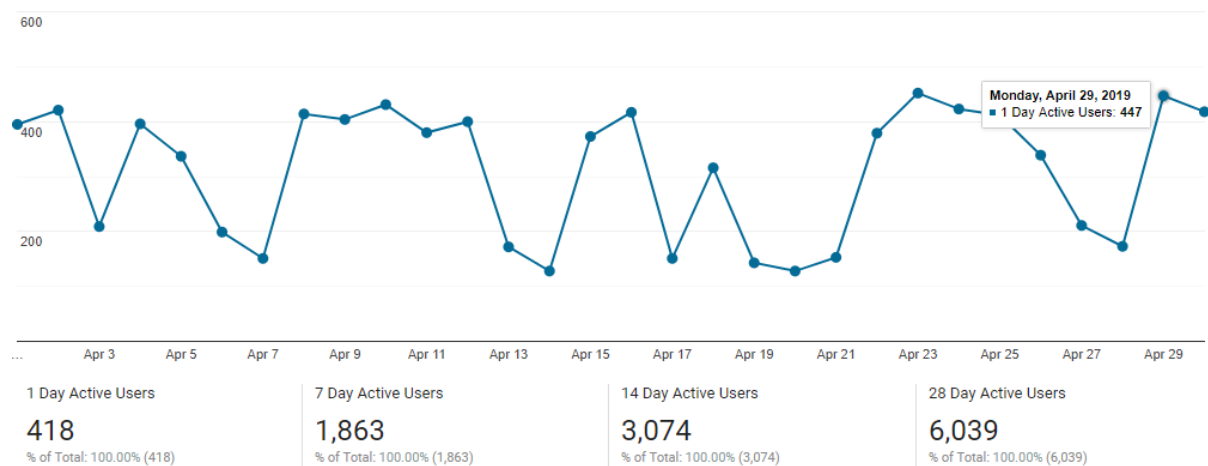


LAPORAN WEB SITE DATA
GOOGLE ANALYTICS dan SERVER
BANK SULSELBAR APRIL 2019

Active User (Pengguna Aktif) April 2019



Dimensi Pengunjung April 2019

User Type ?	Acquisition			Behavior		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	6,467 % of Total: 100.00% (6,467)	5,559 % of Total: 100.07% (5,555)	12,491 % of Total: 100.00% (12,491)	69.49% Avg for View: 69.49% (0.00%)	2.10 Avg for View: 2.10 (0.00%)	00:02:07 Avg for View: 00:02:07 (0.00%)
1. New Visitor	5,555 (73.81%)	5,559 (100.00%)	5,559 (44.50%)	64.42%	2.33	00:02:03
2. Returning Visitor	1,971 (26.19%)	0 (0.00%)	6,932 (55.50%)	73.56%	1.91	00:02:11

Demografi Lokasi Pengguna Aktif April 2019

City ?	Acquisition			Behavior		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	6,207 % of Total: 95.98% (6,467)	5,307 % of Total: 95.54% (5,555)	12,189 % of Total: 97.58% (12,491)	69.23% Avg for View: 69.49% (-0.37%)	2.11 Avg for View: 2.10 (0.59%)	00:02:09 Avg for View: 00:02:07 (1.64%)
1. Makassar	3,806 (59.22%)	3,090 (58.22%)	8,754 (71.82%)	72.62%	2.00	00:02:06
2. Surabaya	999 (15.54%)	838 (15.79%)	1,313 (10.77%)	64.43%	2.28	00:02:24
3. Jakarta	708 (11.02%)	605 (11.40%)	961 (7.88%)	57.34%	2.19	00:01:54
4. Palu	311 (4.84%)	261 (4.92%)	419 (3.44%)	55.85%	2.94	00:03:08
5. Medan	99 (1.54%)	95 (1.79%)	118 (0.97%)	72.03%	1.61	00:01:24
6. Bandung	71 (1.10%)	57 (1.07%)	87 (0.71%)	56.32%	2.93	00:03:20
7. (not set)	64 (1.00%)	51 (0.96%)	67 (0.55%)	58.21%	2.37	00:01:17
8. Semarang	21 (0.33%)	18 (0.34%)	23 (0.19%)	73.91%	1.61	00:03:02
9. Pekanbaru	21 (0.33%)	17 (0.32%)	24 (0.20%)	58.33%	4.08	00:03:09
10. Bekasi	20 (0.31%)	14 (0.26%)	34 (0.28%)	50.00%	2.85	00:01:23

