UDACITY

Google Analytics

Advanced Displays, Segmentation & Filtering

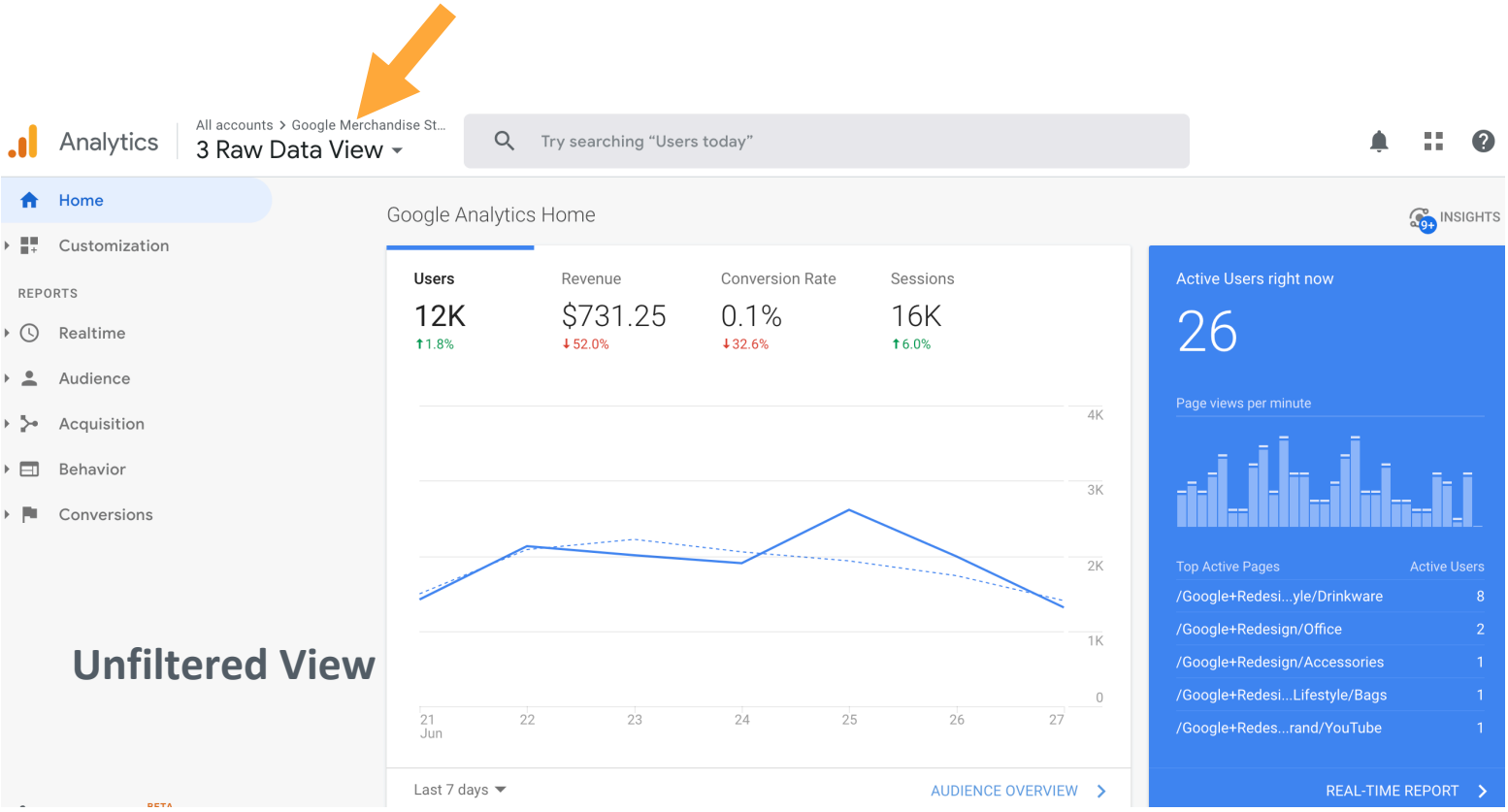
Siouxsie J. Waller
June 2020

Part One:
Primary Views & Filters

1. Best Practice Check: Three Primary Views

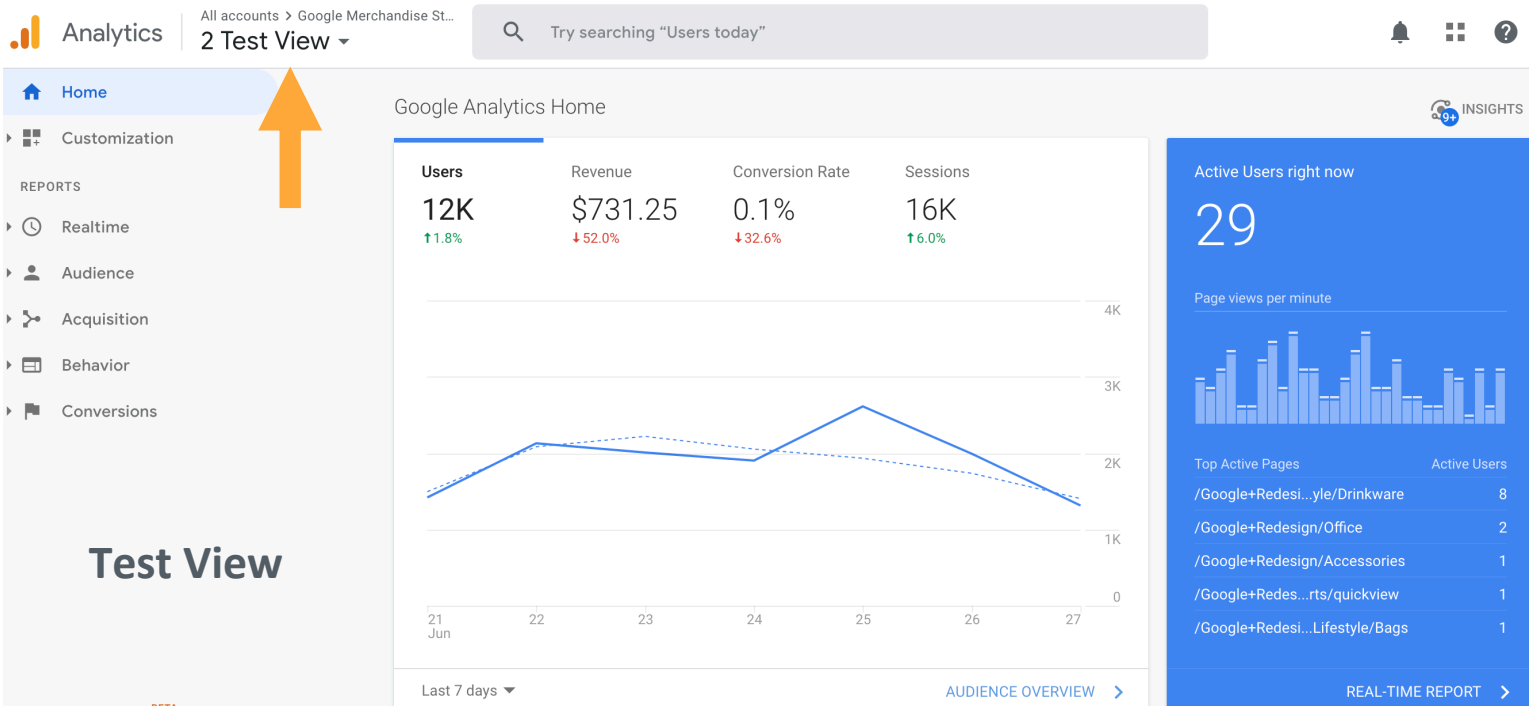
- Unfiltered (raw data view)
- Test
- Production

