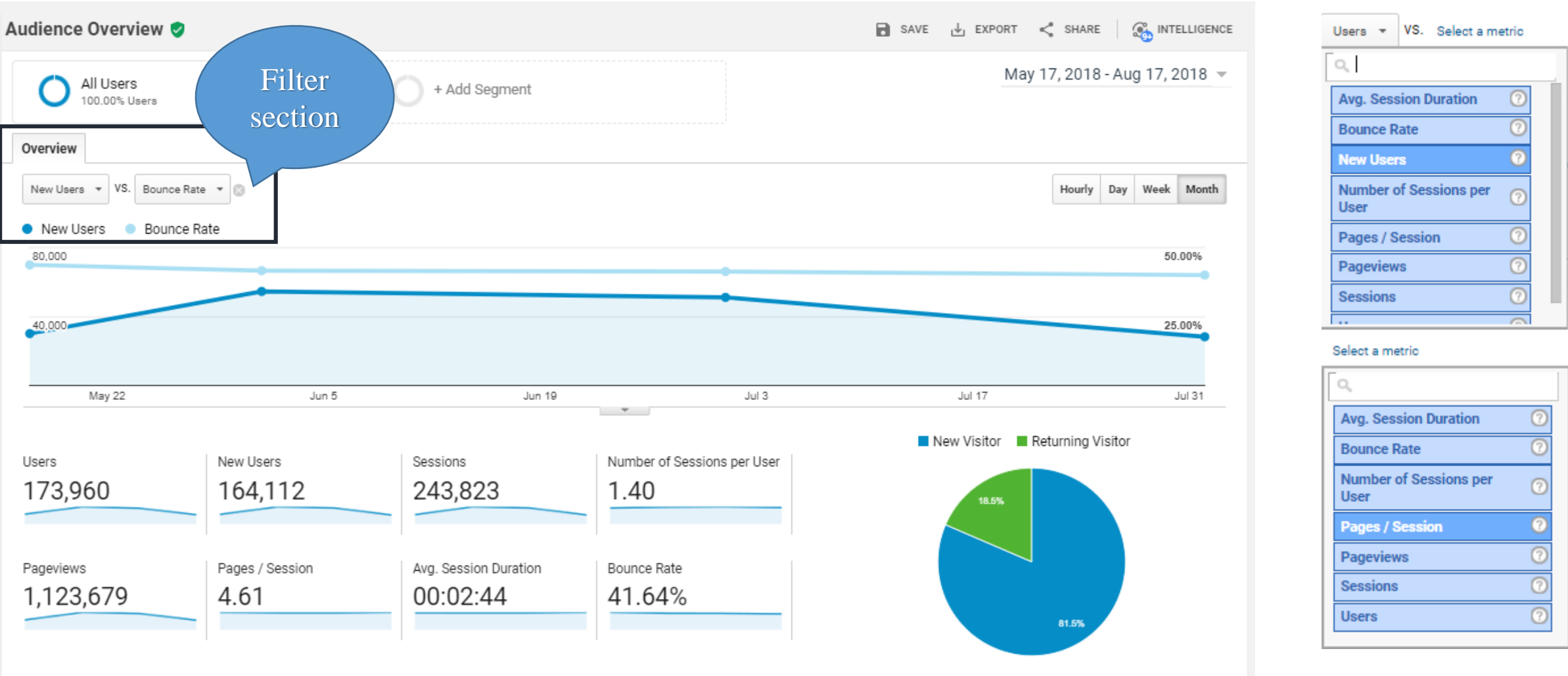


This is the audience overview screen of google analytics. The left side we have a report navigation menu. Under Reports, you have 5 different categories such as Real Time, Audience, Acquisition, Behaviour, and conversions. Each of this section generates reports based on the specific metrics. Right top corner we can set time frame of the report to generate.













I have generated the total traffic vs Bounce rate report for the period of 3 months from May 17, 2018, to August 17, 2018. Based on this report we can interpret the user retaining percentage and the details of bounce rate vs new users.



@gectouch

Source:  gecdesigns.com

Demographics	
Language	
Country	
City	
System	
Browser	
Operating System	
Service Provider	
Mobile	
Operating System	
Service Provider	
Screen Resolution	

Country	Users	% Users
1.  United States	76,243	<div></div> 43.76%
2.  India	13,480	<div></div> 7.74%
3.  United Kingdom	8,109	<div></div> 4.65%
4.  Canada	5,349	<div></div> 3.07%
5.  Japan	4,875	<div></div> 2.80%
6.  Germany	4,148	<div></div> 2.38%
7.  Taiwan	4,113	<div></div> 2.36%
8.  Brazil	3,474	<div></div> 1.99%
9.  France	3,009	<div></div> 1.73%
10.  Spain	2,708	<div></div> 1.55%

[view full report](#)

This report was generated on 8/18/18 at 3:31:06 PM - [Refresh Report](#)

In the above metrics report, we can see the geo traffic, user base, Browser, operating system based metrics. Based on the user base you can strategize your ad campaign. If you see any system related metrics affects your traffic, you can check whether the design or format unsupported in the website.





