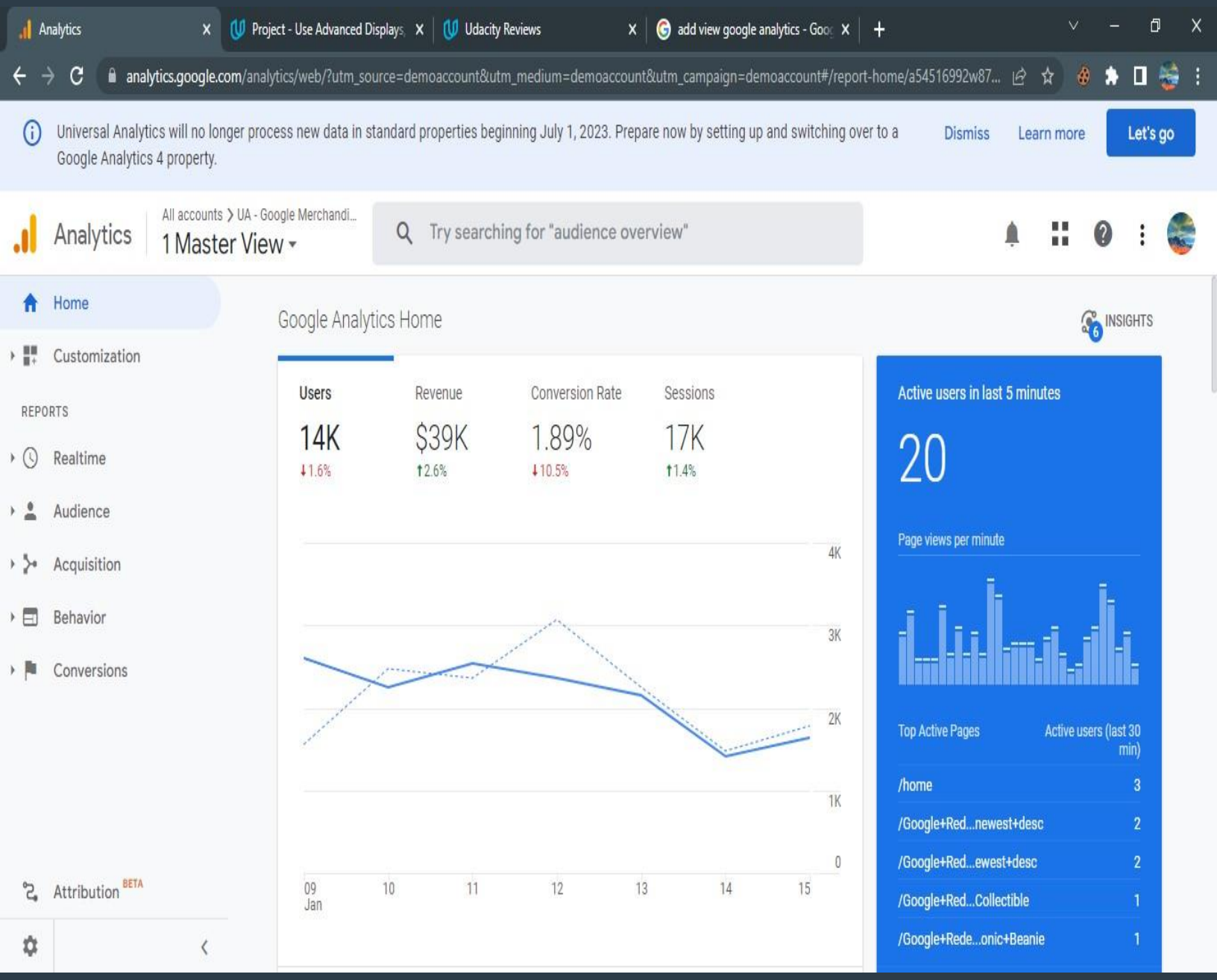
UDACITY

Google Analytics

Advanced Displays, Segmentation & Filtering

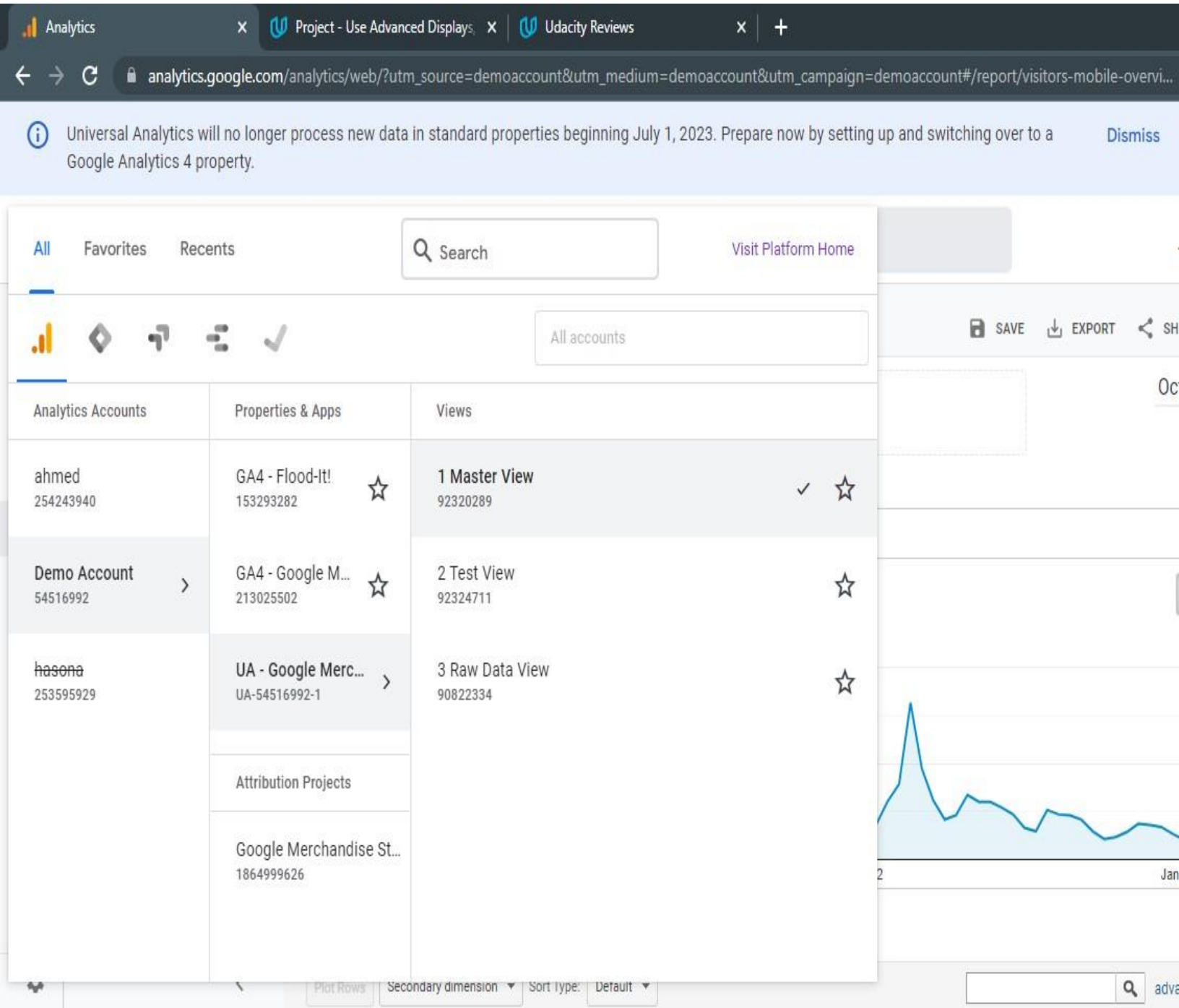
Part One:
Primary Views & Filters

I use google demo account



1. Best Practice Check: Three Primary Views

admin then create view then write their name



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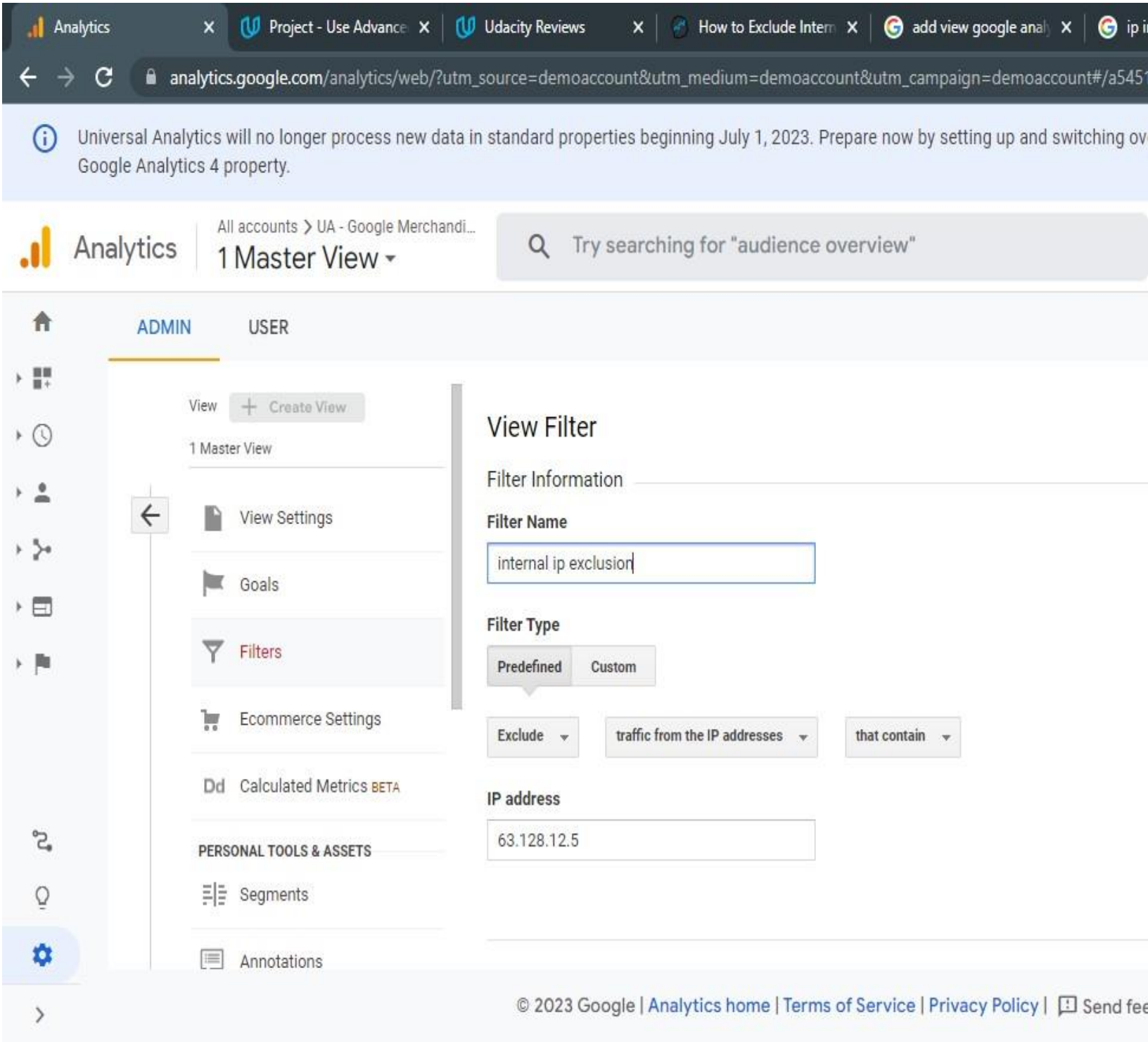
2. Best Practice Check:

