



Reports snapshot

Reports snapshot



Last 12 months

Jan 11, 2021 - Jan 11, 2022 ▾



Realtime

Life cycle

- ▶ Acquisition
- ▶ Engagement
- ▶ Monetization

Retention

User

- ▶ Demographics
- ▶ Tech

Library

A All Users

Add comparison +

Google Analytics

USERS

1.1K

NEW USERS

1.1K

AVERAGE SESSION LENGTH ⓘ

1m 39s

TOTAL REVENUE ⓘ

RM0.00

Ts. Dr. YU YONG POH

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Material:

<https://drive.google.com/drive/folders/1V6S0PJpNVRXdYZybXOVtLw4SvZa-o7Kn?usp=sharing>

About Me



Dr Yu Yong Poh

Signal and Image
Processing,
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Data Science and
Analytics,
Machine Learning

PhD in Engineering (Image processing)

<https://www.linkedin.com/in/yong-poh-yu/>

- Enterprise Data Scientist
- SAS Certified Predictive Modeler
- SAS Certified Visual Business Analyst
- SAS Certified Base Programmer

Personal Demo Home Page:

<https://www.richieyyptutorialpage.com/>

*** Open Source and Not-For-Profit Sharing / Demo**

What will be covered?

- Making a Personalized Website
- Introduction to Google Analytics
- Google Analytics Interface
- Basic Reports
- Linking Personal Website to Google Analytics

I want to
analyze my
personal website
meow...



What will NOT be covered?



- Advanced Coding Techniques
- Complex Equations
- Comprehensive Concepts

Before We continue:

**Please make sure you have a
Google account**

A: Embedding AI for fun projects into your own website

This image shows a screenshot of a Python-based web application. On the left, there is a dark sidebar with white text. At the top of the sidebar is a red horizontal bar. Below it, there is a close button (an 'X'). The sidebar contains the following text:
This is a python based web app - AI for FUN.
For more info, please contact:
[Dr. Yong Poh Yu](#)
Step 1: Select/Insert key
Below this text is a dropdown menu with the word "Default" and a downward arrow. To the right of the dropdown is a question mark icon inside a circle. On the right side of the image, the main content area has a yellow border and displays the text "Demo: AI for Fun." in large, bold, white letters.

1) Login <https://sites.google.com/>

Sites

Search

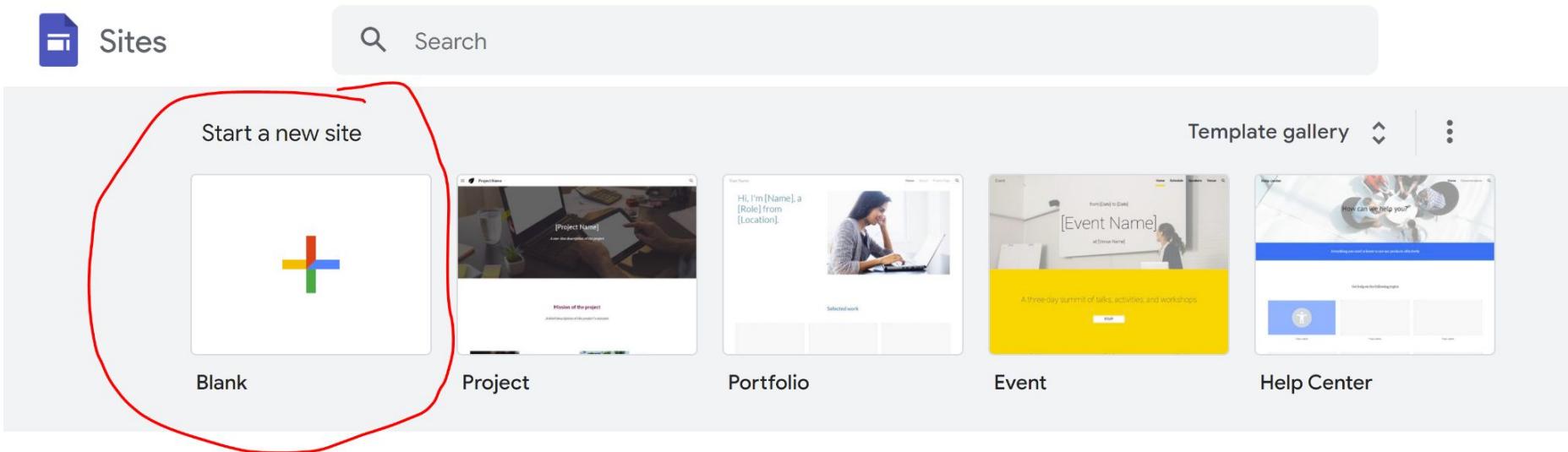
Start a new site

Template gallery

Blank Project Portfolio Event Help Center

A screenshot of the Google Sites interface. At the top left is a blue 'Sites' icon. To its right is a search bar with a magnifying glass icon and the word 'Search'. Below the search bar is a section titled 'Start a new site' with a large blue button containing a white plus sign. To the right of this button is a 'Template gallery' section with a dropdown arrow and three vertical dots. Below the 'Start a new site' button are five template cards: 'Blank' (a white card with a red, green, and blue plus sign), 'Project' (a card showing a person at a desk with a laptop and a cup of coffee), 'Portfolio' (a card showing a woman working on a laptop), 'Event' (a card for a three-day summit with a yellow background), and 'Help Center' (a card showing a group of people around a table). Each template card has a caption below it: 'Blank', 'Project', 'Portfolio', 'Event', and 'Help Center'.

2) Start a new “Blank” project



The screenshot shows the Google Sites interface. At the top left is a blue 'Sites' icon. Next to it is a search bar with a magnifying glass icon and the word 'Search'. Below the search bar is a large button labeled 'Start a new site'. To the right of this button is a 'Template gallery' dropdown menu and a vertical ellipsis menu.

The main area displays five template cards:

- Blank**: Represented by a white card with a large red plus sign in the center.
- Project**: A card showing a person working at a desk with a laptop, titled '[Project Name]'. It includes sections for 'Mission of the project' and 'Selected work'.
- Portfolio**: A card showing a person working at a laptop, titled '[Your Name]'. It includes a 'Selected work' section.
- Event**: A card showing a person standing in front of a whiteboard, titled '[Event Name]'. It includes a 'Schedule' section and a 'Start' button.
- Help Center**: A card showing a group of people, titled 'How can we help you?'. It includes sections for 'Get help on the following topics' and 'Help Center'.

3) Change the Site Name

The screenshot shows a Google Sites editor interface. At the top left is a blue folder icon. Next to it, the page title "My First Web - AI for Fun" is displayed, with a red oval circling the entire title text. To the right of the title are standard Google Drive navigation icons: a left arrow, a right arrow, a square, a link icon, and a plus sign. Below the title, the status message "All changes saved in Drive" is visible. The main content area features a dark background with a large, light-colored text placeholder "Your page title". A small search icon is located in the top right corner of this area.

4) Change the Page Title

My First Web - AI for Fun

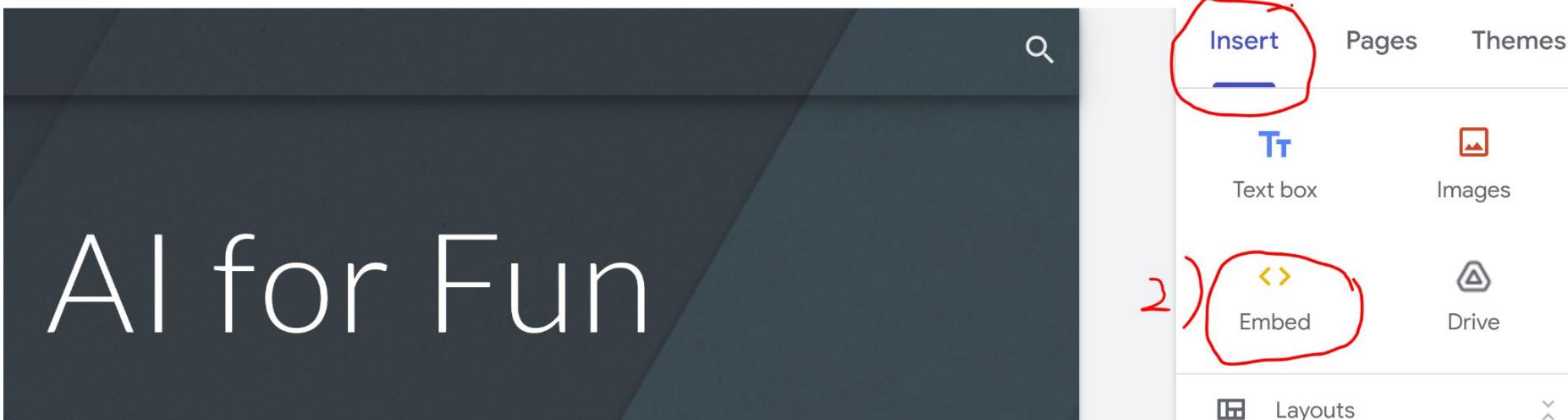
All changes saved in Drive



My First Web - AI for ...

