

Google Analytics

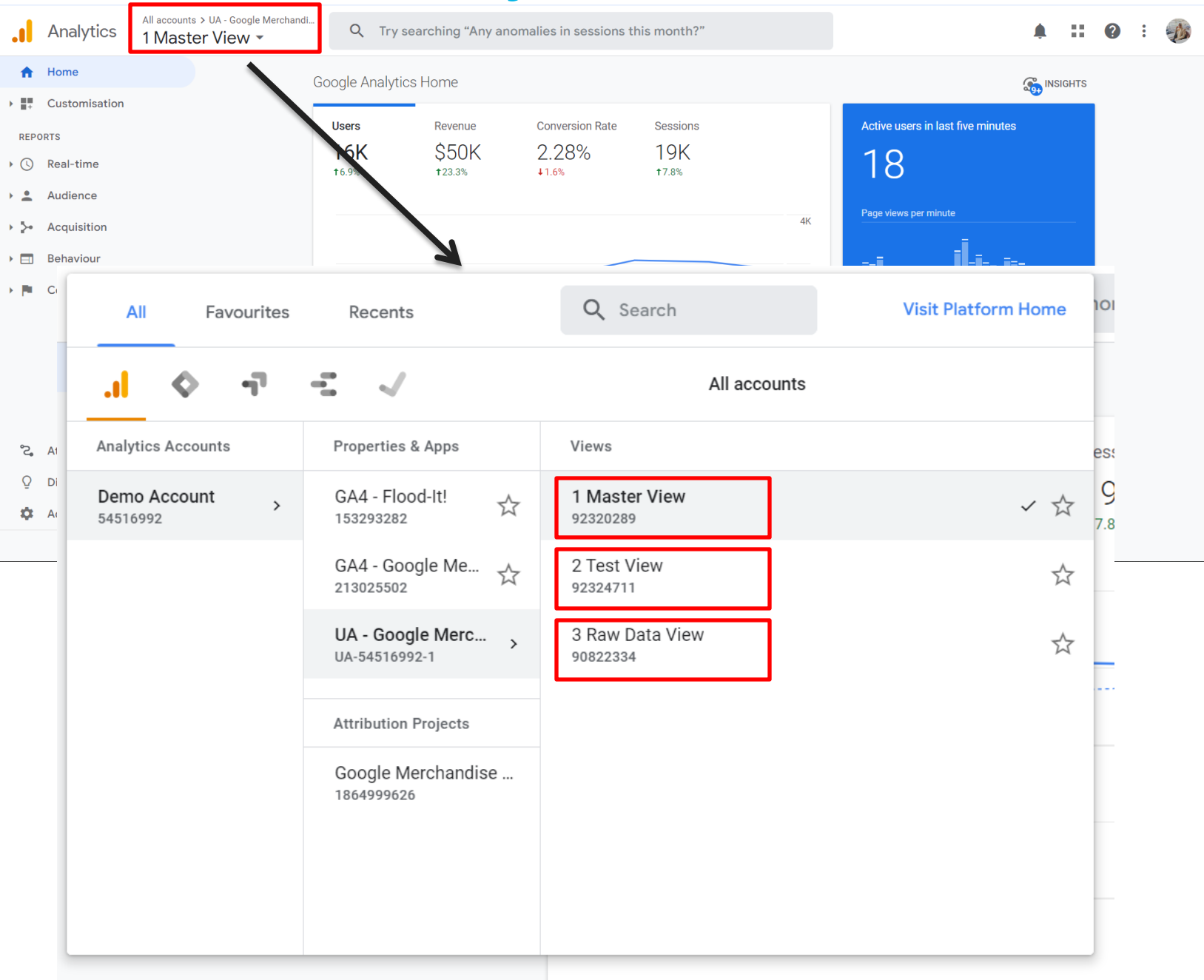


Project: Navigating,
Reports, & Dashboards



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, the 'Google Analytics Home' dashboard displays key metrics: Users (16K, +6.9%), Revenue (\$50K, +23.3%), Conversion Rate (2.28%, -1.6%), and Sessions (19K, +7.8%). A blue box on the right shows 'Active users in last five minutes' as 18. Below the dashboard, 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 | | |

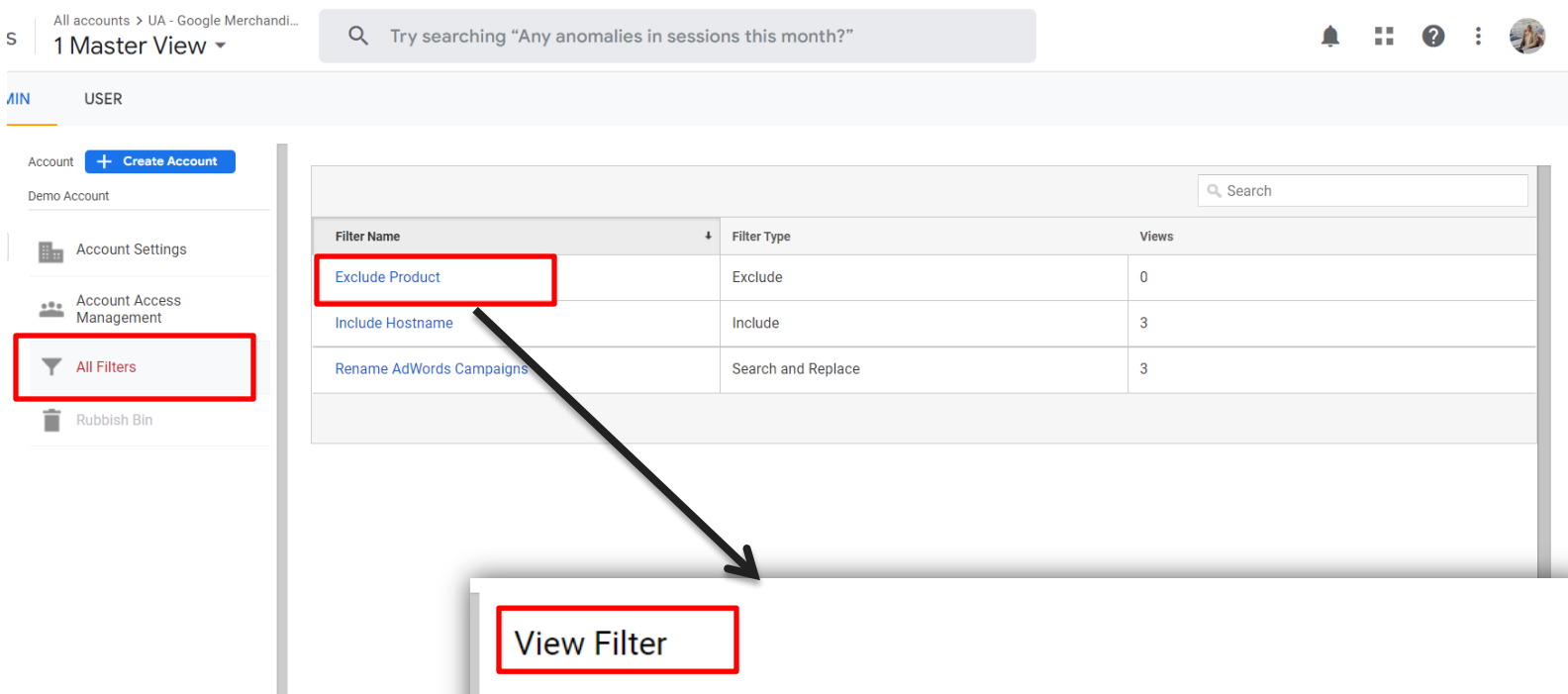
For the good practice it has to be three views:

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' menu item is highlighted with a red box. An arrow points from this menu item to a 'View Filter' dialog box. The dialog box shows the 'Exclude Product' filter selected, with the filter field set to 'E-commerce Item Name' and the filter pattern set to 'Nest'.

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

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.