Filtering Internal Traffic

from admin choose filter add filter then exclude internal ip adress



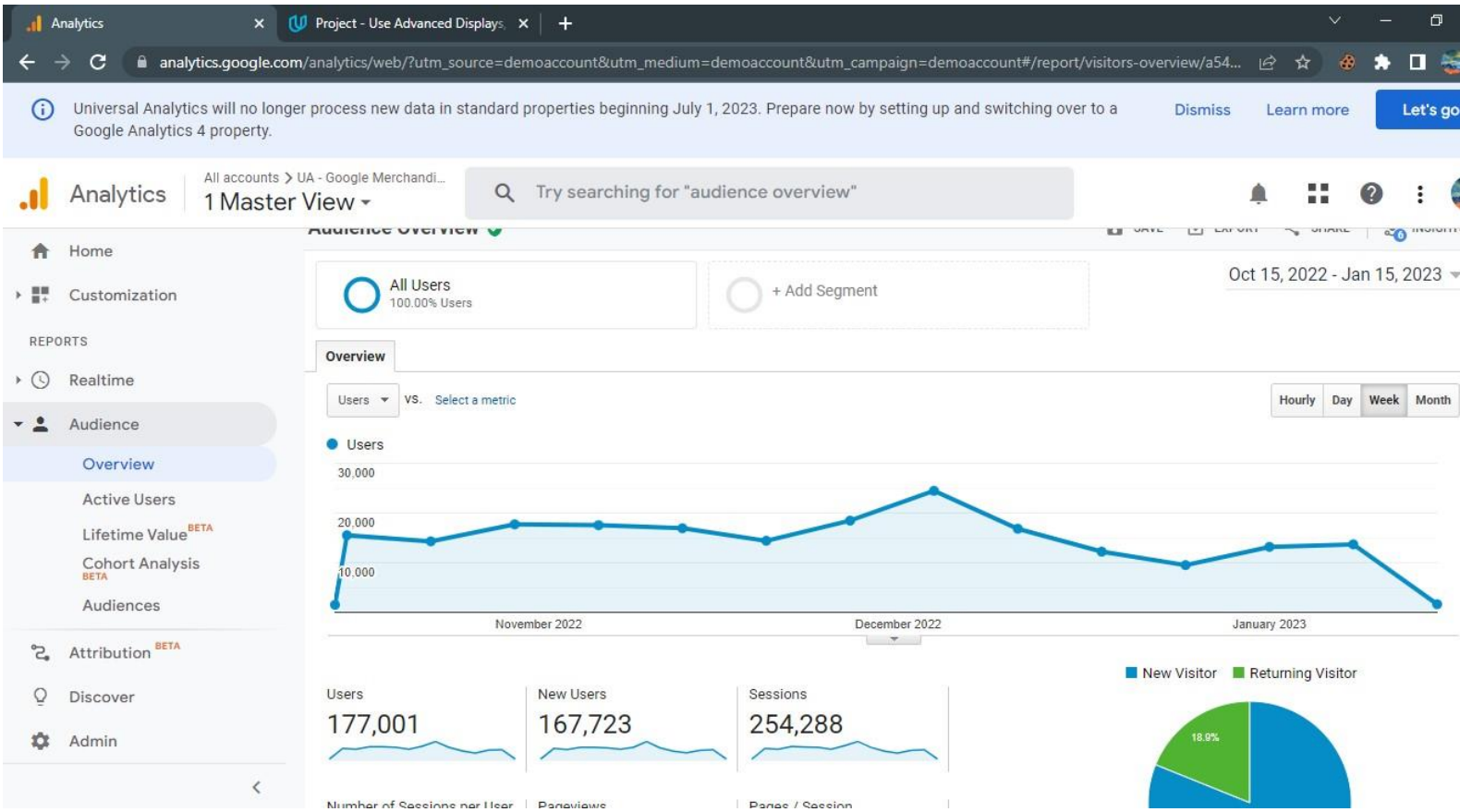
Part Two:
Data Exploration

Standard Display - Audience

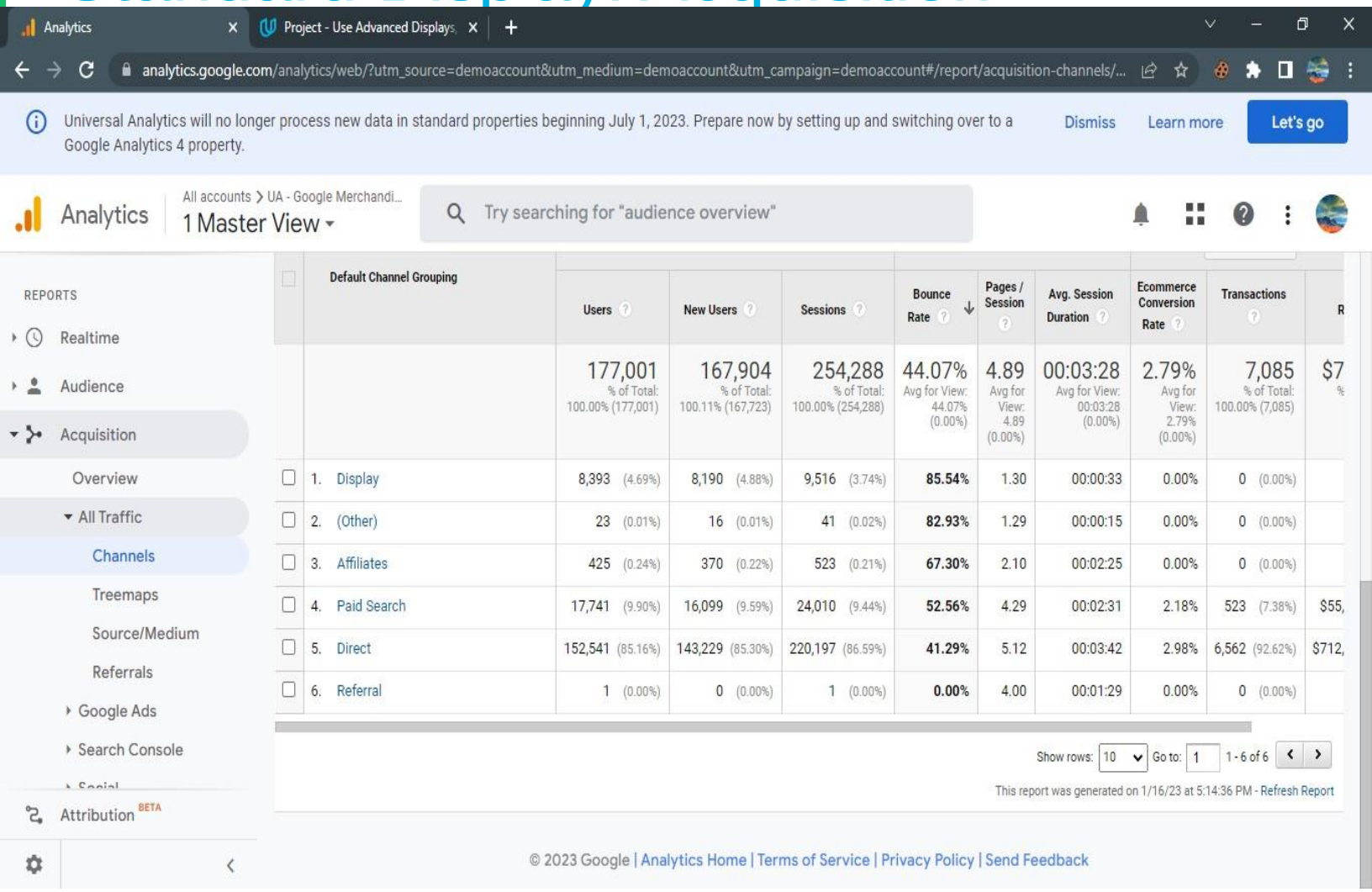
From the Audience Overview Report, select a three month time period you would like to explore. Which week had the most visitors, and which week had the fewest visitors to your site?

all in last 3 months

Last 3 months
