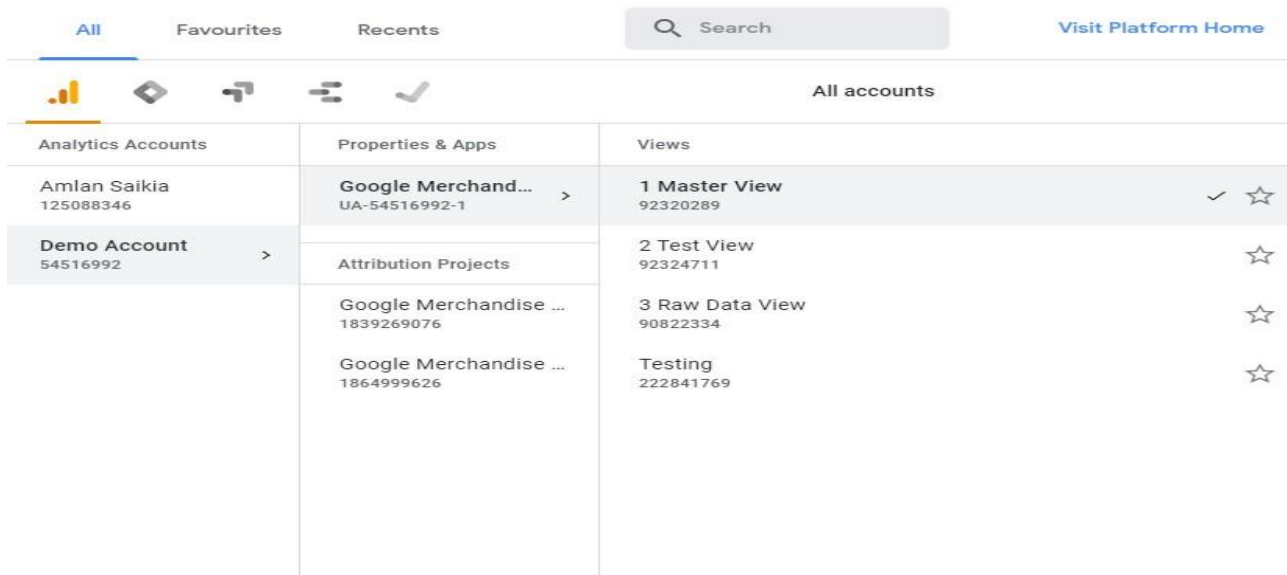UDACITY

Google Analytics

Advanced Displays,
Segmentation & Filtering

Part One:
Primary Views & Filters

1. Best Practice Check:
Three Primary Views

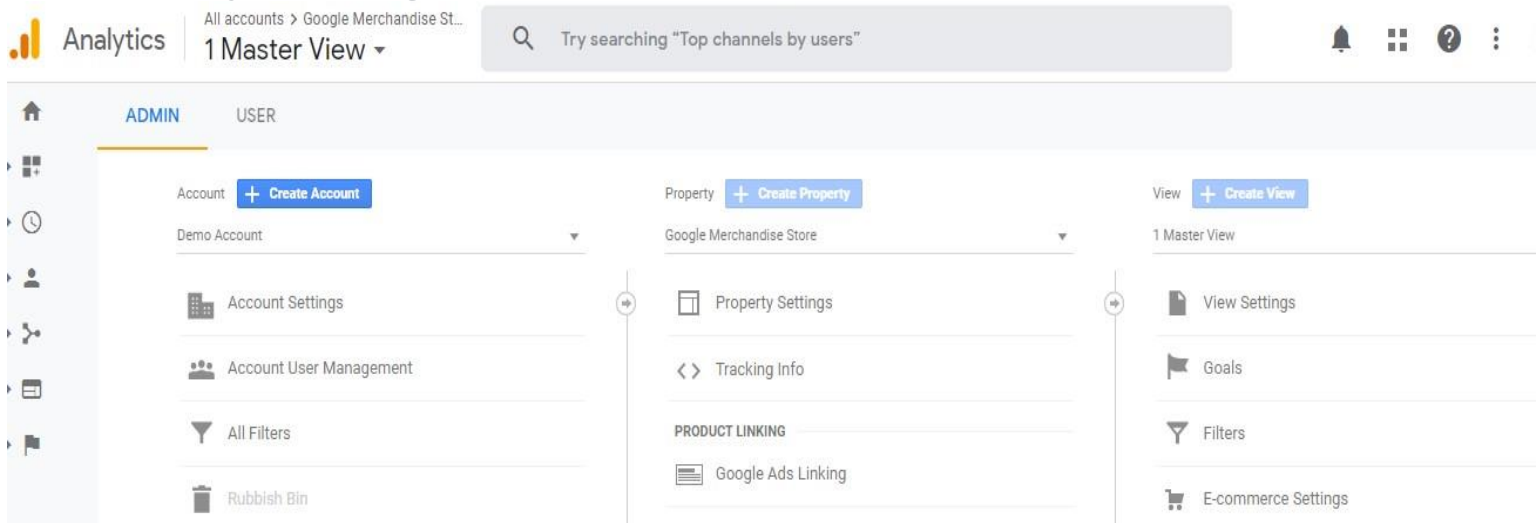I am using **the Google Merchandise Store Account** for this project. It has already three views created.

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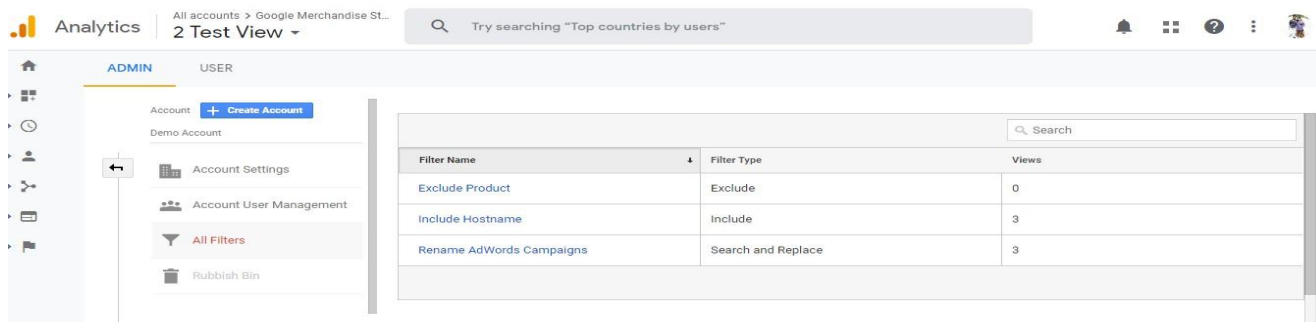
2. Then by clicking on create view.

