Marketing Manager Dashboard

utm_source ⌄
- ☐ bsearch
- ☑ gsearch
- ☐ N/A
- ☐ socialbook

Choose seasonility

Parameter ⌄
- ☐ Year
- ☐ Quarter
- ☑ Month

Trend_para... ⌄
- ☐ Page_views
- ☑ Sessions

User_para... ⌄
- ☐ Conversion...
- ☐ Orders
- ☐ Pageviews
- ☐ Revenue
- ☑ Sessions

UTM sourc... ⌄
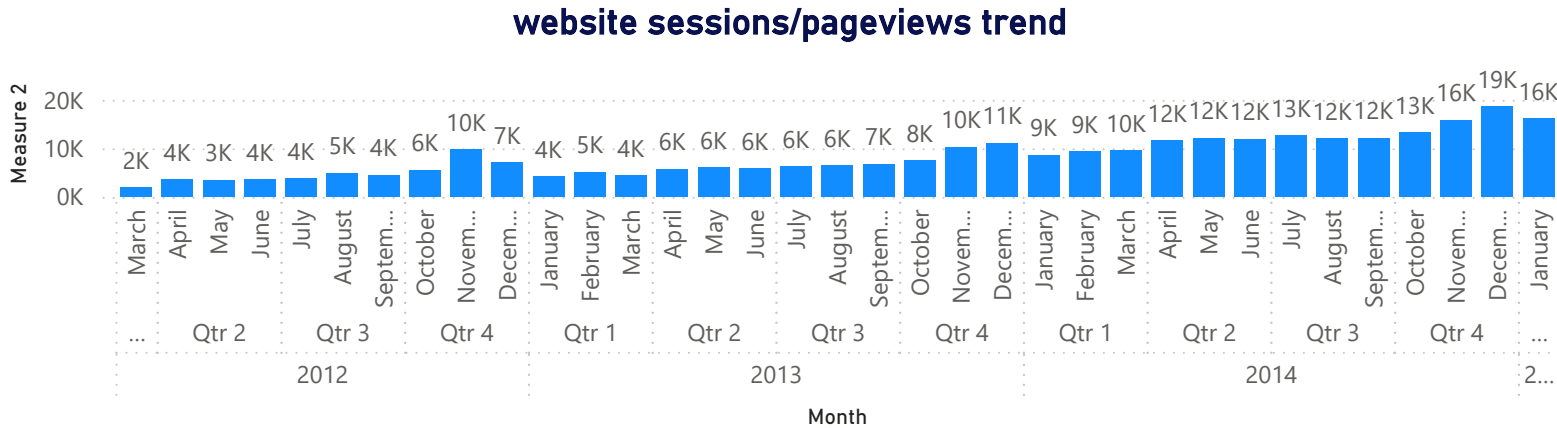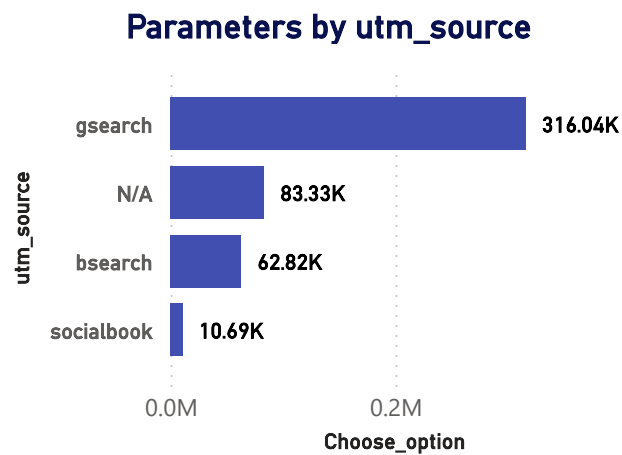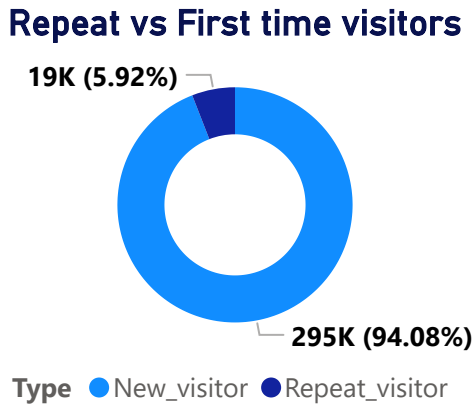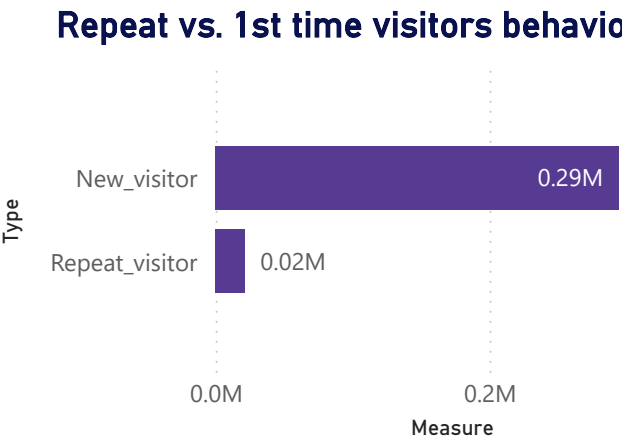- ☐ Bounce_rate
- ☐ Conversion...
- ☐ Pageview
- ☐ Total_order
- ☑ Total_Sessi...

