UDACITY

Google Analytics

Project: Navigating, Reports, & Dashboards

Part One:
Primary Views & Filters

Google Merchandise store is being used to complete the project

1. Best Practice Check:
Three Primary Views

2. Best Practice Check:
Filtering Internal Traffic

Rank	Filter Name	Filter Type
1	Rename AdWords Campaigns	Search and Replace
2	Include Hostname	Include

Since, I dont have permission, the next steps would be to add filter, name the filter - Exclude Internal IP Address. Click on custom and then on exclude and the filter field would be IP ADDRESS. In the Filter pattern , i will mention the ip address in the form of regex with respect to the range

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?
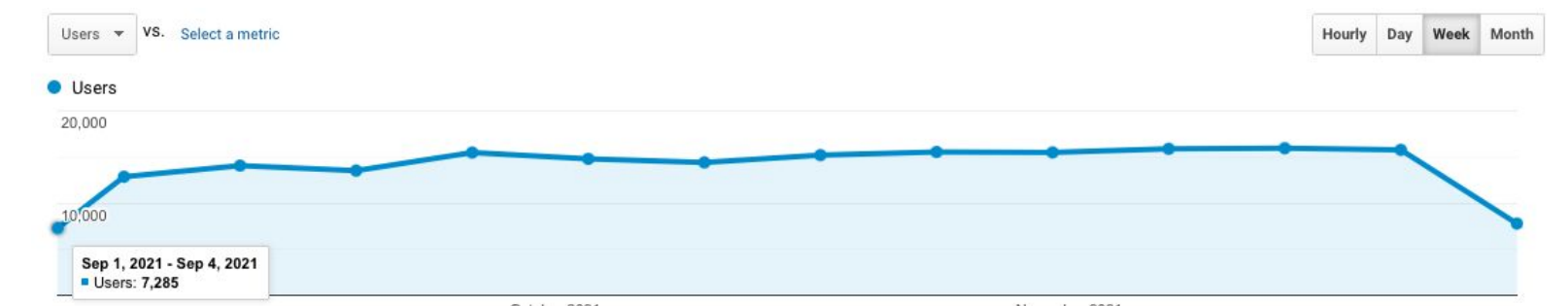
Standard Display - Audience

Do you have any ideas why certain trends are associated with these specific weeks?

Well, there were no annotations mentioned regarding any specific trends. But, if I had to make assumptions 25 Nov 2021 was Thanksgiving so it might be possible users were looking to buy gifts for their near and dear ones the previous week. Hence we can see an increment in users in the week before thanksgiving

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?

		Secondary dimension ▼	Sort Type:	Default ▼			Advanced Filter ON		✕	edit				

		Acquisition			**Behavior**			**Conversions** eCommerce ▼		
	Default Channel Grouping	Users ↓	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Ecommerce Conversion Rate	Transactions	Revenue
		16,243 % of Total: 9.63% (168,634)	15,444 % of Total: 9.52% (162,251)	19,071 % of Total: 8.15% (234,102)	67.89% Avg for View: 46.63% (45.59%)	3.14 Avg for View: 5.04 (-37.80%)	00:01:34 Avg for View: 00:03:20 (-52.67%)	1.76% Avg for View: 2.97% (-40.88%)	335 % of Total: 4.82% (6,956)	$32,010.37 % of Total: 4.65% ($687,994.40)
☐	1. Paid Search	12,946 (79.56%)	12,232 (79.20%)	15,282 (80.13%)	65.10%	3.45	00:01:43	2.13%	326 (97.31%)	$31,465.39 (98.30%)
☐	2. Display	2,792 (17.16%)	2,774 (17.96%)	3,082 (16.16%)	82.12%	1.61	00:00:33	0.03%	1 (0.30%)	$144.00 (0.45%)
☐	3. Affiliates	530 (3.26%)	437 (2.83%)	702 (3.68%)	66.81%	2.94	00:02:33	1.14%	8 (2.39%)	$400.98 (1.25%)
☐	4. Referral	3 (0.02%)	1 (0.01%)	5 (0.03%)	0.00%	21.40	00:35:27	0.00%	0 (0.00%)	$0.00 (0.00%)

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?

