LAPORAN WEB SITE DATA
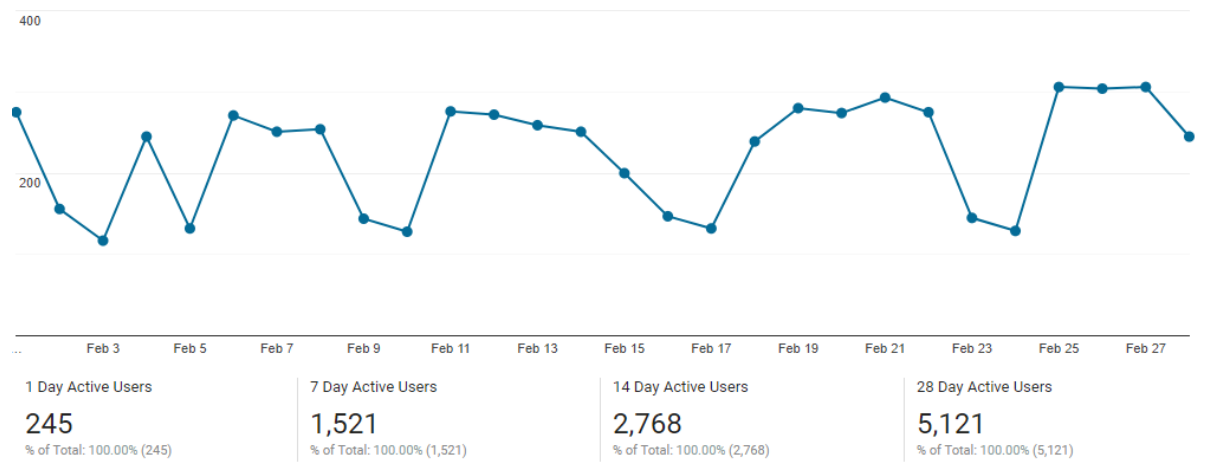
GOOGLE ANALYTICS dan SERVER

BANK SULSELBAR FEBRUARI 2019

Active User (Pengguna Aktif) Februari 2019

1 Day Active Users	7 Day Active Users	14 Day Active Users	28 Day Active Users
245	**1,521**	**2,768**	**5,121**
% of Total: 100.00% (245)	% of Total: 100.00% (1,521)	% of Total: 100.00% (2,768)	% of Total: 100.00% (5,121)

Dimensi Pengunjung Februari 2019

User Type	Acquisition			Behavior		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
	5,121 % of Total: 100.00% (5,121)	4,420 % of Total: 100.07% (4,417)	7,241 % of Total: 100.00% (7,241)	56.69% Avg for View: 56.69% (0.00%)	2.75 Avg for View: 2.75 (0.00%)	00:02:25 Avg for View: 00:02:25 (0.00%)
1. New Visitor	4,417 (75.58%)	4,420 (100.00%)	4,420 (61.04%)	60.95%	2.58	00:02:15
2. Returning Visitor	1,427 (24.42%)	0 (0.00%)	2,821 (38.96%)	50.02%	3.01	00:02:41

Demografi Lokasi Pengguna Aktif Februari 2019

City	Acquisition			Behavior		
	Users ↓	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
	4,830 % of Total: 94.32% (5,121)	4,135 % of Total: 93.62% (4,417)	6,907 % of Total: 95.39% (7,241)	55.90% Avg for View: 56.69% (-1.40%)	2.78 Avg for View: 2.75 (1.18%)	00:02:27 Avg for View: 00:02:25 (1.28%)
1. Makassar	2,611 (52.51%)	2,154 (52.09%)	3,669 (53.12%)	56.50%	2.85	00:02:33
2. Surabaya	867 (17.44%)	741 (17.92%)	1,124 (16.27%)	60.41%	2.46	00:02:12
3. Jakarta	654 (13.15%)	540 (13.06%)	972 (14.07%)	51.23%	2.36	00:01:56
4. Palu	282 (5.67%)	223 (5.39%)	355 (5.14%)	51.83%	3.10	00:02:21
5. Bandung	93 (1.87%)	75 (1.81%)	127 (1.84%)	60.63%	3.58	00:02:52
6. Medan	55 (1.11%)	51 (1.23%)	64 (0.93%)	67.19%	3.17	00:02:26
7. (not set)	53 (1.07%)	43 (1.04%)	67 (0.97%)	59.70%	2.46	00:03:07
8. Denpasar	35 (0.70%)	30 (0.73%)	52 (0.75%)	63.46%	3.98	00:03:55
9. Palembang	30 (0.60%)	28 (0.68%)	37 (0.54%)	59.46%	4.89	00:04:43
10. Bekasi	21 (0.42%)	17 (0.41%)	69 (1.00%)	27.54%	2.38	00:02:37

