



Google Analytics

Familiarisation Guide

Objective

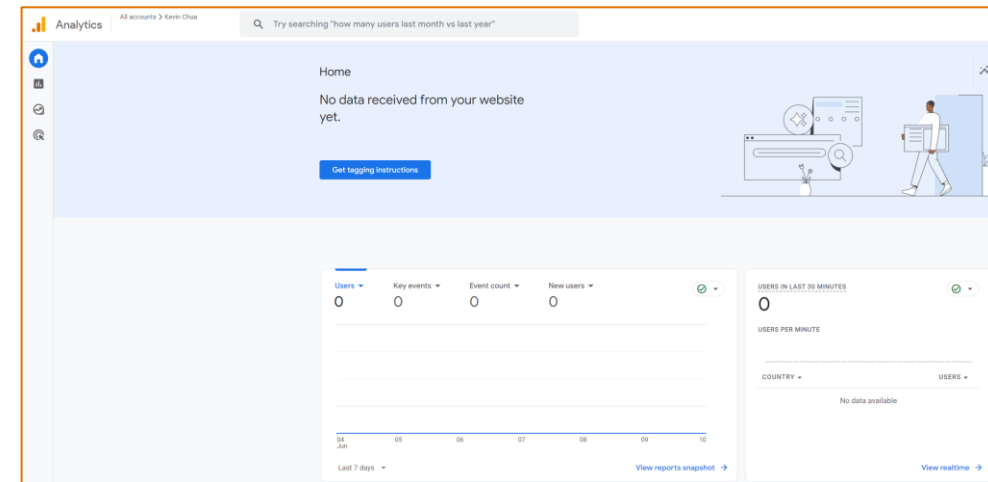
Design and implement a real-time analytics dashboard for omnichannel data.

Task Description:

Identify key metrics and KPIs relevant to the omnichannel customer journey (engagement rates, conversion rates, customer satisfaction).

Visualize the data to provide a clear and dynamic representation of customer interactions.

Provide insights and recommendations on how the real-time analytics dashboard can be utilized to make data-driven decisions and optimize ongoing campaigns.



Start-Up Screen after Signing Up

Step 1: Access to the Demo Account

Use this link: [GA4 Demo Account](#)

Choose “Google Analytics 4 property: Google Merchandise Store (web data)”

links based on the property you would like to access first. You can change to other properties at any time by using the [account selector](#).

- Google Analytics 4 property: Google Merchandise Store (web data) [↗](#)
- Google Analytics 4 property: Flood-It! (app and web data) [↗](#)
- Universal Analytics property: Google Merchandise Store (web data) [↗](#)

You can [remove the demo account](#) at any time.

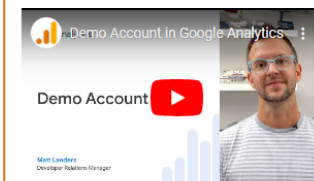
Demo account

Learn by experimenting with data from the Google Merchandise Store and Flood-It!

The Google Analytics demo account is a fully functional Google Analytics account that any Google user can access. It contains one Universal Analytics property and two Google Analytics 4 properties. The demo account is a great way to look at real business data and experiment with Google Analytics features.

In this article:

- [Access the demo account](#)
- [Where the data comes from](#)
- [Ways to use the demo account](#)
- [Limitations](#)
- [Remove access to the demo account](#)



Access the demo account

To access the demo account, click one of the three links at the end of this section. When you click a link:

- If you already have a Google account, you're prompted to log in to that account.
- If you don't have a Google account, you're prompted to create an account and then log in.

When you click a link below, you agree to let Google perform one of two actions related to your Google account:

- If you already have a Google Analytics account, we will add the demo account to your Analytics account.
- If you don't have a Google Analytics account, we will create one for you in association with your Google account, and then add the demo account to your new Analytics account.

The demo account is available from the [account selector](#) in Analytics where you select organization and account links.