AI for Fun

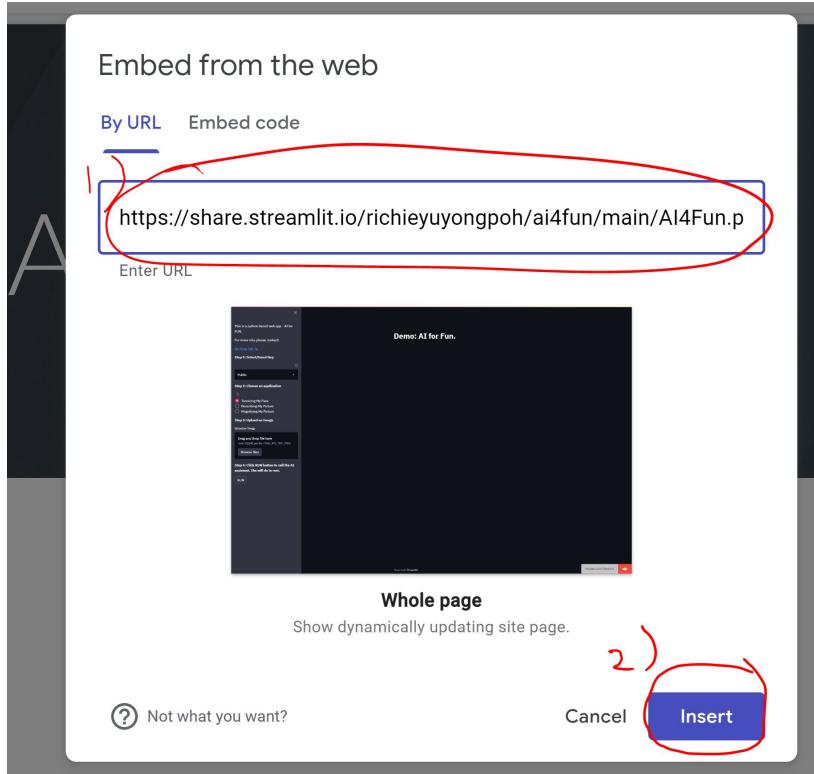
5 i) Embed the *AI for Fun* web address



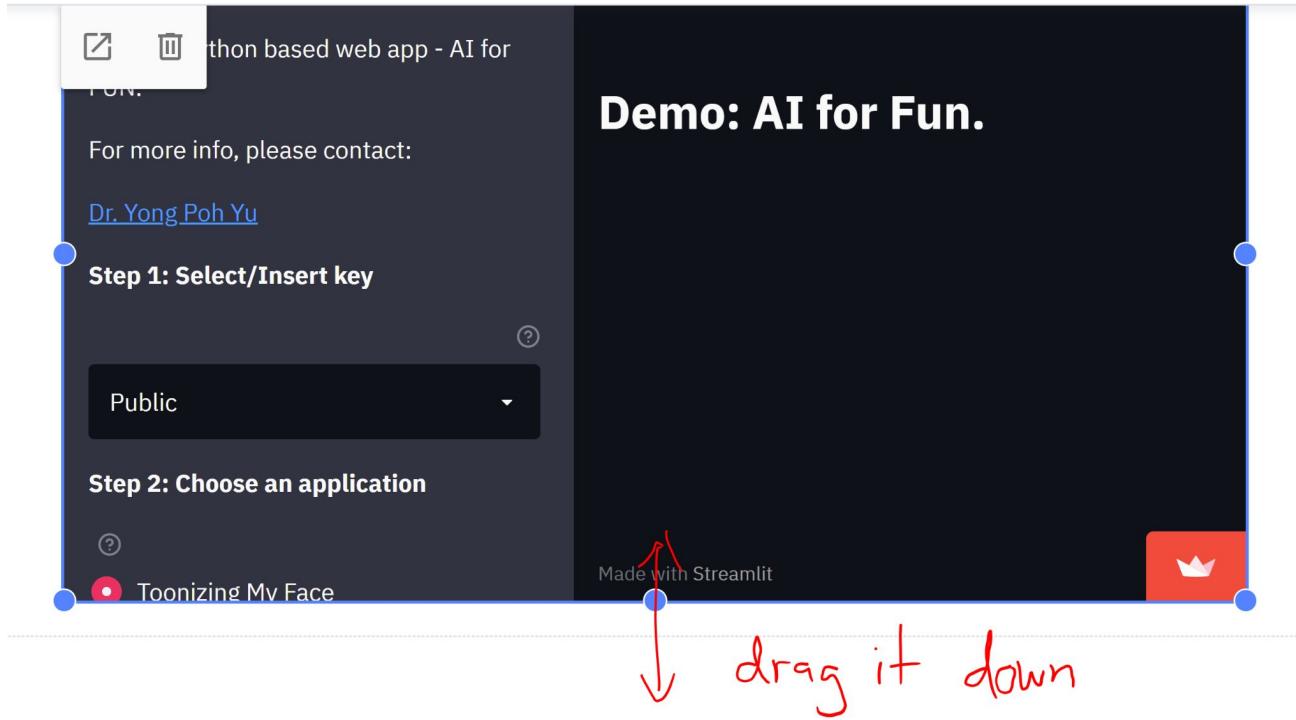
5 ii) Embed the following address:

[https://share.streamlit.io/richieyuyongpoh/ai4fun/
main/AI4Fun.py](https://share.streamlit.io/richieyuyongpoh/ai4fun/main/AI4Fun.py)

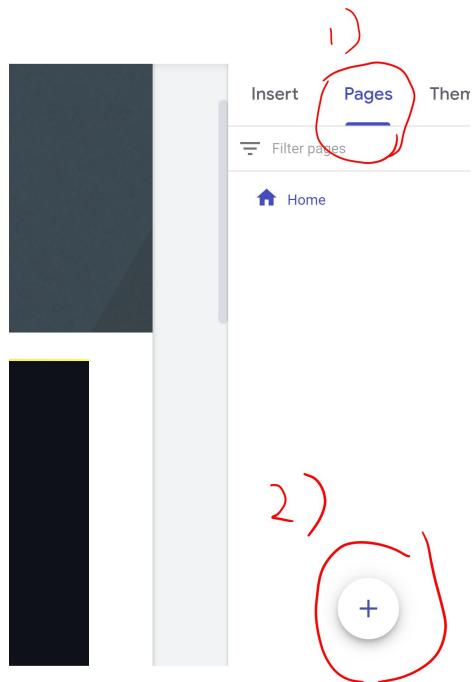
5 iii) Embed the following address:



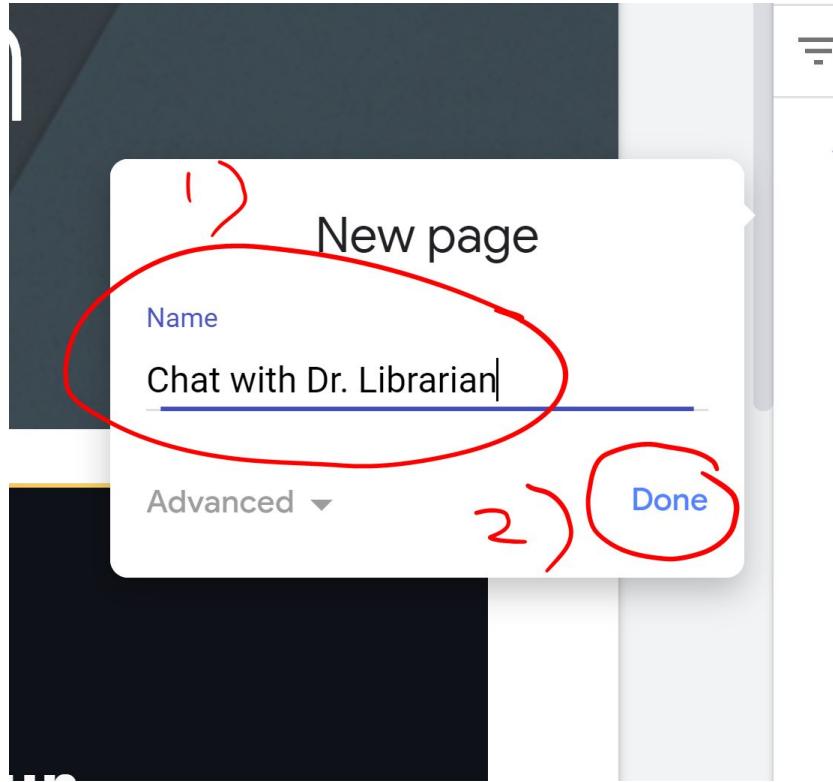
6) Drag it nicely



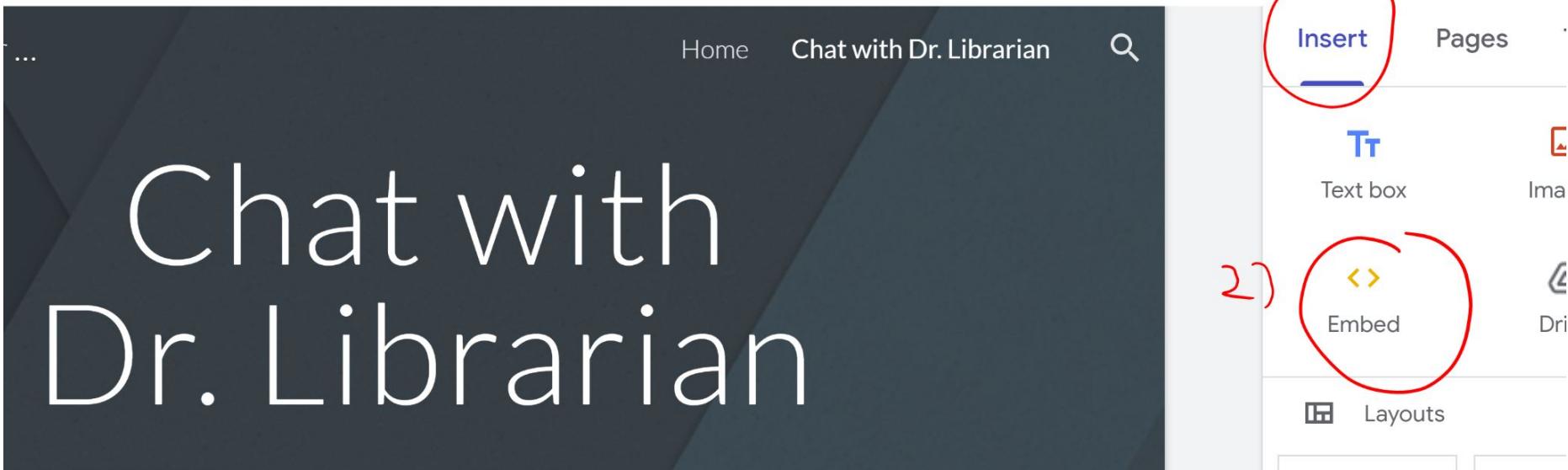
7 i) Add Another Page



7 ii) Name the Page



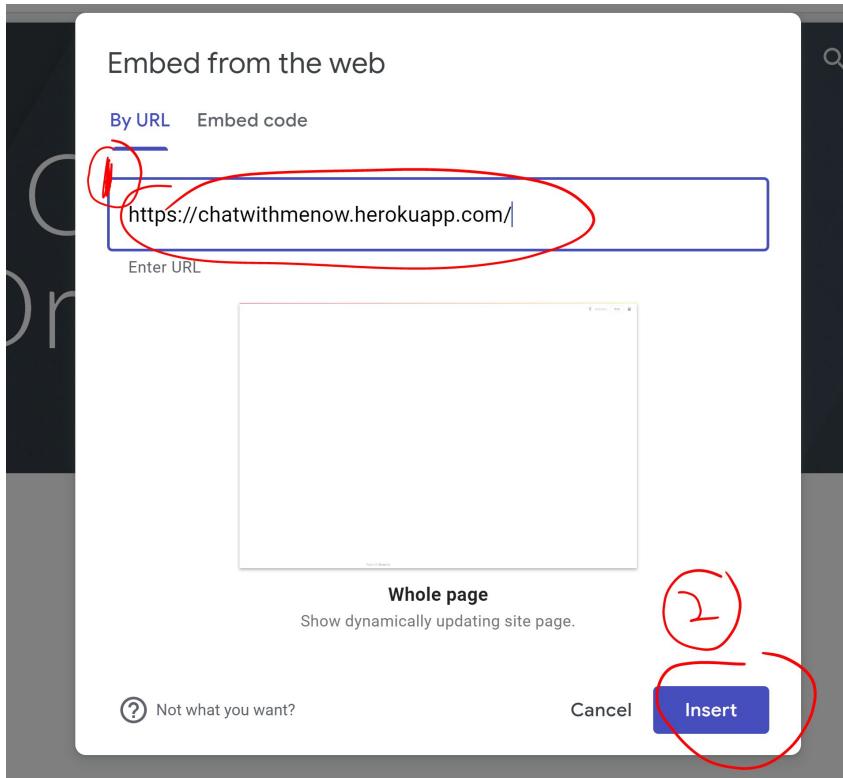
8 i) Embed the *Chat With Me now* web address



