

User Guide

Done by: NUS BACT JA6 2022

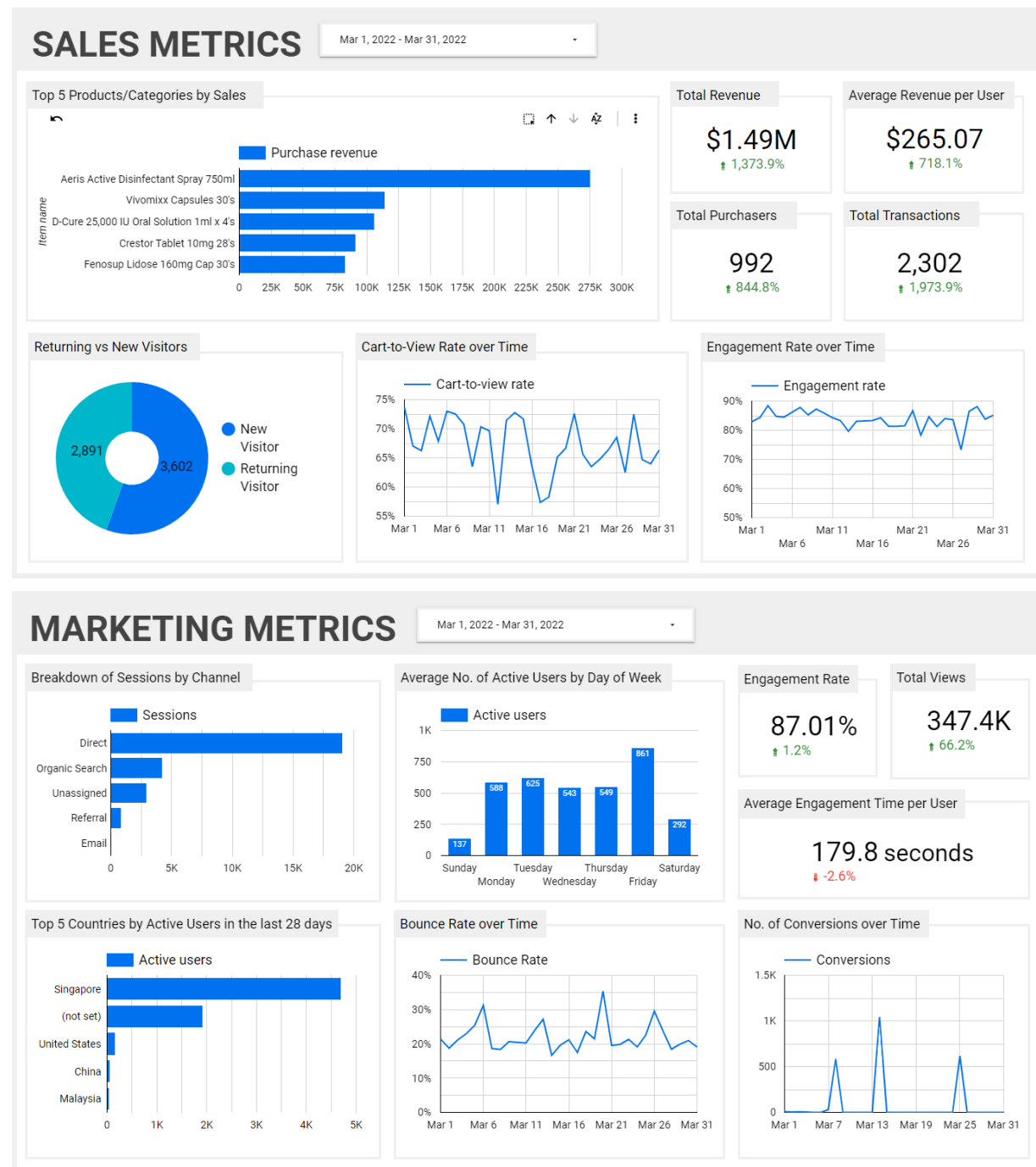
Summary

This guide will provide a detailed explanation on how to navigate through, interact with, and understand this dashboard - including what each graph and figure represents.

