



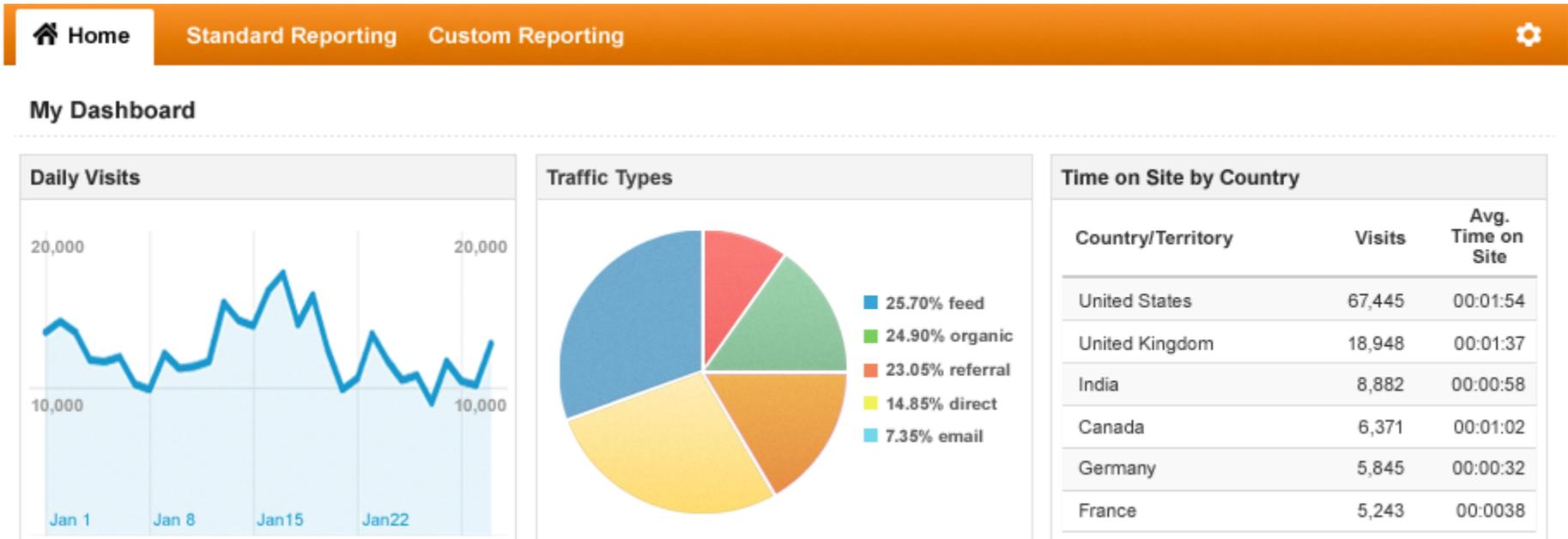
Data for the Evolving Digital World

Andy Granowitz
August 3, 2012

Intro to Google Analytics



Google Analytics is a free service that lets you analyze visitor behavior on your website



Survey the audience...



- GA users?
 - Beginner, intermediate, advanced?
- Marketers?
- Entrepreneurs?
- Webmasters?



Overview



- Introduction to Google Analytics
- How we interact with digital technologies
- How Google Analytics collects data
- Making the most of your Google Analytics implementation
- Q & A

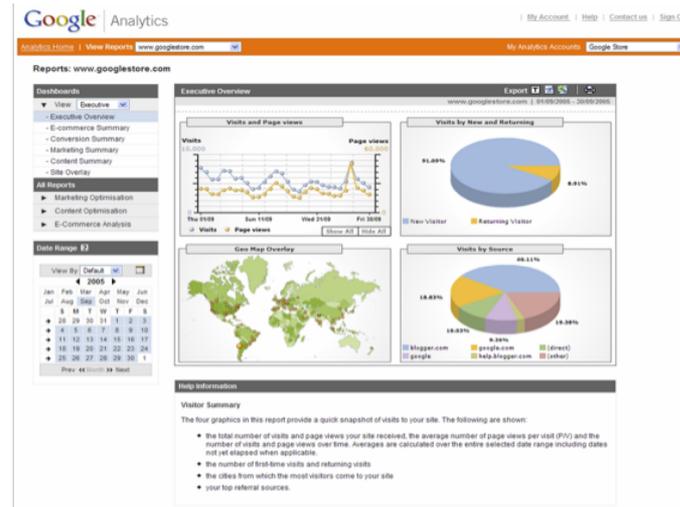
2005: Google Acquires Urchin Software



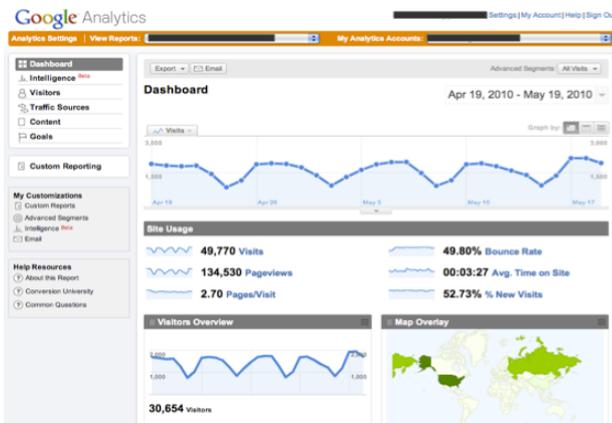
2005



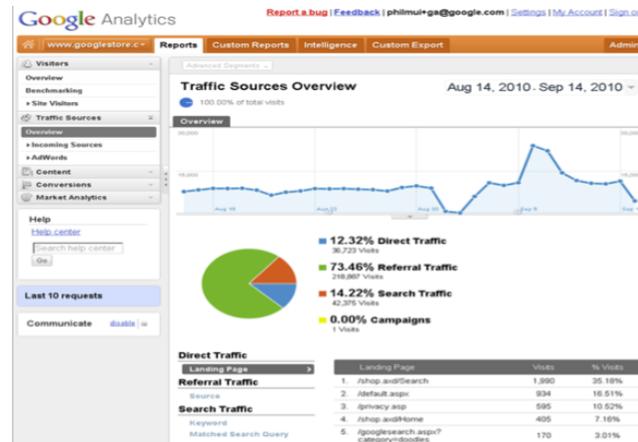
2006



2008



2011



Google Analytics becomes industry leader



Google Analytics

[Settings](#) [My Account](#) [Sign out](#)

www.googlestore.com - http://www...
 www.googlestore.com - goals ...

Home Standard Reporting Custom Reporting Admin Help

Search

- Audience
- Advertising
- Traffic Sources
- Content
- Conversions

Help

- The Visitors Overview Report
- Comparing Metrics
- Using the Interactive Table
- Common Report Controls
- Video: Add Advanced Segments
- Find Your Old Reports in the New Interface

Help center

Search help center Go

Visitors Overview

Jul 5, 2012 - Aug 4, 2012

Advanced Segments Email Export Add to Dashboard

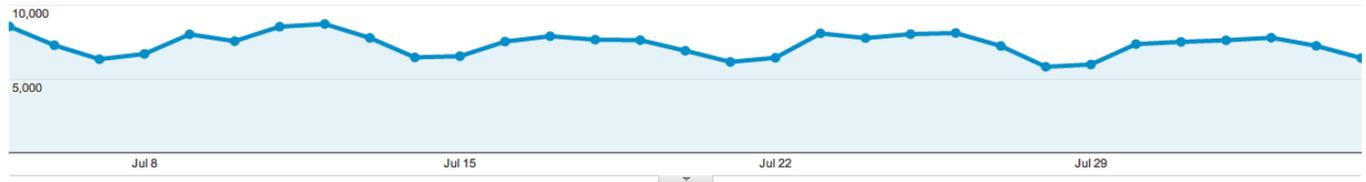
% of visits: 100.00%

Overview

Visits VS. Select a metric

Hourly Day Week Month

Visits



187,503 people visited this site

Visits: 227,607

Unique Visitors: 187,503

Pageviews: 701,213

Pages / Visit: 3.08

Avg. Visit Duration: 00:01:09

Bounce Rate: 61.00%

% New Visits: 80.12%



88.78% New Visitor

202,065 Visits

11.22% Returning Visitor

25,542 Visits

Demographics

Language	
Country / Territory	
City	

Language

	Visits	% Visits
1. en-us	108,720	47.77%
2. en	23,136	10.16%
3. es	10,001	4.43%

Google Analytics becomes industry leader



Google Search reach:
67%

Google Analytics reach:
82%

Source: [comScore](#) and [W3Techs](#), respectively

Google Analytics is on ~60% of the Internet



How we interact with web technologies today



Google play



Google Search I'm Feeling Lucky



How we interact with web technologies today



Does behavior vary across device?



Desktop conversion rate:
1.9%

iPad conversion rate:
3.82%

Only 16% of businesses do usability testing on tablets

Does behavior vary across device?



Don't rely on 3rd party research!

Home Standard Reporting Custom Reporting

Devices

Secondary dimension: Select Sort Type: Default

Mobile Device Info

<input type="checkbox"/> 1.	Galaxy Nexus		
<input type="checkbox"/> 2.	Apple iPad		
<input type="checkbox"/> 3.	Apple iPhone		
<input type="checkbox"/> 4.	Google Nexus S Samsung Nexus S		
<input type="checkbox"/> 5.	Google Nexus One HTC Nexus One		
<input type="checkbox"/> 6.	Samsung GT-P7510 Galaxy Tab 10.1		

Optimize for your most popular devices



Browser Size report



How we interact with web technologies today



Don't lose money because of technical problems!



