

Google Analytics



Advanced Displays,
Segmentation & Filtering






Part One: Primary Views & Filters

1. Best Practice Check: Three Primary Views

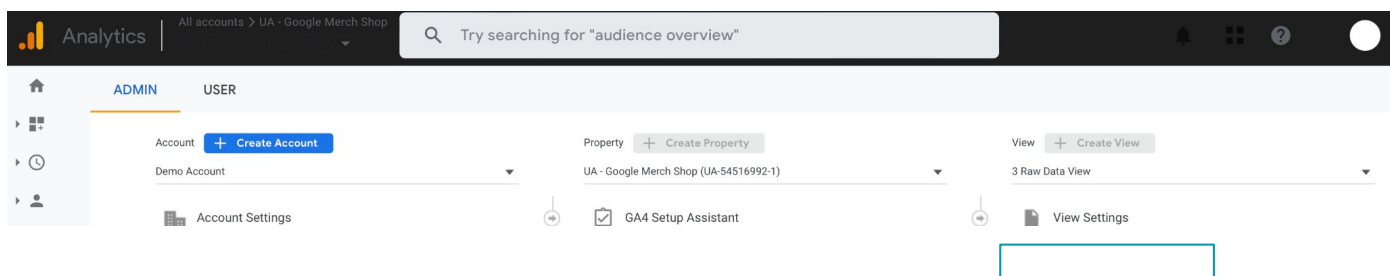
I make use of the Google Merchandise Store Demo Account, which already has the three main views made.

- Master View (A custom configuration and filters have been applied to the live production view)
- Test View (where you can try things out before rolling out to Master View)
- Raw Data View (view of the basic line with no filter applied)

	Demo Account > UA - Google Merch Shop 3 Raw Data View	Tracking ID UA-54516992-1	Organisation Unknown (- FVW7aJrTwYZY0VUASyJ qQ)	★
	Demo Account > UA - Google Merch Shop 1 Master View	Tracking ID UA-54516992-1	Organisation Unknown (- FVW7aJrTwYZY0VUASyJ qQ)	★
	Demo Account > UA - Google Merch Shop 2 Test View	Tracking ID UA-54516992-1	Organisation Unknown (- FVW7aJrTwYZY0VUASyJ qQ)	★

We do not have the ability to create views, but the processes for doing so are:

- Go to Admin
- Click the "+ Create View".



2. Best Practice Check: Filtering Internal Traffic

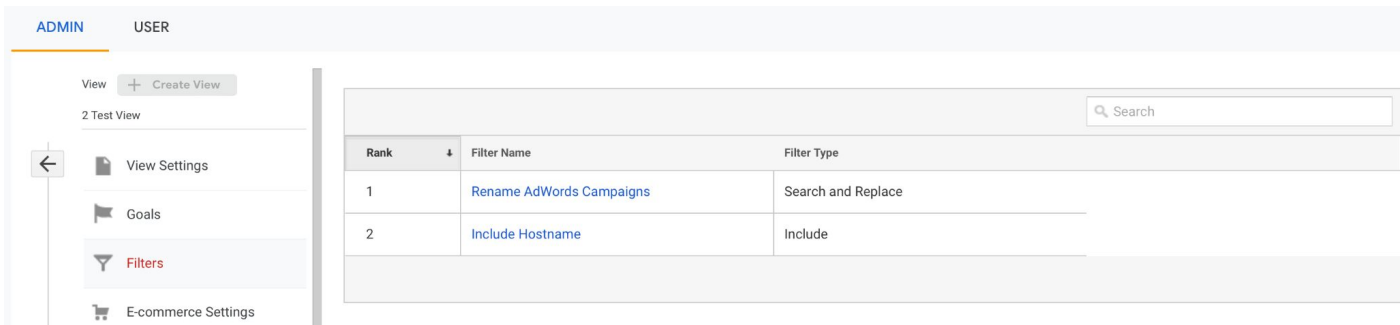
The Google Merchandise Store Demo Account lacks this filter and does not allow you to add one.

We can create a filter by following the steps after we selecting **Test View**.

- Go to Admin

In the Create View section,

- Click on Filter



The screenshot shows the Google Analytics Admin interface. At the top, there are tabs for 'ADMIN' and 'USER'. Below the 'ADMIN' tab, there is a 'View' section with a '+ Create View' button. Underneath, it says '2 Test View'. On the left sidebar, there are links for 'View Settings', 'Goals', 'Filters' (highlighted in red), and 'E-commerce Settings'. The main content area displays a table of filters.

