

# Google Analytics


- Overview
- New v Returning
- Location
- Audience
- Technology
- Channel
- Adwords
- Goals

Google AnalyticsYellowfin

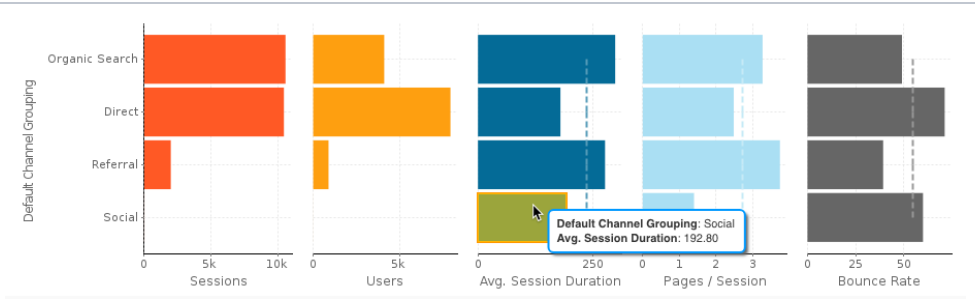
YellowfinGoogle AnalyticsYellowfinYellowfin

Google AnalyticsGoogle APIGoogle

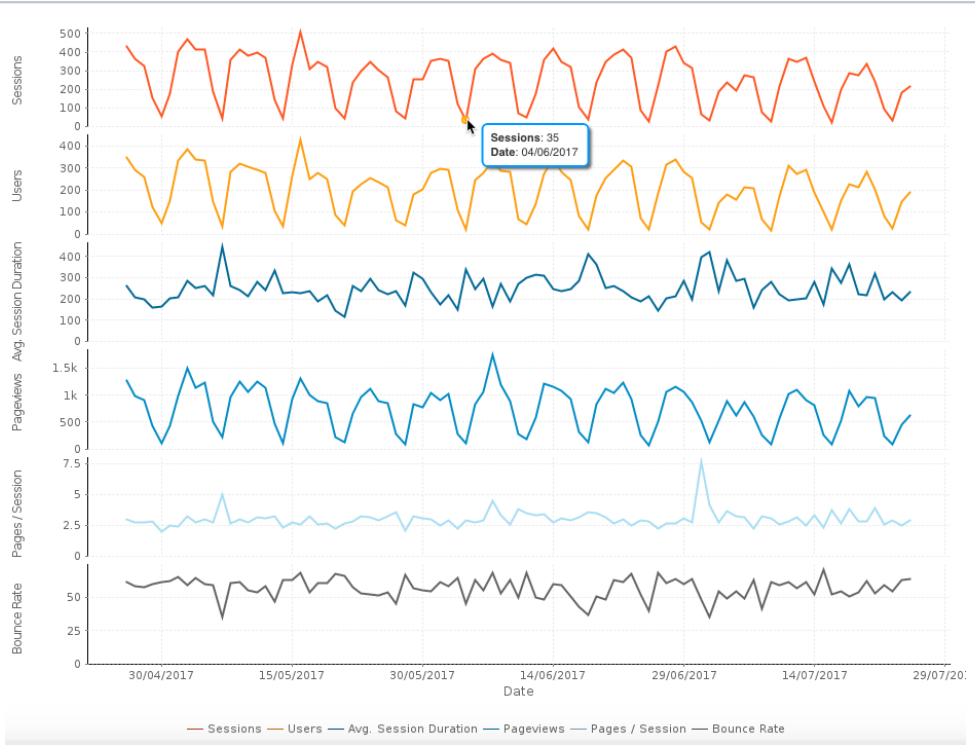
## Overview

Acquisition Overview		<div><div> Google Analytics</div><div><div>5,438</div><div>Sessions</div></div><div><div>2,237</div><div>Users</div></div><div><div>00:06:14</div><div>Ave Session Duration</div></div><div><div>4.39</div><div>Pages / Session</div></div><div><div>45.66</div><div>Bounce Rate</div></div></div>
Sessions		<div>5,438</div> <div>Sessions</div>
Users		<div>2,237</div> <div>Users</div>
Average Session Duration		<div>00:06:14</div> <div>Ave Session Duration</div>
Pages per Session		<div>4.39</div> <div>Pages / Session</div>
Bounce Rate	1	<div>45.66</div> <div>Bounce Rate</div>

