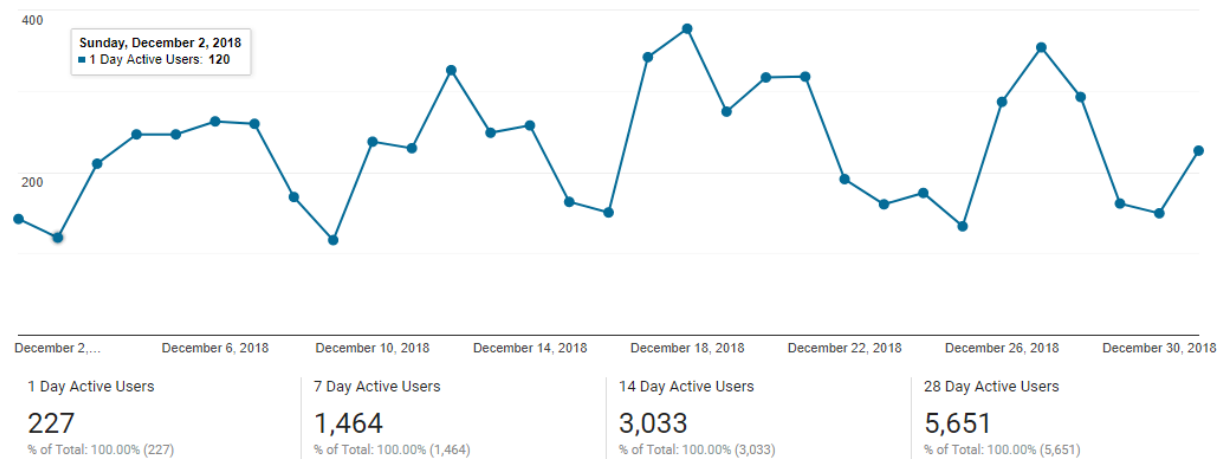


LAPORAN WEB SITE DATA
GOOGLE ANALYTICS dan SERVER
BANK SULSELBAR DESEMBER 2018

Active User (Pengguna Aktif) Desember 2018



Dimensi Pengunjung Desember 2018

User Type ?	Acquisition			Behavior		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	6,017 % of Total: 100.00% (6,017)	5,375 % of Total: 100.07% (5,371)	8,192 % of Total: 100.00% (8,192)	61.71% Avg for View: 61.71% (0.00%)	2.41 Avg for View: 2.41 (0.00%)	00:02:12 Avg for View: 00:02:12 (0.00%)
1. New Visitor	5,369 (77.11%)	5,375 (100.00%)	5,375 (65.61%)	63.50%	2.31	00:01:59
2. Returning Visitor	1,594 (22.89%)	0 (0.00%)	2,817 (34.39%)	58.29%	2.60	00:02:36

Demografi Lokasi Pengguna Aktif Desember 2018

City ?	Acquisition			Behavior		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	5,730 % of Total: 95.23% (6,017)	5,085 % of Total: 94.68% (5,371)	7,873 % of Total: 96.11% (8,192)	60.70% Avg for View: 61.71% (-1.63%)	2.44 Avg for View: 2.41 (1.55%)	00:02:15 Avg for View: 00:02:12 (2.56%)
1. Makassar	3,452 (58.51%)	3,023 (59.45%)	4,667 (59.28%)	61.00%	2.53	00:02:22
2. Surabaya	959 (16.25%)	812 (15.97%)	1,253 (15.92%)	62.33%	2.24	00:02:12
3. Jakarta	599 (10.15%)	514 (10.11%)	879 (11.16%)	57.57%	2.42	00:01:47
4. Palu	240 (4.07%)	195 (3.83%)	288 (3.66%)	63.19%	2.31	00:01:59
5. Bandung	127 (2.15%)	101 (1.99%)	146 (1.85%)	58.90%	2.24	00:02:06
6. Medan	73 (1.24%)	69 (1.36%)	80 (1.02%)	68.75%	1.70	00:01:09
7. Denpasar	61 (1.03%)	49 (0.96%)	98 (1.24%)	60.20%	2.01	00:02:28
8. (not set)	58 (0.98%)	47 (0.92%)	64 (0.81%)	62.50%	2.02	00:01:22
9. Palembang	23 (0.39%)	22 (0.43%)	29 (0.37%)	51.72%	3.86	00:06:24
10. Tasikmalaya	21 (0.36%)	14 (0.28%)	26 (0.33%)	53.85%	2.92	00:06:37

