

Google Analytics

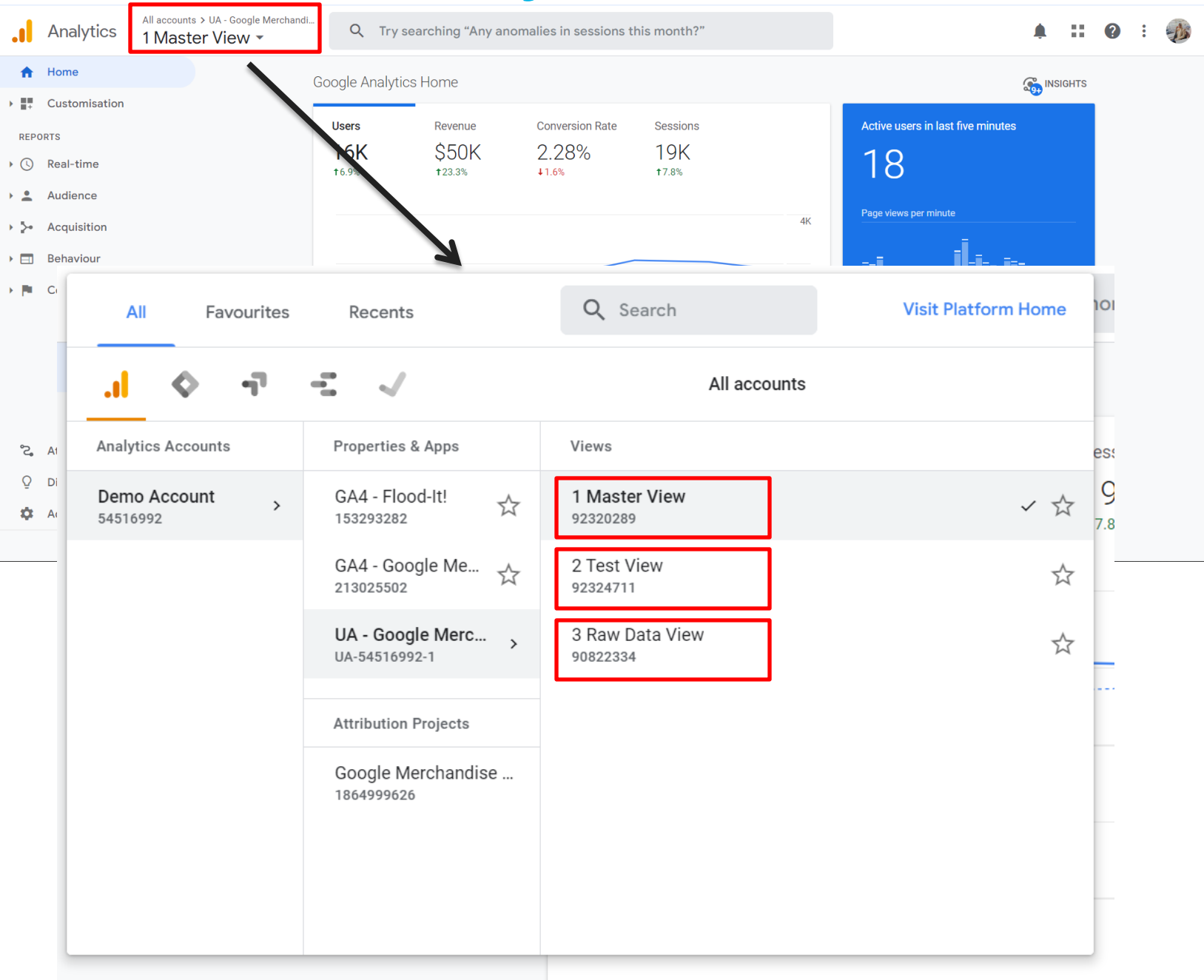


Advanced Displays,
Segmentation & Filtering



Part One: Primary Views & Filters

1. Best Practice Check: Three Primary Views



The screenshot shows the Google Analytics interface. At the top, the 'All accounts > UA - Google Merchand...' dropdown menu is open, showing '1 Master View'. A red box highlights this dropdown. Below it, a table lists the views for the 'Demo Account 54516992'.

Analytics Accounts	Properties & Apps	Views
Demo Account 54516992	GA4 - Flood-It! 153293282	1 Master View 92320289
	GA4 - Google Me... 213025502	2 Test View 92324711
	UA - Google Merc... UA-54516992-1	3 Raw Data View 90822334
Attribution Projects		
Google Merchandise ... 1864999626		

