

The UpGrad logo is positioned in the top left corner. It features the word "Up" in a dark blue font and "Grad" in a red font, with the "G" being significantly larger than the other letters.

UpGrad

Product Analytics – Google Analytics

**Online Higher
Education Programs**

for Working Professionals

Google Analytics Assignment

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Problem Statement

Link for Google Analytics Demo Account: [GA Demo](#)

- Use the above link to access the demo account and use it to answer the questions on the following slides.
- For each question **add a screenshot** of relevant section and **show the calculation** if something needs to be calculated.

What was the source with highest revenue for e-commerce?

Primary Dimension: Default Channel Grouping ▾ Source/Medium Source Medium Other ▾

Plot Rows Secondary dimension ▾ Sort Type: Default ▾

<input type="checkbox"/>	Source/Medium ?	Users ? ↓	Sessions ?	Revenue ?
		53,006 % of Total: 100.00% (53,006)	68,307 % of Total: 100.00% (68,307)	US\$328,378.93 % of Total: 100.00% (US\$328,378.93)
<input type="checkbox"/>	1. google / organic	28,494 (51.34%)	33,879 (49.60%)	US\$30,487.51 (9.28%)
<input type="checkbox"/>	2. (direct) / (none)	13,118 (23.64%)	15,707 (22.99%)	US\$37,270.31 (11.35%)
<input type="checkbox"/>	3. mall.googleplex.com / referral	4,409 (7.94%)	6,591 (9.65%)	US\$87,021.30 (26.50%)
<input type="checkbox"/>	4. google / cpc	1,741 (3.14%)	2,181 (3.19%)	US\$4,677.67 (1.42%)
<input type="checkbox"/>	5. analytics.google.com / referral	1,482 (2.67%)	1,926 (2.82%)	US\$0.00 (0.00%)
<input type="checkbox"/>	6. Partners / affiliate	1,072 (1.93%)	1,292 (1.89%)	US\$18.99 (0.01%)
<input type="checkbox"/>	7. gdeals.googleplex.com / referral	1,041 (1.88%)	1,603 (2.35%)	US\$104,253.06 (31.75%)

Date range: 8 May 2017 to 6 Jun2017

Ans: Referral was the highest medium of revenue = \$104,253.06 (31.75%)

Path: Acquisition > Channels > E-commerce > Secondary Dimension: Source/Medium

Which device had the 2nd highest e-commerce conversion rate in September? Criteria: at least 15,000 users with this device.

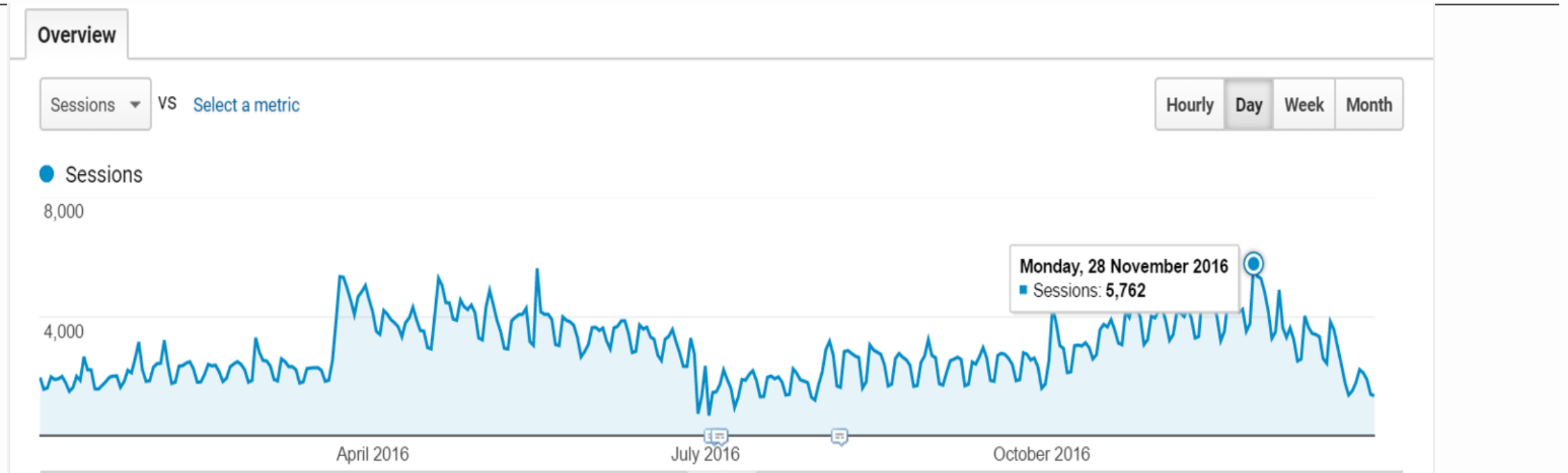
<input type="checkbox"/>	Operating System [?]	Device Category [?]	E-commerce Conversion Rate [?]
			1.35% Avg for View: 1.27% (5.89%)
<input type="checkbox"/>	1. Windows	desktop	0.56%
<input type="checkbox"/>	2. Macintosh	desktop	2.42%

Date Range: 1 Sept 2016 – 30 Sept 2016

Path : Acquisition > Channels > Primary Dimension: OS > Secondary Dimension: Device Category > Advanced Filter: Users – Greater than – 15000.

