

# Google Analytics



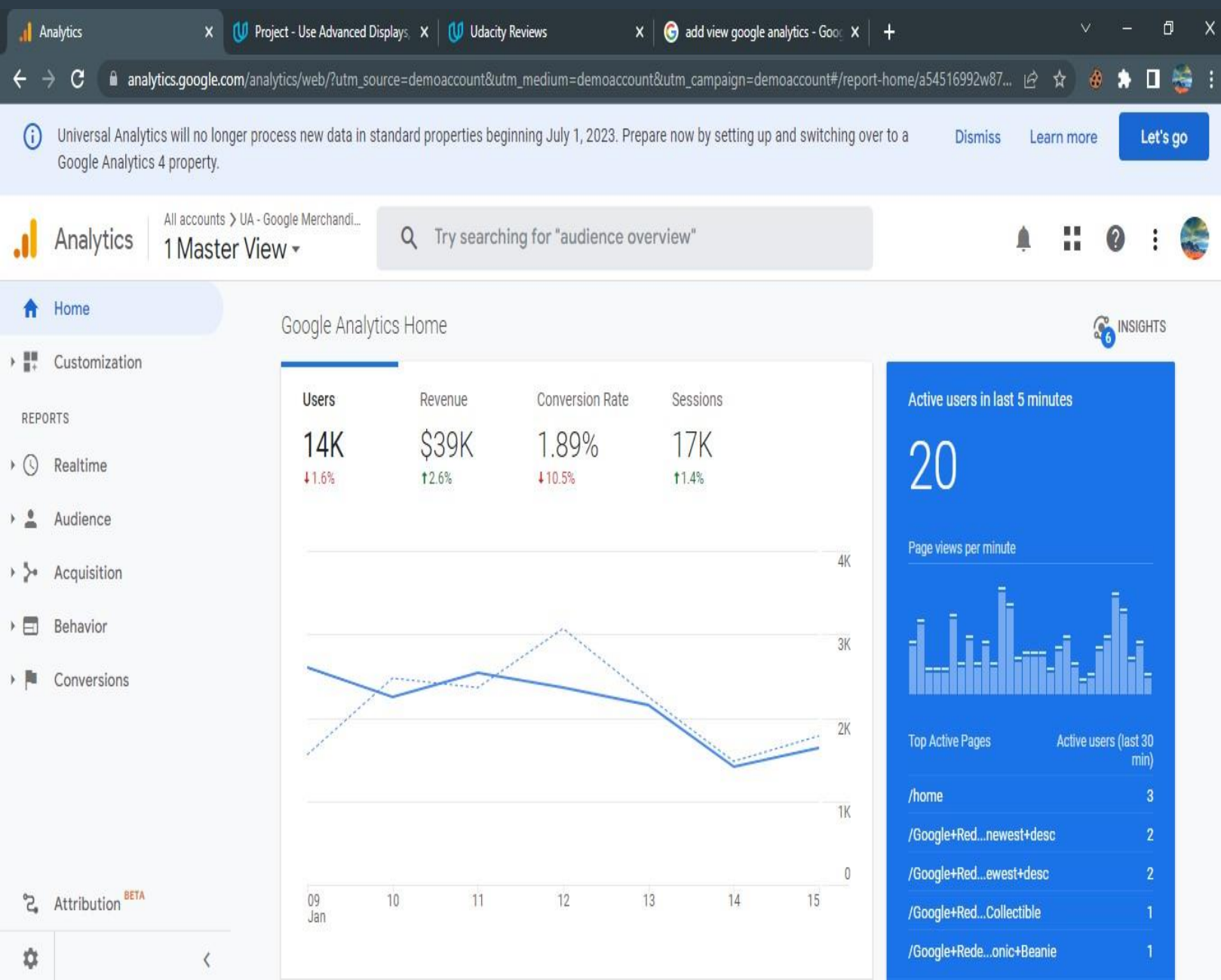
Advanced Displays,  
Segmentation & Filtering



# Part One: Primary Views & Filters

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# I use google demo account



# 1. Best Practice Check: Three Primary Views



admin then create view then write  
their name

Analytics Project - Use Advanced Displays Udacity Reviews

analytics.google.com/analytics/web/?utm\_source=demoaccount&utm\_medium=demoaccount&utm\_campaign=demoaccount#/report/visitors-mobile-overvi...

Universal Analytics will no longer process new data in standard properties beginning July 1, 2023. Prepare now by setting up and switching over to a Google Analytics 4 property. Dismiss

All Favorites Recents Search Visit Platform Home

All accounts

Analytics Accounts	Properties & Apps	Views
ahmed 254243940	GA4 - Flood-It! 153293282	1 Master View 92320289 ✓ ☆
Demo Account 54516992	GA4 - Google M... 213025502	2 Test View 92324711 ☆
hasana 253595929	UA - Google Merc... UA-54516992-1	3 Raw Data View 90822334 ☆
	Attribution Projects	
	Google Merchandise St... 1864999626	

Plot Rows Secondary dimension Sort type: Default

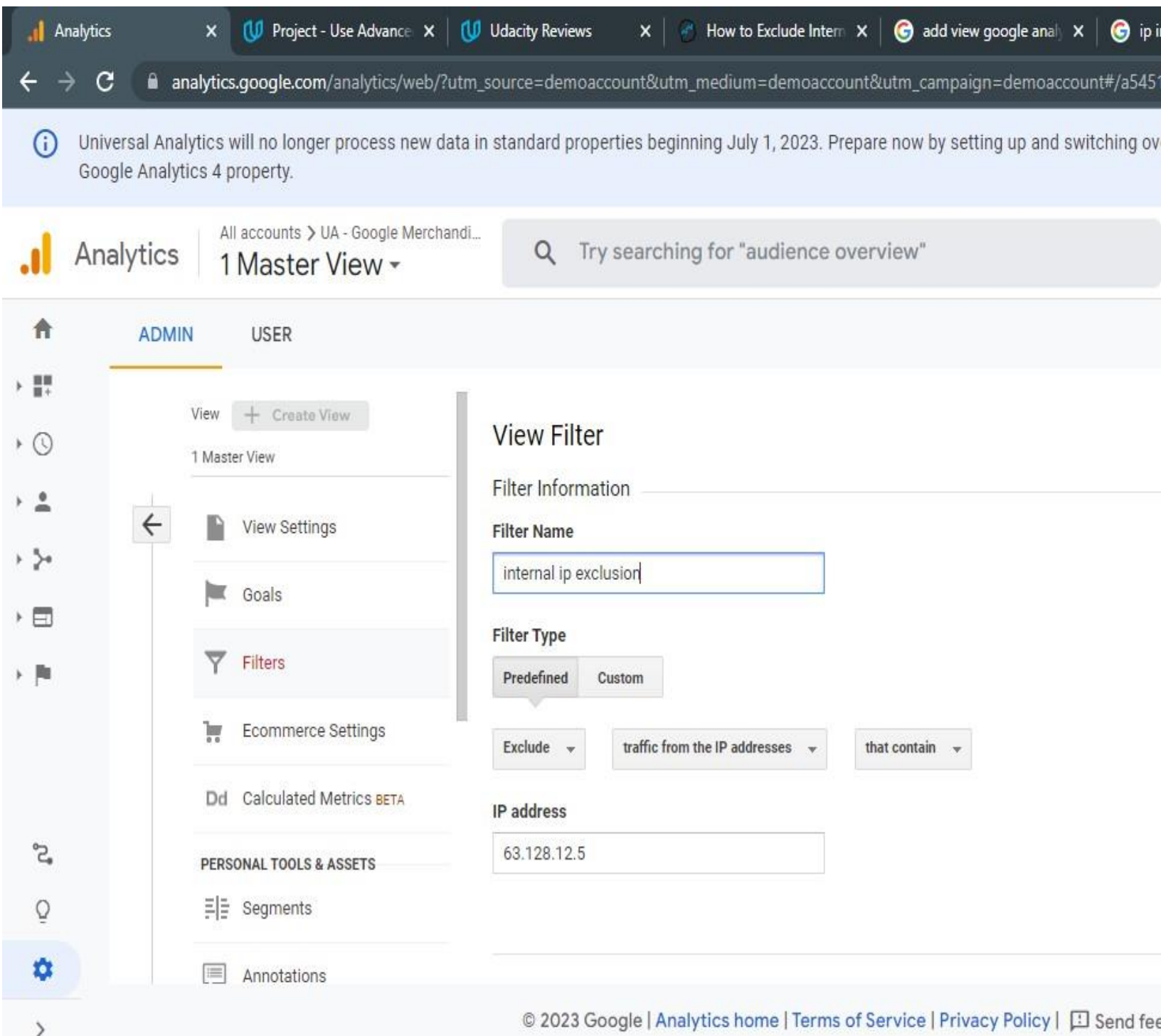
SAVE EXPORT SH Oc

2 Jan

LEARN MORE [udacity.com/google-analytics](https://udacity.com/google-analytics)

## 2. Best Practice Check:

Filtering Internal Traffic  
from admin choose filter add filter  
then exclude internal ip address



The screenshot displays the Google Analytics 4 Admin interface. The top navigation bar includes the 'Analytics' logo, account information, and a search bar. The left sidebar shows the 'ADMIN' tab selected, with a list of settings including 'View Settings', 'Goals', 'Filters', 'Ecommerce Settings', 'Calculated Metrics BETA', 'Segments', and 'Annotations'. The 'Filters' section is expanded, showing a list of filters. The 'View Filter' configuration panel is visible on the right, showing the 'Filter Name' as 'internal ip exclusion', the 'Filter Type' as 'Custom', and the 'Filter' configuration as 'Exclude traffic from the IP addresses that contain 63.128.12.5'. The bottom of the page shows the copyright notice: '© 2023 Google | Analytics home | Terms of Service | Privacy Policy | Send feedback'.

