

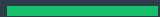
Google Analytics



Project: Navigating,
Reports, & Dashboards



Part One: Primary Views & Filters





1. Best Practice Check: Three Primary Views

For my project I'm using the Google Merchandise Store.

I've included a screenshot of the views at right

Views
1 Master View 92320289 ✓ ★
2 Test View 92324711 ★
3 Raw Data View 90822334 ★

In order to create a new view:

1. You would go to the Admin on the top left
2. Click on "+ Create View" on the far right

The screenshot shows the Google Analytics Admin interface. It has three main sections: Account, Property, and View. In the Account section, there is a "Create Account" button and a dropdown for "Demo Account". In the Property section, there is a "Create Property" button and a dropdown for "Google Merchandise Store". In the View section, there is a "Create View" button and a dropdown for "1 Master View". Each section also has a "Settings" button and a "Tracking Info" button.

In Google Analytics it's vital to have multiple types of Views. A Raw Data View is your original and should be duplicated. This allows you to create other views such as a Test View to review different audiences and or ways that they land on your site. Having a Master View is also helpful as it is usually your working view.

2. Best Practice Check: Filtering Internal Traffic

Because I am using the Google Merchandise Store demo account, I don't have access to the filters necessary. I've included the link I accessed to understand this information, as well as the steps Google says need to be taken. I've also included screenshots of the steps I went through. Link: <https://support.google.com/analytics/answer/1034823>

From the Google link:

1. Click **Admin**, and navigate to the **account in which you want to create the filter**.
2. In the **ACCOUNT** column, click All Filters.
3. Click + Add Filter. (If this button is not visible, you do not have the necessary **permission**.)
4. Enter a name for the filter.
5. Select Predefined to select from the **predefined filter types**.
6. Select Custom to **construct a custom filter** from the options we provide. If you create a custom filter, consult our definitions of the **filter fields**.
7. From the **Available views** list, select the views to which you want to apply the filter, then click Add.
8. Click Save.

The screenshot shows the Google Analytics Admin interface. On the left, the sidebar has 'ADMIN' selected. Under 'Account', it shows 'Demo Account'. Under 'Property', it shows 'Google Merchandise Store'. Under 'View', it shows '1 Master View'. The main content area displays sections for 'Property Settings', 'Tracking Info', 'PRODUCT LINKING' (with 'Google Ads Linking', 'AdSense Linking', 'Ad Exchange Linking', and 'All Products'), and 'Audience Definitions'. On the far right, there are sections for 'View Settings', 'Goals', 'Filters' (which is collapsed), 'Ecommerce Settings', 'Calculated Metrics BETA', 'Segments', and 'Annotations'.

The screenshot shows the Google Analytics Admin interface with 'ADMIN' selected in the sidebar. Under 'Account', it shows 'Demo Account'. Under 'View', it shows '1 Master View'. The main content area is titled 'All Filters' and contains a table with three rows:

Filter Name	Filter Type	Views
Exclude Product	Exclude	0
Include Hostname	Include	3
Rename AdWords Campaigns	Search and Replace	3



Part Two: Data Exploration

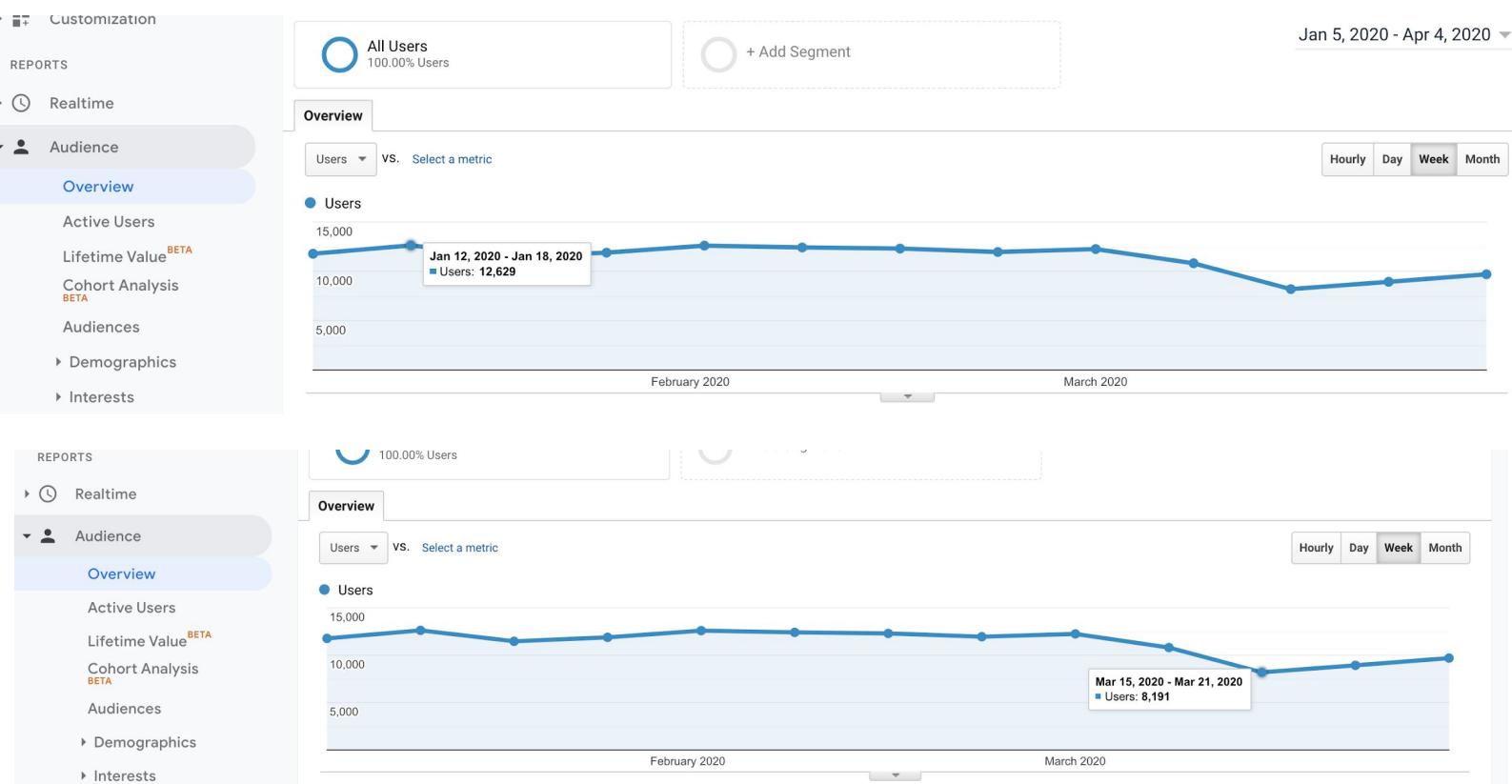




Standard Display - Audience

Which week had the most visitors, and which week had the fewest visitors to your site?

