

Google Analytics



Project: Navigating,
Reports, & Dashboards



Part One: Primary Views & Filters

Google Analytics 3 View on Demo Account

- There is 3 View in Google Analytics But I cant add view I don't have permission

The screenshot displays the Google Analytics Admin interface. At the top, the 'Analytics' header shows 'All accounts > Google Merchandise St...' and '1 Master View'. A search bar prompts 'Try searching "How to create an event"'. The main content area is divided into three columns: 'Account', 'Property', and 'View'. The 'View' column is active, showing a dropdown menu with three options: '1 Master View', '2 Test View', and '3 Raw Data View'. The 'Account' column lists 'Demo Account' with options for 'Account Settings', 'Account User Management', 'All Filters', and 'Trash Can'. The 'Property' column lists 'Google Merchandise Store' with options for 'Property Settings', 'Tracking Info', and 'PRODUCT LINKING' (Google Ads Linking, AdSense Linking, Ad Exchange Linking, All Products, Audience Definitions, Custom Definitions). The footer shows '© 2020 Google' and links to 'Analytics home', 'Terms of Service', 'Privacy Policy', and 'Send feedback'.

How to apply filter in view but this demo account I cant create filter on data

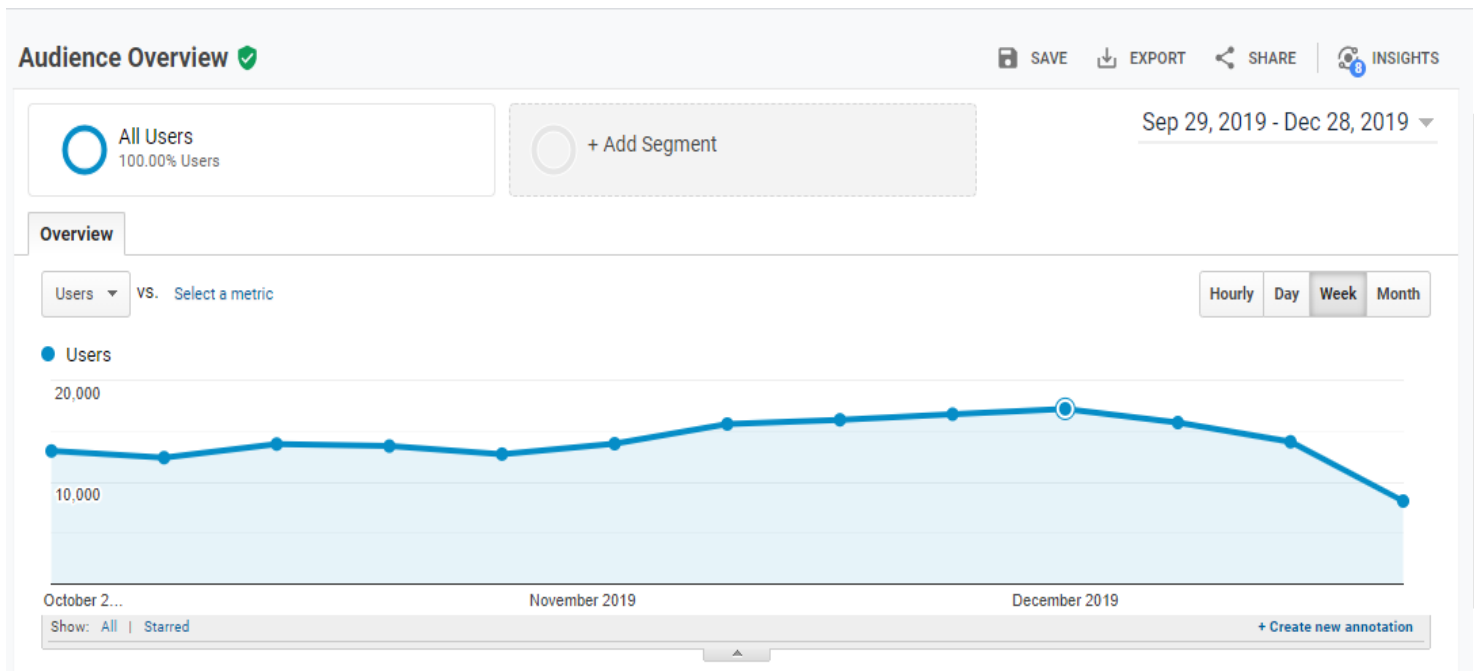
<input type="text" value="Search"/>		
Rank	Filter Name	Filter Type
1	Rename AdWords Campaigns	Search and Replace
2	Include Hostname	Include



Data Exploration

Standard Display - Audience

From the Audience Overview Report, select a three month time period you would like to explore. Which week had the most visitors, and which week had the fewest visitors to your site?



Users

165,484

New Users

158,297

Sessions

222,862

Number of Sessions per User

1.35

Pageviews

935,505

Pages / Session

4.20

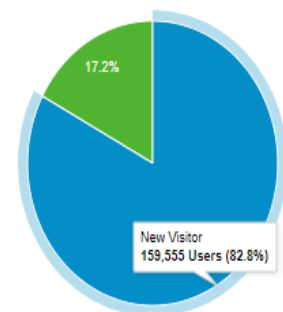
Avg. Session Duration

00:02:54

Bounce Rate

45.32%

■ New Visitor ■ Returning Visitor



Standard Display - Audience

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

There is a little increase in visitors as we can see in week views

- in week 10 from 1-7 December 2019 with 17200 user
- In week 13 from 22-28 December 2019 with 8147 user

The drop of user may back to Christmas and new year

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?

