

Google Analytics



Advanced Displays,
Segmentation & Filtering

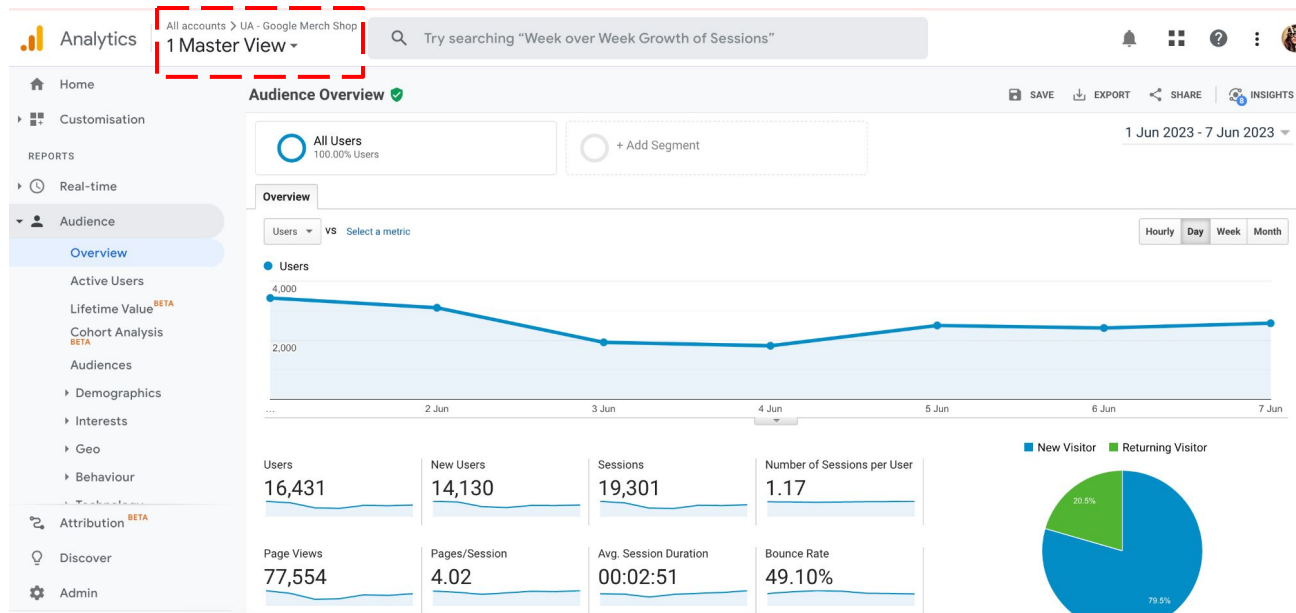
Hengki Irawan



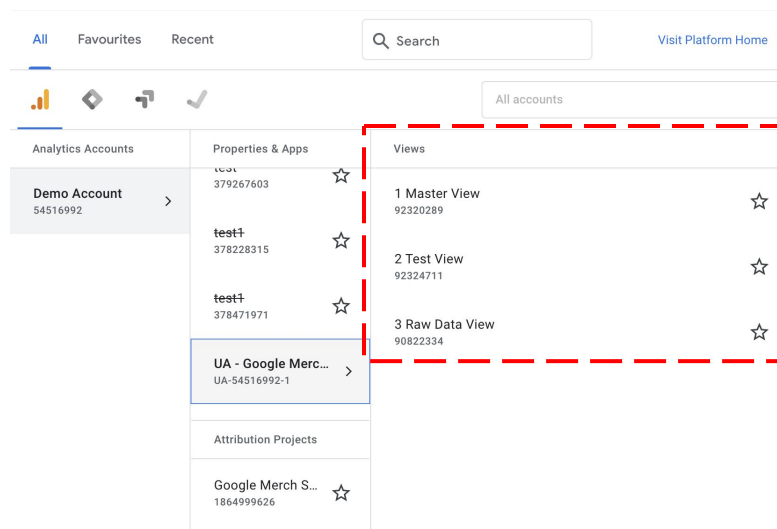
Part One: Primary Views & Filters

1. Best Practice Check: Three Primary Views

For this project, the UA (User Acquisition) **Google Merchandise Store Demo Account**, was utilized. The website property can be identified as depicted in the image below.

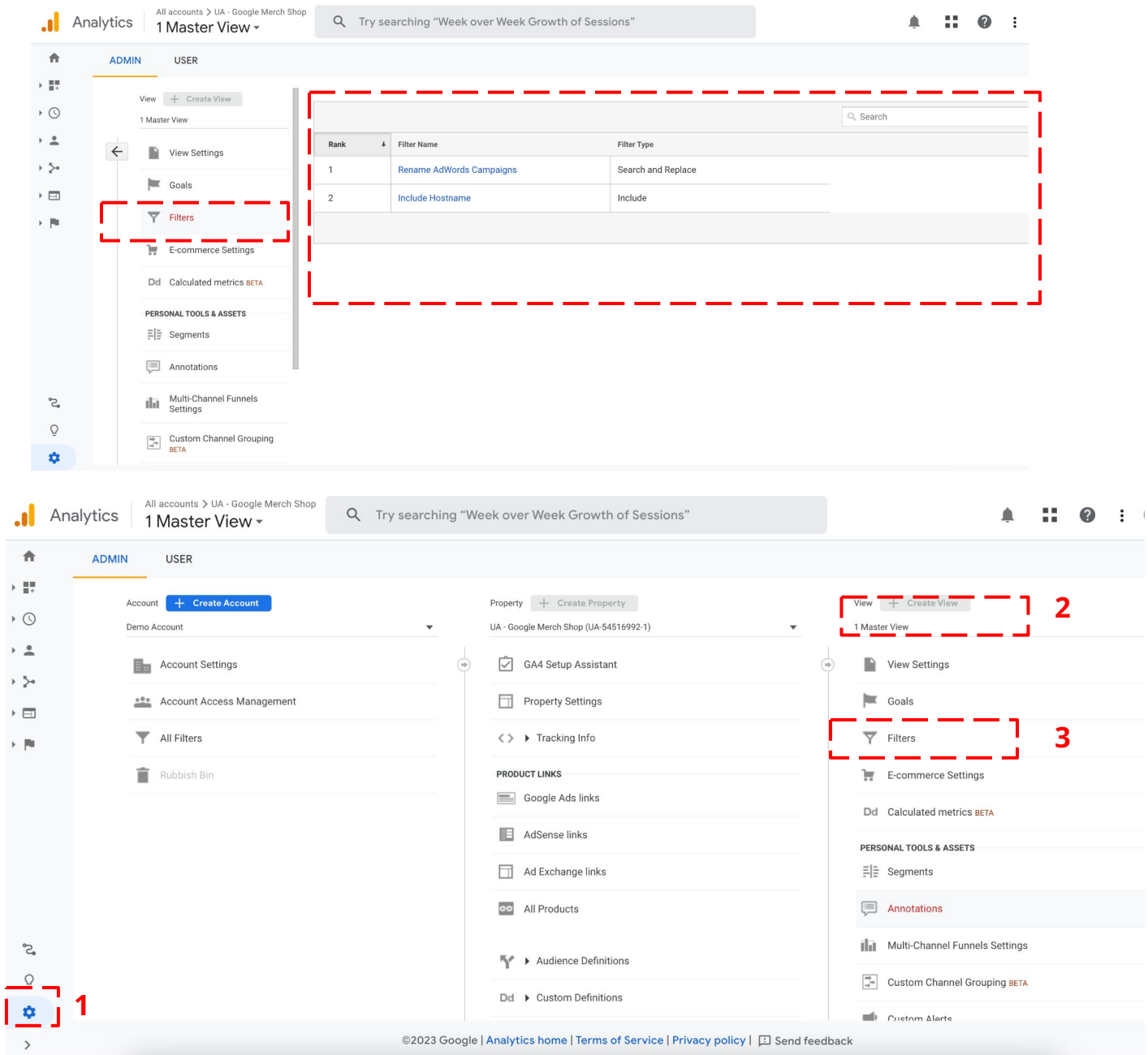


The website property consists of three existing views: the Master View, Test View, and Raw View. After navigating to the property section and selecting the working property, Google Analytics will display the available views associated with the website property.



