UDACITY

Google Analytics

e-nor

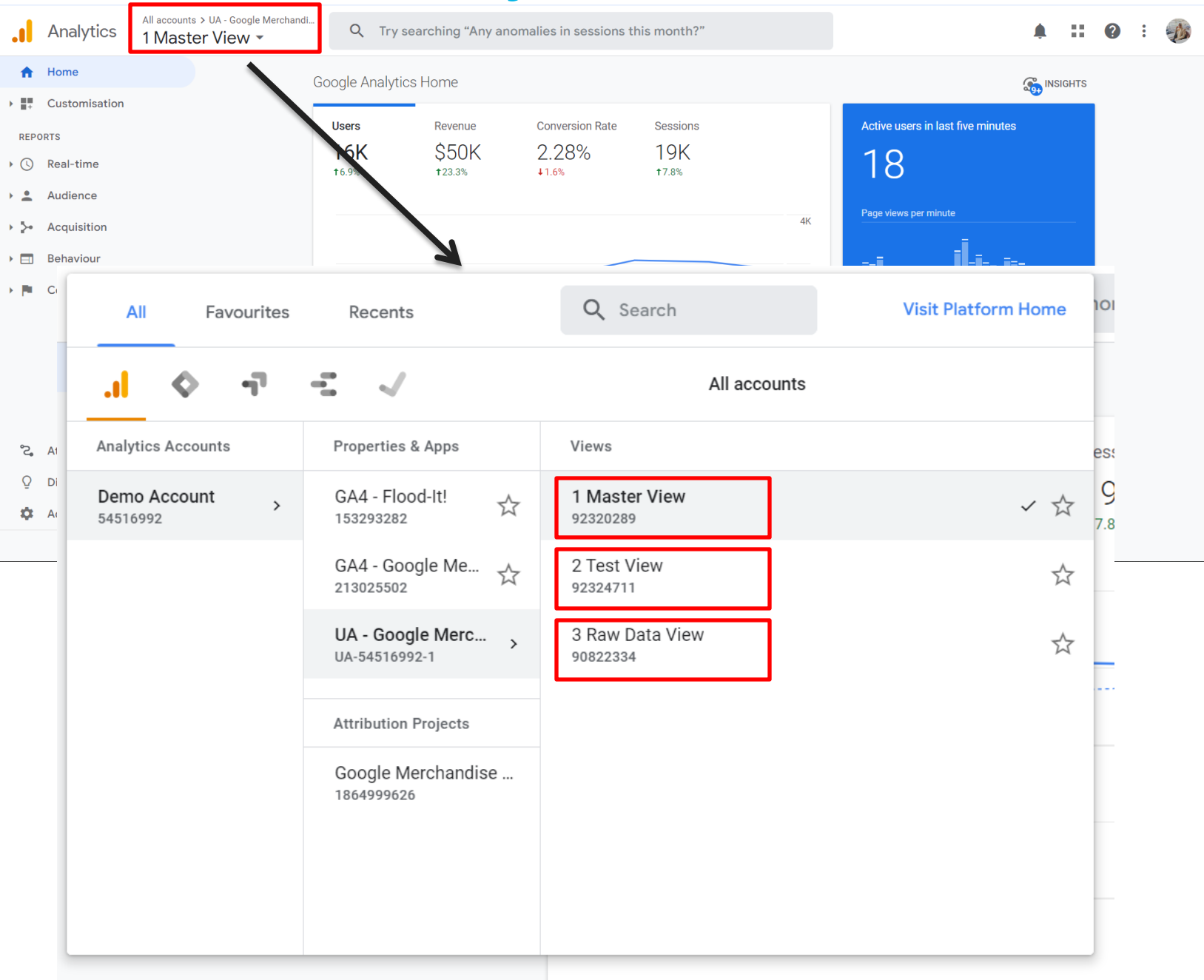# Project: Navigating, Reports, & Dashboards

Part One:
Primary Views & Filters
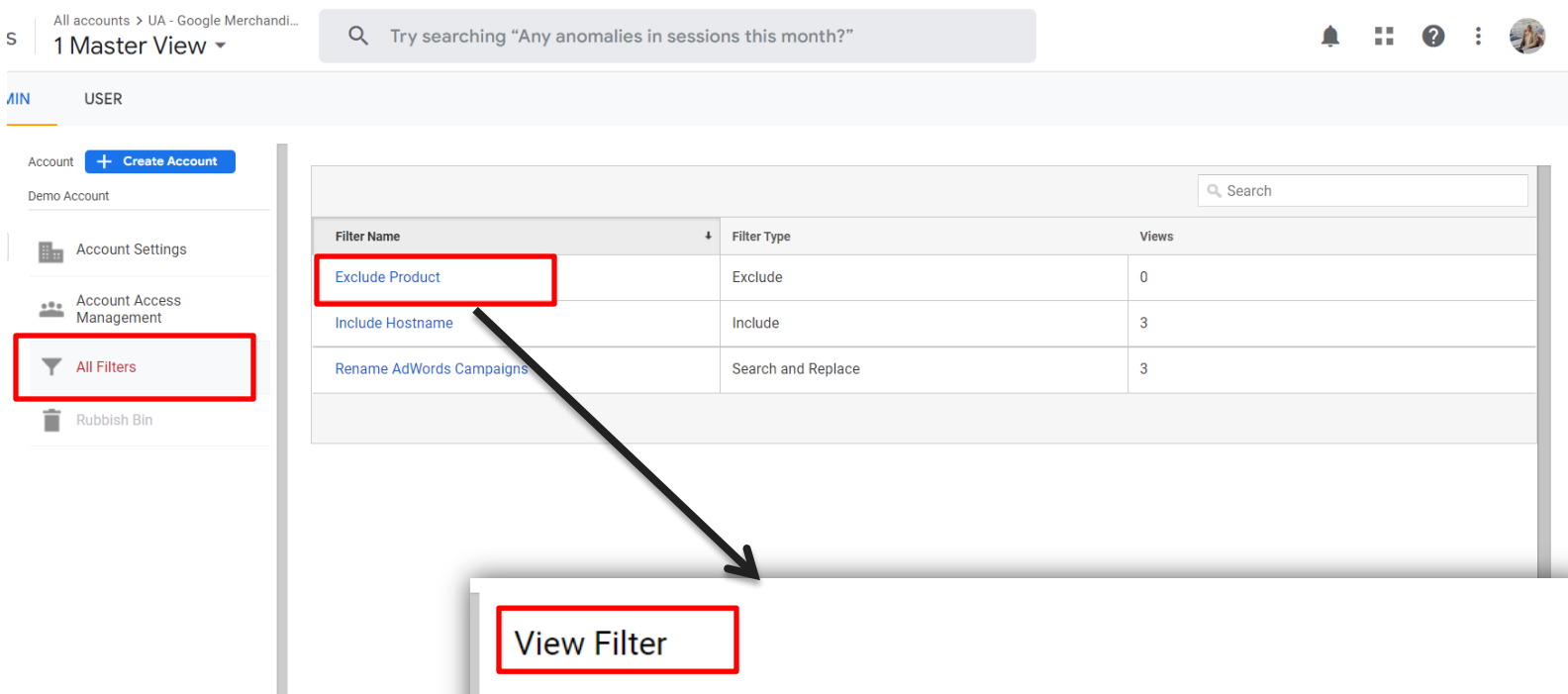
1. Best Practice Check:
Three Primary Views

For the good practice it has to be three views:

1-Master view : have filters and act as a live production view

2-Test view: it act like a testing environment for trying any changes before it is applied in the master view

3- Raw data view the view where the data collected stored in that view and remains as it is

2. Best Practice Check:

Filtering Internal Traffic

All accounts > UA - Google Merchandi...
1 Master View ▾

Try searching "Any anomalies in sessions this month?"