Total Sessions	Total pageviews	Minimum days b/w 1st & 2nd visit	Max days b/w 1st & 2nd visit	Avg days b/w 1st & 2nd visit
473K	1.19M	1	107	35

Websession seasonality

Count of website_ses... by Month: January 29K, February 30K, March 26K, April 21K, May 21K, June 21K, July 23K, August 23K, September 23K, October 26K, November 36K, December 37K

Repeat vs. 1st time visitors behaviour

New_visitor 0.29M, Repeat_visitor 0.02M

Repeat vs First time visitors

19K (5.92%)
295K (94.08%)

Type ● New_visitor ● Repeat_visitor

Parameters by utm_source

gsearch 316.04K, N/A 83.33K, bsearch 62.82K, socialbook 10.69K

website sessions/pageviews trend

2K 4K 3K 4K 4K 5K 4K 6K 10K 7K 4K 5K 4K 6K 6K 6K 6K 6K 7K 8K 10K 11K 9K 9K 10K 12K 12K 12K 13K 12K 12K 12K 13K 16K 19K 16K

2012 — Qtr 2 / Qtr 3 / Qtr 4
2013 — Qtr 1 / Qtr 2 / Qtr 3 / Qtr 4
2014 — Qtr 1 / Qtr 2 / Qtr 3 / Qtr 4

Marketing Manager Dashboard

Channel ˅
- ☐ Direct_sear...
- ☐ Organic_se...
- ☐ Paid_search

Total Sessions	Total orders	Conversion rate	Total visitors	Bounce rate
1.85M	31.15K	6.59	456K	44.76

Choose seasonility

Parameter ˅
- ■ Year
- ☐ Quarter
- ☐ Month

Trend_para... ˅
- ☐ Page_views
- ■ Sessions

Channel_p... ˅
- ☐ Conversion...
- ■ Orders
- ☐ Pageviews
- ☐ Total_rev
- ☐ Total_visitors
- ☐ Web_sessio...

Websession seasonality

Repeat vs. 1st time visitors behaviour

Repeat vs First time visitors

67K (14.4...)
394K (85....)

Types ● New_Visitor ● Repeat_Visitor

Parameters by channel

paid_search 25.24K
organic_search 3.15K
direct_search 2.76K

website sessions/pageview trend