2. Best Practice Check: Filtering Internal Traffic

As shown in the picture, internal traffic has not been excluded. Additionally, due to the lack of proper access, creating a new view is not possible. However, the next picture demonstrates how to add a filter to the existing view.



The first screenshot shows the Google Analytics 'Filters' page. A red dashed box highlights the 'Filters' section in the left sidebar and the table of existing filters. The table lists two filters:

Rank	Filter Name	Filter Type
1	Rename AdWords Campaigns	Search and Replace
2	Include Hostname	Include

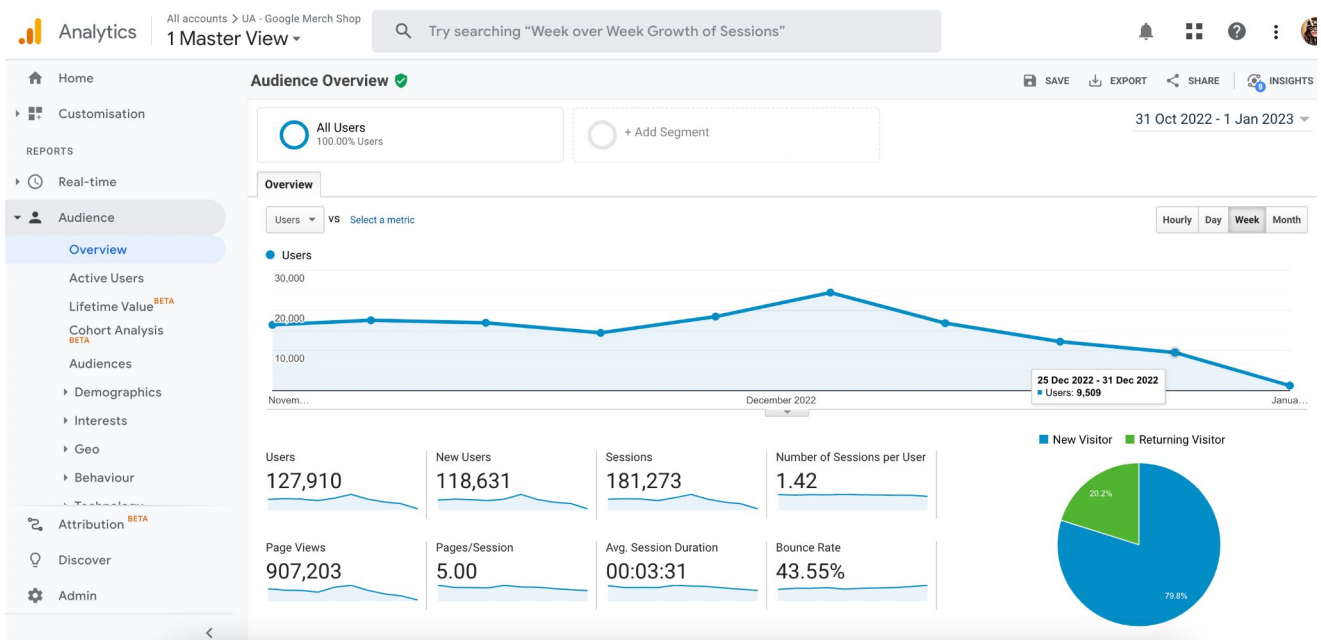
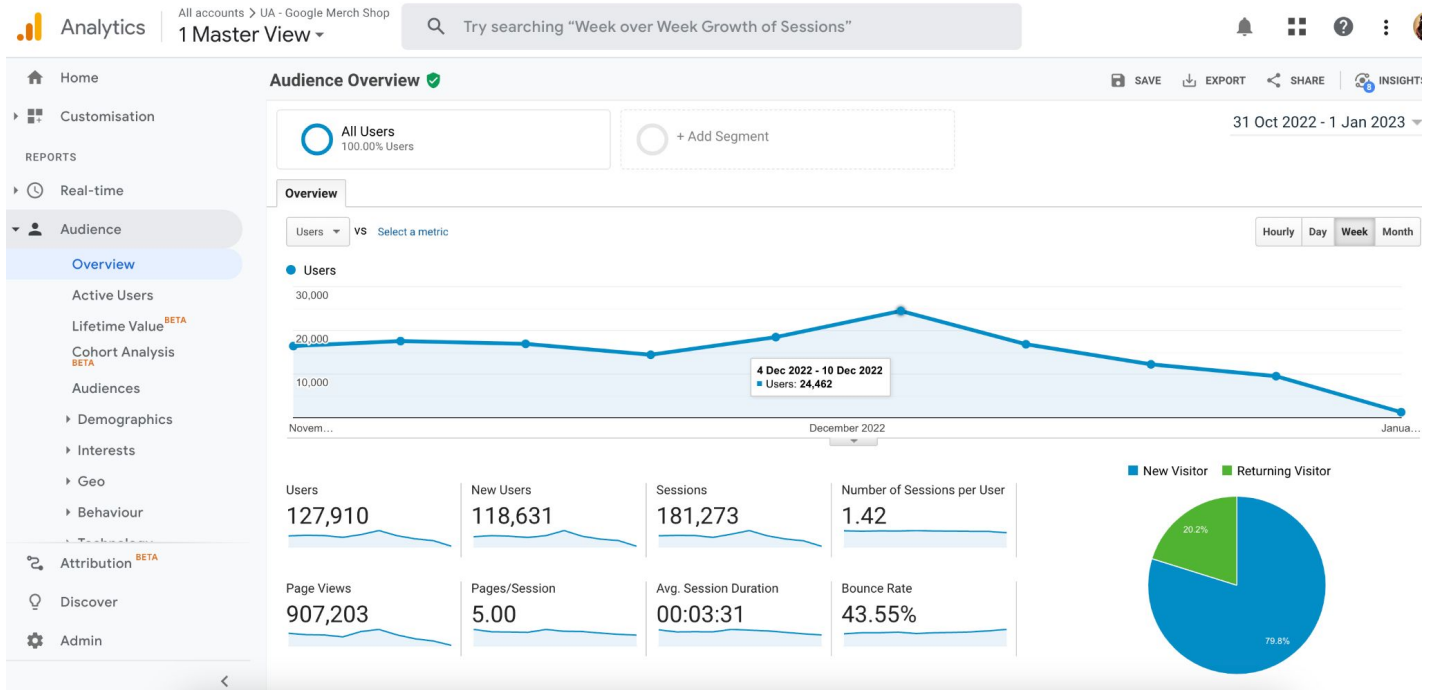
The second screenshot shows the Google Analytics 'Admin' page. A red dashed box labeled '1' highlights the 'Settings' icon in the bottom left corner. Another red dashed box labeled '2' highlights the 'View' tab in the top right corner. A third red dashed box labeled '3' highlights the 'Filters' section in the right sidebar.



