

Google Analytics



Project 06: Navigating Reports and Dashboards

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Part One: Primary Views & Filters



1. Best Practice Check: Three Primary Views

I used the [Google Merchandise Store Demo](#) account to execute this Project, however, using this environment I don't have accesses or permissions to create the views, but the steps to create the views consists on the following steps:

1. Go to Admin
2. Click the [+ Create View] button next to View - see screen shot below, notice the button is greyed out here because I can't create view in the demo account.

Find below the steps to create views on Google Analytics that confirms the statement above:

The screenshot shows the Google Analytics Admin interface. The left sidebar has 'ADMIN' selected. The main area shows 'Account' with '+ Create Account' and 'Demo Account'. The 'Property' section shows 'Google Merchandise Store' with '+ Create Property'. The 'View' section shows '1 Master View' with a red box highlighting the '+ Create View' button, which is greyed out. The bottom footer includes links to 'Analytics home', 'Terms of Service', 'Privacy Policy', and 'Send feedback'.

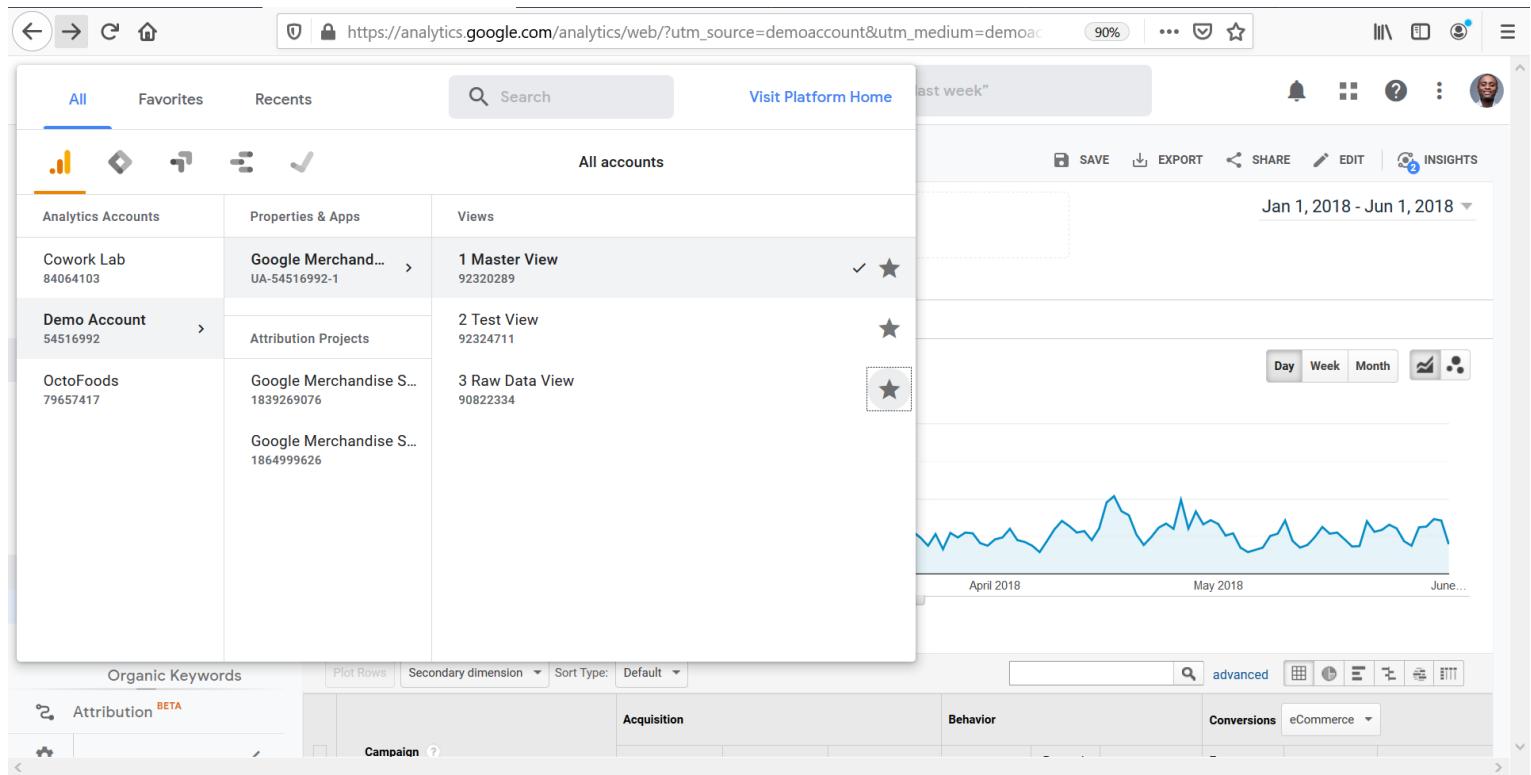


1. Best Practice Check: Three Primary Views

Note:

The Industry best practice recommends to have three Primary views per property with three fundamental functionalities:

1. **Raw Data View** – this is the base line view with no filter applied;
2. **Master View** – this is the live production view and has filters applied;
3. **Test View** – this is the test view prior work is rolled out to Master View.





2. Best Practice Check: Filtering Internal Traffic

The Google Merchandise Store Demo Account does not already have this filter created, and I don't have access to create this filter, however the steps to create it when we have accesses are described below with images that are illustrative :

On Admin pane, under View, Select Test View.

- Click on [Filter], then [Add Filter] red button
- In the Add Filter to View form, select "Create new Filter"
- Enter a filer name such as " Exclude internal traffic"
- Click [Custom] Under Filter Type
- In the Filter Field under the [Exclude] radio button, click [Select field] to search for IP address and select it
 - In the Filter Pattern field, enter the internal IP address. If there are a range of IP addresses, enter an regular expression like ^231\.88\.156\.(1-9|1[0-5])\$ which will filter out IP range from [231.88.156.1] thru [231.88.156.15]
- Click [Save] Button
- Leave this filter in Test View (like 7-10 days) to ensure it is working as expected, before copy it to Master View.



2. Best Practice Check: Filtering Internal Traffic

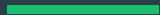
The screenshot shows the Google Analytics Admin interface. On the left, the sidebar has 'ADMIN' selected. Under 'View', there's a 'Create View' button. The main area shows a 'Test View' with a 'Filters' section highlighted. On the right, a 'Filter Information' panel is open, titled 'Exclude internal traffic'. It shows 'Filter Type' set to 'Custom' and 'Exclude' selected. The 'Filter Field' is set to 'IP Address'. The 'Filter Pattern' is set to '^231\.88\.156\.(1[0-9]|1[0-5])\$'. There's also a 'Case Sensitive' checkbox.

The screenshot shows the Google Analytics Admin interface with the 'Filters' section selected in the sidebar. A 'Search' bar is at the top right. Below it is a table with columns: Rank, Filter Name, Filter Type, and a remove button. One row is visible, showing a rank of 1, a filter name of 'Exclude internal traffic', a filter type of 'Exclude', and a 'remove' button.

Rank	Filter Name	Filter Type	
1	Exclude internal traffic	Exclude	remove



Data Exploration

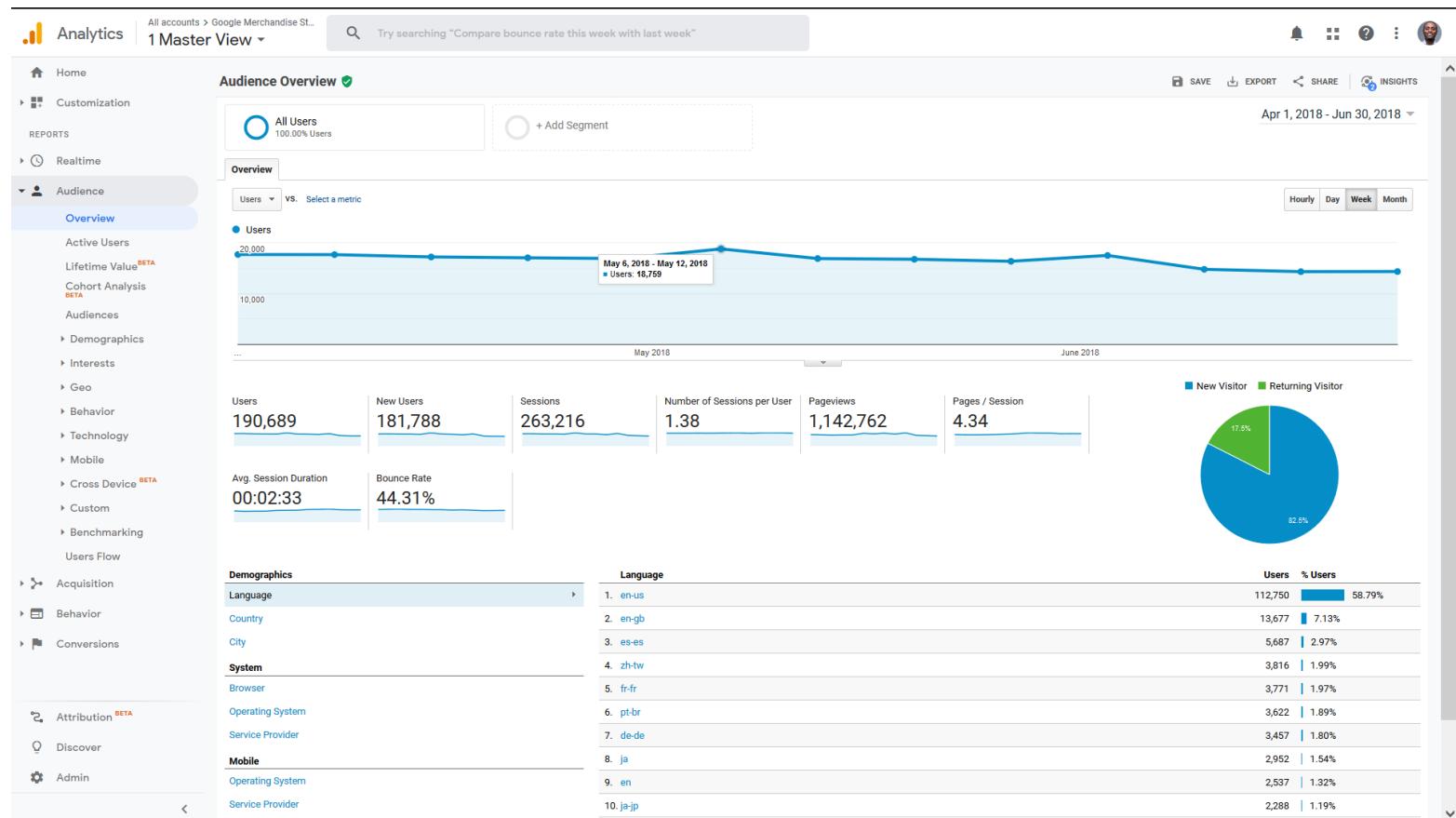


Standard Display - Audience

From the Audience Overview Report, I selected the following time period of three month: from 01st April until 30th June - 2018 to explore the following points.

