\$182.00 (1.22%)	14 (2.64%)	16 (1.29%)	US\$11.38	1.14	US\$0.00 (0.00%)	0.00%	0.72%

# 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.

*(Record from 01 October 2019- 01 January 2020)*

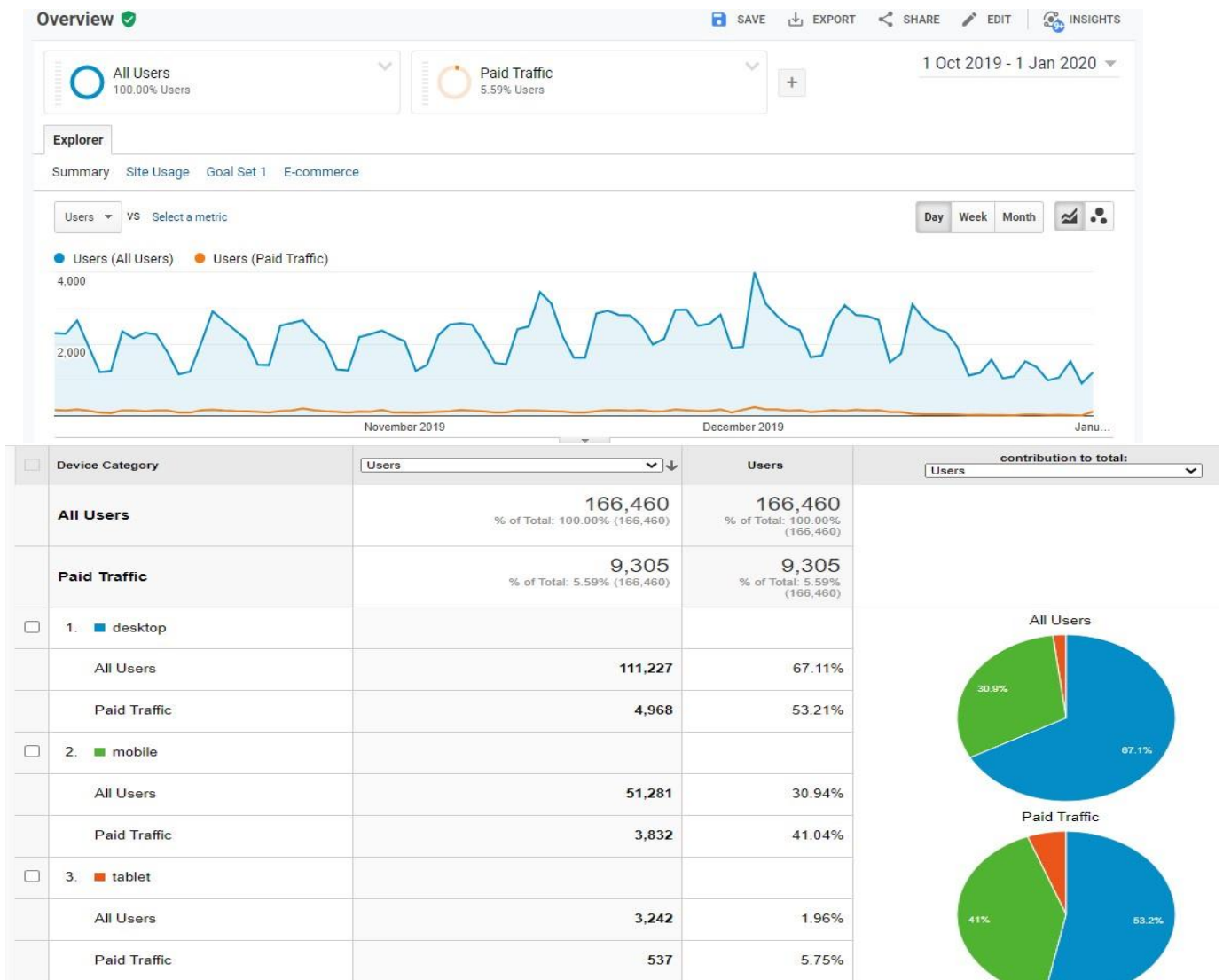
*We can see that /store.html,/store.html/quickview,/google+redesign/shop+by+brand/youtube are having site loading speed greater than the average time of all pages to load. These pages can be reworked or troubleshot so that they can have good loading speeds or takes less time to load.*