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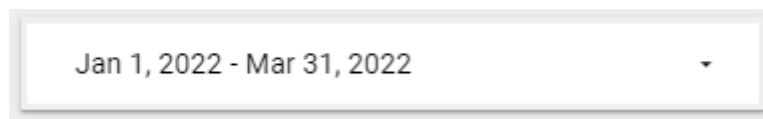
Dashboard Overview



Dashboard displaying Sales and Marketing Metrics in March 2022

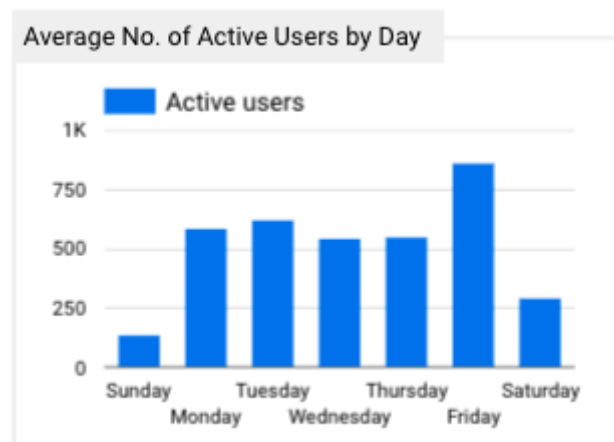
This dashboard comprises 2 pages encapsulating the various sales and marketing metrics respectively. These may provide useful insights from your website and business. Data studio was used to create this dashboard, and the data is retrieved from Google Analytics. For a comprehensive guide to Data Studio with links to relevant articles and guides, you may refer to [here](#).

Date Range Filter

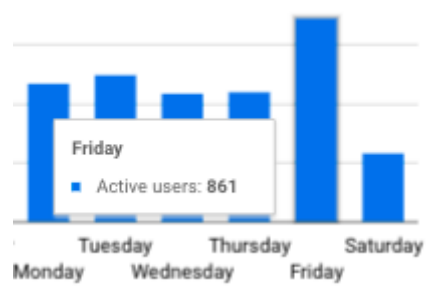


The date range filter allows you to **select the date range** to be represented in all charts. Data studio provides many standard options in date ranges (e.g. Last Year, Last Quarter), alternatively custom date ranges could be selected too (e.g. Jan 15, 2022 - Mar 1, 2022).

