

# Google Analytics



Advanced Displays,  
Segmentation & Filtering






# Part One: Primary Views & Filters

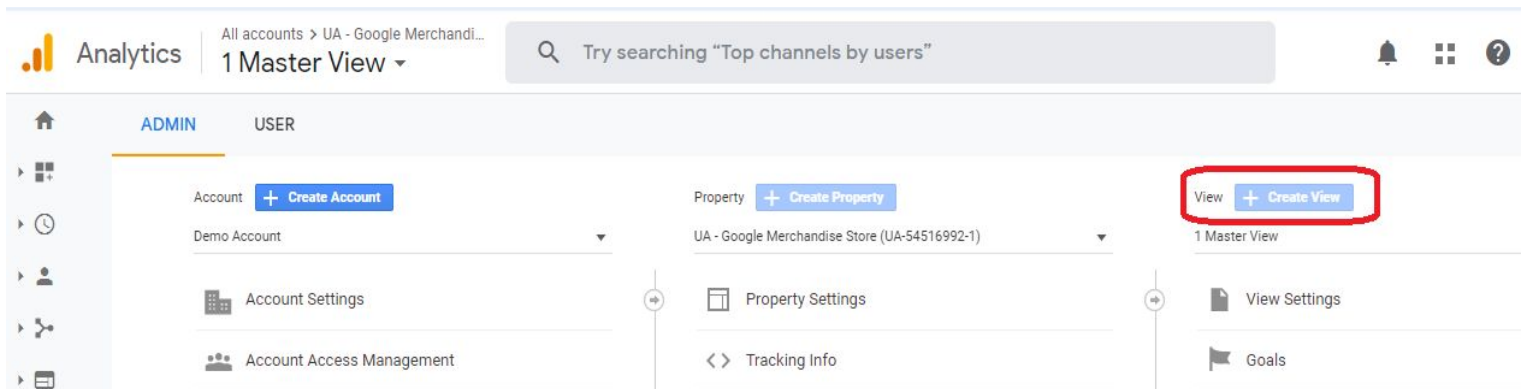
---

# 1. Best Practice Check: Three Primary Views

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

All	Favorites	Recents	Search	Visit Platform Home
Analytics				
	Demo Account > UA - Google Merchandise Store 3 Raw Data View	Tracking ID UA-54516992-1	No organization	★
	Demo Account > UA - Google Merchandise Store 1 Master View	Tracking ID UA-54516992-1	No organization	★
	Demo Account > UA - Google Merchandise Store 2 Test View	Tracking ID UA-54516992-1	No organization	★

**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:**



The screenshot shows the Google Analytics Admin interface. The top navigation bar includes 'Analytics', 'All accounts > UA - Google Merchandise Store', and a search bar. Below the navigation bar, the 'ADMIN' tab is selected. The main content area is divided into three columns: Account, Property, and View. The 'View' column shows '1 Master View' and a '+ Create View' button, which is highlighted with a red box. The 'Account' column shows 'Demo Account' and options for 'Account Settings' and 'Account Access Management'. The 'Property' column shows 'UA - Google Merchandise Store (UA-54516992-1)' and options for 'Property Settings' and 'Tracking Info'.

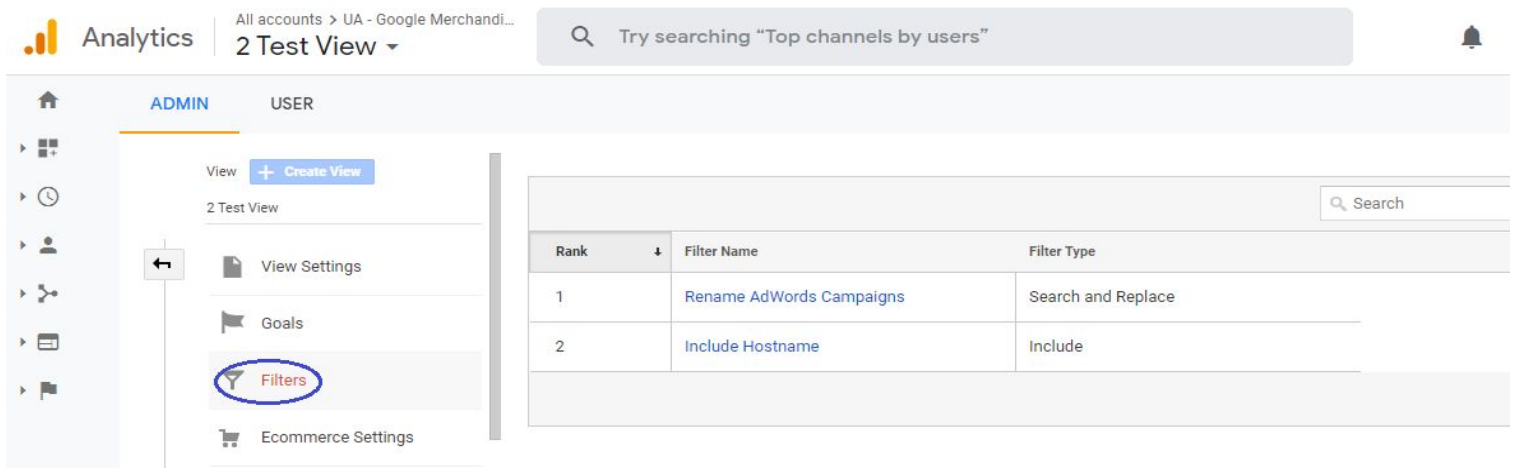
## 2. Best Practice Check: Filtering Internal Traffic

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 field
- 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.