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

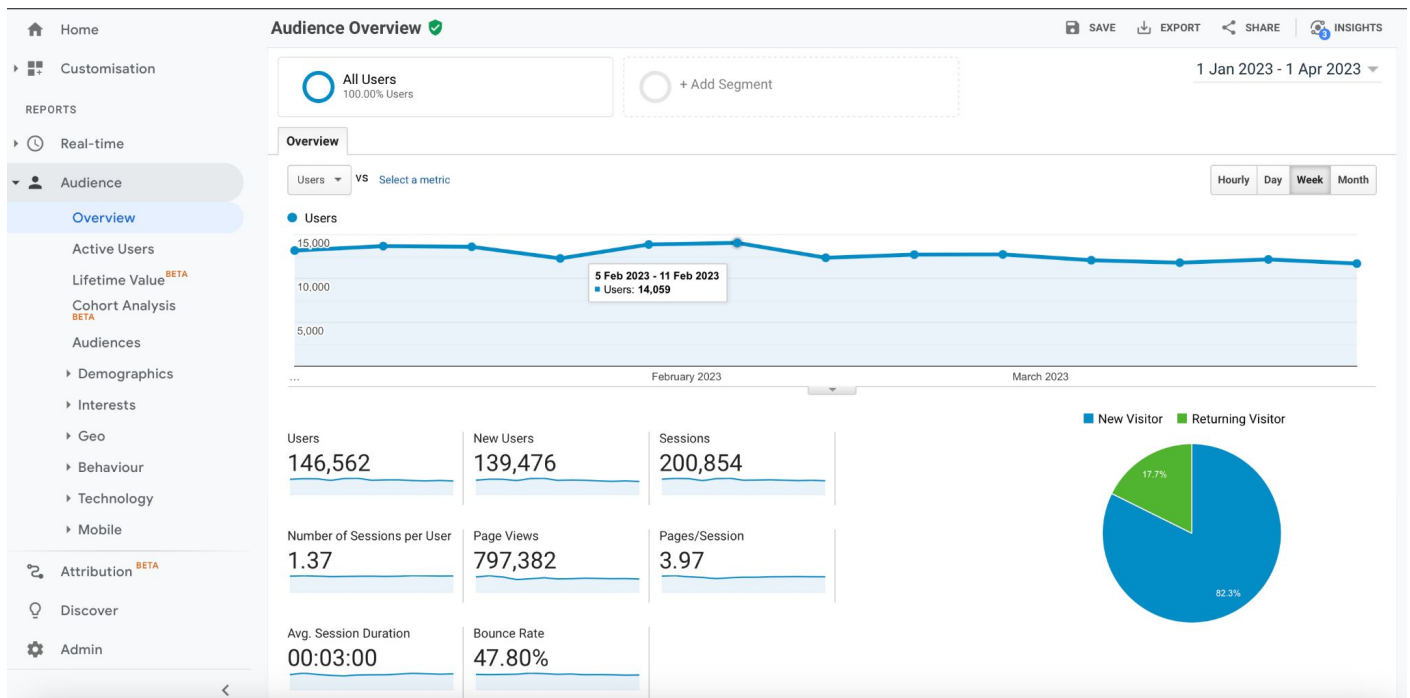


Part Two: Data Exploration

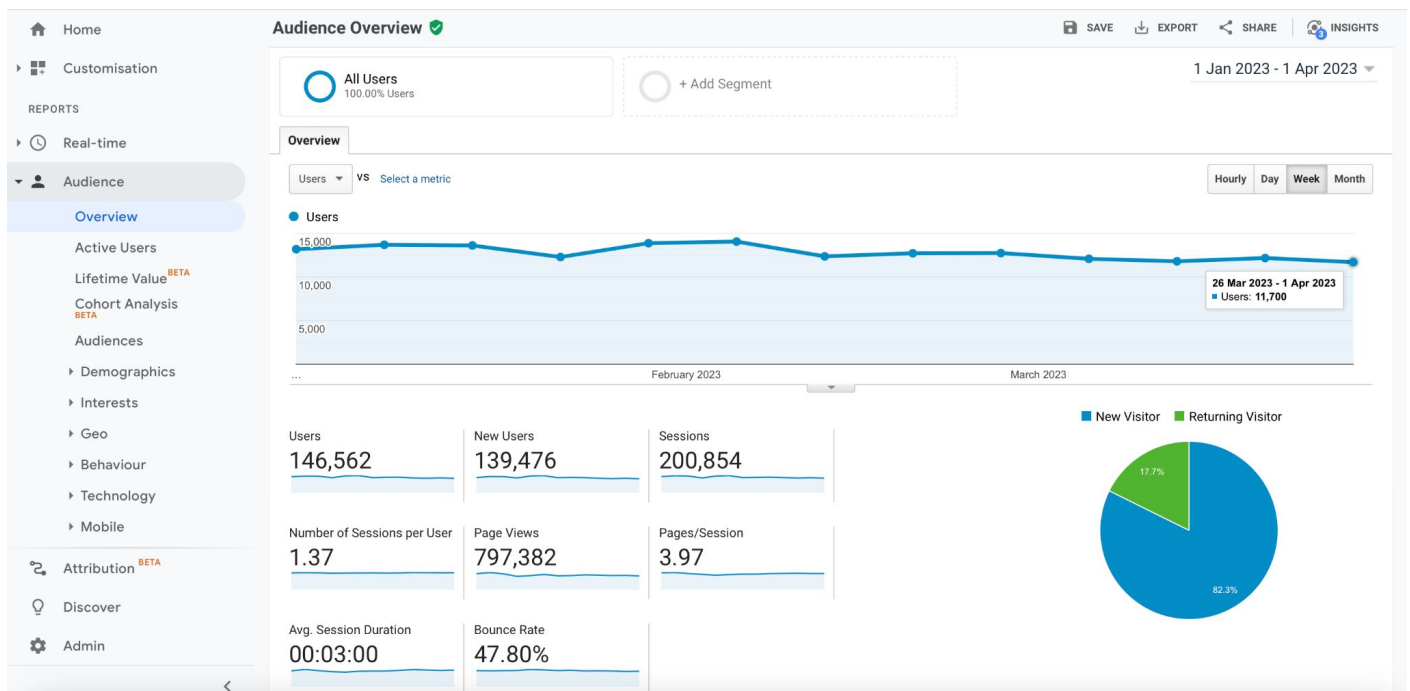
Standard Display - Audience

In the first 3 months, from January 1st, 2023, to April 1st, 2023, the number of users peaked on February 5th–11th at 14,059 and dropped to its lowest on March 26th–April 1st, 2023, at 11,700.

