

THESSALONIKI  
**digital analytics**  
MEETUP

# Google Analytics Overview

Christina Tsiripidou



# 3 get-to-know-you questions

- Raise your hand if you have heard of Google Analytics before today.
- Keep your hand raised if you have used Google Analytics to provide reporting for yourselves or others.
- Keep your hand raised if you consider yourself a power user of Google Analytics.

# What is Google Analytics?

Google Analytics is a free web analytics tool offered by Google to help you analyze your website traffic



**Data Collection**



**Data Process**



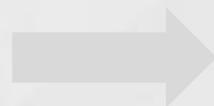
**Data Reporting**

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# Data Collection

Unique GA number

The screenshot displays the Google Analytics Admin interface for a property named 'Google Merchandise Store'. The 'Tracking ID' is highlighted with a red box and labeled 'Unique GA number'. The 'Status' section indicates the property is receiving traffic. The 'Tracking Info' section is expanded to show the 'Tracking Code' tab, which contains the 'Global Site Tag (gtag.js)' code, also highlighted with a red box and labeled 'Tracking scripts to go on site'. The code is as follows:

```
<!-- Global site tag (gtag.js) - Google Analytics -->
<script async src="https://www.googletagmanager.com/gtag/js?id=UA-54516992-1"></script>
<script>
  window.dataLayer = window.dataLayer || [];
  function gtag(){dataLayer.push(arguments);}
  gtag('js', new Date());

  gtag('config', 'UA-54516992-1');
</script>
```

The interface also includes sections for 'Website Tracking', 'Google Tag Manager', and 'Additional implementations'.

# Data Collection

The collage shows three instances of the website's header and content. The top instance shows the navigation bar and a search bar. The middle instance shows a list of events, including 'Digital analytics meetup #13 - Kaggle & Google Analytics (OK!Thess, 28 Jan 2019)'. The bottom instance shows a registration form for the event, with fields for 'Όνομα\*' (Name), 'Επώνυμο\*' (Surname), and 'Email\*', and a 'Στοιχεία επικοινωνίας' (Contact Information) section.



## GA Data Caption

- Type of user
- Unique visitors
- Entry channel
- Page views
- Geo-location
- Engagement
- Site searches
- Content flow
- Conversions / sales
- Revenue
- Conversion path

## Google Tag Assistant



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- Audience data
- Behavioural data
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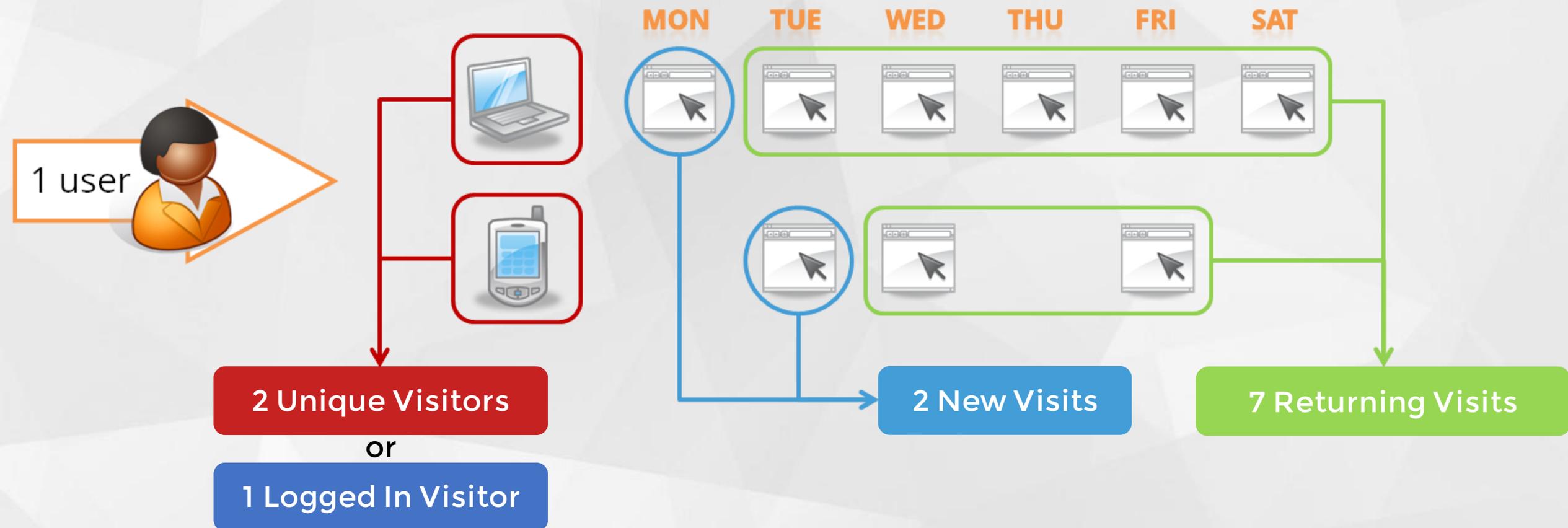


