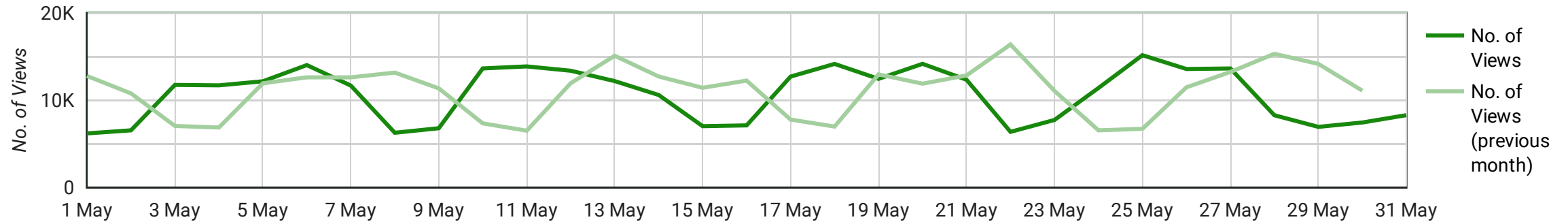
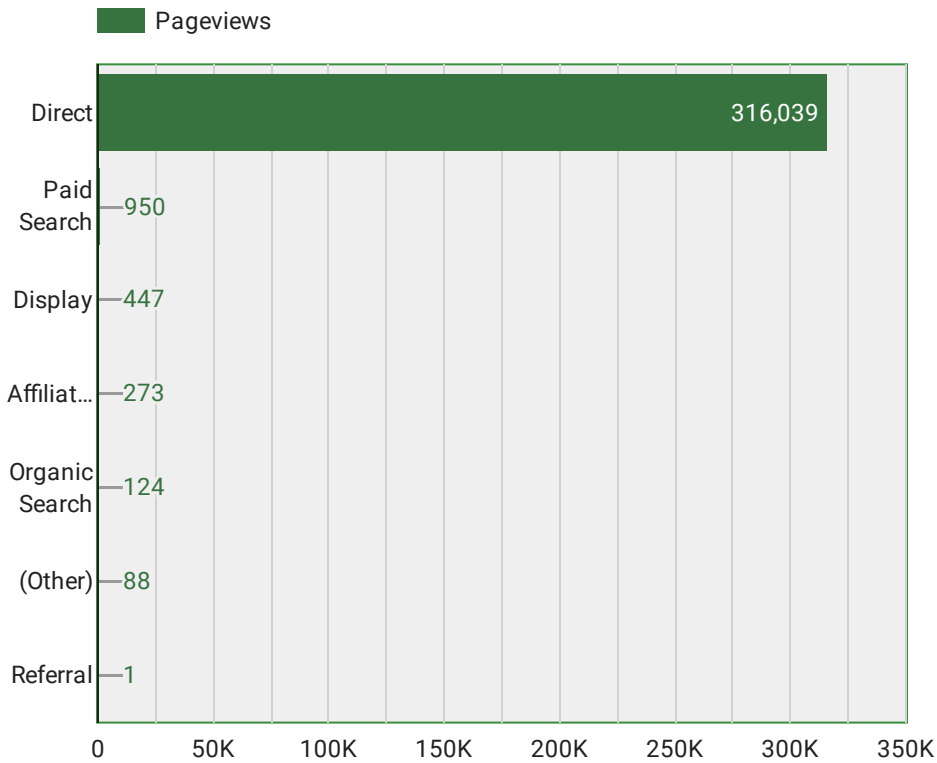


