Universal Analytics Backup: Historical Overview

Google Analytics

Report Information:

accountName	https://www.acmewebstore.example.com/
accountID	12331299
webPropertyName	https://acmewebstore.example.com/
webPropertyID	UA-12331299-1
view	ACME Web Store
viewID	12331299
currency	USD
timeZone	America/New_York

All Time Site Metrics Captured in Backup

Backup Start Date	Backup End Date
2017-01-01	2023-10-04

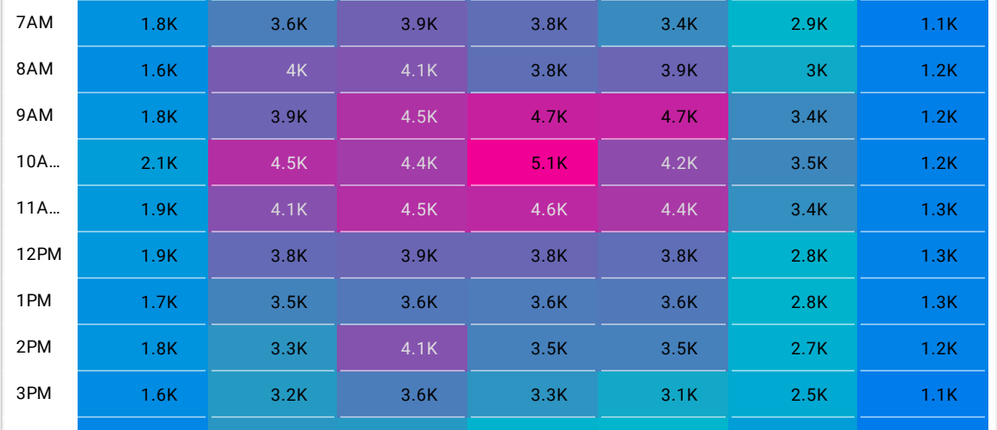
Users	Sessions	Pageviews	Events Tracked	Goals Completed	Transactions	Total Revenue
56.9M	117.4M	372.8M	187.5M	3.0K	2.4M	$266M

Bounce Rate	Pages / Session	Avg. Session	Ad Cost	Hits Recorded
27.48%	3.18	00:02:29	$3.4K	622.7M

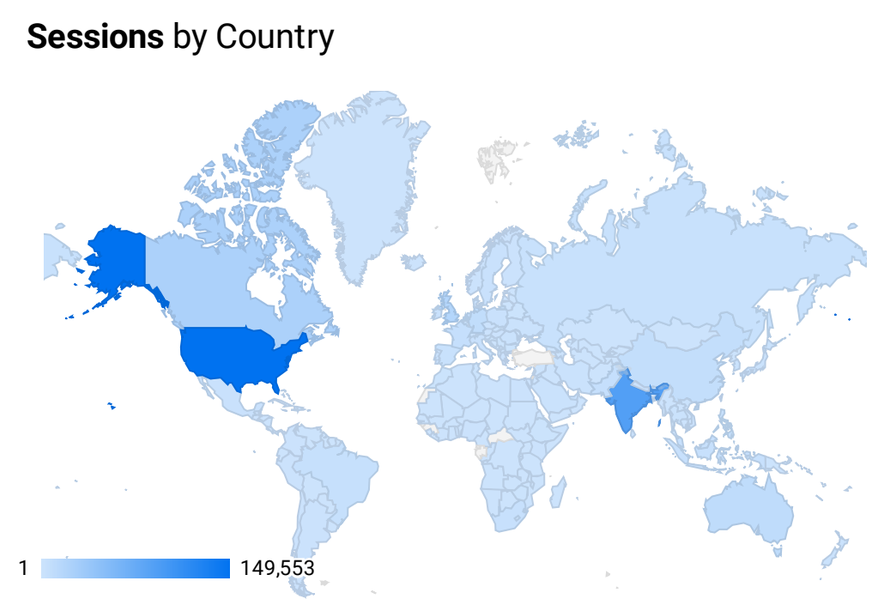
Key Hits Recorded



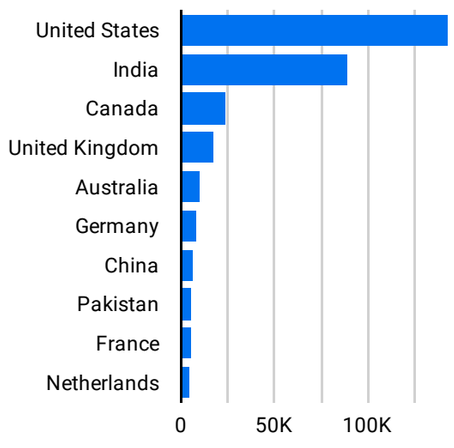
Year over Year Metric Comparison



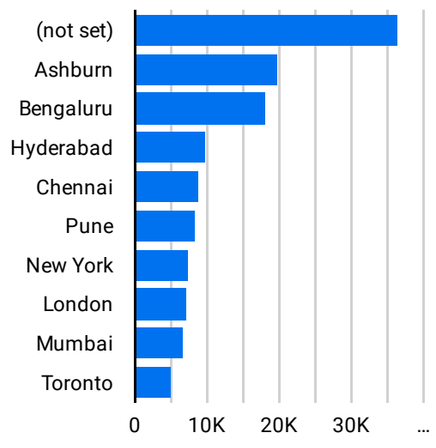
Where did your traffic come from?



Top 10 Countries by Sessions



Top 10 Cities by Sessions



When was your site busy?

hour	Sunday	Monday	Tuesday	Wednes...	Thursday	Friday	Saturday
12A...	1.1K	2.3K	2.5K	2.5K	2.4K	2.2K	1.3K
1AM	1.1K	2.6K	2.9K	2.8K	2.9K	2.6K	1.4K
2AM	1.1K	3.1K	3.2K	3.1K	3.3K	2.9K	1.4K
3AM	1.3K	3.1K	3.3K	3.3K	4.2K	2.7K	1.2K
4AM	1.6K	3.1K	3.7K	3.7K	3.8K	2.9K	1.2K
5AM	1.6K	3.5K	3.8K	4K	3.9K	3.1K	1.2K
6AM	1.9K	3.3K	3.5K	3.6K	3.5K	2.9K	1.1K
7AM	1.8K	3.6K	3.9K	3.8K	3.4K	2.9K	1.1K
8AM	1.6K	4K	4.1K	3.8K	3.9K	3K	1.2K
9AM	1.8K	3.9K	4.5K	4.7K	4.7K	3.4K	1.2K
10A...	2.1K	4.5K	4.4K	5.1K	4.2K	3.5K	1.2K
11A...	1.9K	4.1K	4.5K	4.6K	4.4K	3.4K	1.3K
12PM	1.9K	3.8K	3.9K	3.8K	3.8K	2.8K	1.3K
1PM	1.7K	3.5K	3.6K	3.6K	3.6K	2.8K	1.3K
2PM	1.8K	3.3K	4.1K	3.5K	3.5K	2.7K	1.2K
3PM	1.6K	3.2K	3.6K	3.3K	3.1K	2.5K	1.1K
4PM	1.4K	3.3K	3.2K	2.8K	2.9K	2.1K	1K
5PM	1.3K	2.7K	2.4K	2.6K	2.2K	1.6K	1K
6PM	1.3K	1.9K	2K	2.1K	2K	1.2K	936
7PM	1.4K	1.8K	1.8K	1.9K	1.6K	1.1K	740
8PM	1.6K	1.9K	2K	1.9K	1.6K	980	780
9PM	1.7K	1.9K	2.2K	2.2K	1.8K	973	872
10PM	2K	2.1K	2.2K	2.1K	2K	1.1K	897
11PM	2.1K	2.2K	2.2K	2.2K	1.9K	1.1K	952

Sessions by Device + OS

	deviceCategory / sessions / Avg Session Duration / AOV								
	mobile			desktop			tablet		
operatingSystem	sessions	Avg Session...	AOV	sessions	Avg Session...	AOV	sessions	Avg Session...	AOV
iOS	27,613,860	00:02:07	$132.61	54,014	00:01:23	$132.83	2,978,832	00:03:20	$130.08
Macintosh	11,077	00:02:47	$168.05	15,331,232	00:03:54	$145.19	4,293	00:02:27	$109.36
Windows	29,317	00:03:51	$166.8	10,433,547	00:03:32	$142.4	44,568	00:04:35	$145.39
Android	5,149,964	00:02:03	$117.68	8,938	00:01:03	$109.91	319,491	00:03:20	$88.39
Linux	837	00:00:59	$105.91	287,240	00:00:52	$211.72	371	00:01:41	$66.49
Chrome OS	134	00:02:14	$74.18	253,816	00:03:47	$113.48	30	00:01:01	$242.5
(not set)	1,542	00:00:48	$127.9	125,294	00:00:02	$363.81	14	00:00:08	-
Windows Phone	9,903	00:02:28	$97.79	12	00:00:48	-	-	-	-
BlackBerry	8,627	00:02:08	$119.97	17	00:00:00	-	70	00:04:53	$35.53
OpenBSD	-	-	-	854	00:00:00	-	-	-	-
Tizen	344	00:03:29	-	45	00:03:34	-	4	00:00:00	-
Firefox OS	171	00:00:32	-	1	00:00:00	-	4	00:00:29	-
Xbox	2	00:00:00	-	170	00:02:08	-	-	-	-

deviceCategory	sessions	Bounce Rate	Avg Session Du...	pageviews	Pages/Session	transactions	transactionRev...	Ecom CR%
mobile	32,826,235	58.23%	00:02:07	103,767,797	3.16	399,166	52,309,950	1.22%
desktop	26,495,522	43.24%	00:03:42	126,388,141	4.77	868,795	125,244,229	3.28%
tablet	3,347,677	49.25%	00:03:21	13,937,837	4.16	68,575	8,802,115	2.05%

© Copyright nModal Solutions Inc. 2010-2024

Universal Analytics Backup: Audience Overview

Google Analytics

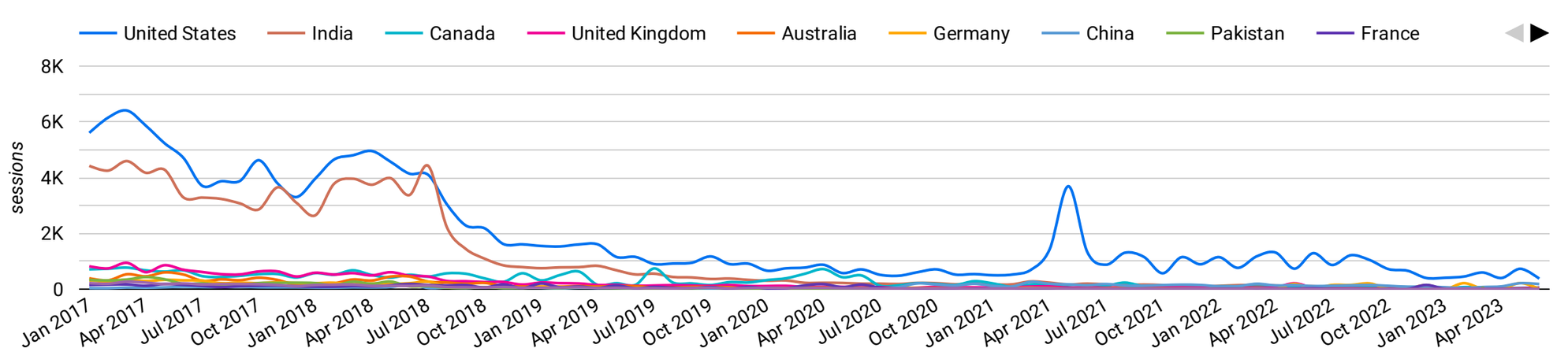
Key Audience Metrics

sessions	pageviews	Pages/Session	Bounce Rate	Avg. Session
62.7M	244.1M	3.89	51.41%	00:02:51

