

Google Analytics Assignment #1

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CS688 C1 Web Analytics and Mining
10/5/16

Site information

Homepage

The screenshot shows the homepage of a Google Site. At the top center, it displays the name "Ravi K Rajendran". Below the name is a short bio: "I am a second year graduate student majoring in Computer science with data analytics concentration." Underneath the bio, there is a section titled "Here are some interesting links to browse in this website" which includes links to "Advances in machine learning", "Indian Culture", "Betting Money (Topcoder)", and "Alphabets(CodeChef)". At the bottom of the page, there is a footer bar with links to "Sign in", "Report Abuse", "Print Page", and "Powered By Google Sites".

Sitemap

The screenshot shows the sitemap of the site. It starts with a "Collapse all" button. Below it is a tree structure of pages and posts:

- Ravi K Rajendran
- Event Calendar
- Home
 - Alphabets- CodeChef problem
 - Betting Money- SRM 191 (Division II Level One)
 - Codes
 - Indian Culture
 - Machine Learning
- My Gallery

Sitelink: <https://sites.google.com/site/ravikrajcs688/>

Site information

Articles vs Problem solving?

Which one is preferred?

[Home](#) >
Indian Culture

India's culture is one of the oldest civilizations which began about 4,500 years ago.

Know more about the Indian culture and traditions in this article: [Indian Culture By Livescience](#)
Dance and drama:



Bharathanatyam - Classical dance (TamilNadu)



Kathakali -Classical dance and drama (Kerala)

Sports:



[Home](#) >
Betting Money- SRM 191 (Division II Level One)

This problem is based on the codechef beginner practice.
[Here](#) is the link to the problem

Use comma(,) as delimiter in first two inputs
For eg: 10,20,30

Code can be found in [Codes](#) page

amounts:

centsPerDollar:

finalResult:

Result

Returns:

[Home](#) >
Alphabets- CodeChef problem

This problem is based on the codechef beginner practice.
[Here](#) is the link to the problem

Instead of specifying the test cases, change the new word on the go..

Code is given in [Codes](#) page

Known Word:

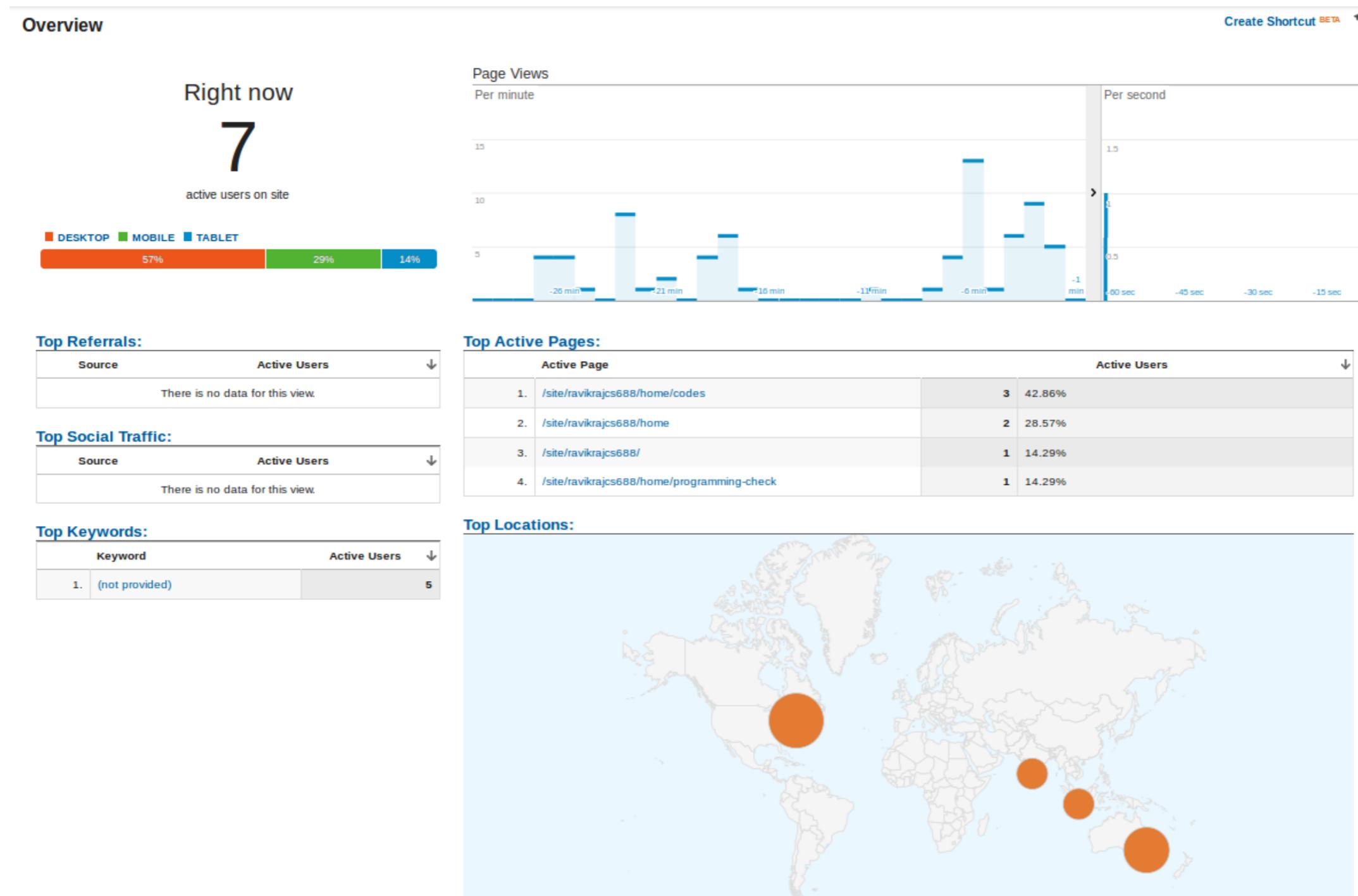
New word:

Check

Can he read?:

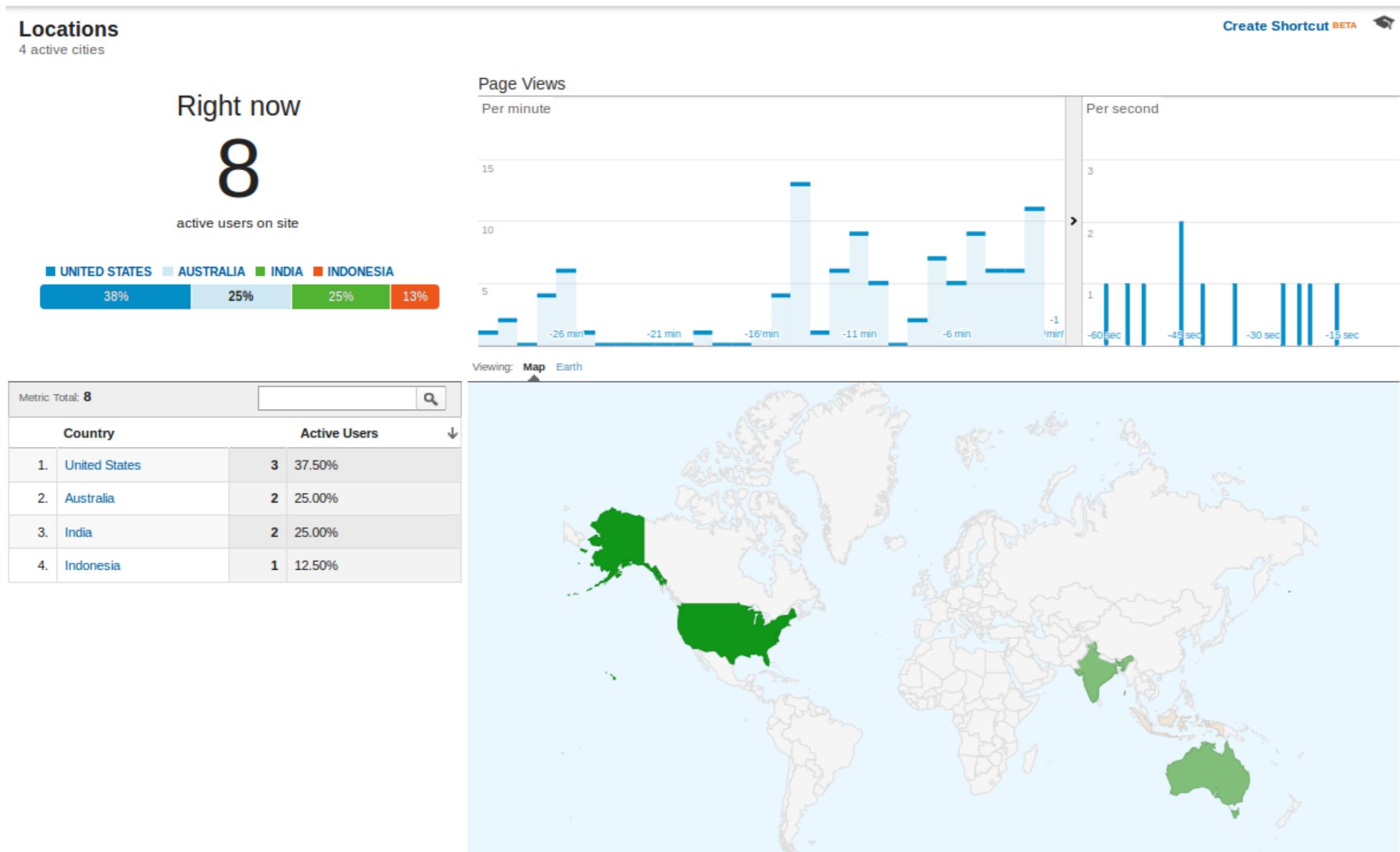
GA information

Real Time analysis- Overview



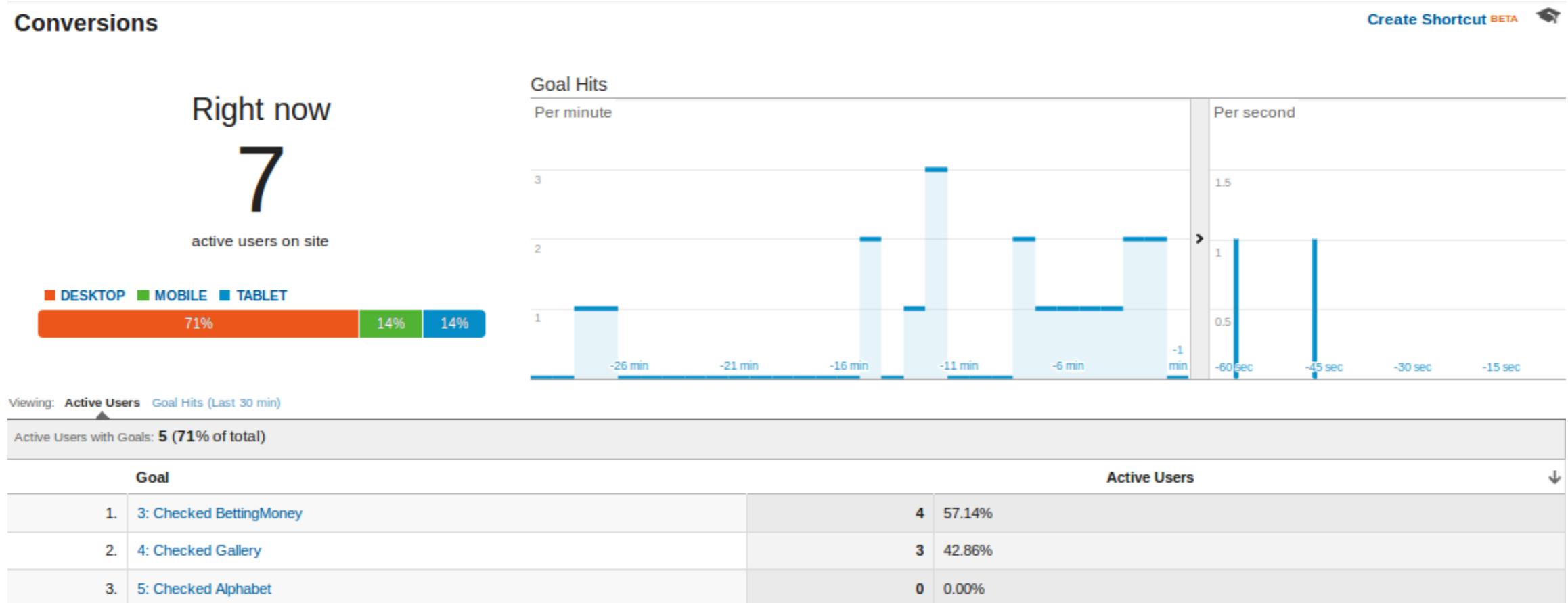
GA information

Real Time analysis - Locations



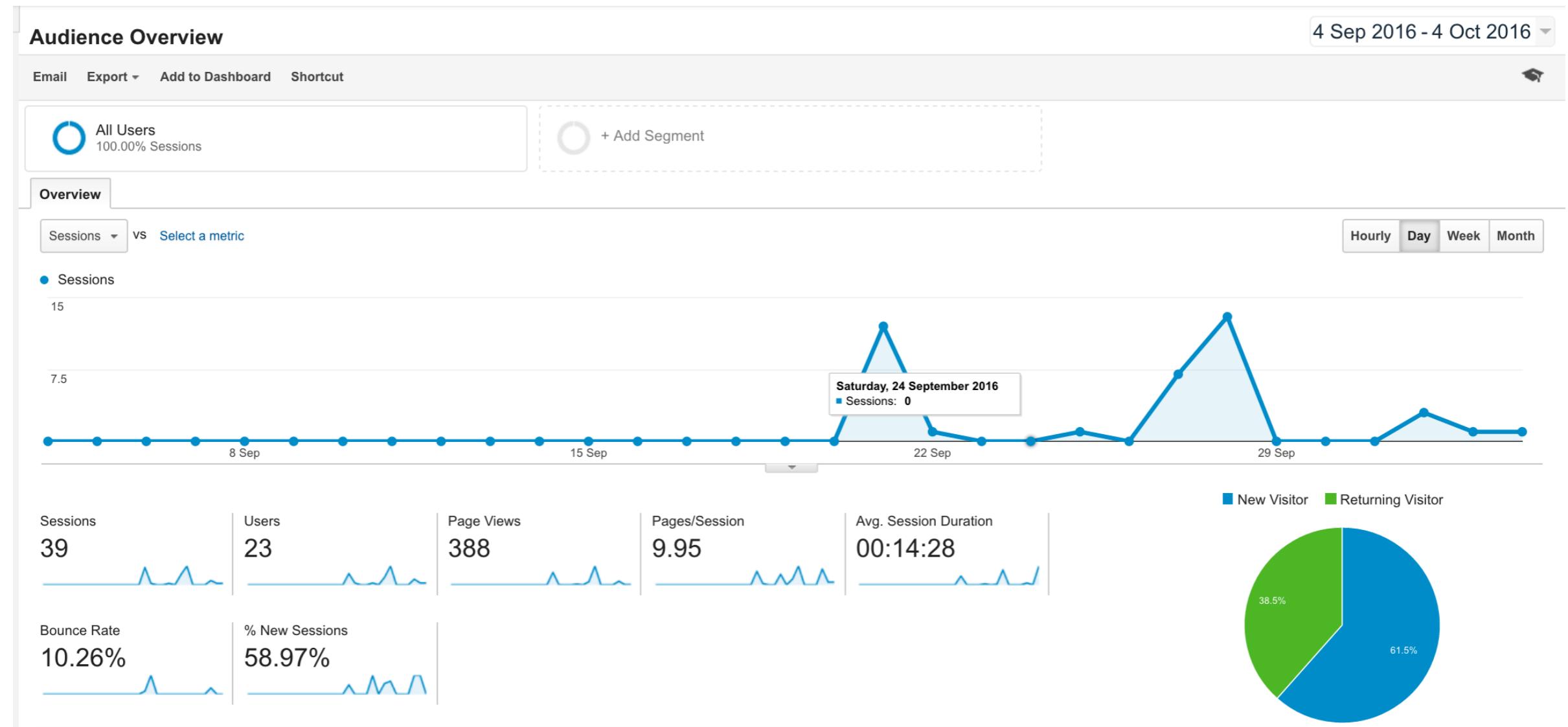
GA information

Real Time analysis - Goal conversions



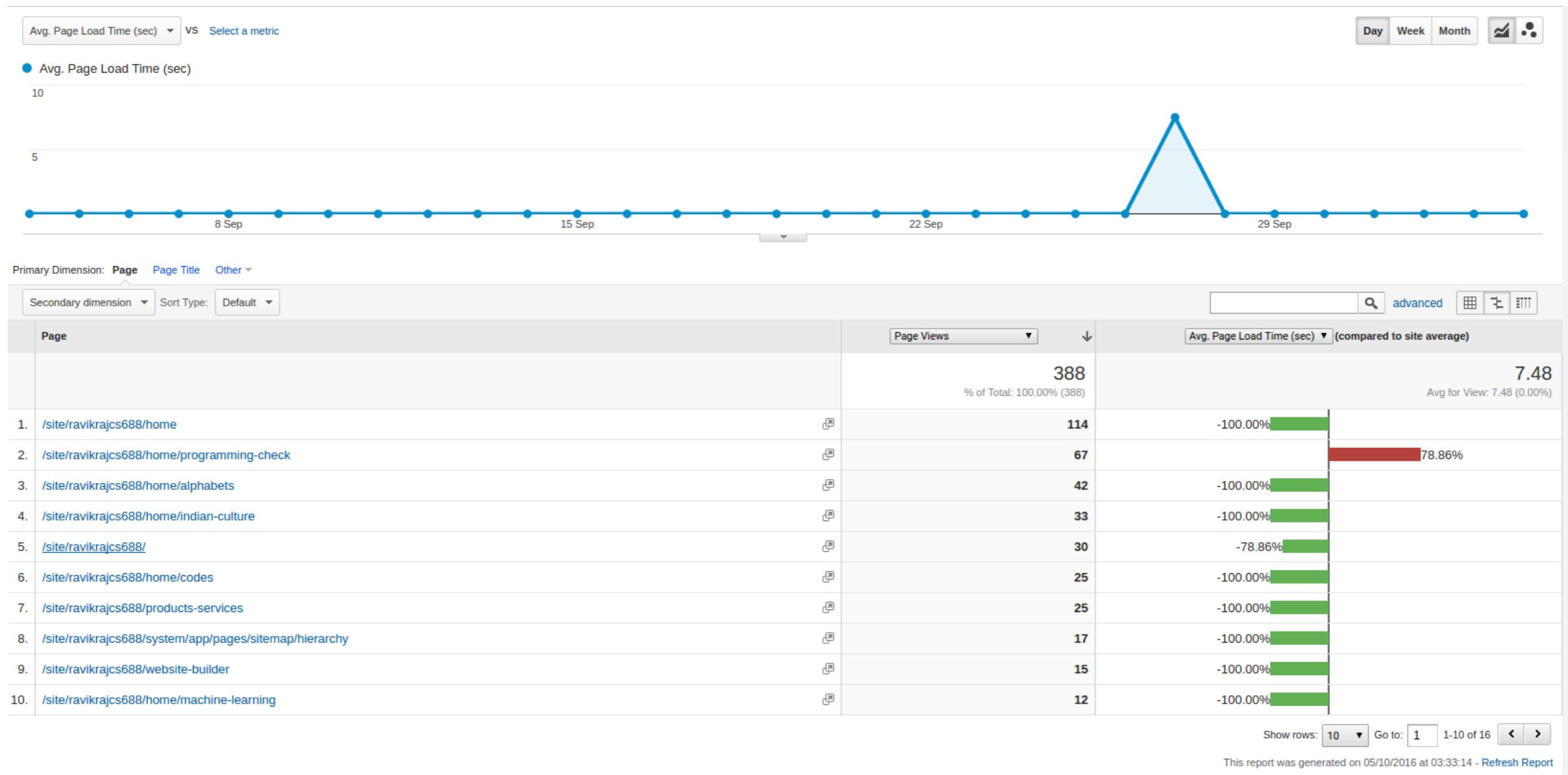
GA information

Dashboard preview



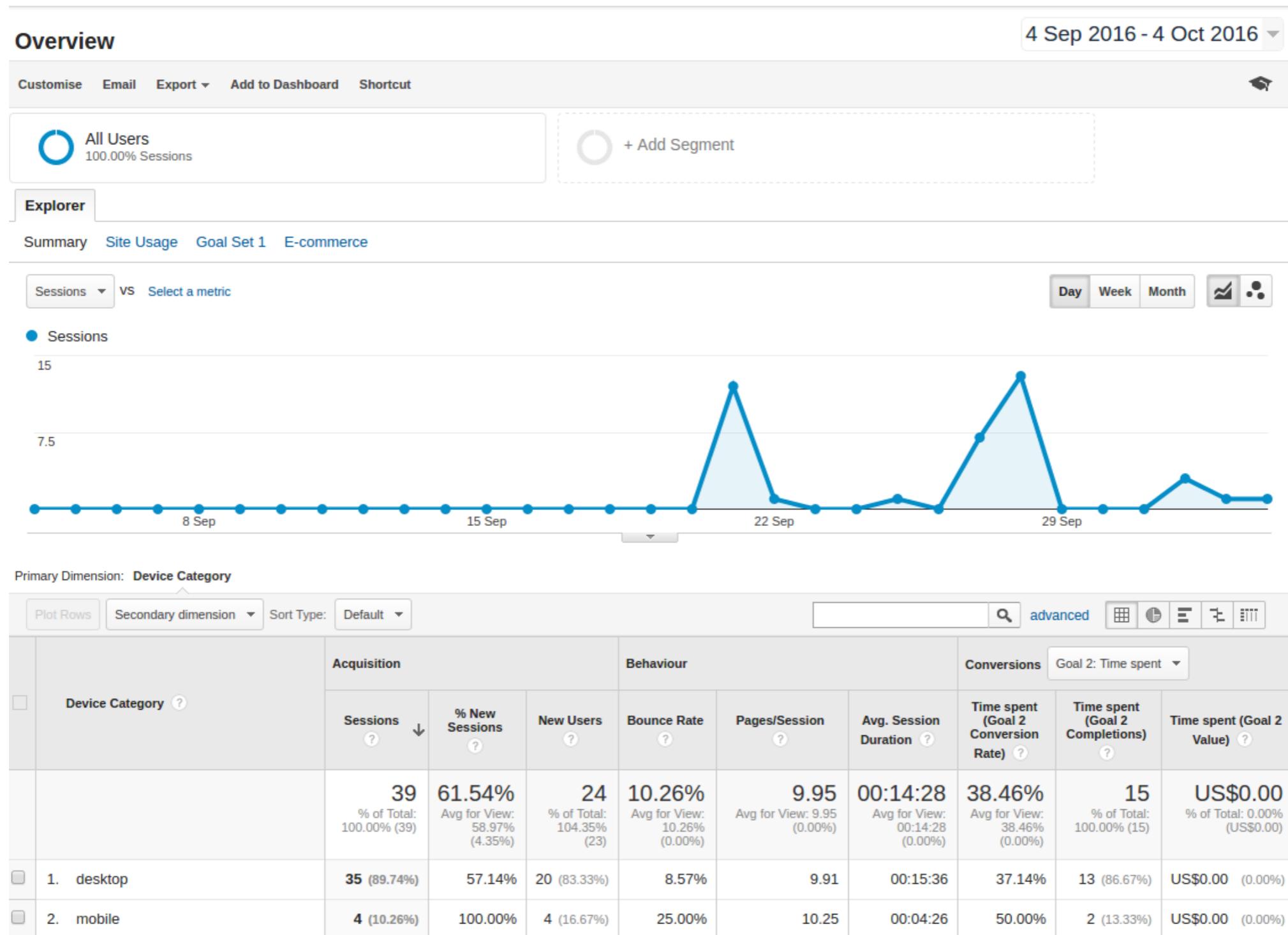
GA information

Average page load time



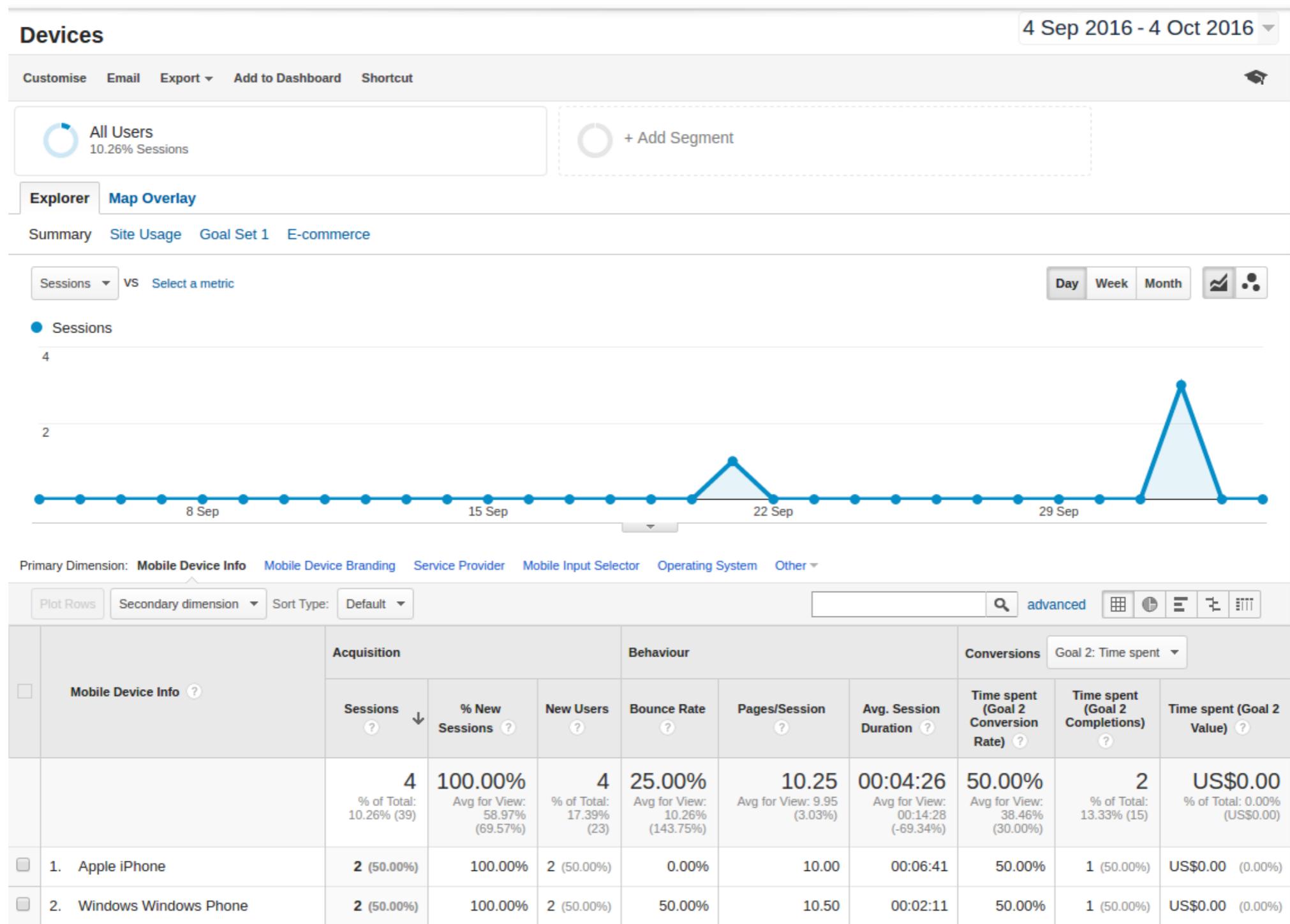
GA information

Mobile vs Desktop



GA information

Mobile devices



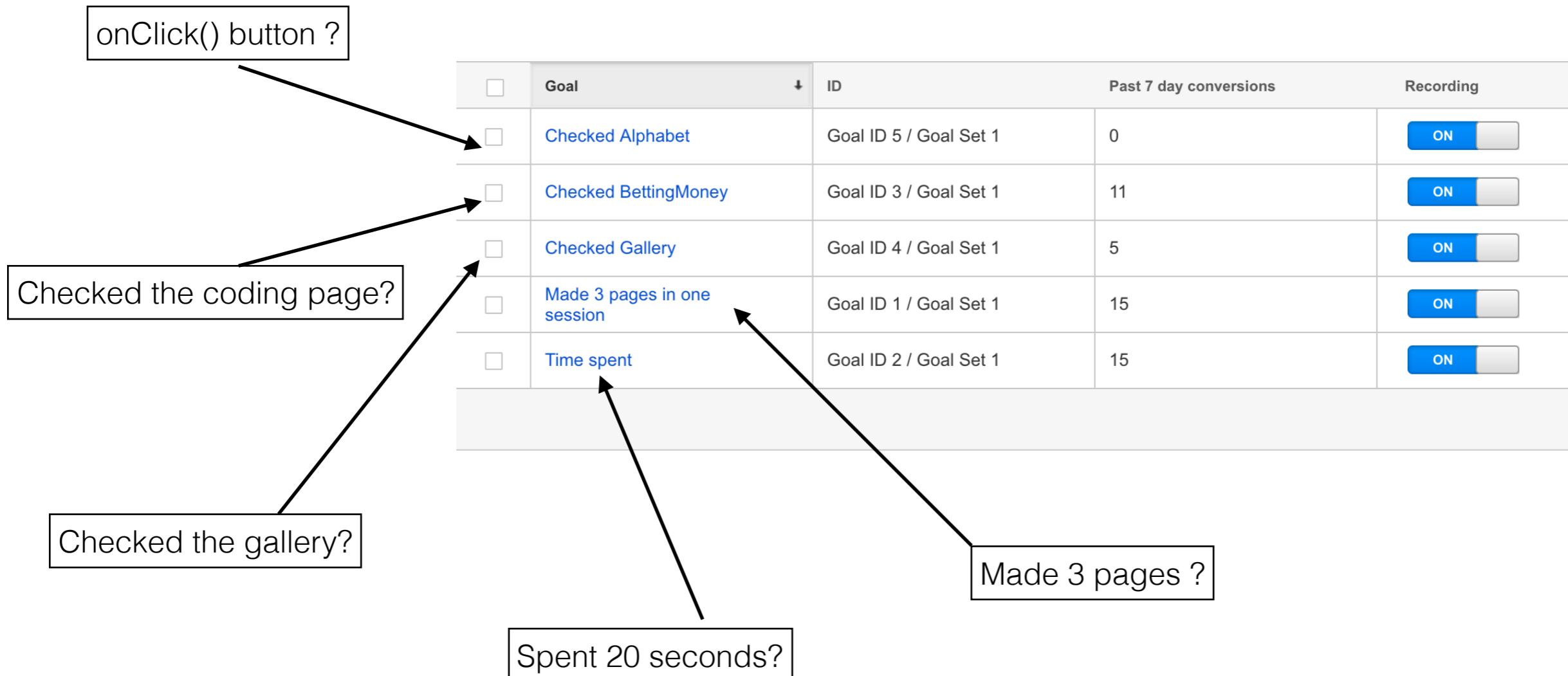
GA information

Goals

<input type="checkbox"/>	Goal	ID	Past 7 day conversions	Recording
<input type="checkbox"/>	Checked Alphabet	Goal ID 5 / Goal Set 1	0	ON <input type="checkbox"/>
<input type="checkbox"/>	Checked BettingMoney	Goal ID 3 / Goal Set 1	11	ON <input type="checkbox"/>
<input type="checkbox"/>	Checked Gallery	Goal ID 4 / Goal Set 1	5	ON <input type="checkbox"/>
<input type="checkbox"/>	Made 3 pages in one session	Goal ID 1 / Goal Set 1	15	ON <input type="checkbox"/>