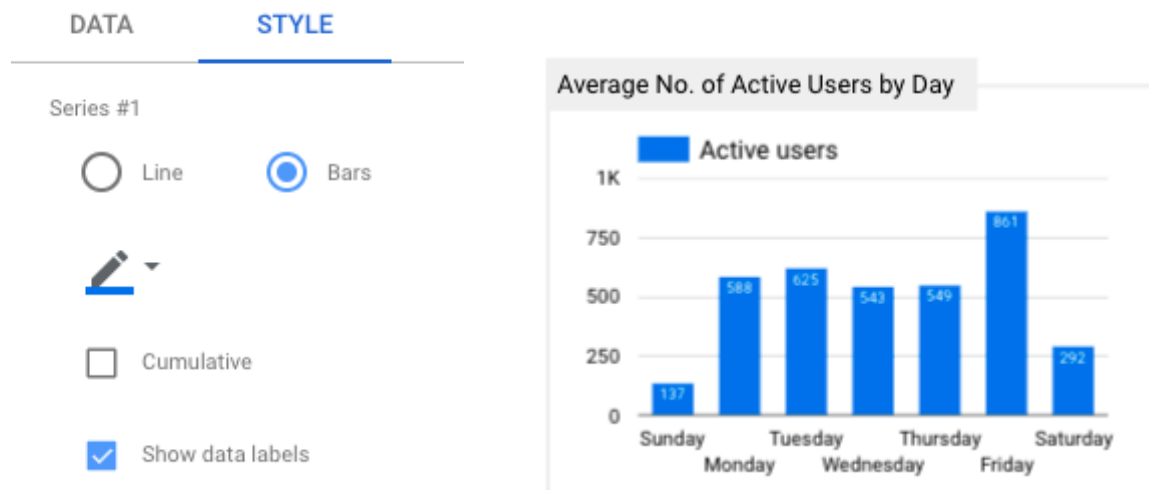
Bar Charts



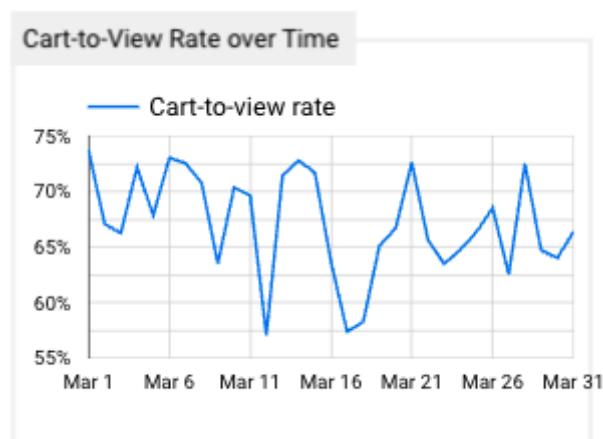
This is one type of chart that is used to display some of the metrics. In order to look at the specific numbers for each category, you can **hover over each bar** to get a more granular view.



To view all data labels simultaneously, you can **click** on the chart, go to the **Style** tab on the right of Data Studio and **enable "Show data labels"**.



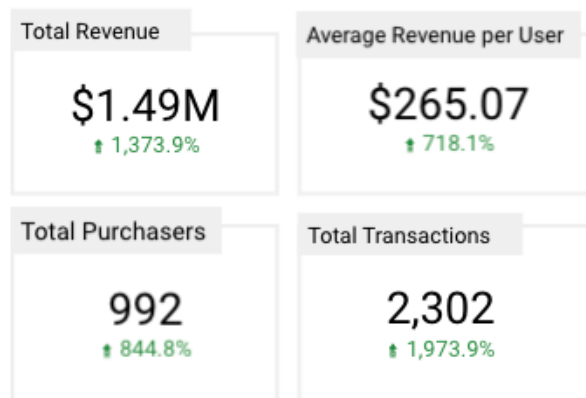
Line Charts



Line charts are typically used to reflect changes in a metric over time. Just like the bar graph, you can **hover over each datapoint** to view the granular numbers for each specific point in time.



Figures and percentage changes

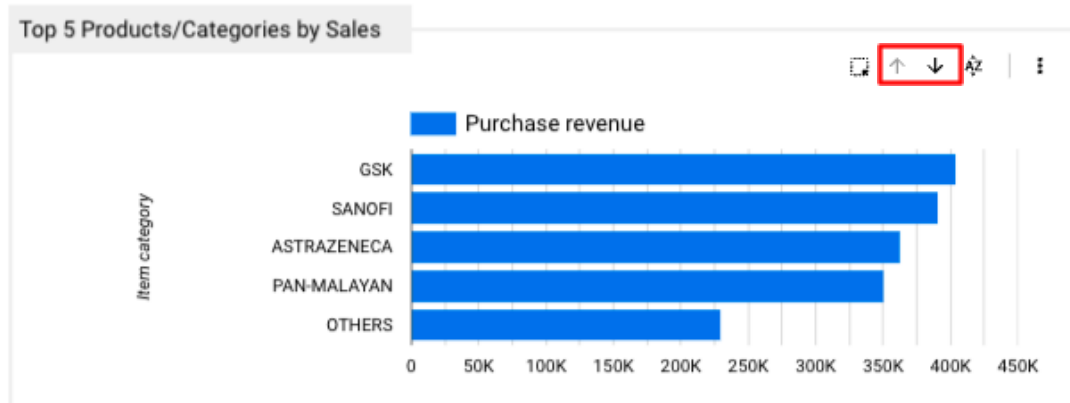


These metrics display the **raw numbers** for the specified date range (as determined by the date range filter). The percentages below show the **percentage change** of that metric compared to the previous period.

