UDACITY

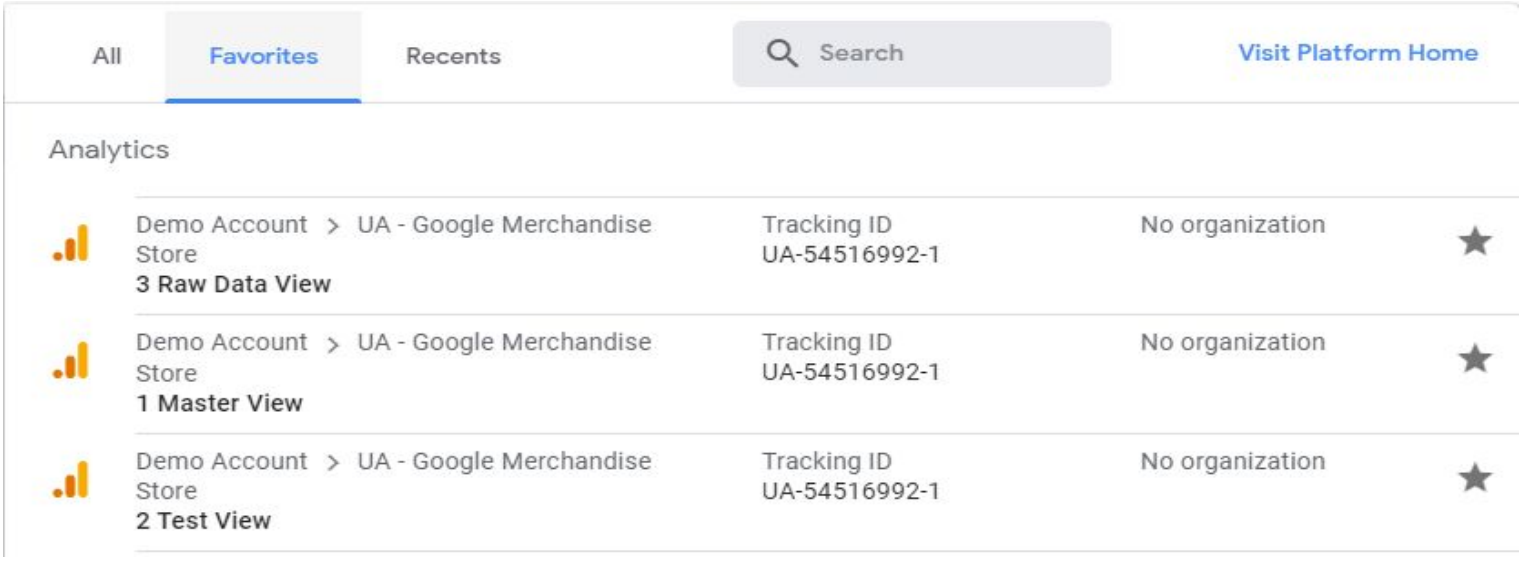
Google Analytics

Advanced Displays, Segmentation & Filtering

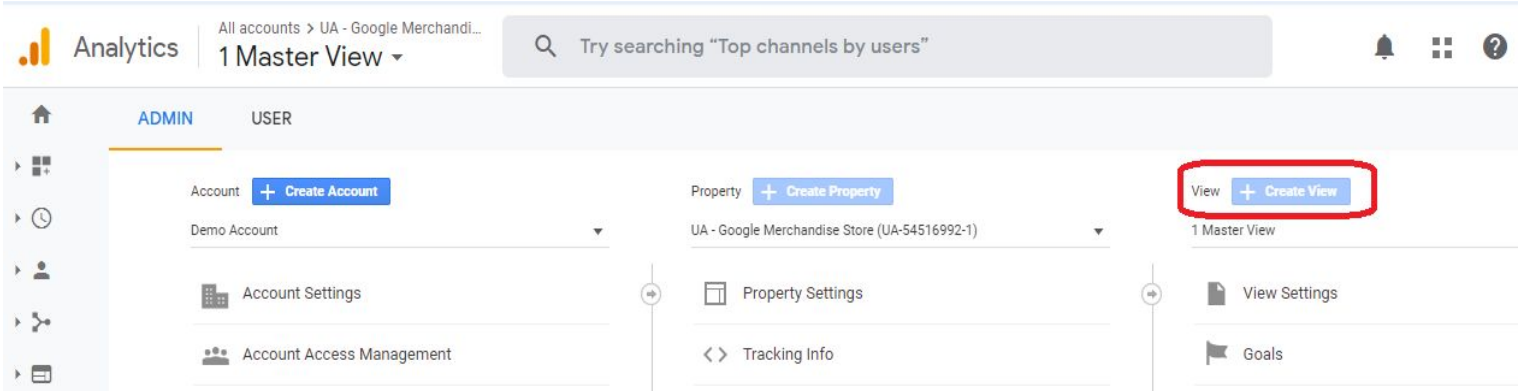
Part One:
Primary Views & Filters

1. Best Practice Check:
Three Primary Views

I'm using the Google Merchandise Store Demo Account which had already the three Primary views created.



From this account, i cannot create these views because i don't' have the access but in general if you want to create a view you have to click on Admin and click (+Create View) button as the screenshot below:



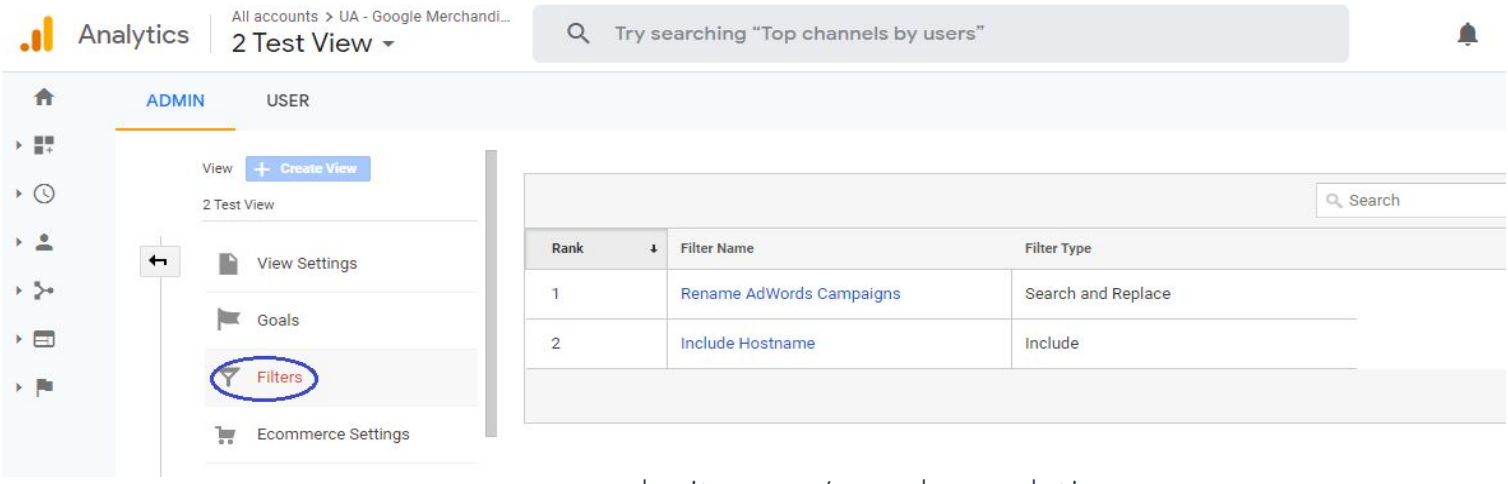
2. Best Practice Check:
Filtering Internal Traffic

The Google Merchandise Store Demo Account doesn't have this filter and doesn't allow to create one.

The following steps show how to create a filter to exclude internal traffic:

- Go to Admin and choose Test View
- Click Filters then Add Filter
- Select "Create new Filter" and enter the filter's name
- For Filter Type, Click Custom
- Select the IP Address item from Filter Field
- In the Filter Pattern field, enter the internal Address IP
- If there are a range of IP Addresses, we need to generate one regular address that corresponds to the range using Rejex
- Enter the generated regular expression in the Filter Pattern filed
- Click on the Save button

Once you've applied the filter in the Test View, wait for a 7 to 10 days to make sure the filter is working good then copy it to Master View.