The demo account counts against the maximum number of Analytics accounts you're permitted to create under a single Google account. The current maximum for Google Analytics is 2000 Analytics accounts per Google account.

Access the demo account, which contains three properties, by clicking one of the following links based on the property you would like to access first. You can change to the other properties at any time by using the [account selector](#).

- Google Analytics 4 property: Google Merchandise Store (web data) [↗](#)
- Google Analytics 4 property: Flood-It! (app and web data) [↗](#)
- Universal Analytics property: Google Merchandise Store (web data) [↗](#)

You can [remove the demo account](#) at any time.

Where the data comes from

The data in the Google Analytics demo account is from the [Google Merchandise Store](#) [↗](#) and [Flood-It!](#) [↗](#).

The Google Merchandise Store is an ecommerce site that sells Google-branded merchandise.

Step 2: The Dashboard



Analytics

All accounts

Try searching "URL builder + UTM"

Home

Reports

Explore

Advertising

Home

Users

Key events

Event count

Sessions

13K

19K

249K

19K

↑ 2.9%

↑ 7.3%

↓ 0.5%

↑ 0.8%

Line chart showing user trends over time (04 Jun to 10 Jun) comparing Last 7 days and Preceding period.

USERS IN LAST 30 MINUTES

51

USERS PER MINUTE

Bar chart showing user activity per minute.

COUNTRY

USERS

United States 36

Canada 7

China 2

Colombia 2

Recently accessed

Reports snapshot today

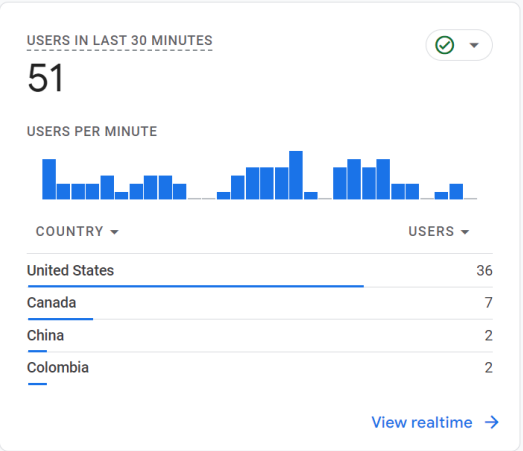
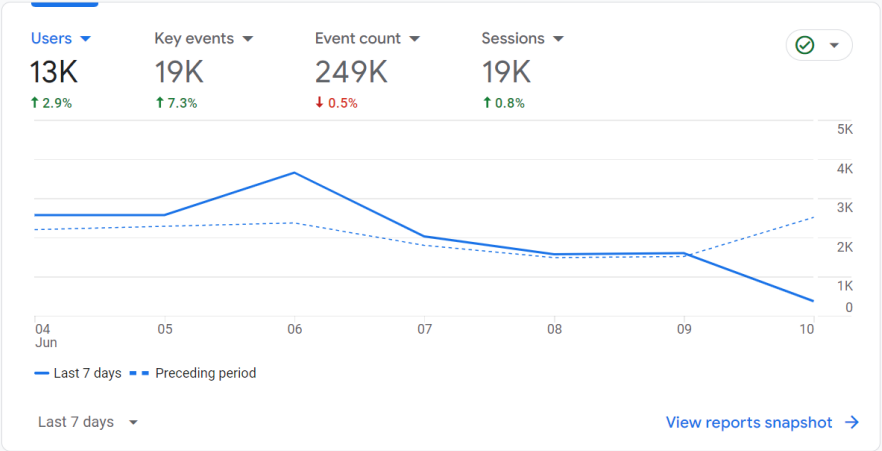
Suggested for you

Sessions by Session primary ch... Sessions

Users by Country ID

New users by First user primary channel group (Default C.)

