



**Jamil Abdulai**  
**Project 5**

**Project - Use Advanced  
Displays, Segments & Views**

**August 4,2022**

# Google Analytics



Advanced Displays,  
Segmentation & Filtering



# Part One: Primary Views & Filters

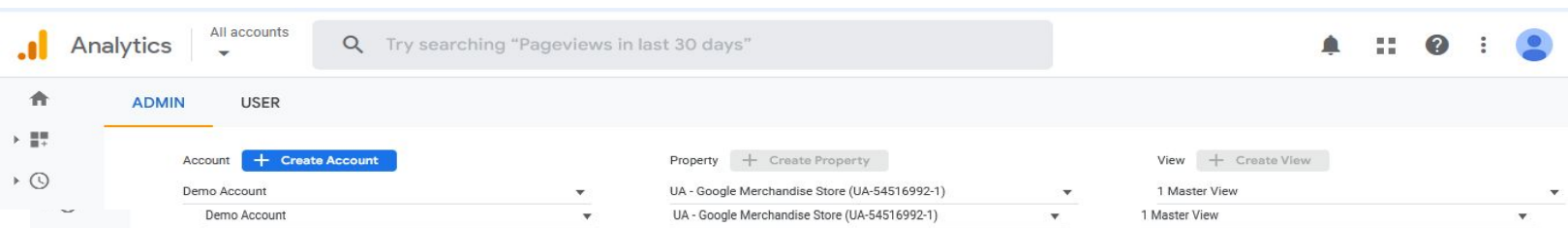
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# 1. Best Practice Check: Three Primary Views

The Google Merchandise Store Demo was implemented for this section with the creation of three primary views.

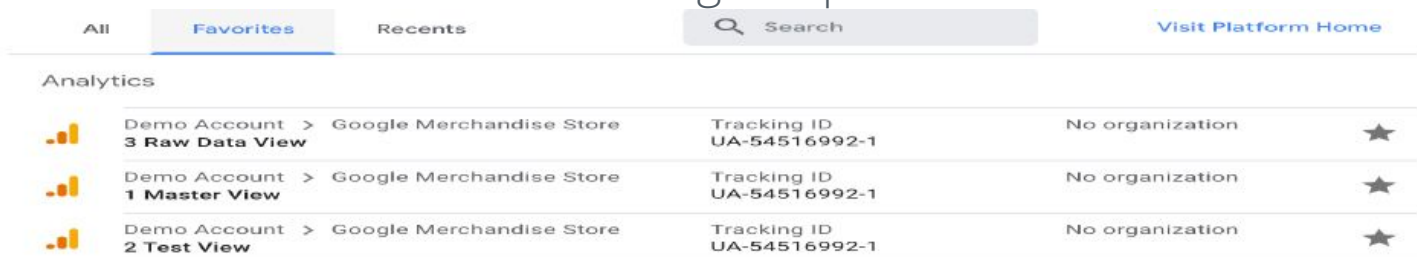
Currently, the option for creation of the views isn't available, nevertheless, the steps taken for execution is as follows.




- Go to Admin
- Click the (+Create View) button on the far right under the 1 Master view. I currently don't have the options.



It paramount to have three primary views per industry practise.

- The Raw Data View - It serves as the starting point with no filters
- The Master View - Has filters applied and its the live production view
- The Test View - This is the testig site prior to the Master View.



|                                                                                     |                                       |                          |                              |                     |
|-------------------------------------------------------------------------------------|---------------------------------------|--------------------------|------------------------------|---------------------|
| All                                                                                 | Favorites                             | Recents                  | Search                       | Visit Platform Home |
| Analytics                                                                           |                                       |                          |                              |                     |
|  | Demo Account > <b>3 Raw Data View</b> | Google Merchandise Store | Tracking ID<br>UA-54516992-1 | No organization ★   |
|  | Demo Account > <b>1 Master View</b>   | Google Merchandise Store | Tracking ID<br>UA-54516992-1 | No organization ★   |
|  | Demo Account > <b>2 Test View</b>     | Google Merchandise Store | Tracking ID<br>UA-54516992-1 | No organization ★   |

## 2. Best Practice Check: Filtering Internal Traffic

This filter has not yet been established in the Google Merchandise Store Demo Account, nor do I have access to make it.

Below are the steps and example screenshots:

- Choose Test View from the View menu in the Admin pane.
- Press the red [Filter] and [Add Filter] buttons.
- Click "Create new Filter" on the Add Filter to View box.
- Exclude internal traffic would be a good filter name. Click [Custom].
- Click [Select field] next to Filter Type, then in the Filter Field beneath the [Exclude] radio button, search for and choose IP address.
- Type the internal IP address in the Filter Pattern area.
- Enter a regular expression to filter out the IP range between [231.88.156.1] and [231.88.156] if there is a range of IP addresses, such as 231.88.156.([1-9]|1[0-5])\$.15]
- Press the [Save] button.
- Before copying this filter to Master View, make sure it is functioning as intended in Test View for at least 7 to 10 days.



**ADMIN** **USER**

View **+ Create View**

Test View

- View Settings
- User Management
- Goals
- Content Grouping
- Filters**
- Channel Settings
- Ecommerce Settings

**Filter Information**

**Filter Name**  
Exclude internal traffic

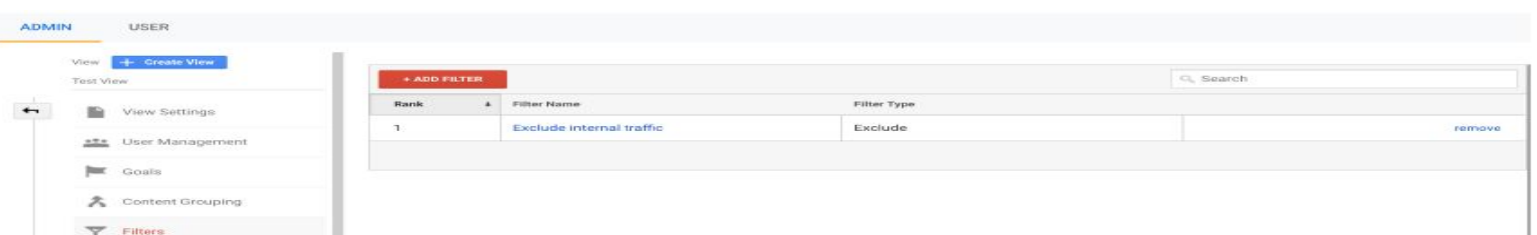
**Filter Type**  
Predefined Custom

☒ **Exclude**

**Filter Field**  
IP Address

**Filter Pattern**  
^231\.88\.156\.([1-9]|1[0-5])\$

☐ Case Sensitive



**ADMIN** **USER**

View **+ Create View**

Test View

- View Settings
- User Management
- Goals
- Content Grouping
- Filters**

| Rank | Filter Name              | Filter Type |        |
|------|--------------------------|-------------|--------|
| 1    | Exclude internal traffic | Exclude     | remove |