<div> Plot Rows Secondary dimension Sort Type: Default Advanced Filter ON edit </div>									
Default Channel Grouping	Acquisition			Behavior			Conversions	eCommerce	
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Ecommerce Conversion Rate ?	Transactions ?	Revenue ?
	135,366 % of Total: 81.83% (165,418)	124,620 % of Total: 78.75% (158,254)	178,512 % of Total: 80.20% (222,588)	48.05% Avg for View: 45.38% (5.89%)	4.08 Avg for View: 4.20 (-2.91%)	00:02:47 Avg for View: 00:02:54 (-3.51%)	0.13% Avg for View: 0.15% (-16.63%)	226 % of Total: 66.86% (338)	\$10,553.50 % of Total: 53.53% (19,716.55)
Organic Search	95,756 (68.52%)	87,935 (70.56%)	117,389 (65.76%)	53.42%	3.50	00:02:21	0.17%	204 (90.27%)	\$9,552.85 (90.52%)
Referral	22,189 (15.88%)	17,189 (13.79%)	34,495 (19.32%)	26.90%	6.42	00:04:38	0.00%	0 (0.00%)	\$0.00 (0.00%)
Social	7,947 (5.69%)	7,574 (6.08%)	8,843 (4.95%)	66.03%	2.50	00:01:15	0.02%	2 (0.88%)	\$36.60 (0.35%)
Paid Search	7,287 (5.21%)	5,906 (4.74%)	10,218 (5.72%)	28.56%	5.58	00:03:42	0.20%	20 (8.85%)	\$964.05 (9.13%)
Affiliates	4,497 (3.22%)	4,095 (3.29%)	5,193 (2.91%)	60.89%	2.32	00:02:12	0.00%	0 (0.00%)	\$0.00 (0.00%)
Display	2,063 (1.48%)	1,921 (1.54%)	2,374 (1.33%)	78.69%	1.81	00:00:41	0.00%	0 (0.00%)	\$0.00 (0.00%)

Standard Display: Acquisition

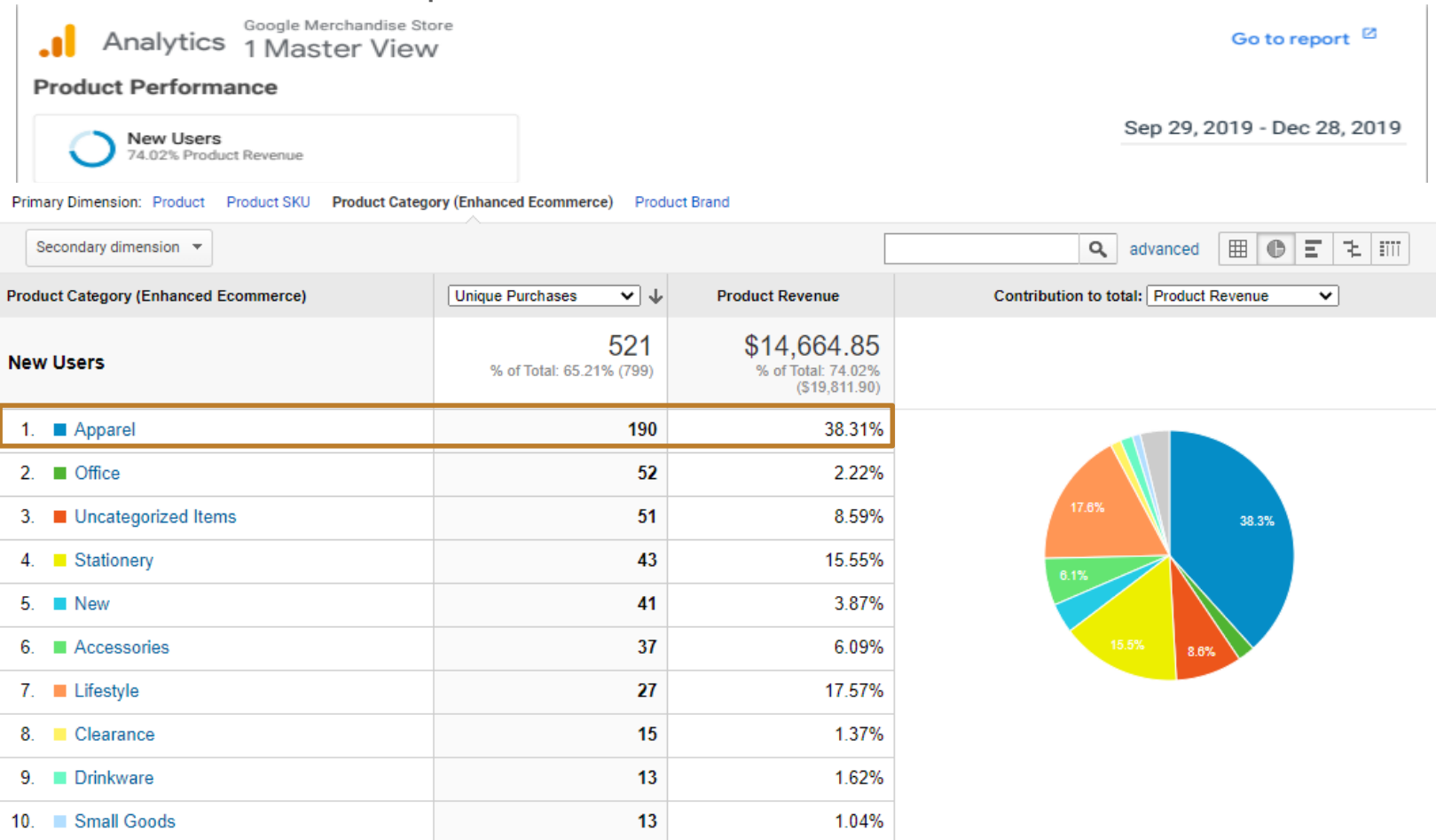
During the three month period you've selected, excluding *Direct* and (*Other*), which channels had the highest and lowest bounce rates and the highest and lowest eCommerce conversion rates? What do these metrics mean, based on your experience?

