

Assignment Chapter 6

Instructions

1. Answer the below question in the boxes provided.
2. Please submit the assignment through TalentLabs Learning System.

Part 1 – Working in Google Analytics

For all questions, make sure to use:

- The GA4 Google Merchandise Store Demo Account
- The following date range: 1th Oct 2023 – 1th Jan 2024

Question 1.1:

How many Colombian users visited the store? (1 mark)

1,035

Question 1.2:

Which operating system, with at least 1000 users, had the highest engagement rate? (1 mark)

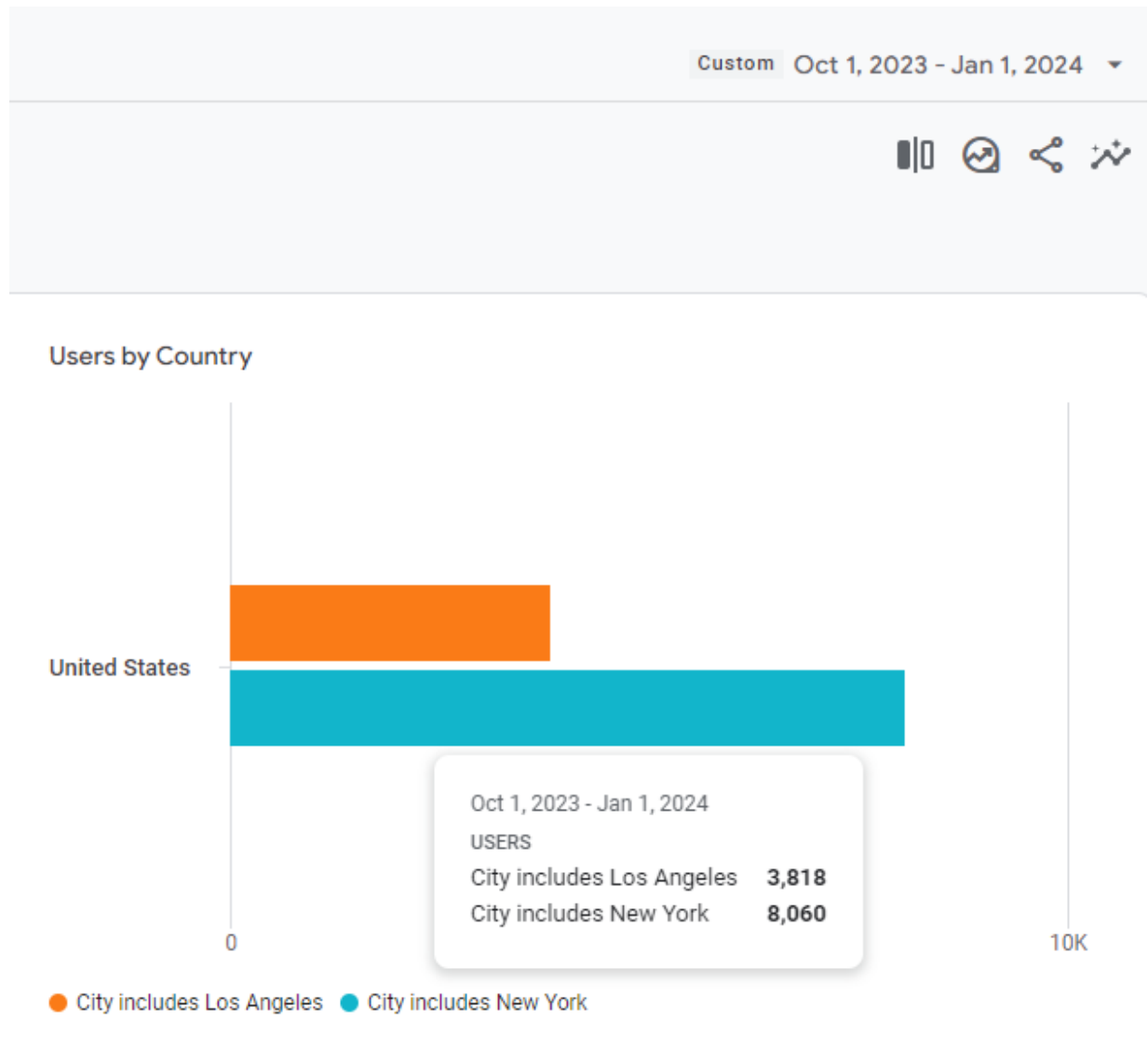
Chrome OS



Question 1.3:

Find out which city, Los Angeles or New York, had more users. Write the answer in the box below and **include a screenshot** image of the users plot using **Bar Chart**. Make sure the plot includes **only** the two United States cities! (3 marks)

New York has more users.