The first week in dec most visitor



Standard Display: Acquisition

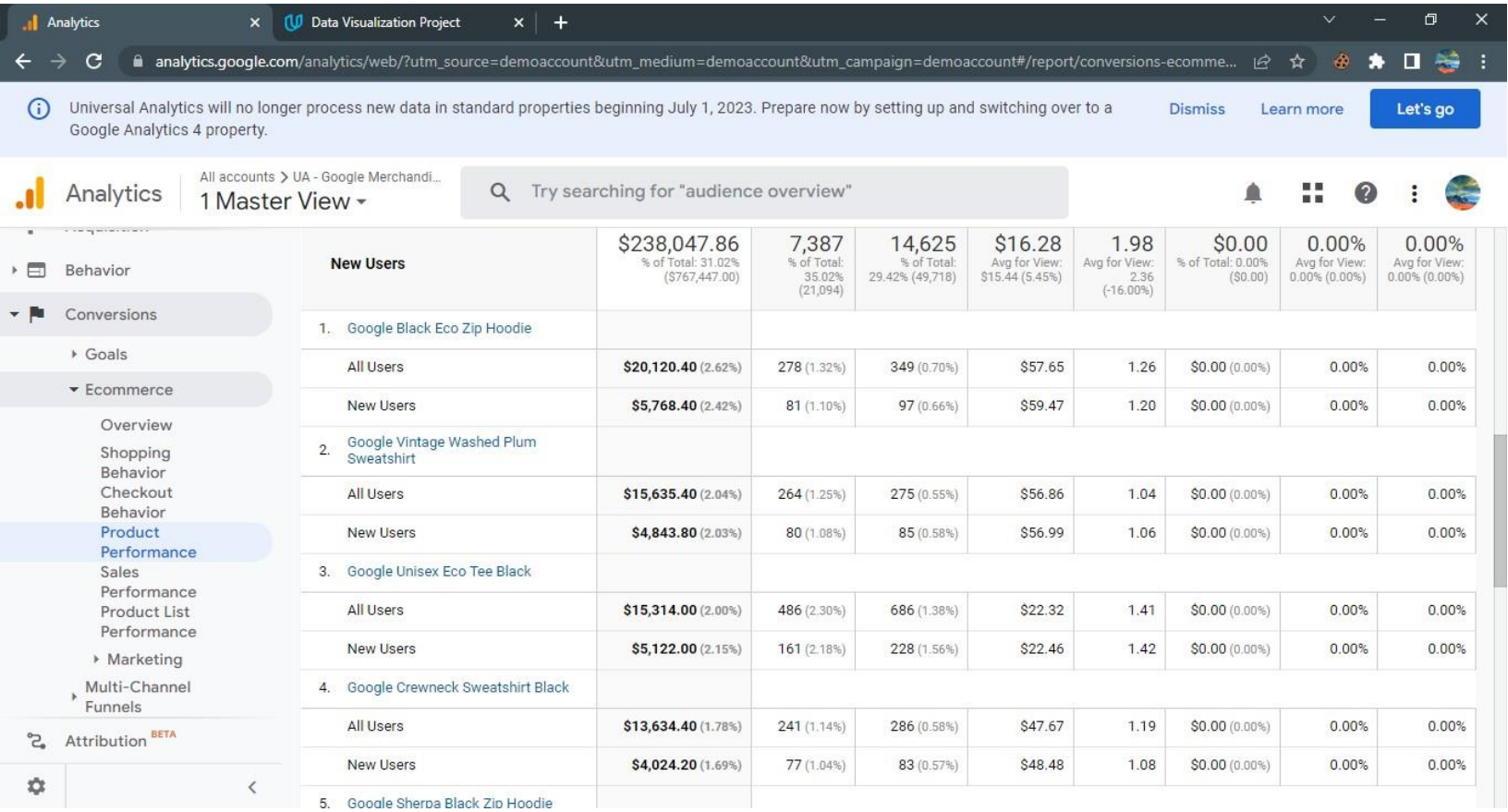


Display and lest isreferral inbounce rate.
the highest e-commerce conversion is Paid search and the lowest are Siplay, Afflilates, and Referral.

Bounce is the number of exits without any interaction
Xonversion **the percentage of site visitors who perform a specific action**

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.)



