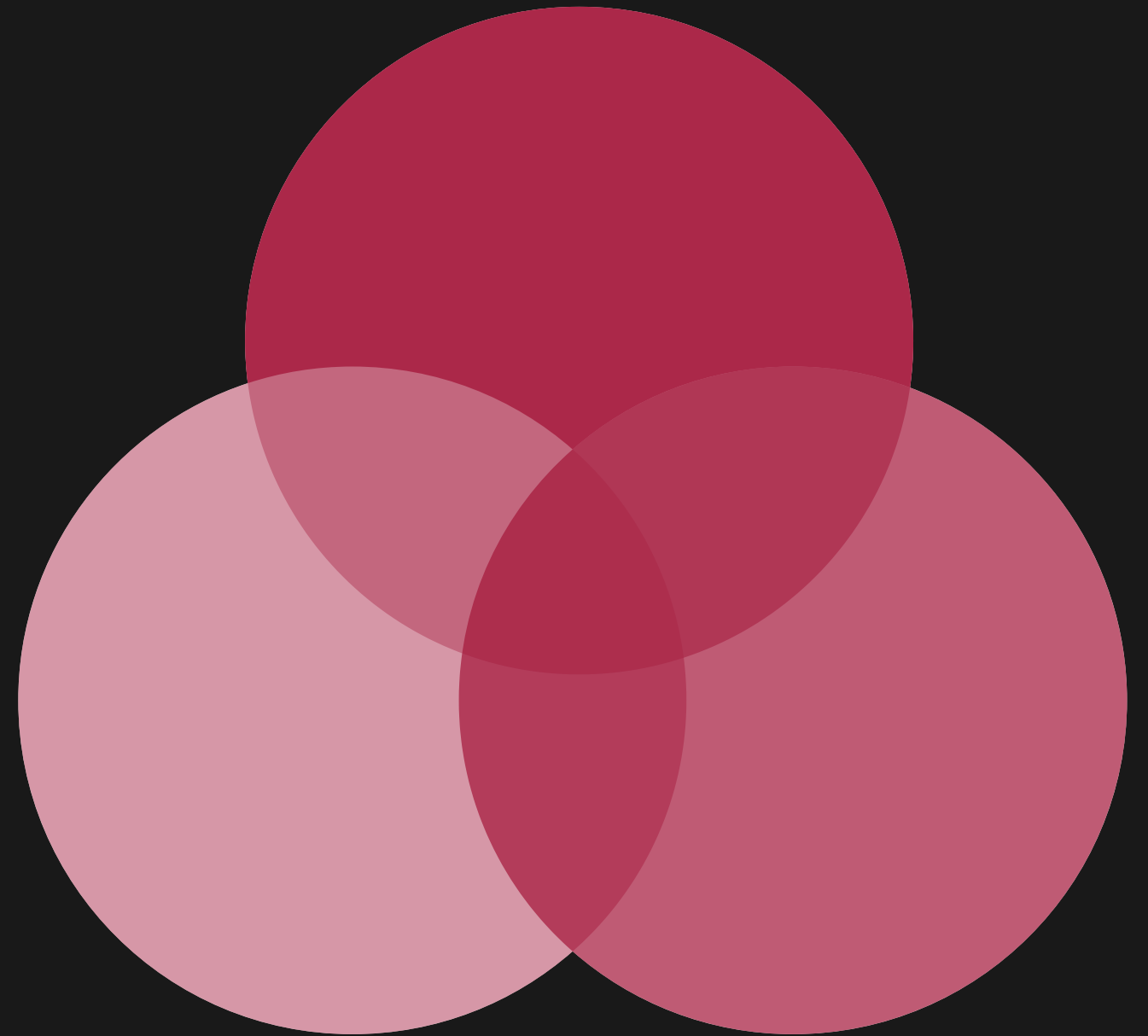# Segment Overlap Audience Comparison

Google Analytics 4 Report

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Report Overview

Custom made Segment Overlap Report from Google Analytics 4

The main aim behind this report is to analyse the Audience Comparison between 2 Key Segments ; Purchasing vs Non Purchasing Users with its active users and engagement rate metrics. By using Segment Overlap report we can generate key differences in count and varied engagement rates between two segments by creating multiple Segment sets. This report will help demonstrate the ability to differentiate two distinct audiences for individual targeting.

Segments & Metrics taken

Business Questions & Visual Screenshot of Report to be followed in next slides.

