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## Re: Today's work

R

Rutika

Thu 9/13, 9:22 AM

Mark mKenzie; Nazreen Imran 



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Sent Items

Hi Mark,

Good morning!!

I had a word with my academic supervisor regarding project for MIT Audit. He agreed to work on Audit for MIT and suggested to increase the scope of the project as it should be a 300 hour project.

Regards,  
Rutika

---

**From:** Rutika  
**Sent:** Monday, September 10, 2018 10:48:49 AM  
**To:** Mark mKenzie  
**Cc:** Nazreen Imran  
**Subject:** Re: Today's work

Hi Mark,

I will talk to my supervisor about the audit for MIT website and update you.

Thanks & Regards,  
Rutika

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**From:** Mark mKenzie  
**Sent:** Thursday, September 6, 2018 5:33:38 PM  
**To:** Rutika  
**Cc:** Nazreen Imran  
**Subject:** RE: Today's work

No problem.

Please do talk to your supervisor about getting read access for Manukau Institute's Google Analytics:

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The screenshot shows a web browser with the Manukau Institute of Technology website. The website has a red header with the logo and navigation links. Below the header, there is a banner for 'MIT DEGREE GRADS EARN MORE' with an illustration of a graduation cap and money. Overlaid on the right side of the browser is the Google Tag Assistant window, titled 'Result of Tag Analysis' showing 5 tags in total. The tags listed are:

- 1. Global site tag (gtag.js) DC-6610867
- 2. Google Ads Remarketing Tag 859552405
- 3. Google Ads Remarketing Tag 968294113
- 4. Google Analytics UA-17899065-1
- 5. Google Tag Manager GTM-MR753F

Perhaps we could use this data as part of the project. At very least it would be great to audit this.

Let me know how you get on and if you would like me to follow-up.

Cheers!

Mark McKenzie

Senior Account Strategist

Absolute Analytics

m +64 22 689 3531

d (09) 282 3485

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**From:** Rutika

**Sent:** Thursday, September 6, 2018 5:14 PM

**To:** Mark mckenzie <[mark.mckenzie@absoluteanalytics.co.nz](mailto:mark.mckenzie@absoluteanalytics.co.nz)>

**Cc:** Nazreen Imran <[nazreen@absoluteanalytics.co.nz](mailto:nazreen@absoluteanalytics.co.nz)>

**Subject:** Re: Today's work

No Problem. I will need the doc next week.

I will email you details about project by next week Tuesday.

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**From:** Mark McKenzie  
**Sent:** Thursday, September 6, 2018 5:10:57 PM  
**To:** Rutika  
**Cc:** Nazreen Imran  
**Subject:** RE: Today's work

Awesome. Thanks Rutika.

Please also send me those details in regards to your project.

I'll make sure I sign you doc for next week – just didn't have today.

Cheers,

Mark McKenzie

Senior Account Strategist  
Absolute Analytics  
m +64 22 689 3531  
d (09) 282 3485

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**From:** Rutika  
**Sent:** Thursday, September 6, 2018 5:09 PM  
**To:** Mark McKenzie <[mark.mckenzie@absoluteanalytics.co.nz](mailto:mark.mckenzie@absoluteanalytics.co.nz)>  
**Cc:** Nazreen Imran <[nazreen@absoluteanalytics.co.nz](mailto:nazreen@absoluteanalytics.co.nz)>  
**Subject:** Re: Today's work

Hi Mark,

I have completed updating OAP- Audit sheet.  
I have added a few comments in the sheet for wherein I have queries.

Please have a look and let me know in case of any corrections.

Have a great weekend!  
See you on Tuesday 😊

Thanks & Regards,  
Rutika

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Sent: Tuesday, August 28, 2018 4:06 PM

**To:** Rutika

**Subject:** RE: Today's work

Hi Rutika,

Sorry I didn't see the note here about WAW. Of course you could have attended!!

There will be another one next month.

Cheers,

Mark McKenzie

Senior Account Strategist

Absolute Analytics

m +64 22 689 3531

d (09) 282 3485

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**From:** Rutika

**Sent:** Tuesday, August 28, 2018 4:06 PM

**To:** Mark mckenzie <[mark.mckenzie@absoluteanalytics.co.nz](mailto:mark.mckenzie@absoluteanalytics.co.nz)>

**Cc:** Nazreen Imran <[nazreen@absoluteanalytics.co.nz](mailto:nazreen@absoluteanalytics.co.nz)>

**Subject:** Re: Today's work

Hi Mark,

I am leaving from work.

I have updated the delegat report with key metrics. Updating the sheet with formulas for few metrics is left, which I will be completing tonight.

**Web Analytics Meet-up:** There is a meet-up on web analytics tomorrow at Marker Studio. Can I attend it?

Have a nice day!!

See you on Thursday

Regards,  
Rutika

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**To:** Rutika  
**Cc:** Nazreen Imran  
**Subject:** RE: Today's work

Hi Rutika,

Great. Thank you.

Have good weekend.

Mark McKenzie

Senior Account Strategist  
Absolute Analytics  
m +64 22 689 3531  
d (09) 282 3485

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**From:** Rutika  
**Sent:** Thursday, August 23, 2018 4:23 PM  
**To:** Mark mckenzie <[mark.mckenzie@absoluteanalytics.co.nz](mailto:mark.mckenzie@absoluteanalytics.co.nz)>  
**Cc:** Nazreen Imran <[nazreen@absoluteanalytics.co.nz](mailto:nazreen@absoluteanalytics.co.nz)>  
**Subject:** Re: Today's work

Hi Mark,

I am leaving from work.

