

# Fingertips: Google analytics report

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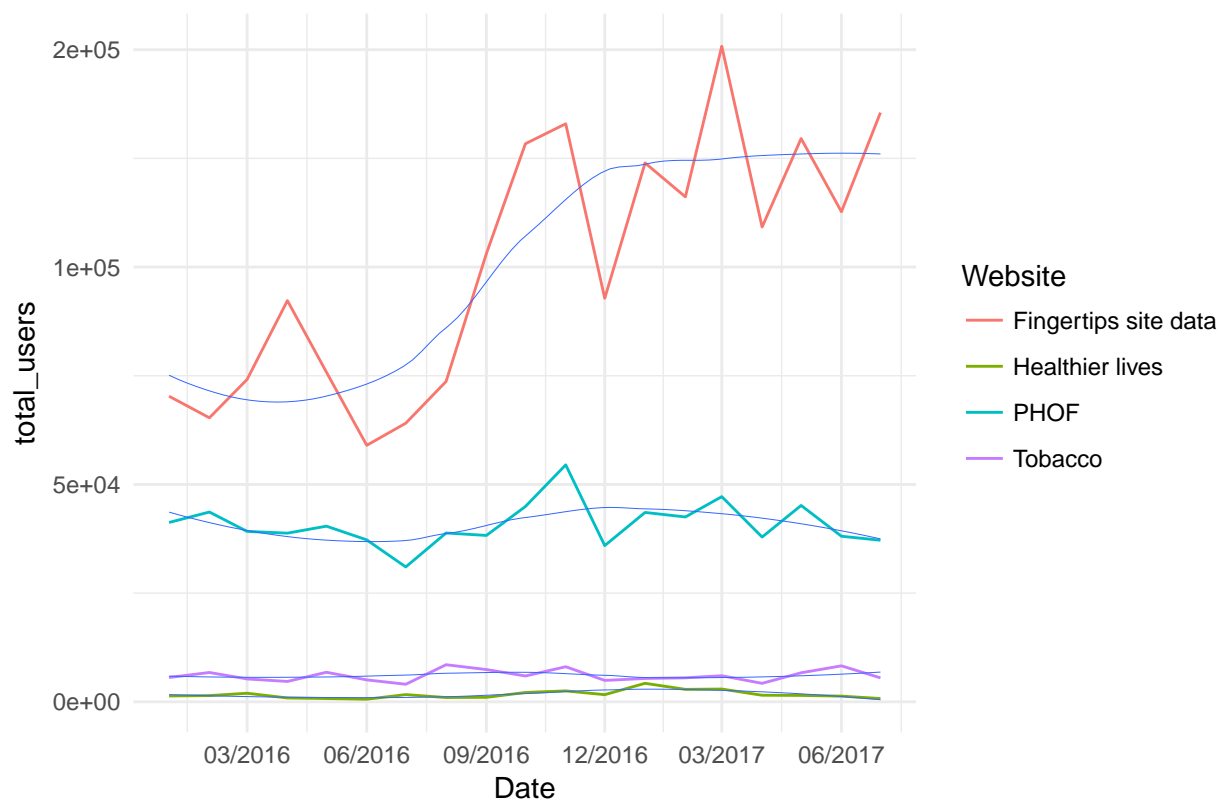
## The report

This report covers Google analytics for Fingertips from 2016-01-01 to 2017-07-31.

