Jamil Abdulai Project 6 Navigating, Reports, & Dashboards August 9,2022



Google Analytics



Advanced Displays, Segmentation & Filtering



Part One: Primary Views & Filters



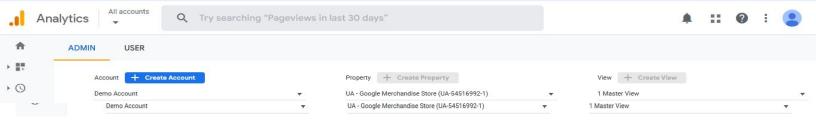


Best Practice Check: Three Primary Views

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.







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 filer 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.







Part Two: Data Exploration



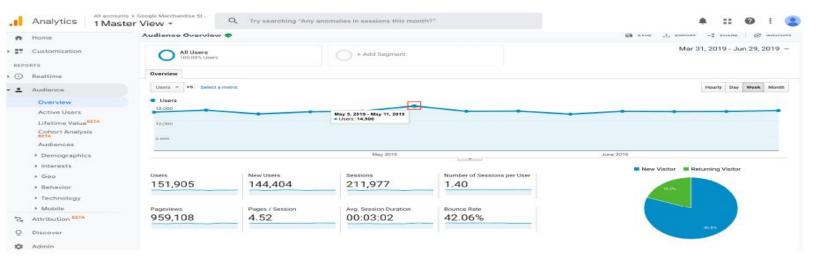


Standard Display - Audience

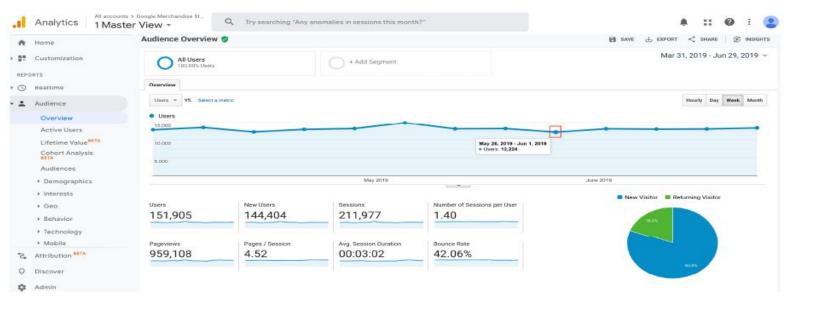
During the three-month period from Sunday 31st March to Saturday 29th June 2019, the number of visits soared at 14,900 in the week of May 5th - 11th and declined to 12,224 in the week of 05/26 - 05/01.

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.

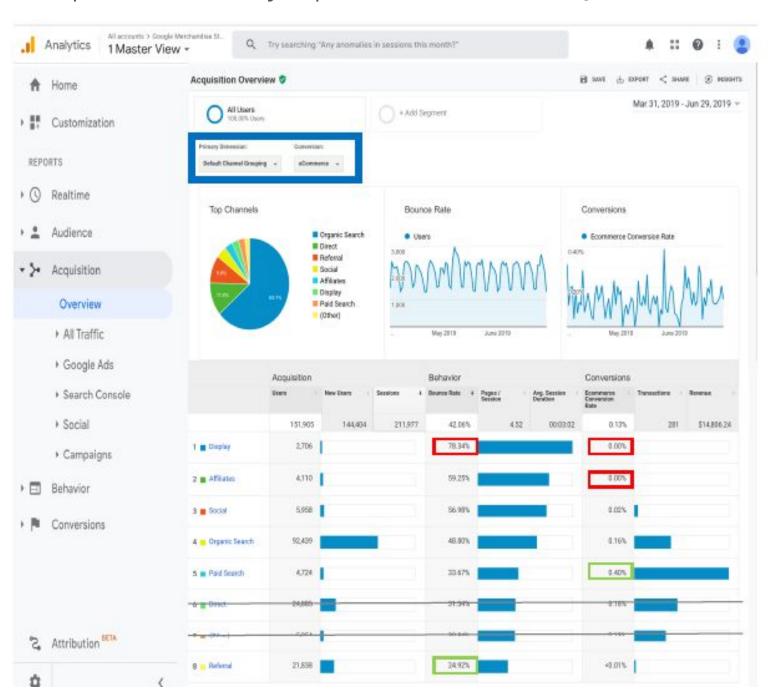




Standard Display: Acquisition

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 %.