# Part Two: Data Exploration

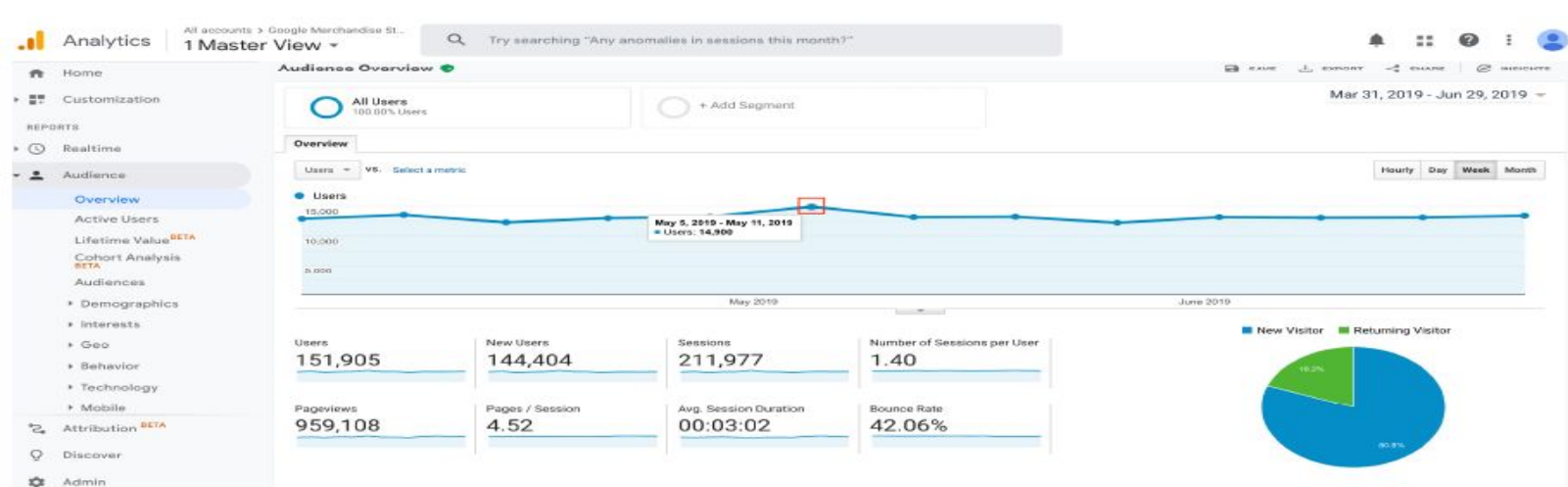
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# Standard Display - Audience

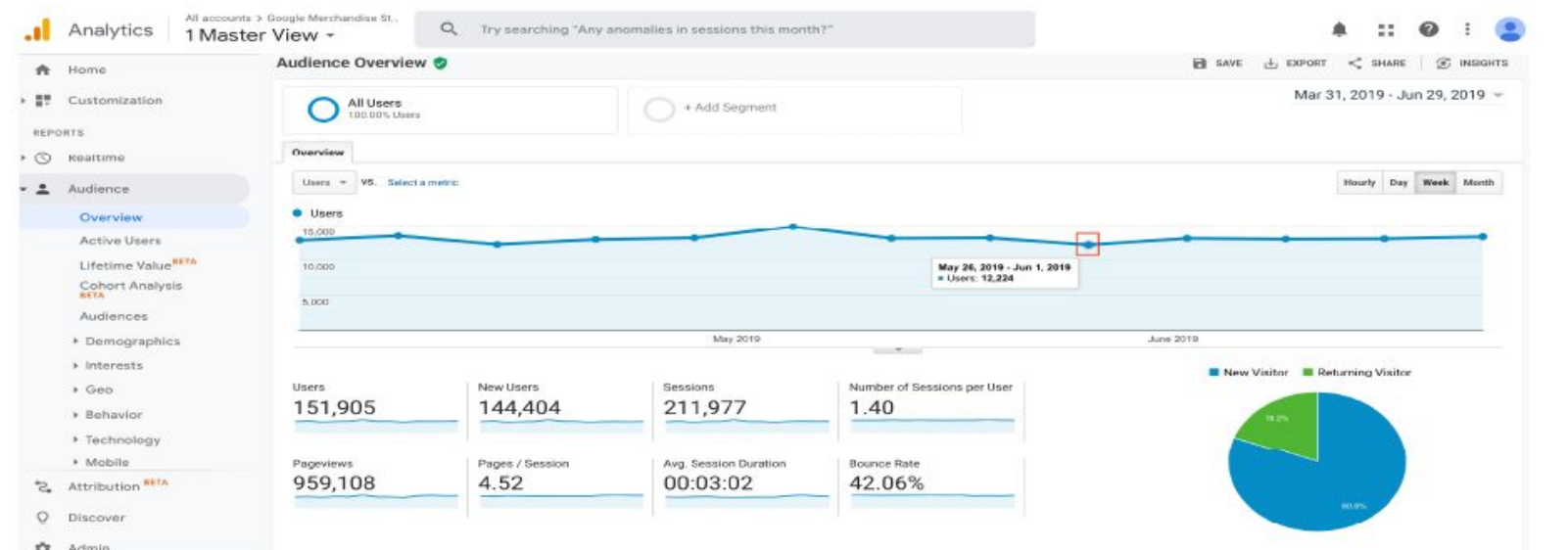
During the three-month period from Sunday 31st March to Saturday 29th June 2019, the number of visits soared at 14,900 in the week of May 5th - 11th and declined to 12,224 in the week of 05/26 - 05/01.

Audience: Overview Report (31/03/19 – 29/06/19)

Week 05/05 - 05/11 with 14,900 visitors.



Week 5/26 – 6/1 with 12,224 visitors



## Standard Display - Audience

There are multiple factors that went into the analysis of these visualization. Holidays like Mother's Day, Cinco de Mayo, Armed Forces Day, and Memorial Day all occurred within the month of May and somewhat of June.

Cinco de Mayo occurred on 5/5, Mother's Day was 5/12, Armed Forces Day was 5/18 and lastly Memorial Day was 6/9.