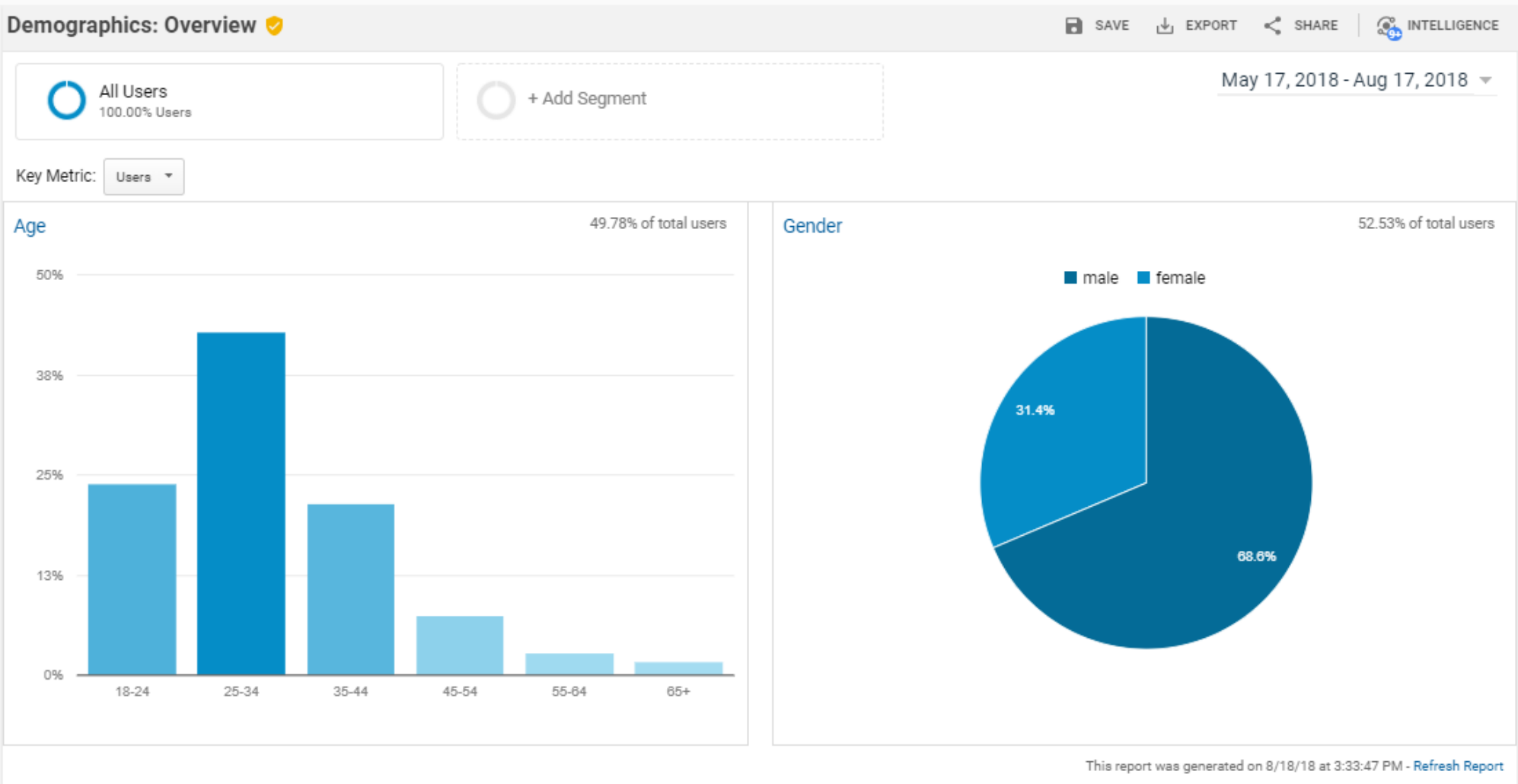
May 17, 2018 - Aug 17, 2018

User Explorer

								<input type="text"/>	Q	advanced
Client Id ?	Sessions ?		Avg. Session Duration ?	Bounce Rate ?	Revenue ?	Transactions ?	Goal Conversion Rate ?			
1. 867432706.1528248747	105 (0.04%)		00:04:50	75.24%	\$0.00 (0.00%)	0 (0.00%)	0.00%			
2. 1342815027.1526185791	61 (0.03%)		00:00:19	85.25%	\$0.00 (0.00%)	0 (0.00%)	1.64%			
3. 1027153932.1527106608	60 (0.02%)		00:03:32	43.33%	\$56.97 (0.01%)	1 (0.02%)	6.67%			
4. 682719792.1524519822	60 (0.02%)		00:07:05	18.33%	\$875.71 (0.14%)	10 (0.18%)	65.00%			
5. 488048357.1509544231	57 (0.02%)		00:01:36	91.23%	\$0.00 (0.00%)	0 (0.00%)	1.75%			
6. 93404212.1530301509	45 (0.02%)		00:01:37	82.22%	\$1,308.85 (0.22%)	1 (0.02%)	20.00%			
7. 311539214.1525766726	44 (0.02%)		00:01:29	79.55%	\$0.00 (0.00%)	0 (0.00%)	2.27%			
8. 417040839.1522024272	43 (0.02%)		00:02:40	11.63%	\$0.00 (0.00%)	0 (0.00%)	9.30%			
9. 304412081.1497880512	42 (0.02%)		00:05:26	14.29%	\$136.26 (0.02%)	2 (0.04%)	33.33%			

User Explorer report reveals the insight of each visitors behavior towards your goal. The client ID is assigned to each device from which the user visits your website.