Display channel had Highest Bounce rate and Referral has the least bounce rate. Paid search had the highest conversion rate and Reference had the least conversion rate. Bounce rate essentially means that when a user enters the website, performs no other action and leaves the page. eCommerce conversion rates are the ration to transactions nd session helping on understand how their campaigns are working and if they're able to target the right person.

Based on the data, we can see referrals are generating 0 ecommerce conversion rate, that means we would have to check what link is referral sending to and the link which it is sending to, what is not working out and not becoming a transaction.

Bounce rate is high through display channel. This traffic found your site by clicking on an ad that you ran on another website. We need to work on the display ads and link it to other better products which may generate revenue.

Percentage Display: Conversion

During the three month period you've selected, which Product Category contributed the highest number of unique purchases for New Users and which Product Category was responsible for the largest percentage of revenue for New Users? (Screenshot(s) only; no elaboration required.)

Product Category (Enhanced Ecommerce) ?	Sales Performance						Shopping Behavior	
	Product Revenue ? ↓	Unique Purchases ?	Quantity ?	Avg. Price ?	Avg. QTY ?	Product Refund Amount ?	Cart-to-Detail Rate ?	Buy-to-Detail Rate ?
New Users	$191,739.38 % of Total: 27.87% ($687,994.40)	6,737 % of Total: 29.91% (22,522)	13,417 % of Total: 29.62% (45,294)	$14.29 Avg for View: $15.19 (-5.92%)	1.99 Avg for View: 2.01 (-0.97%)	$0.00 % of Total: 0.00% ($0.00)	0.00% Avg for View: 0.00% (0.00%)	14.97% Avg for View: 25.61% (-41.54%)
1. Apparel	$80,377.28 (41.92%)	2,100 (31.17%)	2,369 (17.66%)	$33.93	1.13	$0.00 (0.00%)	0.00%	93.29%
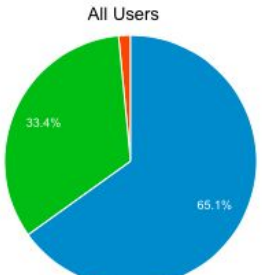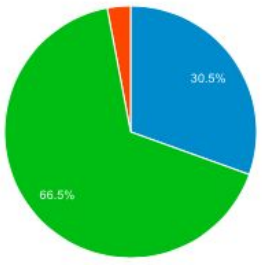
Comparison Display: Behavior

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.

Page	Pageviews		Avg. Page Load Time (sec) (compared to site average)
	1,180,673 % of Total: 100.00% (1,180,673)		**3.76** Avg for View: 3.76 (0.00%)
1. /home	171,822		5.76%
2. /basket.html	83,473		-29.11%
3. /google+redesign/apparel/mens/quickview	74,269		6.77%
4. /store.html	63,308		-4.39%
5. /google+redesign/apparel/mens	56,407		-2.56%
6. /store.html/quickview	41,906		35.31%
7. /signin.html	36,744		-48.90%
8. /google+redesign/new	36,699		-5.61%
9. /google+redesign/apparel	27,320		25.49%
10. /google+redesign/lifestyle/bags	25,748		-31.11%

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.

Device Category	Users		Users		Contribution to total: Users	
All Users	168,634 % of Total: 100.00% (168,634)		168,634 % of Total: 100.00% (168,634)			
Paid Traffic	15,570 % of Total: 9.23% (168,634)		15,570 % of Total: 9.23% (168,634)			
1. ■ desktop					**All Users**	
All Users	110,508		65.10%			
Paid Traffic	4,737		30.48%			
2. ■ mobile						
All Users	56,649		33.37%			
Paid Traffic	10,339		66.53%			
3. ■ tablet					**Paid Traffic**	
All Users	2,602		1.53%			
Paid Traffic	464		2.99%			