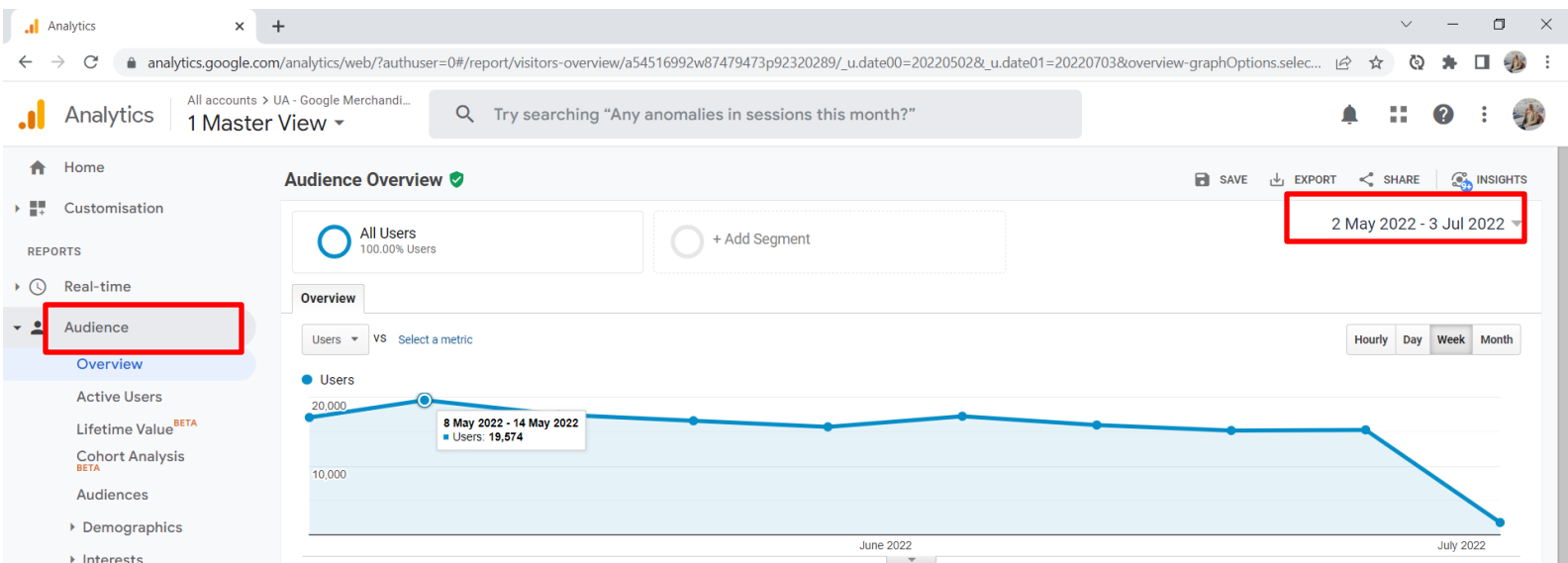
LEARN MORE udacity.com/google-analytics



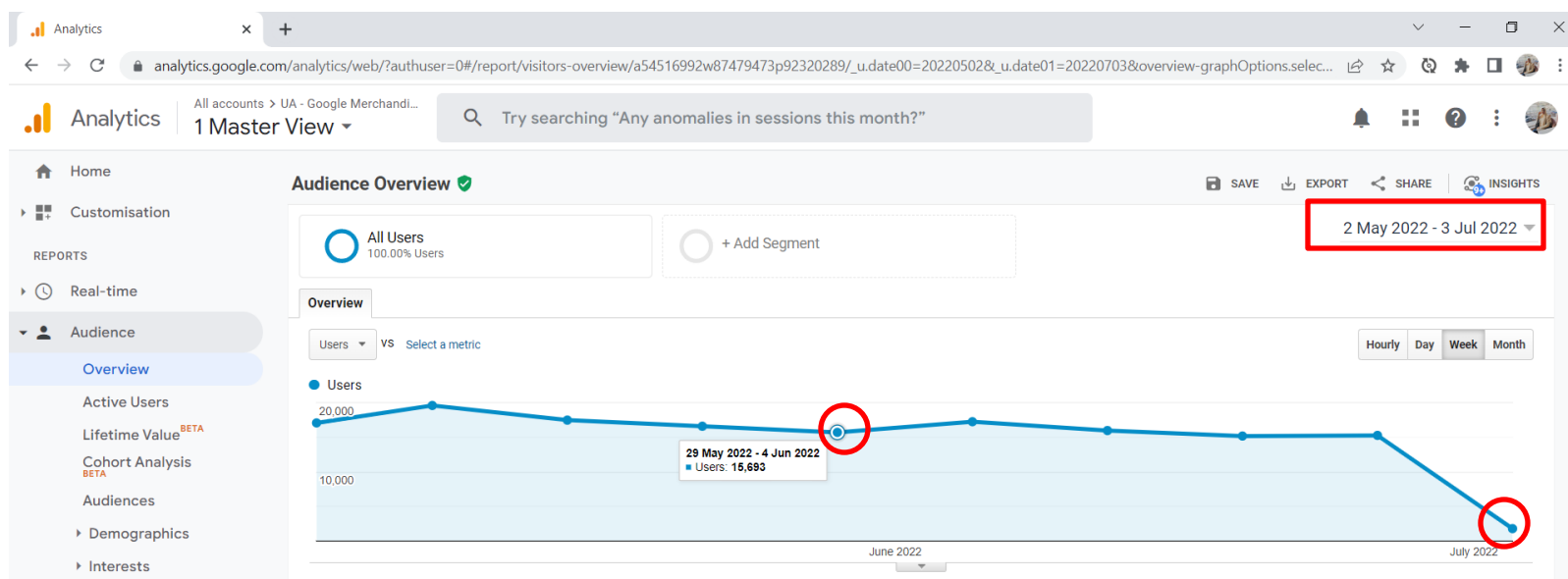
Part Two: Data Exploration

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 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

Audience

Acquisition

Overview

All Traffic

Channels

Treemaps

Source/Medium

Referrals

Google Ads

Search console

Social

Attribution BETA

Discover

Admin

Primary Dimension: Default Channel Grouping

Source/Medium Source Medium Other

Plot Rows Secondary dimension Sort Type: Default

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

| | 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

Primary Dimension: Default Channel Grouping

Source/Medium Source Medium Other

Plot Rows Secondary dimension Sort Type: Default

Advanced Filter ON

| | Acquisition | | | Behaviour | | | Conversions | | | E-commerce |
|--------------------------|---|---|---|---|---|--|--|-------------------------------------|--|------------|
| | Users | New Users | Sessions | Bounce Rate | Pages/Session | Avg. Session Duration | E-commerce Conversion Rate | Transactions | Revenue | |
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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

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 |

Secondary dimension

| Product Category (Enhanced E-commerce) | Product Revenue | Product Revenue | contribution to total: Product Revenue |
|--|--|--|--|
| New Users | US\$125,113.73 % of Total: 25.13% (US\$497,824.61) | US\$125,113.73 % of Total: 25.13% (US\$497,824.61) | |
| 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