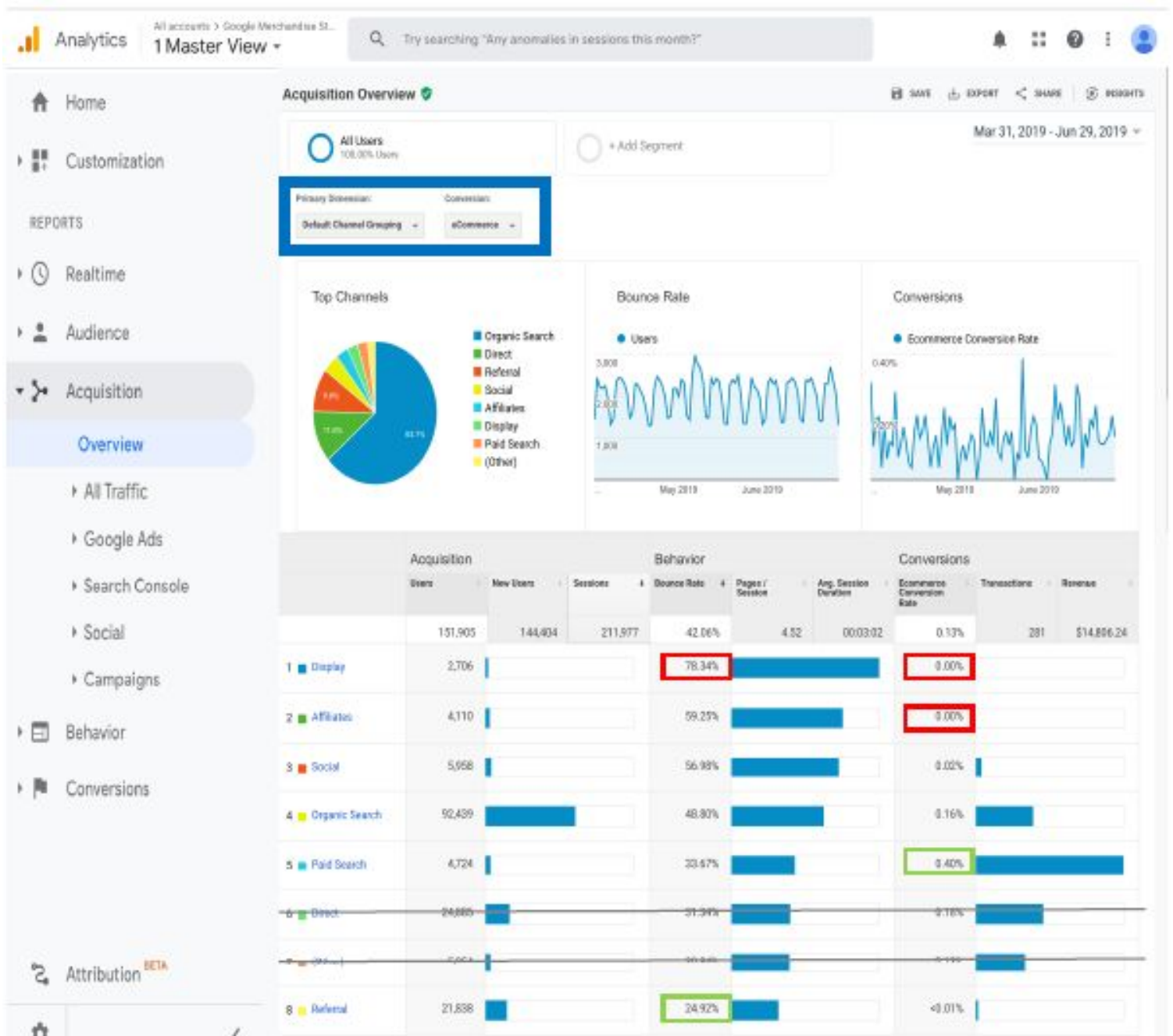
All these are major holidays in the US and families incorporate a lot of shopping prior to the holidays to ensure its a memorable one.



# Standard Display: Acquisition

Which channels had the highest and lowest bounce rates and eCommerce conversion rates for the chosen time frame, eliminating Direct and (Other)?

Acquisition: Summary Report (31 March 2019–29 June 2019)



# Standard Display: Acquisition

We use the Acquisition Overview Report with Primary Dimension set to Default Channel Grouping and Conversion set to eCommerce (marked by the blue frame below "All Users" segment) to determine which pathways in the three-month period under review had the greatest and lowest bounce rates in addition to the greatest and lowest eCommerce conversion rates.

As seen in the display shot in the earlier presentation, we can immediately obtain the solutions from the bar graphs within Behaviors and Conversions.

The percentage of single-page sessions with no interaction and a 0 second period is termed as the bounce rate.

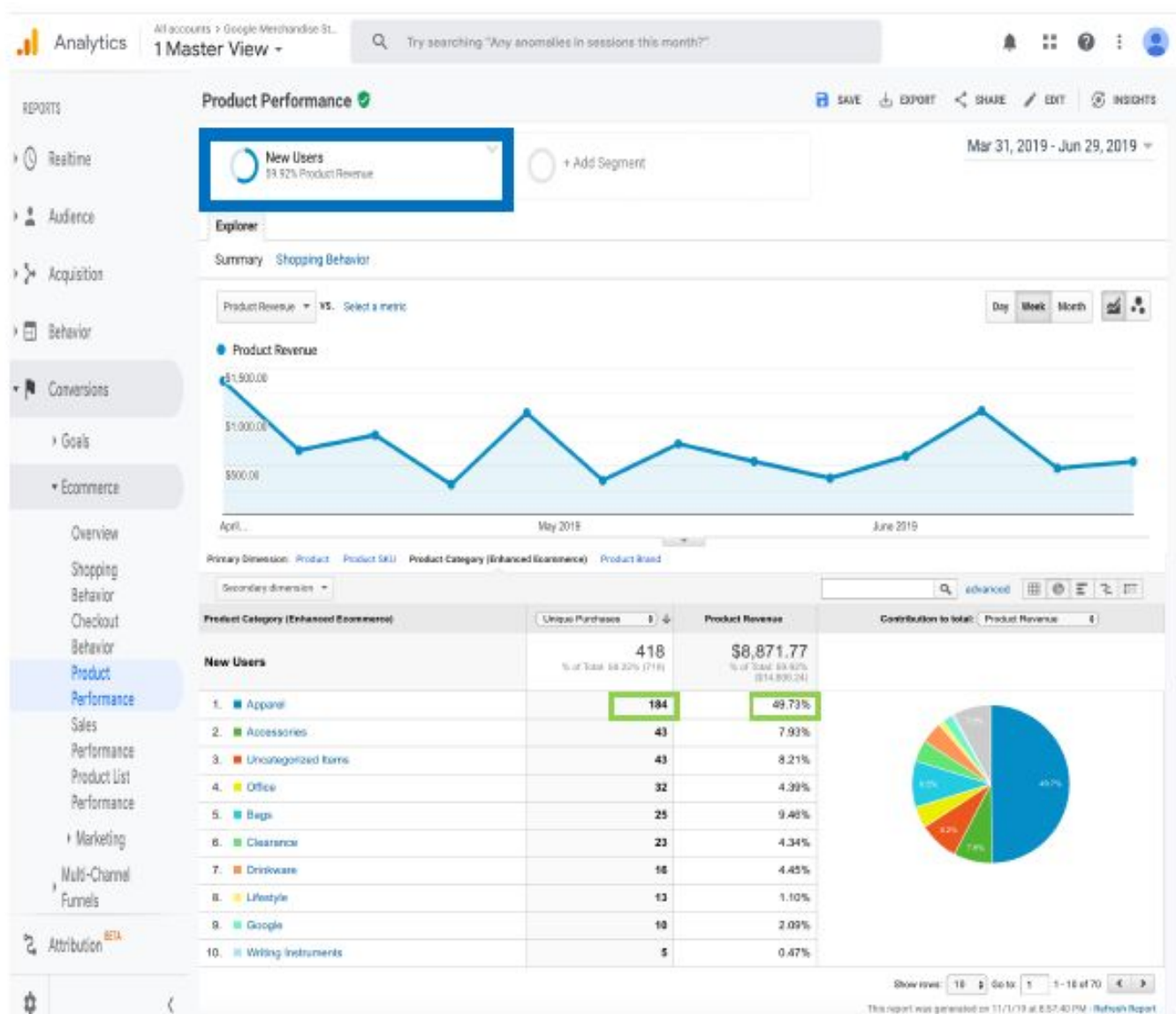
The safest is thus the lowest, and inversely which is displayed in the report examined. The Bounce Rate for the Display Channel was the highest, at 78.34%

Whereas the lowest Bounce Rate was via the referral route, at 24.92 %.

The proportion of sessions that ended in an online purchase is known as the eCommerce Conversion Rate. Therefore, more transactions will be completed the higher the rate, and simultaneously. At 0.40 %, the Paid Search channel had the highest eCommerce Conversion Rate. At 0.00 %, the Display and Affiliates channels had the lowest eCommerce Conversion Rate.