The screenshot shows the Google Analytics Admin interface. At the top, there's a navigation bar with 'Analytics' and '2 Test View'. Below this, there's a sidebar with 'ADMIN' and 'USER' tabs. The 'ADMIN' tab is selected, and the 'Filters' option is highlighted in the left sidebar. The main content area shows a table with two filters:

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



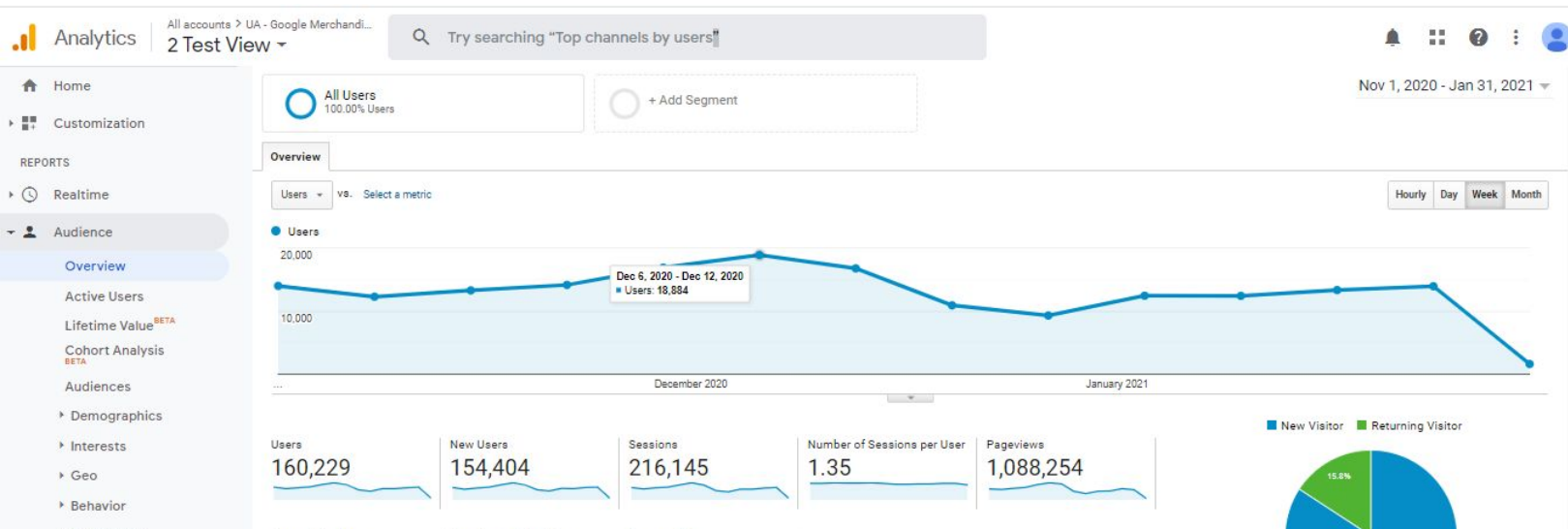
# Part Two: Data Exploration

---