- Channel has the highest bounce rate is Display, this mean display ad may not appear properly, or people don't find what they search for.
- Channel has the lowest bounce rate is referral, this because people internets in topic they read or video they viewed about our products.
- Channel has the highest Ecommerce conversion rate is paid search, this maybe for the paid search target specified user or customer that was searching or interesting on solution we sell
- Channel has the lowest Ecommerce conversion rate is Display , referral and affiliates, this maybe for they didn't find there needs in our product or some process need to be optimized.

At the end we need to do more investigation to understand these number.

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? (Screenshot(s) only; no elaboration required.)



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.

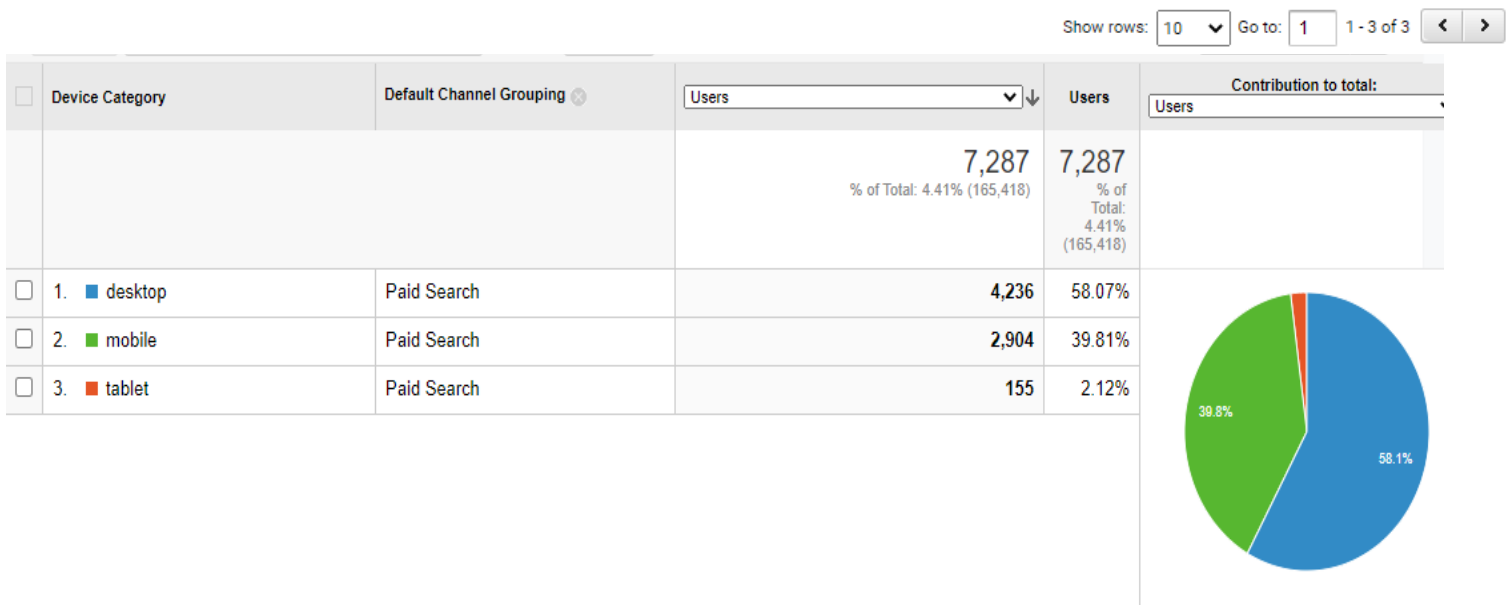
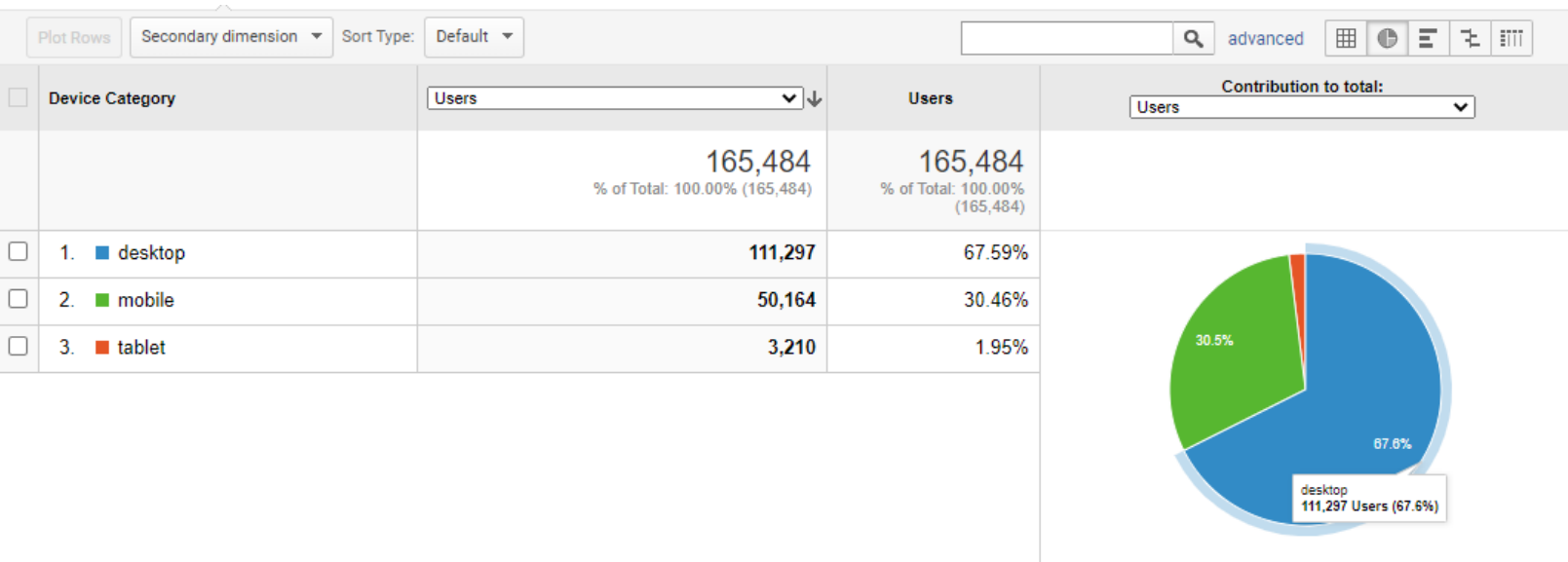
Primary Dimension: Page Page Title Content Grouping: none Other			
Secondary dimension		Sort Type: Default	
Page		Pageviews	Avg. Page Load Time (sec) (compared to site average)
		934,241 % of Total: 100.00% (934,241)	4.28 Avg for View: 4.28 (0.00%)
1.	/home	189,784	3.47%
2.	/store.html	70,564	46.43%
3.	/basket.html	47,314	-39.40%
4.	/store.html/quickview	40,693	26.58%
5.	/google+redesign/apparel/mens/quickview	40,623	-30.90%
6.	/google+redesign/apparel/mens	38,522	-28.40%
7.	/google+redesign/new	27,828	-20.27%
8.	/google+redesign/apparel	25,519	-17.04%
9.	/google+redesign/shop+by+brand/youtube	25,225	39.73%
10.	/signin.html	22,994	-44.64%