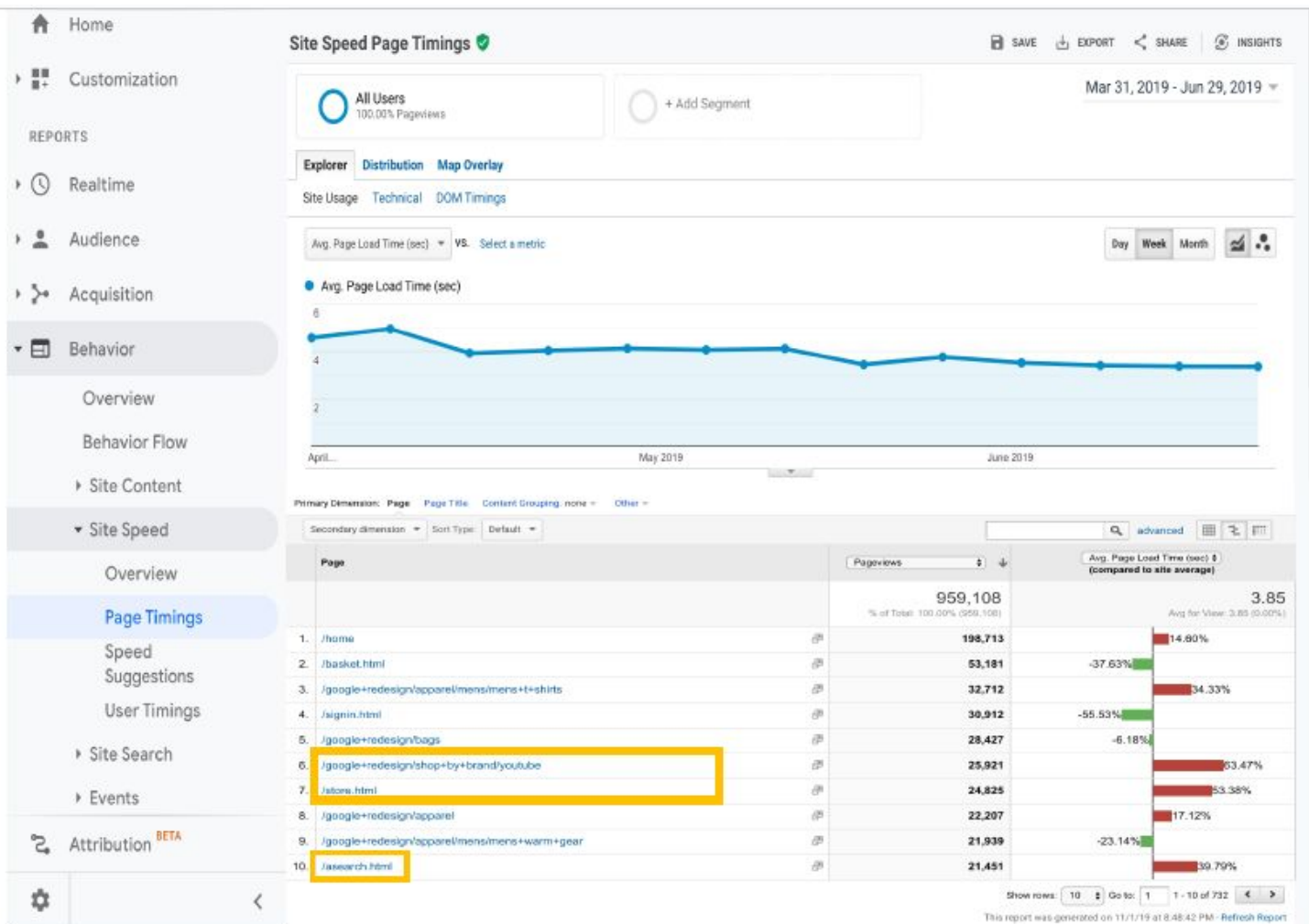
# Percentage Display: Conversion

During the three month period you've selected, which Product Category contributed the highest number of unique purchases for New Users and which Product Category was responsible for the largest percentage of revenue for New Users? (Screenshot(s) only; no elaboration required.)



# Comparison Display: Behavior

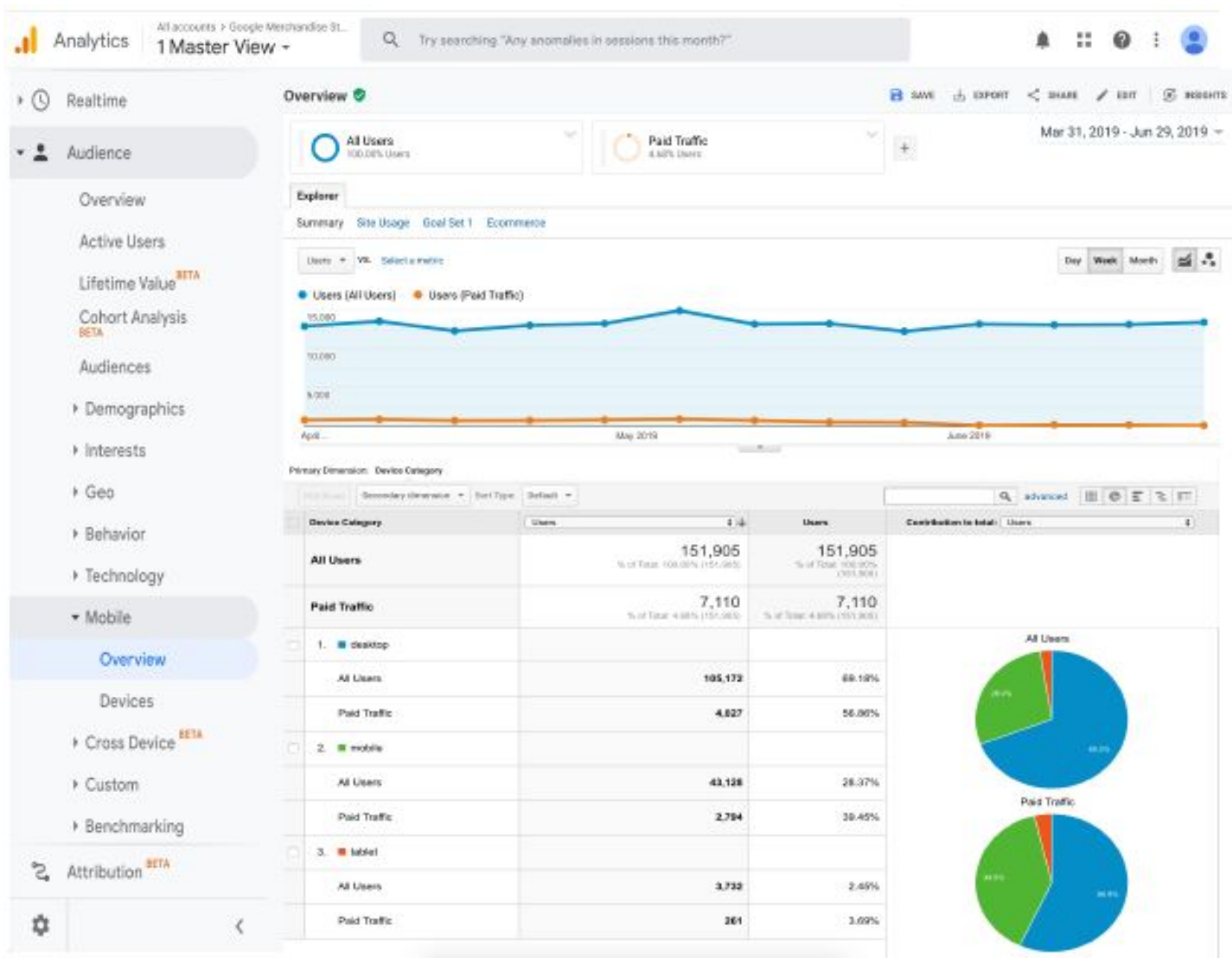
For traffic from All Users between the start and end of your three month period, please provide a comparison report showing Site Speed Page timings for our top ten pages (based on pageviews) and identify any potential troublespots.