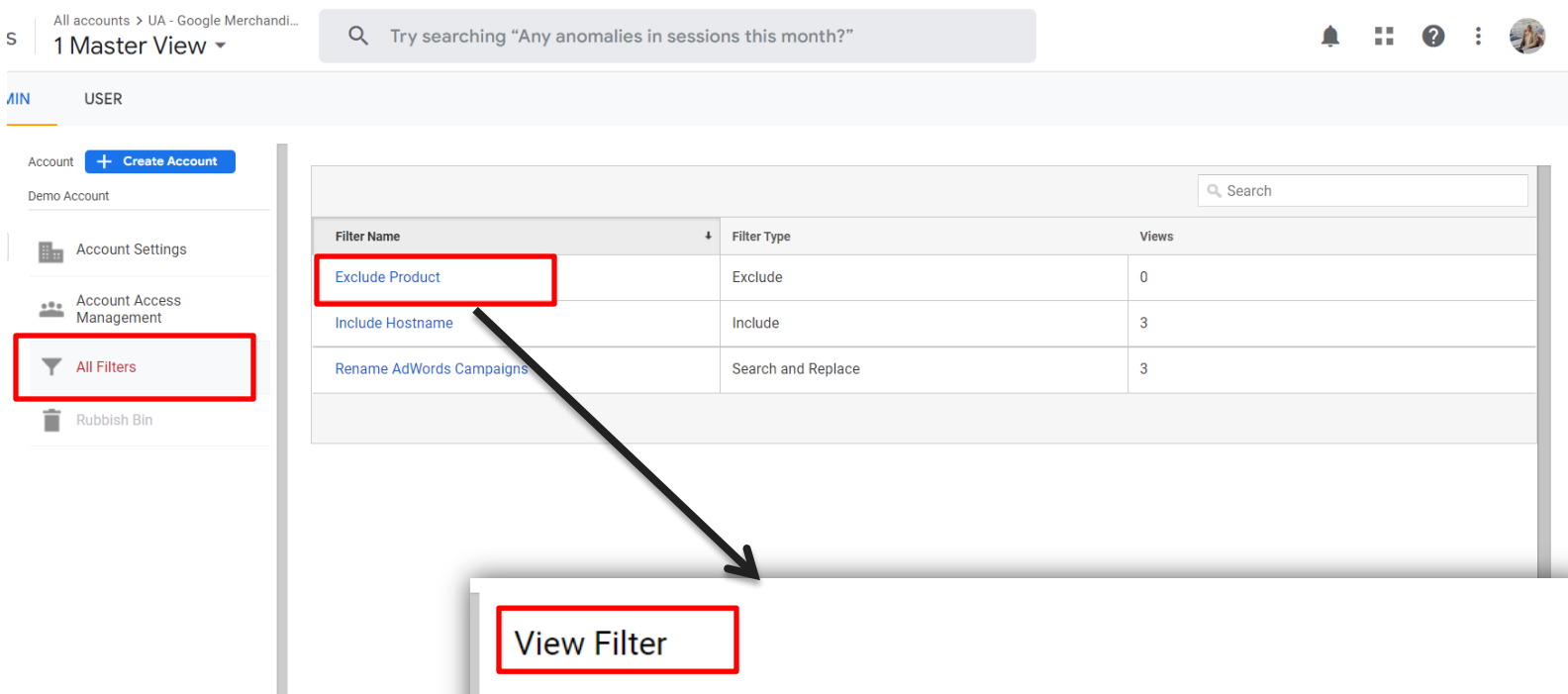
For the good practice it has to be three views:

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



The screenshot shows the Google Analytics interface. On the left sidebar, the 'All Filters' option is highlighted with a red box. In the main content area, a table lists existing filters:

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

An arrow points from the 'Exclude Product' filter in the table to a 'View Filter' modal window shown in the foreground.

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

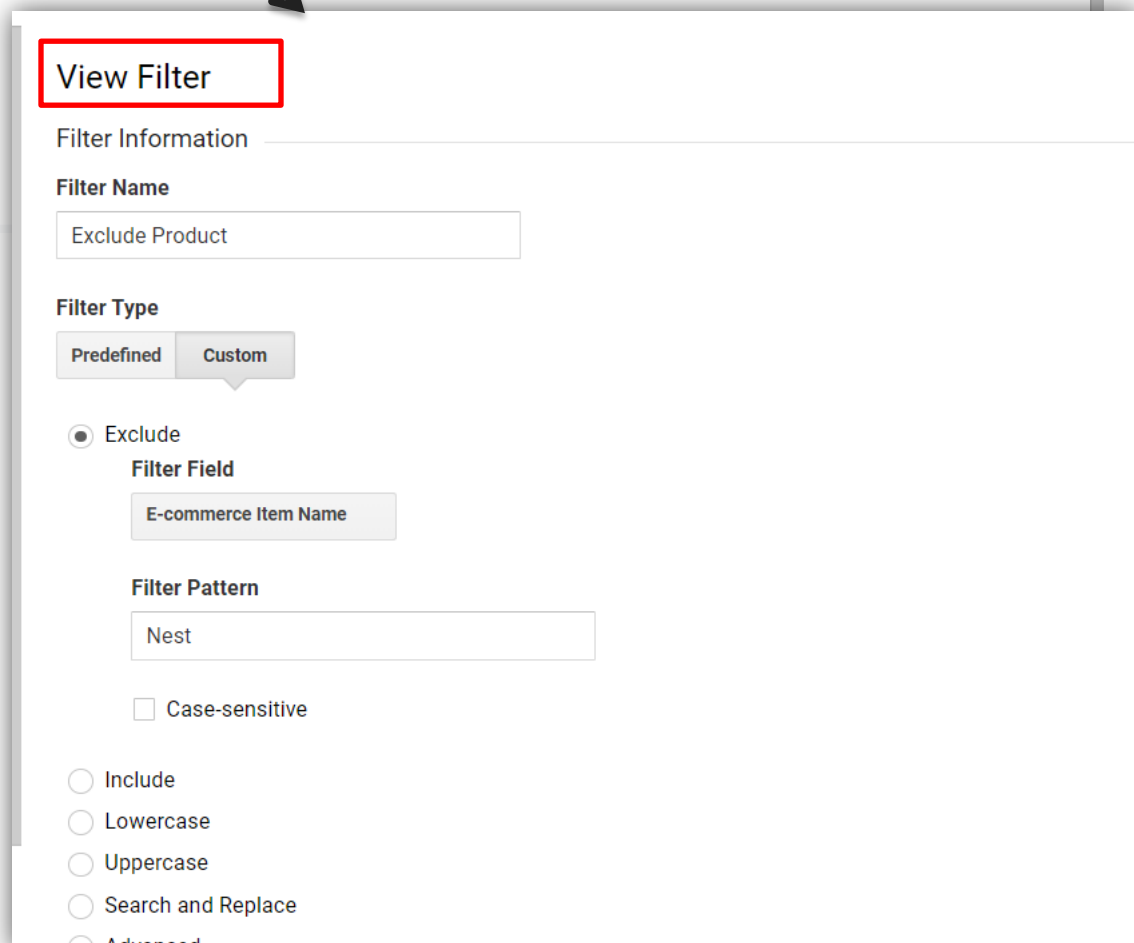
2-all filters

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.