Show rows: 10 Go to: 1 1 - 10 of 808

As we can see the store page has a much load time compare to avg on the site I think we should meet with developer team to see the problem

Percentage Display: Audience

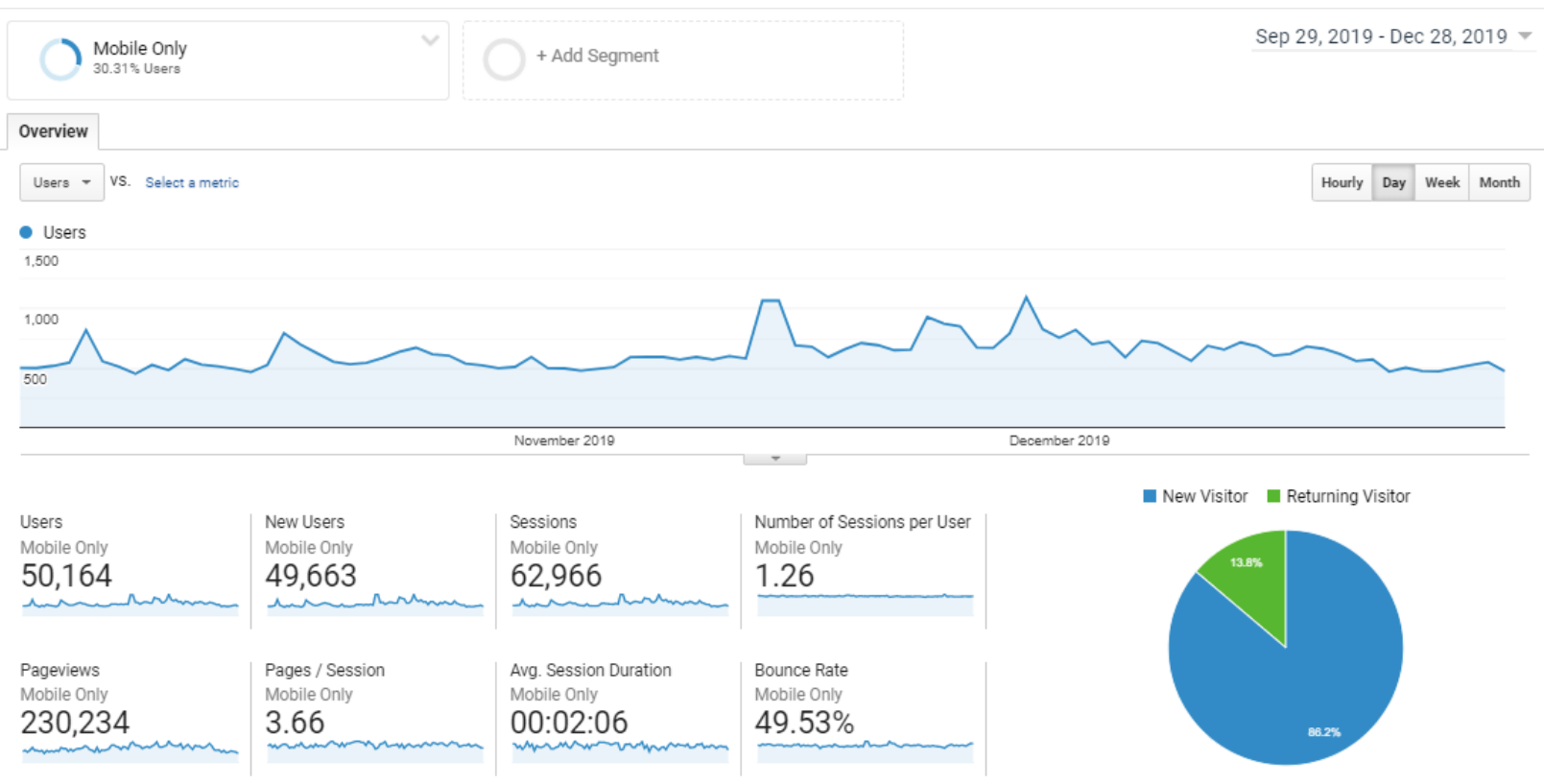
Please go into the Audience → Overview → Mobile report and provide a screenshot or screenshots that show the following: Between the start and end of the three month period you've chosen, please provide percentage charts (pie charts) that show what percentage of All Users came from mobile, desktop, and tablet devices and what percentage of Paid Traffic Users came from mobile, desktop, and tablet devices.