Analytics Project - Use Advance Udacity Reviews How to Exclude Intern add view google anal ip i

analytics.google.com/analytics/web/?utm\_source=demoaccount&utm\_medium=demoaccount&utm\_campaign=demoaccount#/a5451

Universal Analytics will no longer process new data in standard properties beginning July 1, 2023. Prepare now by setting up and switching over to Google Analytics 4 property.

Analytics All accounts > UA - Google Merchandi... 1 Master View

Try searching for "audience overview"

ADMIN USER

View + Create View

1 Master View

View Settings

Goals

Filters

Ecommerce Settings

Calculated Metrics BETA

PERSONAL TOOLS & ASSETS

Segments

Annotations

View Filter

Filter Information

Filter Name

internal ip exclusion

Filter Type

Predefined Custom

Exclude traffic from the IP addresses that contain

IP address

63.128.12.5

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# Part Two: Data Exploration

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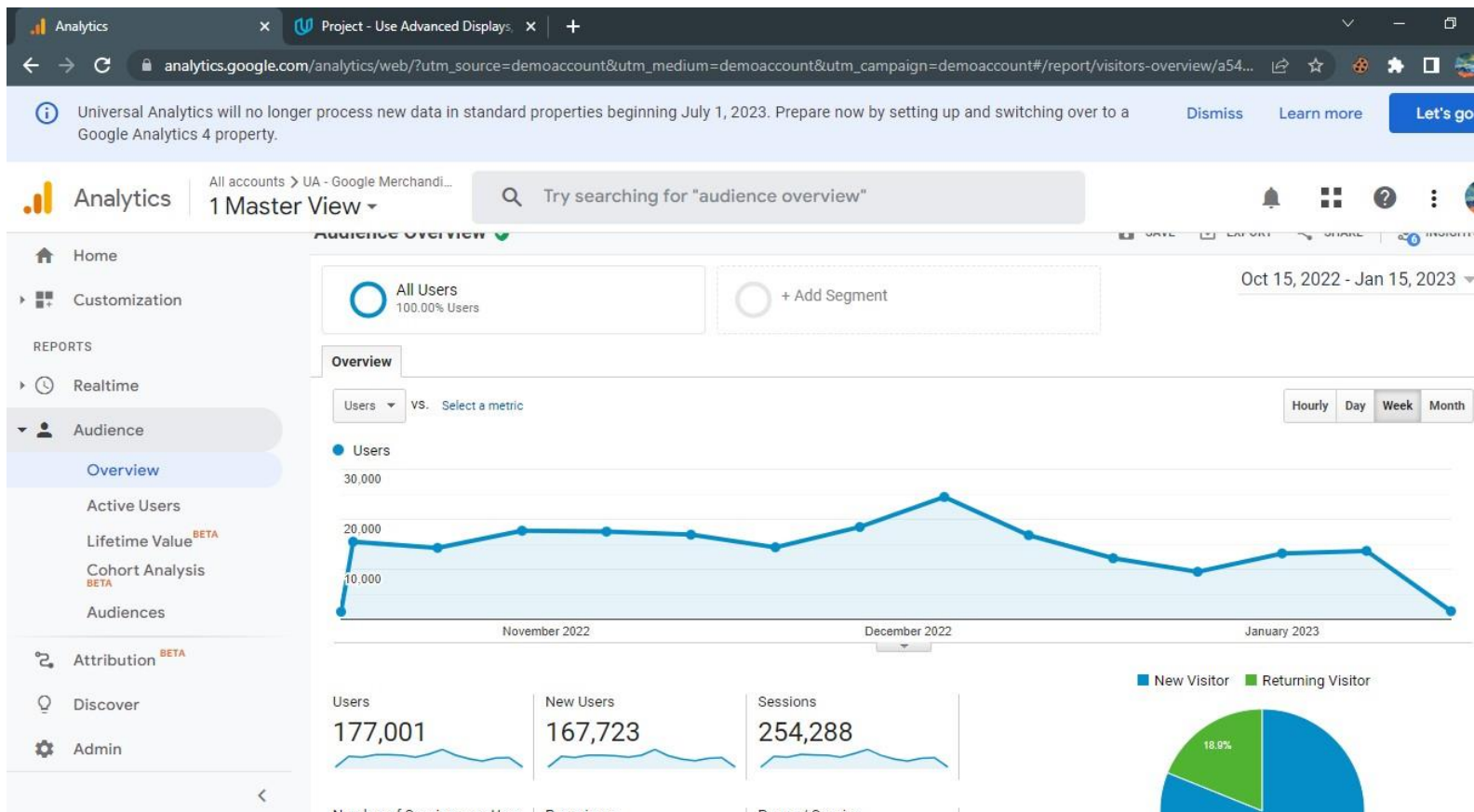
# Standard Display - Audience

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

Analytics Project - Use Advanced Displays

analytics.google.com/analytics/web/?utm\_source=demoaccount&utm\_medium=demoaccount&utm\_campaign=demoaccount#/report/acquisition-channels/...

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Dismiss Learn more Let's go

Analytics All accounts > UA - Google Merchandi... 1 Master View

Try searching for "audience overview"

REPORTS

- Realtime
- Audience
- Acquisition
  - Overview
  - All Traffic
  - Channels
  - Treemaps
  - Source/Medium
  - Referrals
  - Google Ads
  - Search Console
  - Social
- Attribution BETA

	Users ?	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Ecommerce Conversion Rate ?	Transactions ?	R
Default Channel Grouping	177,001 % of Total: 100.00% (177,001)	167,904 % of Total: 100.11% (167,723)	254,288 % of Total: 100.00% (254,288)	44.07% Avg for View: 44.07% (0.00%)	4.89 Avg for View: 4.89 (0.00%)	00:03:28 Avg for View: 00:03:28 (0.00%)	2.79% Avg for View: 2.79% (0.00%)	7,085 % of Total: 100.00% (7,085)	\$7
1. Display	8,393 (4.69%)	8,190 (4.88%)	9,516 (3.74%)	85.54%	1.30	00:00:33	0.00%	0 (0.00%)	
2. (Other)	23 (0.01%)	16 (0.01%)	41 (0.02%)	82.93%	1.29	00:00:15	0.00%	0 (0.00%)	
3. Affiliates	425 (0.24%)	370 (0.22%)	523 (0.21%)	67.30%	2.10	00:02:25	0.00%	0 (0.00%)	
4. Paid Search	17,741 (9.90%)	16,099 (9.59%)	24,010 (9.44%)	52.56%	4.29	00:02:31	2.18%	523 (7.38%)	\$55
5. Direct	152,541 (85.16%)	143,229 (85.30%)	220,197 (86.59%)	41.29%	5.12	00:03:42	2.98%	6,562 (92.62%)	\$712
6. Referral	1 (0.00%)	0 (0.00%)	1 (0.00%)	0.00%	4.00	00:01:29	0.00%	0 (0.00%)	