All Users: 65.1%, 33.4%

Paid Traffic: 30.5%, 66.5%

Segmentation

Audience Segment: Characteristic

	Landing Page	Acquisition			Behavior			Conversions eCommerce ▾		
		Sessions ↓	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Transactions	Revenue	Ecommerce Conversion Rate
	Mobile Traffic	64,818 % of Total: 27.69% (234,102)	85.36% Avg for View: 69.39% (23.02%)	55,331 % of Total: 34.06% (162,441)	59.31% Avg for View: 46.63% (27.19%)	3.16 Avg for View: 5.04 (-37.34%)	00:01:39 Avg for View: 00:03:20 (-50.32%)	408 % of Total: 5.87% (6,956)	$31,645.57 % of Total: 4.60% ($687,994.40)	0.63% Avg for View: 2.97% (-78.82%)
1.	/home	30,417 (46.93%)	90.59%	27,554 (49.80%)	58.64%	2.98	00:01:35	156 (38.24%)	$15,481.38 (48.92%)	0.51%
2.	/google+redesign/apparel	5,663 (8.74%)	85.89%	4,864 (8.79%)	65.02%	3.12	00:01:42	36 (8.82%)	$2,798.35 (8.84%)	0.64%
3.	/google+redesign/shop+by+brand/youtube	4,022 (6.21%)	93.34%	3,754 (6.78%)	62.66%	2.90	00:00:56	3 (0.74%)	$154.00 (0.49%)	0.07%
4.	/google+redesign/apparel/mens/mens+t+shirts	2,995 (4.62%)	89.22%	2,672 (4.83%)	48.05%	4.10	00:02:10	20 (4.90%)	$992.31 (3.14%)	0.67%
5.	/store.html	2,714 (4.19%)	82.83%	2,248 (4.06%)	76.90%	2.43	00:01:05	17 (4.17%)	$1,265.33 (4.00%)	0.63%
6.	/store-policies/frequently-asked-questions/home	1,775 (2.74%)	89.35%	1,586 (2.87%)	85.75%	1.32	00:00:34	0 (0.00%)	$0.00 (0.00%)	0.00%
7.	/google+redesign/apparel/mens	1,466 (2.26%)	69.71%	1,022 (1.85%)	51.50%	4.06	00:02:19	11 (2.70%)	$1,024.40 (3.24%)	0.75%
8.	/basket.html	1,066 (1.64%)	57.69%	615 (1.11%)	50.19%	4.36	00:02:38	40 (9.80%)	$2,107.59 (6.66%)	3.75%
9.	/google+redesign/lifestyle/drinkware	1,011 (1.56%)	82.79%	837 (1.51%)	71.12%	2.39	00:01:07	3 (0.74%)	$261.00 (0.82%)	0.30%
10.	/google+redesign/bags/backpacks/home	927 (1.43%)	92.66%	859 (1.55%)	50.59%	2.92	00:01:06	1 (0.25%)	$120.00 (0.38%)	0.11%

Which webpages have highest and lowest bounce rate through mobile traffic on landing pages?

The table shows mobile traffic sources and its bounce rate values on for landing pages. It is evident from the data that FAQ page has highest bounce rate. One assumption can be made that, the page doesn't answer a user's queries. Men's tshirt page has the lowest bounce rate. An assumption can be made that, users enjoy the products available on the men's t-shirt page and hence, that's why there is less bounce rate.
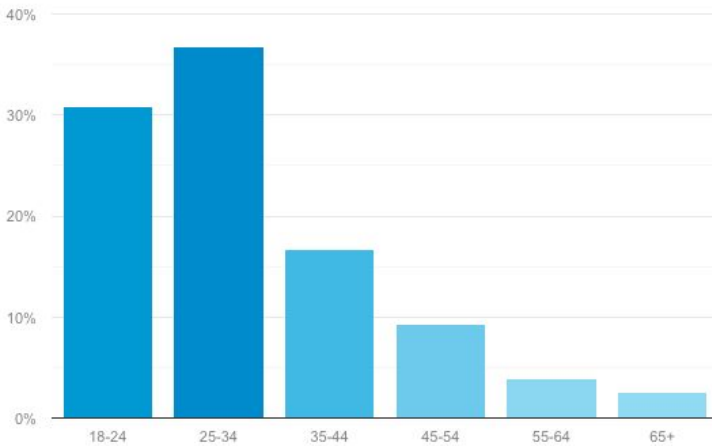
Audience Segment: Geography