*) Data diambil 10 kota terbesar

Perangkat Pengguna Akses Bank Sulselbar Desember 2018

Device Category ?	Acquisition			Behavior		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	6,017 % of Total: 100.00% (6,017)	5,375 % of Total: 100.07% (5,371)	8,192 % of Total: 100.00% (8,192)	61.71% Avg for View: 61.71% (0.00%)	2.41 Avg for View: 2.41 (0.00%)	00:02:12 Avg for View: 00:02:12 (0.00%)
1. mobile	4,348 (72.24%)	3,916 (72.86%)	5,912 (72.17%)	64.68%	2.25	00:02:02
2. desktop	1,596 (26.52%)	1,388 (25.82%)	2,166 (26.44%)	53.97%	2.76	00:02:33
3. tablet	75 (1.25%)	71 (1.32%)	114 (1.39%)	54.39%	3.89	00:03:39

Sumber Akses Pengguna Desember 2018

Default Channel Grouping	Acquisition			Behavior		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	6,017 % of Total: 100.00% (6,017)	5,375 % of Total: 100.07% (5,371)	8,192 % of Total: 100.00% (8,192)	61.71% Avg for View: 61.71% (0.00%)	2.41 Avg for View: 2.41 (0.00%)	00:02:12 Avg for View: 00:02:12 (0.00%)
1. Organic Search	4,850 (79.55%)	4,265 (79.35%)	6,647 (81.14%)	60.15%	2.45	00:02:16
2. Direct	1,038 (17.02%)	951 (17.69%)	1,281 (15.64%)	68.46%	2.26	00:01:58
3. Referral	137 (2.25%)	92 (1.71%)	188 (2.29%)	58.51%	2.37	00:01:41
4. Social	69 (1.13%)	66 (1.23%)	69 (0.84%)	94.20%	1.07	00:00:01
5. (Other)	3 (0.05%)	1 (0.02%)	7 (0.09%)	71.43%	2.00	00:02:20

Source / Medium ?	Acquisition			Behavior		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	6,017 % of Total: 100.00% (6,017)	5,375 % of Total: 100.07% (5,371)	8,192 % of Total: 100.00% (8,192)	61.71% Avg for View: 61.71% (0.00%)	2.41 Avg for View: 2.41 (0.00%)	00:02:12 Avg for View: 00:02:12 (0.00%)
1. google / organic	4,787 (78.48%)	4,207 (78.27%)	6,559 (80.07%)	59.96%	2.44	00:02:17
2. (direct) / (none)	1,038 (17.02%)	951 (17.69%)	1,281 (15.64%)	68.46%	2.26	00:01:58
3. facebook.com / referral	55 (0.90%)	55 (1.02%)	55 (0.67%)	100.00%	1.00	00:00:00
4. bing / organic	40 (0.66%)	37 (0.69%)	52 (0.63%)	82.69%	1.29	00:00:10
5. id.search.yahoo.com / referral	22 (0.36%)	18 (0.33%)	25 (0.31%)	36.00%	2.76	00:03:40
6. yahoo / organic	22 (0.36%)	20 (0.37%)	35 (0.43%)	60.00%	5.60	00:04:19
7. kabarnusantaranews.com / referral	19 (0.31%)	8 (0.15%)	32 (0.39%)	78.12%	1.41	00:00:05
8. krumbleism-advertising.info / referral	11 (0.18%)	11 (0.20%)	11 (0.13%)	100.00%	1.00	00:00:00
9. id.m.wikipedia.org / referral	9 (0.15%)	3 (0.06%)	13 (0.16%)	76.92%	1.92	00:00:44
10. int.search.tb.ask.com / referral	7 (0.11%)	7 (0.13%)	8 (0.10%)	75.00%	2.00	00:00:18