The time period that I chose to review was January 5th, 2020- April 4th, 2020. The peak week was January 12-18 with 12,629 users. The low week was March 15-21 with 8,191 users.





Standard Display - Audience

Do you have any ideas why certain trends are associated with these specific weeks?

Looking at the lowest week, which was March 15-21st, I wonder if it can be correlated to the onset of the Coronavirus and people being more likely to not spend money on Google Merchandise. However, this is only a theory and I cannot be sure.

For the peak week of January 12-18th, I would draw a correlation between the end of the Holiday season and people getting their first paychecks in the weeks after that ended. This date would be roughly three weeks after Christmas and two weeks after people returned to work.

Again, these are both guesses based on date ranges and I cannot be sure if I'm correct.

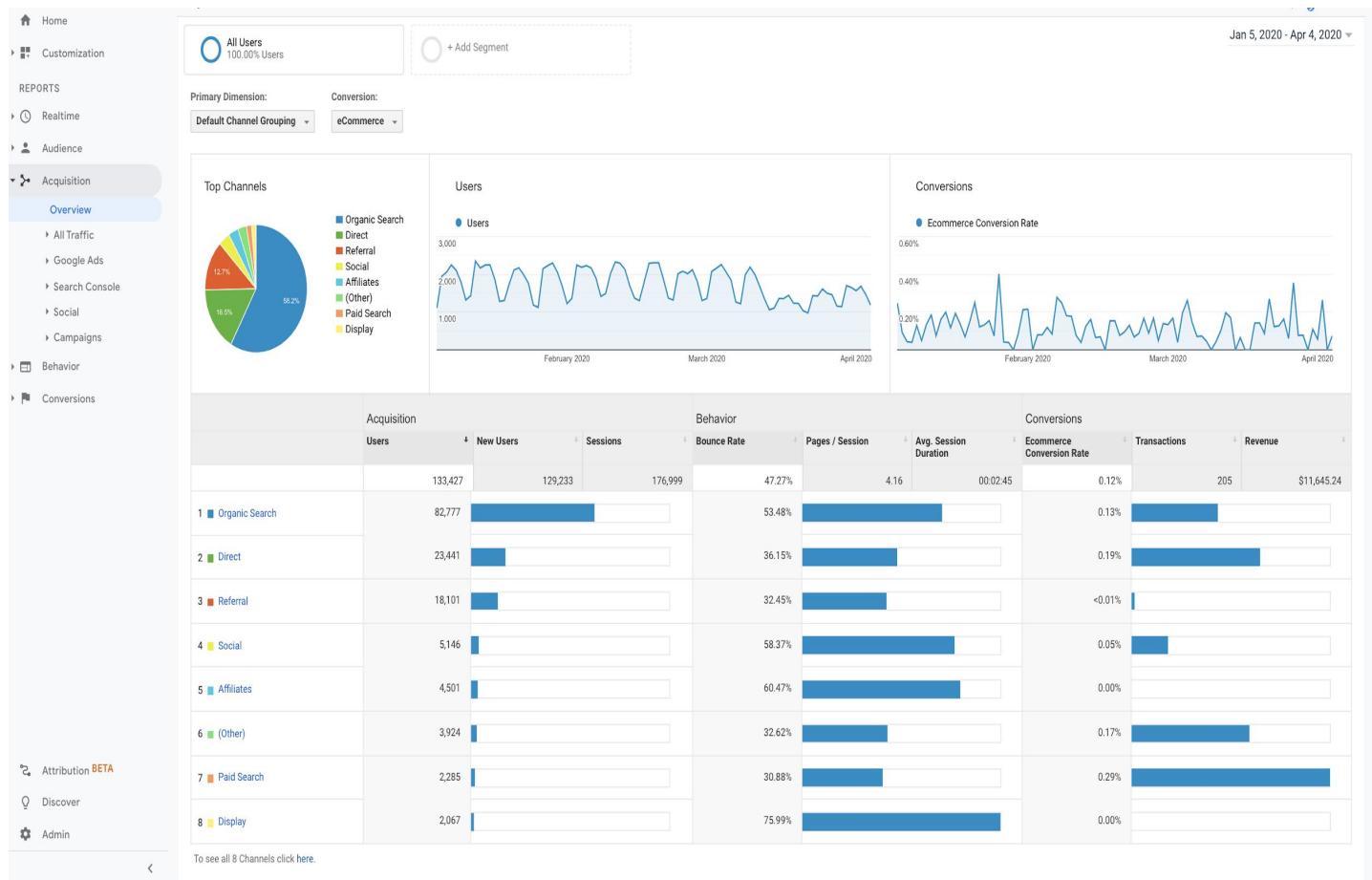
Standard Display: Acquisition

During the three month period you've selected, excluding *Direct* and *(Other)*, which channels had the highest and lowest bounce rates and the highest and lowest eCommerce conversion rates?

For my date ranges the highest bounce rate was: Display at 75.99%&

The lowest was Paid Search at 30.88%

The highest conversion rate for my date ranges was Paid Search with 0.29% and the lowest was Display at Affiliates at 0.00%



Standard Display: Acquisition

During the three month period you've selected, excluding *Direct* and *(Other)*, which channels had the highest and lowest bounce rates and the highest and lowest eCommerce conversion rates? What do these metrics mean, based on your experience?

A “Bounce Rate” is the percentage of users who land on one page and don’t complete an action or go to another page. Effectively they “bounce” from your site to a different one. Lower Bounce rate means that consumers are still engaged on your site.

For my date ranges the highest bounce rate was: Display at 75.99&%

The lowest was Paid Search at 30.88%

eCommerce conversion rate is a measure of how many users completed a transaction within your store. More conversions means more products sold!