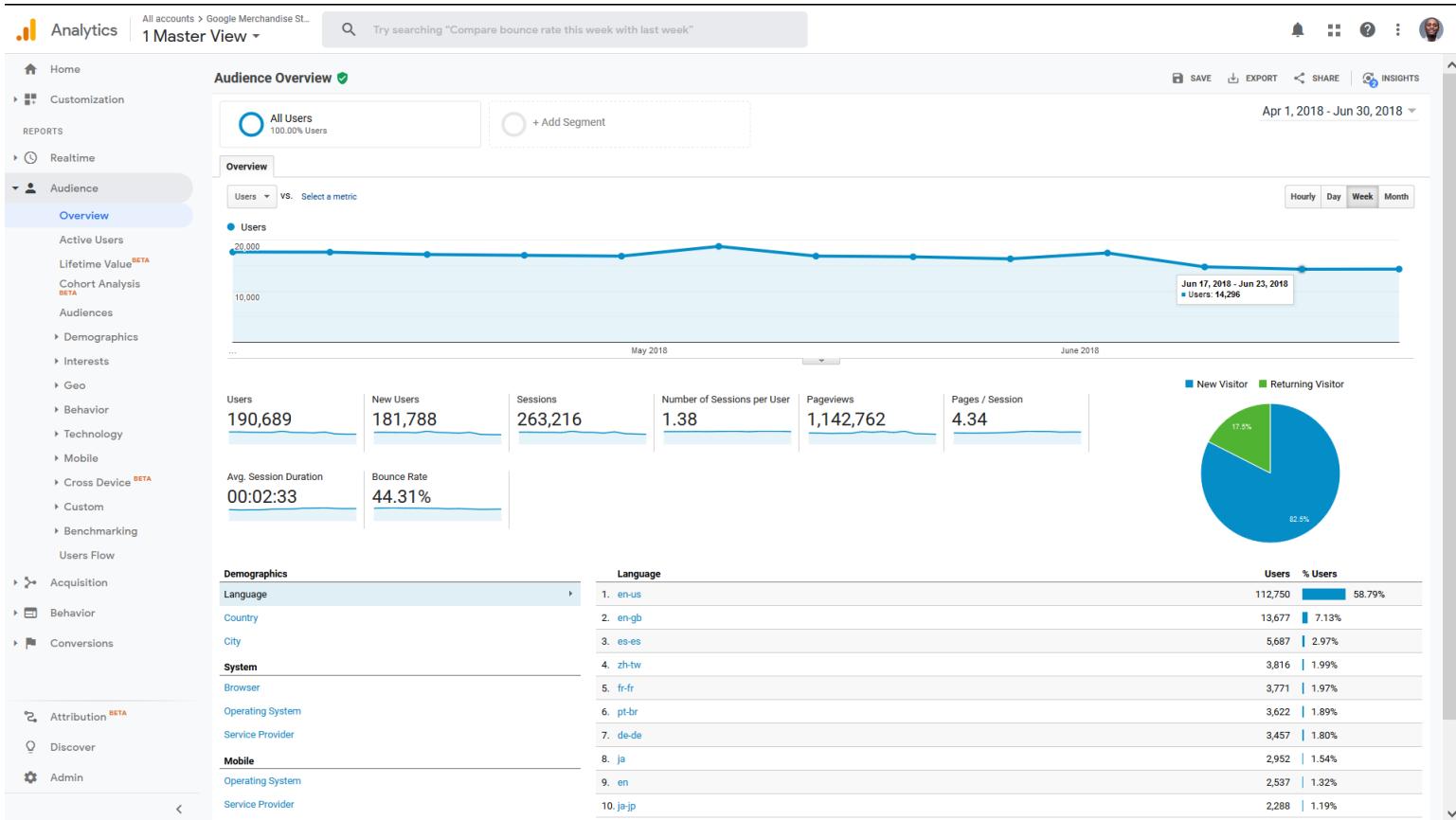
2.1.Which week had the most visitors ?

The week that had most visitors was the week of May, from 06th – 12th with 18.759 visitors.



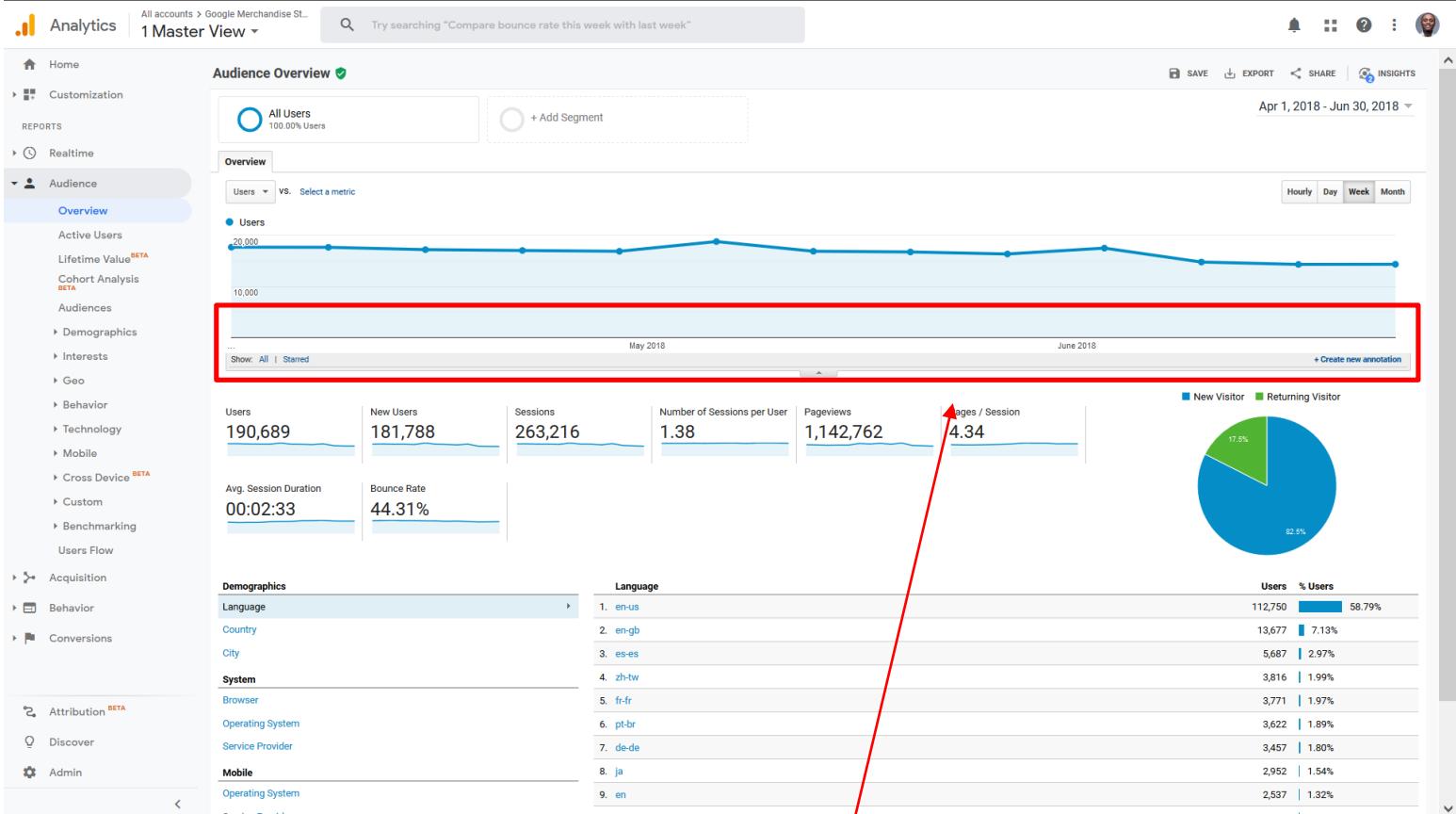
Standard Display - Audience

**2.2.Which week had the fewest visitors to your site?
The week that had fewest visitors was the week of June, from 17th – 23rd with 14.296 visitors.**



Standard Display - Audience

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

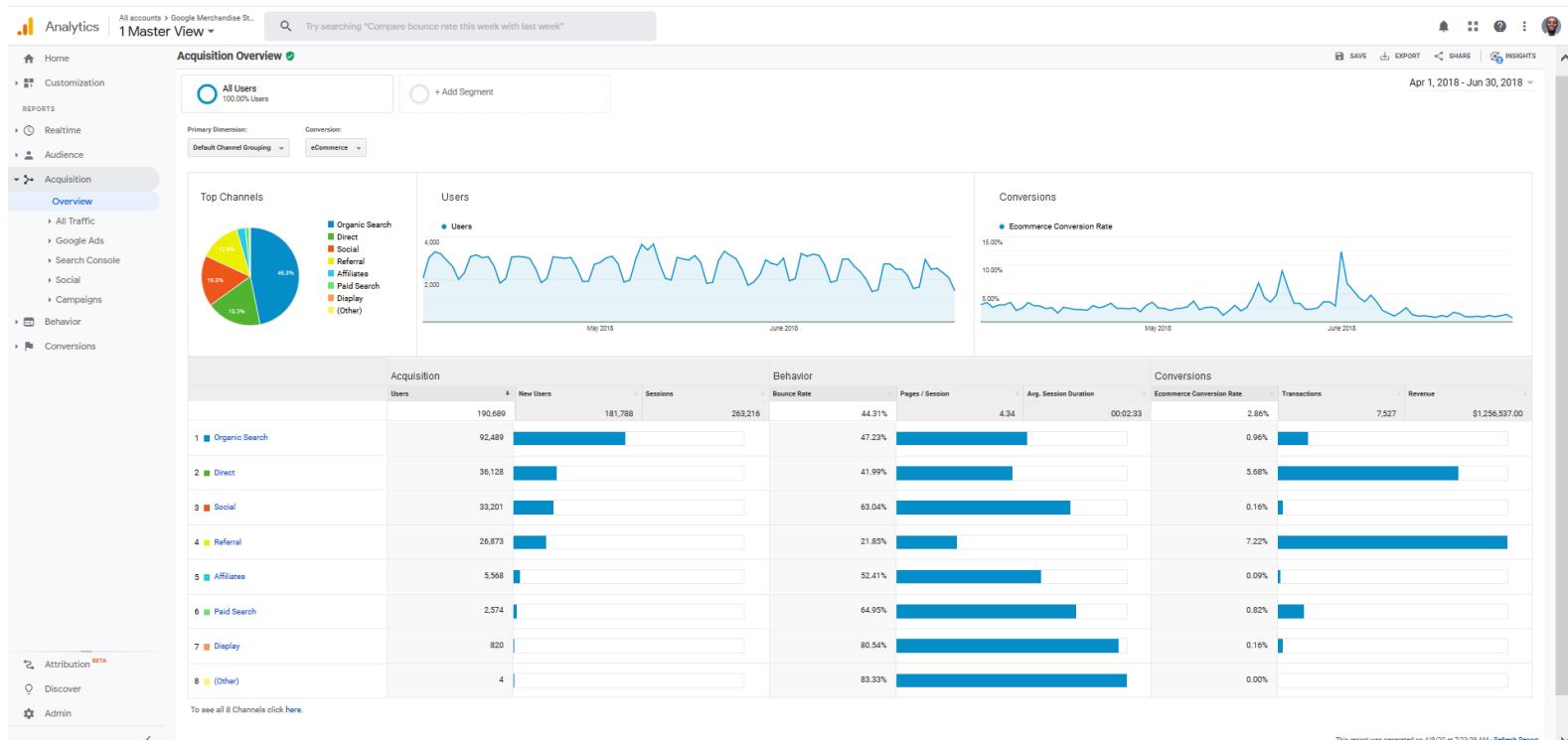


When analyzing the data I am not be certain why the number of visitors peaked in the week of 06th – 12th, and then dropped to the lowest number of visitors in the week of 17th – 23rd June by just looking at this Audience Overview report, also I don't see any comment or annotation that can help us have a clear visibility about what caused these events.



Standard Display: Acquisition

During the three month period that I 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?





Standard Display: Acquisition

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

Try searching "Compare bounce rate this week with last week"

Home Customization REPORTS Realtime Audience Acquisition Overview Behavior Attribution BETA

SAVE EXPORT SHARE INSIGHTS Apr 1, 2018 - Jun 30, 2018

Acquisition Overview

All Users 100.00% Users + Add Segment

Primary Dimension: Conversion: Default Channel Grouping eCommerce

Top Channels

Channel	Percentage
Organic Search	46.8%
Direct	18.3%
Social	16.8%
Referral	13.6%
Affiliates	0.1%
Paid Search	0.1%
Display	0.1%
(Other)	0.1%

Users

Conversions

Acquisition Behavior Conversions

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

Try searching "Compare bounce rate this week with last week"

Home Customization REPORTS Realtime Audience Acquisition Overview Behavior Attribution BETA