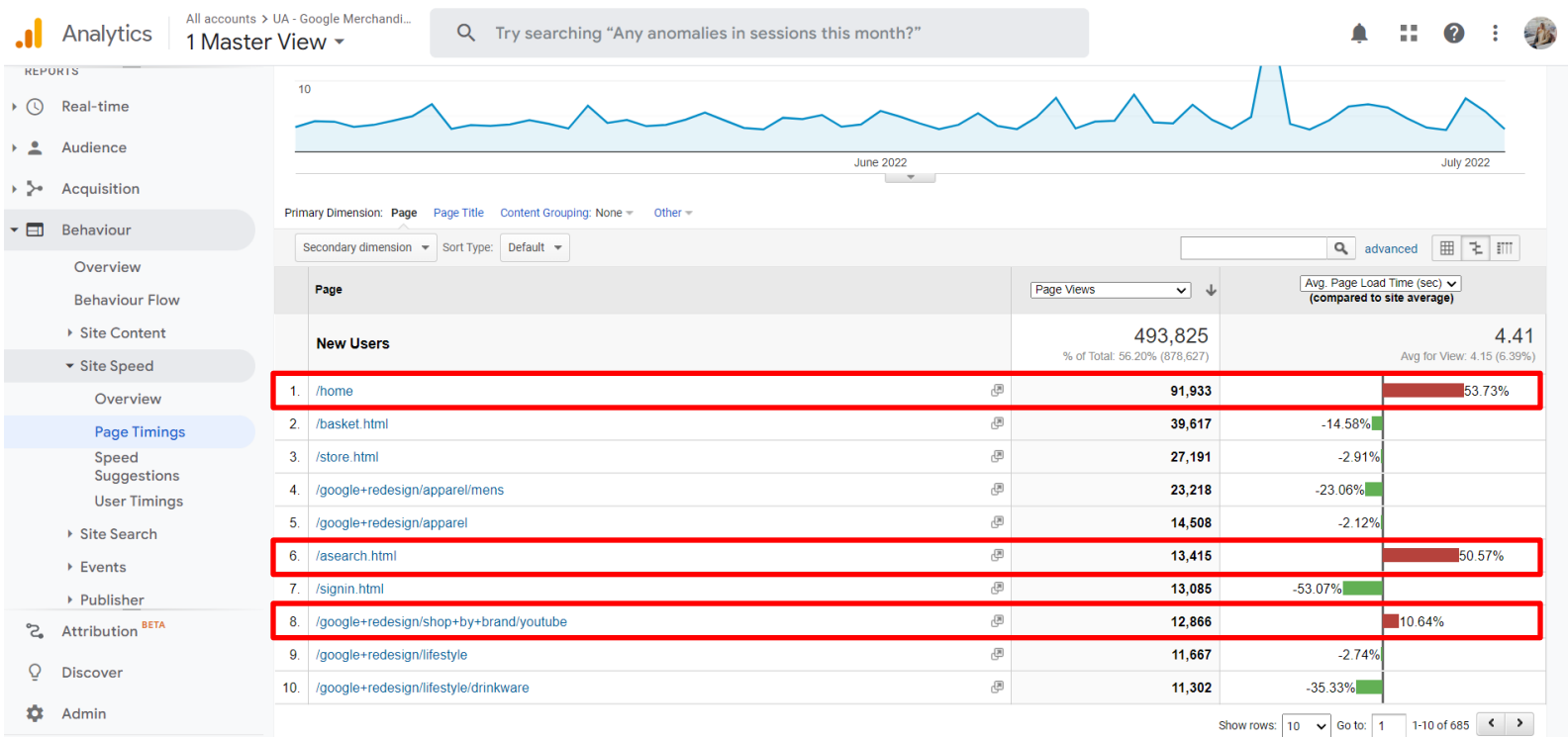
Secondary dimension

| Product Category (Enhanced E-commerce) | Unique Purchases | Unique Purchases | contribution to total: Unique Purchases |
|--|--------------------------------------|--------------------------------------|---|
| New Users | 4,010 % of Total: 33.93% (11,817) | 4,010 % of Total: 33.93% (11,817) | |
| 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

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:

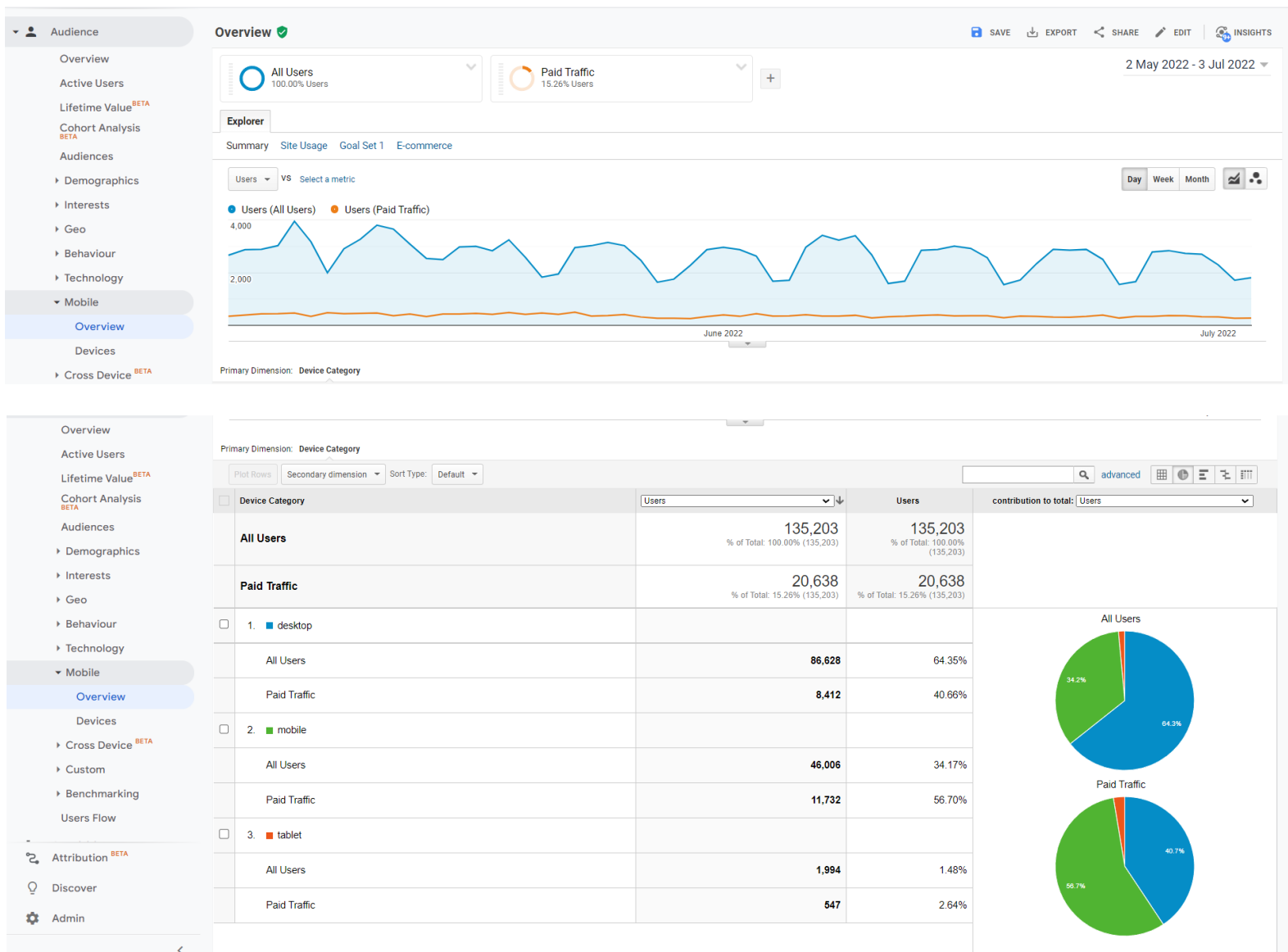
Starting with the home page and the search which have about 54%