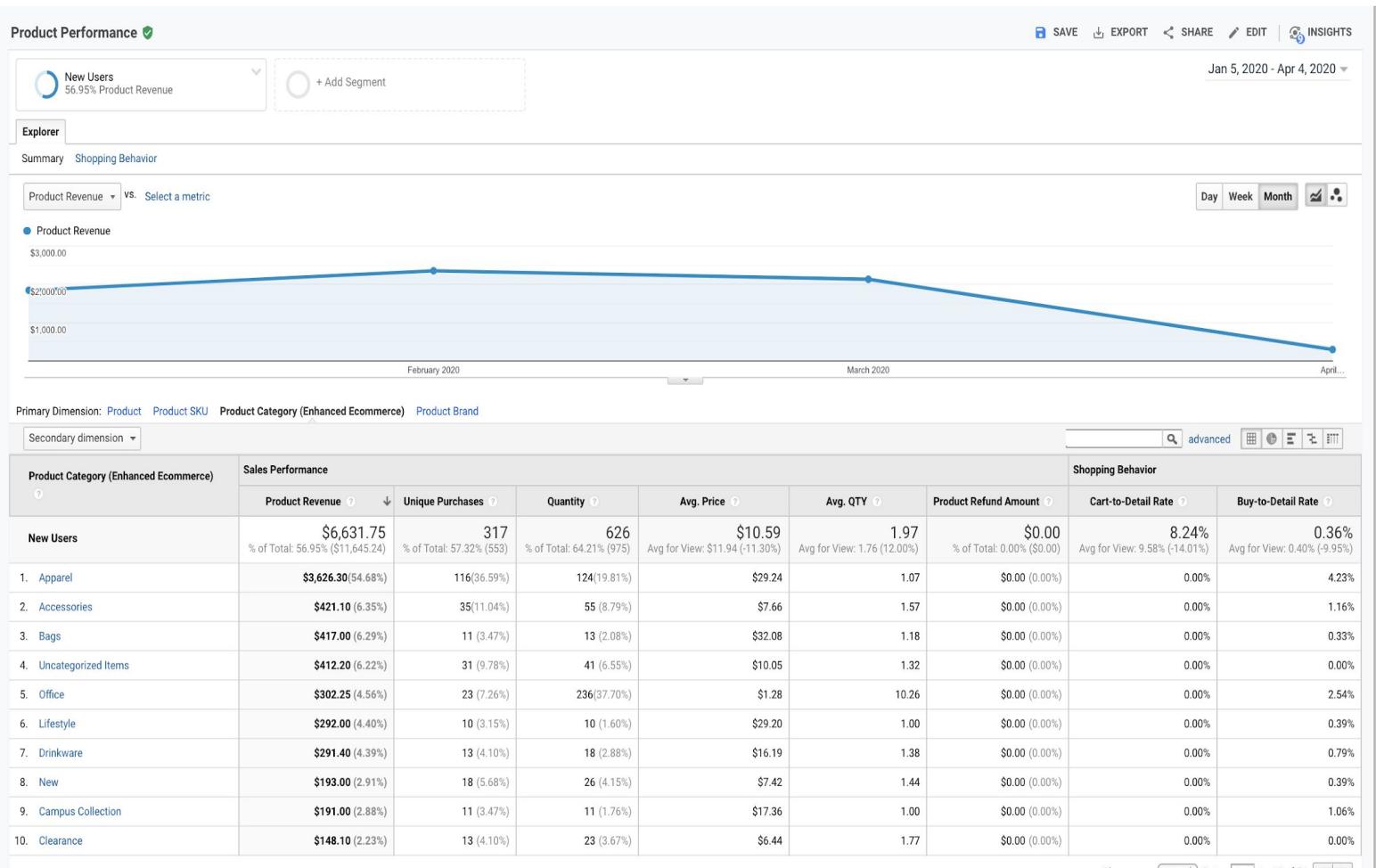
The highest conversion rate for my date ranges was Paid Search with 0.29% and the lowest was Display at Affiliates at 0.00%



Percentage Display: Conversion

During the three month period you've selected, which Product Category contributed the highest number of unique purchases for New Users and which Product Category was responsible for the largest percentage of revenue for New Users?

Apparel had the most unique purchases at 116 and the largest percentage of revenue at 54.68%.