February 5th–11th: 14,059 users



March 26th– April 1st: 11,700 users



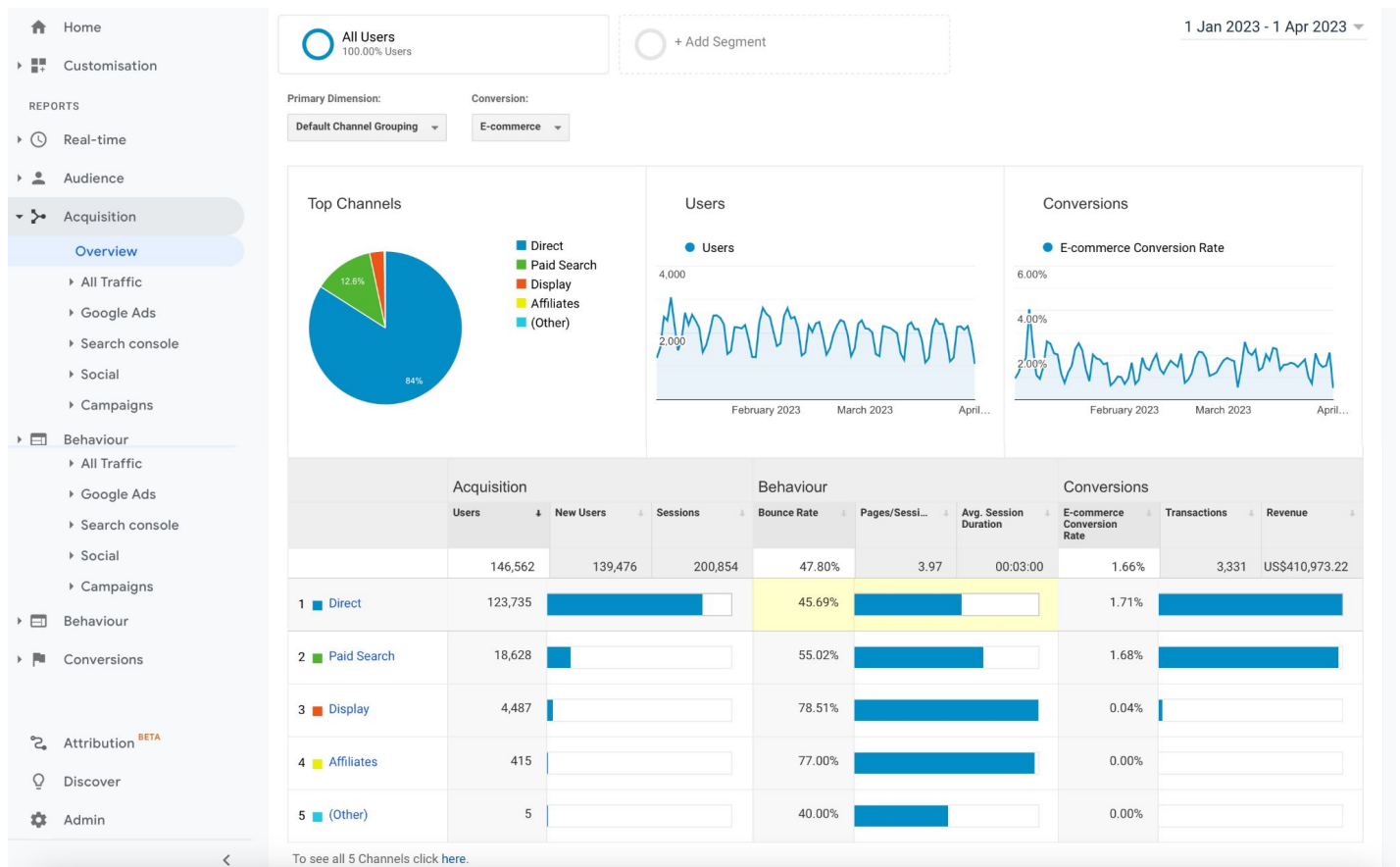
Standard Display - Audience

Looking at the audience overview report suggests there was a celebration in February, but the highest number of users reached matched the time of February 5–11, therefore the increase was likely tied to buying for the celebration.

Whereas the period March 26th–April 1st sees a fall down, Schools typically schedule a 1-week break during the final 2 weeks of March or the first of April, where most students are studying and preparing for their exams, thus not having time to shopping.

Standard Display: Acquisition

During the chosen time frame, excluding *Direct* and *(Other)*, which channels had the highest and lowest bounce rates and the highest and lowest eCommerce conversion rates?



Standard Display: Acquisition

We used the Acquisition Overview Report with Primary Dimension set to Default Channel Grouping and Conversion set to eCommerce ("All Users" segment) excluding *Direct* and (*Other*), to determine which channels had the highest and lowest bounce rates as well as the highest and lowest eCommerce conversion rates during the three-month period chosen.

The percentage of visitors to a given website that leave after only reading one page is known as the "bounce rate."

According to the data,

- Display channel had the highest bounce rate (78.51%)
- Paid Search channel had the lowest bounce rate (55.02%).

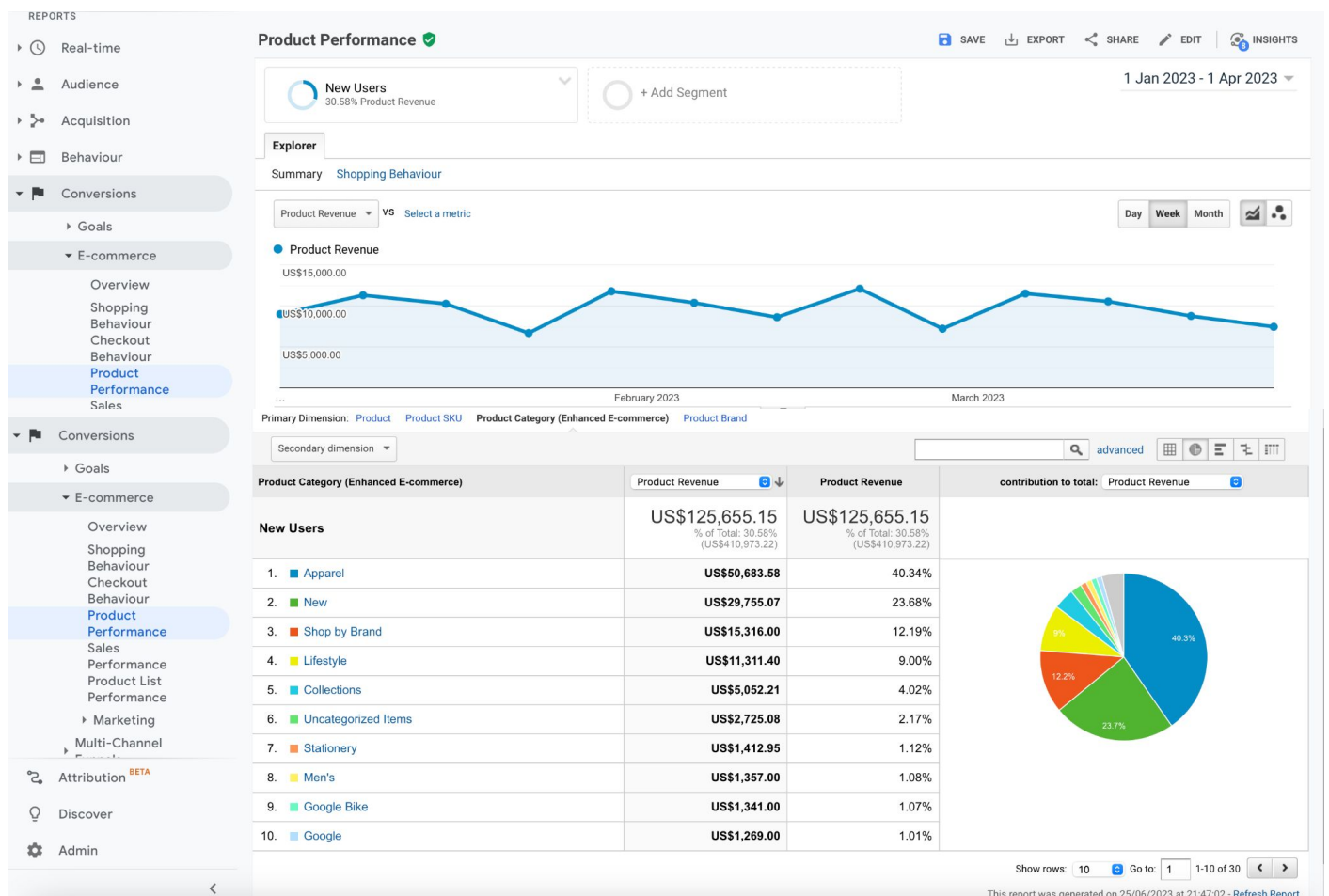
The percentage of sessions that ended in an online purchase is known as the "eCommerce Conversion Rate."