Delegat report is updated except for the revenue metric. I will update it as I get confirmation from your side.

Please check the numbers which I have updated & let me know if there are any corrections.

Have a good weekend !!

See you on Tuesday 😊

Thank you,  
Rutika

---

**From:** Rutika  
**Sent:** Thursday, August 23, 2018 3:46:40 PM  
**To:** Mark mckenzie

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For total revenue, I can see in the metrics Item Revenue , Transaction Revenue and Item Revenue (Local Currency). Which one should I Consider?

Thanks,  
Rutika

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**From:** Mark mKenzie  
**Sent:** Thursday, August 23, 2018 3:10:32 PM  
**To:** Rutika  
**Cc:** Nazreen Imran  
**Subject:** RE: Today's work

No for this we want to use total revenue per month.

Mark McKenzie

Senior Account Strategist  
Absolute Analytics  
m +64 22 689 3531  
d (09) 282 3485

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**From:** Rutika  
**Sent:** Thursday, August 23, 2018 3:09 PM  
**To:** Mark mKenzie <[mark.mckenzie@absoluteanalytics.co.nz](mailto:mark.mckenzie@absoluteanalytics.co.nz)>  
**Cc:** Nazreen Imran <[nazreen@absoluteanalytics.co.nz](mailto:nazreen@absoluteanalytics.co.nz)>  
**Subject:** Re: Today's work

Hi Mark,

I am currently working on Delegat Report.

For updating the revenue metric, should I consider Avg. Revenue per session?

Kind Regards,  
Rutika

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**From:** Nazreen Imran  
**Sent:** Thursday, August 23, 2018 3:04:22 PM  
**To:** Mark mKenzie

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Apologies Mark,

It was related to OAP Audit as she is on it now.  
Sure, we can put it together soon.

Thanks,

**Nazreen Imran**

**Analytics Technican**  
Absolute Analytics

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**From:** Mark mcKenzie  
**Sent:** 23 August 2018 15:02  
**To:** Nazreen Imran <[nazreen@absoluteanalytics.co.nz](mailto:nazreen@absoluteanalytics.co.nz)>  
**Cc:** Rutika <[Rutika@absoluteanalytics.co.nz](mailto:Rutika@absoluteanalytics.co.nz)>  
**Subject:** Re: Today's work

Hey,

Nazreen what task does this relate to?

If it's Delegat then no testing required just create the report please.

If it's the OAP Audit then we'll come back to this section .

Many thanks,

Mark McKenzie,  
Absolute Analytics.  
Message sent while mobile please excuse any brevity.

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**From:** Nazreen Imran  
**Sent:** Thursday, August 23, 2018 2:57:24 PM  
**To:** Mark mcKenzie  
**Cc:** Rutika  
**Subject:** RE: Today's work

Hi Mark,

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test, we normally filter our IP Address out and do it on test view. So, that being the case, how can she proceed with testing?

Many Thanks,

**Nazreen Imran**

**Analytics Technican**  
Absolute Analytics

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**From:** Rutika  
**Sent:** 23 August 2018 12:23  
**To:** Mark mKenzie <[mark.mckenzie@absoluteanalytics.co.nz](mailto:mark.mckenzie@absoluteanalytics.co.nz)>  
**Cc:** Nazreen Imran <[nazreen@absoluteanalytics.co.nz](mailto:nazreen@absoluteanalytics.co.nz)>  
**Subject:** Re: Today's work

Hi Mark,

Please ignore my previous e-mail.

I thought I had to update data by segment, but Nazreen cleared my doubt. So I am done with updating data for 'Sessions barossavalleyestate.cn' but I will need access to 'Sessions barossavalleyestate.com' and 'Sessions barossavalleyestate.com/us'.  
Meanwhile, I will be working on the OAP sheet.

Kind Regards,  
Rutika

---

**From:** Rutika  
**Sent:** Thursday, August 23, 2018 11:51:04 AM  
**To:** Mark mKenzie  
**Cc:** Nazreen Imran  
**Subject:** Re: Today's work

Hi Mark,

Good morning!

I am working on the Delegat client sheet.

Tasks I understood from the sheet created by you:



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In my GA account I can see only one website that is <https://www.barossavalleyestate.cn/>

And one main view of the same.

Also, could you provide me some information about by which segment I need to extract data from GA for the session sheet?

Kind Regards,  
Rutika Chavan

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**From:** Mark McKenzie  
**Sent:** Thursday, August 23, 2018 7:19:26 AM  
**To:** Rutika  
**Cc:** Nazreen Imran  
**Subject:** Today's work

Hi Rutika,

I'll be late in today or I may have to work from home to help with our 6 month old who is ill.

I need help on a task for Delegat. I'll add you to there Google Sheet and Analytics. Essentially I need you to automate a spreadsheet using a tool called supermetrics (if you haven't used it before it's a great tool for you to learn) I'm expecting some trial and error but do your best, if you can use R you will ace this. There are plenty of instructions online and Nazreen is afoot help where she can.

Please add this task to your task sheet.

I'll send more details through shortly. This will be the priority but when not working on this default back to the OAP audit.

Many thanks

Mark McKenzie,  
Absolute Analytics.  
Message sent while mobile please excuse any brevity.