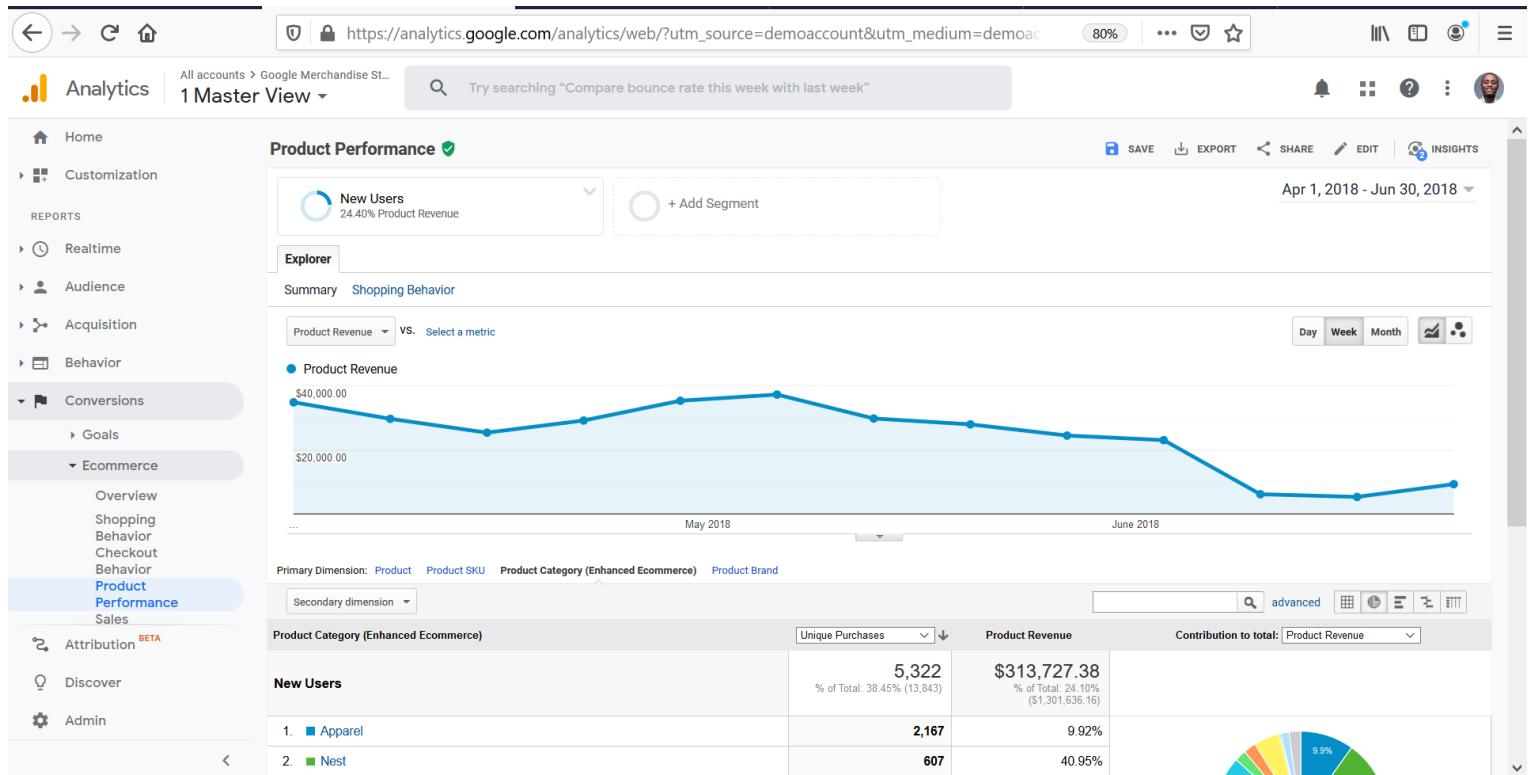
Rank	Channel	Acquisition			Behavior			Conversions		
		Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Ecommerce Conversion Rate	Transactions	Revenue
1	Organic Search	92,489	181,788	263,216	44.31%	4.34	00:02:33	2.86%	7,527	\$1,256,53
2	Direct	36,128	72,256	108,384	47.23%	3.81	00:02:45	0.96%	6,700	\$1,145,20
3	Social	33,201	66,402	96,576	63.04%	3.55	00:02:45	0.16%	2,000	\$2,000
4	Referral	26,873	53,746	79,512	21.85%	3.22	00:02:45	7.22%	1,900	\$1,900
5	Affiliates	5,568	11,136	17,304	52.41%	2.55	00:02:45	0.09%	1,000	\$1,000
6	Paid Search	2,574	5,148	7,792	64.95%	2.22	00:02:45	0.82%	800	\$800
7	Display	820	1,640	2,960	80.54%	1.55	00:02:45	0.16%	100	\$100
8	(Other)	4	1	4	83.33%	1.25	00:02:45	0.00%	0	\$0



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.)

Conversions Ecommerce/Product Performance Report (01/04/18 – 30/06/18)





Percentage Display: Conversion

Conversions Ecommerce/Product Performance Report (01/04/18 – 30/06/18)

Analytics All accounts > Google Merchandise St... 1 Master View ▾ Try searching "Compare bounce rate this week with last week"

Home Customization Reports Realtime Audience Acquisition Behavior Conversions Goals Ecommerce Overview Shopping Behavior Checkout Behavior Product Performance Sales Attribution BETA

New Users

Product Category (Enhanced Ecommerce)	Unique Purchases	Product Revenue	Contribution to total: Product Revenue
Apparel	5,322	\$313,727.38	% of Total: 38.45% (13,843) % of Total: 24.10% (\$1,301,636.16)
Nest	2,167	9.92%	40.95%
Nest-USA	607	30.61%	
Accessories	556	0.90%	
Office	460	4.38%	
Lifestyle	351	2.10%	
Bags	277	2.36%	
Drinkware	276	4.78%	
Writing Instruments	258	0.34%	
\$[productItem.product.origCatName]	147	1.50%	
	47		

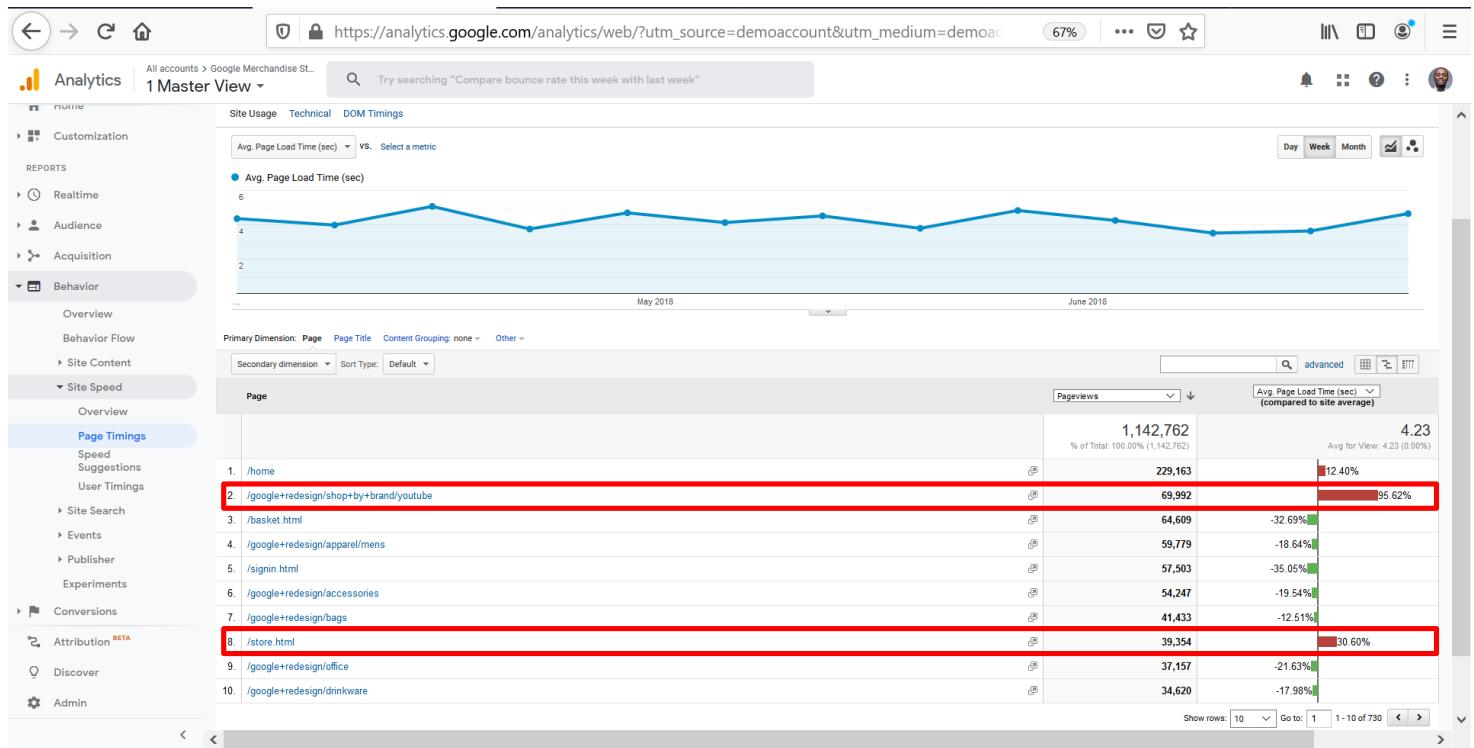
9.9%
30.6%
41%
0.9%
30.6%
41%
0.9%

Show rows: 10 Go to: 1 1 - 10 of 48 This report was generated on 4/9/20 at 8:49:09 AM - Refresh Report

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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.



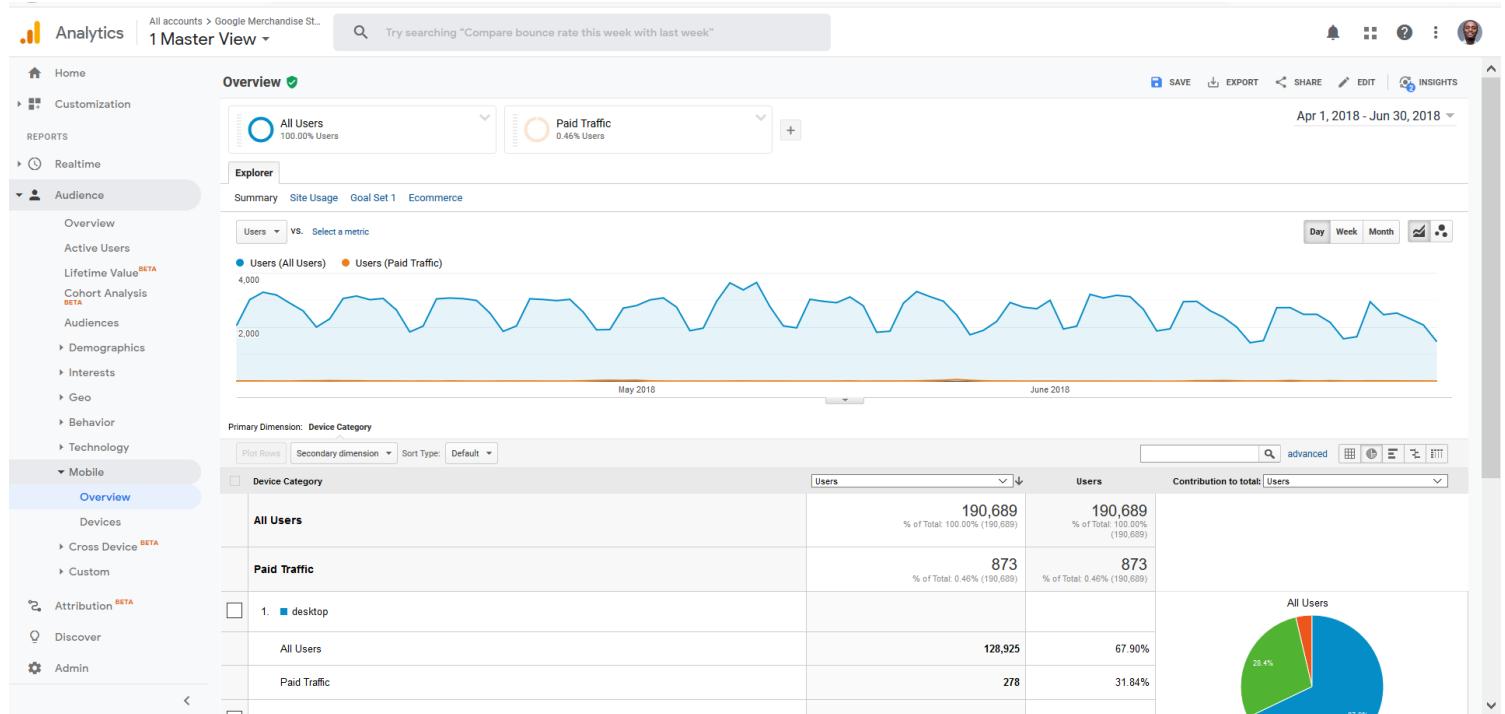
Behavior: Site Speed/Page Timings Report (01/04/18 – 30/06/18)
The report shows that
/google+redesign/shop+by+brand/youtube and /store.html
performed badly, at 95.62% and 30.60% respectively slower than
the site average.
We could look at Speed Suggestions Report for optimization
recommendations for these 02 pages.



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.