The report shows that:

- Paid Search channel had the highest eCommerce Conversion Rate at 1.68%
- Affiliate channel had the lowest eCommerce Conversion Rate at 0.00%

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.)



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.

From January 1 to April 1, 2023, users' behavior was tracked for the site speed page timing.

The report shows */asearch.htm*, and */google+redesign/shop+by+brand/youtube* performed badly, at 19.08%, and 8.83% respectively.

We could review the Speed Suggestions Report for speeding up at these sites.

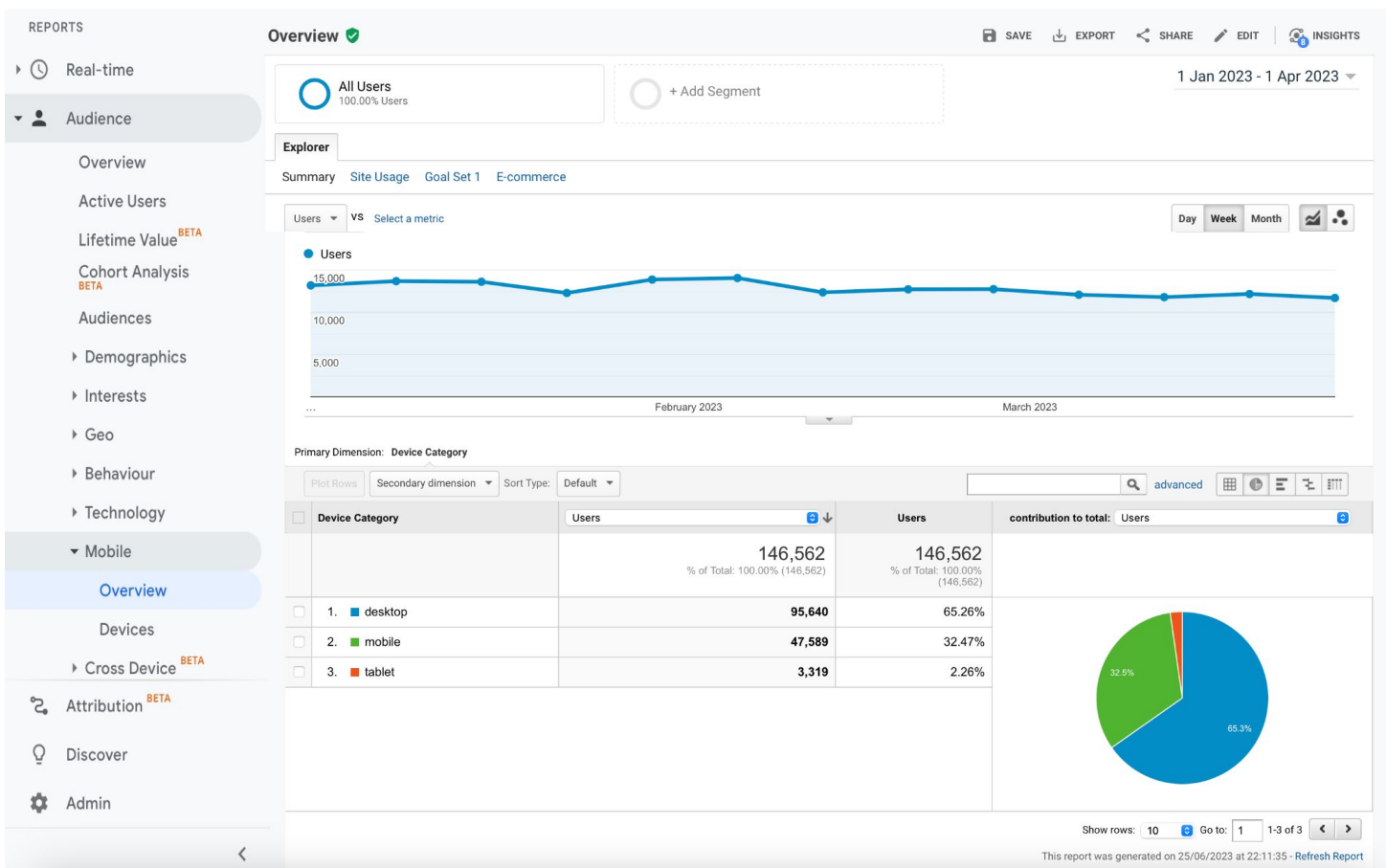
Primary Dimension: Page Page Title Content Grouping: None Other			
Secondary dimension		Sort Type: Default	
Page		Page Views	Avg. Page Load Time (sec) (compared to site average)
		797,382 % of Total: 100.00% (797,382)	4.53 Avg for View: 4.53 (0.00%)
1.	/home	150,264	59.56%
2.	/store.html	54,167	-24.28%
3.	/basket.html	53,830	-18.80%
4.	/google+redesign/apparel/mens	37,708	0.98%
5.	/google+redesign/apparel	27,930	-0.43%
6.	/signin.html	27,480	-55.45%
7.	/asearch.html	26,576	19.08%
8.	/google+redesign/new	24,763	-25.32%
9.	/google+redesign/lifestyle/drinkware	19,465	-1.98%
10.	/google+redesign/shop+by+brand/youtube	17,522	8.83%

Show rows: 10 Go to: 1 1-10 of 876

This report was generated on 25/06/2023 at 21:53:57 - [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.