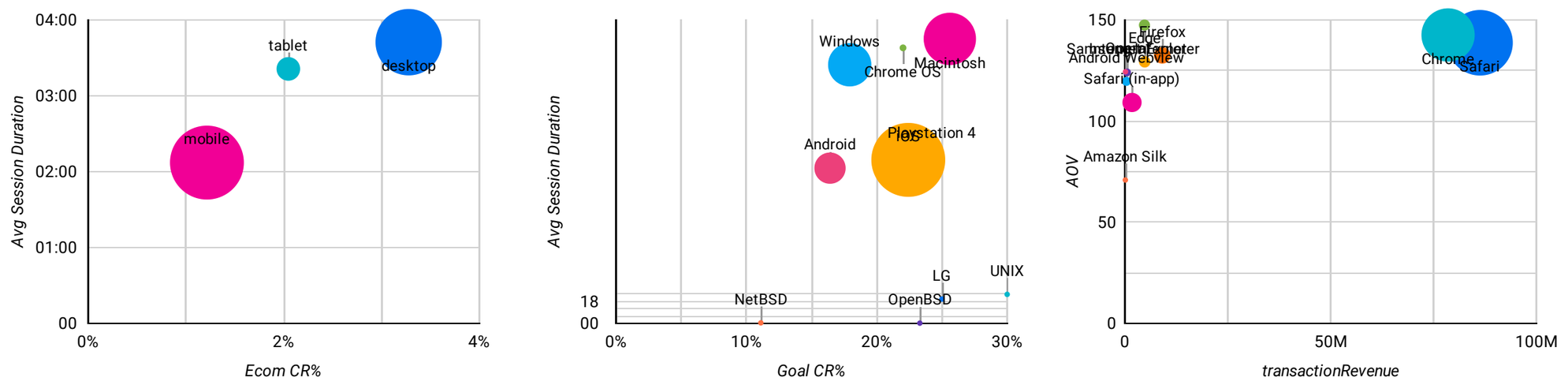
Report Period

Jan 1, 2007 - Jun 30, 2024

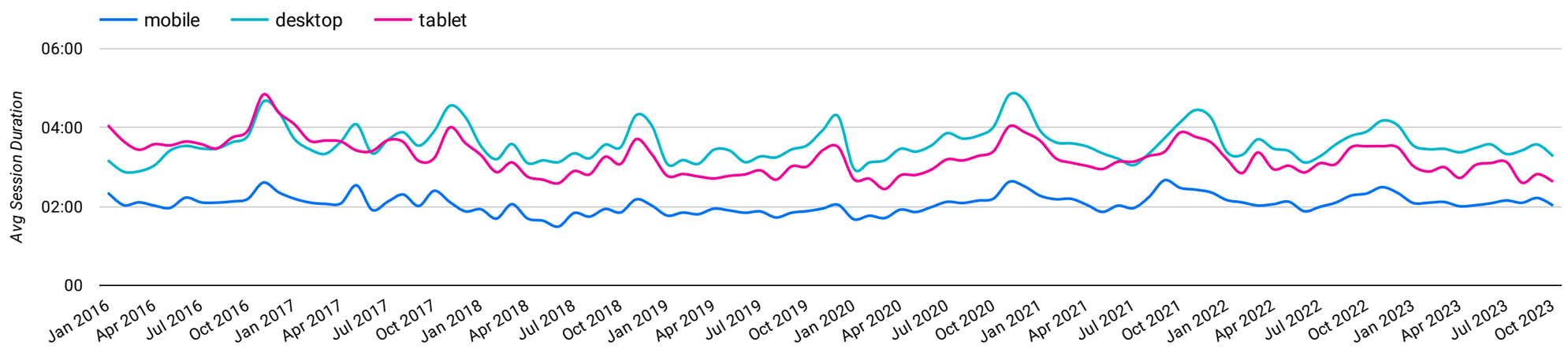
Country Metrics by Year Month



Conversions by Technology



Device Category - Optional Metrics



Audience Summary Tables - Select Device Category, Browser, and OS

	deviceCateg…	sessions ▾	Bounce Ra…	pageviews	Pages/Session	Avg Session Durati…	totalEvents	transactio…	transactio…	Ecom CR%	Goal CR%
1.	mobile	32,826,235	58.23%	103.8M	3.16	00:02:07	76.7M	52,309,949.75	399.2K	1.22%	22.61%
2.	desktop	26,495,522	43.24%	126.4M	4.77	00:03:42	99.3M	125,244,228.…	868.8K	3.28%	22.27%
3.	tablet	3,347,677	49.25%	13.9M	4.16	00:03:21	7.9M	8,802,114.74	68.6K	2.05%	10.22%

	operating…	sessions ▾	Bounce Rate	pageviews	Pages/Sessi…	Avg Session Duration	totalEvents	transacti…	transactions	Ecom CR%	Goal CR%
1.	iOS	30,646,706	57.02%	99.8M	3.26	00:02:14	73M	54.8M	414.5K	1.35%	22.42%
2.	Macintosh	15,346,602	39.89%	77.3M	5.04	00:03:54	63.6M	76.1M	524K	3.41%	25.6%
3.	Windows	10,507,432	46.13%	47.6M	4.53	00:03:33	34.5M	48.3M	338.9K	3.22%	17.93%
4.	Android	5,478,393	59.9%	17.5M	3.2	00:02:07	11.3M	5.6M	48.9K	0.89%	16.42%
5.	Linux	288,448	85.4%	529.3K	1.83	00:00:52	279.1K	772.7K	3.7K	1.27%	8.28%
6.	Chrome OS	253,980	44.95%	1.1M	4.46	00:03:47	949.9K	730.9K	6.4K	2.54%	22.01%
7.	(not set)	126,850	95.16%	138.8K	1.09	00:00:03	88.7K	17K	48	0.04%	2.39%
8.	Windows Ph…	9,915	55.42%	37K	3.73	00:02:28	8.4K	3K	31	0.31%	0.01%
9.	BlackBerry	8,714	58.94%	24K	2.76	00:02:09	5.8K	4.4K	38	0.44%	1.39%

1 - 36 / 36

	browser	sessions ▾	Bounce Rate	pageviews	Pages/Sessi…	Avg Session Dura…	totalEvents	transactio…	transactio…	Ecom CR%	Goal CR%
1.	Safari	32,720,099	53.51%	121.5M	3.71	00:02:40	89.3M	86.3M	621.9K	1.9%	22.4%
2.	Chrome	21,611,865	47.57%	93.2M	4.31	00:03:16	74.2M	78.5M	550.7K	2.55%	23.08%
3.	Safari (in-app)	2,803,913	56.76%	7.3M	2.61	00:01:26	6.3M	1.7M	15.8K	0.56%	19.72%
4.	Firefox	2,068,755	45.23%	9.2M	4.43	00:03:25	5.3M	9.1M	68.4K	3.31%	14.42%
5.	Edge	994,313	44.32%	4.8M	4.79	00:03:45	4.3M	4.8M	37.2K	3.74%	27.05%
6.	Internet Explorer	931,099	54.3%	3.8M	4.13	00:03:04	1.7M	4.7M	32.2K	3.46%	2.41%
7.	Android Webview	623,506	59.06%	1.7M	2.72	00:01:37	1.3M	353.5K	3K	0.47%	16.08%
8.	Samsung Internet	463,171	58.25%	1.4M	3.12	00:02:21	729.7K	519.9K	4.2K	0.9%	14.1%
9.	Amazon Silk	98,237	51.36%	425.8K	4.33	00:03:28	247.1K	101.7K	1.4K	1.46%	10.63%
10.	Opera	86,769	54.2%	326K	3.76	00:02:57	227.2K	146.5K	1.2K	1.36%	18.53%

1 - 100 / 3273

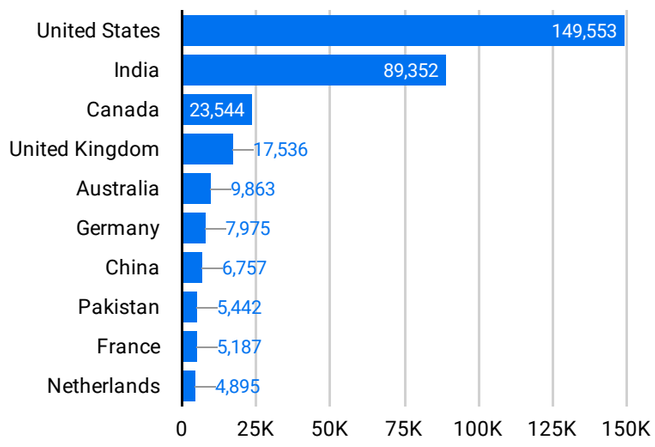
© Copyright nModal Solutions Inc. 2010-2024

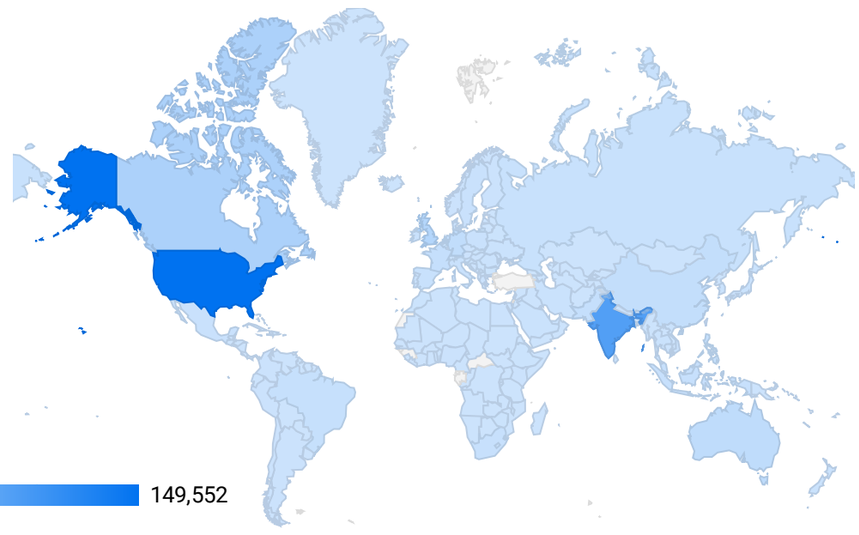
Audience Location Report

Google Analytics

Country | Region | City | Jan 1, 2007 - Jun 30, 2024

Sessions by Country





Site Metrics

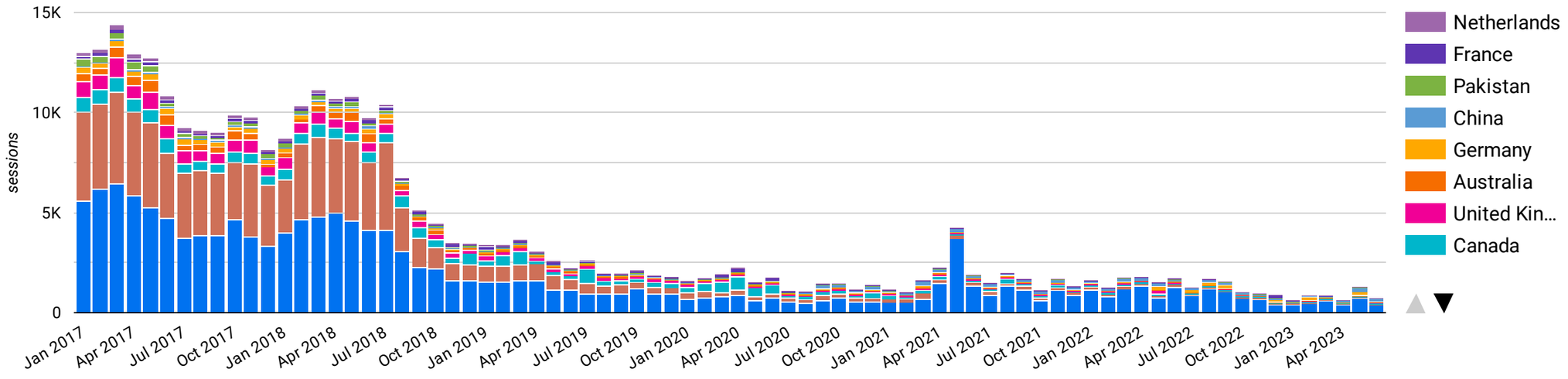
Sessions	Pageviews	Pages / Session
423,237	606,370	1.4

Bounce Rate	Avg Session Duration
77.56%	00:00:38

Ecommerce Metrics

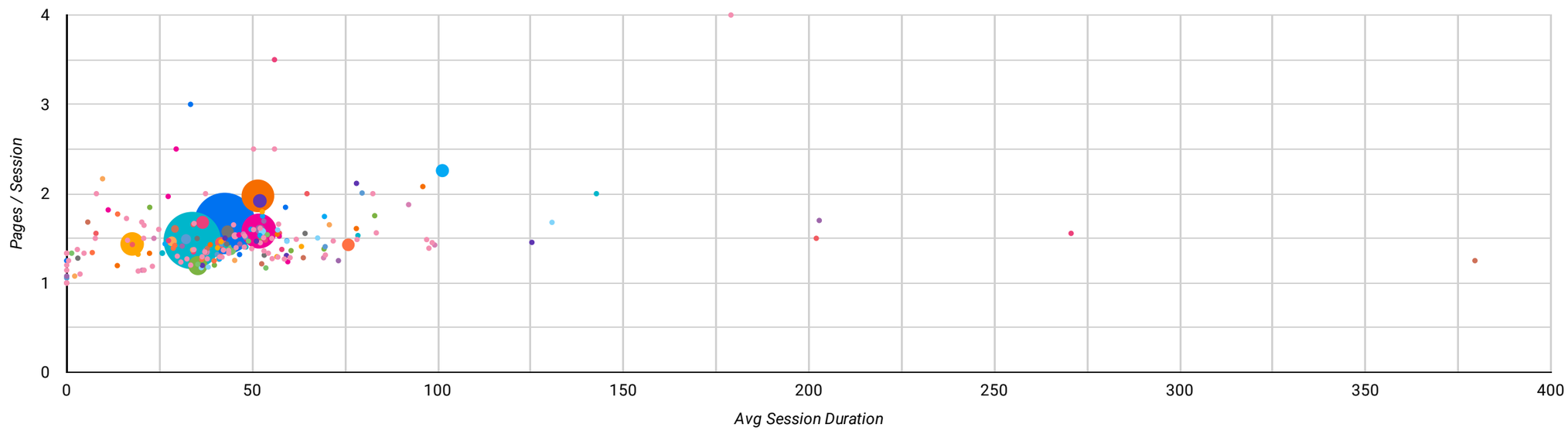
Transactions	Revenue	Avg. Order Value	Ecom CR%
542	277,576	$512.13	0.13%

Traffic by country



Sessions and Engagement by Country, Region, and City

Dimension:



Location breakdown by Country, Region, and City

Dimension:

	country	sessions	Bounce Rate	Avg Session ...	pageviews	Pages / Session	Transactions	Revenue	Ecom CR%	goalCompl...
1.	United States	149,553	0.73	33.83	220,693	1.48	169	74.9K	0.00	786
2.	India	89,352	0.88	35.35	106,782	1.2	7	8.4K	0.00	189
3.	Canada	23,544	0.77	42.57	39,228	1.67	85	86.2K	0.00	257
4.	United Kingdom	17,536	0.76	51.81	27,734	1.58	87	27.9K	0.00	324
5.	Australia	9,863	0.82	44.3	13,504	1.37	12	2.3K	0.00	58
6.	Germany	7,975	0.68	32.15	11,886	1.49	6	2.3K	0.00	38
7.	China	6,757	0.34	13.72	11,971	1.77	0	0	0.00	36
8.	Pakistan	5,442	0.88	36.57	6,513	1.2	0	0	0.00	16
9.	France	5,187	0.78	41.47	7,533	1.45	11	2.8K	0.00	71
10.	Netherlands	4,895	0.77	43.35	7,716	1.58	10	3.4K	0.00	36