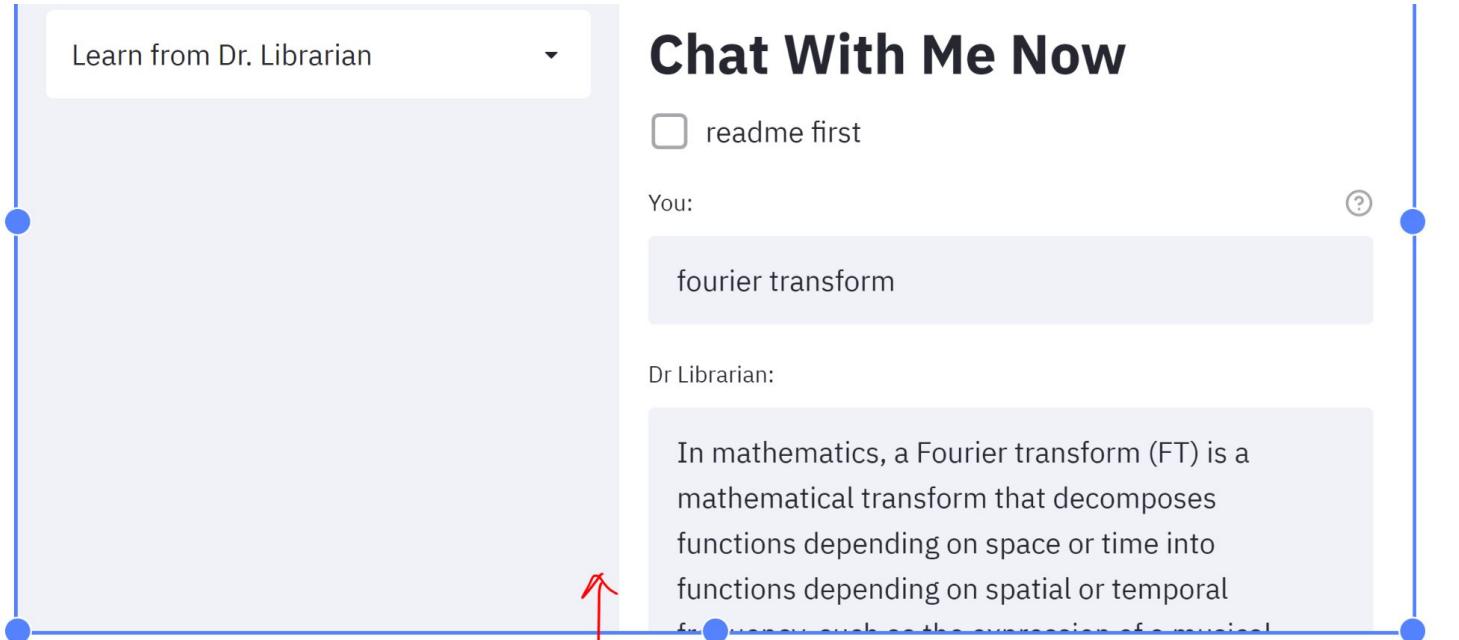
8 ii) Embed the following address:

<https://chatwithmenow.herokuapp.com/>

8 iii) Embed the following address:



9) Drag it nicely

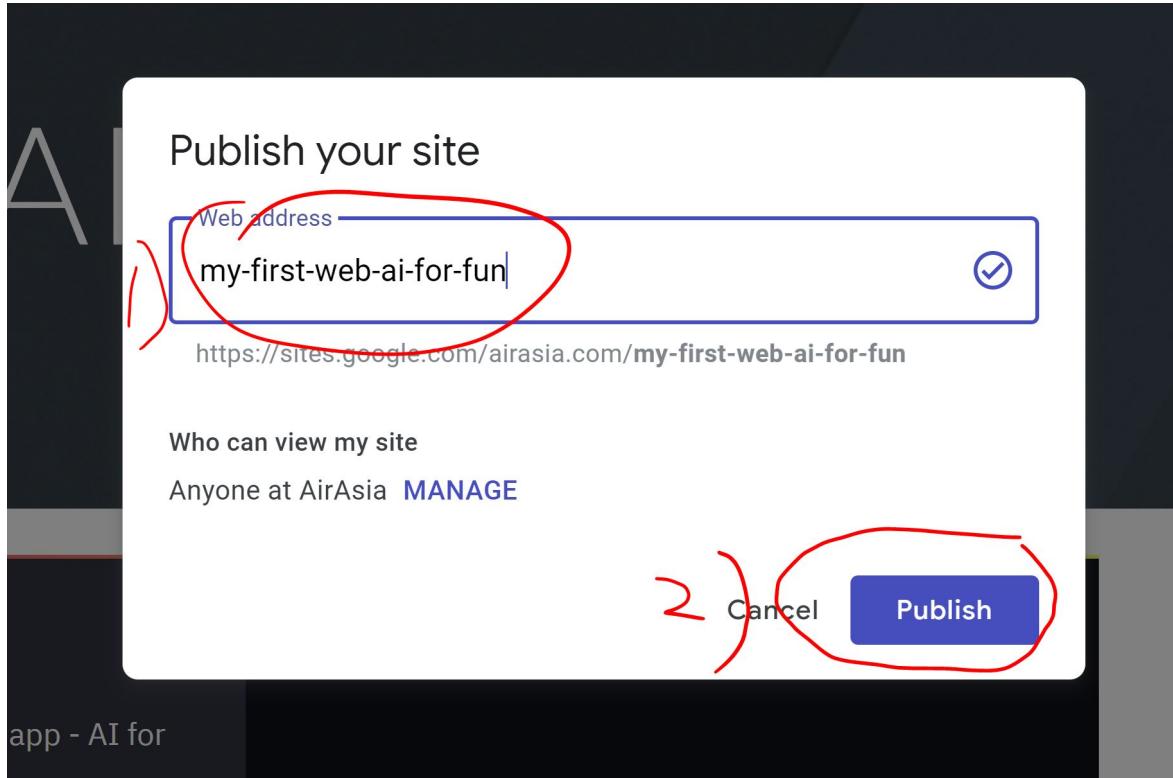


drag it nicely

10 i) Publish your website

The screenshot shows the Google Sites editor interface. At the top, there's a navigation bar with the title "My First Web - AI for Fun", a message "All changes saved in Drive", and several icons: a left arrow, a right arrow, a square, a link icon, a person icon, a gear icon, and a three-dot menu icon. To the right of these is a blue "Publish" button, which is circled in red. Below the navigation bar is the main workspace, which displays a dark-themed web page with the title "My First Web - AI for Fun" and the large text "AI for Fun". On the right side of the workspace is a sidebar with tabs for "Insert" and "Pages". Under the "Insert" tab, there's a section titled "Simple" containing a color palette with five colored circles (blue, pink, teal, purple, black) and a "Font style" dropdown.