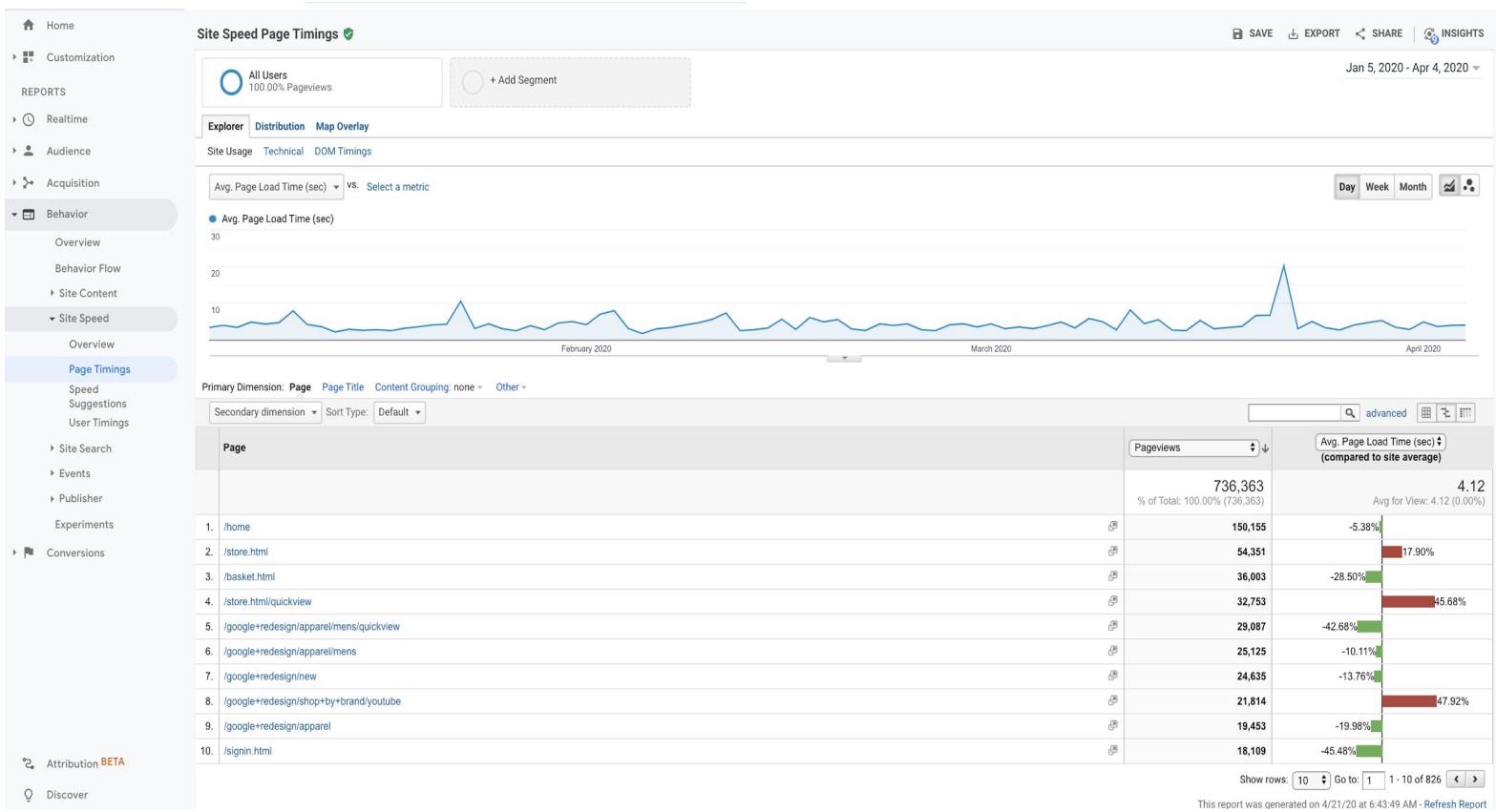




Comparison Display: Behavior

For traffic from All Users between the start and end of your three month period, please provide a comparison report showing Site Speed Page timings for our top ten pages (based on pageviews) and identify any potential troublespots.

My worst performer was /google+redesign/shop+by+brand/youtube at 47.92% slower than site average. Ironically, my second slowest page is /store.html/quickview at 45.68% slower than average. There was also a major sitewide slowdown on March 22nd.





Percentage Display: Audience

Between the start and end of the three month period you've chosen, please provide percentage charts (pie charts) that show what percentage of All Users came from mobile, desktop, and tablet devices and what percentage of Paid Traffic Users came from mobile, desktop, and tablet devices.

Site View ▾ My Searches | Pageviews | Most Visited

Overview ✓

All Users (100.00% Users) Paid Traffic (3.13% Users) + SAVE EXPORT SHARE EDIT INSIGHTS Jan 5, 2020 - Apr 4, 2020

Explorer Day Week Month

Summary Site Usage Goal Set 1 Ecommerce

Users vs. Select a metric

Users (All Users) ● Users (Paid Traffic) ○

15,000
10,000
5,000

February 2020 March 2020

Primary Dimension: Device Category

Plot Rows Secondary dimension Sort Type: Default

Device Category	Users	Users
All Users	133,427 % of Total: 100.00% (133,427)	133,427 % of Total: 100.00% (133,427)
Paid Traffic	4,175 % of Total: 3.13% (133,427)	4,175 % of Total: 3.13% (133,427)
1. desktop	93,934	70.29%
All Users	93,934	70.29%
Paid Traffic	1,874	44.86%
2. mobile	37,646	28.17%
All Users	37,646	28.17%
Paid Traffic	2,086	49.94%
3. tablet	2,067	1.55%
All Users	2,067	1.55%
Paid Traffic	217	5.20%