Part Two: Data Exploration

Standard Display - Audience

The selected date range for data exploration was from October 31, 2022, to January 1, 2023. The highest number of visitors during this period was recorded in the week of December 4-10, while the lowest number of visitors was observed in the week of December 25-31



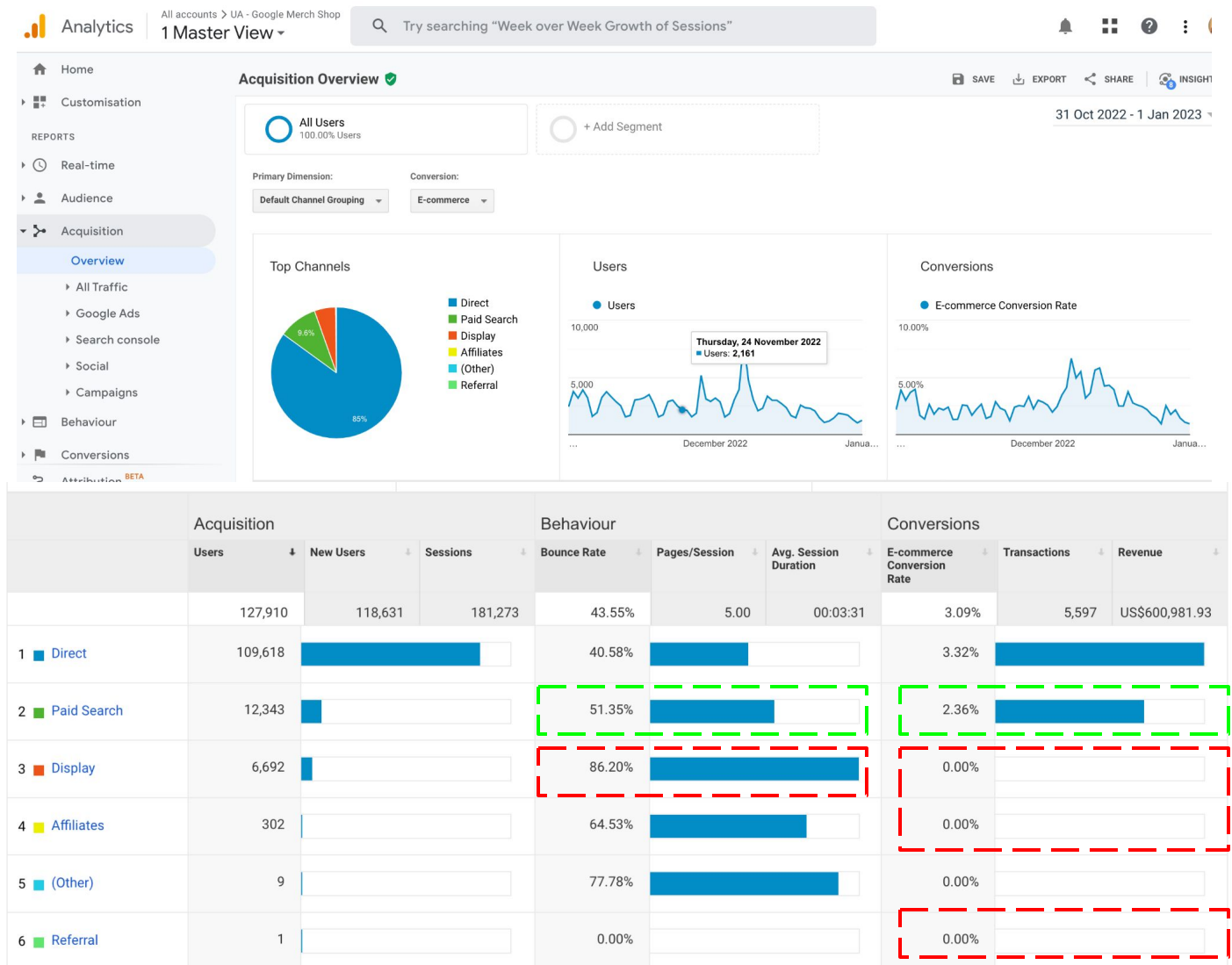
Standard Display - Audience

The increase in the number of visitors during the week of December 4-10 can be attributed to the approaching Christmas holiday, which typically results in a higher demand for gift purchases. However, as the Christmas and New Year period progressed, the number of visitors gradually decreased. This decline can be attributed to people spending more time enjoying their vacation with their families rather than engaging in online activities. These observations indicate a natural trend in visitor behavior during the holiday season

Standard Display: Acquisition

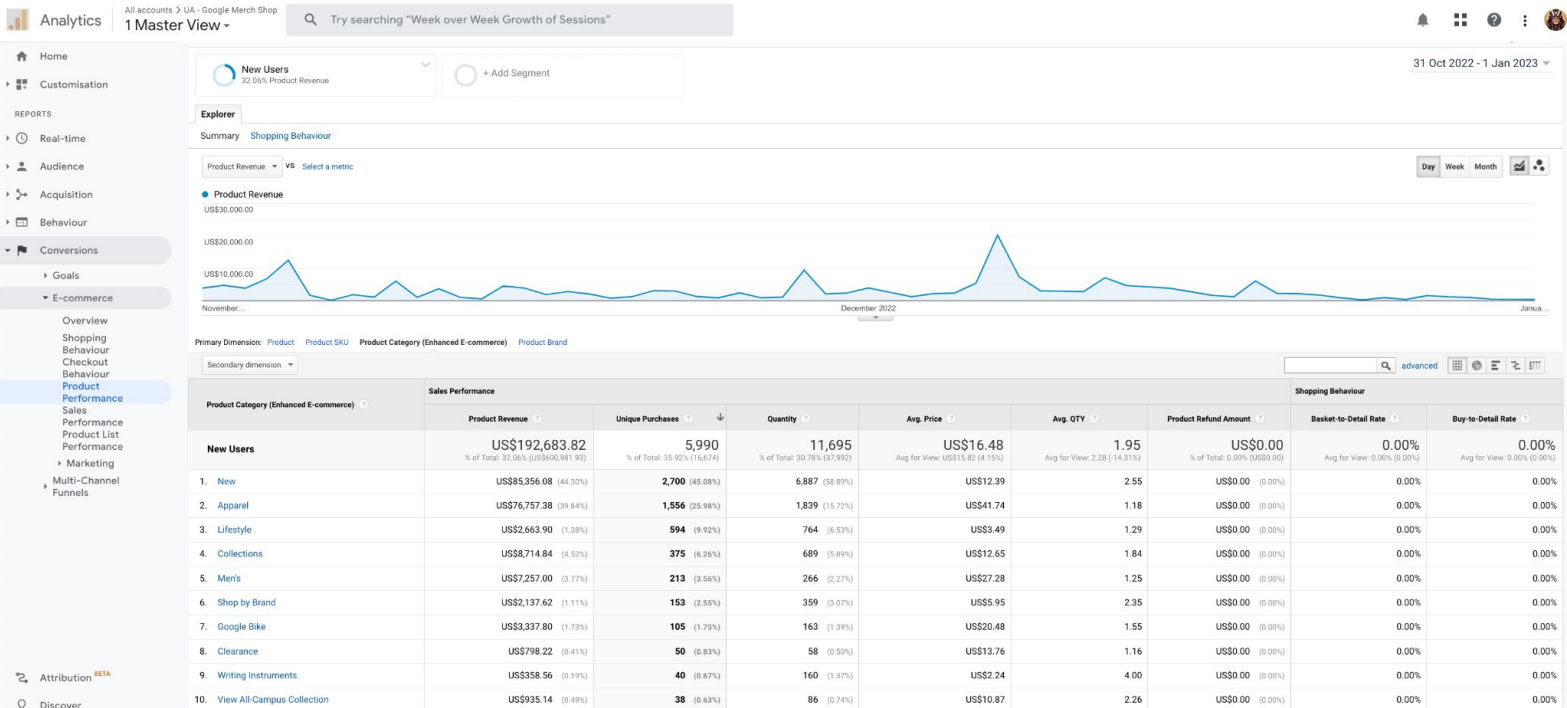
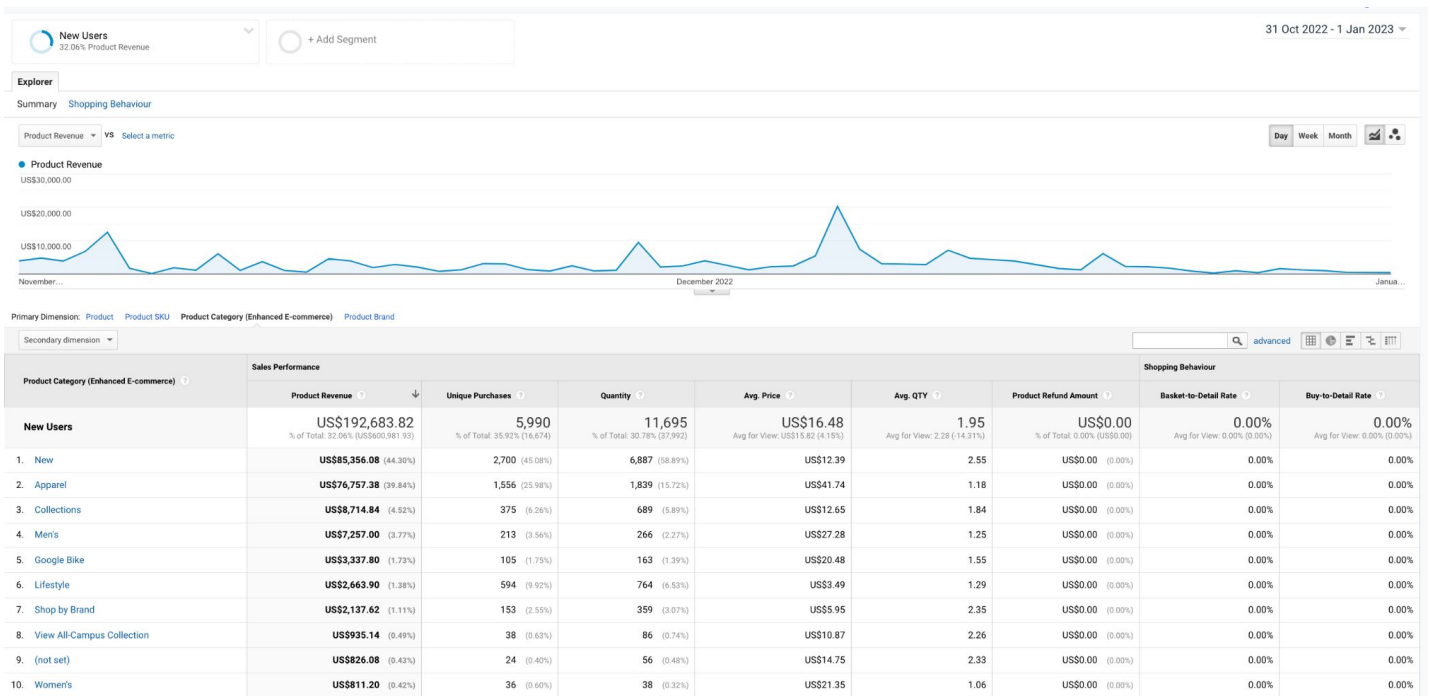
Excluding Direct and (Other), the highest bounce rates were observed in the Display channel, while the lowest bounce rates were observed in the Paid Search channel. Additionally, the Paid Search channel exhibited a higher conversion rate compared to the other three channels, which did not show any conversions.