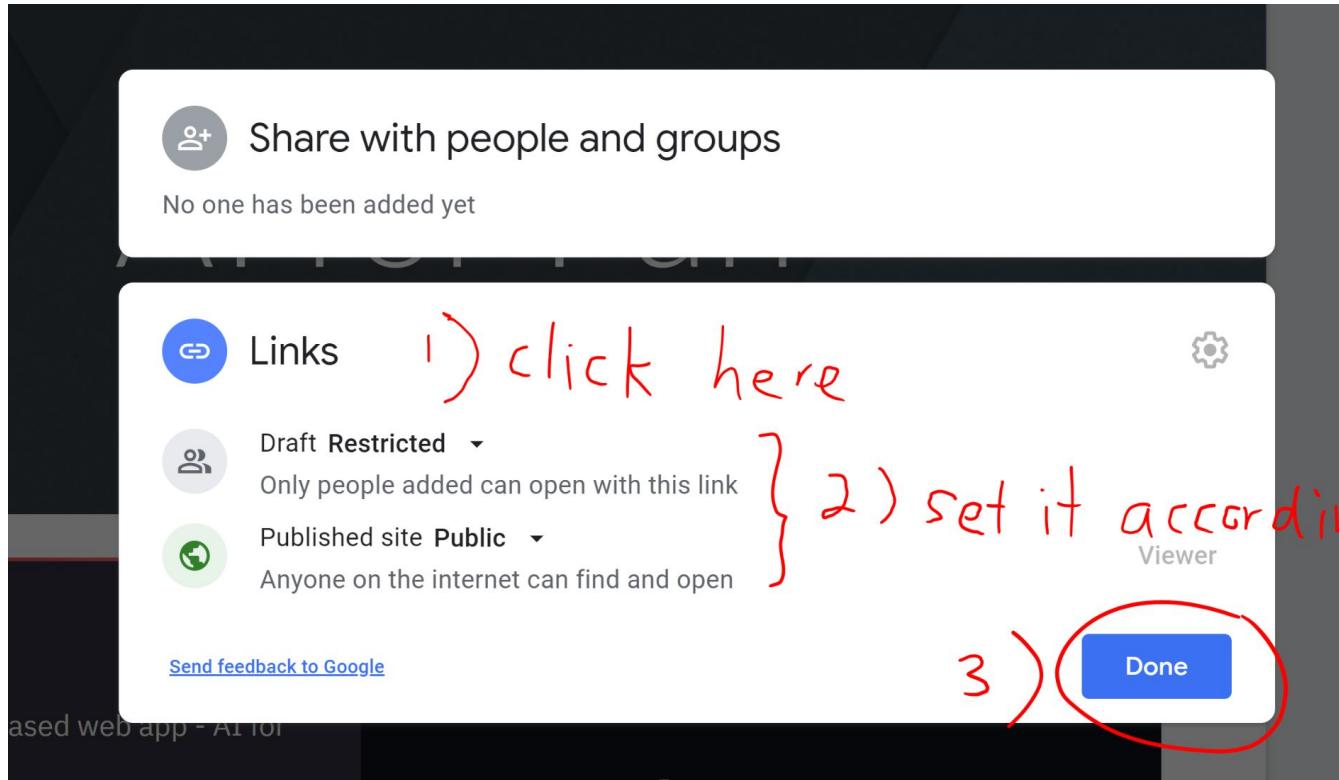
10 ii) Choose a nice name



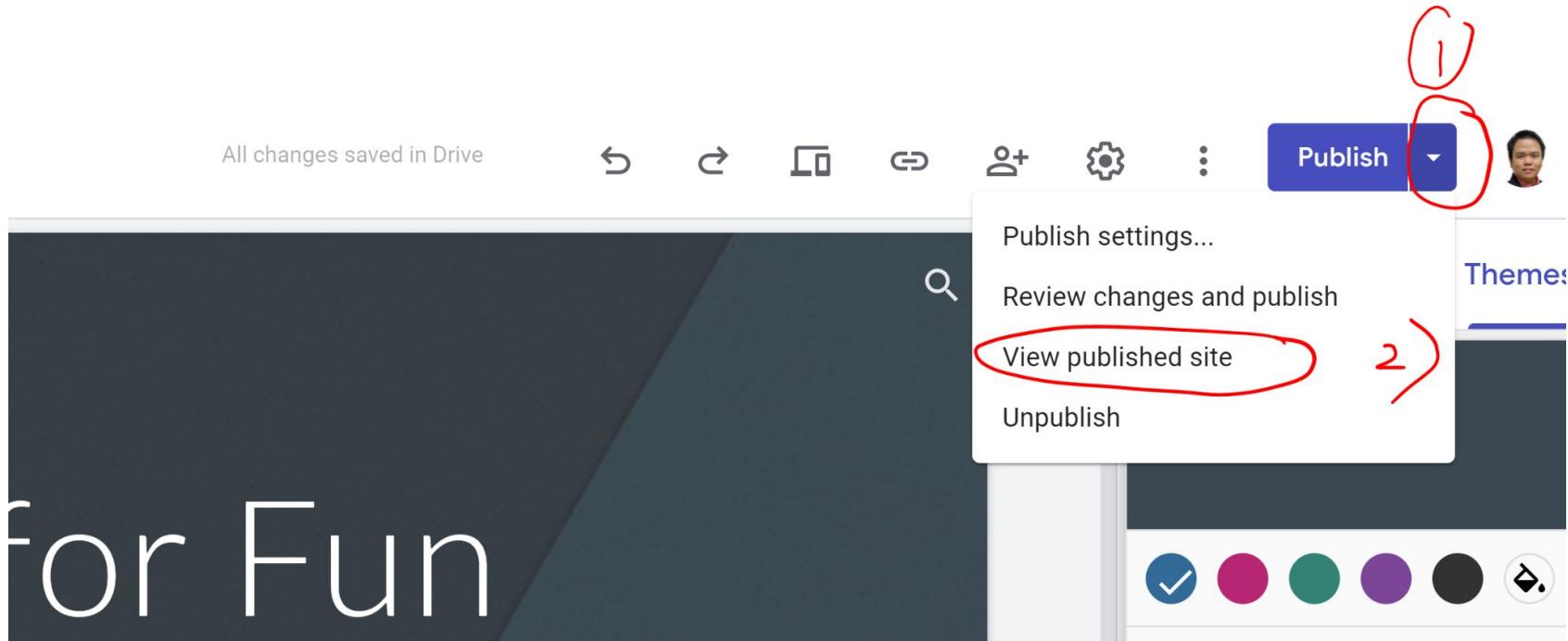
11 i) Set Permissions

The screenshot shows a Google Slides presentation with the title "My First Web - AI for Fun". The slide content includes the text "AI for Fun" and a "Add logo" button. At the top right, there is a toolbar with several icons: a back arrow, a forward arrow, a refresh icon, a link icon, a person icon with a plus sign (highlighted with a red circle), and a gear icon. Below the toolbar, it says "All changes saved in Drive". On the far right, there is a vertical sidebar with buttons for "Ins", "For", and a checked checkbox.

11 iii) Set Permissions



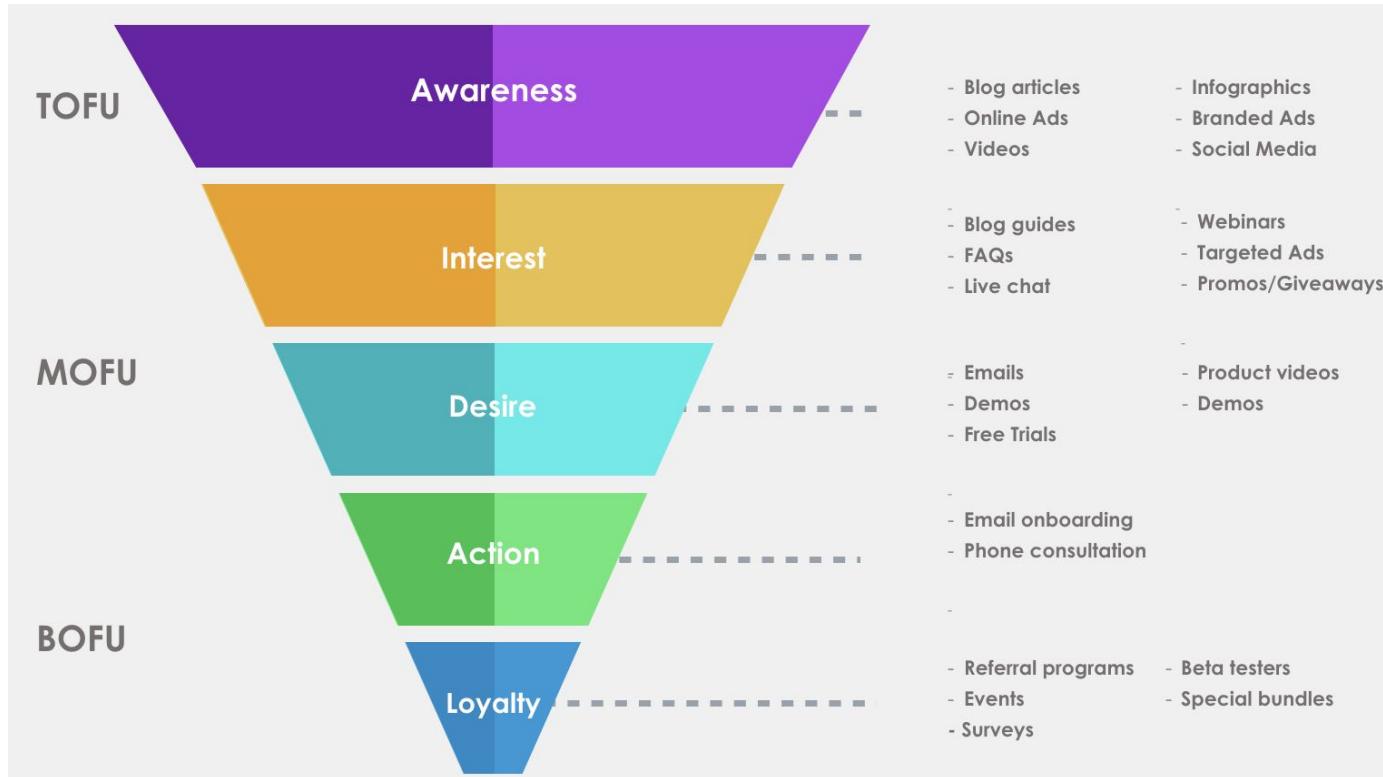
12) View your published page



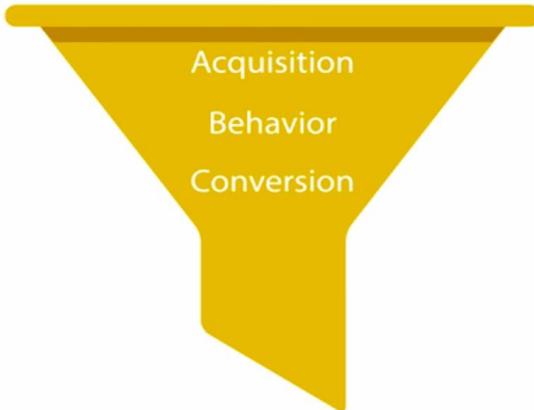
13) Share the link to Google Meet Chat Room



B: Introduction to Google Analytics



Basic Purchase Funnel



Basic Purchase Funnel

- **Acquisition** - building awareness and
- **Behavior** - when users engage with your business
- **Conversion** - when a user becomes a customer

1) Tracking a Website

Go to <https://analytics.google.com/analytics> and login your Google Account



Welcome to Google Analytics

Google Analytics gives you the free tools you need to analyze data for your business in one place, so you can make smarter decisions.

Start measuring

Complete information



2) Google Analytics Account Setup

Analytics

1 Account setup

Account details

Account name (Required)
Accounts can contain more than one tracking ID.

MyFirstAccount

insert the Account Name

Account Data Sharing Settings ?

Data you collect, process, and store using Google Analytics ("Google Analytics data") is secure and kept confidential. This data is used to maintain and protect the Google Analytics service critical operations, and in rare exceptions for legal reasons as described in our [privacy policy](#).

The data sharing options give you more control over sharing your Google Analytics data. [Learn more](#).

Google products & services
If you have enabled [Google signals](#), this setting will also apply to authenticated visitation data which is associated with Google user accounts. This setting required for [Enhanced Demographics & Interests reporting](#). If you disable this option, data can still flow to other Google products explicitly linked to your property. Visit the product linking section in each property to view or change your settings. [Show Example](#)

Benchmarking
Contribute anonymous data to an aggregate data set to enable features like benchmarking and publications that can help you understand data trends. All identifiable information about your website is removed and combined with other anonymous data before it is shared with others. [Show Example](#)

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default setting

3) Property Setup

2 Property setup

Property details

A property represents a business's web and/or app data. An account can contain one or more properties. [Learn more](#)

*[Navigate to your Firebase account](#) if you want to create a new property for an existing Firebase project.

Create a Google Analytics 4 property to measure your web and/or app data.

Property name

My Personal Blog

} give a name

Reporting time zone

Malaysia ▾ (GMT+08:00) Malaysia Time ▾

} change accordingly

Currency

Malaysian Ringgit (MYR MYR) ▾

You can edit these property details later in Admin

[Show advanced options](#)

[Next](#)

[Previous](#)

4) About Your Business

Business information

Help us tailor your experience by answering the following.

Industry category

Hobbies & Leisure ▾



Business size

- Small - 1 to 10 employees
- Medium - 11 to 100 employees
- Large - 101 to 500 employees
- Very Large - 500+ employees



set accordingly

How do you intend to use Google Analytics with your business? (Check all that apply)

- Measure customer engagement with my site or app
- Optimize my site or app experience
- Measure data across multiple devices or platforms
- Optimize my advertising cost
- Increase my conversions
- Measure content monetization
- Analyze my online sales



5) Terms of Service Agreement

Google Analytics Terms of Service Agreement

To use Google Analytics you must first accept the terms of service agreement for your country / region.