Show rows: 10 Go to: 1 1 - 6 of 6

This report was generated on 1/16/23 at 5:14:36 PM - Refresh Report

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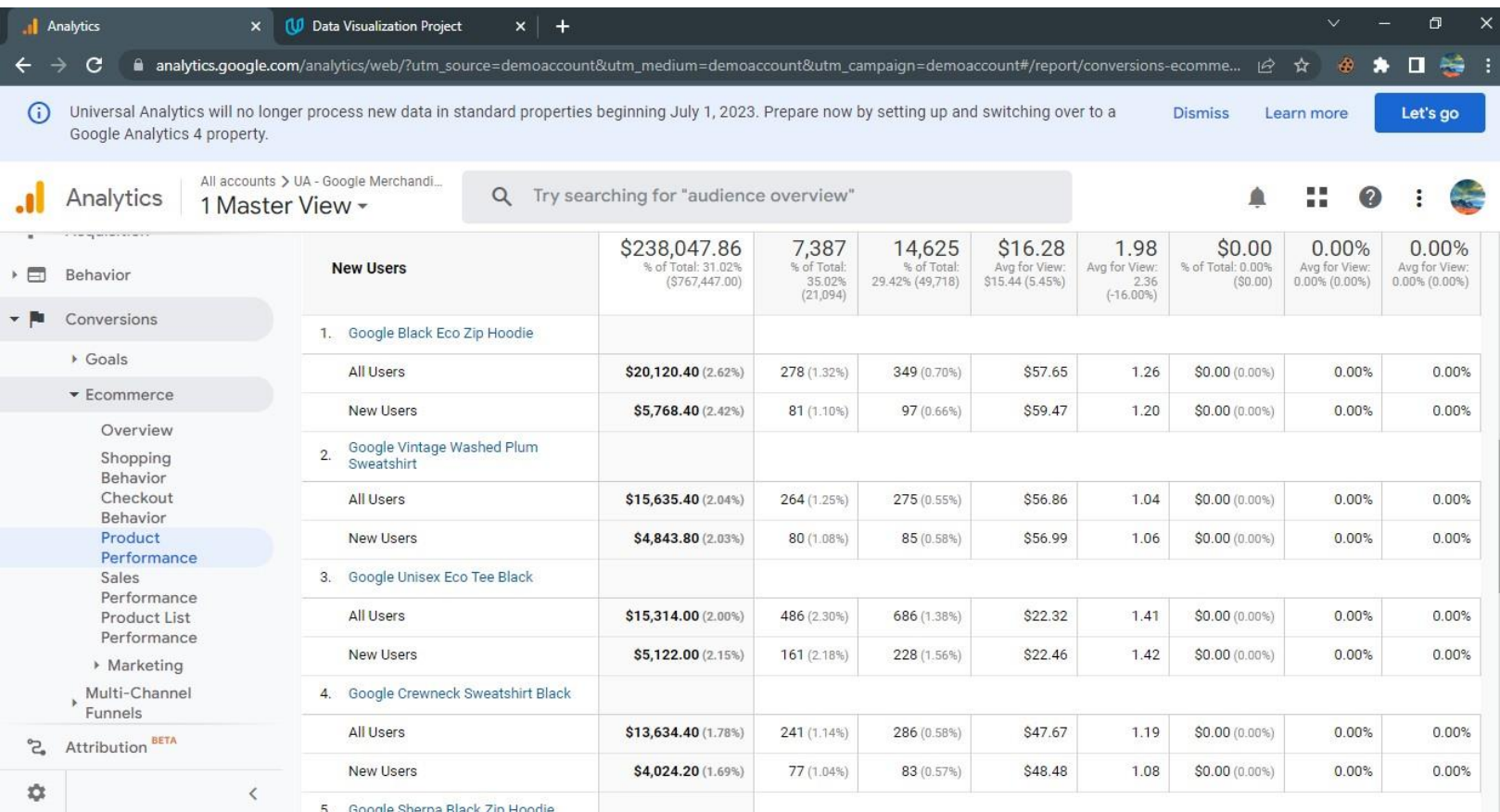
Display and last is referral inbound rate.  
the highest e-commerce conversion is Paid search and the lowest are Display, Affiliates, and Referral.

Bounce is the number of exits without any interaction  
Conversion 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.)



The screenshot shows the Google Analytics interface for a demo account. The left sidebar lists navigation options: Behavior, Conversions, Ecommerce, Attribution, and Multi-Channel Funnels. The main content area displays a table of conversion data for New Users. The table has 10 columns: Product Category, Revenue, % of Total, Unique Purchases, % of Total, Avg for View, Avg for View, % of Total, Avg for View, and Avg for View. The data is organized into 5 product categories, each with rows for All Users and New Users.

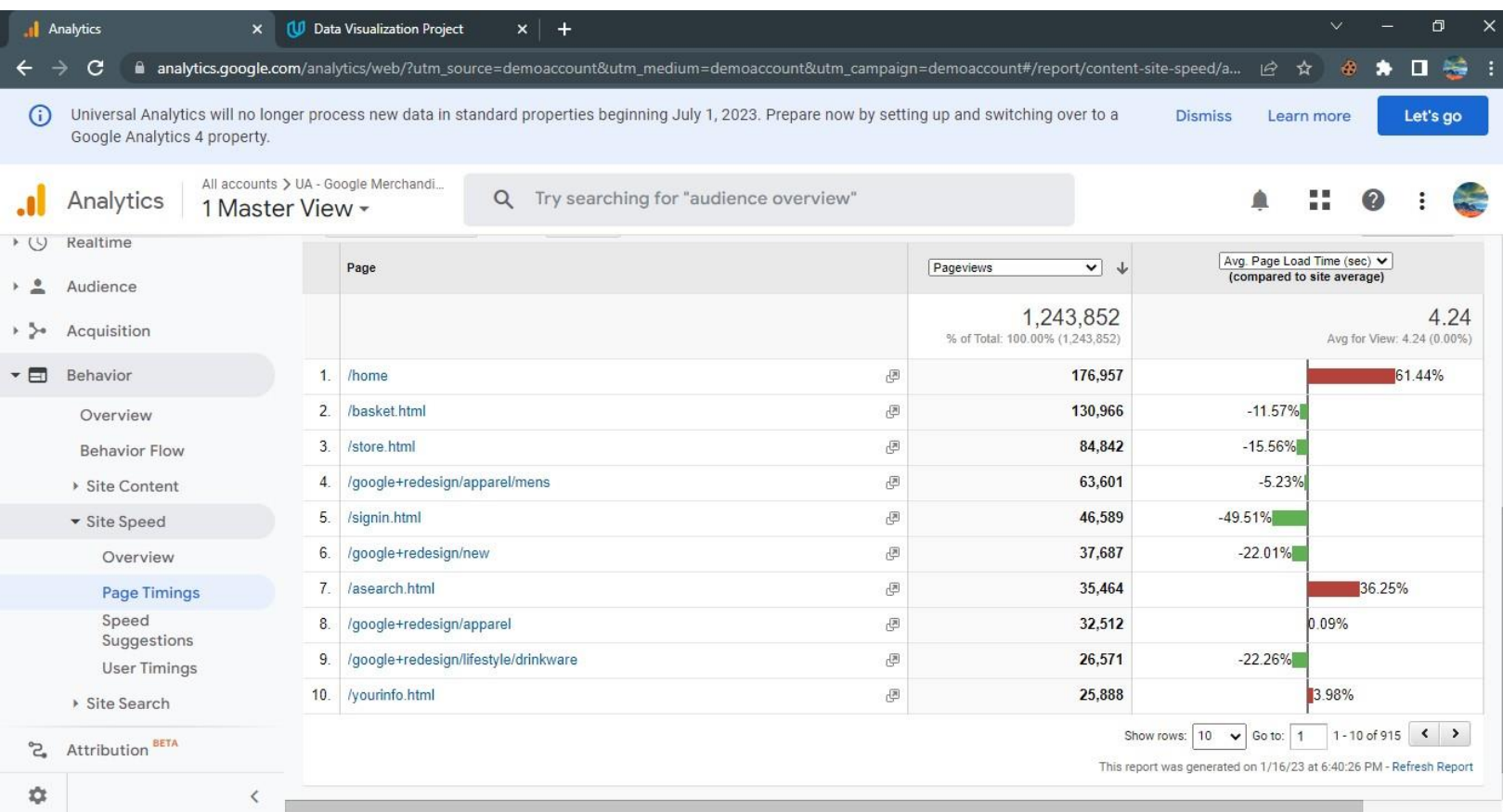
Product Category	Revenue	% of Total	Unique Purchases	% of Total	Avg for View	Avg for View	% of Total	Avg for View	Avg for View
<b>New Users</b>	<b>\$238,047.86</b>	<b>31.02%</b>	<b>7,387</b>	<b>35.02%</b>	<b>14,625</b>	<b>\$16.28</b>	<b>1.98</b>	<b>\$0.00</b>	<b>0.00%</b>
1. Google Black Eco Zip Hoodie									
All Users	\$20,120.40 (2.62%)		278 (1.32%)		349 (0.70%)	\$57.65	1.26	\$0.00 (0.00%)	0.00%
New Users	\$5,768.40 (2.42%)		81 (1.10%)		97 (0.66%)	\$59.47	1.20	\$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%
New Users	\$4,843.80 (2.03%)		80 (1.08%)		85 (0.58%)	\$56.99	1.06	\$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%
New Users	\$5,122.00 (2.15%)		161 (2.18%)		228 (1.56%)	\$22.46	1.42	\$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%
New Users	\$4,024.20 (1.69%)		77 (1.04%)		83 (0.57%)	\$48.48	1.08	\$0.00 (0.00%)	0.00%
5. Google Sherpa Black Zip Hoodie									