### Trend in users

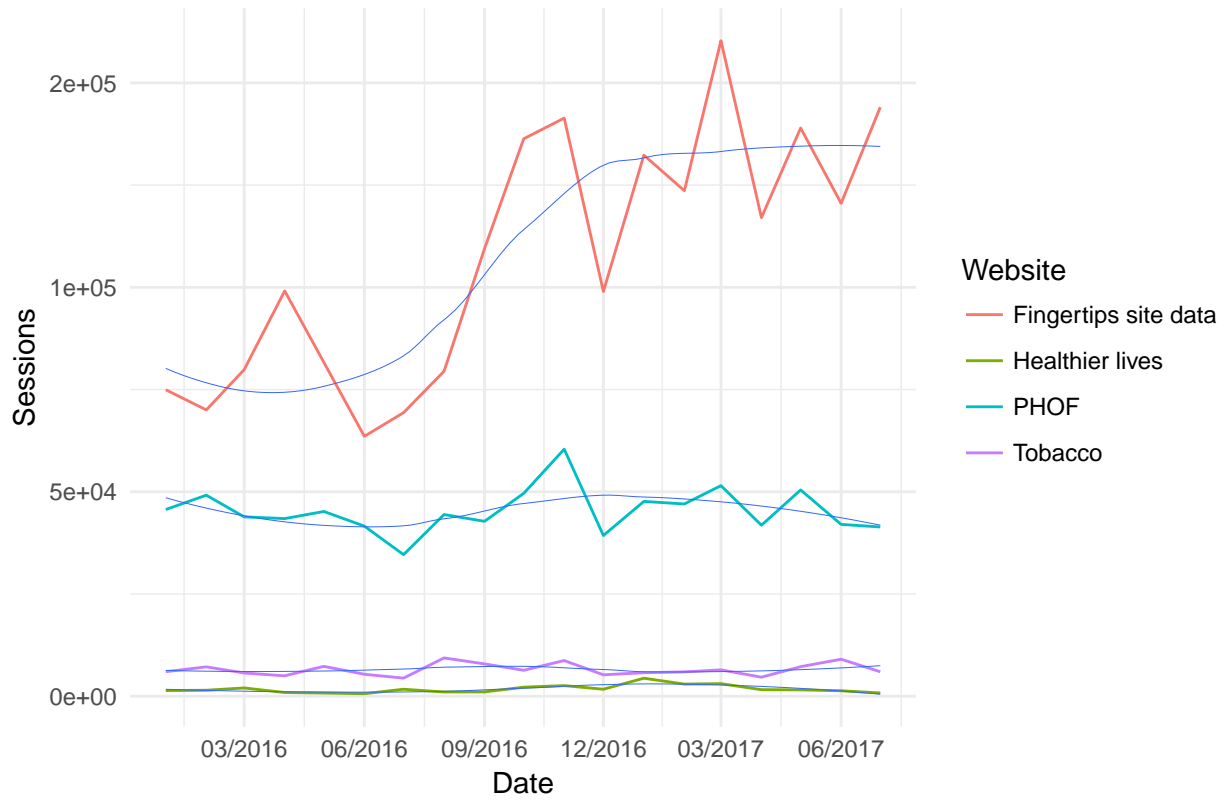
There has been an increase in

#### Trend in Fingertips: total monthly users

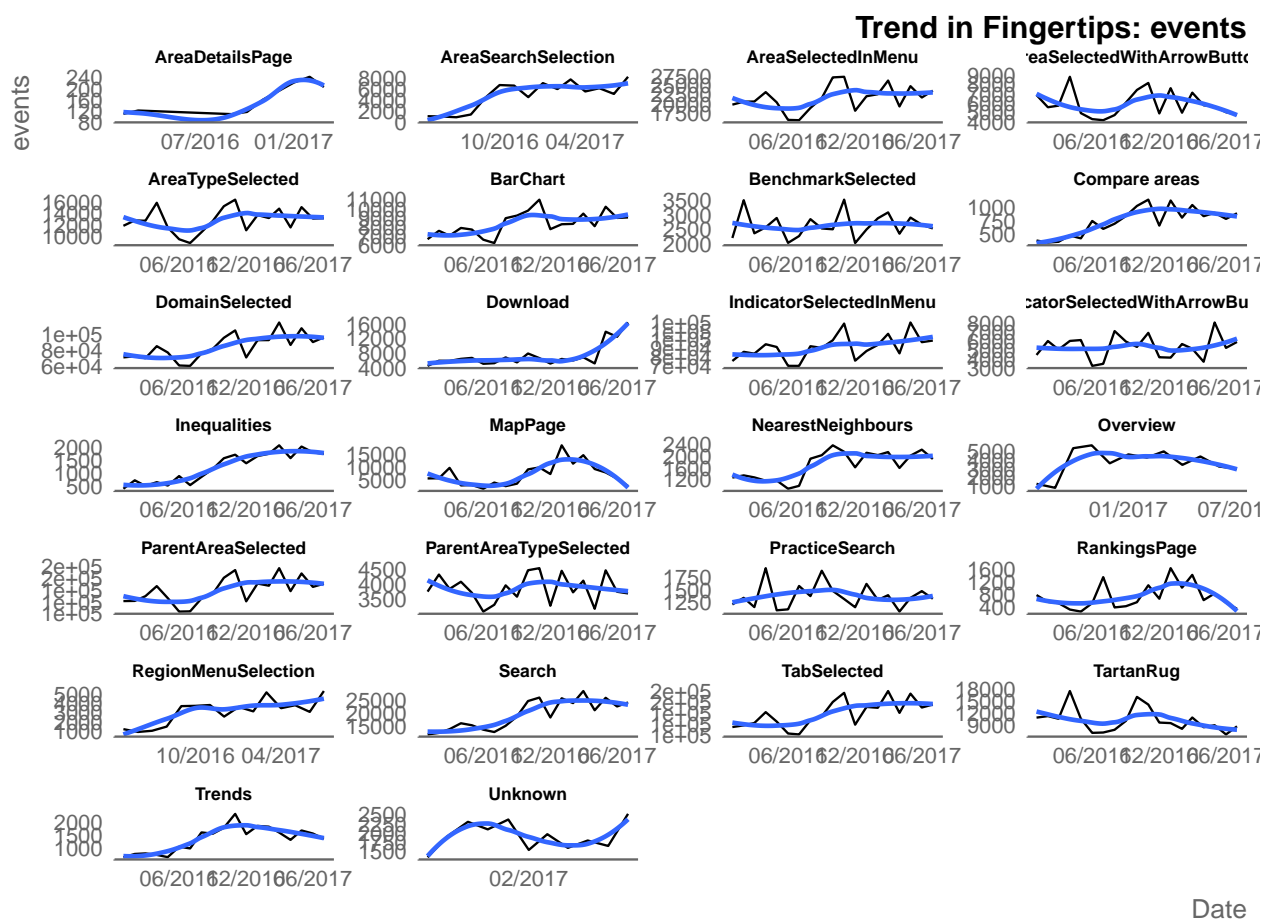


## Trend in sessions

Trend in