

Google Analytics Scavenger Hunt

CPA Canada (new) > All Web Site Data

Should access: UA-53286317-1, View: 8916626

1. In September 2015 - what was overall bounce rate?
2. What are the Sessions, Users, Pageviews in September 2015? Can you describe the difference (definitions)?
3. What is the exact month and day when traffic first began appearing (what does the annotation say)?
4. What was the ratio between men and women in January 2018?
5. How many New Users during the month of December 2016 were above the age of 65?
6. Comparing March 2016 against January 2016, have users increased or decreased, by how much and what %?
7. Between Jan 1st 2018 and Dec 31st 2018, which week had the highest number of sessions.
 - a. compare that to the previous week - what are some of the biggest sources (out of the top 10 methods) driving this growth?
8. During the month of January 2019, what was the primary **source** of traffic?
 - a. what was third and at what %?
9. During the month of March 2018—based on Page Title—after the Sign-In - what is the second most visited page?
10. Where would you find how many active users are on the site right now? (which report on Google Analytics?)
11. Since the start of 2015 (up until Feb 2019), which is the only month where mobile and tablet traffic exceeded desktop traffic?
12. Which landing page in September 2015, while looking at only pages with over 100 sessions, has the highest bounce rate?

Richard's Bonus Questions:

1. Outside of the Event_Newsletter and MemberNews campaigns, what campaign drove the most traffic during November 2016? Which was the most *effective* for the goals of the Google Merchandise Store?
2. What are the most successful Google Ads campaigns in 2018?