The 'View Filter' modal window displays the configuration for the 'Exclude Product' filter:

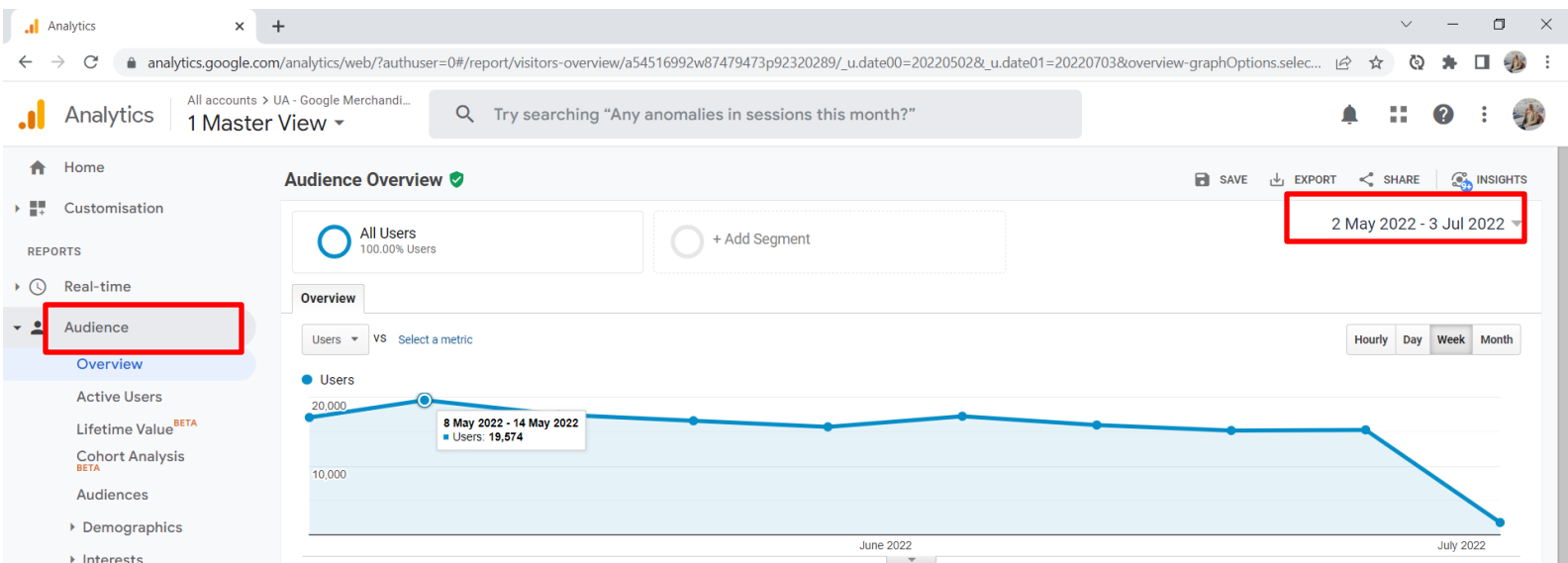
- Filter Name:** Exclude Product
- Filter Type:** Custom
- Exclude:** ☒ Exclude
- Filter Field:** E-commerce Item Name
- Filter Pattern:** Nest
- Case-sensitive:** ☐
- Include:** ☐ Include
- Lowercase:** ☐ Lowercase
- Uppercase:** ☐ Uppercase
- Search and Replace:** ☐ Search and Replace
- Advanced:** ☐ Advanced