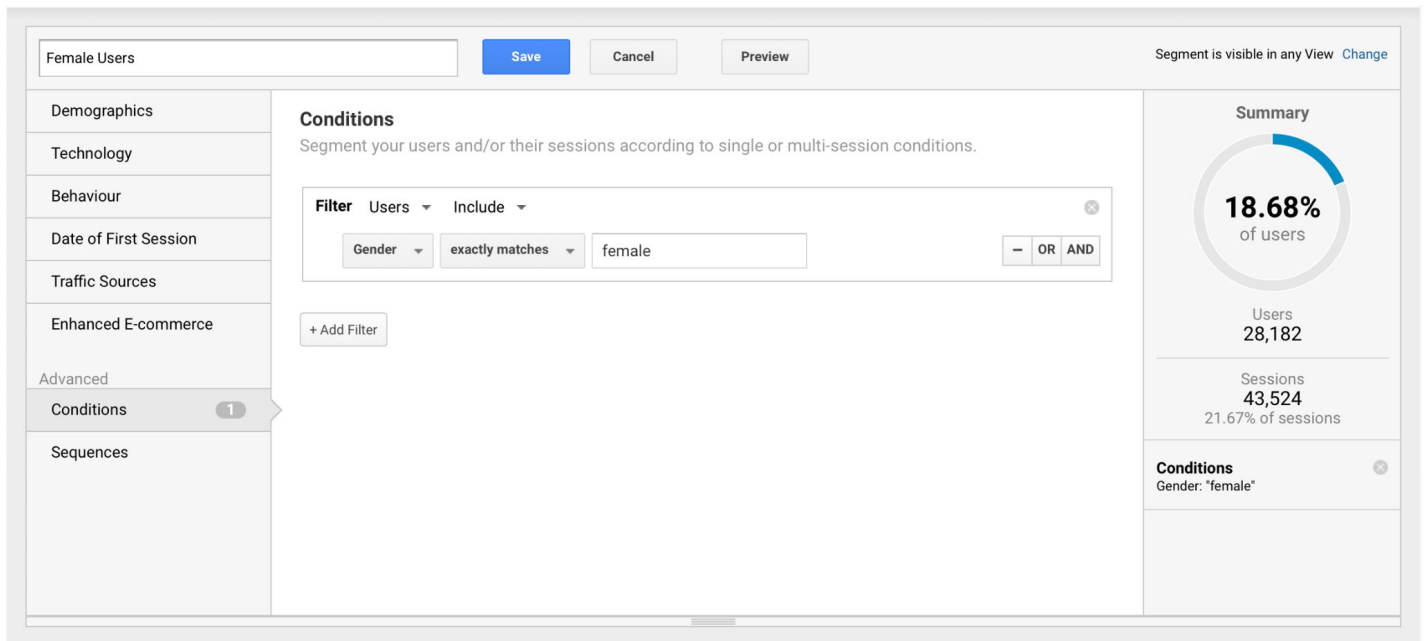


Desktops had the biggest percentage of users (65.3%), followed by mobile devices (32.5%), and tablet users had a very low number of 2.3%.



Part Three: Segmentation

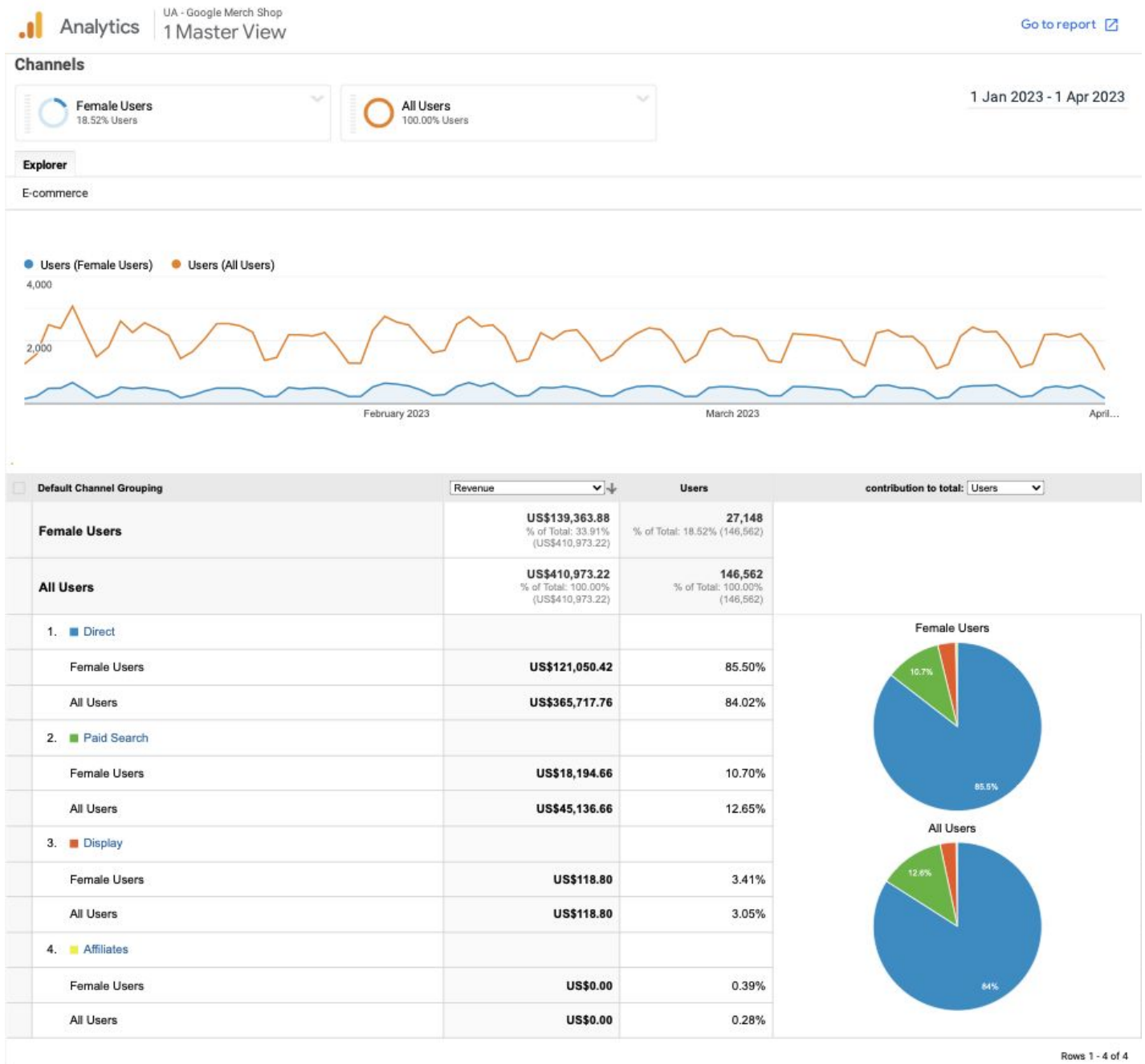
Audience Segment: Characteristic



This segment was designed specifically for female users. According to the Summary, this segment accounts for 16.68% of all users. It can help me answer queries like:

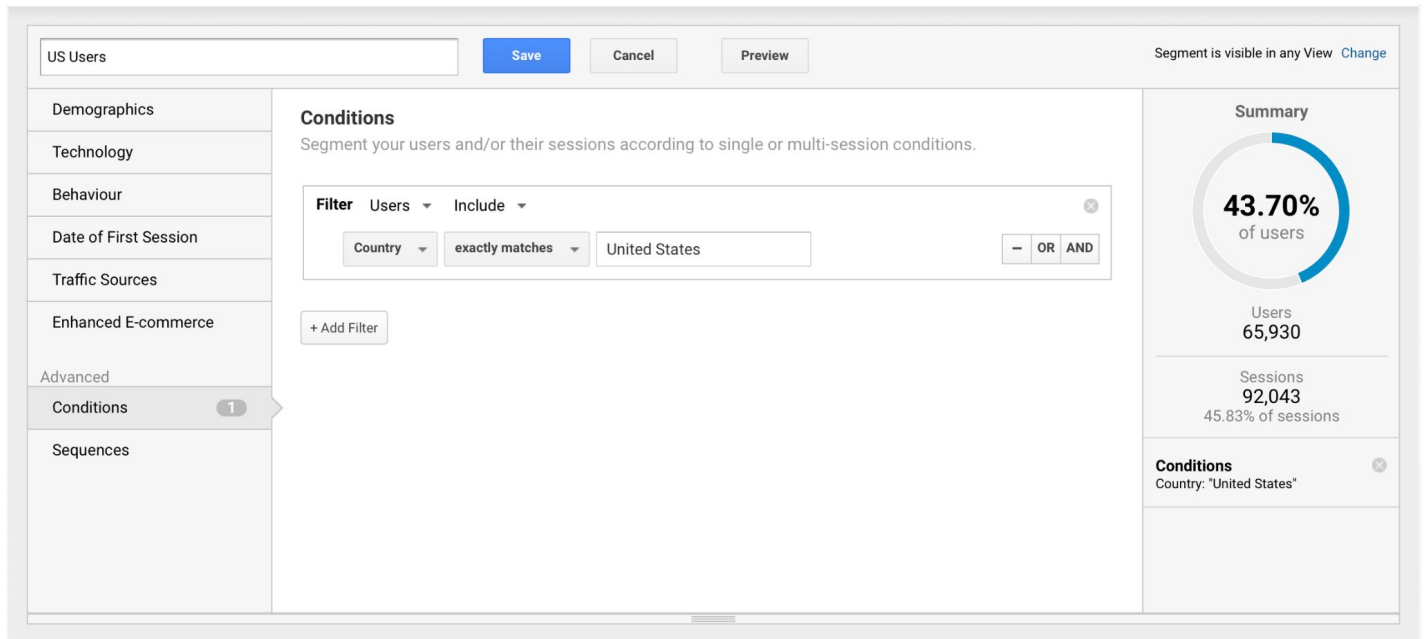
- How much eCommerce income is generated by this segment?
- What percentage of overall eCommerce income is generated by this segment?

Audience Segment: Characteristic



According to the report, this segment's total eCommerce revenue was \$139,363.88, accounting for 33.91% of the total. When the channels are split down, Direct, Paid Search, and Display take the top three rankings with \$121,050.42, \$18,194.66, and \$118.80, respectively.