01   Purchasing User Segment

02   Non Purchasing User Segment

03   Total Active Metric

04   Engagment Rate Metric

Business Questions Addressed

1. **Do Purchasers exibit Higher Engagment Rate then Non Purchasers? Why ?**
2. **How much larger is the audience of Non Purchasers compared to Purchasers?**
3. **Measures one can take to convert Non Purchasers to Purchasers.**
4. **Justify mathematically the amount of users in Purchasing + Non Purchasing Users Segment set.**
5. **Why is there a difference of users between Non Purchasers and Only Purchasers?**

Key Insights

- Purchasers exibit Higher Engagement Rate 76% then Non Purchasers 72.6%. Because of clear intent of buying.
- Non Purchasing Users Audience is 3,366 Users larger then Purchasing Users Audience.
- We will analyze purchaser and non-purchaser behaviors to find missing traits, then use that data to optimize their funnel and reduce drop-offs.
- (4,504 - 3,441 = 1,063) & (1,138-75=1,063) hence the amount of users 1,063 in Purchasing + Non Purchasing segment.
- Difference of values between 1st & 2nd , 3rd & 5th etc. is because of difference in way segment is defined.

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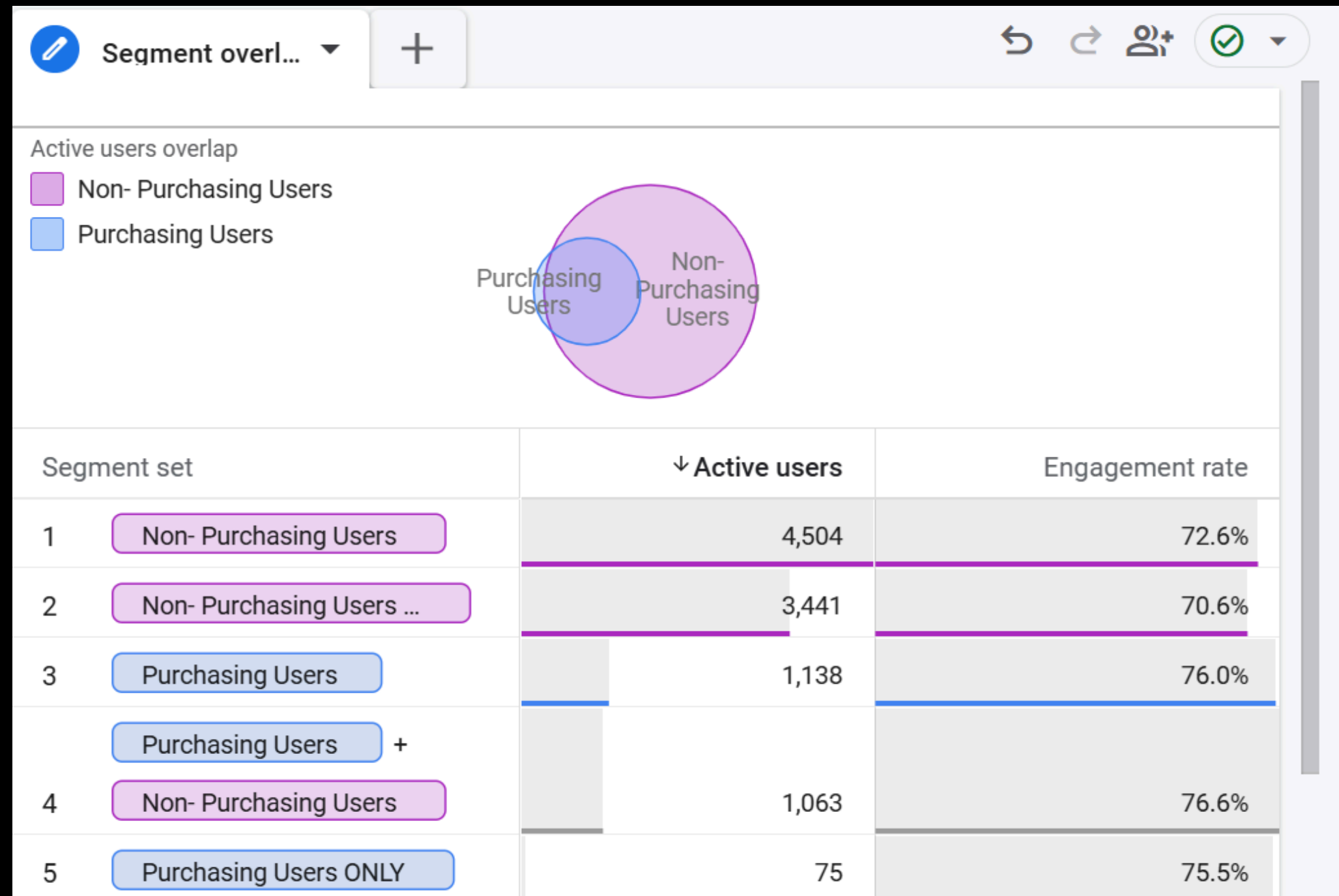
Thank you!

For more info about this report,
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