Alert Conditions

This applies to

Browser

Condition

Contains

Value

Chrome

Alert me when

Transactions

Condition

Is less than

Value

10

Save Alert

Cancel

How we interact with web technologies today



Google Search

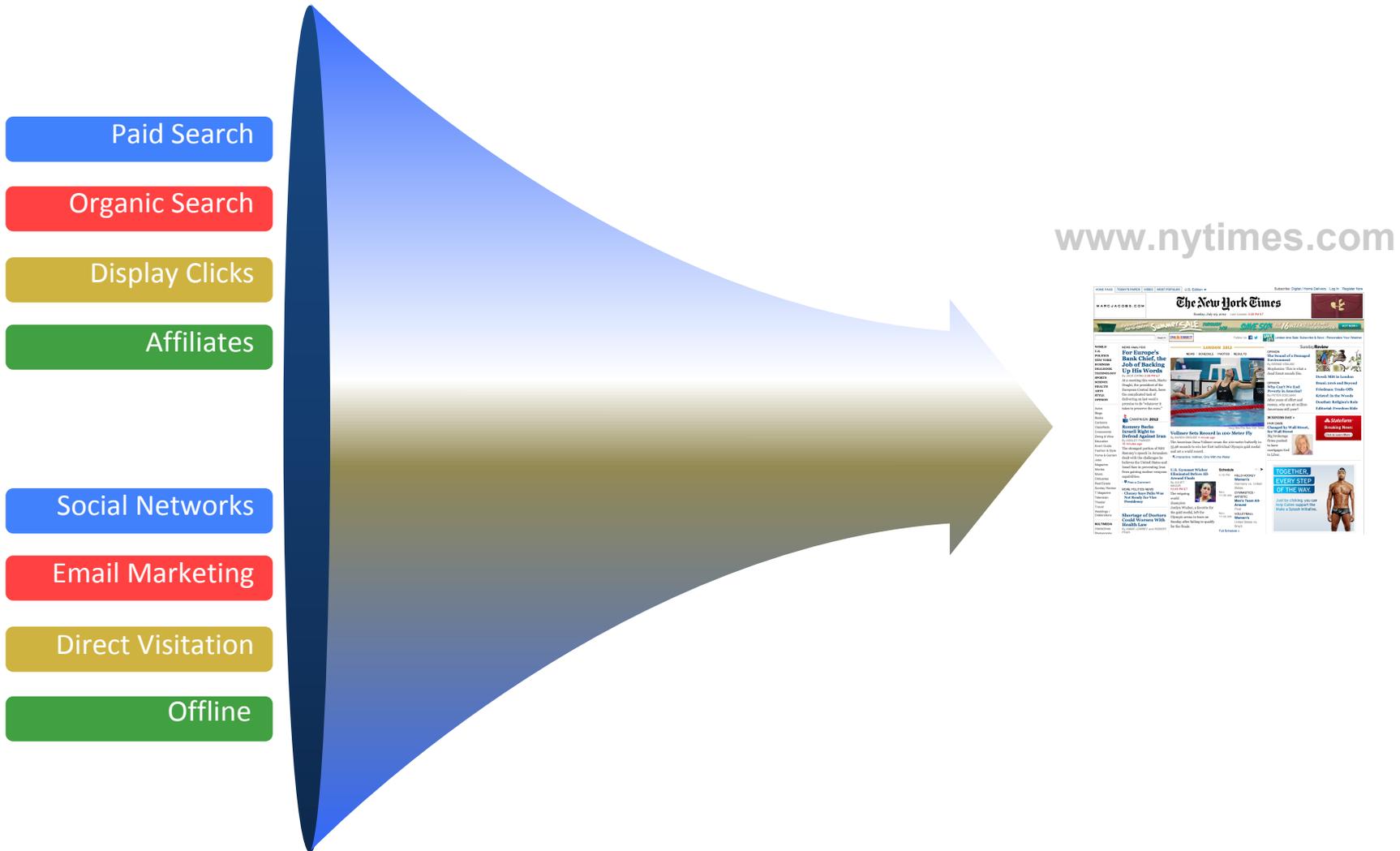
I'm Feeling Lucky

facebook

twitter

Gmail[™]
by Google

Tracking the right channels



Paid Search

Organic Search

Display Clicks

Affiliates

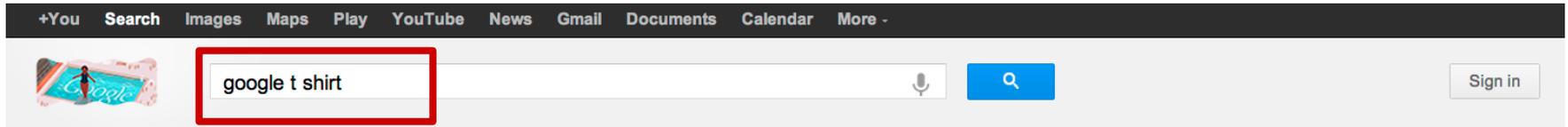
Social Networks

Email Marketing

Direct Visitation

Offline

Google search remains a crucial traffic source



Search

About 25,000,000 results (0.19 seconds)

Search query

- Web
- Images
- Maps
- Videos
- News
- Shopping
- Applications
- More

San Francisco, CA
Change location

Show search tools

Organic results

Sponsored ⓘ

Shop for **google t shirt** on Google
shopping.google.com

 Red Google Myself Junio... \$21.90 Spreadshirt	 google periodic tabl... \$20.95 Zazzle	 Google Chrome Bro... \$15.50 eBay	 I Want You To Google Ron... \$26.50 CafePress.c...
--	--	---	--

Shop by price: Up to \$10 \$10 - \$15 \$15 - \$20

Organic Basic T-Shirt title - Google Store
www.googlestore.com/Wearables/Organic+Basic+T-Shirt.axd
Embellish your basic fashion statement with Google's brightly colored logo on an authentic American Apparel 100% organic combed cotton t-shirt for ultimate ...

Google Map T-Shirt
www.googlestore.com/Wearables/Google+Map+T-Shirt.axd
Google Map T-Shirt. Item #: 10 13011. Make a geographical statement with this royal blue American Apparel 100% combed cotton shirt featuring the **Google** ...

Google TV T-Shirt
www.googlestore.com/Wearables/Google+TV+T-Shirt.axd
Google TV T-Shirt. Item #: 10 13032. Show your love for Google TV when you sport this official logo'd t-shirt. The shirt is made of 100% certified organic cotton ...

Ads - Why these ads?

Kid Gifts at GoogleStore
www.googlestore.com/
T-shirt, Bib, Cap
Free gift with purchase

Design T-Shirts Online
www.uberprints.com/
Create Your Own Custom T-Shirts.
Fast and Easy. No Minimums!

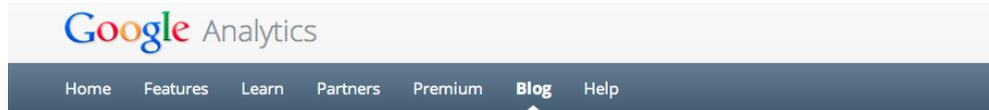
Very Funny T Shirts
www.badideatshirts.com/
Buy 3 get 6 Free, One Day Sale!
Funny T Shirts For All. Buy Now.
914 people +1'd this page

Very Funny T Shirts
www.feelingoodtees.com/
Over 1000 designs.
Small - 10xl, buy one today!

Tee Shirts Funny
www.amazon.com/Tee+Shirts+Funny
★★★★★ 8,167 seller reviews
Buy Tee Shirts Funny at Amazon.
Qualified orders over \$25 ship free

Paid results

How many keywords led traffic to the Google Analytics blog?



Tracking Adjusted Bounce Rate In Google Analytics

Wednesday, July 25, 2012 | 9:00 AM
Labels: [Code and Configuration](#)

Have you ever wondered how many visitors really pay attention to your website before exiting the page? Have you wondered how many of those "bounced" visitors will remember where they've been in future? How many of them are totally useless, how many are not?

There is a way to track this!

"Bounce rate" in Google Analytics is one of the key metrics that helps to evaluate the quality of your traffic. "Bounce" happens when the visitor exited the website right from the landing page, without going to any other page. This is a great indication on how relevant the content was for the user and how engaged they were with your website.

While working perfect for most cases, there are categories where it's not accurate enough.

Imagine you're promoting a blog post that describes all the benefits of your company. The visitor might read the whole post and remember your company and products only when they've even go to search for your product. If the search engine sends away the visitor, the visitor only looked at 1 page (exactly where the blog post is) and will be recorded as bounced visitor.

Another example if you have a description of the product right on the landing page, and your phone number on the same page. The visitor might study the description and call straight away - again, they will be recorded as a bounced visitor, as only 1 page was viewed. There are many more examples, and even traditional websites may benefit from the method described below as opposed to the standard bounce rate.

There is a solution to this - something that we call "Adjusted bounce rate". You implement a small tweak to your Google Analytics code, which executes an event when a user has spent over a certain amount of time on the webpage. Depending on the website, the time can range from 10 seconds to few minutes - you should decide for yourself the amount of time you consider the user to be sufficiently engaged with your website or product.

Once the event is executed, the visitor is no longer counted as "bounce," even though no additional pageview is recorded. This will mean your bounce rate will show users who have not spent a required "minimal time" on your website - the ones who have really bounced. Here is a modification to the Google Analytics code that you need to make (on the example of the latest, asynchronous code):

```
<script type="text/javascript">
var _gaq = _gaq || [];
_gaq.push(['_setAccount', 'UA-XXXXXX-1']);
_gaq.push(['_trackPageview']);
setTimeout("_gaq.push(['trackEvent', '15 seconds', 'read']), 15000);

(function() {
var ga = document.createElement('script'); ga.type = 'text/javascript'; ga.async = true;
ga.src = ('https:' == document.location.protocol ? 'https://ssl' : 'http://www') + '.google-analytics.com/ga.js';
var s = document.getElementsByTagName('script')[0]; s.parentNode.insertBefore(ga, s);
})();
```

21,868

Search This Blog

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twitter.com/googleanalytics

 86650 readers
BY FEEDBURNER

Archive

2012 (71) 

Google Analytics

Labels

- [Advanced Topics](#) (62)
- [AdWords](#) (10)
- [Analytics API](#) (39)
- [Announcements](#) (101)
- [Attribution](#) (2)
- [Back to Basics Series](#) (28)
- [Beginner Topics](#) (44)
- [Business Insights](#) (53)
- [Case Study](#) (6)
- [Code and Configuration](#) (39)
- [Content](#) (5)
- [Conversion](#) (5)
- [Custom Reports](#) (5)
- [Developer](#) (3)
- [Ecommerce](#) (7)
- [Features](#) (31)
- [Google Integrations](#) (1)
- [googletag](#) (3)
- [Learning Resources](#) (11)
- [Mobile](#) (11)
- [Multi-Channel Funnels](#) (4)
- [New Google Analytics](#) (27)
- [Partners](#) (1)
- [Related Products](#) (20)
- [Social](#) (10)
- [Training and Events](#) (55)
- [Vintage](#) (35)

How many keywords led traffic to the Google Analytics blog?

	Keyword	Visits	↓ Pages / Visit	Avg. Visit Duration	% New Visits	Bounce Rate
1.	google analytics blog	3,033	1.92	00:02:26	39.89%	59.84%
2.	google analytics	2,463	1.39	00:01:01	76.98%	79.50%
3.	analytics blog	1,005	1.74	00:02:54	31.64%	65.37%
4.	analytics	862	1.27	00:00:33	84.69%	82.83%
5.	absolute unique visitors	468	1.15	00:00:34	63.89%	91.03%
6.	google analytics real time	265	1.58	00:01:19	62.26%	66.42%
7.	アナリティクス	201	1.25	00:00:50	75.12%	82.59%
8.	google analytics realtime	170	1.61	00:01:17	64.12%	65.29%
9.	google analytics blogger	168	1.30	00:00:46	75.00%	77.98%
10.	blog analytics	165	1.61	00:01:26	60.00%	69.09%

Show rows: Go to: of 21868



Social media has become a significant traffic driver



"Social media is like teen sex. Everyone wants to do it. No one actually knows how. When finally done, there is surprise it's not better."

