

First get access to the **Demo Google Analytics 4 Property** by using the **link below** and then **use the data** within the **Demo property** to find the answers below

<https://analytics.google.com/analytics/web/demoAccount?appstate=/p213025502>

## Audience Demographics and Interests

- What percentage of users were aged between 25-34 in the third quarter of 2023?
- Which city had the 2nd highest number of users in June 2023?
- What were the top three interests of users visiting the website in October 2023?
- How many users in the age group of 18-24 visited the website in November 2023?
- What was the percentage increase in male users in the third quarter of 2023 compared to the second quarter?

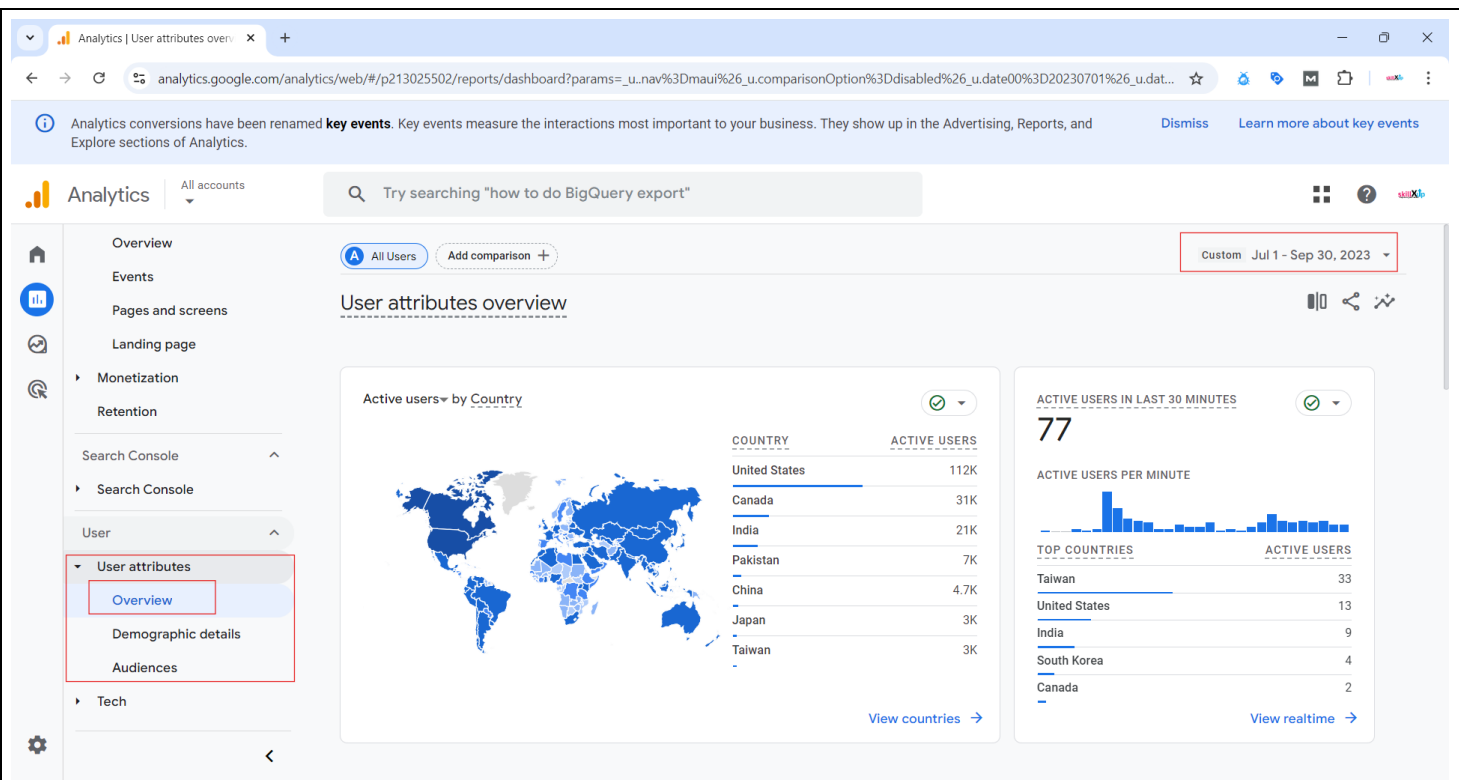
- **What percentage of users were aged between 25-34 in the third quarter of 2023?**

Step 1 – Selecting the Date Range of 3<sup>rd</sup> Quarter 2023 (Jul 1, 2023 – Sep 30, 2023)

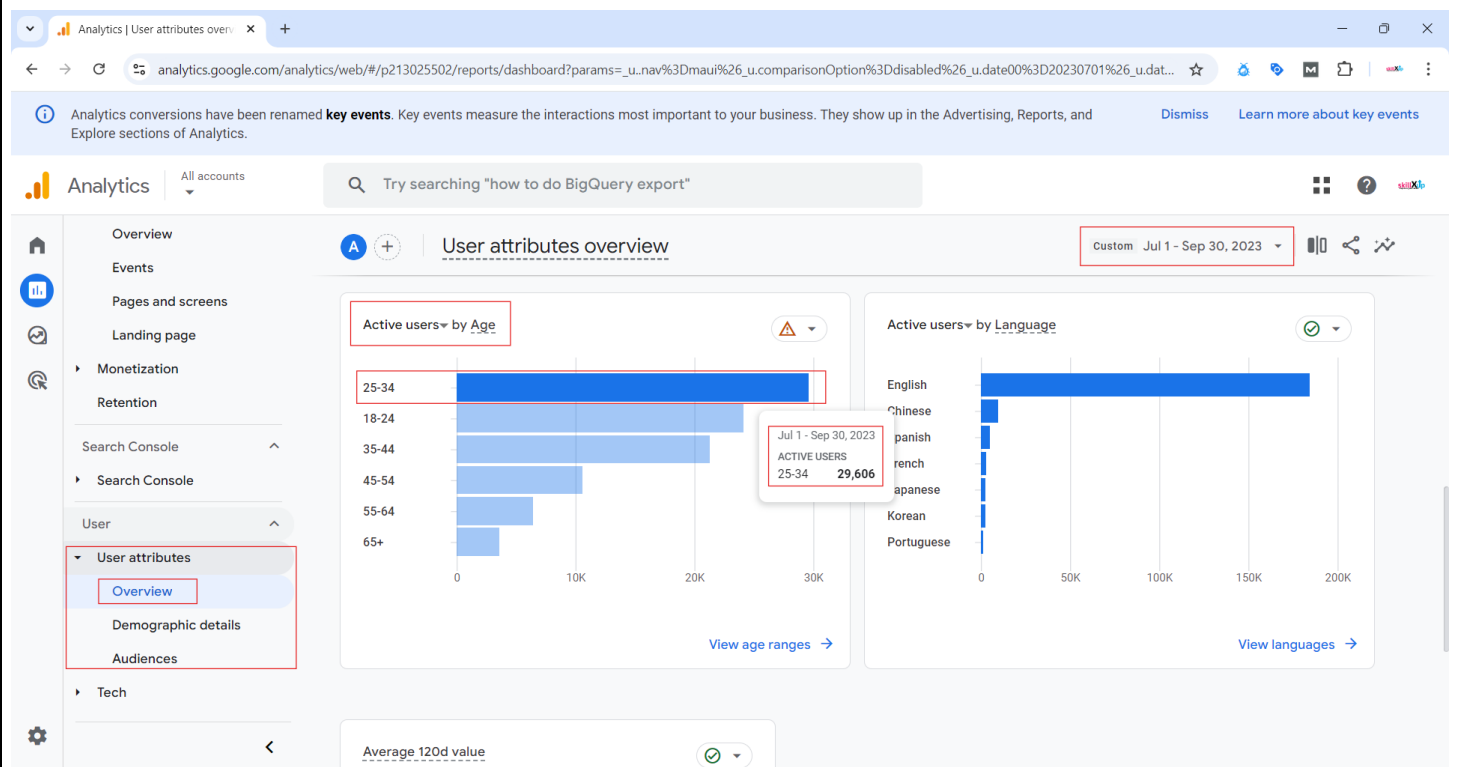
The screenshot shows the Google Analytics 4 interface. The left sidebar contains navigation options: Reports snapshot, Realtime, Life cycle, Acquisition, Engagement (selected), Overview, Events (selected), Pages and screens, Landing page, Monetization, Retention, Search Console, and User. The main content area displays a line chart for 'view\_cart' events. A date range selector is open, showing a custom range from July 1, 2023, to September 30, 2023. The 'Apply' button is highlighted. Below the chart, a table shows the total number of events (22,681) and the number of users (6,572).