Fingertips: total monthly sessions



## Trend in event categories

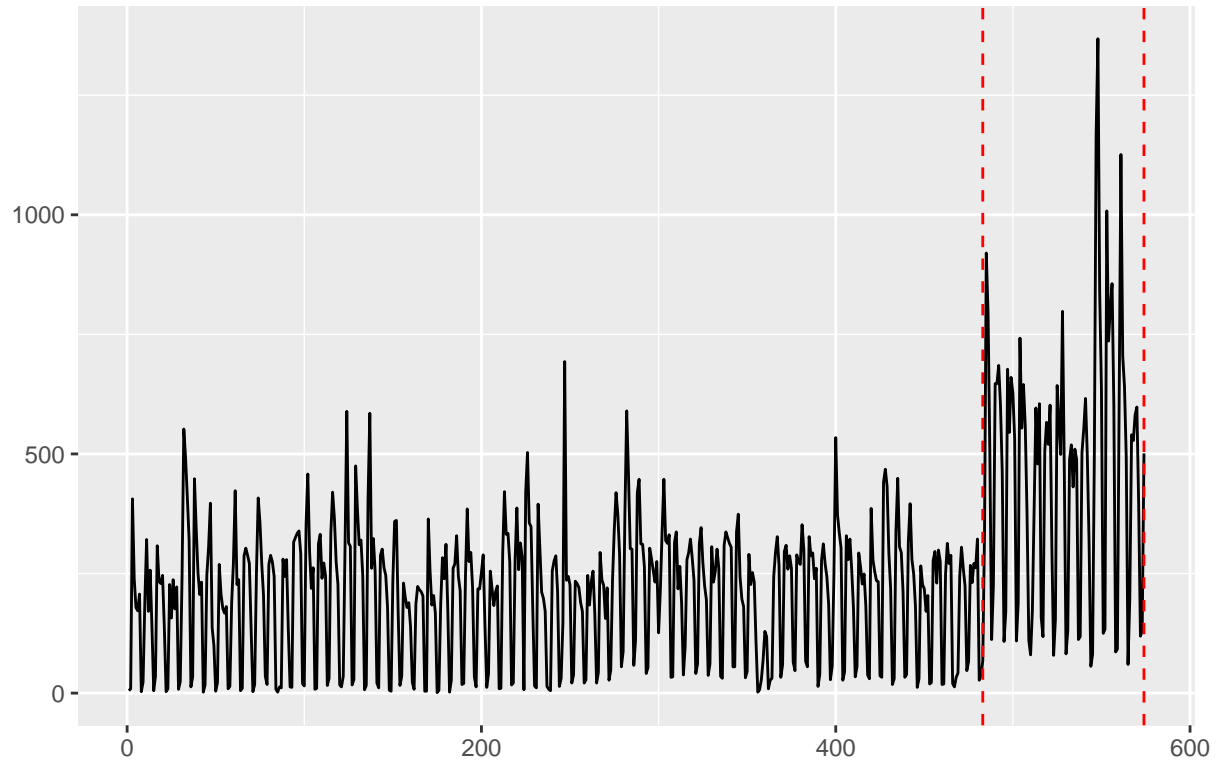


On average there are:

- 45.2 searches for GP data per day
- 638.9 searches per day
- 242.2 downloads per day