Acquisition and engagement by Channel

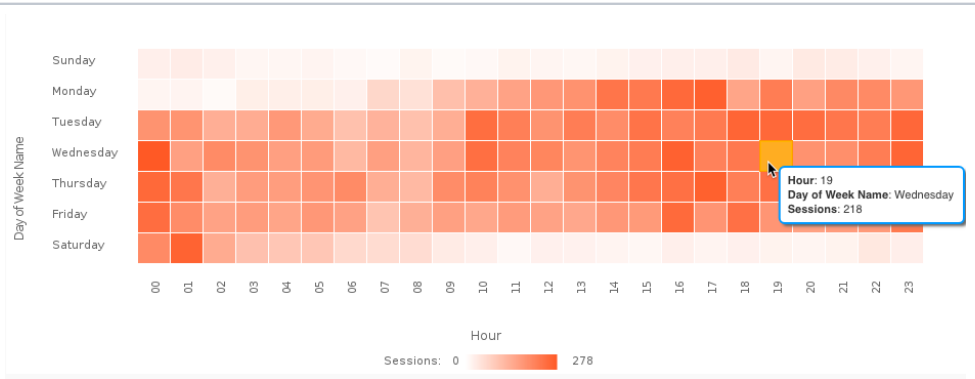


Acquisition and engagement by Time



Sessions by day and hour - Heat grid

1

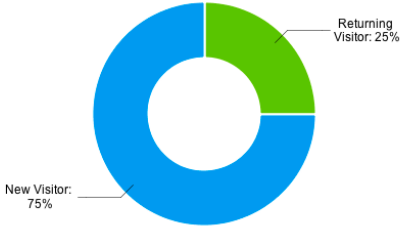

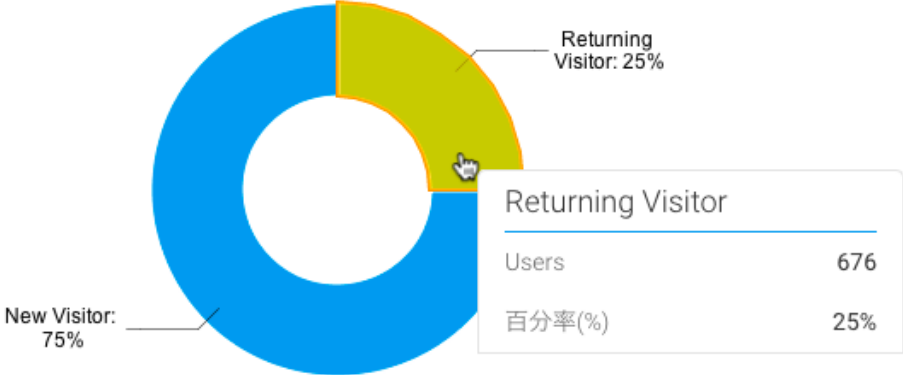
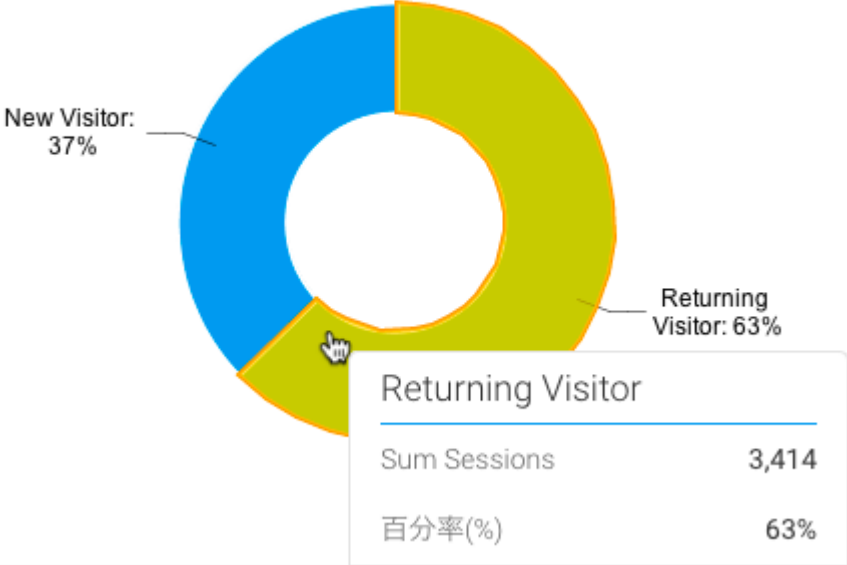