Event name	Total	view_cart
1	22,681	6,572

Step 2 – Selecting the 'Overview' under 'User Attributes'

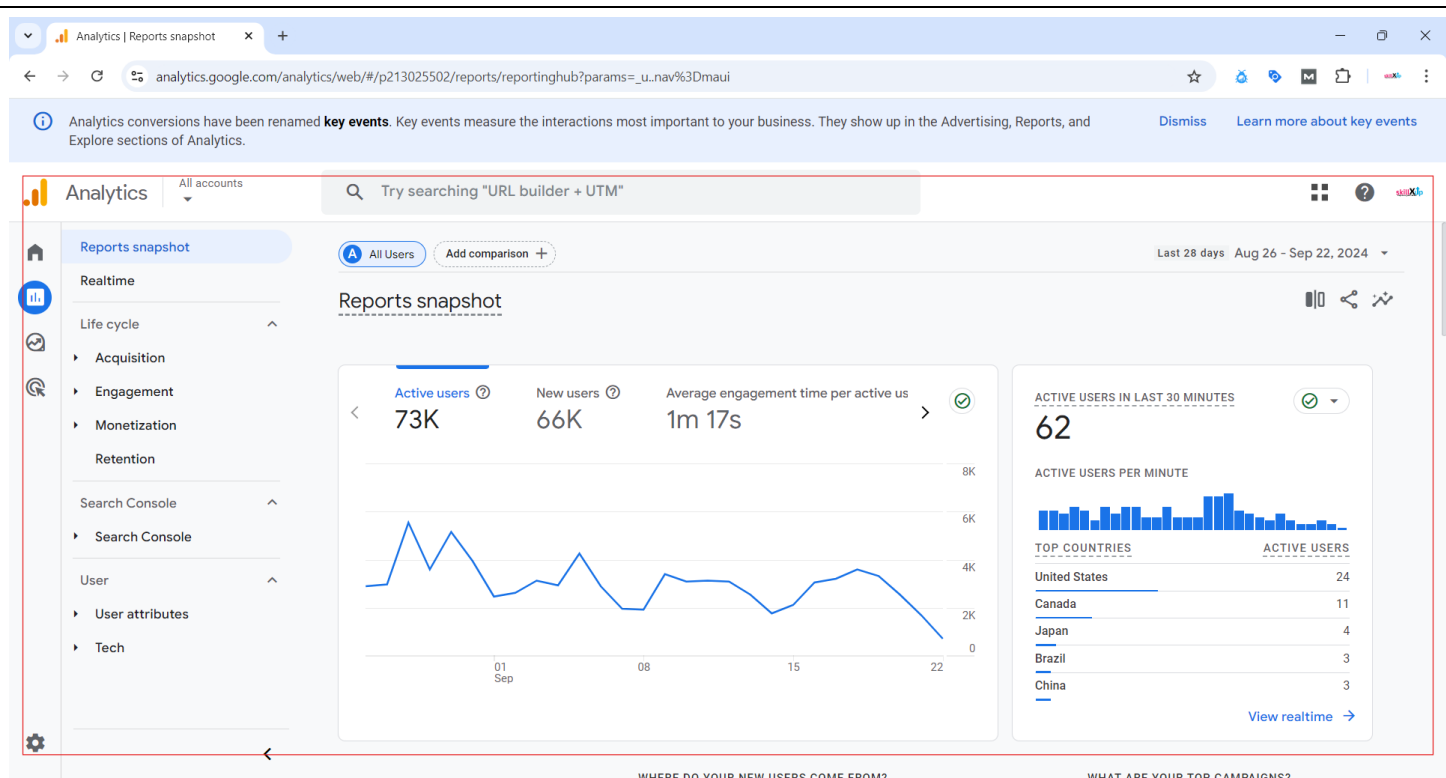


Step 3 – By scrolling down, You will find – ‘Active Users’ under that the 1<sup>st</sup> which 25-34 bar., Select that, and the Result is 29, 606