MIN   USER

Account   **+ Create Account**

Demo Account

🏢 Account Settings

👥 Account Access
     Management

▼ All Filters

🗑 Rubbish Bin

Filter Name	↓	Filter Type	Views
Exclude Product		Exclude	0
Include Hostname		Include	3
Rename AdWords Campaigns		Search and Replace	3

View Filter

Filter Information

Filter Name

Exclude Product

Filter Type

Predefined   **Custom**

🔘 Exclude

Filter Field

E-commerce Item Name

Filter Pattern

Nest

☐ Case-sensitive

◯ Include

◯ Lowercase

◯ Uppercase

◯ Search and Replace

◯ Advanced

It's not allowed to make filters in the Google Merchandise Store Demo Account.
 But we can create a filter through the following steps:
1-select admin
2-all filters
3-view filter
Note:
Select the test view as the filter is tested yet ,
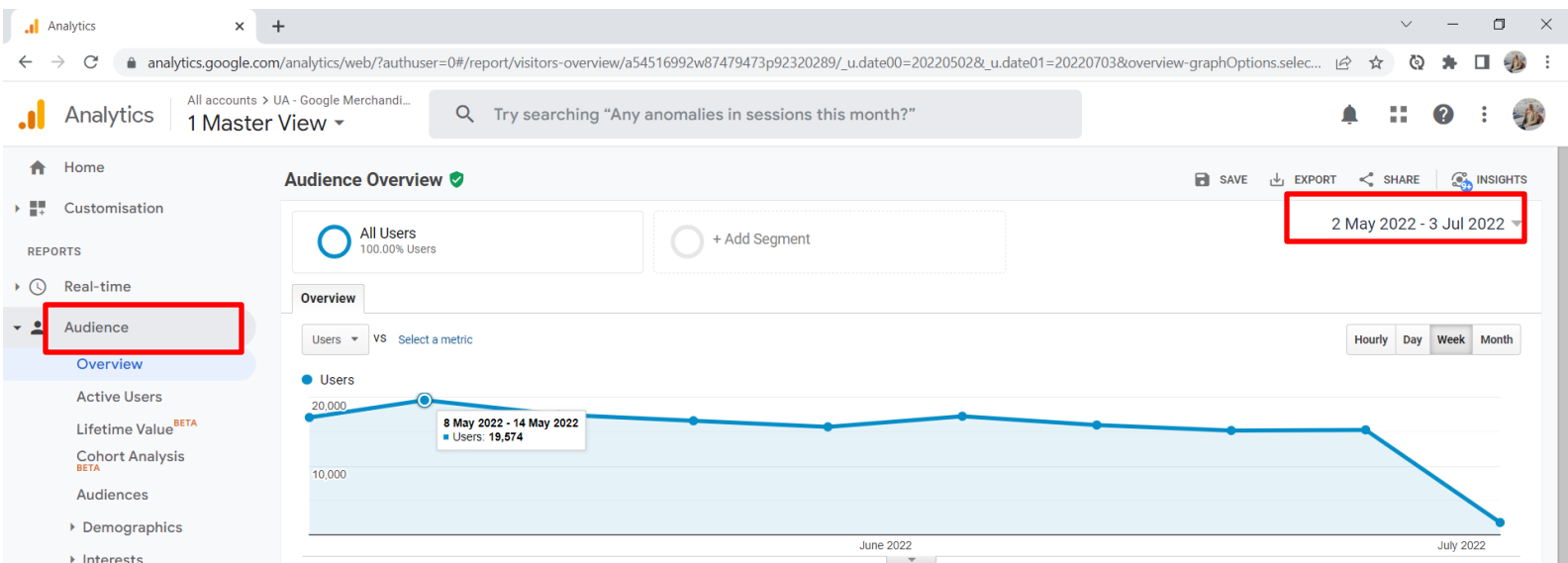If these is the seeking results.
You may apply in the master view.

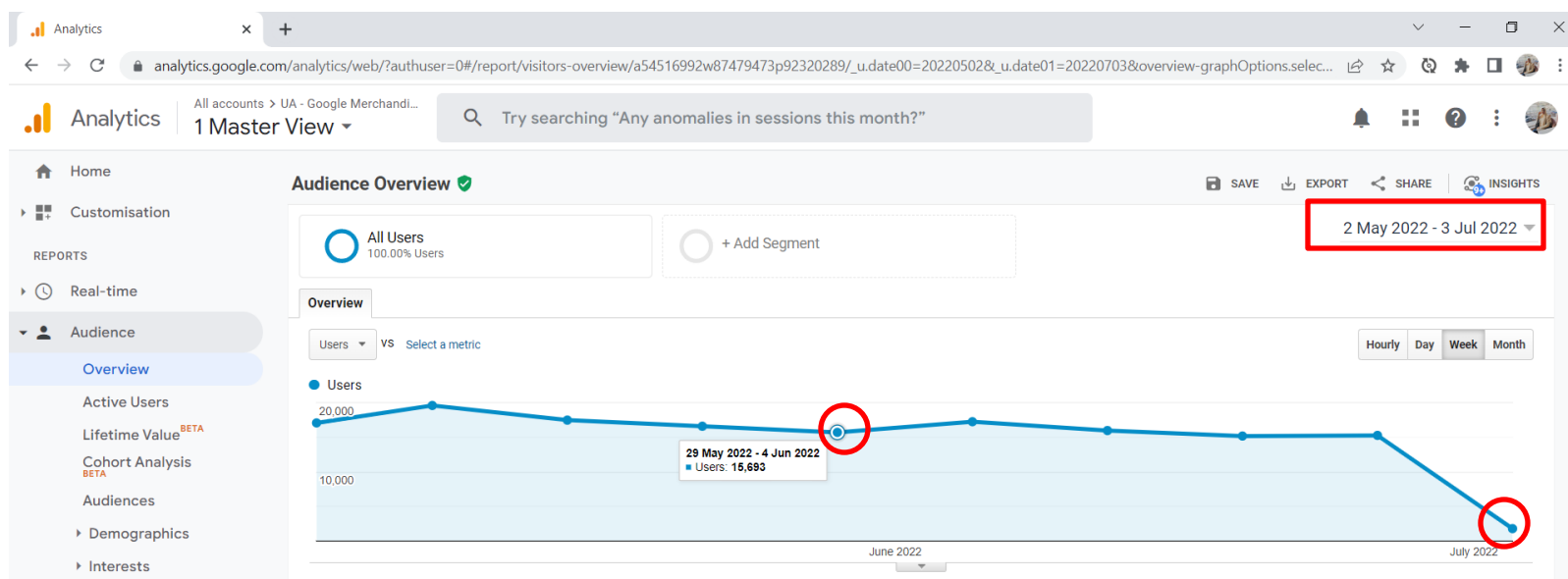LEARN MORE udacity.com/google-analytics

Part Two:
Data Exploration

Standard Display - Audience

From the Audience Overview Report, select a three month time period you would like to explore. Which week had the most visitors, and which week had the fewest visitors to your site?

The Highest Week

The Lowest Week

Standard Display - Audience

Do you have any ideas why certain trends are associated with these specific weeks?

As it is seen most of the audience traffic is almost steady through these three months

The Highest Week is in May with total amount of users is approximately 15,700 this increase can happen because if the is a holiday or vacation also may is the start of spring season which can have a high pick audience.

The lowest week is in June ,not as in the selected circle in July because it is the lowest as it contain only one day not a whole week so the lowest is in June.

This may because it in summer season and most people prefer outgoing.

But for the overall the difference in the audience is around 3,000 which isn't a very big drop.

Standard Display: Acquisition

Standard Display: Acquisition

During the three month period you've selected, excluding *Direct* and *(Other),* which channels had the highest and lowest bounce rates and the highest and lowest eCommerce conversion rates? What do these metrics mean, based on your experience?

In the first screenshot:

Tthe bounce rate in the organic search is the lowest which means it's better than the highest one which is display

The bounce rate is the percentage of a one page session with no other interaction with another pages.

In the second screenshot:

The higher the rate of e-commerce conversion it means that a transaction have been completed

So the channel with the high e-commerce rate is paid search

While the lowest are organic search and display

Small notice may be because of the bounce rate in the display channel no e-commerce conversion happens.