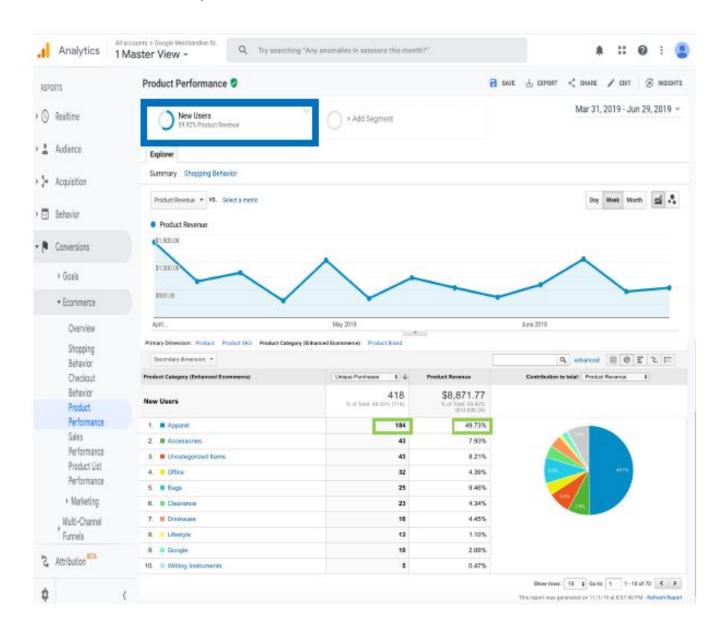
The proportion of sessions that ended in an online purchase is known as the eCommerce Conversion Rate. Therefore, more transactions will be completed the higher the rate, and simultaneously. At 0.40 %, the Paid Search channel had the highest eCommerce Conversion Rate. At 0.00 %, the Display and Affiliates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

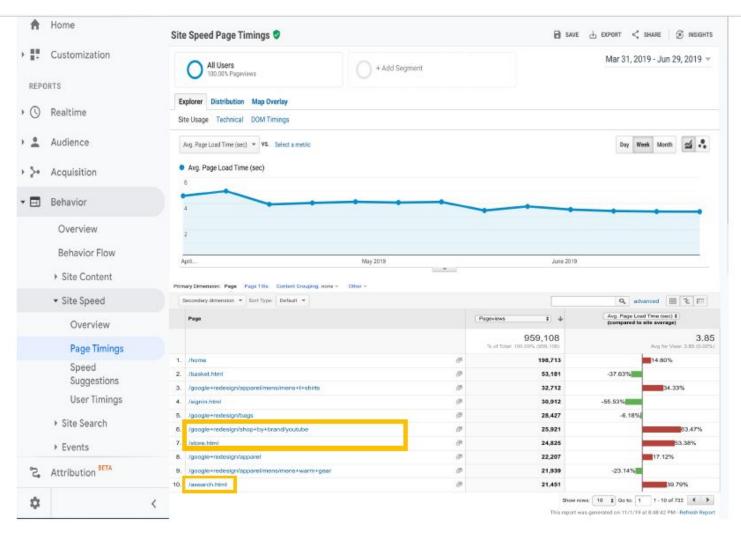






Comparison Display: Behavior

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.