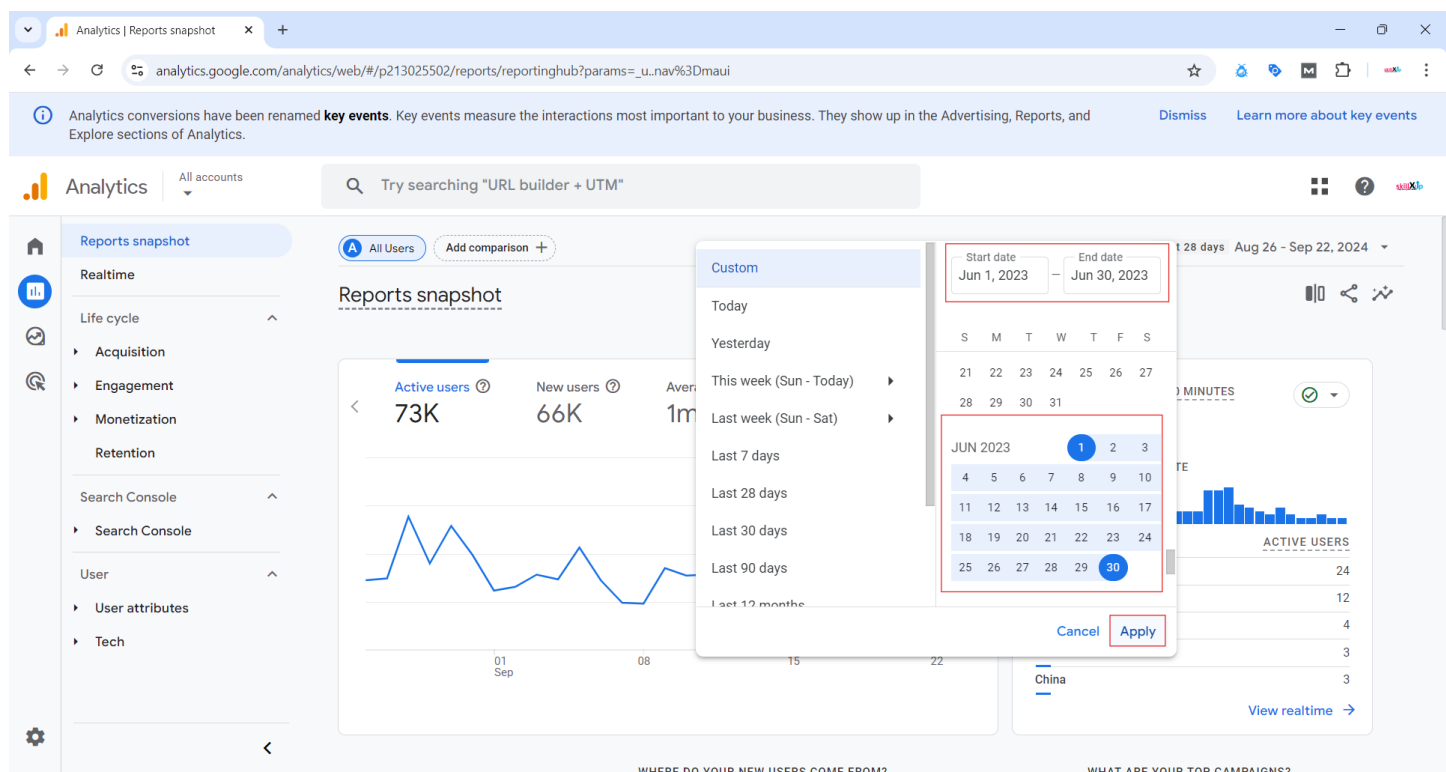


● Which city had the 2nd highest number of users in June 2023?

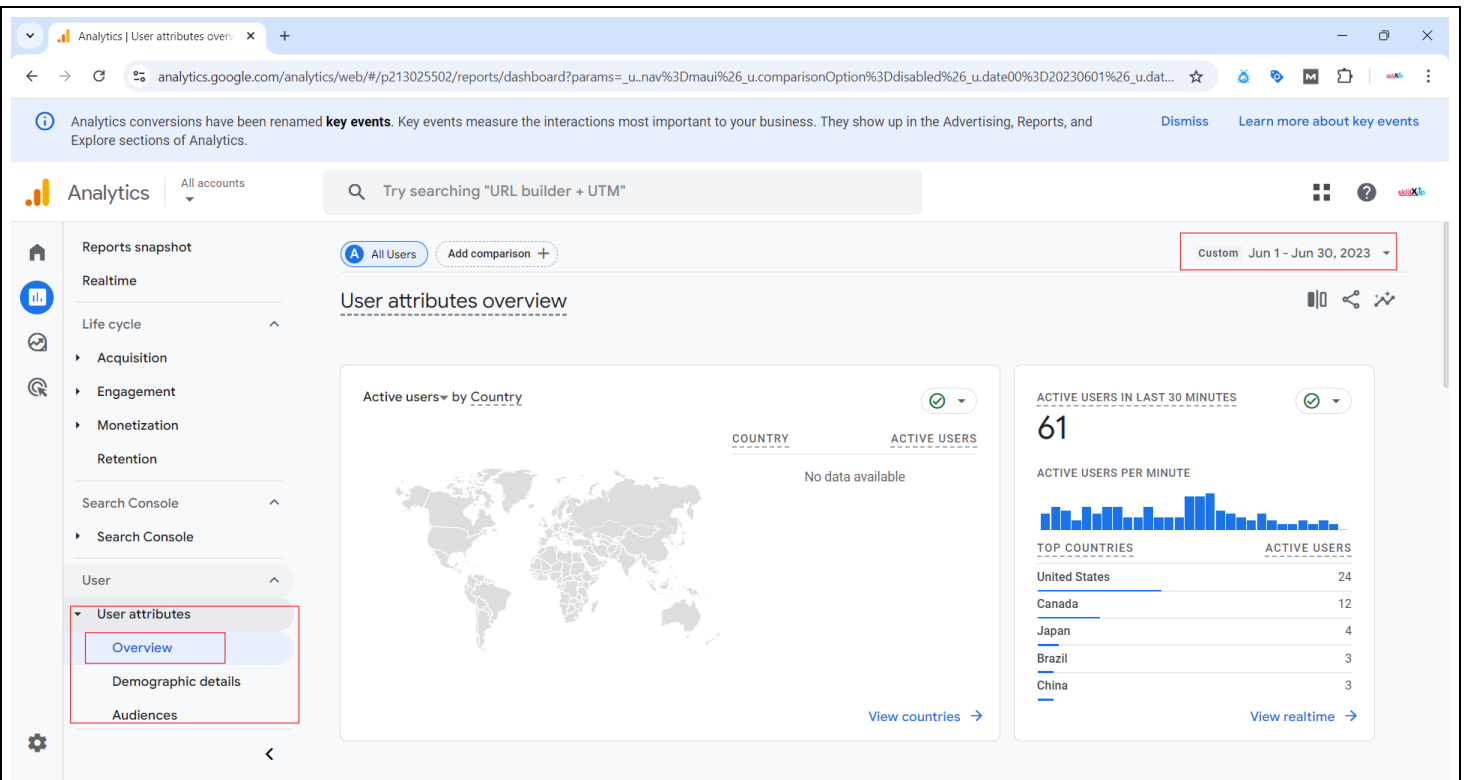
Step 1 – Loading the Analytics Demo Account