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 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 an 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

Standard Display - Audience

For the Audience Overview Report, we selected a three month time period ranging from 1 October 2019 to 1st January 2020. The week from 1st Dec 2019 to 7th 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.
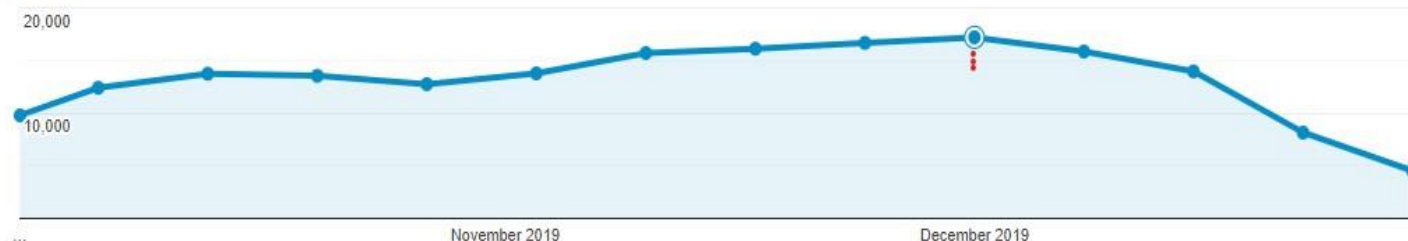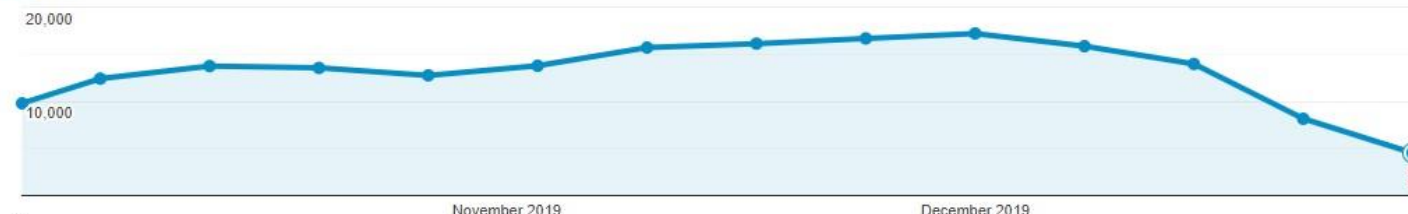
Standard Display - Audience

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 25th was Christmas, so people were buying Christmas gifts beforehand which increased the visitors on the site. 29 Dec to 1st 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?

Primary Dimension: Conversion:

Top Channels ▾   E-commerce ▾

Top Channels | Users | Conversions

- Organic Search
- Direct
- Referral
- (Other)
- Social
- Branded Paid Search
- Generic Paid Search
- Display
- Other Paid Search

54.8%
17.8%
12.6%
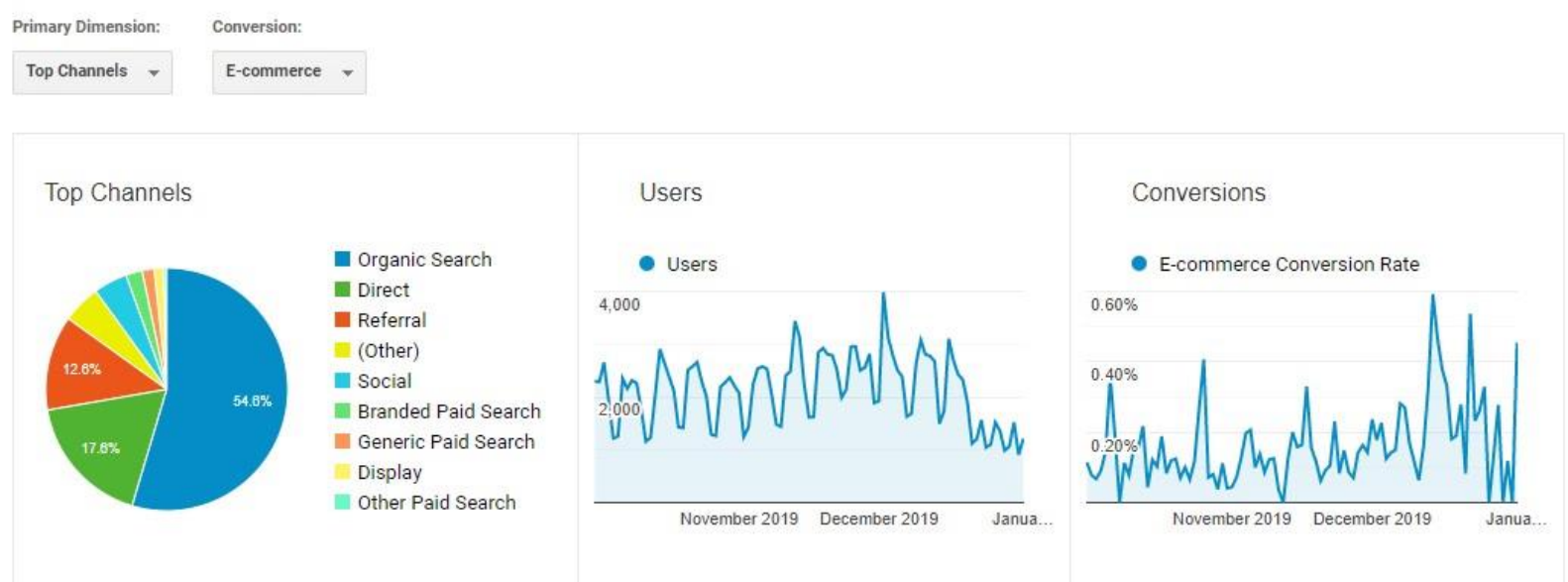
	Acquisition			Behaviour			Conversions		
	Users ↓	New Users	Sessions	Bounce Rate	Pages/Ses...	Avg. Session Duration	E-commerce Conversion Rate	Transactions	Revenue
	166,460	159,294	223,910	45.41%	4.20	00:02:54	0.15%	344	US$20,276.80
1 Organic Search	96,452			53.42%			0.18%		
2 Direct	31,144			34.89%			0.27%		
3 Referral	22,291			26.96%			0.00%		
4 (Other)	9,884			46.87%			0.09%		
5 Social	7,994			66.03%			0.02%		
6 Branded Paid Searc	3,857			24.94%			0.18%		
7 Generic Paid Searcl	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)
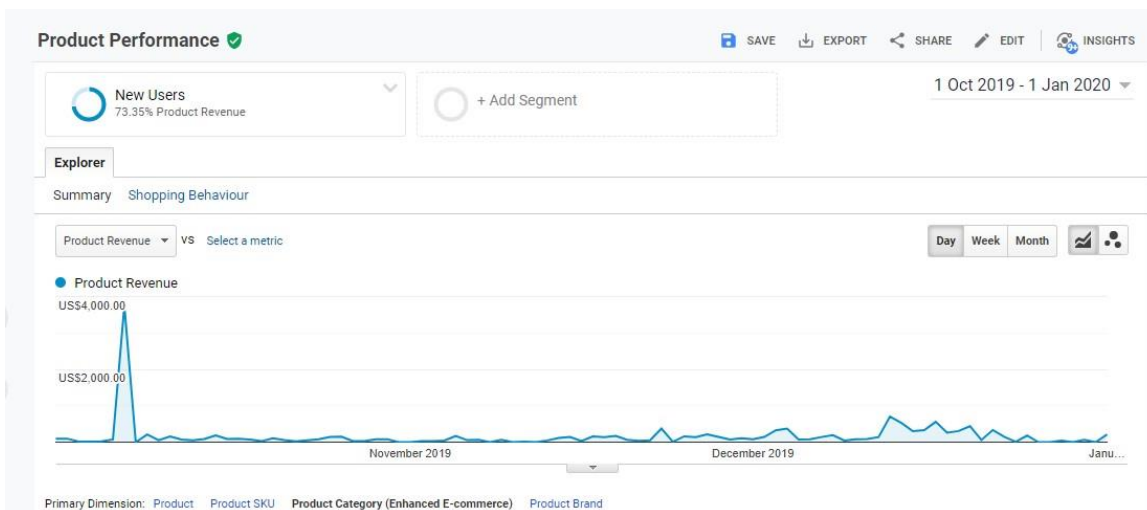
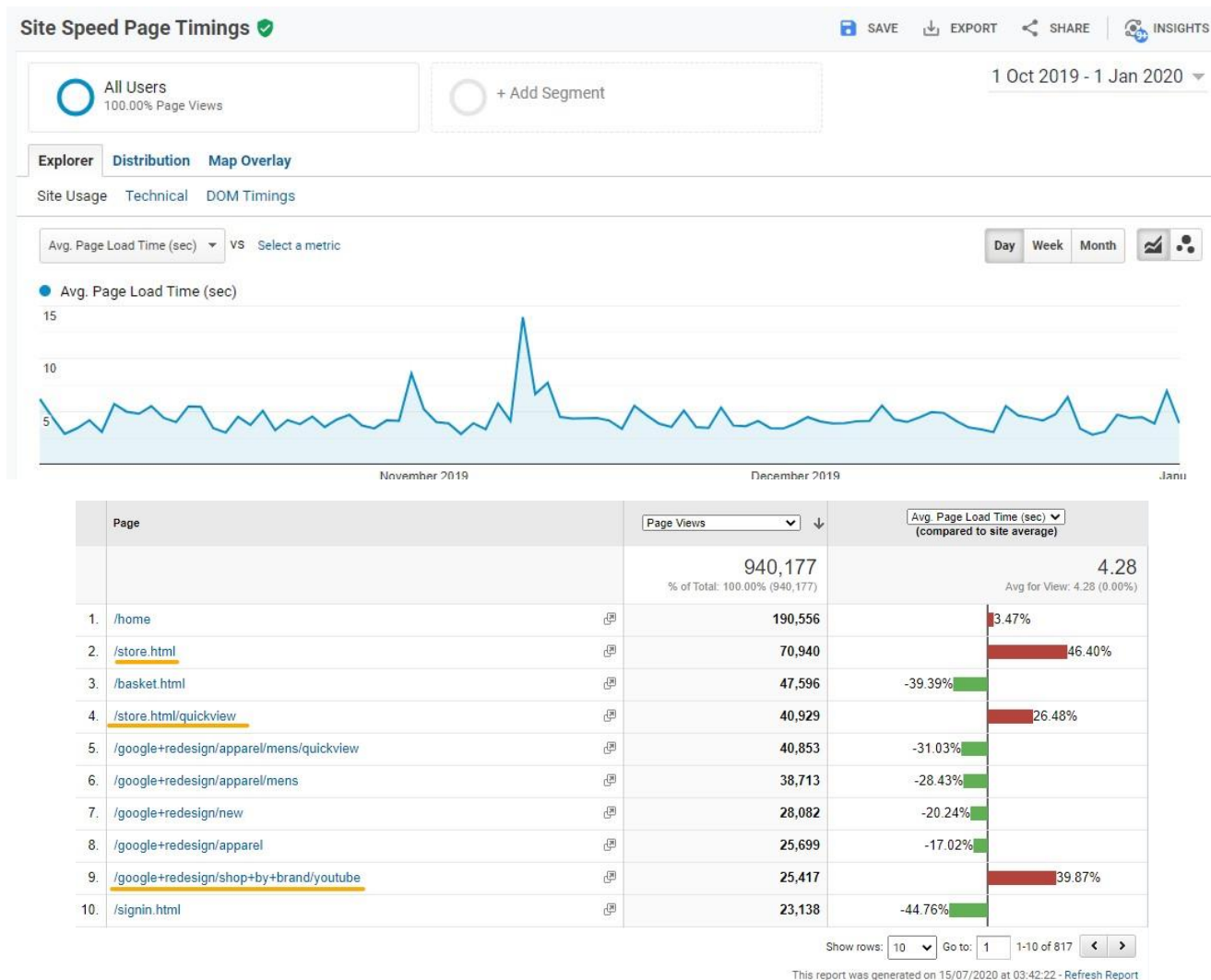| Product Category (Enhanced E-commerce)	Sales Performance						Shopping Behaviour	
	Product Revenue ⌄	Unique Purchases	Quantity	Avg. Price	Avg. QTY	Product Refund Amount	Basket-to-Detail Rate	Buy-to-Detail Rate
New Users	US$14,872.25 % of Total: 73.35% (US$20,276.80)	530 % of Total: 64.95% (816)	1,240 % 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.