This analysis indicates that the Display channel may have experienced issues in engaging and retaining visitors, leading to higher bounce rates. On the other hand, the Paid Search channel seems to have attracted more qualified visitors who were more likely to convert, resulting in a higher conversion rate. It suggests that optimizing the Display channel's user experience and targeting strategies could help improve engagement and reduce bounce rates, while further exploring opportunities to enhance conversion in other channels would be beneficial.



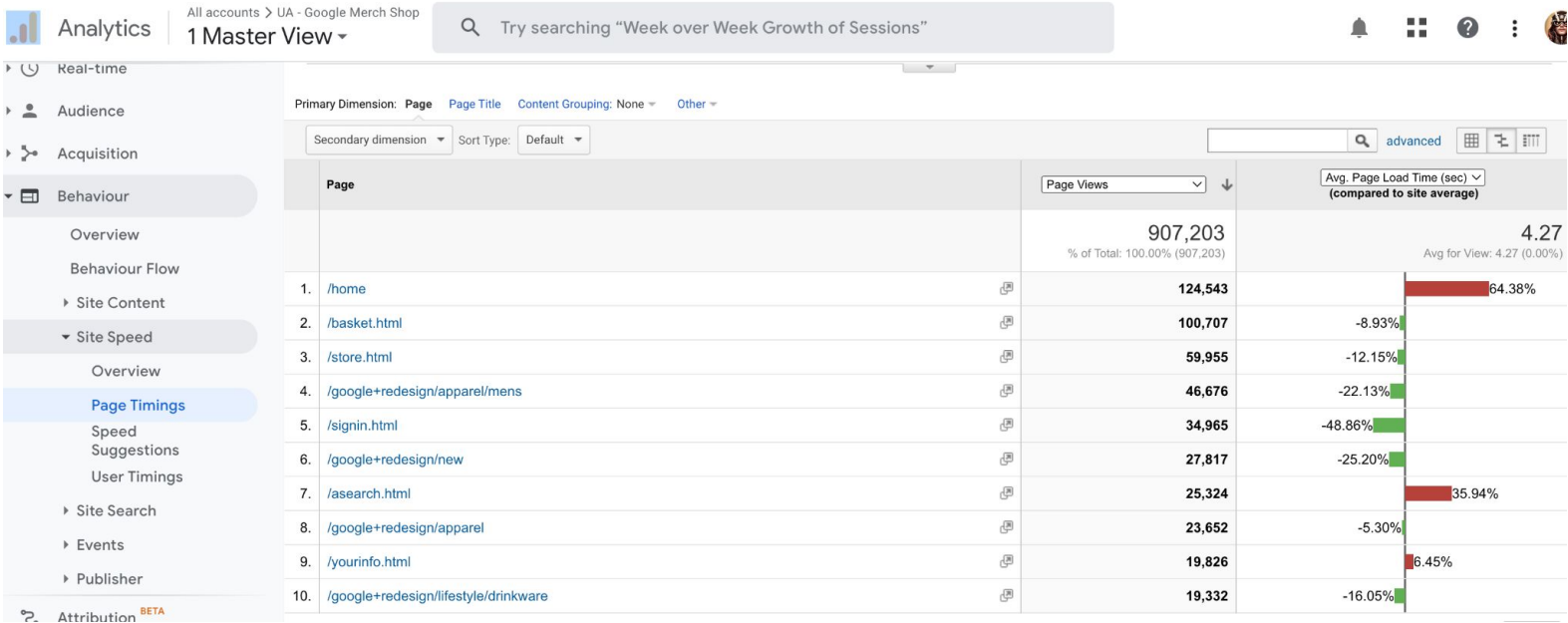
Percentage Display: Conversion

The product category "New" stood out as the top contributor to both unique purchases and revenue generated by new users. This indicates that the "New" category is particularly appealing to new users and has been successful in driving conversions and generating revenue.