<input type="checkbox"/>	Time spent	Goal ID 2 / Goal Set 1	15	ON <input type="checkbox"/>

GA information

Goals



GA information

Goal Conversion

Custom report (OS vs Goal completions)

Primary Dimension: Operating System

Plot Rows Secondary dimension Sort Type: Default advanced

	Operating System	Checked BettingMoney (Goal 3 Completions)	Time spent (Goal 2 Completions)	Made 3 pages in one session (Goal 1 Completions)	Checked Gallery (Goal 4 Completions)
		11 % of Total: 100.00% (11)	15 % of Total: 100.00% (15)	19 % of Total: 100.00% (19)	5 % of Total: 100.00% (5)
1.	Linux	8 (72.73%)	12 (80.00%)	16 (84.21%)	3 (60.00%)
2.	iOS	1 (9.09%)	1 (6.67%)	1 (5.26%)	1 (20.00%)
3.	Macintosh	1 (9.09%)	1 (6.67%)	1 (5.26%)	1 (20.00%)
4.	Windows Phone	1 (9.09%)	1 (6.67%)	1 (5.26%)	0 (0.00%)

Show rows: 10 Go to: 1 1-4 of 4 < >

GA information

Goal Conversion

Custom report (Browsers vs Goal completions)

Primary Dimension: Browser