Admin



Recently accessed

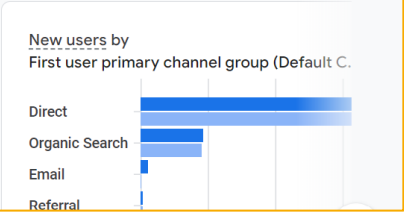
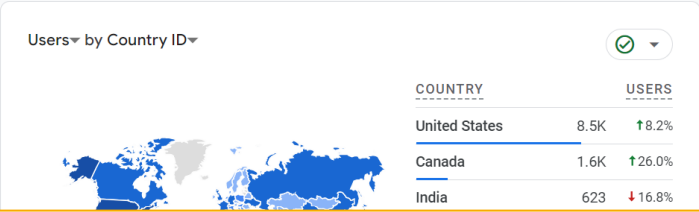
Reports snapshot

today

Suggested for you

Sessions by Session primary ch... Sessions

SESSION PRIMARY ...	SESSIONS
Direct	14K ↓ 2.7%
Organic Search	3.3K ↑ 2.9%
Unassigned	478 ↑ 28.8%



Step 3: Go to Reports

Analytics

All accounts

Try searching "URL builder + UTM"

Reports snapshot

Realtime

Life cycle

Acquisition

- Overview
- User acquisition
- Traffic acquisition
- User acquisition cohorts

Engagement

- Overview
- Events
- Pages and screens
- Landing page

Monetization

- Overview
- Ecommerce purchases
- Purchase journey
- Checkout journey
- Promotions

Retention

Search Console

- Search Console

User

- User attributes
 - Overview
 - Demographic details
 - Audiences
- Tech

Reports snapshot

All Users

Add comparison

Last 28 days May 14 - Jun 10, 2024

Users 52K

New users 45K

Average engagement time 1m 18s

Total revenue \$157K

USERS IN LAST 30 MINUTES

54

USERS PER MINUTE

TOP COUNTRIES

United States 26

Canada 9

Colombia 3

South Korea 3

China 2

View realtime

Insights

Your Insights will appear here soon.

In the meantime, you can create new custom insights to monitor your most important metrics. [Learn more](#)

View all insights

WHERE DO YOUR NEW USERS COME FROM?

New users by First user primary channel group (Default C...)

Direct

Organic Search

Email

Referral

Organic Social

Paid Search

Organic Shopping

View user acquisition

WHAT ARE YOUR TOP CAMPAIGNS?

Sessions by Session medium

SESSION MEDIUM

SESSIONS

(none) 66K

organic 13K

referral 1.3K

email 1.2K

cpc 404

View traffic acquisition

Users by Country

COUNTRY

USERS

United States 31K

Canada 5.1K

India 3K

Japan 1.4K

China 1.3K

Taiwan 794

South Korea 658

View countries

HOW ARE ACTIVE USERS TRENDING?

User activity over time

30 DAYS 55K

7 DAYS 13K

1 DAY 364

View retention

HOW WELL DO YOU RETAIN YOUR USERS?

User activity by cohort

Based on device data only

Week 0 Week 1 Week 2 Week 3 Week 4 Week 5

All Users 100.0% 5.1% 2.8% 2.2% 1.4% 0.9%

Apr 28 - May 4

May 5 - May 11

May 12 - May 18

May 19 - May 25

May 26 - Jun 1

Jun 2 - Jun 8

6 weeks ending Jun 8

View retention

WHICH PAGES AND SCREENS GET THE MOST VIEWS?

Views by Page title and screen class

PAGE TITLE AND SCREEN CLASS

VIEWS

Home 85K

Google Merch Shop 19K

Mens / Unisex | Google Mer... 16K

New | Google Merch Shop 8.4K

Sale | Google Merch Shop 6.5K

Drinkware | Google Merch Sh... 6.4K

Apparel | Google Merch Shop 6.2K

View pages and screens

WHAT ARE YOUR TOP EVENTS?

Event count by Event name

WHAT ARE YOUR TOP PERFORMING KEY EVENTS?

Key events by Event name

WHAT ARE YOUR TOP SELLING PRODUCTS?