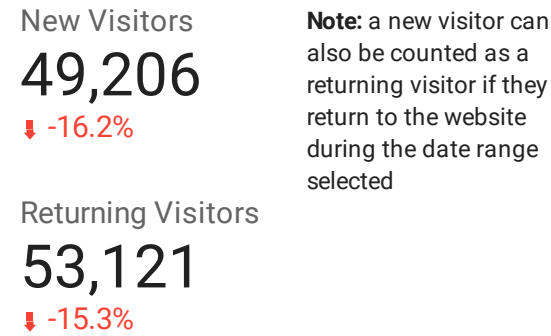
## Page Views by Date



## Acquisition Channel



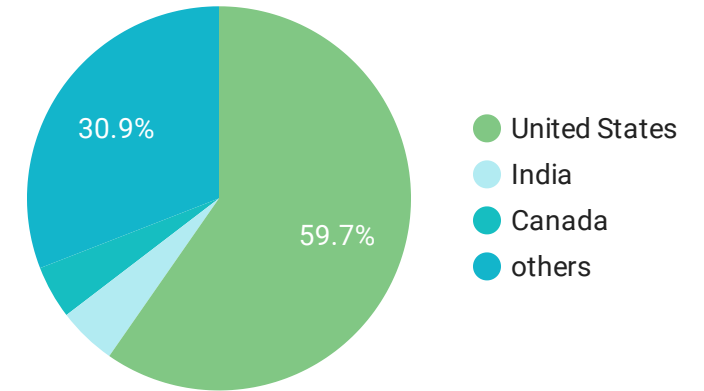
## Visitors



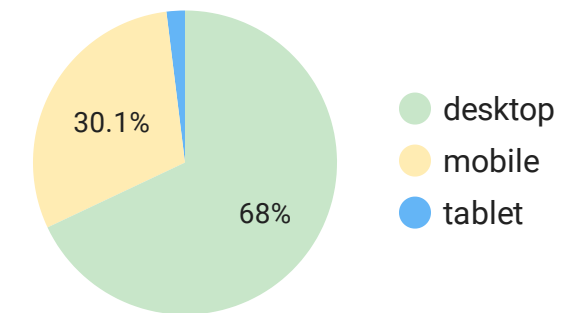
### Definitions:

- Direct** - someone used a bookmark or entered URL in the browser address bar
- Organic** - someone used a search engine (e.g. Google)
- Social** - accessed from social media site (e.g. Facebook, Instagram)
- Referral** - another website linked to the website

## Page Views by Country



## Devices used by Visitors

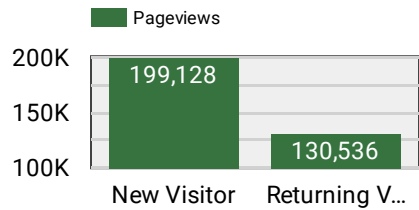


# Audience

Understand where website visitors are located and when they visited you. What device do people use, what brand of mobile phone. and which web browser. Know how many webpages they viewed and how many per visit (or session). Knowing your customer allows you to understand their experience, learn and adapt.

1 May 2021 - 31 May 2021

New Visitor **49.2K** ↓ -16%  
Returning Visitor **53.1K** ↓ -15%



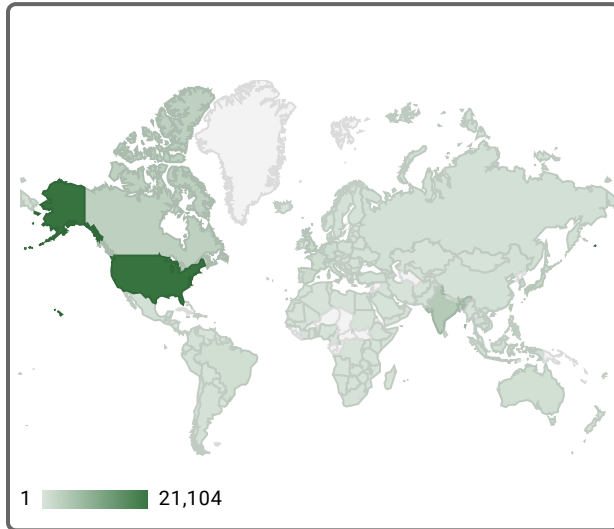
No. of Sessions **68.3K** ↓ -13.0%  
Pages Viewed **329.7K** ↓ -1.6%