The product is Google Black Eco Zip Hoodie highest in revenue

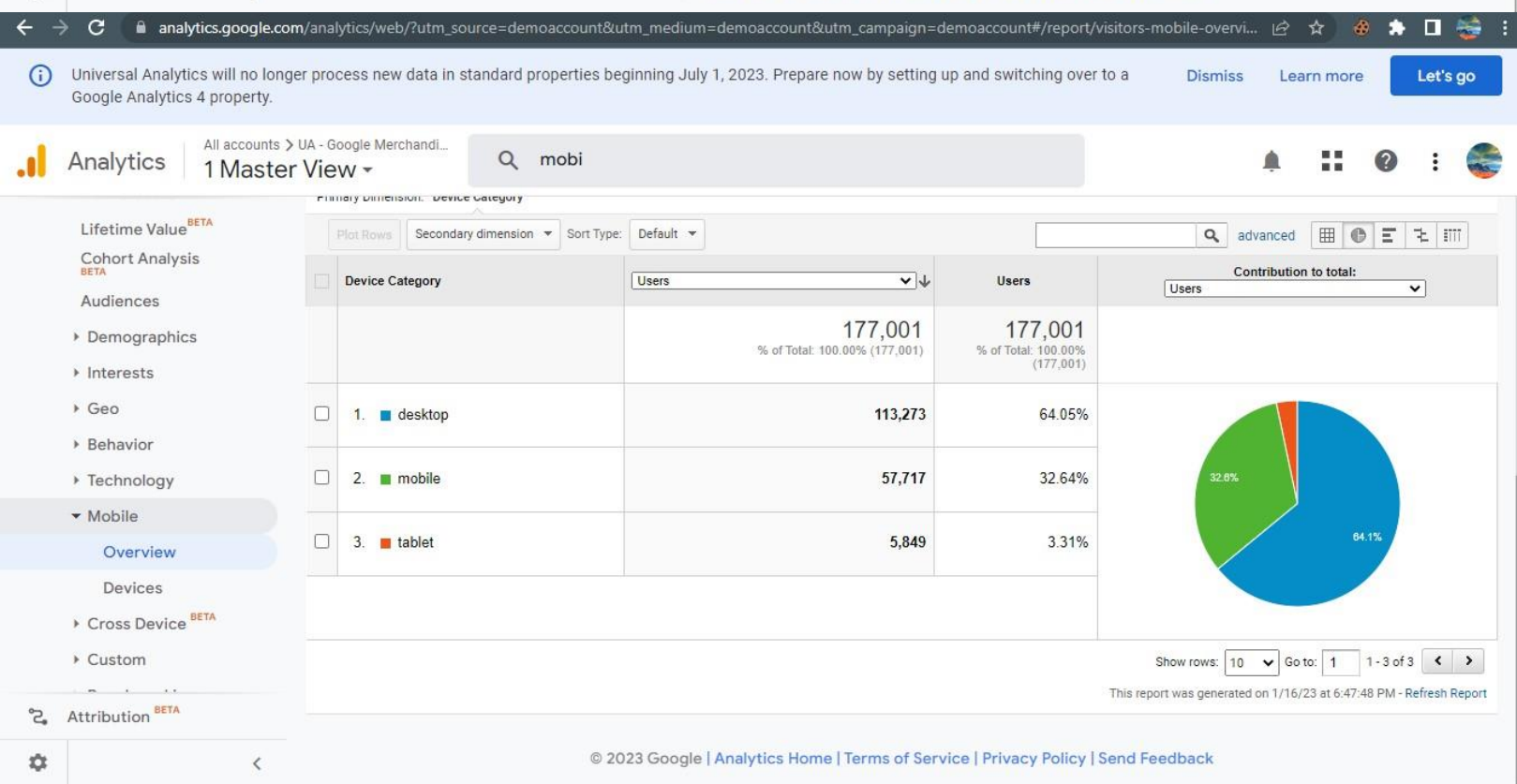
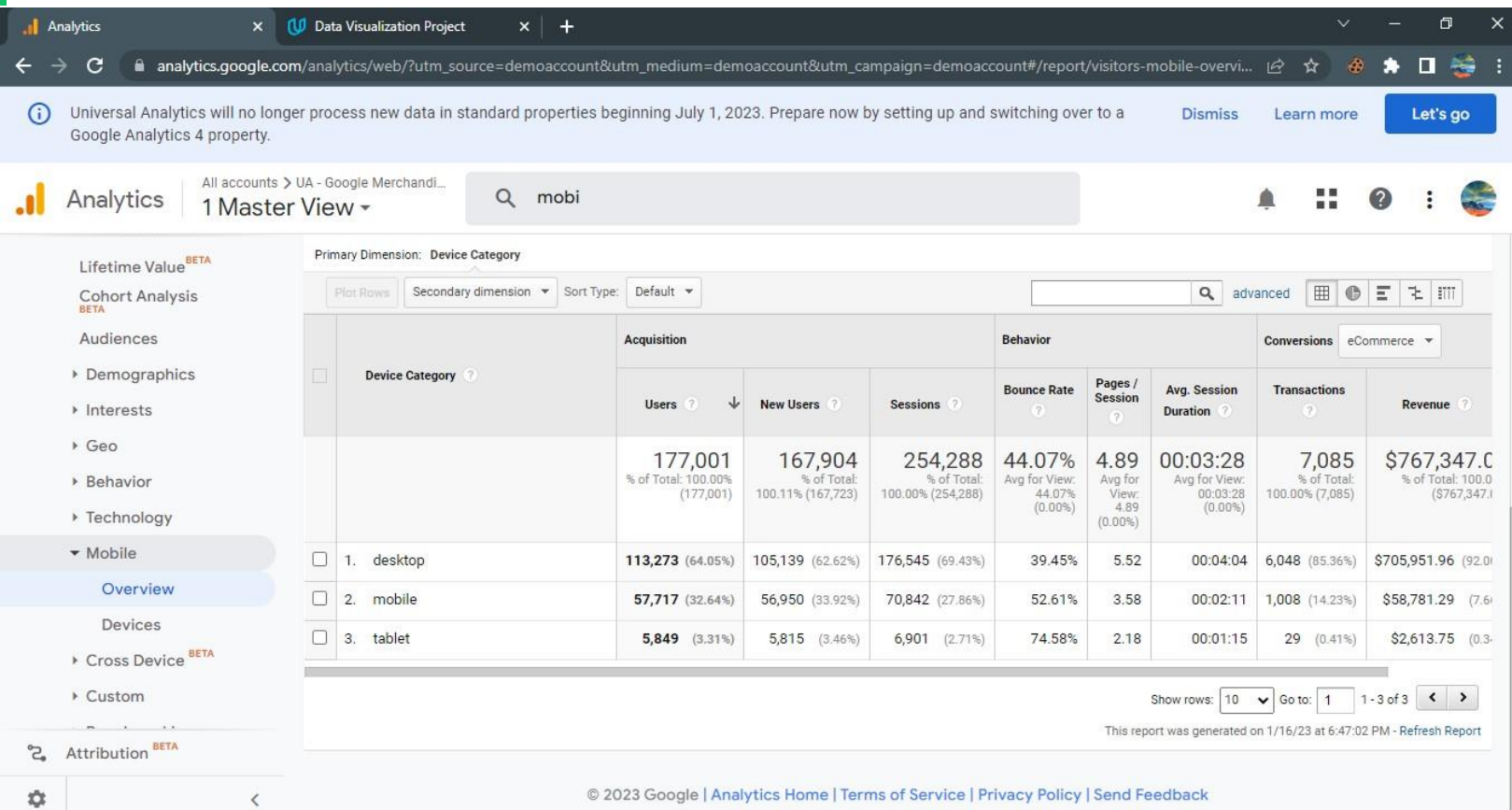
The product is Superfan Sticker Pack highest in unique purchases