# 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.

*(Record from 01 October 2019- 01 January 2020)*





# Part Three: Segmentation

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# Segmentation: Instructions

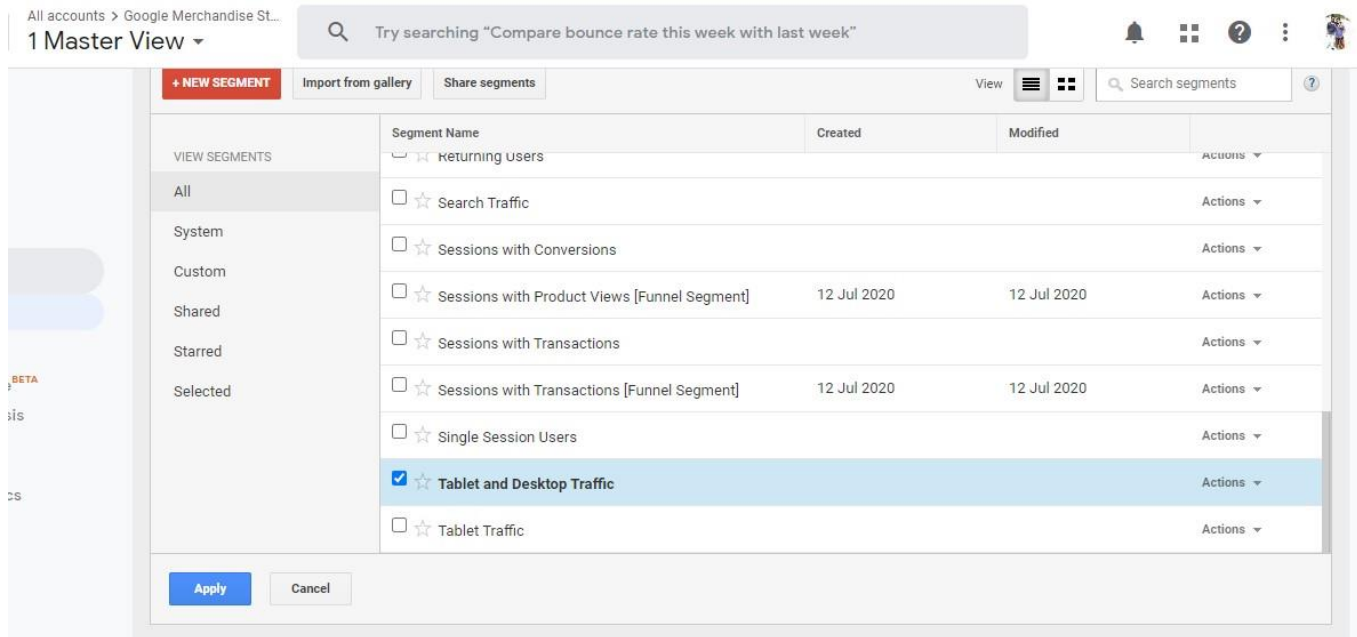
Segmentation helps provide clarity, insight, and confidence in data by making it more specific and actionable.