Percentage Display: Conversion

Comparison Display: Behavior

For traffic from All Users between the start and end of your three month period, please provide a comparison report showing Site Speed Page timings for our top ten pages (based on pageviews) and identify any potential troublespots.
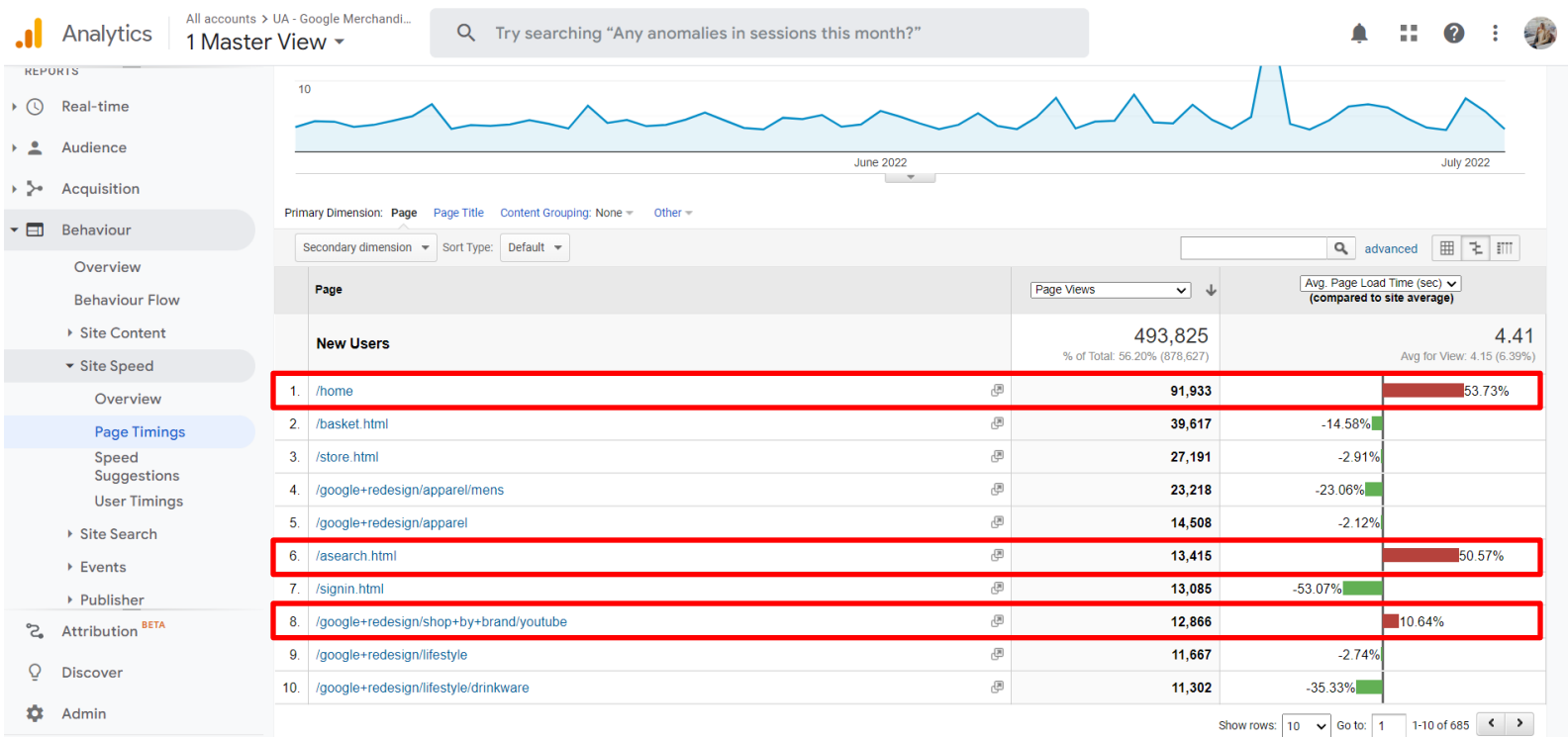
It looks like we have some troubleshot problems in vital places in the website:

Starting with the home page and the search which have about 54%
Adding to them the shop by brand which comes from YouTube.
For that we need to redesign these pages and start making some A/B testing to compare between the new and old one

Percentage Display: Audience

Please go into the Audience → Overview → Mobile report and provide a screenshot or screenshots that show the following: Between the start and end of the three month period you've chosen, please provide percentage charts (pie charts) that show what percentage of All Users came from mobile, desktop, and tablet devices and what percentage of Paid Traffic Users came from mobile, desktop, and tablet devices.
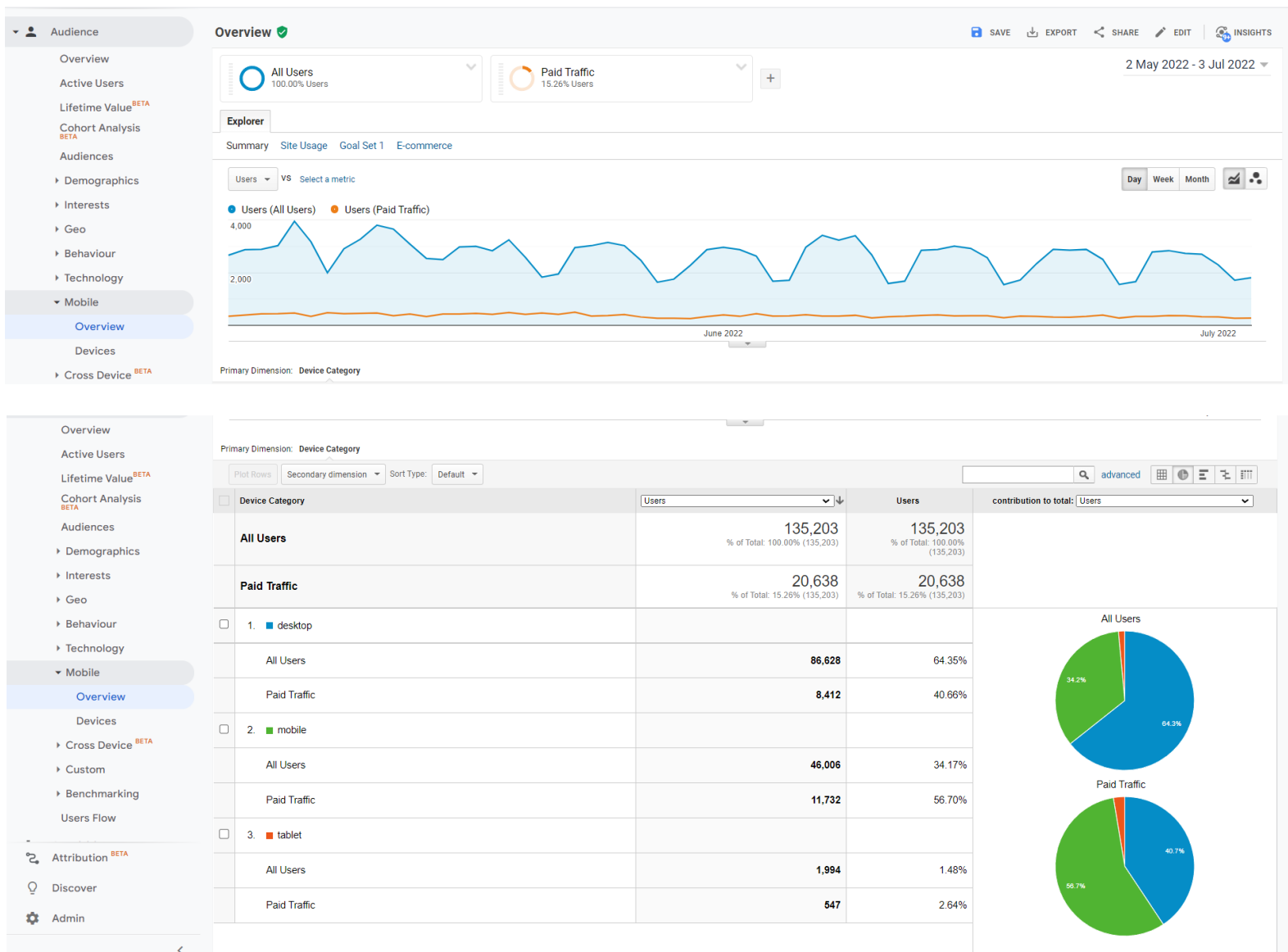
Part Three: Segmentation

