

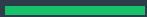
Google Analytics



Project 5 - Advanced Displays,
Segmentation & Filtering



Part One: Primary Views & Filters





1. Best Practice Check: Three Primary Views

I use the **Google Merchandise Store Demo Account** which already has the three primary views created.

I do not have access to create those views, but the steps to create a view consists of these steps:

- Go to Admin
- Click the [+ Create View] button next to View - see screen shot below, notice the button is greyed out here because I can't create view in the demo account.

The screenshot shows the Google Analytics Admin interface. At the top, it says "Analytics | All accounts > Google Merchandise St... 1 Master View". Below that is a search bar with "Try searching 'Users today'". On the right, there are "Feedback", a bell icon, and a grid icon. The main area is titled "ADMIN" with tabs for "USER". It shows "Account" with a "+ Create Account" button, "Property" with a "+ Create Property" button, and "View" with a "+ Create View" button. The "+ Create View" button is highlighted with a red box. The "View" section also shows "1 Master View". On the left, there's a sidebar with icons for Home, Admin, and User.

Industry best practice is to have three Primary views as below to serve three fundamental functionality:

1. Raw Data View – this is the base line view with no filter applied
2. Master View – this is the live production view and has filters applied
3. Test View – this is the test view prior work is rolled out to Master View.

The screenshot shows the Google Analytics Platform Home page. At the top, there are tabs for "All", "Favorites" (which is selected), and "Recents". There's a search bar with "Search" and a "Visit Platform Home" link. Below that is a section for "Analytics". It lists three views:

- Demo Account > Google Merchandise Store **3 Raw Data View** Tracking ID UA-54516992-1 No organization ★
- Demo Account > Google Merchandise Store **1 Master View** Tracking ID UA-54516992-1 No organization ★
- Demo Account > Google Merchandise Store **2 Test View** Tracking ID UA-54516992-1 No organization ★

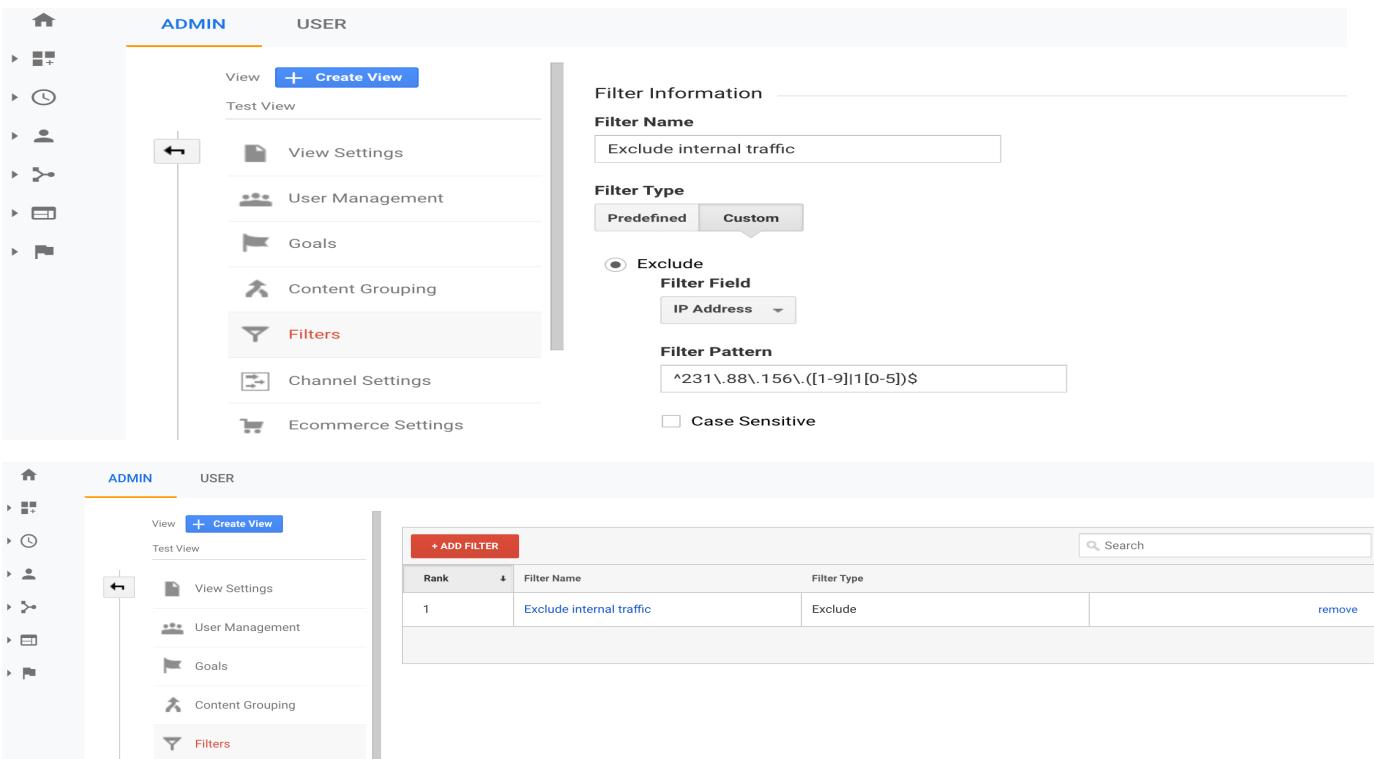
2. Best Practice Check:

Filtering Internal Traffic

The **Google Merchandise Store Demo Account** does not already have this filter created, and I do not have access to create this filter. The steps and illustrative screen shots are as below:

On Admin pane, under View, Select Test View.

- Click on [Filter], then [Add Filter] red button
- In the Add Filter to View form, select “Create new Filter”
- Enter a filer name such as “ Exclude internal traffic”
- Click [Custom] Under Filter Type
- In the Filter Field under the [Exclude] radio button, click [Select field] to search for IP address and select it
- 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[1-9]|1[0-5])$` which will filter out IP range from [231.88.156.1] thru [231.88.156.15]
- Click [Save] Button
- Leave this filter in Test View (like 7-10 days) to ensure it is working as expected, before copy it to Master View.



The figure consists of two vertically stacked screenshots of the Google Analytics Admin interface.

Screenshot 1: Filter Information

- Left Panel:** Shows the Admin sidebar with the 'View' tab selected. Below it, the 'Filters' section is highlighted.
- Right Panel:**
 - Filter Information:** 'Filter Name' is set to 'Exclude internal traffic'.
 - Filter Type:** 'Custom' is selected.
 - Filter Pattern:** The pattern `^231\.88\.156\.(1[1-9]|1[0-5])$` is entered in the input field.
 - Case Sensitive:** This checkbox is unchecked.

