

## Weekly Strategic Dashboard

Data From Google Analytics

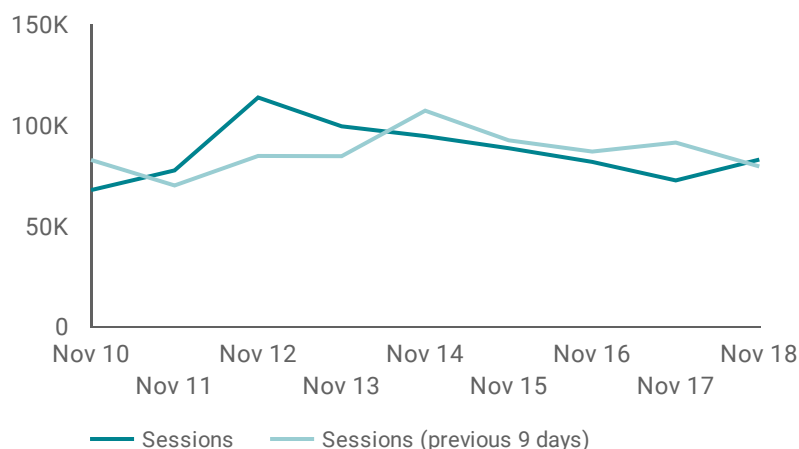
Users  
449,650  
↓ -0.6%

Sessions  
781,005  
↓ -0.1%

Pageviews  
9,310,147  
↑ 1.1%

Bounce Rate  
34.5%  
↓ -3.9%

## How are site sessions trending?

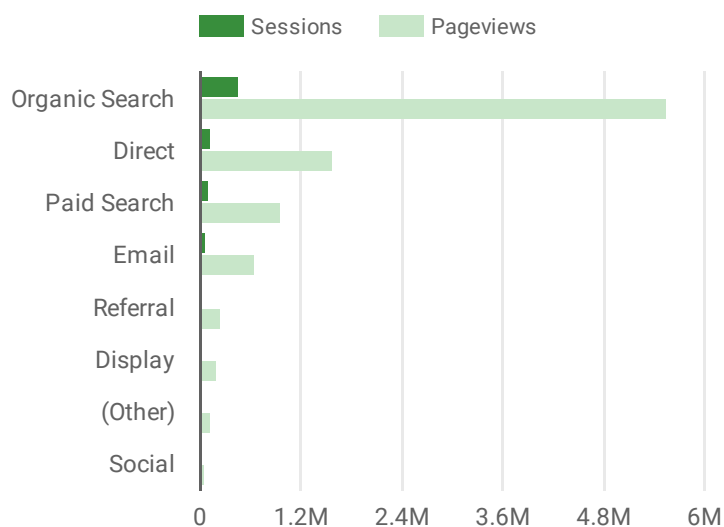


## What are the top region by sessions?



## Which channels are driving engagement?

Goal: Engaged Users



	Region	Sessions	Pageviews
1.	Auckland	328,674	
2.	Wellington	101,768	
3.	Canterbury	99,135	
4.	Waikato	46,652	
5.	Bay Of Plenty	40,392	
6.	Otago	27,097	
7.	Manawatu-Wanganui	26,028	
8.	Northland	17,932	
9.	Hawke's Bay	16,344	
10.	Taranaki	11,860	
11.	Nelson	10,258	
12.	New South Wales	8,027	
13.	Southland	5,243	
14.	(not set)	4,759	
15.	England	4,413	
16.	Victoria	3,531	
17.	Queensland	2,555	
18.	Gisborne	2,091	
19.	Marlborough	1,633	
20.	Western Australia	1,056	

## Engagement by Age &amp; Gender