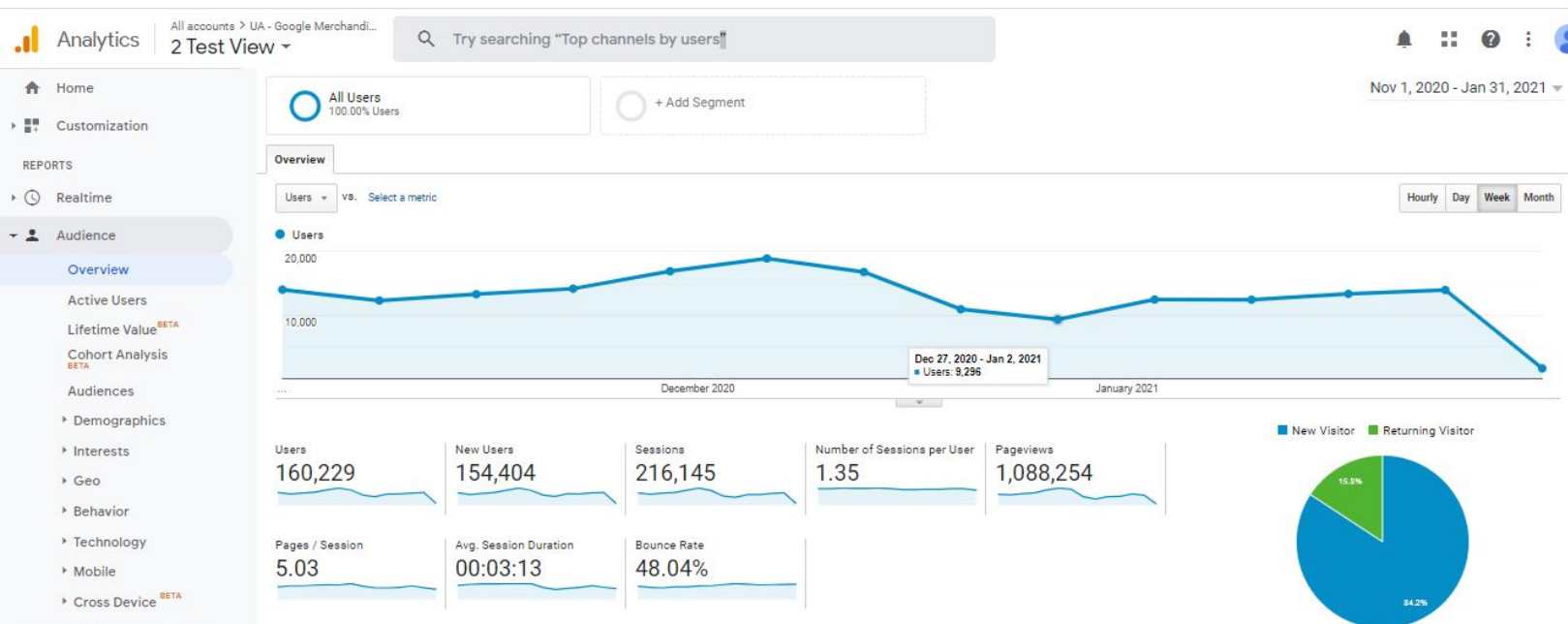
# Standard Display - Audience

**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

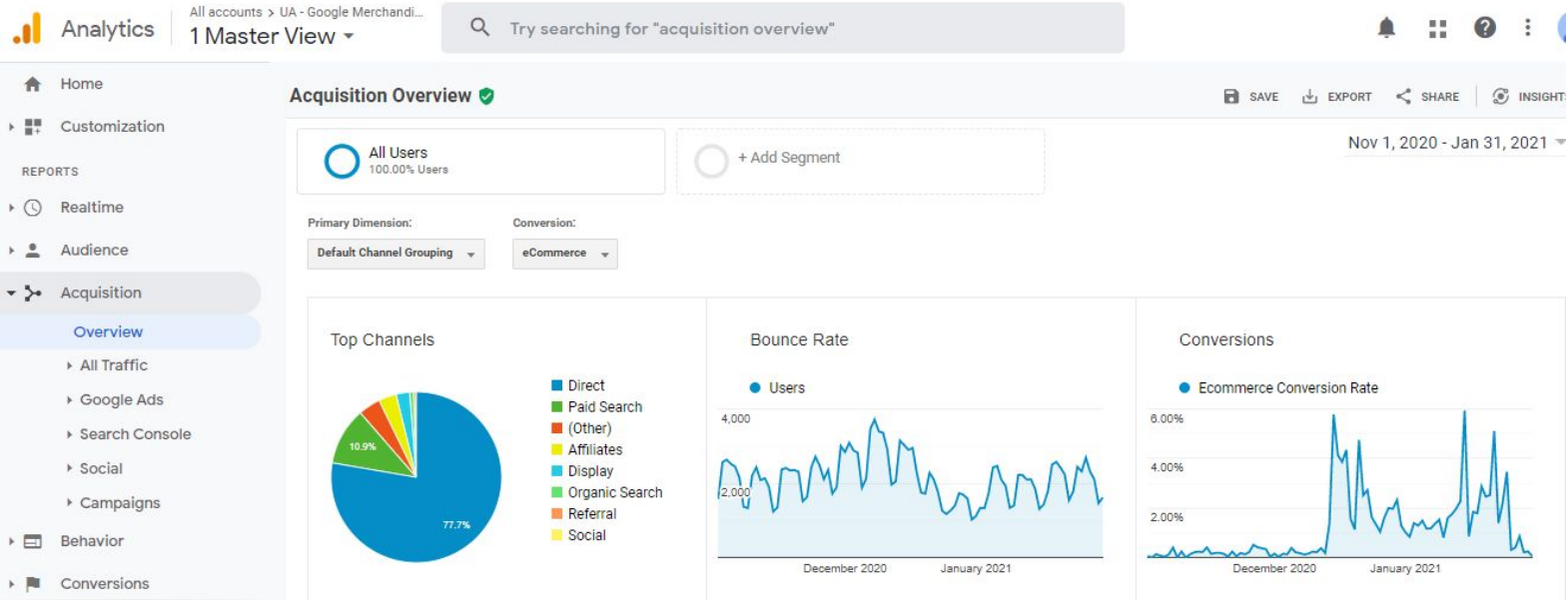
Do you have any ideas why certain trends are associated with these specific weeks?









The number of visitors peaked on the 2<sup>nd</sup> 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 27<sup>th</sup> December to 2<sup>nd</sup> 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?