Audience: Mobile/Overview Report (01/04/18 – 30/06/18)





Percentage Display: Audience

Explorer

Summary Site Usage Goal Set 1 Ecommerce

Users vs. Select a metric

Day Week Month

Users (All Users) Users (Paid Traffic)

May 2018 June 2018

Analytics All accounts > Google Merchandise St... 1 Master View Try searching "Compare bounce rate this week with last week"

Home Customization Reports Realtime Audience

Overview Active Users Lifetime Value BETA Cohort Analysis BETA

Audiences Demographics Interests Geo Behavior Technology

Mobile Overview Devices Cross Device BETA Custom Attribution BETA

Discover Admin

Primary Dimension: Device Category

Plot Rows Secondary dimension Sort Type: Default

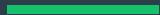
Device Category	Users	Users	Contribution to total:
All Users	190,689 % of Total: 100.00% (190,689)	190,689 % of Total: 100.00% (190,689)	Users
Paid Traffic	873 % of Total: 0.46% (190,689)	873 % of Total: 0.46% (190,689)	Contribution to total: Users
1. desktop	128,925	67.90%	
All Users	278	31.84%	
Paid Traffic	53,973	28.43%	
2. mobile	566	64.83%	
All Users	6,979	3.68%	
Paid Traffic	29	3.32%	
3. tablet			
All Users			
Paid Traffic			

All Users

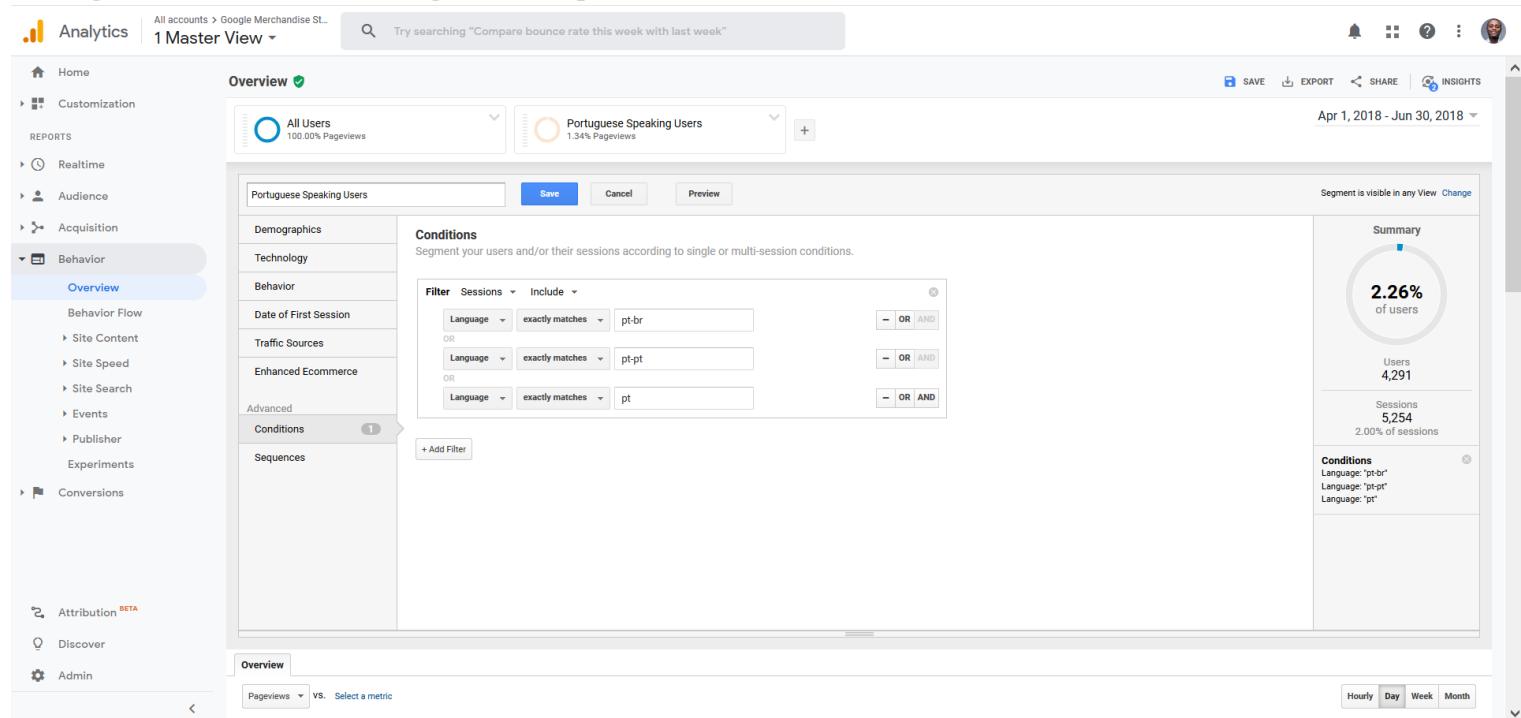
Paid Traffic



Segmentation



Audience Segment: Characteristic Segments: Portuguese Speaker Users



The “Portuguese speaking users” segment was created by me to conduct analysis and the summary described on the image above shows that this segment accounts for 2.26% of all users. I can use the data to answer the following questions:

- How much ecommerce revenues come from this segment?
- What proportion of total eCommerce revenue come from this segment?

A segment for “Non Portuguese speaking users” can be easily created by excluding this segment and then the above questions can be extended to compare Portuguese speaking with non Portuguese speaking segments as well.

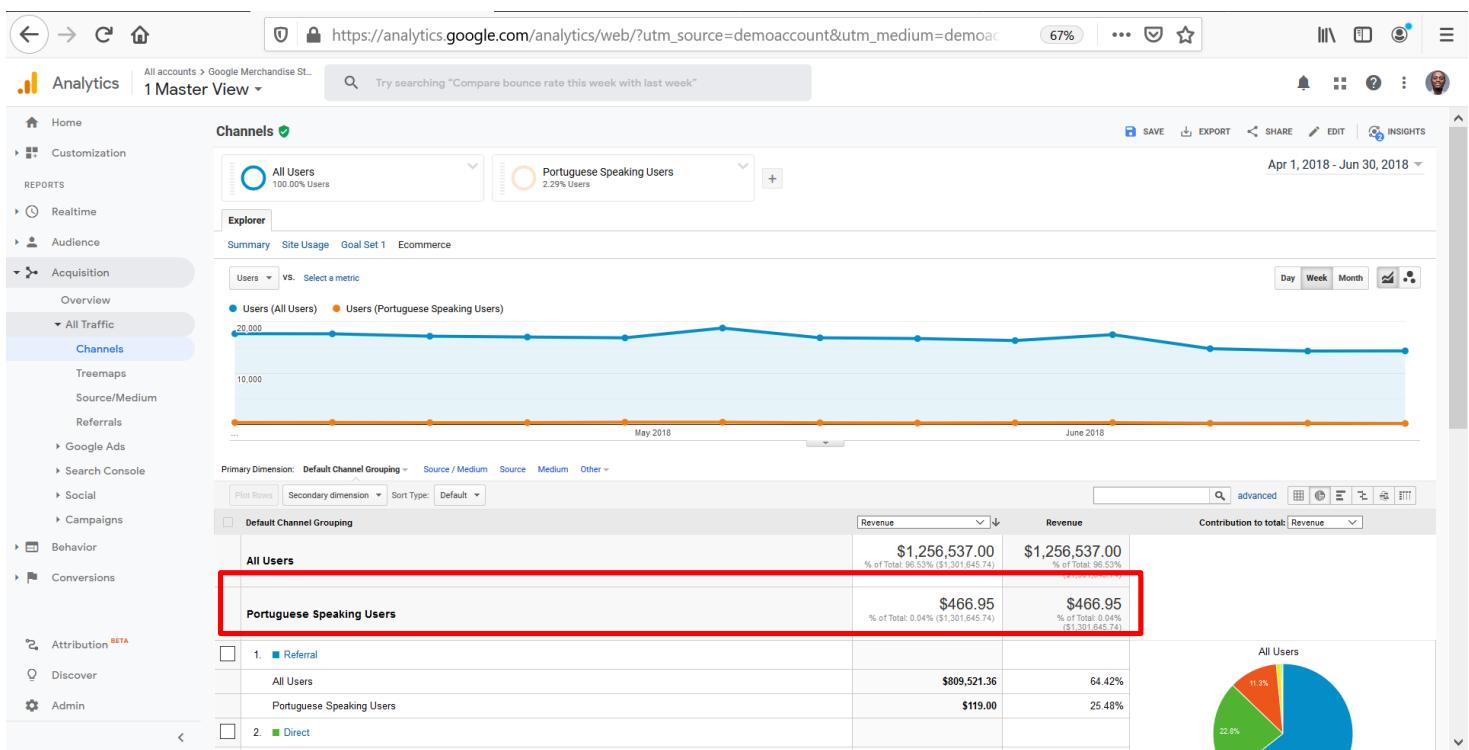


Audience Segment: Characteristic

In the three month period that I selected (01/04/2018 – 30/06/2018), I will answer the business question **how much eCommerce revenues come from this segment and what proportion of the total eCommerce revenues is that?**

Acquisition : All Traffic/Channels Reports(01/04/2018 – 30/06/2018)

- The report shows total eCommerce revenue pulled in by this segment was **\$466.95** which is **0.04%** of the total revenue.
- The trend reveals Portuguese speakers are does not yet contribute for Paid Search, Affiliates, Display and Other on Google Merchandise Store as the image below shows





Audience Segment: Characteristic

Analytics | All accounts > Google Merchandise St... 1 Master View Try searching "Compare bounce rate this week with last week"

Channels

All Users (100.00% Users) vs. Portuguese Speaking Users (2.29% Users)

Apr 1, 2018 - Jun 30, 2018

Users vs. Select a metric

Users (All Users) ● Users (Portuguese Speaking Users)

20,000
10,000

May 2018 June 2018

Primary Dimension: Default Channel Grouping ▾ Source / Medium Source Medium Other ▾

Plot Rows Secondary dimension ▾ Sort Type: Default ▾

Default Channel Grouping	Revenue	Revenue	Contribution to total: Revenue
All Users	\$1,256,537.00 % of Total: 96.53% (\$1,301,645.74)	\$1,256,537.00 % of Total: 96.53% (\$1,301,645.74)	
Portuguese Speaking Users	\$466.95 % of Total: 0.04% (\$1,301,645.74)	\$466.95 % of Total: 0.04% (\$1,301,645.74)	
1. Referral			
All Users	\$809,521.36	64.42%	
Portuguese Speaking Users	\$119.00	25.48%	
2. Direct			
All Users	\$286,057.43	22.77%	
Portuguese Speaking Users	\$238.00	50.97%	
3. Organic Search			
All Users	\$141,375.14	11.25%	
Portuguese Speaking Users	\$65.97	14.13%	
4. Social			
All Users	\$14,148.29	1.13%	
Portuguese Speaking Users	\$43.98	9.42%	
5. Paid Search			
All Users	\$4,678.01	0.37%	
Portuguese Speaking Users	\$0.00	0.00%	
6. Affiliates			
All Users	\$565.40	0.04%	
Portuguese Speaking Users	\$0.00	0.00%	
7. Display			
All Users	\$191.37	0.02%	
Portuguese Speaking Users	\$0.00	0.00%	

All Users
22.8%
Portuguese Speaking Users
77.2%
11.3%
25.5%
51%
14.1%
2.4%
1.1%

Analytics | All accounts > Google Merchandise St... 1 Master View Try searching "Compare bounce rate this week with last week"

Channels

All Users	\$1,256,537.00 % of Total: 96.53% (\$1,301,645.74)	\$1,256,537.00 % of Total: 96.53% (\$1,301,645.74)
Portuguese Speaking Users	\$466.95 % of Total: 0.04% (\$1,301,645.74)	\$466.95 % of Total: 0.04% (\$1,301,645.74)
1. Referral		
All Users	\$809,521.36	64.42%
Portuguese Speaking Users	\$119.00	25.48%
2. Direct		
All Users	\$286,057.43	22.77%
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All Users	\$4,678.01	0.37%
Portuguese Speaking Users	\$0.00	0.00%
6. Affiliates		
All Users	\$565.40	0.04%
Portuguese Speaking Users	\$0.00	0.00%
7. Display		
All Users	\$191.37	0.02%
Portuguese Speaking Users	\$0.00	0.00%

All Users
64.4%
Portuguese Speaking Users
25.5%
11.3%
22.8%
51%
14.1%
2.4%
1.1%



Audience Segment: Geography

Analytics All accounts > Google Merchandise ST... 1 Master View Try searching "Compare bounce rate this week with last week"

Home Customization Reports Realtime Audience Acquisition Overview All Traffic Channels Treemaps Source/Medium Referrals Google Ads Search Console Social Campaigns Behavior Conversions Attribution BETA Discover Admin

Apr 1, 2018 - Jun 30, 2018

Channels 2

All Users 100.00% Users + Portuguese Speaking Users 2.29% Users

North America Users Save Cancel Preview

Segment is visible in any View Change

Conditions Segment your users and/or their sessions according to single or multi-session conditions.

Filter Sessions Include Sub Continent exactly matches Northern America - OR AND + Add Filter

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

Summary 43.97% of users Users 83,326 Sessions 128,869 48.96% of sessions Conditions Sub Continent: "Northern America"

Explorer Summary Site Usage Goal Set 1 Ecommerce

Detailed description: This screenshot shows the 'Segments' feature in Google Analytics. On the left, there's a sidebar with various reporting and management options. The main area is titled 'Channels' with two segments selected: 'All Users' (100.00%) and 'Portuguese Speaking Users' (2.29%). A modal window is open for creating a new segment named 'North America Users'. It includes a 'Conditions' section with a dropdown for 'Sessions' and 'Include' filter set to 'Sub Continent' matching 'Northern America'. Other tabs like 'Demographics' and 'Technology' are visible but inactive. To the right, a summary card displays the results: 43.97% of users (83,326), 128,869 sessions (48.96% of sessions), and a condition for 'Sub Continent: "Northern America"'. At the bottom, there's an 'Explorer' tab with links to 'Summary', 'Site Usage', 'Goal Set 1', and 'Ecommerce'.