1 - 20 / 214

© Copyright nModal Solutions Inc. 2010-2024

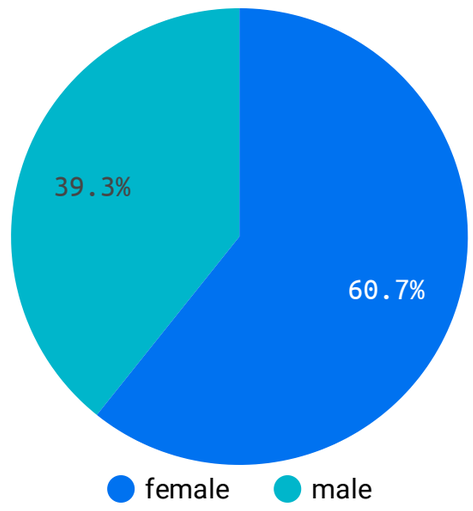
Audience Demographics Report

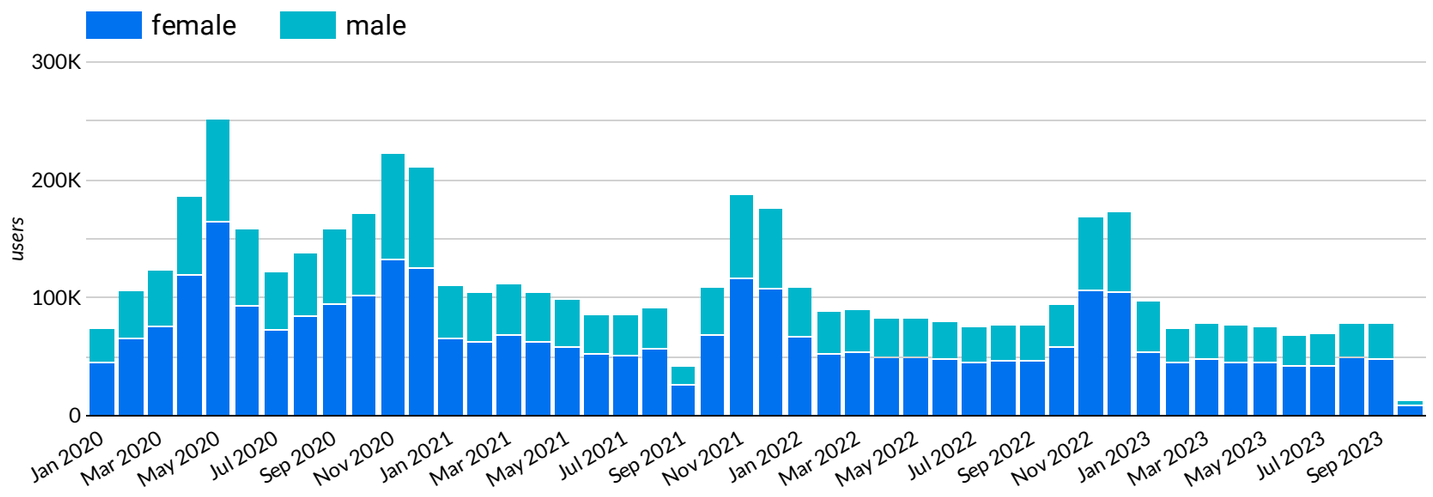
Google Analytics

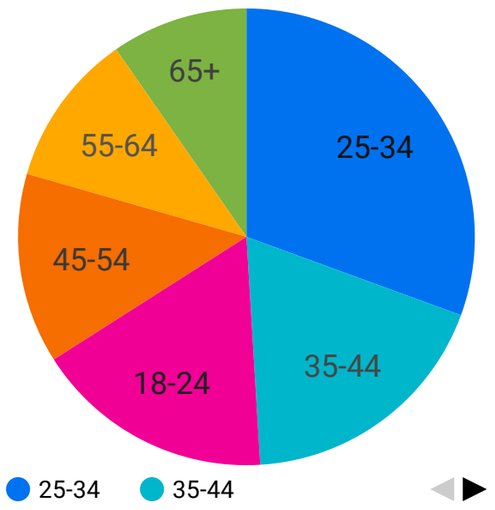
Jan 1, 2007 - Jun 30, 2024

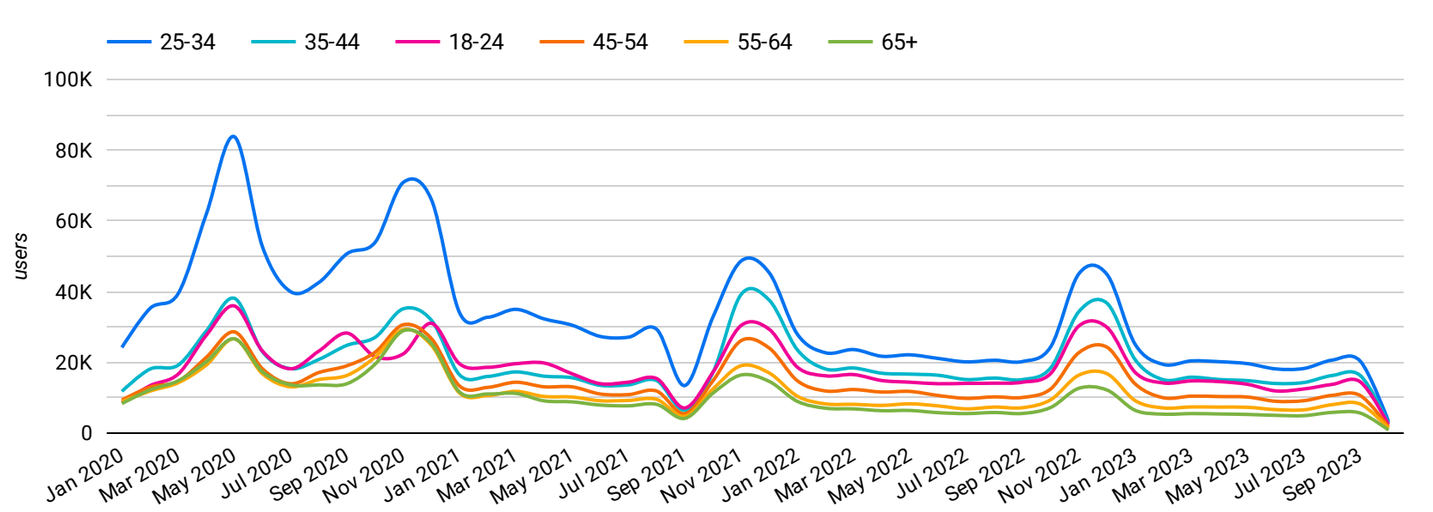
Demographics Sessions by Gender and Age

Note: This report has thresholding applied and is a sub-set of the actual data.









Site Metrics

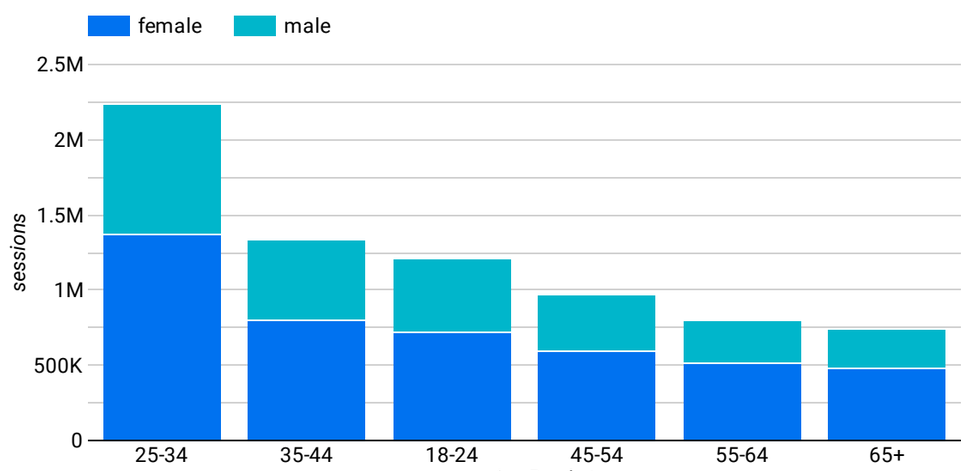
sessions	pageviews	Pages/Session	Bounce Rate	Avg Session Duration
7,312,099	30,978,740	4.2	45.9%	03:18

Ecommerce Metrics

Transactions	Revenue	AOV	Ecom CR%
189,431	25,129,561	$132.66	2.59%

Demographics: Gender & Age by Sessions, Transactions, and Ecom CR%

	userGender / sessions / transactions / Ecom CR%					
	female			male		
userAgeBracket	sessions	transac…	Ecom C…	sessions	transac…	Ecom C…
25-34	1.4M	33.3K	2.42%	867K	19.3K	2.23%
35-44	796.1K	20.1K	2.52%	544.6K	12.8K	2.35%
18-24	722.8K	16.6K	2.3%	484.6K	10.6K	2.19%
45-54	596.9K	16.2K	2.71%	376.7K	10.2K	2.7%
55-64	518.8K	15.7K	3.03%	283.3K	8.5K	3.02%
65+	475.4K	16.1K	3.38%	271.2K	10K	3.7%



Demographics detailed breakdown

	userGe…	userAg…	sessions	Bounce Rate	Avg Session D…	pageviews	Pages/Sess…	transactions	transactionRe…	AOV	Ecom CR%
1.	male	65+	271,215	47.33%	00:03:26	1,158,662	4.27	10,031	1.2M	$124.56	3.7%
2.	male	55-64	283,270	47.67%	00:03:12	1,191,873	4.21	8,541	1.2M	$141.28	3.02%
3.	male	45-54	376,732	47.66%	00:03:06	1,540,420	4.09	10,160	1.6M	$160.21	2.7%
4.	male	35-44	544,568	47.78%	00:03:02	2,178,565	4	12,817	2.1M	$160.07	2.35%
5.	male	25-34	867,015	46.97%	00:03:05	3,494,954	4.03	19,323	2.8M	$145.71	2.23%
6.	male	18-24	484,648	47.17%	00:03:06	1,973,727	4.07	10,592	1.4M	$133.89	2.19%
7.	female	65+	475,380	46.69%	00:03:24	2,056,552	4.33	16,054	1.7M	$103.23	3.38%
8.	female	55-64	518,788	46.71%	00:03:21	2,237,421	4.31	15,716	1.8M	$115.46	3.03%
9.	female	45-54	596,871	45.86%	00:03:21	2,593,790	4.35	16,183	2.1M	$129.61	2.71%
10.	female	35-44	796,100	45.63%	00:03:19	3,408,671	4.28	20,097	2.8M	$140.37	2.52%
11.	female	25-34	1,374,753	43.94%	00:03:28	5,958,276	4.33	33,295	4.3M	$130.49	2.42%
12.	female	18-24	722,759	43.32%	00:03:27	3,185,829	4.41	16,622	2M	$121.85	2.3%