## To demonstrate your knowledge:

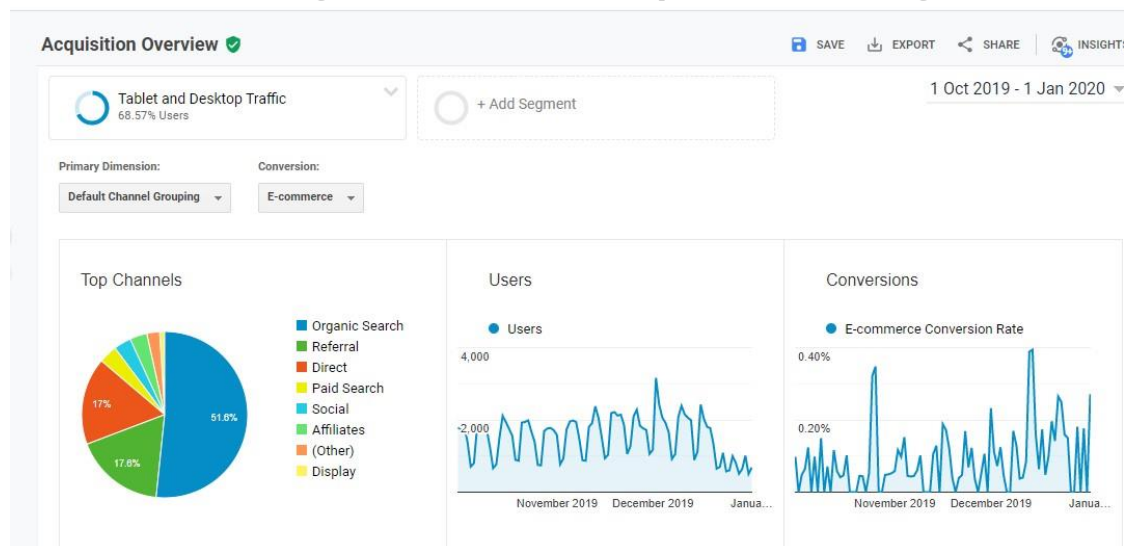
- Identify and create three different audience segments and apply them to your data:
  - one based on audience characteristic (such as technology or demographics)
  - one based on geography
  - one based on user behaviors
- Change the scope for the behavior segment between *Sessions* and *Users* to see how this impacts metrics such as goal conversion rate.
- **Take screenshots showing each of your segments applied to the data and explain the segment and the results in the notes section. Place these items on the slides that follow.**

*Remove this slide*

# Audience Segment: Characteristic



*I have used the Tablet and desktop Traffic segment for the characteristics segment. It was a premade segment.*



*We can see from the above picture that Tablet and Desktop accounted for 68.57% of user base, so it is a quite significant user base. This data is from 1 Oct 2019-1 Jan 2020*



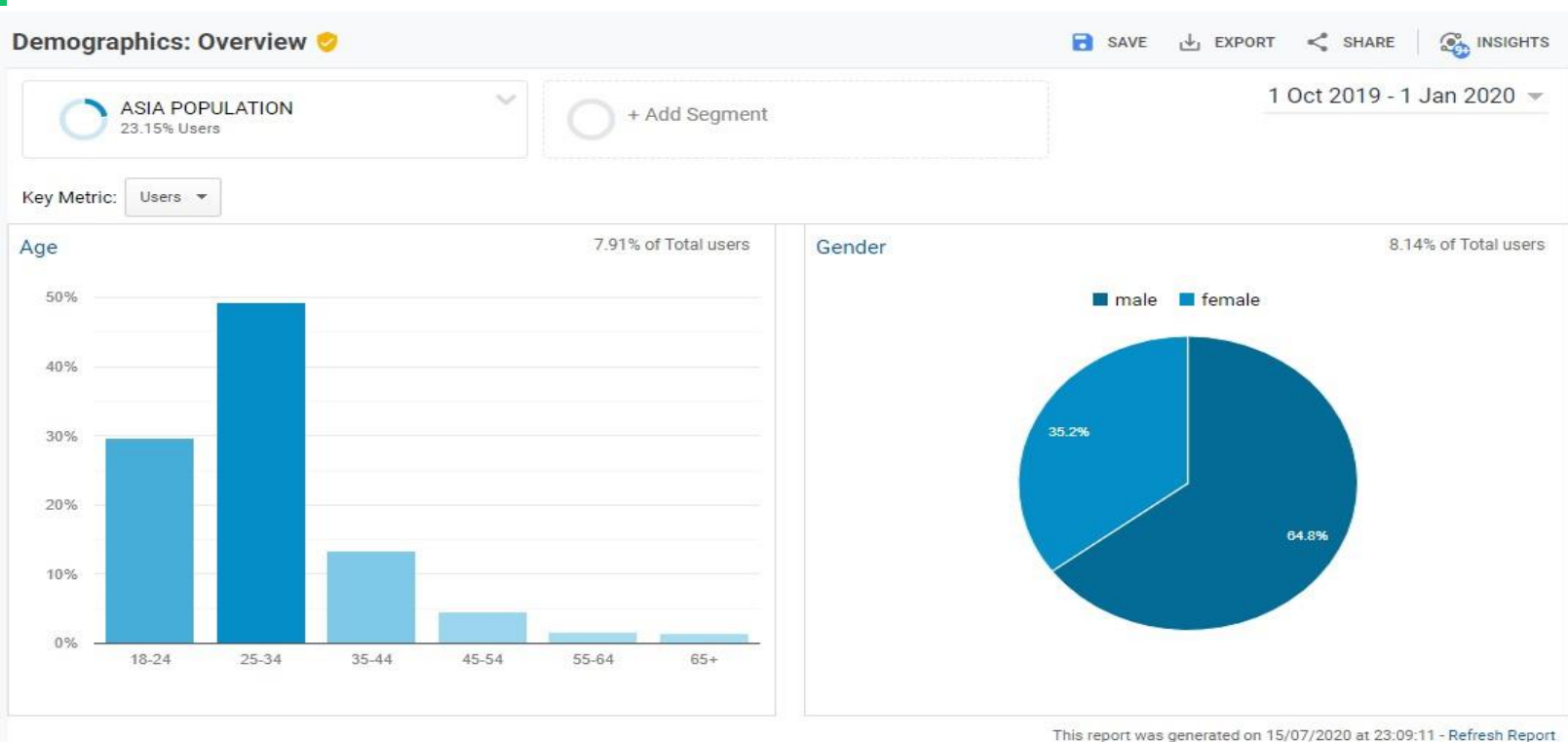
Q. Which Channel had the largest Ecommerce conversion with Desktop and Tablet as users?