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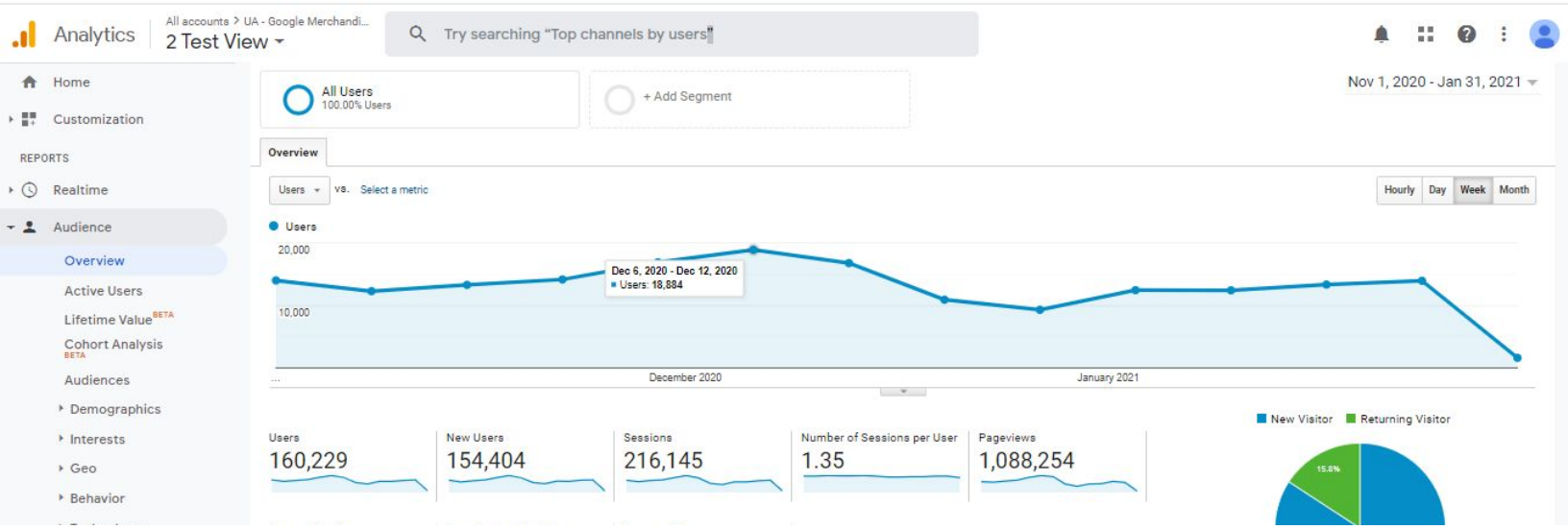
Part Two:
Data Exploration

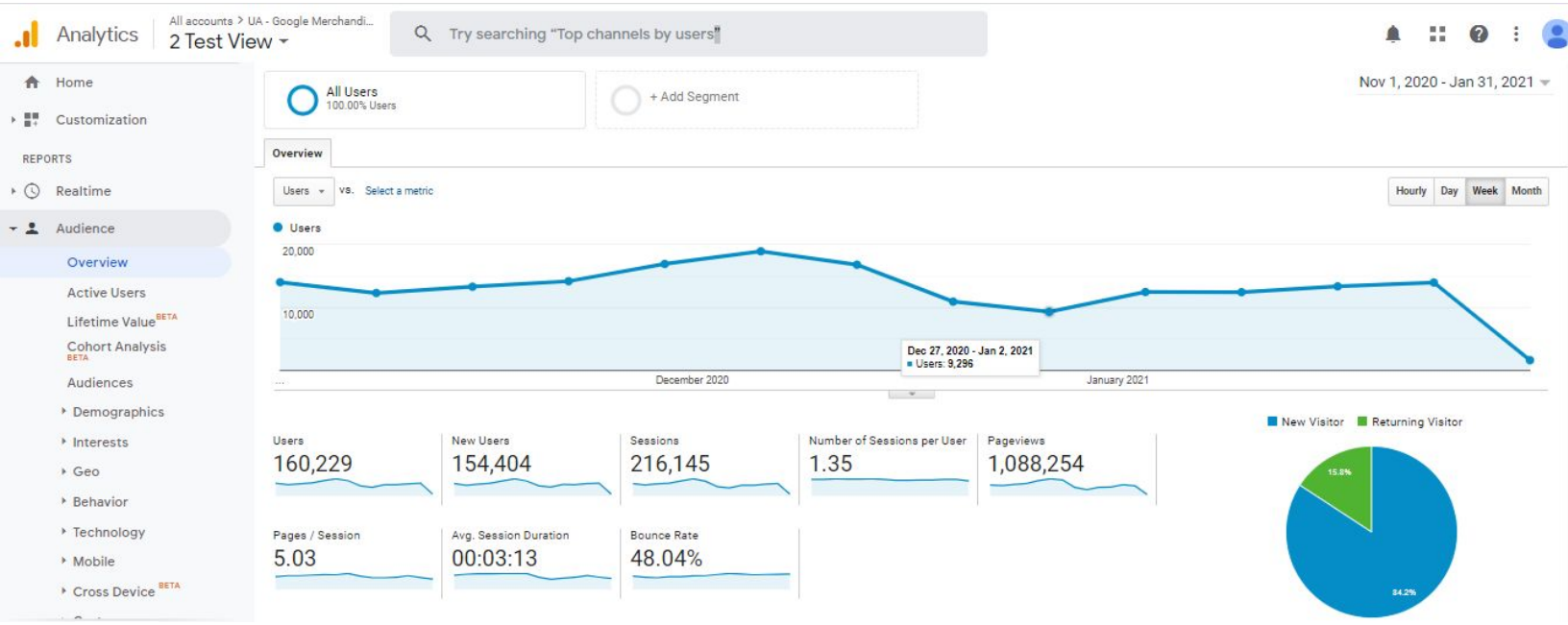
Standard Display - Audience

From Nov 1,2020 to Jan 31, 2021:

The second week of December is the week with the most visitors with 18,884 visitors.



Week 27th December to 2nd January : 9296 visitors



Standard Display - Audience

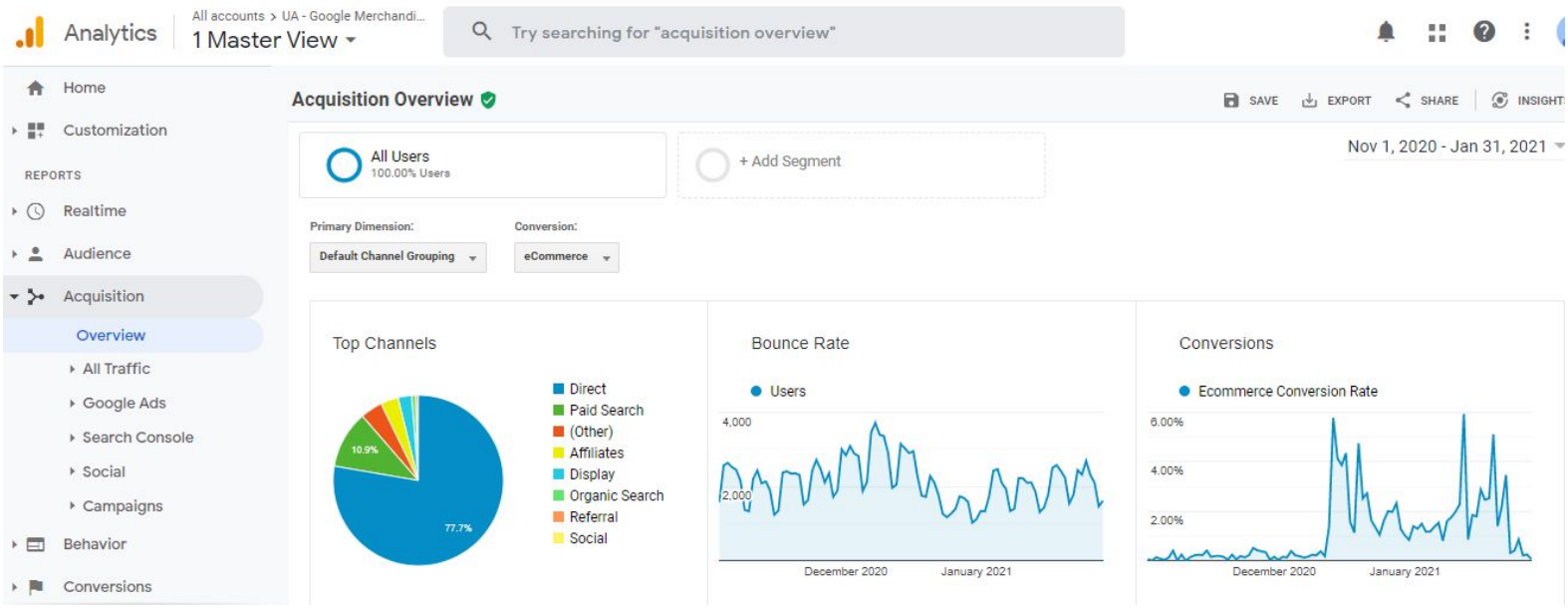
Do you have any ideas why certain trends are associated with these specific weeks?