/store.html, and /asearch.html fared poorly, being 63.47 percent, 53.38 percent, and 39.79 percent worse than the site average. For enhancement ideas, we could reference the Speed Suggestions Report for further intuitions.

# Percentage Display: Audience

Please go into the Audience → Overview → Mobile report and provide a screenshot or screenshots that show the following: Between the start and end of the three month period you've chosen, please provide percentage charts (pie charts) that show what percentage of All Users came from mobile, desktop, and tablet devices and what percentage of Paid Traffic Users came from mobile, desktop, and tablet devices.



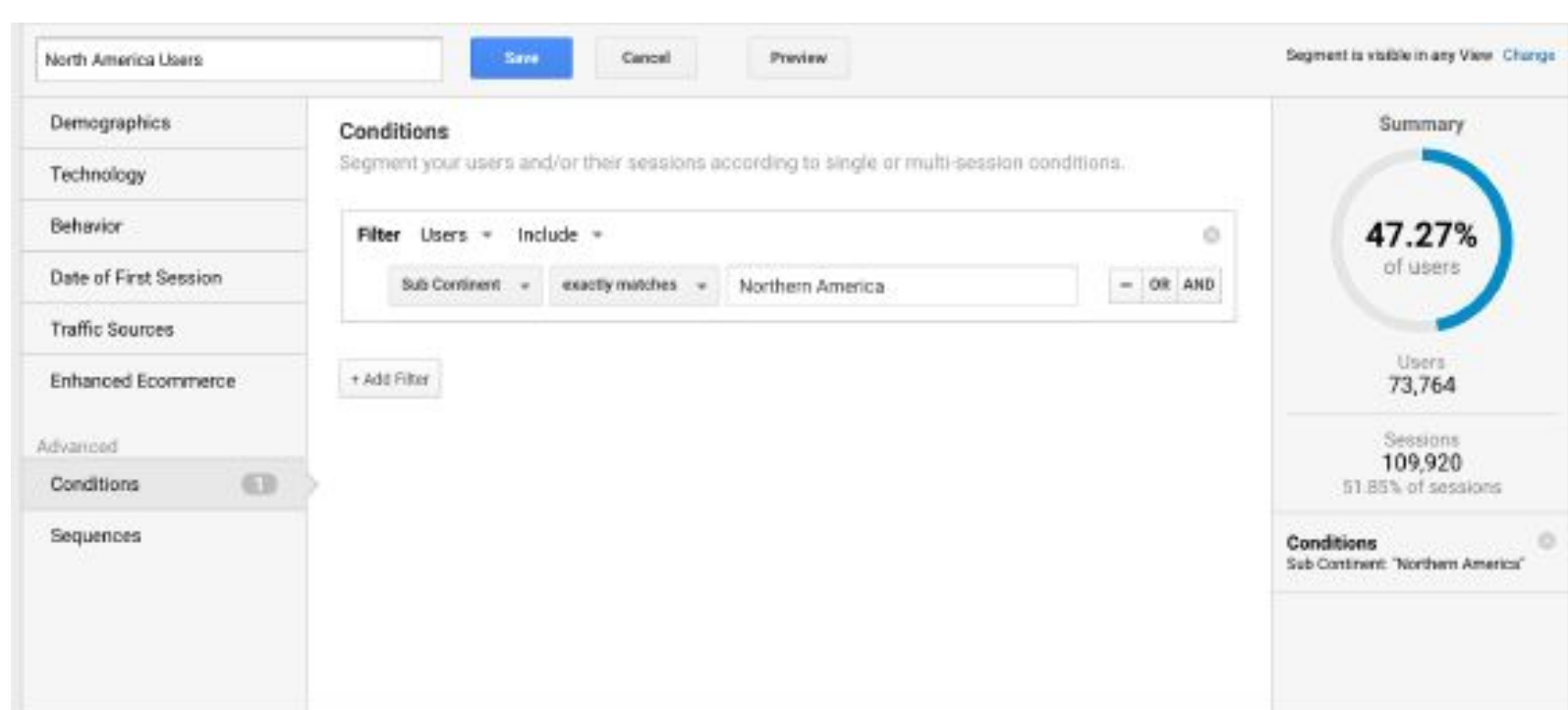


# Part Three: Segmentation

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# Audience Segment: Geography

Segment: North Americans



This section was developed for people who spoke English. This sector makes up 68.33 percent of all users, according to the Summary, making up a sizable user base. I may use it to respond to queries like How much of this segment's eCommerce revenues originate from this market? What percentage of overall eCommerce sales come from this sector?

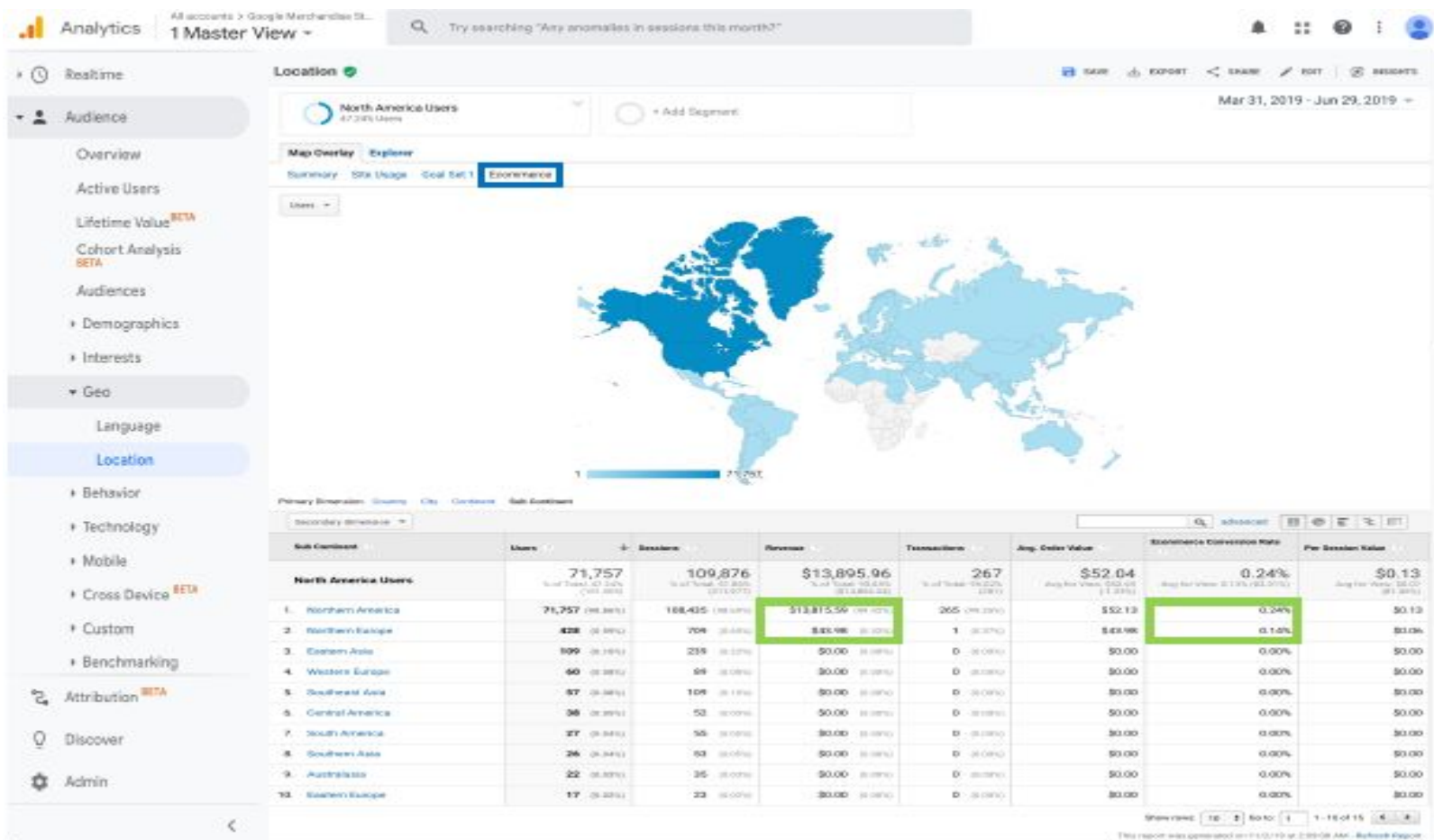
By eliminating this section, a segment for non-English speaking users may be readily constructed, and the aforementioned questions can then be expanded to assess English speaking and non-English too.