Top 100 Page Vies

100

Page Title	Pageviews	Pageviews	Bounce Rate
ダッシュボード - Yellowfin wiki (日本語版)	1,137		25.43
Home - Yellowfin Guide 7.3 - Yellowfin wiki (日本語版)	829		31.62
Home - Yellowfin Guide 7.2 - Yellowfin wiki (日本語版)	590		25.92
Home - Yellowfin Guide 7.3 Plus - Yellowfin wiki (日本語版)	420		22.92
Home - Yellowfin Guide 7.1 - Yellowfin wiki (日本語版)	248		21.11
スペース ディレクトリ - Yellowfin wiki (日本語版)	201		79.59
はじめに - Yellowfin Guide 7.3 - Yellowfin wiki (日本語版)	190		18.18
CSVデータのインポート - Yellowfin Guide 7.3 - Yellowfin wiki (日本語版)	167		71.43
はじめに - Yellowfin Guide 7.3 Plus - Yellowfin wiki (日本語版)	121		52.94
チュートリアル - Yellowfin Guide 7.1 - Yellowfin wiki (日本語版)	110		42.11

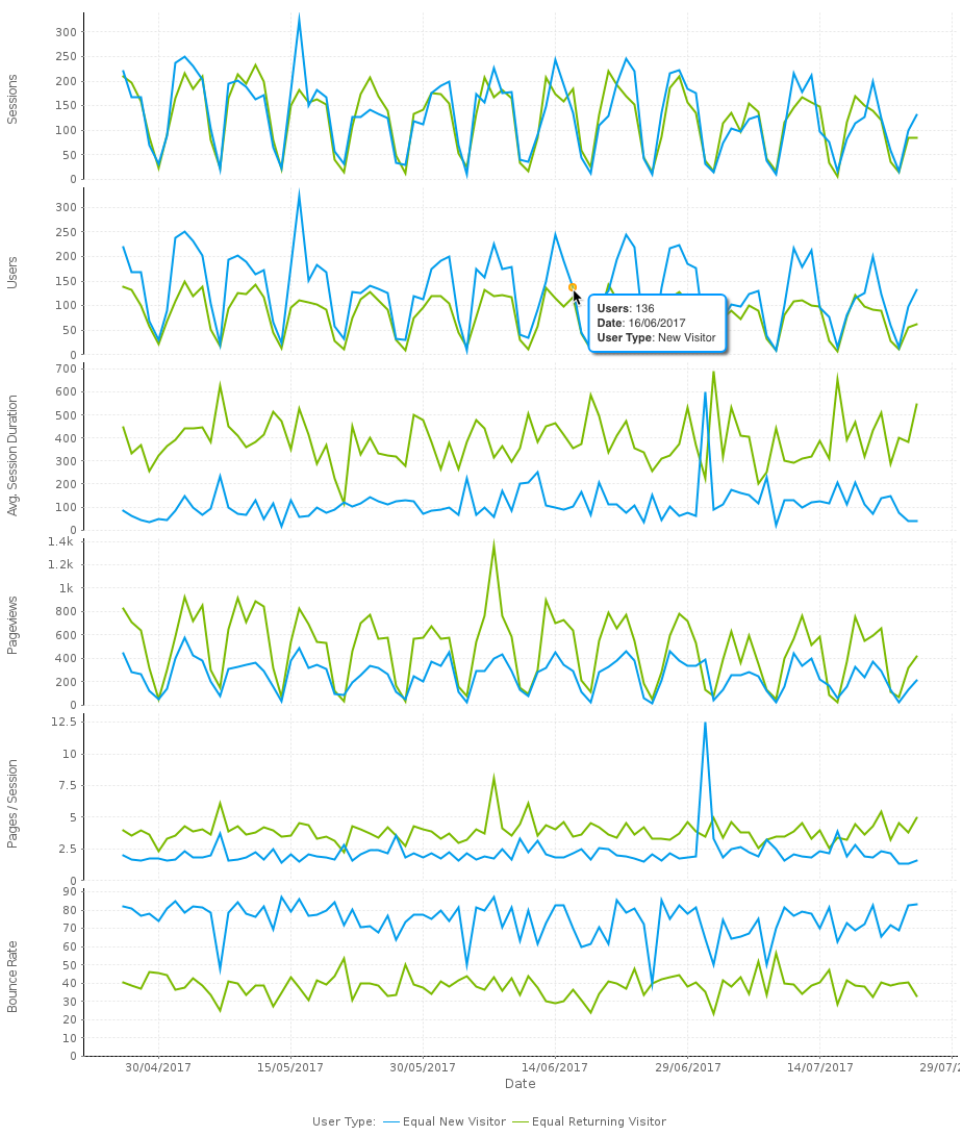
New v Returning