*) Data diambil 10 kota terbesar

Perangkat Pengguna Akses Bank Sulselbar Februari 2019

Device Category	Acquisition			Behavior		
	Users ↓	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
	5,121 % of Total: 100.00% (5,121)	4,420 % of Total: 100.07% (4,417)	7,241 % of Total: 100.00% (7,241)	56.69% Avg for View: 56.69% (0.00%)	2.75 Avg for View: 2.75 (0.00%)	00:02:25 Avg for View: 00:02:25 (0.00%)
1. mobile	3,494 (68.23%)	3,034 (68.64%)	4,828 (66.68%)	59.92%	2.63	00:02:11
2. desktop	1,577 (30.79%)	1,343 (30.38%)	2,352 (32.48%)	49.74%	3.00	00:02:54
3. tablet	50 (0.98%)	43 (0.97%)	61 (0.84%)	68.85%	2.08	00:01:50

Sumber Akses Pengguna Februari 2019

Default Channel Grouping	Acquisition			Behavior		
	Users ↓	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
	5,121 % of Total: 100.00% (5,121)	4,420 % of Total: 100.07% (4,417)	7,241 % of Total: 100.00% (7,241)	56.69% Avg for View: 56.69% (0.00%)	2.75 Avg for View: 2.75 (0.00%)	00:02:25 Avg for View: 00:02:25 (0.00%)
1. Organic Search	4,145 (79.96%)	3,505 (79.30%)	5,873 (81.11%)	55.46%	2.75	00:02:25
2. Direct	911 (17.57%)	814 (18.42%)	1,214 (16.77%)	63.01%	2.73	00:02:22
3. Referral	103 (1.99%)	79 (1.79%)	129 (1.78%)	51.16%	2.90	00:02:39
4. Social	25 (0.48%)	22 (0.50%)	25 (0.35%)	68.00%	2.04	00:01:31

Source / Medium	Acquisition			Behavior		
	Users ↓	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
	5,121 % of Total: 100.00% (5,121)	4,420 % of Total: 100.07% (4,417)	7,241 % of Total: 100.00% (7,241)	56.69% Avg for View: 56.69% (0.00%)	2.75 Avg for View: 2.75 (0.00%)	00:02:25 Avg for View: 00:02:25 (0.00%)
1. google / organic	4,087 (78.76%)	3,452 (78.10%)	5,790 (79.96%)	55.51%	2.75	00:02:26
2. (direct) / (none)	911 (17.56%)	814 (18.42%)	1,214 (16.77%)	63.01%	2.73	00:02:22
3. bing / organic	39 (0.75%)	37 (0.84%)	52 (0.72%)	57.69%	1.90	00:01:20
4. yahoo / organic	22 (0.42%)	16 (0.36%)	31 (0.43%)	41.94%	4.39	00:02:51
5. id.search.yahoo.com / referral	18 (0.35%)	16 (0.36%)	20 (0.28%)	40.00%	3.75	00:04:55
6. sulselsatu.com / referral	17 (0.33%)	15 (0.34%)	25 (0.35%)	68.00%	2.84	00:02:52
7. facebook.com / referral	13 (0.25%)	13 (0.29%)	13 (0.18%)	100.00%	1.00	00:00:00
8. kabarnusantaranews.com / referral	10 (0.19%)	3 (0.07%)	11 (0.15%)	54.55%	2.36	00:00:22
9. l.instagram.com / referral	6 (0.12%)	6 (0.14%)	6 (0.08%)	50.00%	2.67	00:00:26
10. int.search.tb.ask.com / referral	5 (0.10%)	4 (0.09%)	7 (0.10%)	28.57%	3.14	00:05:40