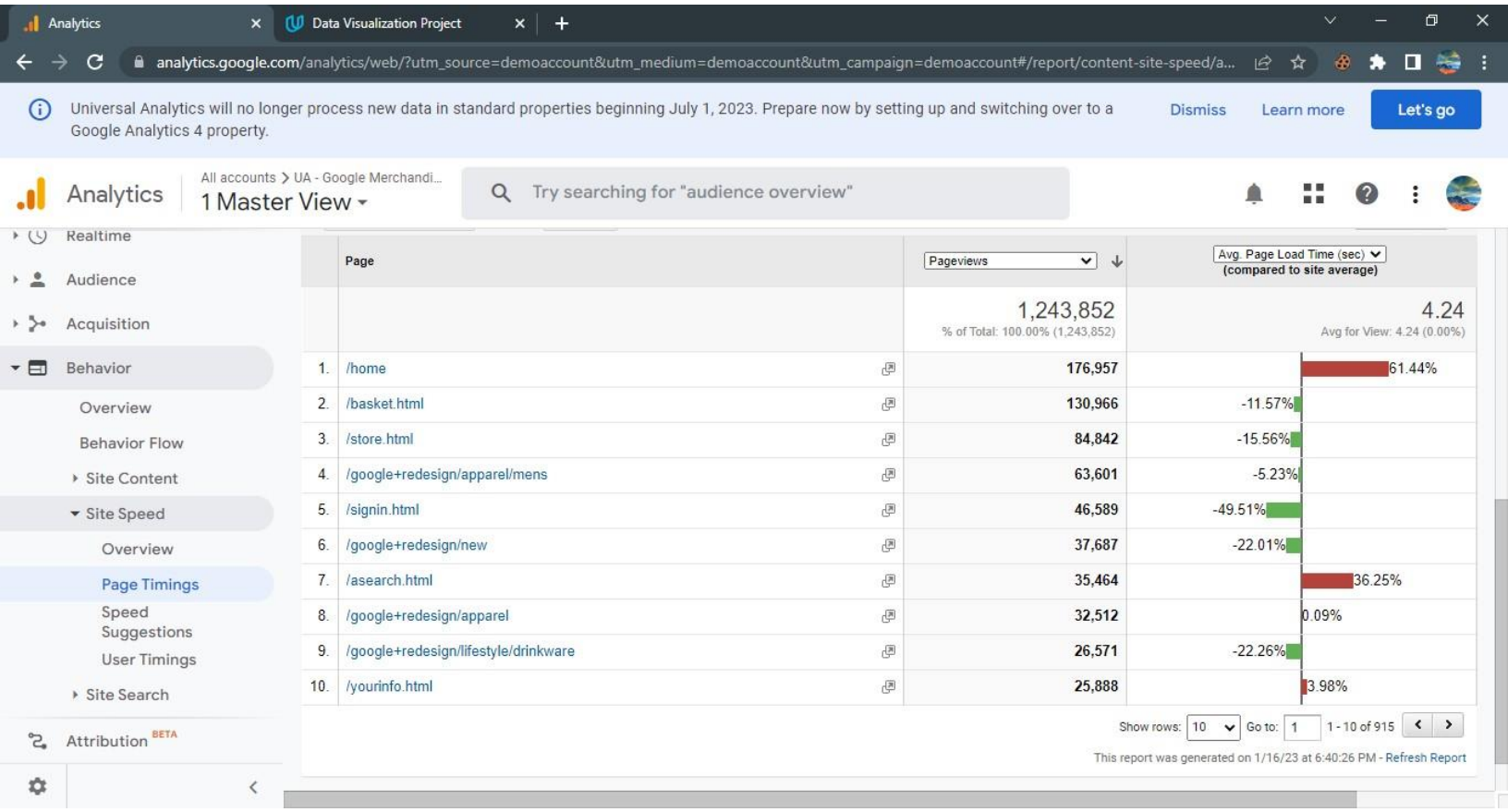
New Users	$238,047.86 % of Total: 31.02% ($767,447.00)	7,387 % of Total: 35.02% (21,094)	14,625 % of Total: 29.42% (49,718)	$16.28 Avg for View: $15.44 (5.45%)	1.98 Avg for View: 2.36 (-16.00%)	$0.00 % of Total: 0.00% ($0.00)	0.00% Avg for View: 0.00% (0.00%)	0.00% Avg for View: 0.00% (0.00%)
1. Google Black Eco Zip Hoodie								
All Users	$20,120.40 (2.62%)	278 (1.32%)	349 (0.70%)	$57.65	1.26	$0.00 (0.00%)	0.00%	0.00%
New Users	$5,768.40 (2.42%)	81 (1.10%)	97 (0.66%)	$59.47	1.20	$0.00 (0.00%)	0.00%	0.00%
2. Google Vintage Washed Plum Sweatshirt								
All Users	$15,635.40 (2.04%)	264 (1.25%)	275 (0.55%)	$56.86	1.04	$0.00 (0.00%)	0.00%	0.00%
New Users	$4,843.80 (2.03%)	80 (1.08%)	85 (0.58%)	$56.99	1.06	$0.00 (0.00%)	0.00%	0.00%
3. Google Unisex Eco Tee Black								
All Users	$15,314.00 (2.00%)	486 (2.30%)	686 (1.38%)	$22.32	1.41	$0.00 (0.00%)	0.00%	0.00%
New Users	$5,122.00 (2.15%)	161 (2.18%)	228 (1.56%)	$22.46	1.42	$0.00 (0.00%)	0.00%	0.00%
4. Google Crewneck Sweatshirt Black								
All Users	$13,634.40 (1.78%)	241 (1.14%)	286 (0.58%)	$47.67	1.19	$0.00 (0.00%)	0.00%	0.00%
New Users	$4,024.20 (1.69%)	77 (1.04%)	83 (0.57%)	$48.48	1.08	$0.00 (0.00%)	0.00%	0.00%
5. Google Sherpa Black Zip Hoodie								

The product is Google Black Eco Zip Hoodie highest in revenue

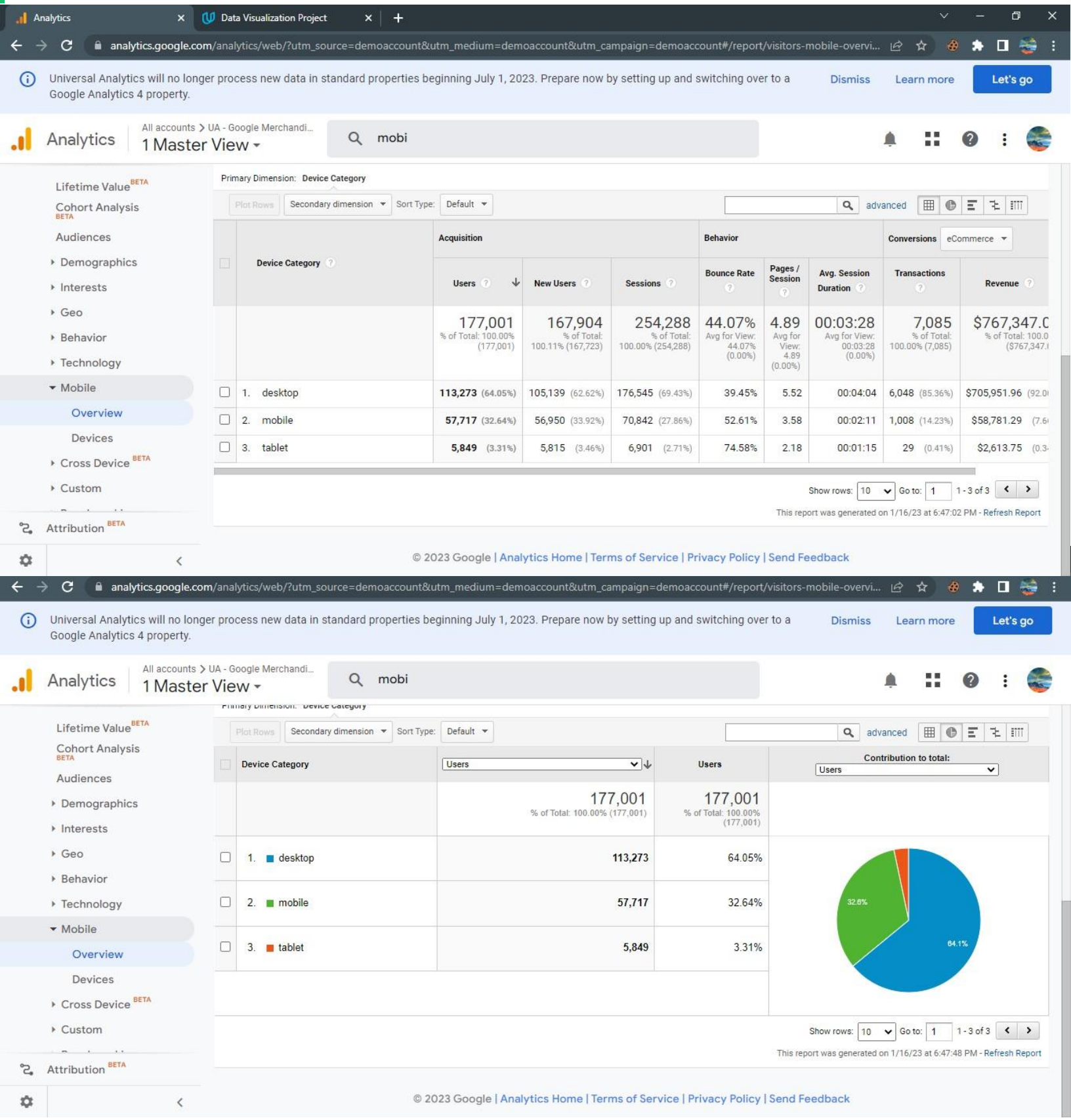
The product is Superfan Sticker Pack highest in unique purchases

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.