For example, the Total Revenue in March 2022 is \$1.49M, which increased by 1373.9% when compared to February 2022. If the date range is within the previous week, the period that the metric will be compared to will be the week before the previous week (i.e. 2 weeks prior).

Sales Metrics

Top 5 Products/Categories by Sales

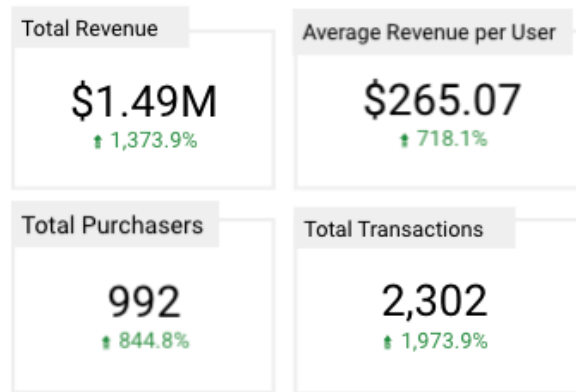


This bar chart displays the **top 5 categories of products** that provide the highest purchase revenue to your business.



This bar chart displays the **top 5 products** that provide the highest purchase revenue to your business.

In order to toggle between the 2 different views of the chart, you can click on the arrows highlighted by the red box.



Total Revenue

This displays the **total revenue generated** within the date range.

Average Revenue per User

This displays the **average revenue generated per user** within the date range.

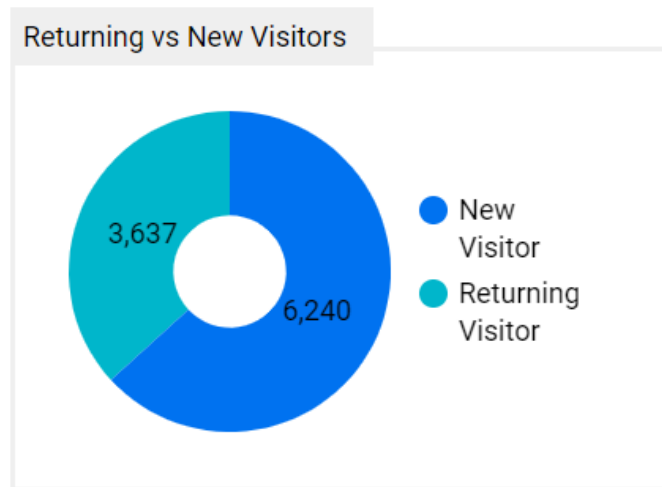
Total Purchasers

This displays the **total number of unique purchasers** within the data range.

Total Transactions

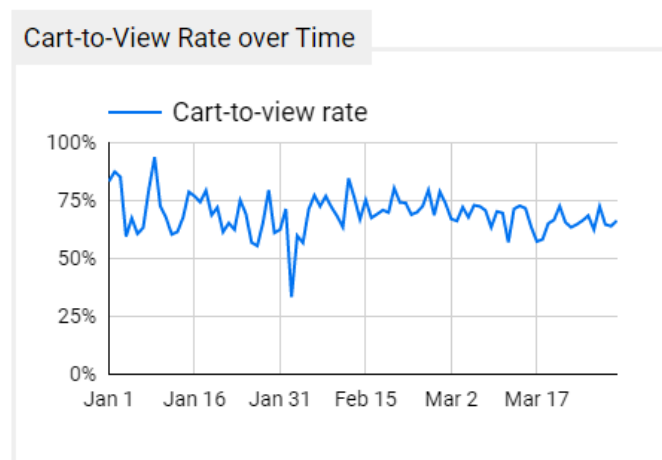
This displays the **total number of payment transactions** within the date range.

