

Google Analytics



Advanced Displays,
Segmentation & Filtering



Part One: Primary Views & Filters

1. Best Practice Check: Three Primary Views

An industry best practice is to ensure that there are three different views for whatever property you are working in:

- Unfiltered (*all the data, never mess with it*)
- Test (*where you can try things out before making them live*)
- Production (*where you'll implement your work once it's been tested and it's getting the results you want*)

To demonstrate your knowledge:

- If these views already exist, take a screenshot, and insert it on **this slide after removing all text except the title of the slide**
- If you have access to create these views, do so, take a screenshot, and insert it on this slide after removing all text except the title of the slide
- **Make a note somewhere on this page as to whether you are using the Google Merchandise Store Demo Account, or your own business.**
- If you don't have access to create these views and they do not already exist, take a screenshot of where these views can be added, paste it above after removing all text except the title of the slide, and provide the steps necessary to create the views

2. Best Practice Check: Filtering Internal Traffic

Another industry best practice is to make sure that the property you're working in is excluding internal traffic in at least one of its views (ideally, the Production view or a copy of it)

To demonstrate your knowledge:

- If the filter is already in place, take a screenshot and **insert it on this slide after removing all other text except the slide title.**
- If you have access and the appropriate information to create this filter, do so, take a screenshot, and insert it on this slide after removing all text except the title of the slide
- If you don't have access to create this filter and it does not already exist, take a screenshot of where this filter could be added and paste it on this slide after removing all text except the title of the slide. Then, provide the steps necessary to create the filter.

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 interface is divided into three columns: 'Account', 'Property', and 'View'. The 'View' column is active, showing a dropdown menu with the following options: 'Select View', '1 Master View', '2 Test View', '3 Raw Data View', and '3 Views'. Below the dropdown, the 'View' column lists 'Ecommerce Settings', 'Calculated Metrics BETA', 'Segments', 'Annotations', and 'Multi-Channel Funnels Settings'. The footer indicates '© 2020 Google' and provides links to 'Analytics home', 'Terms of Service', 'Privacy Policy', and 'Send feedback'.



Apply Filter In Google Analytics on Demo Account

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

All accounts > Google Merchandise St...
1 Master View ▾

Try searching "How to create an event"