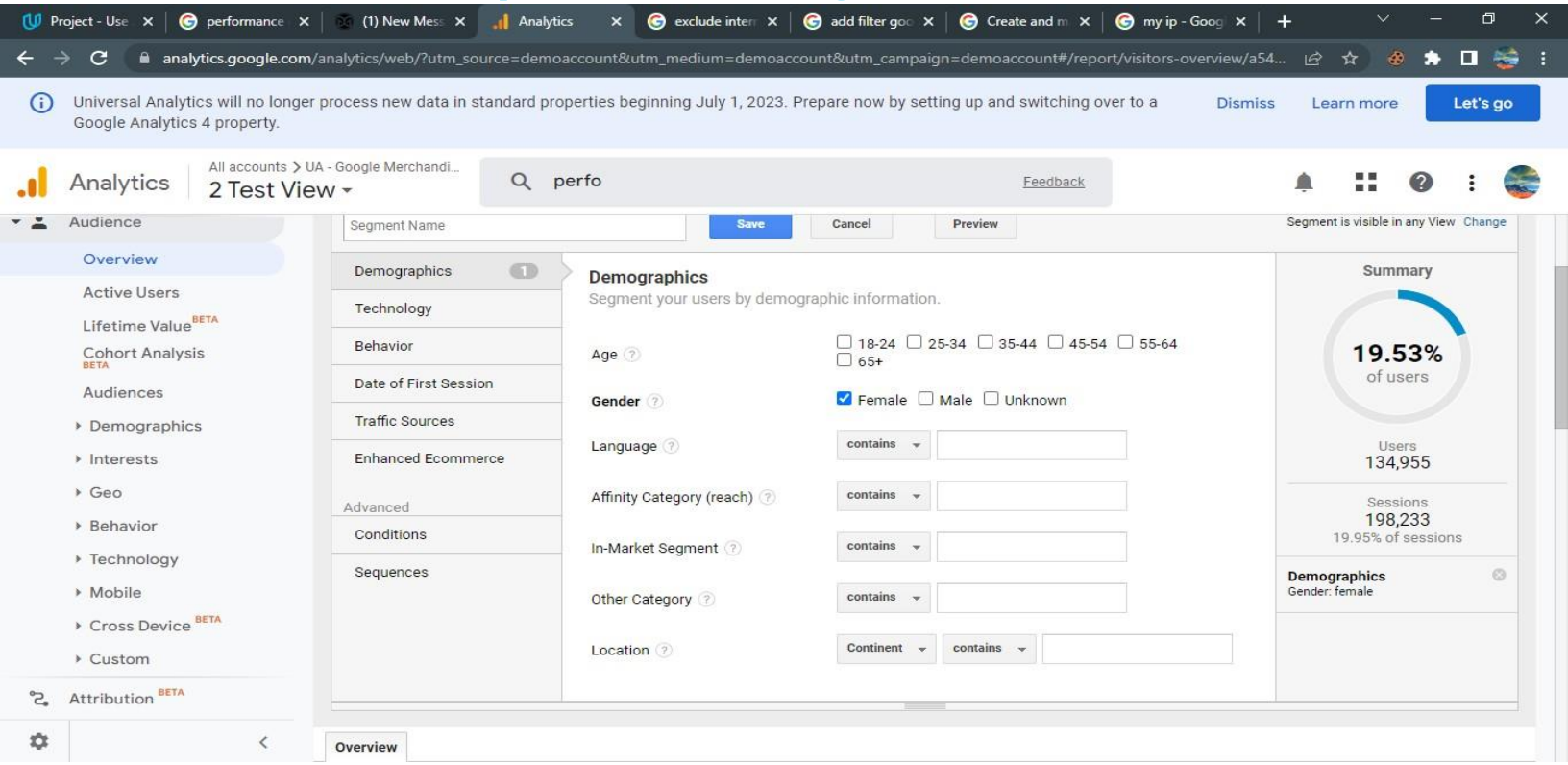
Percentage Display: Audience



Part Three: Segmentation

Audience Segment: Characteristic segment1

what is the percentage of female?