The number of visitors peaked on the 2nd week of December because apparently people tend to buy Christmas Presents for their loved ones in this time of the month.

The Google Merchandise Store saw a dip in visitors from 27th December to 2nd January because people are busy celebrating New year.

Standard Display: Acquisition

Acquisition Overview Report:



	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Ecommerce Conversion Rate	Transactions	Revenue
	160,229	154,404	216,145	48.04%	5.03	00:03:13	1.14%	2,462	$168,520.66
1 Display	2,559			73.34%			0.03%		
2 Paid Search	14,175			66.10%			0.87%		
3 Affiliates	4,072			63.11%			0.07%		
4 Direct	131,563			47.35%			1.20%		
5 Social	24			37.78%			4.44%		
6 (Other)	8,775			30.57%			1.30%		
7 Organic Search	1,046			30.37%			1.16%		
8 Referral	890			20.50%			2.09%		

Standard Display: Acquisition

What do these metrics mean, based on your experience?

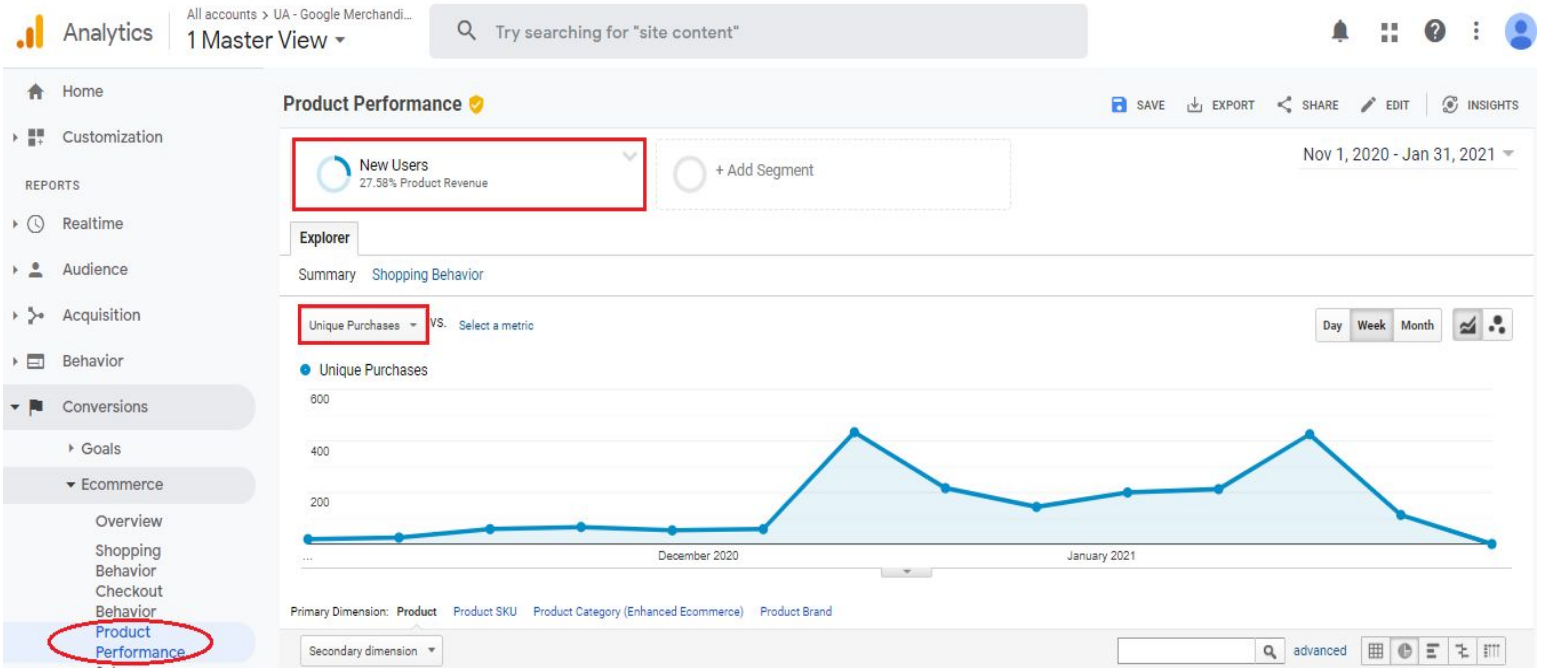
From the screenshot, we can see that Display is the channel with the highest bounce rate (73.34%) and Referral is the channel with the lowest bounce rate (20.50%).

The highest eCommerce conversion rate is from Social channel (4.44%) and The lowest eCommerce conversion rate is from Display channel (0.03%).

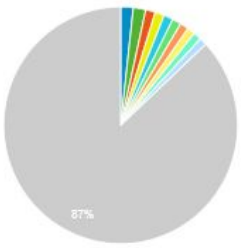
Bounce Rate: represents the percentage of visitors who enter the site and then leave without interaction.

eCommerce conversion rate: is the percentage of users who take a desired action. For instance: conversion rate is the percentage of website visitors who buy something on the site.

