# UDACITY

# Use Advanced Displays, Create Segments & Apply View Settings

## Meets Specifications

Dear Student,

Congratulations 🎉🎉🎉. You did it!

This is an excellent submission. You have not only passed the project submission in one shot! You have diligently studied the project requirements and answered all questions accurately.

By paying attention to details, you presented all notes and screenshots as specified.

We wish you the very best in the next steps.

Keep learning, keep giving your best.

Kind regards,

### Three Views Best Practice

✓ **Your screenshot should clearly show all three views created in the same property or show where this would be done by providing clear, ordered steps to follow. Providing a rationale for the creation of the views is also important.**

Great job identifying the three required views; Master view, Test View and the Raw Data View

✓ **The student has clearly documented whether they are using the Google Merchandise Store Demo Account or their own business for this project.**

Excellent! The student has clearly indicated that they have used the Google Merchandise Store Demo Account.

> USING GOOGLE MERCHANDISE STORE DEMO ACCOUNT

### Filtering Out Internal Traffic

✓ **The filter captures internal traffic, even if it comes in from various locations, IP addresses, etc.**

- The student has provided a screenshot that shows an existing filter; Exclude Internal traffic.
- The student has equally included the steps to create a new filter to exclude internal IP addresses.

### Switching Displays to Try and Answer Questions

✓ **Insights and findings that have been uncovered from each reporting view have been documented and explained. If specific questions have been asked in the template, they are answered by the student.**

- Great job identifying the week that recorded the most traffic and providing great reasons for this trend. The period 15 July 2018 - 13 Oct 2018, has been chosen.

- Great interpretation of the traffic trend for 7-13 October. (peak) and 2-8 September (fewest visitors)

    - 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 maybe 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).

- The Site Speed Page Timings have been analysed and presented appropriately.
- The percentage of mobile users who came through paid traffic vs the percentage of all users has correctly been reported and the recommended pie charts used.
- This is usually tricky, but you got it spot on! The Product Category that contributed the highest number of unique purchases for New Users and which was responsible for the largest percentage of revenue for New Users have been reported correctly

## Creating Segments

✓ **Audience segments include screenshots of each: Characteristic, Geography, and User Behavior.**

Excellent displays and great explanation of all required audience segments.

The student employs curiosity to explore how the European users get to the Google Merchandise Store

✓ **For each segment, clear and detailed notes should explain what type of data each segment is providing, and what results/insights can be found from the segment.**

The results and insights for each of the segments which you have identified are very well thought off.