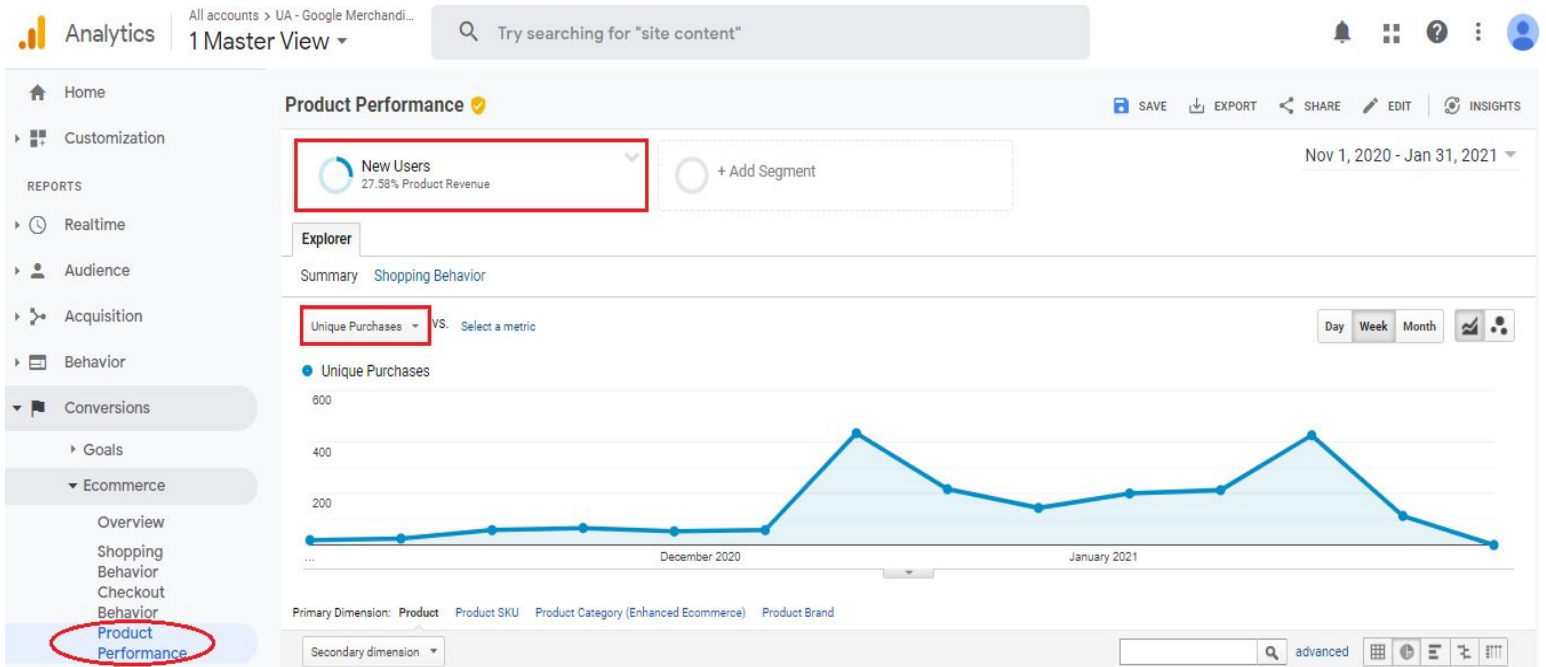
From the screenshot, we can see that Display is the channel with the highest bounce rate (73.34%) and Referral is the channel with the lowest bounce rate (20.50%).

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.

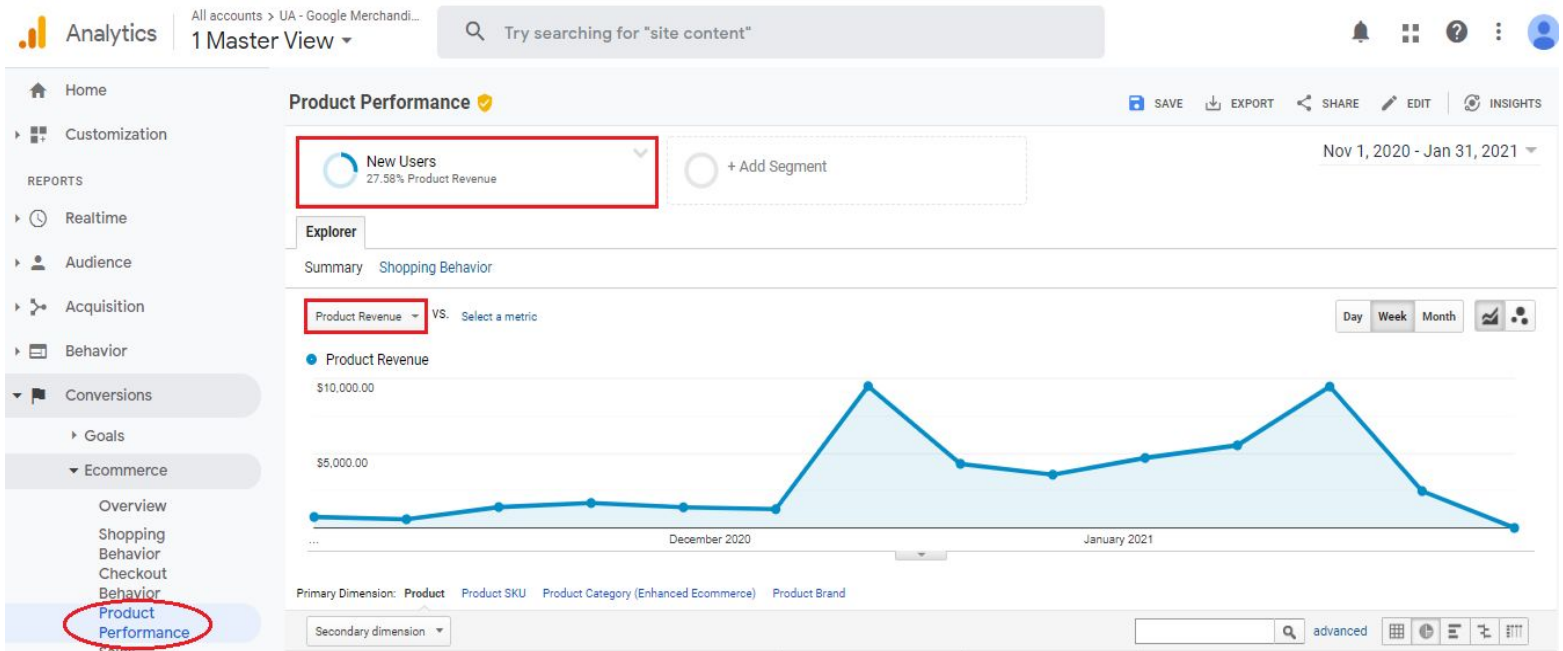
**eCommerce conversion rate:** is the percentage of users who take a desired action. For instance: conversion rate is the percentage of website visitors who buy something on the site.