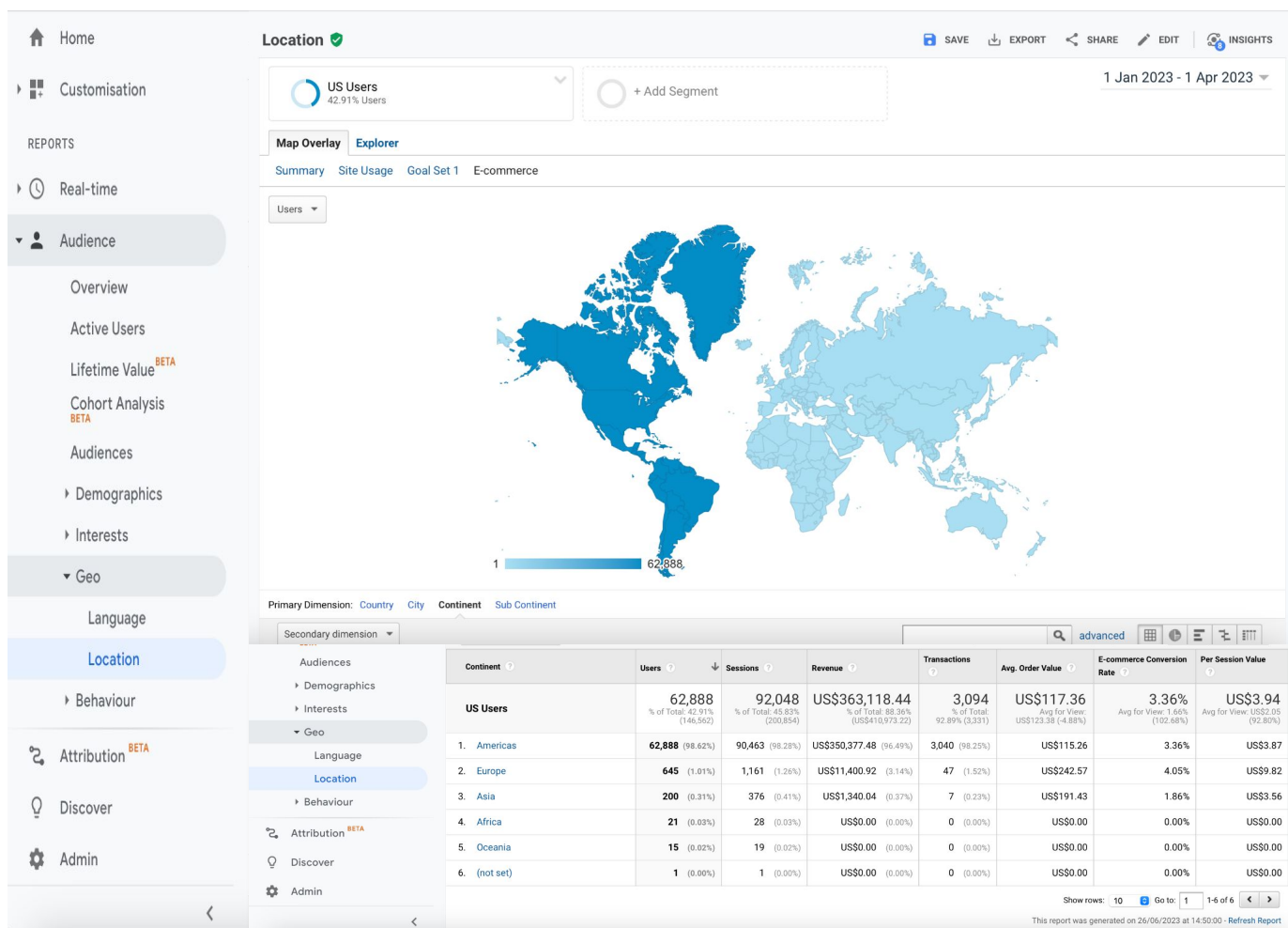
Audience Segment: Geography



For the time period chosen, this segment created on the American continent. According to the Summary, this segment accounts for 43.70% of all users. Can you form the following questions from the preceding segment:

- What is the revenue from this segment?
- What is this segment's eCommerce Conversion Rate?

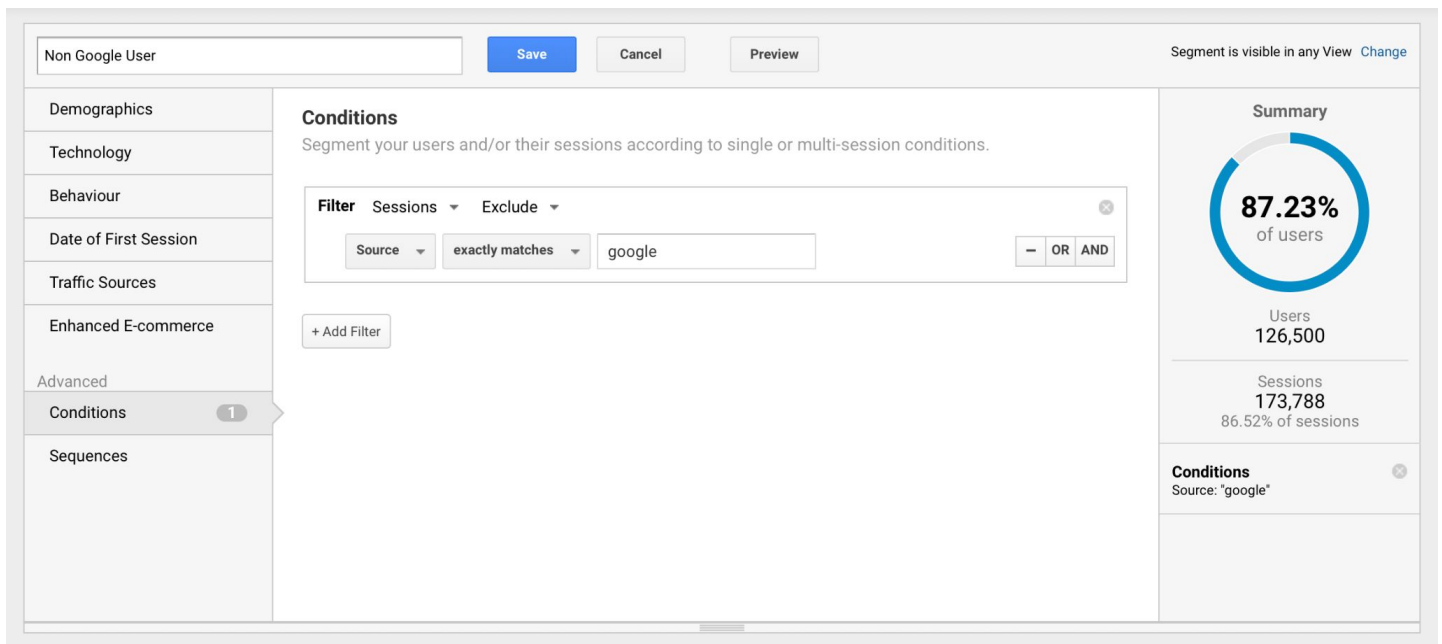
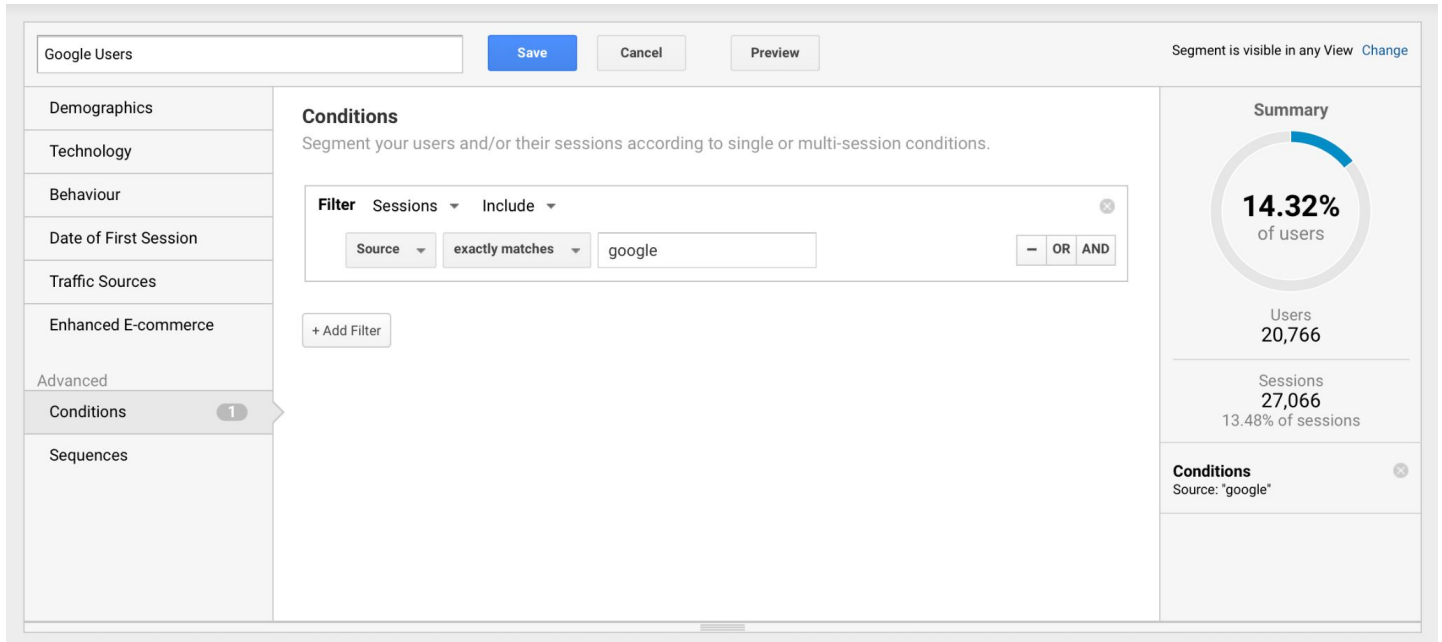
Audience Segment: Geography