Malaysia ▾

≡ Google Marketing Platform

Google Analytics Terms of Service

These Google Analytics Terms of Service (this "**Agreement**") are entered into by Google LLC ("**Google**") and the entity executing this Agreement ("**You**"). This Agreement governs Your use of the standard Google

I also accept the [Data Processing Terms](#) as required by GDPR. [Learn more](#)

I Accept I Do Not Accept

A screenshot of a modal window titled "Google Analytics Terms of Service Agreement". It contains text about accepting the terms of service for the user's country/region (Malaysia). Below this is a header for "Google Marketing Platform". The main content area is titled "Google Analytics Terms of Service" and describes the agreement between Google LLC and the user ("You"). It mentions the Data Processing Terms as required by GDPR. At the bottom, there are two buttons: "I Accept" and "I Do Not Accept".

6) My Email Communication

My email communications

We occasionally send emails to update you on what's new with Google Analytics. However, we want you to always be able to choose which communications you receive from us, so please let us know your preferences below.

Regardless of your selections, we may still have to send you important product updates that impact your account, but that's all you'll receive from us. We respect your privacy and will not share your personal information with third parties or partners.

Performance Suggestions and Updates

Receive updates and tips that help you get the most out of your Google Analytics account. You will initially receive suggestions and updates for up to 5 of the properties you have access to. These properties are selected by Google Analytics. You may modify these updates in Admin > User settings.

Feature Announcements

Learn about the latest changes, enhancements, and new features in Google Analytics.

Feedback and Testing

Participate in Google surveys and pilots to help improve Google Analytics.

Offers from Google

Learn about related Google products, services, events, and special promotions.

Uncheck all and save

Save

7) My Email Communication

My email communications

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Offers from Google

Learn about related Google products, services, events, and special promotions.

[Uncheck all and save](#)

[Save](#)

8) The Interface

The screenshot shows the Google Analytics Admin interface. At the top left, there's a navigation bar with icons for Home, Analytics, and My Personal Blog. The main title "All accounts > MyFirstAccount" is displayed above a search bar containing the placeholder "Try searching 'Users overview'". On the left, a sidebar has "ADMIN" selected over "USER". Below it are several navigation links: "Property" (highlighted with a blue button), "+ Create Property", "Setup Assistant" (with a checked checkbox), "Property Settings" (highlighted in red), "Property Access Management", "Data Streams", "Data Settings", "Data Import", "Default Reporting Identity", and "Attribution Settings". The main content area is titled "Property Settings" and contains sections for "Property details" (Property name: "My Personal Blog", Industry category: "Hobbies & Leisure"), "Reporting time zone" (set to "Malaysia (GMT+08:00) Malaysia Time"), and "Currency displayed as" (set to "Malaysian Ringgit (MYR MYR)"). A "Move property" button is located in the top right corner of the main content area.

Google Analytics Account Structure



8) Additional Note

My email communications

We occasionally send emails to update you on what's new with Google Analytics. However, we want you to always be able to choose which communications you receive from us, so please let us know your preferences below.

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Feature Announcements

Learn about the latest changes, enhancements, and new features in Google Analytics.

Feedback and Testing

Participate in Google surveys and pilots to help improve Google Analytics.

Offers from Google

Learn about related Google products, services, events, and special promotions.

Uncheck all and save

Save

C: Stream Setup

Data Streams

All

iOS

Android

Web



my first web

<https://sites.google.com/view/myfirstweb-aiforfun>

No data received in past 48 hours.

1) Go to Stream Setup

The screenshot shows the Google Analytics dashboard for the account "MyFirstAccount" and property "My Personal Blog". A red callout highlights the "Go to stream setup" button in the top right corner of the main content area.

Can't find any data streams. Please set up a stream to start collecting data in this property.

Analytics All accounts > MyFirstAccount My Personal Blog Try searching "how many users last month vs last year"

Reports snapshot Realtime Life cycle Acquisition

Last 28 days Aug 3 - Aug 30, 2021

Users	New users	Average engagement time	Total revenue
0	0	0m 00s	RM0.00

2) Choose Web

Analytics All accounts > MyFirstAccount My Personal Blog ▾ Try searching "add user"

ADMIN USER

Property + Create Property

My Personal Blog

Setup Assistant

Property Settings

Property Access Management

Data Streams

Data Settings

Data Import

Default Reporting Identity

Next Step: Set up a data stream to start collecting data

After creating a data stream, you'll get tagging information and a Measurement ID for web streams.

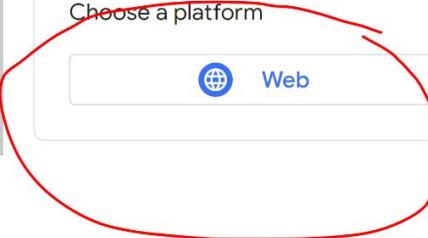
Learn more: Add a data stream and set up data collection ↗

Choose a platform

Web

Android app

iOS app



3) Link to your Google Sites Web

[X Set up data stream](#)

link to the google sites web
that you created earlier

Set up your web stream

Website URL: https://sites.google.com/view/myfirstweb-aiforfun

Stream name: my first web

Enhanced measurement

Automatically measure interactions and content on your sites in addition to standard page view measurement.

Data from on-page elements such as links and embedded videos may be collected with relevant events. You must ensure that no personally-identifiable information will be sent to Google. [Learn more](#)

Measuring:

- Page views
- Scrolls
- Outbound clicks
- Site search
- Video engagement
- File downloads

Create stream

4) Copy the Measurement ID

STREAM URL

<https://sites.google.com/view/myfirstweb-aifc>

STREAM NAME

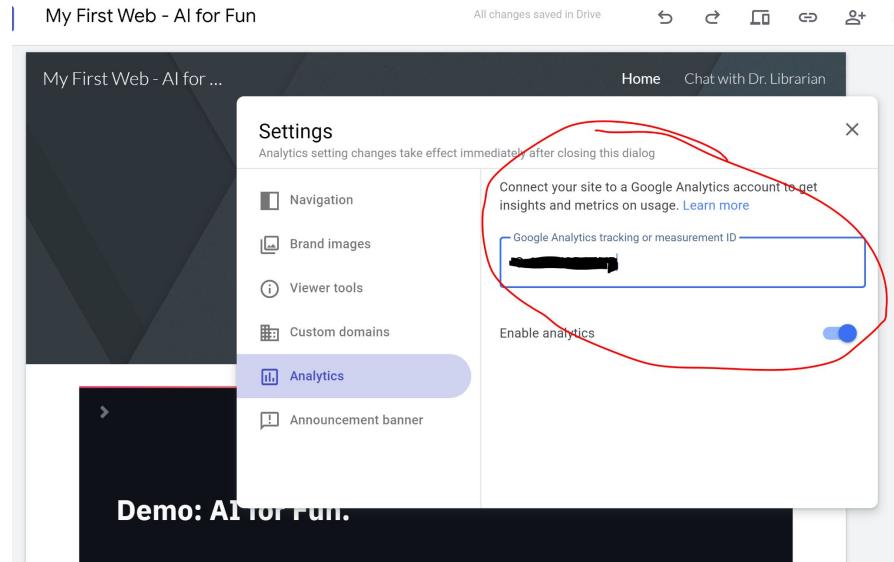
my first web

MEASUREMENT ID

[REDACTED]

copy the
measurement
ID

5) Go to Google Sites and Open the website that you created just now



6) Congratulations!

Data Streams

All	iOS	Android	Web
 my first web https://sites.google.com/view/myfirstweb-aiforfun			No data received in past 48 hours.

C: Google Analytics Interface

All accounts > richieyp
Richieyyp Tutorial Page ▾ Try searching "URL builder + UTM"

Reports snapshot Realtime Life cycle ▾ A All Users Add comparison + Last 28 days Aug 3 - Aug 30,

Users 156 New users 126 Average engagement time 1m 28s Total revenue RM0.00

The image shows the Google Analytics interface with the 'Reports snapshot' report selected. The sidebar on the left includes icons for Overview, Realtime, Life cycle, Acquisition, Engagement, Monetization, Retention, Demographics, and Tech. The main area displays key metrics: Users (156), New users (126), Average engagement time (1m 28s), and Total revenue (RM0.00). Below these metrics is a line chart showing user engagement over the last 28 days, with data points for 08 Aug, 15, and 22. The chart shows fluctuating engagement levels throughout the period.

1) Launch Guided Tour

The screenshot shows the Google Analytics interface for the account "MyFirstAccount" under the property "My Personal Blog". The left sidebar includes icons for Analytics, Realtime, Life cycle, Acquisition, Engagement, Monetization, Retention, and User. The main dashboard displays a "Reports snapshot" for the last 28 days (Aug 4 - Aug 31, 2021). Key metrics shown are 0 Users, 0 New users, 0m 00s Average engagement time, and RM0.00 Total revenue. A search bar at the top right says "Try searching 'add user'". On the far right, there are "Start tour" and "Send feedback" buttons, with "Start tour" being circled in red.

All accounts > MyFirstAccount
My Personal Blog

Try searching "add user"

Start tour

Send feedback

Reports snapshot

Last 28 days Aug 4 - Aug 31, 2021

Realtime

Life cycle

Acquisition

Engagement

Monetization

Retention

User

Users: 0 New users: 0 Average engagement time: 0m 00s Total revenue: RM0.00

2) Reports Snapshot

All accounts > MyFirstAccount
My Personal Blog ▾

Try searching "add user"

Reports snapshot

All Users Add comparison

Take a quick tour of your property

Here in the Reports snapshot, see an overview of important information about your users across app and web. Drill into a more comprehensive report by clicking links available at the bottom of cards.

1 / 6

Users: 0 New users: 0 Average engagement time: 0m 00s Total revenue: RM0.00

NEXT

The screenshot shows the Mailchimp Reports Snapshot interface. At the top, there's a search bar with placeholder text "Try searching 'add user'". Below it, a blue modal window titled "Take a quick tour of your property" provides an overview of the snapshot. The modal contains text about seeing an overview of important information about users across app and web, and a link to drill into a more comprehensive report. It also shows page navigation with "1 / 6" and a "NEXT" button. In the background, the main dashboard shows summary statistics: 0 users, 0 new users, 0m 00s average engagement time, and RM0.00 total revenue. The "All Users" tab is selected. The overall interface has a clean, modern design with a light gray background and blue accents for interactive elements.

3) Reports

All accounts > MyFirstAccount

My Personal Blog

Try searching "add user"

shot

Reports snapshot

Last 28 days Aug 4 - Aug

All Users Add comparison +

Reports

Different reports will help you learn about your business.