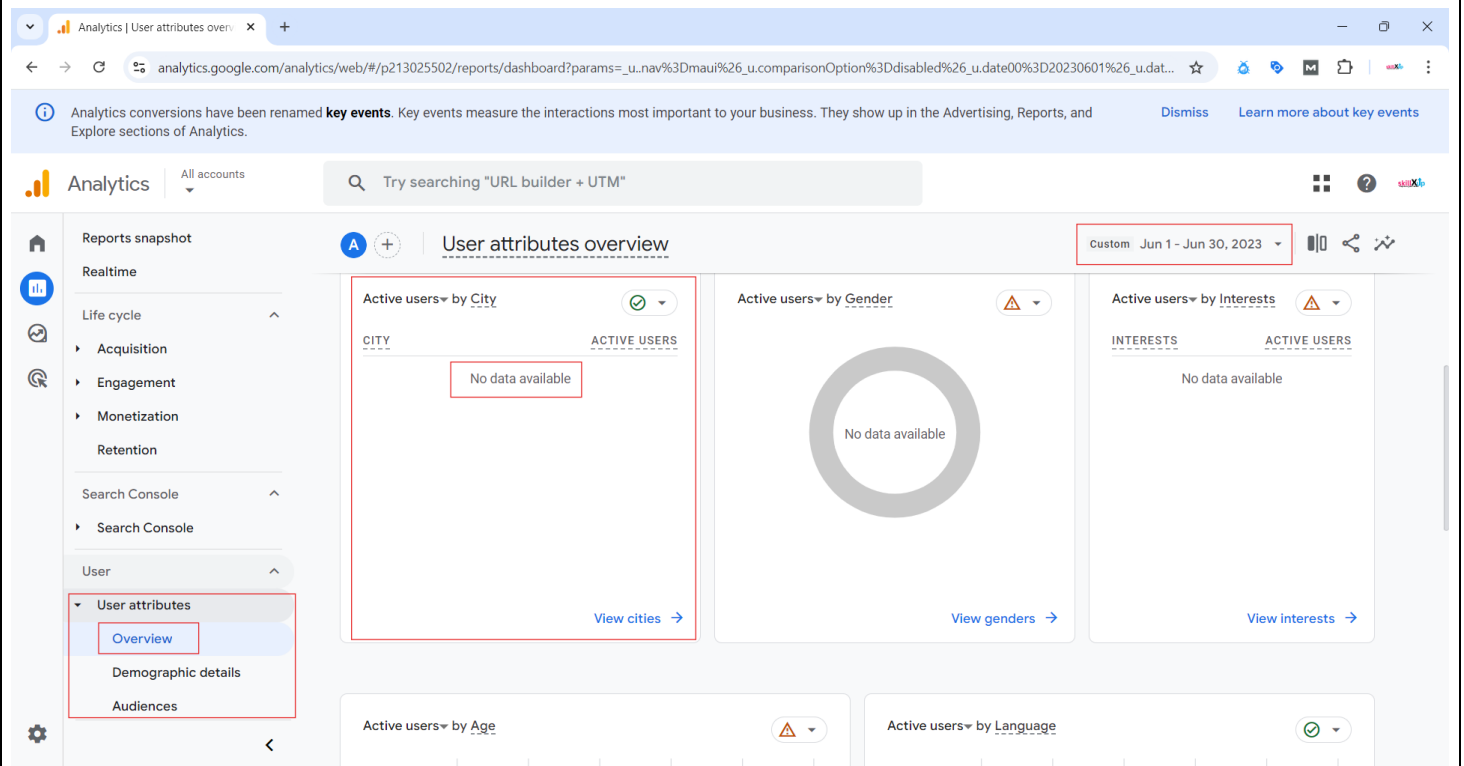
## Step 2 – Selecting the Date Range (Jun 1, 2023 – Jun 30, 2023)



## Step 3 – Selecting the 'Overview' under 'User Attributes'



## Step 4 – Scrolling down to ‘City’ – Result: NO DATA AVAILABLE according to the Question



## ● What were the top three interests of users visiting the website in October 2023?

Step 1 – According to the Question, Select ‘Overview’ under ‘User Attributes’, later Select Date Range (Oct 1, 2023 – Oct 31, 2023) and Apply

The screenshot shows the Google Analytics 'User attributes overview' page. A date range selector is open, showing the current date range as 'Jun 1 - Jun 30, 2023'. The selector is set to 'Custom' with 'Start date' as 'Oct 1, 2023' and 'End date' as 'Oct 31, 2023'. A calendar for 'OCT 2023' is displayed, with the 1st and 31st highlighted. The left sidebar shows the 'User attributes' menu with 'Overview' selected. The main content area shows 'Active users by City' and 'Active users by Interests'.

Step 2 – Scroll down to see ‘Interests’, where you can find the Group of Interests, among those Select the Top 3 Interests – 1. Technology/Technophiles, 2. Media & Entertainment/Light TV Viewers & 3. Technology/Mobile Enthusiasts

The screenshot shows the Google Analytics 'User attributes overview' page for the date range 'Oct 1 - Oct 31, 2023'. The page displays three main charts: 'Active users by City', 'Active users by Gender', and 'Active users by Interests'. The 'Active users by Interests' chart is highlighted with a red box, showing the top 3 interests: Technology/Technophiles (19K), Media & Entertainment/Light TV Viewers (13K), and Technology/Mobile Enthusiasts (13K). The left sidebar shows the 'User attributes' menu with 'Overview' selected. The main content area shows 'Active users by City' and 'Active users by Interests'.

● How many users in the age group of 18-24 visited the website in November 2023?

Step 1 – Select the Date Range of November (Nov 1, 2023 – Nov 30, 2023)

Analytics | User attributes overview

analytics.google.com/analytics/web/#/p213025502/reports/dashboard?params=\_u.nav%3Dmaui%26\_u.comparisonOption%3Ddisabled%26\_u.date00%3D20231001%26\_u.dat...

