Lab 3 - Gathering Insights from Google Analytics

## Introduction

In this assignment questions will be based on the Google Universal Analytics Demo Account. Your job would be to navigate the Demo Account and extract the required information to answer the question.

The Demo Account is the UA – Google Merchandise Store – Master View account studied in the taught lessons.

All questions are based for the August 2021 – December 2021 date range:



## Instructions

1. Answer the below question in the boxes provided.
2. Open the Universal Analytics Demo Account Master View
3. Use the **date range 1 Aug 2021 – 31 Dec 2021** for **ALL** questions
4. Please submit the assignment through TalentLabs Learning System.

## Questions

Question 1:

What percentage (%) of users aged between 18-24 visited the site?

|  |
| --- |
| 27.47% |

Question 2:

What percentage (%) of users aged between 18-24 that visited the site were **male**?

|  |
| --- |
| 56.44% |

Question 3:

Which mobile device generated the 5th highest Revenue.

|  |
| --- |
| Google Pixel 4 XL |

Question 4:

**Compared** to average, how much higher was India’s bounce rate (in %)?

|  |
| --- |
| 19.41% |

Question 5:

How many Exits did the /store.html page have?

|  |
| --- |
| 15,832 |

Question 6:

What was the **average session duration** for users who found the website through a

**Paid Search**?

|  |
| --- |
| 00:01:52 |

Question 7:

How many **transactions** did French users make?

|  |
| --- |
| 6 |

Question 8:

What was the **total number** of page views for the date range?

|  |
| --- |
| 2,067,279 |