New versus Returning Visitors	<div><div><div>User Count</div><div>New Visitor: 75%</div><div>Returning Visitor: 25%</div></div><div><div>Session Count</div><div>New Visitor: 37%</div><div>Returning Visitor: 63%</div></div></div>
User Count	<div><div><div>User Count</div><div>New Visitor: 75%</div><div>Returning Visitor: 25%</div><div><div>Returning Visitor</div><div>Users676</div><div>百分率(%)25%</div></div></div></div>
Session Count	<div><div><div>Session Count</div><div>New Visitor: 37%</div><div>Returning Visitor: 63%</div><div><div>Returning Visitor</div><div>Sum Sessions3,414</div><div>百分率(%)63%</div></div></div></div>

New versus Returning Detail

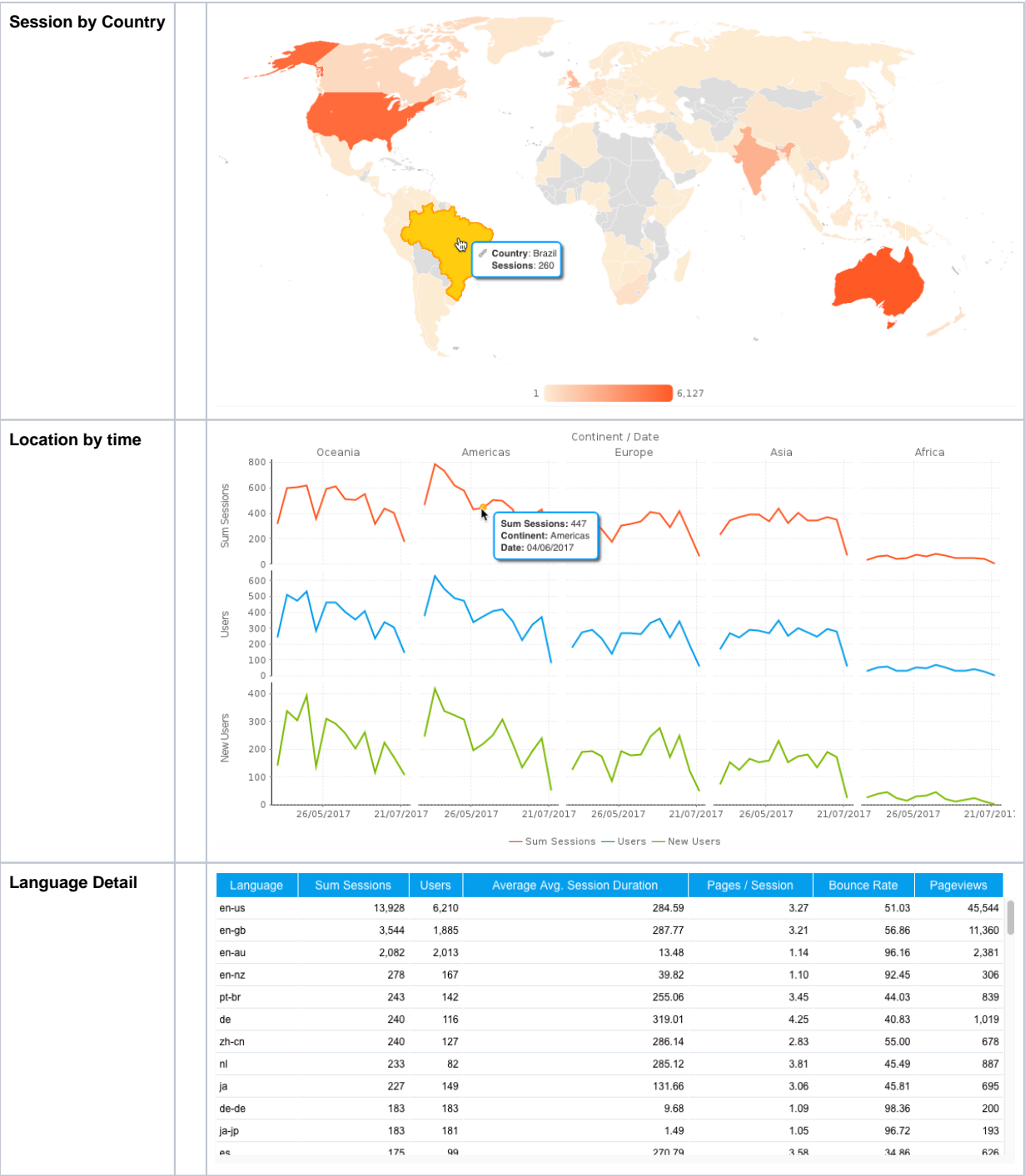
User Type	Sessions	Users	Avg. Session Duration	Pageviews	Pages / Session	Bounce Rate
Returning Visitor	3,414	676	00:08:19	18,071	5.29	35.18 %
New Visitor	2,026	2,026	00:02:43	5,809	2.87	63.33 %