Segmentation

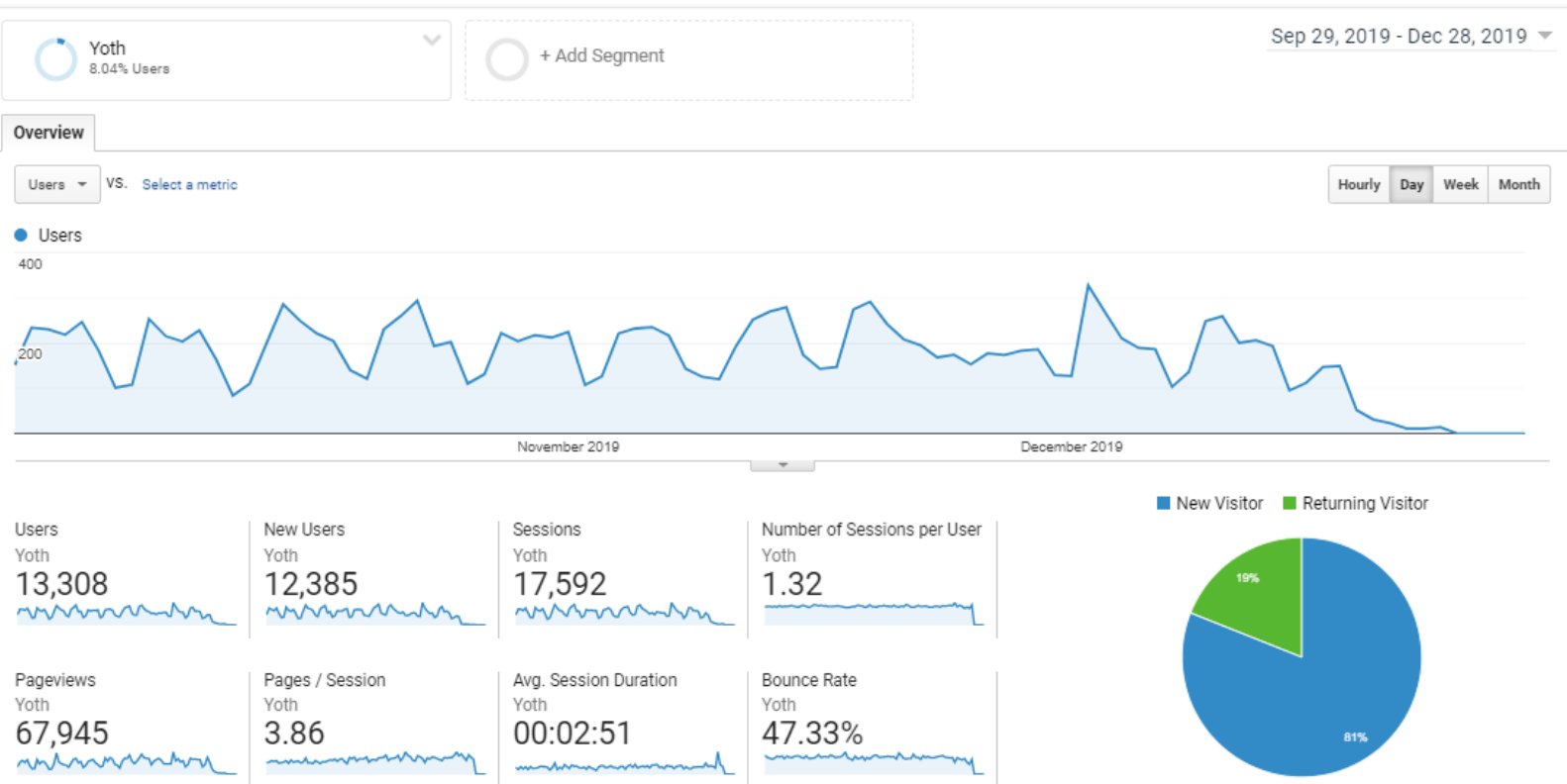
Audience Segment: Characteristic



What is the percentage of user that use mobile phone to reach our site ?