Items purchased by Item name

HOW DOES ACTIVITY ON YOUR PLATFORMS COMPARE?

Key events by Platform

WHERE DOES YOUR LTV COME FROM?

LTV by

Identify key metrics and KPIs relevant to the omnichannel customer journey

Provide insights and recommendations on how the real-time analytics dashboard can be utilized to make data-driven decisions and optimize ongoing campaigns.

Traffic Acquisition

Screen Shot


Interpretation of Data

Question 1
What is the primary channel driving the most traffic to the website?








Answer 1
Direct traffic

Question 2
What strategy would you propose to improve “Email” as a way to improve traffic acquisition?

Answer 2
Craft compelling subject lines that grab attention and encourage opens. use personalization, urgency, or curiosity to entice recipients. Include strong, clear calls to action that prompt recipients to take the desired next step

Analytics

All accounts



Reports snapshot

Realtime

Life cycle

Acquisition

Overview

User acquisition

Traffic acquisition

User acquisition cohorts

Engagement

Overview

Events

Pages and screens

Landing page

Monetization

Overview

Ecommerce purchases

Purchase journey

Checkout journey

Promotions

Retention



Engagement Rates

Screen Shot


Interpretation of Data

Question 1
What is the average engagement time per session for users?








Answer 1
1m 18s

Question 2
What strategy would you propose to improve “Engagement time per session for users?”

Answer 2
Provide more detailed and compelling product descriptions, including information on materials, features, and benefits. Display reviews to build social proof and encourage longer dwell time on product pages.