Audience Segment: Geography

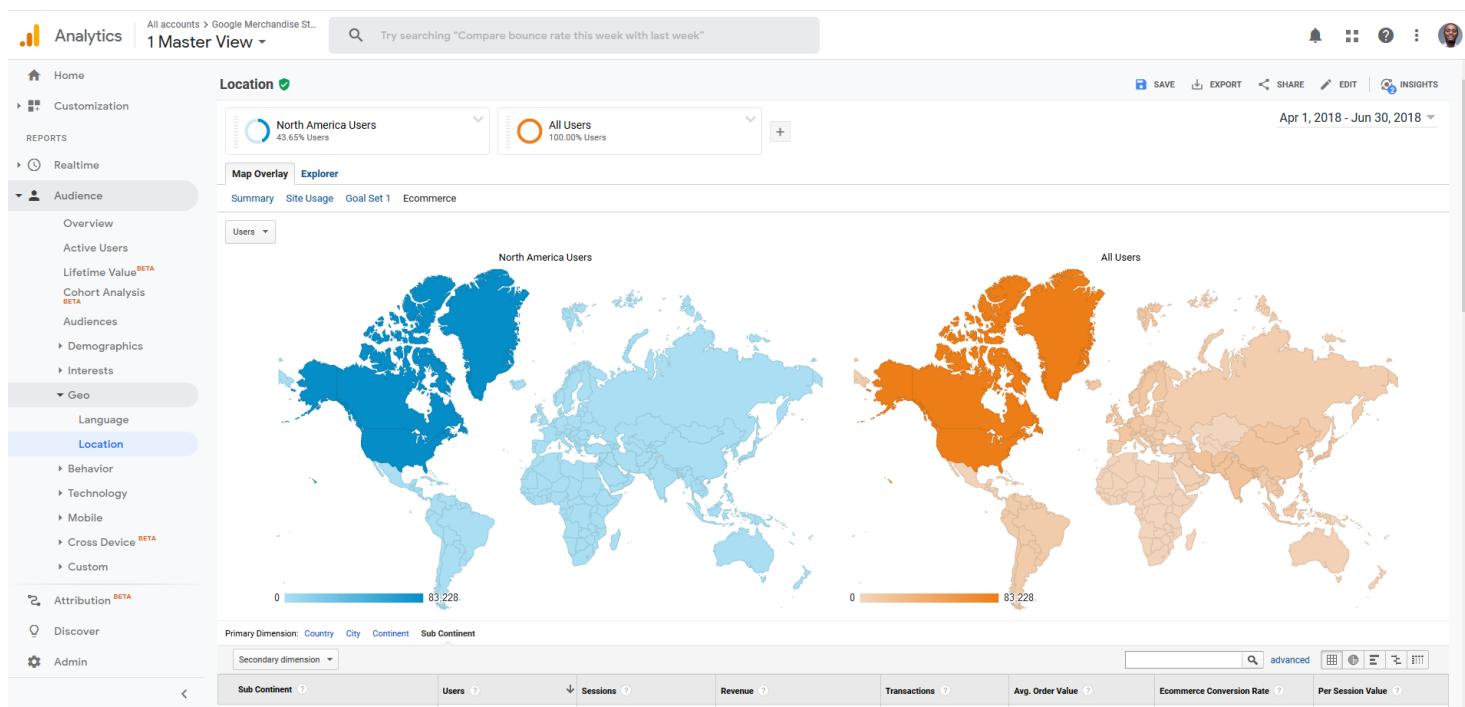
This segment was created on the North America Sub Continent. The Summary shows this segment accounts for 43.97 % of all users, so it is a significant user base. I am interested in finding out the significance of this segment to Google Merchandise Store which I will put the following business questions to guide me on the insights:

- What was the ecommerce Conversion Rate of this segment relative to other sub continents ?
- What was the Revenue relative to other sub continents ?

I will apply this segment to Audience: Geo/Location Report to find out the answers.

Audience: Geo/Location Report (01/04/18 – 30/06/18)

- The report shows the eCommerce Conversion rate of this segment was **5.06%**, relative to Northern America Users and 2.86% for all users.
- The Revenue from this segment Northern America Users was **\$1,229.106.29**(corresponding 97.82% of total revenue).
- Analyzing the trend we identified that North America is the main market for Google Merchandise Store, which is not surprising given it is the birth place of Google and its brand name a household name there.





Audience Segment: Geography

Analytics | All accounts > Google Merchandise St... | 1 Master View | Try searching "Compare bounce rate this week with last week"

Primary Dimension: Country | City | Continent | Sub Continent
Secondary dimension

Sub Continent	Users	Sessions	Revenue	Transactions	Avg. Order Value	Ecommerce Conversion Rate	Per Session Value
North America Users	83,228 % of Total: 43.65% (190,689)	128,917 % of Total: 48.98% (263,214)	\$1,229,106.29 % of Total: 97.82% (\$1,256,537.00)	6,527 % of Total: 86.71% (7,527)	\$188.31 Avg for View: \$166.94 (12.80%)	5.06% Avg for View: 2.86% (77.05%)	\$9.53 Avg for View: \$4.77 (99.72%)
All Users	190,689 % of Total: 100.00% (190,689)	263,214 % of Total: 100.00% (263,214)	\$1,256,537.00 % of Total: 100.00% (\$1,229,106.29)	7,527 % of Total: 100.00% (6,527)	\$166.94 Avg for View: \$166.94 (0.00%)	2.86% Avg for View: 2.86% (0.00%)	\$4.77 Avg for View: \$4.77 (0.00%)
1. Northern America							
North America Users	83,228 (100.00%)	128,917 (100.00%)	\$1,229,106.29 (100.00%)	6,527 (100.00%)	\$188.31	5.06%	\$9.53
All Users	83,228 (43.51%)	128,917 (48.98%)	\$1,229,106.29 (97.82%)	6,527 (86.71%)	\$188.31	5.06%	\$9.53
2. South America							
North America Users	0 (0.00%)	0 (0.00%)	\$0.00 (0.00%)	0 (0.00%)	\$0.00	0.00%	\$0.00
All Users	8,790 (4.60%)	11,162 (4.24%)	\$1,379.89 (0.11%)	96 (1.28%)	\$14.37	0.86%	\$0.12
3. Western Africa							
North America Users	0 (0.00%)	0 (0.00%)	\$0.00 (0.00%)	0 (0.00%)	\$0.00	0.00%	\$0.00
All Users	1,268 (0.66%)	1,413 (0.54%)	\$0.00 (0.00%)	5 (0.07%)	\$0.00	0.35%	\$0.00
4. Central America							
North America Users	0 (0.00%)	0 (0.00%)	\$0.00 (0.00%)	0 (0.00%)	\$0.00	0.00%	\$0.00
All Users	2,632 (1.38%)	3,339 (1.27%)	\$2,045.16 (0.16%)	33 (0.44%)	\$61.97	0.99%	\$0.61
5. Eastern Africa							
North America Users	0 (0.00%)	0 (0.00%)	\$0.00 (0.00%)	0 (0.00%)	\$0.00	0.00%	\$0.00
All Users	724 (0.38%)	815 (0.31%)	\$0.00 (0.00%)	2 (0.03%)	\$0.00	0.25%	\$0.00
6. Northern Africa							
North America Users	0 (0.00%)	0 (0.00%)	\$0.00 (0.00%)	0 (0.00%)	\$0.00	0.00%	\$0.00
All Users	1,534 (0.80%)	1,664 (0.63%)	\$0.00 (0.00%)	2 (0.03%)	\$0.00	0.12%	\$0.00

Analytics | All accounts > Google Merchandise St... | 1 Master View | Try searching "Compare bounce rate this week with last week"

All users

4. Central America	1,208 (0.66%)	1,413 (0.54%)	\$0.00 (0.00%)	0 (0.00%)	\$0.00	0.00%	\$0.00
North America Users	0 (0.00%)	0 (0.00%)	\$0.00 (0.00%)	0 (0.00%)	\$0.00	0.00%	\$0.00
All Users	2,632 (1.38%)	3,339 (1.27%)	\$2,045.16 (0.16%)	33 (0.44%)	\$61.97	0.99%	\$0.61
5. Eastern Africa							
North America Users	0 (0.00%)	0 (0.00%)	\$0.00 (0.00%)	0 (0.00%)	\$0.00	0.00%	\$0.00
All Users	724 (0.38%)	815 (0.31%)	\$0.00 (0.00%)	2 (0.03%)	\$0.00	0.25%	\$0.00
6. Northern Africa							
North America Users	0 (0.00%)	0 (0.00%)	\$0.00 (0.00%)	0 (0.00%)	\$0.00	0.00%	\$0.00
All Users	1,534 (0.80%)	1,664 (0.63%)	\$0.00 (0.00%)	2 (0.03%)	\$0.00	0.12%	\$0.00
7. Middle Africa							
North America Users	0 (0.00%)	0 (0.00%)	\$0.00 (0.00%)	0 (0.00%)	\$0.00	0.00%	\$0.00
All Users	226 (0.12%)	232 (0.09%)	\$0.00 (0.00%)	0 (0.00%)	\$0.00	0.00%	\$0.00
8. Southern Africa							
North America Users	0 (0.00%)	0 (0.00%)	\$0.00 (0.00%)	0 (0.00%)	\$0.00	0.00%	\$0.00
All Users	939 (0.49%)	1,087 (0.41%)	\$246.26 (0.02%)	20 (0.27%)	\$12.31	1.84%	\$0.23
9. Caribbean							
North America Users	0 (0.00%)	0 (0.00%)	\$0.00 (0.00%)	0 (0.00%)	\$0.00	0.00%	\$0.00
All Users	384 (0.20%)	447 (0.17%)	\$0.00 (0.00%)	2 (0.03%)	\$0.00	0.45%	\$0.00
10. Eastern Asia							
North America Users	0 (0.00%)	0 (0.00%)	\$0.00 (0.00%)	0 (0.00%)	\$0.00	0.00%	\$0.00
All Users	13,915 (7.27%)	18,519 (7.04%)	\$4,899.46 (0.39%)	137 (1.82%)	\$35.76	0.74%	\$0.26

Show rows: 10 Go to: 1 - 10 of 23 Refresh Report
This report was generated on 4/9/20 at 12:34:09 PM - Refresh Report



Audience Segment: User Behavior

Segment: New Visitor (Sessions)

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

Try searching "Compare bounce rate this week with last week"

Home Customization Reports Realtime Audience Overview Active Users Lifetime Value BETA Cohort Analysis BETA Audiences Demographics Interests Geo Language Location Behavior Technology Mobile Cross Device BETA Custom Attribution BETA Discover Admin

Location ✓

New Visitor 95.40% Users + Add Segment

New Visitor (Sessions) Save Cancel Preview Segment is visible in any View Change

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

Conditions Segment your users and/or their sessions according to single or multi-session conditions.

Filter Sessions Include User Type exactly matches New Visitor - OR AND + Add Filter

Summary 95.10% of users Users 180,215 Sessions 182,089 69.18% of sessions Conditions User Type: "New Visitor"

Map Overlay Explorer Summary Site Usage Goal Set 1 Ecommerce

Segment: New Visitor (Users)

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

Try searching "Compare bounce rate this week with last week"

Home Customization Reports Realtime Audience Overview Active Users Lifetime Value BETA Cohort Analysis BETA Audiences Demographics Interests Geo Language Location Behavior Technology Mobile Cross Device BETA Custom Attribution BETA Discover Admin

Location ✓

New Visitor (Sessions) 95.40% Users + Add Segment

New Visitor (Users) Save Cancel Preview Segment is visible in any View Change

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

Conditions Segment your users and/or their sessions according to single or multi-session conditions.

Filter Users Include User Type contains New Visitor - OR AND + Add Filter

Summary 94.26% of users Users 185,171 Sessions 236,691 89.92% of sessions Conditions User Type: contains "New Visitor"

Map Overlay Explorer Summary Site Usage Goal Set 1 Ecommerce

Audience Segment: User Behavior

Analysis:

The two segments created were based on user type New Visitor by users and session.

They can be used to answer the following business questions:

- How much did New Visitor segment (user scope) contribute to Goal Conversion Rate?
- Is there a correlation between the two scopes of New Visitor segment's contribution to Goal Conversion Rate?

I would apply the segments to Acquisition: All Traffic/Channels Report (on Goal Set 1 view) to find out the answers.

In the three month period selected, how much did New Visitor segment (user scope)

contribute to *Goal Conversion Rate*?