***USING GOOGLE MERCHANDISE STORE DEMO ACCOUNT**

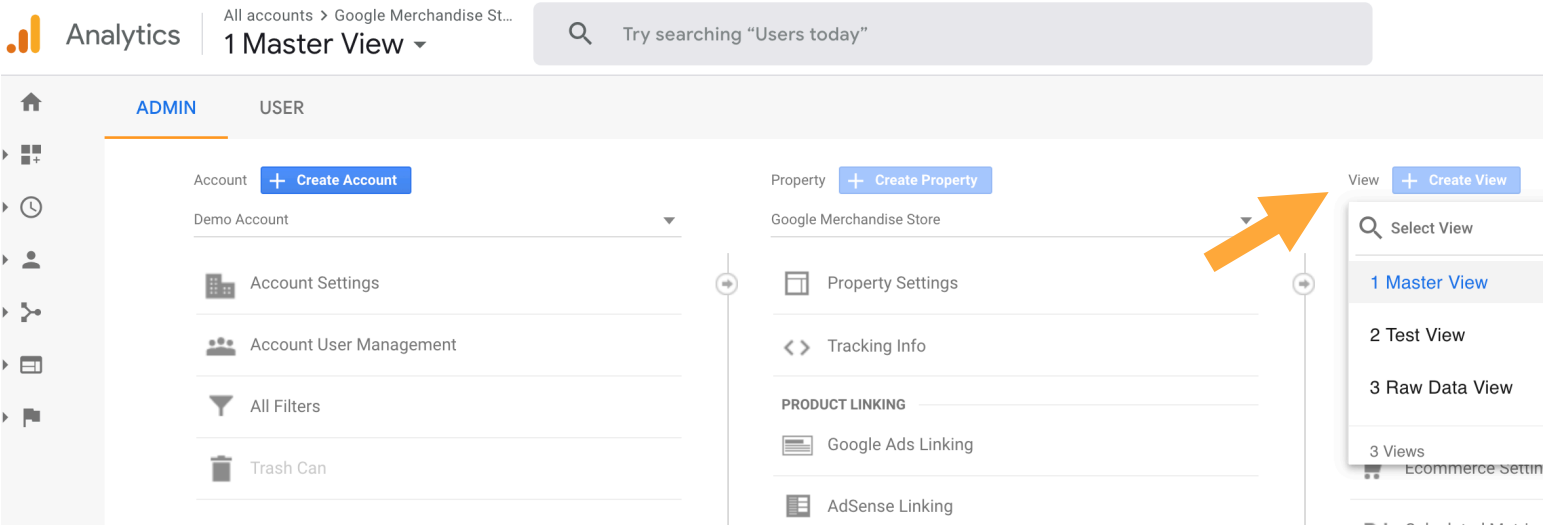


Unfiltered View

1. Best Practice Check: Three Primary Views



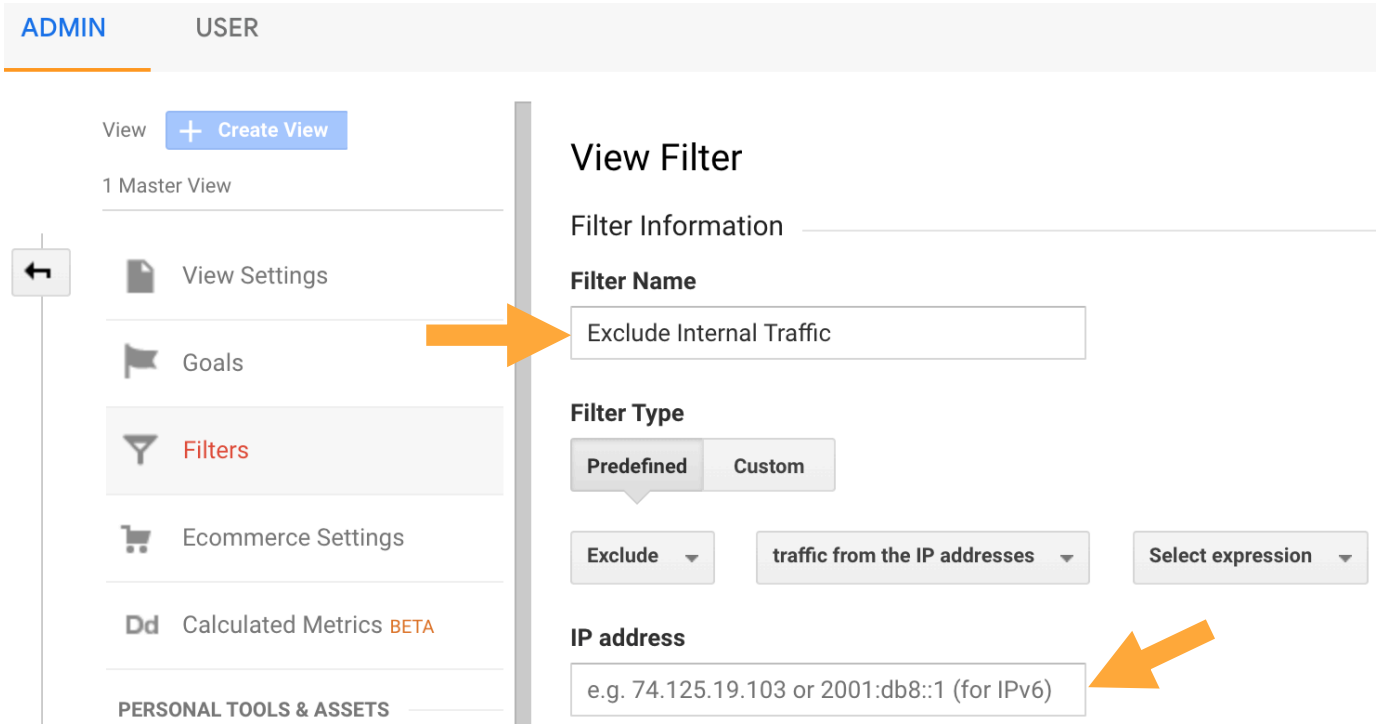
I do not have access to the ***Production View***, but to create this, we would go into the ADMIN section, and use '+create view'



LEARN MORE udacity.com/google-analytics

2. Best Practice Check: Filtering Internal Traffic

The **Google Merchandise Store Demo Account** does not have a filter already created to filter traffic.



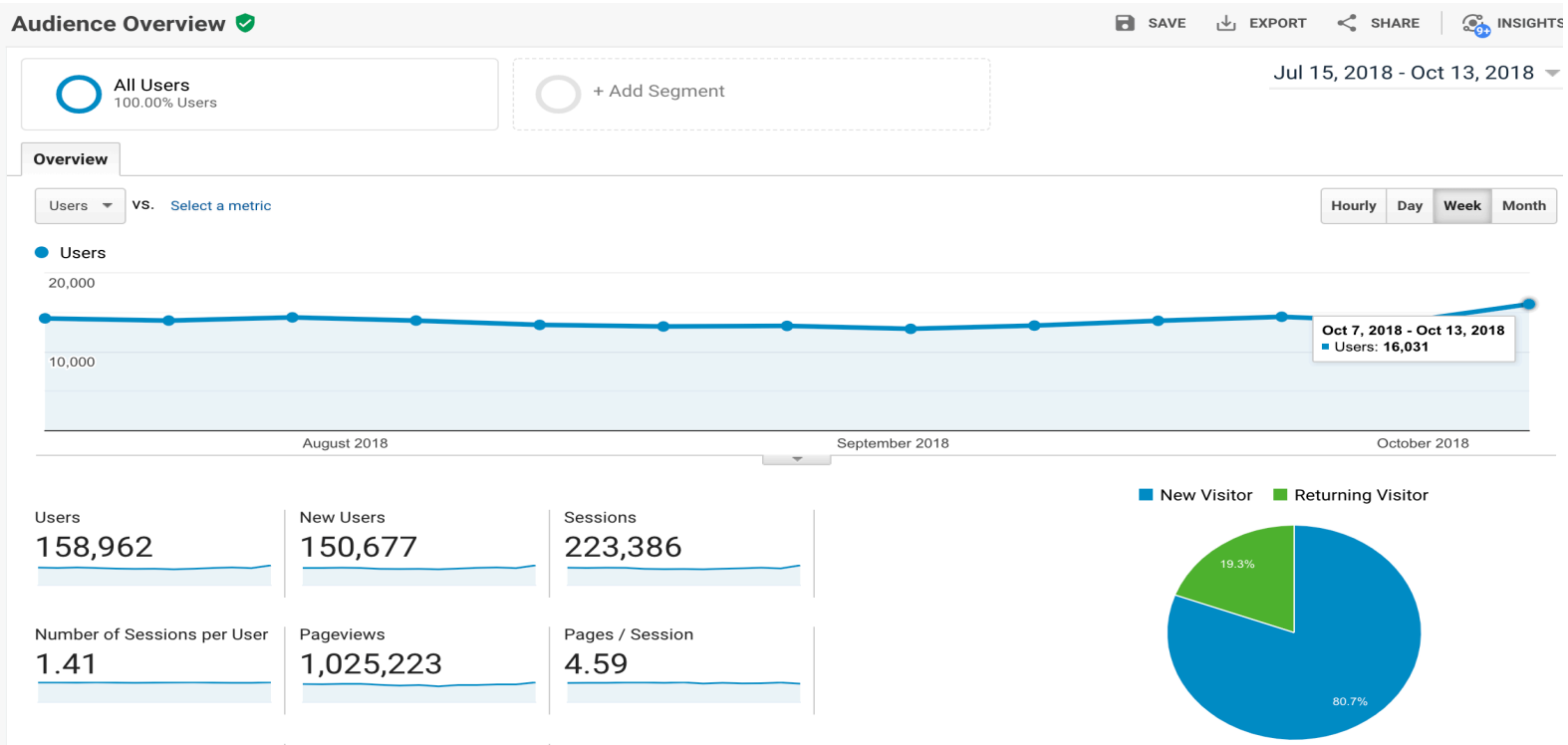
Here are the steps to create an IP address filter from the ADMIN pane:

- In the VIEW column, click '***Filters***' then '***Add Filter***'
- Select '***Create New Filter***' and enter a name for it like 'Exclude Internal Traffic'
- Click '***Custom***' under filter type
- Make the Filter Type '***Predefined***'
- Click the Select filter type drop-down menu and select '***Exclude***'
- Click the '***Select source***' or destination drop-down menu and select '***Traffic from the IP addresses***'
- Click the '***Select expression***' drop-down menu and select the appropriate expression {for 1 IP-'***that are equal to***', for multiple Ips, '***that begin with***'}
- Enter the IP address(es)
- Select the views in which to apply the filter, then click '***Add***'
- Click '***Save***'

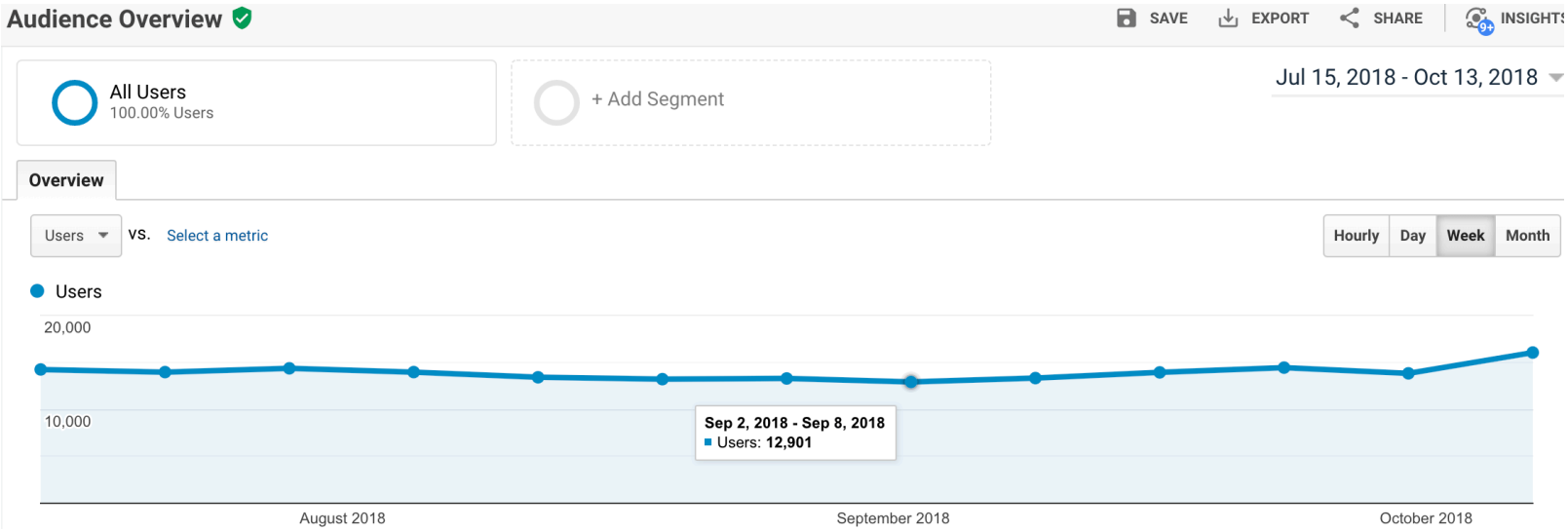
Part Two:
Data Exploration

Standard Display - Audience

In the 3 month time period 15 July 2018 - 13 Oct 2018, **visitors peaked during the week of 7-13 October**.



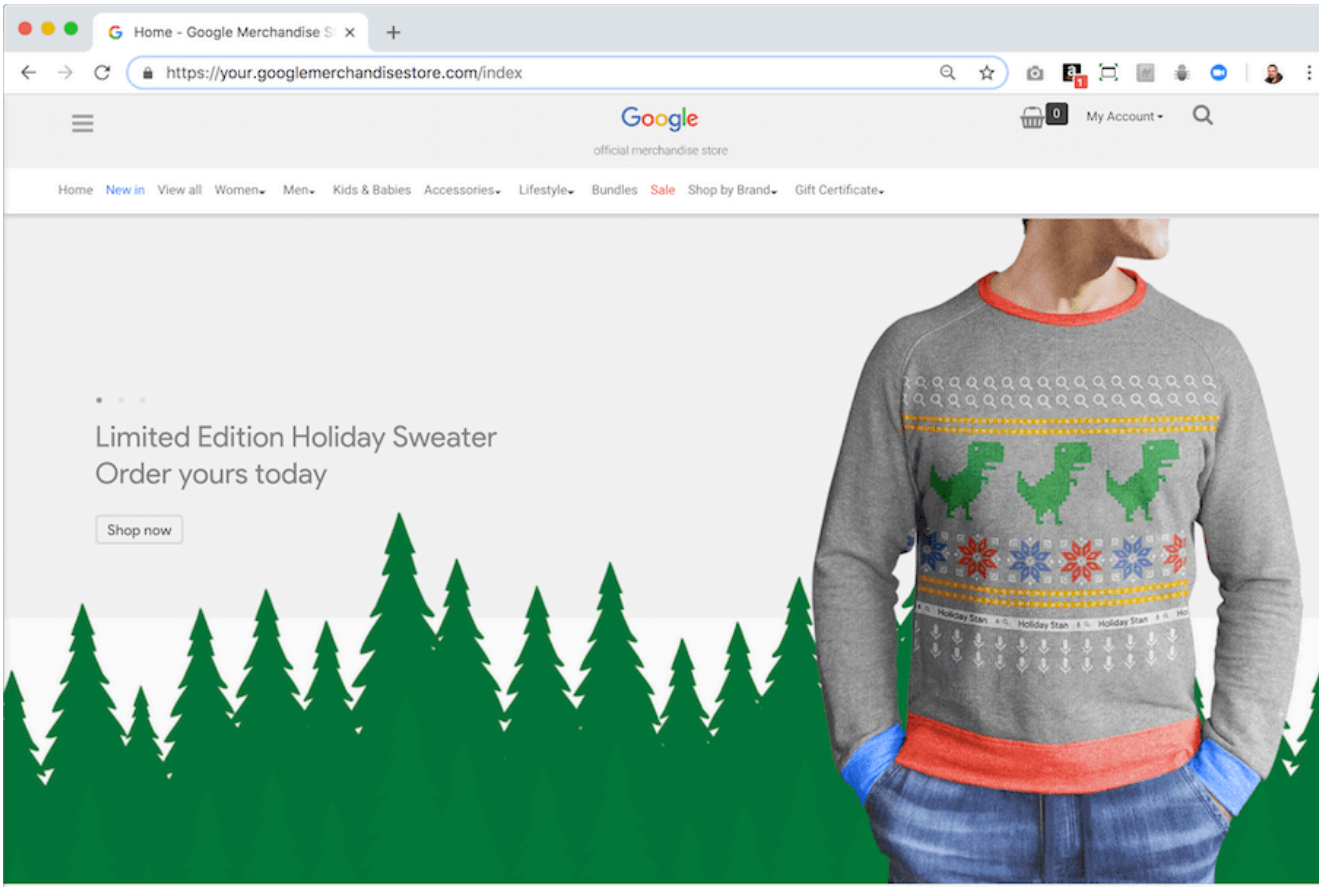
The **lowest number of visitors** were during the week of **2-8 September**.