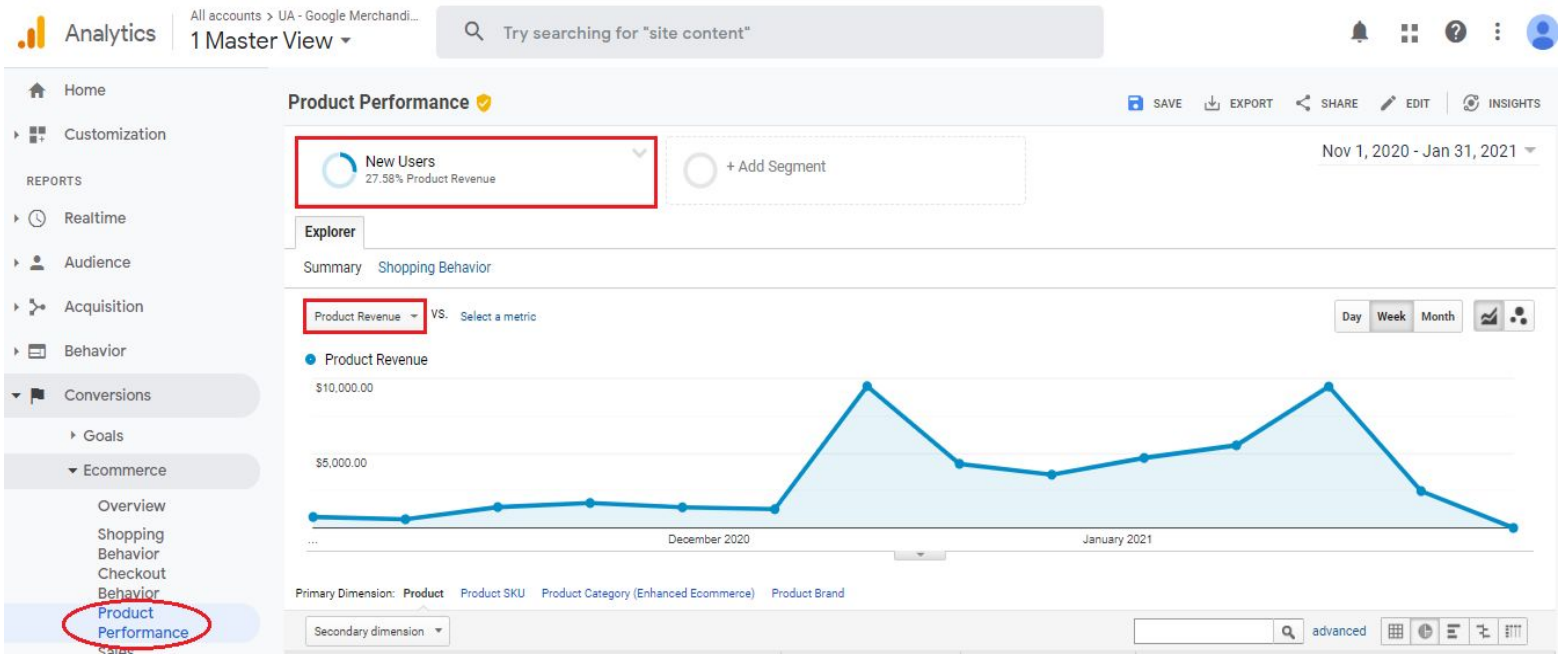
Percentage Display: Conversion



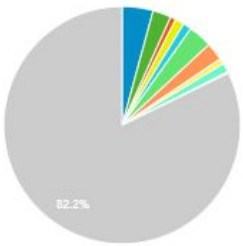
Product	Unique Purchases	Unique Purchases	Contribution to total: Unique Purchases
New Users	2,026 % of Total: 29.26% (6,923)	2,026 % of Total: 29.26% (6,923)	
1. Google Zip Hoodie F/C	35	1.73%	
2. Super G Unisex Joggers	35	1.73%	
3. Google Heathered Pom Beanie	27	1.33%	
4. Google Laptop and Cell Phone Stickers	26	1.28%	
5. Noogler Android Figure	26	1.28%	
6. Google Black Cloud Zip Hoodie	25	1.23%	
7. Google Crewneck Sweatshirt Green	24	1.18%	
8. Google Metallic Notebook Set	22	1.09%	
9. Google Red Speckled Tee	22	1.09%	
10. Google Pen White	21	1.04%	



Percentage Display: Conversion

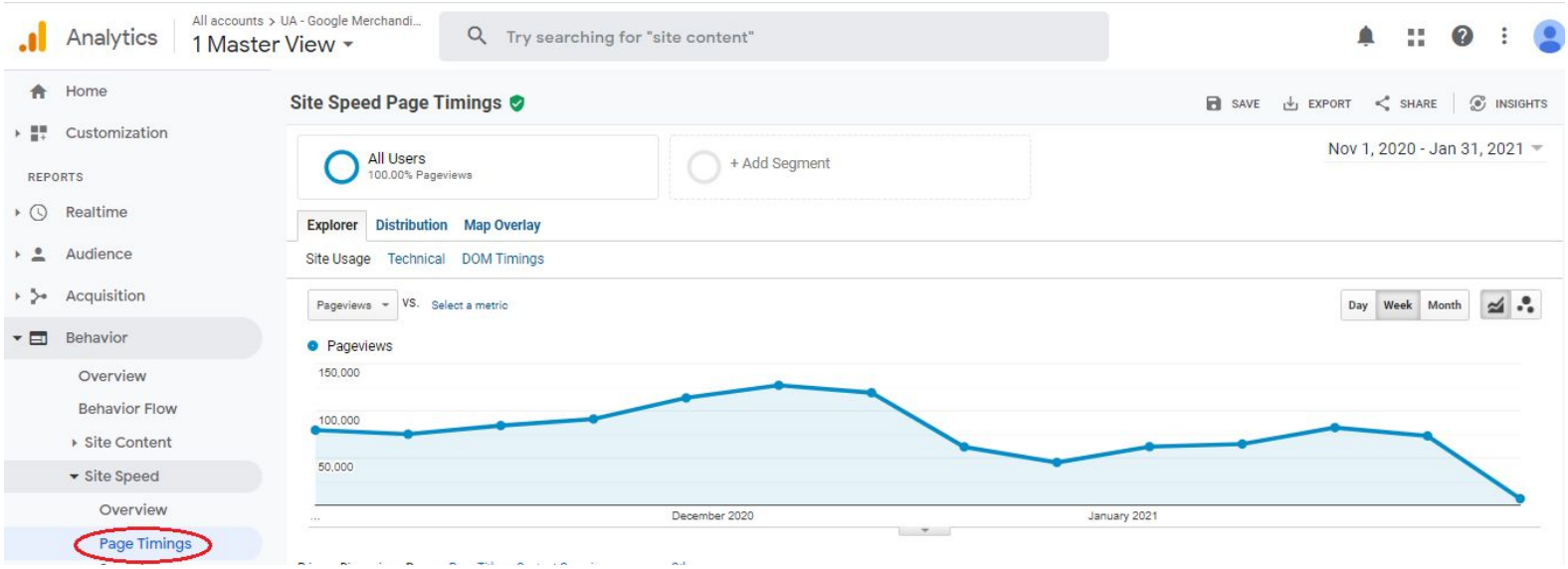


Product	Unique Purchases	Product Revenue	Contribution to total: Product Revenue
New Users	2,026 % of Total: 29.26% (6,923)	$46,482.53 % of Total: 27.58% ($168,520.66)	
1. Google Zip Hoodie F/C	35	4.23%	
2. Super G Unisex Joggers	35	2.50%	
3. Google Heathered Pom Beanie	27	0.76%	
4. Google Laptop and Cell Phone Stickers	26	1.23%	
5. Noogler Android Figure	26	1.16%	
6. Google Black Cloud Zip Hoodie	25	3.24%	
7. Google Crewneck Sweatshirt Green	24	2.46%	
8. Google Metallic Notebook Set	22	0.76%	
9. Google Red Speckled Tee	22	1.24%	
10. Google Pen White	21	0.17%	



Comparison Display: Behavior

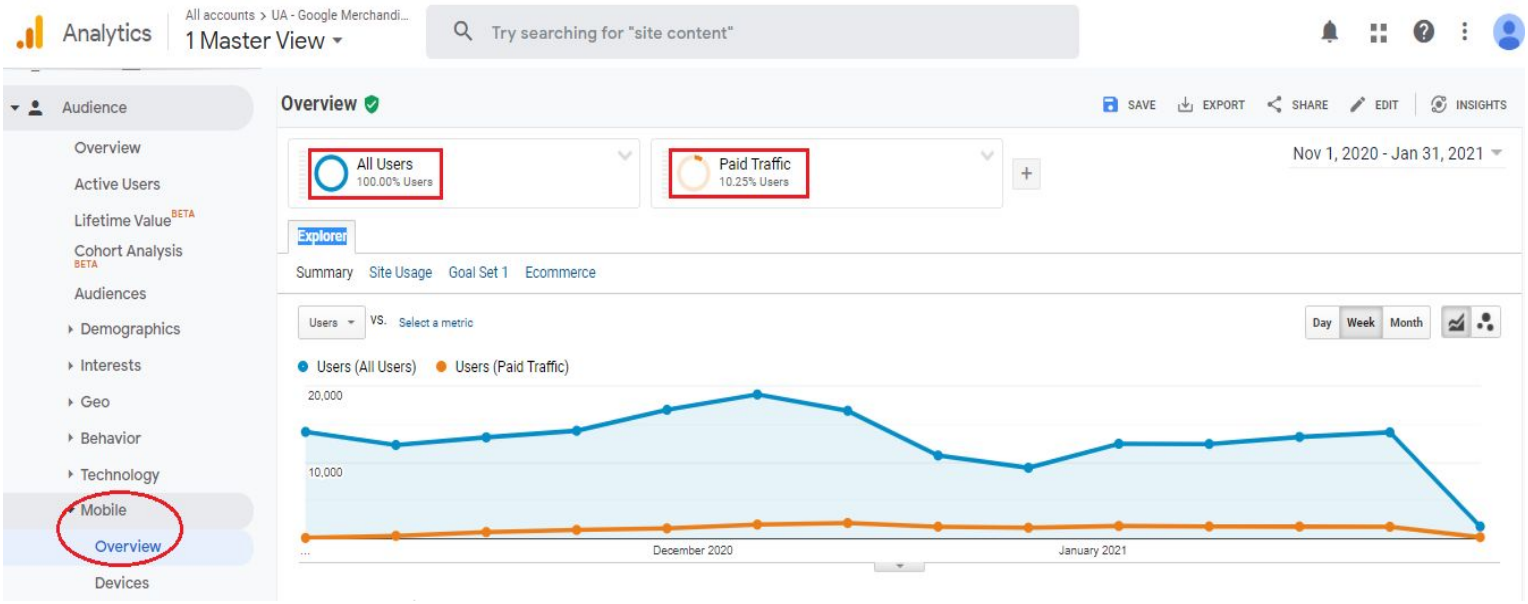
The report below shows the pages “/store.html/quickview” and “/google+redesign/shop+by+brand/youtube” performed badly in terms of Page Load Time, with 159.45% and 59.61% respectively slower than the site average.