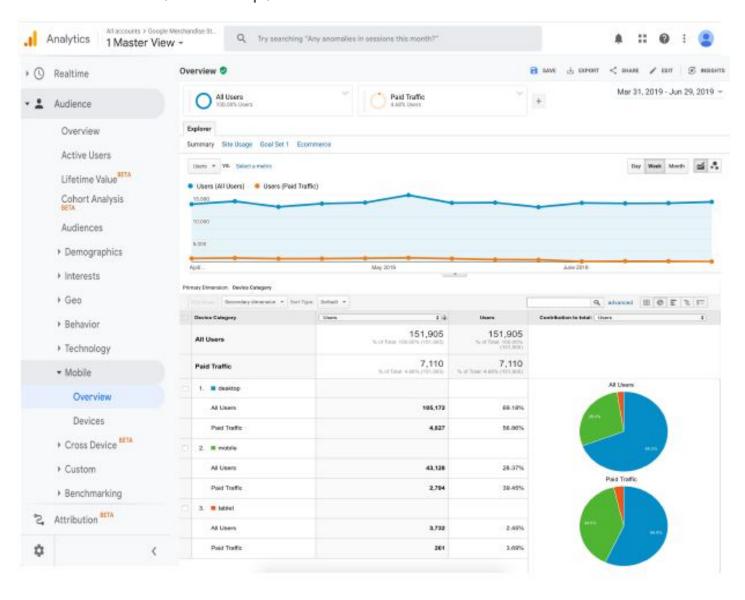
/store.html, and /asearch.html fared poorly, being 63.47 percent, 53.38 percent, and 39.79 percent worse than the site average.For enhancement ideas, we could reference the Speed Suggestions Report for further intuitions.





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.





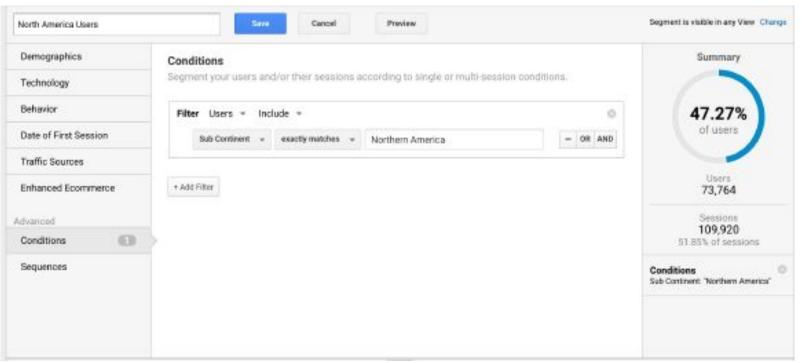
Part Three: Segmentation





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.