ADMIN

USER

View

1 Master View

View Settings

Goals

Filters

Ecommerce Settings

Calculated Metrics BETA

PERSONAL TOOLS & ASSETS

Segments

Annotations

Multi-Channel Funnels Settings

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

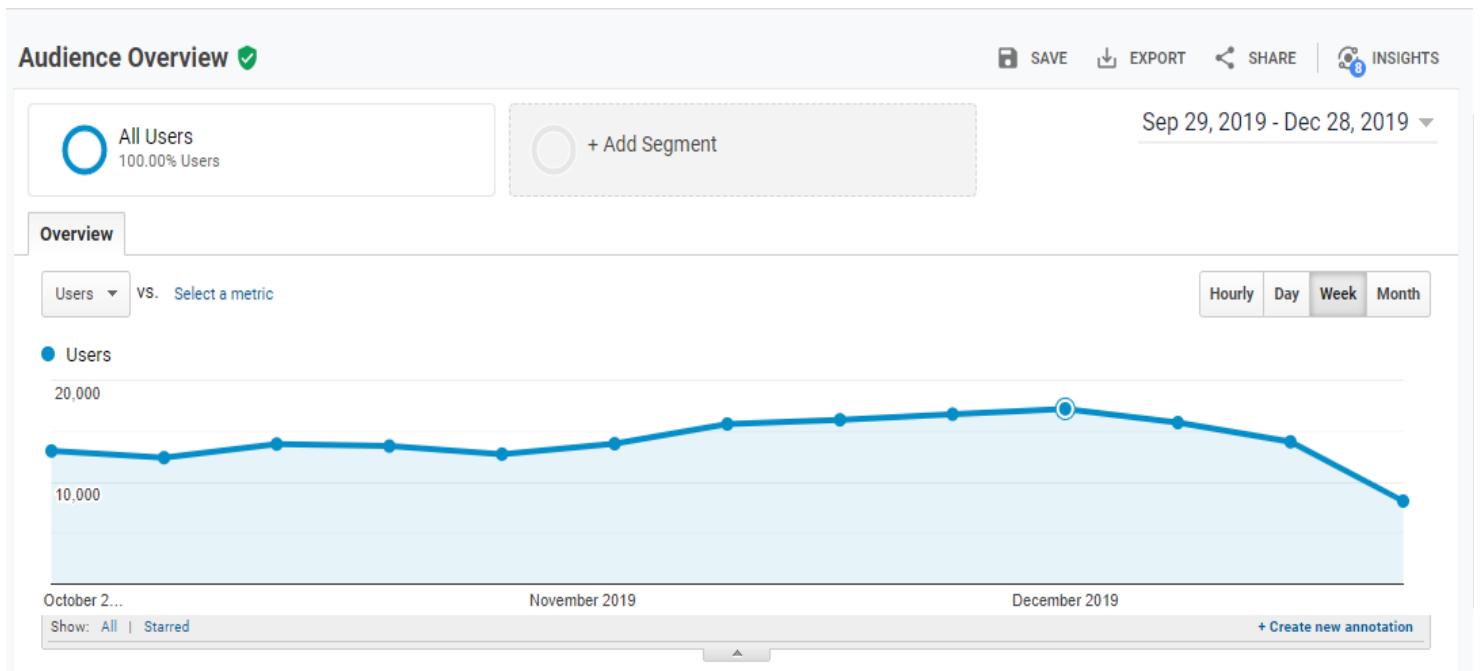
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Part Two: Data Exploration

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

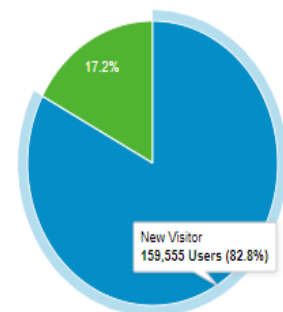
Pageviews
935,505

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

But there is no trend or notation that assigned in

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?

Plot Rows Secondary dimension Sort Type: Default Advanced Filter ON edit									
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?

As we can see from this screenshot the most traffic, we made is come from organic search then referrals

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.)

<div> <div>Analytics</div> <div>All accounts > Google Merchandise Store</div> <div>1 Master View</div> <div>Try searching "Top channels by users"</div> <div> </div> </div>										
<div> <div>Audience</div> <div>Acquisition</div> <div>Behavior</div> <div>Conversions</div> <div>Goals</div> <div>Ecommerce</div> <div>Overview</div> <div>Shopping</div> <div>Behavior</div> <div>Checkout</div> <div>Behavior</div> <div>Product Performance</div> <div>Sales</div> <div>Performance</div> <div>Product List</div> <div>Performance</div> <div>Marketing</div> <div>Multi-Channel Funnels</div> <div>Attribution BETA</div> <div> </div> </div>	Product	Ecommerce	Product Revenue	Unique Purchases	Quantity	Avg. Price	Avg. QTY	Product Refund Amount	Cart-t Detail F	
			\$19,716.55 % of Total: 100.00% (\$19,716.55)	793 % of Total: 100.00% (793)	1,722 % of Total: 100.00% (1,722)	\$11.45 Avg for View: \$11.45 (0.00%)	2.17 Avg for View: 2.17 (0.00%)	\$0.00 % of Total: 0.00% (\$0.00)	11.4	
	1. Google Color Block Notebook	Stationery	\$1,896.00 (9.62%)	9 (1.13%)	158 (9.18%)	\$12.00	17.56	\$0.00 (0.00%)	0	
	2. Google Campus Bike Tote Navy	Lifestyle	\$1,661.00 (8.42%)	2 (0.25%)	151 (8.77%)	\$11.00	75.50	\$0.00 (0.00%)	0	
	3. Google F/C Longsleeve Charcoal	Apparel	\$840.00 (4.26%)	26 (3.28%)	28 (1.63%)	\$30.00	1.08	\$0.00 (0.00%)	0	
	4. Google Zip Hoodie F/C	Apparel	\$780.00 (3.96%)	13 (1.64%)	13 (0.75%)	\$60.00	1.00	\$0.00 (0.00%)	0	
	5. YouTube Standards Zip Hoodie Black	Apparel	\$540.00 (2.74%)	9 (1.13%)	9 (0.52%)	\$60.00	1.00	\$0.00 (0.00%)	0	
	6. Google Mens Microfleece Jacket Black	Uncategorized Items	\$450.00 (2.28%)	6 (0.76%)	6 (0.35%)	\$75.00	1.00	\$0.00 (0.00%)	0	
	7. Google Crewneck Sweatshirt Grey	Uncategorized Items	\$440.00 (2.23%)	8 (1.01%)	8 (0.46%)	\$55.00	1.00	\$0.00 (0.00%)	0	
	8. Google Chrome Dinosaur Collectible	Accessories	\$420.00 (2.13%)	13 (1.64%)	14 (0.81%)	\$30.00	1.08	\$0.00 (0.00%)	0	
	9. YouTube Icon Tee Charcoal	Apparel	\$330.00 (1.67%)	13 (1.64%)	15 (0.87%)	\$22.00	1.15	\$0.00 (0.00%)	0	
	10. Google Men's Tech Fleece Vest Charcoal	Apparel	\$316.00 (1.60%)	4 (0.50%)	4 (0.23%)	\$79.00	1.00	\$0.00 (0.00%)	0	

