LAPORAN WEB SITE DATA
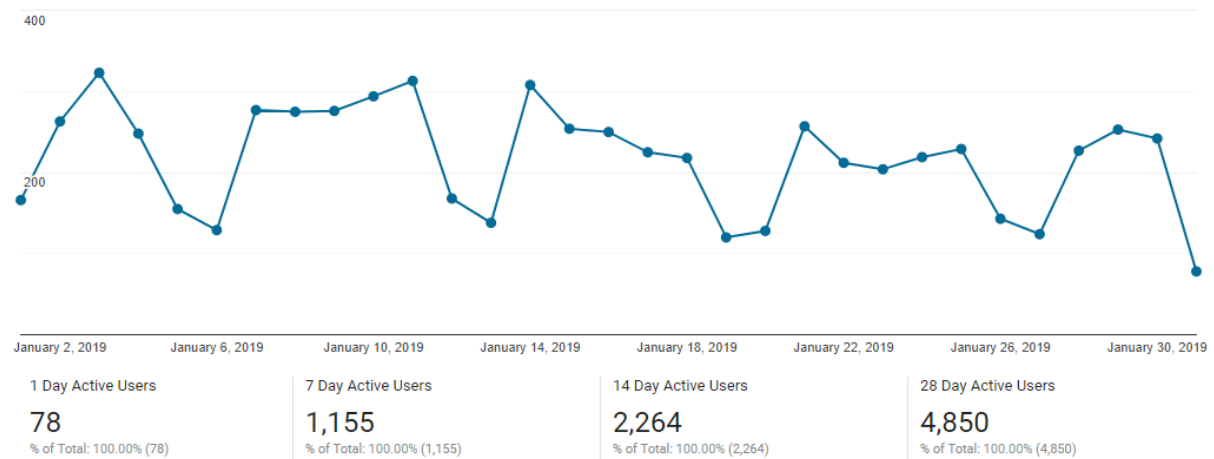
GOOGLE ANALYTICS dan SERVER

BANK SULSELBAR JANUARI 2019

Active User (Pengguna Aktif) Januari 2019

1 Day Active Users	7 Day Active Users	14 Day Active Users	28 Day Active Users
78	1,155	2,264	4,850
% of Total: 100.00% (78)	% of Total: 100.00% (1,155)	% of Total: 100.00% (2,264)	% of Total: 100.00% (4,850)

Dimensi Pengunjung Januari 2019

User Type	Acquisition			Behavior		
	Users ↓	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
	5,467 % of Total: 100.00% (5,467)	4,731 % of Total: 100.02% (4,730)	7,855 % of Total: 100.00% (7,855)	55.89% Avg for View: 55.89% (0.00%)	2.83 Avg for View: 2.83 (0.00%)	00:02:39 Avg for View: 00:02:39 (0.00%)
1. New Visitor	4,730 (74.88%)	4,731 (100.00%)	4,731 (60.23%)	59.29%	2.58	00:02:11
2. Returning Visitor	1,587 (25.12%)	0 (0.00%)	3,124 (39.77%)	50.74%	3.20	00:03:23

Demografi Lokasi Pengguna Aktif Januari 2019

City	Users ↓	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
	5,205 % of Total: 95.14% (5,471)	4,472 % of Total: 94.47% (4,734)	7,529 % of Total: 95.78% (7,861)	55.15% Avg for View: 55.88% (-1.32%)	2.86 Avg for View: 2.83 (1.23%)	00:02:43 Avg for View: 00:02:39 (2.27%)
1. Makassar	2,911 (54.44%)	2,424 (54.20%)	4,217 (56.01%)	56.56%	2.89	00:02:40
2. Surabaya	863 (16.14%)	738 (16.50%)	1,099 (14.60%)	56.23%	2.69	00:02:39
3. Jakarta	731 (13.67%)	621 (13.89%)	1,117 (14.84%)	47.63%	2.75	00:02:42
4. Palu	235 (4.39%)	178 (3.98%)	301 (4.00%)	52.16%	3.35	00:03:24
5. Bandung	114 (2.13%)	90 (2.01%)	140 (1.86%)	55.00%	3.04	00:04:26
6. Medan	74 (1.38%)	72 (1.61%)	77 (1.02%)	76.62%	1.87	00:00:46
7. (not set)	44 (0.82%)	34 (0.76%)	54 (0.72%)	53.70%	3.02	00:02:50
8. Palembang	29 (0.54%)	26 (0.58%)	36 (0.48%)	61.11%	7.11	00:04:08
9. Depok	24 (0.45%)	18 (0.40%)	33 (0.44%)	60.61%	3.27	00:02:06
10. Denpasar	19 (0.36%)	15 (0.34%)	49 (0.65%)	63.27%	2.04	00:03:33

