

Audience

Platform or Device

Browser
Browser Version
Operating System
Operating System Version
Mobile Device Branding
Mobile Device Model
Mobile Input Selector
Mobile Device Info
Mobile Device Marketing Name
Device Category
Browser Size
Data Source

System

Flash Version
Java Support
Language
Screen Colors
Source Property Display Name
Source Property Tracking ID
Screen Resolution

Geo Network

Continent
Continent ID
Sub Continent
Sub Continent Code
Country
Country ISO Code
Region
Region ID
Region ISO Code
Metro
Metro ID
City
City ID
Latitude
Longitude
Network Domain
Service Provider

Demographics

Age (Bracket)
Gender
Other Category
Affinity Category
In-Market Segment

Acquisition

Traffic Sources

Referral Path
Full Referrer
Campaign
Source
Medium
Source/Medium
Keyword
Ad Content
Social Network
Social Source Referral
Campaign Code
Default Channel Grouping
Organic Searches

Behavior & Conversion

Session

Session Duration (Bucket)
Unique Dimension Combinations
Sessions
Bounces
% Bounce Rate
s Session Duration
s Avg. Session Duration
Hits

Page Tracking

Hostname
Page
Page Path Level 1 to 4
Page Title
Landing Page
Second Page
Exit Page
Previous Page Path
Page Depth
\$ Page Value
Entrances
% Entrances / Pageviews
Pageviews
% Pages / Session
Unique Pageviews
s Time on Page
s Avg. Time on Page
Exits
% Exit Rate

Event Tracking

Event Category
Event Action
Event Label
Total Events
Unique Events
\$ Event Value
\$ Avg. Event Value
Sessions with Events
Events / Session with Event

App Tracking

App Installer ID
App Version
App Name
App ID
Screen Name
Screen Depth
Landing Screen
Exit Screen
Screen Views
Unique Screen Views
Screens / Session
s Time on Screen
s Avg. Time on Screen

Content Grouping

Page Group XX
Landing Page Group XX
Previous Page Group XX
Unique Views XX

Internal Search

Site Search Status
Search Term
Refined Keyword
Site Search Category
Start Page
Destination Page
Search Destination Page
Results Pageviews
Results Pageviews / Search
Total Unique Searches
Sessions with Search
% Sessions with Search
Search Depth
Avg. Search Depth
Search Refinements
% Search Refinements
Time after Search
s Avg. Time after Search
Search Exits
% Search Exits
% Site Search Goal Conversion Rate
% Site Search Goal XX Conversion Rate
\$ Per Search Goal Value

Custom Data

Custom Dimension XX
Custom Variable Key XX
Custom Variable Value XX
Custom Metric XX Value
% s Calculated Metric

Time

Date
Date Hour and Minute
Year
ISO Year
Month of the year
Month Index
Month of Year
Week of Year
Week Index
Week of the Year
ISO Week of the Year
ISO Week of ISO Year
Day of the month
Day Index
Day of Week
Day of Week Name
Hour
Hour Index
Hour of Day
Minute
Minute Index

Goal Conversions

Goal Completion Location
Goal Previous Step -1 to -3
Goal Starts
Goal XX Starts
Goal Completions
Goal XX Completions
\$ Goal Value
\$ Goal XX Value
\$ Per Session Goal Value
% Goal Conversion Rate
% Goal XX Conversion Rate
Abandoned Funnels
Goal XX Abandoned Funnels
% Total Abandonment Rate
% Goal XX Abandonment Rate

E-commerce

Transaction ID
Affiliation
Sessions to Transaction
Days to Transaction
Currency Code
Checkout Options
Product SKU
Product
Product Category
Product Category
Product Category Level XX
Product Brand
Product Coupon Code
Product List Name
Product List Position
Product Variant
Shopping Stage
Internal Promotion Creative
Internal Promotion ID
Internal Promotion Name
Internal Promotion Position
Order Coupon Code
Transactions
Transactions per User
\$ Total Value
\$ Avg. Order Value
\$ Per Session Value
\$ Shipping
\$ Local Shipping
\$ Tax
\$ Local Tax
\$ Avg. Price
Unique Purchases
\$ Revenue
\$ Revenue per User
\$ Local Revenue
\$ Local Product Revenue
\$ Product Revenue
% Buy-to-Detail Rate
% Cart-to-Detail Rate
% Internal Promotion CTR
Internal Promotion Clicks
Internal Promotion Views
Refunds
\$ Refund Amount
\$ Local Product Refund Amount
\$ Local Refund Amount
\$ Product Refund Amount
Product Refunds
Product Adds to Cart
Product Removes from Cart
Product Checkouts
Product Detail Views
% Product List CTR
Product List Clicks
Product List Views
\$ Product Revenue per Purchase
Quantity
Avg. QTY
Quantity Added to Cart
Quantity Checked Out
Quantity Refunded
Quantity Removed from Cart
% Ecom. Conversion Rate

Social Interactions

Social Network
Social Action
Social Network and Action
Social Entity
Social Type
Social Actions
Unique Social Actions
Actions Per Social Session

User Timing

Timing Category
Timing Label
Timing Variable
ms User Timing
User Timing Sample
s Avg User Timing

Exceptions

Exception Description
Exceptions
Exceptions / Screen
Crashes
Crashes / Screen

Content Experiments

Experiment ID
Variant
Experiment ID with Variant

Analytics Cheatsheet

Google Analytics Metrics & Dimensions

Source: [Google Analytics Dimensions & Metrics Reference](#)

This cheatsheet provides a complete overview of Google Analytics dimensions and metrics, excepted for AdWords, AdSense and DoubleClick specific ones.

LEGEND

Topic

Dimension ABC
Metric XYZ
count metrics (int or float)
% ratio metrics (percent)
\$ monetary metrics (currency)
s/ms time metrics (seconds or millisecs)