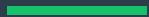
Screenshot 2: Add Filter

- Left Panel:** Shows the Admin sidebar with the 'View' tab selected. Below it, the 'Filters' section is highlighted.
- Right Panel:**
 - + ADD FILTER:** A red button.
 - Table:** Displays the newly created filter.

Rank	Filter Name	Filter Type	Action
1	Exclude internal traffic	Exclude	remove



Part Two: Data Exploration



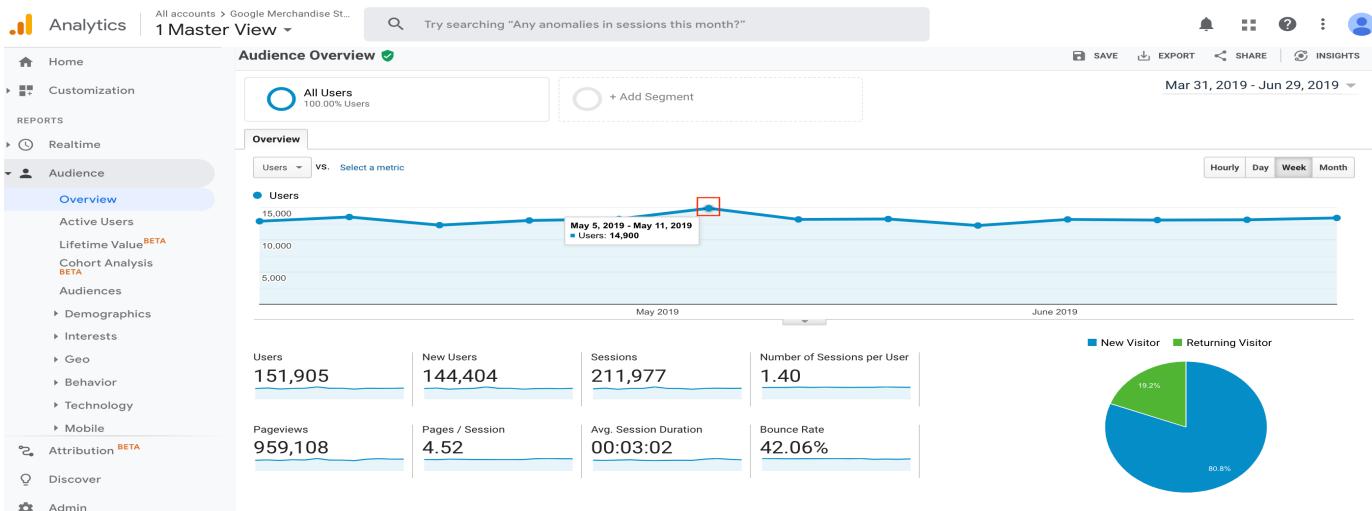


Standard Display - Audience

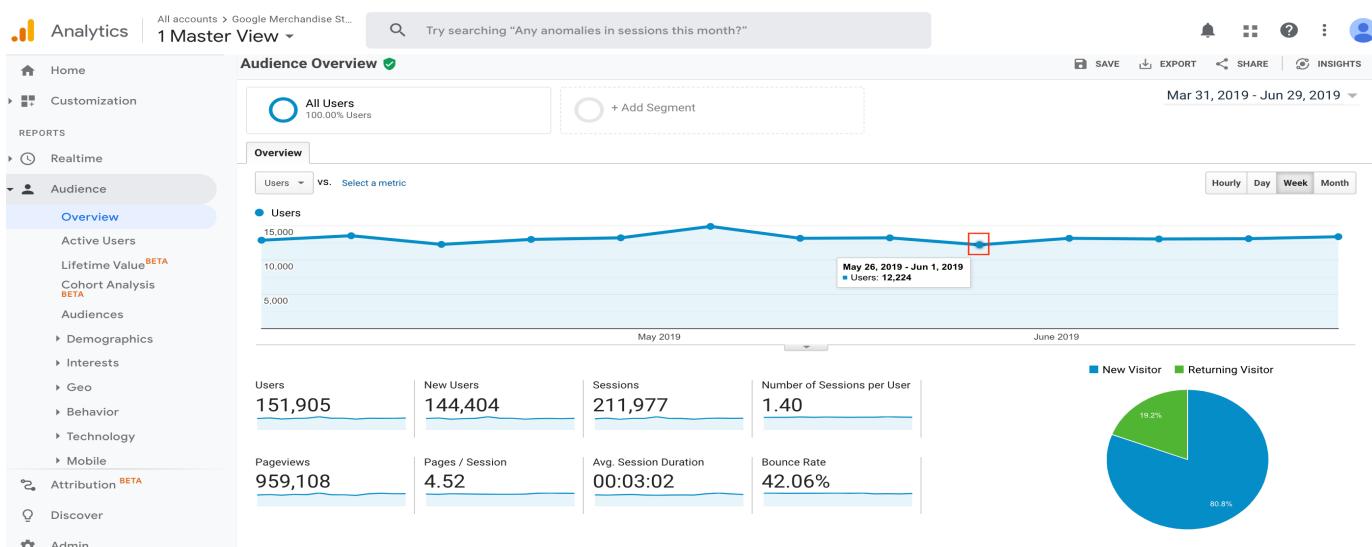
In the three month time period from Sunday 31st March to Saturday 29th June 2019, the number of visitors peaked in the week of 5th – 11th of May at 14,900 and dropped to the lowest in the week of 26th May – 1st June at 12,224.

Audience: Overview Report (31/03/19 – 29/06/19)

Week 5th – 11th May 14,900 visitors



Week 26th May – 1st June: 12,224 visitors



Standard Display - Audience

While I can't be certain why the number of visitors peaked in the week of 5th – 11th May, and then dropped to the lowest in the week of 26th May – 1st June by just looking at this Audience Overview report, I know that in the US, Cinco de Mayo was celebrated on 5th May, and Memorial Day holiday on 27th May. Both dates fit into the two weekly periods respectively.

It is likely the peak was related to shopping for Cinco del Mayo celebration, whereas Memorial Day is a long weekend to mark the start of US summer season, where most people would be traveling for leisure or visiting friends and families, thus not so much into shopping. Besides, the shopping would likely have been done in the preceding weeks.

Standard Display: Acquisition

In the time period selected, excluding *Direct* and *(Other)*, which channels had the highest and lowest bounce rates and the highest and lowest eCommerce conversion rates?