The screenshot shows a Google Analytics custom report interface. At the top, there are filters for 'Plot Rows' (unchecked), 'Secondary dimension' (set to 'Browser'), and 'Sort Type' (set to 'Default'). To the right are search and advanced filter buttons, along with icons for grid, pie chart, list, and other report options.

	Browser	Checked BettingMoney (Goal 3 Completions)	Time spent (Goal 2 Completions)	Made 3 pages in one session (Goal 1 Completions)	Checked Gallery (Goal 4 Completions)
		11 % of Total: 100.00% (11)	15 % of Total: 100.00% (15)	19 % of Total: 100.00% (19)	5 % of Total: 100.00% (5)
1.	Chrome	5 (45.45%)	6 (40.00%)	8 (42.11%)	2 (40.00%)
2.	Firefox	4 (36.36%)	7 (46.67%)	9 (47.37%)	2 (40.00%)
3.	Opera Mini	1 (9.09%)	1 (6.67%)	1 (5.26%)	0 (0.00%)
4.	Safari	1 (9.09%)	1 (6.67%)	1 (5.26%)	1 (20.00%)

GA information

Goal Conversion

Custom report (Browsers(devices) vs Goal completions)

Primary Dimension: **Browser**

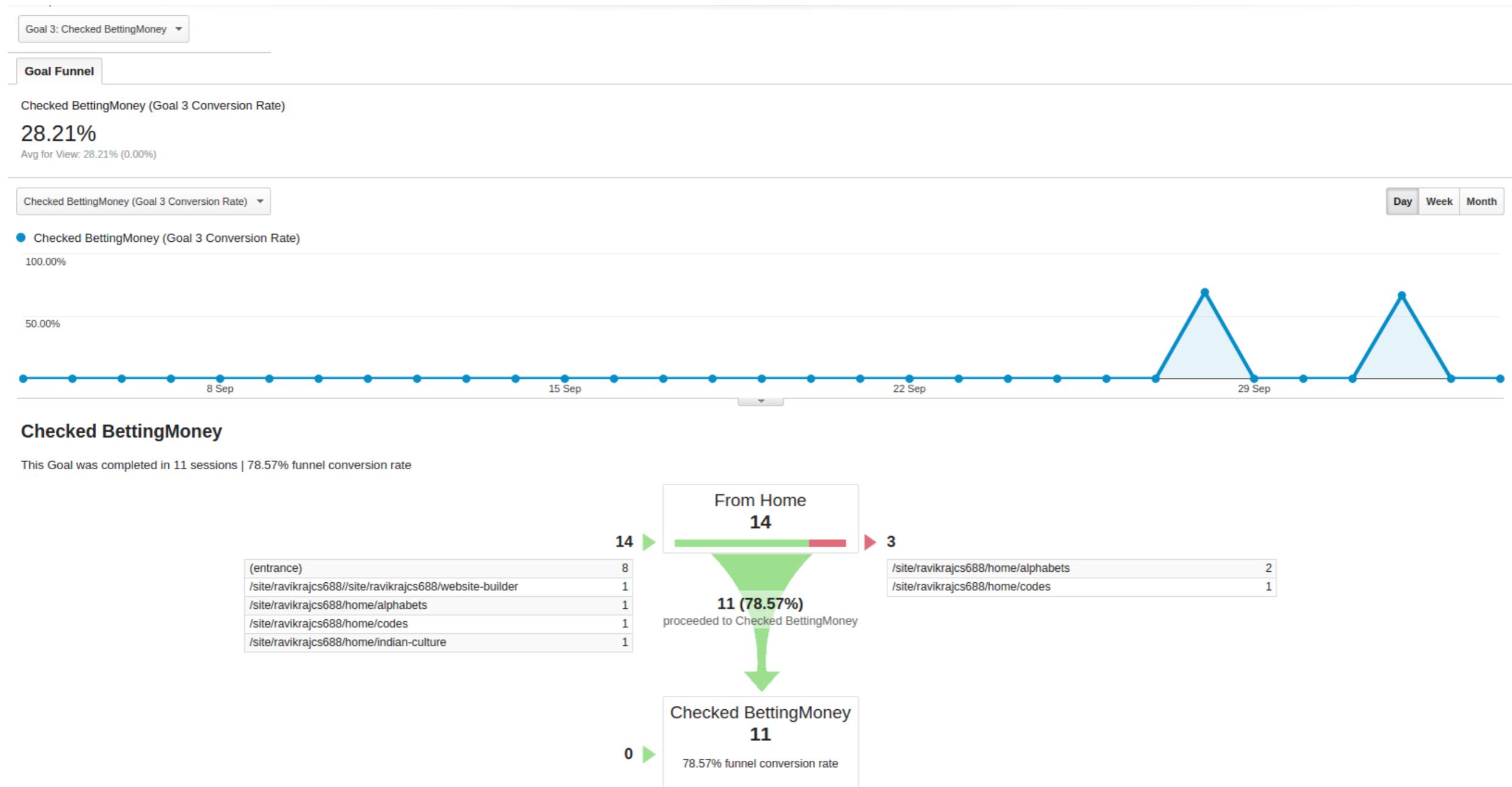
Plot Rows Secondary dimension: Mobile (Including Tablet) Sort Type: Default advanced