Analytics conversions have been renamed **key events**. Key events measure the interactions most important to your business. They show up in the Advertising, Reports, and Explore sections of Analytics. [Dismiss](#) [Learn more about key events](#)

Analytics All accounts

Try searching "URL builder + UTM"

Realtime

Life cycle

Acquisition

Engagement

Monetization

Retention

Search Console

User

User attributes

Overview

Demographic details

Audiences

Tech

User attributes overview

Custom

Today

Yesterday

This week (Sun - Today)

Last week (Sun - Sat)

Last 7 days

Last 28 days

Last 30 days

Last 90 days

Last 12 months

Start date: Nov 1, 2023

End date: Nov 30, 2023

Active users by City

CITY	ACTIVE USERS
New York	
Toronto	
Mountain View	
San Jose	
Los Angeles	
Sunnyvale	
San Francisco	

View cities →

Active users by Interests

INTERESTS	ACTIVE USERS
Technology/Technop...	19K
Media & Entertainme...	13K
Technology/Mobile E...	13K
Media & Entertainme...	13K
Media & Entertainme...	12K
News & Politics/Avid...	11K
Banking & Finance/A...	11K

View interests →

Step 2 – Select the ‘Overview’ under ‘User Attributes’ based upon the previous selection the Date Range (Nov 1, 2023 – Nov 30, 2023), bit scroll down., you will find ‘Active Users by Age’ in that box, below click on ‘View Age Ranges’

Analytics | User attributes overview

analytics.google.com/analytics/web/#/p213025502/reports/dashboard?params=\_u.nav%3Dmaui%26\_u.comparisonOption%3Ddisabled%26\_u.date00%3D20231001%26\_u.dat...

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Search Console

User

User attributes

Overview

Demographic details

Audiences

Tech

User attributes overview

Custom Nov 1 - Nov 30, 2023

Active users by Age

Age Range	Active Users
25-34	10K
18-24	9K
35-44	7K
45-54	4K
55-64	2K
65+	1K

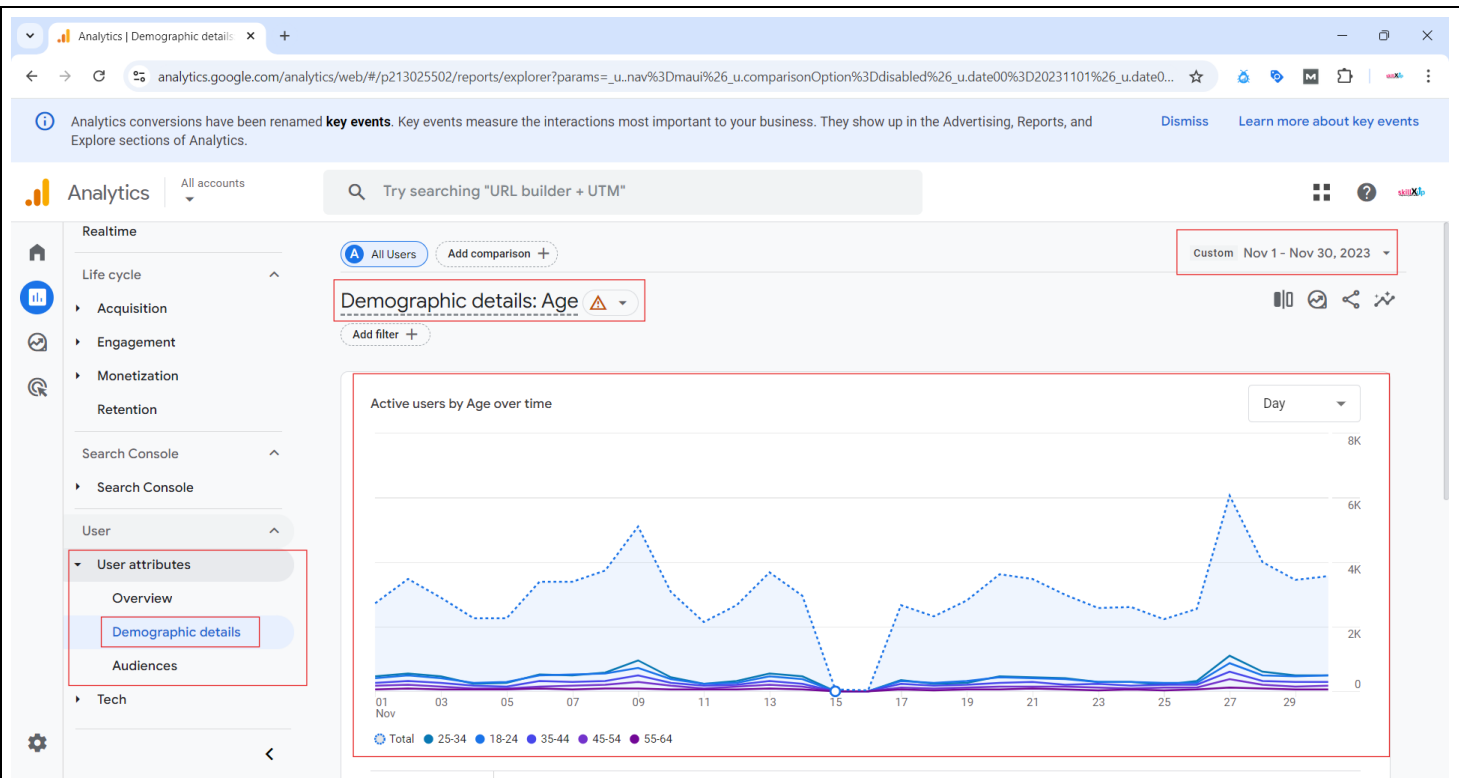
View age ranges →

Active users by Language

Language	Active Users
English	60K
Chinese	10K
Spanish	5K
Japanese	2K
Korean	1K
French	1K
Portuguese	1K

View languages →

Step 3 – Once you clicked ‘View Age Ranges’, you will now able to see the Graph., scroll down.,