-Avinash Kaushik*

*Actually, Avinash [overheard](#) this

Social media has become a significant traffic driver

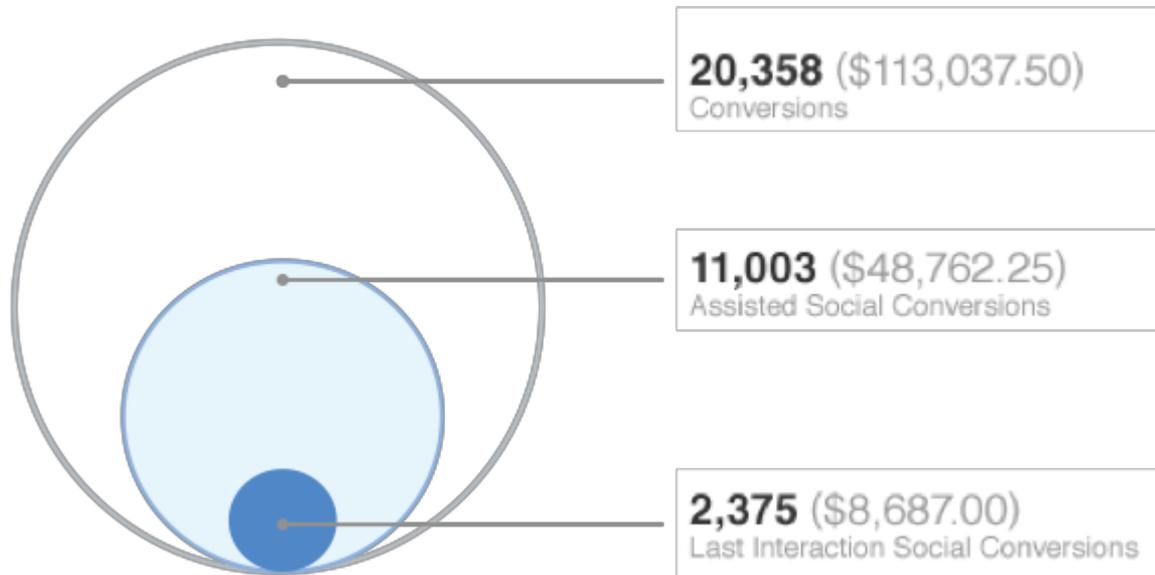


Primary Dimension: Social Network

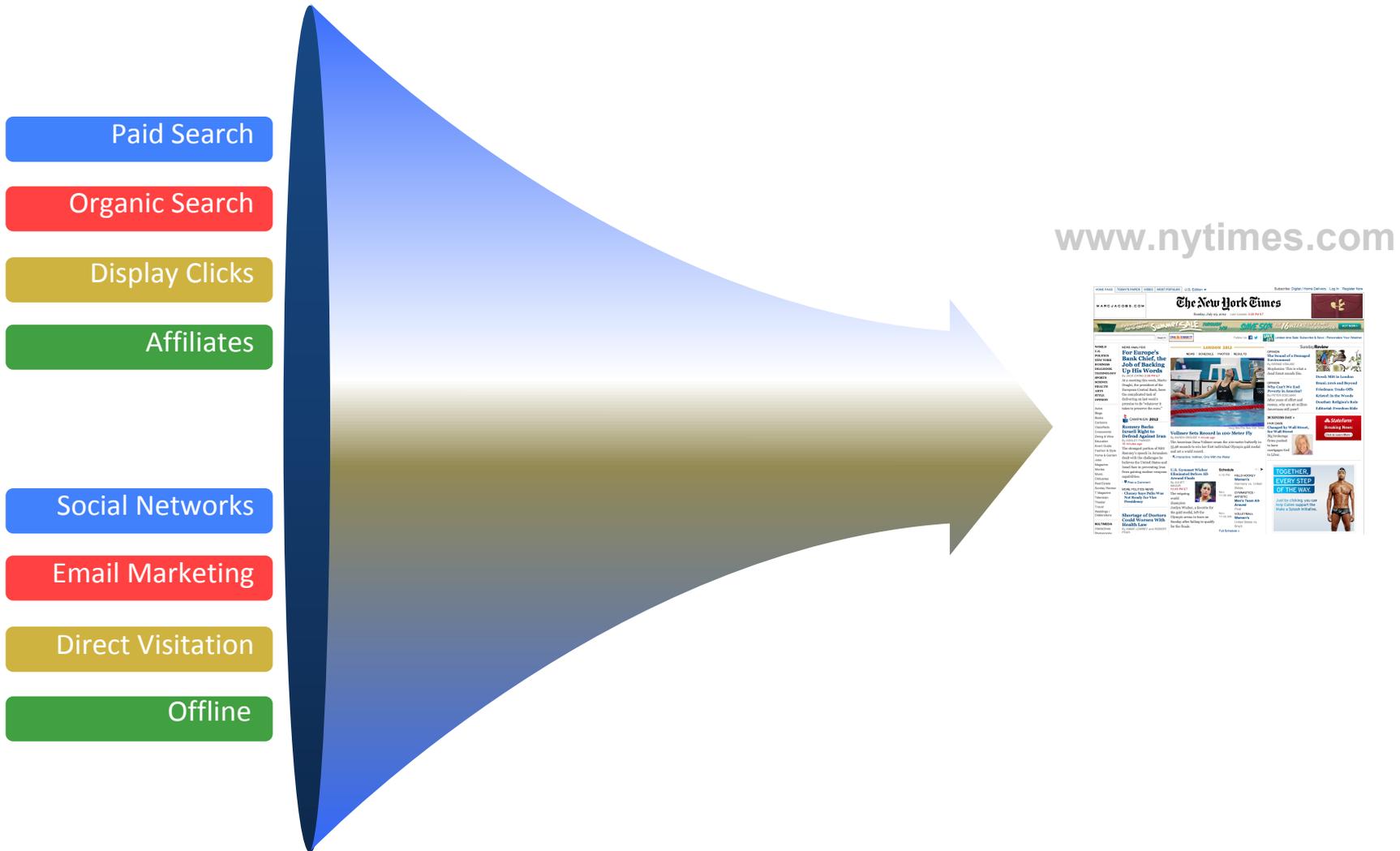
Social Network	Visits	Pageviews	Avg. Visit Duration	Pages/Visit
1. YouTube	48,586	195,445	00:03:59	4.02
2. Blogger	3,024	10,591	00:01:00	3.50
3. Facebook	2,502	8,249	00:01:25	3.30
4. Google+	2,029	13,455	00:03:02	6.63
5. reddit	1,233	1,655	00:00:12	1.34
6. Twitter	864	3,002	00:01:24	3.47
7. FC2	109	687	00:02:31	6.30
8. Google Groups	99	453	00:01:31	4.58
9. WordPress	42	74	00:01:02	1.76
10. Naver	34	221	00:04:46	6.50

450+ social data sources automatically identified and categorized!

How does social impact revenue?



Tracking the right channels



Paid Search

Organic Search

Display Clicks

Affiliates

Social Networks

Email Marketing

Direct Visitation

Offline

Track offline referrals!

Step 1: Enter the URL of your website.

Website URL: *
(e.g. <http://www.urchin.com/download.html>)

Step 2: Fill in the fields below. **Campaign Source**, **Campaign Medium** and **Campaign Name** should always be used.

Campaign Source: * (referrer: google, citysearch, newsletter4)

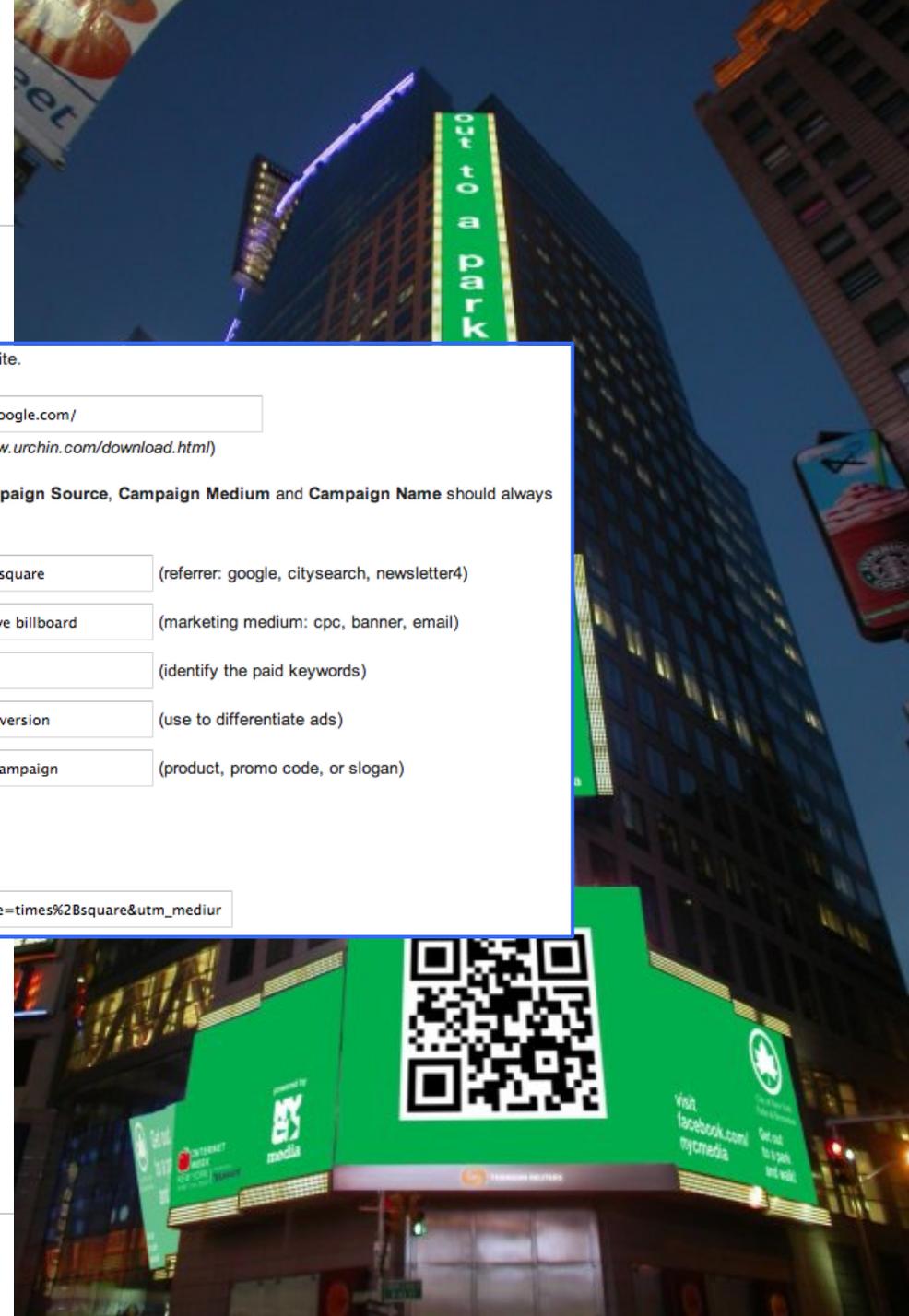
Campaign Medium: * (marketing medium: cpc, banner, email)

Campaign Term: (identify the paid keywords)

Campaign Content: (use to differentiate ads)

Campaign Name*: (product, promo code, or slogan)

Step 3



How we interact with web technologies today



Google play



Google Search I'm Feeling Lucky



How Google Analytics works



Your Website loads on any device



1

The GA JavaScript begins to fire



2a

First-party GA cookies are read from, and/or written to the browser by the JavaScript code



2b

A GIF request is created and sent to the Google servers



2c

Data is sent to Google's servers



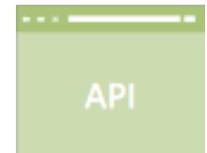
3

Data is processed and pre-aggregated



4

Data made available in the user interface or through the API



5

From GIF request to data



Example GIF Request:

```
http://www.google-analytics.com/__utm.gif?  
utmwv=4&utmhn=769876874&utmhn=example.com&utmcs=ISO-  
8859-1&utmsr=1280x1024&utmssc=32-bit&utmul=en-  
us&utmje=1&utmfl=9.0%20%  
20r115&utmcn=1&utmdt=GATC012%20setting%  
20variables&utmhid=2059107202&utmrr=0&utmp=/auto/GATC01  
2.html?utm_source=www.gatc012.  
org&utm_campaign=campaign+gatc012&utm_term=keywords+g  
atc012&utm_content=content+gatc012&utm_medium=medium+  
gatc012&utmcc=__utma%3D97315849.  
1774621898.1207701397.1207701397.1207701397.1%3B...
```

From GIF request to data



Demographics

Continent
Country/Territory
Region
City
Language

Behavior

Visitor Type
Count of Visits
Days Since Last Visit
Hour of the day

Site Content

Page
Page Title
Landing Page
Page path level 1
Referral Path
Exit Page

Incoming Sources

Source
Medium
Source/Medium
fullReferrer
Keyword
Campaign
Ad Content

Site Search

Search Term
Refined Keyword
Site Search Status
Site Search Category

AdWords

Campaign
fullReferrer
Keyword
Ad Group
Ad Content
Ad Slot Position
Ad Slot

Technology

Operating System
Operating System Version
Mobile
Flash Version
Hostname
Service Provider
Browser
Browser Version
Java Support
Screen Colors
Screen Resolution
Domain

How we interact with web technologies today



HOME PAGE TODAY'S PAPER VIDEO MOST POPULAR U.S. Edition

Subscribe: Digital / Home Delivery Log In Register Now

MARC JACOBS.COM

The New York Times

Sunday, July 29, 2012 Last Update: 5:58 PM ET

SAVE 50% THROUGH 7/31 SAVE 50% FOR 16 WEEKS (U.S. TIMES SUBSCRIPTION)

Search

NEWS ANALYSIS

For Europe's Bank Chief, the Job of Backing Up His Words

By JACK EWING 2:08 PM ET

At a meeting this week, Mario Draghi, the president of the European Central Bank, faces the complicated task of delivering on last week's promise to do "whatever it takes to preserve the euro."