**Data Process**



**Data Reporting**

# Data Process



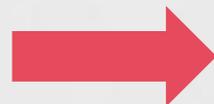
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## Data Process

- New Vs Returning
- Sessions Vs Users
- [...]

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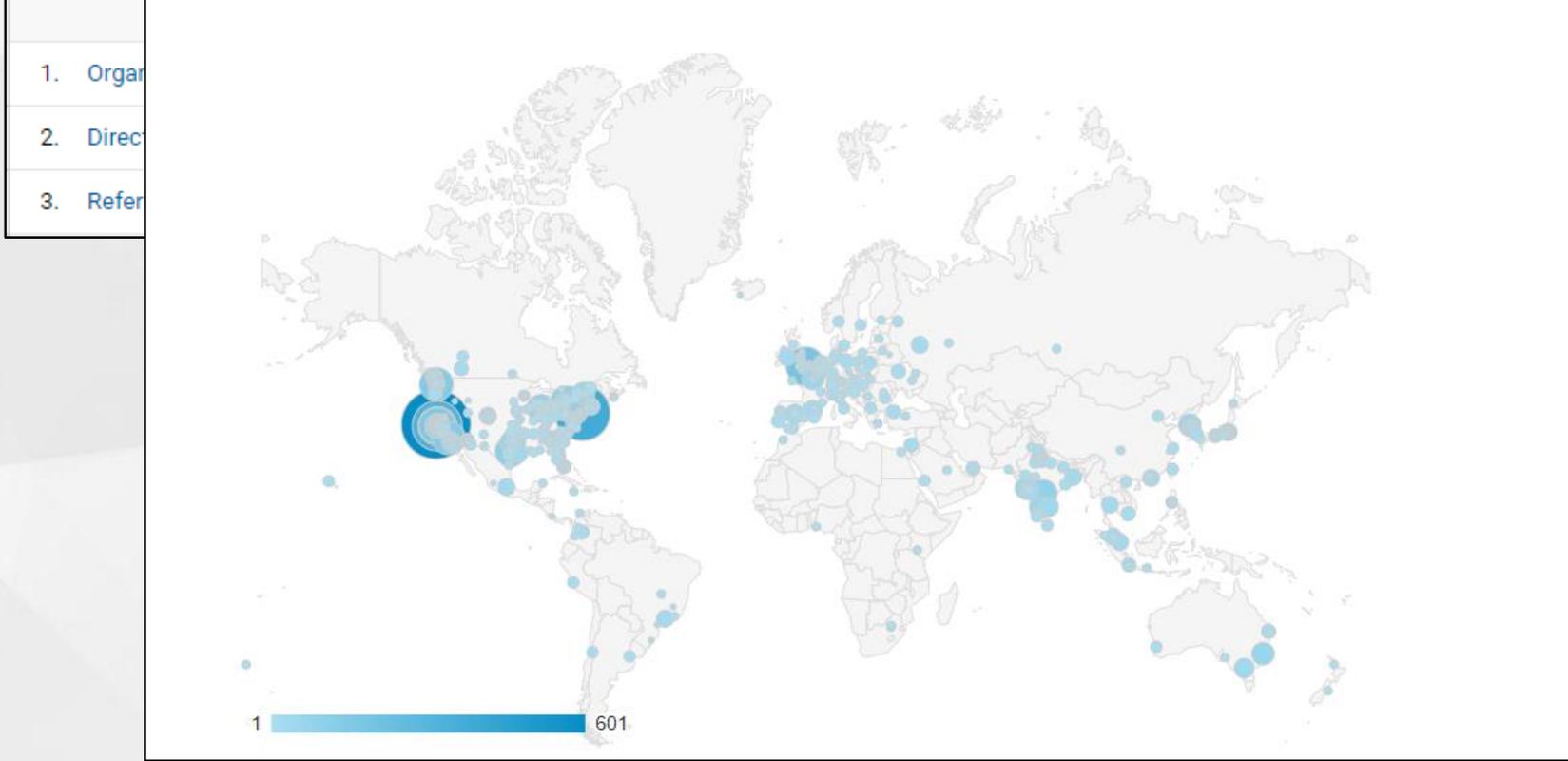
**Data Reporting**