Comparison Display: Behavior

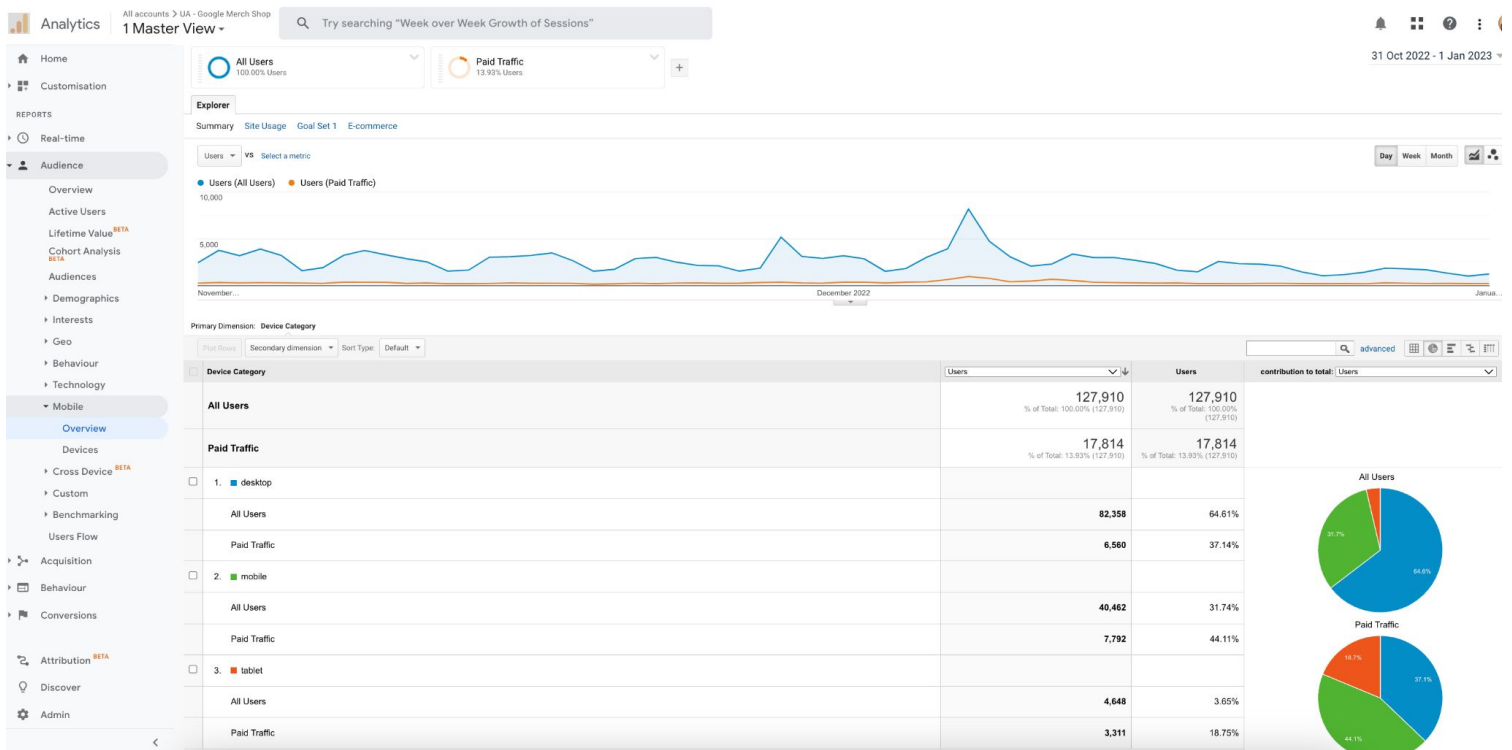
During the three-month period, three specific trouble spots were observed on the website. These trouble spots are **'/home'**, **'asearch.html'**, and **'/yourinfo.html'**.



Percentage Display: Audience

The percentage of All Users coming from different devices were as follows: 31.74% from mobile, 64.61% from desktop, and 3.65% from tablet devices.

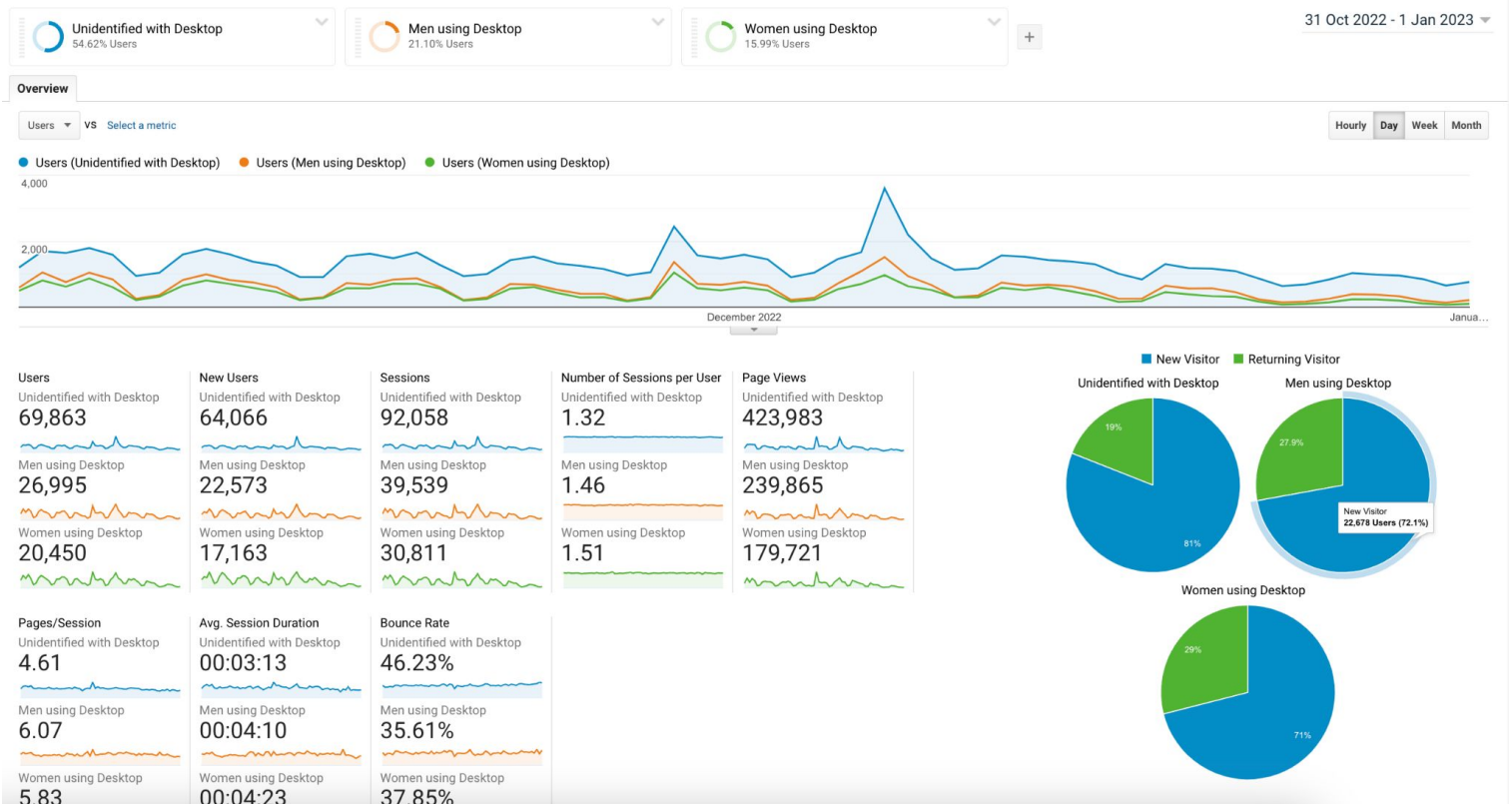
In terms of Paid Traffic Users, the distribution of device usage was slightly different. The percentages were 44.11% from mobile, 37.14% from desktop, and 18.75% from tablet devices.





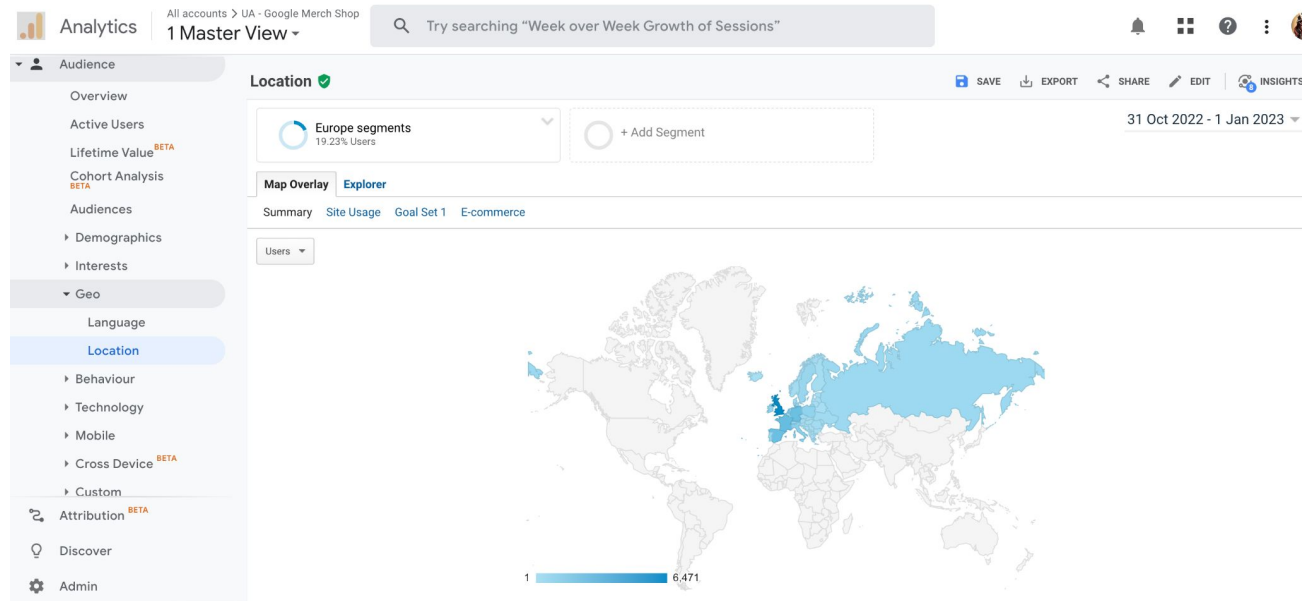
Part Three: Segmentation

Audience Segment: Characteristic



More than half of the website visitors using desktop devices are unidentified, meaning their specific demographic information is unknown. Following unidentified visitors, the next identified segments are men and women. This suggests that a significant portion of desktop users either do not provide or have not been captured with identifiable information.