CAMPAIGN 2012

Romney Backs Israeli Right to Defend Against Iran

By ADLEY PARKER 12:00 PM ET

The strongest portion of Mitt Romney's speech in Jerusalem dealt with the challenges he believes the United States and Israel face in preventing Iran from gaining nuclear weapons capabilities.

U.S. Gymnast Wieber Eliminated Before All-Around Finals

By JILL COLLIERS 12:43 PM ET

The reigning world champion Jordyn Wieber, a favorite for the gold medal, left the Olympic arena in tears on Sunday after failing to qualify for the finals.

Shortage of Doctors Could Worsen With Health Law

By ANNE LOWREY and ROBERT FORD

LONDON 2012

NEWS SCHEDULE PHOTOS RESULTS

Volmer Sets Record in 100-Meter Fly

By NIKKI CRONIN 1:46 PM ET

The American Dana Volmer swam the 100-meter butterfly in 20:09 seconds to win her first individual Olympic gold medal and set a world record.

Sunday Review

The Sound of a Damaged Environment

By STEVE HULSE

Biophonic: This is what a dead forest sounds like.

Why Can't We End Poverty in America?

By PETER LICHTNER

After years of effort and money, why are 46 million Americans still poor?

Business Day

FAIR GAME

Changed by Wall Street, for Wall Street

Big brokerage firms pushed to have mortgages tied to Libor.

State Farm

Breaking News: Click to Learn More

TOGETHER. EVERY STEP. OF THE WAY.

Just by clicking, you can help Cullen support the Make a Splash Initiative.

Most critically acclaimed web metric: Bounce Rate



Keyword	Visits	↓ Pages / Visit	Avg. Visit Duration	% New Visits	Bounce Rate
1. google	775	1.47	00:00:27	96.13%	82.32%
2. you tube	761	1.66	00:00:21	91.72%	70.43%
3. google merchandise	652	9.12	00:03:17	68.71%	50.61%
4. google t shirt	629	7.99	00:03:35	62.80%	46.58%
5. shop google	559	3.84	00:00:56	84.79%	46.69%
6. tienda google	443	2.46	00:00:51	81.94%	59.37%
7. youtube home	392	1.97	00:00:30	84.69%	63.27%
8. google t-shirt	367	9.05	00:04:10	66.21%	38.42%
9. google shirts	337	9.52	00:03:27	54.60%	41.54%
10. google shirt	300	11.32	00:03:31	63.00%	31.67%

Measure Bounce Rate against:

Traffic Sources, keywords, campaigns, Landing Pages, etc.

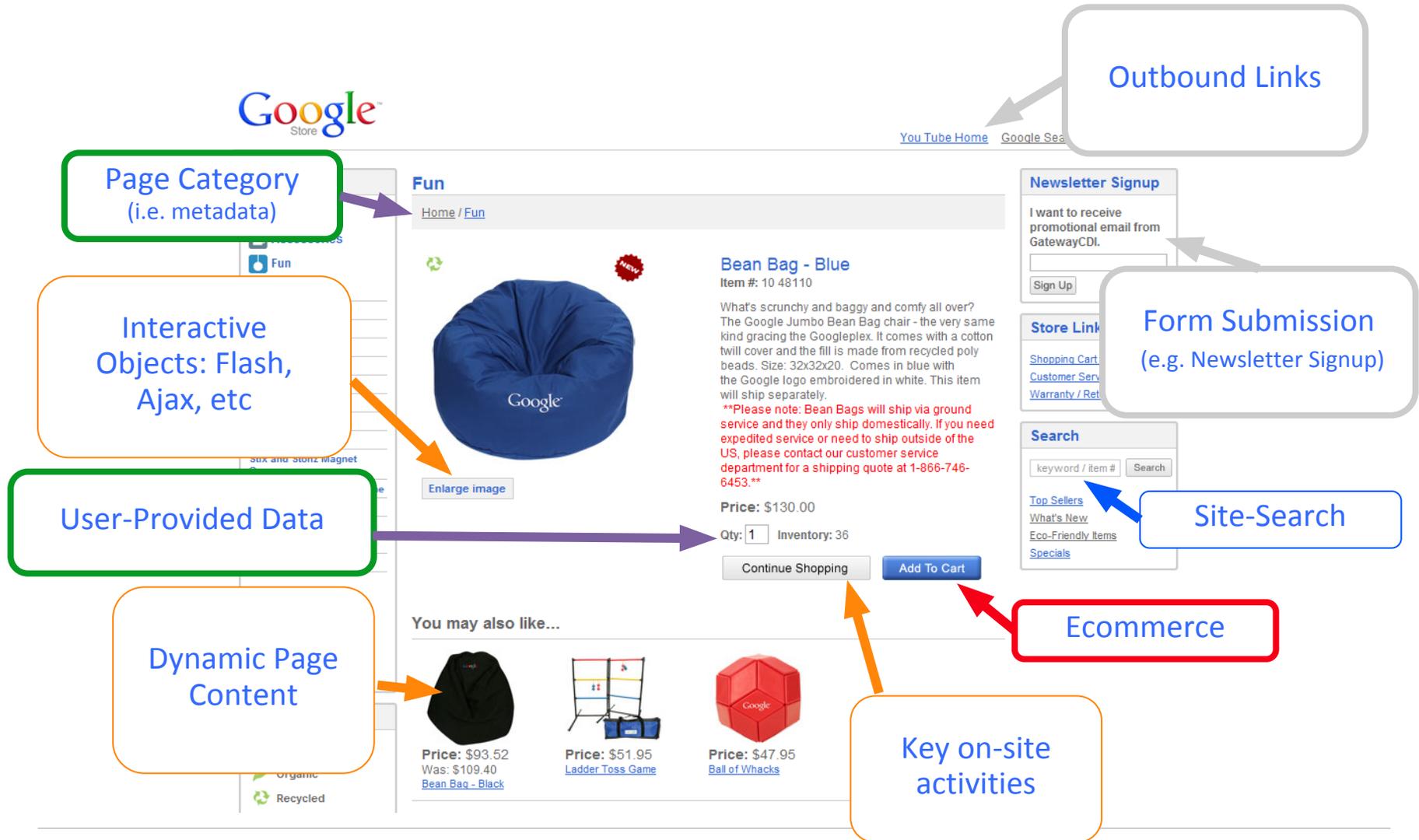
Most critically acclaimed web metric: Bounce Rate



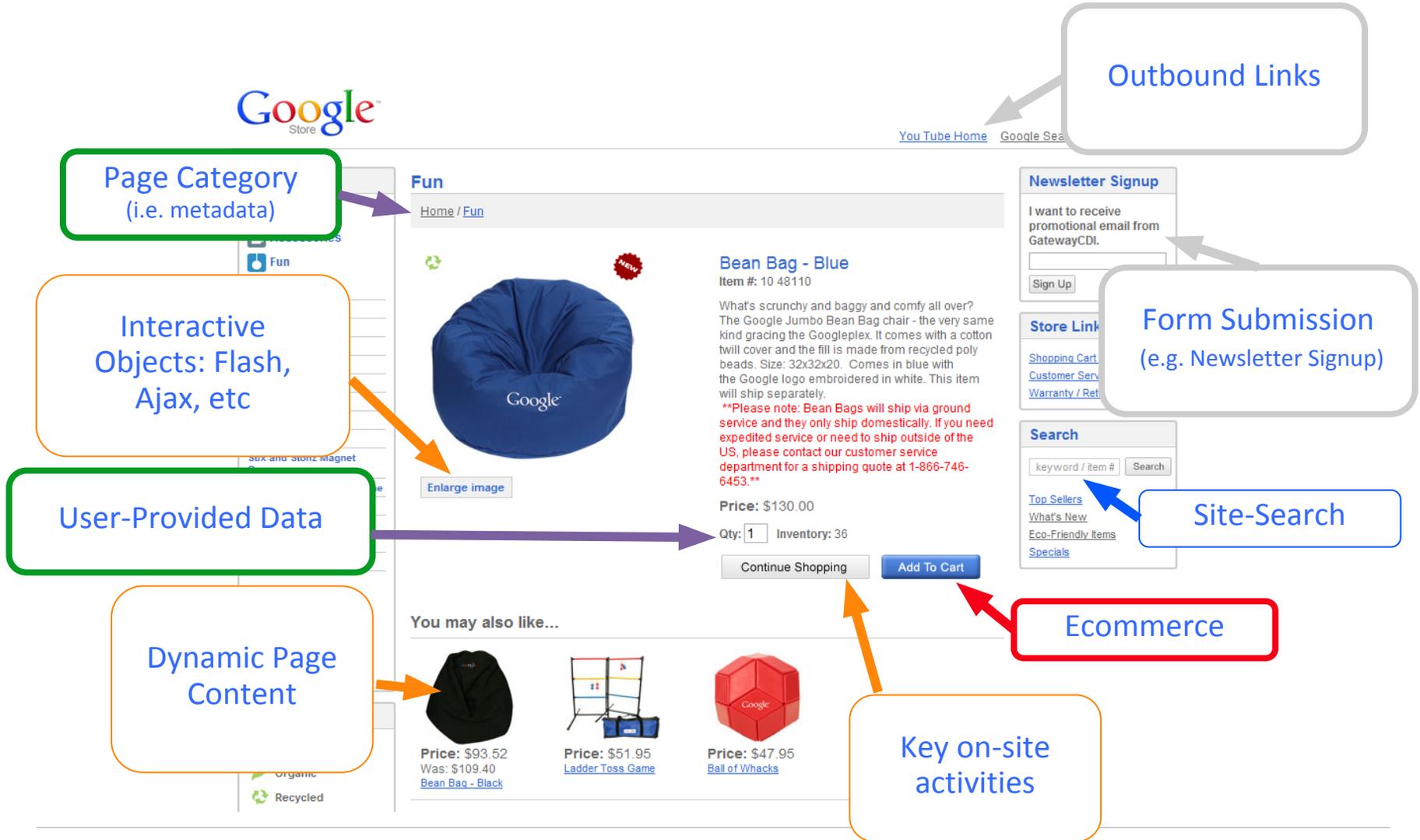
What's wrong with Bounce Rate?

A visit with one pageview is
not always a bad thing!

What on-site actions can we track?



What on-site actions can should we track?



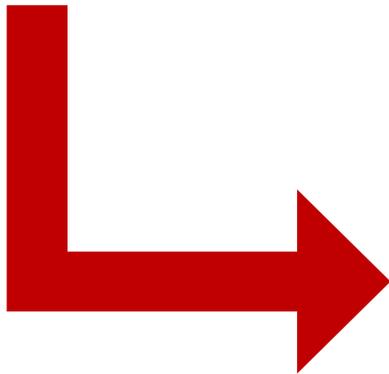
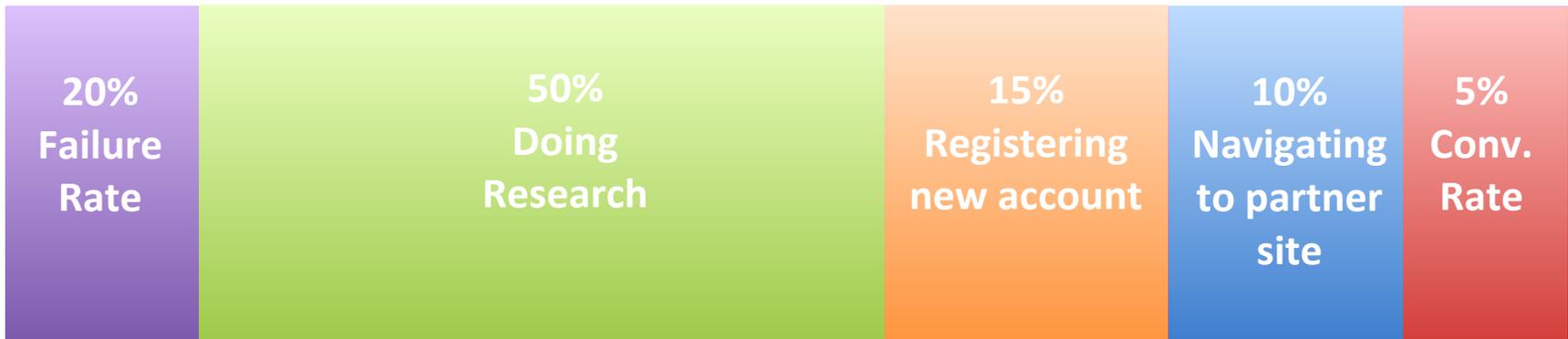
What am I trying to achieve online?



