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Assignment Chapter 6

Instructions

1. Answer the below question in the boxes provided.
2. Please submit the assignment through TalentLabs Learning System.

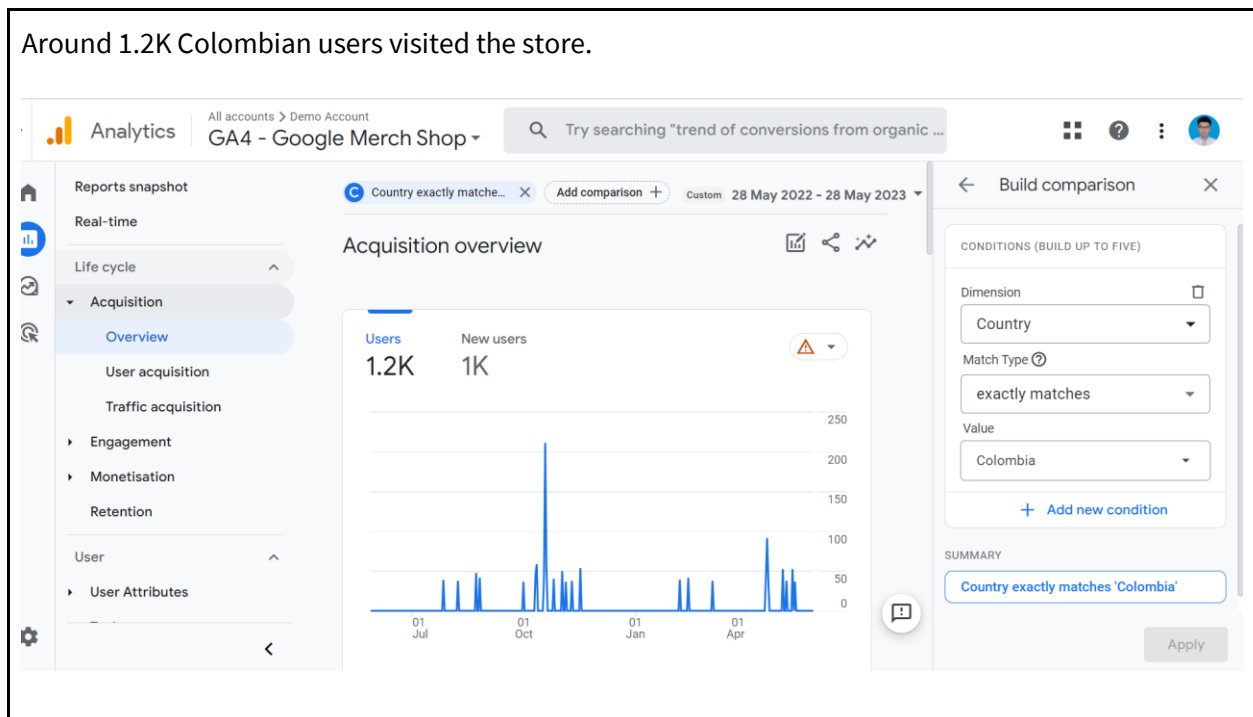## Part 1 – Working in Google Analytics

For all questions, make sure to use:

- The GA4 Google Merchandise Store Demo Account
- The following date range: 28th May 2022 – 28th May 2023

Question 1.1:
How many Colombian users visited the store? (1 mark)

Around 1.2K Colombian users visited the store.

