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Use Advanced Displays, Create Segments & Apply View Settings

REVIEW

HISTORY

Meets Specifications

Hi,

You have done some really good work in this project. Congratulations. 🏆

Keep up the good work. 👍

Happy Learning. ☺

Three Views Best Practice

Your screenshot should clearly show all three views created in the same property or show where this would be done by providing clear, ordered steps to follow. Providing a rationale for the creation of the views is also important.

The student has clearly documented whether they are using the Google Merchandise Store Demo Account or their own business for this project.

Filtering Out Internal Traffic

The filter captures internal traffic, even if it comes in from various locations, IP addresses, etc.

Switching Displays to Try and Answer Questions

Insights and findings that have been uncovered from each reporting view have been documented and explained. If specific questions have been asked in the template, they are answered by the student.

Creating Segments

Audience segments include screenshots of each: Characteristic, Geography, and User Behavior.

For each segment, clear and detailed notes should explain what type of data each segment is providing, and what results/insights can be found from the segment.

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