For January 2024:

1. What was the region that sent the most traffic to our site?

California 36,881visits

A screenshot of a computer

Description automatically generated

2. Within that region, what was the top city? San Jose 28,883 visits

3. What was the US city with the highest penetration of Mobile Phone traffic?

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4. What was the US State with the highest penetration of Social Media traffic?

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Practice Problem #3

1. Which mobile manufacturer has the highest AOV?

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2. Which device by that manufacturer has the highest AOV?

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3. Which device has the highest AOV overall? Is that the same you found in #2?

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4. What is the avg time spent on site by the group of customers using the device you found in #3?

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Practice Problem #4

1. Which page had the most page views?

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2. How many times was it the entry page? And the exit page?

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51,847 entries and 20,316 exits

3. How many times was it the only page they saw during the visit?

(2,763 Bounces + 2,814 Single Access)

4. How many page views did pages containing “shopping” collect?

216,045

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Practice Problem #5

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Practice Problem #6

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Practice Problem # 7

1. On which visit number do we get the highest RPV?

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2. Is it the same visit number that gives us most registrations?

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Lesson 6

Practice Problem #1

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Practice Problem #2

1. Create a standard deviation metric for cart additions (include zero). 2. Create a mean metric for cart additions(include zero). 3. Identify products that are outliers (2 standard deviations above the mean).

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Practice Problem # 3

For January 2024 which of the below products are outliers using revenue as metric? (use 3 standard deviation).

Create a container

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Practice Problem #4

1. Which product finding method generated the most revenue?

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2. Which marketing channel drove the most traffic?

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Direct Load/Natural Search 1,297

Practice Problem # 5

Identify pages that are outliers (2 standard deviations above the mean).

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Practice Problem #6

For January 2024 which of the below products are outliers using units as metric? (use 1 standard deviation)

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Practice Problem # 7

For January 2024, run a product conversion funnel report for “Straight Light Jean” and populate the below information

A screenshot of a computer screen

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Practice Problem #8

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