Navigating, Reports, and Dashboards

REVIEW	HISTORY

Meets Specifications

AMAZING WORK!

Your work clearly shows how you have acquired some really valuable skills such as mastering Google Analytics, extracting insights from it and building dashboards in Data Studio. Keep up the good work and stay safe!!

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! All three views can be seen clearly in your screenshot.

✓	**The student has clearly documented whether they are using the Google Merchandise Store Demo Account or their own business for this project.**
	You've made a note that you are working with the Google Merchandise Store for this project.

Filtering Out Internal Traffic

✓	**The filter captures internal traffic, even if it comes in from various locations, IP addresses, etc.**
	Excellent! Your screenshot shows how to filter internal traffic correctly.

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.**
	Nice detail here! For all displays, you've both captured the correct information (and did a great job going the extra mile to annotate them). All notes pertaining to each screenshot provided are clear, logical, and detailed. As well, all questions asked within the template have been answered. Excellent work!

Creating Segments

✓	**Audience segments include screenshots of each: Characteristic, Geography, and User Behavior.**
	You have all of the required screenshots of each audience segment. Nice job!

✓	**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.**
	Excellent work with these notes!

Master View Connected

✓	**Provide a screenshot in the template provided that demonstrates that you have successfully linked the Google Merchandise Store Demo Account Google Analytics to your instance of Data Studios.**
	Good job! You've demonstrated that you have successfully linked the Google Merchandise Store Demo Account Google Analytics to your instance of Data Studio.

Time Series Chart

✓	**Provide a screenshot in the template provided that demonstrates that you have successfully created Time Series chart: configured to show unique pageviews, sessions, and users**
	The screenshot provided is readable and demonstrates a Time Series chart: configured to show unique pageviews, sessions, and users. Good job!

Pie Chart, 7 Slices

✓	**Provide a screenshot in the template provided that demonstrates that you have successfully created a Pie chart with 7 slices configured to show revenue, broken down by product categories.**
	The screenshot provided is readable and demonstrates a Pie chart with 7 slices configured to show revenue, broken down by product categories. Good job!

Pie Chart, 5 Slices

✓	**Provide a screenshot in the template provided that demonstrates that you have successfully created a Pie chart, 5 slices: configured to show what sources are driving new users to the site**
	The screenshot provided is readable and demonstrates a Pie chart, 5 slices: configured to show what sources are driving new users to the site. Good job!

Scorecard

✓	**Provide a screenshot in the template provided that demonstrates that you have successfully created a Scorecard: configured to display average order value**
	The screenshot provided is readable and demonstrates a Scorecard: configured to display average order value. Good job!

Date Range Control

✓	**Provide a screenshot in the template provided that demonstrates that you have successfully created a Date Range Control that governs all of the charts, set to the range of August 1st-September 5th, 2018**
	The screenshot provided is readable and demonstrates a Date Range Control that governs all of the charts, set to the range of August 1st-September 5th, 2018. Good job!

✓	**The student has provided a screenshot with a clearly annotated Date Range Control as described above.**
	Everything is clearly annotated, awesome job!