*) Data diambil 10 kota terbesar

Perangkat Pengguna Akses Bank Sulselbar April 2019

Device Category ?	Acquisition			Behavior		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	6,467 % of Total: 100.00% (6,467)	5,559 % of Total: 100.07% (5,555)	12,491 % of Total: 100.00% (12,491)	69.49% Avg for View: 69.49% (0.00%)	2.10 Avg for View: 2.10 (0.00%)	00:02:07 Avg for View: 00:02:07 (0.00%)
1. mobile	4,719 (72.51%)	4,086 (73.50%)	8,260 (66.13%)	69.47%	2.13	00:02:03
2. desktop	1,749 (26.87%)	1,435 (25.81%)	4,185 (33.50%)	69.56%	2.03	00:02:16
3. tablet	40 (0.61%)	38 (0.68%)	46 (0.37%)	67.39%	2.43	00:02:36

Sumber Akses Pengguna April 2019

Default Channel Grouping	Acquisition			Behavior		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	6,467 % of Total: 100.00% (6,467)	5,559 % of Total: 100.07% (5,555)	12,491 % of Total: 100.00% (12,491)	69.49% Avg for View: 69.49% (0.00%)	2.10 Avg for View: 2.10 (0.00%)	00:02:07 Avg for View: 00:02:07 (0.00%)
1. Organic Search	4,802 (72.90%)	4,121 (74.13%)	6,491 (51.97%)	59.54%	2.61	00:02:20
2. Direct	916 (13.91%)	823 (14.80%)	1,314 (10.52%)	62.56%	2.36	00:02:22
3. Referral	820 (12.45%)	567 (10.20%)	4,636 (37.11%)	85.20%	1.31	00:01:46
4. Social	49 (0.74%)	48 (0.86%)	50 (0.40%)	86.00%	1.50	00:00:18

Source / Medium ?	Acquisition			Behavior		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	6,467 % of Total: 100.00% (6,467)	5,559 % of Total: 100.07% (5,555)	12,491 % of Total: 100.00% (12,491)	69.49% Avg for View: 69.49% (0.00%)	2.10 Avg for View: 2.10 (0.00%)	00:02:07 Avg for View: 00:02:07 (0.00%)
1. google / organic	4,749 (71.95%)	4,072 (73.25%)	6,421 (51.41%)	59.54%	2.61	00:02:20
2. (direct) / (none)	916 (13.88%)	823 (14.80%)	1,314 (10.52%)	62.56%	2.36	00:02:22
3. hotspotbssb.com / referral	689 (10.44%)	462 (8.31%)	4,406 (35.27%)	86.54%	1.26	00:01:43
4. facebook.com / referral	38 (0.58%)	38 (0.68%)	38 (0.30%)	100.00%	1.00	00:00:00
5. bing / organic	29 (0.44%)	28 (0.50%)	32 (0.26%)	62.50%	2.31	00:02:01
6. id.search.yahoo.com / referral	25 (0.38%)	21 (0.38%)	42 (0.34%)	40.48%	3.52	00:06:12
7. kabarnusantaraneews.com / referral	24 (0.36%)	11 (0.20%)	27 (0.22%)	48.15%	3.00	00:00:47
8. yahoo / organic	24 (0.36%)	19 (0.34%)	36 (0.29%)	61.11%	2.17	00:03:10
9. welcome.indihome.co.id / referral	16 (0.24%)	15 (0.27%)	16 (0.13%)	87.50%	1.12	00:00:07
10. 12.12.0.1 / referral	11 (0.17%)	1 (0.02%)	63 (0.50%)	68.25%	1.68	00:03:35