

Assignment on Google Analytics for practicing

The objective of this assignment is to get familiarized with Google Analytics. Here I have listed a series of tasks, which will help you to navigate through google analytics to find answers.

1. Once you log onto the platform, you should click on “Audience” and within that on “Overview” . Change the date setting as you wish but ensure to have at least 3 months of data filter.
2. Change the graph to show “New Users vs Bounce Rate” . The x-axis should be on “Day” basis. What is your observation, try to interpret the result?
3. Find out the days (weekdays as in Mondays, Sundays...etc) on which Bounce rate is high and New Users are low. Interpretation?
4. What is the percentage of users identify country wise?
5. Which city within countries recorded highest user’ s traffic?
6. Which city in major traffic countries produced highest revenue?
7. Moving on to the “Active Users” . What is the meaning of 1day active users? How many 1 day active users on May 17, 2018 and August 17, 2018?
8. Compare 1 day and 7 day Active Users. Interpretation related to campaign?
9. This question is about “Revenue Per User” or represented by LTV. What is ARPU?
10. Which acquisition channel has highest RPU?
11. Demographic Analysis. Which Age Group has higher “% Of New Sessions” ?
12. Which age group has highest revenue registers?
13. What is the age group of Americans show highest number of users? What is the revenue of this group? What can be said about this?

14. Compare the Chinese Users (Who have set up their browser to Simplified Chinese Language) on the basis of their country. What revenue pattern can be seen?