## Trend in downloads

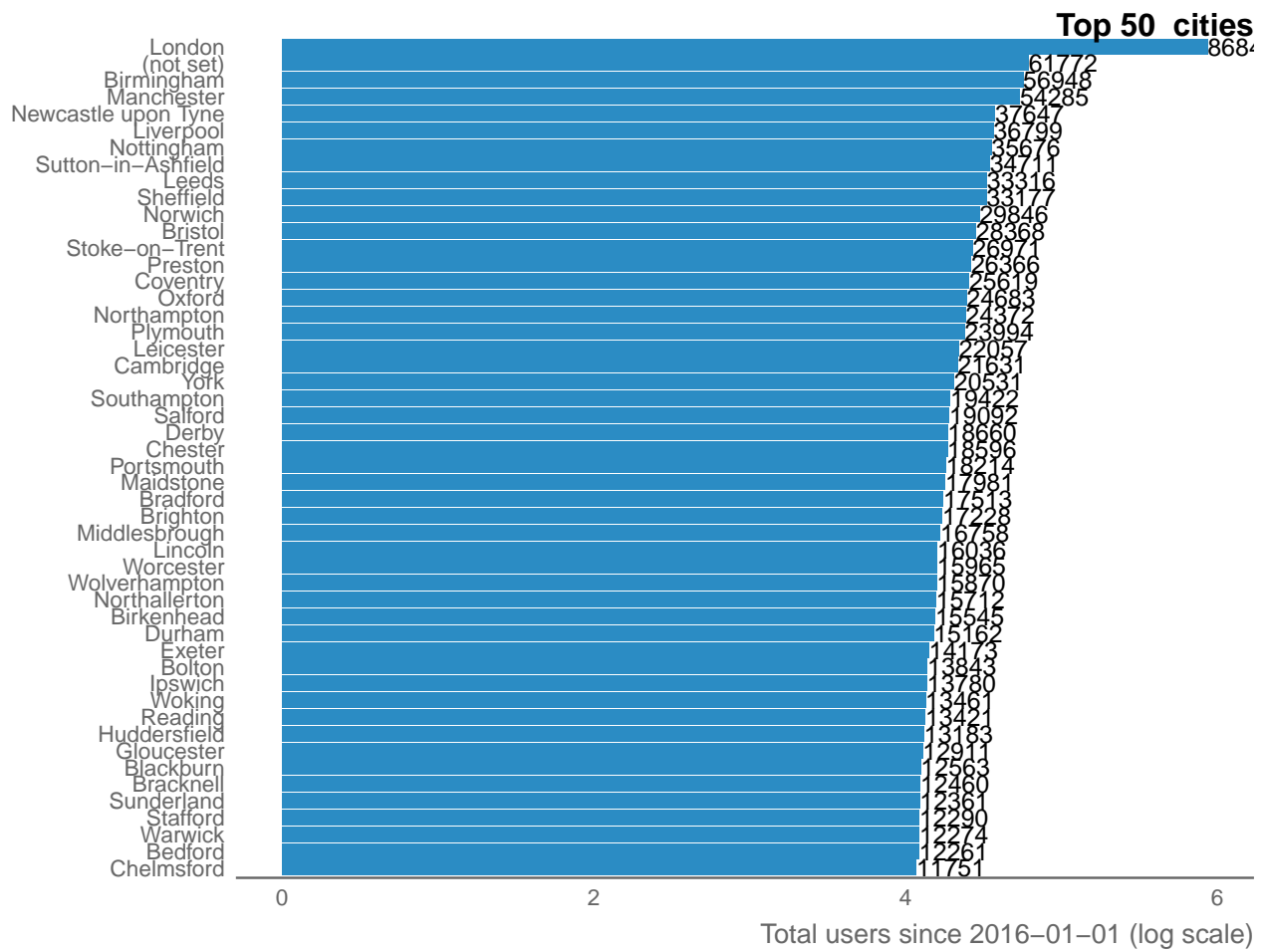
### Change point analysis of downloads



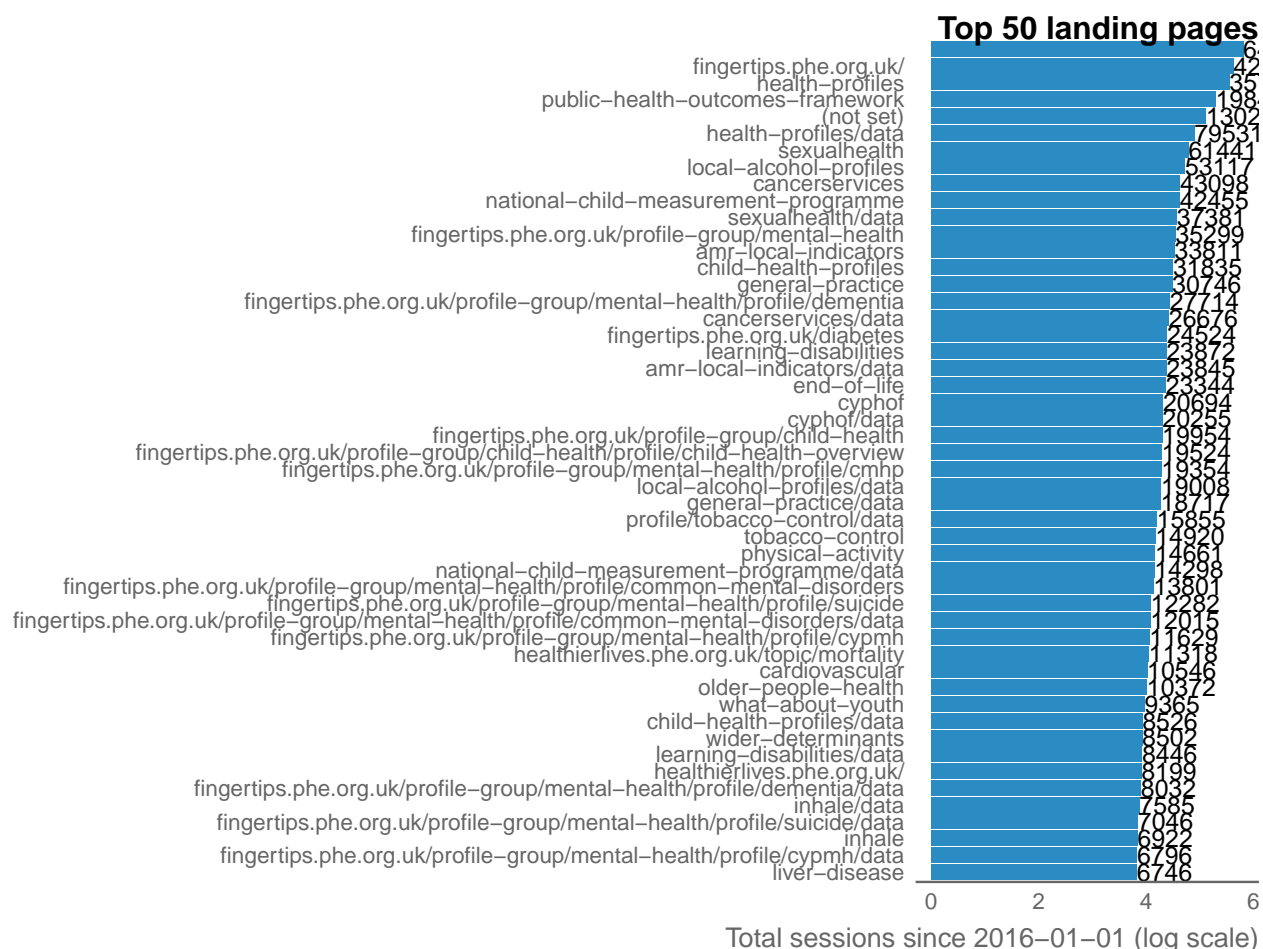
- Daily downloads significantly increased after implementation of download options 2017-05-01 from a daily average of 201.5 downloads to 463.1.