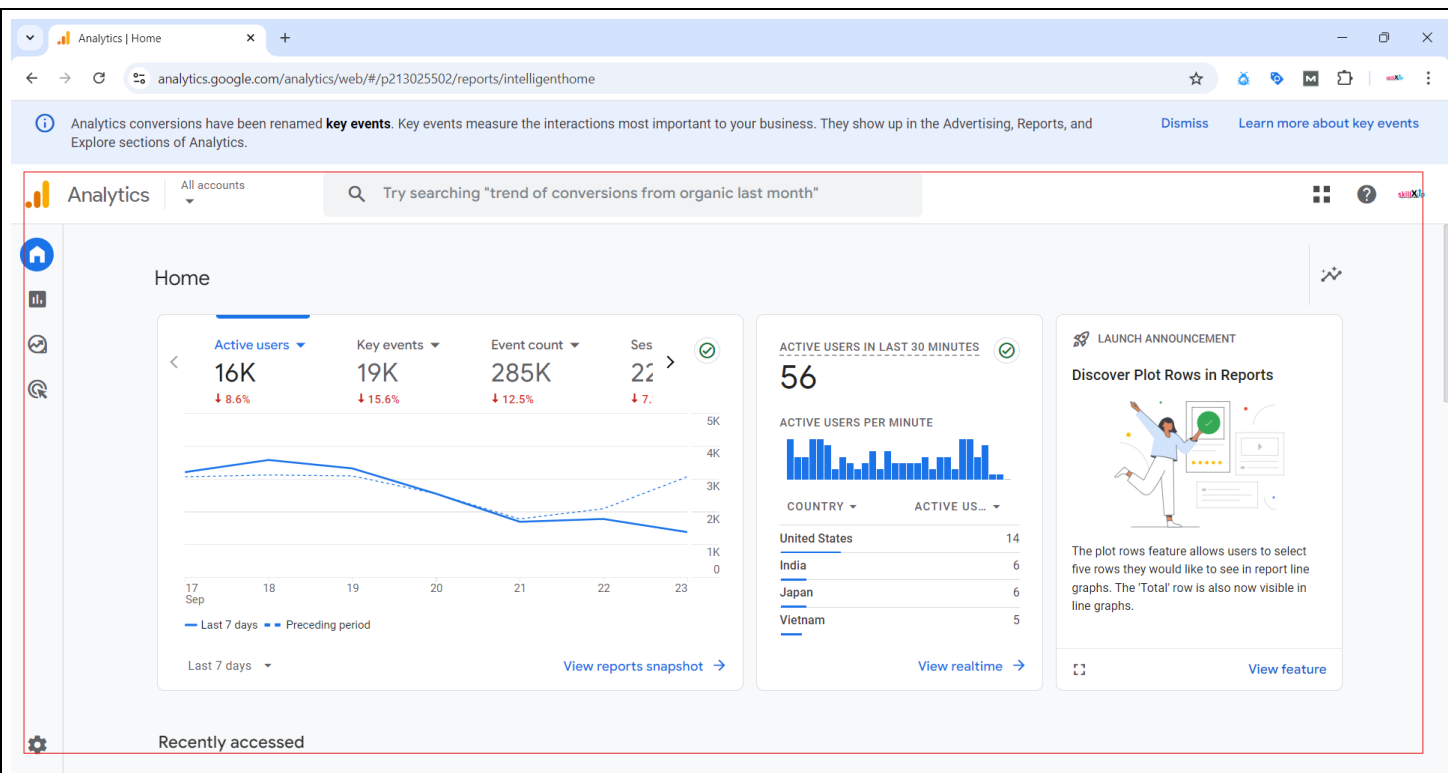
Step 4 –Now, here is the Final Result – based upon the Question, by Selecting the Date Range (Nov 1, 2023 – Nov 30, 2023), Under ‘User Attributes’ -> ‘Demographic Details’, You will see the Table – Row: 18-24 & Column: Engaged Sessions – the Result is: 11,579

The screenshot shows the Google Analytics 'Demographic details: Age' table. The table lists metrics for various age groups, with the 18-24 age group highlighted in red. The 'Engaged sessions' for the 18-24 age group is 11,579.

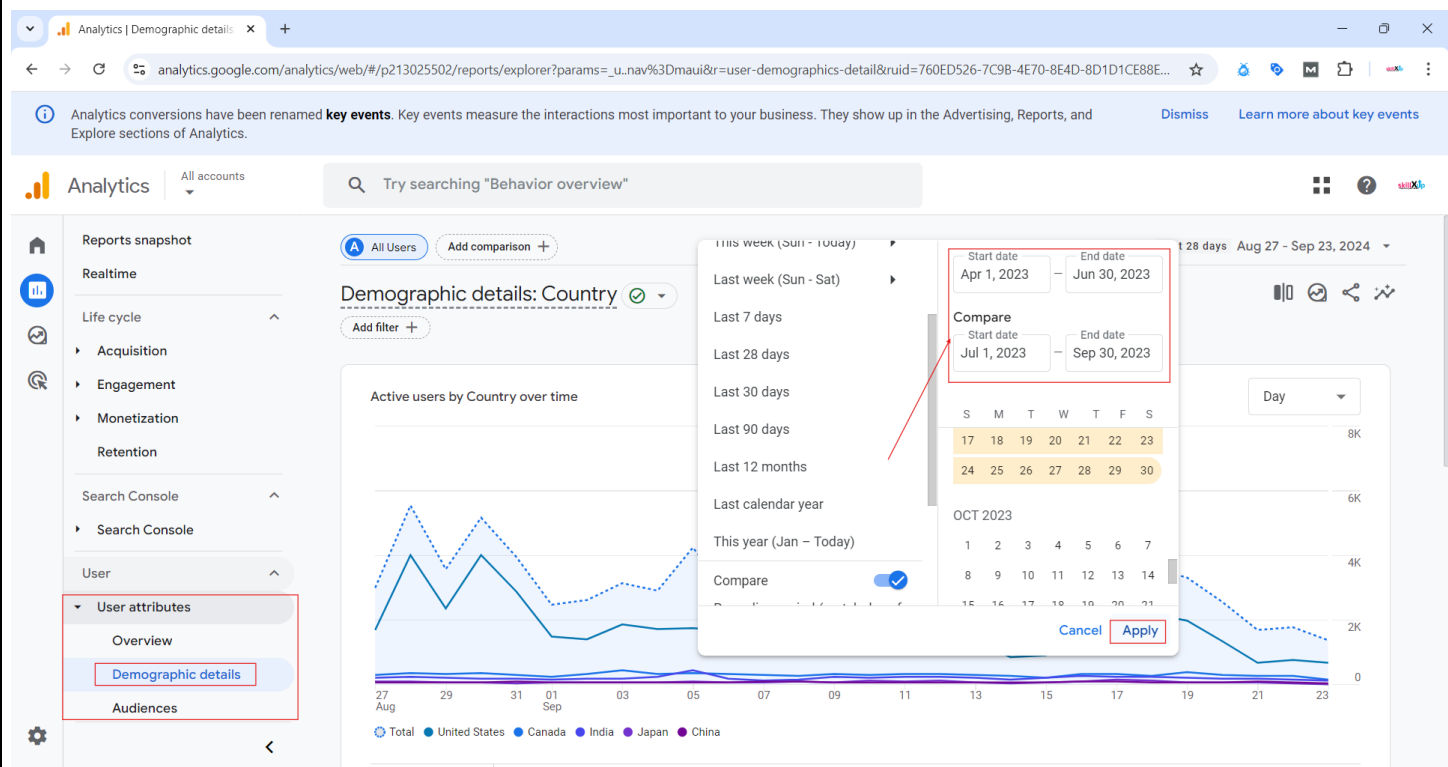
	Age	Active users	New users	Engaged sessions	Engagement rate	Engaged sessions per active user	Average engagement time per active user	Event count All events
<input checked="" type="checkbox"/>	Total	75,056 100% of total	61,806 100% of total	83,844 100% of total	78.84% Avg 0%	1.12 Avg 0%	1m 49s Avg 0%	2,402,742 100% of total
<input checked="" type="checkbox"/>	1 unknown	44,422	37,918	45,901	78%	1.03	1m 31s	1,222,170
<input checked="" type="checkbox"/>	2 25-34	10,223	7,343	12,756	81.21%	1.25	2m 19s	403,016
<input checked="" type="checkbox"/>	3 18-24	9,375	6,706	11,579	79.68%	1.24	2m 09s	377,359
<input checked="" type="checkbox"/>	4 35-44	6,501	4,905	7,393	82.56%	1.14	1m 57s	217,550
<input checked="" type="checkbox"/>	5 45-54	3,713	2,781	4,385	83.11%	1.18	2m 08s	121,716
<input checked="" type="checkbox"/>	6 55-64	1,563	1,267	1,715	84.52%	1.10	1m 30s	38,469
<input type="checkbox"/>	7 65+	1,072	886	1,129	81.16%	1.05	1m 19s	22,462