With the applied condition of Users the results are as shown.




What day in the last year was the traffic the highest?



Ans: Monday, 28th November 2016.

I am considering the day there were highest number of sessions as highest traffic.

What country is the third most traffic coming from?

Country ?	Users ? ↓	New Users ?	Sessions ?
	844,876 % of Total: 100.00% (844,876)	838,843 % of Total: 100.00% (838,849)	1,058,541 % of Total: 100.00% (1,058,543)
1.  United States	336,044 (39.61%)	329,558 (39.29%)	478,434 (45.20%)
2.  Turkey	38,290 (4.51%)	38,096 (4.54%)	41,324 (3.90%)
3.  India	36,744 (4.33%)	36,401 (4.34%)	40,364 (3.81%)

Ans: India has the third highest number of sessions.

Date Range : 1 Jan 2016 – 31st Dec 2016

Path: Audience> Users> Demographics: Country > View full report

What state in the US is the second most traffic coming from?

Region ?	Acquisition		
	Users ? ↓	New Users ?	Sessions ?
	336,044 % of Total: 39.77% (844,876)	329,560 % of Total: 39.29% (838,849)	478,433 % of Total: 45.20% (1,058,543)
1. California	97,392 (28.61%)	94,671 (28.73%)	155,766 (32.56%)
2. New York	28,039 (8.24%)	26,950 (8.18%)	40,715 (8.51%)

Date Range : 1 Jan 2016 – 31st Dec 2016

Ans: New York

The second highest no. of sessions is coming from New York.

Path: Audience > Users > Demographics: Country > View full report > United States

What city within the previous state the second most traffic coming from?

City ?	Users ? ↓	New Users ?	Sessions ?
	28,039 % of Total: 3.32% (844,876)	26,888 % of Total: 3.21% (838,849)	40,673 % of Total: 3.84% (1,058,543)
1. New York	20,362 (71.84%)	19,349 (71.96%)	30,637 (75.33%)
2. Rochester	293 (1.03%)	280 (1.04%)	336 (0.83%)

Date Range : 1 Jan 2016 – 31st Dec 2016

Ans: Rochester has second highest no. of sessions.

Path: Audience > Users > Demographics: Country > View full report > United States > New York

How many new visitors vs. returning visitors?

Plot Rows Secondary dimension Sort Type: Default

		Acquisition	
User Type ?		Users ? ↓	New Users ?
		844,876 % of Total: 100.00% (844,876)	838,849 % of Total: 100.00% (838,849)
<input type="checkbox"/>	1. New Visitor	839,871 (89.09%)	838,849(100.00%)
<input type="checkbox"/>	2. Returning Visitor	102,901 (10.91%)	0 (0.00%)

Date Range : 1 Jan 2016 – 31st Dec 2016

Ans: New : 839,871
Returning: 102,901

Path: Audience> Behavior > New vs Returning

What is the average time people are spending on the site?

Users
844,876



New Users
838,849



Sessions
1,058,543



Number of Sessions per User
1.25



Page Views
5,170,797



Pages/Session
4.88



Avg. Session Duration
00:02:15



Bounce Rate
46.35%



Date Range : 1 Jan 2016 – 31st Dec 2016

Ans: Average Session Duration is 2:15

Path: Audience > Overview

What are the first, second and third most popular browsers to access the site?

Demographics	Browser	Users	% Users
Language	1. Chrome	490,184	57.96%
Country	2. Safari	254,380	30.08%
City	3. Firefox	39,435	4.66%
System	4. Internet Explorer	23,109	2.73%
Browser	5. Edge	7,523	0.89%
Operating System	6. Safari (in-app)	6,258	0.74%
Service Provider	7. Opera	6,225	0.74%

Ans : Chrome, Safari, Firefox

Date Range : 1 Jan 2016 – 31st Dec 2016

What number of visitors are coming from iPhones?

Google Merchandise Store
1 Master View

Search reports and help

Demographics

- Interests
- Geo
- Behaviour
- Technology
- Mobile
 - Overview
 - Devices**

Plot Rows Secondary dimension Sort Type: Default

	Acquisition
<input type="checkbox"/> Mobile Device Info ?	Users ? ↓
	173,186 % of Total: 20.50% (844,876)
<input type="checkbox"/> 1. Apple iPhone	56,342 (32.45%)

Date Range : 1 Jan 2016 – 31st Dec 2016

Ans: 56,342 iPhone users

Path: Audience> Mobile> Devices

What is the most common screen resolution of the site visitors?