Returning vs New Visitors



This pie chart provides an overview of the **proportion of site visitors that are new vs returning** within the specified date range. The number of new visitors and returning visitors are displayed within the chart as well.

Cart-to-View Rate over time

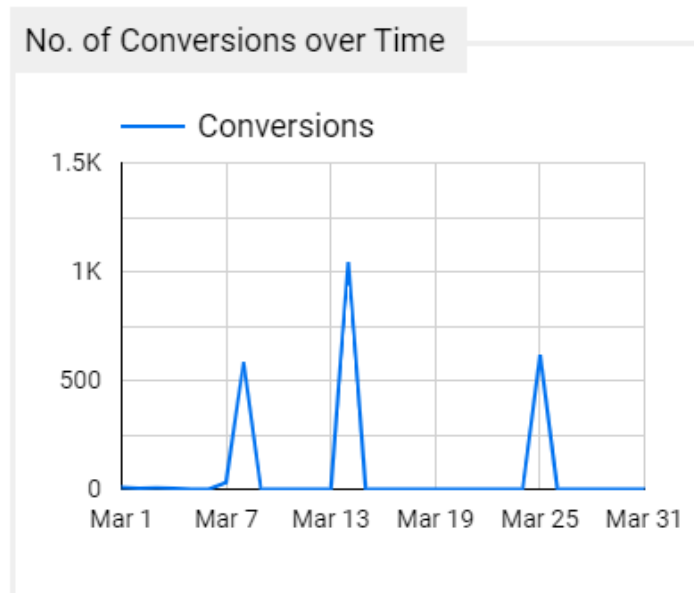


This line chart displays the Cart-to-View Rate over time within the date range. Cart-to-View Rate represents the **ratio of the number of times a product is added to cart, to the number of times the user views their shopping cart with the same product already added to cart.**

For example, if User 1 adds Product A to cart once (1 add-to-cart event), and subsequently clicks on their cart and views it twice with Product A already in cart (2 view-cart events), the Cart-to-View Rate for this particular user and product would be $\frac{1}{2} = 50\%$.

A possible interpretation of this metric could be that a low cart-to-view rate (i.e. the user repeatedly views the cart once a product has been added) could suggest high levels of hesitation in their buying process, and the company might consider coming up with strategies to aid in the buyer's decision to purchase.

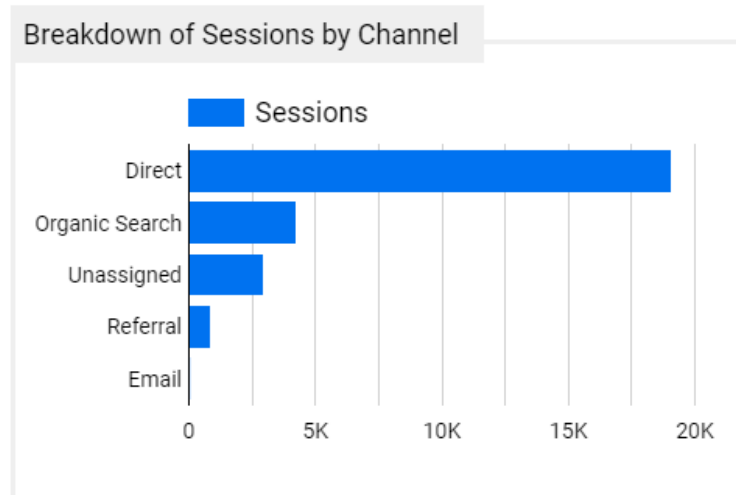
No. of Conversions over Time



This line chart represents the **trend in the number of conversion events** (as defined in your website's Google Analytics settings) over time.

