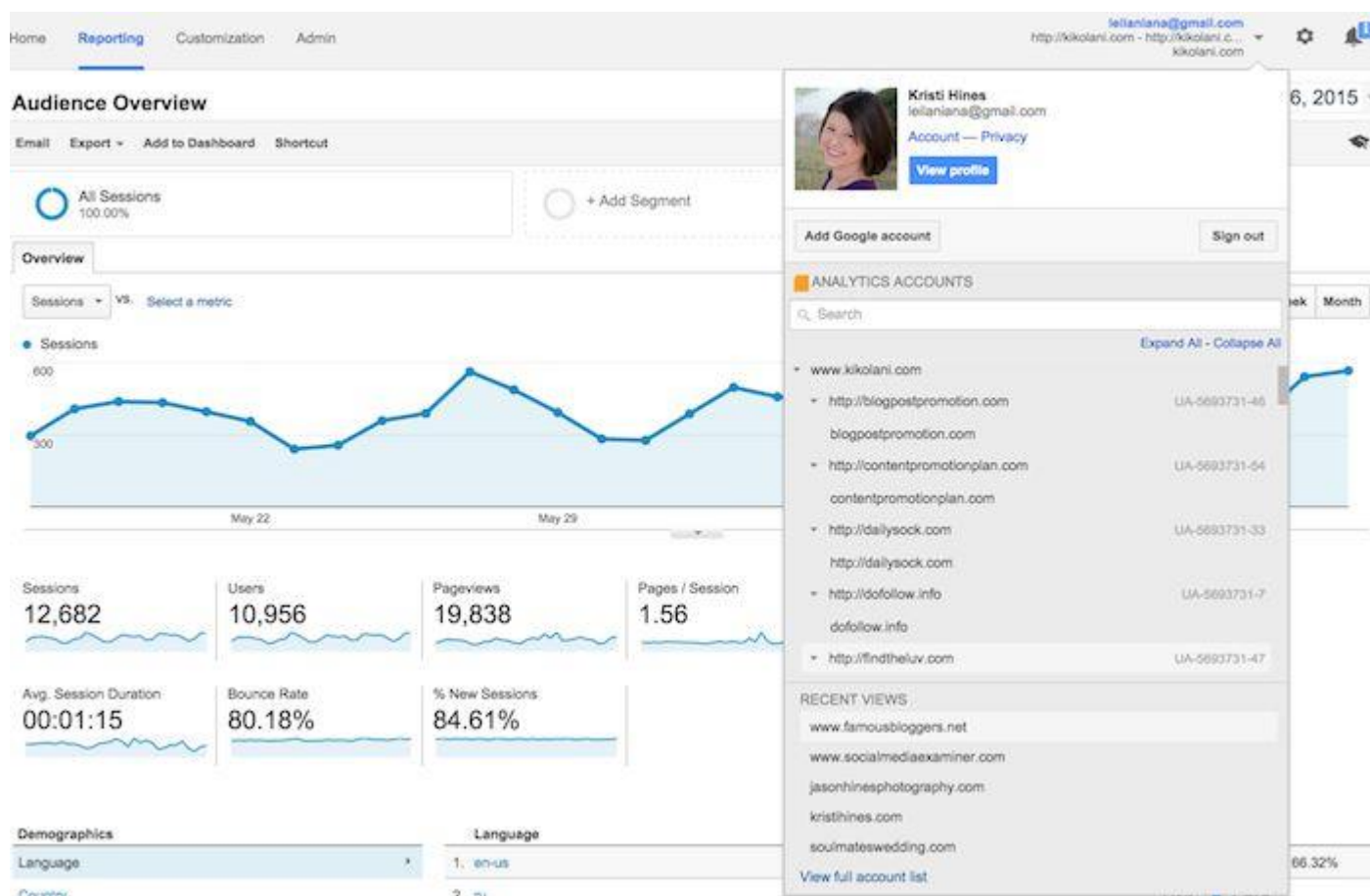


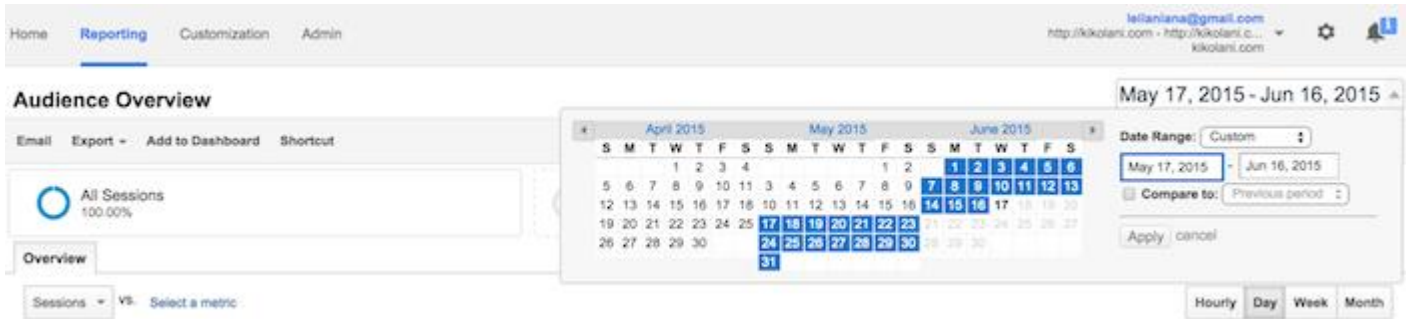
## Lesson no. 9 – Report Features

### Report Features

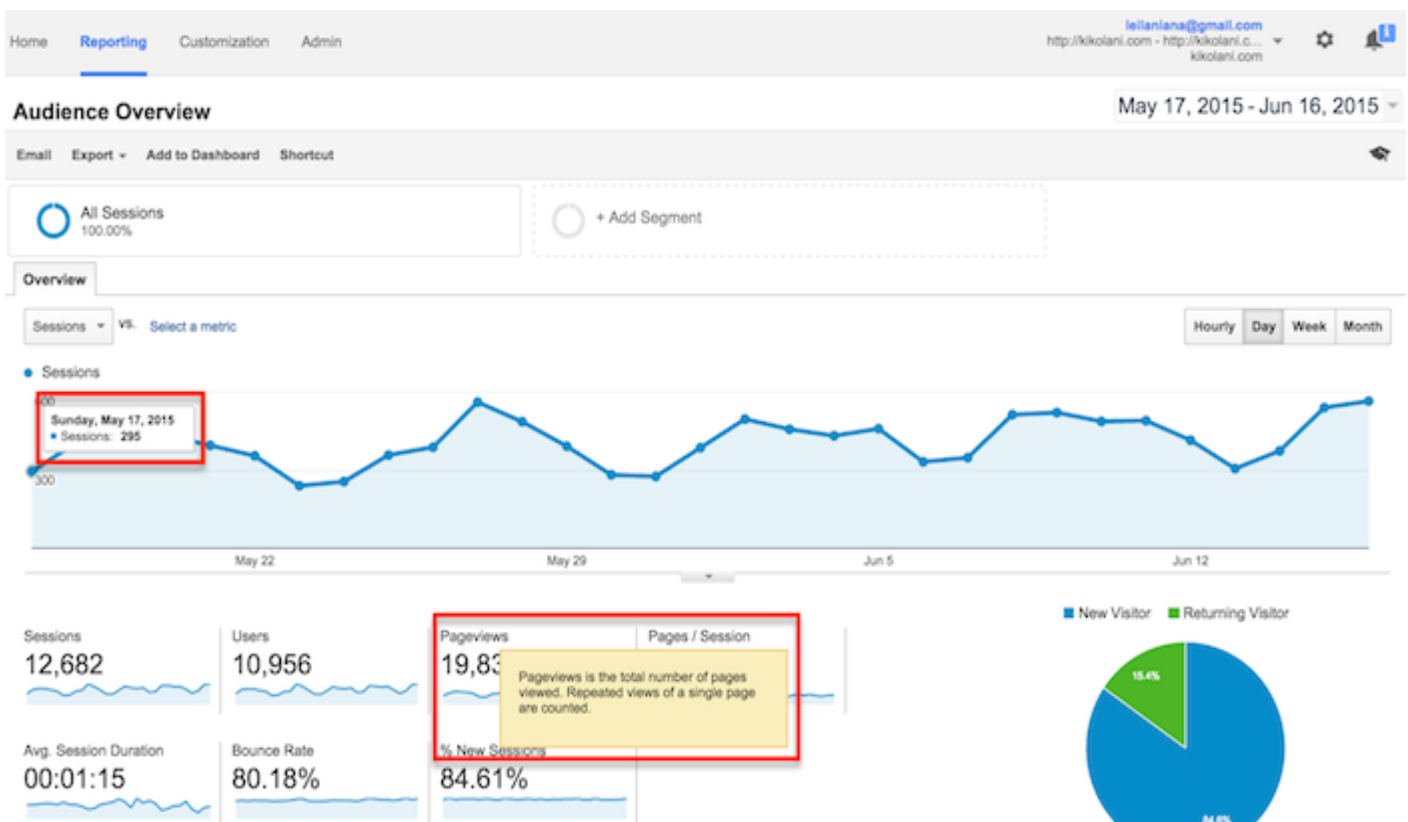
Most of the standard reports within Google Analytics will look similar to this. At the top right, you can click on the drop-down arrow next to your website to switch to different websites within all of your Google Analytics accounts. Or you can click the Home link at the top.