Acquisition: Overview Report (31/03/19 – 29/06/19)

Analytics | All accounts > Google Merchandise St... | 1 Master View ▾ | Try searching "Any anomalies in sessions this month?" | 🔍 | 📡 | ⚙️ | ? | 🌐 | Insights

Home

Customization

REPORTS

Realtime

Audience

Acquisition

Overview (selected)

All Traffic

Google Ads

Search Console

Social

Campaigns

Behavior

Conversions

Attribution BETA

☰ | ⏪

Acquisition Overview ✓

All Users 100.00% Users | + Add Segment | Mar 31, 2019 - Jun 29, 2019

Primary Dimension: Conversion: Default Channel Grouping eCommerce

Top Channels

Organic Search
Direct
Referral
Social
Affiliates
Display
Paid Search
(Other)

Bounce Rate

Users

3,000
2,000
1,000

May 2019 June 2019

Conversions

Ecommerce Conversion Rate

0.40%
0.20%
0.10%

May 2019 June 2019

Acquisition			Behavior			Conversions		
Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Ecommerce Conversion Rate	Transactions	Revenue
151,905	144,404	211,977	42.06%	4.52	00:03:02	0.13%	281	\$14,806.24
1 Display	2,706		78.34%			0.00%		
2 Affiliates	4,110		59.25%			0.00%		
3 Social	5,958		56.98%			0.02%		
4 Organic Search	92,439		48.80%			0.16%		
5 Paid Search	4,724		33.67%			0.40%		
6 Direct	24,905		31.34%			0.18%		
7 (Other)	5,054		30.84%			0.13%		
8 Referral	21,838		24.92%			<0.01%		

To see all 8 Channels click [here](#).

Standard Display: Acquisition

In the three month period selected, excluding *Direct* and *(Other)*, to see which channels had the highest and lowest bounce rates and the highest and lowest eCommerce conversion rates, we use the Acquisition Overview Report with Primary Dimension set to *Default Channel Grouping* and Conversion set to *eCommerce* (marked by the blue frame below “All Users” segment) . We can find the answers quickly from the bar charts under Behaviors and Conversions as shown in the screen shot in the previous slide.

Bounce Rate is the percentage of single-page sessions with no interaction with the page and a 0 second duration. So the lowest is the best, and vice versa. The report shows that

- *Display channel had the highest Bounce Rate at 78.34%*
- *Referral channel had the lowest Bounce Rate at 24.92%*

eCommerce Conversion Rate is the percentage of sessions that resulted in an e-commerce transaction. So the higher the rate, the more completed transactions, and vice versa. The report shows that

- *Paid Search channel had the highest eCommerce Conversion Rate at 0.40%*
- *Display and Affiliates channels had the lowest eCommerce Conversion Rate at 0.00%*

Percentage Display: Conversion

In the three month period 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? (Screen shot only)

Conversions Ecommerce/Product Performance Report (31/03/19 – 29/06/19)

Analytics | All accounts > Google Merchandise St... 1 Master View ▾

Try searching "Any anomalies in sessions this month?"

REPORTS Product Performance ✓ Mar 31, 2019 - Jun 29, 2019 ▾

Realtime + Add Segment

Audience

Acquisition

Behavior

Conversions

Goals

Ecommerce

Overview

Shopping Behavior

Checkout Behavior

Product Performance

Sales Performance

Product List Performance

Marketing

Multi-Channel Funnels

Attribution BETA

New Users 59.92% Product Revenue

Explorer Summary Shopping Behavior

Product Revenue vs. Select a metric Day Week Month

Product Revenue

\$1,500.00

\$1,000.00

\$500.00

April... May 2019 June 2019

Primary Dimension: Product Product SKU Product Category (Enhanced Ecommerce) Product Brand

Secondary dimension advanced

Product Category (Enhanced Ecommerce)

Unique Purchases ↓ Product Revenue Contribution to total: Product Revenue

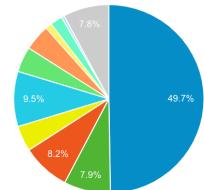
New Users

418 % of Total: 58.22% (718) \$8,871.77 % of Total: 59.92% (\$14,806.24)

Rank	Category	Unique Purchases	Product Revenue	Contribution to total (%)
1.	Apparel	184	\$8,871.77	49.73%
2.	Accessories	43	\$7,135.98	9.5%
3.	Uncategorized Items	43	\$4,214.28	8.21%
4.	Office	32	\$2,144.00	4.39%
5.	Bags	25	\$1,853.75	9.46%
6.	Clearance	23	\$1,540.00	4.34%
7.	Drinkware	16	\$1,152.00	4.45%
8.	Lifestyle	13	\$1,056.00	1.10%
9.	Google	10	\$920.00	2.09%
10.	Writing Instruments	5	\$460.00	0.47%