# Percentage Display: Conversion



Product	Unique Purchases	Unique Purchases	Contribution to total: Unique Purchases
<b>New Users</b>	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%	

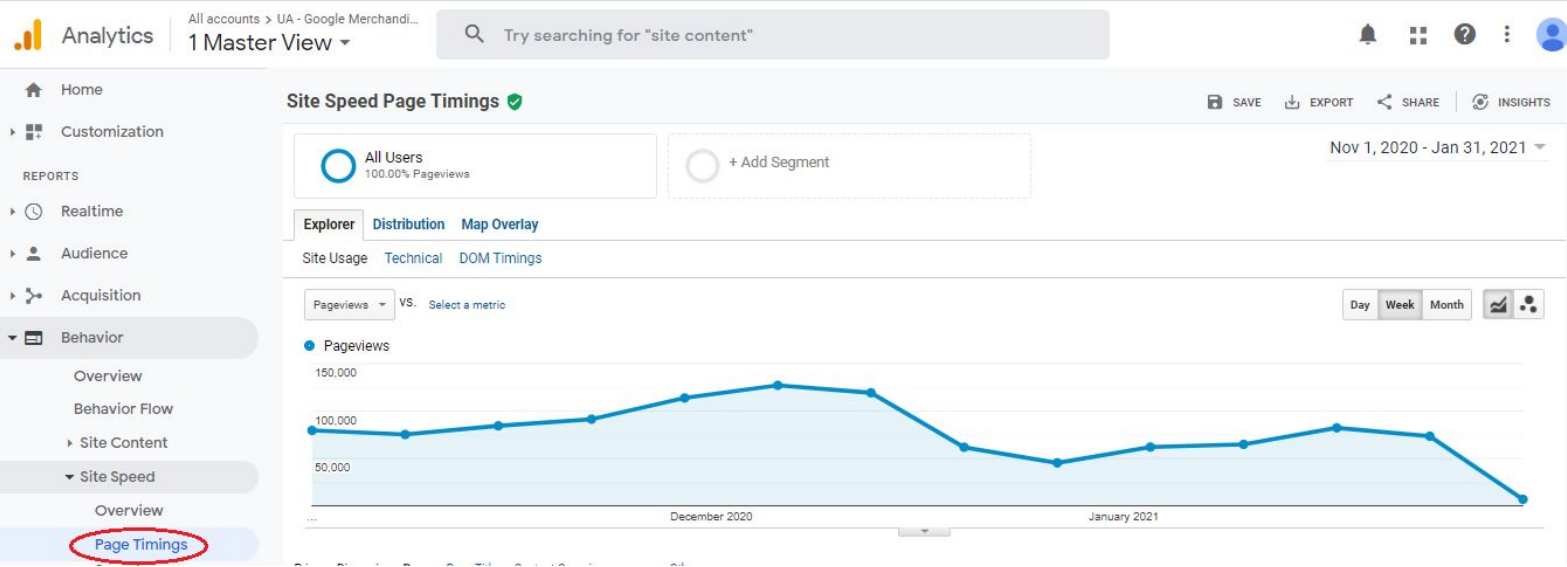
# Percentage Display: Conversion



Product	Unique Purchases	Product Revenue	Contribution to total: Product Revenue
<b>New Users</b>	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

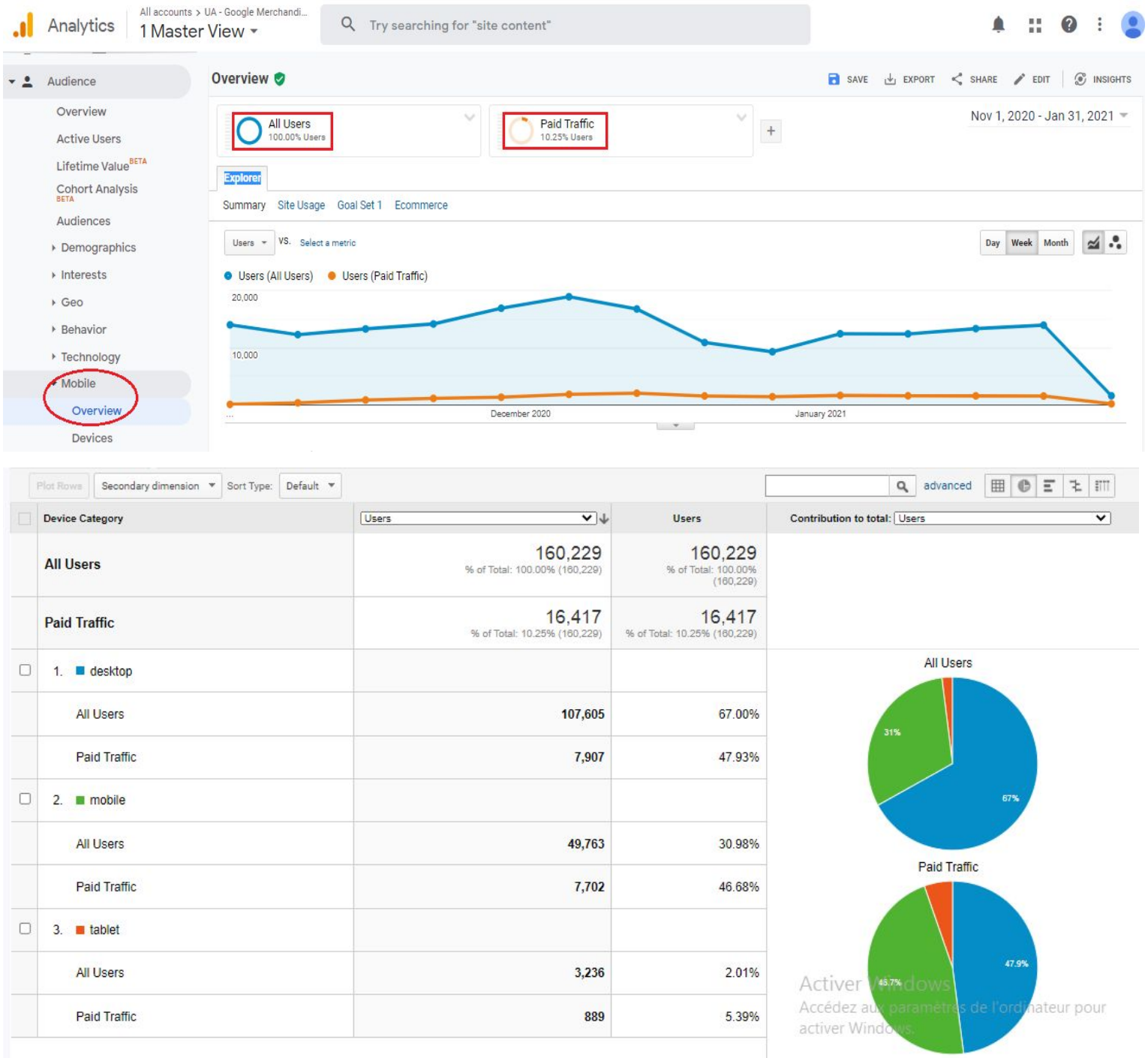
The report below shows the pages “/store.html/quickview” and “/google+redesign/shop+by+brand/youtube” performed badly in terms of Page Load Time, with 159.45% and 59.61% respectively slower than the site average.