Start with one of several life-cycle reports that highlight key information about your users. These answer questions such as *How active are your users over time?*

User reports help you understand your users' demographics and technology use.

2 / 6

PREVIOUS NEXT

Total revenue RM0.00

08 Aug 15 22

A red circle highlights the word 'Reports' in the modal title. A red arrow points from the bottom of the 'NEXT' button in the modal to the 'NEXT' button on the main page below it.

4) Explorations

The screenshot shows the Google Analytics interface for the account "My Personal Blog". The top navigation bar includes "Analytics", "All accounts > MyFirstAccount", and a search bar with placeholder text "Try searching 'add user'". A red circle highlights the "Explorations" icon in the sidebar. Another red circle highlights the "NEXT" button in the central "Explorations" card, which is also connected by a red arrow from the sidebar icon.

Explorations

Explore specific questions about your data with a series of advanced techniques (funnels, cohorts, and more), share your findings, and create audiences directly from your results.

3 / 6 PREVIOUS NEXT

Average engagement time 0m 00s

Total revenue RM0.00

Monetization Retention

User Demographics Tech

5) Configure

The screenshot shows the Google Analytics interface for the account "My Personal Blog". The top navigation bar includes the "Analytics" icon, the account name "All accounts > MyFirstAccount", and a search bar with the placeholder "Try searching 'add user'". The main content area is titled "Reports snapshot" with a green checkmark icon. It displays "Last 28 days" from "Aug 4 -". On the left sidebar, there are four icons: a bar chart (selected), a line graph, a magnifying glass, and a list. A red circle highlights the list icon. A blue modal window titled "Configure" is open, containing the text: "View events, conversions, audiences, and user properties. Property editors can modify these configurations." It also shows "4 / 6" and "NEXT" buttons, which are both circled in red. To the right of the modal, it shows "Average engagement time 0m 00s" and "Total revenue RM0.00". Below the modal, a section titled "User" is expanded, showing "Demographics" and "Tech" under a list icon.

6) Admin

The screenshot shows the Google Analytics interface with the following elements:

- Top Bar:** Analytics, All accounts > MyFirstAccount, My Personal Blog, Try searching "add user".
- Left Sidebar:** Reports snapshot, Realtime, Life cycle (Acquisition, Engagement, Monetization), Retention, User (Demographics, Tech).
- Right Area:** Reports snapshot for All Users, showing 0 Users, 0 New users, and 0m Average revenue.
- Bottom Overlay:** A blue modal window titled "Admin" with the sub-instruction "Review and edit your user, property, and account settings." It contains text about property editors and links to Google Ads and Firebase. The overlay has a close button "X" and navigation buttons "PREVIOUS" and "NEXT".
- Annotations:** Red circles highlight the "Admin" title in the overlay, the gear icon at the bottom left of the overlay, and the "NEXT" button at the bottom right of the overlay. A red arrow points from the "NEXT" button towards the "NEXT" button in the overlay.

7) Search

All accounts > MyFirstAccount

My Personal Blog ▾



Try searching "add user"

shot

Reports snap

A All Users

Add

Users

0

New

0

6 / 6

PREVIOUS

GOT IT

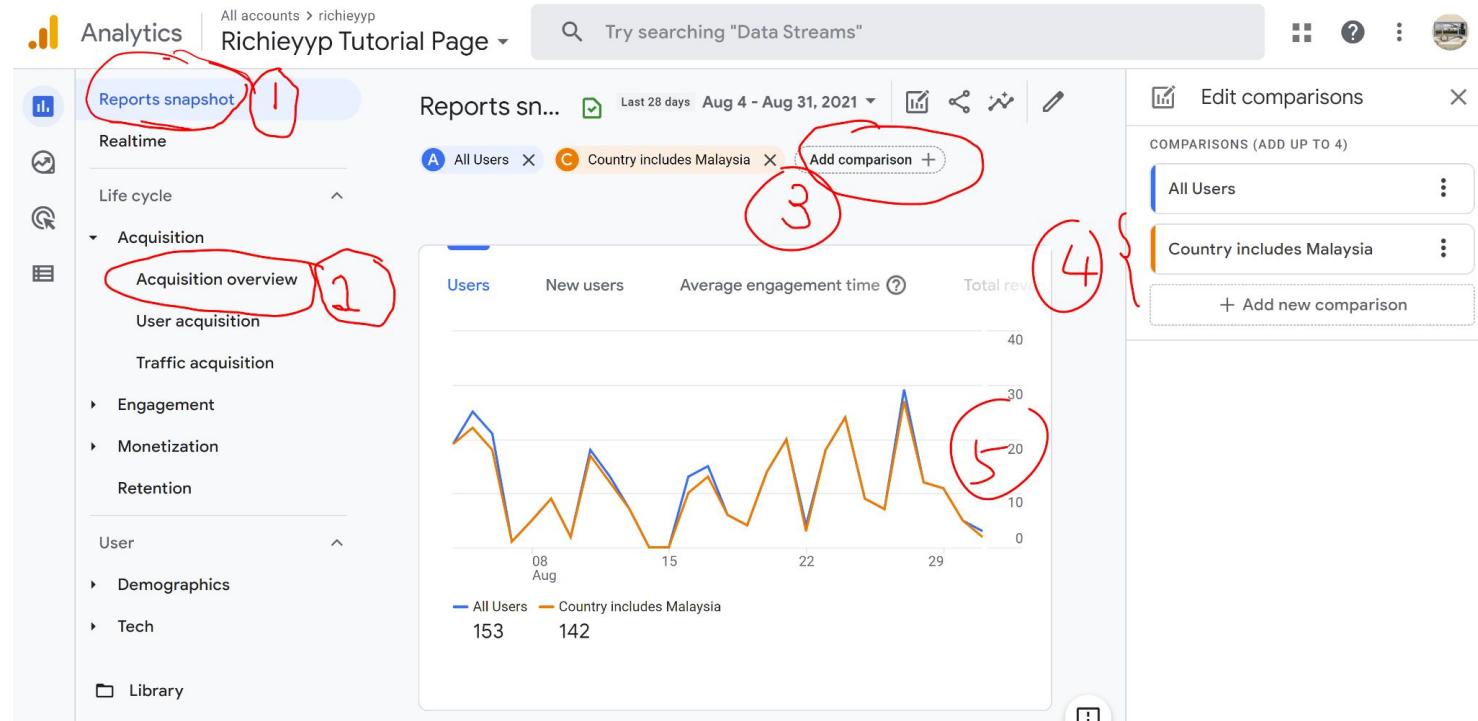
For any further guidance, use **Search**

From any page in Analytics, you can search for specific reports, ask a question about your data, find insights, or search for help.

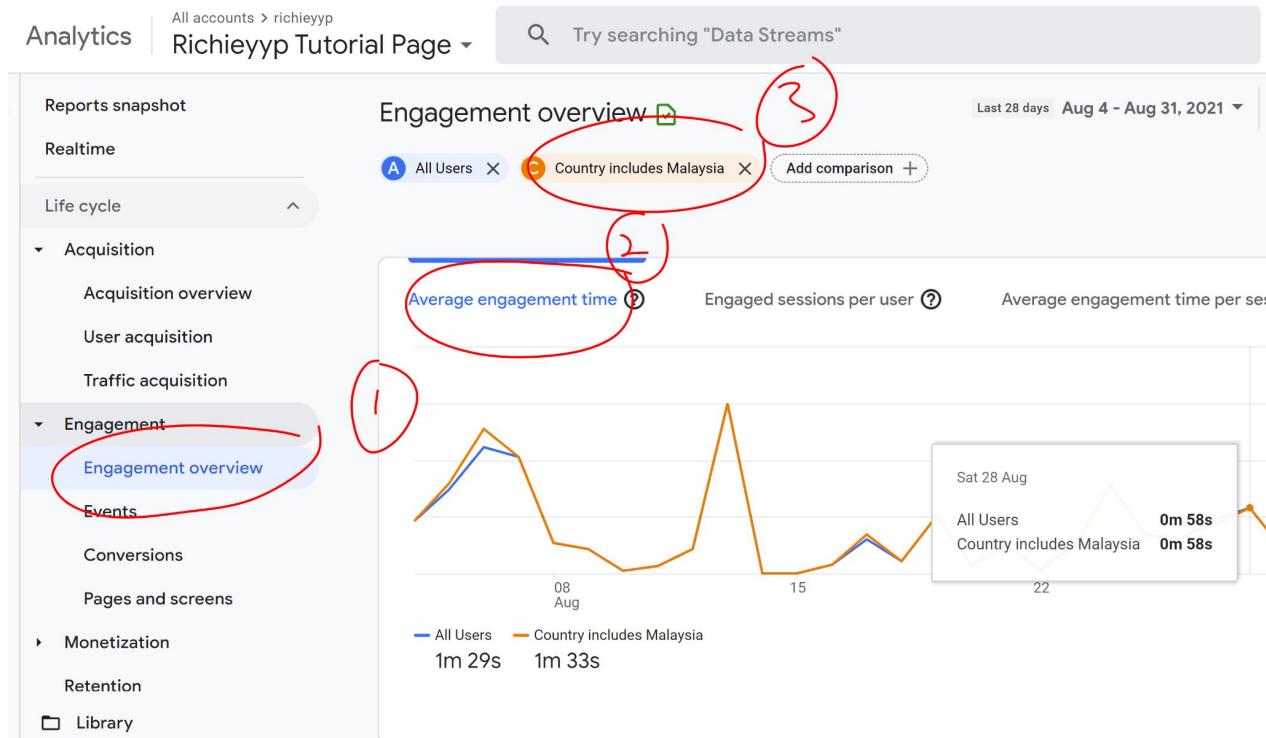
For example, type "Device" to view a list of top *device models* by users, get relevant insights, or navigate to related reports.

You can also search "tour" for guided tours like this!