Show rows: 10 Go to: 1 1 - 10 of 70

This report was generated on 11/1/19 at 8:57:40 PM - Refresh Report



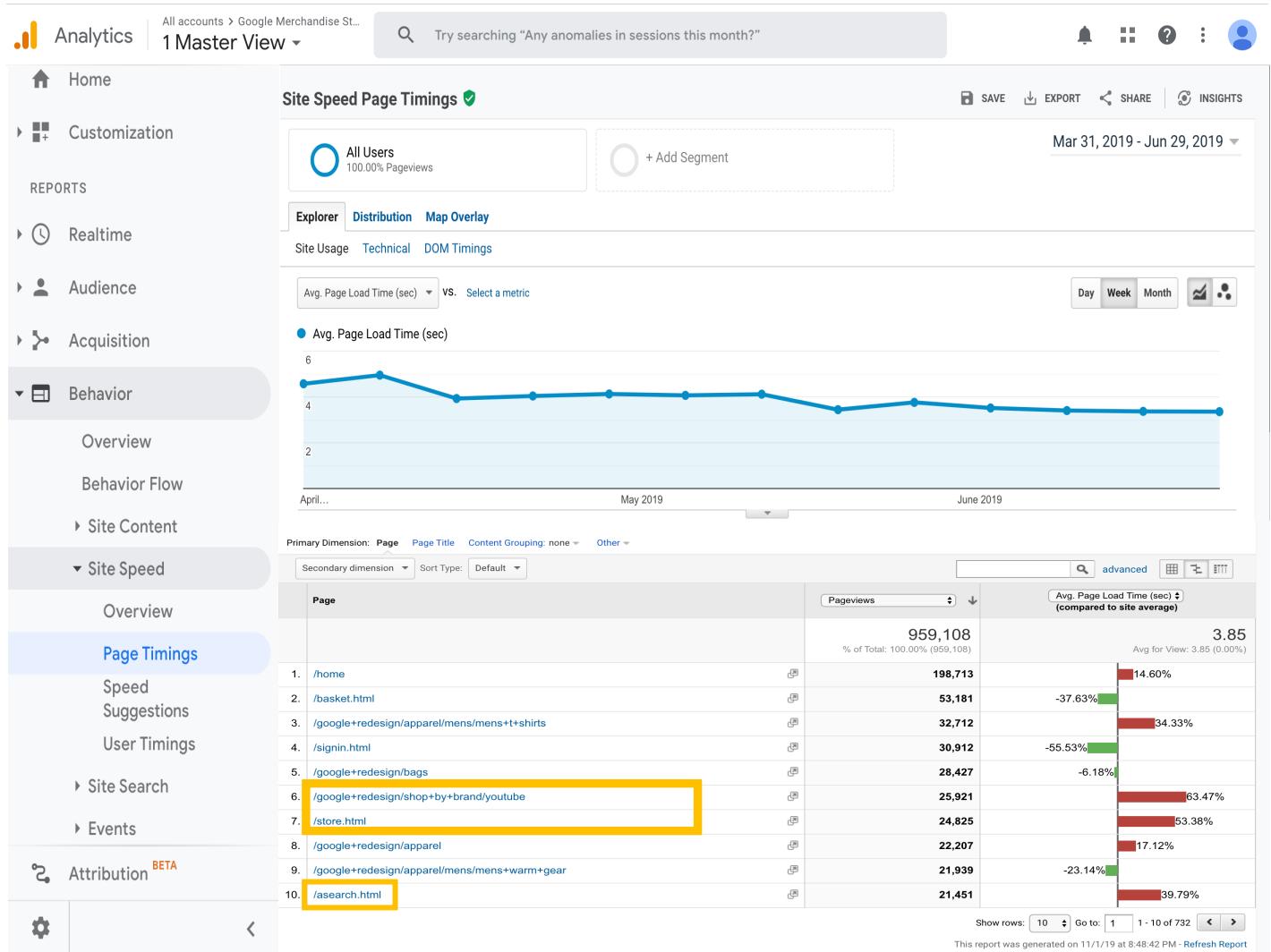


Comparison Display: Behavior

For traffic from All Users the selected three month period select, please provide a comparison report showing Site Speed Page timings for our top ten pages (based on pageviews) and identify any potential troublespots.

Behavior: Site Speed/Page Timings Report (31/03/19 – 29/06/19)

The report shows /google+redesign/shop+by+brand/youtube, /store.html and /asearch.htm performed badly, at 63.47%, 53.38% and 39.79% respectively slower than the site average. We could look at Speed Suggestions Report for optimization recommendations for these 3 sites.

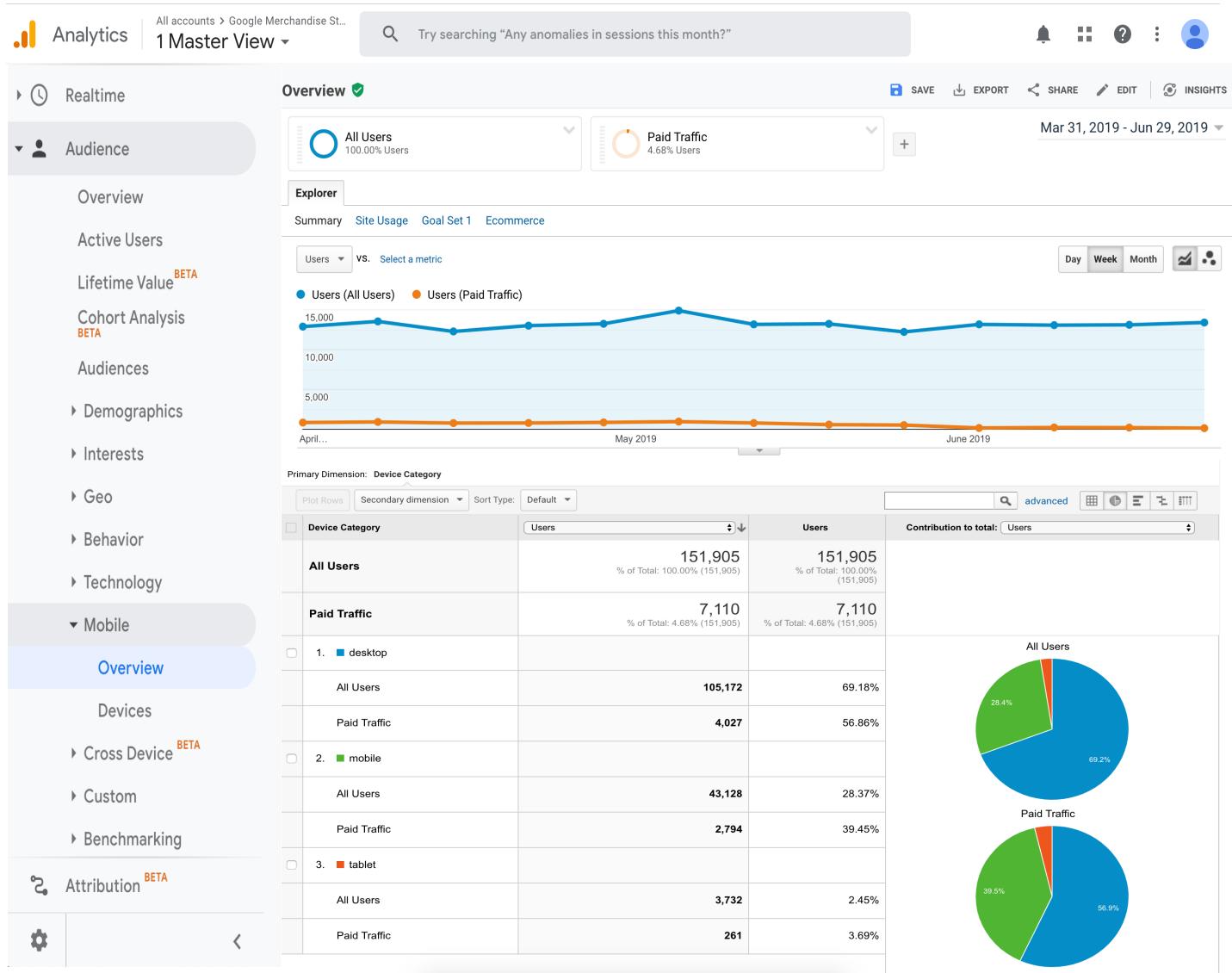




Percentage Display: Audience

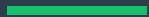
Please go into the Audience → Overview → Mobile report and provide a screenshot or screenshots that show the following: Between the start and end of the three month period selected, please provide percentage charts (pie charts) that show what percentage of All Users came from mobile, desktop, and tablet devices and what percentage of Paid Traffic Users came from mobile, desktop, and tablet devices.