Site Speed Page Timings ✓   SAVE   EXPORT   SHARE   INSIGHTS

	All Users 100.00% Page Views	+ Add Segment		1 Oct 2019 - 1 Jan 2020 ▾

Explorer Distribution Map Overlay

Site Usage Technical DOM Timings

Avg. Page Load Time (sec) ▾ VS Select a metric   Day Week **Month**

● Avg. Page Load Time (sec)

November 2019   December 2019   Janu

Page		Page Views ▾ ↓	Avg. Page Load Time (sec) ▾ (compared to site average)
		940,177 % of Total: 100.00% (940,177)	**4.28** Avg for View: 4.28 (0.00%)
1.	/home	190,556	3.47%
2.	/store.html	70,940	46.40%
3.	/basket.html	47,596	-39.39%
4.	/store.html/quickview	40,929	26.48%
5.	/google+redesign/apparel/mens/quickview	40,853	-31.03%
6.	/google+redesign/apparel/mens	38,713	-28.43%
7.	/google+redesign/new	28,082	-20.24%
8.	/google+redesign/apparel	25,699	-17.02%
9.	/google+redesign/shop+by+brand/youtube	25,417	39.87%
10.	/signin.html	23,138	-44.76%

Show rows: 10 ▾ Go to: 1   1-10 of 817 ‹ ›

This report was generated on 15/07/2020 at 03:42:22 - Refresh Report

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)
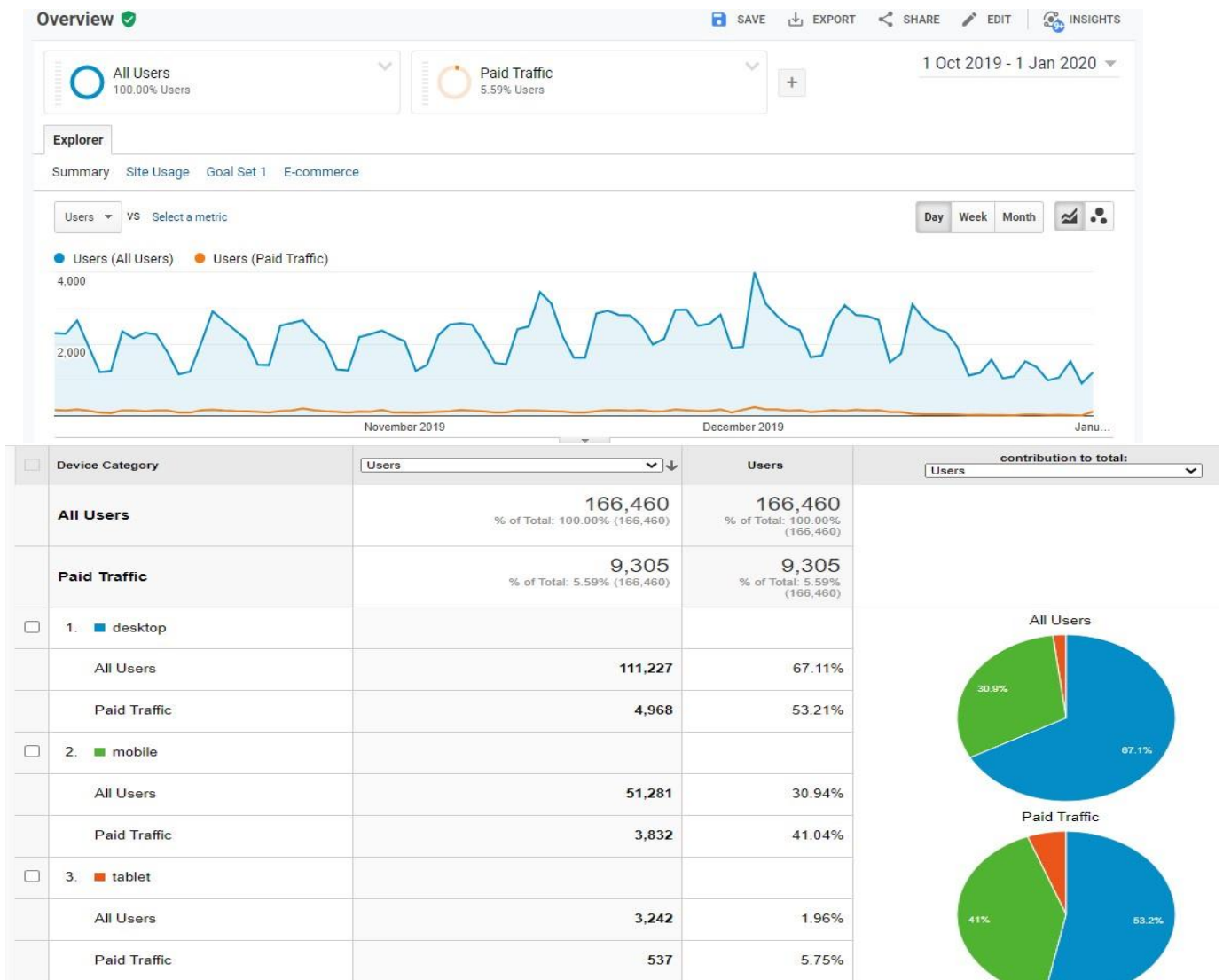
# Part Three: Segmentation

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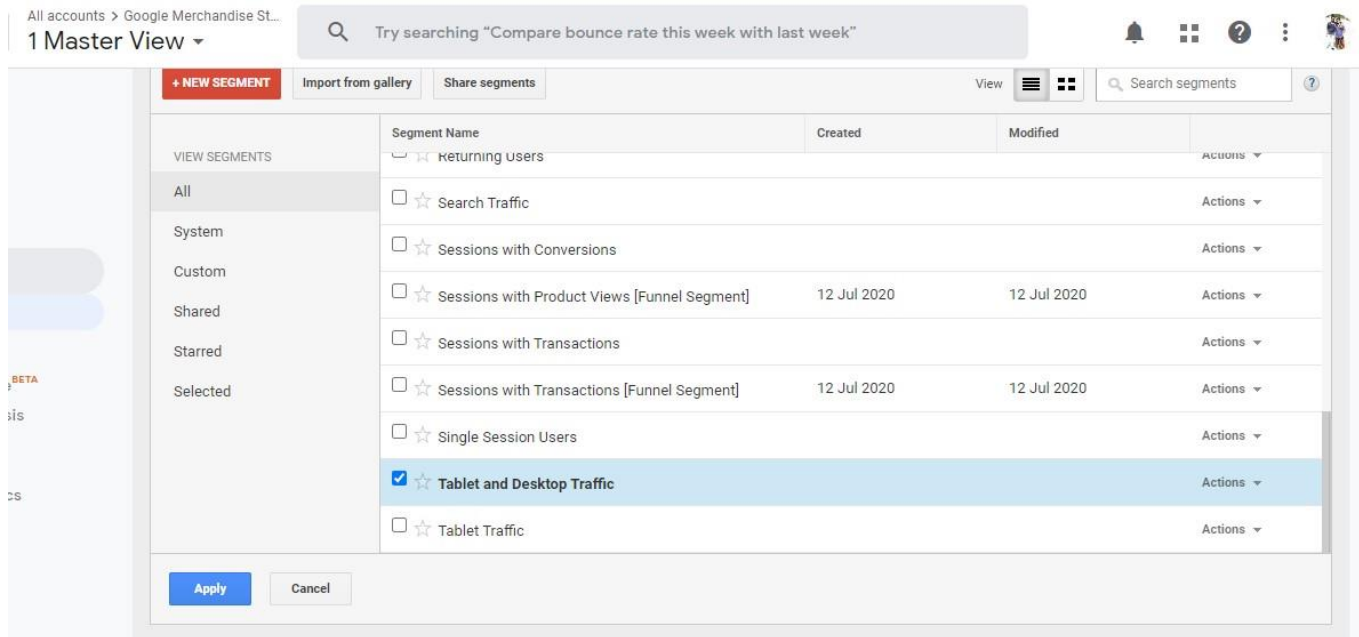
I have used the Tablet and desktop Traffic segment for the characteristics segment. It was a premade segment.
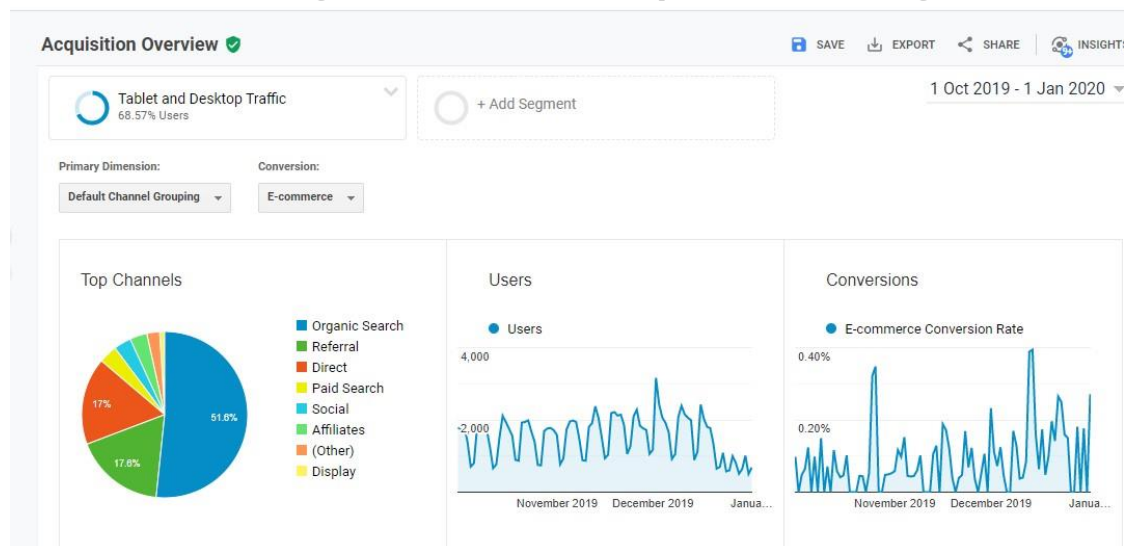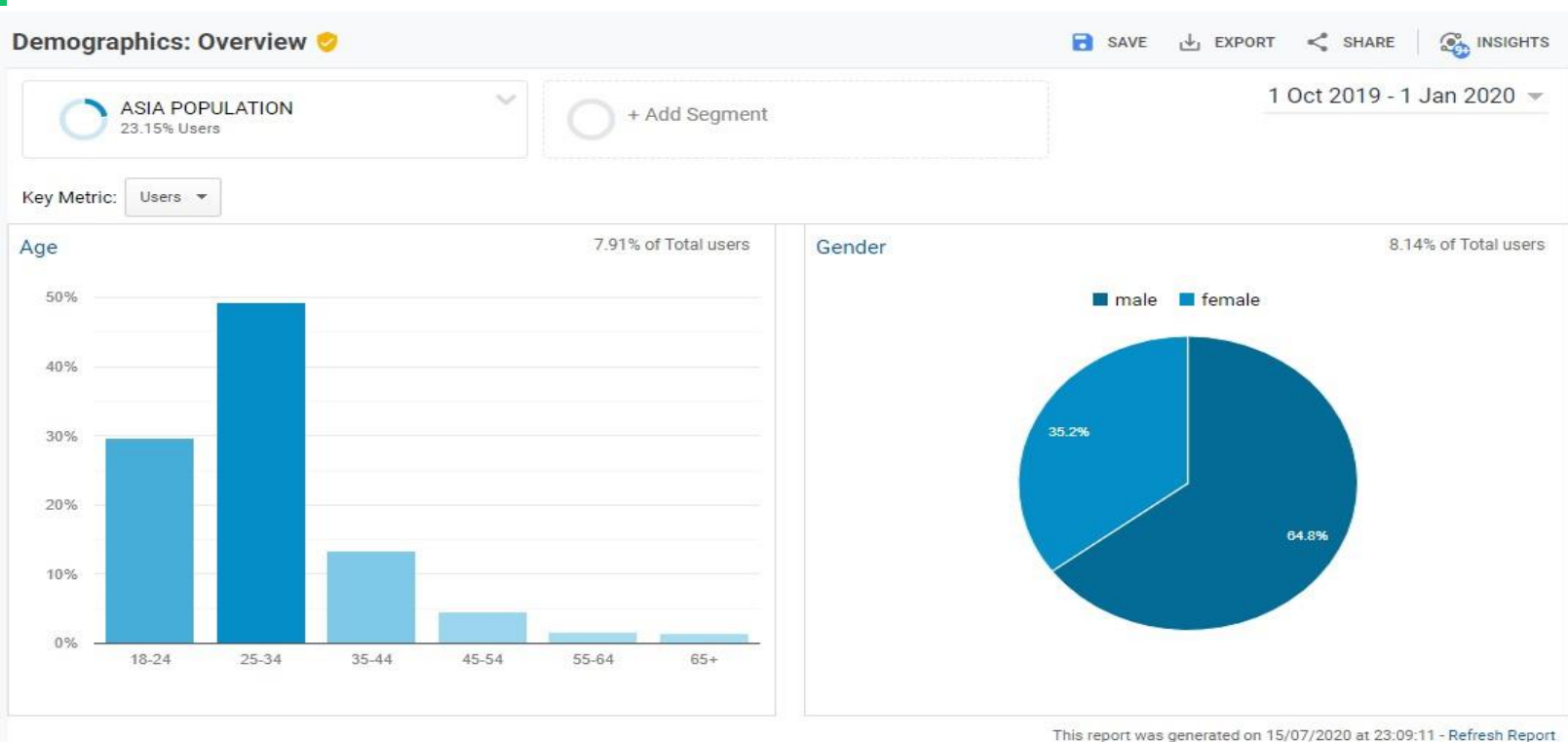