	Browser	Mobile (Including Tablet)	Checked BettingMoney (Goal 3 ↓ Completions)	Time spent (Goal 2 Completions)	Made 3 pages in one session (Goal 1 Completions)	Checked Gallery (Goal 4 Completions)
			11 % of Total: 100.00% (11)	30 % of Total: 200.00% (15)	29 % of Total: 152.63% (19)	5 % of Total: 100.00% (5)
1.	Chrome	No	5 (45.45%)	11 (36.67%)	11 (37.93%)	2 (40.00%)
2.	Firefox	No	4 (36.36%)	12 (40.00%)	11 (37.93%)	2 (40.00%)
3.	Opera Mini	Yes	1 (9.09%)	1 (3.33%)	1 (3.45%)	0 (0.00%)
4.	Safari	Yes	1 (9.09%)	2 (6.67%)	2 (6.90%)	1 (20.00%)
5.	Safari	No	0 (0.00%)	4 (13.33%)	4 (13.79%)	0 (0.00%)

Show rows: 10 Go to: 1 1-5 of 5

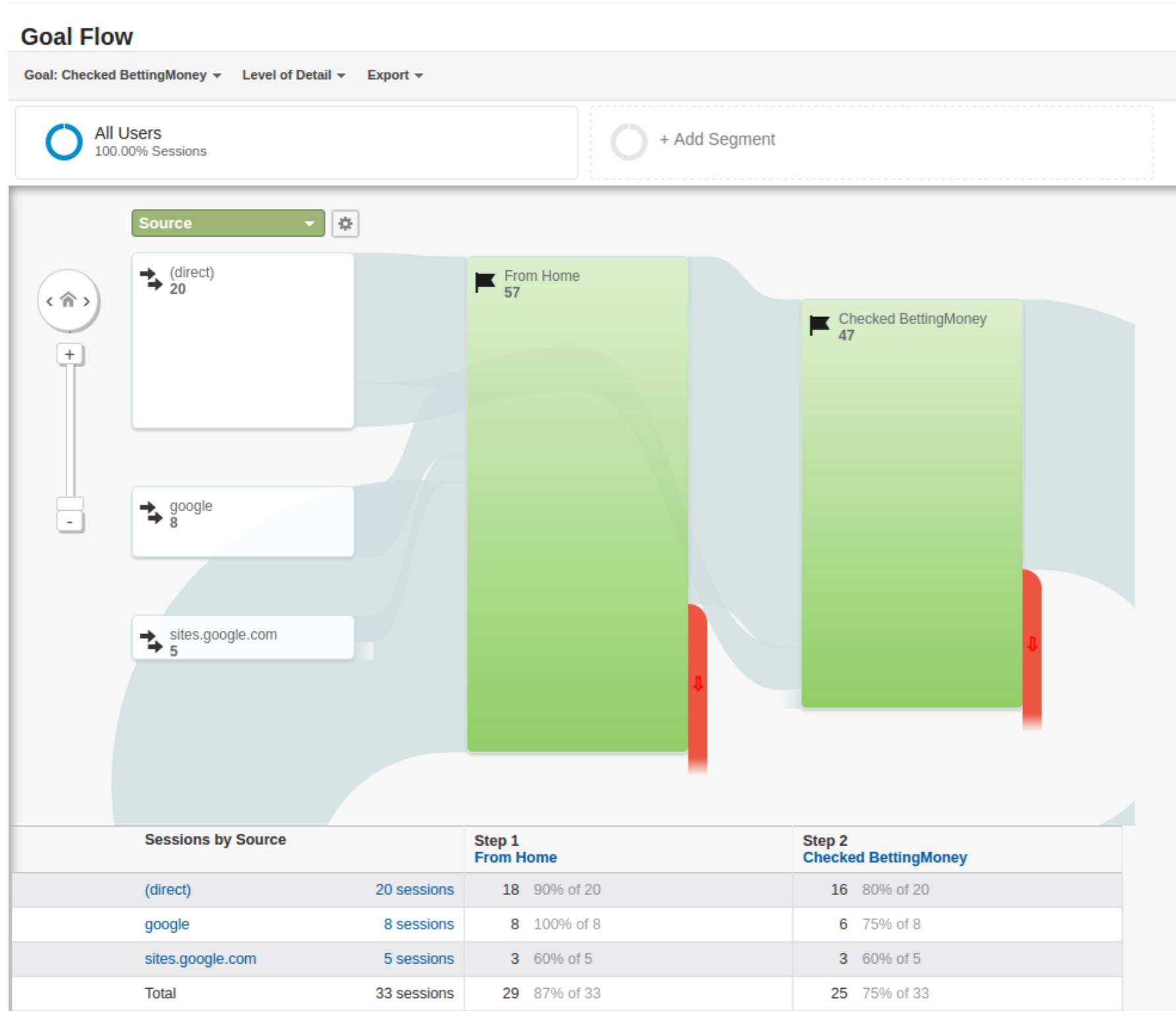
GA information

Goal Conversion- Betting Money



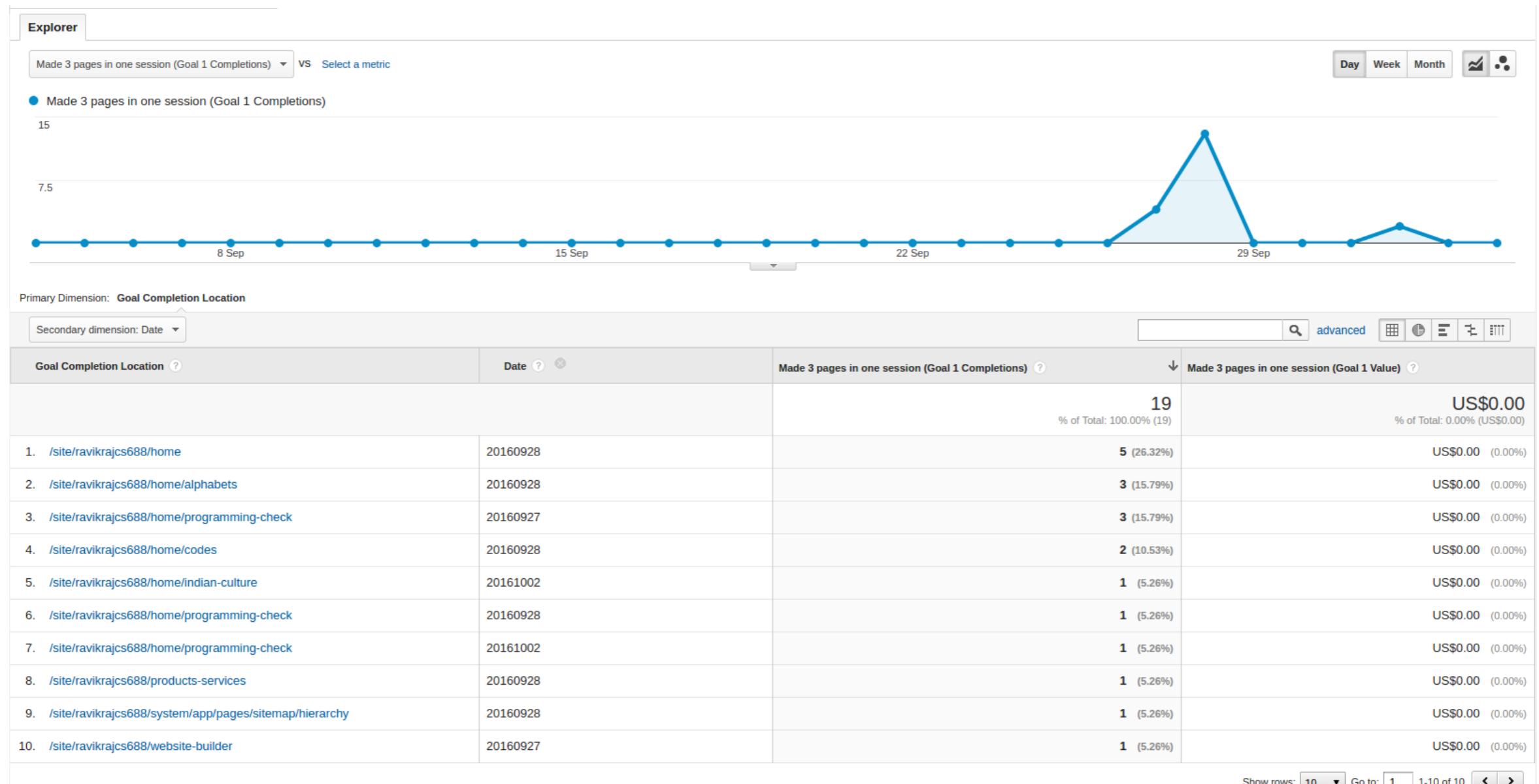
GA information

Goal Conversion - Goal Flow



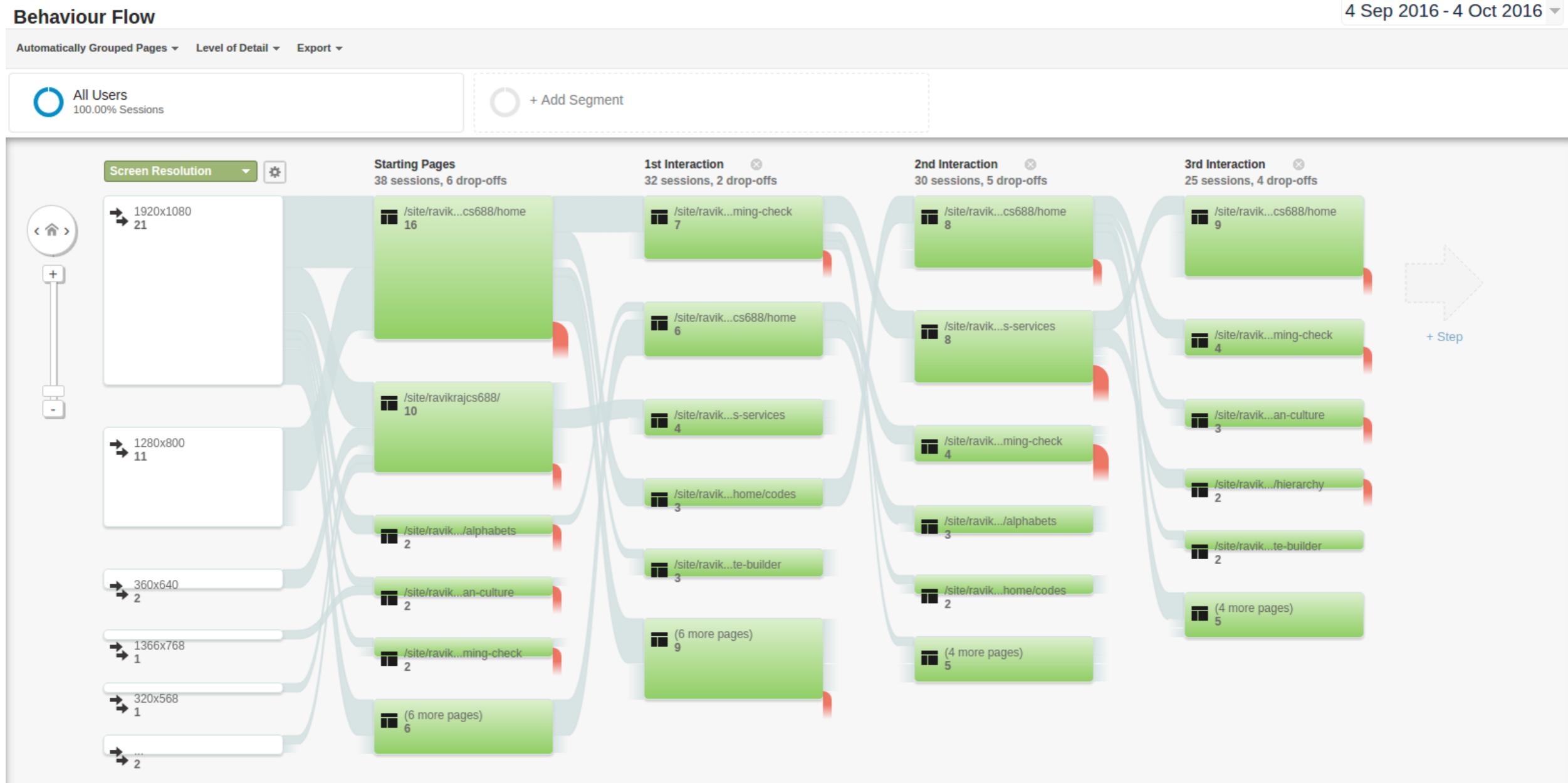
GA information

Goal Conversion



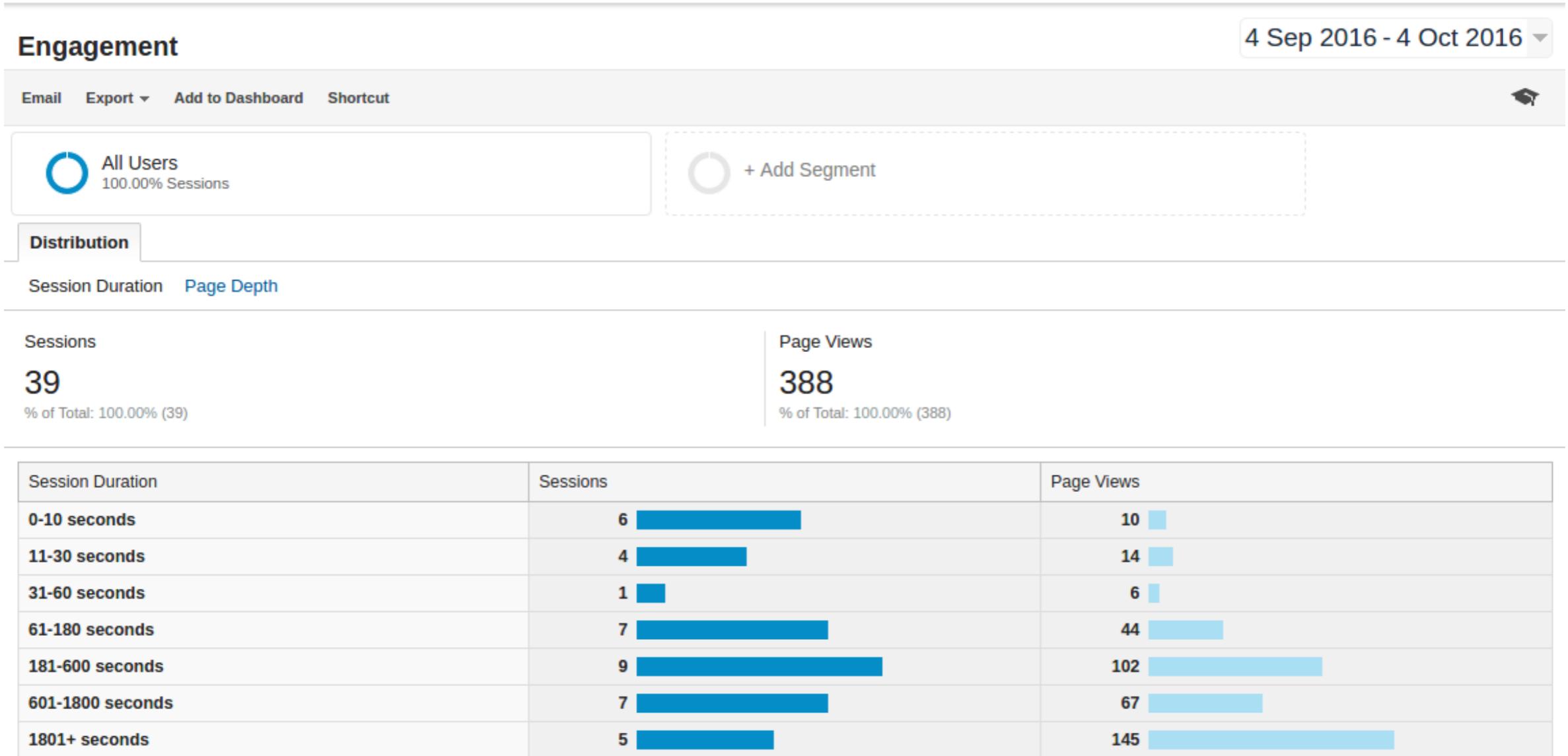
GA information

Goal Conversion



GA information

Session duration overview



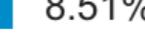
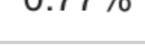
This report was generated on 05/10/2016 at 04:02:57 - [Refresh Report](#)

GA information

Article vs Problem solving?

GA information