0 20K

1 - 12 / 12

© Copyright nModal Solutions Inc. 2010-2024

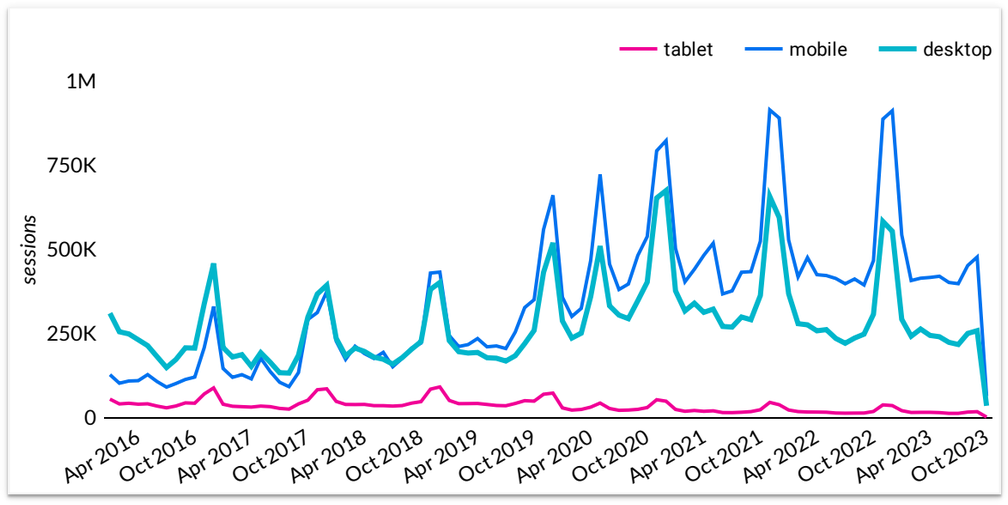
Audience Technology Report

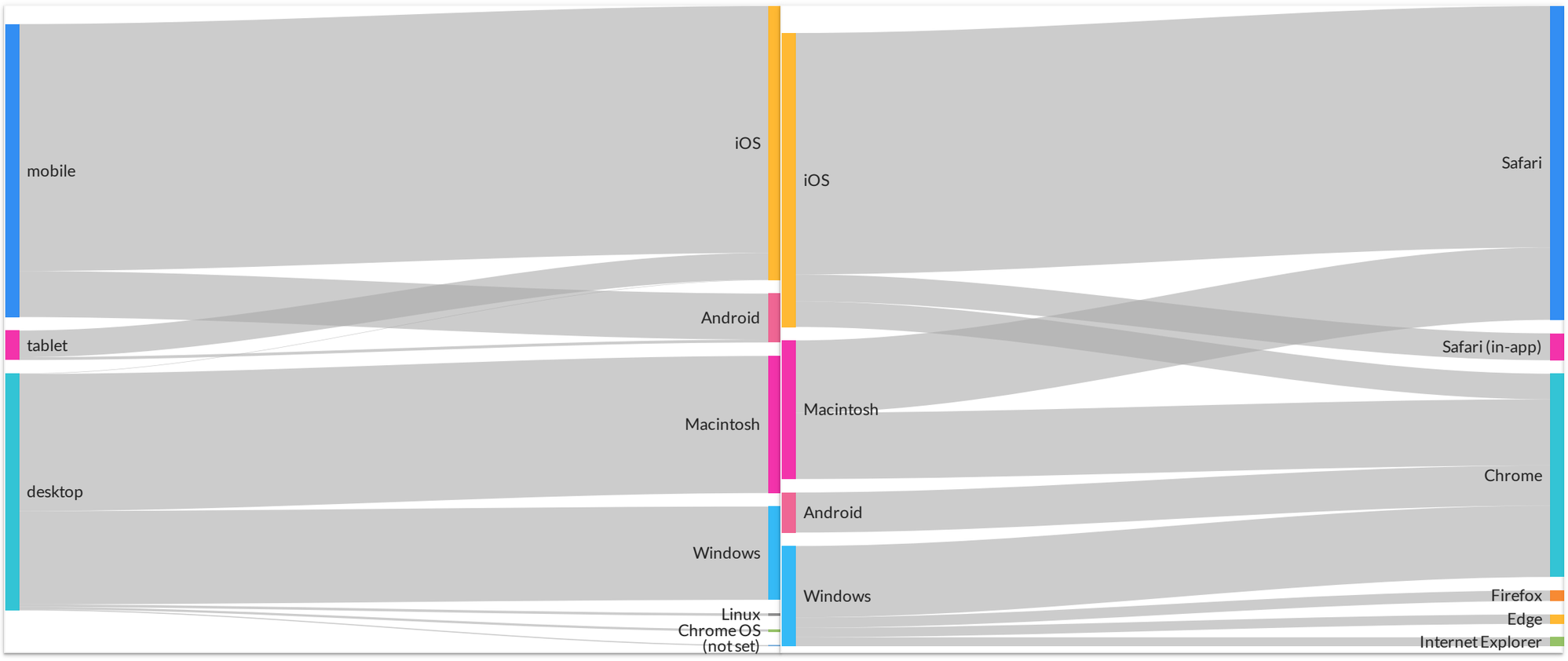
Google Analytics

Jan 1, 2007 - Jun 30, 2024

How did your visitors connect?

	deviceCategory / sessions			
operatingSystem	mobile	desktop	tablet	**Grand total**
iOS	27,613,860	54,014	2,978,832	**30,646,706**
Macintosh	11,077	15,331,232	4,293	**15,346,602**
Windows	29,317	10,433,547	44,568	**10,507,432**
Android	5,149,964	8,938	319,491	**5,478,393**
Linux	837	287,240	371	**288,448**
Chrome OS	134	253,816	30	**253,980**
(not set)	1,542	125,294	14	**126,850**
Windows Phone	9,903	12	-	**9,915**





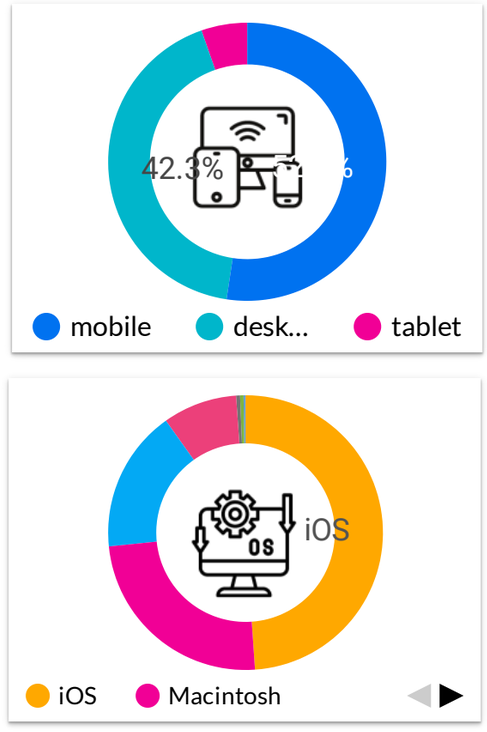
Site Metrics

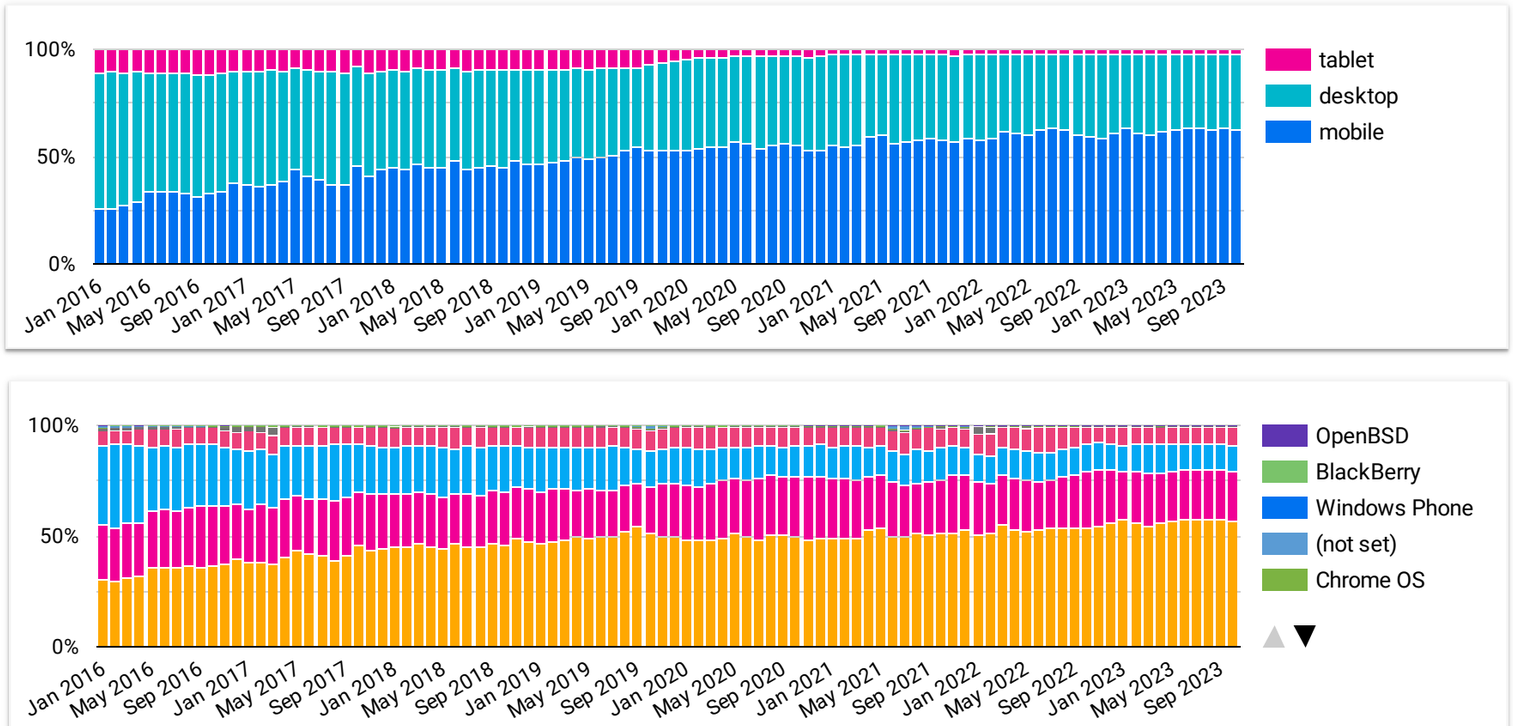
sessions	Pageviews	Pages/Session	Bounce Rate	Avg Session Duration
62,669,434	244,093,775	3.9	51%	02:51

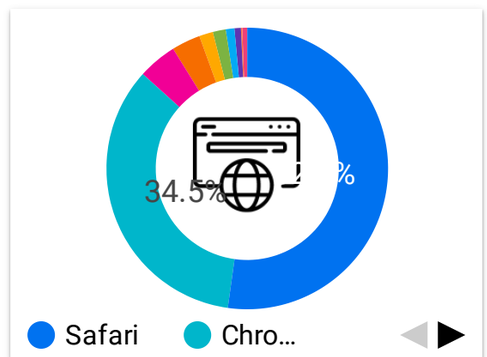
Ecommerce Metrics

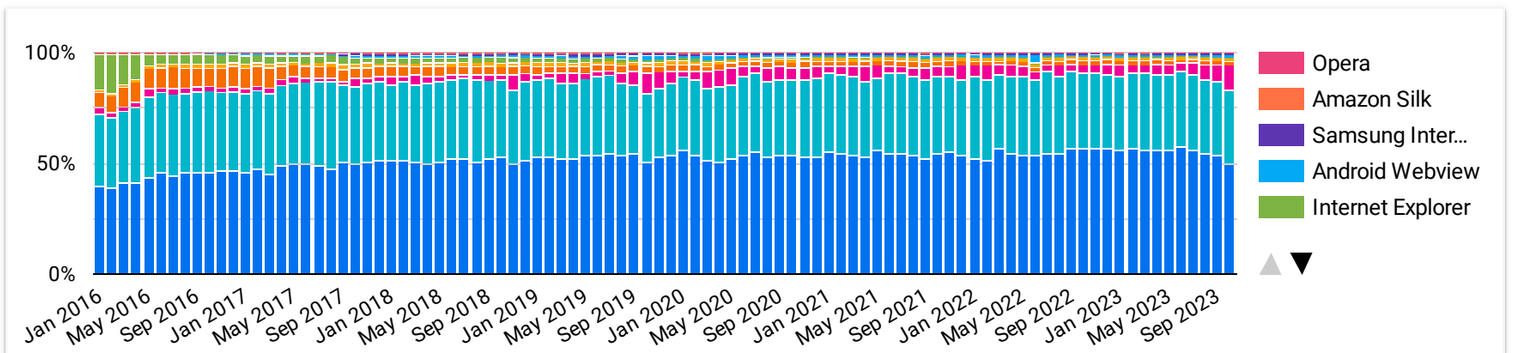
Transactions	Revenue	AOV	Ecom CR%
1,336,536	$186,356,293	$139.43	2.1%

Traffic by Device, OS, and Browser









© Copyright nModal Solutions Inc. 2010-2024

Universal Analytics Backup: Acquisition Overview

Google Analytics

Key Acquisition Metrics

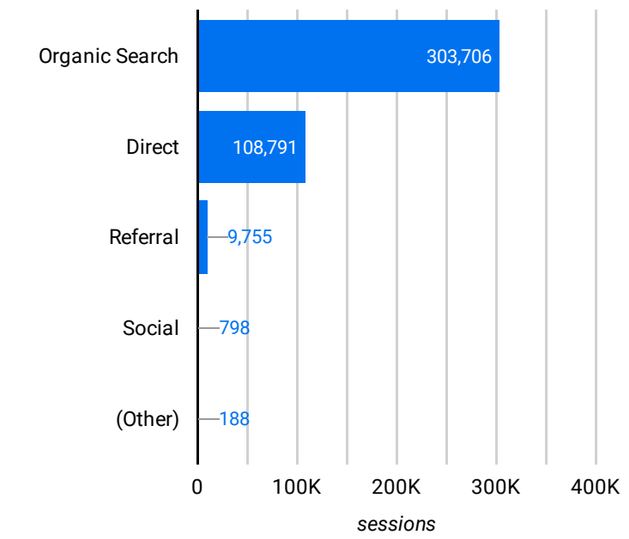
channelGrouping	source	medium	campaign	fullReferrer
5	489	7	7	749.0

Report Period

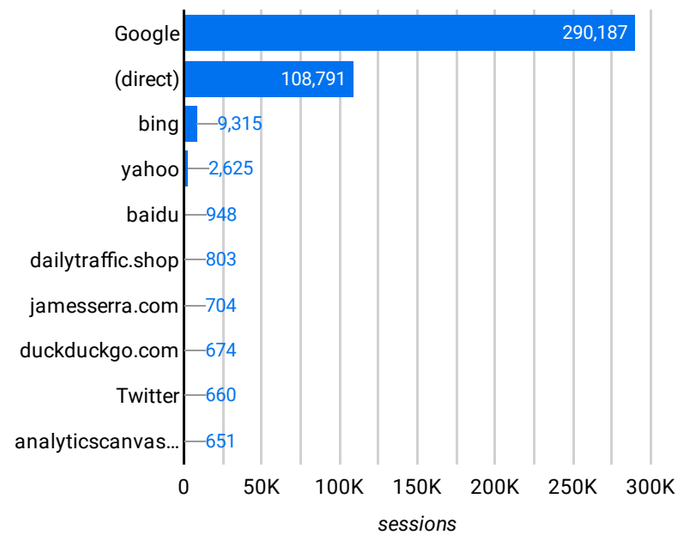
Jan 1, 2007 - Jun 30, 2024

How did you acquire traffic?