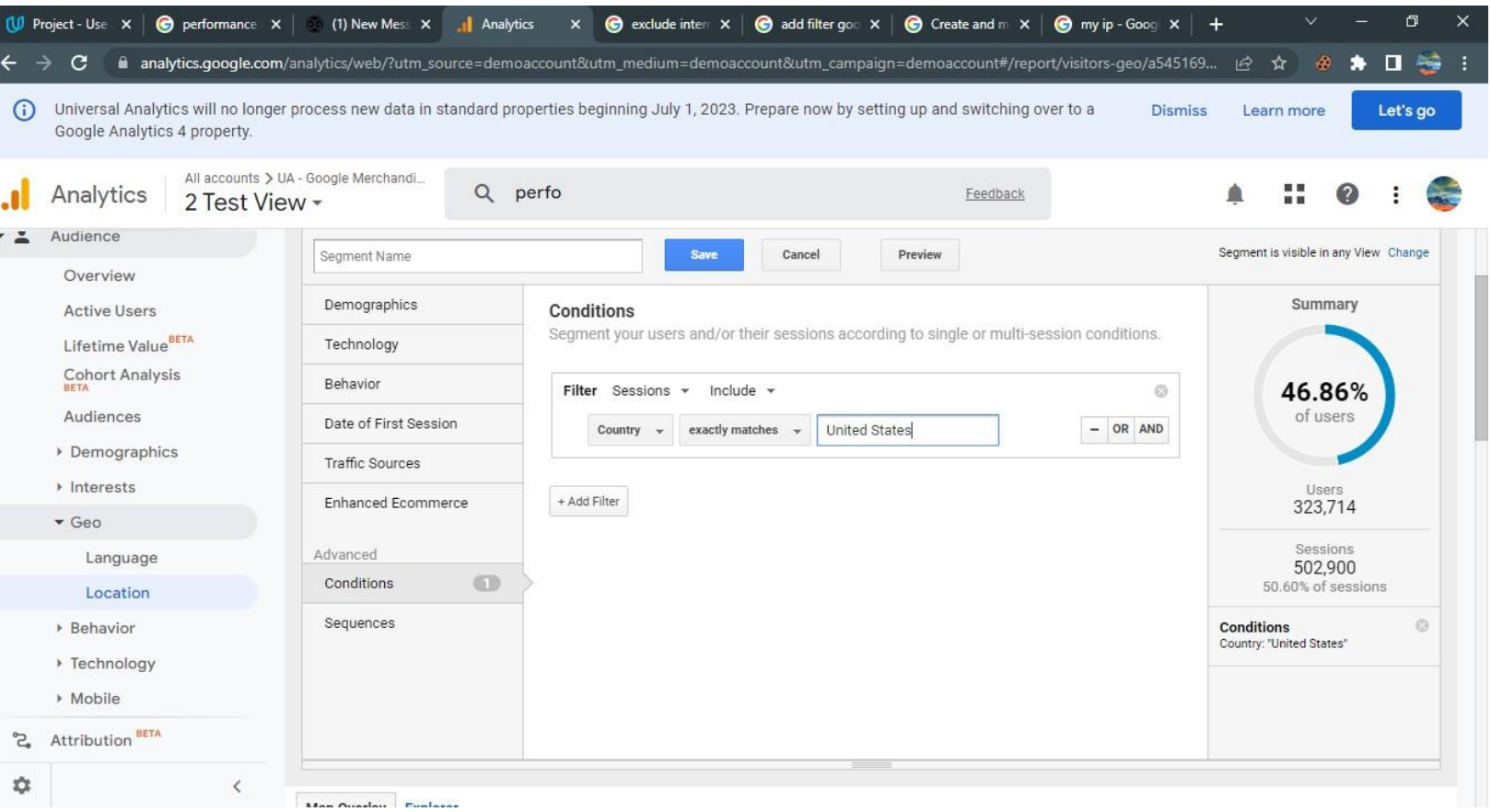


Female constitute 19.53% from visitor

Audience Segment: Geography

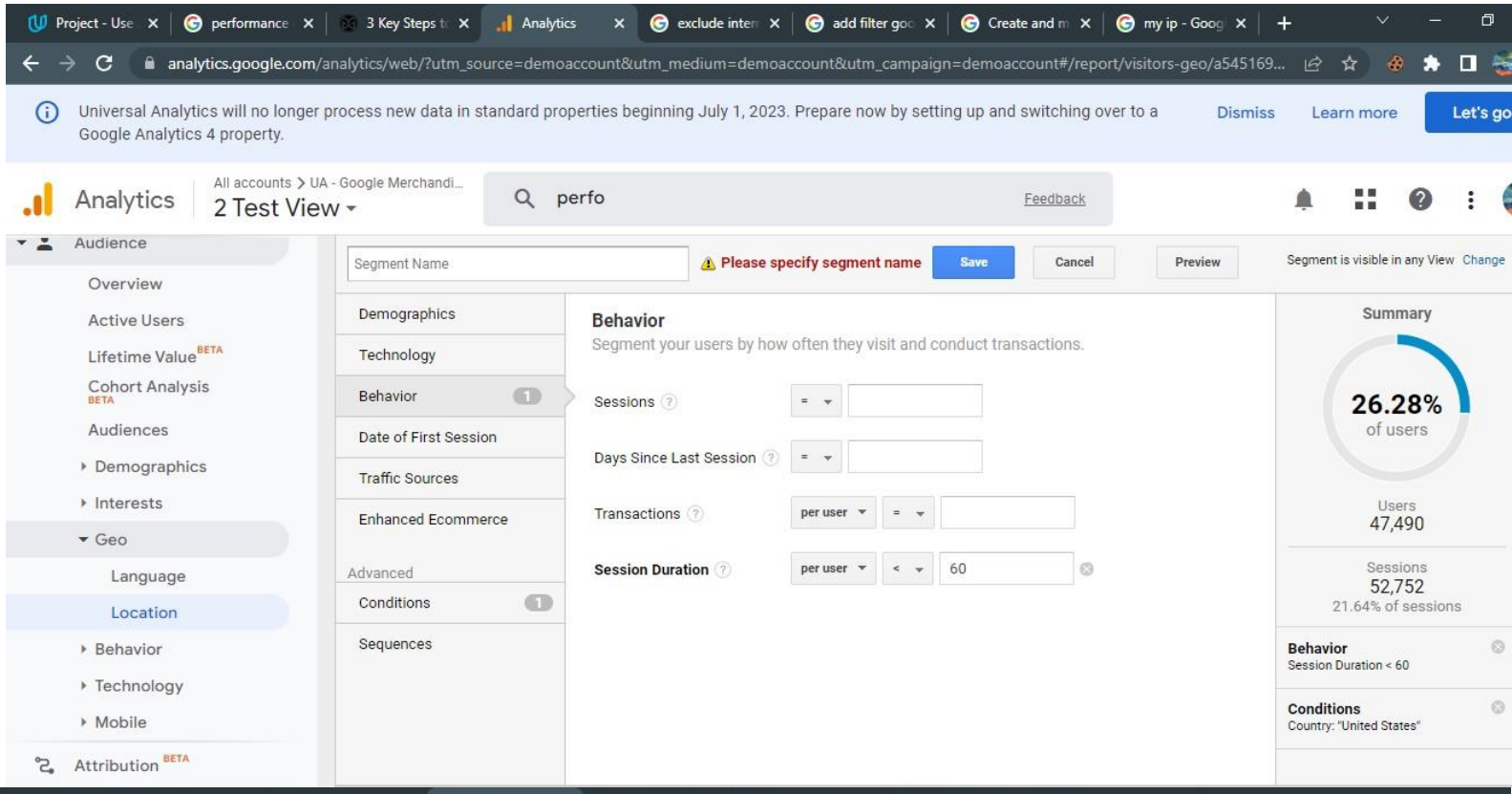
What is The percentage from usa?

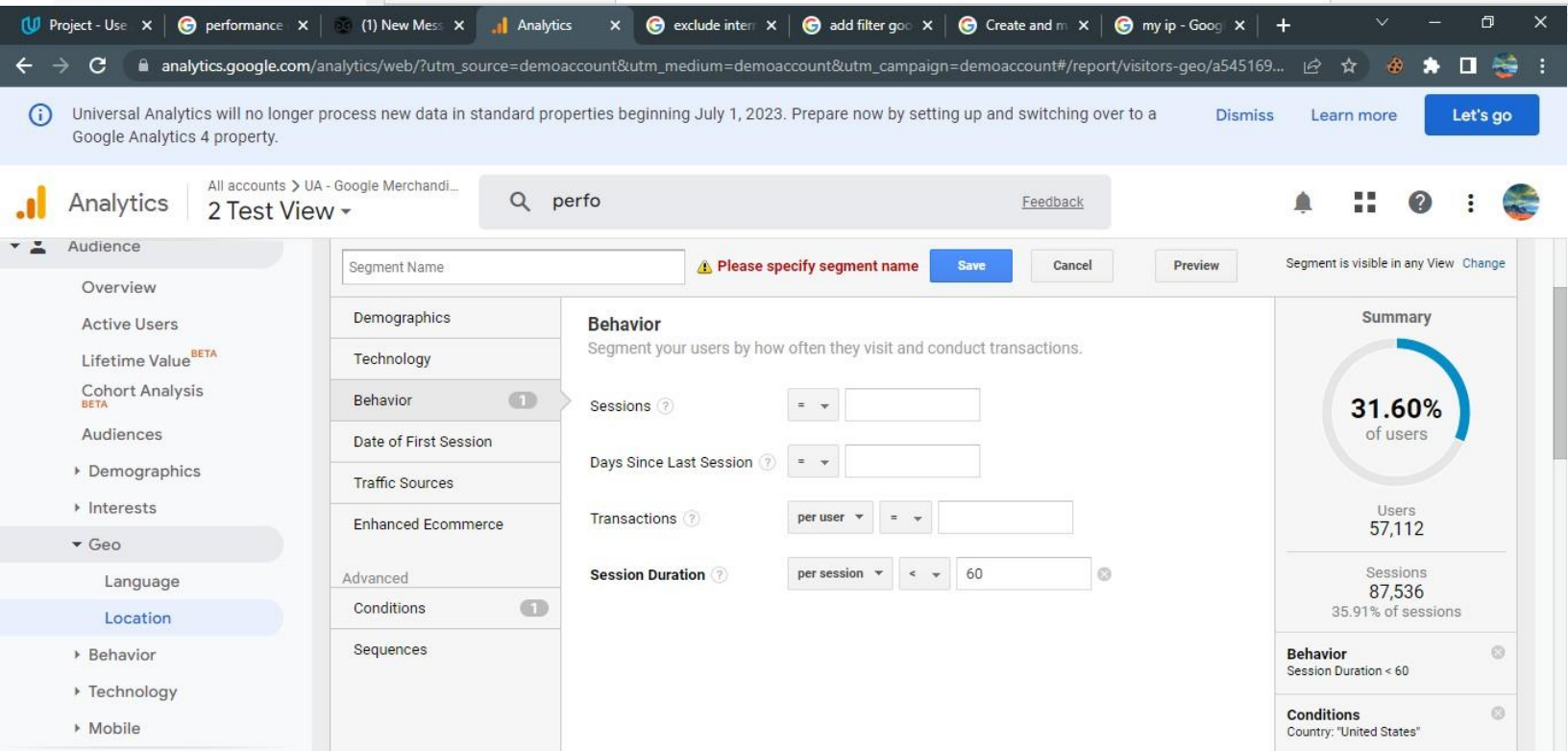
usa constitute 46.86 from visitors



Audience Segment: User Behavior

How many visits last more than 60 second?
26.28% from user.
And 31.6 from sessions.