Analytics

All accounts



Reports snapshot

Realtime

Life cycle

Acquisition

Engagement

Monetization

Retention

Overview

User acquisition

Traffic acquisition

User acquisition cohorts

Overview

Events

Pages and screens

Landing page

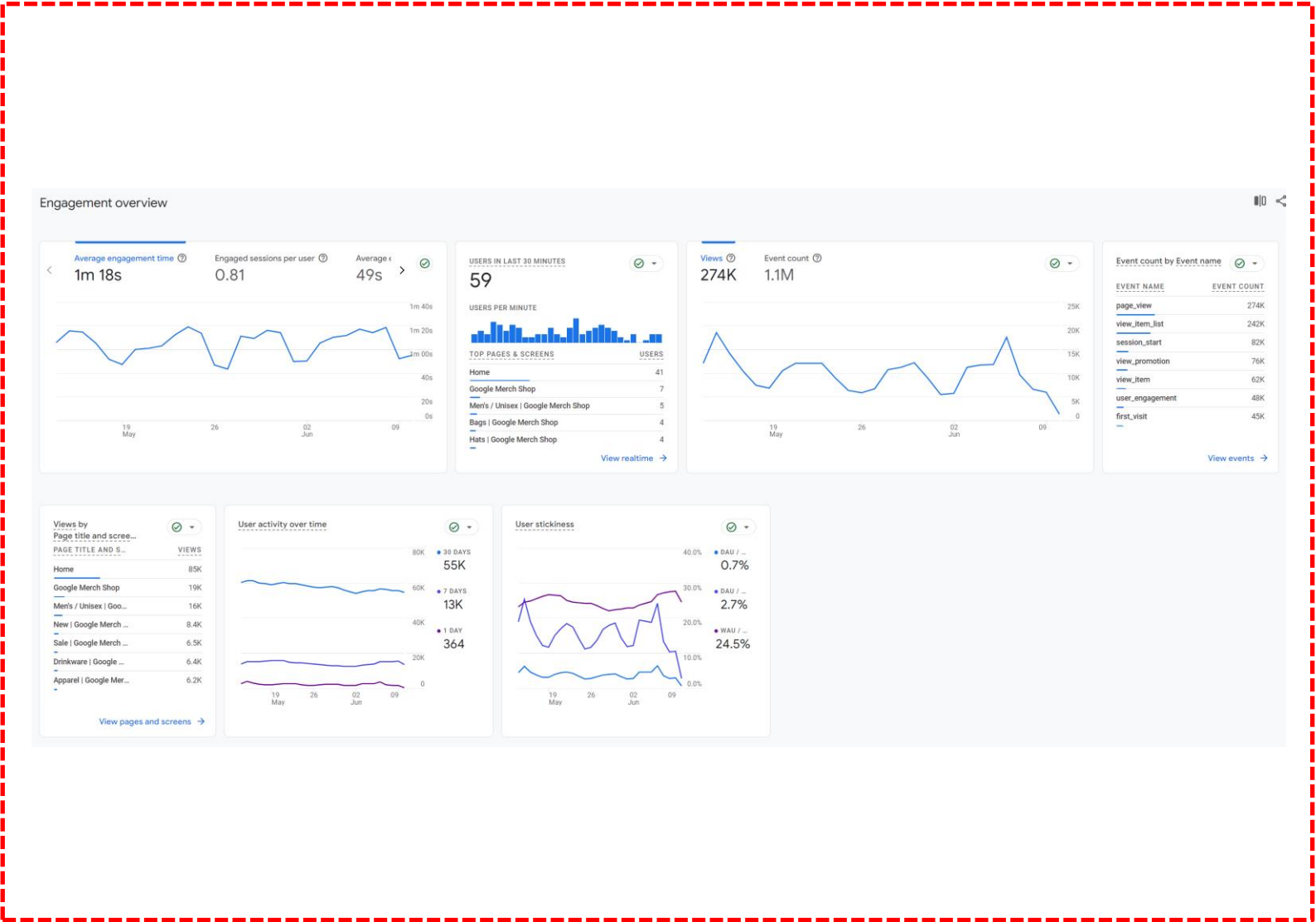
Overview

Ecommerce purchases

Purchase journey

Checkout journey

Promotions



Customer Satisfaction

Screen Shot

Interpretation of Data

Analytics All accounts

Reports snapshot

Realtime

Life cycle

Acquisition

Engagement

Monetization

Retention

Overview

User acquisition

Traffic acquisition

User acquisition cohorts

Overview

Events

Pages and screens

Landing page

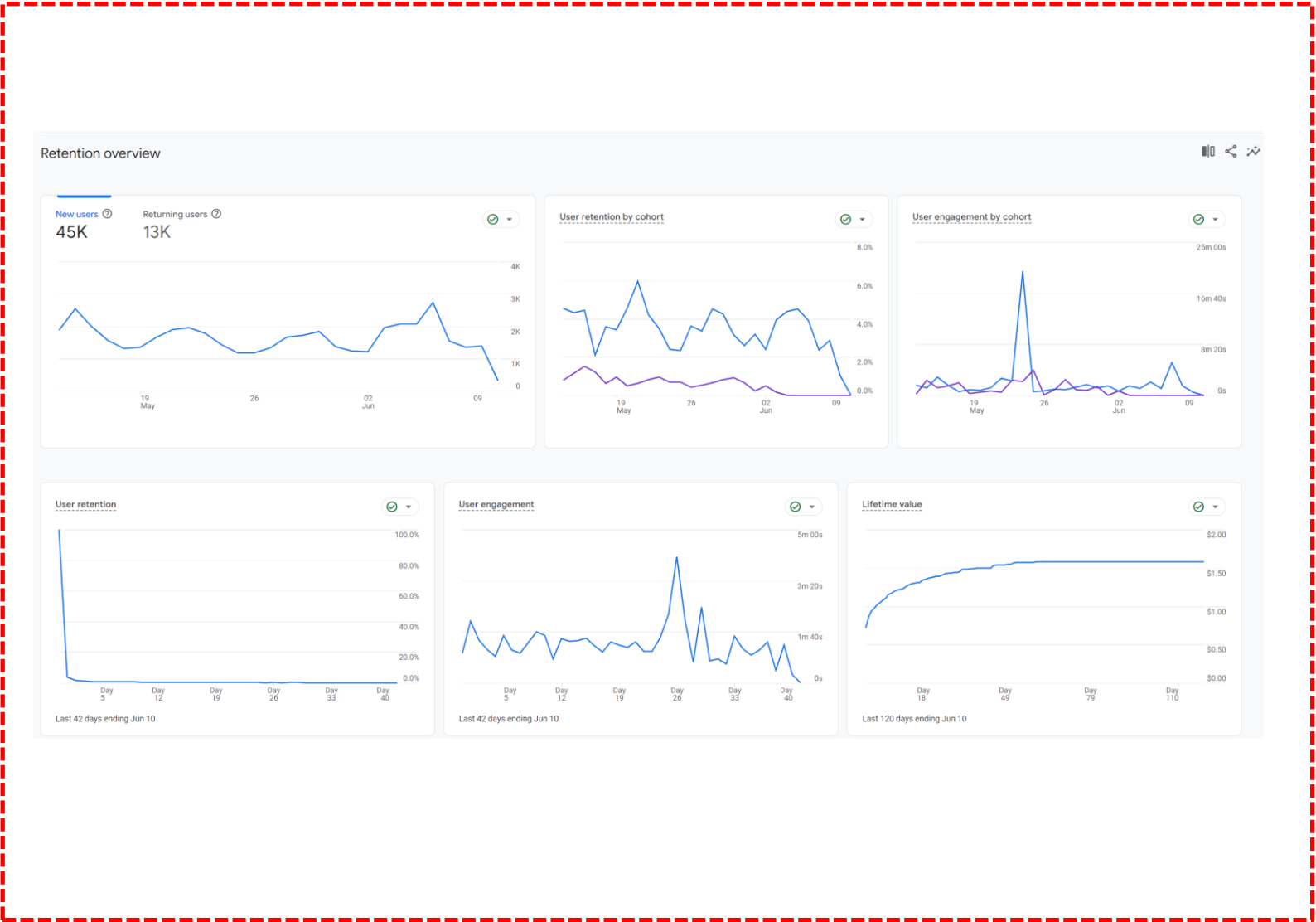
Overview

Ecommerce purchases

Purchase journey

Checkout journey

Promotions



Question 1
What does the data reveal about the percentage of new users versus returning users?

Answer 1
45k new users
13k returning users
Indicates about 28%


Question 2
What strategies could the business implement to improve customer retention based on this data?

Answer 2
Offer rewards or incentives to repeat customers to encourage them to return.

Visualize the data to provide a clear and dynamic representation of customer interactions

Provide insights and recommendations on how the real-time analytics dashboard can be utilized to make data-driven decisions and optimize ongoing campaigns.