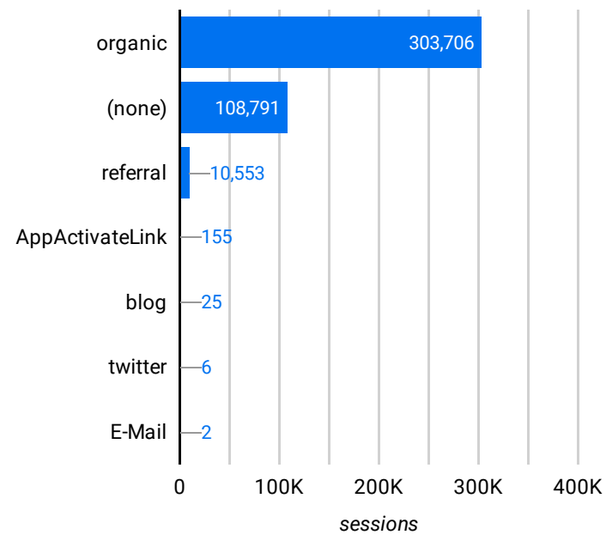
Traffic Channel



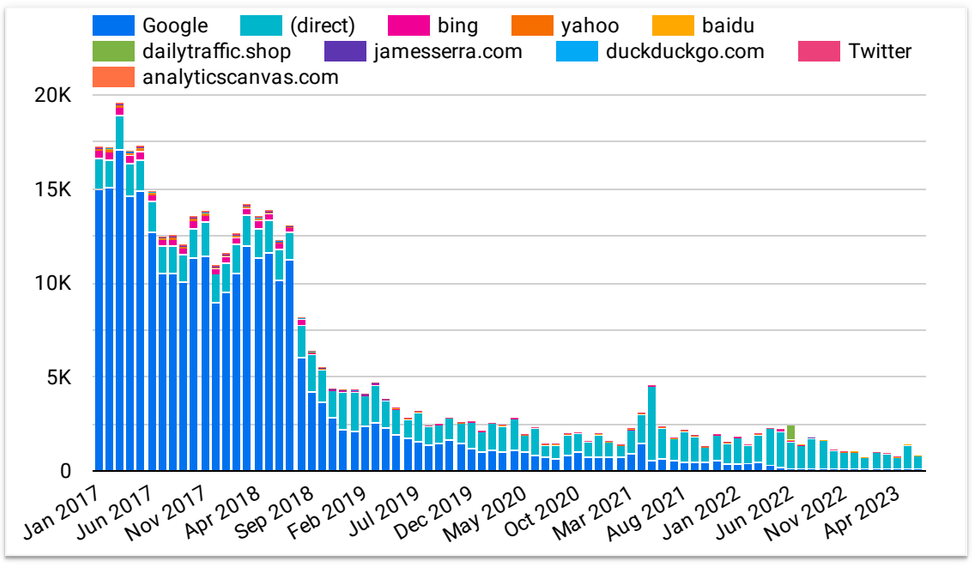
Source



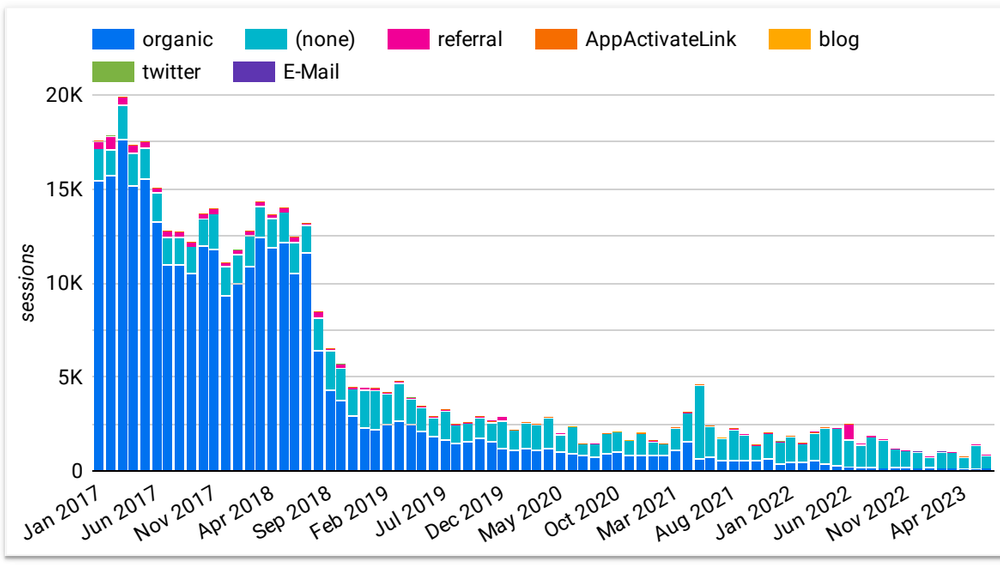
Medium



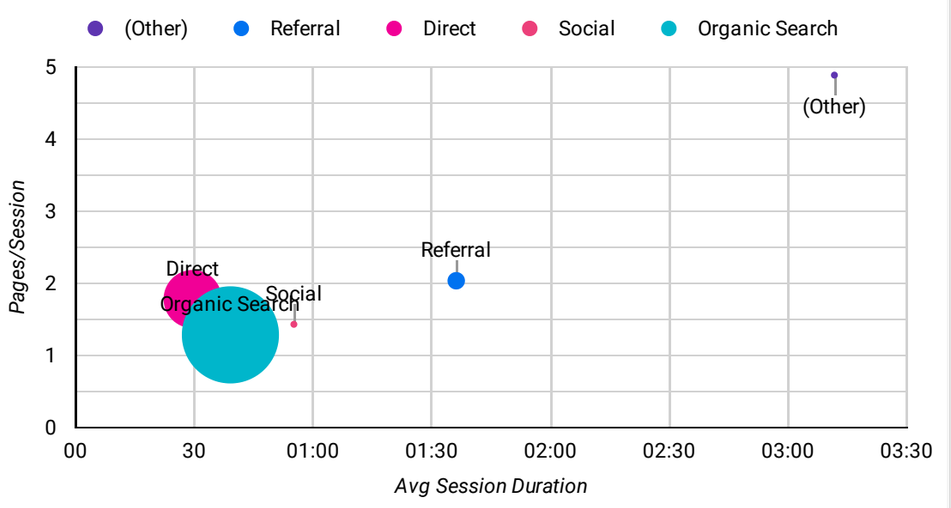
Traffic Sources by Year



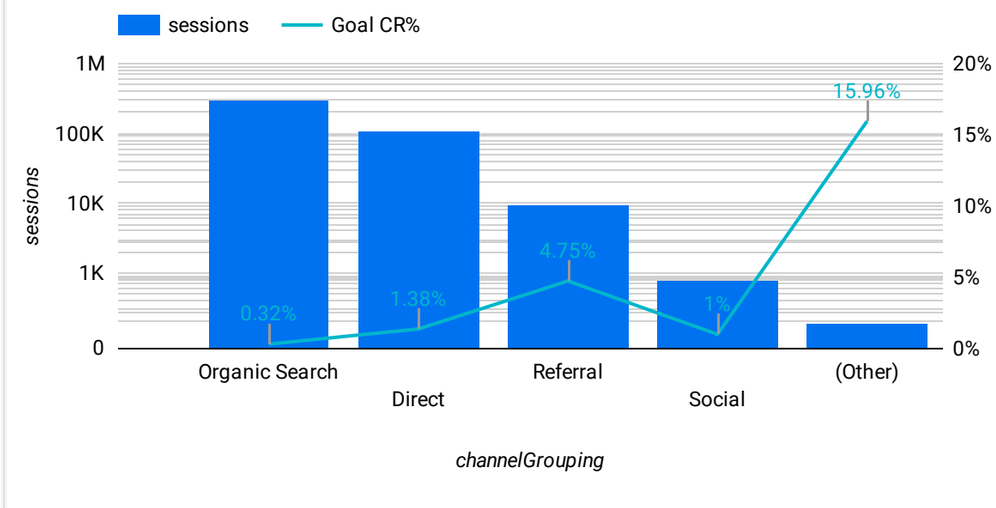
Traffic Mediums by Year



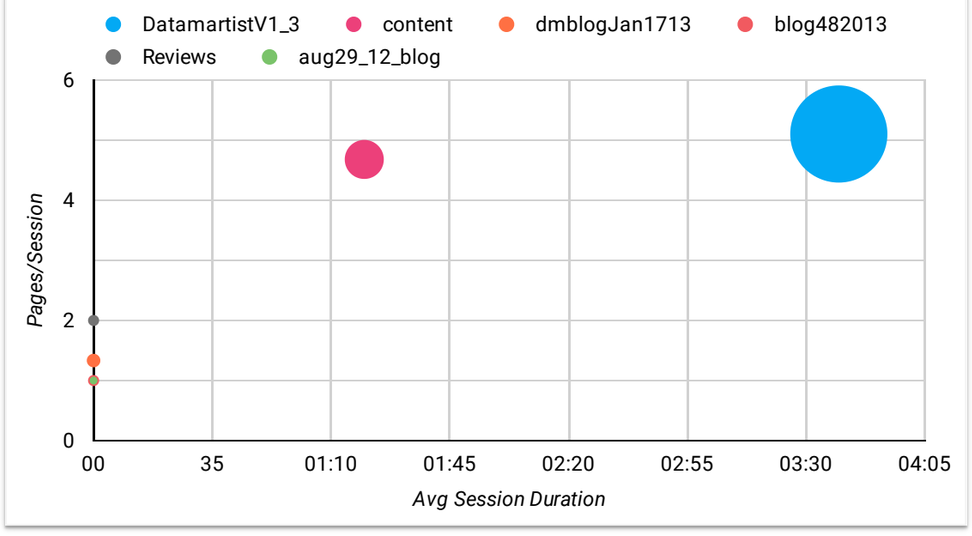
Engagement by Channel



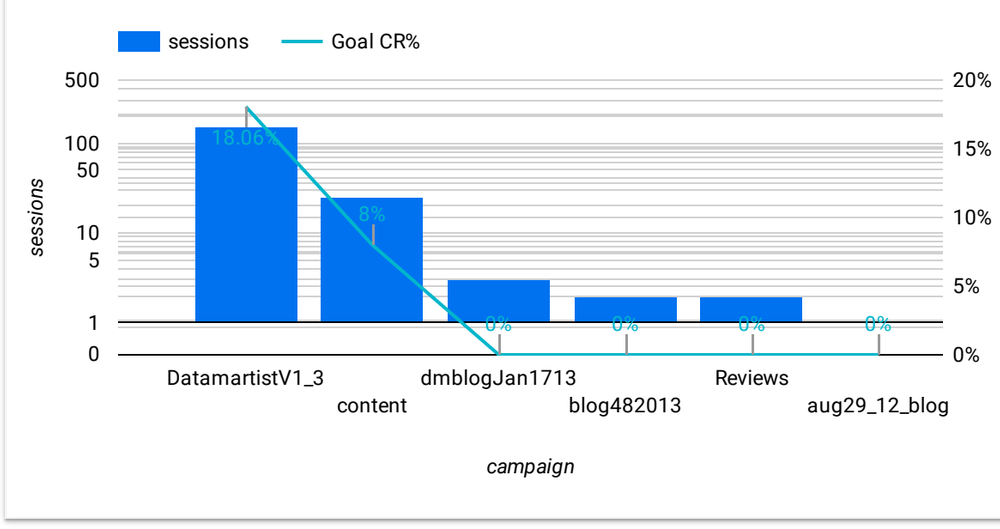
Channel Grouping by Sessions + Goal Conversion Rate



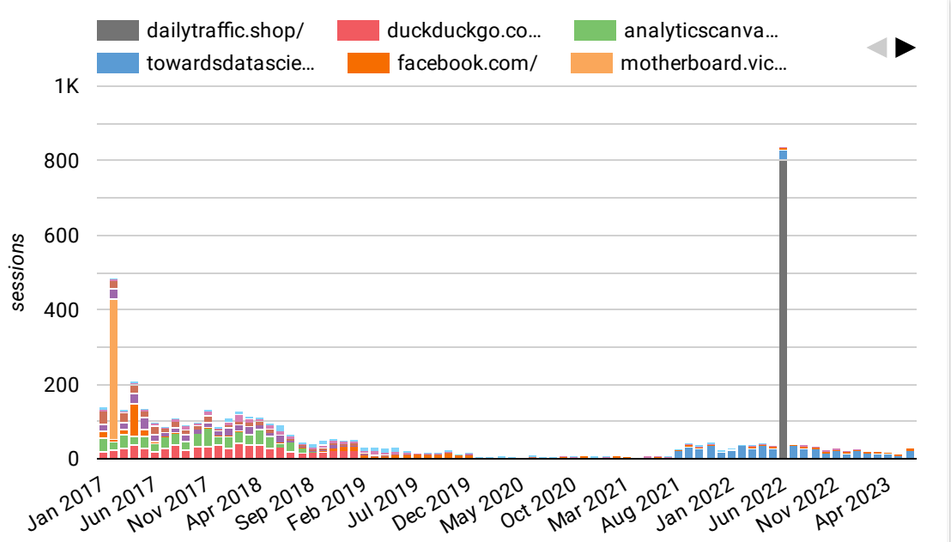
Engagement by Campaign



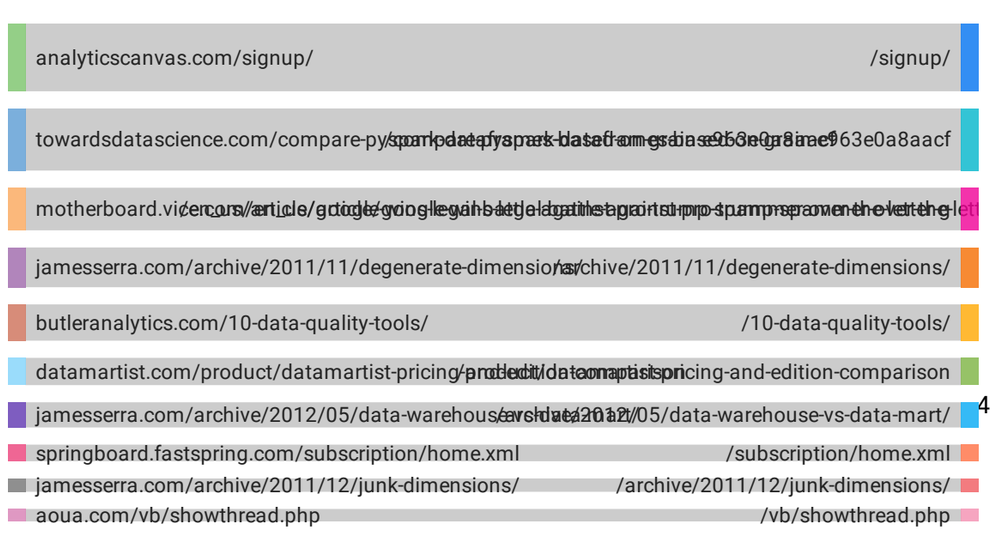
Campaigns by Sessions + Goal Conversion Rate