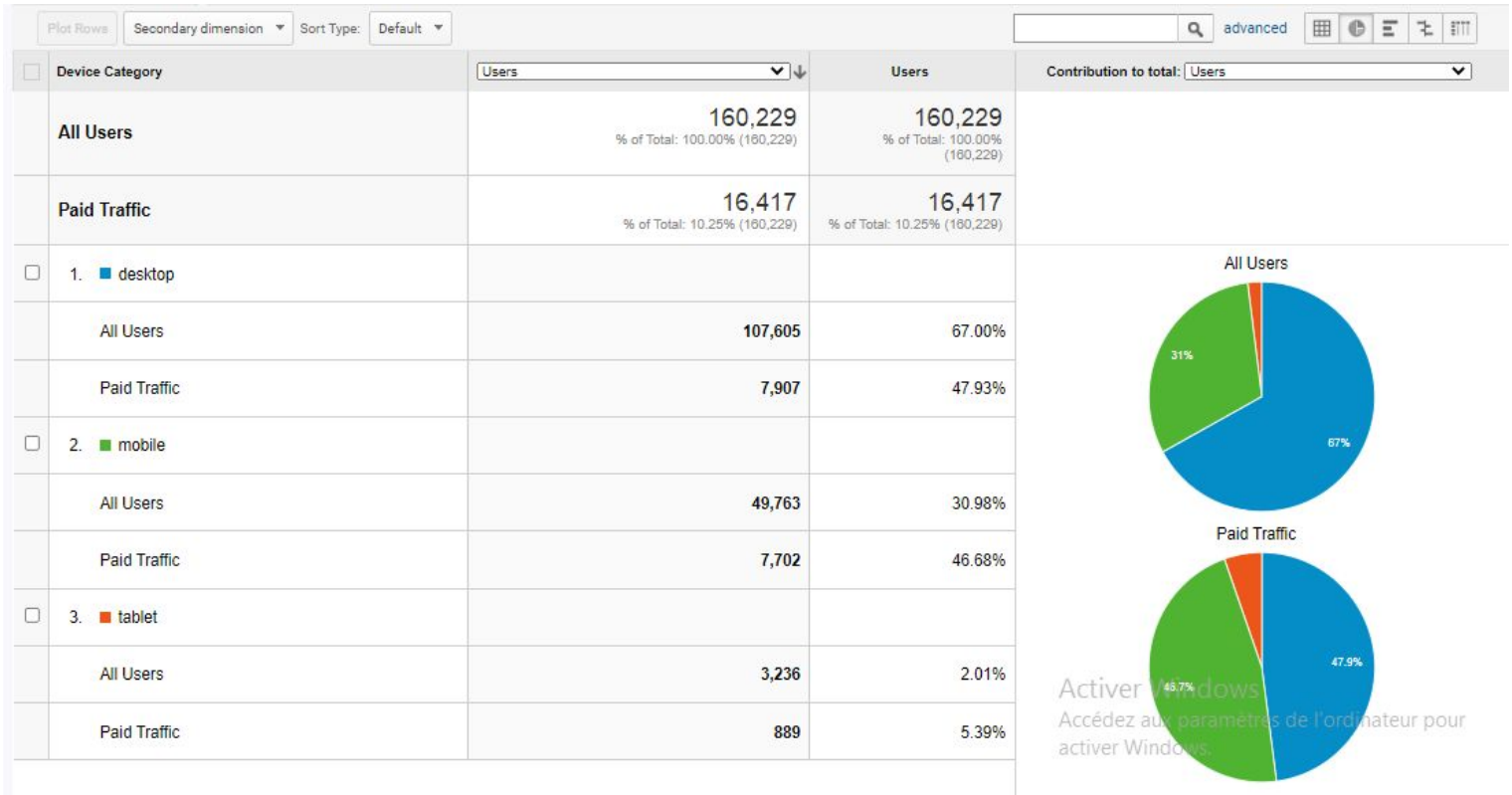


	Page	Pageviews	Avg. Page Load Time (sec) (compared to site average)
		1,088,254 % of Total: 100.00% (1,088,254)	4.50 Avg for View: 4.50 (0.00%)
1.	/home	120,432	-0.01%
2.	/basket.html	71,568	-37.56%
3.	/google+redesign/apparel/mens/quickview	51,603	-17.74%
4.	/store.html	51,341	-7.87%
5.	/google+redesign/apparel/mens	48,335	-17.00%
6.	/store.html/quickview	36,810	159.45%
7.	/google+redesign/apparel	34,559	8.07%
8.	/google+redesign/new	29,088	-27.72%
9.	/signin.html	29,059	-49.71%
10.	/google+redesign/shop+by+brand/youtube	27,509	59.61%