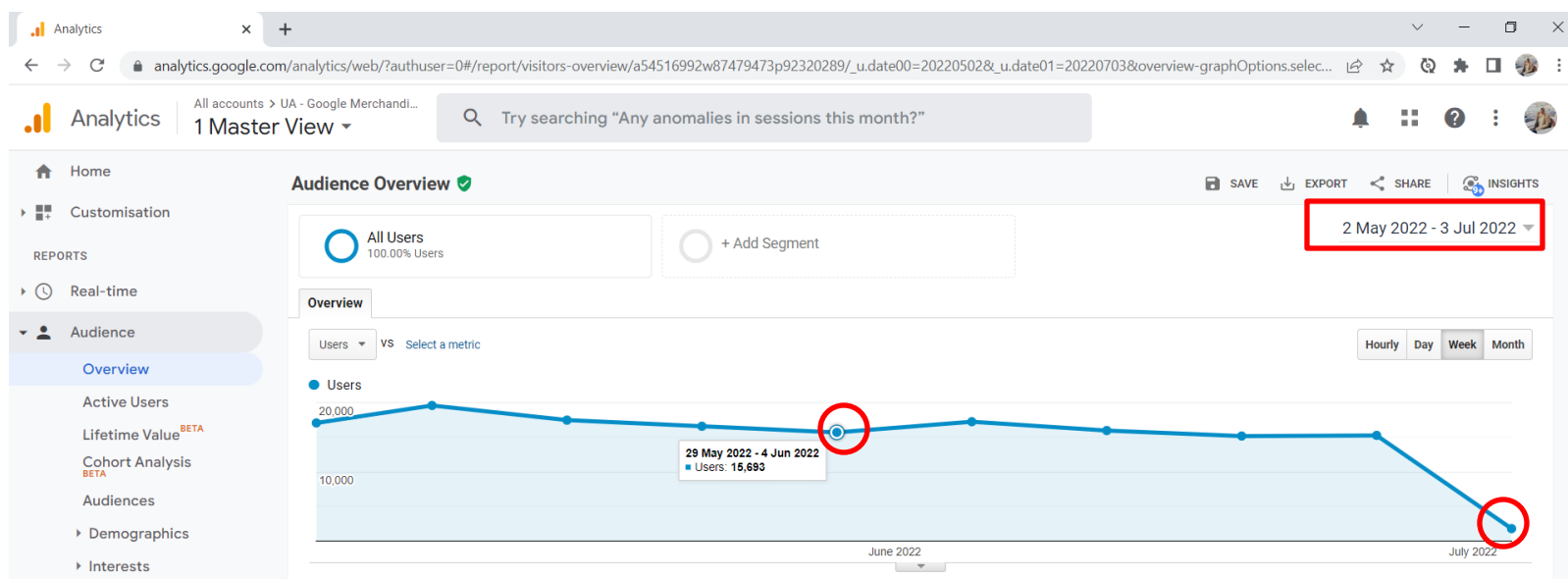
Part Two: Data Exploration

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 there is a holiday or vacation also may be 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 contains only one day not a whole week so the lowest is in June.

This may be because it is 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

Analytics

All accounts > UA - Google Merchandi...

1 Master View

Try searching "Any anomalies in sessions this month?"

Home

Customisation

REPORTS

Real-time

Audience

Acquisition

Overview

All Traffic

Channels

Treemaps

Source/Medium

Referrals

Google Ads

Search console

Social

Exclude

Default Channel Grouping

Containing

Direct

and

Exclude

Default Channel Grouping

Containing

(Other)

+ Add a dimension or metric

Apply Cancel

Primary Dimension: Default Channel Grouping

Source/Medium

Source

Medium

Other

Plot Rows

Secondary dimension

Sort Type: Default

Advanced Filter ON

edit

	Acquisition			Behaviour			Conversions			E-commerce
	Users	New Users	Sessions	Bounce Rate	Pages/Session	Avg. Session Duration	E-commerce Conversion Rate	Transactions	Revenue	
Default Channel Grouping	23,265 % of Total: 17.21% (135,203)	22,161 % of Total: 17.27% (128,318)	28,866 % of Total: 15.69% (183,994)	70.05% Avg for View: 48.80% (43.54%)	3.04 Avg for View: 4.78 (-36.32%)	00:01:30 Avg for View: 00:03:07 (-51.65%)	1.19% Avg for View: 2.03% (-41.23%)	344 % of Total: 9.22% (3,731)	US\$38,265.31 % of Total: 7.69% (US\$497,824.61)	
1. Paid Search	17,691 (76.05%)	16,763 (75.64%)	22,298 (77.25%)	64.75%	3.54	00:01:48	1.54%	343 (99.71%)	US\$37,433.31 (97.83%)	
2. Display	5,247 (22.56%)	5,120 (23.10%)	6,147 (21.29%)	89.23%	1.31	00:00:28	0.00%	0 (0.00%)	US\$0.00 (0.00%)	
3. Affiliates	323 (1.39%)	276 (1.25%)	419 (1.45%)	70.88%	2.13	00:01:19	0.24%	1 (0.29%)	US\$832.00 (2.17%)	
4. Organic Search	2 (0.01%)	2 (0.01%)	2 (0.01%)	50.00%	1.50	00:00:01	0.00%	0 (0.00%)	US\$0.00 (0.00%)	

Show rows: 10 Go to: 1 1-4 of 4

This report was generated on 22/07/2022 at 23:41:42 - Refresh Report

Analytics

All accounts > UA - Google Merchandi...

1 Master View

Try searching "Any anomalies in sessions this month?"

Home

Customisation

REPORTS

Real-time

Audience

Acquisition

Overview

All Traffic

Channels

Treemaps

Source/Medium

Referrals

Google Ads

Search console

Social

Exclude

Default Channel Grouping

Containing

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Secondary dimension

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4. Organic Search	2 (0.01%)	2 (0.01%)	2 (0.01%)	50.00%	1.50	00:00:01	0.00%	0 (0.00%)	US\$0.00 (0.00%)	

Show rows: 10 Go to: 1 1-4 of 4

This report was generated on 22/07/2022 at 23:41:42 - Refresh Report

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:

The 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

2 May 2022 - 3 Jul 2022

- Acquisition
- Behaviour
- Conversions
- Goals
 - E-commerce**
 - Overview
 - Shopping Behaviour
 - Checkout Behaviour
 - Product Performance**
 - Sales Performance
 - Product List Performance
 - Marketing
 - Multi-Channel Funnels
- Attribution BETA
- Discover
- Admin

New Users

Choose segment from list

+ NEW SEGMENT

Import from gallery

Share segments

View

Search segments

?

