UDACITY

Use Advanced Displays, Create Segments & Apply View Settings

REVIEW

HISTORY

Meets Specifications

Congratulations on passing the project. Great job done.

Three Views Best Practice

✓

Your screenshot should clearly show all three views created in the same property or show where this would be done by providing clear, ordered steps to follow. Providing a rationale for the creation of the views is also important.

Clearly Documented

✓

The student has clearly documented whether they are using the Google Merchandise Store Demo Account or their own business for this project.

Perfect!

Filtering Out Internal Traffic

✓

The filter captures internal traffic, even if it comes in from various locations, IP addresses, etc.

Excellent work,
Bonus -- Do read about filtering traffic attribution from payment gateway also:))- http://blog.analytics-toolkit.com/2015/payment-gateway-referrer-exclusions-google-analytics/

Switching Displays to Try and Answer Questions

✓

Insights and findings that have been uncovered from each reporting view have been documented and explained. If specific questions have been asked in the template, they are answered by the student.

Excellent work with apt explanations.
Bonus -- Here's an article about conversions/acquisitions, I guess this will help you with more information - https://www.invespcro.com/blog/the-average-website-conversion-rate-by-industry/

Creating Segments

✓

Audience segments include screenshots of each: Characteristic, Geography, and User Behavior.

perfectly created audience segments

✓

For each segment, clear and detailed notes should explain what type of data each segment is providing, and what results/insights can be found from the segment.

The results and insights for each of the segments which you have identified are very well thought off.

⬇ DOWNLOAD PROJECT

RETURN TO PATH

Rate this project

★ ★ ★ ★ ★