Percentage Display: Audience

Mobile/Overview Report: 1 Nov 2020 to 31 Jan 2021

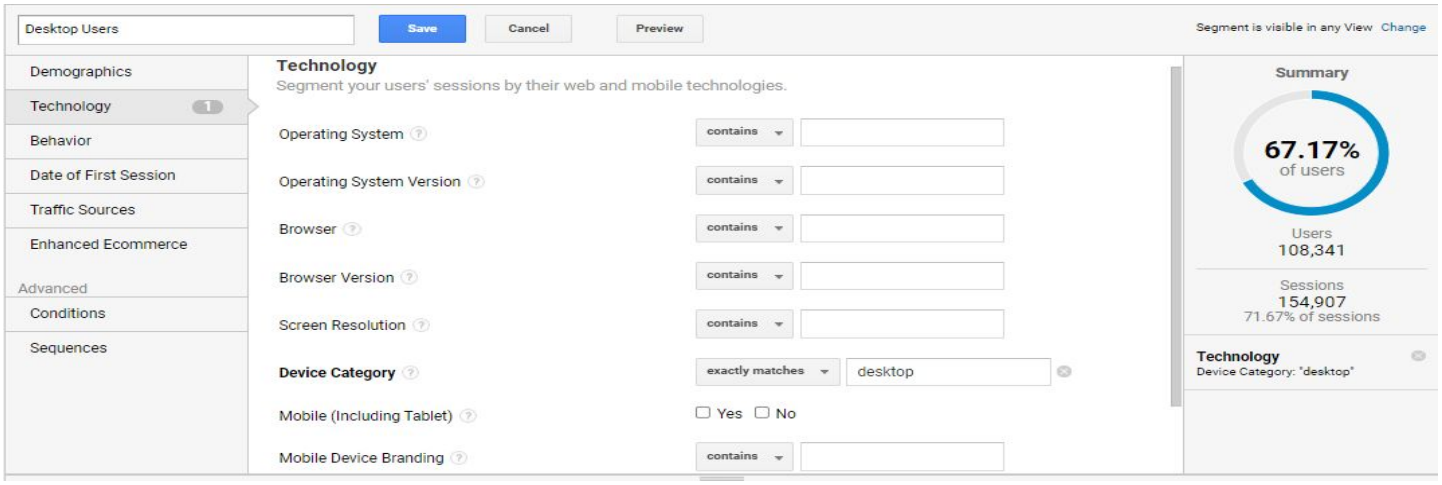


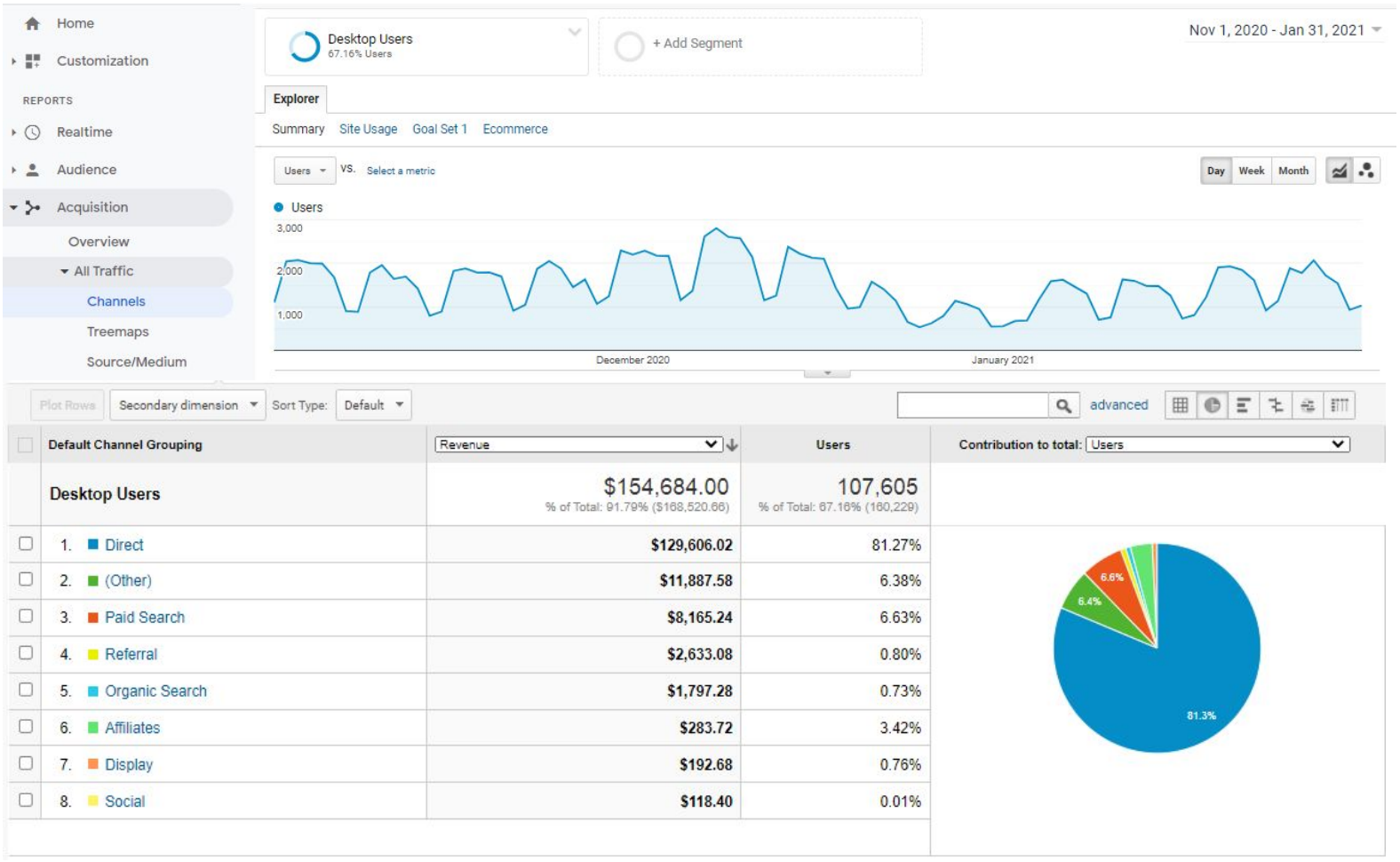


Activer Windows
Accédez aux paramètres de l'ordinateur pour activer Windows.

Part Three: Segmentation

Audience Segment: Characteristic





Audience Segment: Characteristic

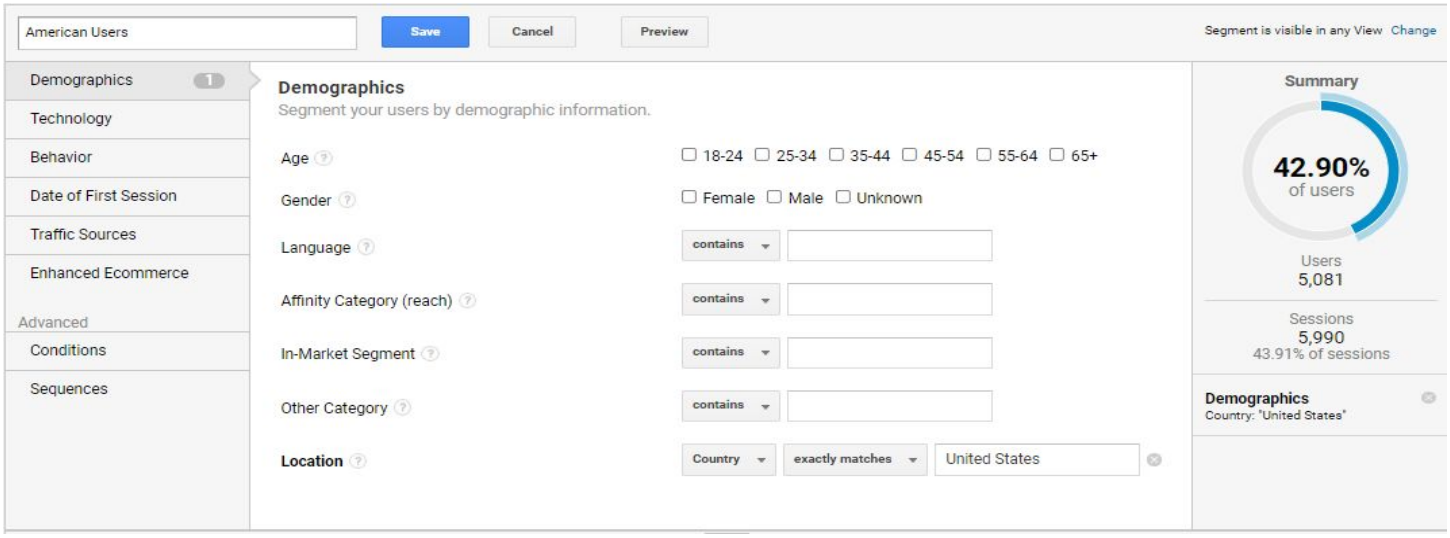
This segment indicates Desktop Users who use desktop devices instead of mobiles or tablets to visit Google Merchandise Store.