VIEW SEGMENTS	Segment Name	Created	Modified	Actions
All	<input type="checkbox"/> Mobile and Tablet Traffic			Actions ▾
System	<input type="checkbox"/> Mobile Traffic			Actions ▾
Custom	<input type="checkbox"/> Multi-session Users			Actions ▾
Shared	<input checked="" type="checkbox"/> New Users			Actions ▾
Starred	<input type="checkbox"/> Non-bounce Sessions			Actions ▾
Selected	<input type="checkbox"/> Non-converters			Actions ▾
	<input type="checkbox"/> Organic Traffic			Actions ▾
	<input type="checkbox"/> Paid Traffic			Actions ▾
	<input type="checkbox"/> Performed Site Search			Actions ▾

Apply

Cancel

Secondary dimension ▾

advanced

Product Category (Enhanced E-commerce)	Product Revenue	Product Revenue	contribution to total: Product Revenue ▾
New Users	US\$125,113.73 <small>% of Total: 25.13% (US\$497,824.61)</small>	US\$125,113.73 <small>% of Total: 25.13% (US\$497,824.61)</small>	
1. Apparel	US\$49,801.42	39.80%	
2. New	US\$30,549.61	24.42%	
3. Collections	US\$24,189.88	19.33%	
4. Men's	US\$3,918.40	3.13%	
5. Shop by Brand	US\$3,783.30	3.02%	
6. Lifestyle	US\$2,419.20	1.93%	
7. View All-Campus Collection	US\$1,740.32	1.39%	
8. Clearance	US\$1,664.28	1.33%	
9. Bags	US\$1,570.00	1.25%	
10. Office	US\$1,457.60	1.17%	

Show rows: 10

Go to: 1

1-10 of 22

Secondary dimension ▾

advanced

Product Category (Enhanced E-commerce)	Unique Purchases	Unique Purchases	contribution to total: Unique Purchases ▾
New Users	4,010 <small>% of Total: 33.93% (11,817)</small>	4,010 <small>% of Total: 33.93% (11,817)</small>	
1. New	1,280	31.92%	
2. Apparel	1,253	31.25%	
3. Collections	580	14.46%	
4. Shop by Brand	123	3.07%	
5. Clearance	109	2.72%	
6. Men's	105	2.62%	
7. View All-Campus Collection	104	2.59%	
8. Lifestyle	91	2.27%	
9. Google	58	1.45%	
10. Bags	54	1.35%	

Show rows: 10

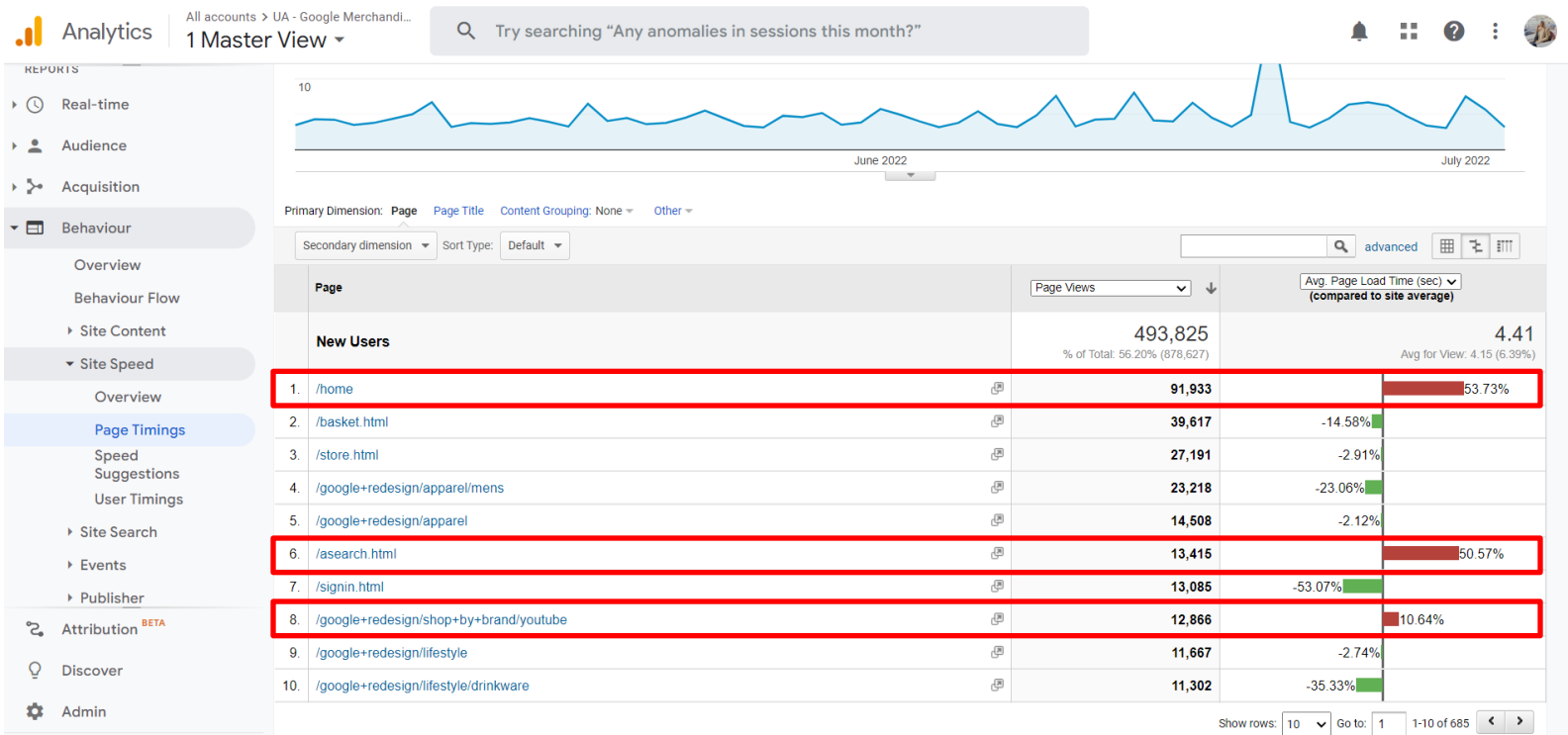
Go to: 1

1-10 of 22

This report was generated on 23/07/2022 at 00:09:16 - Refresh Report

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.