	Acquisition			Behaviour			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages/Ses...	Avg. Session Duration	E-commerce Conversion Rate	Transactions	Revenue
Tablet and Des...	114,134	108,985	160,060	43.74%	4.41	00:03:13	0.08%	130	US\$10,918.65
1 Organic Search	63,387	<div><div></div></div>		53.73%	<div><div></div></div>		0.10%	<div><div></div></div>	
2 Referral	21,600	<div><div></div></div>		26.54%	<div><div></div></div>		0.00%	<div><div></div></div>	
3 Direct	20,835	<div><div></div></div>		32.60%	<div><div></div></div>		0.16%	<div><div></div></div>	
4 Paid Search	4,391	<div><div></div></div>		25.78%	<div><div></div></div>		0.11%	<div><div></div></div>	
5 Social	4,148	<div><div></div></div>		63.21%	<div><div></div></div>		0.02%	<div><div></div></div>	
6 Affiliates	4,118	<div><div></div></div>		61.48%	<div><div></div></div>		0.00%	<div><div></div></div>	
7 (Other)	3,067	<div><div></div></div>		32.98%	<div><div></div></div>		0.08%	<div><div></div></div>	
8 Display	1,205	<div><div></div></div>		78.73%	<div><div></div></div>		0.00%	<div><div></div></div>	

Sol: From the Picture above we can see that Direct channel had the most ecommerce conversion. The users here were Desktop and Tablet users. The percentage of conversion was 0.16%. So we can conclude that Direct channel with its user being Desktop and Tablet Users led to highest number of transaction.