This is Demographics report, helps you to identify the age group of visitors you have for your website and the gender split. This insight can help you to improve product design and reveal the scope of new market opportunity.

 All Users
 100.00% Users

 + Add Segment

May 17, 2018 - Aug 17, 2018 

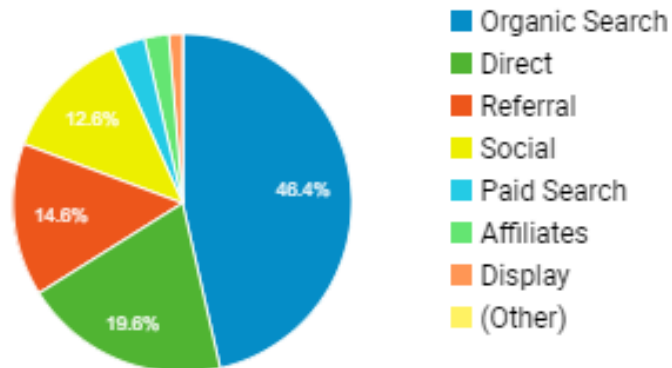
Primary Dimension:

Conversion:

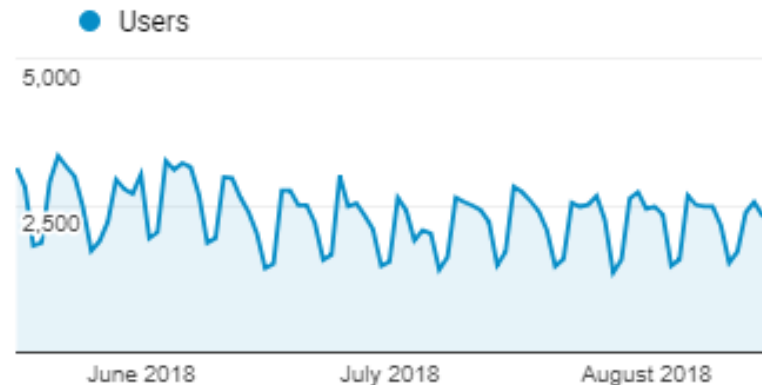
Default Channel Grouping 

eCommerce 

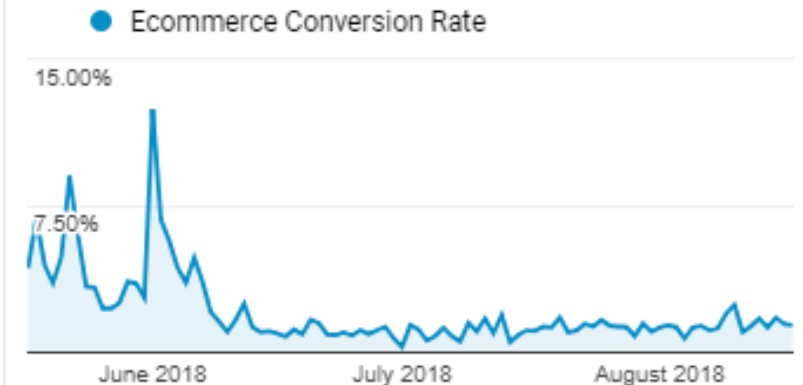
Top Channels



Users



Conversions



Acquisition overview lets you understand the Traffic source, the reason for a sudden spike in conversion and more. Based on referral source metrics you can plan your spending on digital marketing channels.

Purchase Completed

This Goal was completed in 5,786 sessions | 19.49% funnel conversion rate



Purchase Completed goal Funnel diagram shows the multiple stages of conversions. From the point, the customer enters into the cart to till the payment completion stage a percentage of conversions calculated. This clearly shows how many leads are dropped out before the completion of conversion stage.





Purchase Completed goal Funnel diagram (Continuation of the previous slide)
Payment stage to purchase completion shown in the above graph.