Audience Segment: Geography

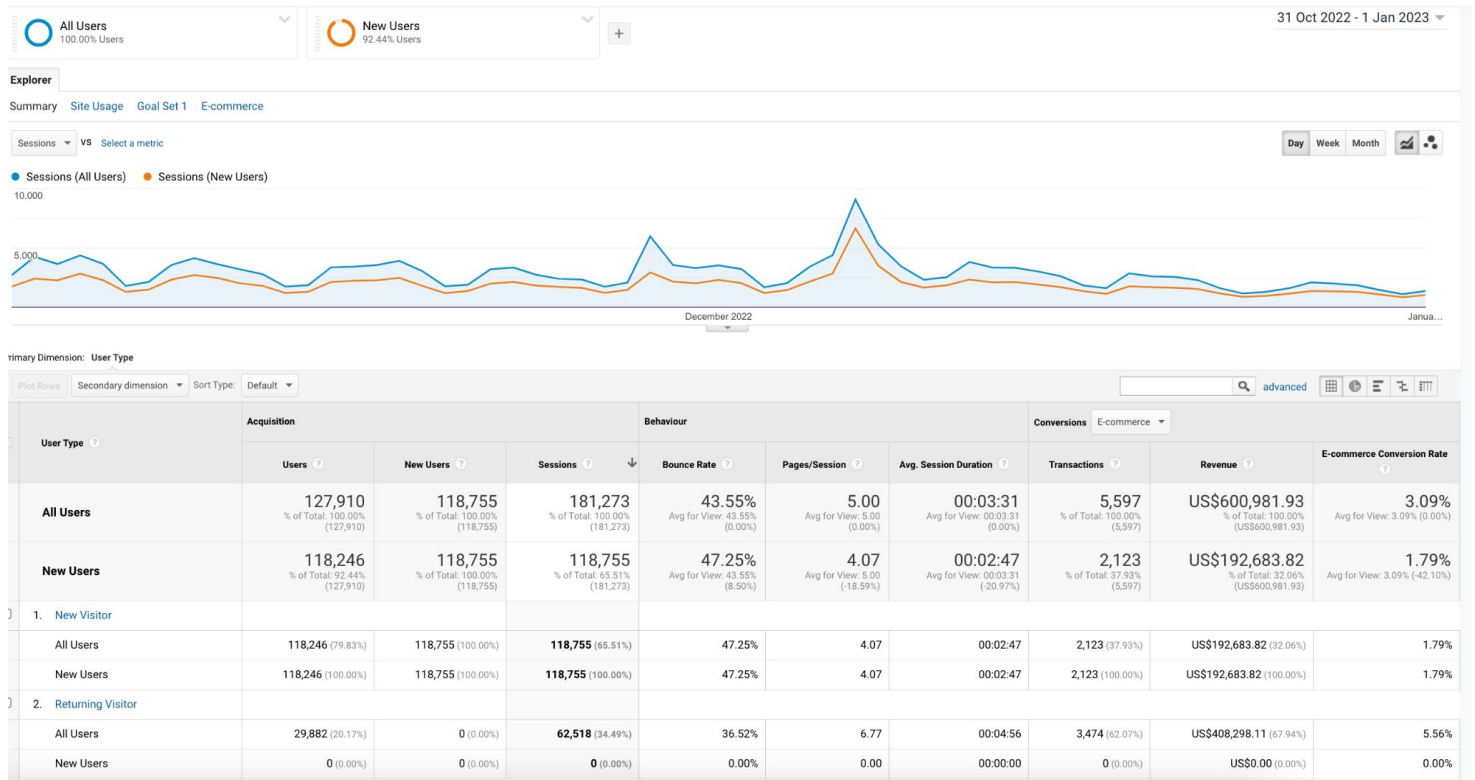


Primary Dimension: Country City Continent Sub Continent

Country	Acquisition			Behaviour			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages/Session	Avg. Session Duration	Transactions	Revenue	E-commerce Conversion Rate
Europe segments	24,591 (19.23% (127,910))	22,730 (19.14% (118,755))	32,273 (17.80% (181,273))	49.72% Avg for View: 43.55% (14.17%)	3.39 Avg for View: 5.00 (-32.24%)	00:02:50 Avg for View: 00:03:31 (-19.44%)	180 (3.22% (5,597))	US\$17,766.13 (2.96% (US\$600,981.93))	0.56% Avg for View: 3.09% (-81.94%)
1. United Kingdom	6,471 (26.20%)	5,492 (24.16%)	8,466 (26.23%)	43.09%	4.17	00:02:50	148 (82.22%)	US\$13,940.99 (78.47%)	1.75%
2. France	2,603 (10.54%)	2,450 (10.78%)	3,361 (10.41%)	59.48%	2.68	00:02:34	1 (0.56%)	US\$14.40 (0.08%)	0.03%
3. Germany	2,445 (9.90%)	2,304 (10.14%)	3,084 (9.56%)	56.32%	2.95	00:02:08	2 (1.11%)	US\$83.20 (0.47%)	0.06%
4. Spain	2,427 (9.83%)	2,351 (10.34%)	3,274 (10.14%)	55.96%	2.71	00:02:57	5 (2.78%)	US\$1,515.60 (8.53%)	0.15%
5. Netherlands	1,517 (6.14%)	1,453 (6.39%)	2,315 (7.17%)	48.64%	3.31	00:03:44	2 (1.11%)	US\$115.00 (0.65%)	0.09%
6. Italy	1,152 (4.66%)	1,108 (4.87%)	1,377 (4.27%)	56.35%	2.99	00:01:58	1 (0.56%)	US\$173.60 (0.98%)	0.07%
7. Poland	952 (3.85%)	893 (3.93%)	1,222 (3.79%)	47.95%	3.29	00:02:50	1 (0.56%)	US\$100.00 (0.56%)	0.08%
8. Ireland	880 (3.56%)	794 (3.49%)	1,089 (3.37%)	52.34%	3.15	00:02:07	5 (2.78%)	US\$523.40 (2.95%)	0.46%
9. Switzerland	642 (2.60%)	586 (2.58%)	804 (2.49%)	47.01%	3.70	00:02:41	3 (1.67%)	US\$396.00 (2.23%)	0.37%
10. Sweden	633 (2.56%)	563 (2.48%)	1,015 (3.15%)	38.82%	4.36	00:05:05	1 (0.56%)	US\$14.00 (0.08%)	0.10%

The website receives the highest traffic from visitors located in the UK (26.2%), with France and Germany being the next prominent sources of traffic, 10.5% and 9.9% respectively.