Audience: Mobile/Overview Report (31/03/19 – 29/06/19)



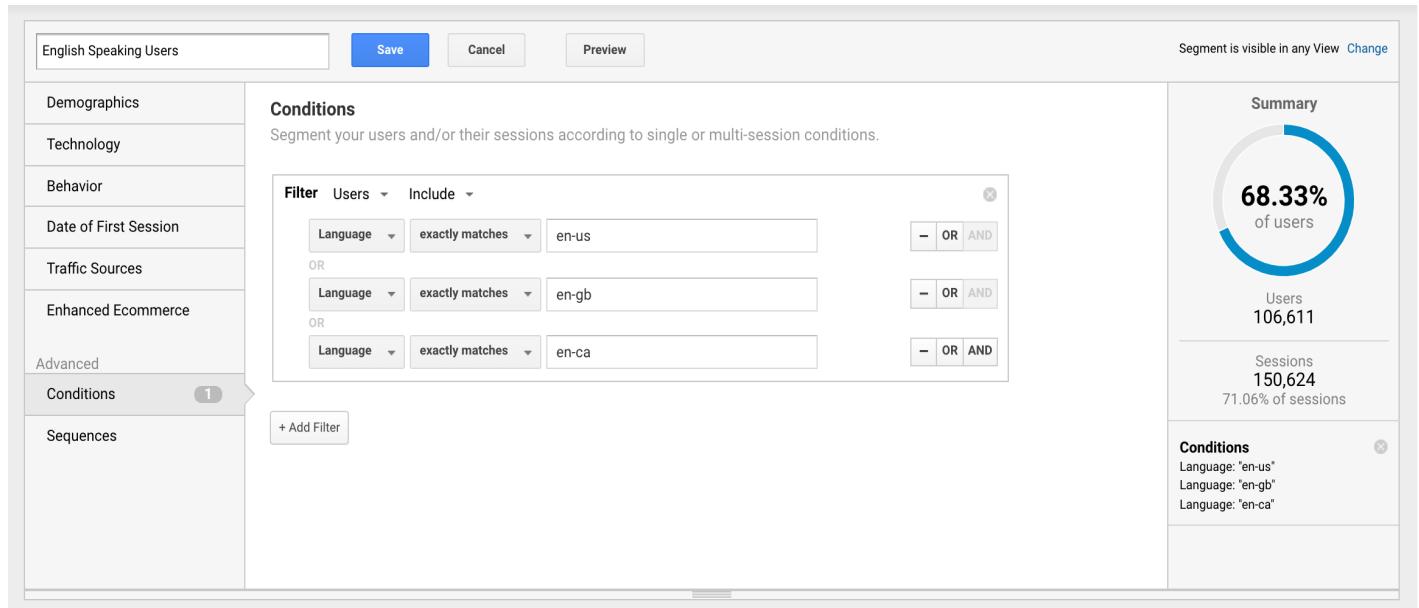


Part Three: Segmentation



Audience Segment: Characteristic

Segment : English Speaking Users



The screenshot shows the 'Conditions' section of the segment creation interface. It includes a summary circle indicating 68.33% of users (106,611 users) and 71.06% of sessions. The conditions listed are:

- Language: exactly matches en-us
- OR
- Language: exactly matches en-gb
- OR
- Language: exactly matches en-ca

Summary

- Users**: 106,611
- Sessions**: 150,624 (71.06% of sessions)

Conditions

- Language: "en-us"
- Language: "en-gb"
- Language: "en-ca"

This segment was created on English speaking users. The Summary shows this segment accounts for 68.33% of all users, so it is a significant user base. I can use it to answer questions like

- *How much eCommerce revenues come from this segment?*
- *What proportion of total eCommerce revenue come from this segment?*

A segment for non English speaking users can be easily created by excluding this segment and then the above questions can be extended to compare English speaking with non English speaking segments as well.

To keep the use case explanation concise, I would just apply this segment on the two questions above.