**Session:** a 30-minute period from when a user first visits the website.

Pages Viewed per Session **4.82**

Number of Sessions per User **1.29**

## Country

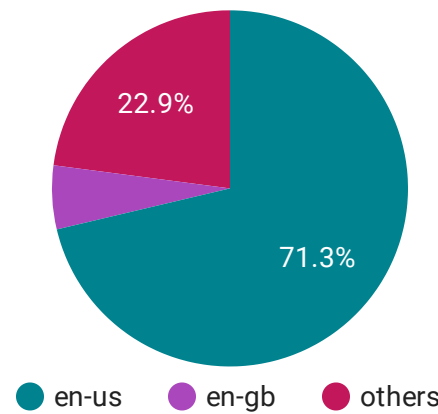


Country	Visitors	% Δ
1. United States	21,104	-13.5% ↓
2. India	4,504	0.4% ↑
3. Canada	3,304	-15.6% ↓
4. United Kingdom	1,844	-19.5% ↓
5. Spain	1,449	-2.6% ↓

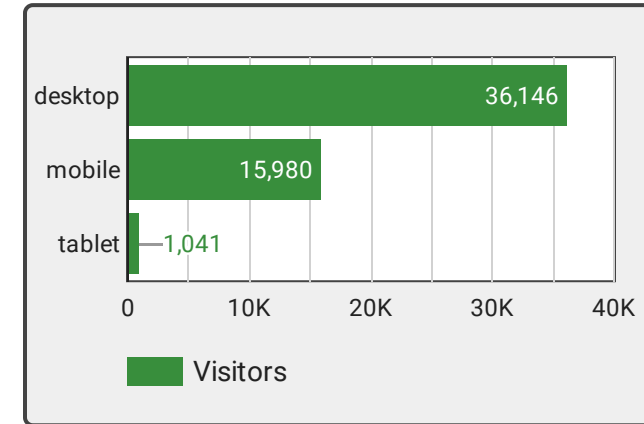
## City

City	Visitors
(not set)	4,560
New York	1,013
Singapore	758
San Jose	730
San Francisco	663

## Language

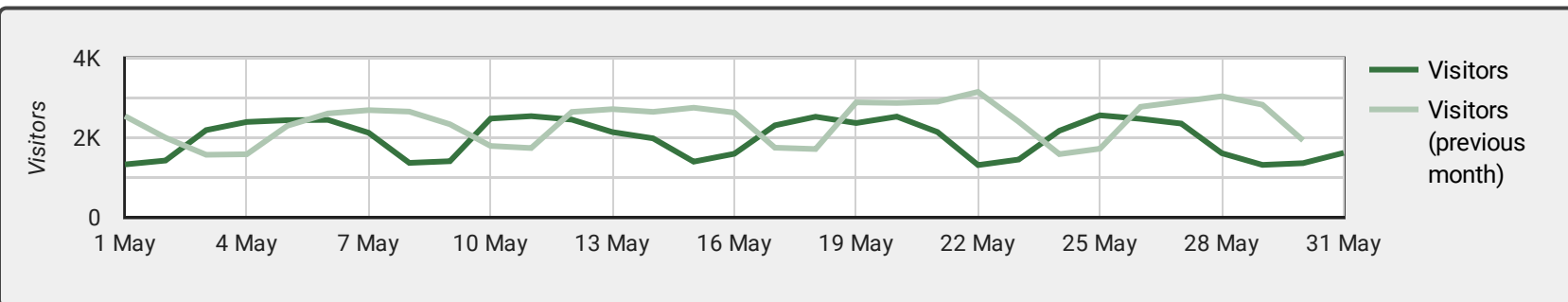


## Device Type



Mobile Brand	Visitors	% of Visitors
Apple	8,766	17%
Samsung	3,172	6%
Google	1,214	2%
Xiaomi	974	2%
Huawei	467	1%

## Visitors by Date



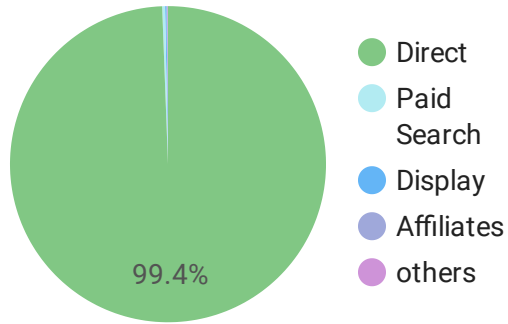
Browser	Visitors	% of Visitors
Chrome	39,792	75%
Safari	10,070	19%
Edge	1,205	2%
Firefox	1,020	2%
Samsung Inter...	457	1%

# Acquisition

How did people get to your website and what web page did they land on? Understanding how people find out about you (or are directed to you by a third party) means that you can focus on improving underperforming channels.