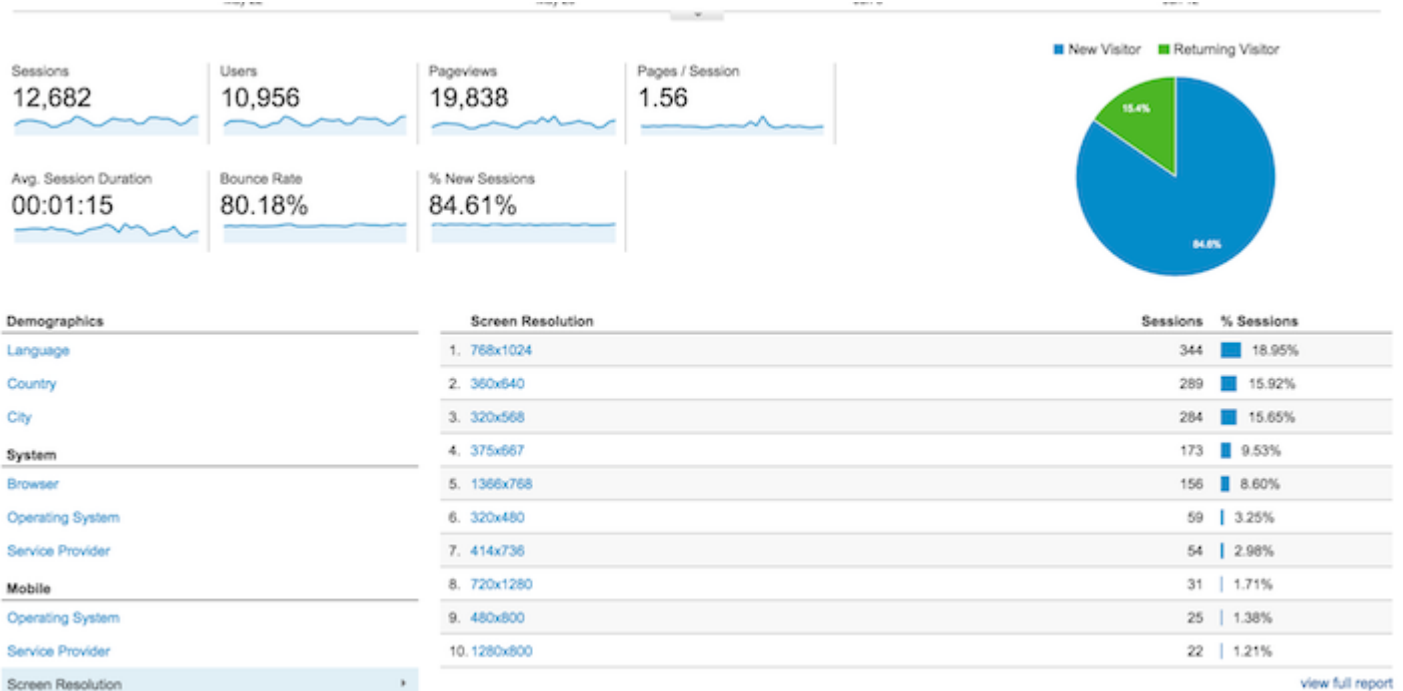
In the report at the top right, you can click on the dates to change the date range of the data you are viewing. You can also check the Compare box to compare your data from one date range (such as this month) to a previous date range (such as last month) to view your data.