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

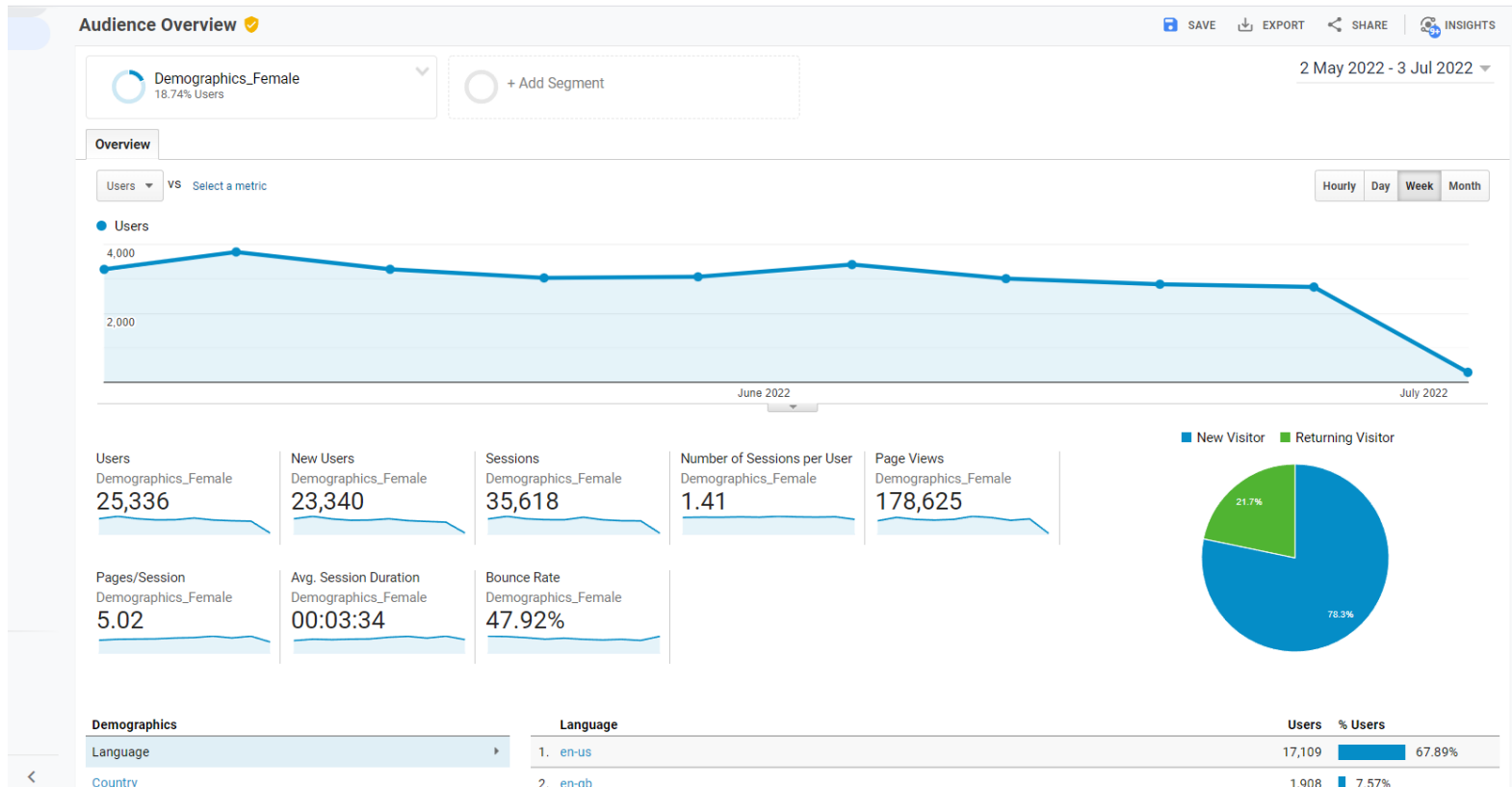
Please go into the Audience → Overview → Mobile report and provide a screenshot or screenshots that show the following: Between the start and end of the three month period you've chosen, please provide percentage charts (pie charts) that show what percentage of All Users came from mobile, desktop, and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





Part Three: Segmentation

Audience Segment: Characteristic

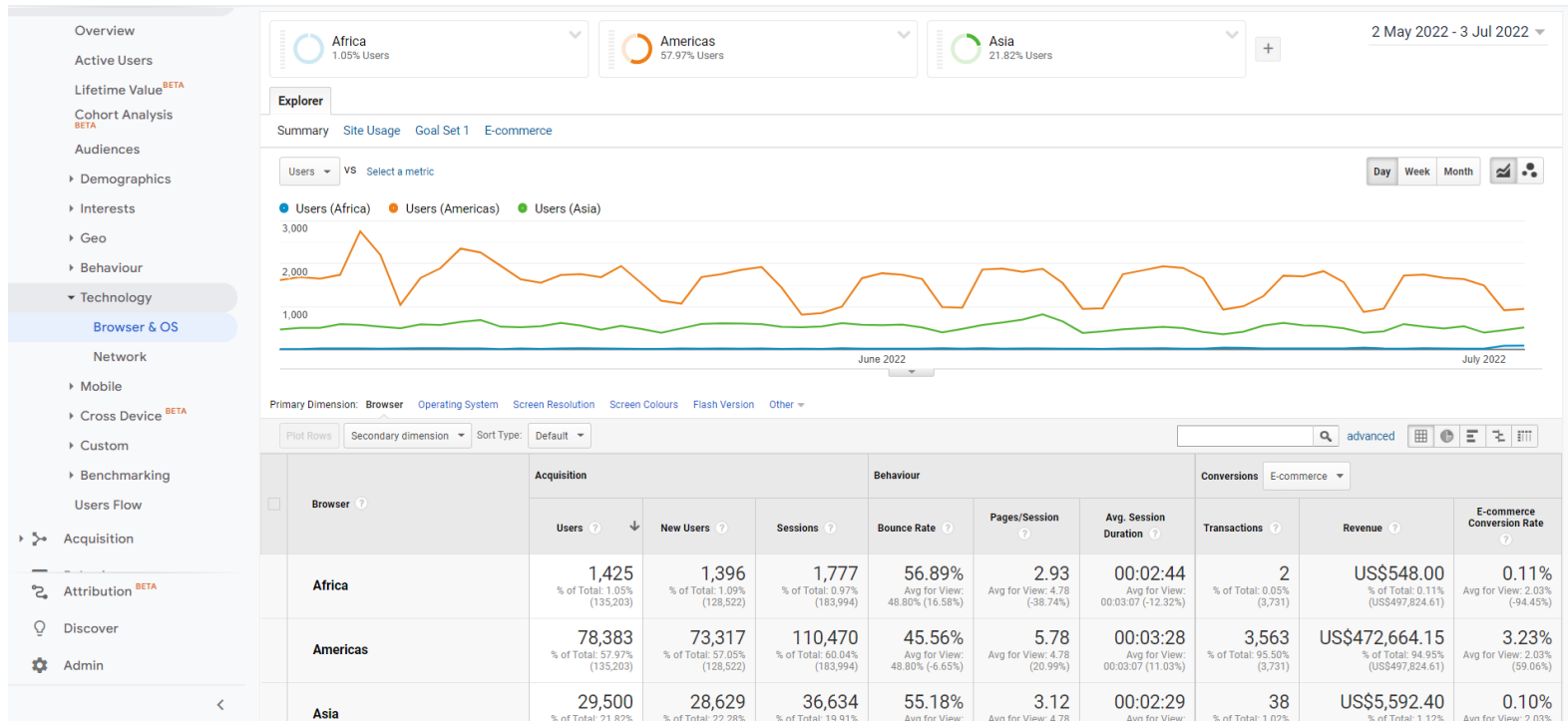


How can we increase the number of female visitors to the website?