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.

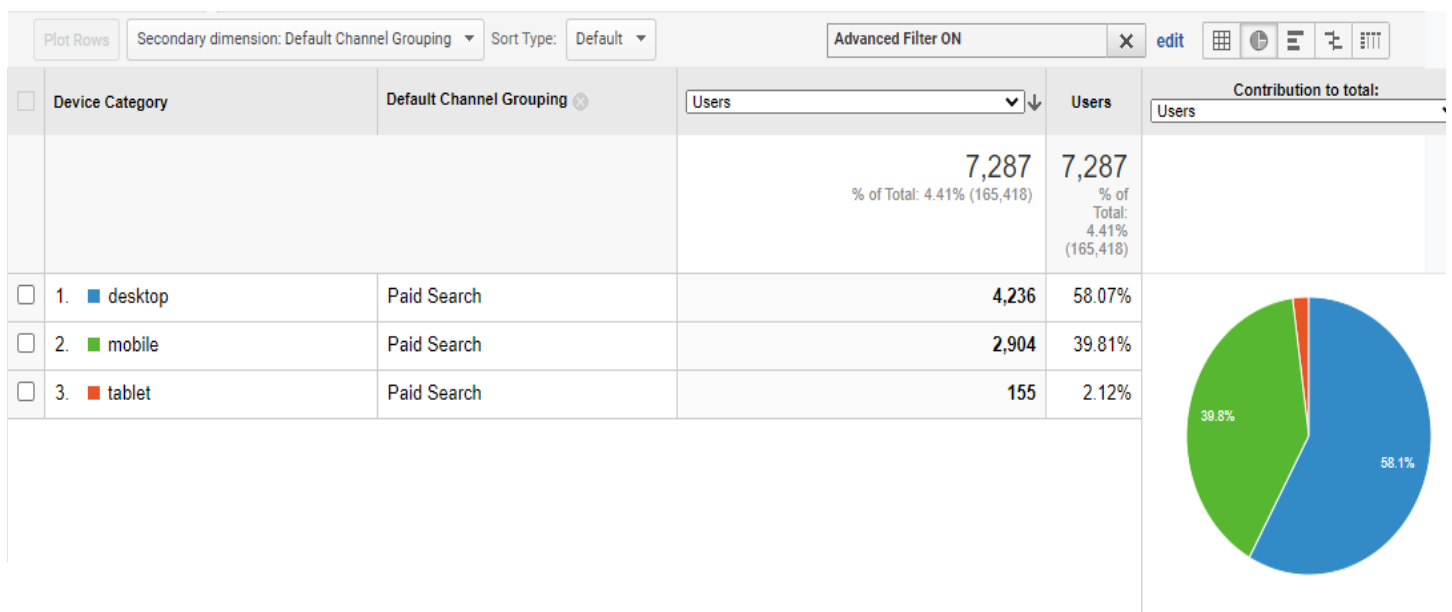
Primary Dimension: Page Page Title Content Grouping: none Other			
Secondary dimension		Sort Type: Default	
Page		Pageviews	Avg. Page Load Time (sec) (compared to site average)
		934,241 % of Total: 100.00% (934,241)	4.28 Avg for View: 4.28 (0.00%)
1.	/home	189,784	3.47%
2.	/store.html	70,564	46.43%
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

