

# Navigating, Reports, and Dashboards

REVIEW

HISTORY

Meets Specifications

Great job so far !!! Kudos to you and keep up the good work !!!

## 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.**

## Awesome

Your screenshot clearly shows all three views created in the same property

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

## Awesome

You have clearly documented that you are using the Google Merchandise Store Demo Account

## Filtering Out Internal Traffic

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

**Awesome**

You've shown how to filter out Internal traffic

## 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.**

**Awesome**

STANDARD DISPLAY - AUDIENCE

Just to add to your reasoning here, a peak traffic could have been caused by any number of factors and will require some further exploration to determine. You could begin by checking the following:

- Were special marketing events/incentives/promotions in place?
- Did new products launch?
- Were there events (conferences, shows, summits, or training) that drove traffic to the site?
- Can any specific segment be identified as contributing most significantly to the increase in volume (region, age, gender, device, OS, etc.)?

As for the slow traffic to the site, it could be explain by the fact day of the week (Eg: Weekends, etc.). This shows some seasonality that's typical for an eCommerce site with a heavily U.S.-centric customer base; fewer

people are working and shopping because they are engaged in celebrating a holiday, or taking advantage of the Weekends. Sometimes, this seasonality can be checked by comparing traffic volume during the same period the previous year. Many e-tailers run heavily promoted specials and sales during this time, just to prevent this kind of seasonality.

#### STANDARD DISPLAY: ACQUISITION

The bounce rates for Display and Referral present the lowest and highest bounce rates during the measurement period. This is telling us a couple of different things.

- For the Display traffic, this means that the quality of the traffic being generated isn't as high as we'd like it to be. We could consider changing what is displayed (the quality of the ads, the calls-to-action, etc) and where it is displayed (on what networks, sites, etc.)
- Referral traffic's low bounce rate means that we are doing a good job selecting on which sites to place our links and that the content of what users are seeing on the landing pages is engaging them well.

The Ecommerce conversion rates, with Referral being the highest and the Affiliates being the lowest, are also informative.

- The Referral conversion rate really compliments the low bounce rate and confirms that things are working well for users when they are referred to the site from other sites. Not only is it engaging them, but the call(s)-to-action for purchasing are effective, too.
- The terrible performance of the Affiliates channel could mean a number of things. Maybe we haven't chosen our Affiliates partners well, maybe the content we are coordinating with them isn't effective, or maybe there aren't appropriate incentives to move users through the funnel to purchase completion.

## Creating Segments

**Audience segments include screenshots of each: Characteristic,**

**Geography, and User Behavior.**

## **Awesome**

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.**

## **Awesome**

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

## **Master View Connected**

**Provide a screenshot in the template provided that demonstrates that you have successfully linked the Google Merchandise Store Demo Account Google Analytics to your instance of Data Studios.**

## **Awesome**

A screenshot in the template provided demonstrates that you have successfully linked the Google Merchandise Store Demo Account Google Analytics to your instance of Data Studios. Good job !

## **Time Series Chart**

**Provide a screenshot in the template provided that demonstrates that you have successfully created Time Series chart: configured to show**

**unique pageviews, sessions, and users**

**Awesome**

The screenshot provided is readable and demonstrates a Time Series chart configured to show unique pageviews, sessions, and users

## **Pie Chart, 7 Slices**

**Provide a screenshot in the template provided that demonstrates that you have successfully created a Pie chart with 7 slices configured to show revenue, broken down by product categories.**

**Awesome**

Great job ! Your pie chart seems correct and displays the 7 slices as required.

## **Pie Chart, 5 Slices**

**Provide a screenshot in the template provided that demonstrates that you have successfully created a Pie chart, 5 slices: configured to show what sources are driving new users to the site**

**Awesome**

Great job ! Your pie chart seems correct and displays the 5 slices as required.

## **Scorecard**

**Provide a screenshot in the template provided that demonstrates that you have successfully created a Scorecard: configured to display average order value**

**Awesome**

The screenshot provided is readable and demonstrates a Scorecard: configured to display average order value.

## **Date Range Control**

**Provide a screenshot in the template provided that demonstrates that you have successfully created a Date Range Control that governs all of the charts, set to the range of August 1st-September 5th, 2018**

Great job ! The screenshot provided is readable and demonstrates a Date Range Control that governs all of the charts, set to the range of August 1st-September 5th, 2018. I get that this might not have been clear in the instructions but all charts in Part Two need to be set to the range of August 1st-September 5th, 2018

**The student has provided a screenshot with a clearly annotated Date Range Control as described above.**

**Awesome**

You have provided a screenshot with a clearly annotated Date Range Control as described above. Good job !

### **HISTORY**

#### **Review #1 (this review)**

Reviewed 7h ago

## **STUDENT NOTES**

PDF deck is in the zip file