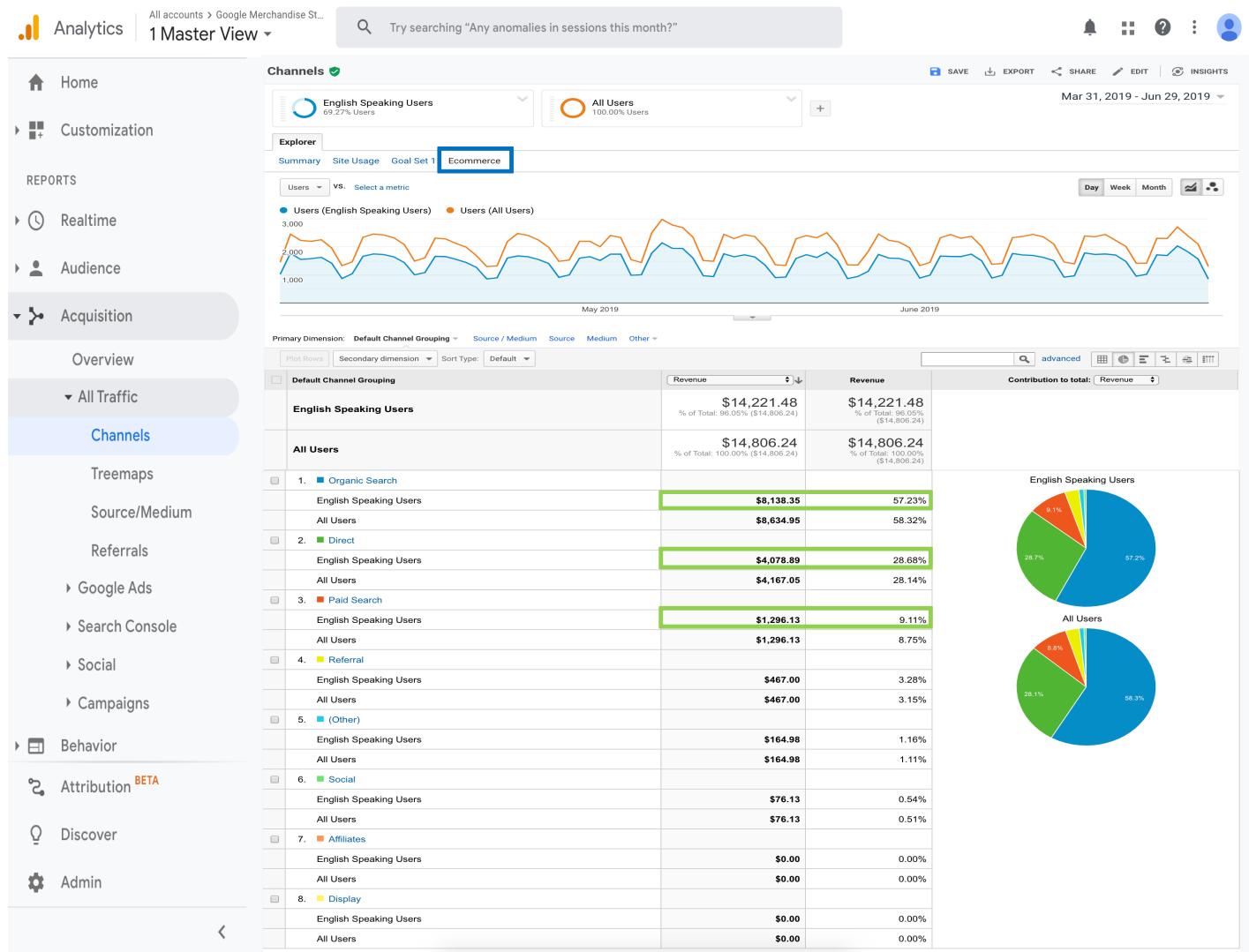
Audience Segment: Characteristic

In the three month period selected, how much eCommerce revenues come from this segment and what proportion of the total eCommerce revenues is that?

Acquisition: All Traffic/Channels Report (31/03/19 – 29/06/19)

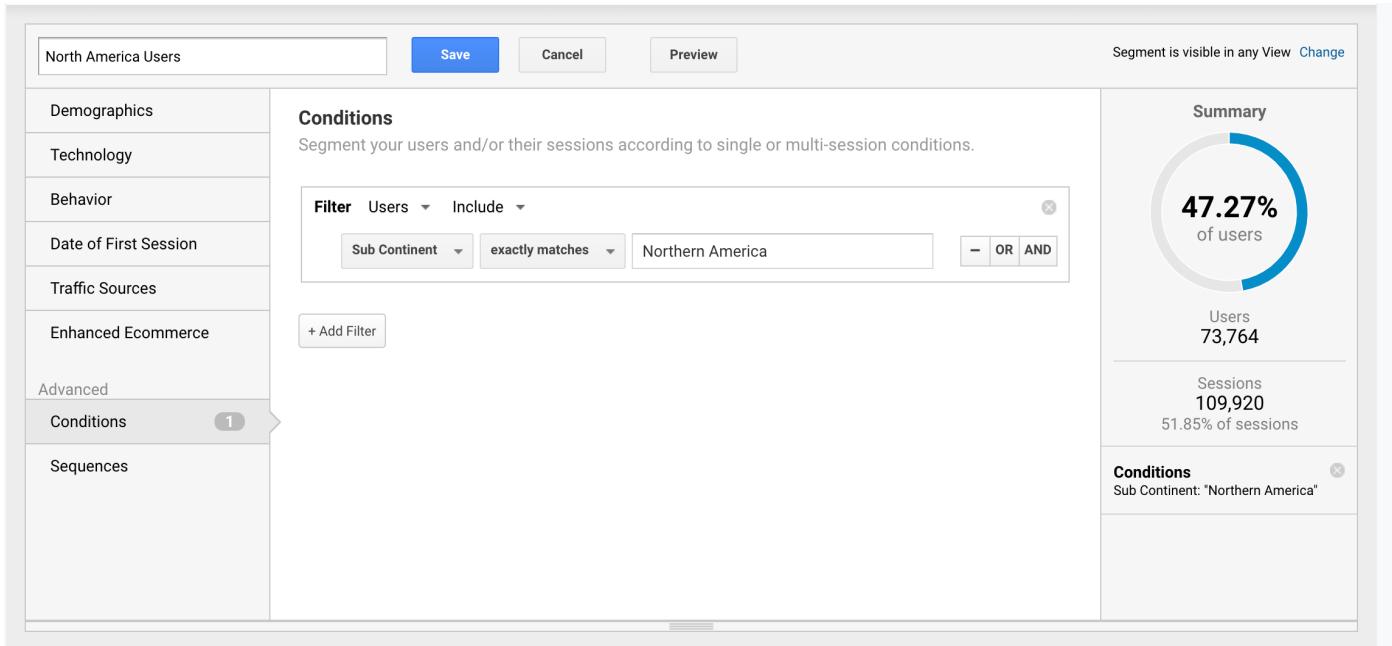
The report shows total eCommerce revenue pulled in by this segment was **\$14,221.48** which is **96.05%** of the total. Breaking the numbers by channels, *Organic Search*, *Direct* and *Paid Search* rank the top three spots with **\$8,138.35 (57.23%)**, **\$4,078.89 (26.86%)** and **\$1296.13 (9.11%)** respectively.

The trend reveals English speakers are the major demographics of these 3 eCommerce channels for Google Merchandise Store.

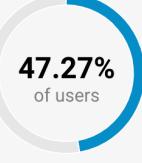


Audience Segment: Geography

Segment : North America Users



The screenshot shows the 'Conditions' section of the segment creation interface. A filter is applied for 'Sub Continent' set to 'exactly matches' 'Northern America'. The summary indicates that 47.27% of users (73,764) account for 51.85% of sessions. The conditions listed are 'Sub Continent: "Northern America"'.

Conditions	
Segment your users and/or their sessions according to single or multi-session conditions.	
Filter Users Include <ul style="list-style-type: none"> Sub Continent exactly matches Northern America - OR AND + Add Filter	
Summary <div style="text-align: center;">  47.27% of users </div> <p>Users 73,764</p> <p>Sessions 109,920</p> <p>51.85% of sessions</p> <p>Conditions Sub Continent: "Northern America"</p>	

This segment was created on the North America Sub Continent. The Summary shows this segment accounts for 47.27 % of all users, so it is a significant user base. I am interested in finding out the significance of this segment to Google Merchandise Store. Hence, the following questions

- *What was the eCommerce Conversion Rate of this segment relative to other sub continents ?*
- *What was the Revenue relative to other sub continents ?*

I would apply this segment to Audience: Geo/Location Report to find out the answers.