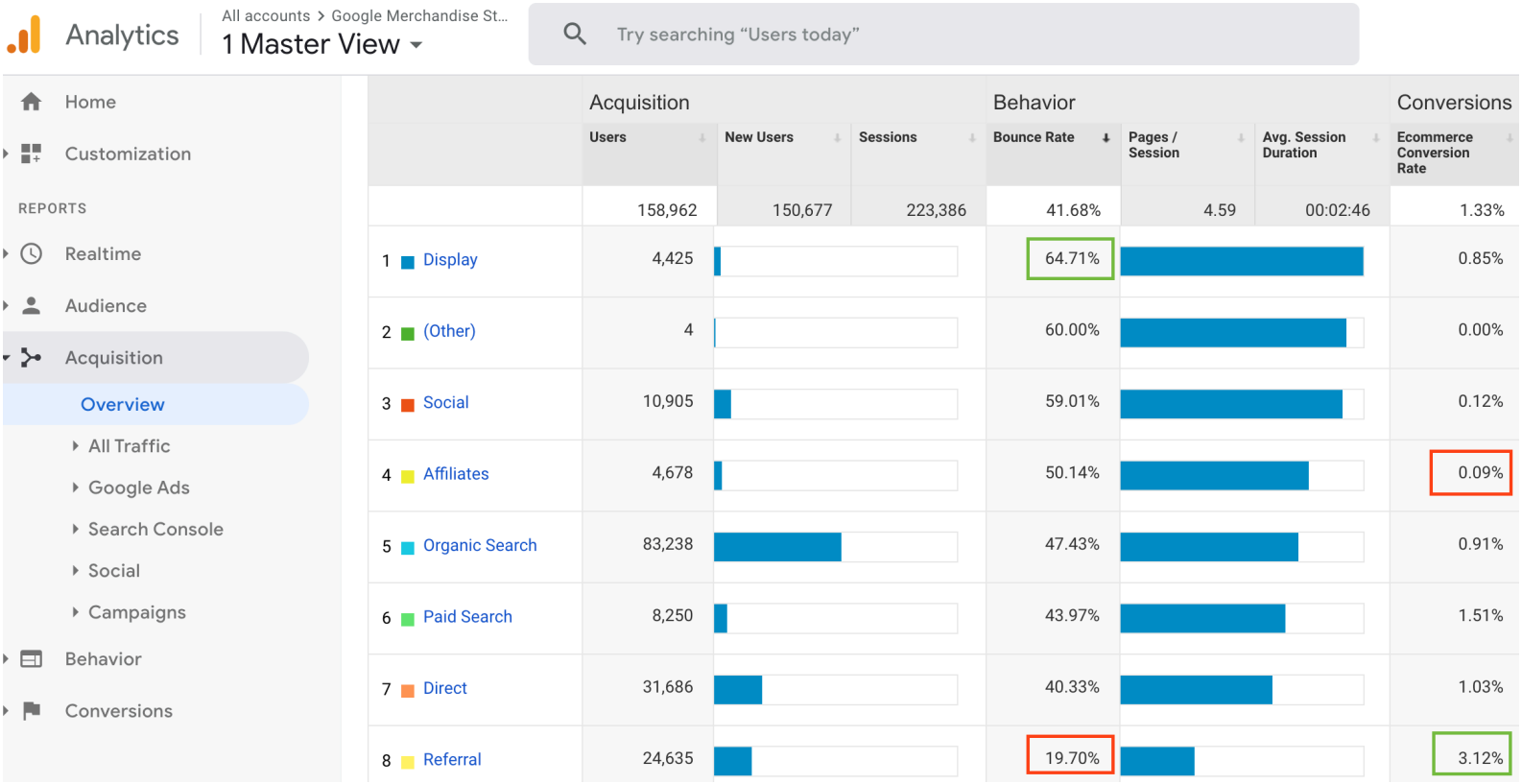
Standard Display - Audience

Perhaps the **Labor Day** holiday had something to do with slumping users during this 3-month time period. Many people take this week as a holiday to commemorate the end of summer and may be participating in other activities or focusing on friends and family.

The highest week of sales, in October, could possibly be attributed to **Halloween** or early **Christmas** shopping (like below).



Standard Display: Acquisition



	Acquisition			Behavior			Conversions
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Ecommerce Conversion Rate
	158,962	150,677	223,386	41.68%	4.59	00:02:46	1.33%
1 Display	4,425			64.71%			0.85%
2 (Other)	4			60.00%			0.00%
3 Social	10,905			59.01%			0.12%
4 Affiliates	4,678			50.14%			0.09%
5 Organic Search	83,238			47.43%			0.91%
6 Paid Search	8,250			43.97%			1.51%
7 Direct	31,686			40.33%			1.03%
8 Referral	24,635			19.70%			3.12%

Excluding 'Direct' and 'Other', here are the requested metrics:

Bounce rate:

High - Display

Low - Referral

eCommerce Conversion rate:

High - Referral

Low - Affiliates

Store should drill down further to see why **Display Ads** are resulting in such a high bounce rate.

Referrals are doing very well for the store. We can see that by the combination of low bounce and high conversion rates.

Standard Display: Acquisition

We can see below that '***Google***' Display Ads are responsible for 90% of the bounce rate during this time.

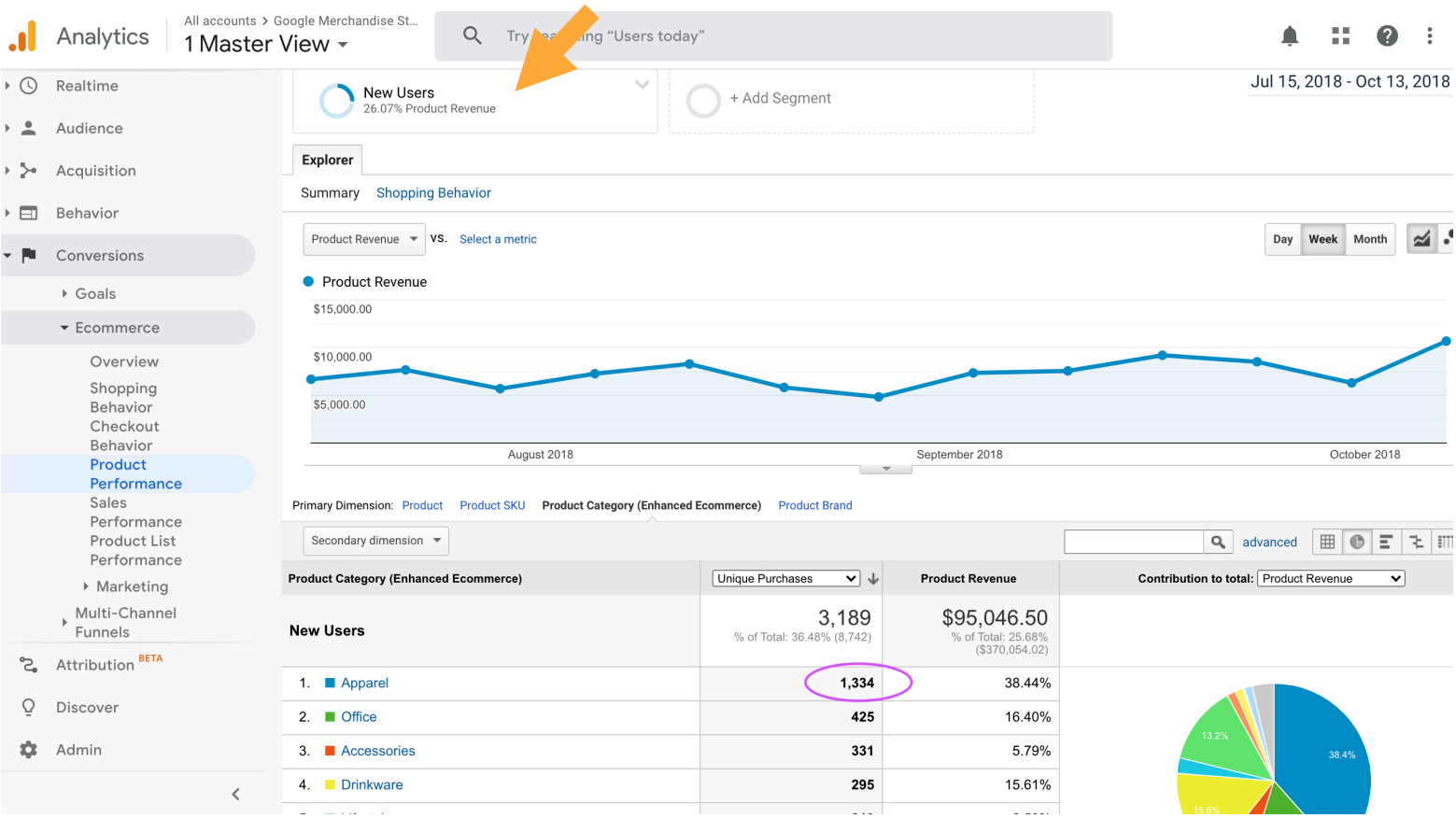
Source	Users	New Users	Sessions	Bounce Rate
	4,425 % of Total: 2.78% (158,962)	3,871 % of Total: 2.57% (150,677)	5,968 % of Total: 2.67% (223,386)	64.71% Avg for View: 41.68% (55.26%)
1. google	5 (0.11%)	0 (0.00%)	10 (0.17%)	**90.00%**
2. (direct)	4 (0.09%)	3 (0.08%)	6 (0.10%)	**83.33%**
3. dfa	4,416 (99.80%)	3,868 (99.92%)	5,952 (99.73%)	**64.65%**

The below 3 referrals are the highest revenue for **eCommerce**. Store should look at overall metrics and perhaps focus on them in the future.

Source	Acquisition			Behavior			Conversions eCommerce		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Ecommerce Conversion Rate	Transactions	Revenue
	24,635 % of Total: 15.50% (158,962)	18,322 % of Total: 12.16% (150,677)	43,572 % of Total: 19.51% (223,386)	19.70% Avg for View: 41.68% (-52.73%)	6.57 Avg for View: 4.59 (43.11%)	00:04:05 Avg for View: 00:02:46 (47.45%)	3.12% Avg for View: 1.33% (135.09%)	1,361 % of Total: 45.86% (2,968)	$153,922.33 % of Total: 41.87% ($367,616.46)
mall.googleplex.com	13,637 (51.57%)	9,391 (51.26%)	24,295 (55.76%)	12.07%	7.85	00:04:24	5.38%	1,306 (95.96%)	**$148,383.11** (96.40%)
google.com	363 (1.37%)	302 (1.65%)	448 (1.03%)	32.59%	6.11	00:03:37	1.56%	7 (0.51%)	**$2,125.77** (1.38%)
sites.google.com	4,895 (18.51%)	3,087 (16.85%)	9,115 (20.92%)	13.26%	6.30	00:04:18	0.26%	24 (1.76%)	**$1,907.46** (1.24%)

Percentage Display: Conversion

Which Product Category contributed the highest number of unique purchases for New Users?