# Audience Segment: Geography

What was the eCommerce Conversion rate and Revenue of this sector during the three-month duration chosen in comparison to other subcontinents?

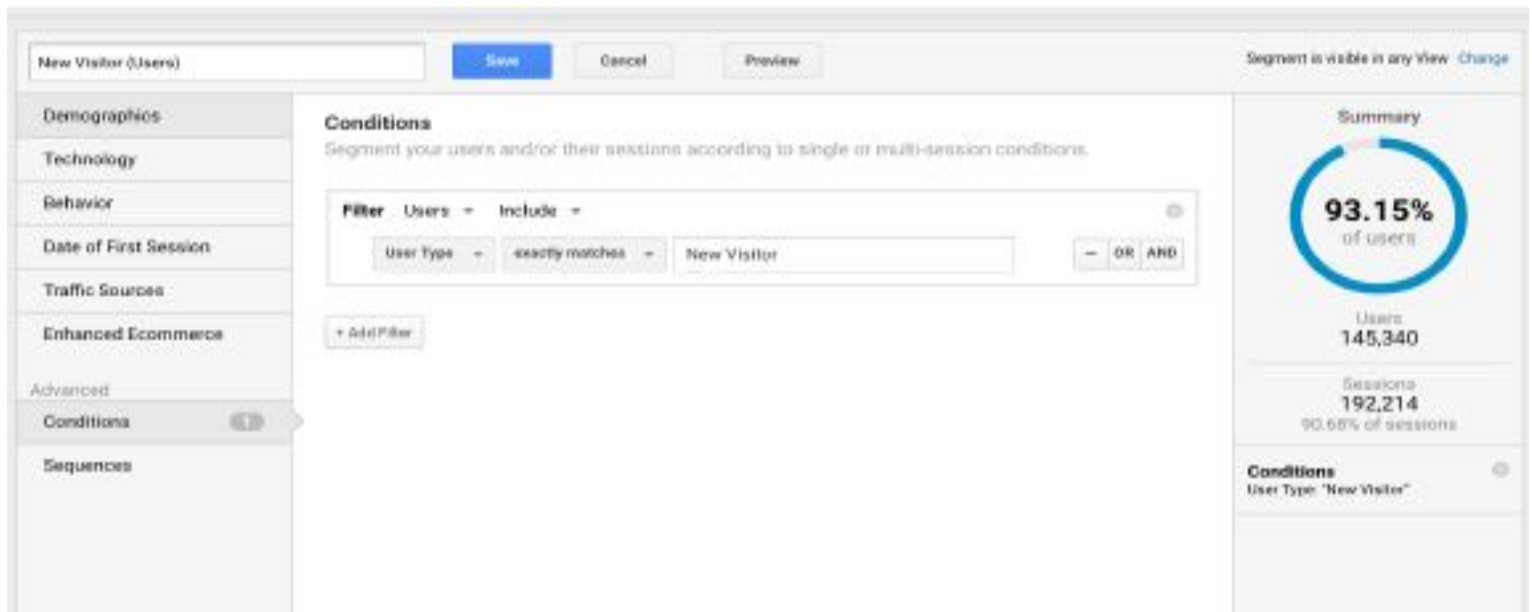
According to the report, this segment's eCommerce conversion rate was 0.24 percent, compared to Northern Europe's 0.14 percent and the rest's 0%. The earnings from this sector. Northern Europe and the remainder were respectively \$13,815.59 (99.42%), \$43.98 (0.32%), and \$0 (0%). The trend indicates that the Google Merchandise Store's primary market is North America, which is not surprising considering that the region is where Google was founded and where its name is well-known.





# Audience Segment: User Behavior

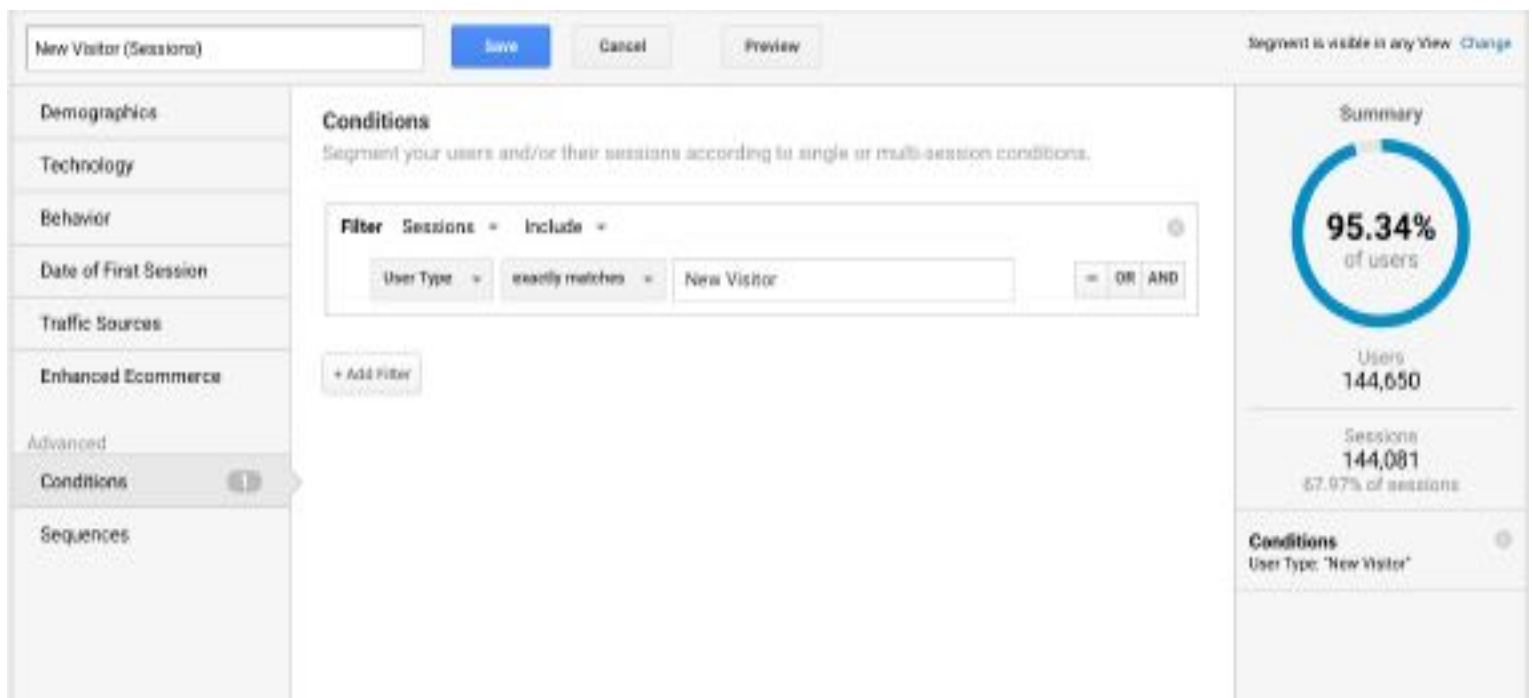
## Segment: New Visitors (Users)