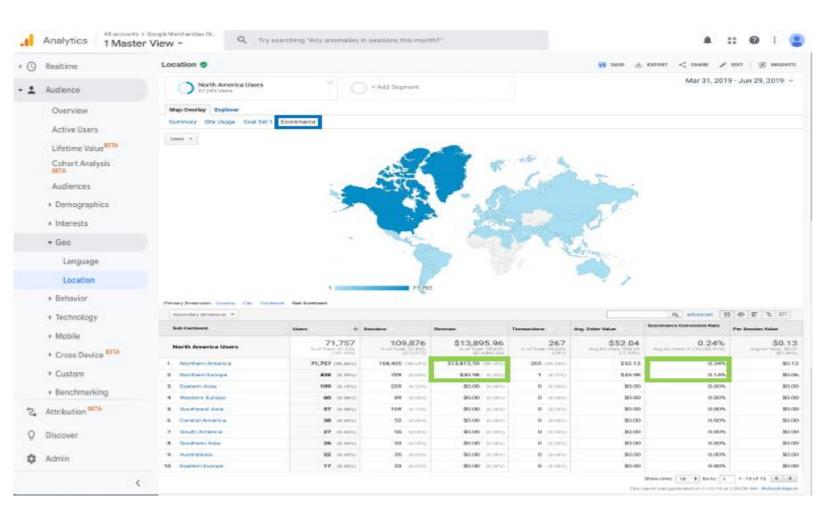




Audience Segment: Geography

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

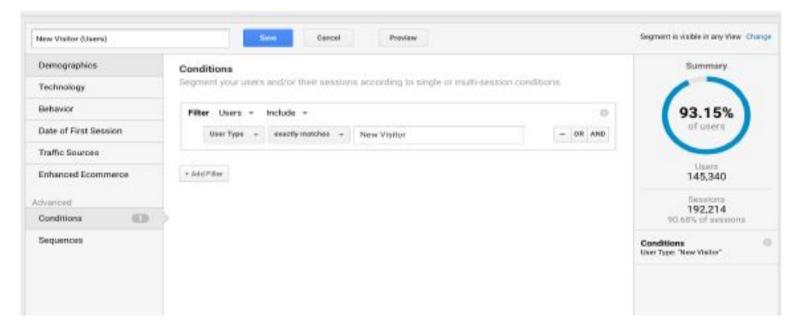
According to the report, this segment's eCommerce conversion rate was 0.24 percent, compared to Northern Europe's 0.14 percent and the rest's 0%. The earnings from this sector.Northern Europe and the remainder were respectively \$13,815.59 (99.42%), \$43.98 (0.32%), and \$0 (0%). The trend indicates 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.



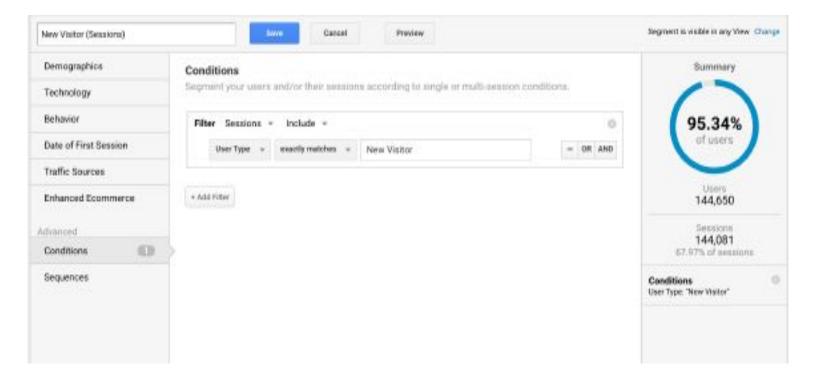




Segment: New Visitors (Users)



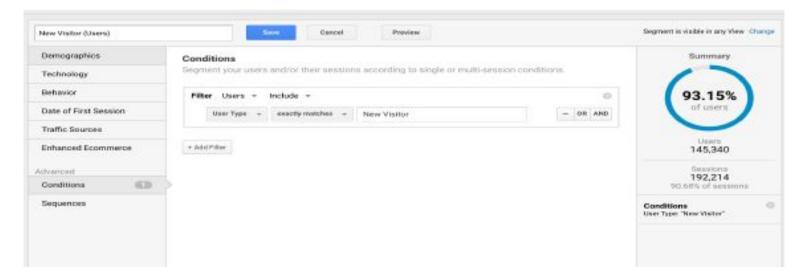
Segment: New Visitors (Users)



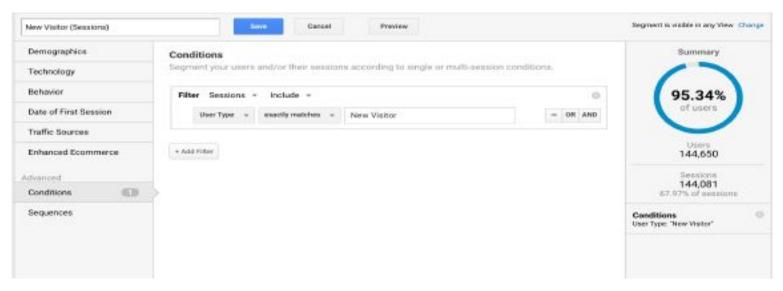




Segment: New Visitors (Users)