According to the report, this segment's eCommerce conversion rate was 3.36%, compared to Europe (4.05%), Asia (1.86%), Africa (0%), and Oceania (0%). This segment's revenues were (\$350,377.48), (\$11,400.92), (\$1,340.04), and (\$0), respectively.

The Google Merchandise Store's core market is the Americas. It is the origins of Google, which may explain why the Americas generate the greatest revenue.

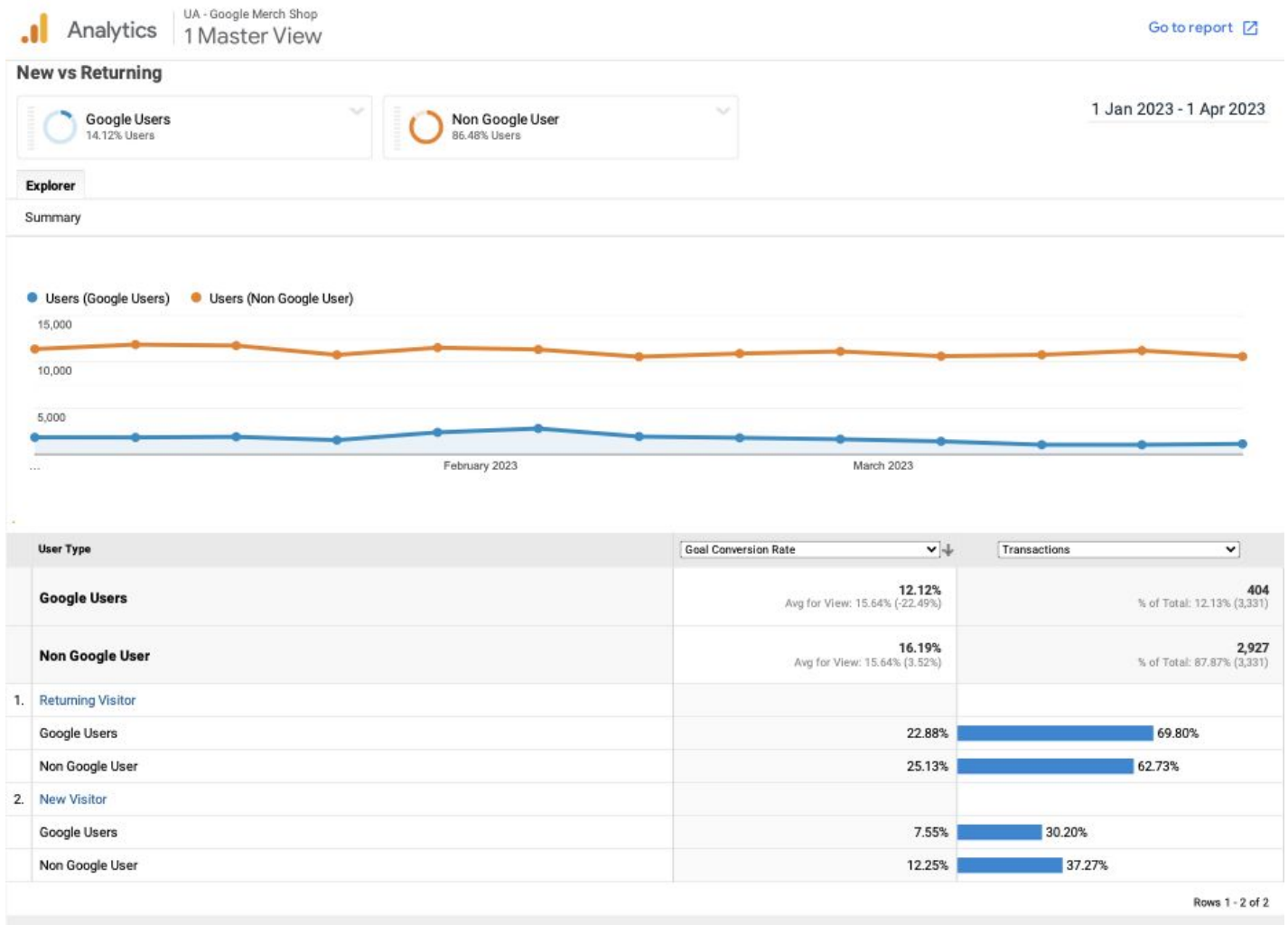
Audience Segment: User Behavior



For three months, from January 1st to April 1st, audience segments were created based on Google source from session scope and others called "non-Google users.". Both segments can be used for answering questions such as:

- What were the contribution segments to the Goal Conversion Rate?
- Which segment has more transactions?

Audience Segment: User Behavior



The report shows the Google User segment generated 12.12% of the total Goal Conversion Rate. While the Non-Google User segment generated 16.19% of the total Goal Conversion Rate.

The users who visited the site through different sources than Google contributed 2,927 transactions, more than those who came through Google, who contributed 404 transactions.