Demographics: Overview 🛡️   💾 SAVE   ⬇️ EXPORT   ❮ SHARE | ◎ INSIGHTS

⭕ Asia Only
23.52% Users

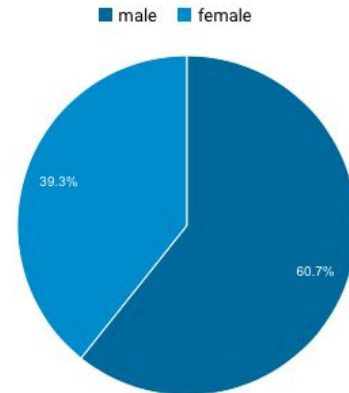⭕ + Add Segment

Sep 1, 2021 - Nov 30, 2021 ▾

Key Metric: Users ▾

Age   6.95% of total users

Gender   7.58% of total users

■ male   ■ female

39.3%

60.7%

This report was generated on 3/16/22 at 12:23:35 AM - Refresh Report

What are the age and gender demgraphics of Asian Visitors?

The screenshot shows 2 visualizations - age and gender for Asian users. It is evident that the users who have used the website are primarily between 18-34 , with most number of people coming from 25-34 range. Among the asian population, men tend to access the website more than women.

Audience Segment: User Behavior
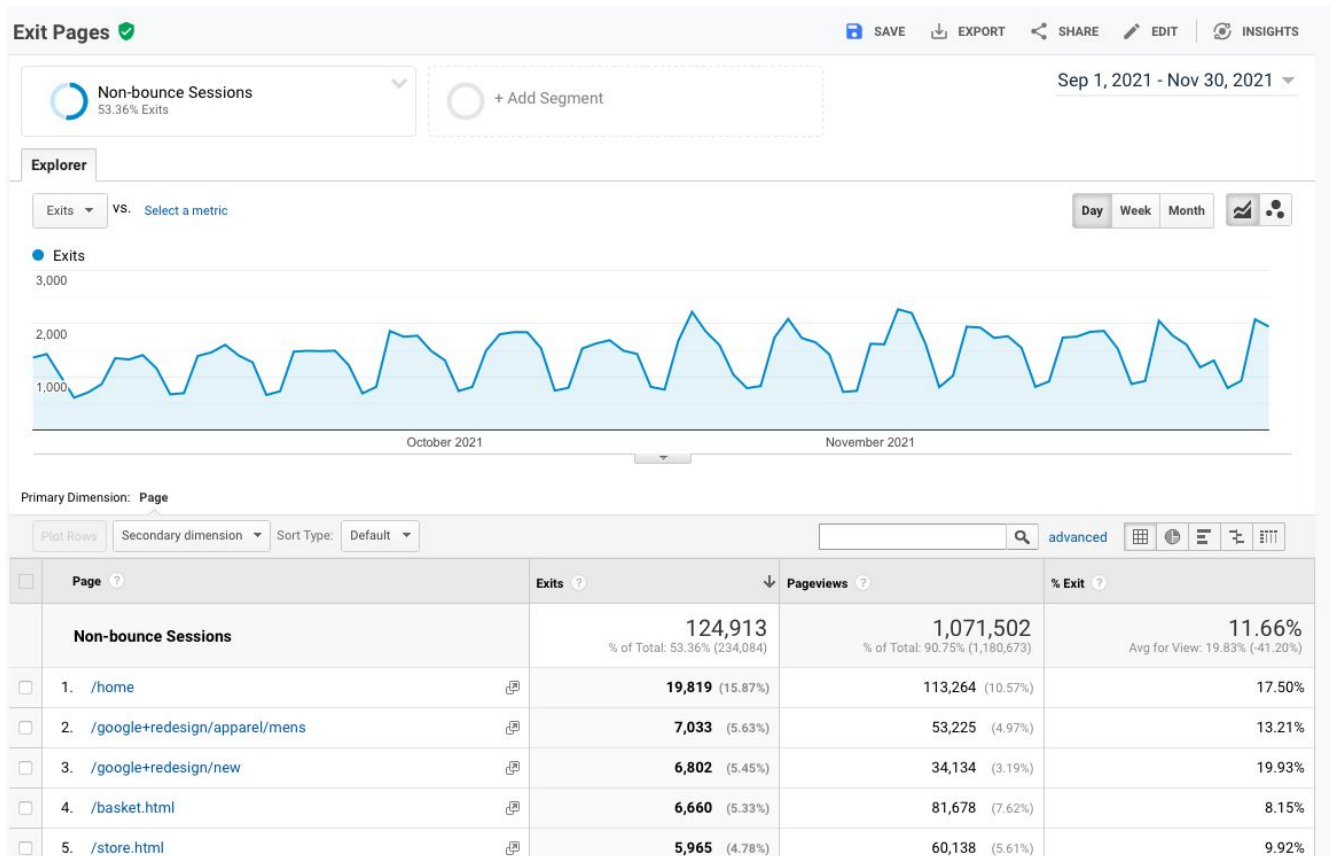
What were the exit pagers of users who were actually engaged (essentially sessions who did not bounce)