Segment: New Visitors (Users)



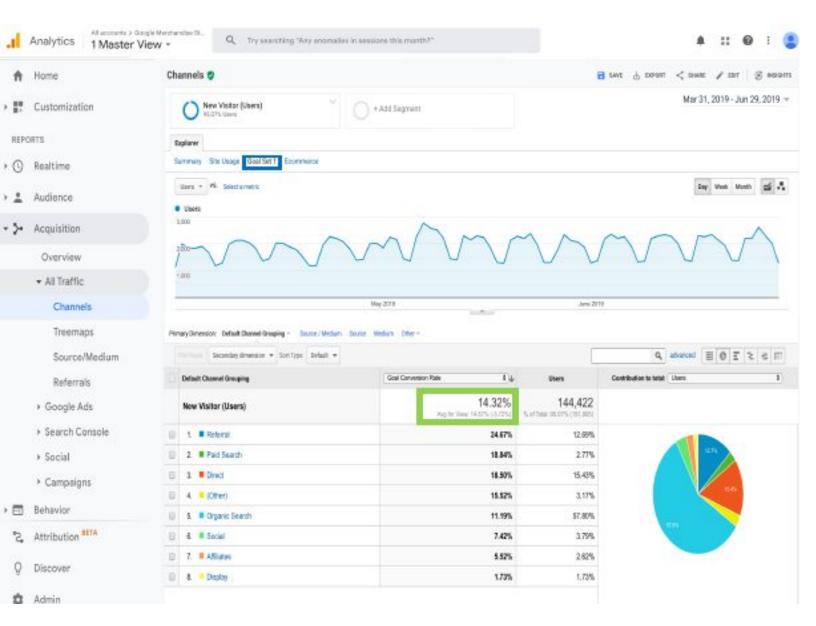
The two target groups, one with user scope and the other with session scope, were created based on the user type New Visitor. They may be used to respond to queries like How much of the Goal Conversion Rate was contributed by the New Visitor Segment ? Does the contribution of the two New Visitor segments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





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.

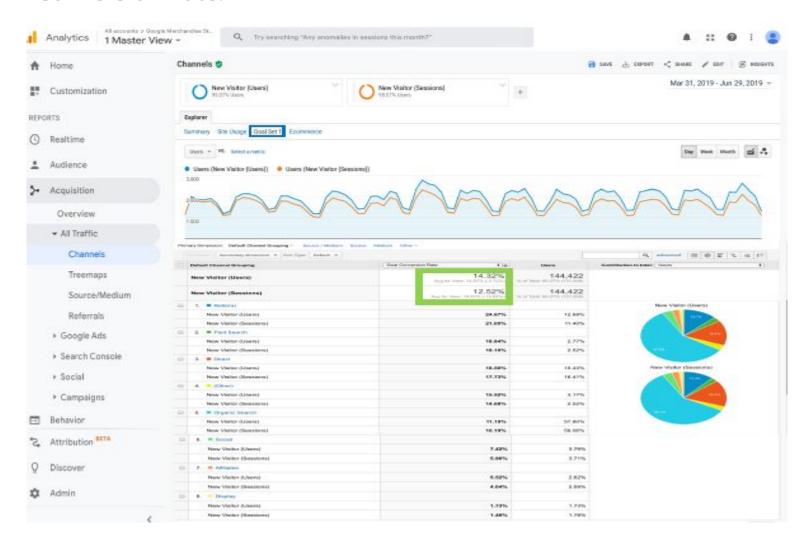






Is there a relationship between the two perspectives of the New Visitor segment's contribution to Goal Conversion Rate throughout the 3 months?