Contribution to total: advanced

Users

All Users

Paid Traffic

28.2%
70.3%
1.5%

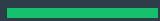
49.9%
44.9%
4.2%

Show rows: 10 Go to: 1 - 3 of 3 Refresh Report

This report was generated on 4/21/20 at 6:52:56 AM - Refresh Report

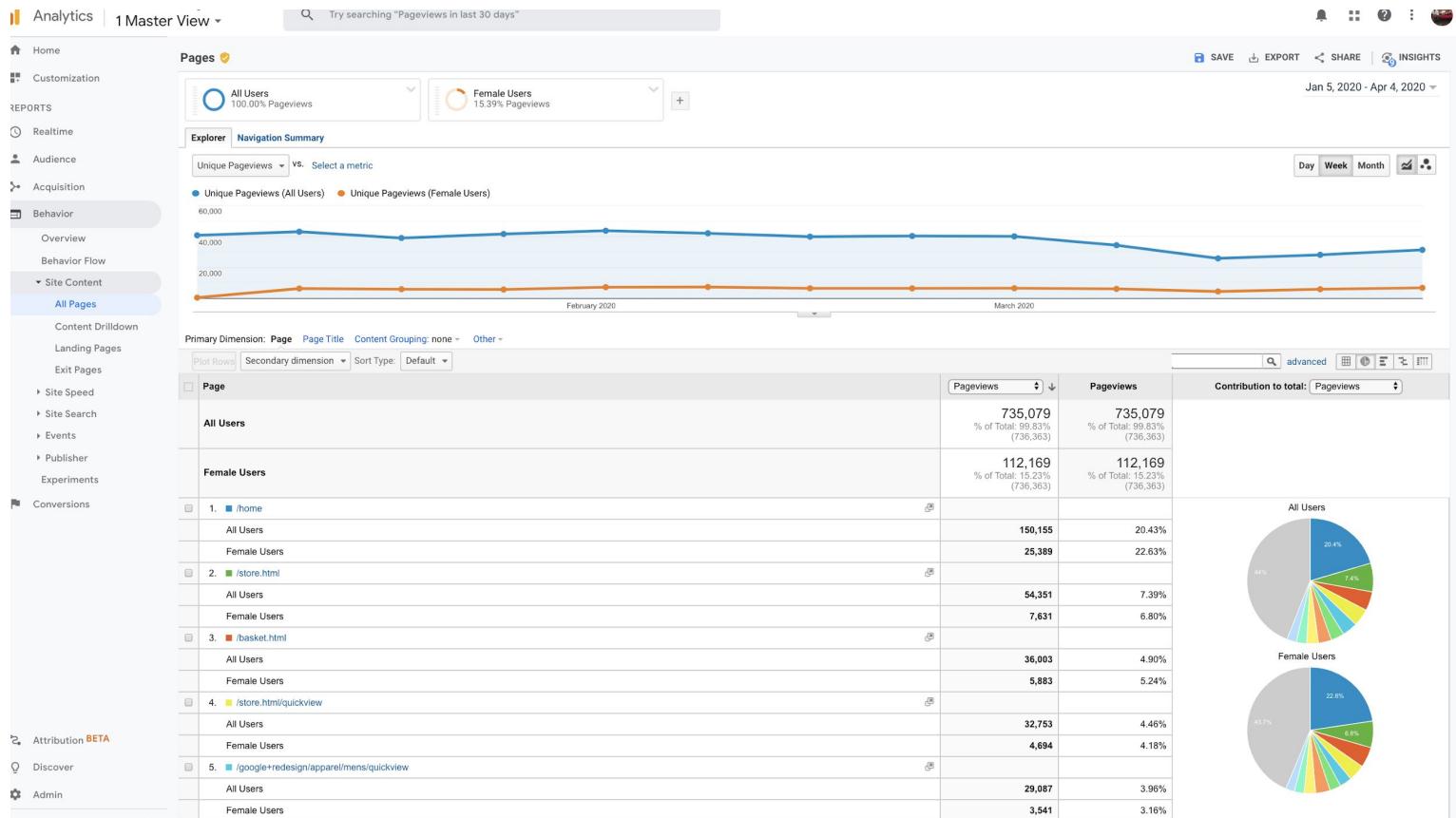


Part Three: Segmentation





Audience Segment: Characteristic

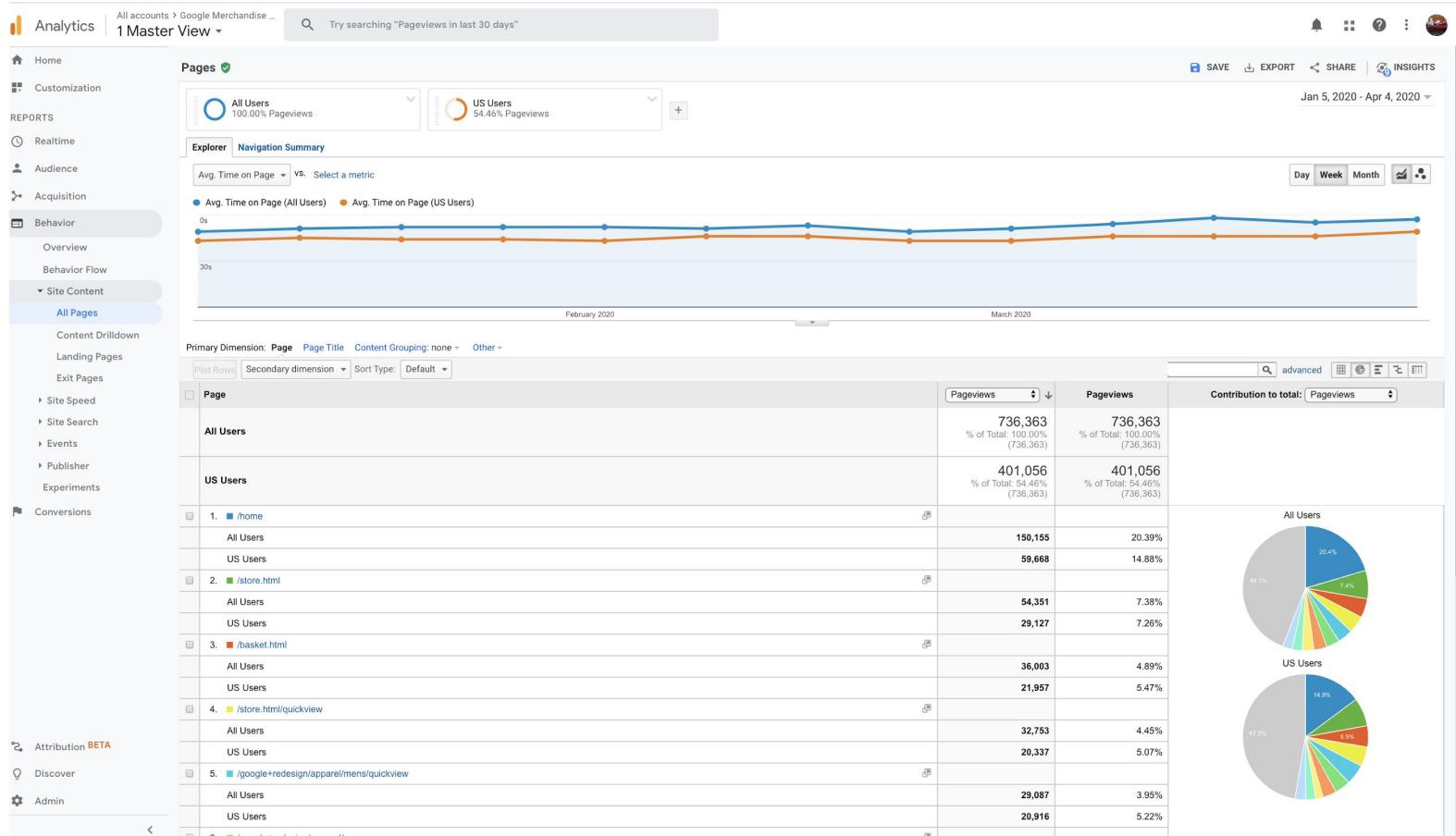


How many page views are from females?

My first segment was made with an emphasis on Female Users. They make up a small percentage of All Users and this data could be insightful in terms of finding ways to better engage with female audiences.