The table displays webpages of non bounced sessions and the exit page rate for each link. The exit page with highest exits is home page, followed by men's apparel. Home page should be attractive enough that users dont leave it and go on other product stores. That way we can overcome high exit rates from Home page.

Part Two:
Connecting a Data Source and Creating a Custom Dashboard

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

Data Studio

Q Search Data Studio

Create

Recent | Reports   Data sources   Explorer
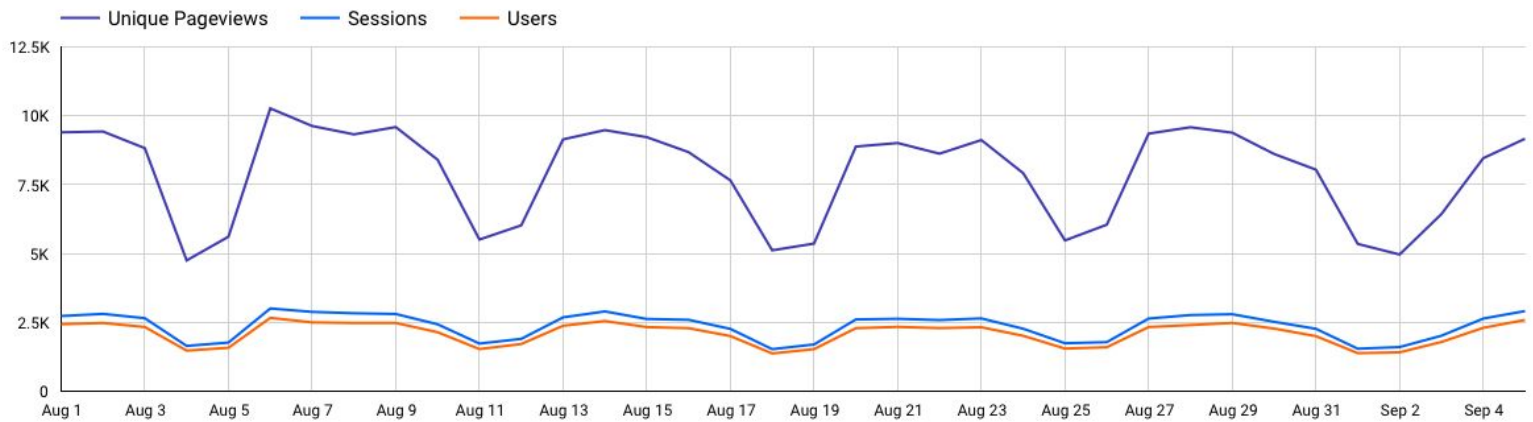
Recent