Audience Segment: Characteristic
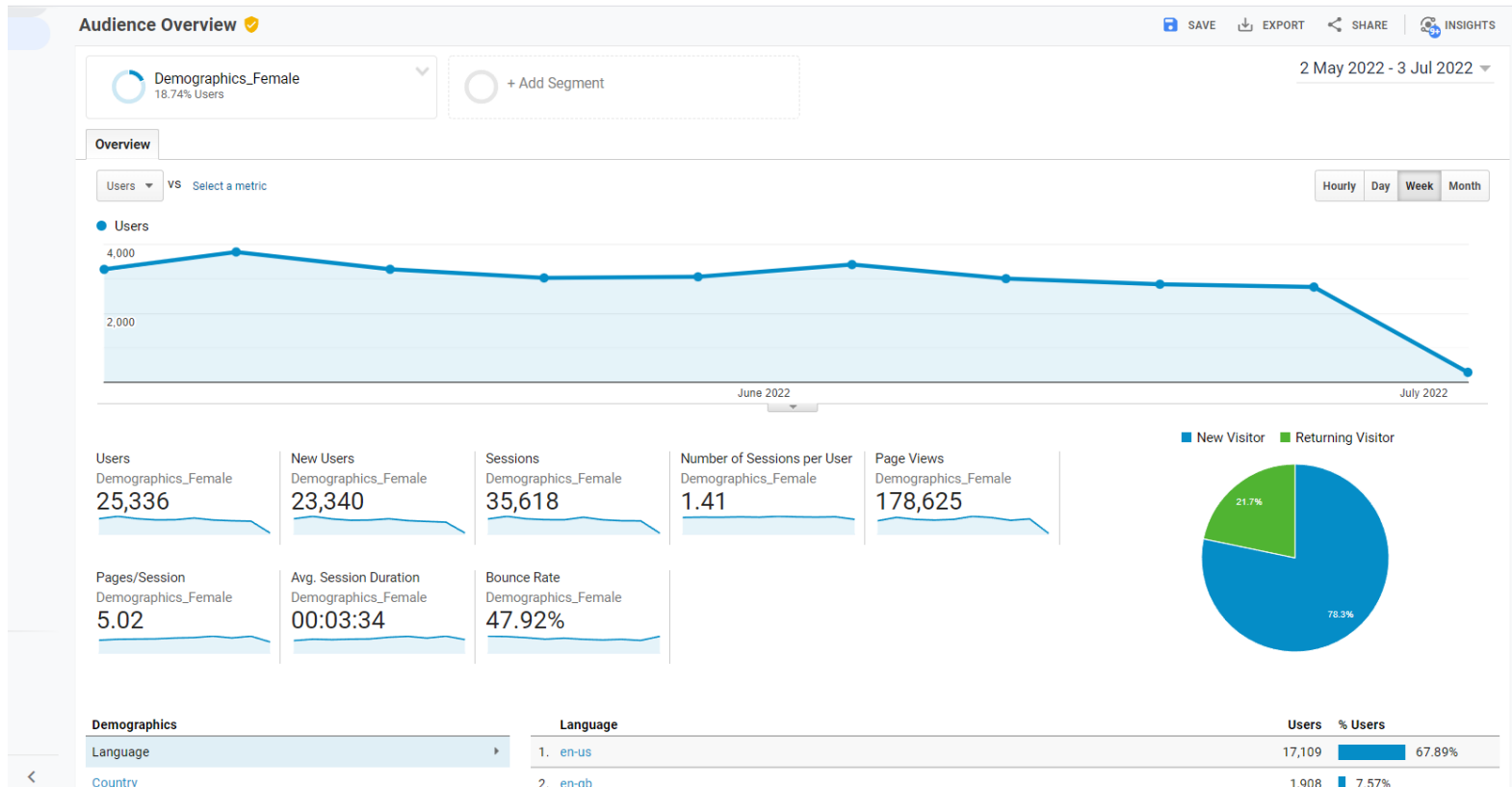
How can we increase the number of female visitors to the website?

Can we target a certain age based on another segmentation including the age to see which age category the website attract ?

Around 80% is female new visitors what attract them, is it a certain e-commerce campaign or a sale on a certain brand that they prefer?
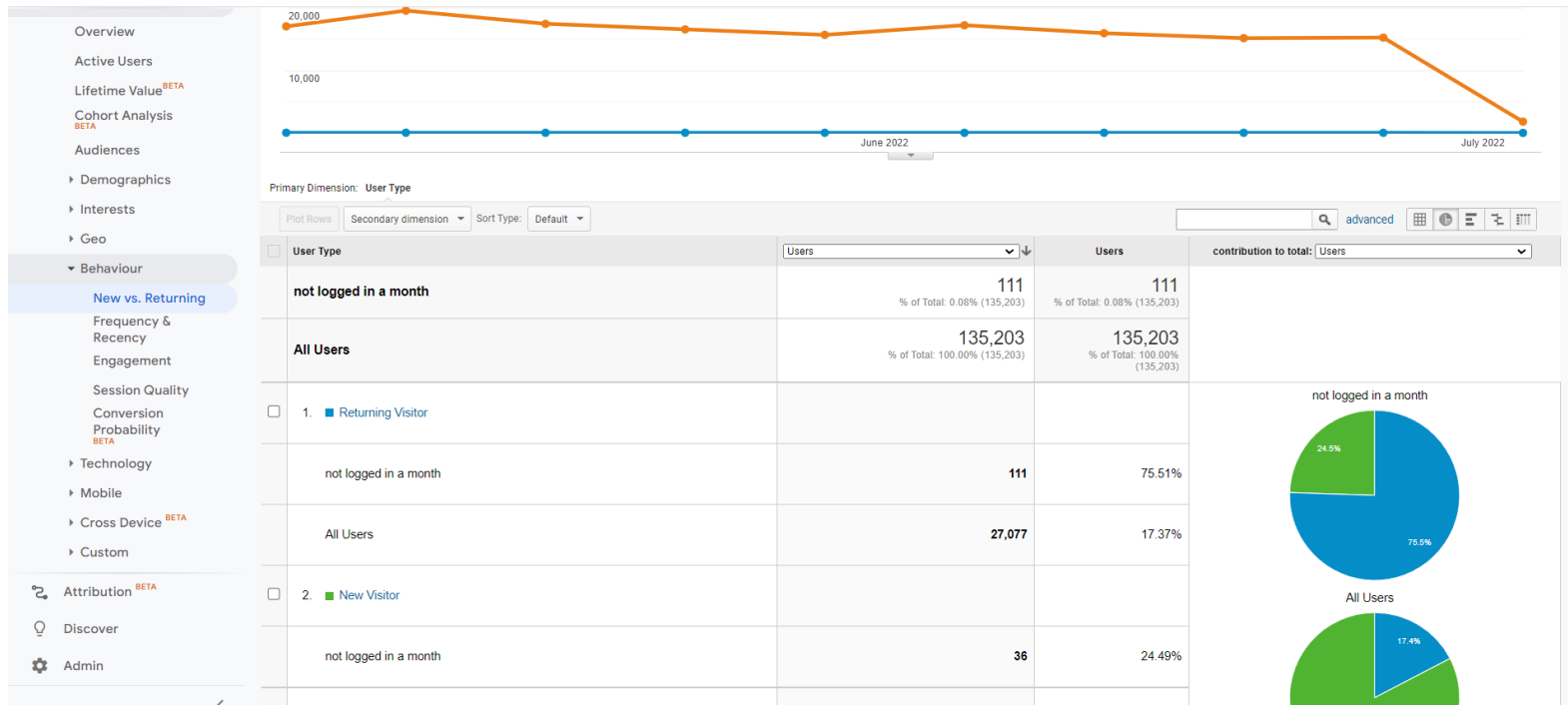
Audience Segment: Geography
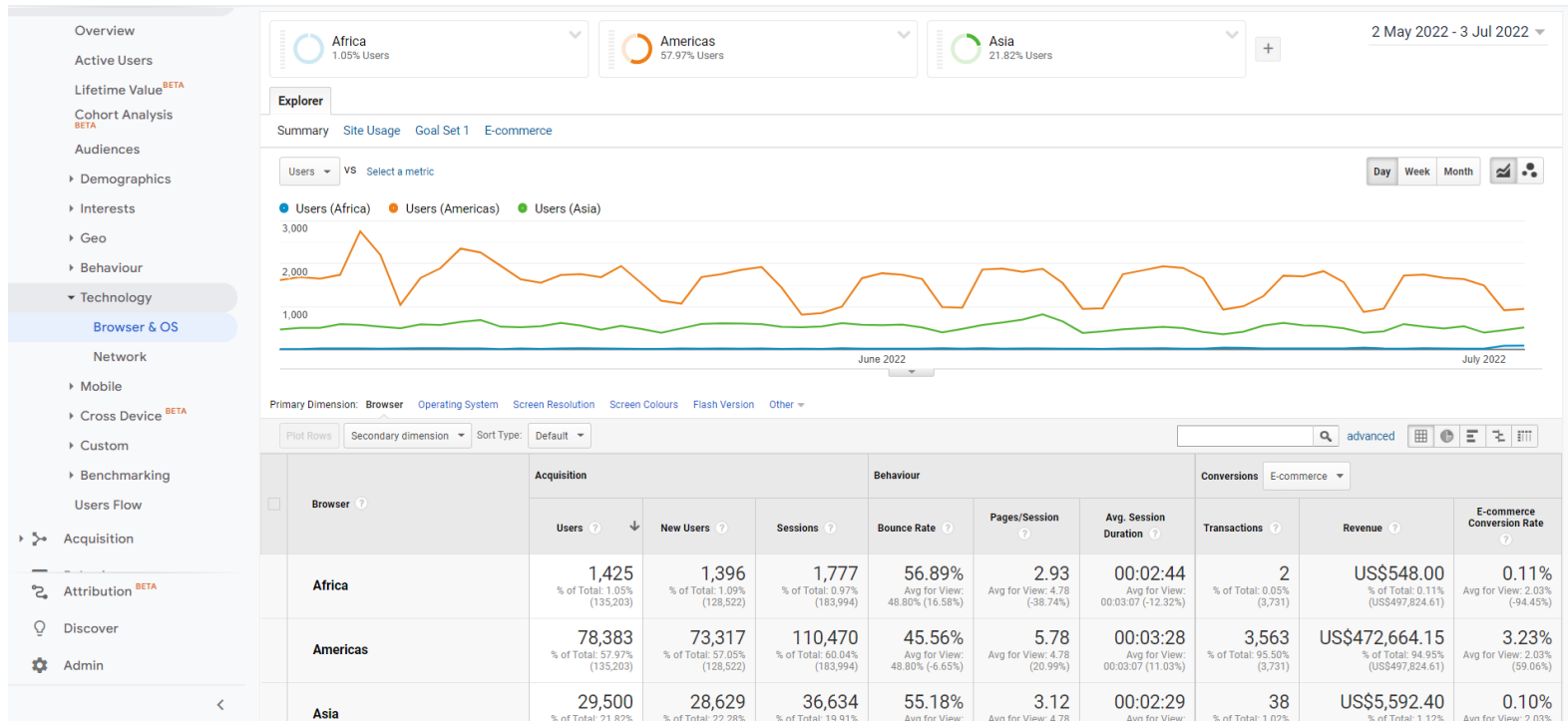
Why the conversion rate in Africa and Asia is low?