As we can see from screen report the percentage is 30%

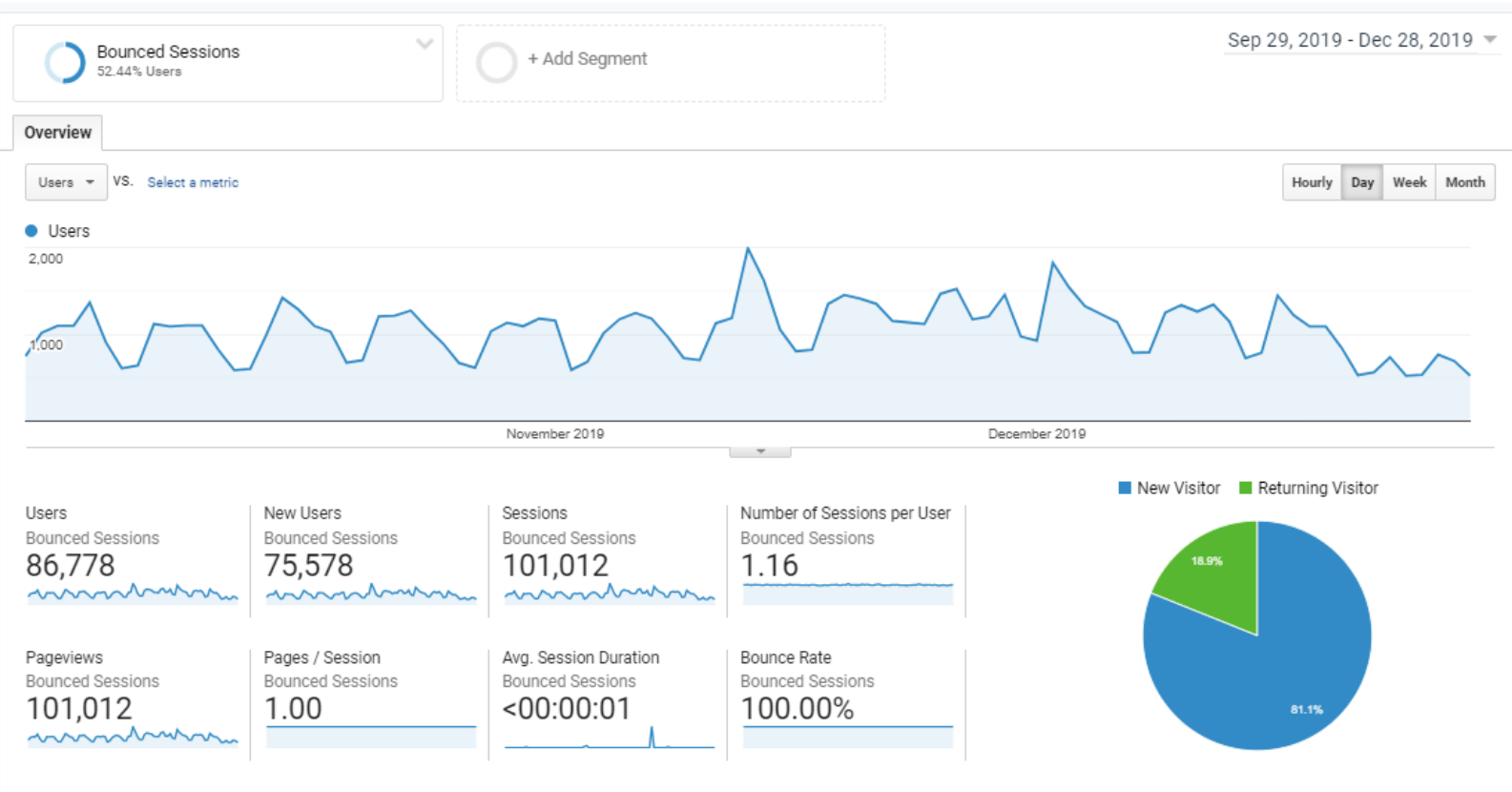
Audience Segment: Geography



Are youngest People engage with out site ?

The visit from people with 18 – 24 age are going down as session too

Audience Segment: User Behavior



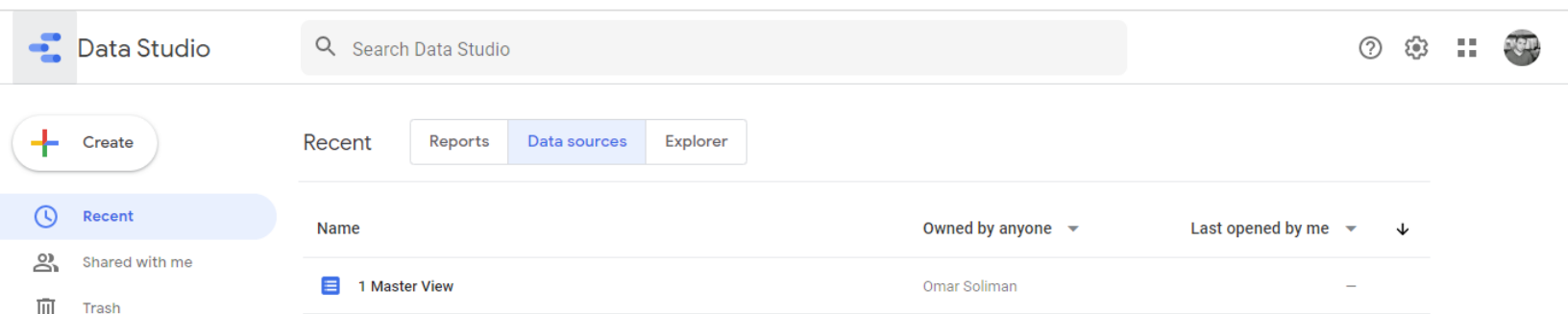
Do we have a lot of bounce in our site?

As overall we don't have bad bounce session in our site as we can see from session segment, we have 52% of user with no bounce session

Part Two:

Connecting a Data Source and Creating a Custom Dashboard

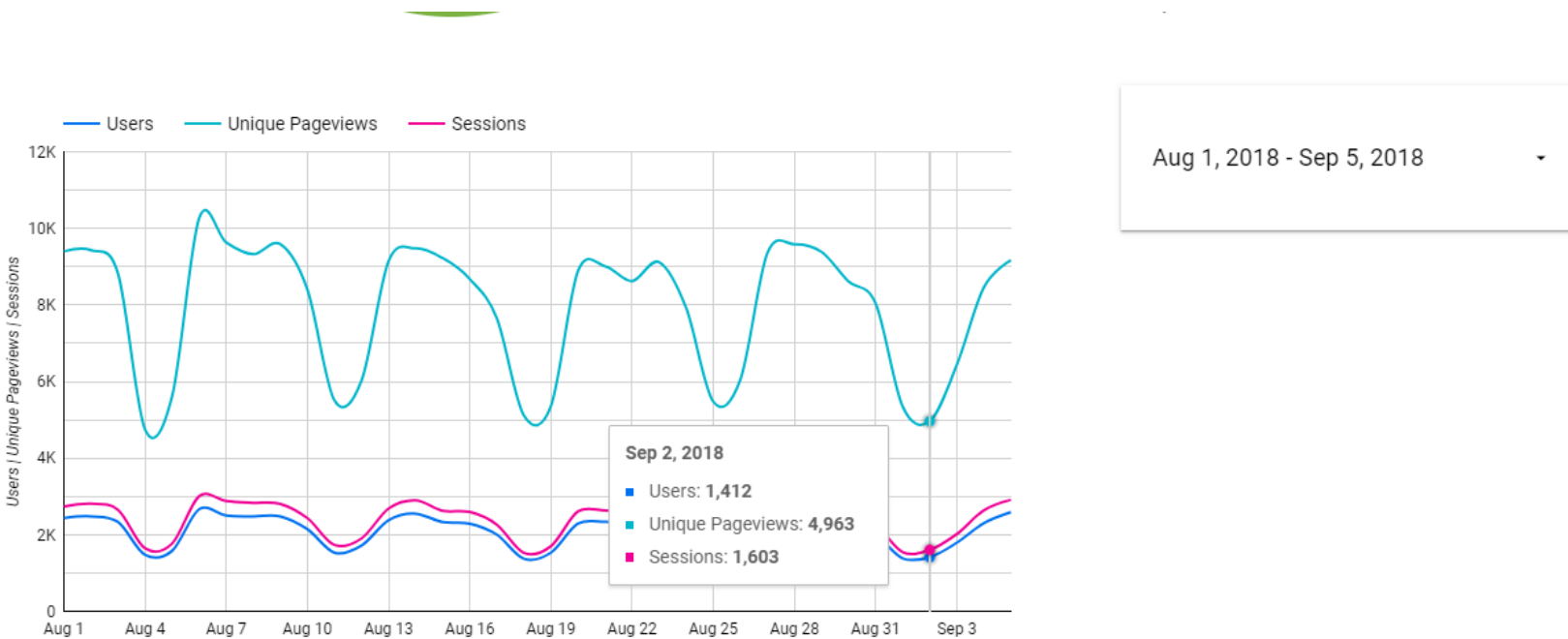
1. Merchandise Store Draft Dashboard: Built on the Master View



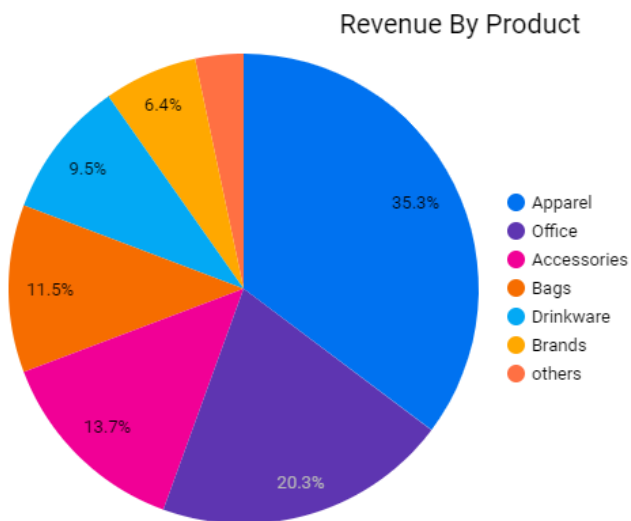
The screenshot shows the Google Data Studio interface. The top navigation bar includes the 'Data Studio' logo, a search bar, and icons for help, settings, and a user profile. On the left sidebar, there are buttons for 'Create', 'Recent' (selected), 'Shared with me', and 'Trash'. The main content area has tabs for 'Recent', 'Reports', 'Data sources', and 'Explorer'. The 'Recent' tab is active, displaying a table of recent data sources.

Name	Owned by anyone	Last opened by me
1 Master View	Omar Soliman	—

2. Merchandise Store Draft Dashboard: Time Series chart



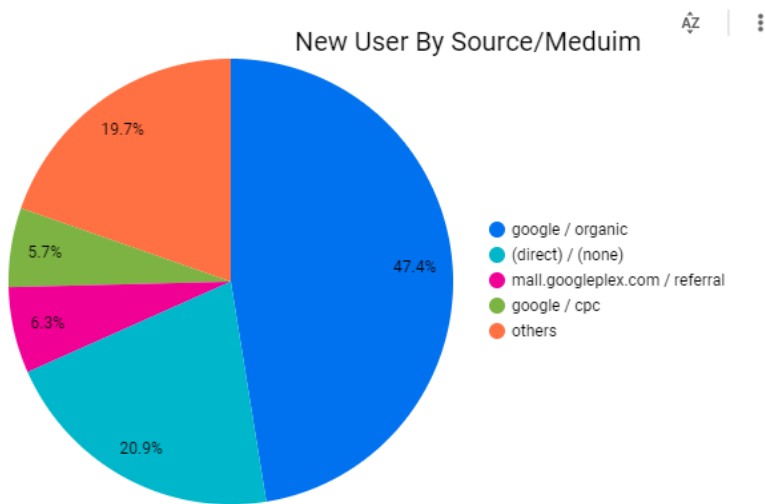
3. Merchandise Store Draft Dashboard: Pie chart, 7 slices