- Determine online business objectives
- What website actions indicate success?
- What website actions contribute to success?

Who needs so many metrics?

What matters other than the conversion?



1. Didn't like checkout process
2. Couldn't find what was needed
3. Search took too long to load

Internal site search tells you exactly what people want



[You Tube Home](#) [Google Search](#) [About Google](#)

Search Filters

Sort By:
[Best Match](#)
[Price \(\\$-\\$\\$\\$\)](#)
[Price \(\\$\\$\\$-\\$\)](#)

Shop By Category:
[Wearables\(138\)](#)
[You Tube\(30\)](#)
[Eco\(26\)](#)
[New\(14\)](#)
[Specials\(12\)](#)
[MadeInUsa\(10\)](#)
[TopSellers\(6\)](#)
[Accessories\(1\)](#)
[Kids\(1\)](#)

Shop By Other:
[Top Sellers](#)
[What's New](#)
[Eco-Friendly Items](#)
[Specials](#)

Shop By Size:
[L\(113\)](#)
[XL\(111\)](#)
[M\(110\)](#)
[S\(105\)](#)
[2XL\(97\)](#)
[XS\(7\)](#)
[3XL\(6\)](#)
[22 - 25\(1\)](#)
[23 - 28\(1\)](#)

Shop By Color:
[BLACK\(34\)](#)

Search: keyword / item #

Summer Special [shop now](#) 
Purchase this Google Moon Chair for only \$23.75!

Wearables

[Home](#) / [wearables](#) / [google](#)

1 2 3 4 5 6 7 8 9 10 11 12 [View All](#)



[Google Map T-Shirt](#)
\$18.85



[Android Hoodie](#)
\$51.75



[Gray Google Hoodie](#)
\$31.85



[Google Maps Biking T-Shirt](#)
\$16.95



[AA Full Zip Hooded Jacket with Gmail Logo](#)
\$43.90



[Google Earth Tee](#)
\$22.50



Newsletter Signup

I want to receive promotional email from GatewayCDL.

Store Links

- [Shopping Cart \(0\)](#)
- [Customer Service](#)
- [Warranty / Returns](#)
- [Google Mini](#)

Categories

- Accessories
- Fun
- Kids
- Office
- Wearables
- Doodles on Demand

Eco Reference

- Sustainable
- Organic
- Recycled
- Non-Polluting

Internal site search tells you exactly what people want



The screenshot shows a web browser window with the address bar containing the URL `www.googlestore.com/googlesearch.aspx?q=youtube+socks`. The search bar on the page also contains the text `youtube socks`. A red box highlights the search bar, and a red arrow points from the text `?q=youtube+socks` to it. Another red box highlights the address bar, and a red arrow points from the search bar to it. The page displays search filters on the left, a search bar with the text "youtube socks", a "Summer Special" banner for a Google Moon Chair, and a product listing for "You 'Tube' Socks" priced at \$6.00. The right sidebar contains sections for "Newsletter Signup", "Store Links", and "Categories".

Search: All Products Search

Summer Special
Purchase this Google Moon Chair for only \$23.75!

Displaying All Products

[Home / youtube socks](#) 1

You "Tube" Socks
\$6.00

Search Filters

Sort By:
[Best Match](#)
[Price \(\\$-\\$\\$\\$\)](#)
[Price \(\\$\\$\\$-\\$\)](#)

Shop By Category:
[Accessories\(1\)](#)
[You Tube\(1\)](#)

Shop By Other:
[Top Sellers](#)
[What's New](#)
[Eco-Friendly Items](#)
[Specials](#)

Shop By Color:
[White\(1\)](#)

Newsletter Signup

I want to receive promotional email from GatewayCDI.

Store Links

[Shopping Cart \(0\)](#)
[Customer Service](#)
[Warranty / Returns](#)
[Google Mini](#)

Categories

- Accessories
- Fun
- Kids
- Office
- Wearables

Internal site search tells you exactly what people want



Internal site search tells you exactly what people want



MY REDDITS ▾ FRONT - ALL - RANDOM | PICS - FUNNY - POLITICS - GAMING - ASKREDDIT - WORLDNEWS - VIDEOS - IAMA -

 **GEEK** **comments** related other discussions (1)

↑ [Google Maps just went mad](#) (maps.google.co.uk)
1283 submitted 4 months ago by [Airazz](#)
↓ 209 comments share

sorted by: **best** ▾

you are viewing a single comment's thread.
[view the rest of the comments](#) →

↑ [-] [PelikanPatrol](#) 21 points 4 months ago
↓ How is this usable? I don't get it! Would Google do something this complex just for shits and giggles?
permalink

↑ [-] [kniteshade](#) 118 points 4 months ago
↓ Yes... They would.
permalink parent

↑ [-] [lilzilla](#) 49 points 4 months ago
↓ Sure, they always do an April Fool's project.
permalink parent

Internal site search tells you exactly what people want



Google Analytics

Settings My Account Sign out

www.googlestore.com - http://www.g... Googlestore - overall

Home Standard Reporting Custom Reporting Admin Help

Search

Audience

Advertising

Traffic Sources

Content

- Overview
- Site Content
- Site Speed
- Site Search
 - Overview
 - Usage
 - Search Terms
 - Pages
- Events
- AdSense
- Experiments
- In-Page Analytics

Conversions

Market Insights

Help

The Search Terms Report

Viewing Metrics

Find Your Old Reports in the New Interface

Help center

Search help center Go

Search Terms Mar 15, 2012 - Apr 18, 2012

Advanced Segments Customize Email Export Add to Dashboard

% of total unique searches: 100.00%

Explorer

Site Usage Goal Set 1 Goal Set 2 Goal Set 3 Ecommerce

Total Unique Searches vs. Select a metric

Day Week Month



Total Unique Searches	Results Pageviews / Search	% Search Exits	% Search Refinements	Time after Search	Search Depth
1,512 % of Total: 5.23% (28,905)	1.14 Site Avg: 1.45 (-21.48%)	44.97% Site Avg: 27.43% (63.95%)	29.76% Site Avg: 30.23% (-1.57%)	00:00:37 Site Avg: 00:01:42 (-63.31%)	1.18 Site Avg: 3.28 (-63.90%)

Primary Dimension: Search Term Site Search Category

Secondary dimension Sort Type: Default

maps advanced

Search Term	Total Unique Searches ↓	Results Pageviews / Search	% Search Exits	% Search Refinements	Time after Search	Search Depth
1. google maps	569	1.16	50.62%	24.47%	00:00:34	1.06
2. maps	329	1.15	41.34%	27.59%	00:00:27	1.43
3. google maps 8 bit	89	1.02	57.30%	25.27%	00:00:20	0.63
4. google maps nes	48	1.06	31.25%	52.94%	00:00:08	0.58
5. Google Maps	45	1.22	55.56%	14.55%	00:01:01	1.89
6. Maps	37	1.11	56.76%	19.51%	00:01:20	1.51
7. google maps 8-bit	35	1.03	45.71%	25.00%	00:00:33	1.54
8. Google maps	31	1.13	41.94%	17.14%	00:03:31	1.81
9. google maps quest	20	1.10	45.00%	36.36%	00:00:13	0.40
10. Google Maps 8-bit for NFS	18	1.22	55.56%	50.00%	00:01:07	1.22

Charles Minard's famous Sankey diagram



Carte Figurative des pertes successives en hommes de l'Armée Française dans la campagne de Russie 1812-1813.

Dressée par M. Minard, Inspecteur Général des Ponts et Chaussées en retraite. Paris, le 20 Novembre 1869.

Les nombres d'hommes présents sont représentés par les largeurs des zones colorées à raison d'un millimètre pour dix mille hommes; ils sont de plus écrits en travers des zones. Le rouge désigne les hommes qui entrent en Russie, le noir ceux qui en sortent. — Les renseignements qui ont servi à dresser la carte ont été puisés dans les ouvrages de M. M. Chiers, de Légar, de Fezensac, de Chambray et le journal inédit de Jacob, pharmacien de l'Armée depuis le 28 Octobre.

Pour mieux faire juger à l'œil la diminution de l'armée, j'ai supposé que les corps du Prince Nicôme et du Maréchal Davout qui avaient été détachés sur Minsk et Mohilow et ont rejoint vers Orscha et Witebsk, avaient toujours marché avec l'armée.

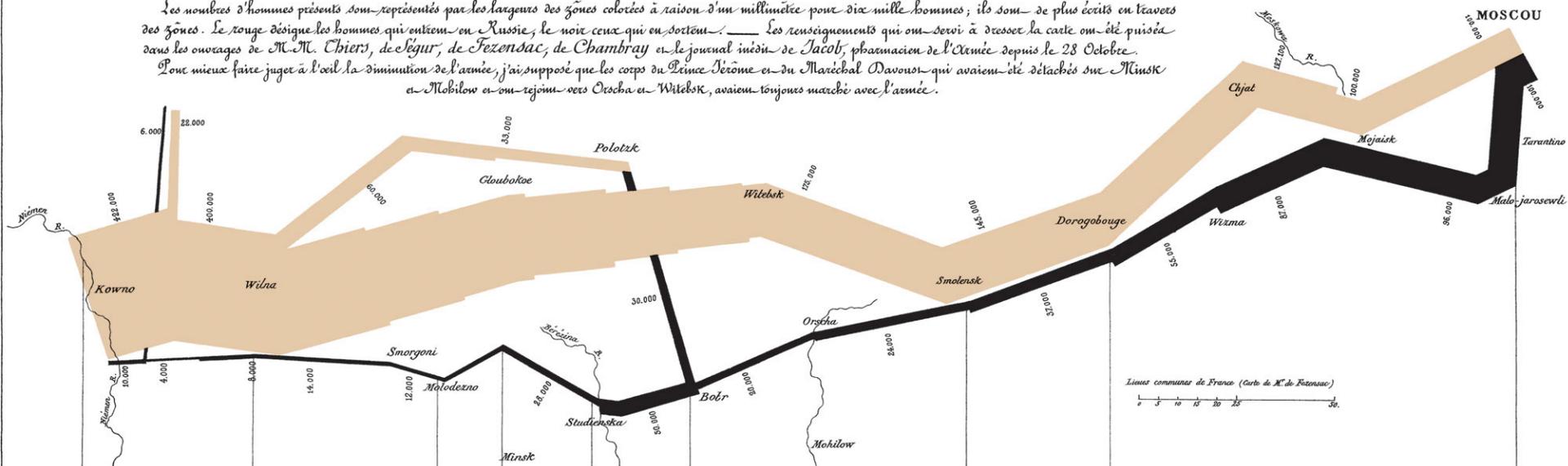
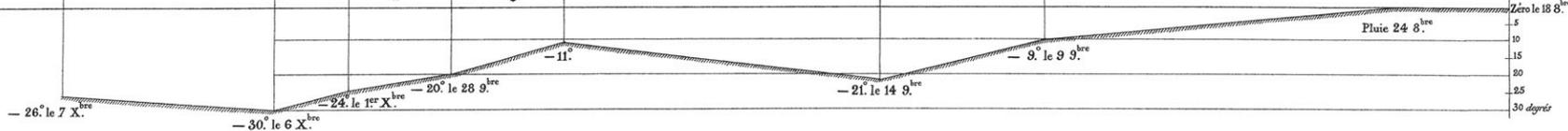


TABLEAU GRAPHIQUE de la température en degrés du thermomètre de Réaumur au dessous de zéro.

