Practical Assignment with Google Analytics

Purpose of this assignment is to get acquainted with Google Analytics. A series of tasks will take you through the platform and classroom discussions with try to interpret and understand business relevance of some important metrics.

You would need a Google Analytics Account with demo dataset.

## Part 1: Audience

1. Once you log onto the platform, you should click on “Audience” and within that on “Overview”. Change the date setting to Jan 1, 2018 to Dec 31,2018.
2. Change the graph to show “New Users vs Bounce Rate”. The x-axis should be on “Day” basis. Identify any peculiar pattern.
3. Export the data into Excel format. Open data in Tableau. Find out the days (weekdays as in Mondays, Sundays…etc) on which Bounce rate is high and New Users are low. Interpretation?
4. What is the percentage of users from India (to the total users) during this time period? How to get a full report?
5. Which city within India recorded highest users?
6. Which city in India produced highest revenue?
7. This question is about “Revenue Per User” or represented by LTV. Which acquisition channel has high RPU?
8. Analyze acquisition campaigns on the basis of RPU?
9. User Explorer. Select first (top) 5000 users on their revenue basis. Export data to Excel. With Tableau let us find out Scatter Plot and Correlation between Revenue and Sessions. Cluster Analysis should follow.
10. Demographic Analysis. Which Age Group has higher “% Of New Sessions”?
11. Which age group has highest revenue registered?
12. What is the age group of Indians show highest number of users? What is the revenue of this group? What can be said about this?
13. Compare the Chinese Users (Who have set up their browser to Simplified Chinese Language) on the basis of their country. What revenue pattern can be seen?
14. What is the % of people still using Internet Explorer?
15. Revenue by Airtel users (across the world)?
16. What are the different countries in which Bharati Airtel Operates?
17. What are the Top 5 mobile phones used by users?
18. Does anyone still use Blackberry?
19. Is YouTube Referral working? On users and revenue?
20. What is CPC of Dynamic Search Ads? Acquisition-Ads-Campaign
21. Campaign with highest revenue?
22. Is mobile only strategy good?
23. What is the general impact of Social Media