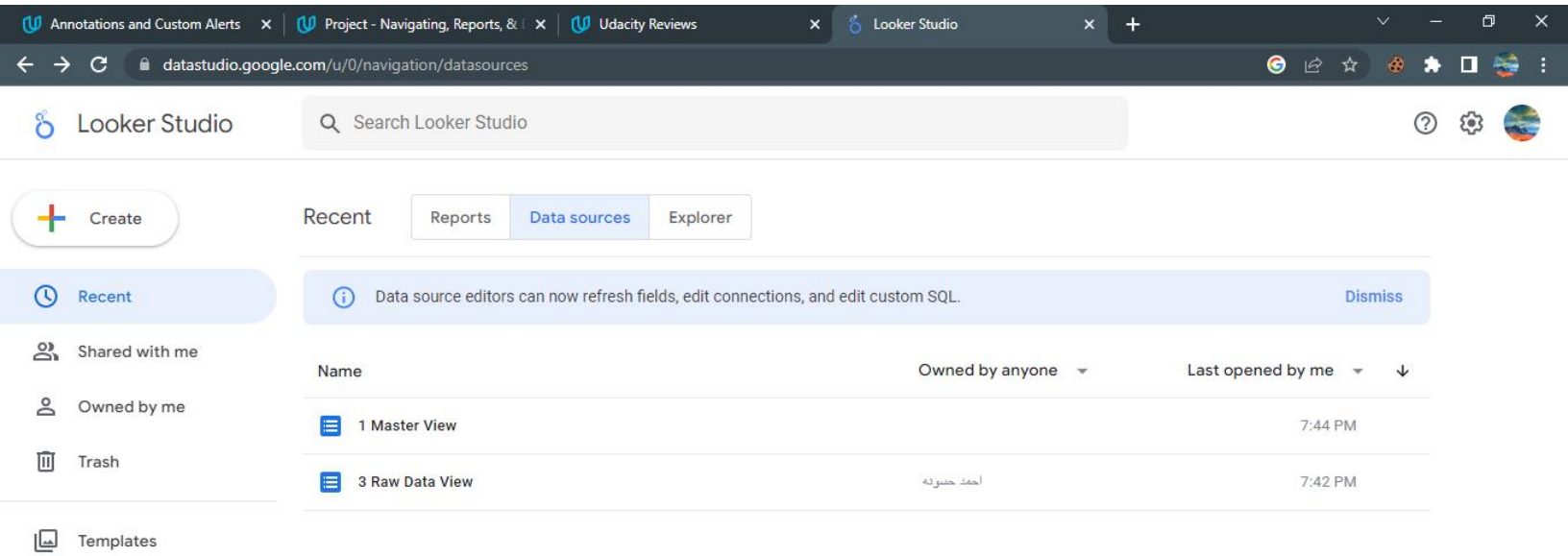


ANND Portfolio

Advanced Displays, Segmentation & Filtering

Part Two: Connecting a Data Source and Creating a Custom Dashboard

1. Merchandise Store Draft Dashboard: Built on the Master View



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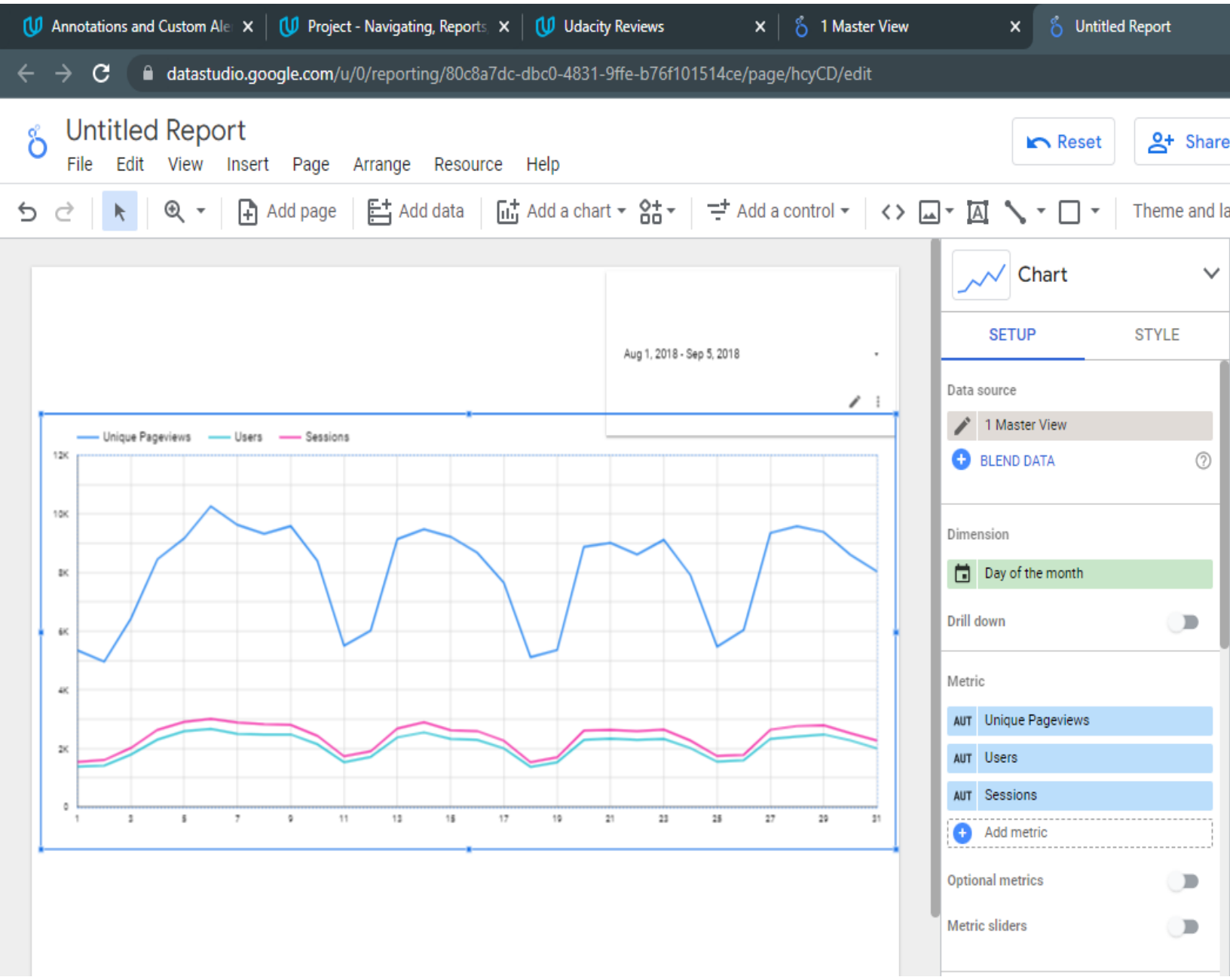
2. Merchandise Store Draft Dashboard: Time Series chart during last year



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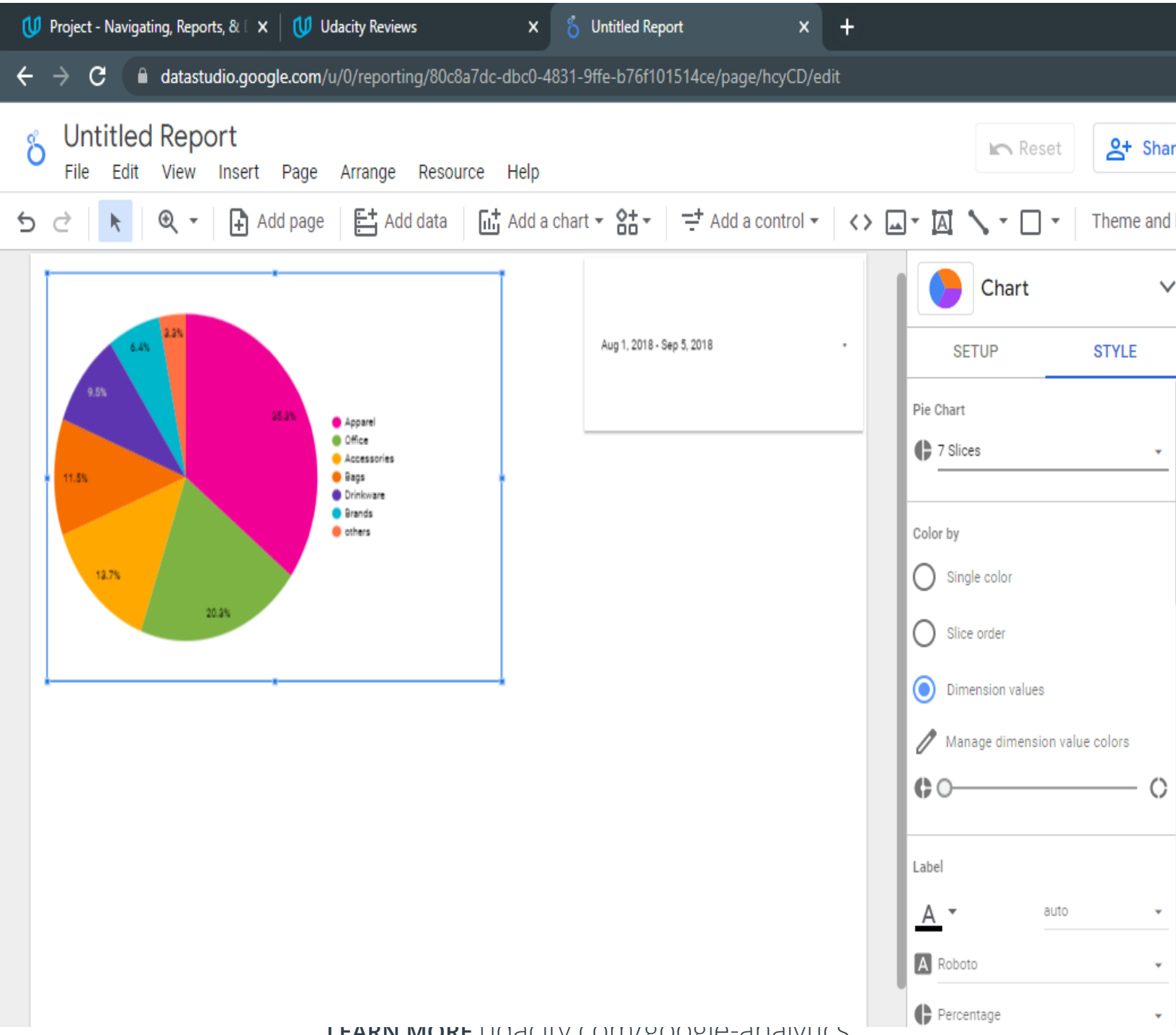
3. Merchandise Store Draft Dashboard: Pie chart, 7 slices