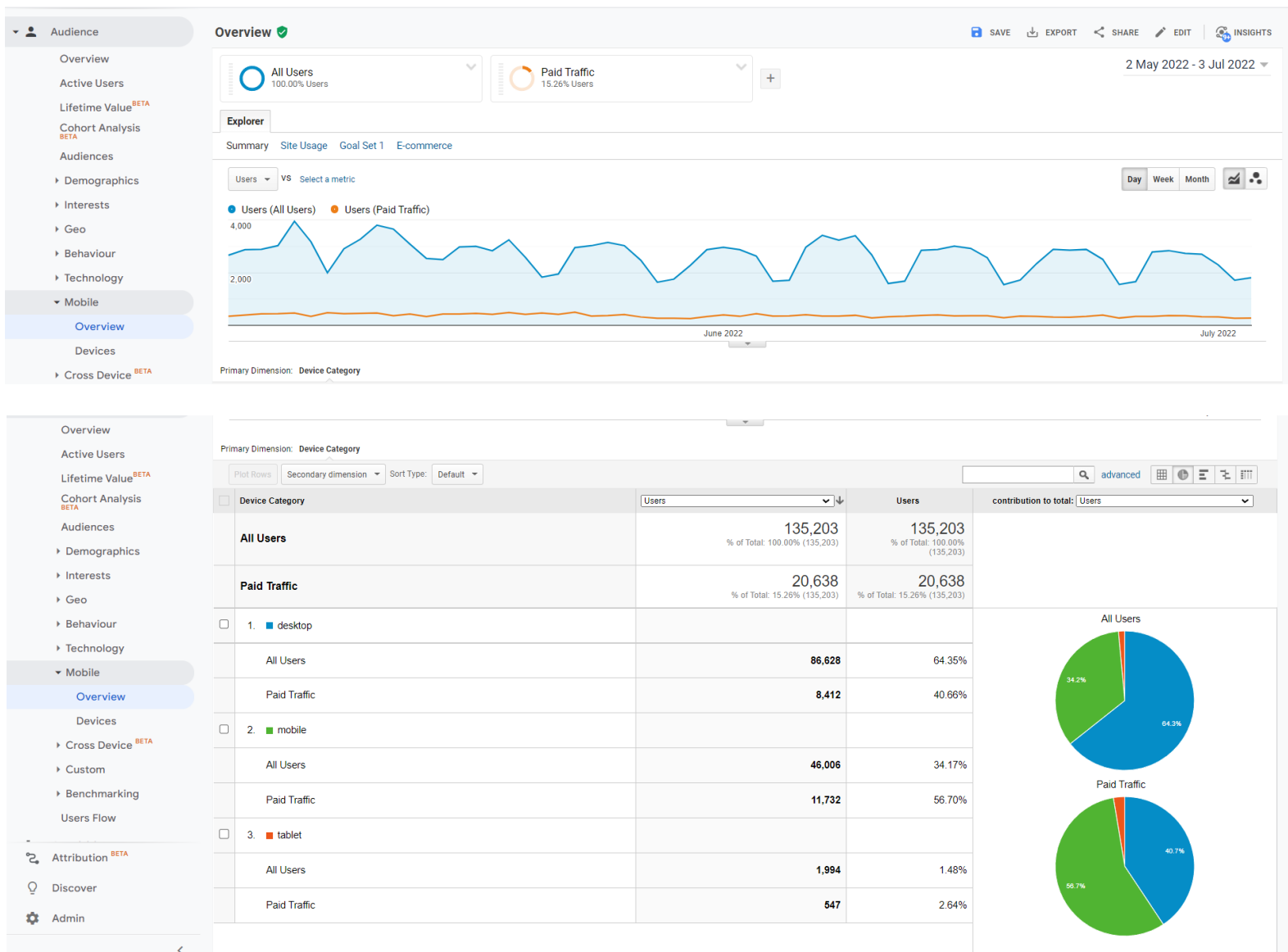
It looks like we have some troubleshoot problems in vital places in the website:

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

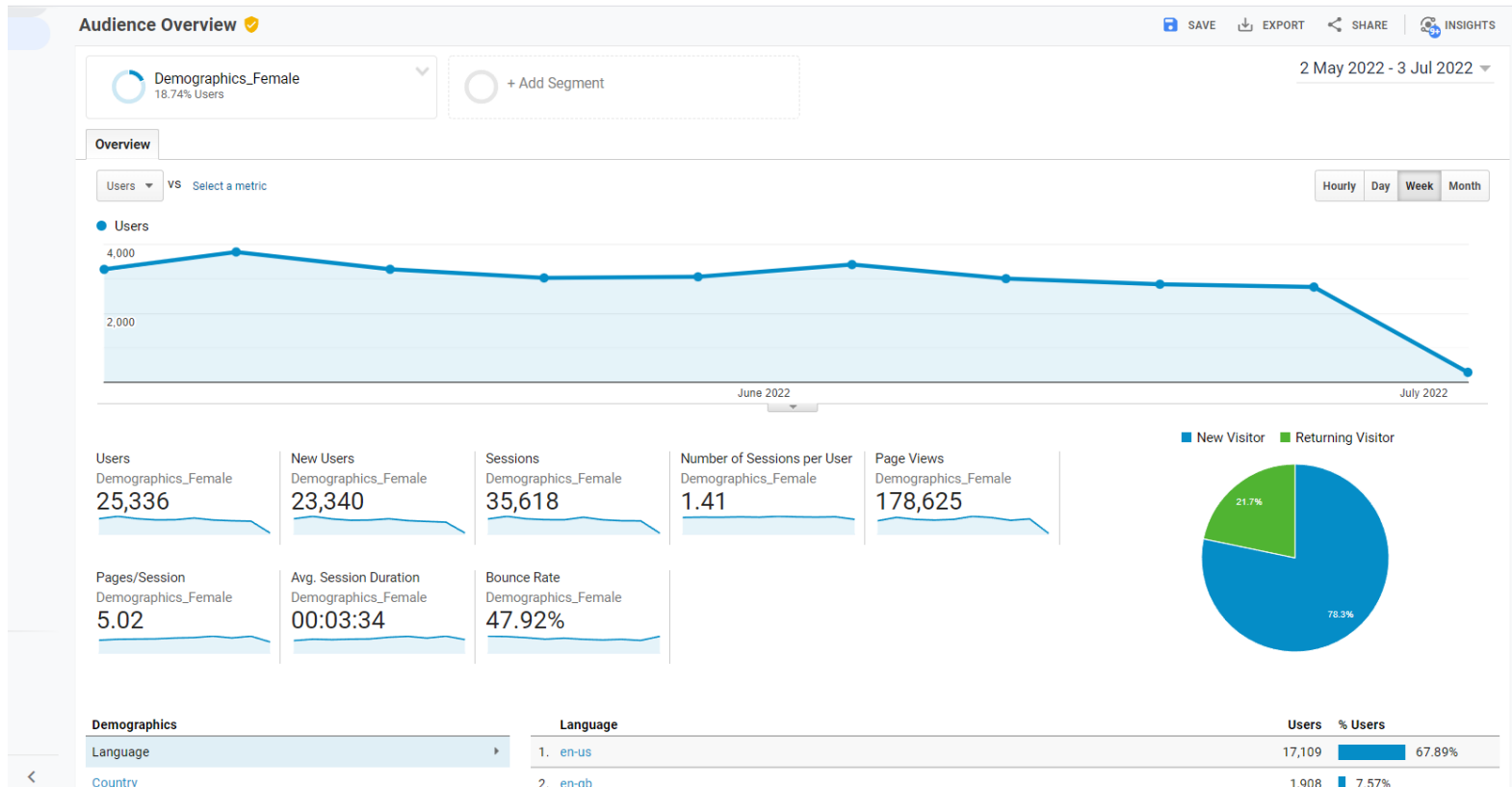
Please go into the Audience → Overview → Mobile report and provide a screenshot or screenshots that show the following: Between the start and end of the three month period you've chosen, please provide percentage charts (pie charts) that show what percentage of All Users came from mobile, desktop, and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