*) Data diambil 10 kota terbesar

Perangkat Pengguna Akses Bank Sulselbar Januari 2019

Device Category	Acquisition			Behavior		
	Users ↓	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
	5,472 % of Total: 100.00% (5,472)	4,736 % of Total: 100.02% (4,735)	7,862 % of Total: 100.00% (7,862)	55.89% Avg for View: 55.89% (0.00%)	2.83 Avg for View: 2.83 (0.00%)	00:02:39 Avg for View: 00:02:39 (0.00%)
1. mobile	3,895 (71.14%)	3,402 (71.83%)	5,412 (68.84%)	60.50%	2.61	00:02:15
2. desktop	1,533 (28.00%)	1,294 (27.32%)	2,387 (30.36%)	45.58%	3.32	00:03:35
3. tablet	47 (0.86%)	40 (0.84%)	63 (0.80%)	50.79%	2.63	00:02:21

Sumber Akses Pengguna Januari 2019

Default Channel Grouping	Acquisition			Behavior		
	Users ↓	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
	5,473 % of Total: 100.00% (5,473)	4,736 % of Total: 100.02% (4,735)	7,863 % of Total: 100.00% (7,863)	55.88% Avg for View: 55.88% (0.00%)	2.83 Avg for View: 2.83 (0.00%)	00:02:39 Avg for View: 00:02:39 (0.00%)
1. Organic Search	4,432 (79.76%)	3,751 (79.20%)	6,380 (81.14%)	55.11%	2.78	00:02:40
2. Direct	978 (17.60%)	891 (18.81%)	1,280 (16.28%)	59.92%	3.02	00:02:48
3. Referral	106 (1.91%)	58 (1.22%)	159 (2.02%)	47.17%	3.19	00:01:58
4. Social	40 (0.72%)	36 (0.76%)	43 (0.55%)	81.40%	1.91	00:00:38
5. (Other)	1 (0.02%)	0 (0.00%)	1 (0.01%)	100.00%	1.00	00:00:00

Source / Medium	Acquisition			Behavior		
	Users ↓	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
	5,473 % of Total: 100.00% (5,473)	4,736 % of Total: 100.02% (4,735)	7,863 % of Total: 100.00% (7,863)	55.88% Avg for View: 55.88% (0.00%)	2.83 Avg for View: 2.83 (0.00%)	00:02:39 Avg for View: 00:02:39 (0.00%)
1. google / organic	4,382 (78.83%)	3,705 (78.23%)	6,323 (80.41%)	54.93%	2.80	00:02:41
2. (direct) / (none)	978 (17.59%)	891 (18.81%)	1,280 (16.28%)	59.92%	3.02	00:02:48
3. bing / organic	31 (0.56%)	29 (0.61%)	35 (0.45%)	85.71%	1.31	00:00:15
4. facebook.com / referral	24 (0.43%)	23 (0.49%)	24 (0.31%)	100.00%	1.00	00:00:00
5. yahoo / organic	21 (0.38%)	17 (0.36%)	22 (0.28%)	59.09%	1.95	00:01:20
6. kabarnusantaranews.com / referral	19 (0.34%)	4 (0.08%)	22 (0.28%)	59.09%	2.50	00:01:15
7. id.search.yahoo.com / referral	17 (0.31%)	12 (0.25%)	23 (0.29%)	26.09%	3.78	00:01:50
8. id.wikipedia.org / referral	7 (0.13%)	7 (0.15%)	11 (0.14%)	54.55%	2.36	00:00:54
9. l.instagram.com / referral	6 (0.11%)	6 (0.13%)	7 (0.09%)	57.14%	2.86	00:00:21
10. m.facebook.com / referral	5 (0.09%)	5 (0.11%)	6 (0.08%)	83.33%	2.50	00:01:57