# 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



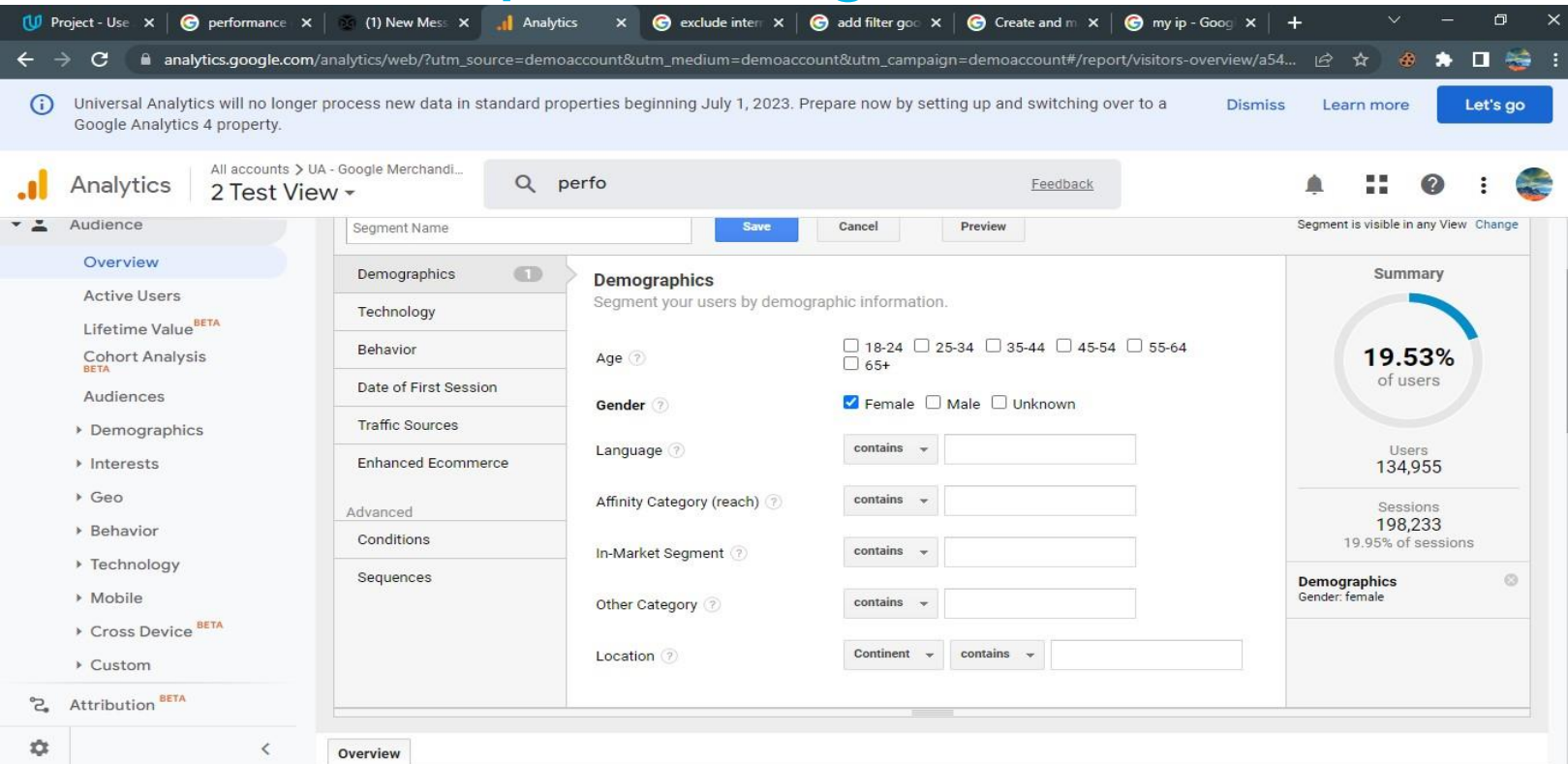


# Part Three: Segmentation

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# Audience Segment: Characteristic segment1

## what is the percentage of female?



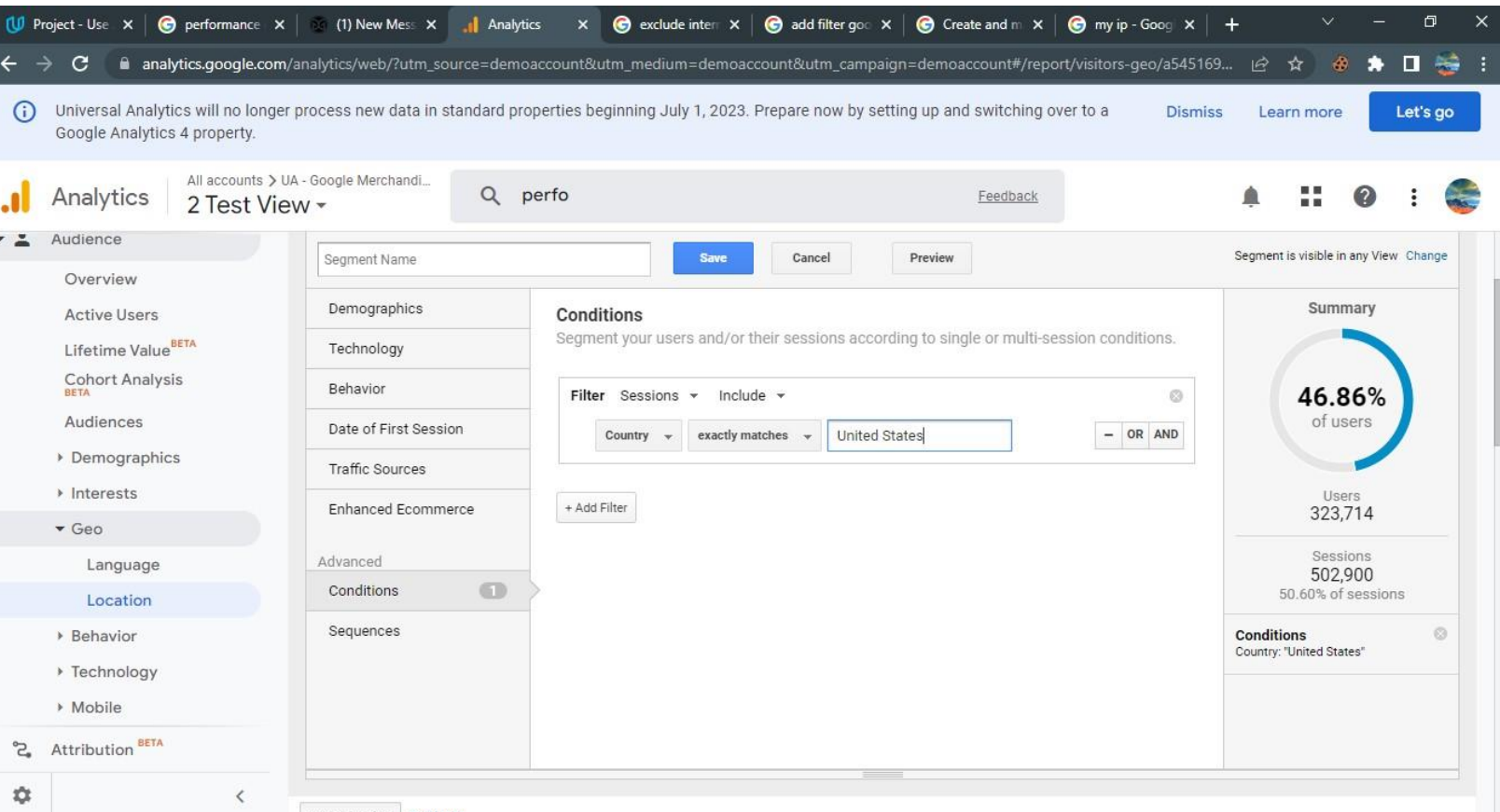
Female constitute 19.53% from visitor



# Audience Segment: Geography

*What is The percentage from usa?*

usa constitute 46.86  
from visitors



The screenshot displays the Google Analytics interface for creating an audience segment. The left sidebar shows the navigation menu with 'Audience' selected. The main content area is titled 'Audience' and shows a 'Segment Name' field with 'Save', 'Cancel', and 'Preview' buttons. The 'Conditions' section is active, showing a filter for 'Country' that 'exactly matches' 'United States'. The 'Summary' section on the right shows that 46.86% of users (323,714 users, 502,900 sessions, 50.60% of sessions) are included in the segment. The 'Conditions' list shows 'Country: "United States"'. The bottom of the interface shows the 'Max Overview' and 'Explore' buttons.

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**Analytics** All accounts > UA - Google Merchandi... 2 Test View  [Feedback](#)

**Audience**

- Overview
- Active Users
- Lifetime Value BETA
- Cohort Analysis BETA
- Audiences
- Demographics
- Interests
- Geo
- Language
- Location
- Behavior
- Technology
- Mobile

**Attribution** BETA

Segment Name  [Save](#) [Cancel](#) [Preview](#) Segment is visible in any View [Change](#)

**Demographics**

- Technology
- Behavior
- Date of First Session
- Traffic Sources
- Enhanced Ecommerce

**Advanced**

- Conditions **1**
- Sequences

**Conditions**

Segment your users and/or their sessions according to single or multi-session conditions.