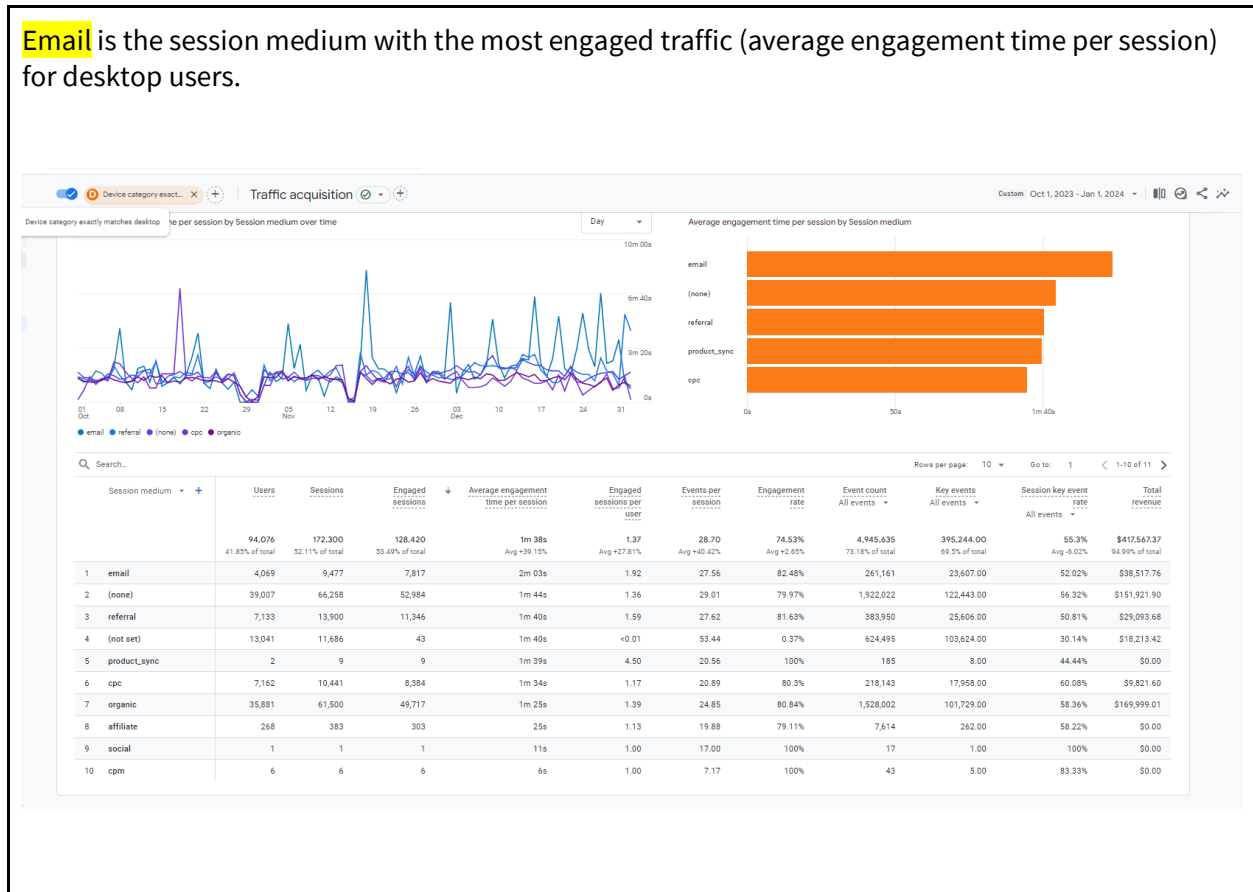
Question 1.4:

Find out what **session medium** is driving the most engaged traffic (average engagement time per session) for **desktop** users to the website and might require additional marketing efforts. Name the session medium and include a screenshot of the report with your answer. Make sure to use:

- A secondary dimension
- Sort column feature
- Report search bar (to filter for desktop users **only**)

(3 marks)

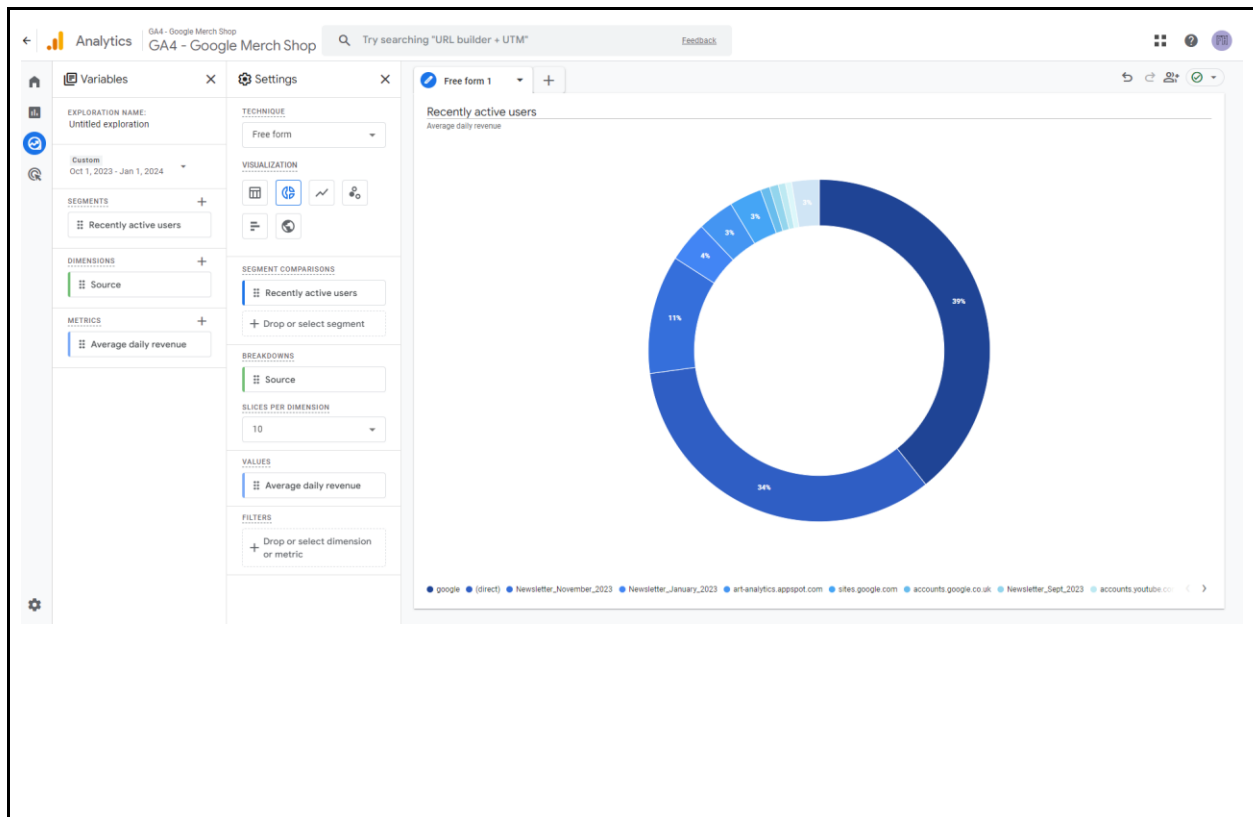
Email is the session medium with the most engaged traffic (average engagement time per session) for desktop users.



Question 1.5:

Using the Explore tool, create a Doughnut Chart. Analyze how the **average daily revenue** is split between top 10 different **sources** within **the recently active users segment**. Take a screenshot of the resulting chart and paste it into the box below. (3 marks)

Note: For this question, please use the date range. 1th Oct 2023 – 1th Jan 2024



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Part 2 – Final Project