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

Advanced Displays, Segmentation & Filtering



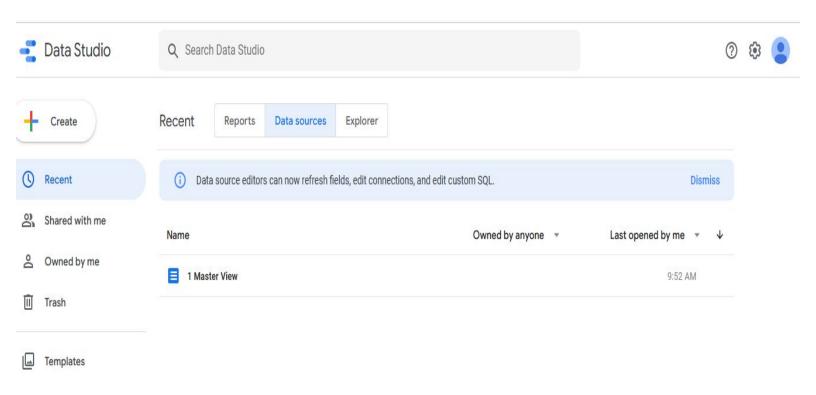


Part Two: Connecting a Data Source and Creating a Custom Dashboard





Merchandise Store Draft Dashboard: Built on the Master View

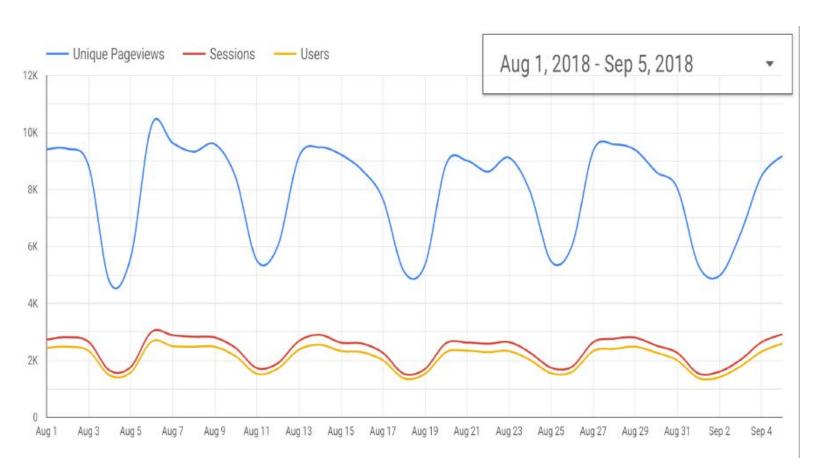


The 1 Master View was obtained in Data Studio using the Google Analytics adapter. In conjunction with the sourced view, visualizations in Google Analytics may be created based on the Master View in the Google Merchandise Store Demo account.





2. Merchandise Store Draft Dashboard: Time Series chart



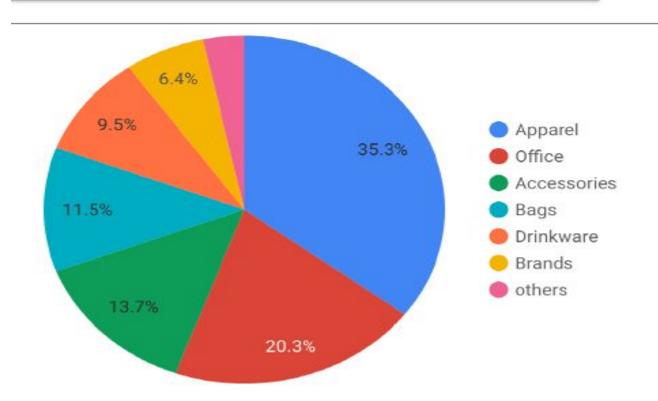
The Time Series graphic depicts the changes in Unique Page Views, Sessions, and Users from August 1st to September 5th, 2018. The graph's source of data, scale, and metric information are the trends on Sessions and Users closely mirroring each other, as well as all three metrics regularly displaying a severe steady decline towards the end of each week before rebounding and culminating at the onset of the week.