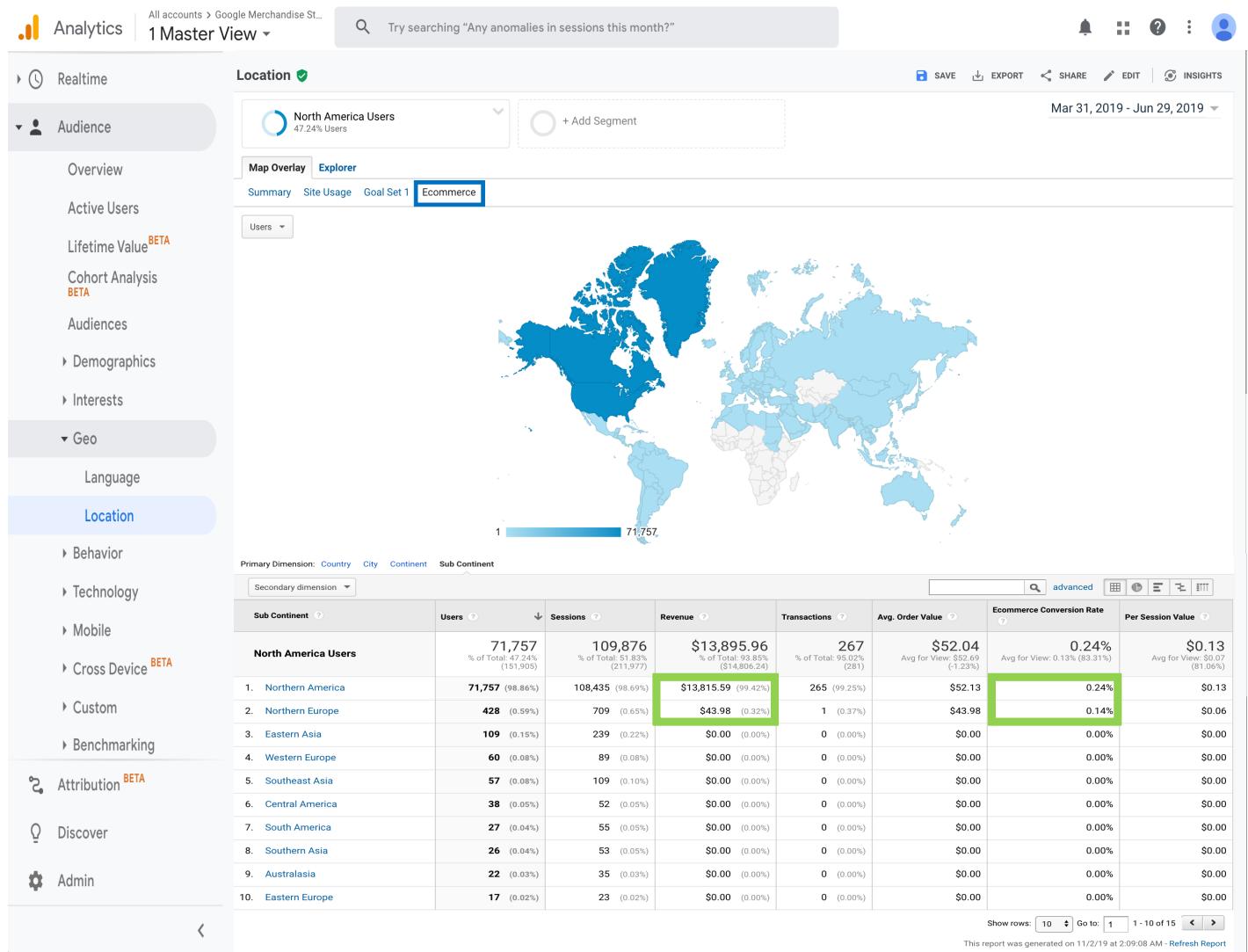
Audience Segment: Geography

In the three month period selected, what was the *eCommerce Conversion rate* and *Revenue* of this segment relative to other sub continents?

Audience: Geo/Location Report (31/03/19 – 29/06/19)

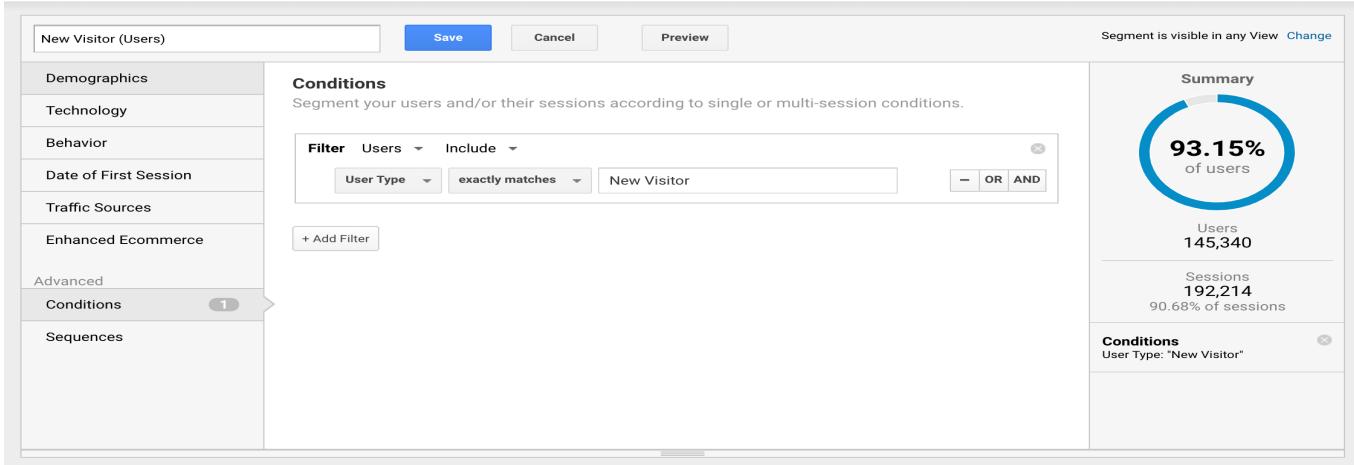
The report shows the eCommerce Conversion rate of this segment was **0.24%**, relative to Northern Europe's **0.14%** and the rest's **0%**. The Revenue from this segment. Northern Europe and the rest were \$13,815.59(99.42%), \$43.98(0.32%) and \$0 (0%) respectively.

The trend shows North America is the main market for Google Merchandise Store, which is not surprising given it is the birth place of Google and its brand name a household name there.