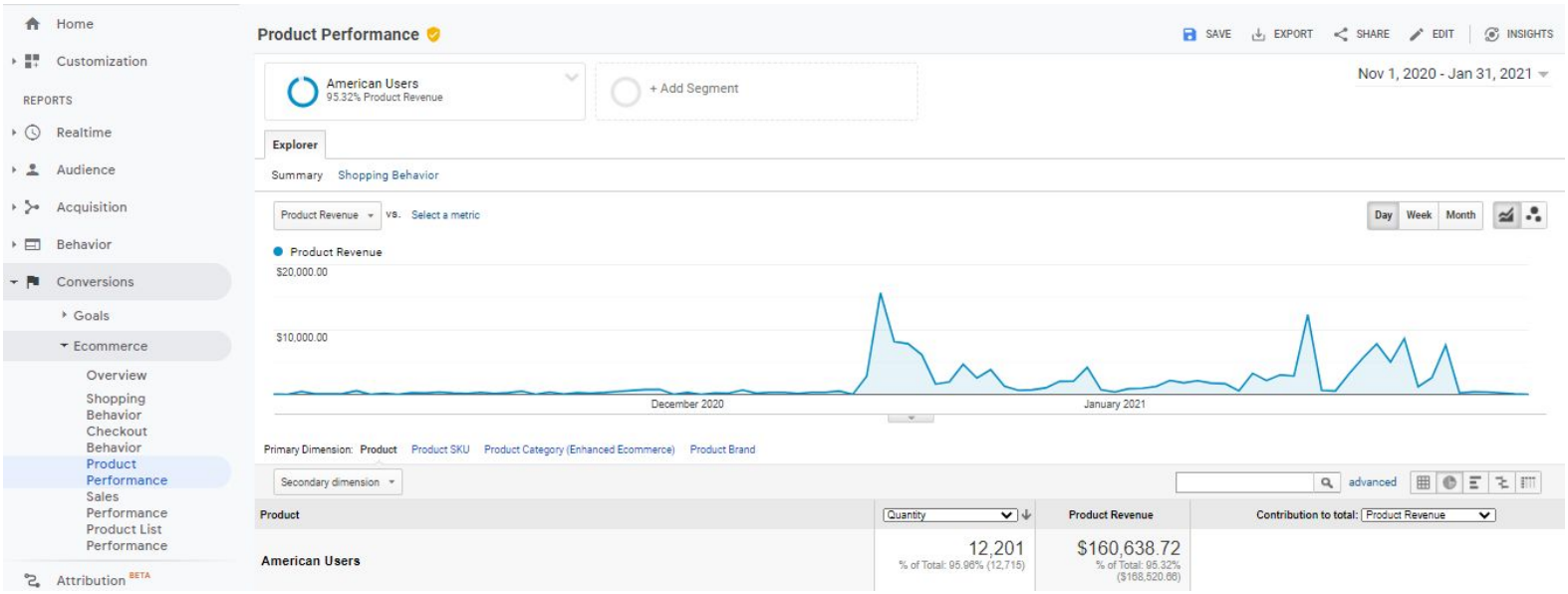
The summary shows that 67.17% are Desktop Users which is a significant user base.

We can observe from the screenshots that:

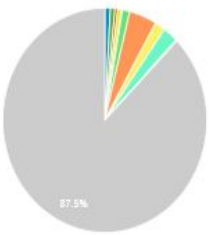
- The revenue generated by Desktop Users from 1 Nov 2020 to 31 Jan 2021 is 154,684.00$ which is 91.79% of the total revenue.
- 81.27% of Desktop users comes from Direct channel and that means the majority of the traffic arrived on the site probably by typing the website URL into a browser or through browser bookmarks.

Audience Segment: Geography





1.	Google Pride Sticker	2,338	0.87%
2.	Keyboard DOT Sticker	727	0.73%
3.	Google Laptop and Cell Phone Stickers	258	0.46%
4.	Google Metallic Notebook Set	189	0.58%
5.	Google Pen White	160	0.15%
6.	Google Heathered Pom Beanie	151	1.15%
7.	Google Zip Hoodie F/C	139	4.36%
8.	Google Canteen Bottle Black	132	1.65%
9.	Super G Unisex Joggers	122	2.36%
10.	Google Cloud Pen	98	0.16%



Audience Segment: Geography

For the time period selected, a segment based on country (USA) was created.

This segment indicates the users who live in America and visited Google Merchandise Store. .

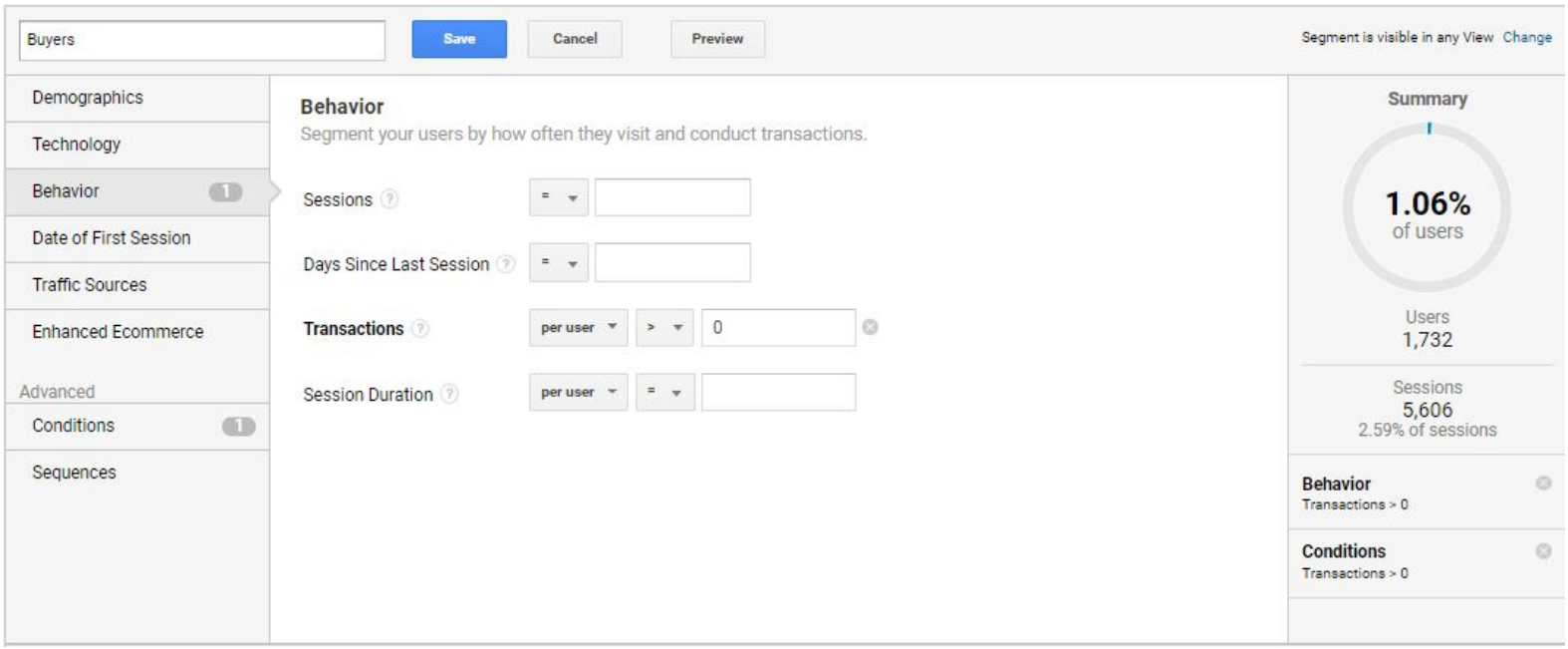
The summary shows that 42.90% are American Users which almost the half.

From The report above, we can see:

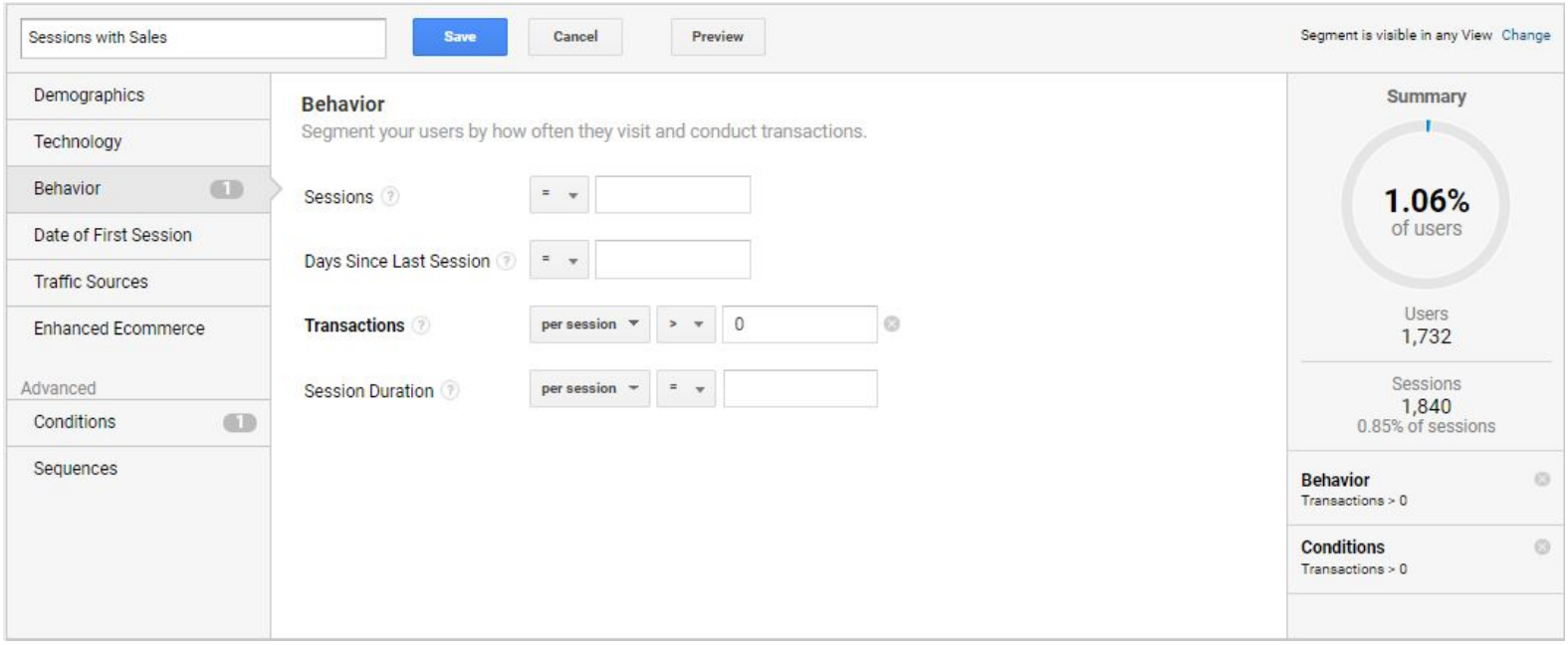
- From 1 Nov 2020 to 31 Jan 2021, the quantity of products being sold in total is 12,715 which 95.96% of products were purchased by American Users with a revenue of 160,638.72$.
- The best selling product in the three month period by American Users is Google Pride Sticker with quantity of 2,338.

Audience Segment: User Behavior

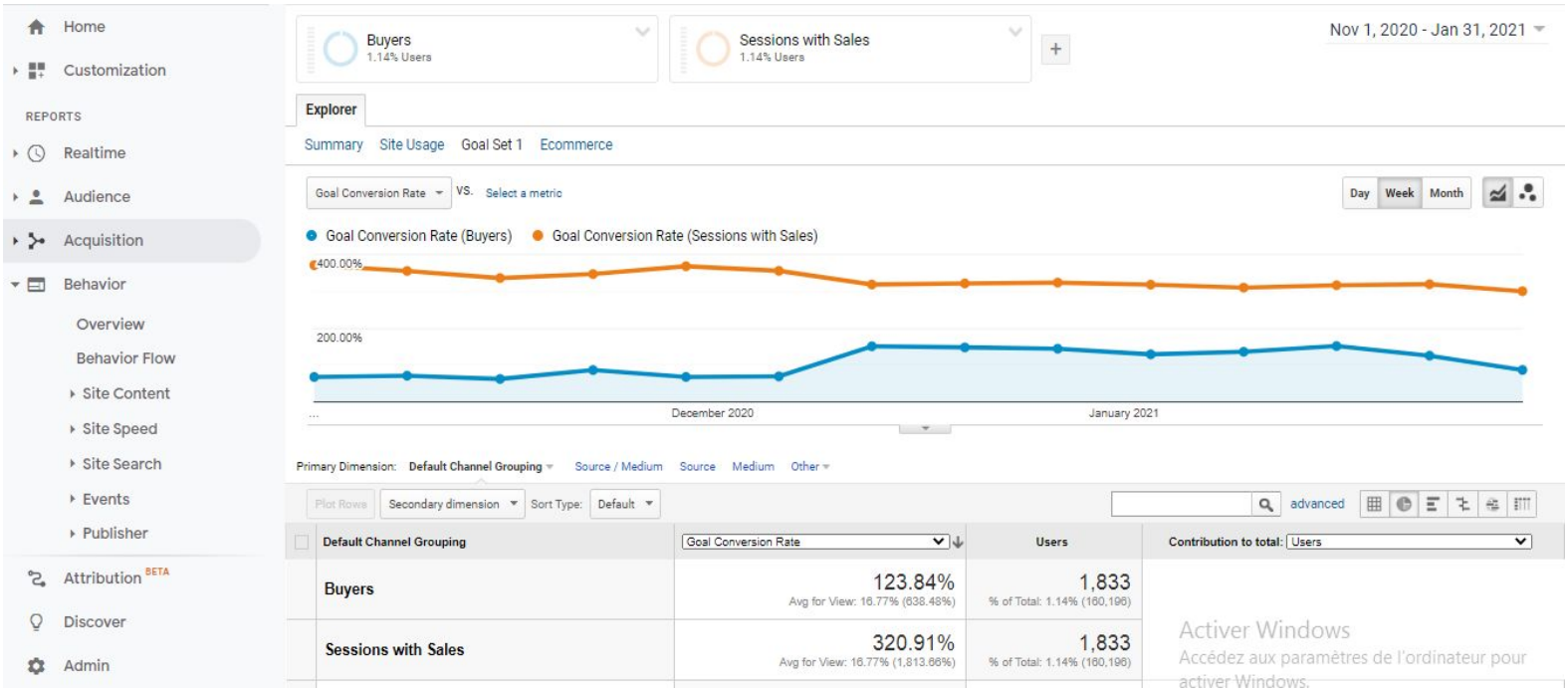
Segment: Buyers (Users scoped)



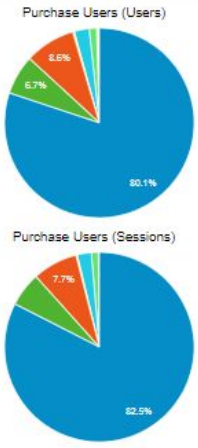
Segment: Sessions with sales (Sessions scoped)



Audience Segment: User Behavior



1. Direct		
Purchase Users (Users)	131.74%	80.11%
Purchase Users (Sessions)	322.84%	82.51%
2. Paid Search		
Purchase Users (Users)	114.44%	6.73%
Purchase Users (Sessions)	317.24%	5.83%
3. (Other)		
Purchase Users (Users)	107.08%	8.62%
Purchase Users (Sessions)	314.91%	7.68%
4. Affiliates		
Purchase Users (Users)	100.00%	0.25%
Purchase Users (Sessions)	350.00%	0.22%
5. Referral		
Purchase Users (Users)	90.51%	2.55%
Purchase Users (Sessions)	295.74%	2.40%
6. Organic Search		
Purchase Users (Users)	59.09%	1.27%
Purchase Users (Sessions)	296.00%	1.20%
7. Social		
Purchase Users (Users)	53.85%	0.10%
Purchase Users (Sessions)	300.00%	0.11%
8. Display		
Purchase Users (Users)	50.00%	0.36%
Purchase Users (Sessions)	300.00%	0.05%



Audience Segment: User Behavior

Buyers and Sessions with Sales segments created based on Transactions, one with Users scope and the other with Sessions scope.

These behavior segments indicate the sales activity on the website and track Google Merchandise ecommerce store performance.

Buyers is a segment of users who made a purchase in one or more sessions.

Sessions with Sales is a segment of sessions where a purchase occurred.

The summary shows that only 1.06% of users completed a purchase.

From the report, we can see that The average goal conversion rate is 123.84% for the Buyers segment and for the Sessions with sales segment the average goal conversion rate is 309.91%.

If we compare the goal conversion rate metric between the two segments for the different channels we can observe that the numbers of Sessions with sales are way higher than the numbers of Buyers segment. We wan also see that for Buyers segment, The highest number of goal conversion rate came from Direct channel

Audience Segment: User Behavior

And for the sessions with sales segment the goal conversion rate came from Affiliates channel.

ANND Portfolio

Advanced Displays, Segmentation & Filtering