Top Referrers



Top Referral Paths



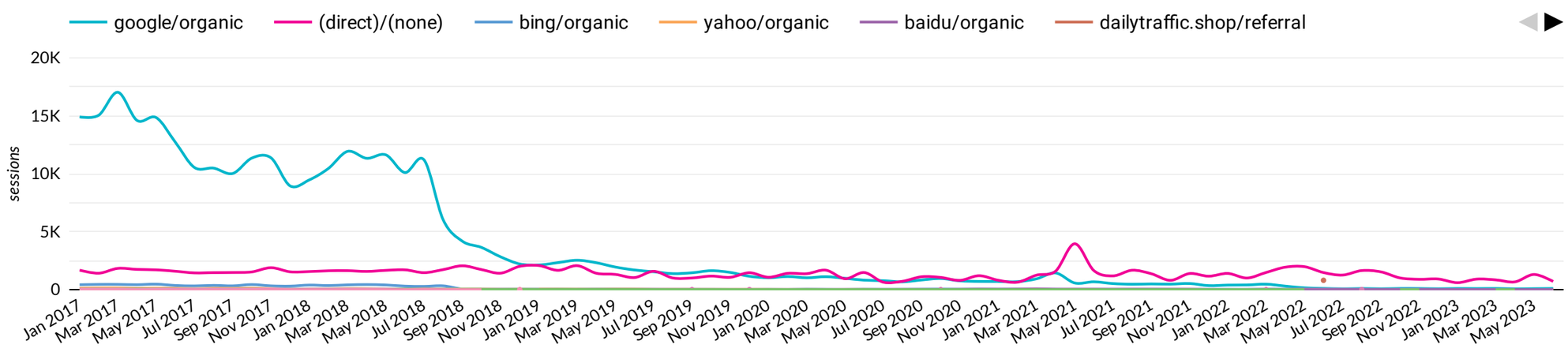
Join Our Slack Community
Visit Our Website
GA4 Solutions

Source/Medium Report

Google Analytics

Source | Medium | Campaign | Jan 1, 2007 - Jun 30, 2024

Key Metrics by Source/Medium



Site Metrics

Sessions
423,238

Pageviews
606,372

Pages / Session
1.4

Bounce Rate
78%

Avg Session Dur.
00:00:38

Ecommerce Metrics

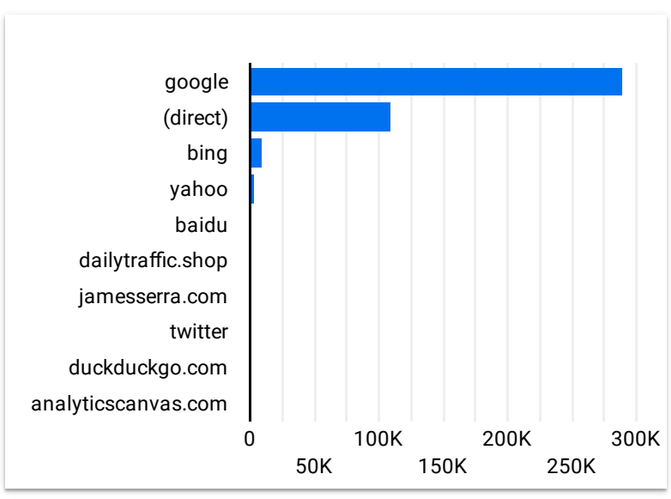
Transactions
542

Revenue
$277,576

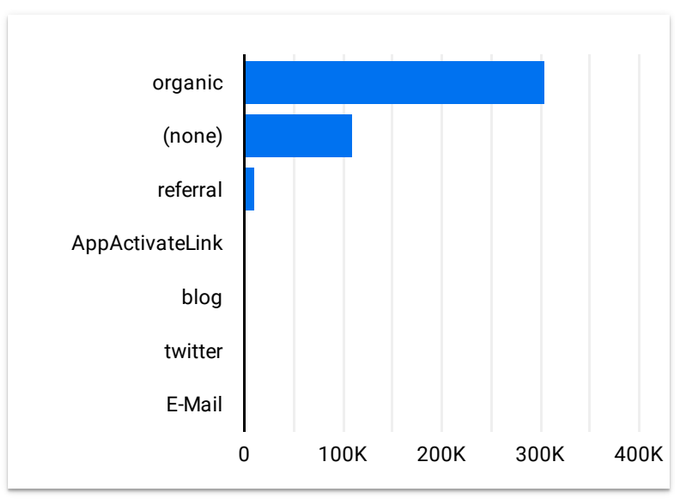
Avg Order Value
$512.13

Ecom CR%
0.13%

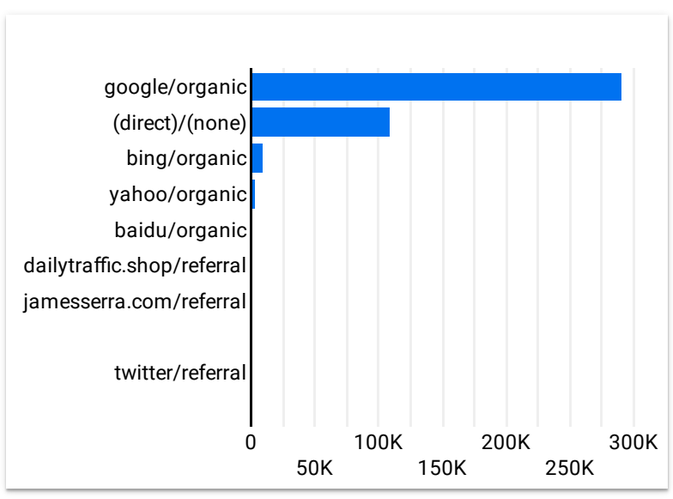
Top Sources



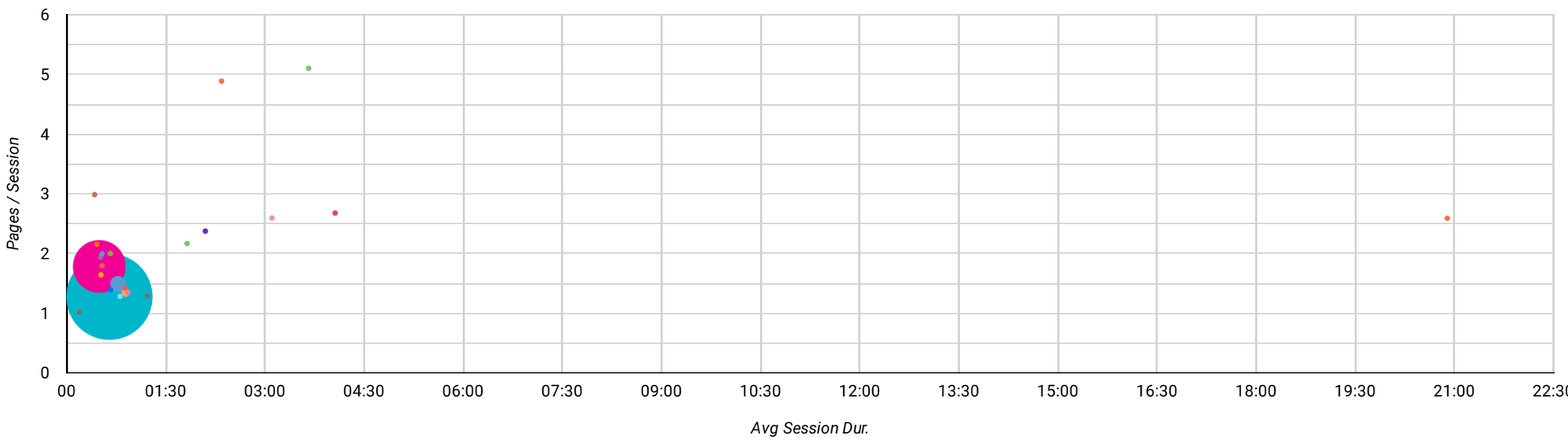
Top Mediums



Top Source / Mediums



Most Engaged



Source & Medium detailed breakdown

Dimension:

	Source/Medium	sessions	Bounce R...	Avg Session...	pageviews	Pages / ...	Transactions	transactio...	Avg Order...	Ecom C...
1.	google/organic	289,978	85.92%	00:00:38	369,830	1.28	2	$598	$298.84	+0%
2.	(direct)/(none)	108,791	57.89%	00:00:29	193,905	1.78	386	$199,860	$517.77	0.35%
3.	bing/organic	9,315	78.65%	00:00:46	13,911	1.49	0	$0	null	0%
4.	yahoo/organic	2,625	82.67%	00:00:53	3,522	1.34	0	$0	null	0%
5.	baidu/organic	948	31.22%	00:00:30	1,838	1.94	0	$0	null	0%
6.	dailytraffic.shop/referral	803	0.25%	00:00:25	2,398	2.99	0	$0	null	0%
7.	jamesserra.com/referral	704	82.24%	00:00:55	944	1.34	0	$0	null	0%
8.	duckduckgo.com/referral	674	88.13%	00:00:48	863	1.28	0	$0	null	0%
9.	twitter/referral	659	64.8%	00:01:49	1,428	2.17	26	$28,849	$1,109.58	3.95%
1...	analyticscanvas.com/referral	651	50.38%	00:03:06	1,689	2.59	100	$24,004	$240.04	15.36%

1 - 50 / 511

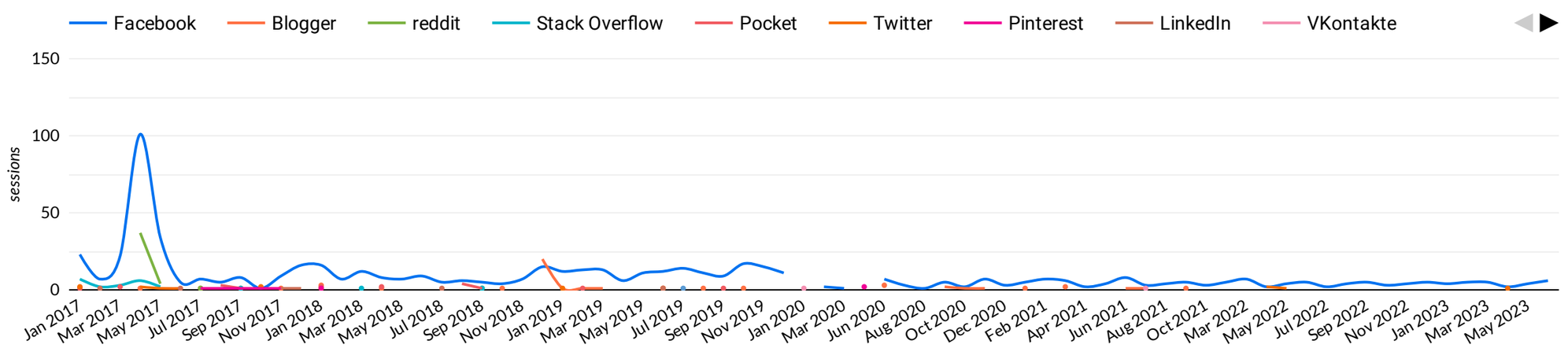
© Copyright nModal Solutions Inc. 2010-2024