Number of Active Users

 Analytics | All accounts ▾

Home

Reports snapshot

Realtime

Life cycle

Acquisition

- Overview
- User acquisition
- Traffic acquisition
- User acquisition cohorts

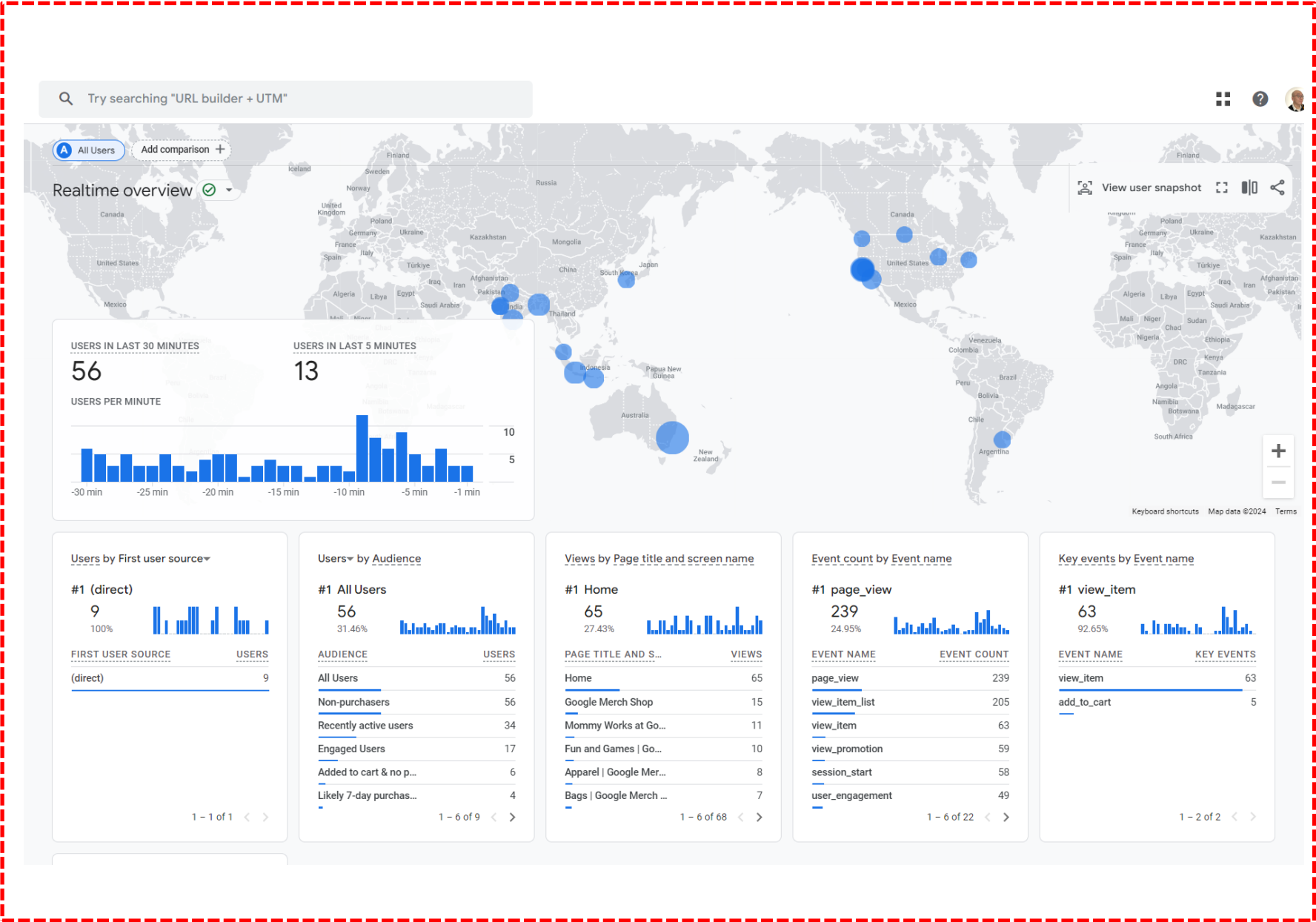
Engagement

- Overview
- Events
- Pages and screens
- Landing page

Monetization

- Overview
- Ecommerce purchases
- Purchase journey
- Checkout journey
- Promotions

Retention



Question 1

What could explain the high number of 'direct' traffic users compared to other sources?

Answer 1

63 Viewed the Items, 5 Added to Cart

The website has strong brand recognition, so people are typing the URL directly into their browser.

The company might have offline marketing efforts (e.g., business cards, flyers) that direct people to the website.

Returning customers might be bookmarking the website for easy access.

Question 2

According to the "Key Events" section, how many users view the item and how many added to cart?

What suggestions do you have to encourage more of these users to complete their purchase?

Answer 2

Improve product descriptions with detailed information, high-quality images, and videos.

Clearly display pricing and any associated fees upfront.

Add customer reviews and ratings to build trust

Reduce the number of steps required to complete a purchase.

Offer guest checkout options for those who don't want to create an account.

Make the checkout process mobile-friendly.

Offer incentives (e.g., discounts, free shipping) to encourage them to return and complete the purchase.

Ensure that the marketing efforts are reaching the right audience who are interested in the products.