We can see from the above picture that Tablet and Desktop accounted for 68.57% of user base, so it is a quite significant user base. This data is from 1 Oct 2019-1 Jan 2020

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			53.73%			0.10%		
2 ■ Referral	21,600			26.54%			0.00%		
3 ■ Direct	20,835			32.60%			0.16%		
4 ■ Paid Search	4,391			25.78%			0.11%		
5 ■ Social	4,148			63.21%			0.02%		
6 ■ Affiliates	4,118			61.48%			0.00%		
7 ■ (Other)	3,067			32.98%			0.08%		
8 ■ Display	1,205			78.73%			0.00%		

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.
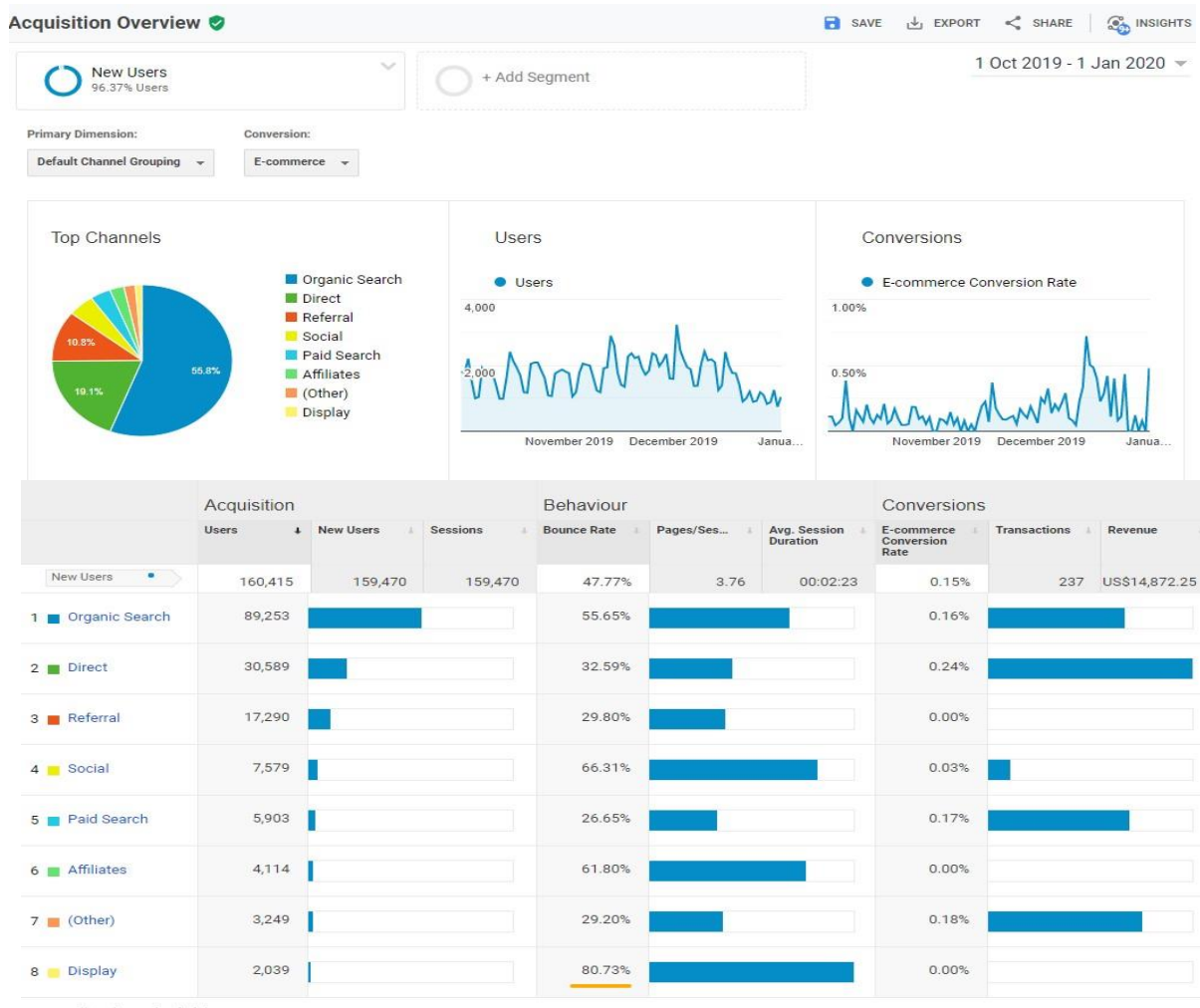
Audience Segment: Geography