Les Cosaques passent au galop le Niémen gelé.

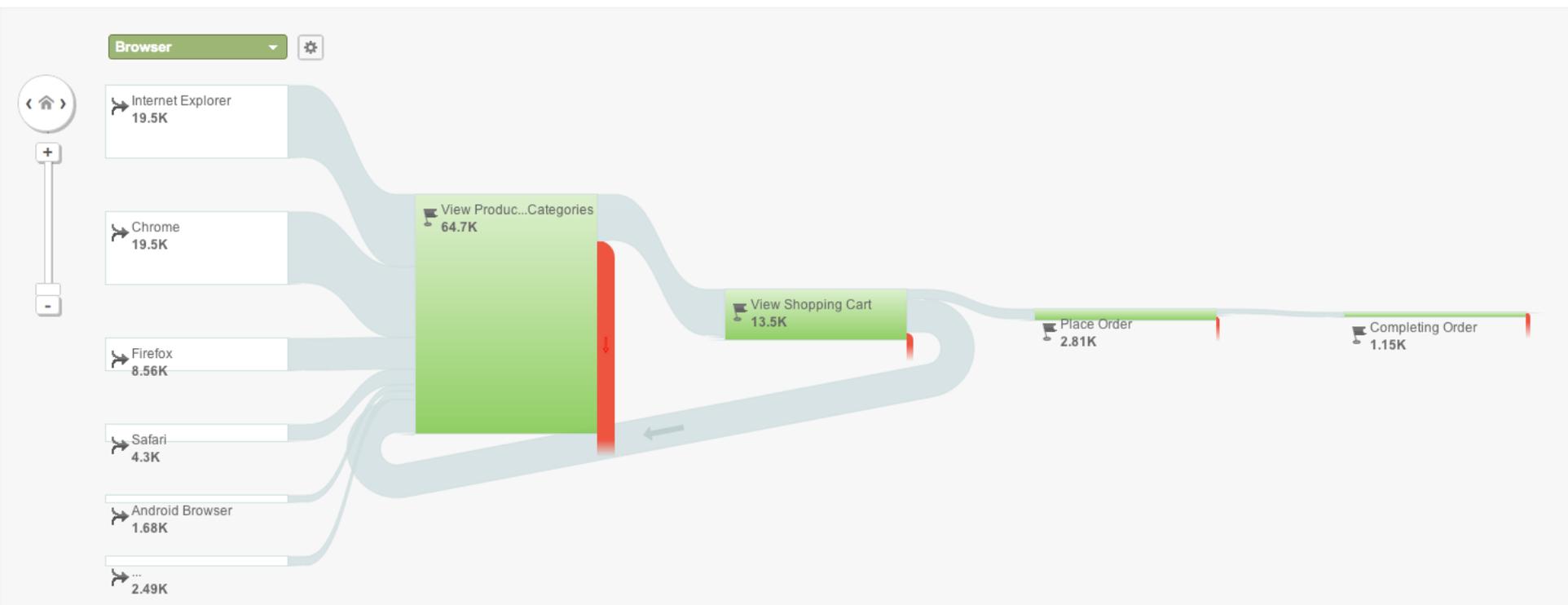


Autog. par Regnier, 8. Par. S^{te} Marie 51 G^{de} à Paris.

Imp. Lit. Regnier et Doucet.

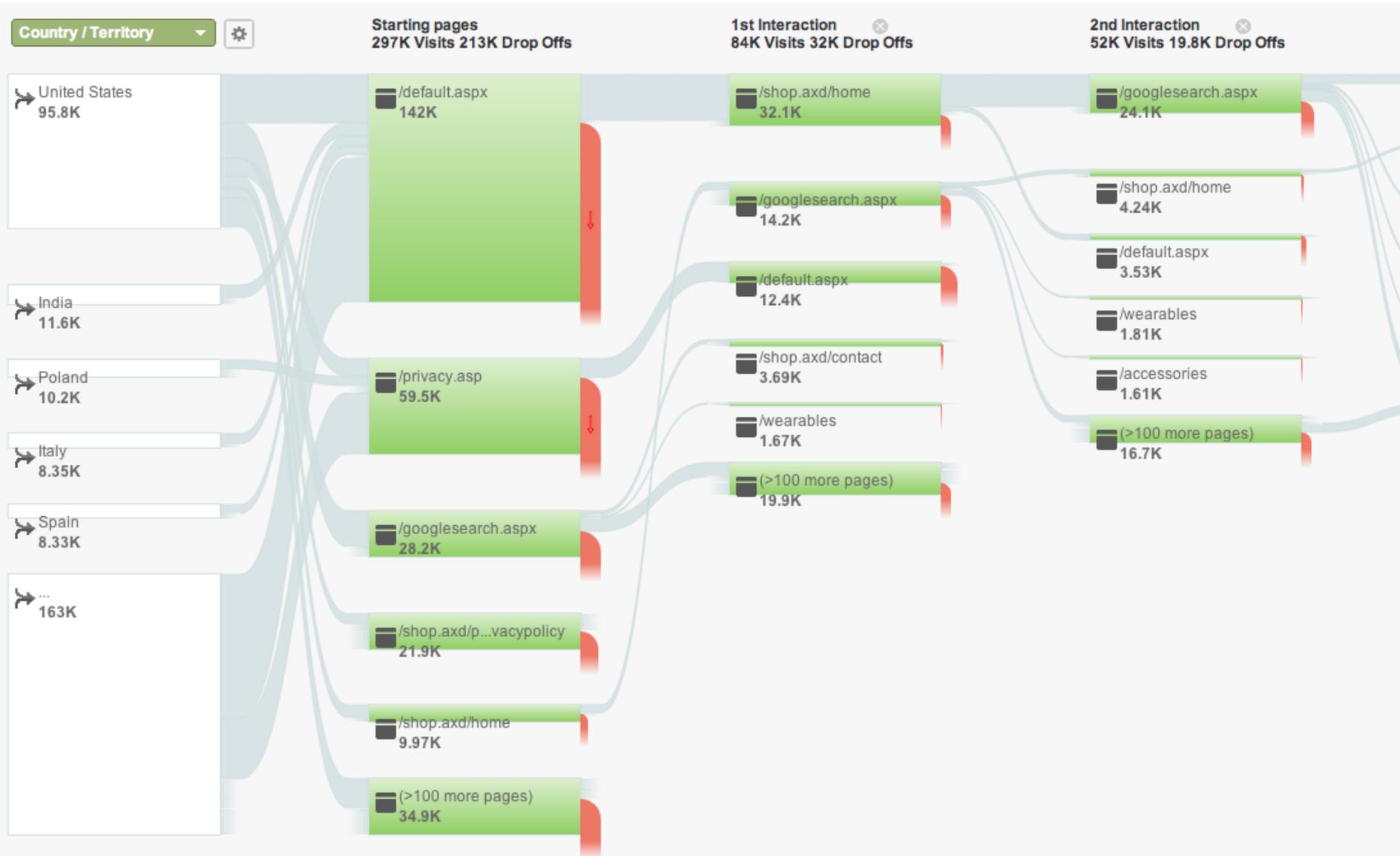
"Probably the best statistical graphic ever drawn." -Edward Tufte

Goal Flow shows drop-off in the conversion funnel



Visits by Browser		Step 1 View Product Categories	Step 2 View Shopping Cart	Step 3 Place Order	Step 4 Completing Order
Internet Explorer	19.5K visits	19.4K 99% of 19.5K	647 3% of 19.5K	258 1% of 19.5K	182 0% of 19.5K
Chrome	19.5K visits	19.3K 99% of 19.5K	2.65K 13% of 19.5K	1.26K 6% of 19.5K	587 3% of 19.5K
Firefox	8.56K visits	8.47K 98% of 8.56K	936 10% of 8.56K	452 5% of 8.56K	255 2% of 8.56K
Safari	4.3K visits	4.28K 99% of 4.3K	513 11% of 4.3K	167 3% of 4.3K	88 2% of 4.3K
Android Browser	1.68K visits	1.67K 99% of 1.68K	115 6% of 1.68K	3 0% of 1.68K	0 0% of 1.68K
...	2.49K visits	2.48K 99% of 2.49K	72 2% of 2.49K	27 1% of 2.49K	6 0% of 2.49K
Total	56K visits	55.6K 99% of 56K	4.93K 8% of 56K	2.17K 3% of 56K	1.12K 1% of 56K

Visitors Flow shows navigation through all pages



GA collects lots of data...



Demographics

Continent
Country/Territory
Region
City
Language

Behavior

Visitor Type
Count of Visits
Days Since Last Visit
Hour of the day

Site Content

Page
Page Title
Landing Page
Page path level 1
Referral Path
Exit Page

Incoming Sources

Source
Medium
Source/Medium
fullReferrer
Keyword
Campaign
Ad Content

Site Search

Search Term
Refined Keyword
Site Search Status
Site Search Category

AdWords

Campaign
fullReferrer
Keyword
Ad Group
Ad Content
Ad Slot Position
Ad Slot

Technology

Operating System
Operating System Version
Mobile
Flash Version
Hostname
Service Provider
Browser
Browser Version
Java Support
Screen Colors
Screen Resolution
Domain

...but not everything



Do sales for beach vacations increase on rainy days?



Segment on a sunny day



-  **Cloudy days (in San Francisco)** % of visits: 36.85% 
-  **Sunny days (in San Francisco)** % of visits: 33.87% 
-  **Rainy days (in San Francisco)** % of visits: 12.45% 

Reporting API: automate your analysis



Your Website loads on any device



1

The GA JavaScript
begins to fire



2a

First-party GA cookies are
read from, and/or written
to the browser by the
JavaScript code



2b

A GIF request is created
and sent to the Google
servers



2c

Data is sent to Google's servers



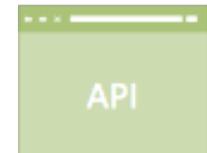
3

Data is processed and pre-aggregated



4

Data made available in the user
interface or through the API



5

Reporting API: build an app!



Nextanalytics for Excel

Nextanalytics - May 06, 2010 - ★★★★★ (44)

Next Analytics is used by analysts and agencies to work with Google Analytics data within Excel. After a small download, you have immediate use of a large suite of analytic widgets that are useful as-is, or can be incorporated in combinations into custom dashboards that you can brand as your own.

[learn more](#)



4Q Suite

iPerceptions Inc. - May 01, 2010 - ★★★★★ (3)

A freemium solution providing Voice of Customer (VoC) survey feedback from your visitors and letting you integrate with matching Google Analytics data into GA reports. Get a more comprehensive understanding of the intent and perceived results behind each visit, providing context to your GA data.

[learn more](#)



GA Data Grabber for Excel

AutomateAnalytics.com - May 05, 2010 - ★★★★★ (24)

GA Data Grabber is a user-friendly report automation and analysis tool that eliminates manual data processing work and provides significant time savings. Great for automating regular KPI reporting, and especially useful if you're tracking many sites. Works in Excel.

[learn more](#)



LogMyCalls.com

ContactPoint - Feb 14, 2012 - ★★★★★ (21)

LogMyCalls call tracking with Google Analytics integration allows users to track offline conversions online. See phone calls in your Google Analytics account just like site visits. Prove marketing ROI and monitor the effectiveness of your campaign by seeing phone call metrics alongside page clicks.