3. Merchandise Store Draft Dashboard: Pie chart, 7 slices

Aug 1, 2018 - Sep 5, 2018

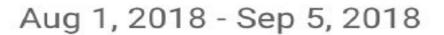


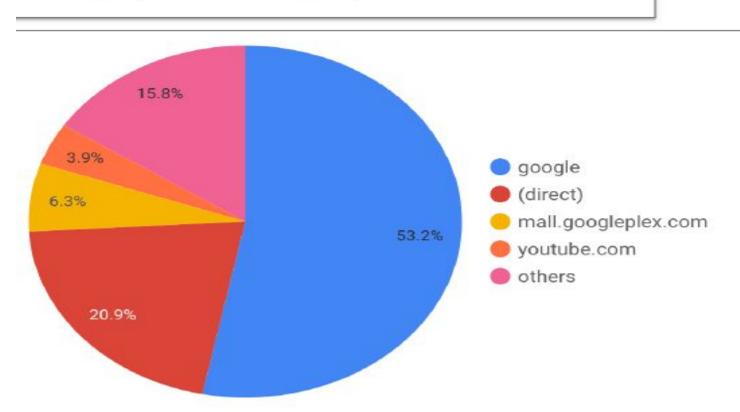
The revenue breakdown by product categories for the period of August 1–September 5 of 2018 is shown in this seven-slice pie chart. The graphic is accompanied with information on the data source, dimension, and measure. On the chart, there are just 7 categories listed. The top 5 revenue-generating categories are clothing, office supplies, accessories, bags, and drinkware.





4. Merchandise Store Draft Dashboard: Pie chart, 5 slices





This is a visualization of a 5-slice pie chart on source broken down by new users between August 1st and September 5th, 2018. On the chart, only five sources are displayed. Except for Others (all sources not expressly indicated on the chart), Google, Direct, and Mall Googleplex is one of the top three sources of new users to the site.





5. Merchandise Store Draft Dashboard: Scorecard

\$101.32

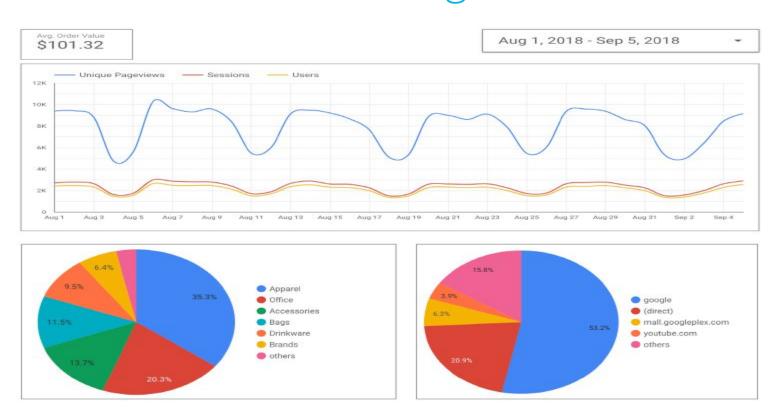
1 Aug 2018 - 5 Sep 2018

Above is the Scorecard chart for average order value from August 1st to September 5th, 2018. According to the graph, the average order value over the given time period is \$101.32.





6. Merchandise Store Draft Dashboard: Date Range Control



Under the Usage Demonstration, , the Date Range Control was set to August 29th - December 26th, 2018. This caused all other charts on the website to be dynamically updated to reflect the effect of the date range change. The Time Series chart trends updated to reflect the expanded date range, but the average order value increased from 101.32 to \$132.78. In addition, the top three income sources are now Apparel, Nest, and Office, as opposed to Apparel, Office, and Accessories previously. Last but not least, the top 3 sources for attracting new users to the site stay the same when the Others group is excluded, but their corresponding proportion contributions have adjusted to 57.1%, 19.7%, and 6.7%.





Marketing Analytics Nanodegree Program

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