How to increase the tranaction from Africa or Asia is there a certain payment method that isn't available in the website ?

What kind of brands and stuff can we put in site to increase our revenue from those continents ?

Audience Segment: User Behavior

Here we define a time interval where the site isn't visited again which is equal to month

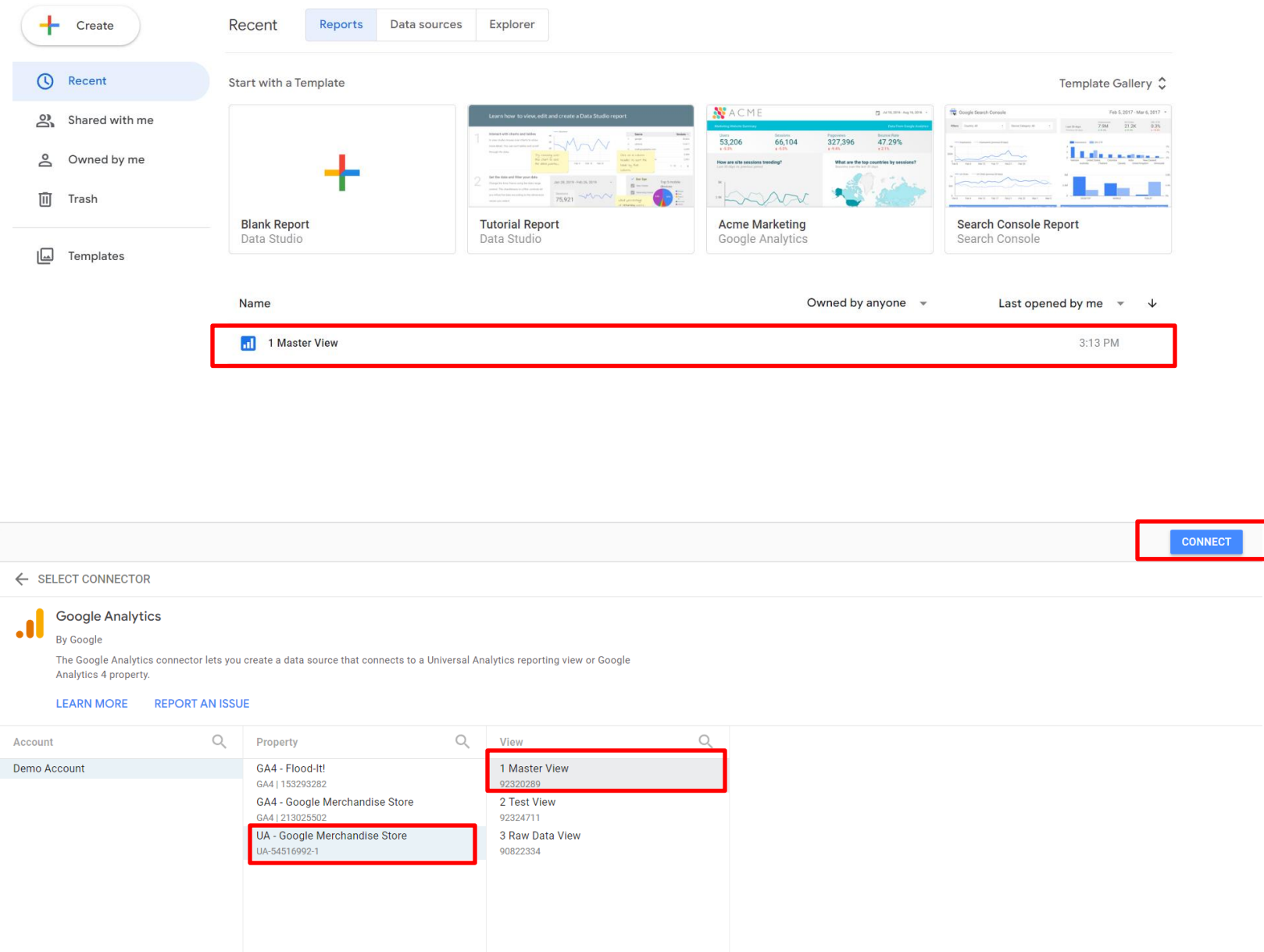And then ask how can we return those visitors back to the website

Can we send them emails whenever there is a sale or discouts on items the review or recommend some similar items so they open bach the website and navigate through ?