8) Example: Acquisition



9) Example: Engagement



10) Example: Demography

Analytics | All accounts > richieyp | Richieyp Tutorial Page | Loading... Try searching "Data Streams"

Acquisition

- Acquisition overview
- User acquisition
- Traffic acquisition

Engagement

- Engagement overview
- Events
- Conversions
- Pages and screens

Monetization

- Retention

User

- Demographics
- Demographics overview

Library

Demographics overview

Last 28 days Aug 4 - Aug 31, 2021

All Users Add comparison +

Users by Country

All Users

COUNTRY	USERS
Malaysia	142
Indonesia	4
India	2
Canada	1
China	1
Thailand	1
United...rates	1

Country includes Malaysia

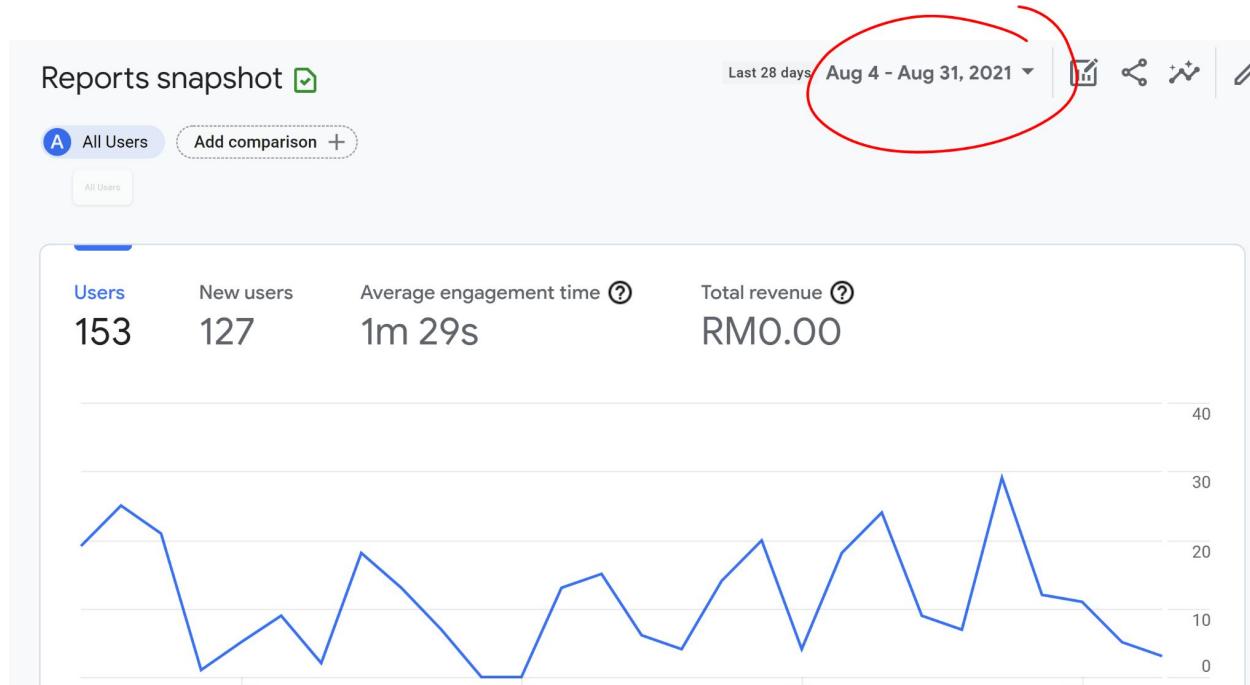
COUNTRY	USERS
Malaysia	142

View countries →

1

2

11 i) Date Range



11 ii) Date Range

The screenshot shows a data reporting interface with a sidebar on the left and a main content area on the right.

Top Bar: An account dropdown "Richieyyp" and a search bar "Try searching 'Data Streams'".

Main Content Area:

- Reports snapshot:** Shows "All Users" (153) and "New users" (127).
- Graph:** A line graph showing user activity over time, with a specific point labeled "08 Aug".
- Date Range Selector:** A modal window titled "LAST 28 DAYS" showing the range "Aug 4, 2021 – Aug 31, 2021". It includes a calendar for August 2021 and September 2021. The date "04 Aug" is highlighted in the August calendar, and "01 Sep" is highlighted in the September calendar. A red circle highlights the entire calendar view.

12) Segment Picker

Richieyyp Tutorial Page ▾ Try searching "Data Streams"

Reports sn... Last 28 days Aug 4 - Aug 31, 2021

All Users Add comparison +

Users: 153 | New users: 127 | Average engagement time: 1m 29s | Total revenue: RMO.

Line chart showing engagement time over time (Aug 08 to Aug 29).

Build comparison

CONDITIONS (BUILD UP TO 5)

Include Dimension

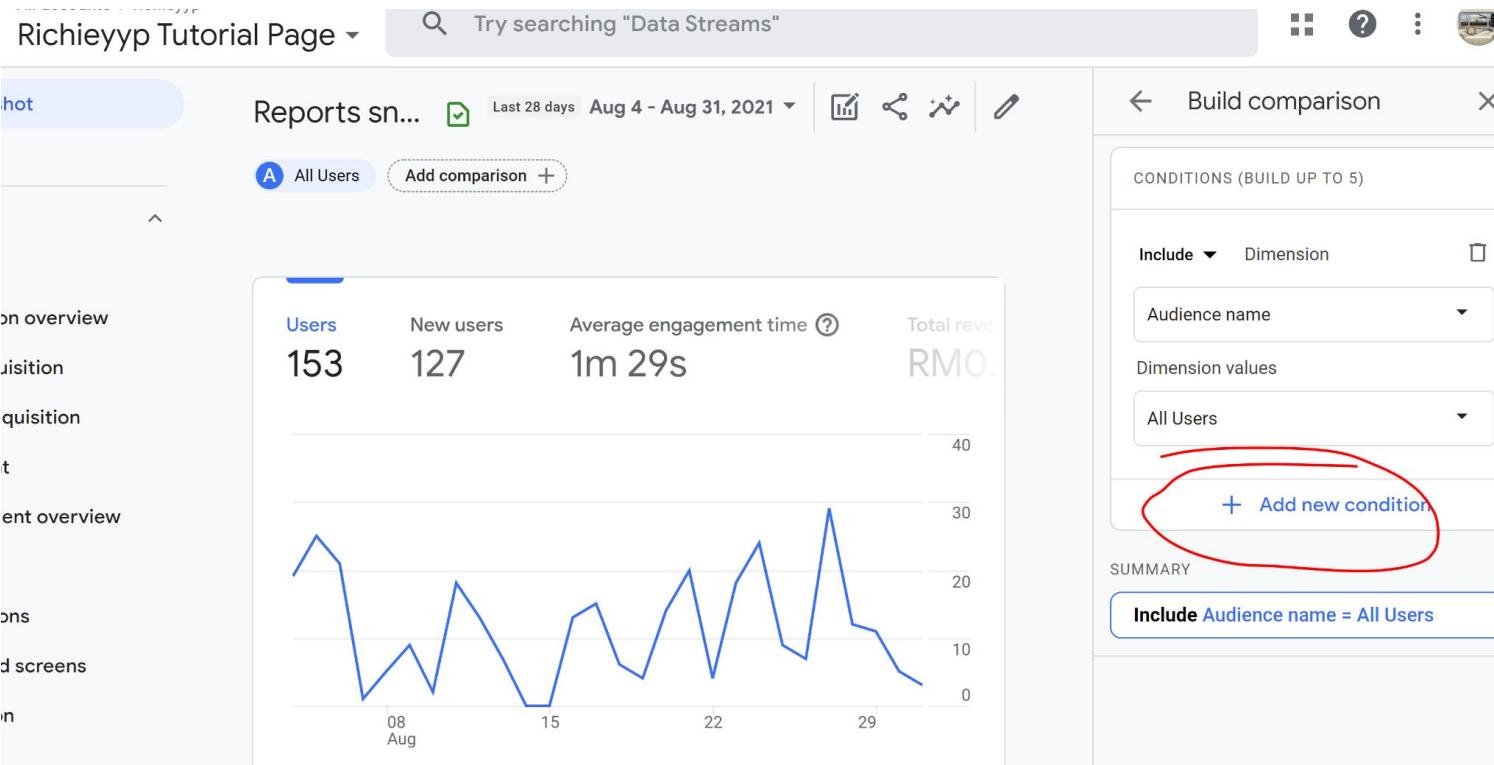
Audience name: All Users

Dimension values: All Users

+ Add new condition

SUMMARY

Include Audience name = All Users



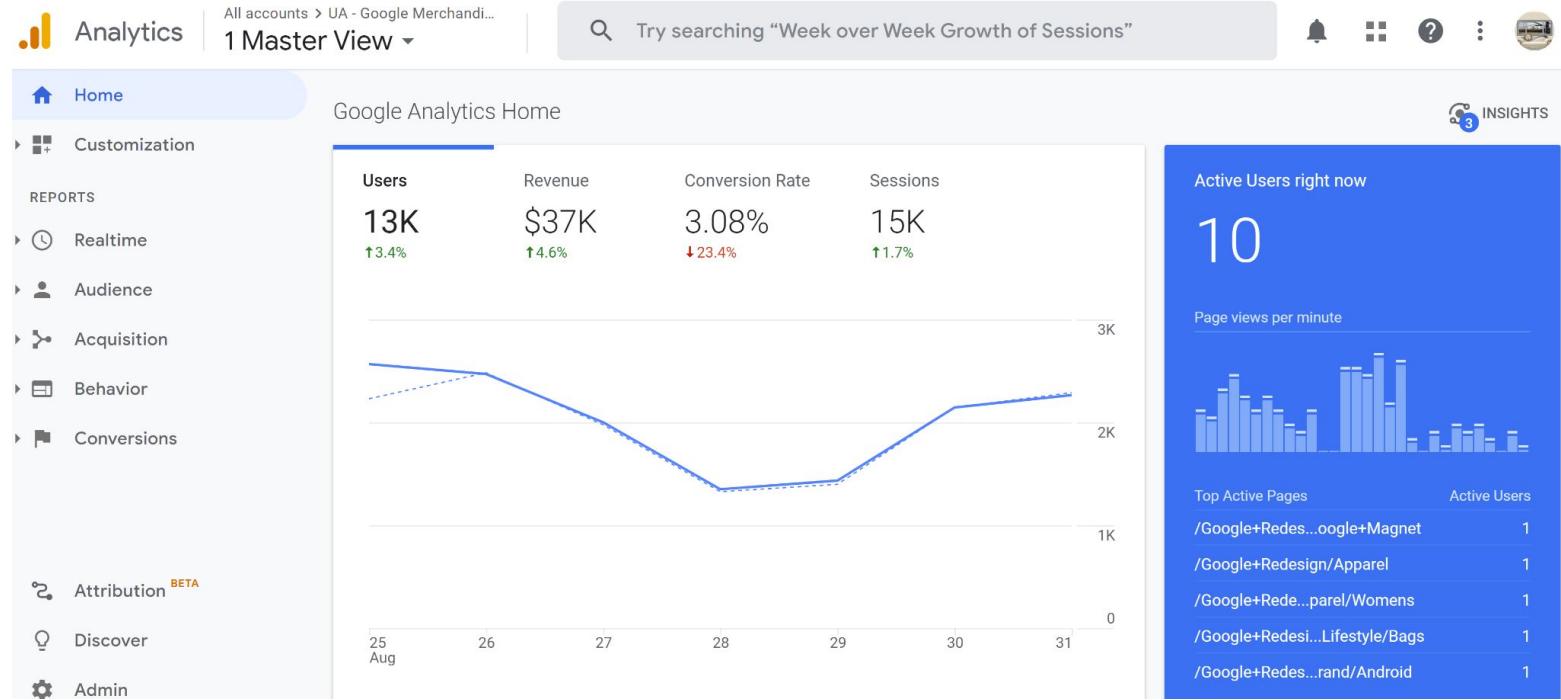
Note: Metrics

- **Sessions** - total number of sessions for the given date range.
- **Users** - total number of users that visited for the given date range
- **Pageviews** - total number of times pages that included your Analytics tracking code were displayed to users. This includes repeated viewings of a single page by the same user.
- **Percent of new sessions** - percentage of sessions in your date range who are new users to your site.