# Audience Segment: Geography

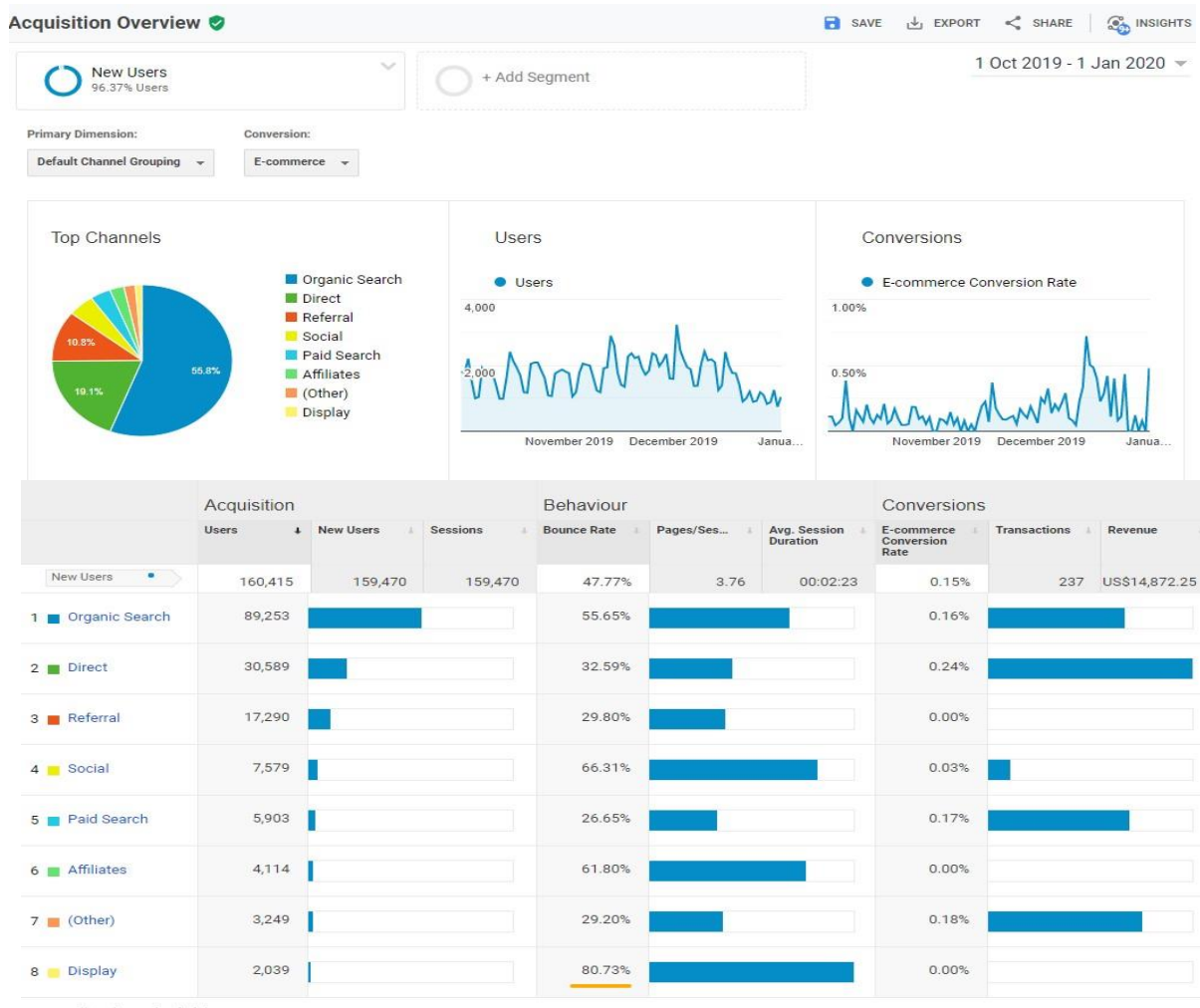


*The screenshot above is an Demographic of the Asian population using Google Merchandise page. The data collected is from 1 Oct 2019 to 1 Jan 2020. For this report I have created and used the Asia Population segment. As we see Asia population has almost a 23.15% of its user so it can be considered quite significant.*

*Q. From which age group were the users mostly found in from the Asia Continent?*

*Ans: The age group from 25-34 had the most number of users from the Asia continent. We can say that from the picture above. The bar graph clearly shows that from age 25-34 there were maximum number of users.*

# Audience Segment: User Behavior



*The above screenshot is of Acquisition overview with the users only being new users. The data collected is from 1 Oct 2019 to 1 Jan 2020. The segment I used was premade segment. The segments filters the result only to New Users.*

*Q. Which Channel from the New Users had the most bounce rate?*

*Ans: The Display channel have the most bounce rate. The bounce rate is equal to 80.73%. The Display channel was doing very poor compared to other channels.*

# ANND Portfolio

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Advanced Displays,  
Segmentation &  
Filtering