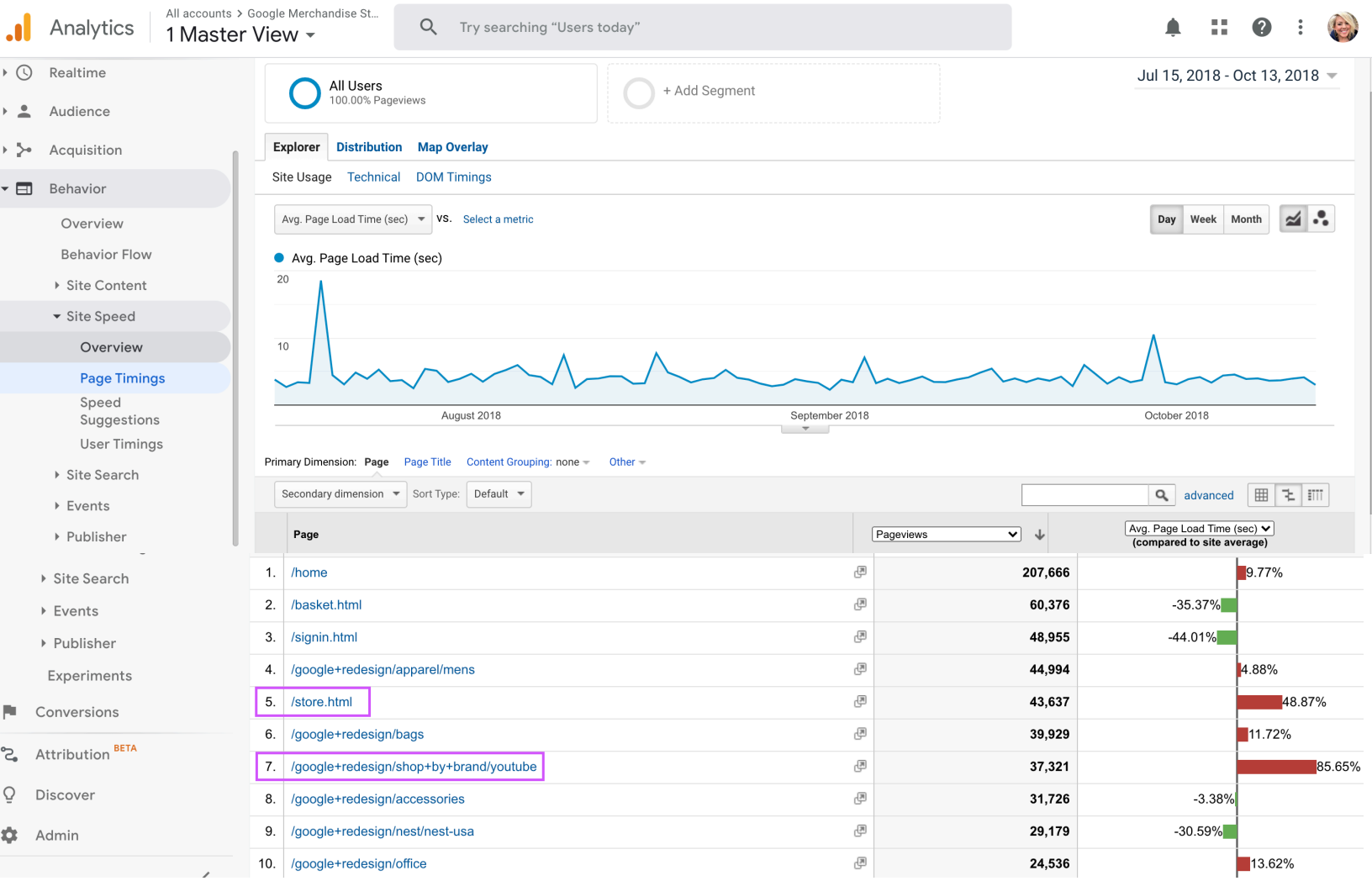
Which Product Category contributed the largest percentage of revenue for New Users?

Product Category (Enhanced Ecommerce)	Product Revenue
New Users	$95,046.50 % of Total: 25.68% ($370,054.02)
1. Apparel	**$36,536.48**

Comparison Display: Behavior

Site Speed Page timings for the top 10 pages

It seems there are some issues with the **Store** and **Shop by Brand YouTube** pages.