New versus Returning over time



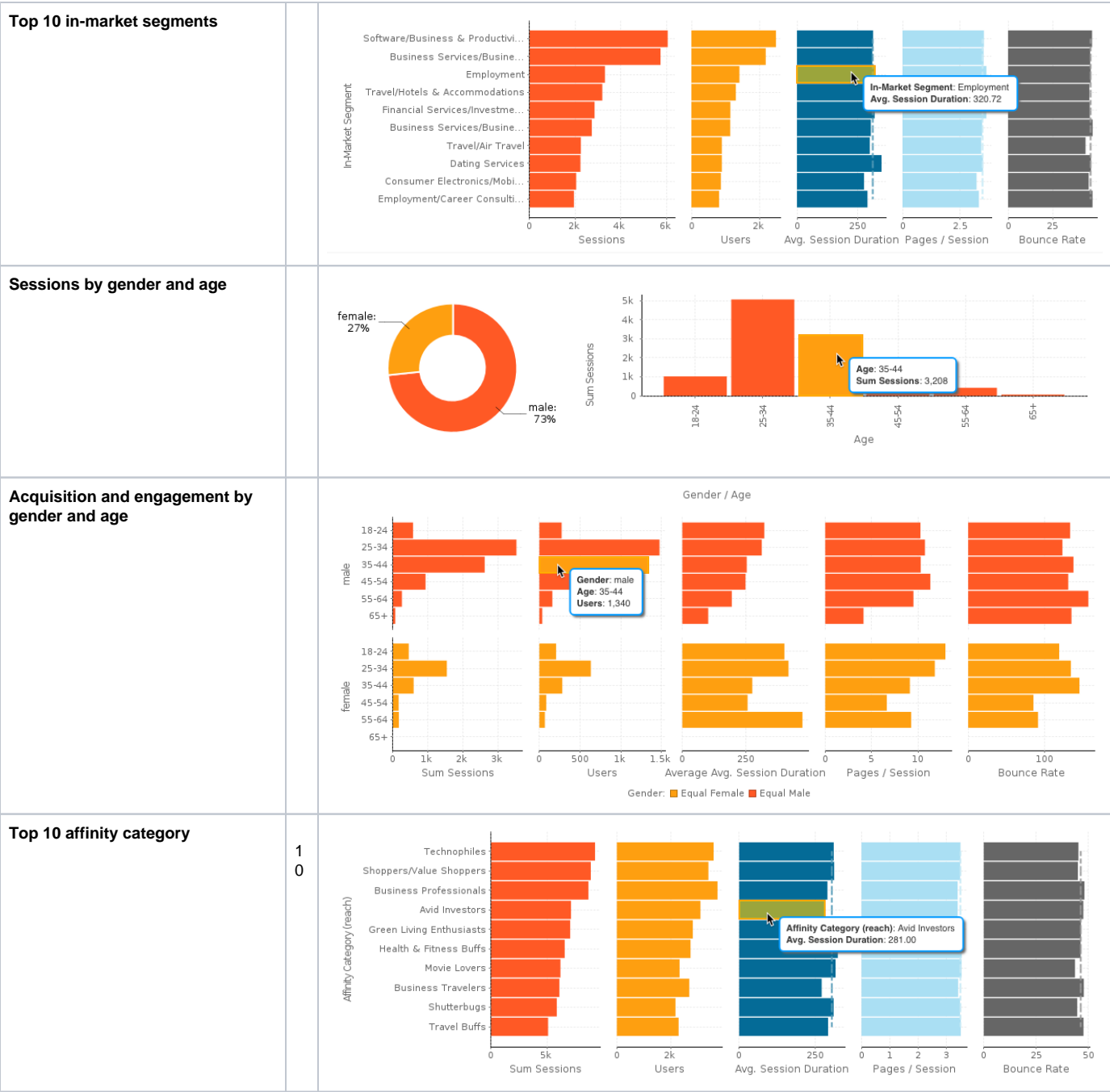
Location

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Audience

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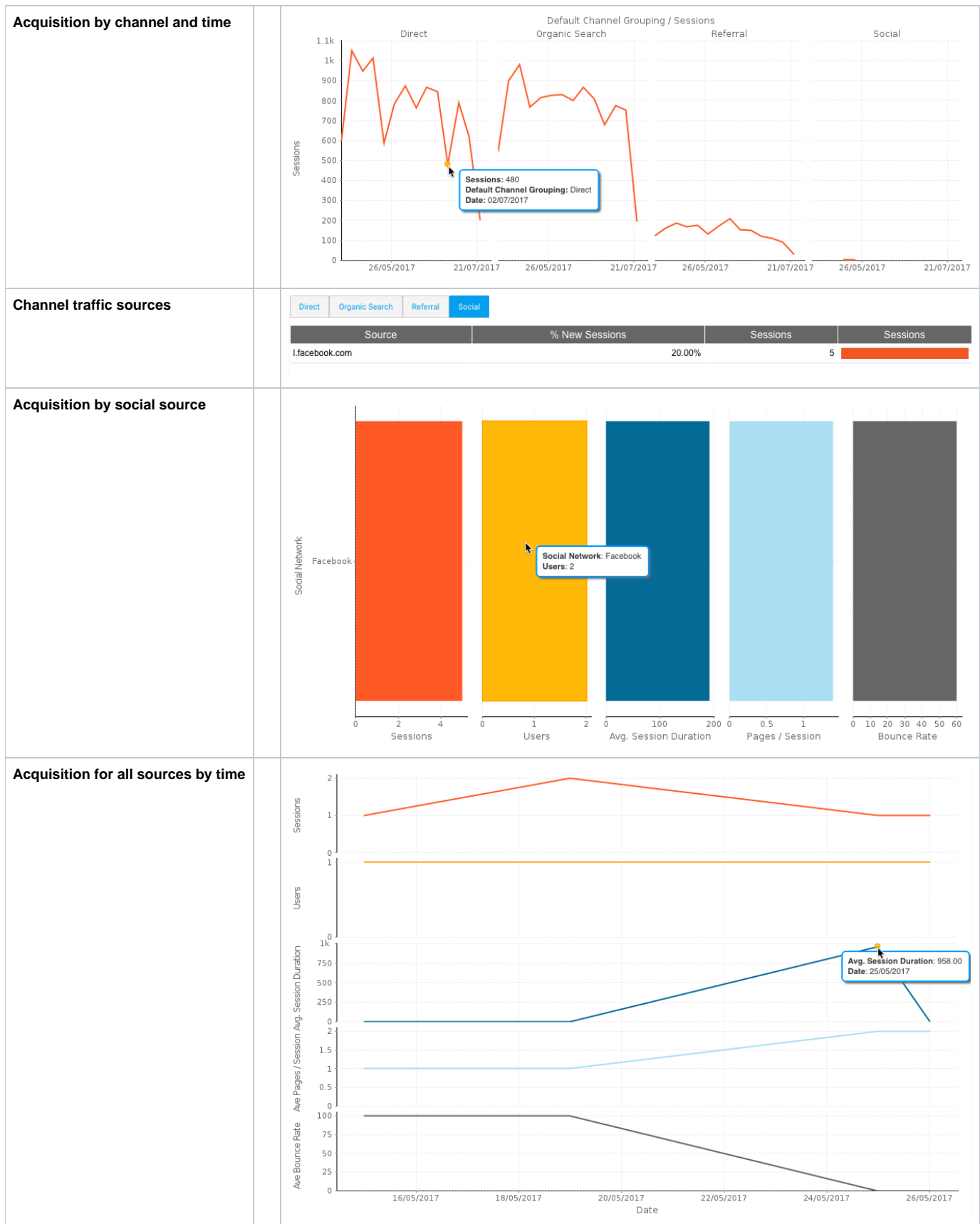
Technology

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Channel

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Adwords



Google AdWordsGoogle

Google AdWords

AdWords metrics	Google AdWords	
Impressions		
Clicks		
Click Through Rate (CTR)		
Cost	Google AdWords	
AdWords metrics over time		
AdWords click treemap	Impression	
AdWords Campaign detail	CPC	

Goals

Goals by channel		
Goals complete over time		
Goals by campaign (Top 10)	10	