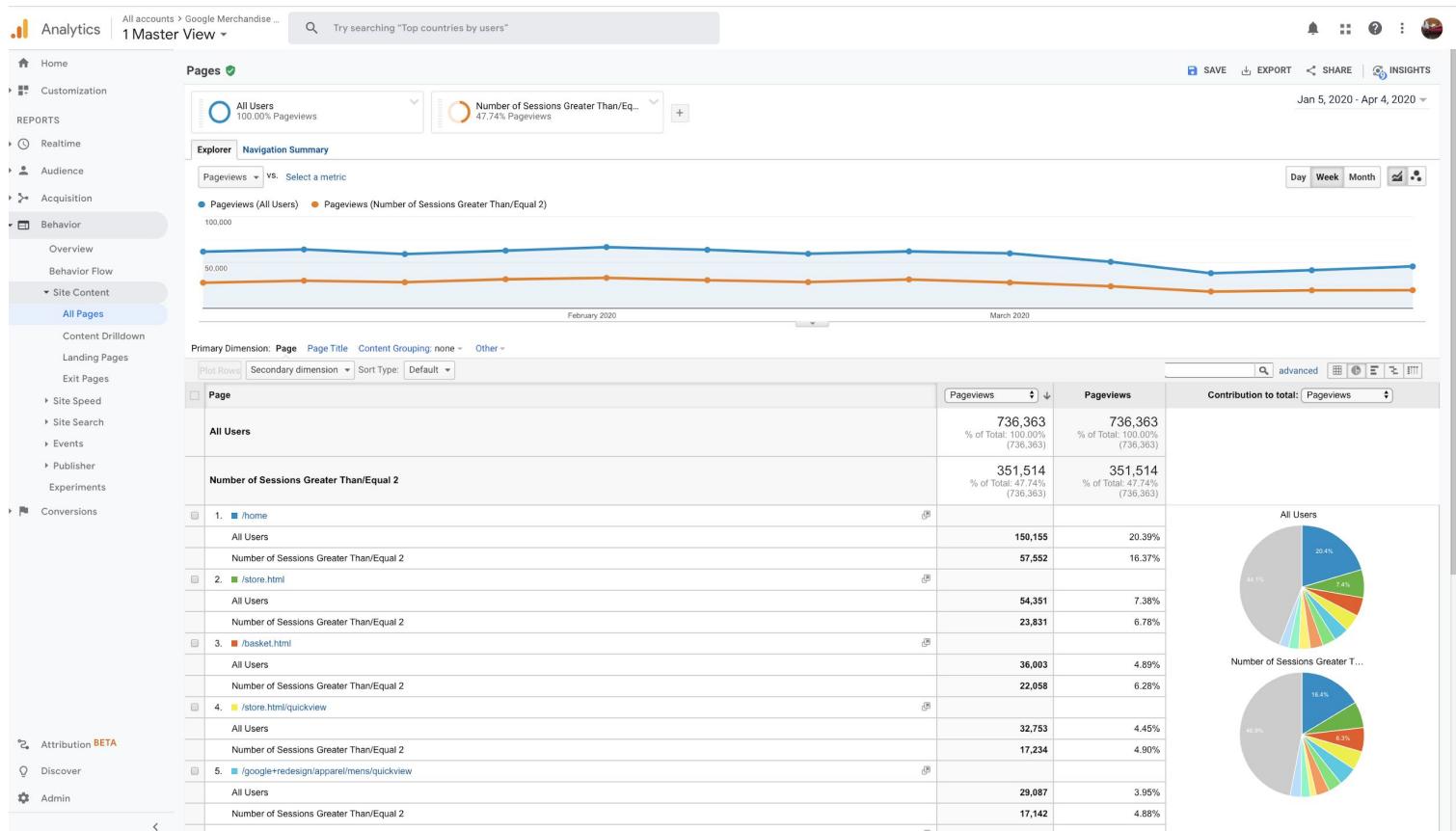
Audience Segment: Geography



What is the average time on page for users from the United States vs. All Users?

This segment was created with users from the United States. By looking at this segment you can compare sales in the US and compare it with the rest of the world or other continents. You can also further break down the data by state or region and see which part of the United States buys the most from the merchandise store.

Audience Segment: User Behavior



How many users had 2 or more sessions?

For the user behavior section I created a filter that would look at how many users had 2 or more sessions in the store. You could further review how many of them purchased an item and figure out how many sessions it may take to get someone to buy a product.



Part Two: Connecting a Data Source and Creating a Custom Dashboard



1. Merchandise Store Draft

Dashboard: Built on the Master View

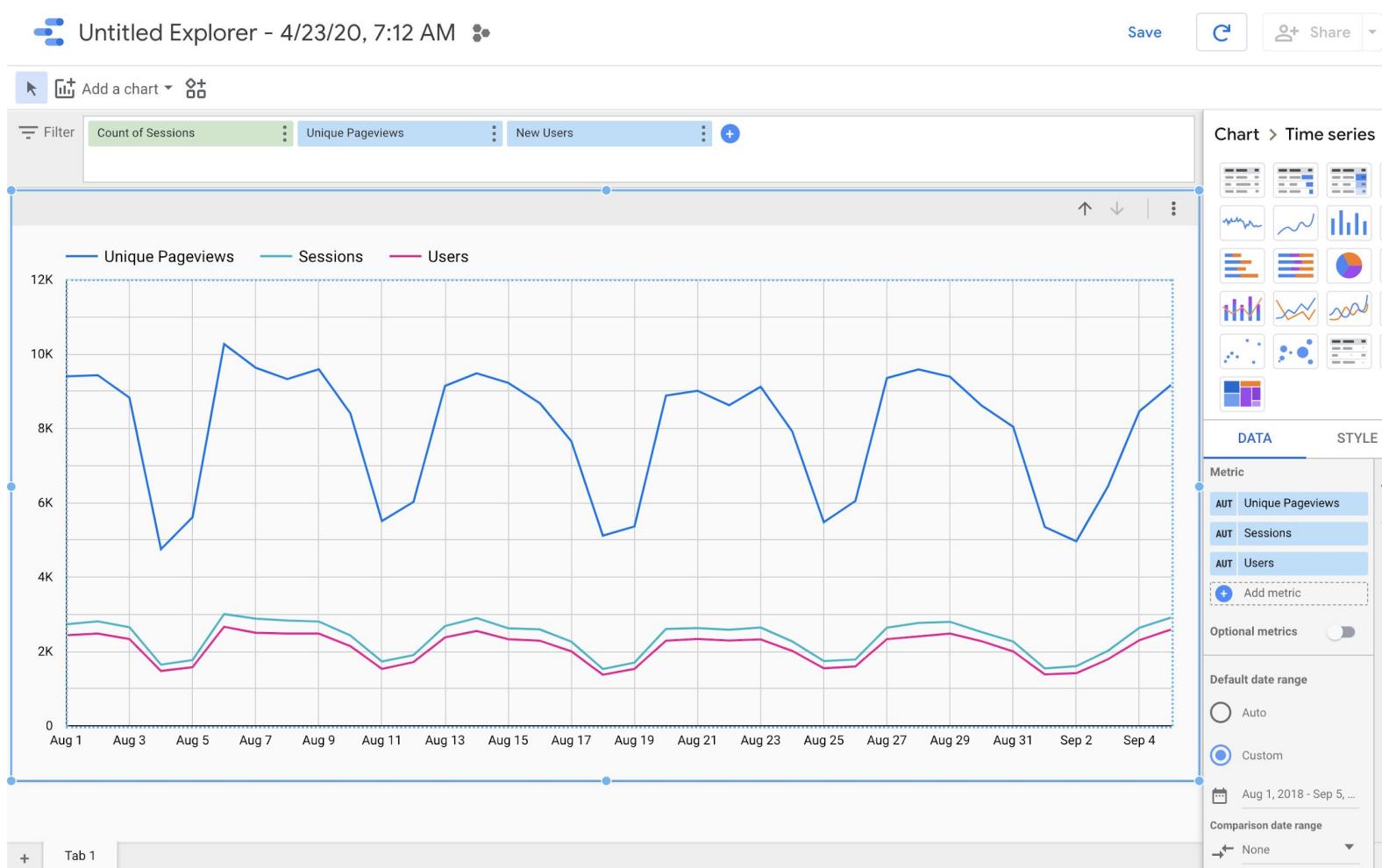
The screenshot shows the Google Data Studio interface. At the top, there's a navigation bar with 'Data Studio', a search bar, and various icons. Below it, a secondary navigation bar has tabs for 'Create', 'Recent', 'Reports', 'Data sources' (which is selected), and 'Explorer'. On the left, a sidebar shows 'Recent' items, 'Shared with me', and 'Trash'. The main area displays a table with one item:

Name	Owned by anyone	Last opened by me
1 Master View	Jackson Sager	7:11 AM

This is a screenshot of the connection I made in Data Studio to Google Analytics using the Master View.