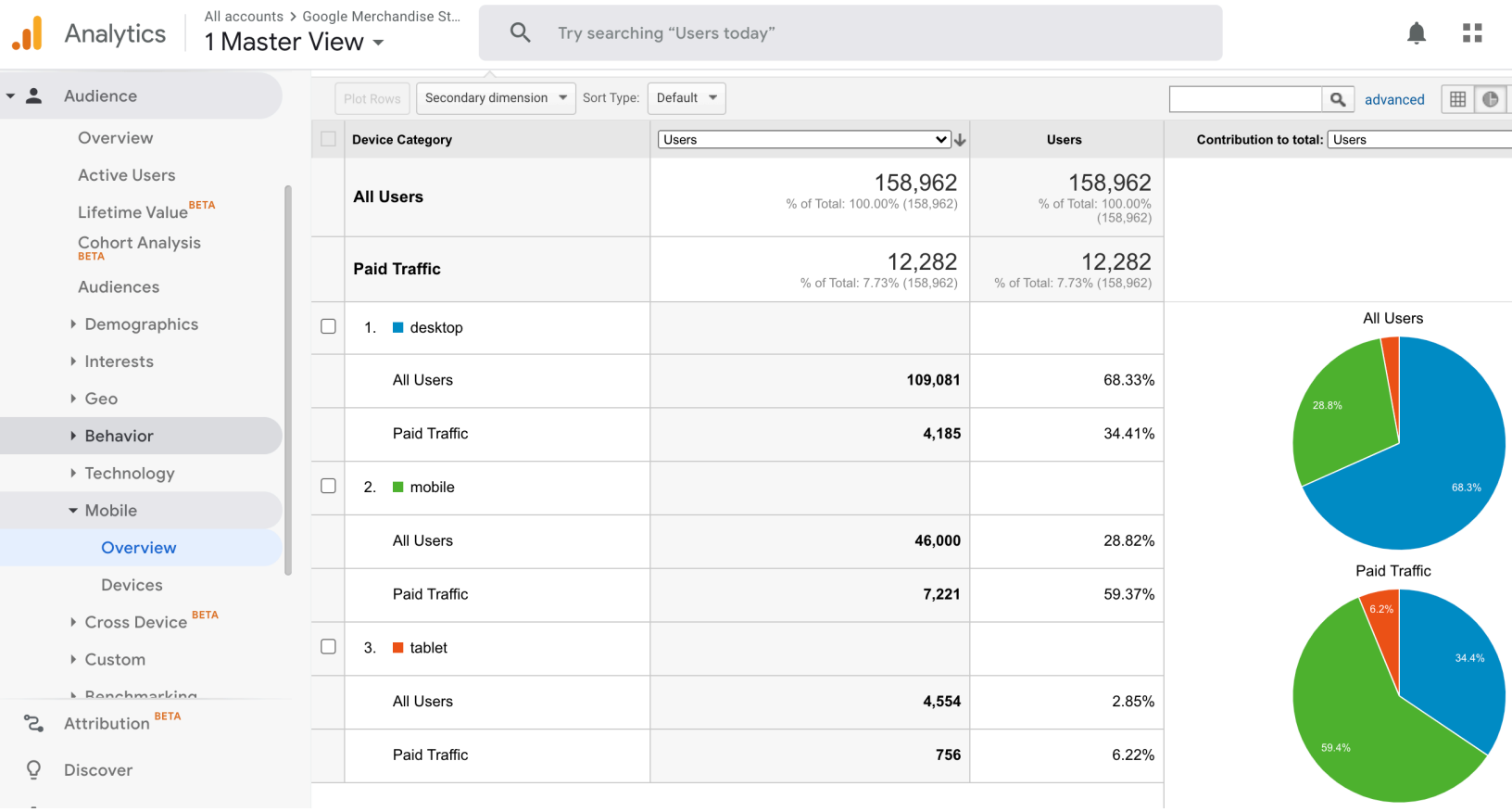


Percentage Display: Audience

Audience -> Overview -> Mobile report

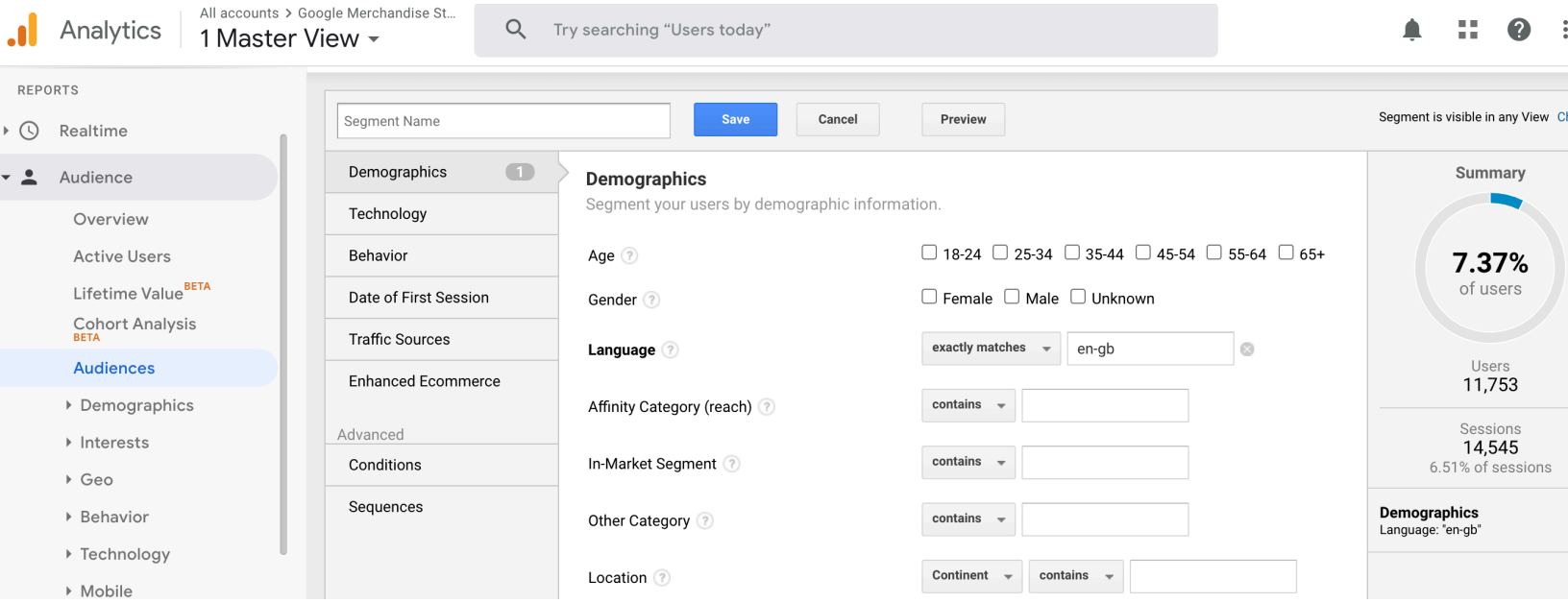
For the 3-month period chosen, provide screenshots of pie charts which show:

- **What % of All Users came from mobile, desktop, tablet devices**
- **What % of Paid Traffic Users came from mobile, desktop, tablet devices**



Part Three: Segmentation

Audience Segment: Characteristic



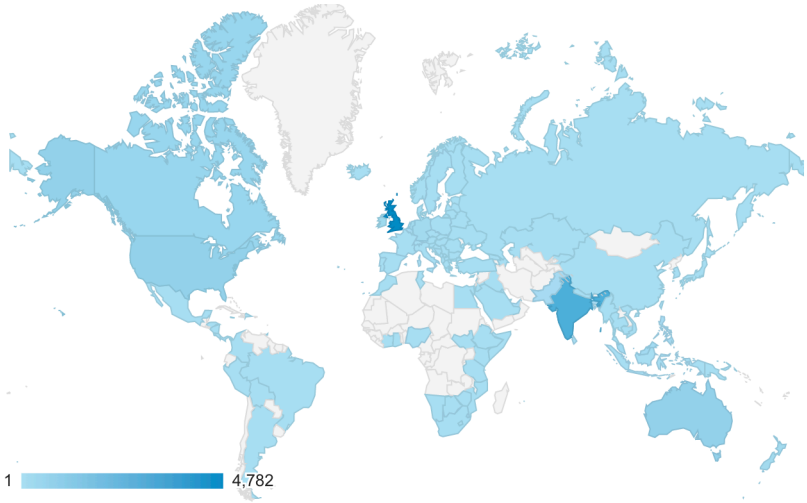
As I have a friend who works at Google in London, I chose people who identify with **UK English*** as their language.

*Note **en-gb** is not only used in the UK. It is also used in Canada and Australia.

Audience Segment: Characteristic

Where are the users who identify with '**en-gb**' located, and where is the highest revenue is coming from?

Not surprisingly, the highest number of users is in the **UK**.



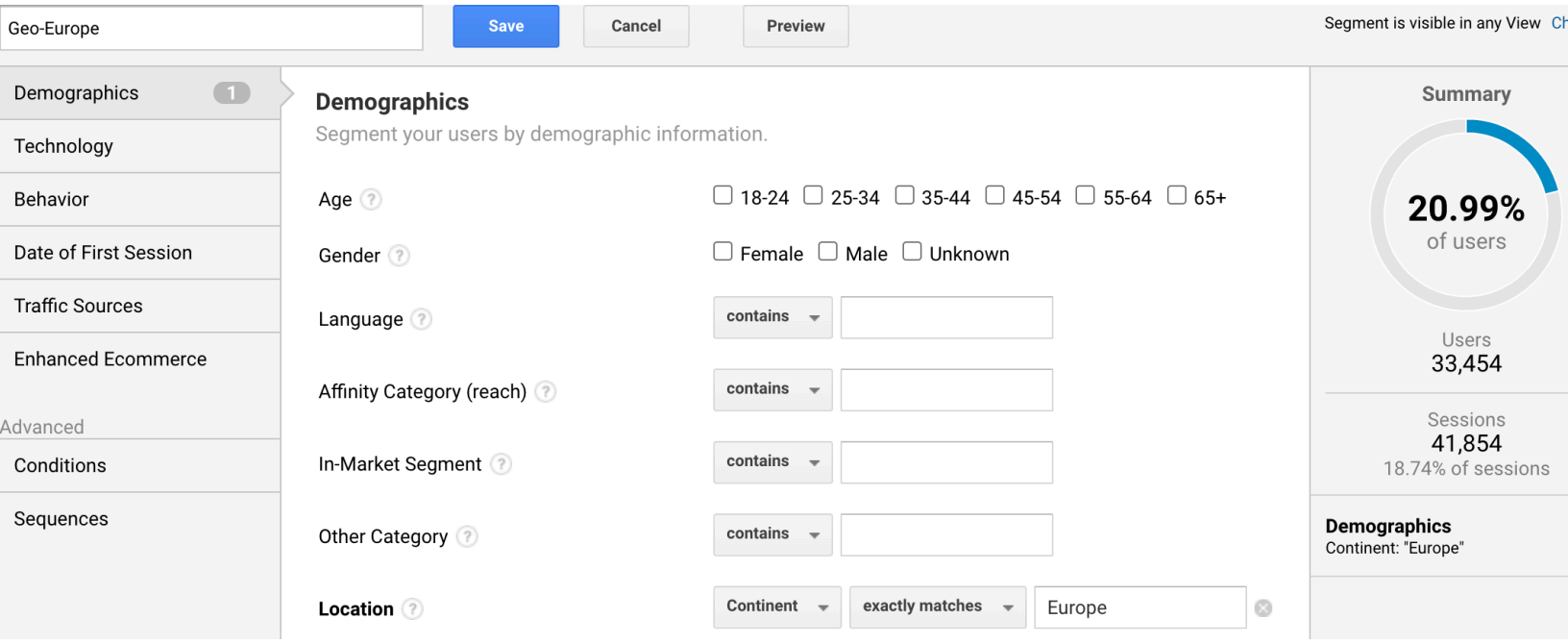
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Transactions	Revenue	Ecommerce Conversion Rate
1. United Kingdom	**4,782** (40.56%)	4,593 (40.48%)	5,749 (39.73%)	60.78%	2.69	00:01:23	0 (0.00%)	$0.00 (0.00%)	0.00%
2. India	**2,646** (22.44%)	2,590 (22.83%)	3,135 (21.66%)	55.57%	3.10	00:01:35	0 (0.00%)	$0.00 (0.00%)	0.00%
3. Australia	**644** (5.46%)	627 (5.53%)	790 (5.46%)	55.06%	3.10	00:01:58	1 (5.88%)	$91.96 (8.35%)	0.13%

Interesting. The highest revenue **and** eCommerce conversion rate comes from the **United States**!