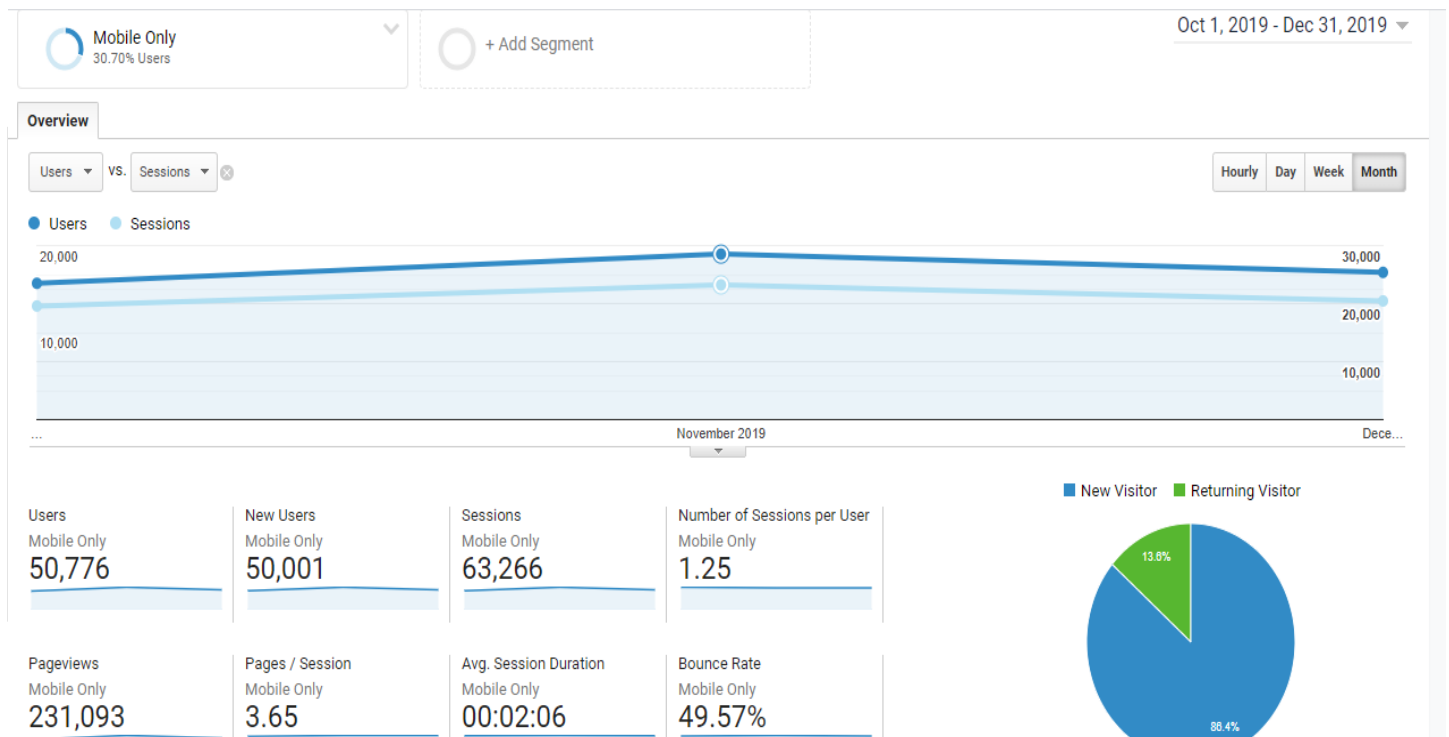
Please go into the Audience → Overview → Mobile report and provide a screenshot or screenshots that show the following: Between the start and end of the three month period you've chosen, please provide percentage charts (pie charts) that show what percentage of All Users came from mobile, desktop, and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