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

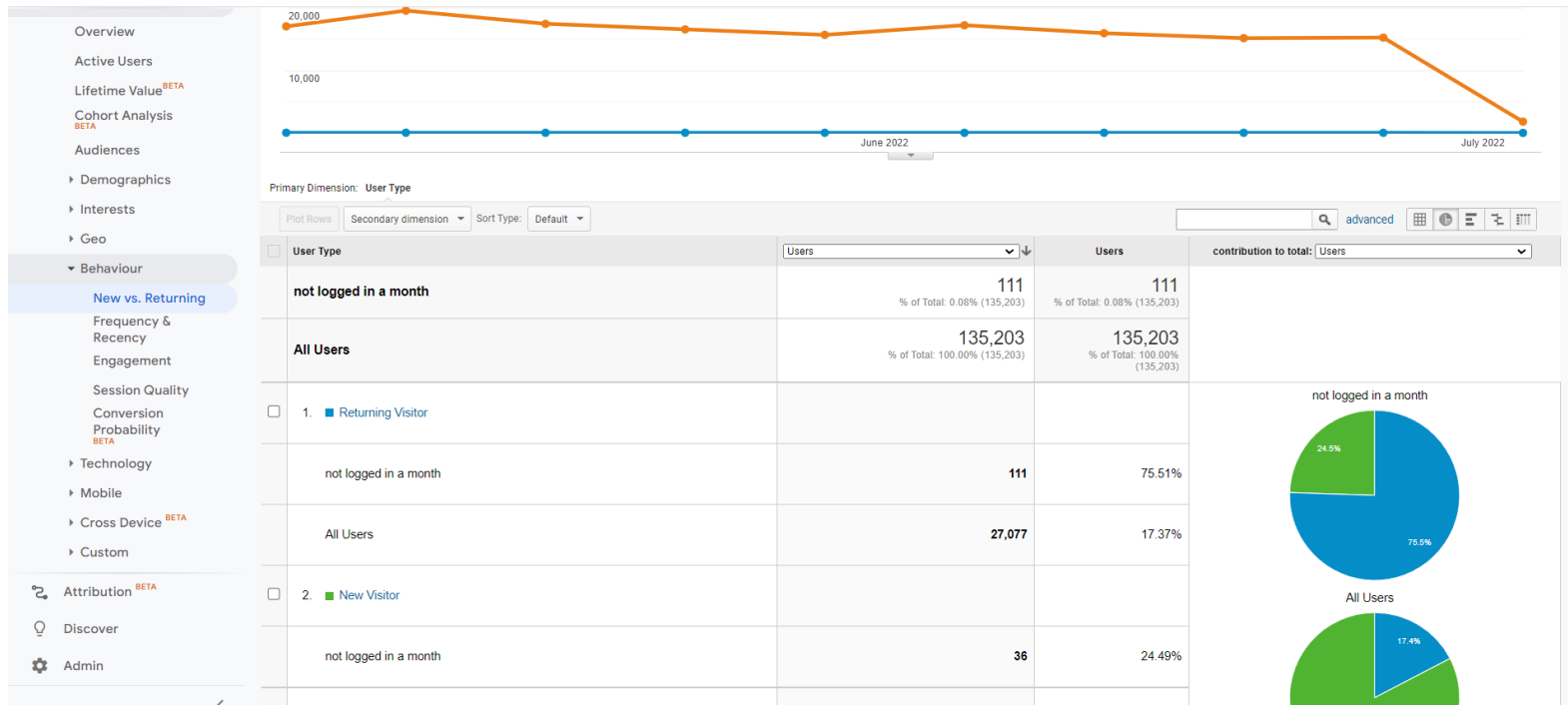


Why the conversion rate in Africa and Asia is low?

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

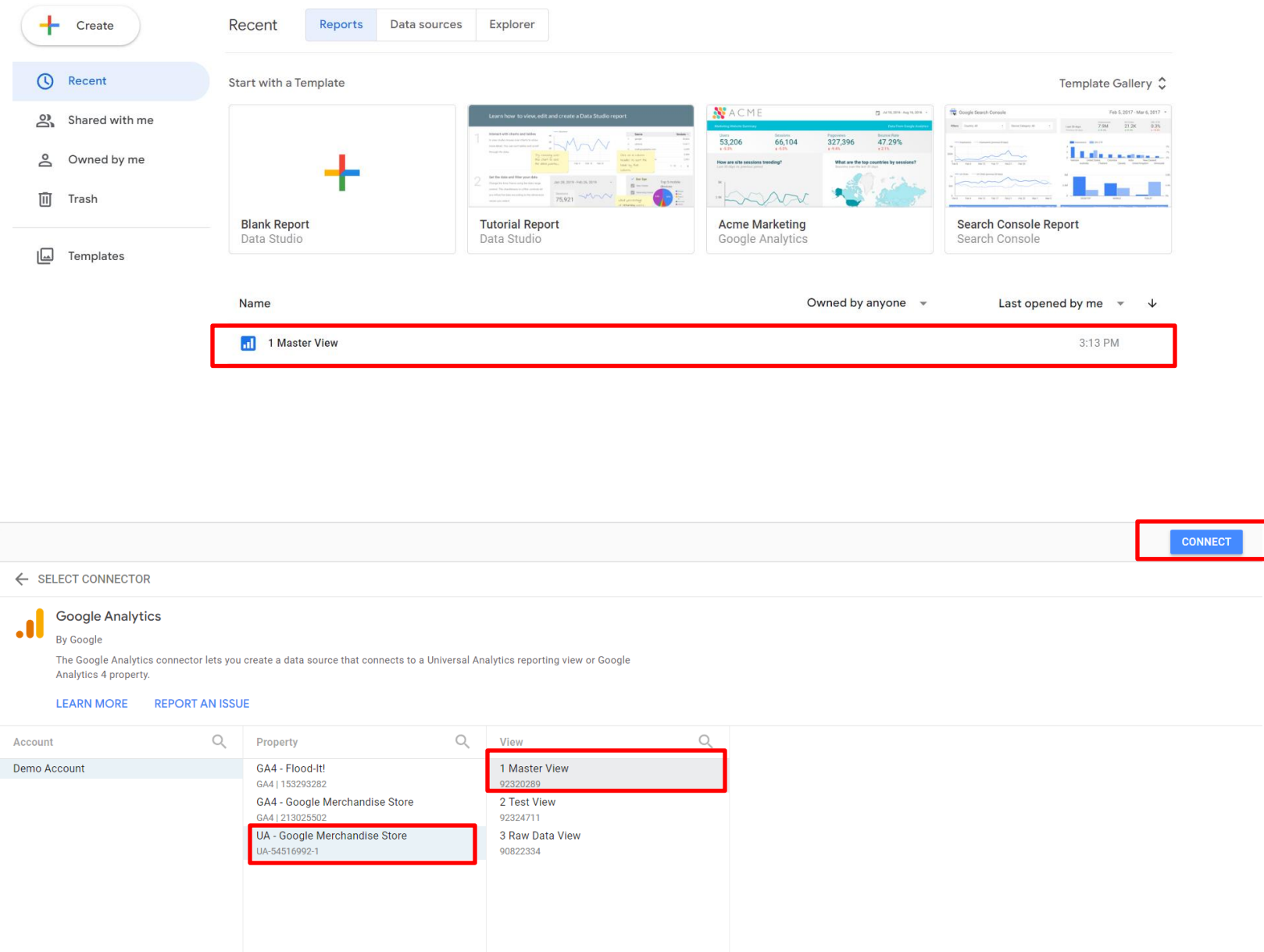
Can we send them emails whenever there is a sale or discounts on items the review or recommend some similar items so they open back the website and navigate through ?

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

Part Two:

Connecting a Data Source and Creating a Custom Dashboard

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



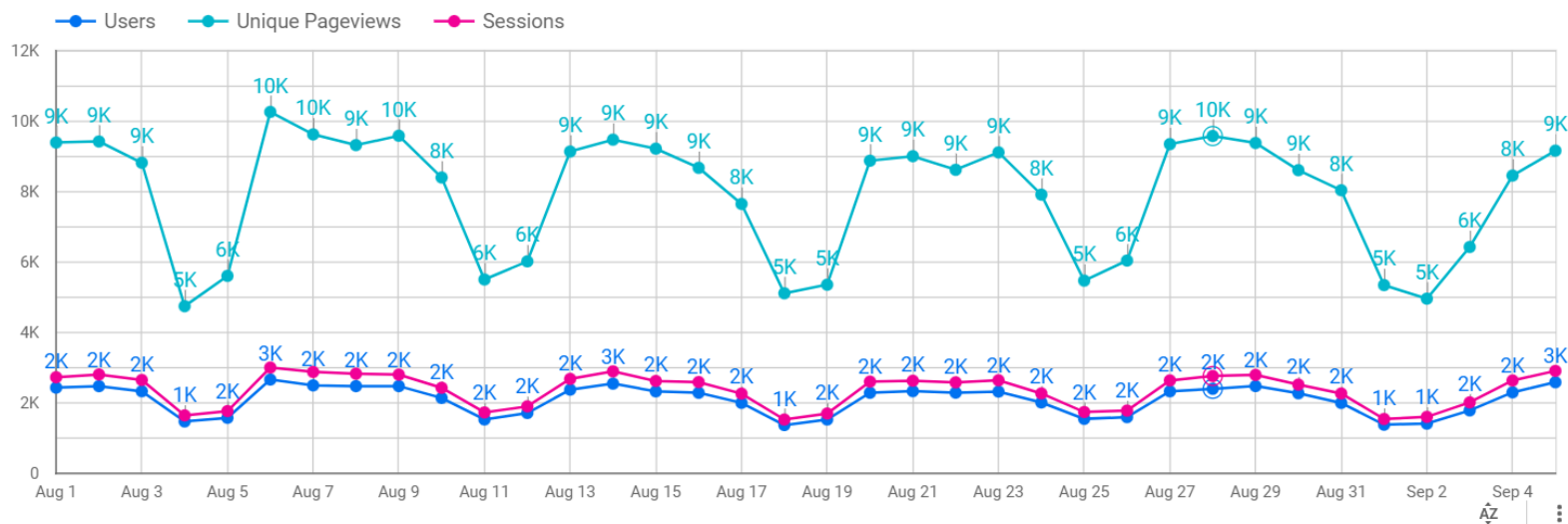
The screenshot shows the Google Data Studio interface. At the top, there's a 'Create' button and tabs for 'Recent', 'Reports', 'Data sources', and 'Explorer'. The 'Recent' tab is active, showing a list of reports. The first report, '1 Master View', is highlighted with a red box. Below the list, there's a 'CONNECT' button. The 'SELECT CONNECTOR' screen is shown below, with 'Google Analytics' selected. The 'UA - Google Merchandise Store' property is selected from the list, also highlighted with a red box.