You can hover over a variety of areas on your Google Analytics reports to get more information. For example, in the Audience Overview, hovering over the line on the graph will give you the number of sessions for a particular day. Hovering over the metrics beneath the graph will tell you what each one means.



Beneath the main metrics, you will see reports that you can switch through to see the top ten languages, countries, cities, browsers, operating systems, services providers, and screen resolutions of your visitors.



You can click the full report link on each to see the full reports. Or you can click on any of the top ten links to see more details. For example, clicking on the United States in Countries will take you to the full Location report, focused in on visitors from states within the US.

May 17, 2015 - Jun 16, 2015

## Location

ALL > COUNTRY: United States

Customize Email Export - Add to Dashboard Shortcut

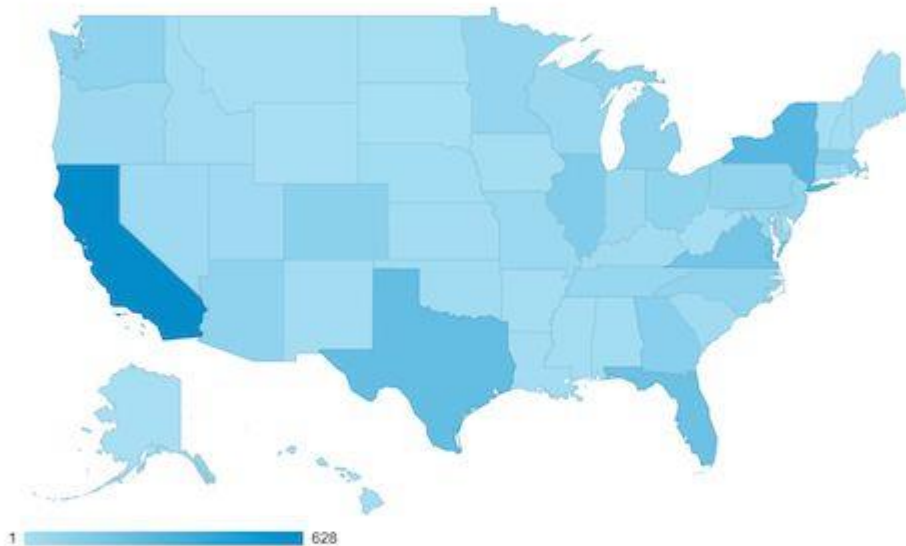


+ Add Segment

Map Overlay Explorer

Summary Site Usage Goal Set 1 Goal Set 2 Ecommerce AdSense

Sessions



Primary Dimension: Region City Metro Other -

Secondary dimension -

advanced

Region	Acquisition			Behavior			Conversions Goal 1: Sales		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Sales (Goal 1 Conversion Rate)	Sales (Goal 1 Completions)	Sales (Goal 1 Value)
	3,714 % of Total: 29.29% (12,682)	87.75% Avg for View: 84.61% (3.71%)	3,259 % of Total: 30.37% (10,730)	86.00% Avg for View: 80.18% (7.25%)	1.42 Avg for View: 1.56 (-9.32%)	00:00:54 Avg for View: 00:01:15 (-28.02%)	0.89% Avg for View: 3.34% (-73.42%)	33 % of Total: 7.78% (424)	\$33.00 % of Total: 7.78% (\$424.00)
1. California	628 (16.91%)	85.83%	539 (16.54%)	86.15%	1.23	00:00:46	0.96%	8 (18.18%)	\$6.00 (18.18%)
2. New York	292 (7.86%)	83.90%	245 (7.52%)	85.62%	1.30	00:00:40	1.03%	3 (9.09%)	\$3.00 (9.09%)

In this view, you can hover over each state to see the number of visitors from that state. You can scroll down to the table and hover over each column name to learn more about each metric.