Note: Metrics (Cont'd)

- **Pages per session** - average number of pages viewed during each session. This also includes repeated viewings of a single page.
- **Average session duration** - average length of a session based on users that visited your site in the selected date range.
- **Bounce rate** - percentage of users who left after viewing a single page on your site and taking no additional action.

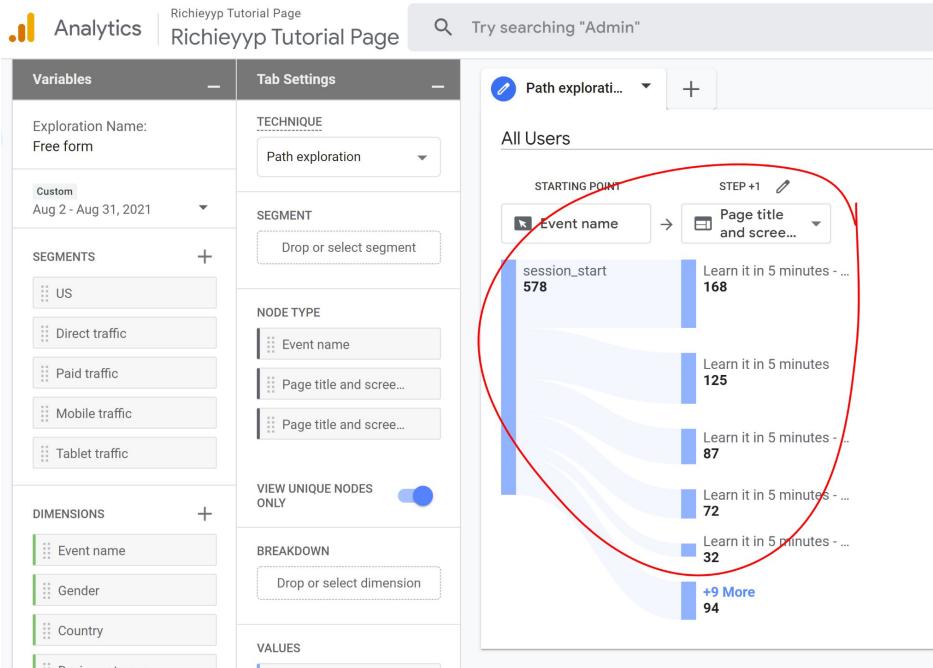
D: Creating a Demo Account



1) Access the Demo Account

[https://analytics.google.com/analytics
/web/demoAccount](https://analytics.google.com/analytics/web/demoAccount)

E: Explorations



1) Create a New Free Form

Explorations

Start a new exploration

Blank

Create a new exploration

Free form

What insights can you uncover with custom charts and tables?

Funnel exploration

What user journeys can you analyze, segment, and breakdown with multi-step funnels?

Path exploration

What user journeys can you uncover with tree graphs?

Template gallery

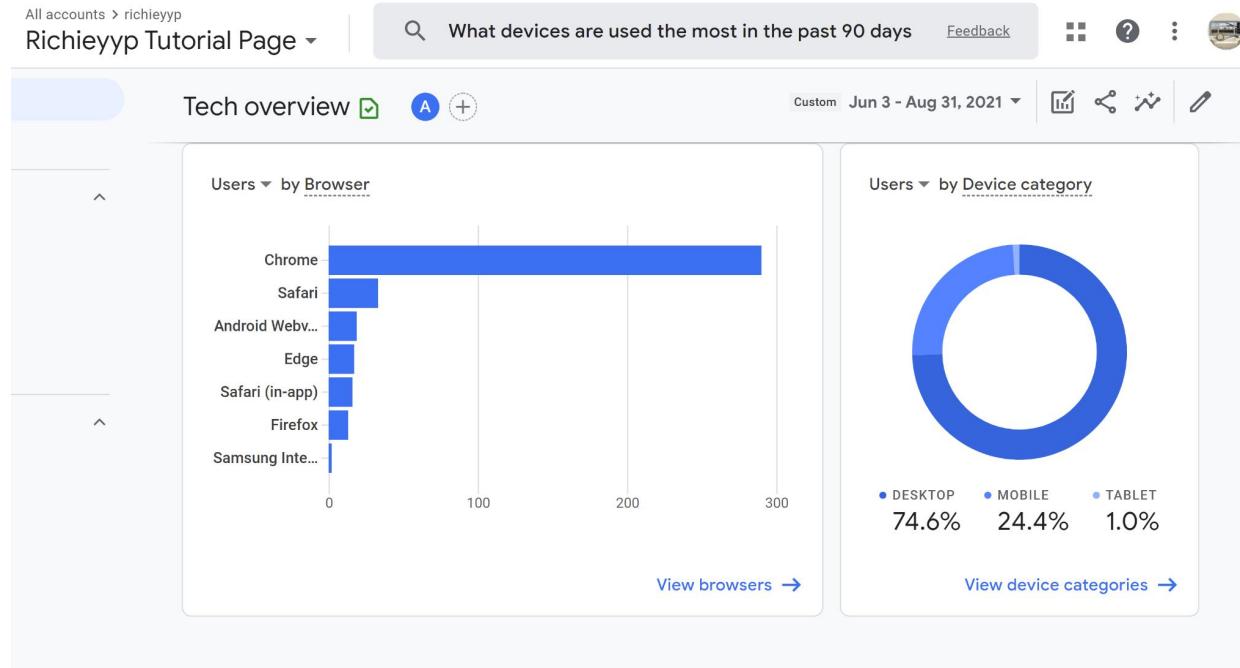
A screenshot of the Looker interface showing the 'Explorations' section. On the left, there are four icons: a bar chart, a line graph, a funnel, and a grid. Below these are four exploration types: 'Blank' (Create a new exploration), 'Free form' (What insights can you uncover with custom charts and tables?), 'Funnel exploration' (What user journeys can you analyze, segment, and breakdown with multi-step funnels?), and 'Path exploration' (What user journeys can you uncover with tree graphs?). A red circle highlights the 'Free form' option. On the right, there is a 'Template gallery' button with a right-pointing arrow.

2) Explore the Data

The screenshot shows the Microsoft Power BI Analytics interface. The left sidebar contains navigation icons for Home, Analytics, Reports, and Dashboards. The main area has a title bar with "Richieyyp Tutorial Page" and a search bar. The left panel, titled "Variables", includes sections for Exploration Name (Free form), Custom date range (Aug 2 - Aug 31, 2021), Segments (US, Direct traffic, Paid traffic, Mobile traffic, Tablet traffic), and Dimensions (Event name, Gender, Country). The right panel, titled "Tab Settings", includes sections for TECHNIQUE (Path exploration), SEGMENT (Drop or select segment), NODE TYPE (Event name, Page title and screen, Page title and screen), and BREAKDOWN (Drop or select dimension). The central content area displays a "Path exploration" visualization titled "All Users". It shows a flow starting from "Event name" (578 nodes) leading to "Page title and screen" (168 nodes), followed by several steps: "Learn it in 5 minutes" (125, 87, 72, 32 nodes), and a final step with "+9 More" (94 nodes).

Step	Node Type	Count	Description
1	Event name	578	Learn it in 5 minutes - ...
2	Page title and screen	168	Learn it in 5 minutes - ...
3	Page title and screen	125	Learn it in 5 minutes
4	Page title and screen	87	Learn it in 5 minutes - ...
5	Page title and screen	72	Learn it in 5 minutes - ...
6	Page title and screen	32	Learn it in 5 minutes - ...
7	Page title and screen	94	+9 More

F: Getting Insights through Google Analytics



1) Expand the *Insights* Pane

All accounts > richieyyp

Richieyyp Tutorial Page ▾

Try searching "how many users last month vs last year"

snapshot Reports snapshot

Last 28 days Aug 4 - Aug 31, 2021 ▾

All Users Add comparison +

Users New users Average engagement time Total revenue

153 127 1m 29s RM0.00



A screenshot of a digital dashboard titled 'Richieyyp Tutorial Page'. At the top left, there's a breadcrumb navigation 'All accounts > richieyyp' and a dropdown menu 'Richieyyp Tutorial Page ▾'. A search bar contains the placeholder 'Try searching "how many users last month vs last year"'. Below the search bar are two buttons: 'snapshot' (which is highlighted in blue) and 'Reports snapshot' with a green checkmark icon. To the right of these buttons is a date range selector 'Last 28 days Aug 4 - Aug 31, 2021 ▾'. Further right are icons for 'Edit' (pencil), 'Share' (link), and 'Analytics' (line graph). A red stick figure with a speech bubble is drawn over the 'Reports snapshot' button. Below the buttons are three main metrics: 'Users' (153), 'New users' (127), 'Average engagement time' (1m 29s), and 'Total revenue' (RM0.00). The word 'snapshot' is partially cut off on the left side of the dashboard.

2) Select a question below or type it directly in the search bar.

All accounts > richieypp

Richieypp Tutorial Page ▾

Reports sn... Last 28 days Aug 4 - Aug 31, 2021

pshot A All Users Add comparison +

Users: 153 New users: 127 Average engagement time: 1m 29s Total revenue: RMO.

The chart shows a fluctuating line of blue dots representing user engagement. The x-axis is labeled with dates: 08 Aug, 15, 22, 29. The y-axis has numerical markers at 0, 10, 20, 30, 40. The engagement starts around 25, drops to 10 on Aug 8, rises to 25 on Aug 15, falls to 10 on Aug 22, rises to 25 on Aug 29, and ends around 10 on Aug 31.

Insights

You asked: On what days I get the most users in the past 90 days

Top Day of week by Users Jun 3 – Aug 31, 2021

DAY OF WEEK	USERS
Friday	145
Thursday	119
Monday	98
Wednesday	96
Tuesday	90
Saturday	64
Sunday	37

Was this answer helpful? Yes No

A red circle highlights the "Top Day of week by Users" section.

G: What we can't do with Google Analytics



- Tracking individual user: prohibited by google
- Processing historical data
- Telling us what the users did on social media etc
- Telling us if the users visited our competitors' websites
- Keeping track of returning users if the users deleted the cookies