| Account | Property | View |
|--------------|--------------------------------|-----------------|
| Demo Account | GA4 - Flood-It! | 1 Master View |
| | GA4 153293282 | 92320289 |
| | GA4 - Google Merchandise Store | 2 Test View |
| | GA4 213025502 | 92324711 |
| | UA - Google Merchandise Store | 3 Raw Data View |
| | UA-54516992-1 | 90822334 |

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

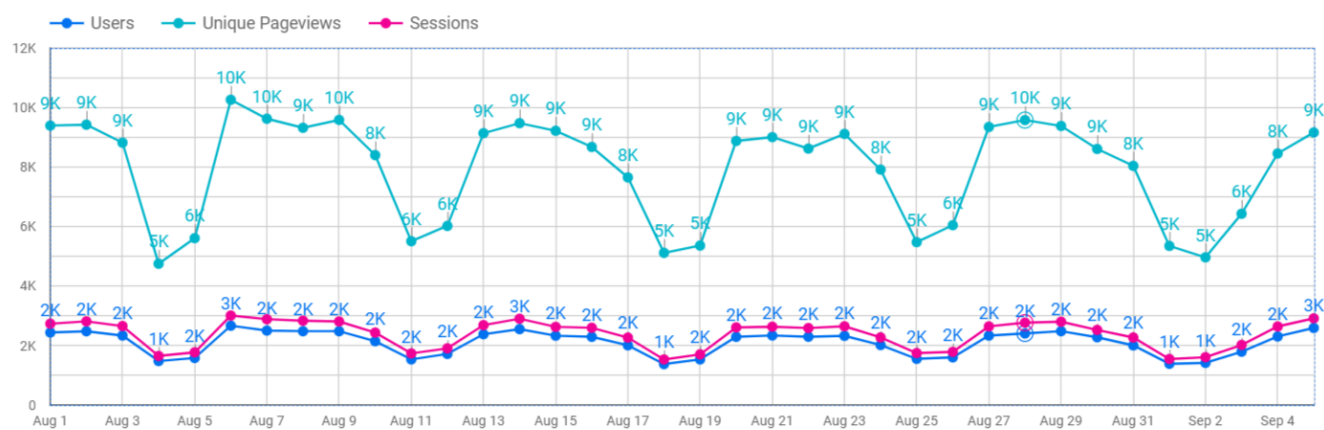
2. Merchandise Store Draft Dashboard: Time Series chart



Revenue
\$120,464.18

Avg. Order Value
\$101.32

Aug 1, 2018 - Sep 5, 2018



Chart

SETUP STYLE

Data source

1 Master VL...

BLEND DATA

Dimension

Date

Drill down

Metric

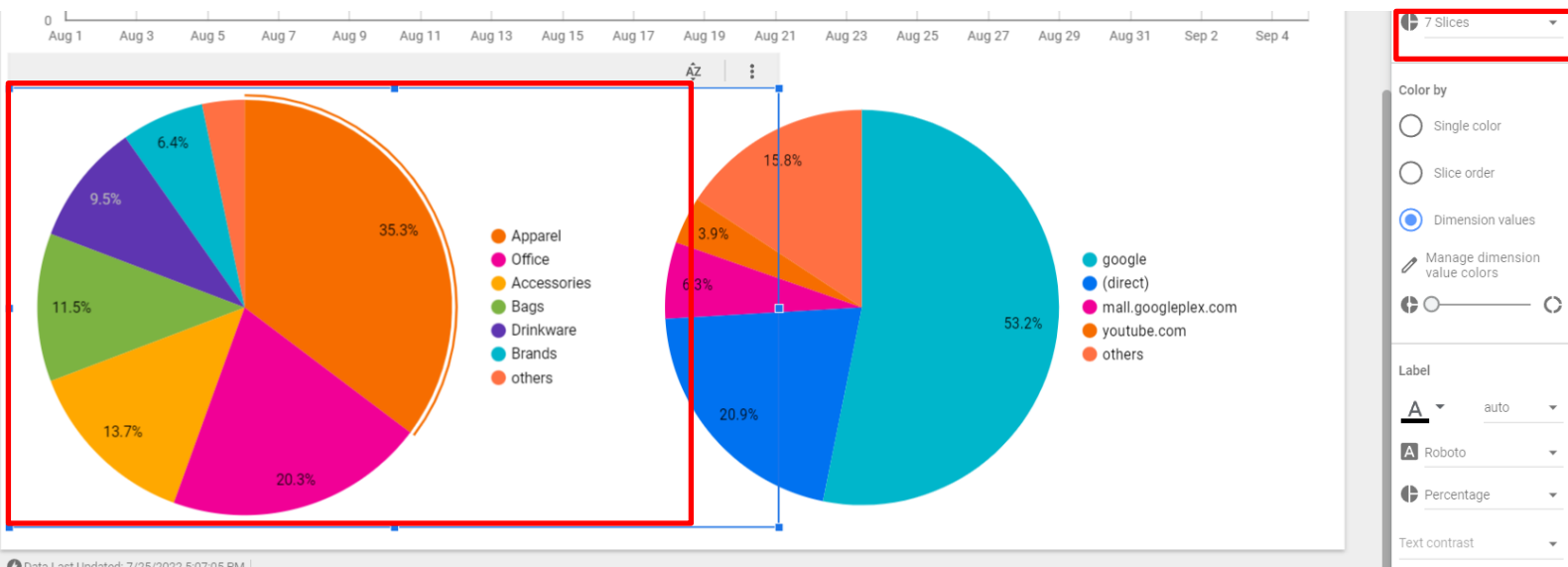
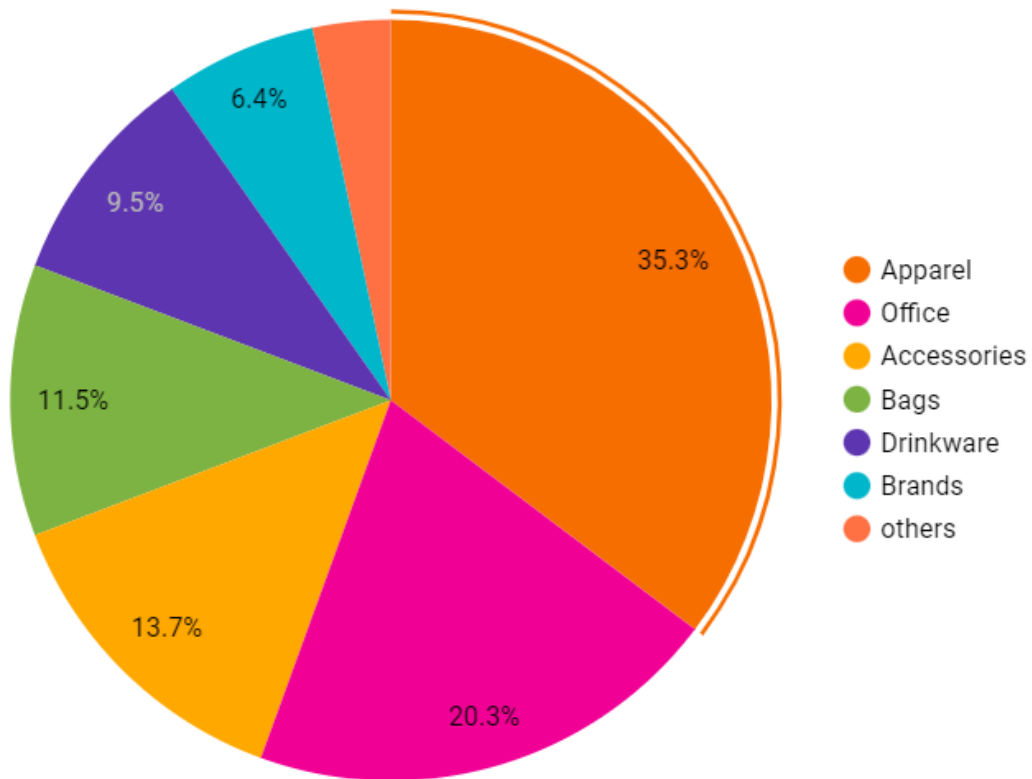
AUT Users