Filter Sessions Include

Country exactly matches United States - OR AND

[+ Add Filter](#)

**Summary**

46.86% of users

Users 323,714

Sessions 502,900  
50.60% of sessions

**Conditions**

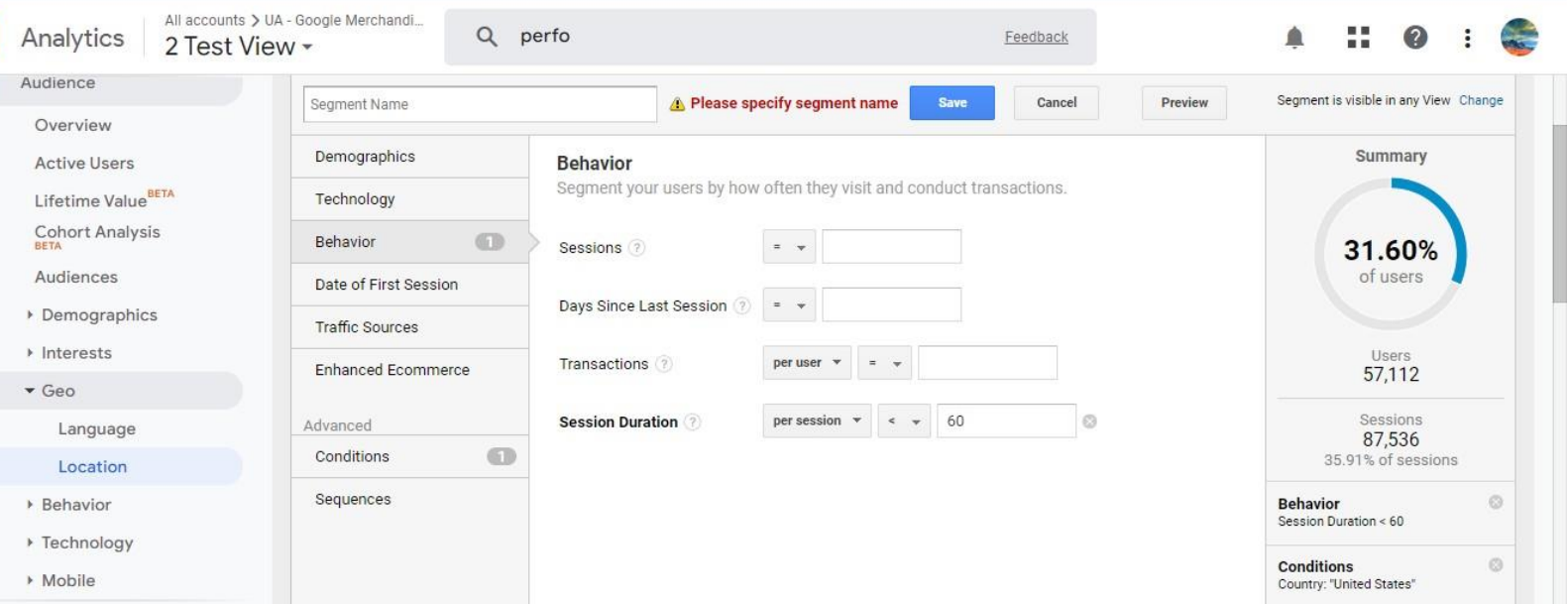
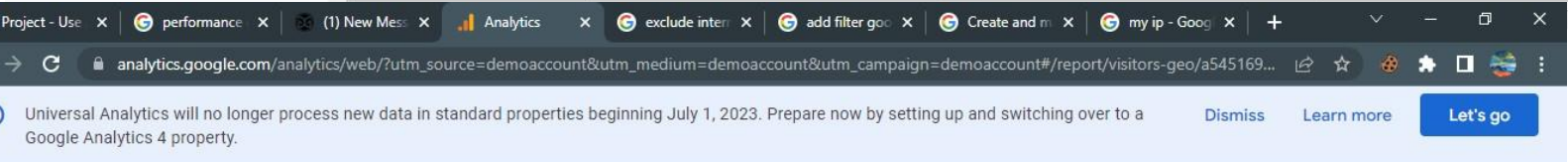
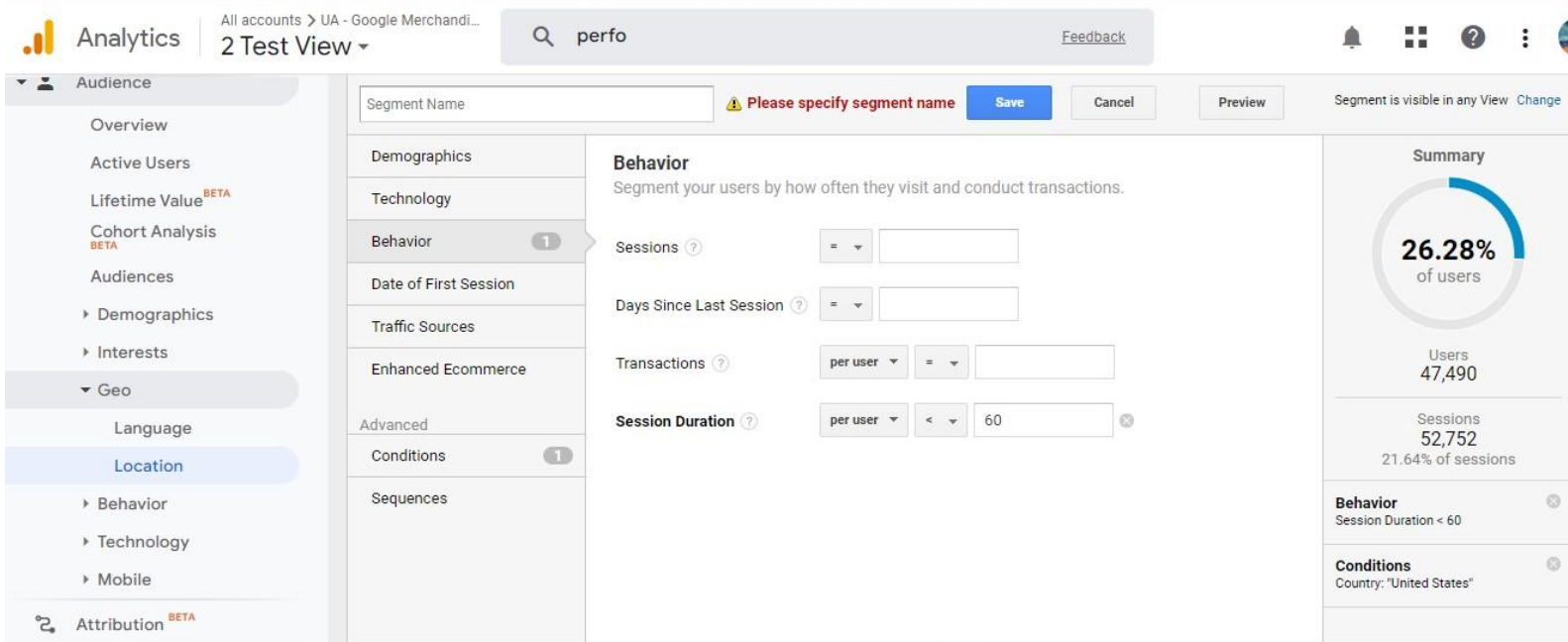
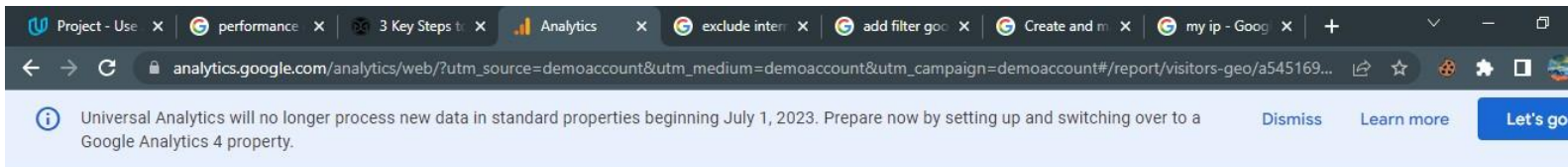
Country: "United States"

# Audience Segment: User Behavior

How many visits last more than 60 second?

26.28% from user.

And 31.6 from sessions.





# ANND Portfolio

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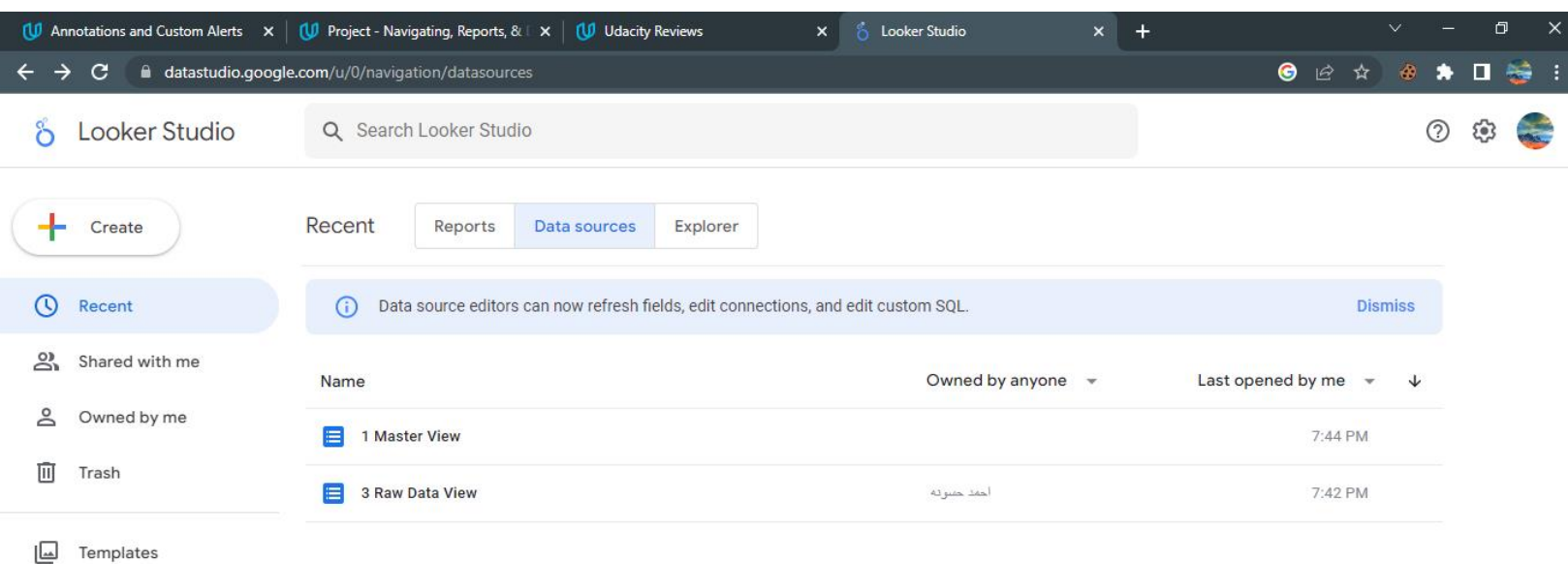
Advanced Displays,  
Segmentation & Filtering