Region	Acquisition			Behavior			Conversions <small>Goal 1: Sales</small>		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Sales (Goal 1 Conversion Rate)	Sales (Goal 1 Conversions)	Sales (Goal 1 Value)
	3,714 <small>% of Total: 29.29% (12,662)</small>	87.75% <small>Avg for View: 84.61% (3.71%)</small>	3,259 <small>% of Total: 30.37% (10,730)</small>	86.00% <small>Avg for View: 80.18% (7.25%)</small>	1.42 <small>Avg for View: 1.56 (-9.32%)</small>	00:00:54 <small>Avg for View: 00:01:15 (-28.02%)</small>	0.89% <small>Avg for View: 3.34% (-73.42%)</small>		<small>(3424.00)</small>
1. California	628 (16.91%)	85.83%	539 (16.54%)	86.15%	1.23	00:00:46	0.96%	6 (18.18%)	\$6.00 (18.18%)
2. New York	292 (7.86%)	83.90%	245 (7.52%)	85.62%	1.30	00:00:40	1.03%	3 (9.09%)	\$3.00 (9.09%)
3. Texas	253 (6.81%)	87.75%	222 (6.81%)	87.35%	1.25	00:00:50	1.19%	3 (9.09%)	\$3.00 (9.09%)
4. Florida	222 (5.98%)	92.79%	206 (6.32%)	88.74%	1.23	00:00:16	0.90%	2 (6.06%)	\$2.00 (6.06%)
5. Virginia	190 (5.12%)	95.26%	181 (5.55%)	94.74%	1.09	00:00:16	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. (not set)	150 (4.04%)	91.33%	137 (4.20%)	87.33%	1.33	00:01:15	2.00%	3 (9.09%)	\$3.00 (9.09%)
7. Illinois	143 (3.85%)	89.51%	128 (3.93%)	83.22%	1.39	00:01:15	1.40%	2 (6.06%)	\$2.00 (6.06%)
8. Massachusetts	127 (3.42%)	84.25%	107 (3.26%)	81.89%	1.45	00:01:23	0.79%	1 (3.03%)	\$1.00 (3.03%)
9. Georgia	119 (3.20%)	91.60%	109 (3.34%)	89.08%	1.14	00:00:32	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. Colorado	108 (2.91%)	60.19%	65 (1.99%)	73.15%	5.96	00:06:07	2.78%	3 (9.09%)	\$3.00 (9.09%)

The monetary value of conversions to the goal.

You can also click on the name of each state to see visitors from cities within the state. Effectively, any time you see a clickable link or a ? next to something, you can click on it or hover over it to learn more. The deeper you dive into your analytics, the more interesting information you will find.