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Question 1.2:

Which operating system, with at least 1000 users, had the highest engagement rate? (1 mark)
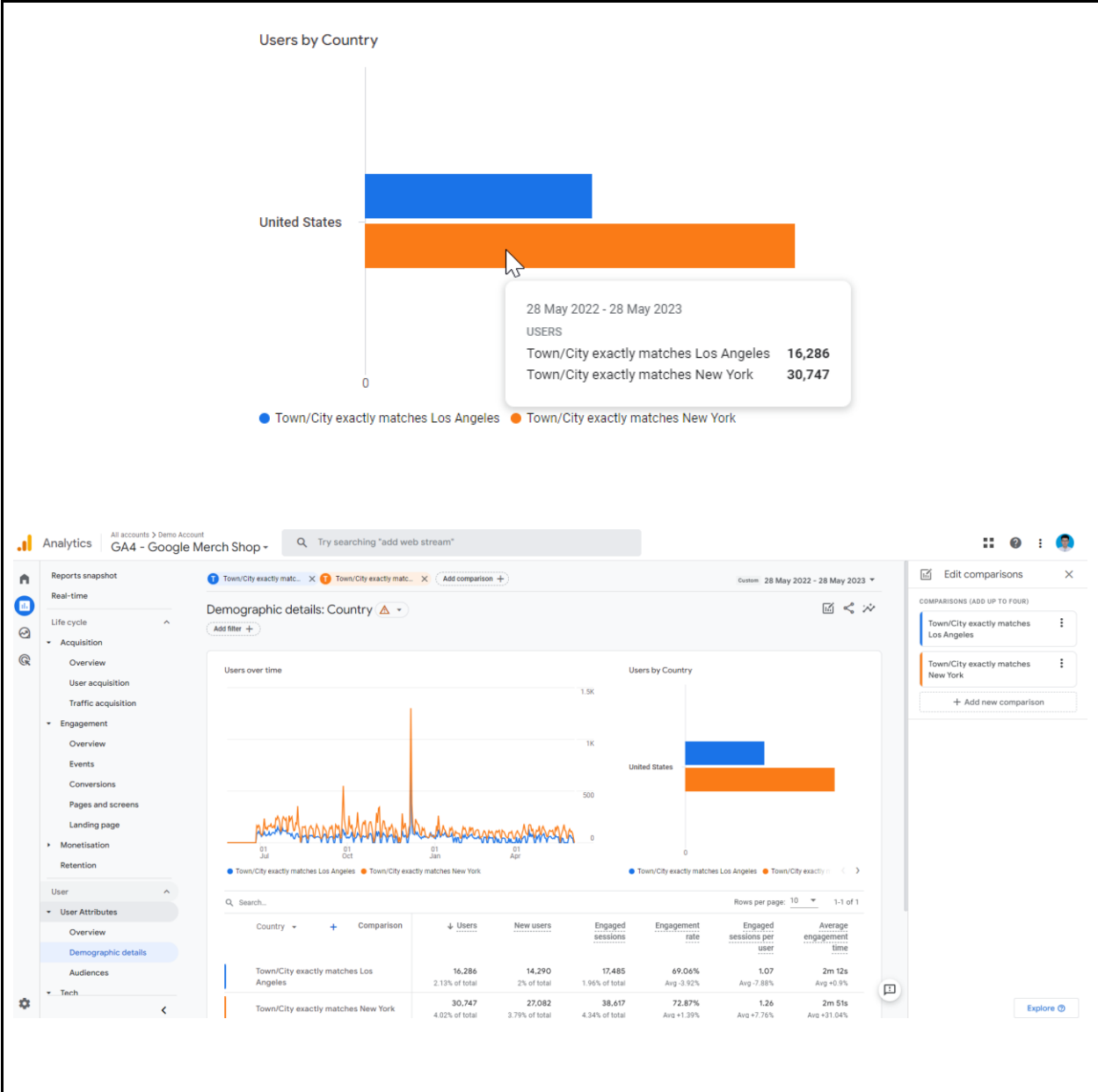
Chrome OS have the highest engagement rate, which is around 75.08%.
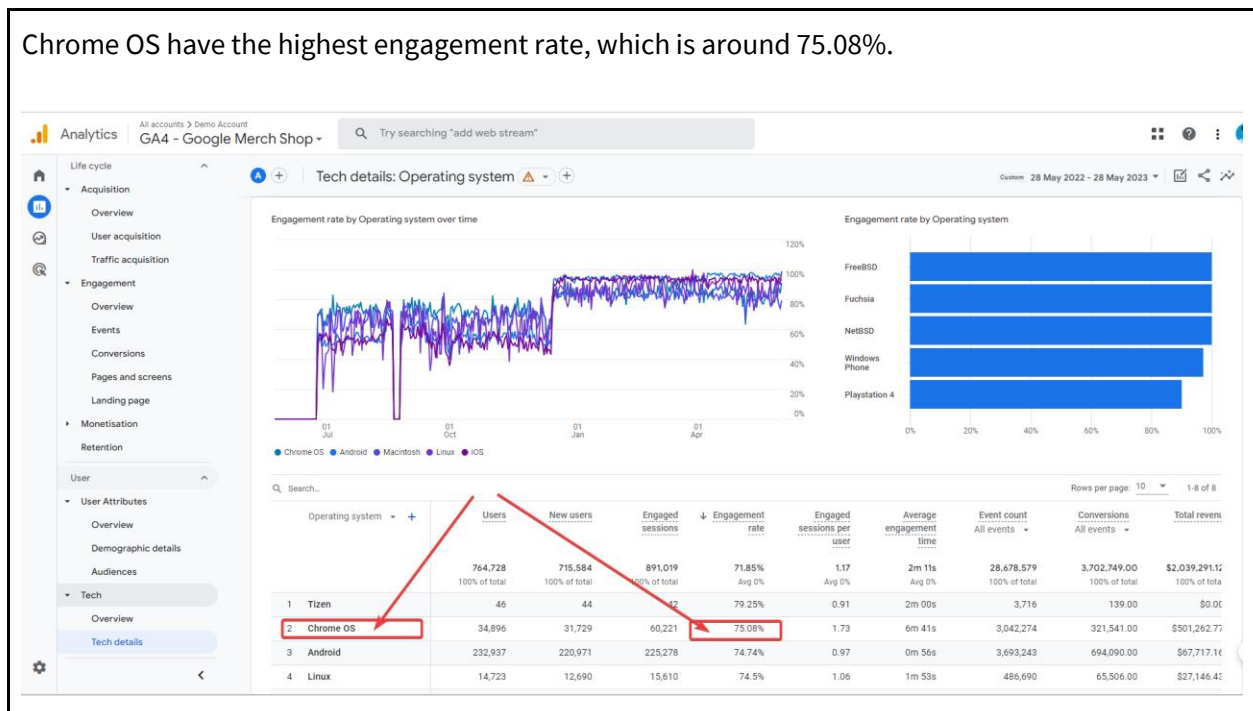
Question 1.3:

Find out which city, Los Angeles or New York, had more users. Write the answer in the box below and **include a screenshot** image of the users plot using **Bar Chart**. Make sure the plot includes **only** the two United States cities! (3 marks)

There are more users in New York (30,747) than Los Angeles (16,286).

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Question 1.4:

Find out what **session medium** is driving the most engaged traffic (average engagement time per session) for **desktop** users to the website and might require additional marketing efforts. Name the session medium and include a screenshot of the report with your answer. Make sure to use:

- A secondary dimension
- Sort column feature
- Report search bar (to filter for desktop users **only**)

(3 marks)

Here are the names of session medium, sort by average engagement time per session in descending order:

1. email
2. referral
3. organic
4. cpc (= cost per click)
5. affiliate
6. cpm (= cost per 1000 impressions)

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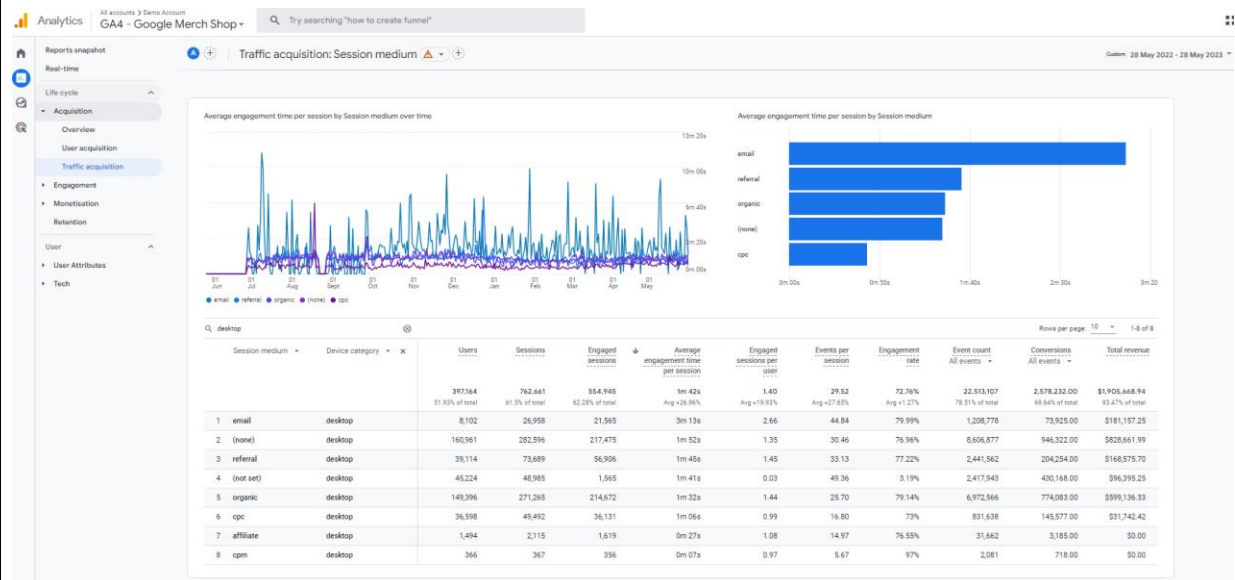
Question 1.5:

Using the Explore tool, create a Doughnut Chart. Analyse how the **average daily revenue** is split between the top 10 different **sources** within **the recently active users segment**. Take a screenshot of the resulting chart and paste it into the box below. (3 marks)

Note: For this question, please use the date range. May 28, 2022 – May 28, 2023

Analysis of average daily revenue breakdown:
- **(direct)** and **google** are the top two sources of revenue, with (direct) generating the highest 33% of total average daily revenue and google generating 28% of total average daily revenue.
- Meanwhile, the **newsletter sources** (e.g., Newsletter_Sep_2022, Newsletter_November_2022_2, etc) generates 14.7% of total average daily revenue in total.
- The remaining sources contribute significantly less to the average daily revenue.
- The revenue from the top two sources, (direct) and Google, dominates the chart, indicating that these two sources are the primary drivers of revenue within the recently active users' segment.

Recently active users
Average daily revenue
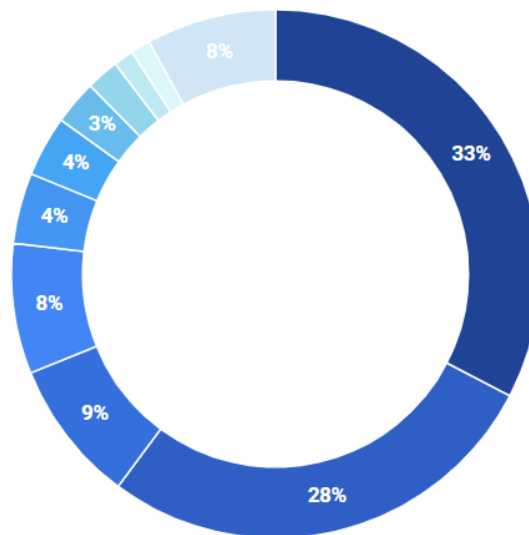
● (direct) ● google ● usc-word-edit.officeapps.live.com ● Newsletter_Sept_2022 ● Newsletter_Nov ‹ ›

(Remark: Date before 5 Jul 2022 is not available anymore)