Demographics: Overview ✔

| ASIA POPULATION 23.15% Users | + Add Segment | 1 Oct 2019 - 1 Jan 2020 |

SAVE   EXPORT   SHARE   INSIGHTS

Key Metric: Users

Age — 7.91% of Total users

Gender — 8.14% of Total users

■ male ■ female

35.2%

64.8%

This report was generated on 15/07/2020 at 23:09:11 - Refresh Report

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

Acquisition Overview ✓   💾 SAVE   ⬇ EXPORT   ⟨ SHARE | 🖳 INSIGHTS

New Users
96.37% Users   + Add Segment   1 Oct 2019 - 1 Jan 2020 ▾

Primary Dimension: Default Channel Grouping ▾   Conversion: E-commerce ▾

Top Channels
- Organic Search
- Direct
- Referral
- Social
- Paid Search
- Affiliates
- (Other)
- Display

55.8% / 19.1% / 10.8%

Users — Users — 4,000 / 2,000 — November 2019 December 2019 Janua...

Conversions — E-commerce Conversion Rate — 1.00% / 0.50% — November 2019 December 2019 Janua...

	Acquisition			Behaviour			Conversions		
	Users ↓	New Users	Sessions	Bounce Rate	Pages/Ses...	Avg. Session Duration	E-commerce Conversion Rate	Transactions	Revenue
New Users	160,415	159,470	159,470	47.77%	3.76	00:02:23	0.15%	237	US$14,872.25
1 Organic Search	89,253			55.65%			0.16%		
2 Direct	30,589			32.59%			0.24%		
3 Referral	17,290			29.80%			0.00%		
4 Social	7,579			66.31%			0.03%		
5 Paid Search	5,903			26.65%			0.17%		
6 Affiliates	4,114			61.80%			0.00%		
7 (Other)	3,249			29.20%			0.18%		
8 Display	2,039			80.73%			0.00%		

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.
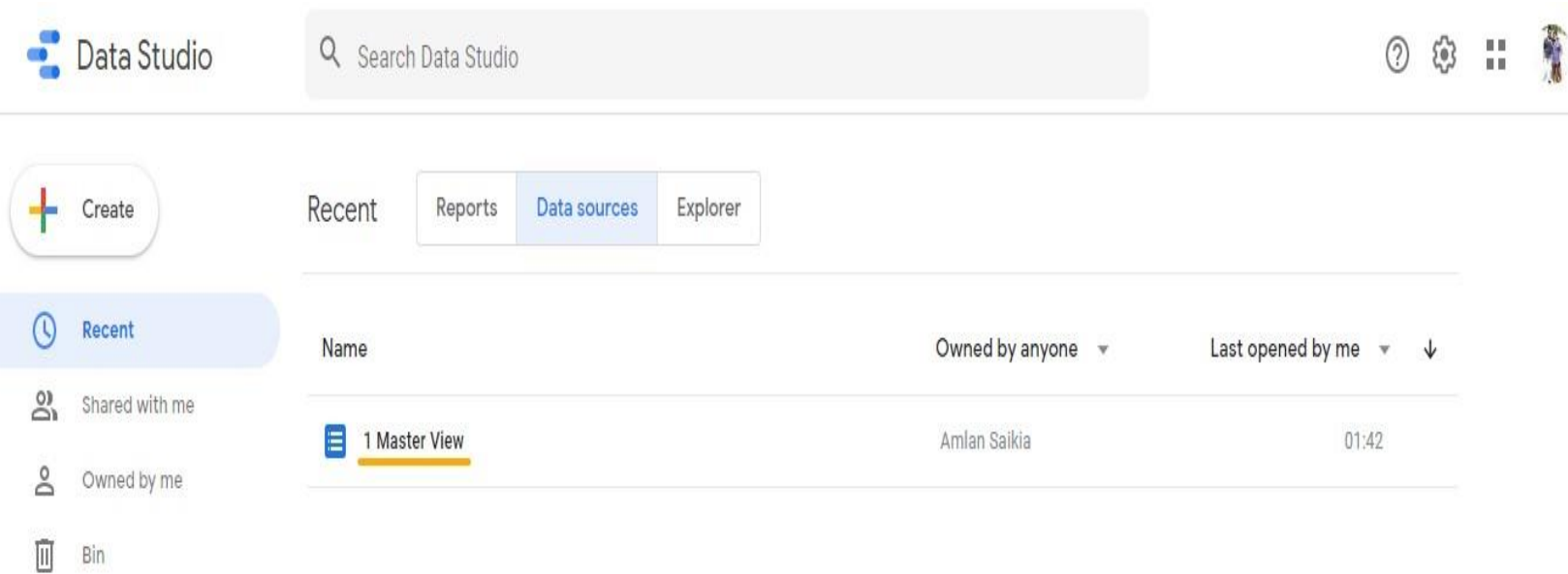
ANND Portfolio

Advanced Displays, Segmentation & Filtering

PART TWO: **Creating Custom Reports, Dashboards, and Custom**

# 1. Google Merchandise Store connected with Master view.

- The above picture shows that the Google Merchandise Store is connected to Data Studio by the Master View