Shared with me

Owned by me

Trash

Templates

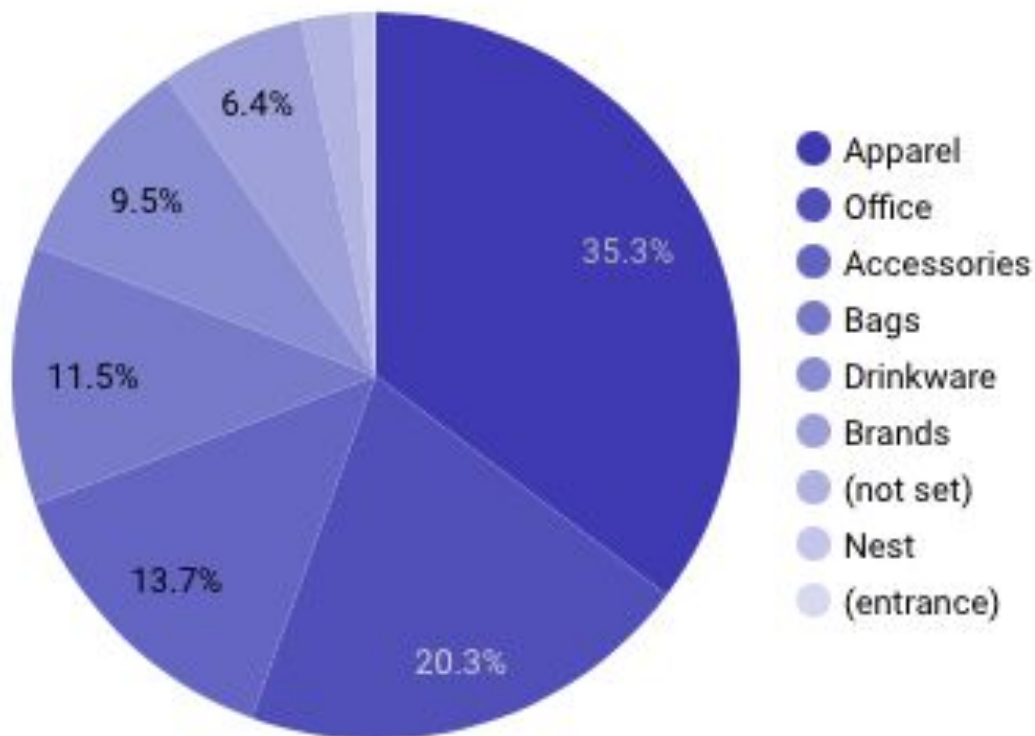ⓘ Data source editors can now refresh fields, edit connections, and edit custom SQL.   **Dismiss**

Name	Owned by anyone ▼	Last opened by me ▼ ↓
📋 1 Master View	Sruti Raman	2:25 PM

2. Merchandise Store Draft Dashboard: Time Series chart

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

Apparel: 35.3%
Office: 20.3%
Accessories: 13.7%
Bags: 11.5%
Drinkware: 9.5%
Brands: 6.4%
(not set)
Nest
(entrance)

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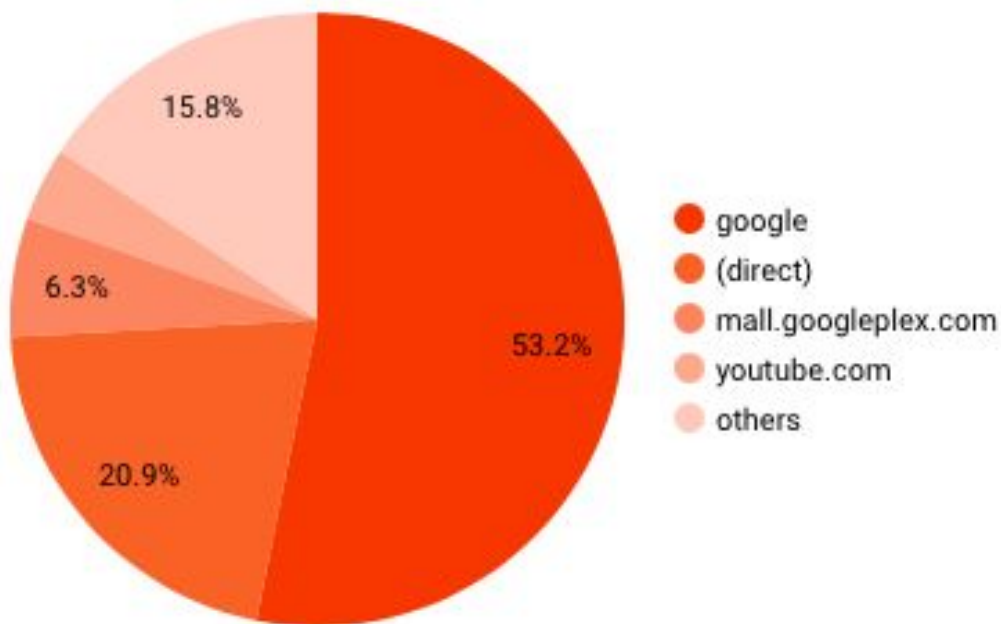
5. Merchandise Store Draft Dashboard: Scorecard