The screenshot shows the 'New Visitor (Users)' segment configuration interface. The left sidebar lists categories: Demographics, Technology, Behavior, Date of First Session, Traffic Sources, Enhanced Ecommerce, and Advanced (with sub-items Conditions and Sequences). The 'Conditions' section is active, showing a filter for 'Users' that 'Include' 'User Type' 'exactly matches' 'New Visitor'. The right sidebar displays a summary: 93.15% of users, 145,340 users, 192,214 sessions (90.68% of sessions), and the condition 'User Type: "New Visitor"'. Buttons for 'Save', 'Cancel', and 'Preview' are at the top.

| Category            | Value   |
|---------------------|---------|
| Users               | 145,340 |
| Sessions            | 192,214 |
| Sessions (of total) | 90.68%  |

## Segment: New Visitors (Users)

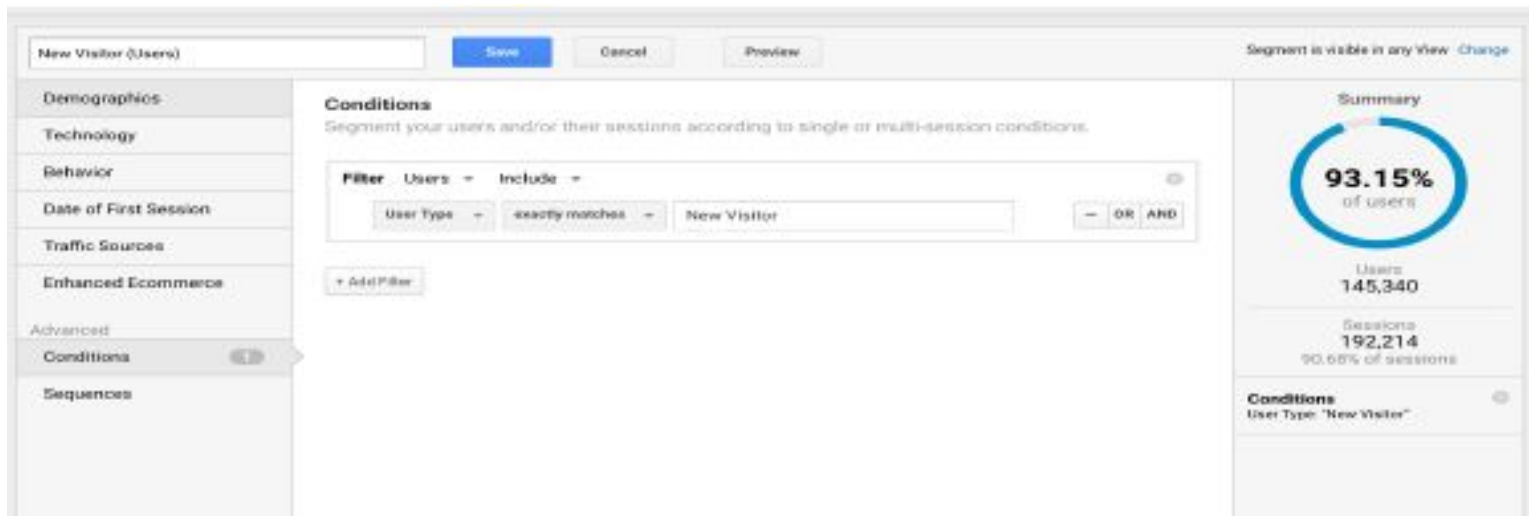


The screenshot shows the 'New Visitor (Sessions)' segment configuration interface. The left sidebar is identical to the previous one. The 'Conditions' section is active, showing a filter for 'Sessions' that 'Include' 'User Type' 'exactly matches' 'New Visitor'. The right sidebar displays a summary: 95.34% of users, 144,650 users, 144,081 sessions (67.97% of sessions), and the condition 'User Type: "New Visitor"'. Buttons for 'Save', 'Cancel', and 'Preview' are at the top.

| Category            | Value   |
|---------------------|---------|
| Users               | 144,650 |
| Sessions            | 144,081 |
| Sessions (of total) | 67.97%  |

# Audience Segment: User Behavior

Segment: New Visitors (Users)



Segment: New Visitors (Users)