AUT Unique Pageviews

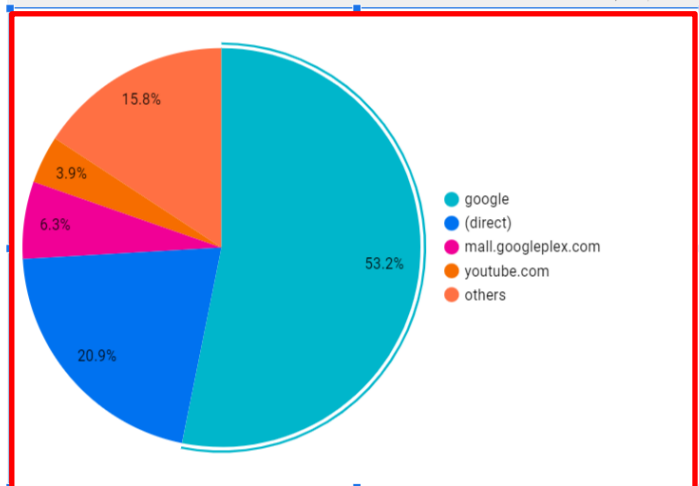
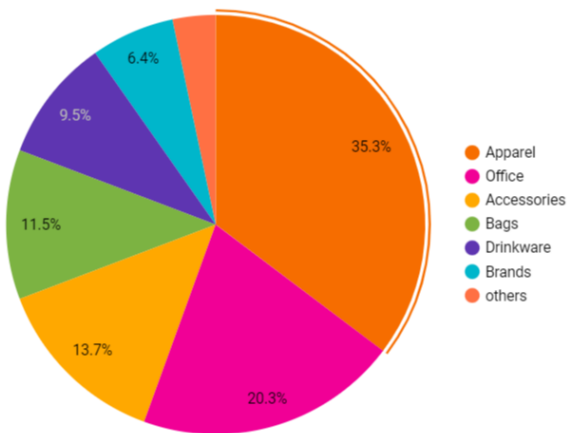
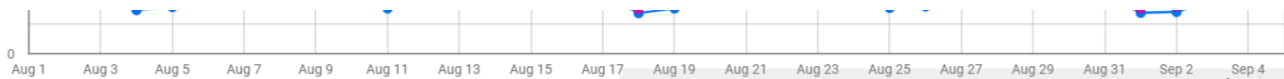
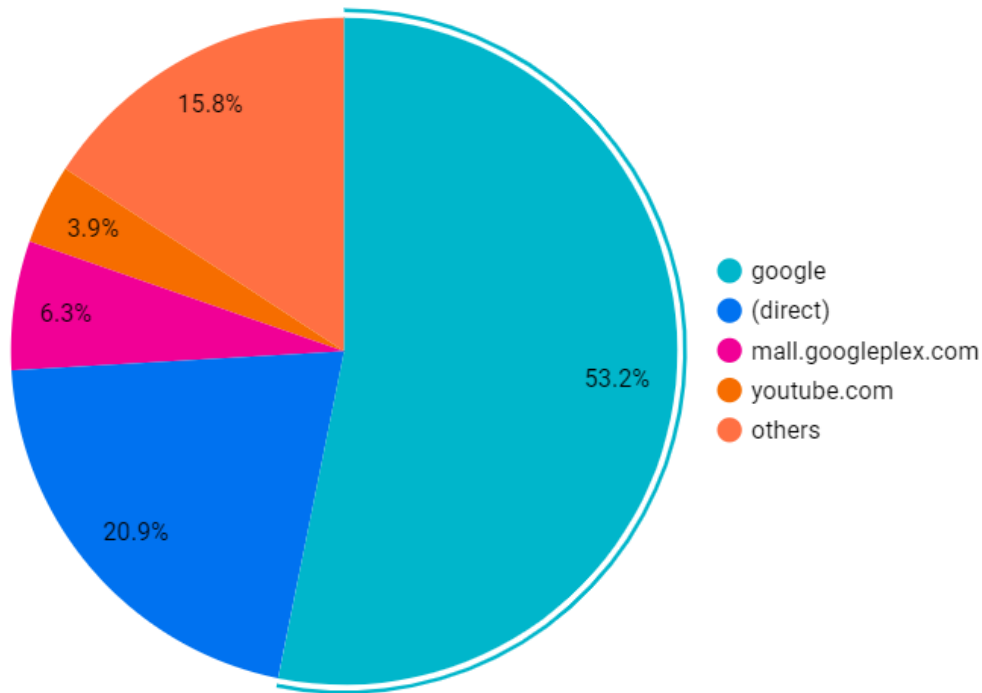
AUT Sessions