# Part Two:

## Connecting a Data Source and Creating a Custom Dashboard

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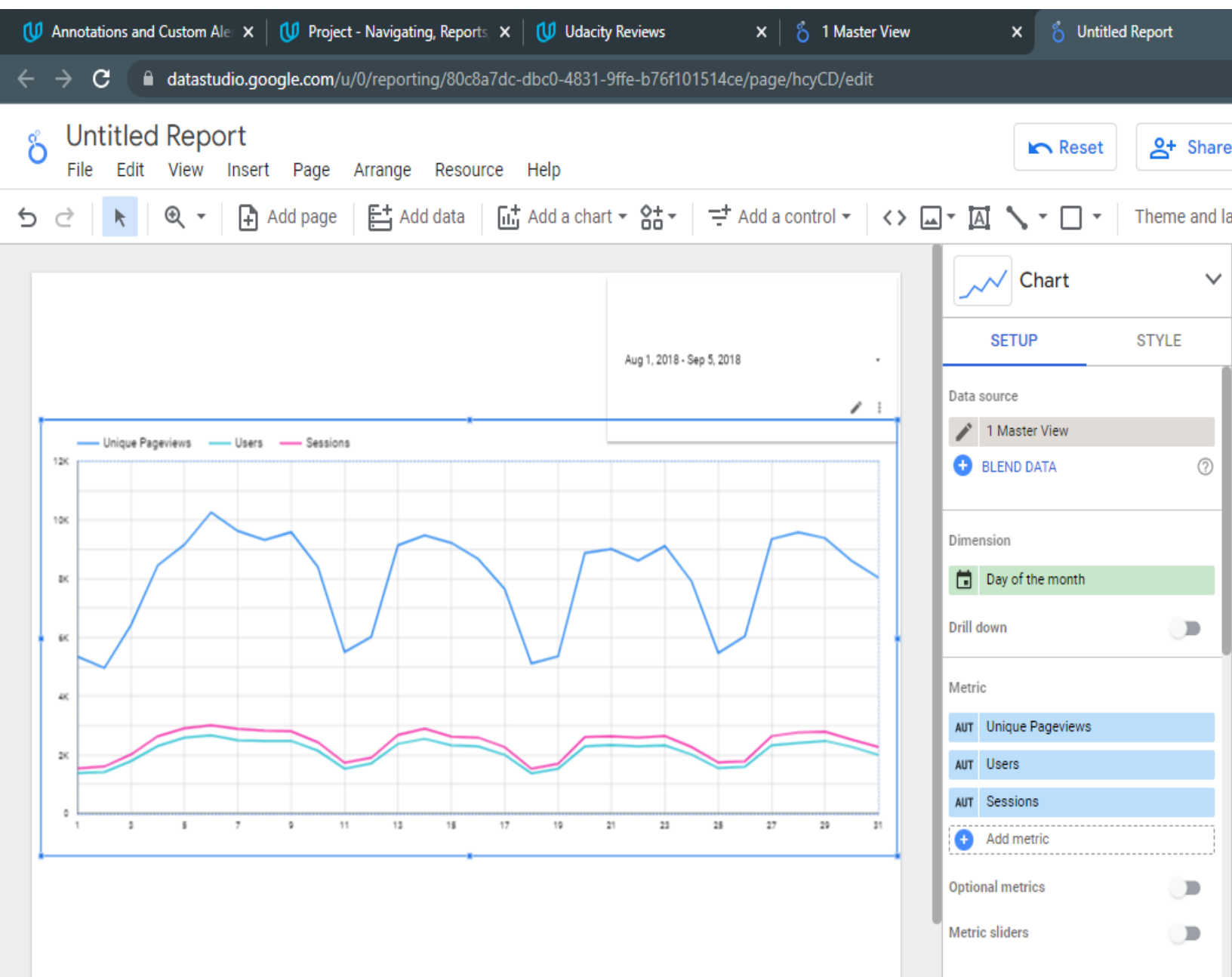
# 1. Merchandise Store Draft Dashboard: Built on the Master View



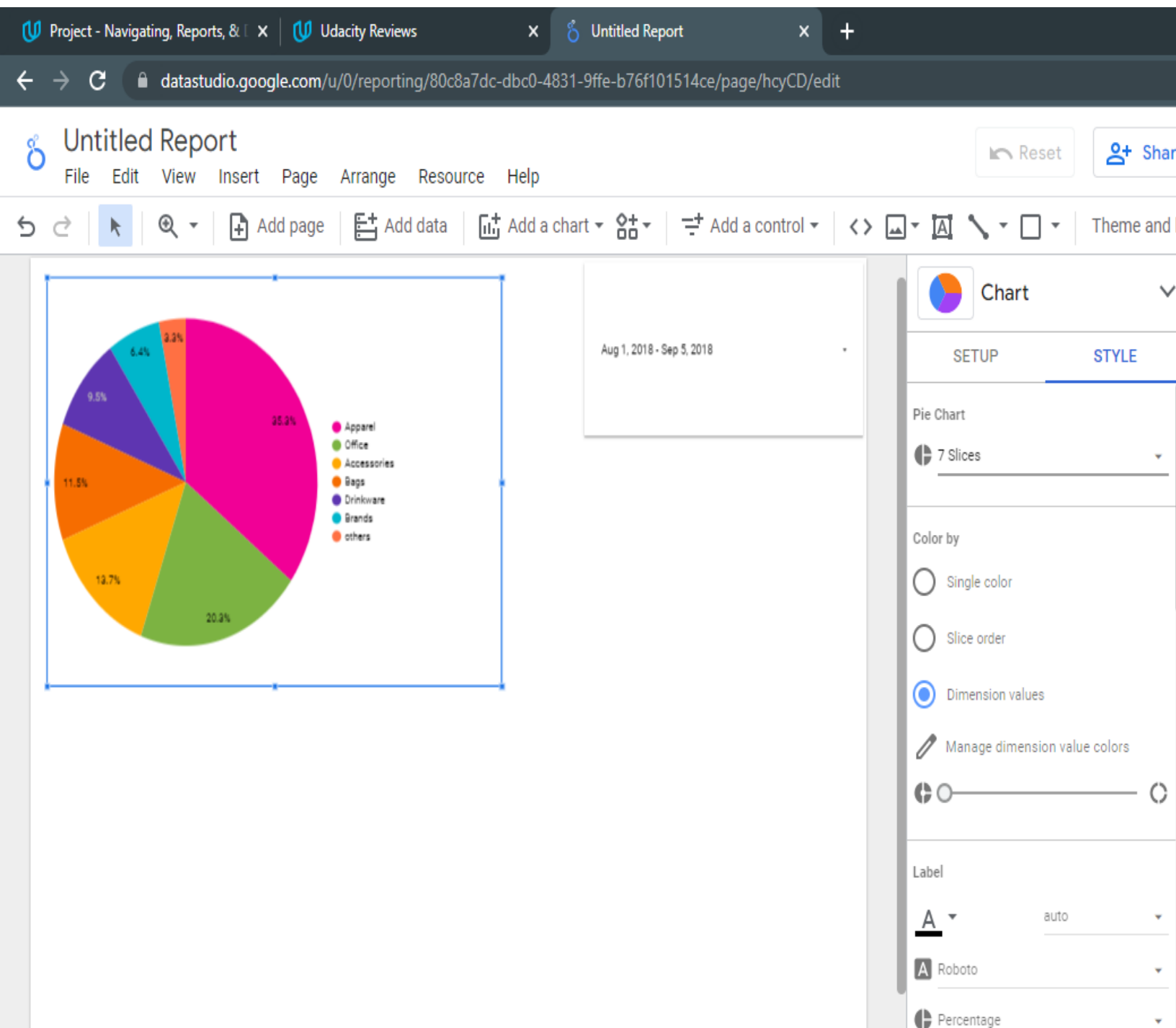
The screenshot shows the Looker Studio web interface. The browser tabs include 'Annotations and Custom Alerts', 'Project - Navigating, Reports, &', 'Udacity Reviews', and 'Looker Studio'. The address bar shows 'datastudio.google.com/u/0/navigation/datasources'. The Looker Studio header includes a search bar and a user profile icon. The left sidebar has a 'Create' button and navigation links for 'Recent', 'Shared with me', 'Owned by me', 'Trash', and 'Templates'. The main content area has tabs for 'Recent', 'Reports', 'Data sources', and 'Explorer'. A notification banner states: 'Data source editors can now refresh fields, edit connections, and edit custom SQL.' Below this is a table of recent data sources.