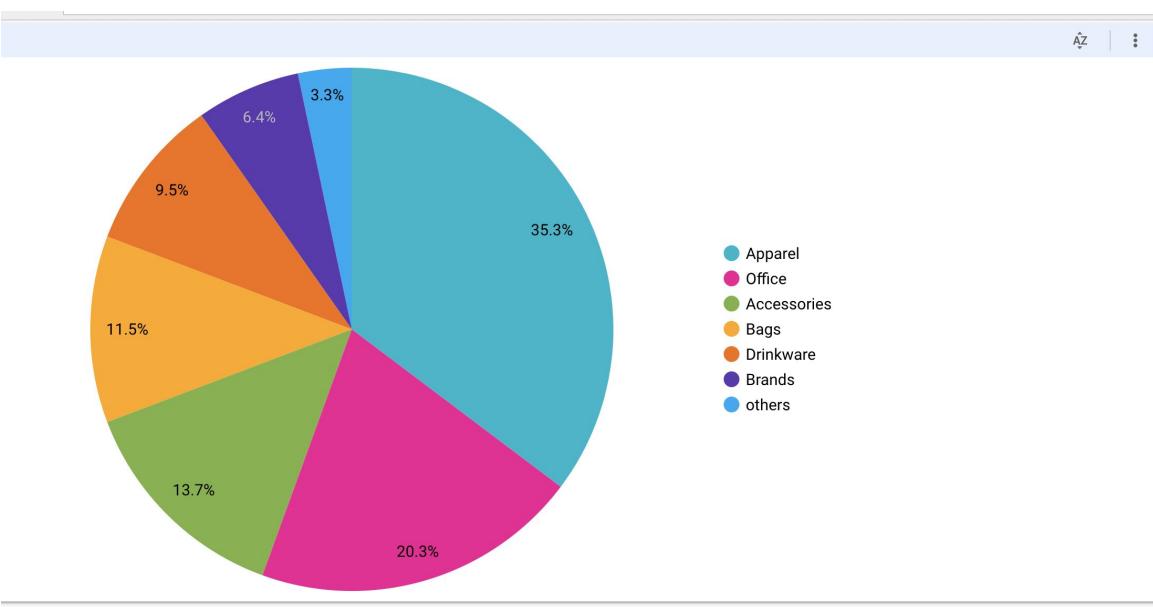
2. Merchandise Store Draft Dashboard: Time Series chart



The above is a Time Chart I created for the dates August 1st-September 5th of 2018 focusing on Unique Pageviews, Sessions and Users. Sessions and Users are a closely linked group and Unique Pageviews seems to rise and drop every 4 or 5 days.



3. Merchandise Store Draft Dashboard: Pie chart, 7 slices



DATA
STYLE

Data source

1 Master View

+ BLEND DATA

Dimension

Product Categorie...

Drill down

Metric

Revenue

Optional metrics

Sort

Revenue

Fixed ▾

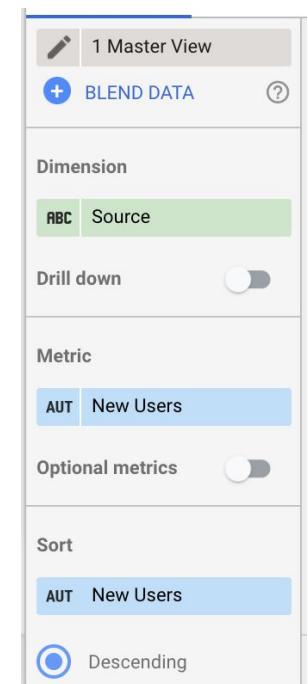
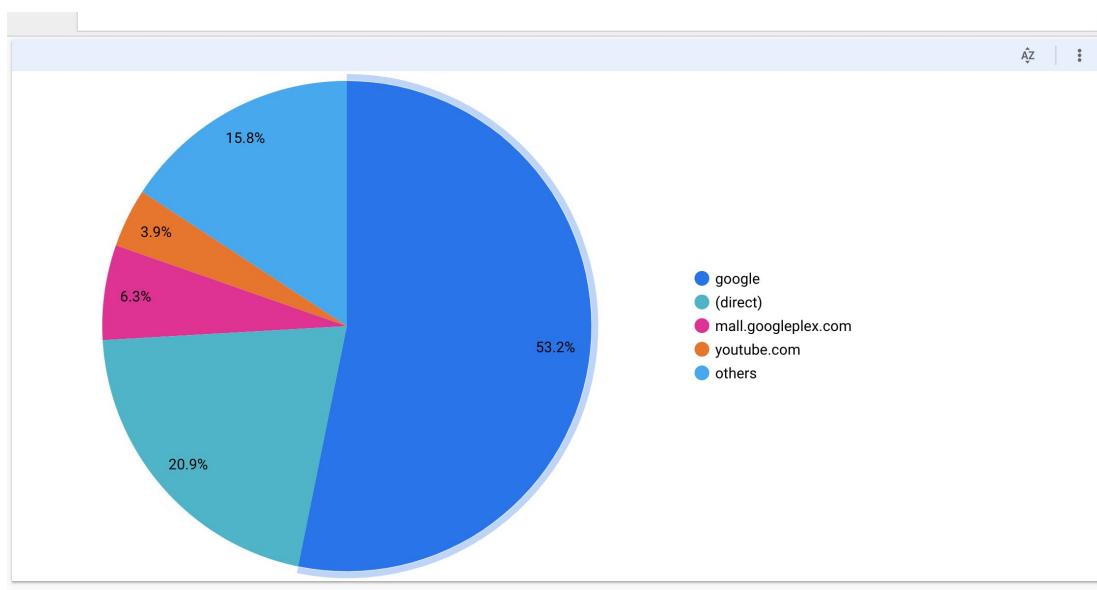
Start Date End Date

August 2018		September 2018											
Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat
29	30	31	1	2	3	4	26	27	28	29	30	31	1
5	6	7	8	9	10	11	2	3	4	5	6	7	8
12	13	14	15	16	17	18	9	10	11	12	13	14	15
19	20	21	22	23	24	25	16	17	18	19	20	21	22
26	27	28	29	30	31	1	23	24	25	26	27	28	29
2	3	4	5	6	7	8	30	1	2	3	4	5	6

CANCEL APPLY

For the dates of August 1st-September 5th, 2018, I created a 7 Slice Pie Chart breaking down product categories by revenue. Apparel (35.3%), Office (20.3%) and Accessories (13.7%) are the highest revenue earners.