[learn more](#)

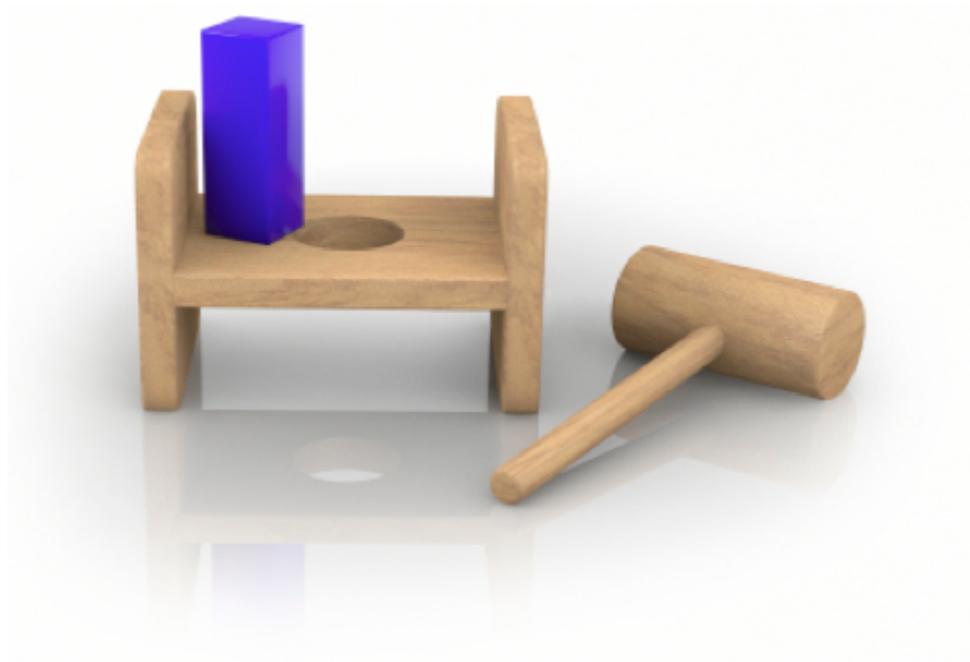


SEOMoz

SEOMoz - Jan 24, 2012 - ★★★★★ (1)

Used by over 15,000 online marketers, SEOMoz provides the web's most popular SEO software and

App analytics: similar behavior, new terminology



Mobile apps are changing the consumer world

667

Minutes the avg. smartphone user spends per month using apps

500K

of mobile apps on Google Play

15B+

of apps downloaded from Google Play

\$46B

Mobile app revenue¹ expected by 2016



The new GA Mobile App Analytics Reports

Speak the language of mobile app world



Web metrics
by Google Analytics



Unique visitors



Time on site



Pages / Visits



Goal completion URL



Language
of the mobile app



Active Users



Screens / Sessions



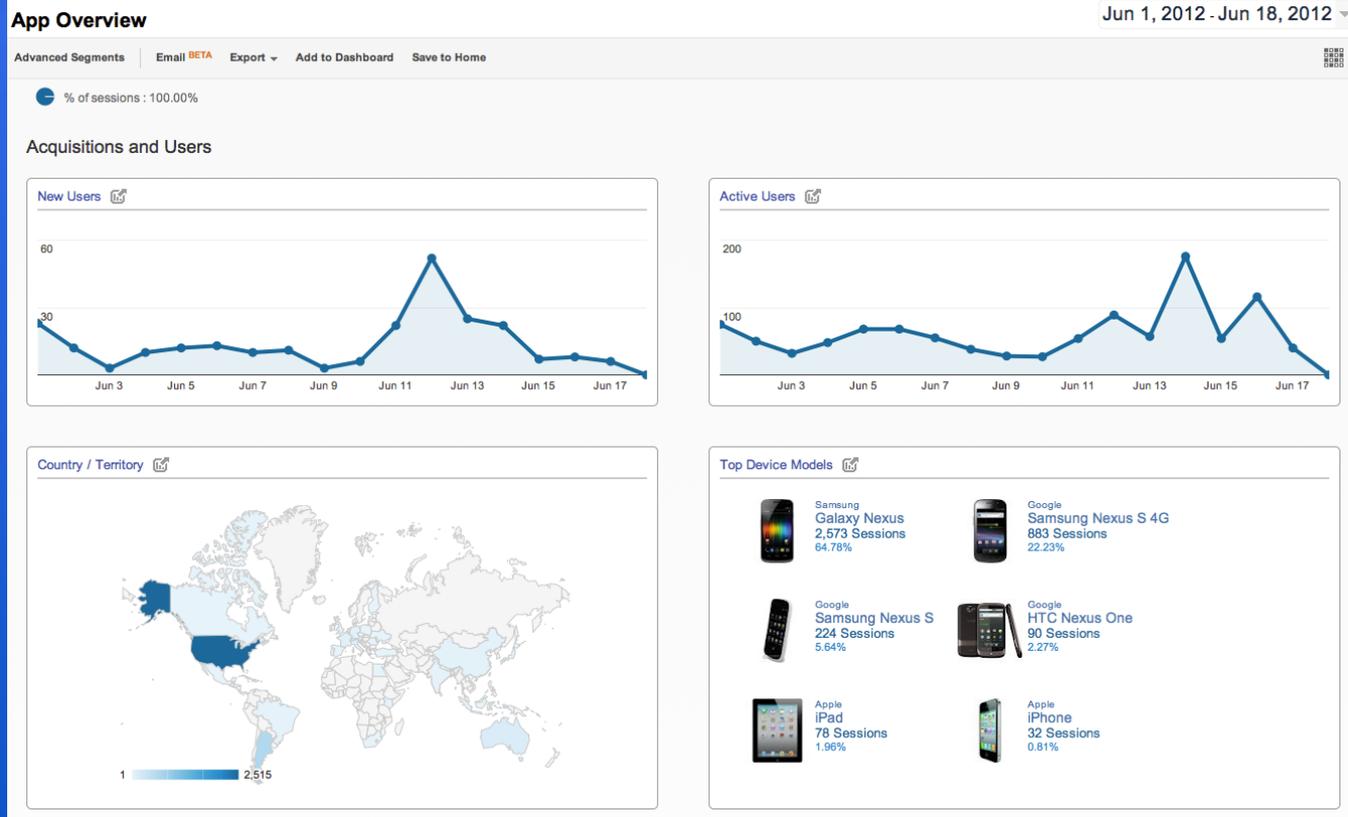
Avg. session duration



Goal completion location

See your important metrics at a glance

App Overview: covers acquisitions to outcomes



View

the number of downloads and which sources accounted for them.

Measure

the number of new users who downloaded the app and actually launched it.

Observe

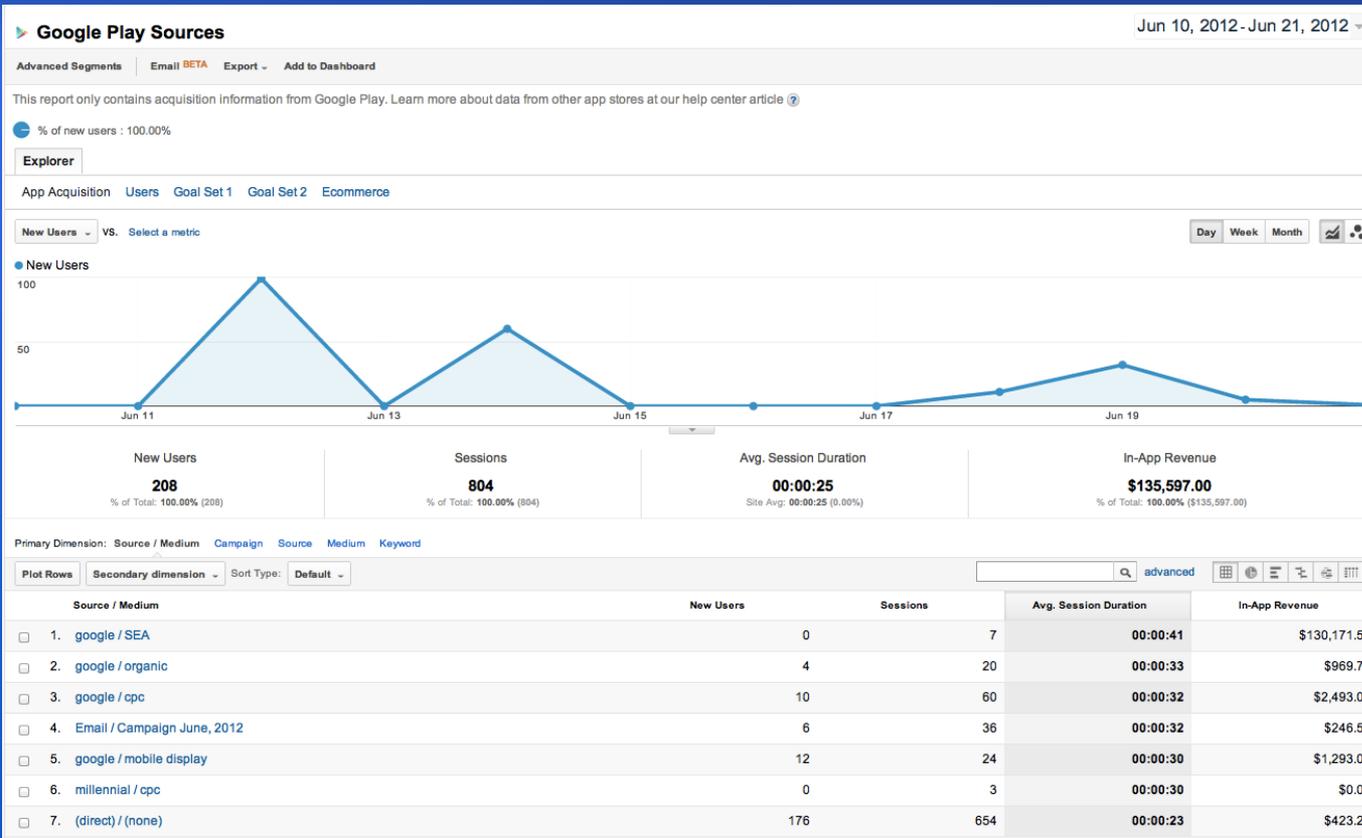
the number of users who returned to your app page multiple times (i.e. return visitors in analytics).

Analyze the success of your app marketing

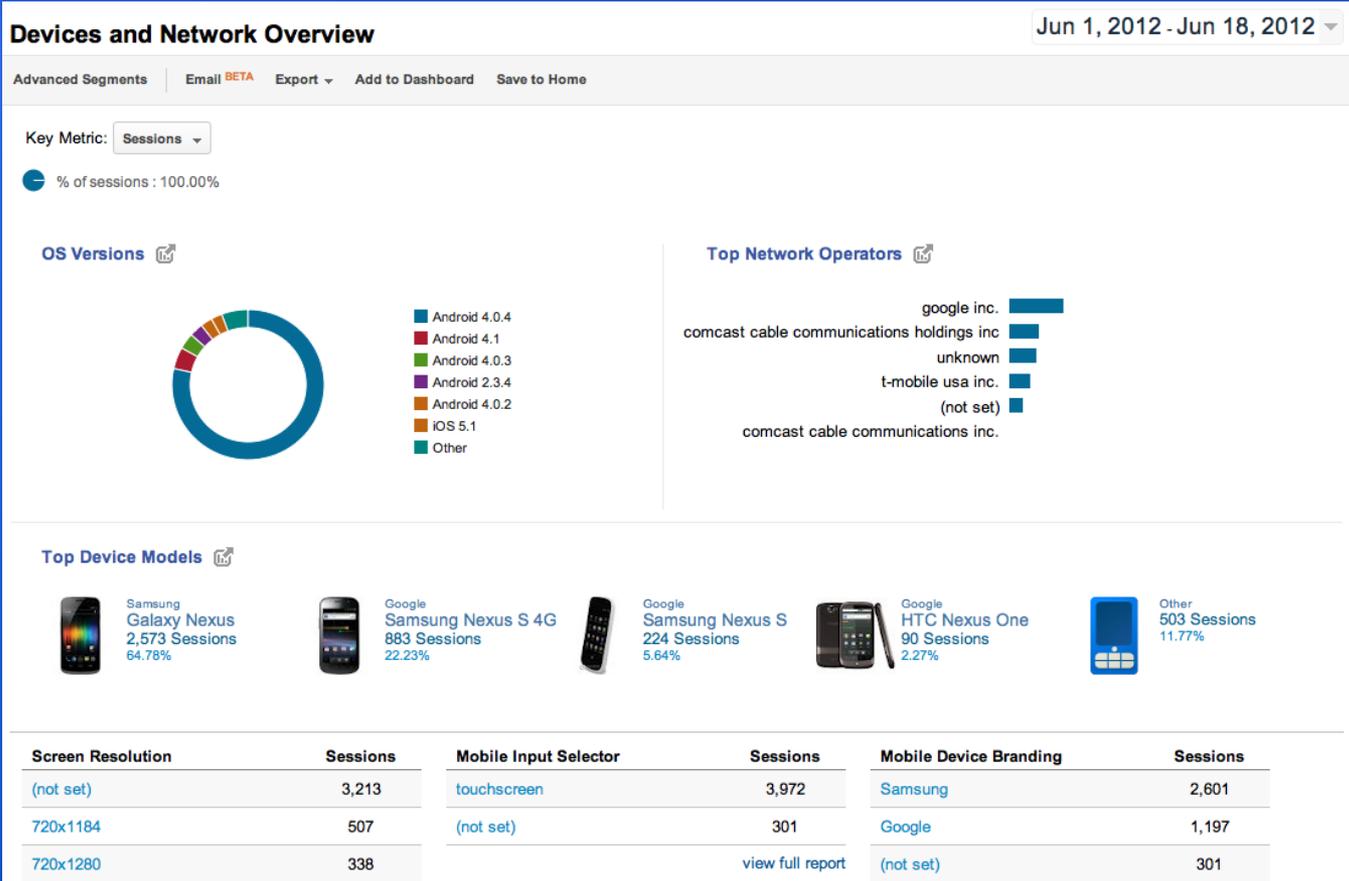
Google Play Sources: determine which channels drive high quality users

Gain

deep insight into Google Play to fully understand user acquisition. See the different traffic sources and how effective they are. Understanding the quality of each campaign enables optimization of your marketing spend.



