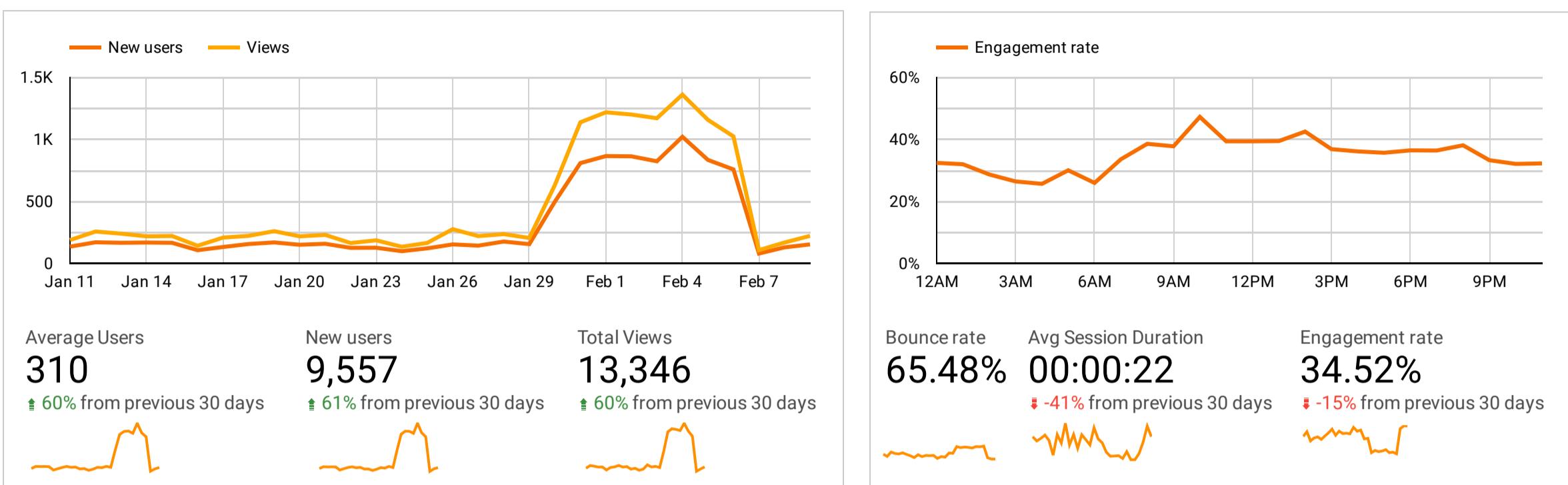# Google Analytics Behaviors Overview

Continent ▾	Region ▾	Event name ▾	Ads vs Orga... ▾	Jan 11, 2026 - Feb 9, 2026 ▾