Aug 1, 2018 - Sep 5, 2018

Avg. Order Value
\$101.32

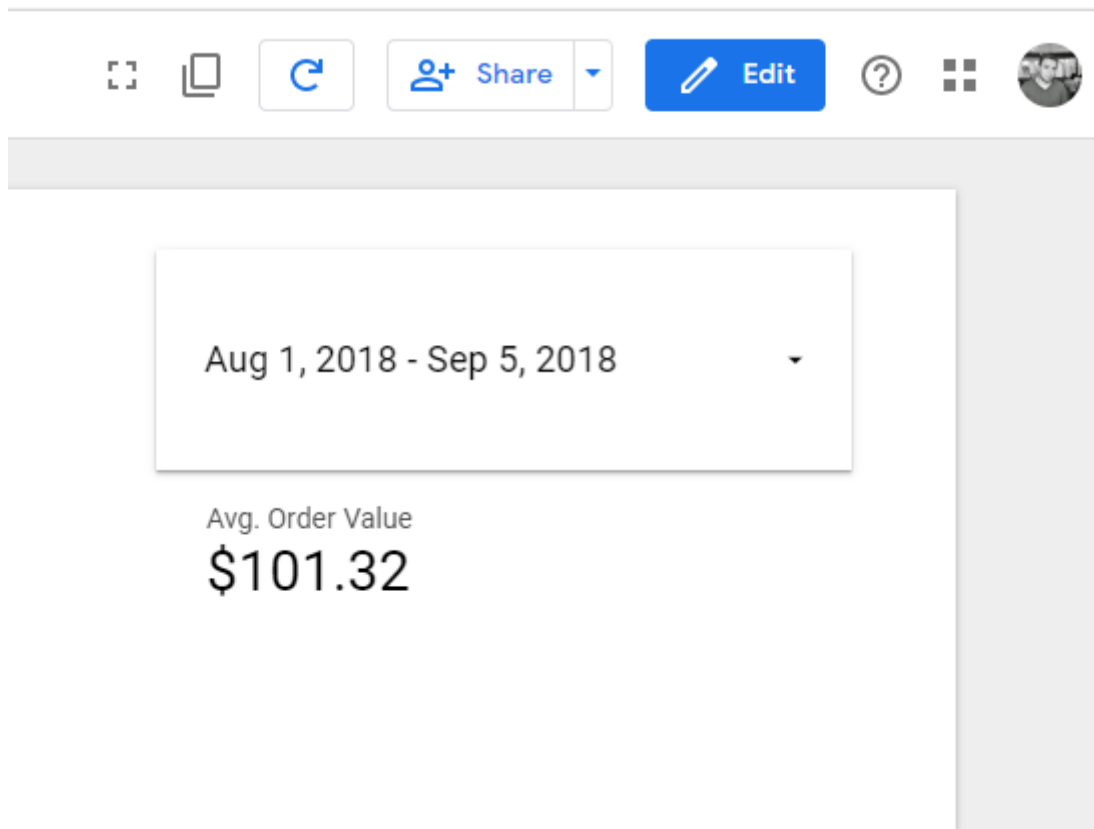
4. Merchandise Store Draft Dashboard: Pie chart, 5 slices



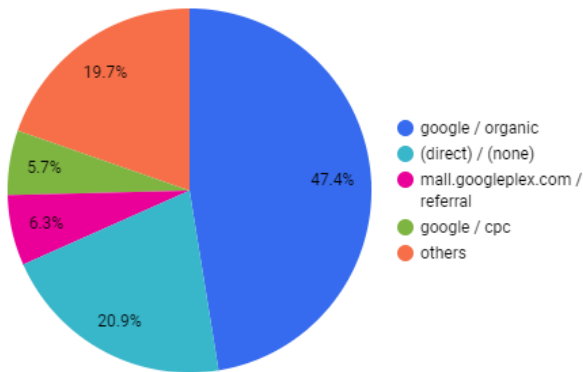
Aug 1, 2018 - Sep 5, 2018

Avg. Order Value
\$101.32

5. Merchandise Store Draft Dashboard: Scorecard

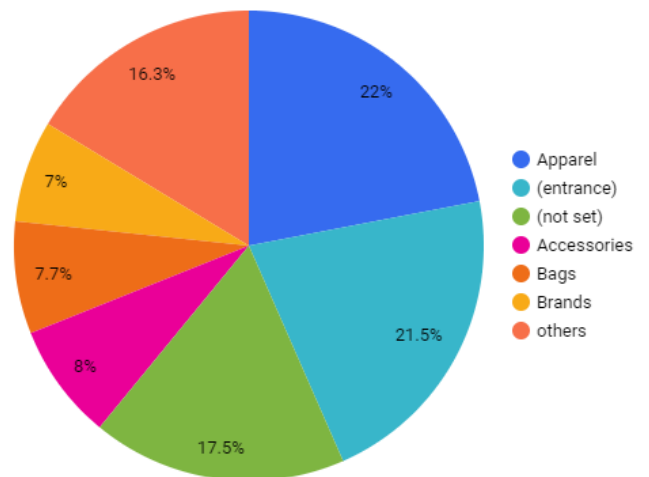
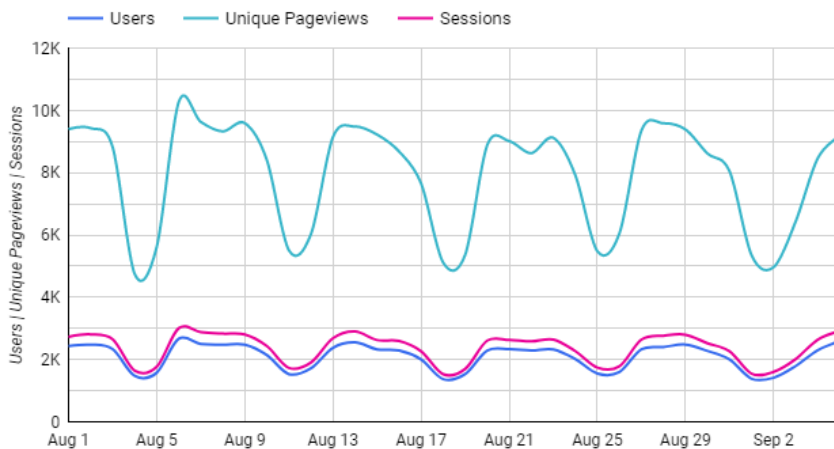


6. Merchandise Store Draft Dashboard: Date Range Control



Aug 1, 2018 - Sep 5, 2018

Avg. Order Value
\$101.32



Marketing Analytics Nanodegree Program

Google Analytics