We can define these category further more , like do this for the visitor who accualy did a transaction and buy items before so it is more likely that they can buy again

Part Two: Connecting a Data Source and Creating a Custom Dashboard

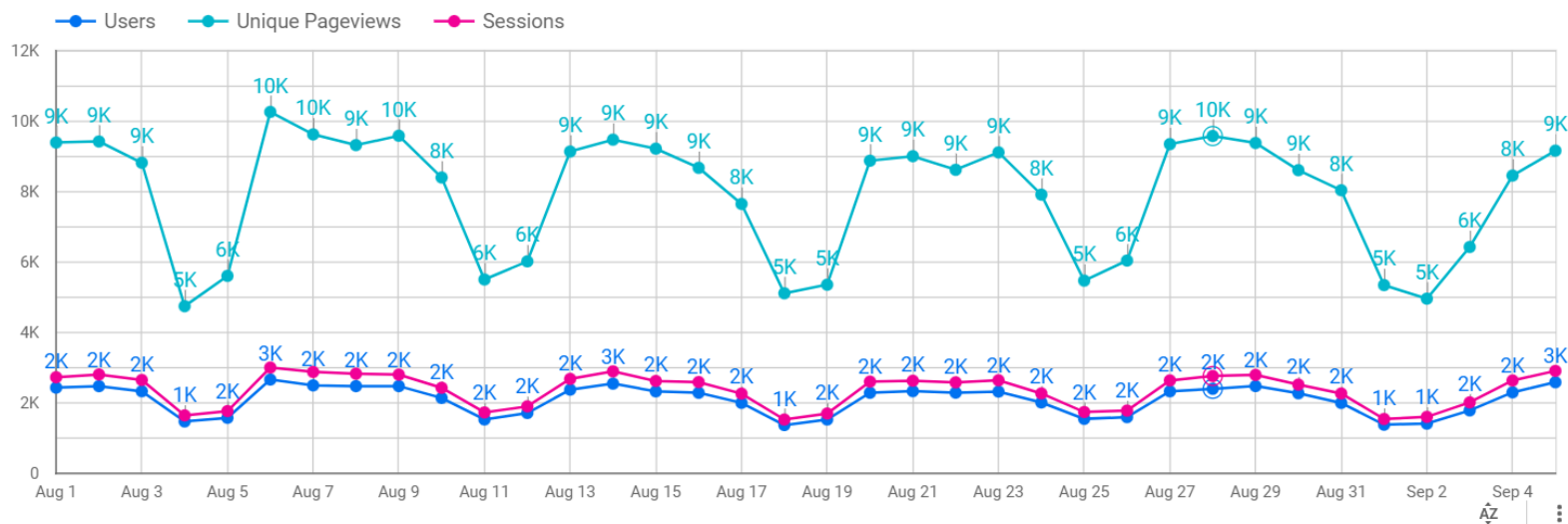# 1. Merchandise Store Draft Dashboard: Built on the Master View

To get connected to the data source(US-Google Merchandise Store) :
1- click on create
2- select data source
3- select google analytics
4- select US-Google Merchandise Store
5- select Master view
6- press connect

![e-nor logo]
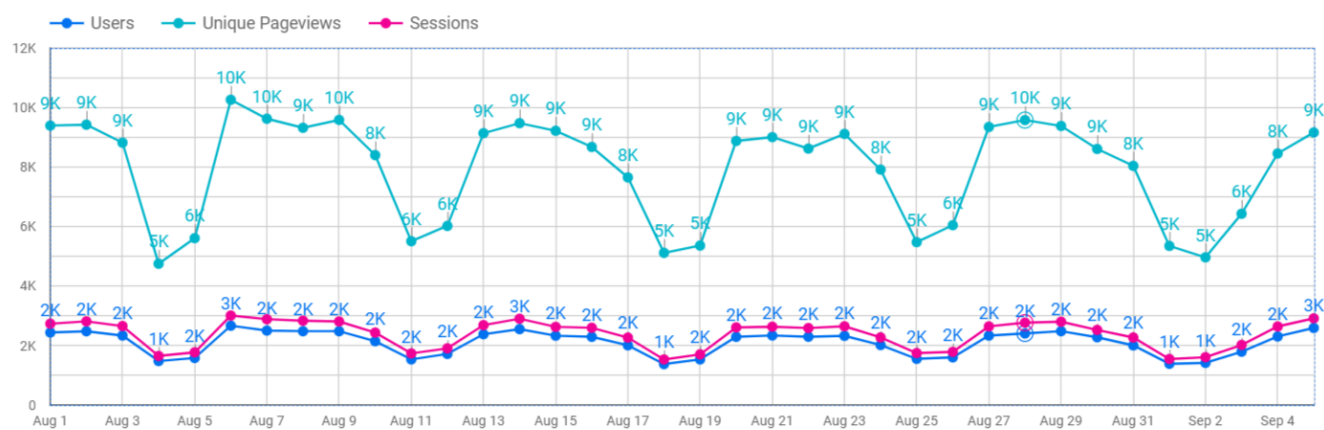
2. Merchandise Store Draft Dashboard: Time Series chart