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





# Part Three: Segmentation

---



# Audience Segment: Characteristic

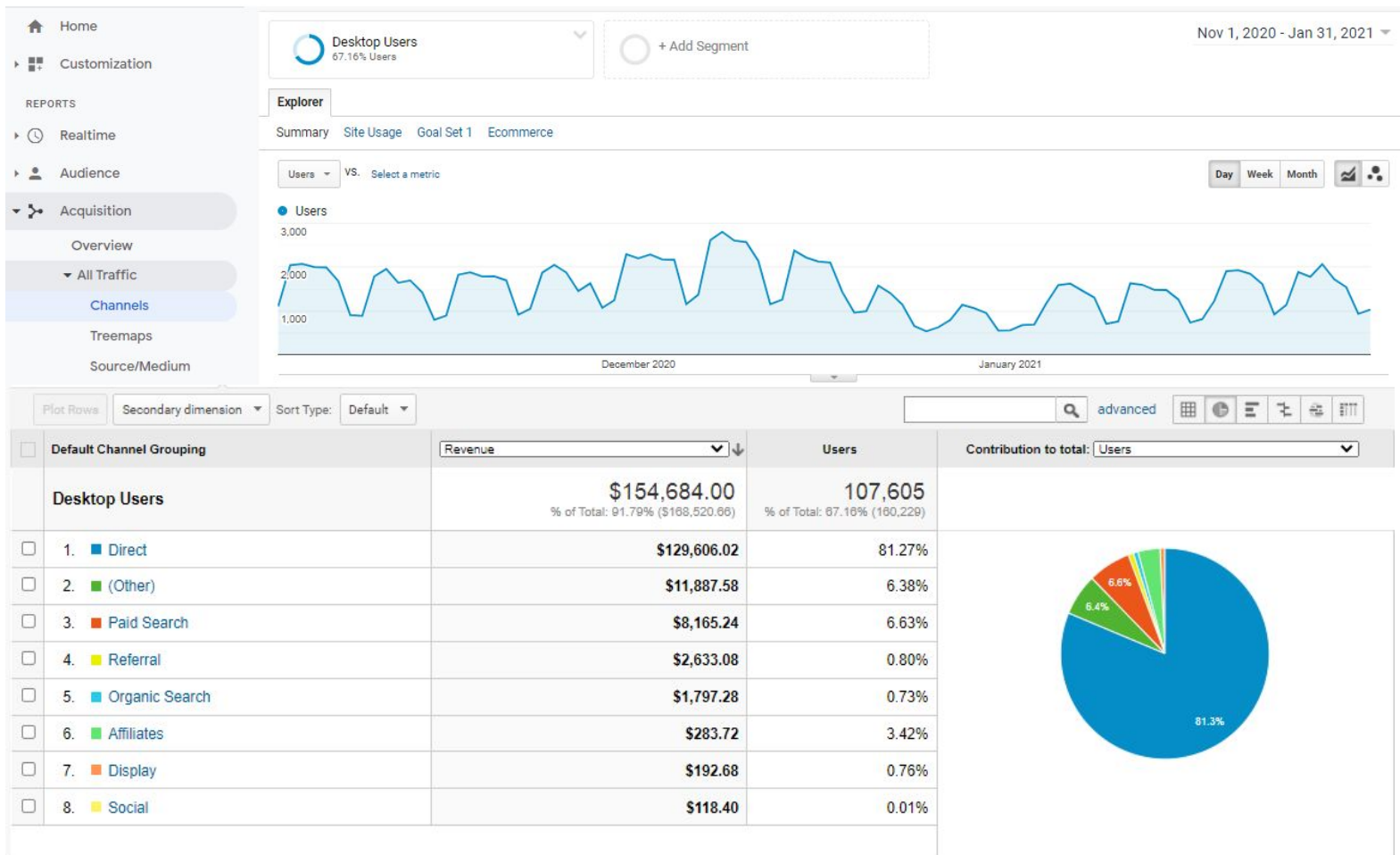
Desktop Users
Save Cancel Preview
Segment is visible in any View Change