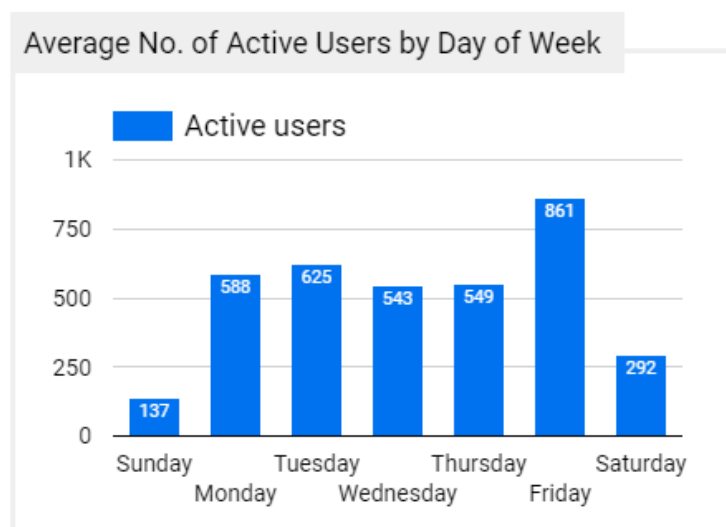
Marketing Metrics

Breakdown of Sessions by Channel



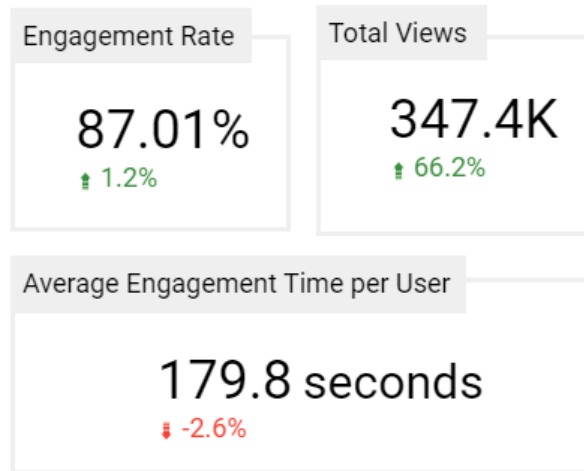
This bar chart provides an overview of the **number of user sessions contributed by each channel (source which the user originated from)**.

Average No. of Active Users by Day of Week



This bar chart displays the **distribution of the average number of active users based on the day of the week**.

This could be useful in highlighting **if there are certain days where more users tend to visit the website** - in this case, Friday seems to see a spike in active users. Such information could aid marketing related decisions (e.g. which days to have a sales promotion to encourage higher sales).



Engagement Rate

Engagement rate represents the **percentage of all sessions that are categorized as “engaged sessions”** which refers to sessions that either **lasted 10 seconds or longer**, had **1 or more conversion events**, or had **2 or more page views**.

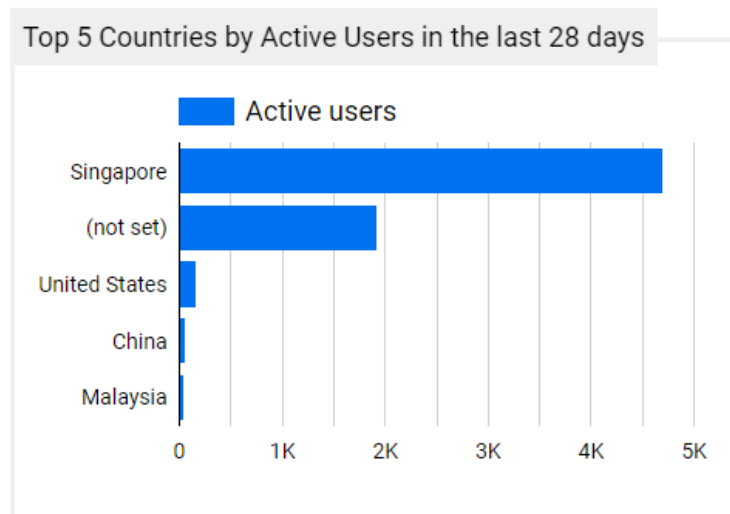
Total Views

Total views represent the **total number of web pages your users saw** within the set date range. Repeated views of a single page are counted.