	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Transactions	Revenue	Ecommerce Conversion Rate
British Speakers	11,723 % of Total: 7.37% (158,962)	11,347 % of Total: 7.52% (150,850)	14,471 % of Total: 6.48% (223,374)	55.07% Avg for View: 41.68% (32.12%)	3.20 Avg for View: 4.59 (-30.35%)	00:01:50 Avg for View: 00:02:46 (-34.02%)	17 % of Total: 0.57% (2,968)	$1,101.37 % of Total: 0.30% ($367,616.46)	0.12% Avg for View: 1.33% (-91.16%)
1. United States	607 (5.15%)	551 (4.86%)	868 (6.00%)	32.14%	5.32	00:03:07	12 (70.59%)	**$485.98** (44.13%)	1.38%

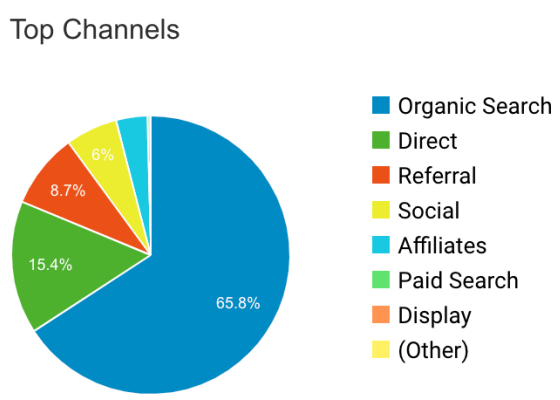
Audience Segment: Geography

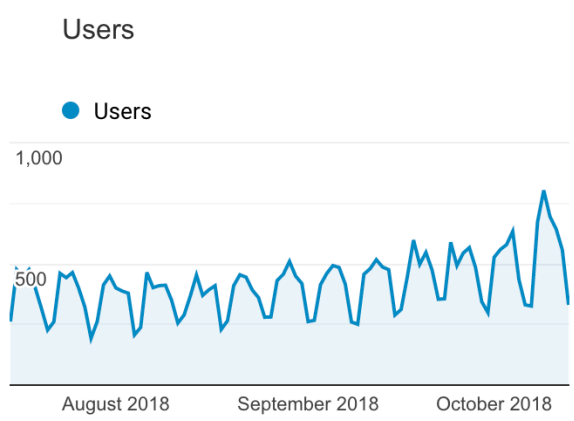
Since I chose **en-gb** for the language segment, I thought I'd use **Europe** for geography.



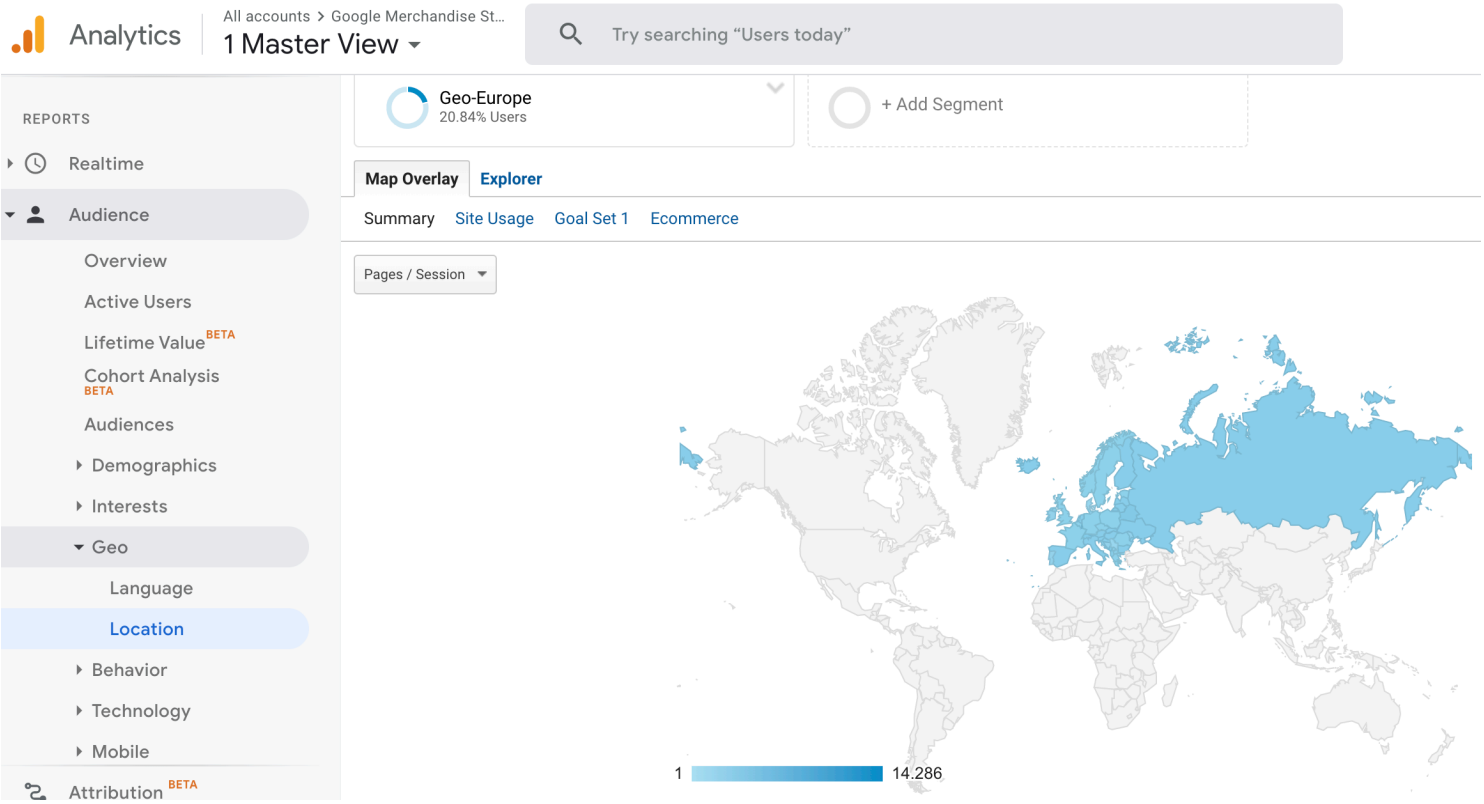
First, how are the **European** users getting to the Google Merchandise Store?

We can see below that the overwhelming majority come from '**Organic Search**'. We also see that weekends are consistently low for visitors.





Audience Segment: Geography

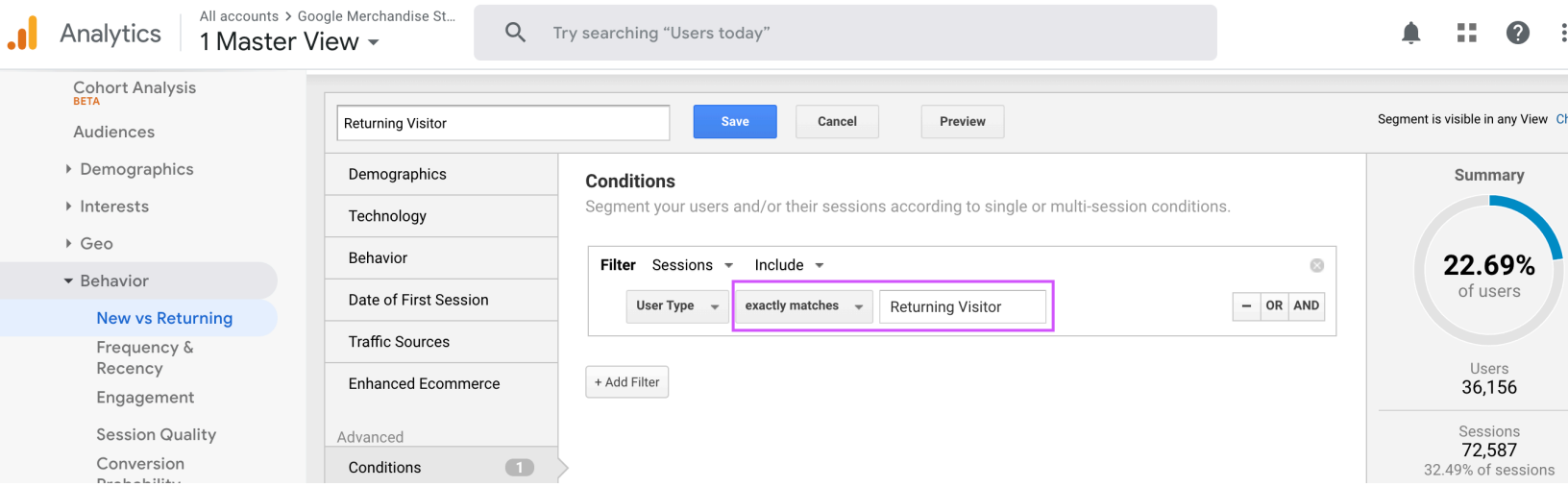


What are the top countries in **Europe** for pages viewed per session?

Below we have some surprises, with very **high page views per session** coming from some of the tiniest countries.