Demographics	Screen Resolution	Users	% Users
Language	1. 360x640	44,636	25.50%
Country	2. 375x667	30,471	17.40%
City	3. 320x568	17,880	10.21%
System	4. 768x1024	17,658	10.09%
Browser	5. 412x732	14,385	8.22%
Operating System	6. 414x736	9,537	5.45%
Service Provider	7. 320x480	4,175	2.38%
Mobile	8. 320x534	3,448	1.97%
Operating System	9. 320x570	3,010	1.72%
Service Provider	10. 1280x800	1,540	0.88%
Screen Resolution			

Date Range : 1 Jan 2016 – 31st Dec 2016

Ans: 360X640

Path: Audience> Overview> Screen Resolution

What are the three most common mobile devices to view the site?

<input type="checkbox"/>	Mobile Device Info ?	Users ? ↓
		173,186 % of Total: 20.50% (844,876)
<input type="checkbox"/>	1. Apple iPhone	56,342 (32.45%)
<input type="checkbox"/>	2. Apple iPad	17,365 (10.00%)
<input type="checkbox"/>	3. (not set)	8,571 (4.94%)

Date Range : 1 Jan 2016 – 31st Dec 2016

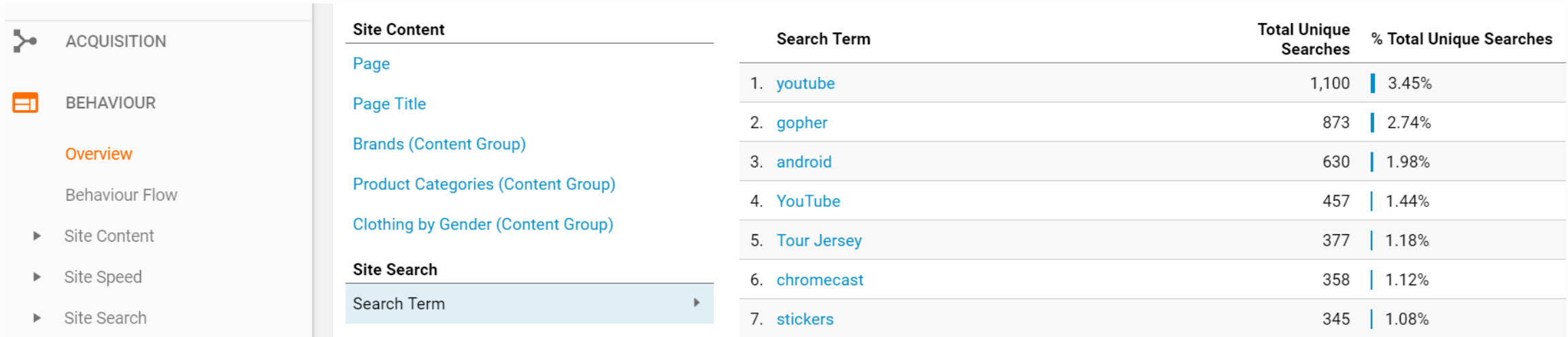
What are the most common ways people are finding the site?

Acquisition			
	Users ↓	New Users ↓	Sessions ↓
	844,876	838,849	1,058,543
1 ■ Social	375,934	<div style="width: 45%;"><div style="width: 45%;"></div></div>	
2 ■ Organic Search	258,749	<div style="width: 30%;"><div style="width: 30%;"></div></div>	
3 ■ Direct	99,313	<div style="width: 10%;"><div style="width: 10%;"></div></div>	

Date Range : 1 Jan 2016 – 31st Dec 2016

- 1.Social
- 2.Organic Search
- 3.Direct

What are the three most popular keyword searches to find the site?



The screenshot shows the Google Analytics interface. On the left, the navigation menu includes 'ACQUISITION', 'BEHAVIOUR', and 'Site Search'. The 'Site Search' section is expanded, showing a table of search terms. The table has four columns: 'Search Term', 'Total Unique Searches', and '% Total Unique Searches'. The top three search terms are 'youtube', 'gopher', and 'android'.

Search Term	Total Unique Searches	% Total Unique Searches
1. youtube	1,100	3.45%
2. gopher	873	2.74%
3. android	630	1.98%
4. YouTube	457	1.44%
5. Tour Jersey	377	1.18%
6. chromecast	358	1.12%
7. stickers	345	1.08%

Date Range : 1 Jan 2016 – 31st Dec 2016

Ans: youtube,gopher,android

Path: Behaviour> Overview> Search Terms

What Internet Service Provider provided the most access to this site? Who was the second largest referring search engine?

▶ Behaviour	<input type="checkbox"/>	Service Provider ?	Users ? ↓
▼ Technology			
Browser & OS			
Network			
▶ Mobile			
▶ Custom			
▶ Benchmarking	<input type="checkbox"/>	1. (not set)	157,844 (18.13%)
Users Flow	<input type="checkbox"/>	2. time warner cable internet llc	21,082 (2.42%)
DISCOVER	<input type="checkbox"/>	3. verizon online llc	13,604 (1.56%)

Date Range : 1 Jan 2016 – 31st Dec 2016

Ans: (not set) provided service to 157,844 users