Audience Segment: User Behavior



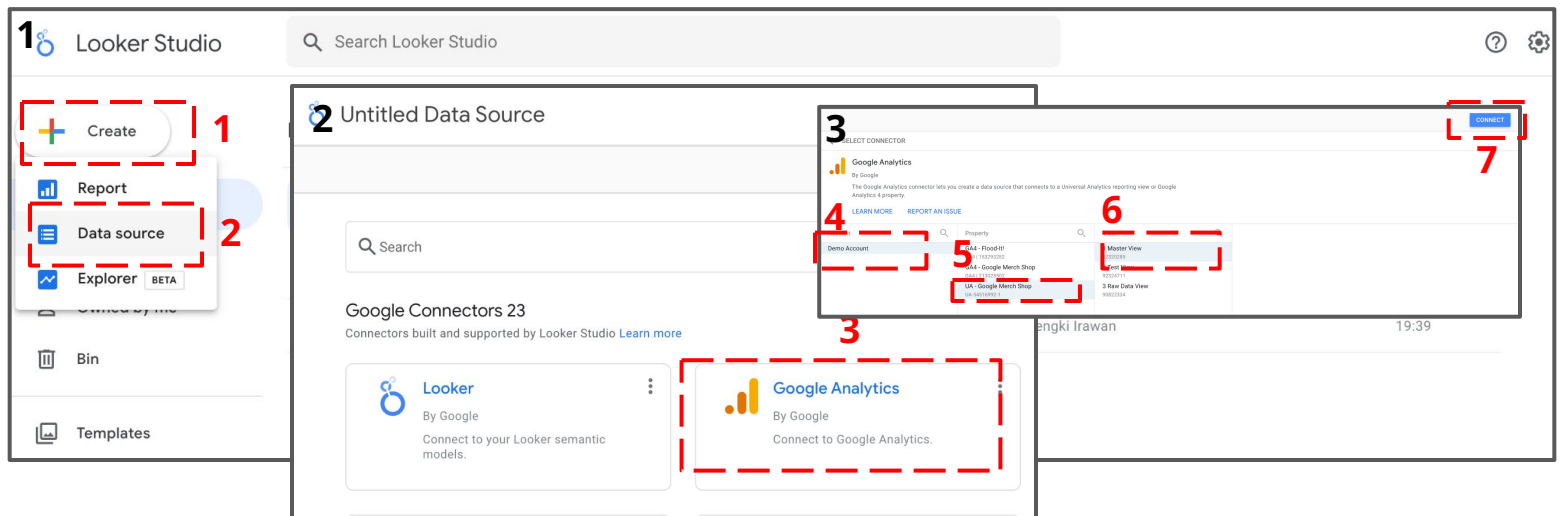
Two-thirds of the total sessions in the given time period were contributed by new visitors, indicating a significant influx of new traffic to the website. The remaining one-third of sessions came from existing users, highlighting the importance of retaining and engaging with the current user base.

Part Two:

Connecting a Data Source and Creating a Custom Dashboard

1. Merchandise Store Draft Dashboard: Built on the Master View

Connecting the Google Merchandise Store Demo Account to Looker (previously Data Studio) is a simple process that can be completed in a few steps. To begin, click on the "Create" button within Looker to create a new data source. From there, select the Google Analytics connector as the desired data source. Next, you'll need to choose the working property associated with the Google Merchandise Store Demo Account. This ensures that you're accessing the correct data for analysis. Finally, within the data source configuration, select the Master view, which provides comprehensive data for your analysis.

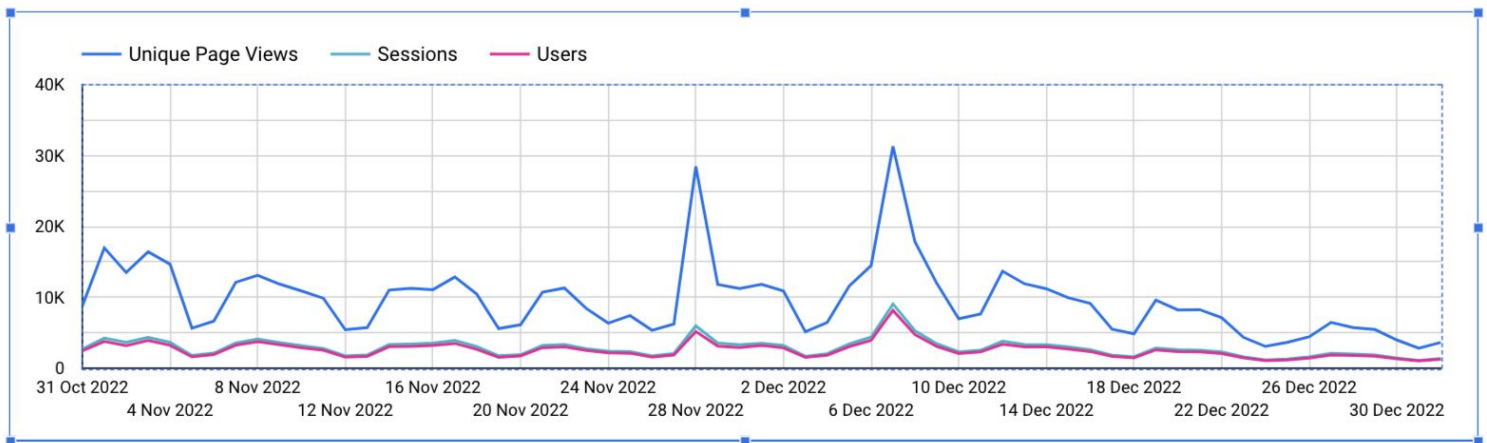


The picture below illustrates the interface after successfully connecting the data source from the Google Merchandise Store Demo Account to Looker

2. Merchandise Store Draft

Dashboard: Time Series chart

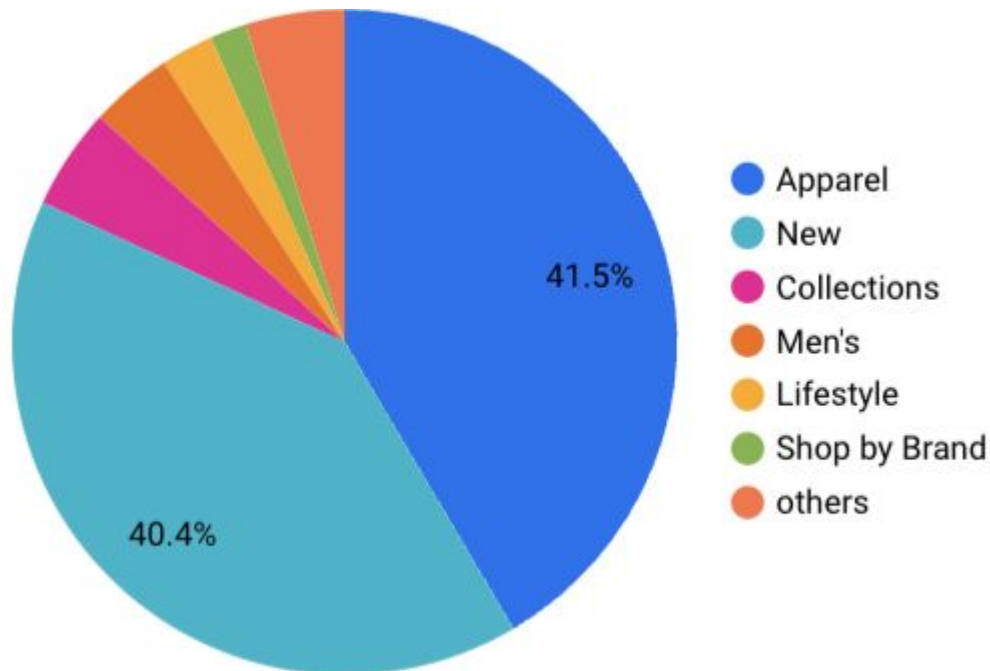
The chart presented below showcases the trend line of unique page views, sessions, and users from October 31, 2022, to January 1, 2023.