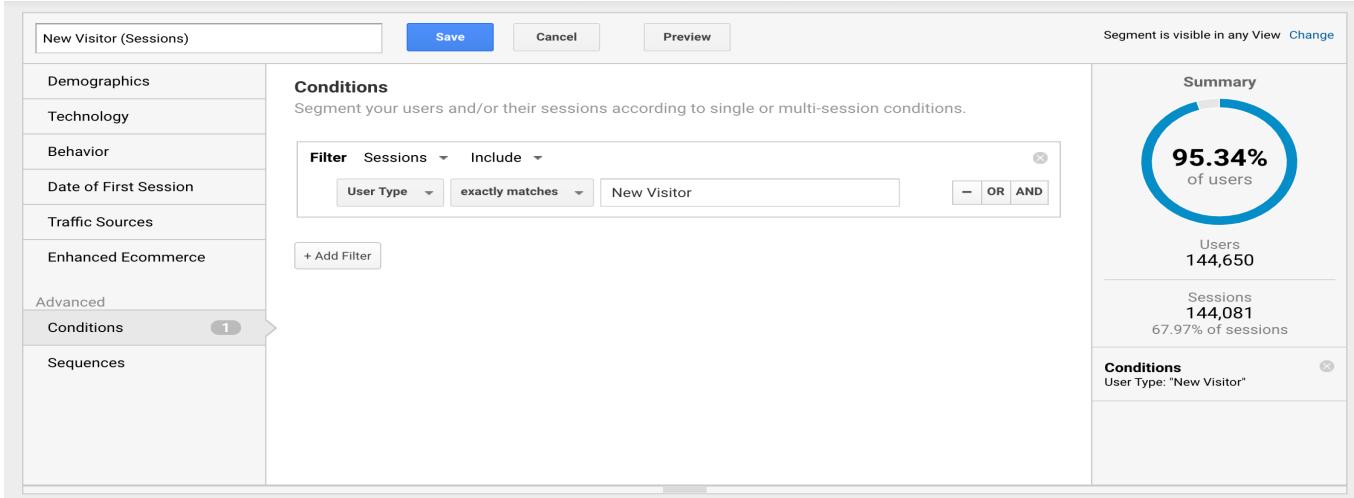


Audience Segment: User Behavior

Segment : New Visitor (Users)



Segment : New Visitor (Sessions)



These two (user behavior based) audience segments were created base on user type New Visitor, but one with user scope and the other, session scope. They can be used to answer questions like

- *How much did New Visitor segment (user scope) contribute to Goal Conversion Rate?*
- *Is there a correlation between the two scopes of New Visitor segment's contribution to Goal Conversion Rate?*

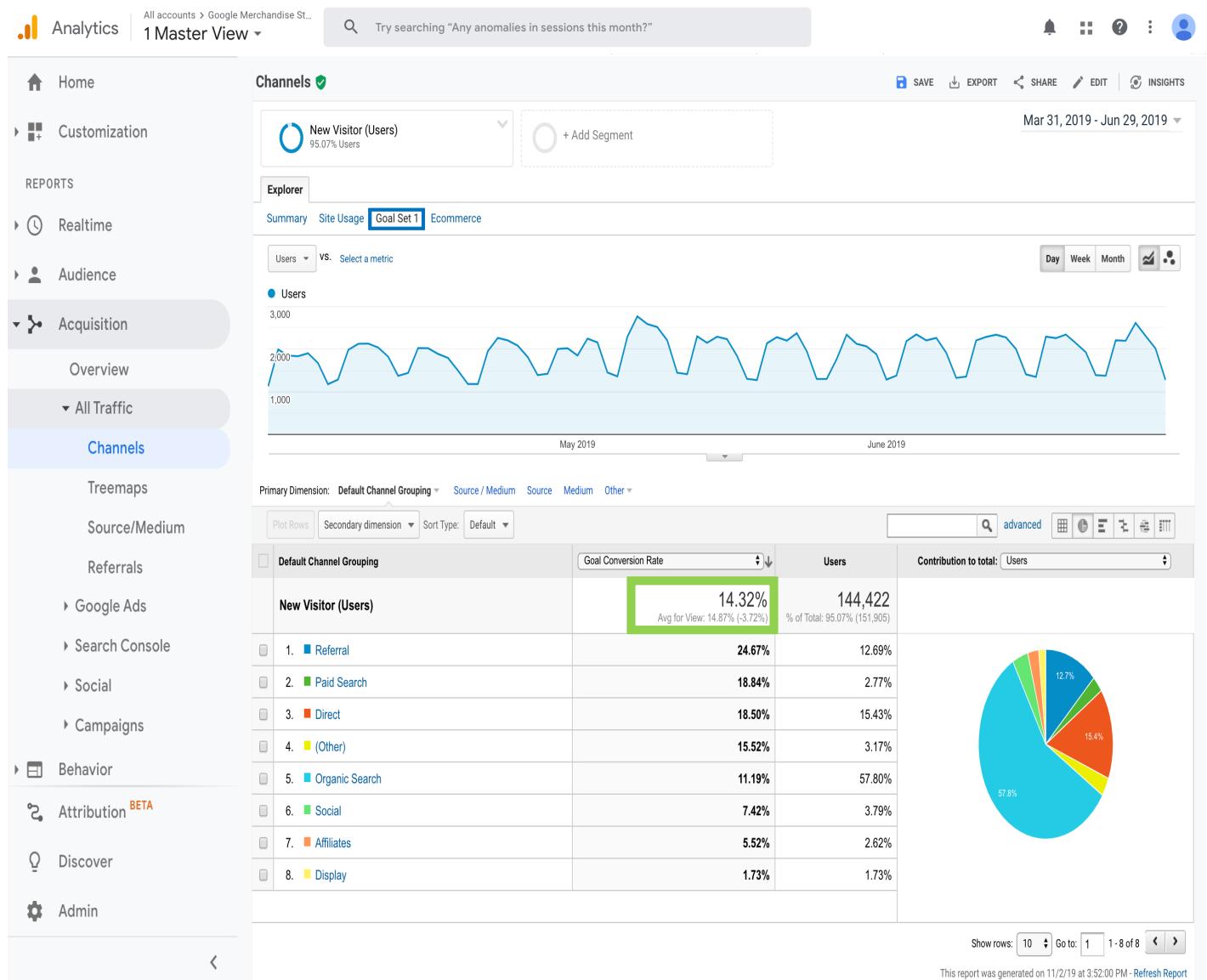
I would apply the segments to Acquisition: All Traffic/Channels Report (on Goal Set 1 view) to find out the answers.

Audience Segment: User Behavior

In the three month period selected, how much did New Visitor segment (user scope) contribute to *Goal Conversion Rate*?

Acquisition: All Traffic/Channels Report (31/03/19 – 29/06/19)

The report shows this segment contributed **14.32%** of the total Goal Conversion Rate. Breaking this down by channels, **Referral**, **Paid Search** and **Direct** rank the top three spots with contribution rate of **24.67%**, **18.84%** and **18.50%** respectively.





Audience Segment: User Behavior

In the three month period selected, is there a correlation between the two scopes of New Visitor segment's contribution to Goal Conversion Rate?

Acquisition: All Traffic/Channels Report (31/03/19 – 29/06/19)

The report shows a positive correlation between the user and session scopes of New Visitor Segment on Goal Conversion Rate. The same correlation is mirrored among the channels, where both scopes move in the same direction in New Visitor segment's contribution to Goal Conversion Rate.