Article vs Problem solving?

Page Title	Page Views	% Page Views
1. Ravi K Rajendran	144	 37.11%
2. Betting Money- SRM 191 (Division II Level One) - Ravi K Rajen dran	64	 16.49%
3. Alphabets- CodeChef problem - Ravi K Rajendran	39	 10.05%
4. Indian Culture - Ravi K Rajendran	33	 8.51%
5. Codes - Ravi K Rajendran	25	 6.44%
6. My Gallery - Ravi K Rajendran	25	 6.44%
7. Sitemap - Ravi K Rajendran	17	 4.38%
8. Event Calendar - Ravi K Rajendran	15	 3.87%
9. Machine Learning - Ravi K Rajendran	12	 3.09%
10. Alphabets - Ravi K Rajendran	3	 0.77%

[view full report](#)

GA information

Article vs Problem solving?

Problem solving is preferred

Page Title	Page Views	% Page Views
1. Ravi K Rajendran	144	37.11%
2. Betting Money- SRM 191 (Division II Level One) - Ravi K Rajendran	64	16.49%
3. Alphabets- CodeChef problem - Ravi K Rajendran	39	10.05%
4. Indian Culture - Ravi K Rajendran	33	8.51%
5. Codes - Ravi K Rajendran	25	6.44%
6. My Gallery - Ravi K Rajendran	25	6.44%
7. Sitemap - Ravi K Rajendran	17	4.38%
8. Event Calendar - Ravi K Rajendran	15	3.87%
9. Machine Learning - Ravi K Rajendran	12	3.09%
10. Alphabets - Ravi K Rajendran	3	0.77%

[view full report](#)

GA information

Article vs Problem solving?