insert some email feedback

## Use by city - top 50



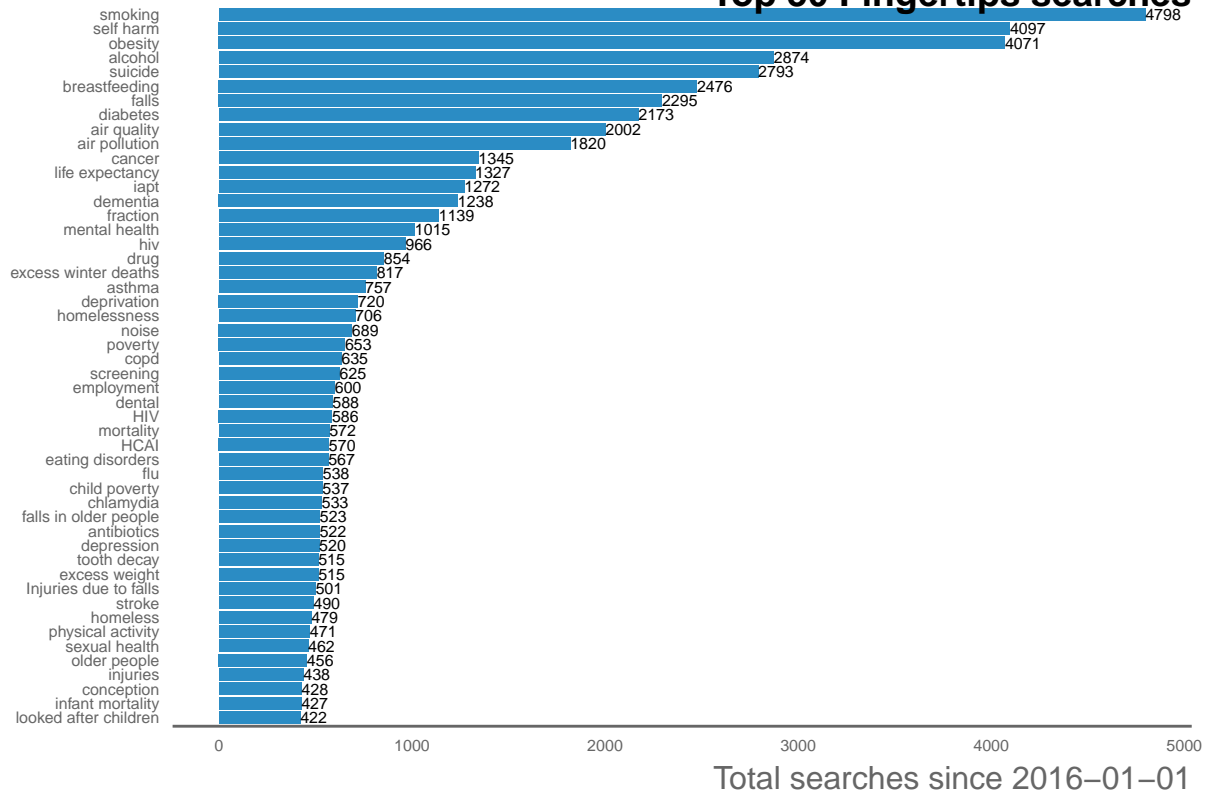
## Top 50 landing pages



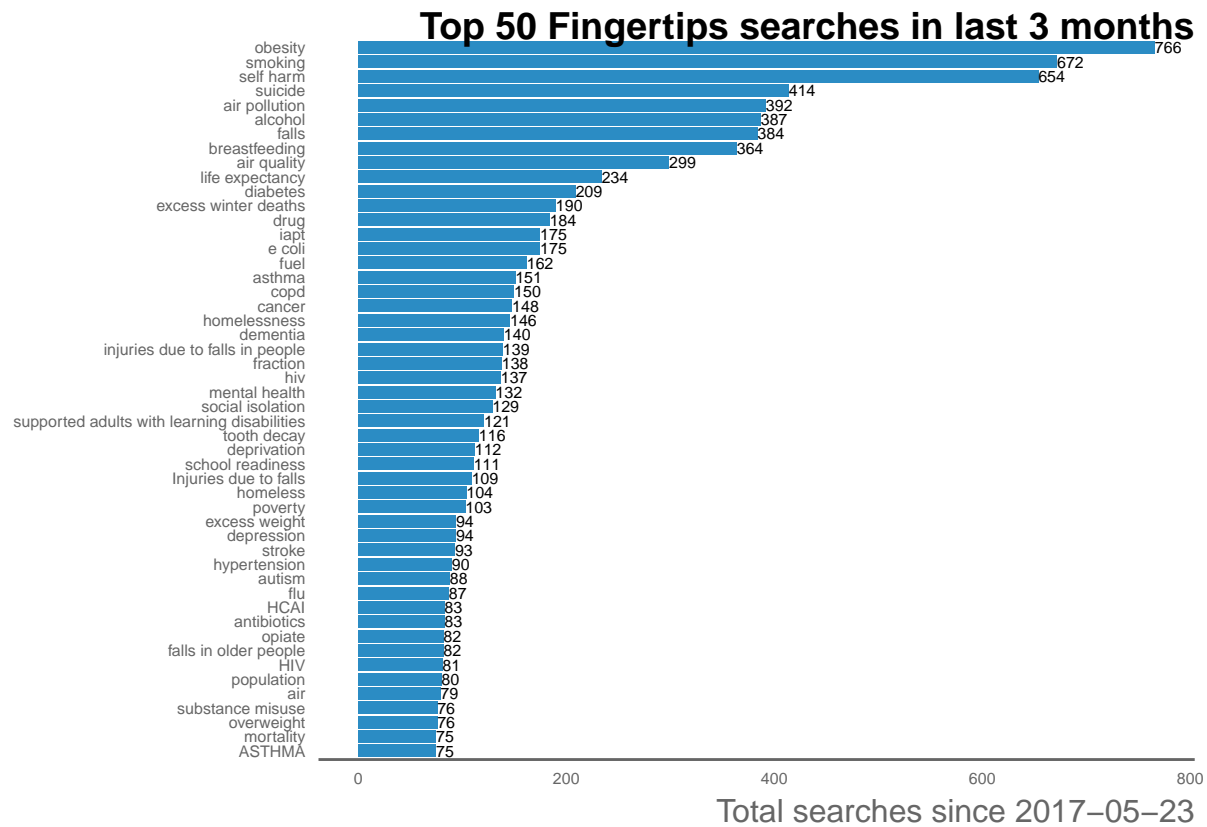
## Top 50 searches

We can identify what kinds of data people are searching for in Fingertips. The next 2 charts show the frequency of different search terms since the beginning of 2016, and the last 90 days. Self-harm and suicide feature high in the list of search terms as well as smoking, falls, obesity and air pollution. In the last 90 days searches for E. coli appear in the top 10.

## Top 50 Fingertips searches



## Searches in last 3 months



##	date	city	landingPagePath	eventCategory	sessions	users	
## 1:	2016-01-01	Alton	/	DomainSelected	1	1	
## 2:	2016-01-01	Alton	/	ParentAreaSelected	1	1	
## 3:	2016-01-01	Alton	/	TabSelected	1	1	
## 4:	2016-01-01	Ashington	/	AreaSelectedInMenu	1	1	
## 5:	2016-01-01	Ashington	/	BarChart	1	1	
## 6:	2016-01-01	Ashington	/	DomainSelected	1	1	
##	bounceRate	totalEvents	id	viewName.x	viewName.y	year	month
## 1:	0	1	65073818	PHOF	PHOF	2016	1
## 2:	0	1	65073818	PHOF	PHOF	2016	1
## 3:	0	1	65073818	PHOF	PHOF	2016	1
## 4:	0	1	65073818	PHOF	PHOF	2016	1
## 5:	0	1	65073818	PHOF	PHOF	2016	1
## 6:	0	2	65073818	PHOF	PHOF	2016	1
##	yearmon						
## 1:	2016-01-01						
## 2:	2016-01-01						
## 3:	2016-01-01						
## 4:	2016-01-01						
## 5:	2016-01-01						
## 6:	2016-01-01						



# Monthly trend in searches over last 12 months for 10 most frequent search terms in Fingertips