Demographics
Technology 1
Behavior
Date of First Session
Traffic Sources
Enhanced Ecommerce
Advanced
Conditions
Sequences

**Technology**  
Segment your users' sessions by their web and mobile technologies.

Operating System contains  
Operating System Version contains  
Browser contains  
Browser Version contains  
Screen Resolution contains  
Device Category exactly matches desktop  
Mobile (Including Tablet) Yes No  
Mobile Device Branding contains

**Summary**  
67.17% of users  
Users 108,341  
Sessions 154,907 71.67% of sessions  
**Technology**  
Device Category: 'desktop'



# 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

American Users

Save Cancel Preview

Segment is visible in any View Change

Demographics

Technology

Behavior

Date of First Session

Traffic Sources

Enhanced Ecommerce

Advanced

Conditions

Sequences

Demographics

Segment your users by demographic information.

Age

☐ 18-24
 ☐ 25-34
 ☐ 35-44
 ☐ 45-54
 ☐ 55-64
 ☐ 65+

Gender

☐ Female
 ☐ Male
 ☐ Unknown

Language

contains

Affinity Category (reach)

contains

In-Market Segment

contains

Other Category

contains

Location

Country

exactly matches

United States

Summary

42.90%

of users

Users

5,081

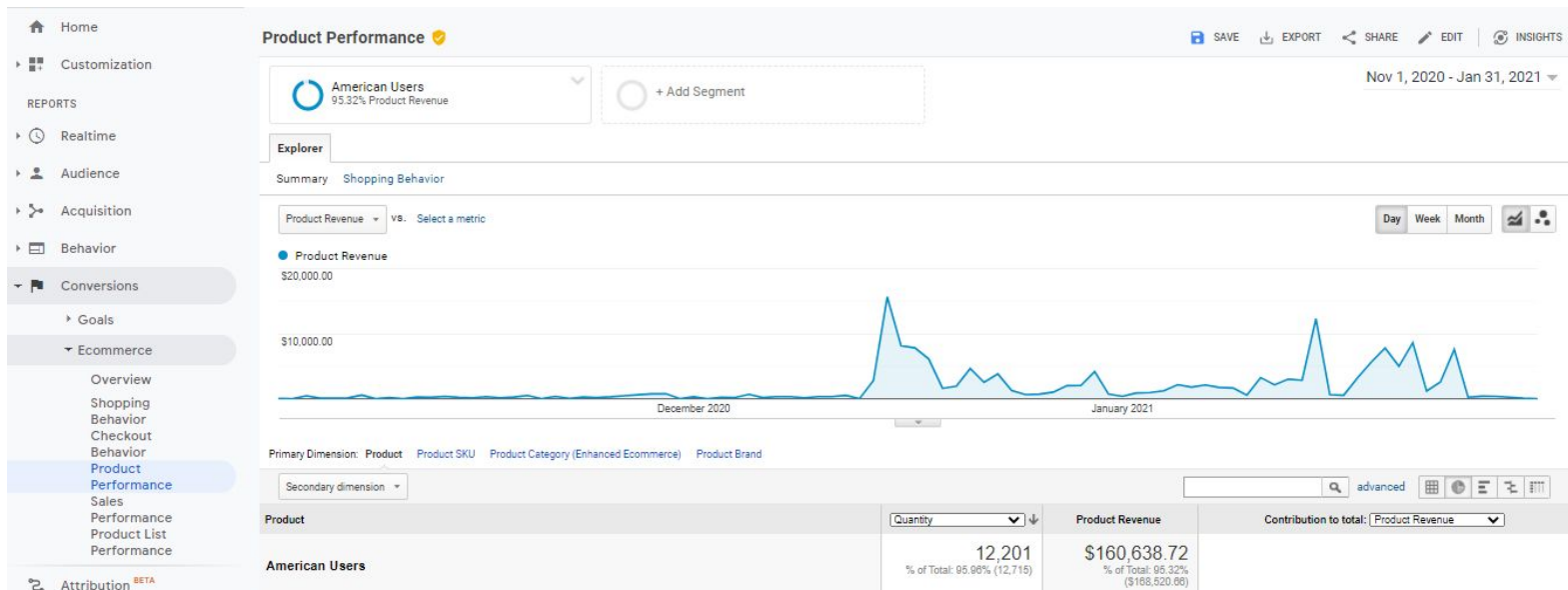
Sessions

5,990

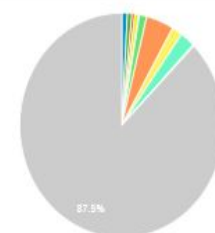
43.91% of sessions

Demographics

Country: "United States"



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	4.38%
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)

Save
Cancel
Preview
Segment is visible in any View [Change](#)