Custom report showing time spent on page and page download time

<input type="checkbox"/> Page ?	Time on Page ?	↓	Page Download Time (ms) ?
	09:23:56 % of Total: 100.00% (09:23:56)		34 % of Total: 100.00% (34)
1. /site/ravikrajcs688/home/programming-check	 02:11:24 (23.30%)		34 (100.00%)
2. /site/ravikrajcs688/home	 01:50:11 (19.54%)		0 (0.00%)
3. /site/ravikrajcs688/home/alphabets	 01:41:34 (18.01%)		0 (0.00%)
4. /site/ravikrajcs688/home/codes	 01:01:51 (10.97%)		0 (0.00%)
5. /site/ravikrajcs688/home/indian-culture	 00:59:56 (10.63%)		0 (0.00%)
6. /site/ravikrajcs688/	 00:58:05 (10.30%)		0 (0.00%)
7. /site/ravikrajcs688/products-services	 00:20:28 (3.63%)		0 (0.00%)
8. /site/ravikrajcs688/system/app/pages/sitemap/hierarchy	 00:06:01 (1.07%)		0 (0.00%)
9. /site/ravikrajcs688/system/app/pages/admin/settings	 00:05:53 (1.04%)		0 (0.00%)
10. /site/ravikrajcs688//site/ravikrajcs688/website-builder	 00:04:24 (0.78%)		0 (0.00%)

GA information

Article vs Problem solving?

*More time on
Problem solving*

Custom report showing time spent on page and page download time

<input type="checkbox"/> Page ?	Time on Page ?	↓	Page Download Time (ms) ?
	09:23:56 % of Total: 100.00% (09:23:56)		34 % of Total: 100.00% (34)
1. /site/ravikrajcs688/home/programming-check	<input type="checkbox"/> 02:11:24 (23.30%)		34 (100.00%)
2. /site/ravikrajcs688/home	<input type="checkbox"/> 01:50:11 (19.5%)		0 (0.00%)
3. /site/ravikrajcs688/home/alphabets	<input type="checkbox"/> 01:41:34 (18.01%)		0 (0.00%)
4. /site/ravikrajcs688/home/codes	<input type="checkbox"/> 01:01:51 (10.97%)		0 (0.00%)
5. /site/ravikrajcs688/home/indian-culture	<input type="checkbox"/> 00:59:56 (10.63%)		0 (0.00%)
6. /site/ravikrajcs688/	<input type="checkbox"/> 00:58:05 (10.30%)		0 (0.00%)
7. /site/ravikrajcs688/products-services	<input type="checkbox"/> 00:20:28 (3.63%)		0 (0.00%)
8. /site/ravikrajcs688/system/app/pages/sitemap/hierarchy	<input type="checkbox"/> 00:06:01 (1.07%)		0 (0.00%)
9. /site/ravikrajcs688/system/app/pages/admin/settings	<input type="checkbox"/> 00:05:53 (1.04%)		0 (0.00%)
10. /site/ravikrajcs688//site/ravikrajcs688/website-builder	<input type="checkbox"/> 00:04:24 (0.78%)		0 (0.00%)

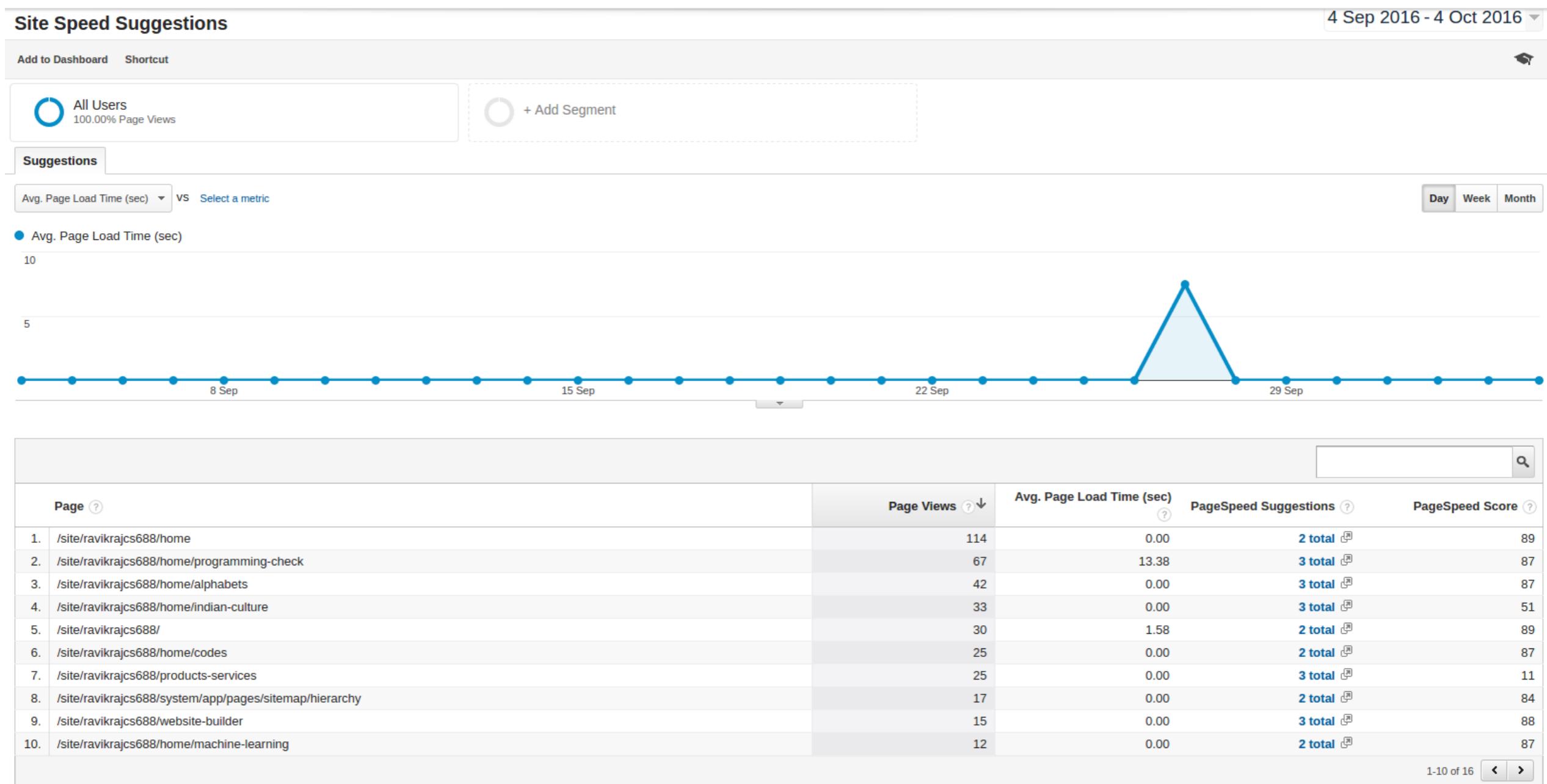
GA information

Page - time and sessions

	Page ?	Time on Page ?	Sessions ?
		09:23:56 % of Total: 100.00% (09:23:56)	39 % of Total: 100.00% (39)
1.	/site/ravikrajcs688/home/programming-check	 02:11:24 (23.30%)	2 (5.13%)
2.	/site/ravikrajcs688/home	 01:50:11 (19.54%)	16 (41.03%)
3.	/site/ravikrajcs688/home/alphabets	 01:41:34 (18.01%)	2 (5.13%)
4.	/site/ravikrajcs688/home/codes	 01:01:51 (10.97%)	1 (2.56%)
5.	/site/ravikrajcs688/home/indian-culture	 00:59:56 (10.63%)	2 (5.13%)
6.	/site/ravikrajcs688/	 00:58:05 (10.30%)	11 (28.21%)
7.	/site/ravikrajcs688/products-services	 00:20:28 (3.63%)	1 (2.56%)
8.	/site/ravikrajcs688/system/app/pages/sitemap/hierarchy	 00:06:01 (1.07%)	1 (2.56%)
9.	/site/ravikrajcs688/system/app/pages/admin/settings	 00:05:53 (1.04%)	0 (0.00%)
10.	/site/ravikrajcs688//site/ravikrajcs688/website-builder	 00:04:24 (0.78%)	1 (2.56%)