Part Three: Segmentation

Audience Segment: Characteristic

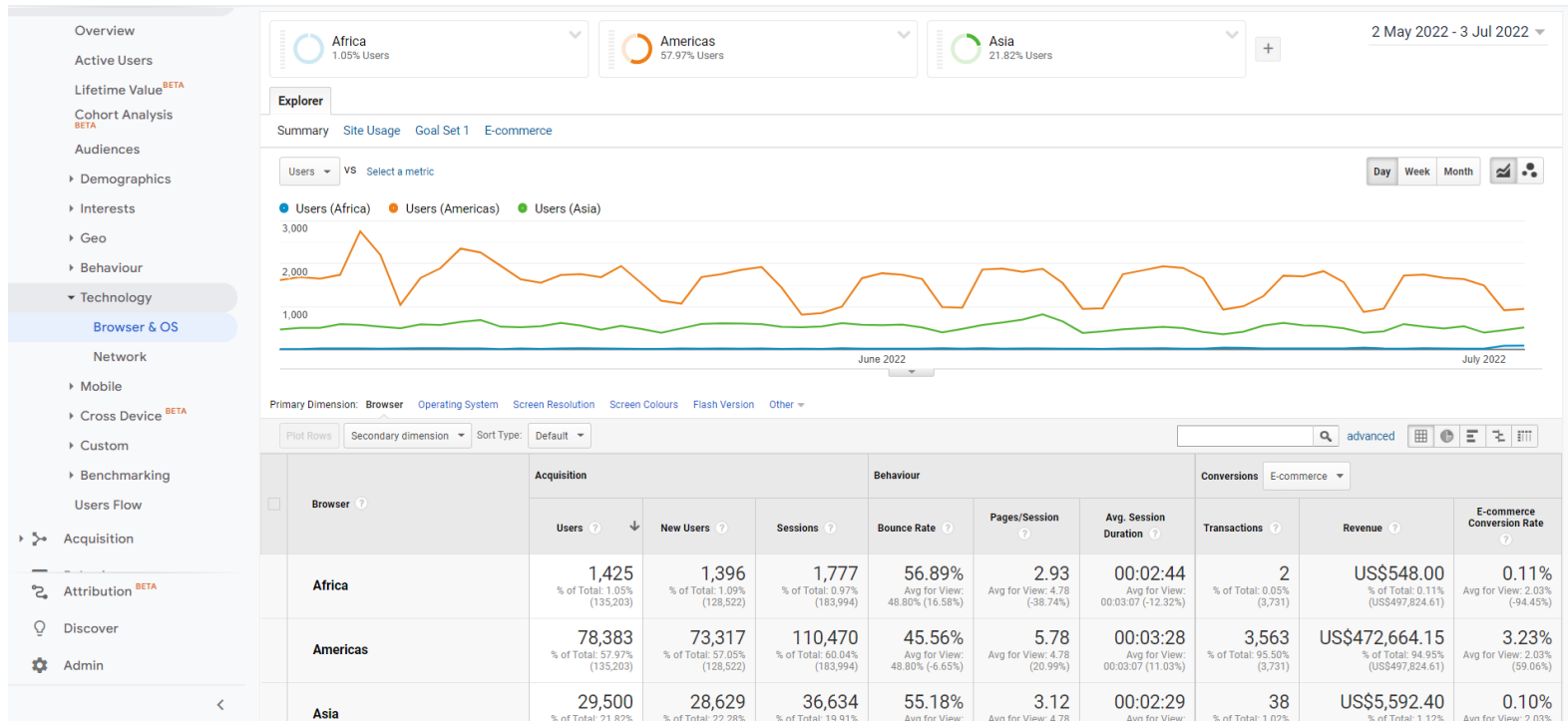


How can we increase the number of female visitors to the website?

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

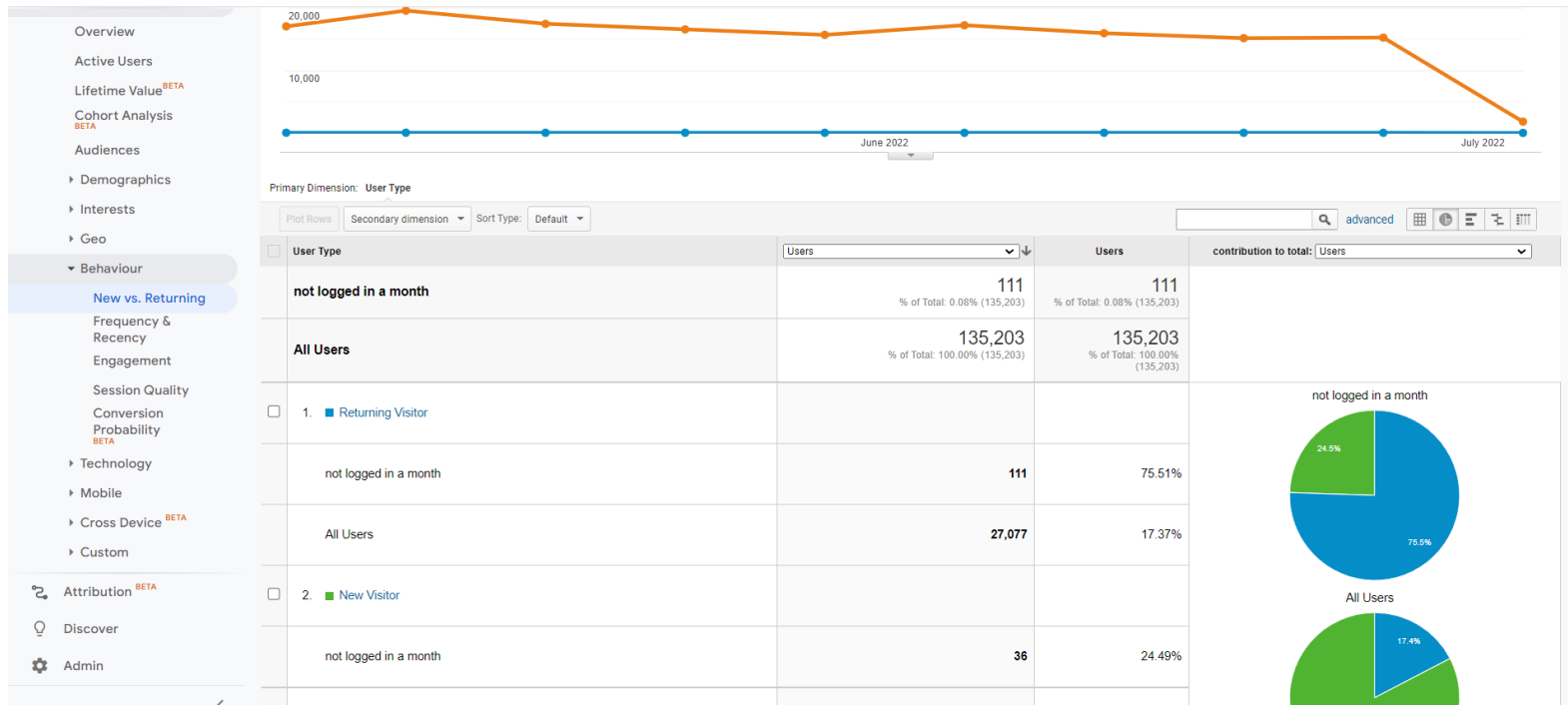


Why the conversion rate in Africa and Asia is low?

How to increase the transaction 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 discounts on items the review or recommend some similar items so they open back the website and navigate through ?

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

ANND Portfolio

Advanced Displays,
Segmentation &
Filtering