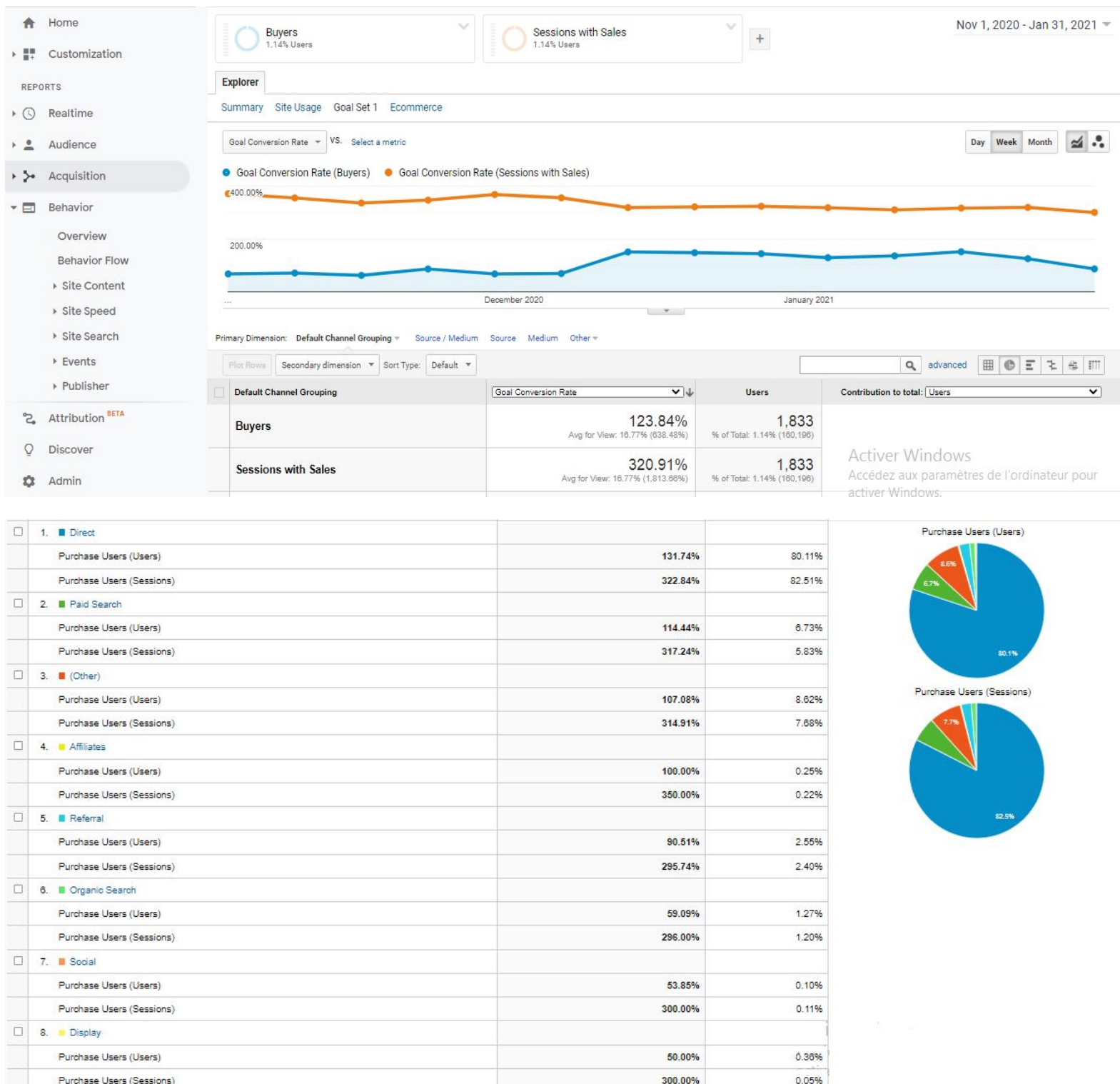
Demographics	<b>Behavior</b> Segment your users by how often they visit and conduct transactions.  Sessions ? <input type="text"/> = <input type="text"/>  Days Since Last Session ? <input type="text"/> = <input type="text"/>  Transactions ? <input type="text"/> per user > <input type="text"/> 0  Session Duration ? <input type="text"/> per user = <input type="text"/>	<b>Summary</b> <div> <div>1.06%</div> <div>of users</div> </div> Users 1,732
Technology		<b>Behavior</b> Transactions > 0
Behavior 1		<b>Conditions</b> Transactions > 0
Date of First Session		
Traffic Sources		
Enhanced Ecommerce		
Advanced		
Conditions 1		
Sequences		

## Segment: Sessions with sales (Sessions scoped)

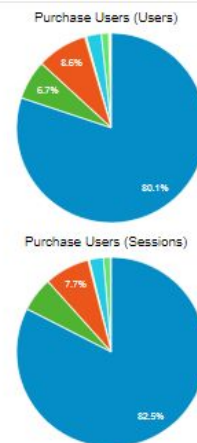
Save
Cancel
Preview
Segment is visible in any View [Change](#)

Demographics	<b>Behavior</b> Segment your users by how often they visit and conduct transactions.  Sessions ? <input type="text"/> = <input type="text"/>  Days Since Last Session ? <input type="text"/> = <input type="text"/>  Transactions ? <input type="text"/> per session > <input type="text"/> 0  Session Duration ? <input type="text"/> per session = <input type="text"/>	<b>Summary</b> <div> <div>1.06%</div> <div>of users</div> </div> Users 1,732
Technology		<b>Behavior</b> Transactions > 0
Behavior 1		<b>Conditions</b> Transactions > 0
Date of First Session		
Traffic Sources		
Enhanced Ecommerce		
Advanced		
Conditions 1		
Sequences		

# Audience Segment: User Behavior



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



# 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 can 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