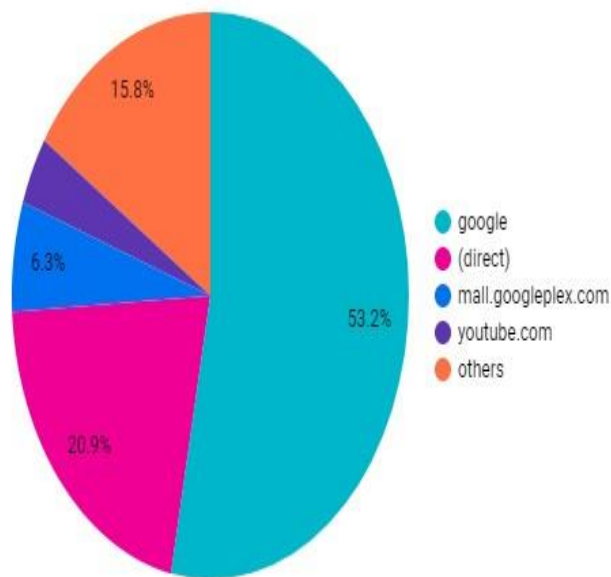# 2. A Time Series chart: configured to show unique pageviews, sessions, and users.
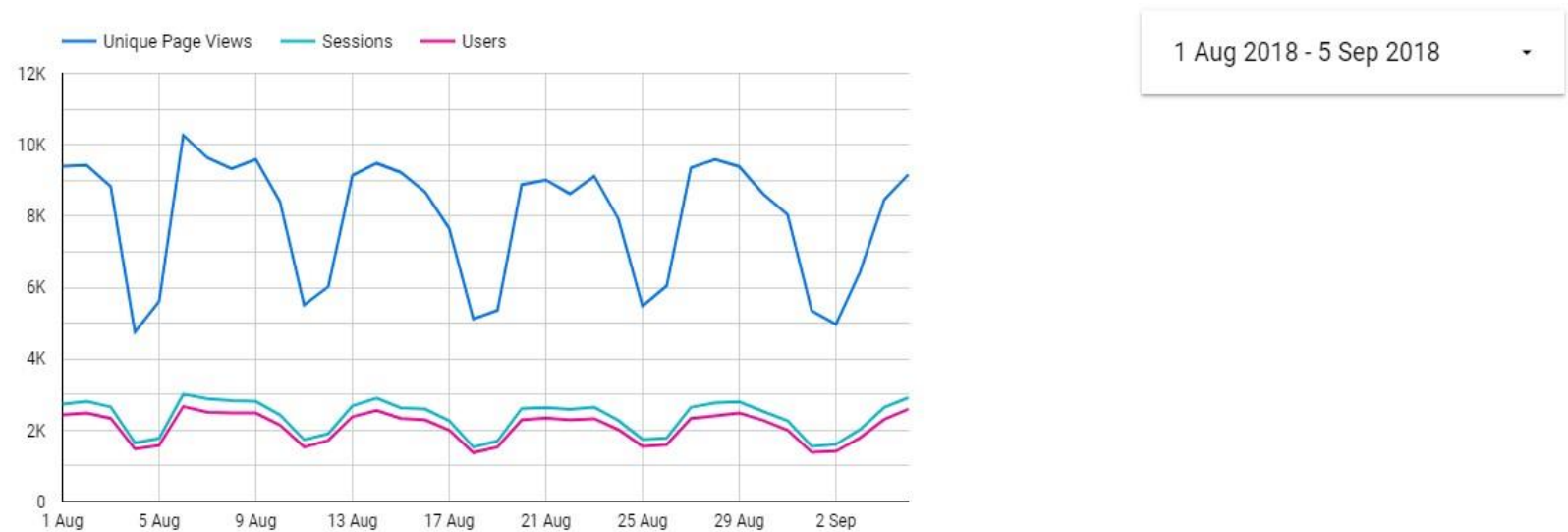
- The above Time series chart is configured to show unique pageviews, sessions, and users for the time 1 August 2018 to 5th September 2018.

2.Contains a Pie chart, 7 slices: configured to show revenue, broken down by product categories.
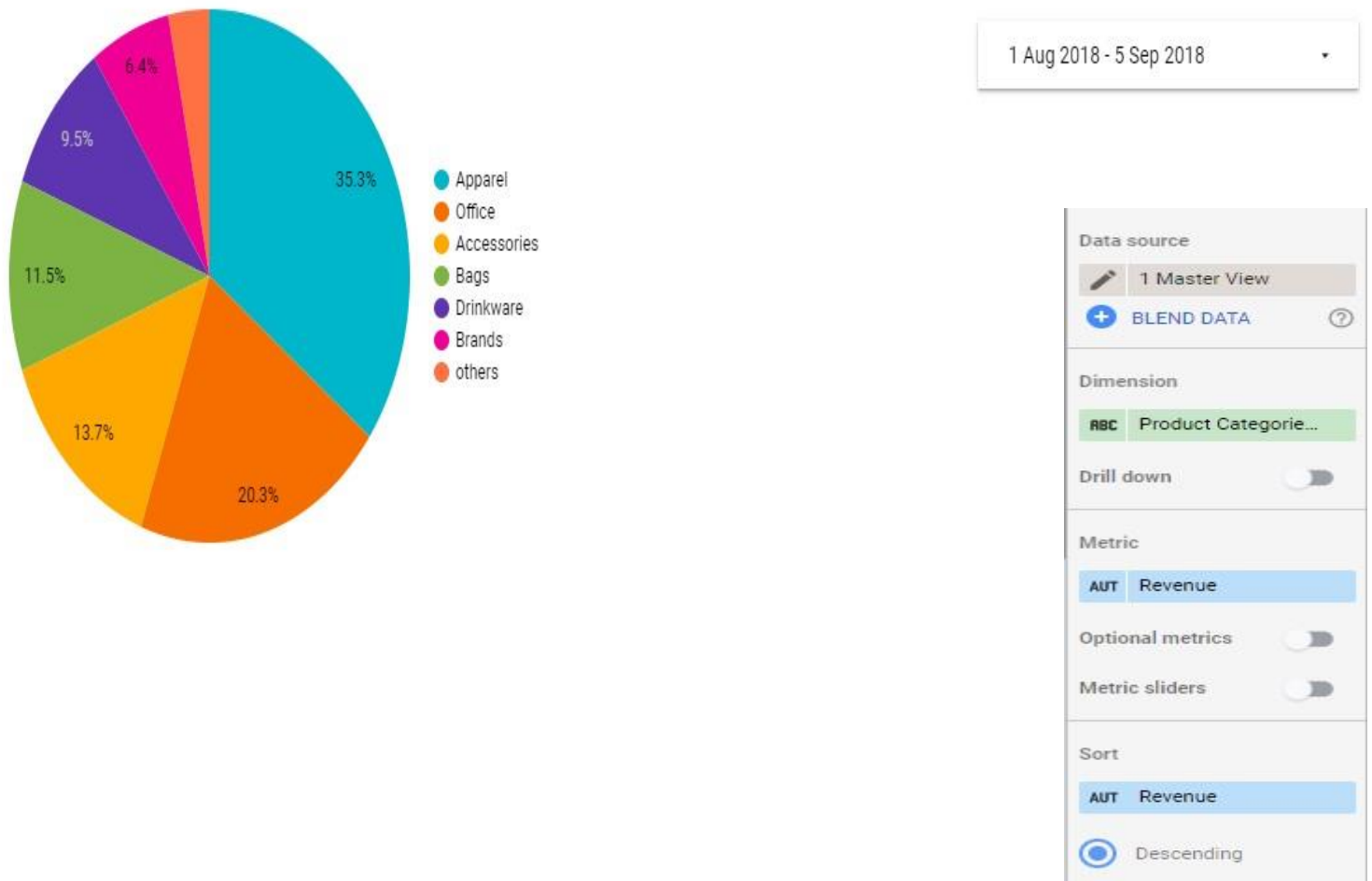
- The above picture contains a pie chart showing revenue broken down into 7 slices within the time period 1 August 2018 to 5th September 2018.