Acquisition: All Traffic / Channels Report (01/04/2018 – 30/06/2018)

The report shows the New Visitors(users)segment contributed 22.54% of the total Goal Conversion Rate. Breaking this down by channels, *Referral*, *Direct* and *Organic Search* the top three spots with contribution rate of 49.63%, 33.20% and 15.24% respectively.



Audience Segment: User Behavior

Segment: New Visitor (Users)

Analytics All accounts > Google Merchandise St... 1 Master View Try searching "Compare bounce rate this week with last week" SEARCH

Home Customization REPORTS Realtime Audience Acquisition Overview All Traffic Channels Treemaps Source/Medium Referrals Google Ads Search Console Social Campaigns Behavior Conversions Attribution BETA Discover Admin

Channels + Add Segment SAVE EXPORT SHARE EDIT INSIGHTS Apr 1, 2018 - Jun 30, 2018

New Visitors (Users) 95.40% Users + Add Segment

Explorer Summary Site Usage Goal Set 1 Ecommerce

Users vs. **Select a metric** Day Week Month

May 2018 **June 2018**

Primary Dimension: Default Channel Grouping Source / Medium Source Medium Other

Plot Rows **Secondary dimension** Sort Type: Default advanced

Default Channel Grouping	Goal Conversion Rate	Users	Contribution to total: Users
New Visitors (Users)	22.54% Avg for View: 23.68% (-4.85%)	181,910 % of Total: 95.40% (190,689)	
1. Referral	49.63%	12.37%	
2. Direct	33.20%	18.43%	
3. Organic Search	15.24%	47.36%	
4. Affiliates	14.79%	2.88%	
5. Paid Search	8.68%	1.26%	
6. Social	5.71%	17.28%	

Referrals

Default Channel Grouping	Goal Conversion Rate	Users	Contribution to total: Users
New Visitors (Users)	22.54% Avg for View: 23.68% (-4.85%)	181,910 % of Total: 95.40% (190,689)	
1. Referral	49.63%	12.37%	
2. Direct	33.20%	18.43%	
3. Organic Search	15.24%	47.36%	
4. Affiliates	14.79%	2.88%	
5. Paid Search	8.68%	1.26%	
6. Social	5.71%	17.28%	
7. Display	3.03%	0.42%	
8. (Other)	0.00%	0.00%	

Show rows: 10 Go to: 1 1 - 8 of 8

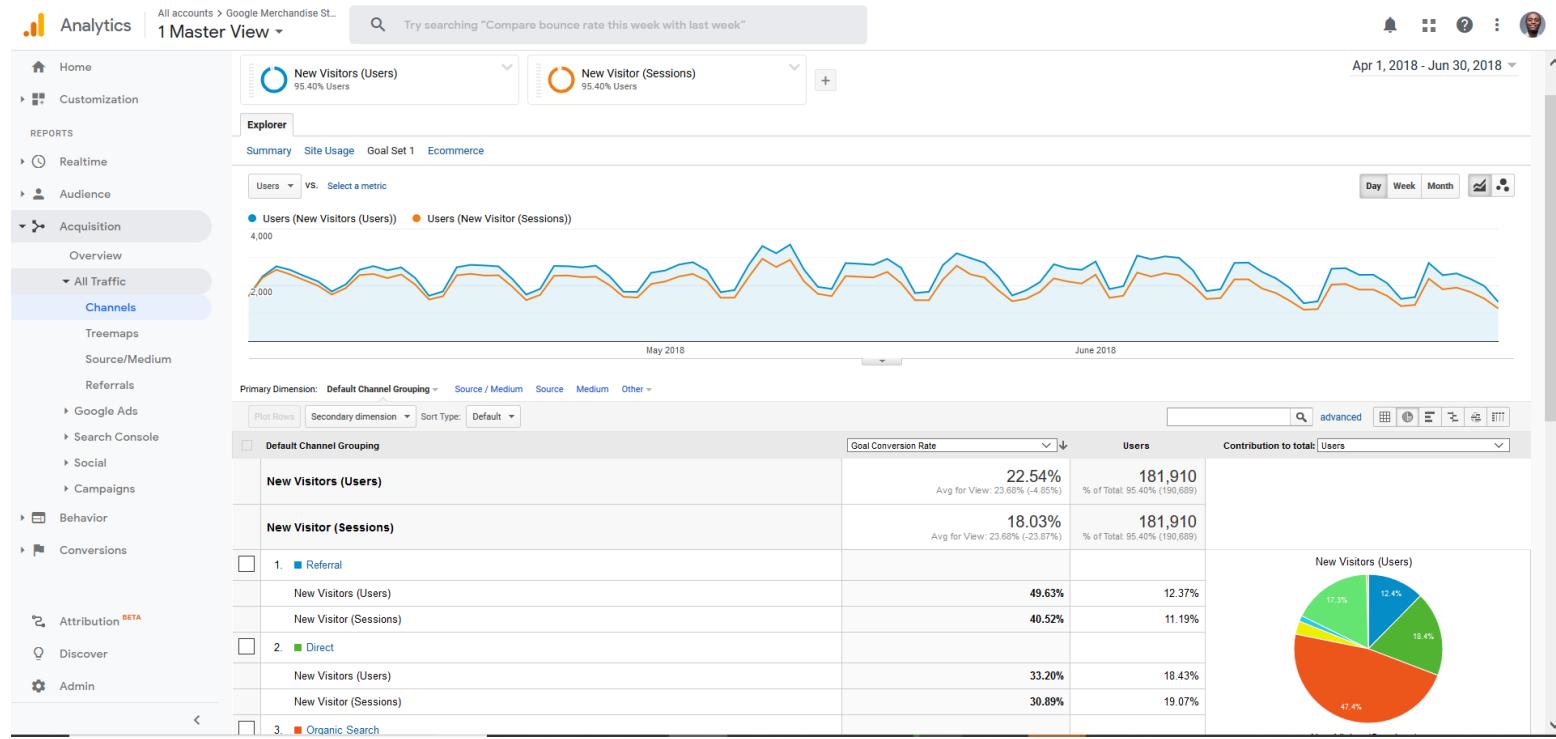
Audience Segment: User Behavior

Analysis:

In the three month period that I selected, is there a correlation between the two scopes of New Visitor segment's contribution to Goal Conversion Rate?

Acquisition: All Traffic / Channels Report (01/04/2018 – 30/06/2018)

From the data range that I selected , the report shows a positive correlation between the user and session scopes of New Visitor Segment on Goal Conversion Rate. The same correlation is mirrored among the channels, where both scopes move in the same direction in New Visitor segment's contribution to Goal Conversion Rate.





Audience Segment: User Behavior

Acquisition: All Traffic / Channels Report (01/04/2018 – 30/06/2018)

Analytics | All accounts > Google Merchandise St... 1 Master View ▾ Try searching "Compare bounce rate this week with last week"

Home Customization Reports Realtime Audience Acquisition Overview All Traffic Channels Treemaps Source/Medium Referrals Google Ads Search Console Social Campaigns Behavior Conversions Attribution BETA Discover Admin

New Visitors (Users) 95.40% Users New Visitor (Sessions) 95.40% Users

Explorer Summary Site Usage Goal Set 1 Ecommerce

Users vs. Select a metric

Users (New Visitors (Users)) ● Users (New Visitor (Sessions))

May 2018 June 2018

Primary Dimension: Default Channel Grouping ▾ Source / Medium Source Medium Other ▾

Plot Rows Secondary dimension Sort Type: Default

	Goal Conversion Rate	Users	Contribution to total: Users
New Visitors (Users)	22.54% Avg for View: 23.68% (-4.85%)	181,910	% of Total: 95.40% (190,689)
New Visitor (Sessions)	18.03% Avg for View: 23.68% (-23.87%)	181,910	% of Total: 95.40% (190,689)
1. ■ Referral	49.63%	12.37%	
New Visitors (Users)			
New Visitor (Sessions)	40.52%	11.19%	
2. ■ Direct	33.20%	18.43%	
New Visitors (Users)			
New Visitor (Sessions)	30.89%	19.07%	
3. ■ Organic Search	47.4%		
New Visitors (Users)	17.3%	12.4%	
New Visitor (Sessions)	18.4%		

New Visitors (Users)

Analytics | All accounts > Google Merchandise St... 1 Master View ▾ Try searching "Compare bounce rate this week with last week"

Home Customization Reports Realtime Audience Acquisition Overview All Traffic Channels Treemaps Source/Medium Referrals Google Ads Search Console Social Campaigns Behavior Conversions Attribution BETA Discover Admin

1. ■ Referral

New Visitors (Users)	49.63%	12.37%
New Visitor (Sessions)	40.52%	11.19%

2. ■ Direct

New Visitors (Users)	33.20%	18.43%
New Visitor (Sessions)	30.89%	19.07%

3. ■ Organic Search

New Visitors (Users)	15.24%	47.36%
New Visitor (Sessions)	13.15%	47.86%

4. ■ Affiliates

New Visitors (Users)	14.79%	2.88%
New Visitor (Sessions)	13.50%	2.76%

5. ■ Paid Search

New Visitors (Users)	8.68%	1.26%
New Visitor (Sessions)	4.87%	1.12%

6. ■ Social

New Visitors (Users)	5.71%	17.28%
New Visitor (Sessions)	5.15%	17.61%

7. ■ Display

New Visitors (Users)	3.03%	0.42%
New Visitor (Sessions)	2.41%	0.39%

8. ■ (Other)

New Visitors (Users)	0.00%	0.00%
New Visitor (Sessions)	0.00%	0.00%

New Visitors (Users)

New Visitor (Sessions)



Part Two: Connecting a Data Source and Creating a Custom Dashboard



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

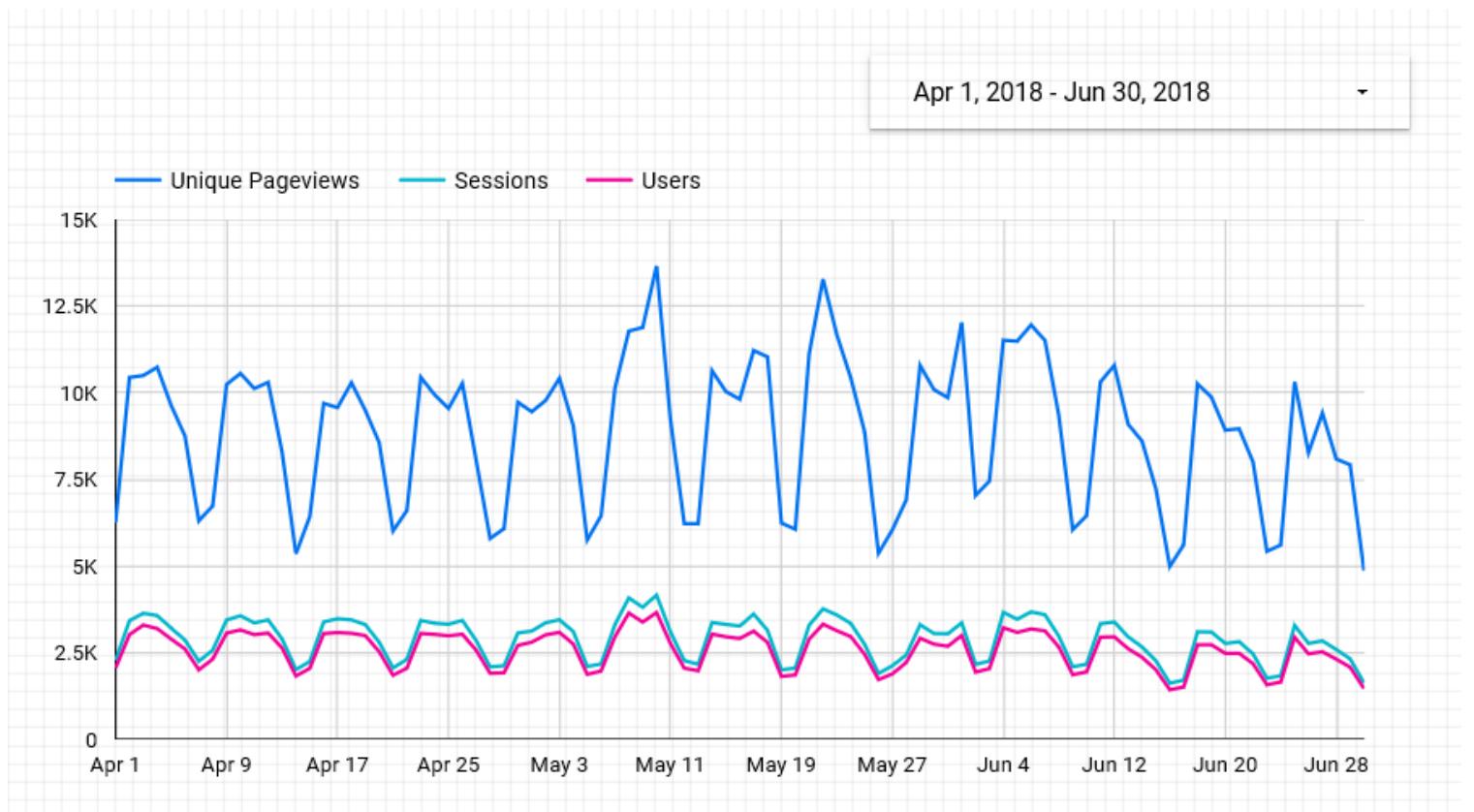
The screenshot shows the Google Data Studio interface. The top navigation bar includes icons for back, forward, refresh, and home, followed by a URL bar with <https://datastudio.google.com/u/0/navigation/datasources>. Below the URL bar are tabs for Data Studio, Reports, Data sources (which is selected), and Explorer. A search bar says "Search Data Studio". On the left, a sidebar has a "Recent" tab (which is active, indicated by a blue background), "Shared with me", and "Trash". The main content area shows a table of data sources:

Name	Owned by anyone	Last opened by me
Google Merchandise Store Dashboard Concept	Nélio Macombo	7:52 PM
1 Master View	Nélio Macombo	7:52 PM
Cowork Lab Dashboard	Nélio Macombo	Sep 26, 2019

A red arrow points from the text below to the "1 Master View" row in the table.