Add metric

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



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



Pie Chart

5 Slices

Color by

- Single color
- Slice order
- Dimension values

Manage dimension value colors

Label

A auto

Roboto

Percentage

Text contrast

5. Merchandise Store Draft Dashboard: Scorecard

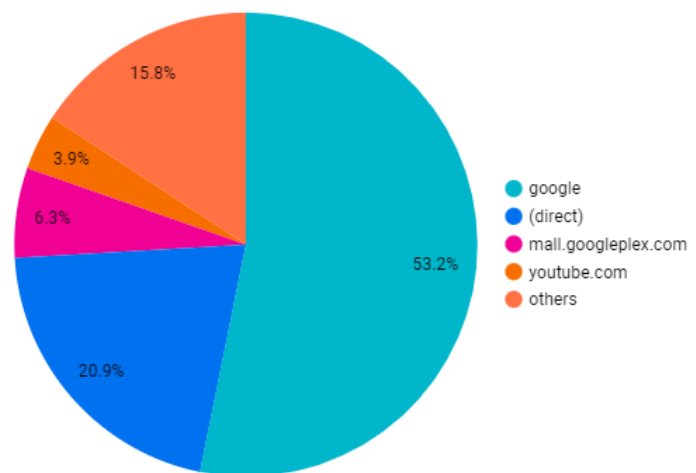
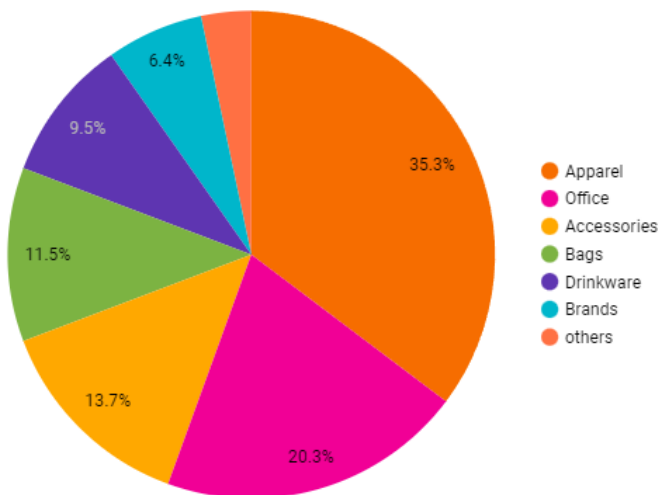
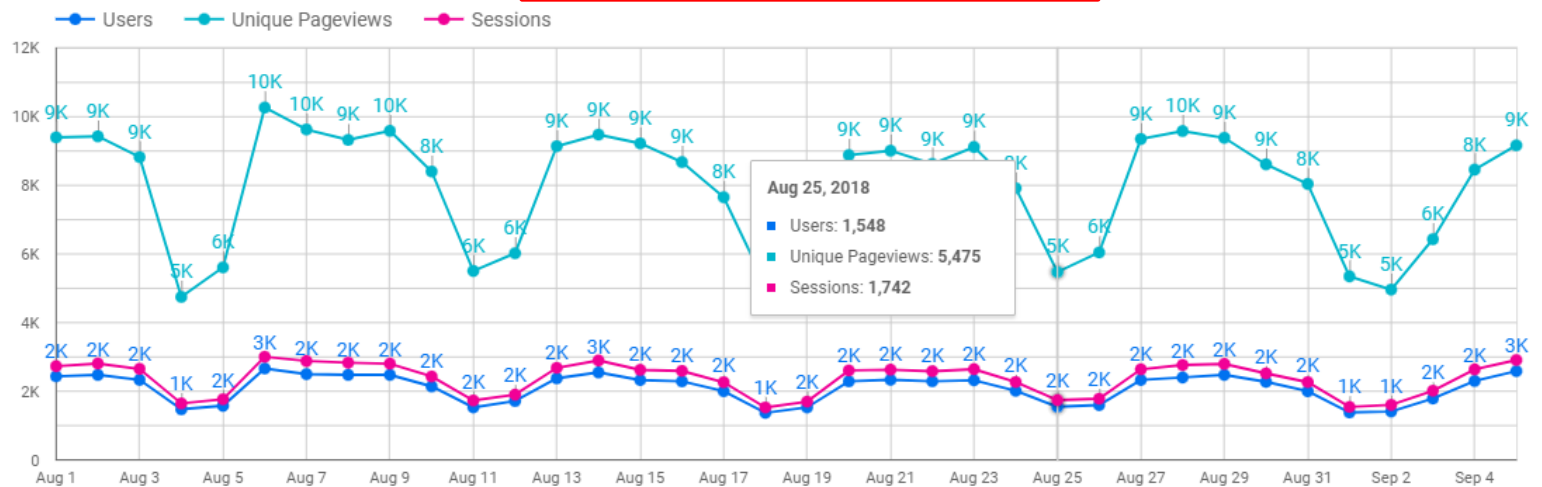
Revenue
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Avg. Order Value
\$101.32

Revenue
\$120,464.18

Avg. Order Value
\$101.32

Aug 1, 2018 - Sep 5, 2018



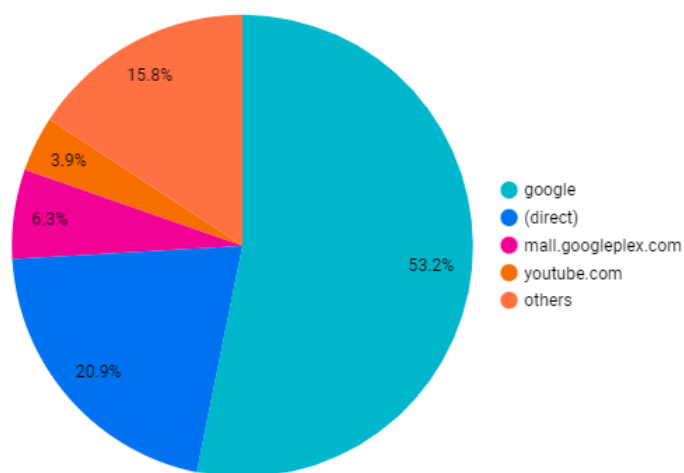
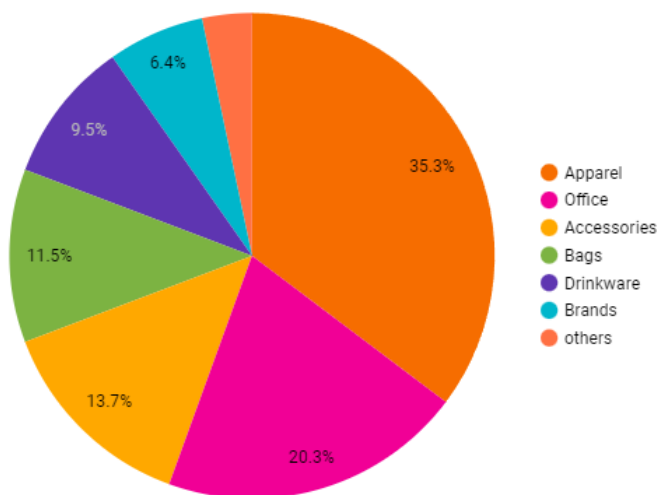
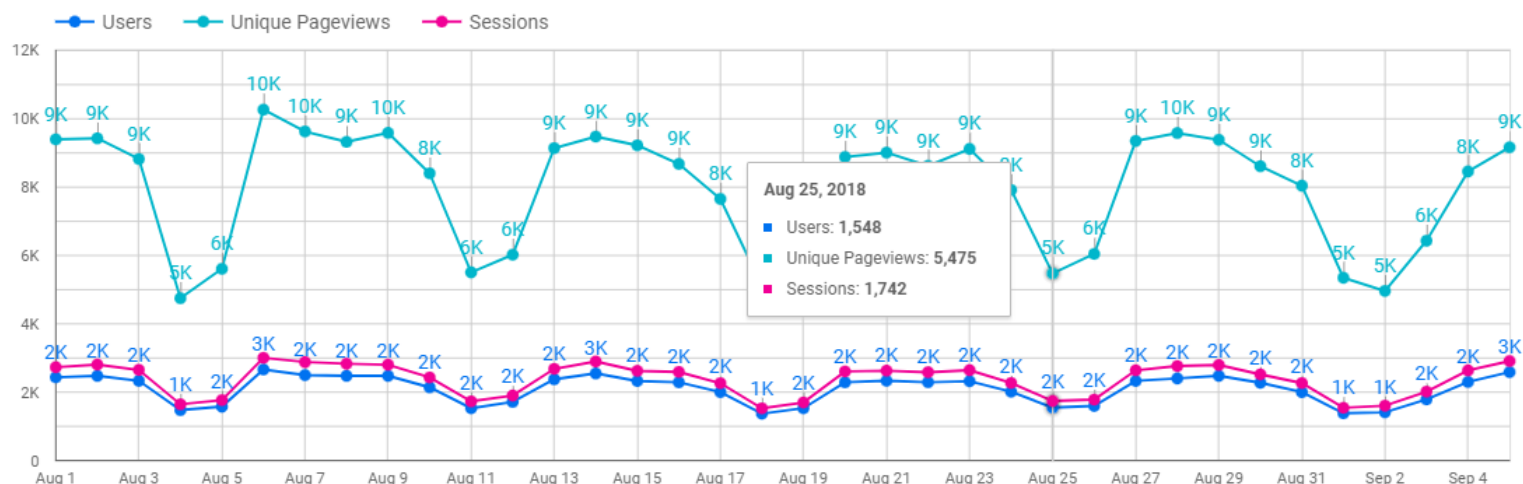
6. Merchandise Store Draft Dashboard: Date Range Control

Aug 1, 2018 - Sep 5, 2018

Revenue
\$120,464.18

Avg. Order Value
\$101.32

Aug 1, 2018 - Sep 5, 2018



Marketing Analytics Nanodegree Program

Google Analytics