4. Merchandise Store Draft Dashboard: Pie chart, 5 slices



Fixed ▾

Start Date		End Date				
<	August 2018	>	< September 2018 >			
Sun	Mon	Tue	Wed	Thu	Fri	Sat
29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	1
2	3	4	5	6	7	8

26 27 28 29 30 31 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 1 2 3 4 5 6

CANCEL APPLY

For the dates August 1st-September 5th, 2018, I created a 5 slice pie chart of where new users came from. By far the largest source of new users was Google (53.2%).



5. Merchandise Store Draft Dashboard: Scorecard

Avg. Order Value
\$101.32

Fixed ▾

Start Date							End Date						
< August 2018 >							< September 2018 >						
Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat
29	30	31	1	2	3	4	26	27	28	29	30	31	1
5	6	7	8	9	10	11	2	3	4	5	6	7	8
12	13	14	15	16	17	18	9	10	11	12	13	14	15
19	20	21	22	23	24	25	16	17	18	19	20	21	22
26	27	28	29	30	31	1	23	24	25	26	27	28	29
2	3	4	5	6	7	8	30	1	2	3	4	5	6

CANCEL APPLY

Data source

1 Master View

BLEND DATA (?)

Metric

AUT Avg. Order Value

Optional metrics

Default date range

Auto

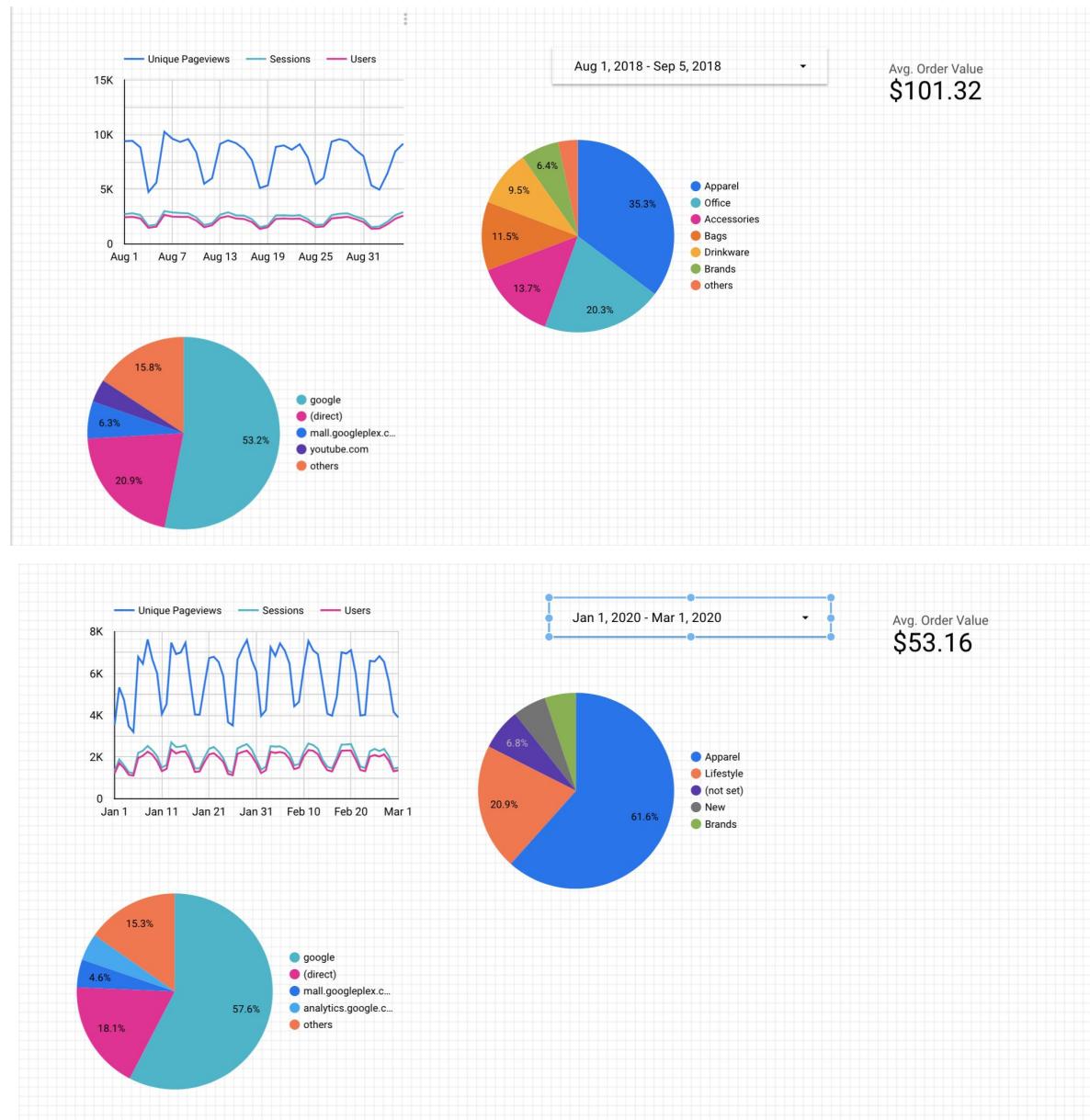
Custom

Aug 1, 2018 - Sep 5, ...

The Average Order Value for August 1st-September 5th, 2018, was \$101.32.

6. Merchandise Store Draft

Dashboard: Date Range Control



Above are two Dashboards, the first containing the August 1st-September 5th, 2018, timeframe. And the second looking at January 1st-March 1st, 2020 using the date range control.

e-nor



Marketing Analytics Nanodegree Program

Google Analytics