Part Three: Segmentation

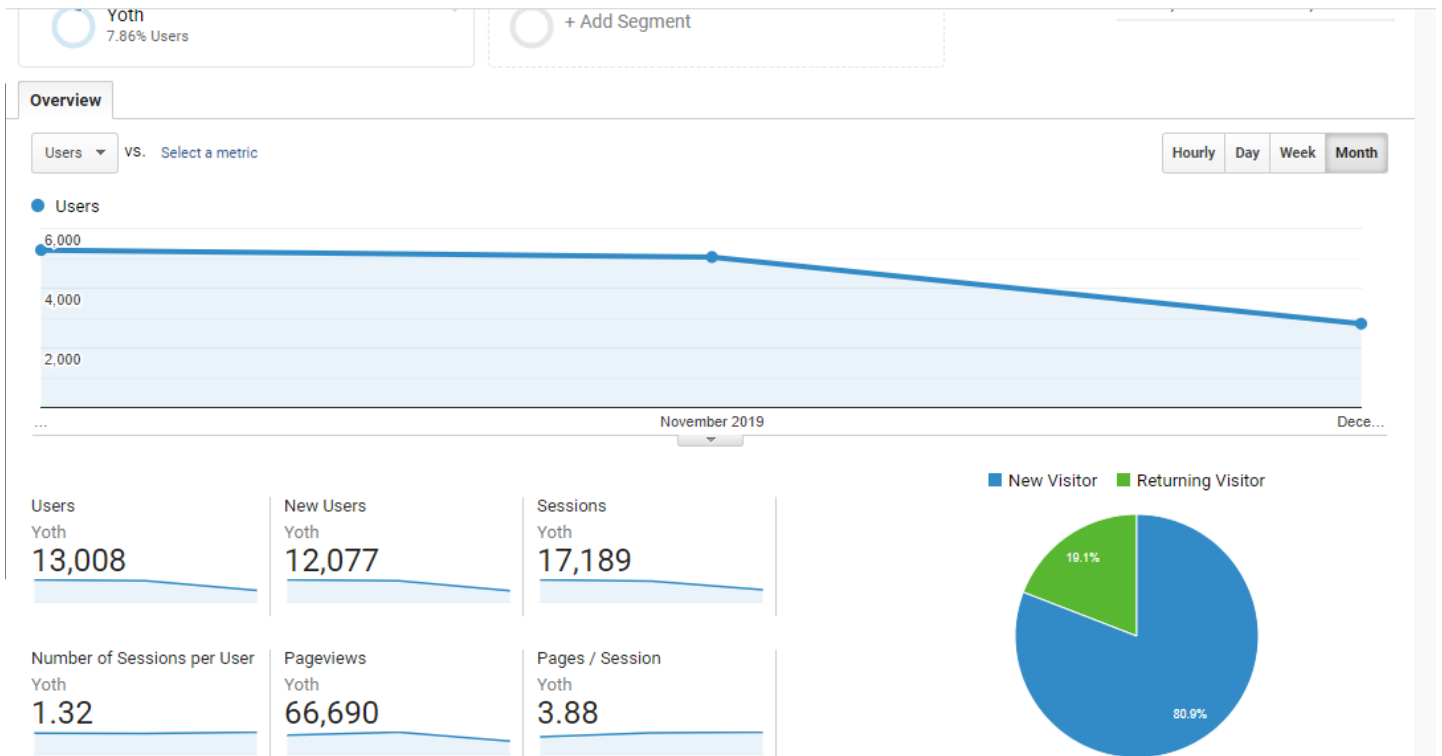
Audience Segment: Characteristic



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%

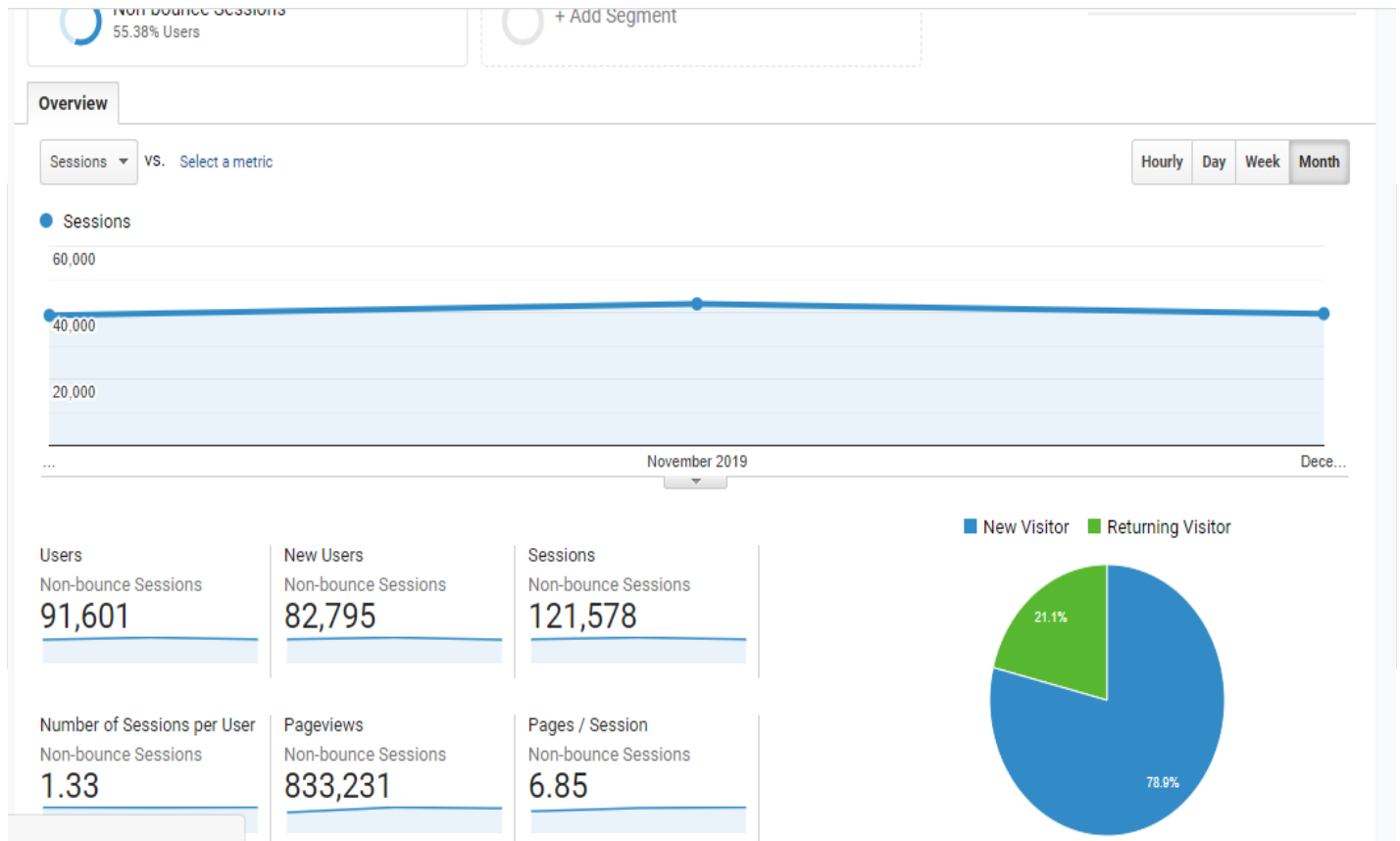
Audience Segment: Geography



Are youngest People engage with our 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 55.38% of user with no bounce session

ANND Portfolio

Advanced Displays,
Segmentation &
Filtering