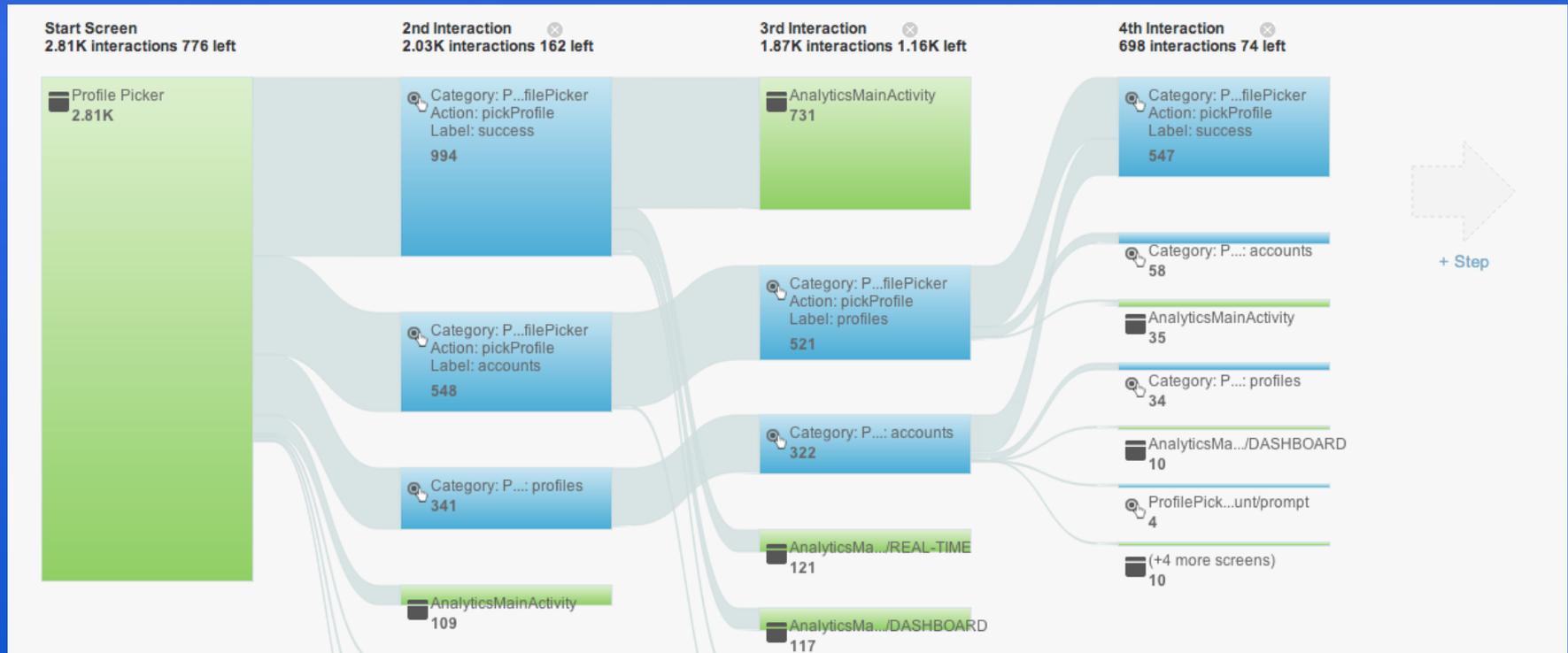
Mobile Device Overview



Know which devices, OS versions and networks your users prefer to you optimize against. This matters greatly for connected apps and understanding which versions to support.

Visually see app usage with Engagement Flow

Optimize screens so users achieve desired app goals

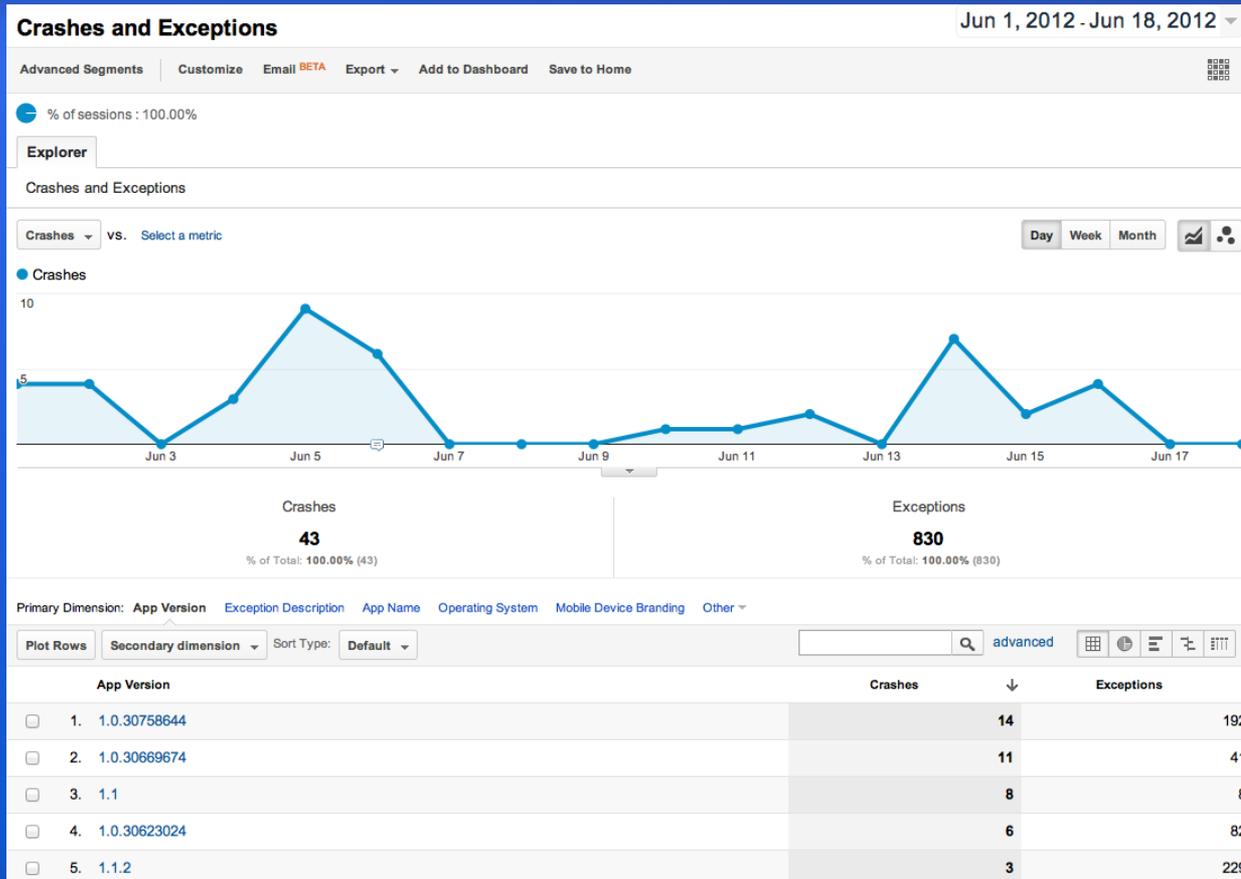


Determine

how users move throughout your application with engagement flow.

Crash and exception report enables easy troubleshooting

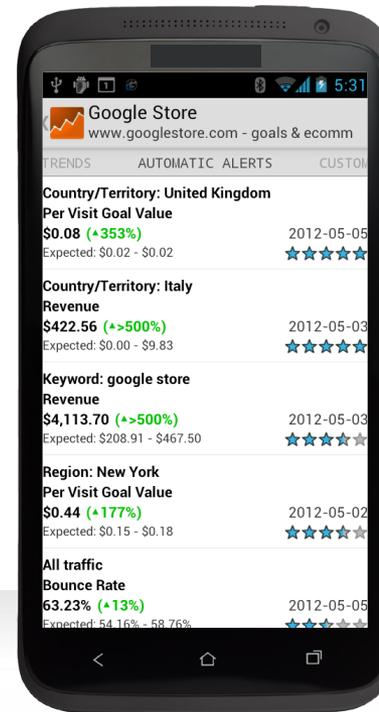
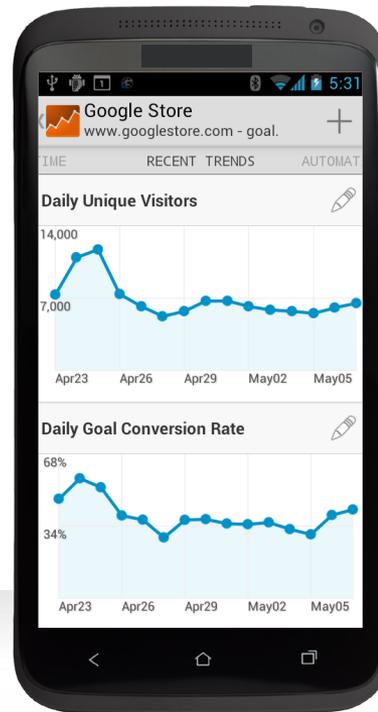
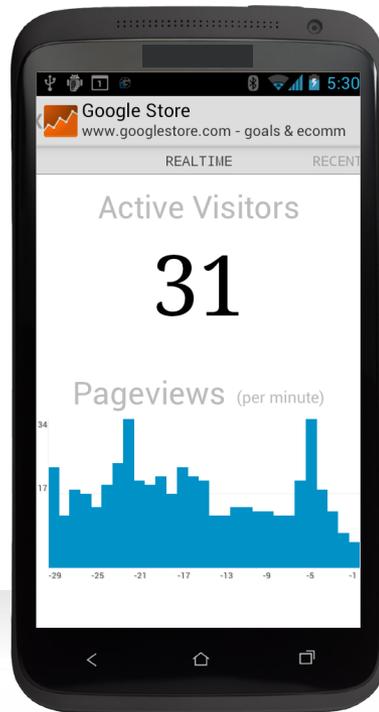
Fix crashes so your app doesn't suffer user attrition



Troubleshoot problems on devices and operating systems by seeing trends in app crashes and exceptions. Fix common crash and exception issues to not suffer attrition of users to competing apps in competitive marketplaces.

We are launching the Analytics Mobile App on Android

See what's going on and get alerted on important KPI



Thank you.



Questions?