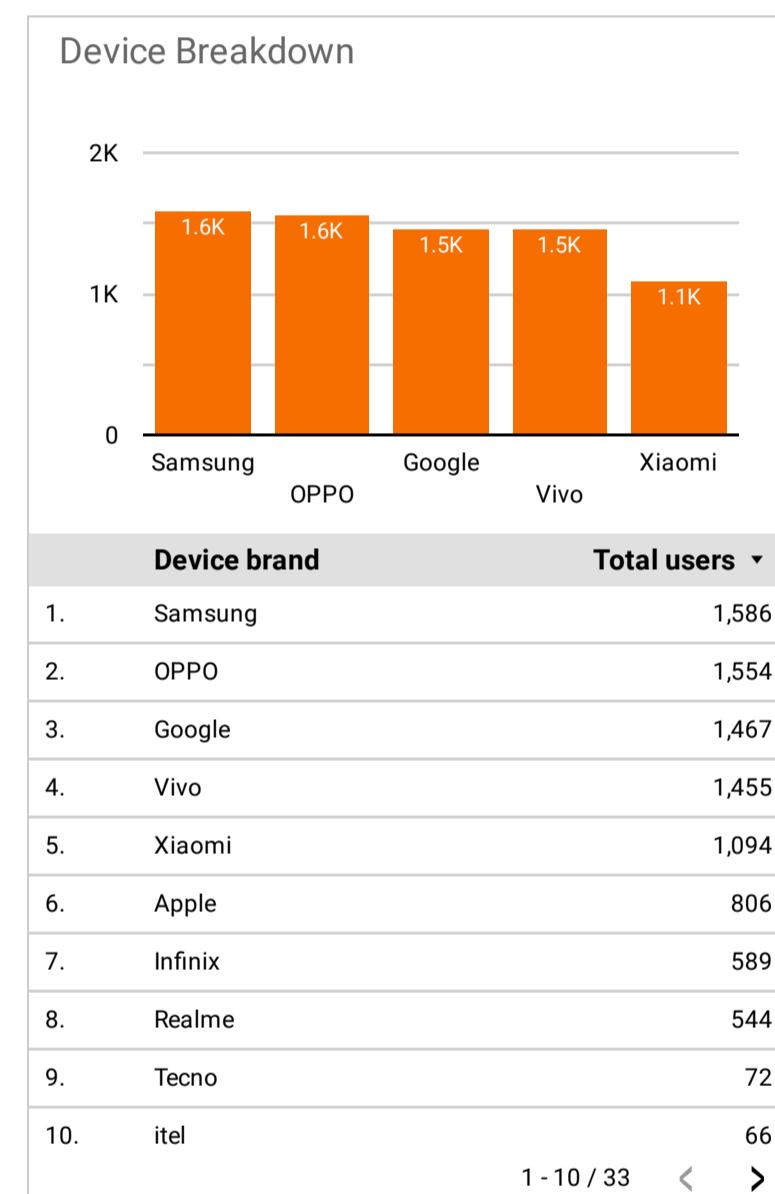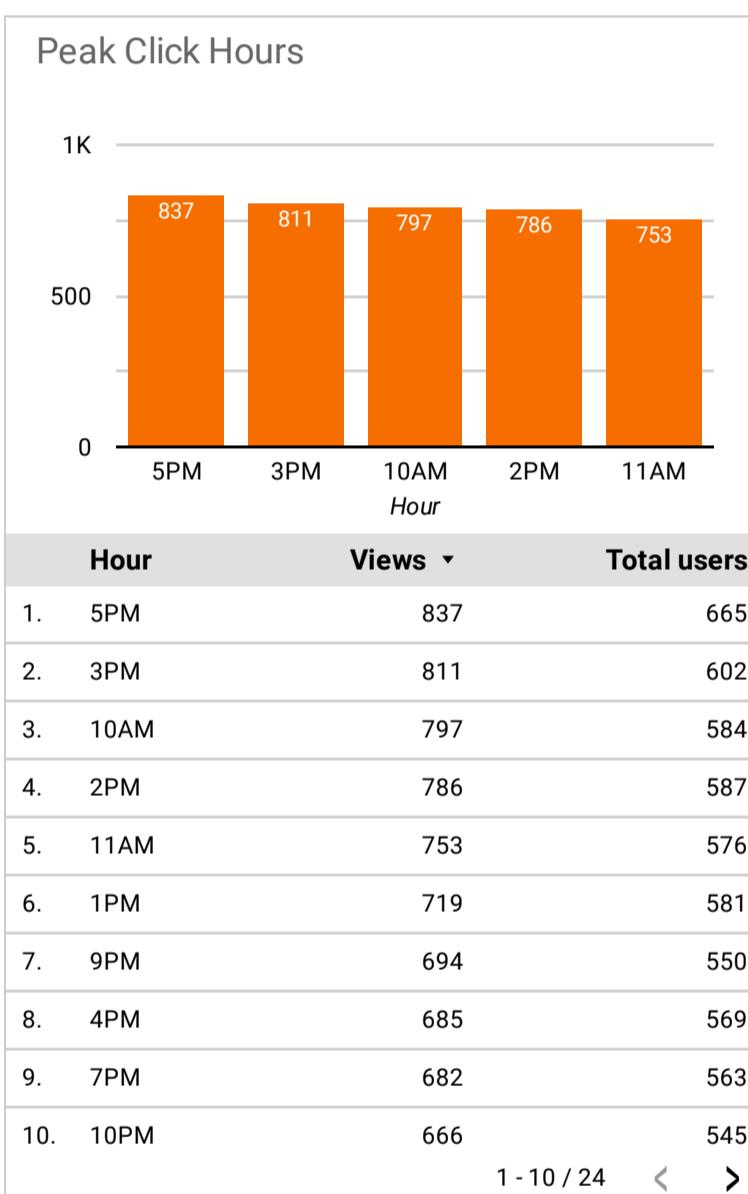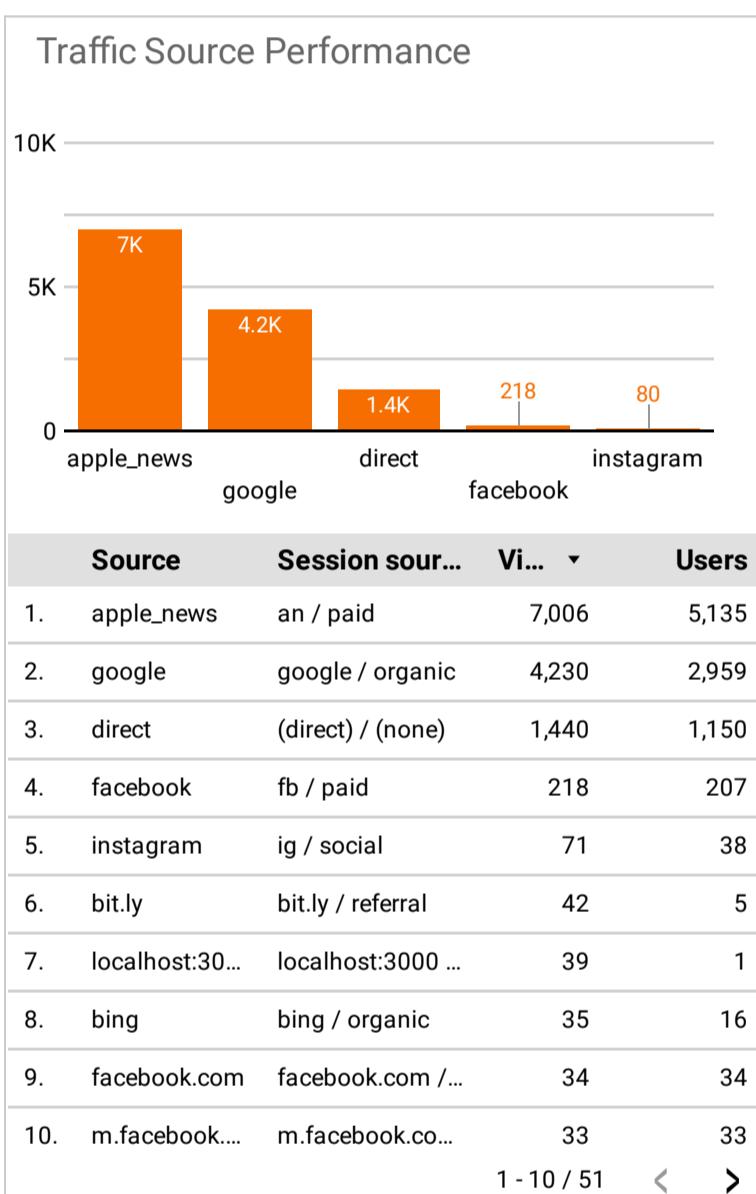
Overview of your user behaviors