● What was the percentage increase in male users in the third quarter of 2023 compared to the second quarter?

Step 1 – Loading the ‘Google Demo Account’



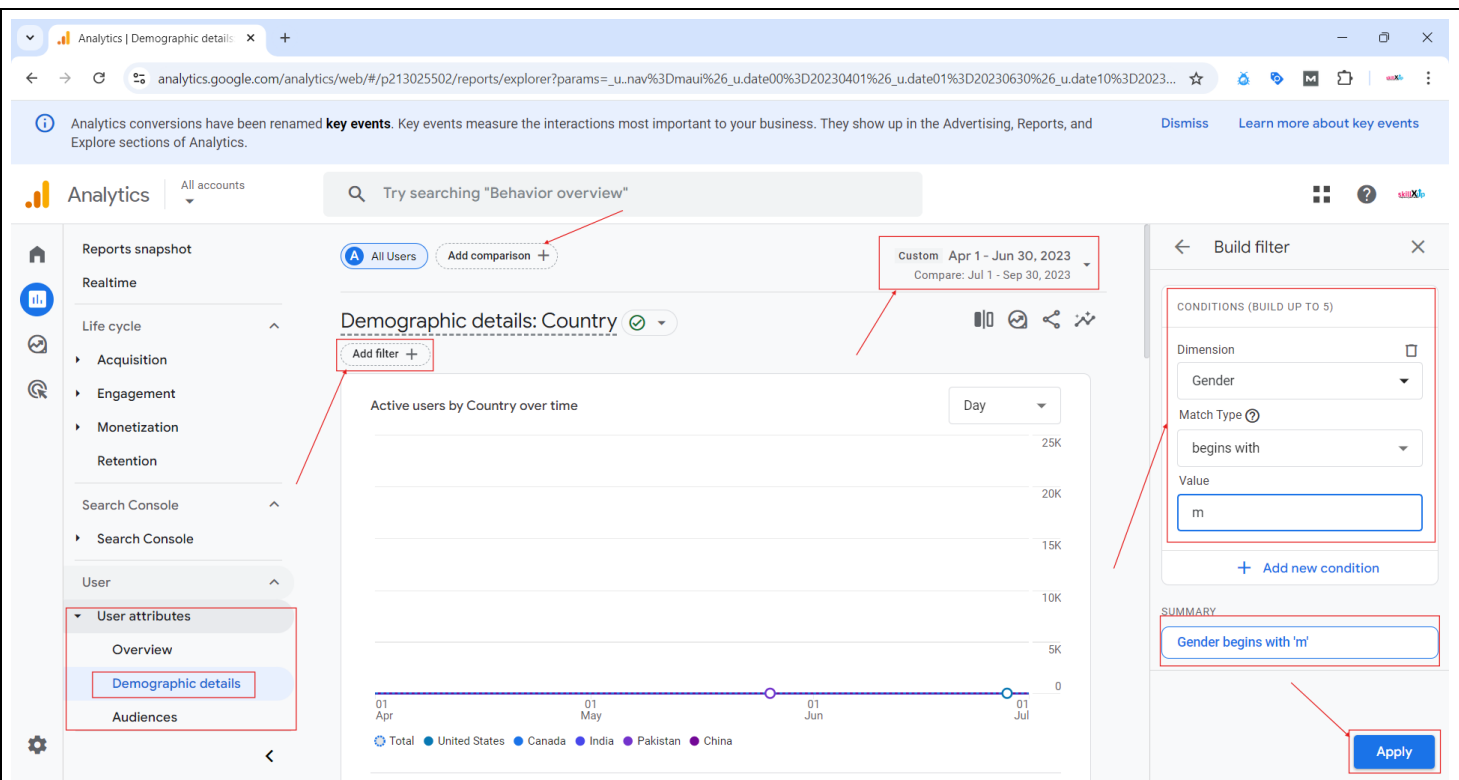
Step 2 – Selecting the ‘Demographic Details’ under ‘User Attributes’, and Date Range of 2<sup>nd</sup> Quarter compared to 3<sup>rd</sup> Quarter ie., (Apr 1, 2023 – Jun 30, 2023 ⇔ Jul 1, 2023 – Sep 30, 2023)



Step 3 – In Step 3, High-lighting the few things:

1. ‘Demographic Details’ under ‘User Attributes’
2. Selecting or Highlighting the ‘Date Range’ of Comparison with 2<sup>nd</sup> Quarter & 3<sup>rd</sup> Quarter of 2023 : Apr 1, 2023 – Jun 30, 2023 ⇔ Jul 1, 2023 – Sep 30, 2023
3. Click on ‘Add Filter’, from that at right – hand side with these details – Dimension: Gender, Match Type: Gender, Value: m
4. Click on ‘Add Comparison’





Step 4 – By clicking on ‘Add Comparison’, it will open a pop-up window, click on ‘Create New’

The screenshot shows the 'Apply a comparison' pop-up window. It has a search bar and a 'Create new' button. Below is a table with columns: Name, Description, and Summary.