Avg. Order Value

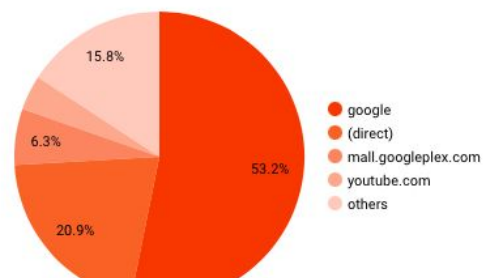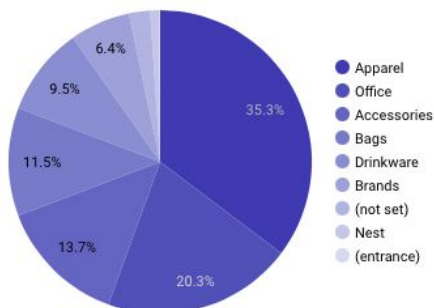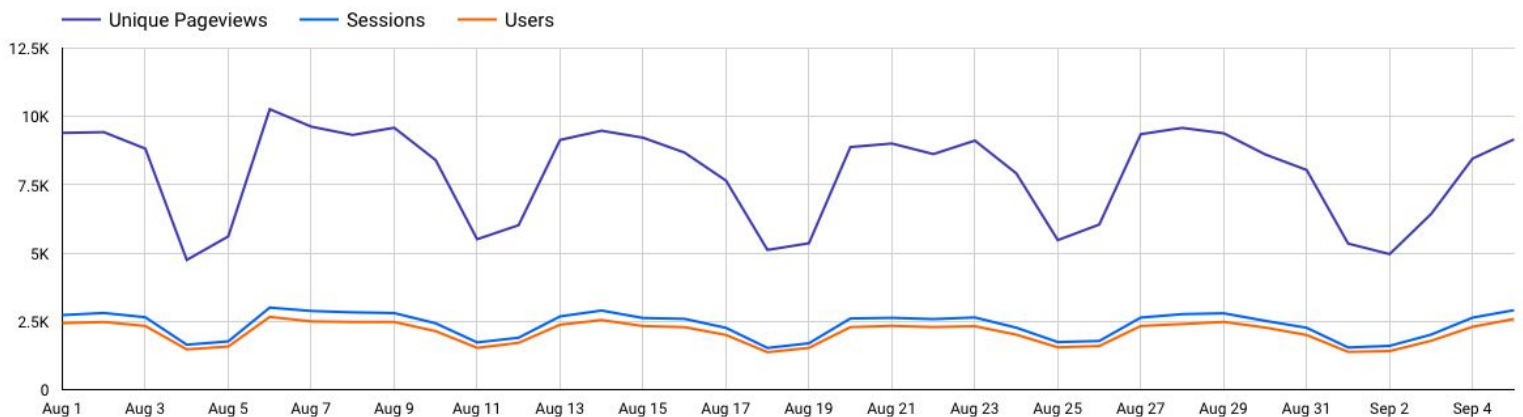$101.32

6. Merchandise Store Draft Dashboard: Date Range Control

Aug 1, 2018 - Sep 5, 2018 ▾

Avg. Order Value
$101.32

Aug 1, 2018 - Sep 5, 2018 ▾

— Unique Pageviews   — Sessions   — Users

Apparel 35.3%
Office 20.3%
Accessories 13.7%
Bags 11.5%
Drinkware 9.5%
Brands 6.4%
(not set)
Nest
(entrance)

google 53.2%
(direct) 20.9%
mall.googleplex.com 6.3%
youtube.com 15.8%
others

Marketing Analytics Nanodegree Program

Google Analytics