Social Network Report

Google Analytics

Source | Medium | Campaign | socialNetwork | Jan 1, 2007 - Jun 30, 2024

Key Metrics by Social Network



Site Metrics

sessions 798

pageviews 1K

Pages / Session 1.4

Bounce Rate 70%

Avg Session Dur. 00:00:55

socialNetwork 11

Ecommerce Metrics

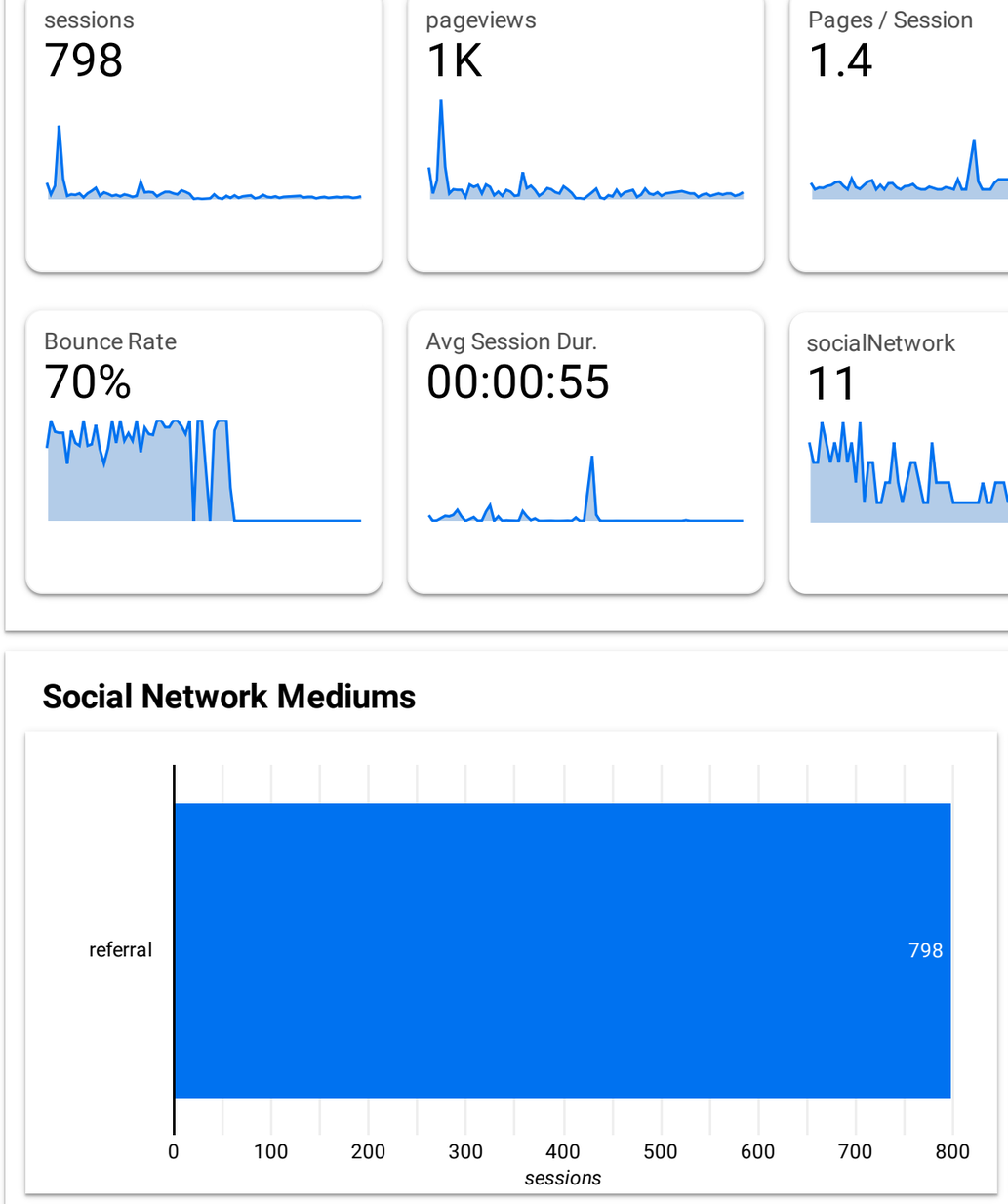
Transactions 0

Revenue $0

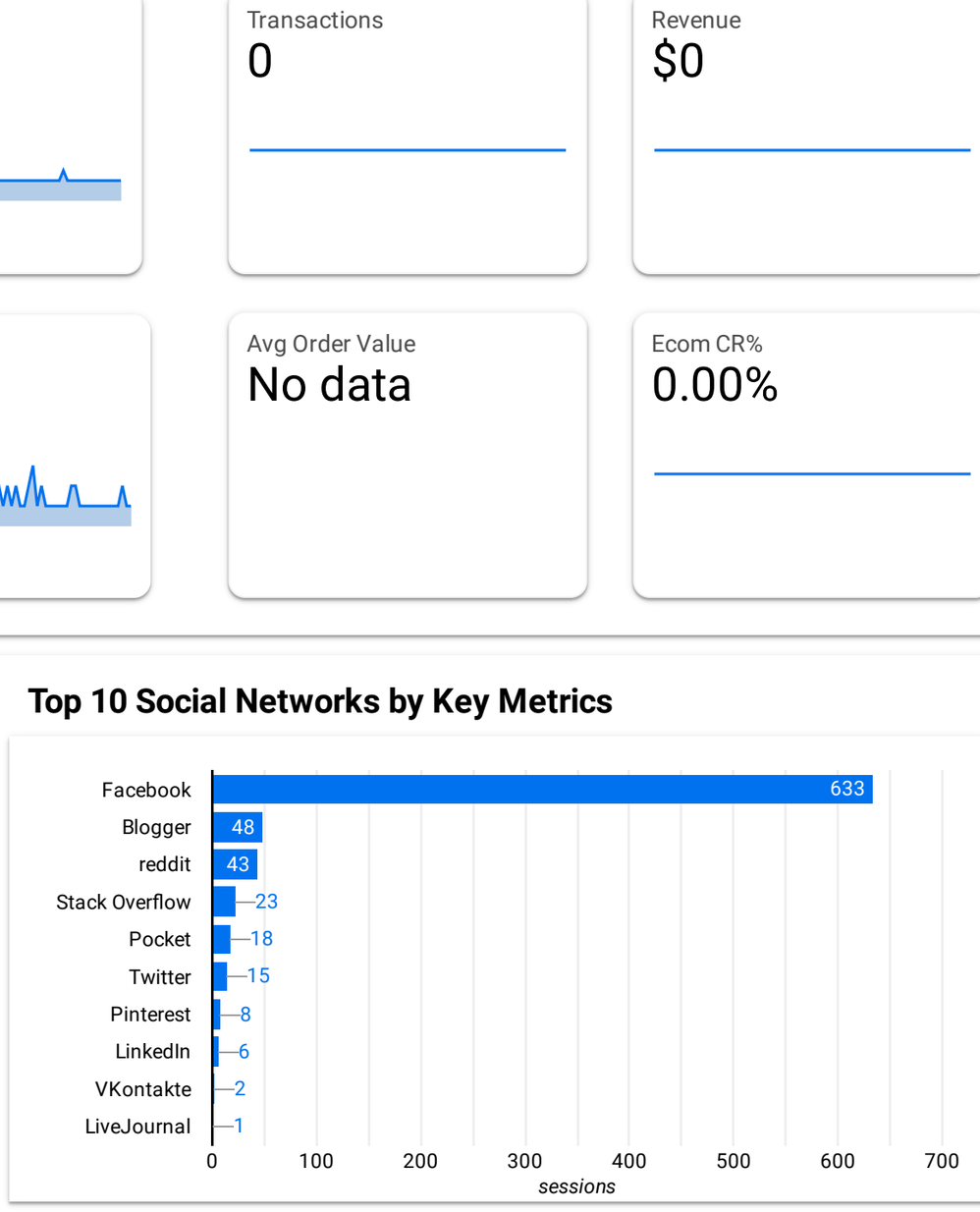
Avg Order Value No data

Ecom CR% 0.00%

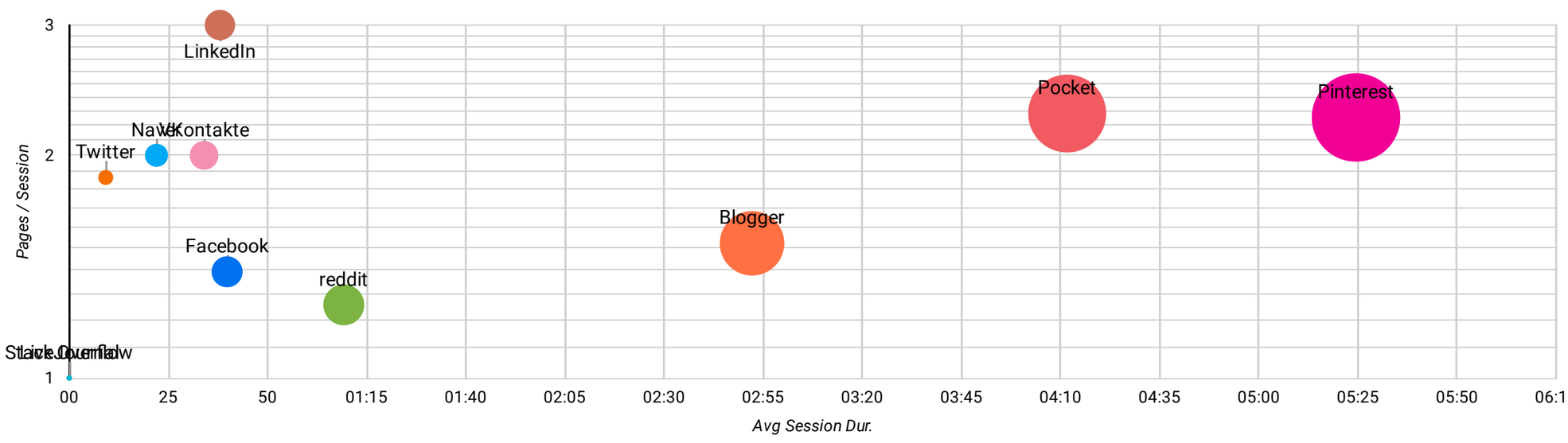
Social Network Mediums



Top 10 Social Networks by Key Metrics



Most Engaged



Social Network detailed breakdown

	socialNetwork	sessions…	Bounce Rate	Avg Session Dur.	pageviews	Pages / Sessi…	Transactions	transaction…	Avg Order …	Ecom CR%
1.	Facebook	633	69.83%	00:00:39		1.39	0		null	0%
2.	Blogger	48	56.25%	00:02:52		1.52	0		null	0%
3.	reddit	43	93.02%	00:01:09		1.26	0		null	0%
4.	Stack Overflow	23	100%	00:00:00		1	0		null	0%
5.	Pocket	18	55.56%	00:04:11		2.28	0		null	0%
6.	Twitter	15	60%	00:00:09		1.87	0		null	0%
7.	Pinterest	8	75%	00:05:24		2.25	0		null	0%
8.	LinkedIn	6	50%	00:00:38		3	0		null	0%
9.	VKontakte	2	0%	00:00:34		2	0		null	0%
10.	Naver	1	0%	00:00:22		2	0		null	0%
11.	LiveJournal	1	100%	00:00:00		1	0		null	0%

1 - 11 / 11

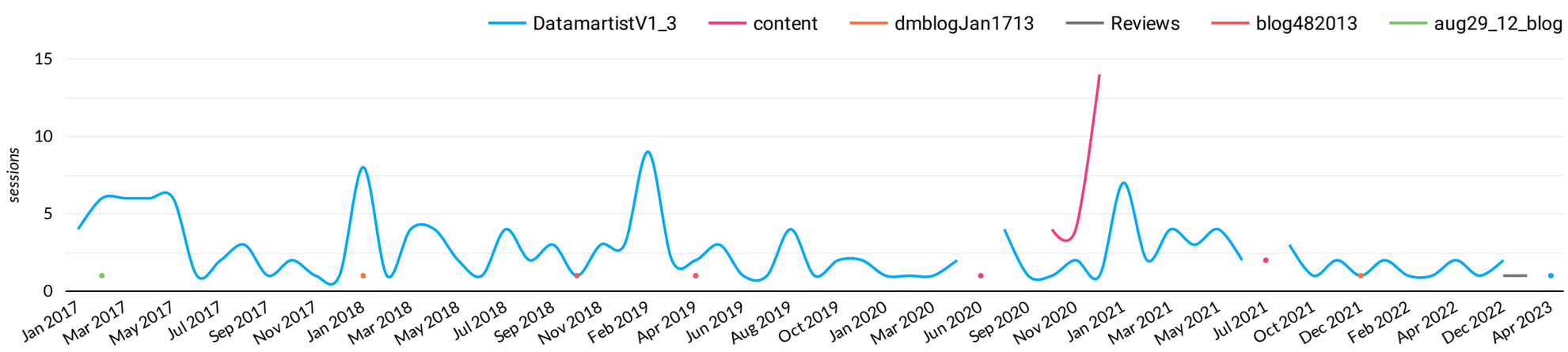
© Copyright nModal Solutions Inc. 2010-2024