GA Features

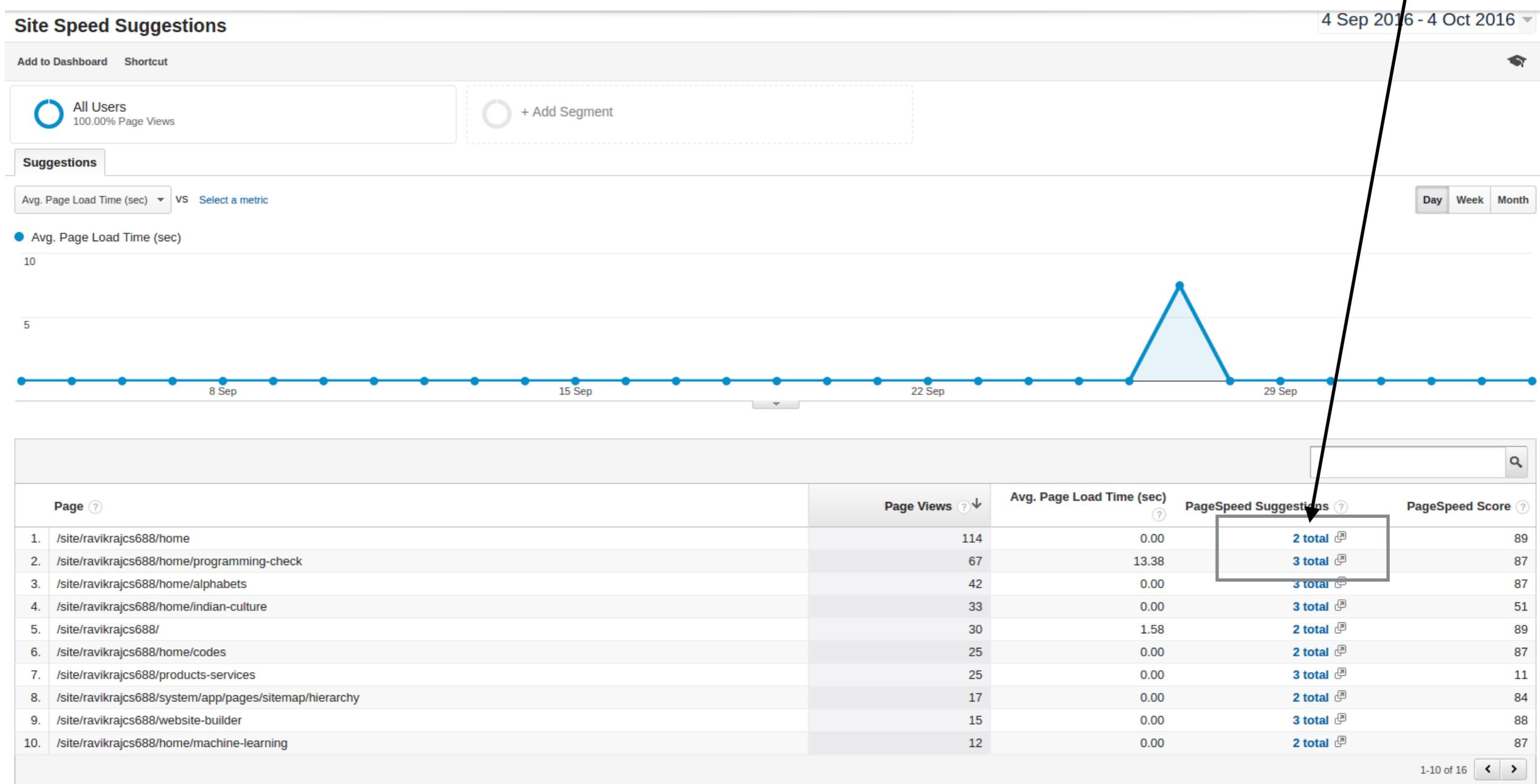
Site suggestions



GA Features

Site suggestions

*# of Suggestions
which could improve
the site's loading speed*



GA Features

User Explorer

User Explorer								
Client ID	Sessions	Avg. Session Duration	Bounce Rate	Revenue	Transactions	Goal Conversion Rate		
						?	?	?
1. 1802344463.1474489280	4 (10.26%)	00:07:09	25.00%	US\$0.00 (0.00%)	0 (0.00%)			125.00%
2. 1374957124.1475001348	4 (10.26%)	00:00:36	0.00%	US\$0.00 (0.00%)	0 (0.00%)			75.00%
3. 777077996.1474488203	3 (7.69%)	00:01:05	33.33%	US\$0.00 (0.00%)	0 (0.00%)			133.33%
4. 807251890.1458257886	3 (7.69%)	00:11:05	33.33%	US\$0.00 (0.00%)	0 (0.00%)			133.33%
5. 1948792478.1475040734	2 (5.13%)	00:24:22	0.00%	US\$0.00 (0.00%)	0 (0.00%)			350.00%
6. 1904198213.1475043712	2 (5.13%)	00:23:08	0.00%	US\$0.00 (0.00%)	0 (0.00%)			250.00%
7. 2107337642.1475046226	2 (5.13%)	00:14:05	0.00%	US\$0.00 (0.00%)	0 (0.00%)			200.00%
8. 2027607375.1475035108	2 (5.13%)	00:59:57	0.00%	US\$0.00 (0.00%)	0 (0.00%)			300.00%
9. 217173928.1475515255	2 (5.13%)	00:16:10	0.00%	US\$0.00 (0.00%)	0 (0.00%)			50.00%
10. 1421488645.1475034899	2 (5.13%)	00:14:31	0.00%	US\$0.00 (0.00%)	0 (0.00%)			200.00%
Show rows:				10	1	Go to:	1	1-10 of 23

GA Features

User Explorer

 Client ID
180234463.1474489280

Acquisition Date Sep 21, 2016

Acquisition Channel

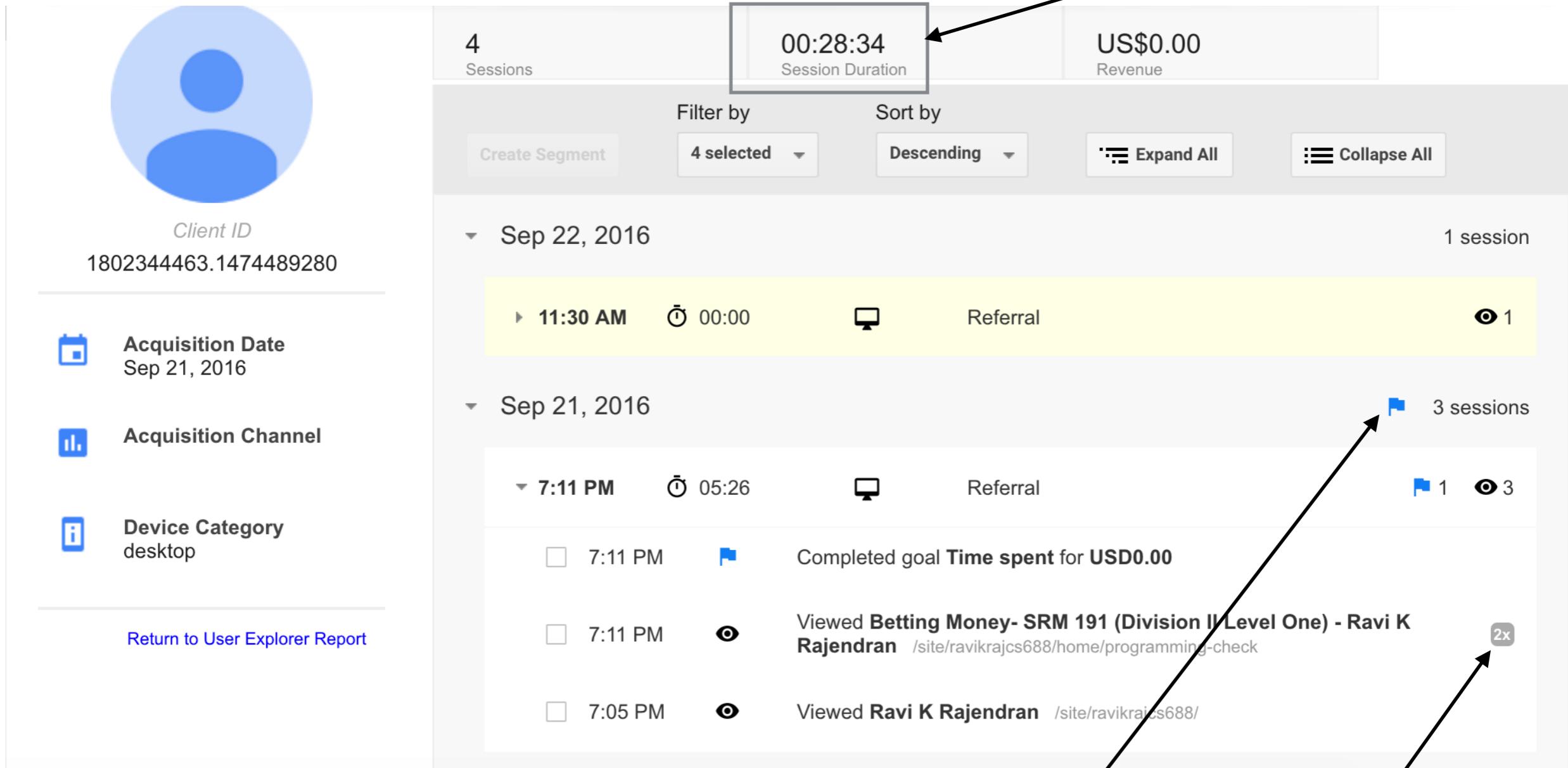
Device Category desktop

[Return to User Explorer Report](#)

4 Sessions	00:28:34 Session Duration	US\$0.00 Revenue	
Filter by	Sort by		
Create Segment	4 selected	Descending	
	Expand All	Collapse All	
▼ Sep 22, 2016 1 session			
▶ 11:30 AM	⌚ 00:00	💻 Referral	🕒 1
▼ Sep 21, 2016 3 sessions			
▶ 7:11 PM	⌚ 05:26	💻 Referral	🕒 3
▶ 5:39 PM	⌚ 04:21	💻 Referral	🕒 5
▶ 4:40 PM	⌚ 18:46	💻 Direct	🕒 14

GA Features

User Explorer



of goals achieved

Total Time spent by the user
Session happened twice