This is the data source connection established using Google Analytics connector in Data Studio.
With this connection, visualizations can be built based on the Master View in Google Merchandise Store Demo account in Google Analytics.

2. Merchandise Store Draft Dashboard: Time Series chart



This is the Time Series chart of the trends on Unique Pageviews, Sessions and Users for the time period April 1st - June 30th 2018. The data source, dimension and metric details of the chart is as listed here:

In the time period selected, the chart shows:

- the trends on Sessions and Users closely mirroring each other;
- all three metrics consistently showing a deep downward trend towards end of each week before recovering and peaking at the start of the next week.

Data Range Properties

Data source

1 Master View BLEND DATA [?](#)

Dimension

Date

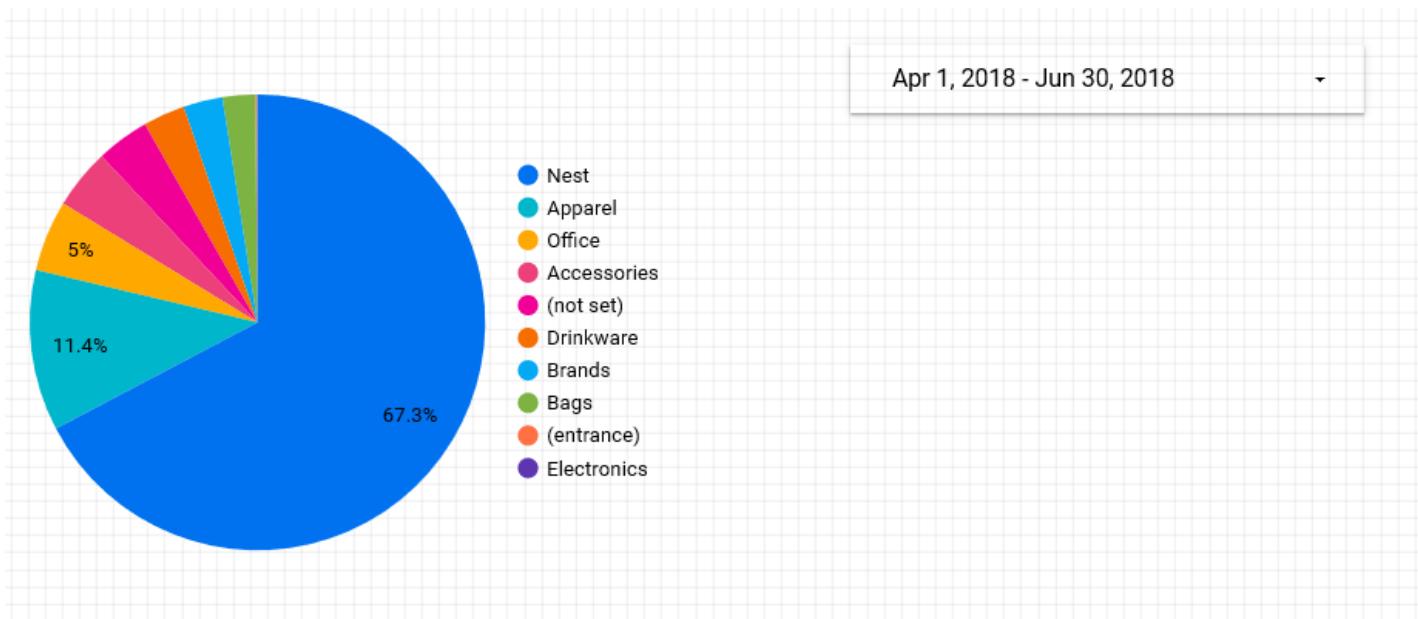
Drill down

Metric

AUT	Unique Pageviews
AUT	Sessions
AUT	Users
+ Add metric	

Optional metrics

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



This is the 7-slice pie chart on revenue broken down by product categories during time period April 1st – June 30th, 2018.

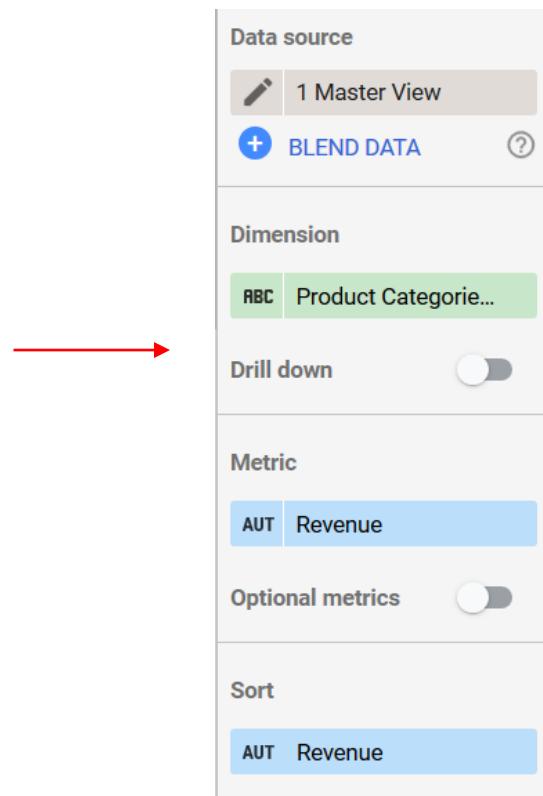
The data source, dimension and metric details are shown next to the chart.

Note:

- The Pie shows 09 categories but 02 of them, Electronics (does not have data yet) and Not Set (are products that does not fall on other categories or that not been properly labeled)**

On the chart.

Nest, Apparel and Office are the top 03 revenue contributors.



Data source: 1 Master View, Blend Data

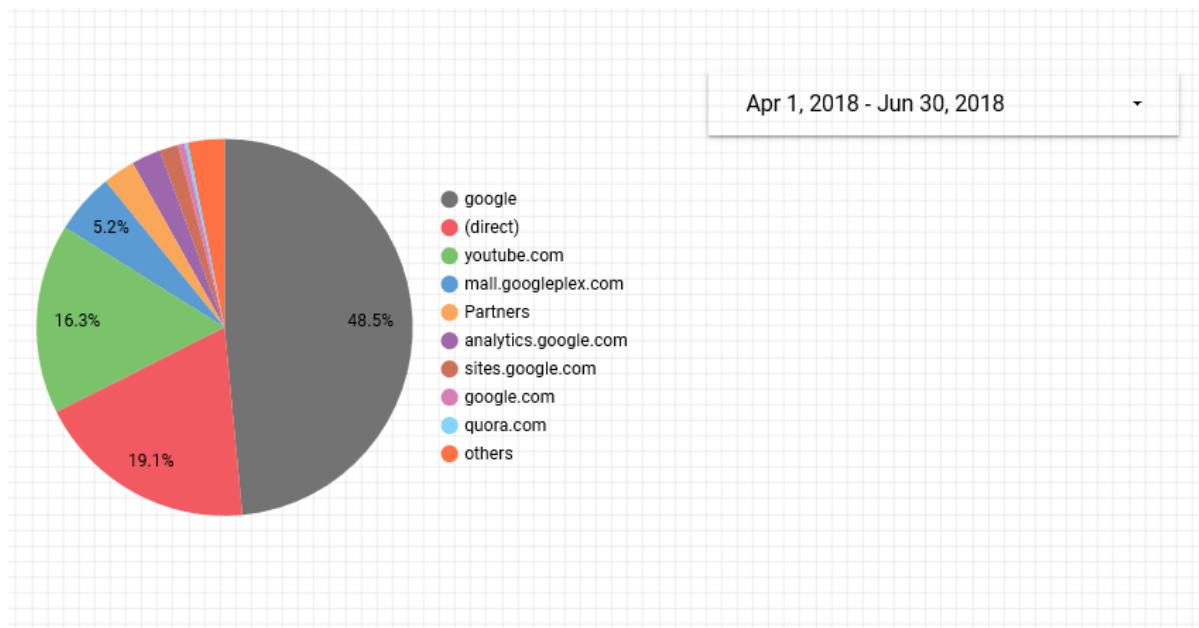
Dimension: Product Categories

Metric: Revenue

Optional metrics: Revenue

Sort: Revenue

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



This is the 5-slice pie chart on source broken down by new users during time period 1st April-30th June, 2018.

The data source, dimension and metric details are shown next to the chart.

The Plot represents more than 5 sources and Google, Direct and Mall YouTube are the top 3 sources bringing new users to the site.

Data source

- 1 Master View
- BLEND DATA

Dimension

- RBC Source

Metric

- AUT New Users

Optional metrics

Sort

- AUT New Users

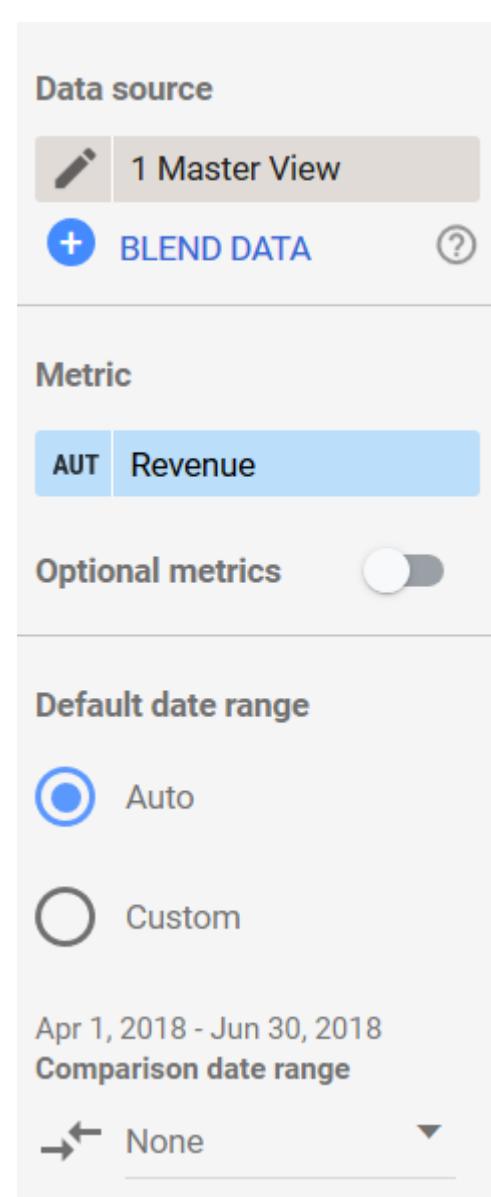
5. Merchandise Store Draft Dashboard: Scorecard



This is the Scorecard chart on average order value during the time period April 1st – June 30th, 2018.

The data source, dimension and metric details are shown next to the chart.

The chart show the average order value during the selected time period is \$166.94.