— New users — Views

— Engagement rate

Average Users	New users	Total Views
310	9,557	13,346
⬆ 60% from previous 30 days	⬆ 61% from previous 30 days	⬆ 60% from previous 30 days

Bounce rate	Avg Session Duration	Engagement rate
65.48%	00:00:22	34.52%
⬇ -41% from previous 30 days	⬇ -15% from previous 30 days	

Website Performance Overview

Traffic Source Performance

	Source	Session sour...	Vi... ▾	Users
1.	apple_news	an / paid	7,006	5,135
2.	google	google / organic	4,230	2,959
3.	direct	(direct) / (none)	1,440	1,150
4.	facebook	fb / paid	218	207
5.	instagram	ig / social	71	38
6.	bit.ly	bit.ly / referral	42	5
7.	localhost:30...	localhost:3000 ...	39	1
8.	bing	bing / organic	35	16
9.	facebook.com	facebook.com /...	34	34
10.	m.facebook....	m.facebook.co...	33	33

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Peak Click Hours

	Hour	Views ▾	Total users
1.	5PM	837	665
2.	3PM	811	602
3.	10AM	797	584
4.	2PM	786	587
5.	11AM	753	576
6.	1PM	719	581
7.	9PM	694	550
8.	4PM	685	569
9.	7PM	682	563
10.	10PM	666	545

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Device Breakdown

	Device brand	Total users ▾
1.	Samsung	1,586
2.	OPPO	1,554
3.	Google	1,467
4.	Vivo	1,455
5.	Xiaomi	1,094
6.	Apple	806
7.	Infinix	589
8.	Realme	544
9.	Tecno	72
10.	itel	66

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Audience Demographics

Top Cities by Views

	City	Views ▾	Total users
1.	Jakarta	2,129	1,385
2.	Surabaya	928	677
3.	Lanzhou	563	563
4.	Semarang	533	439
5.	Tangerang	386	284
6.	Depok	360	280
7.	Malang	305	239
8.	Bandung	288	216
9.	Surakarta	260	188
10.	Bekasi Regency	199	152

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Gender Composition

47.1% 52.9%

● male ● female

	Gender	Total users ▾
1.	male	684
2.	female	608

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Age Distribution

	Age	Total users ▾
1.	18-24	358
2.	25-34	342
3.	45-54	216
4.	35-44	162
5.	55-64	48

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