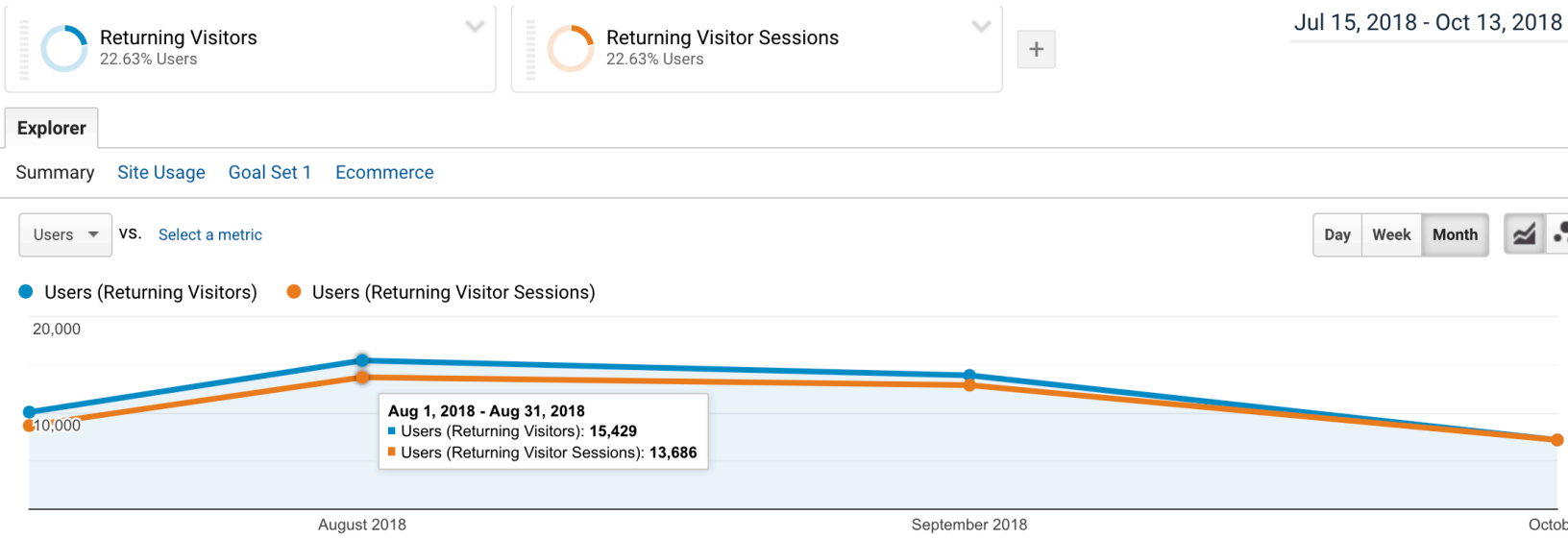
Country	Pages / Session	Users
Geo-Europe	3.26 Avg for View: 4.59 (-28.91%)	33,125 % of Total: 20.84% (158,962)
1. Andorra	**14.29**	0.02%
2. Malta	**5.45**	0.10%
3. Luxembourg	**4.69**	0.08%
4. Montenegro	**4.05**	0.06%
5. Belarus	**4.01**	0.68%

Audience Segment: User Behavior



I created a segment for **Returning Visitors** and used both 'users' and 'sessions' as scope.

Users & sessions were similar during the 3-month period, with the largest divergence in August.



Audience Segment: User Behavior

Q: What % of total revenue are **Returning Visitors** responsible for?

A: **74%** or $272,569.96

User Type	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Transactions	Revenue	Ecommerce Conversion Rate
Returning Visitors	35,980 % of Total: 22.63% (158,962)	0 % of Total: 0.00% (150,850)	72,524 % of Total: 32.47% (223,374)	34.38% Avg for View: 41.68% (-17.52%)	5.43 Avg for View: 4.59 (18.38%)	00:03:41 Avg for View: 00:02:46 (32.90%)	1,839 % of Total: 61.96% (2,968)	$272,569.96 % of Total: 74.15% ($367,616.46)	2.54% Avg for View: 1.33% (90.84%)
1. Returning Visitor	**35,980** (100.00%)	0 (0.00%)	72,524 (100.00%)	34.38%	5.43	00:03:41	1,839 (100.00%)	$272,569.96 (100.00%)	2.54%

Q: What are **Returning Visitors** buying?

A: The top 3 items are pretty close, but the winner is the **Google Large Canvas Tote**

Revenue & Conversion Rate

Revenue	Ecommerce Conversion Rate
Returning Visitors	Returning Visitors
$306,503.99	2.22%

Transactions

Transactions	Avg. Order Value
Returning Visitors	Returning Visitors
2,222	$137.94

Marketing

Campaigns	Internal Promotion	Order Coupon Code	Affiliation
Returning Visitors	Returning Visitors	Returning Visitors	Returning Visitors
113 Transactions	**1,648,971** Impressions	**28** Transactions	**2,222** Transactions
$11,283.65 Revenue		**$31,568.64** Revenue	**$306,503.99** Revenue
$99.86 Avg. Order Value		**$1,127.45** Avg. Order Value	**$137.94** Avg. Order Value

Top Sellers

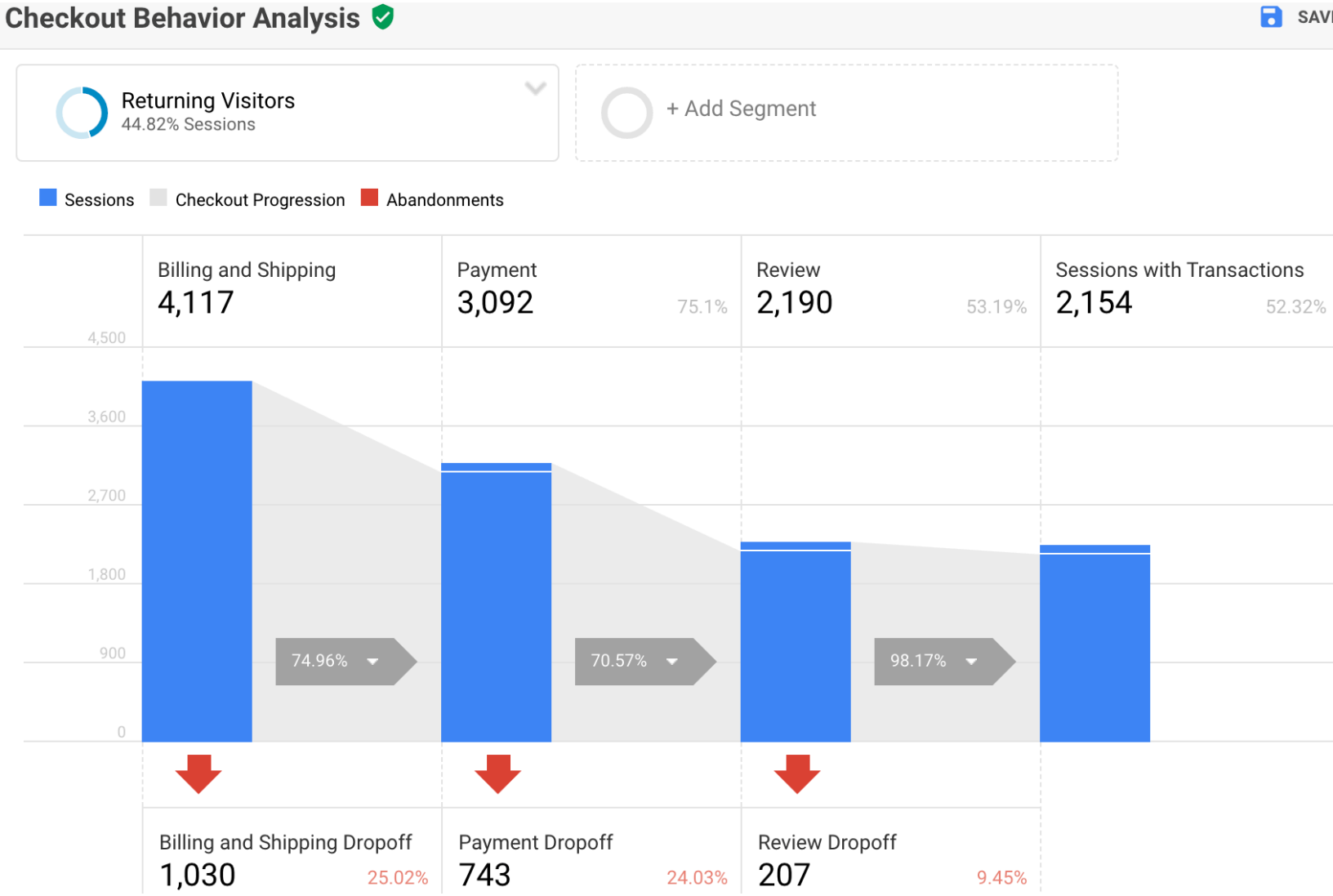
- Product
- Product Category (Enhanced Ecommerce)
- Product Brand

	Product	Product Revenue	% Product Revenue
1.	Google Large Tote Canvas	$14,814.29	4.83%
2.	YouTube 3 lines Tee Grey	$14,051.61	4.58%
3.	Google Sunglasses	$13,909.70	4.54%

Audience Segment: User Behavior

Q: What was the checkout process like for **Returning Visitors**?

A: Once they arrived in the billing and shipping area, **52%** of the sessions resulted in transactions



ANND Portfolio

Advanced Displays, Segmentation & Filtering