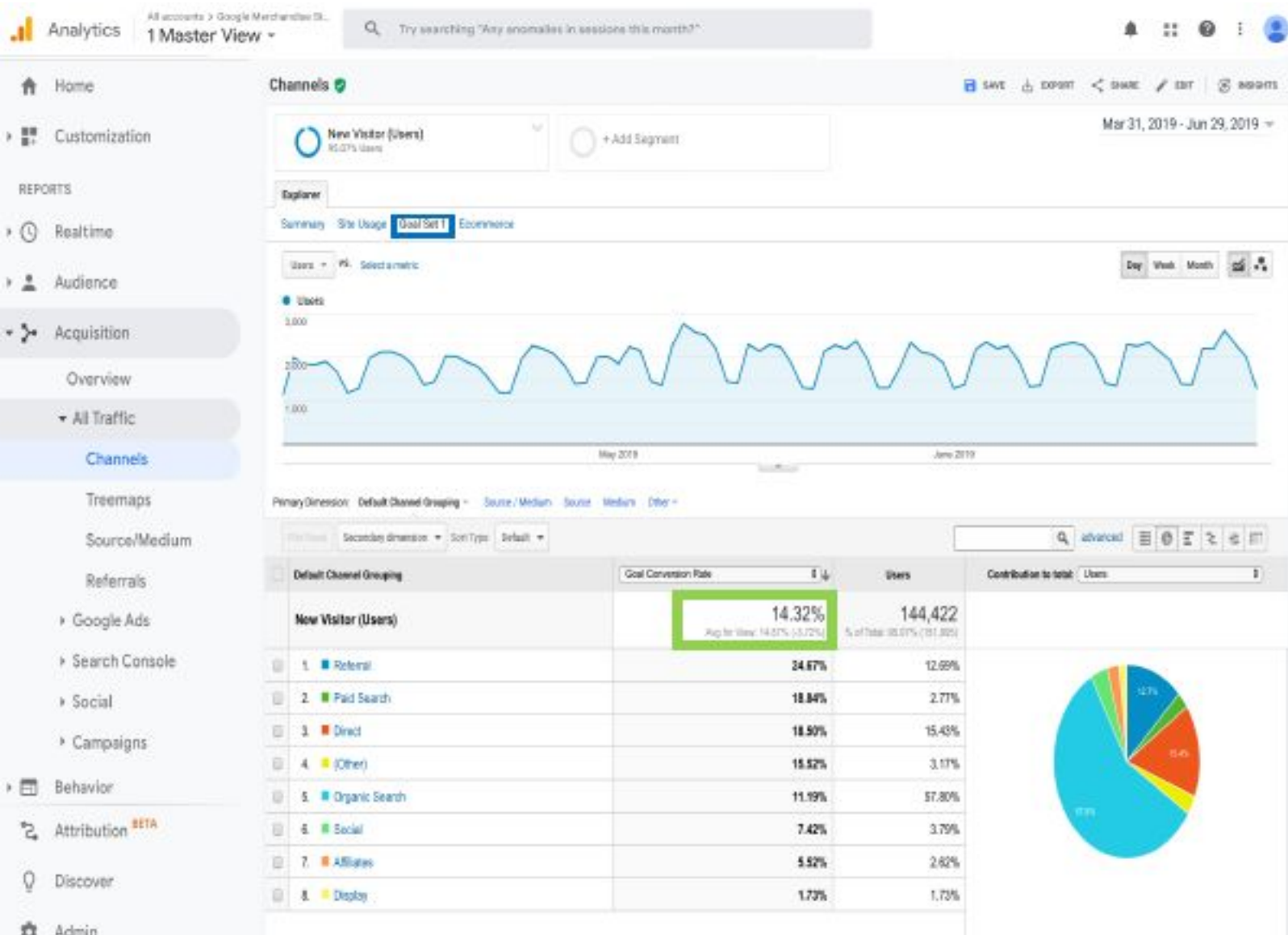


The two target groups, one with user scope and the other with session scope, were created based on the user type New Visitor. They may be used to respond to queries like How much of the Goal Conversion Rate was contributed by the New Visitor Segment? Does the contribution of the two New Visitor segments to Goal Conversion Rate correlate with one another?. These will be applied to all traffics to make inferences.

# Audience Segment: User Behavior

How much of the goal conversion rate was influenced by the new visitor group throughout the three months?

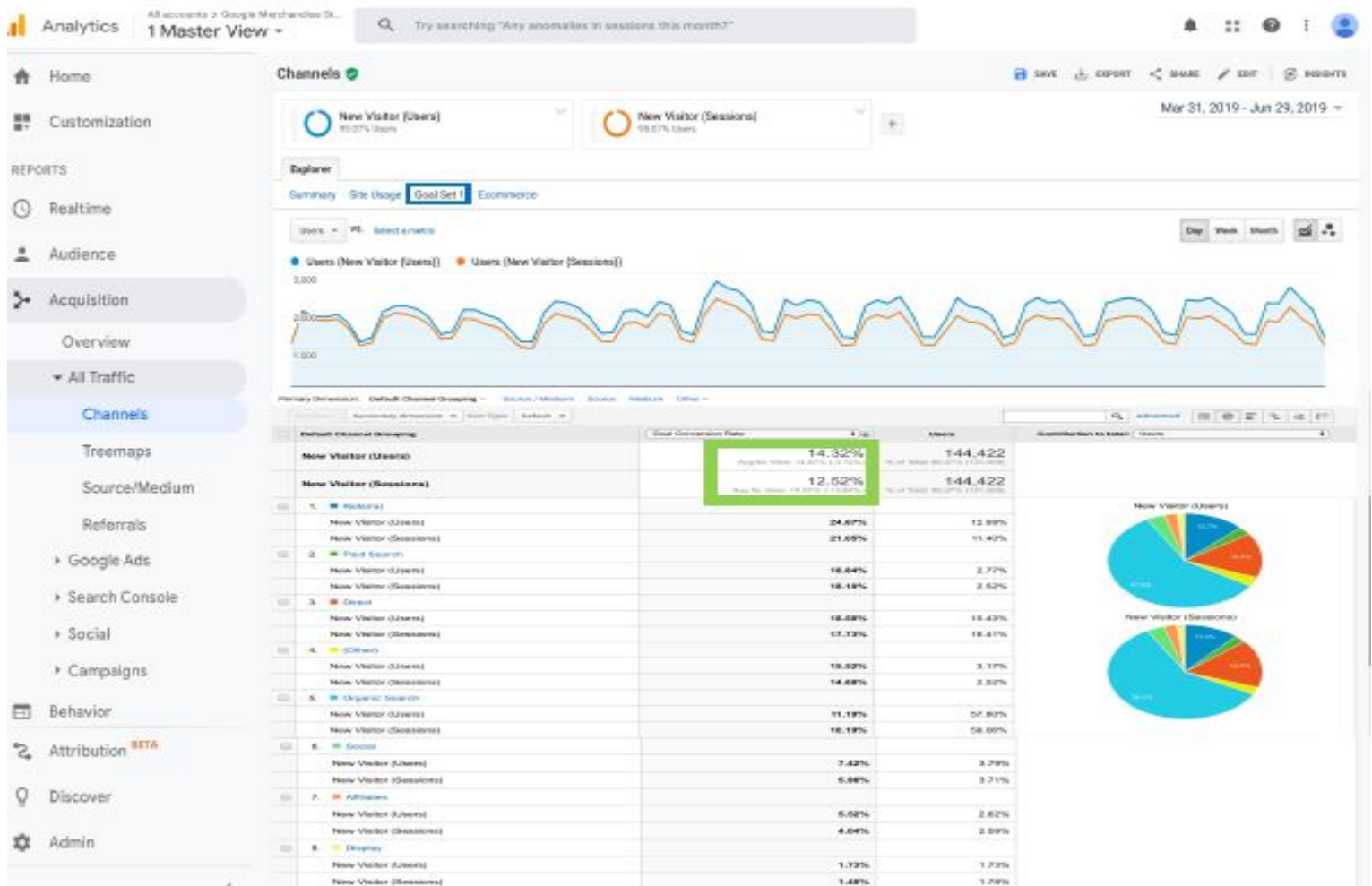
According to the data, this portion was responsible for 14.32% of the overall goal conversion rate. Referral, Paid Search, and Direct are the top 3 rankings when this is subdivided by channels, with contribution rates of 24.67%, 18.84%, and 18.50%, accordingly.



# Audience Segment: User Behavior

Is there a relationship between the two perspectives of the New Visitor segment's contribution to Goal Conversion Rate throughout the 3 months?

The analysis demonstrates a good relationship between the user and session scopes of the New Visitor Segment and Goal Conversion Rate. The similar association exists among the channels, with both perspectives moving towards identical direction in the contribution of the New Visitor segment to Goal Conversion Rate.



# ANND Portfolio

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Advanced Displays,  
Segmentation & Filtering