1 May 2021 - 31 May 2021

## Acquisition Channel



Sessions  
**68.3K**  
↓ -13.0%

Total Pageviews  
**329.7K**  
↓ -1.6%

Avg. Pages / Session  
**4.8**  
↑ 13.1%

Avg. Bounce Rate  
**48.2%**  
↓ -11.8%

## Acquisition Source

Acquisition Source	Pageviews	% Δ	Bounce Rate	% Δ
1. (direct)	316,039	-0.1% ↓	48%	-12.5% ↓
2. google	1,074	-28.0% ↓	81%	4.4% ↑
3. dfa	447	-48.5% ↓	95%	5.1% ↑
4. Partners	273	-35.6% ↓	81%	15.5% ↑
5. (not set)	88	-75.8% ↓	67%	51.2% ↑

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Note: the columns after Pageviews and Bounce Rate are the percent change from the previous date range

Acquisition Channel	Pageviews	% Δ
Direct	316,039	-0.1% ↓
Paid Search	950	-36.3% ↓
Display	447	-48.5% ↓
Affiliates	273	-34.8% ↓
Organic Search	124	-

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## Landing Pages by Referrer

Full Referrer	Landing Page	Pageviews	% of Total	Bounce Rate
1. (direct)	/asearch.html	2,607	1%	43%
2. google	/asearch.html	11	+0%	0%
3. Partners	/asearch.html	8	+0%	33%
4. (direct)	/asearch.html/home	3	+0%	0%
5. (direct)	/asearch.html/quickvi...	137	+0%	13%
6. (direct)	/basket.html	11,036	3%	32%
7. google	/basket.html	33	+0%	0%
8. (not set)	/basket.html	13	+0%	50%
9. dfa	/basket.html	2	+0%	100%
10. (direct)	/basket.html)	51	+0%	50%

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### Definitions:

**Direct** - someone used a bookmark or entered URL in the browser address bar

**Organic Search** - website clicked in search ranking list from a search engine (e.g. Google)

**Referral** - another website linked to the website

**Display** - traffic from ads

**Social** - accessed from social media site (e.g. Facebook, Instagram)

# Data Studio - data manipulation

Google Data Studio has a number of built-in functions (date ranges, data controls, filters) to allow you to display specific information for a group of data or a single element. Custom formulae allow you to manipulate how data is displayed and can consolidate like data values together. View the information you want to see, how you want to see it.

1 May 2021 - 31 May 2021

This is a date range filter, limiting data displayed by dates.

Full Referrer	Landing Page
1. (direct)	/google+redesign/apparel/google+earth+day+eco...
2. (direct)	/google+redesign/bags/google+seaport+tote
3. (direct)	/eco/organic+cotton+t-shirt+-+red.axd
4. (direct)	/google+redesign/apparel/google+navy+speckled...
5. (direct)	/google+redesign/apparel/google+mens+tech+fle...

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Landing Page
/google+redesign/accessories
/google+redesign/accessories/android+geek+pin
/google+redesign/accessories/android+iconic+4in+decal
/google+redesign/accessories/android+iconic+pin
/google+redesign/accessories/android+iconic+sticker+sheet

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These tables demonstrate the coded filters and formulae that you can apply to data. The table above has a coded filter to only display URLs that contain "/google+redesign/accessories" while the table below converts the URLs for android accessories to only display the webpage name and not the folder path.

Landing Page

Full Referrer	Landing Page
1. (direct)	(not set)
2. google	/asearch.html
3. (direct)	/asearch.html
4. Partners	/asearch.html
5. (direct)	/asearch.html/home

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Landing Page Truncation
<u>/android+geek+pin</u>
<u>/android+iconic+4in+decal</u>
<u>/android+iconic+pin</u>
<u>/android+iconic+sticker+sheet</u>
<u>/android+large+removable+sticker+sheet</u>

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The tables above demonstrate the user-controlled filter feature. The first table is a list of all Landing Pages while the second table can filter the data displayed by Landing Page. I've applied a filter to only present the "store.html" Landing Page.