# Data Reporting

Default Channel Grouping	Acquisition		Behavior	
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate
	10,692 % of Total: 100.00%	8,659 % of Total: 100.19%	12,000 % of Total: 100.00%	

Sessions ?	Bounce Rate ?	Pages / Ses
12,000 % of Total: 100.00%	38.91%	

Total number of Sessions within the date range. A session is the period time a user is actively engaged with your website, app, etc. All usage data (Screen Views, Events, Ecommerce, etc.) is associated with a session.



+ Add Segment

Product Views	Sessions with Add to Cart	Sessions with Check-Out	Sessions with Transactions
27.72%	9,622 9%	4,686 4.38%	170 0.16%

32.41% → 29.52% → 3.63%

Conversion	Cart Abandonment	Check-Out Abandonment
64.27%	6,782 70.48%	4,516 96.37%

Search

Sessions with Product Views	%	Sessions with Add to Cart	%	Sessions with Check-Out	%	Sessions with Transactions	%
6,640	24.21%	4,184	6.09%	1,834	2.67%	108	0.16%
2,991	34.05%	5,438	14.25%	2,852	7.47%	62	0.16%

Show rows: 10 Go to: 1 1 - 2 of 2

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## Data Reporting

- Channel performance
- Geo location performance
- User flow
- User on-site interest
- E-commerce behaviour
- Attribution
- [...]

# Retargeting

A form of advertising by which consumers are targeted based on their previous online actions



# Data for Kaggle

Row	visitorId	visitNumber	visitId	visitStartTime	date	totals.visits	totals.hits	totals.pageviews	totals.timeOnSite	totals.bounces
1	null	1	1501510253	1501510253	20170731	1	1	1	null	1
2	null	2	1501510671	1501510671	20170731	1	1	1	null	1
3	null	1	1501521633	1501521633	20170731	1	1	1	null	1
4	null	1	1501504214	1501504214	20170731	1	1	1	null	1
5	null	1	1501488776	1501488776	20170731	1	1	1	null	1
6	null	1	1501486021	1501486021	20170731	1	1	1	null	1
7	null	1	1501542605	1501542605	20170731	1	1	1	null	1
8	null	1	1501495774	1501495774	20170731	1	1	1	null	1
9	null	1	1501517209	1501517209	20170731	1	1	1	null	1
10	null	2	1501512811	1501512811	20170731	1	1	1	null	1
11	null	1	1501527935	1501527935	20170731	1	1	1	null	1
12	null	1	1501527170	1501527170	20170731	1	1	1	null	1
13	null	2	1501513940	1501513940	20170731	1	1	1	null	1
14	null	3	1501528102	1501528102	20170731	1	1	1	null	1
15	null	1	1501507886	1501507886	20170731	1	1	1	null	1

```

1  [
2  {
3    "visitorId": null,
4    "visitNumber": "1",
5    "visitId": "1501510253",
6    "visitStartTime": "1501510253",
7    "date": "20170731",
8    "totals": {
9      "visits": "1",
10     "hits": "1",
11     "pageviews": "1",
12     "timeOnSite": null,
13     "bounces": "1",
14     "transactions": null,
15     "transactionRevenue": null,
16     "newVisits": "1",
17     "screenviews": null,
18     "uniqueScreenviews": null,
19     "timeOnScreen": null,
20     "totalTransactionRevenue": null,
21     "sessionQualityDim": "1"
22   },
23   "trafficSource": {
24     "referralPath": null,
25     "campaign": "(not set)",
26     "source": "google",
27     "medium": "organic",
28     "keyword": "(not provided)",
29     "adContent": null,
30     "adwordsClickInfo": {
31       "campaignId": null,
32       "adGroupId": null,
33       "creativeId": null,
34       "criteriaId": null,
35       "page": null,
36       "slot": null,
37       "criteriaParameters": "not available in demo dataset",
38       "gclid": null,
39       "customerId": null,
40       "adNetworkType": null,
41       "targetingCriteria": null,
42       "isVideoAd": null
43     }
44   }
45 }

```