Name	Owned by anyone	Last opened by me
1 Master View		7:44 PM
3 Raw Data View	احمد حسونه	7:42 PM

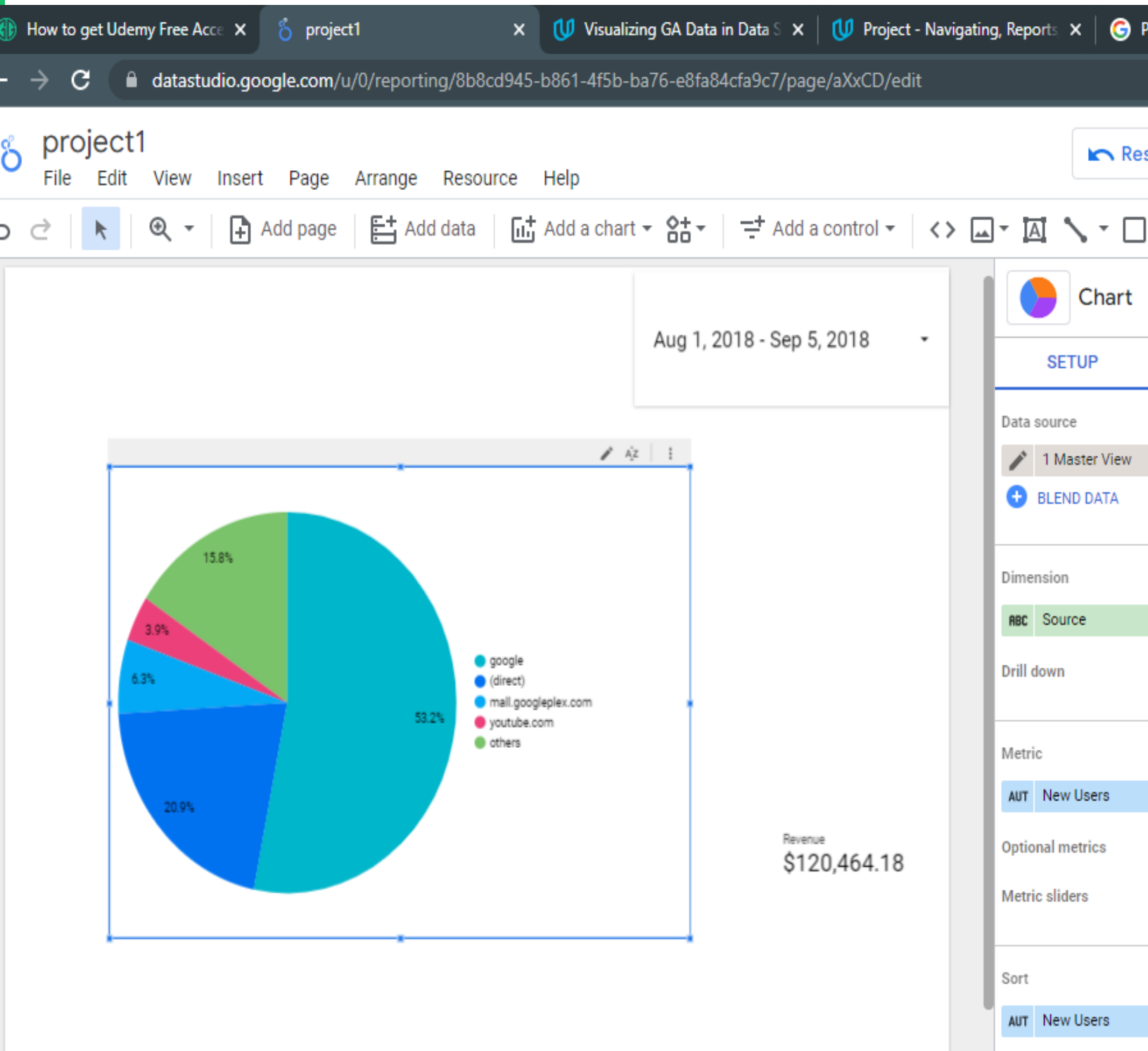
## 2. Merchandise Store Draft Dashboard: Time Series chart during last year



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



# 5. 5slices



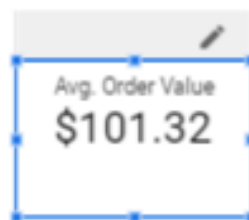


project1

File Edit View Insert Page Arrange Resource Help

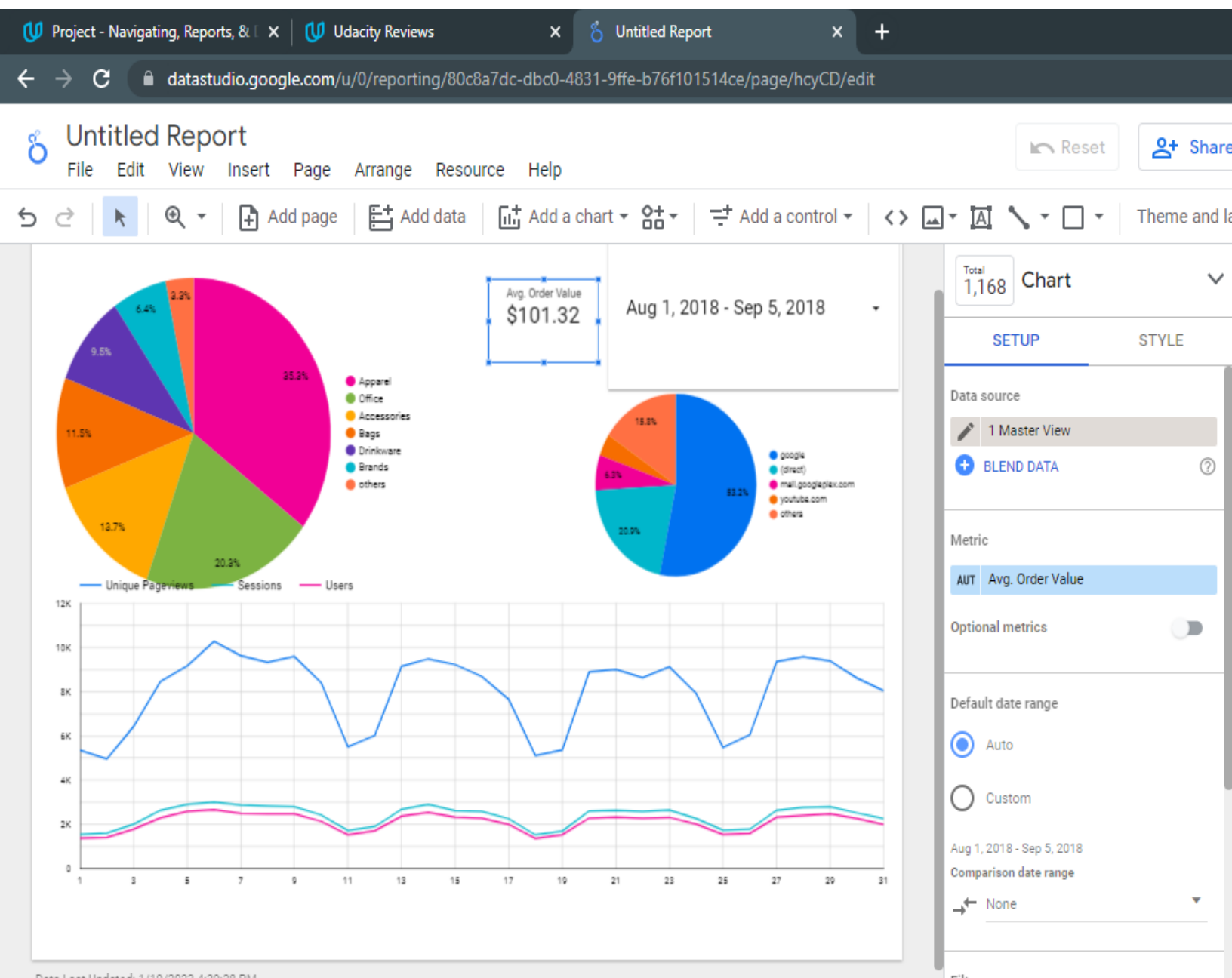
Undo Redo Select Zoom Add page Add data Add a chart Add

Aug 1, 2018 - Sep





# 6. Merchandise Store Draft Dashboard: Date Range Control



# Marketing Analytics Nanodegree Program

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## Google Analytics