Name	Description	Summary
<input checked="" type="checkbox"/> All Users	Includes all your data.	
<input type="checkbox"/> Direct traffic	Sessions acquired directly.	Session default channel group exactly matches 'Direct'
<input type="checkbox"/> Organic traffic	Sessions acquired via organic channels.	Session default channel group exactly matches 'Organic Search Organic Video Organic Social Organic Shopping'
<input type="checkbox"/> Paid traffic	Sessions acquired via paid channels.	Session default channel group exactly matches 'Paid Shopping Paid Search Paid Social Paid Other Paid Video Display Cross-network Audio'
<input type="checkbox"/> Referral & affiliates traffic	Sessions acquired via referrals or affiliates.	Session default channel group exactly matches 'Referral Affiliates'
<input type="checkbox"/> Email, SMS & push notifications traffic	Sessions acquired via emails, SMS or push notifications.	Session default channel group exactly matches 'Email SMS Mobile Push Notifications'
<input type="checkbox"/> Mobile traffic	Traffic on mobile phones.	Device category exactly matches 'mobile'
<input type="checkbox"/> Web traffic	Traffic on desktops.	Device category exactly matches 'desktop'
<input type="checkbox"/> Tablet traffic	Traffic on tablets.	Device category exactly matches 'tablet'

Items per page: 25 1 - 9 of 9

Step 5 – In the ‘Create Comparison’ box., enter these details – Dimension: Gender, Match Type: does not contain, Value: female and click on ‘Apply’

Analytics conversions have been renamed. Explore sections of Analytics.

← **Create comparison** **Apply**

CONDITIONS (BUILD UP TO 5)

Dimension: Gender

Match Type: does not contain

Value: female

+ Add new condition

SUMMARY

Gender does not contain 'female'

Analytics | Demographic details

Reports snapshot

Realtime

Life cycle

Acquisition

Engagement

Monetization

Retention

Search Console

User

User attributes

Overview

**Demographic details**

Audiences

Step 6 – Now, you can see few things highlighted –

1. User Attributes – Demographic Details
2. Added Filter (under Demographic Details in middle)
3. Added Comparison with 'Gender does not contain..'
4. Comparison Date Range

Analytics conversions have been renamed **key events**. Key events measure the interactions most important to your business. They show up in the Advertising, Reports, and Explore sections of Analytics. **Dismiss** **Learn more about key events**

Analytics | Demographic details

Try searching "Behavior overview"

Demographic details

Gender begins with 'm'

Active users over time

Day

10K

8K

6K

4K

2K

0

01 Apr 01 May 01 Jun 01 Jul

All Users Gender does not contain female

Build filter

CONDITIONS (BUILD UP TO 5)

Dimension: Gender

Match Type: begins with

Value: m

+ Add new condition

SUMMARY

Gender begins with 'm'

**Apply**

Step 7 – Now, scroll down a bit, you will find the Table in that (under the 'search'), select 'Gender', you can see the high-lighted table with columns.,

Analytics | Demographic details

analytics.google.com/analytics/web/#/p213025502/reports/explorer?params=\_u.nav%3Dmaui%26\_u.date00%3D20230401%26\_u.date01%3D20230630%26\_u.date10%3D2023...

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Analytics All accounts Try searching "Behavior overview"

Reports snapshot  
Realtime  
Life cycle  
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Retention  
Search Console  
User  
User attributes  
Overview  
**Demographic details**  
Audiences

Demographic details Custom Apr 1 - Jun 30, 2023 Compare: Jul 1 - Sep 30, 2023

Search... Rows per page: 10 1-1 of 1

Gender + Comparison

	Active users	New users	Engaged sessions	Engagement rate	Engaged sessions per active user	Average engagement time per active user	Every All eve
All Users	0 vs. 64,709 ↓ -100%	0 vs. 55,177 ↓ -100%	0 vs. 89,436 ↓ -100%	0% vs. 90.08% ↓ -100%	0.00 vs. 1.38 ↓ -100%	0s vs. 169.89 ↓ -100%	vs.
Gender does not contain female	0 vs. 64,709 ↓ -100%	0 vs. 55,177 ↓ -100%	0 vs. 89,436 ↓ -100%	0% vs. 90.08% ↓ -100%	0.00 vs. 1.38 ↓ -100%	0s vs. 169.89 ↓ -100%	vs.
1 male							
Apr 1 - Jun 30, 2023							
male All Users	0	0	0	0%	0.00	0s	
male Gender does not contain female	0	0	0	0%	0.00	0s	
Jul 1 - Sep 30, 2023							

Step 8 – Scroll down a bit, now you can find the Comparison table with Data – male, Apr 1 – Jun 30, 2023; Jul 1 – Sep 30, 2023; % change

Analytics | Demographic details

analytics.google.com/analytics/web/#/p213025502/reports/explorer?params=\_u.nav%3Dmaui%26\_u.date00%3D20230401%26\_u.date01%3D20230630%26\_u.date10%3D2023...

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Analytics All accounts Try searching "Behavior overview"

Reports snapshot  
Realtime  
Life cycle  
Acquisition  
Engagement  
Monetization  
Retention  
Search Console  
User  
User attributes  
Overview  
**Demographic details**  
Audiences

Demographic details Custom Apr 1 - Jun 30, 2023 Compare: Jul 1 - Sep 30, 2023

1 male							
Apr 1 - Jun 30, 2023							
male All Users	0	0	0	0%	0.00	0s	
male Gender does not contain female	0	0	0	0%	0.00	0s	
Jul 1 - Sep 30, 2023							
male All Users	64,709	55,177	89,436	90.08%	1.38	2m 49s	
male Gender does not contain female	64,709	55,177	89,436	90.08%	1.38	2m 49s	
% change							
male All Users	-100%	-100%	-100%	-100%	-100%	-100%	
male Gender does not contain female	-100%	-100%	-100%	-100%	-100%	-100%	

Step 9 – Here is high-lighted few things, to give a clear picture of what are the results we got it.,

Analytics | Demographic details

analytics.google.com/analytics/web/#/p213025502/reports/explorer?params=\_u.nav%3Dmaui%26\_u.date00%3D20230401%26\_u.date01%3D20230630%26\_u.date10%3D2023...

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Dismiss Learn more about key events

Analytics

All accounts

Try searching "Behavior overview"

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User attributes

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Demographic details

Audiences

Demographic details

Custom Apr 1 - Jun 30, 2023

Compare: Jul 1 - Sep 30, 2023

Gender	Comparison	Average engagement time per active user	Event count All events	Key events All events	User key event rate All events	Total revenue	
All Users		0.00	0	0.00	0%	\$0.00	
Gender does not contain female		0.00	0	0.00	0%	\$0.00	
1 male		1.38	2,881,223	316,962.00	94.45%	\$250,654.18	
Apr 1 - Jun 30, 2023							
male	All Users	0.00	0	0.00	0%	\$0.00	
male	Gender does not contain female	0.00	0	0.00	0%	\$0.00	
Jul 1 - Sep 30, 2023							
male	All Users	.38	2m 49s	2,881,223	316,962.00	94.45%	\$250,654.18

Step 10 – It's a Final Result, already we got the Results and displayed in Step 8, Step 9 & here in Step 10 gives a clear information according to the Question to get 'male' results with the comparison of 2 Quarters comparison

Analytics | Demographic details