3.Contains a Pie chart, 5 slices: configured to show what sources are driving new users to the site.
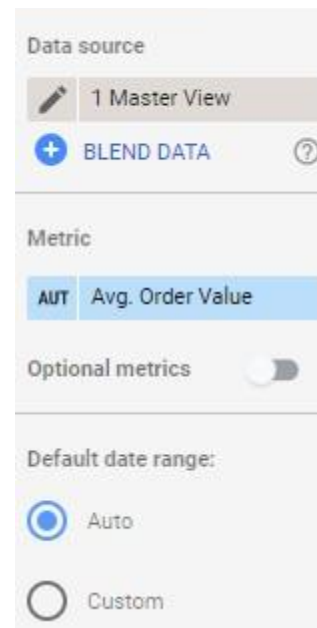
- The above picture shows the new users and their sources between 1 August 2018 to 5 September 2018.

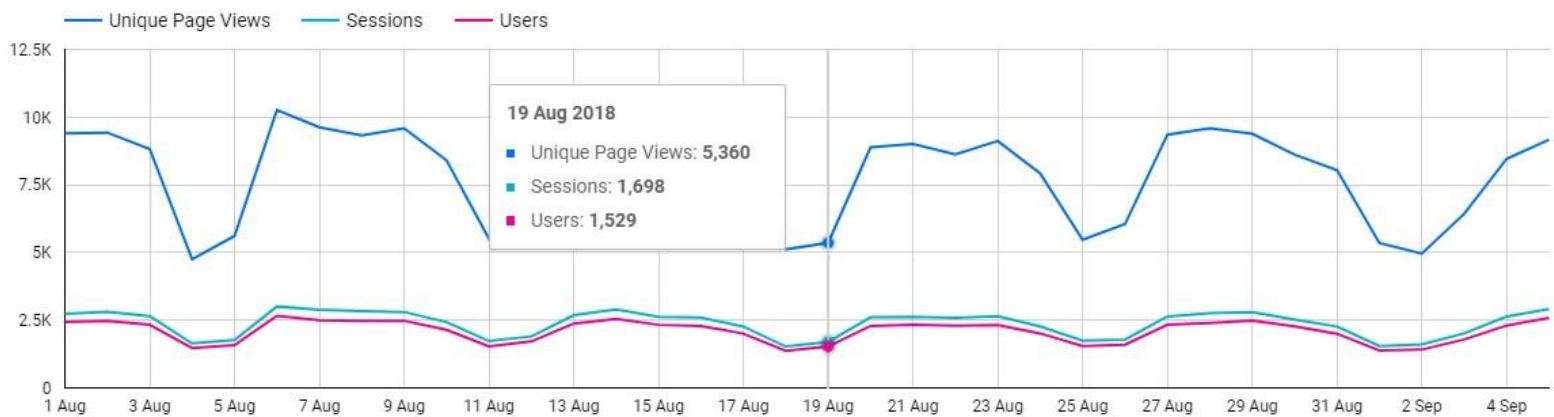# 4. Contains a Scorecard: configured to display average order value

- The Scorecard above shows the average ordered value from the 1 August 2018 to 5th September 2018.

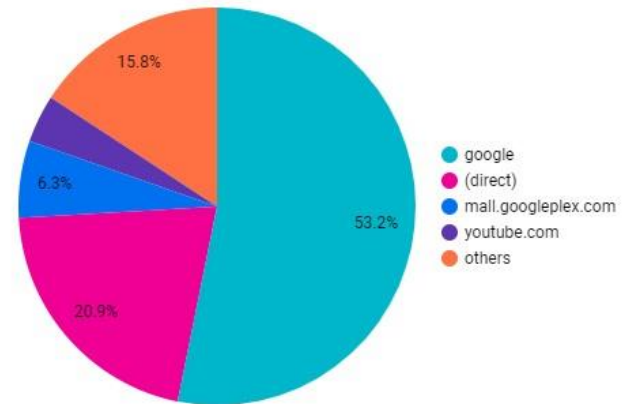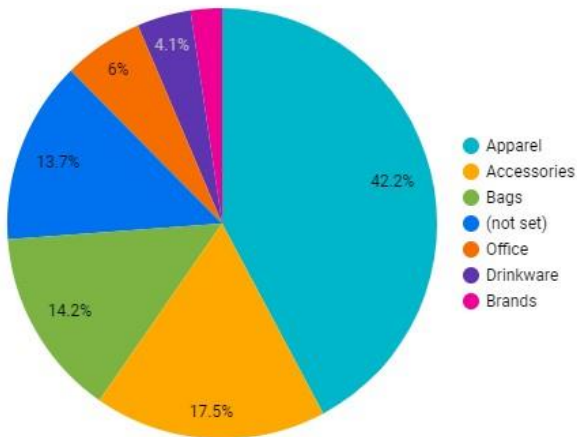Contains a Date Range Control that governs all of the charts, set to the range of August 1st-September 5th, 2018.
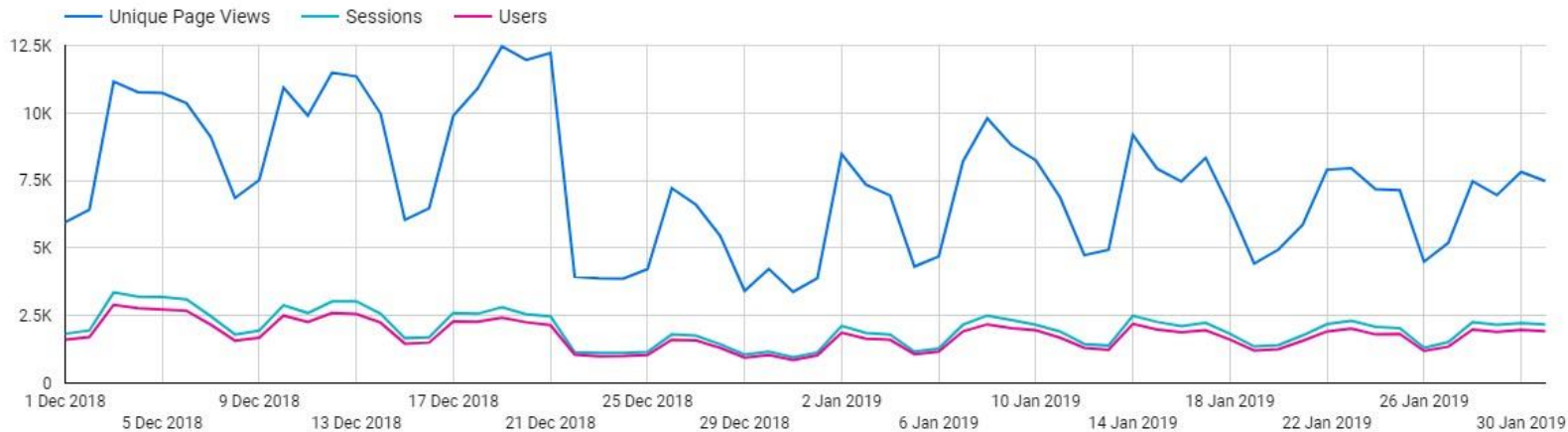
- The above picture contains Date Range control that governs all the charts, set to the range August 1st to September 5th 2018.

Avg. Order Value
$50.97

1 Dec 2018 - 31 Jan 2019

- As we set the date 1 December 2018 to 31st January 2019 we see all the values change.