3. Merchandise Store Draft

Dashboard: Pie chart, 7 slices

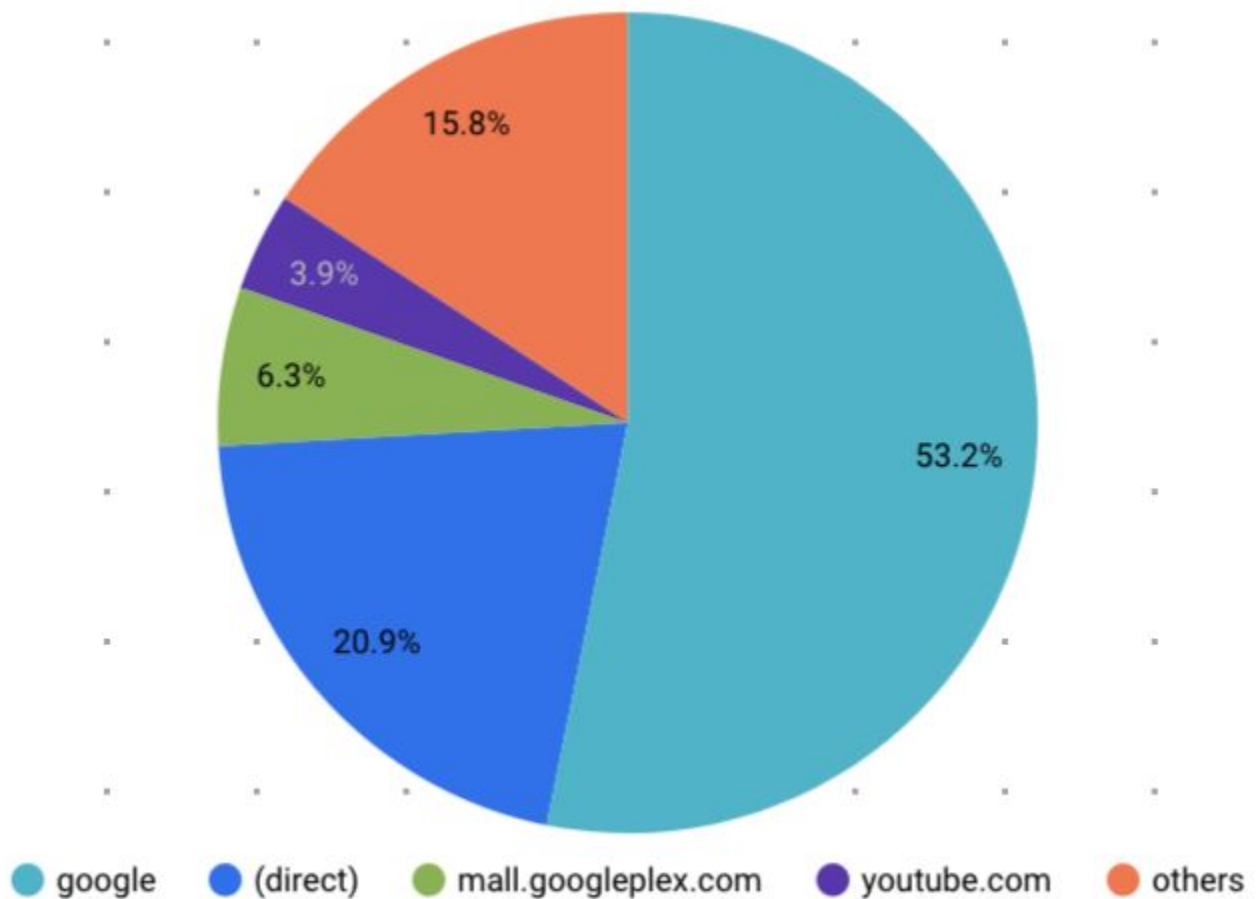
The pie charts provide a visual representation of the revenue distribution among different product categories during the period from October 31, 2022, to January 1, 2023. The charts reveal that the categories "Apparel" and "New" collectively contribute to 80% of the total revenue generated.



4. Merchandise Store Draft

Dashboard: Pie chart, 5 slices

During the period from October 31, 2022, to January 1, 2023, approximately 50% of the new users were acquired through various Google sources, with the (direct) source being the next highest contributor.



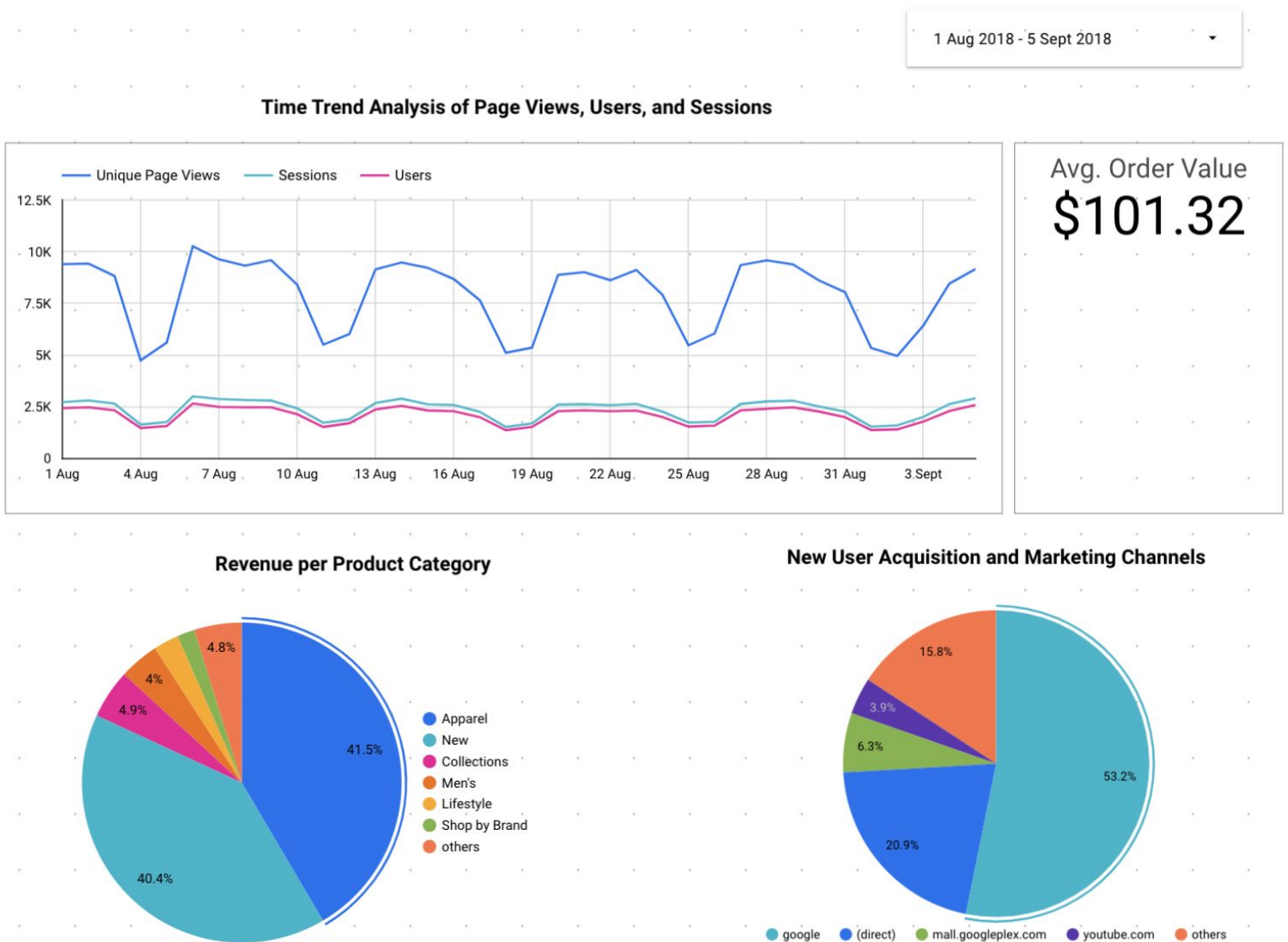
5. Merchandise Store Draft

Dashboard: Scorecard

The scorecard below displays the average order value for the time period of October 31, 2022, to January 1, 2023, which was \$101.32

Avg. Order Value
\$107.38.

6. Merchandise Store Draft Dashboard: Date Range Control



Marketing Analytics Nanodegree Program

Google Analytics