Data source

1 Master View

BLEND DATA

Metric

AUT Revenue

Optional metrics

Default date range

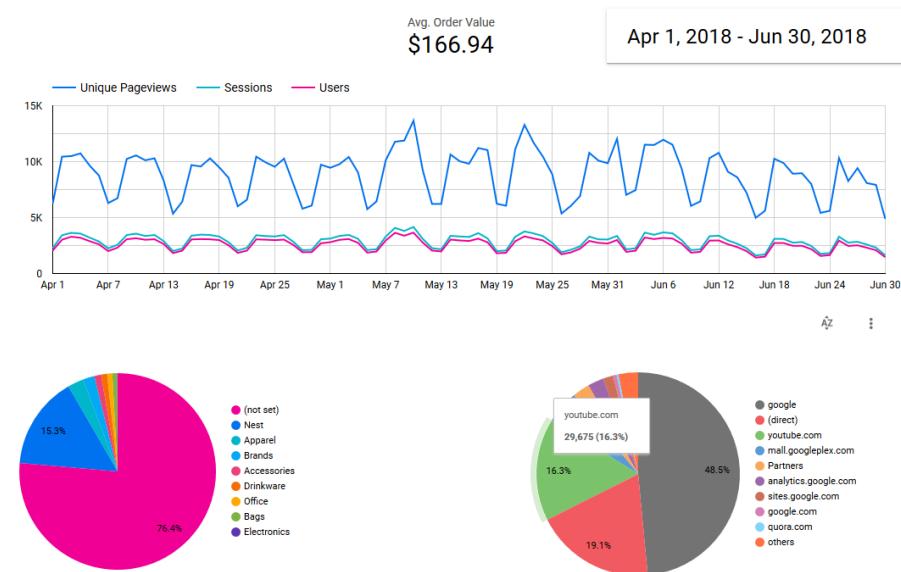
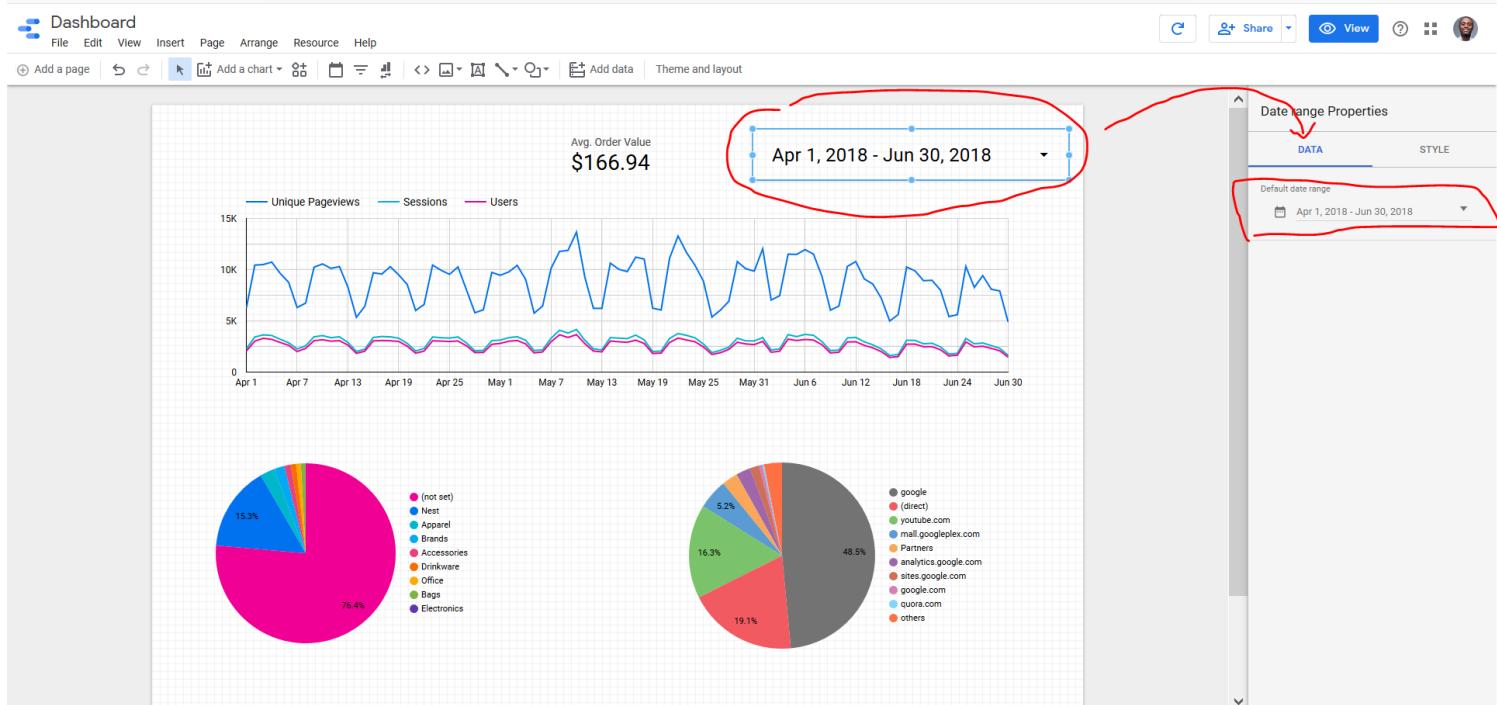
Auto

Custom

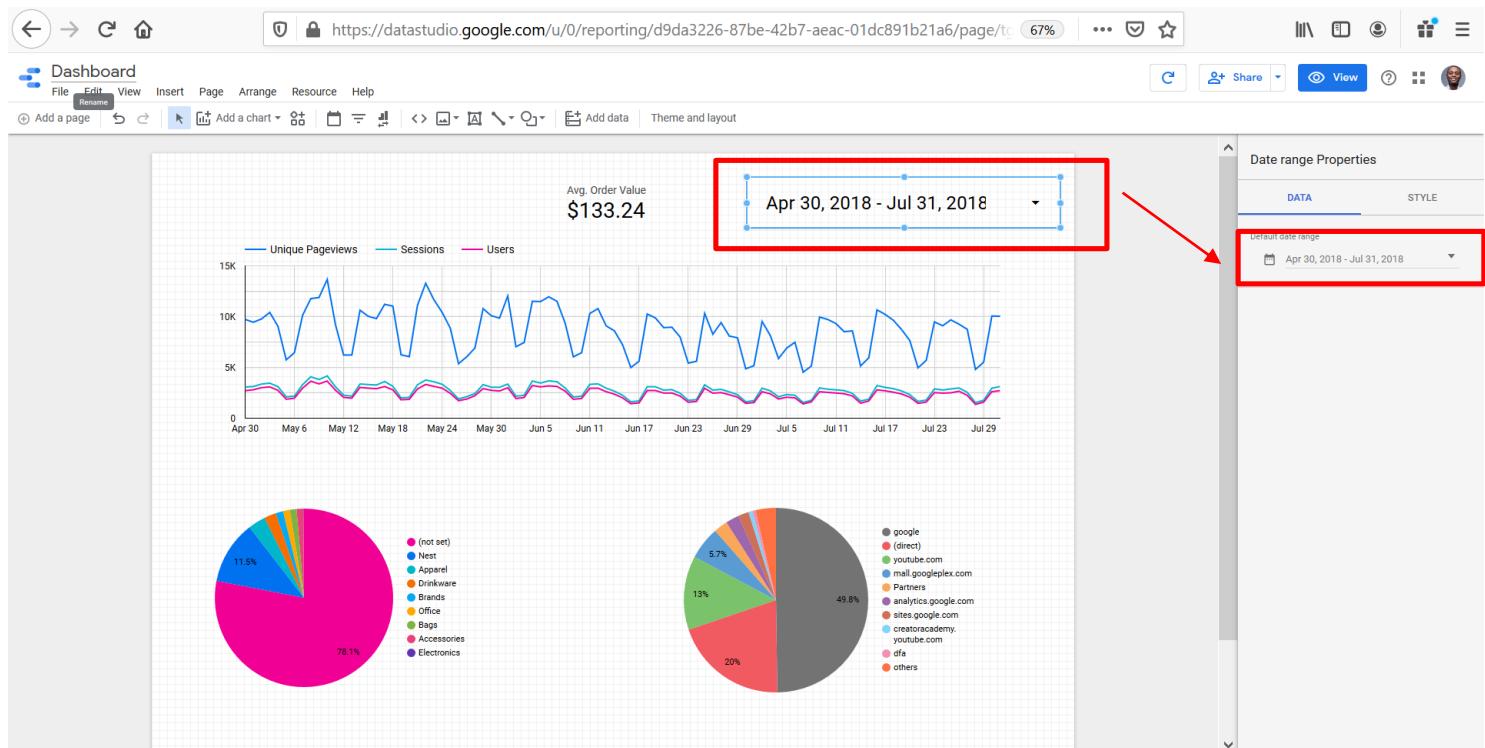
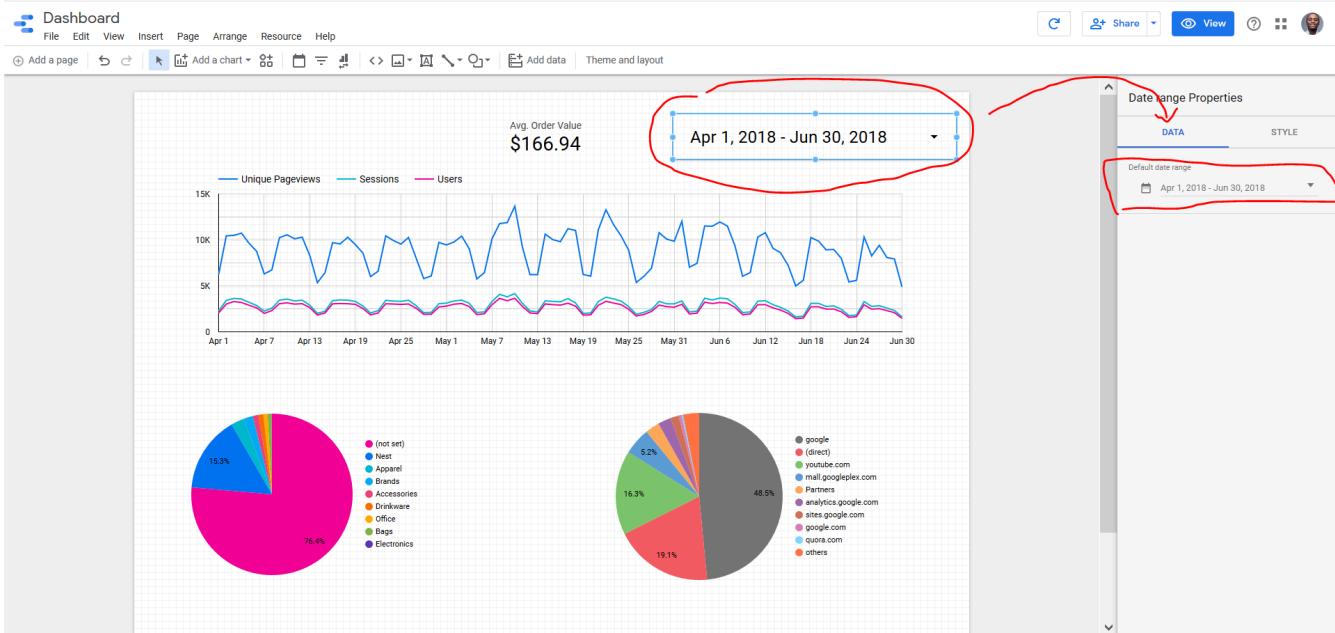
Comparison date range

None

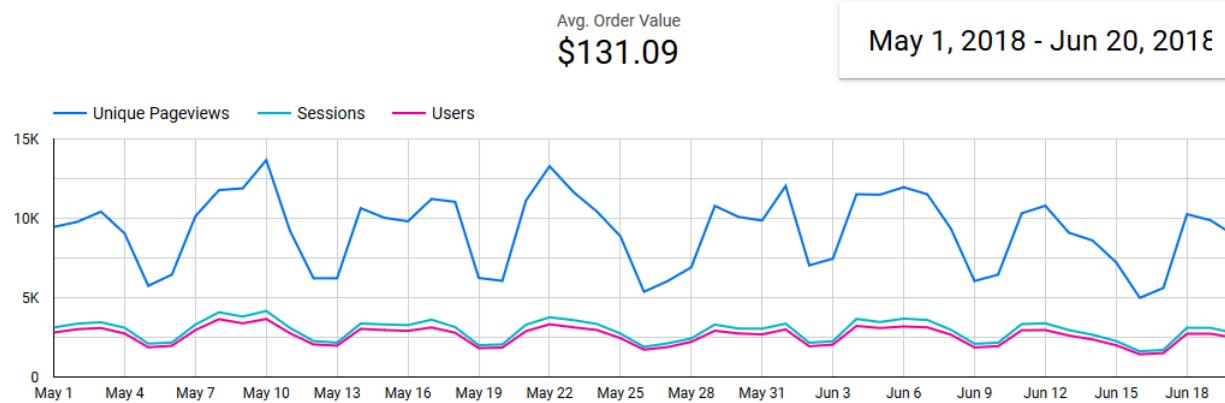
6. Merchandise Store Draft Dashboard: Date Range Control



6. Merchandise Store Draft Dashboard: Date Range Control



6. Merchandise Store Draft Dashboard: Date Range Control



In this usage demonstration, I changed the Date Range Control to the time period from 01st April – 30th June 2018, to 01st May – 20th June, 2018. This drove all other charts on the page to be updated dynamically to reflect the effect of the change in date range:

- the trends in the Time Series chart changed to match the new date range;
- average order value changed to \$131.09 (vs \$166.94 previously);

e-nor



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