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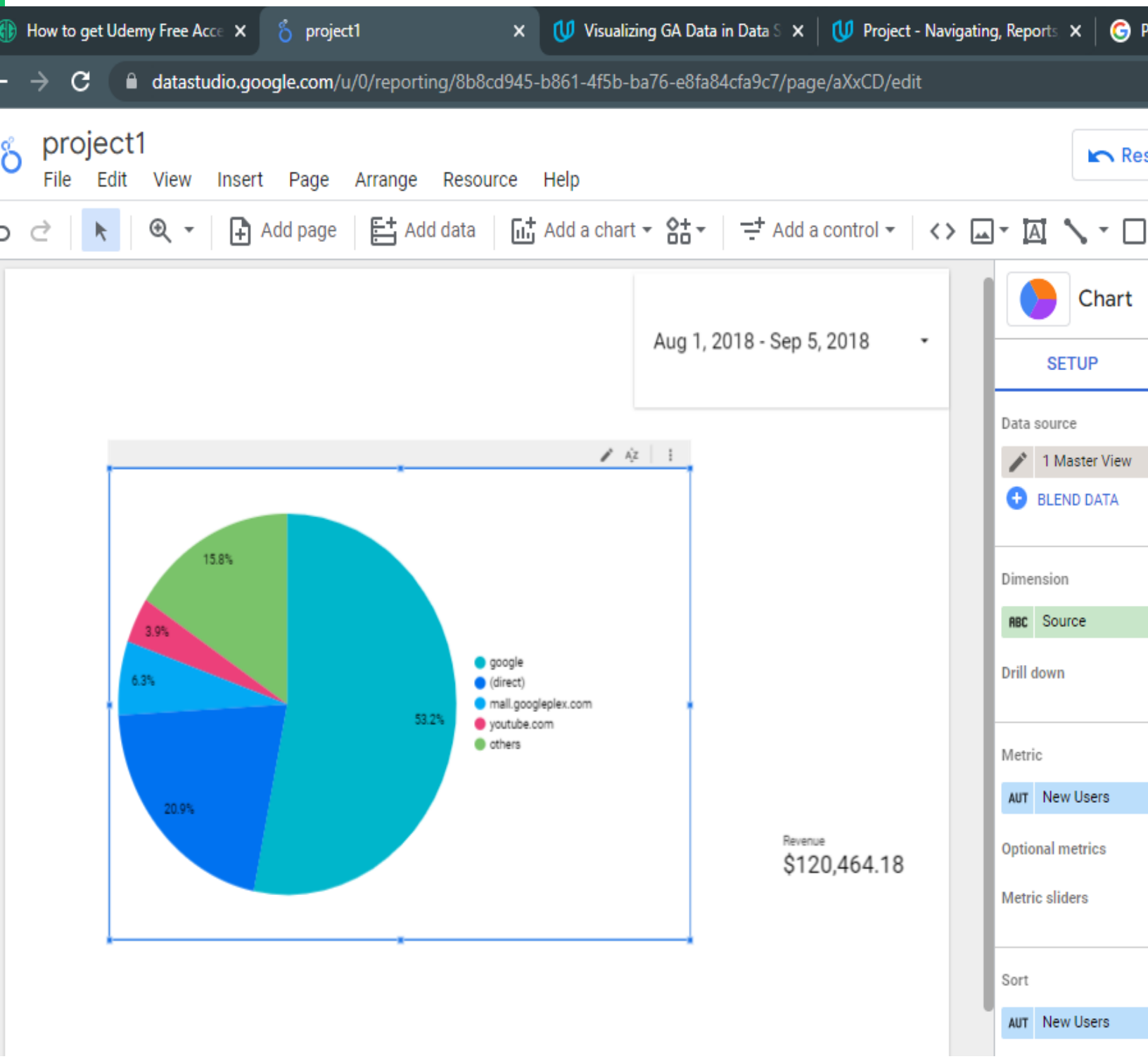
5. 5slices



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datastudio.google.com/u/0/reporting/8b8cd945-b861-4f5b-ba76-e8fa84cfa9c7/p

project1

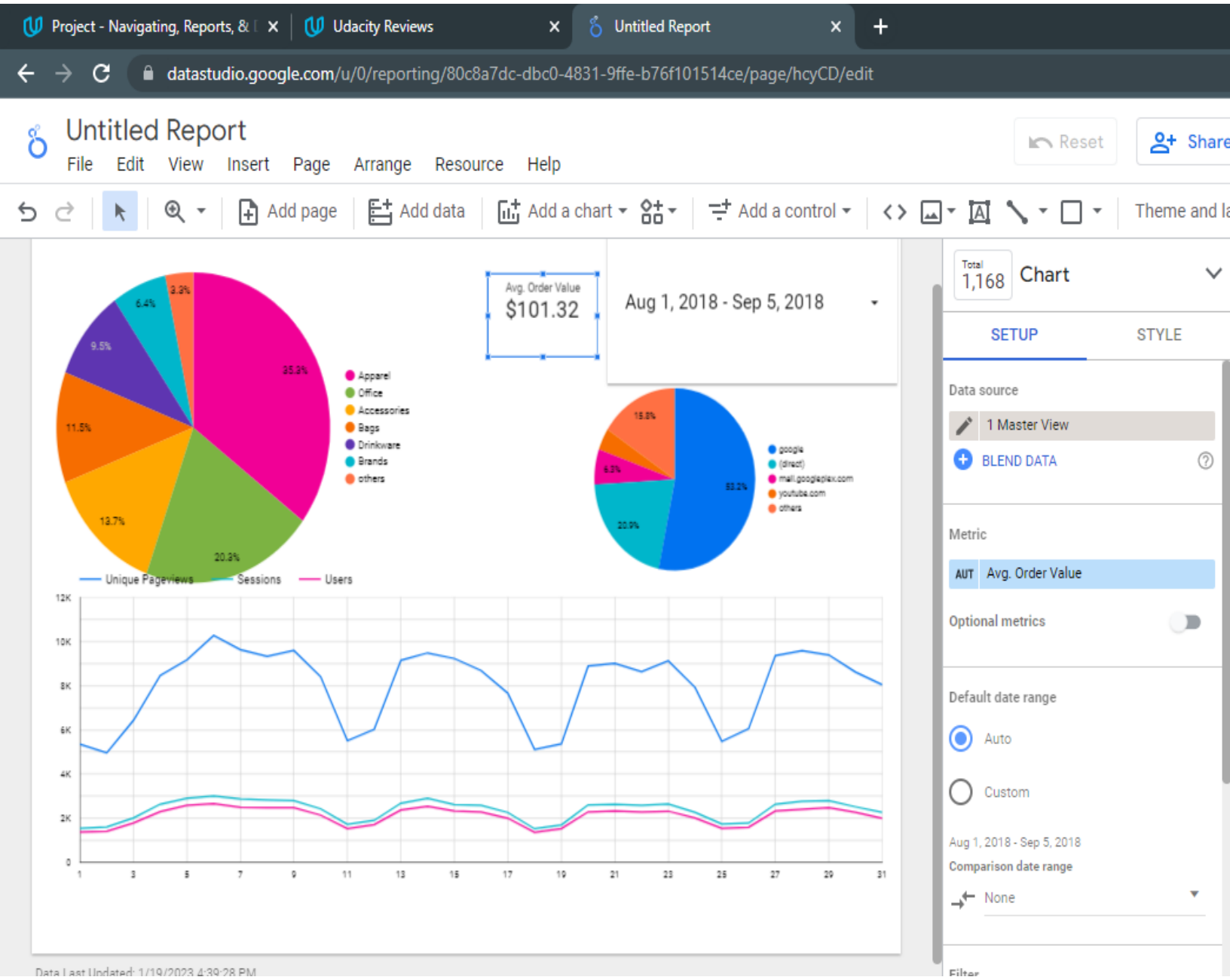
File Edit View Insert Page Arrange Resource Help

Add page | Add data | Add a chart | Ad

Aug 1, 2018 - Sep

Avg. Order Value
$101.32

6. Merchandise Store Draft Dashboard: Date Range Control



Marketing Analytics Nanodegree Program

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