3. Merchandise Store Draft Dashboard: Pie chart, 7 slices

4. Merchandise Store Draft Dashboard: Pie chart, 5 slices

5. Merchandise Store Draft Dashboard: Scorecard

Revenue
$120,464.18

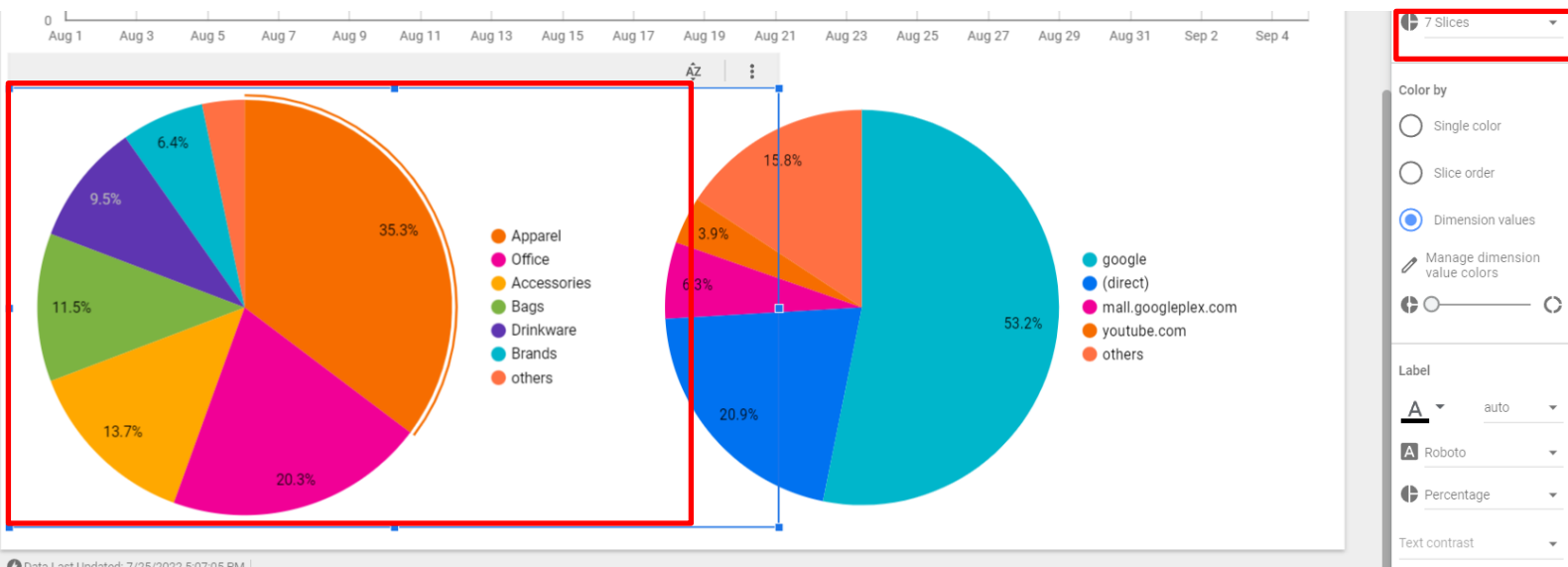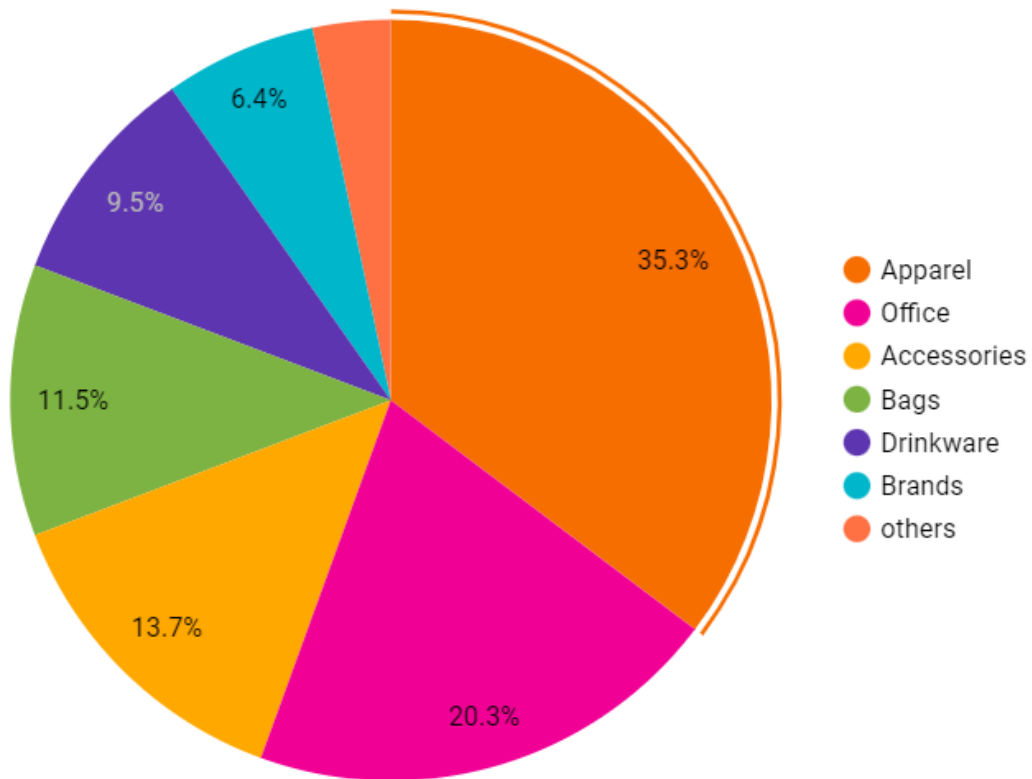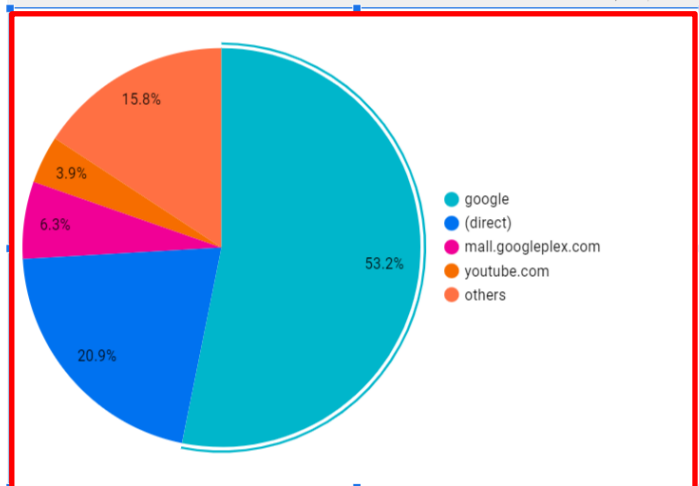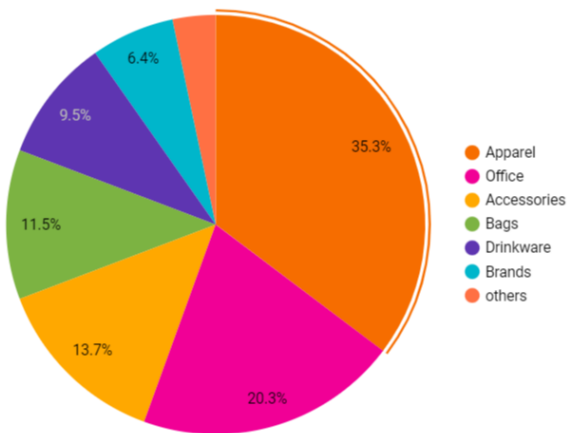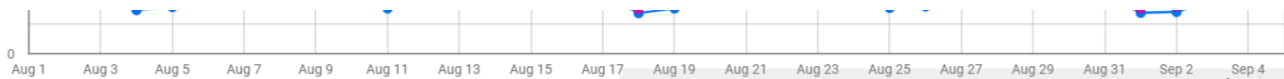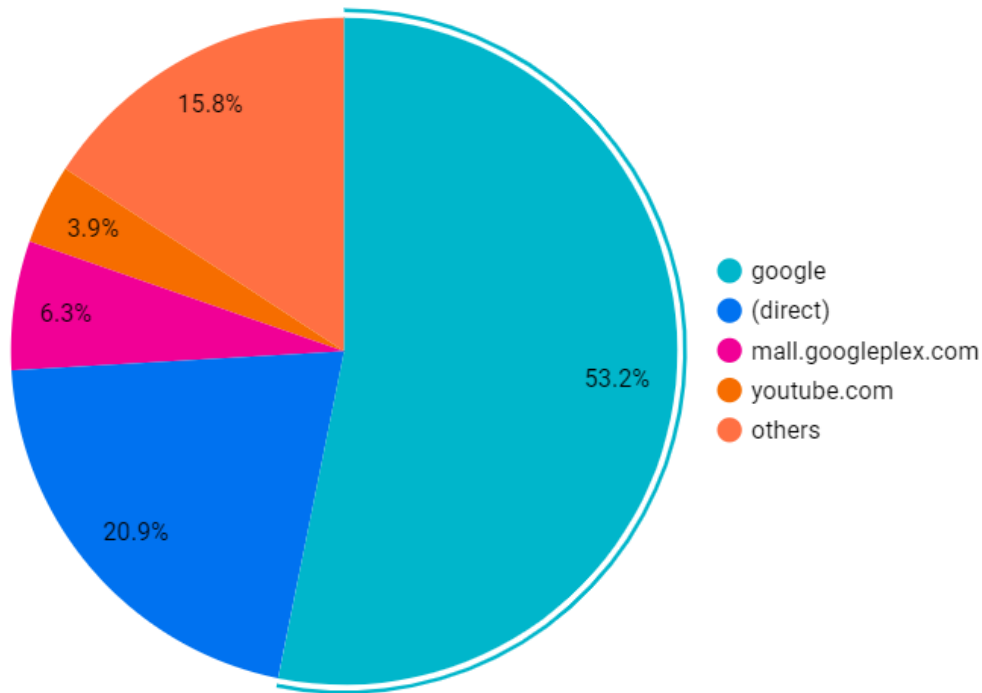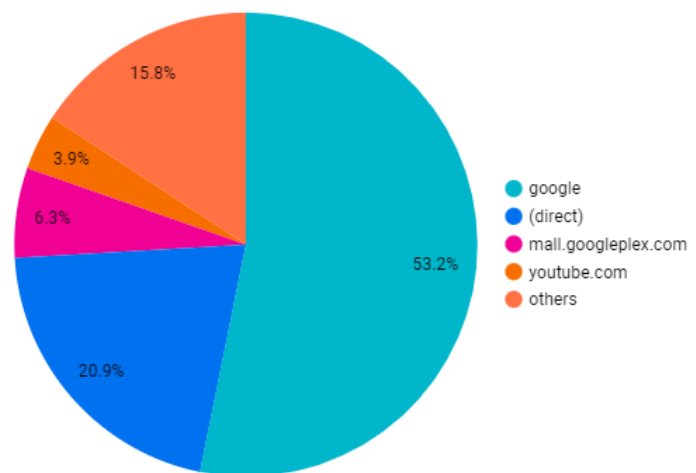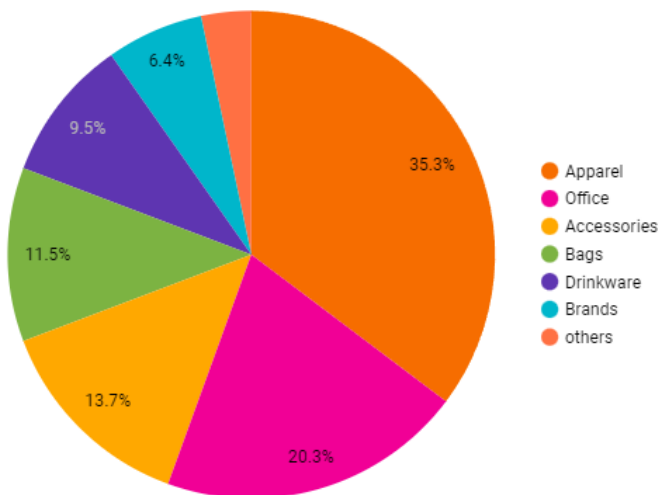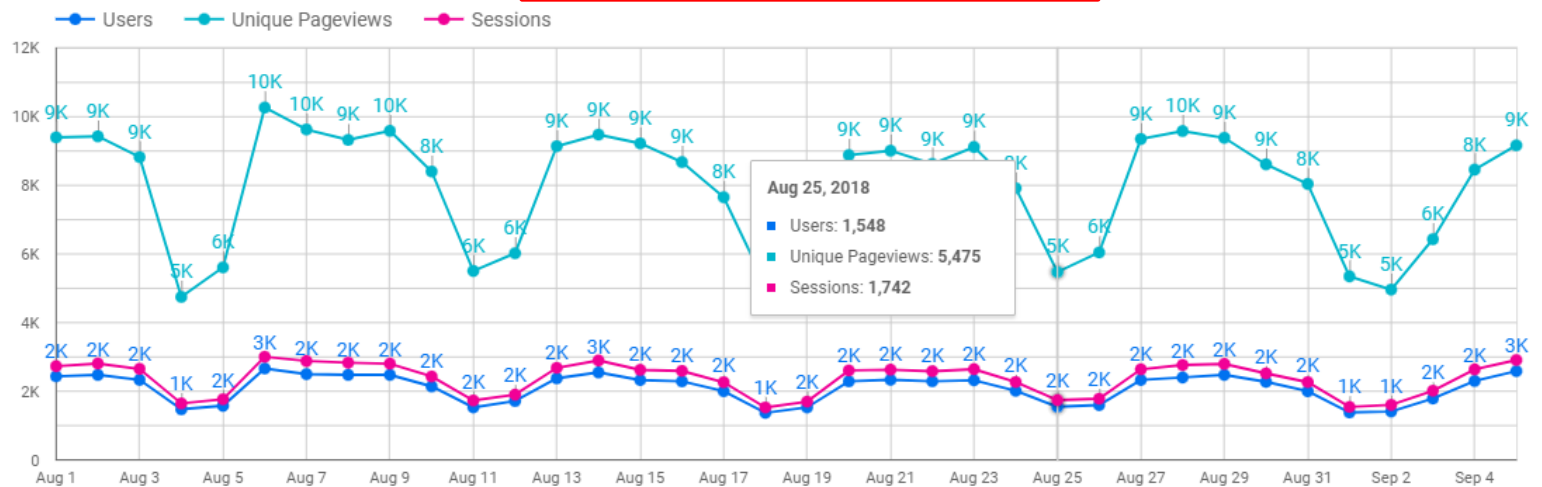Avg. Order Value
$101.32