Average Engagement Time per User

Average engagement time per user represents the **average time each user spent engaged on your website** (i.e. your website is **open and in focus**, and not merely open in the background as users visit other websites).

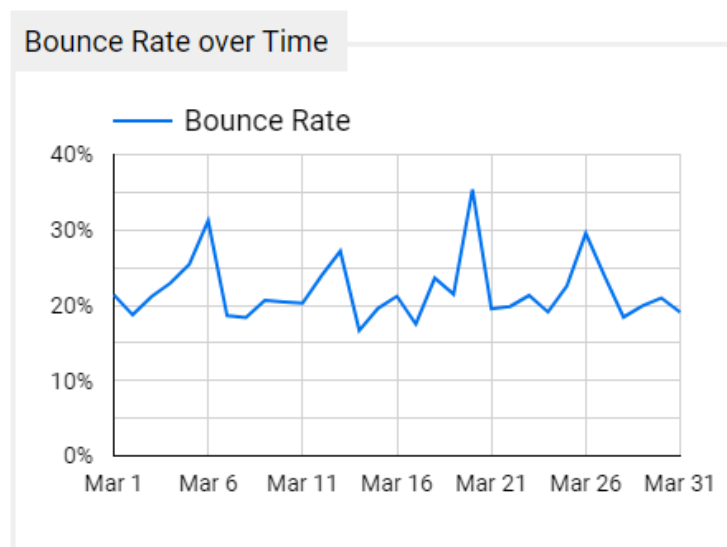
Top 5 Countries by Active Users in the last 28 days



This bar chart displays the **top 5 countries which active users of the website originate from**.

Unfortunately, not all the users' locations were traceable, hence there is a considerable number of users under the "not-set" category.

Bounce Rate over Time

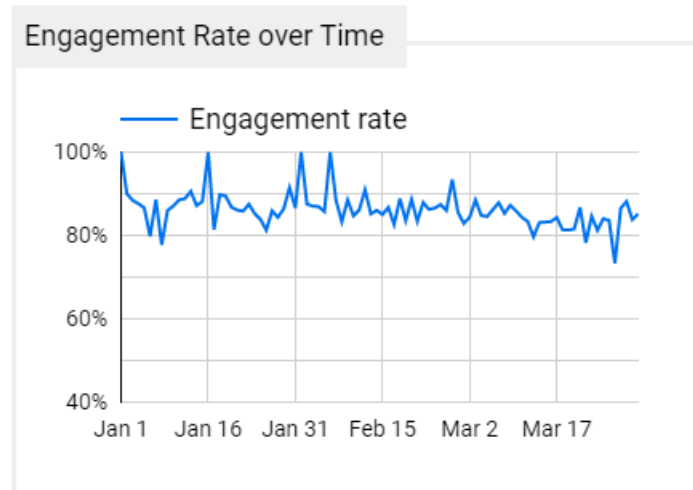


This line chart displays the **trend in bounce rate over time**, where bounce rate represents the **percentage of all sessions that are single-page sessions** (meaning users viewed only a single page during the entire session on your website).

A high bounce rate could suggest that users may visit the homepage of your website without clicking into the product pages of any product, and hence do not end up making a purchase. Therefore, an unexpected spike in bounce rate may suggest that

there may be underlying issues that are stopping users from engaging further with your website (e.g. technical issues preventing users from clicking into product pages).

Engagement Rate over time



This line chart displays the Engagement Rate of visitors over time. Engagement rate refers to the **percentage of sessions** which are **considered engaged sessions as defined under [Engagement Rate](#)**.