Revenue
$120,464.18

Avg. Order Value
$101.32

Aug 1, 2018 - Sep 5, 2018

- Users — Unique Pageviews — Sessions

Aug 25, 2018
- Users: **1,548**
- Unique Pageviews: **5,475**
- Sessions: **1,742**

Apparel 35.3%
Office 20.3%
Accessories 13.7%
Bags 11.5%
Drinkware 9.5%
Brands 6.4%
others

google 53.2%
(direct) 20.9%
mall.googleplex.com 6.3%
youtube.com 3.9%
others 15.8%

6. Merchandise Store Draft Dashboard: Date Range Control
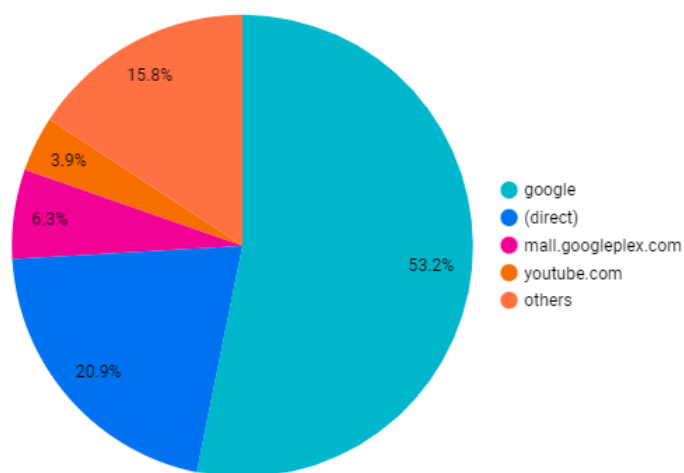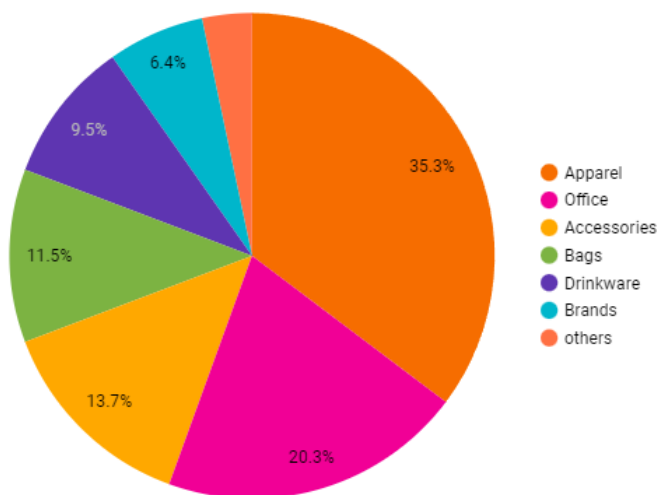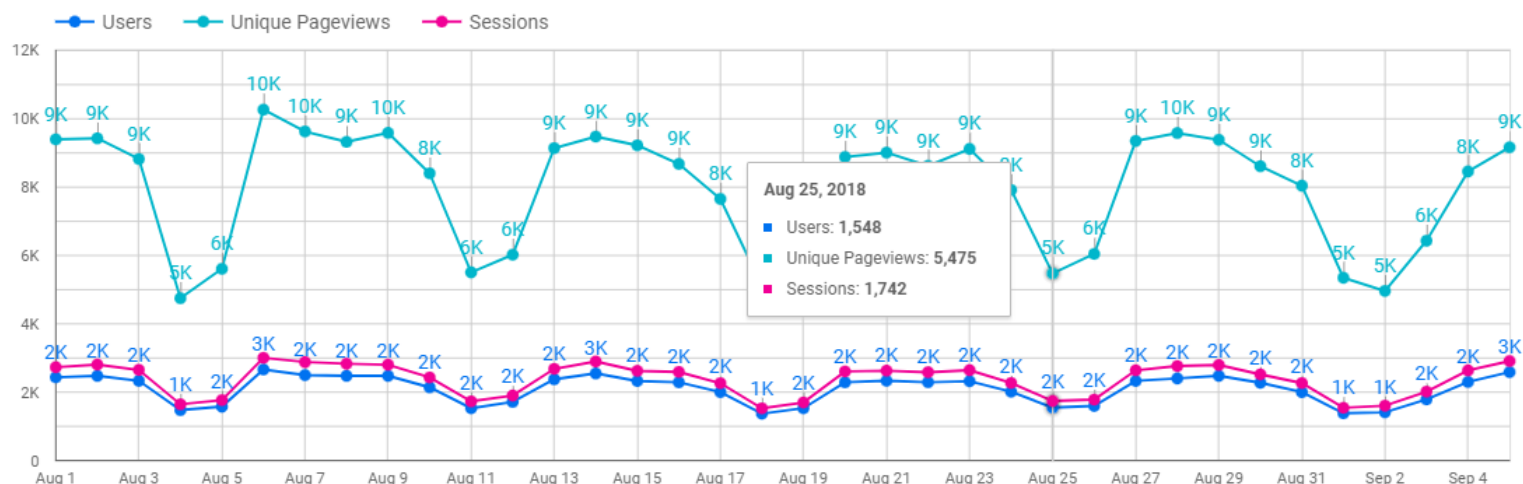
Marketing Analytics Nanodegree Program

Google Analytics