Campaign Report

Google Analytics

Source | Medium | Campaign | socialNetwork | Jan 1, 2007 - Jun 30, 2024

Key Metrics by Campaign



Site Metrics

sessions
188

pageviews
919

Pages / Session
4.9

Bounce Rate
15%

Avg Session Dur.
00:03:11

Campaign
6

Ecommerce Metrics

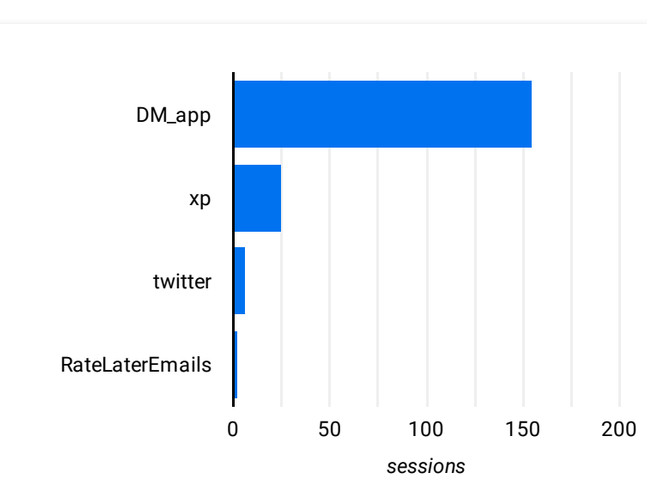
Transactions
0

Revenue
$0

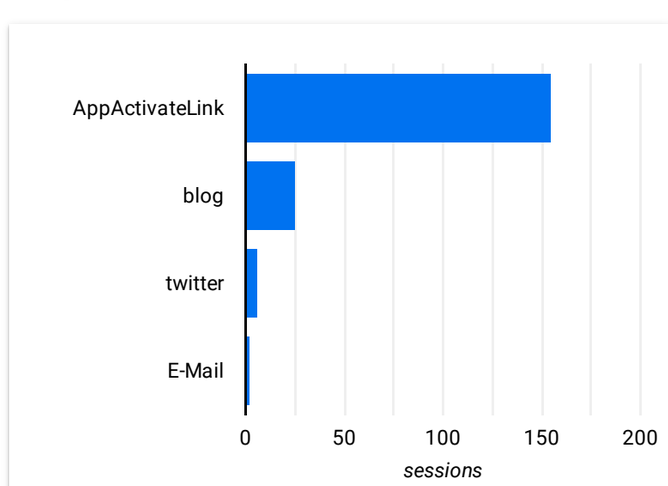
Avg Order Value
No data

Ecom CR%
0.00%

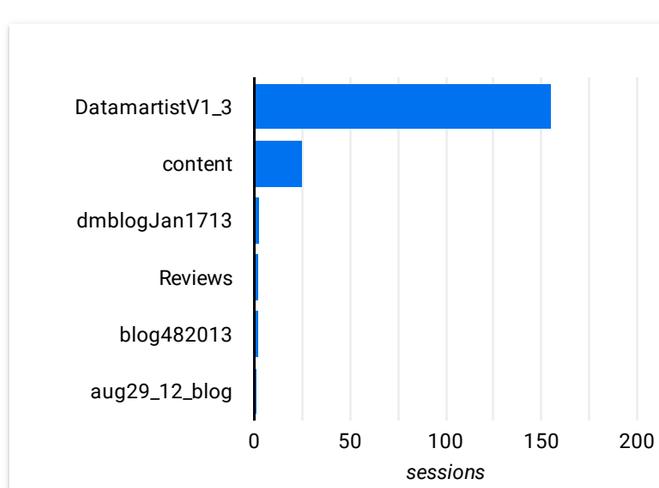
Top Sources



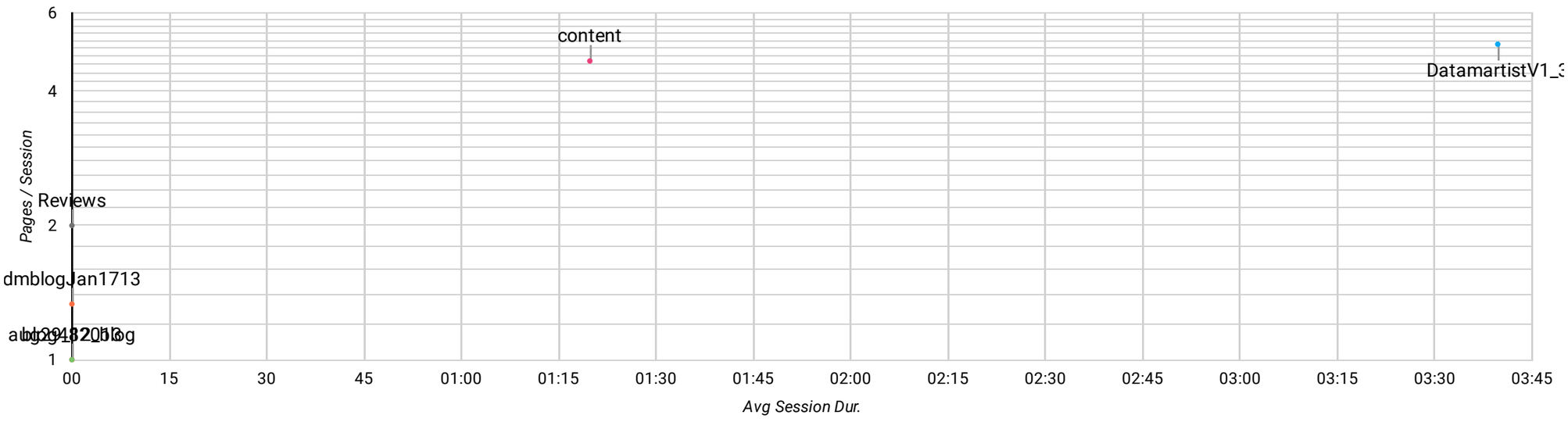
Top Mediums



Top Campaigns



Most Engaged



Campaign detailed breakdown

	Campaign	sessions	Bounce Rate	Avg Sessio…	pageviews	Pages / Sessi…	Transactions	transaction…	Avg Order …	Ecom CR%
1.	DatamartistV1_3	155	14.19%	00:03:39	791	5.1	0	$0	null	0%
2.	content	25	4%	00:01:19	117	4.68	0	$0	null	0%
3.	dmblogJan1713	3	66.67%	00:00:00	4	1.33	0	$0	null	0%
4.	Reviews	2	0%	00:00:00	4	2	0	$0	null	0%
5.	blog482013	2	100%	00:00:00	2	1	0	$0	null	0%
6.	aug29_12_blog	1	100%	00:00:00	1	1	0	$0	null	0%

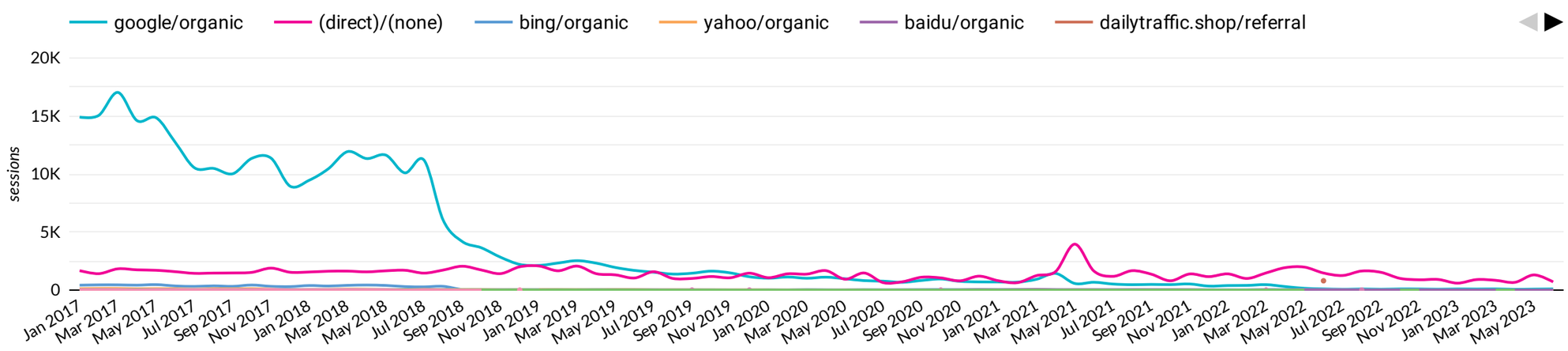
1 - 6 / 6

Channel Grouping Report

Google Analytics

Source | Medium | Campaign | Jan 1, 2007 - Jun 30, 2024

Key Metrics by Channel Grouping

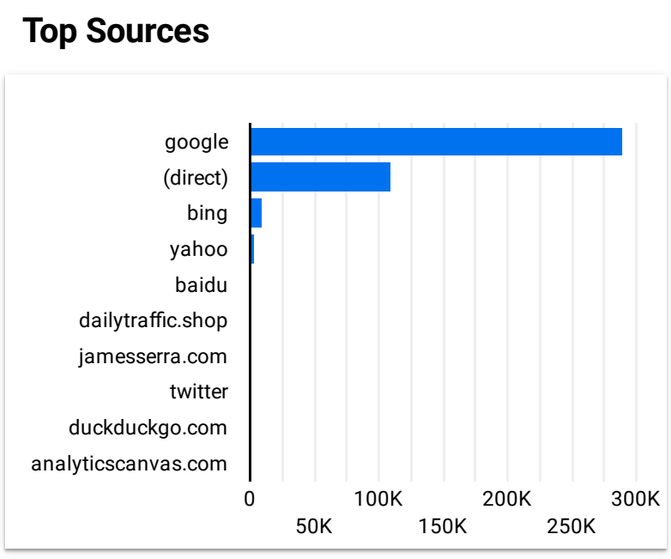


Site Metrics

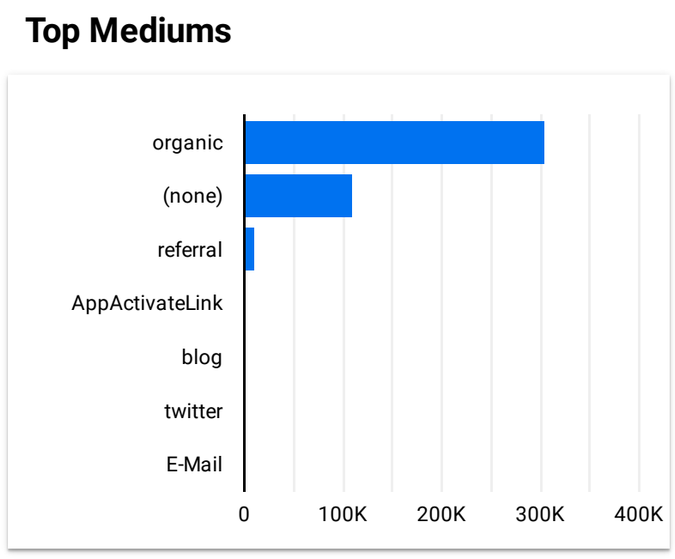
sessions	pageviews	Pages / Session	Transactions	Revenue
423K	606K	1.4	542	$277,576

Bounce Rate	Avg Session Dur.	channelGrouping	Avg Order Value	Ecom CR%
78%	00:00:38	5	$512.13	0.13%

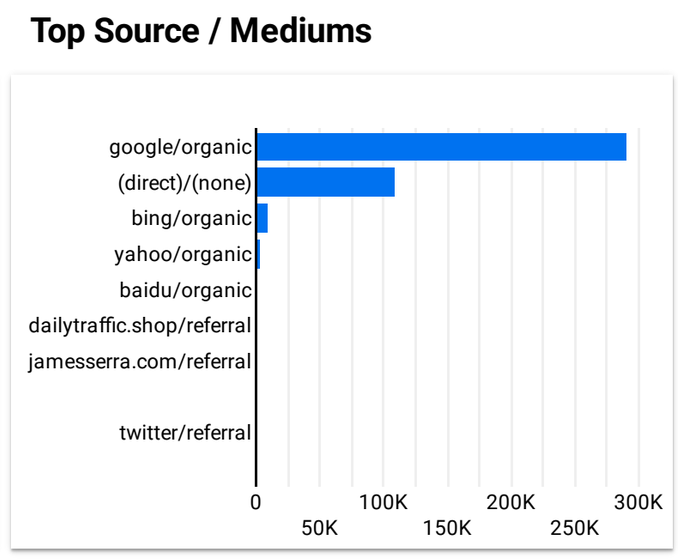
Top Sources



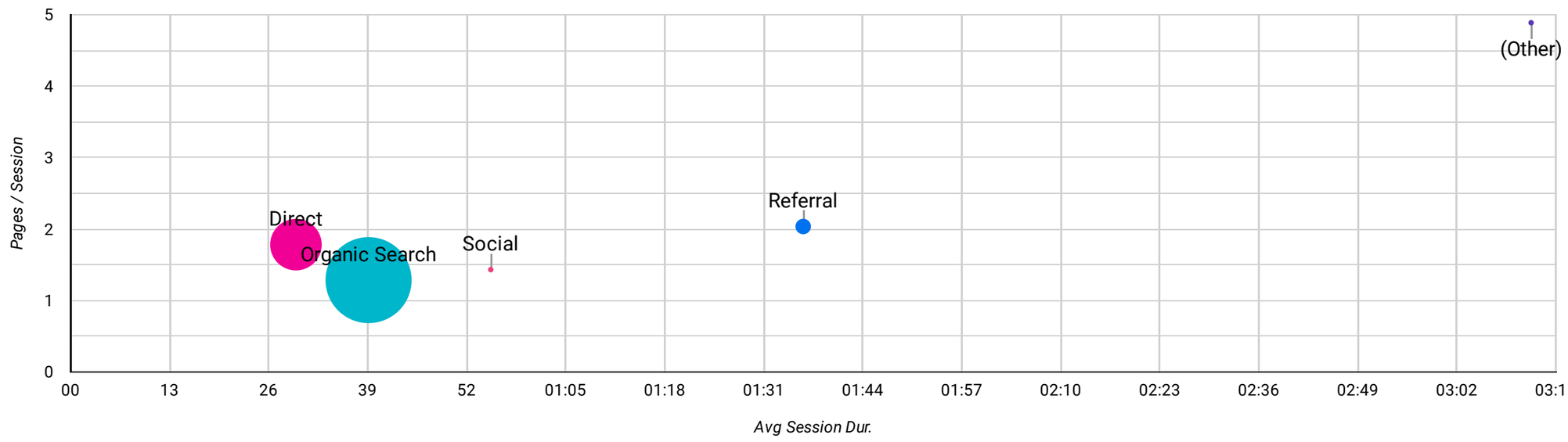
Top Mediums



Top Source / Mediums



Most Engaged



	channelGrouping	sessions	Bounce R...	Avg Session...	pageviews	Pages / ...	Transactions	transactio...	Avg Order...	Ecom C...
1.	Organic Search	303,706	85.43%	00:00:39	390,540	1.29	2	$598	$298.84	+0%
2.	Direct	108,791	57.89%	00:00:29	193,905	1.78	386	$199,860	$517.77	0.35%
3.	Referral	9,755	53.7%	00:01:36	19,865	2.04	154	$77,119	$500.77	1.58%
4.	Social	798	70.3%	00:00:55	1,143	1.43	0	$0	null	0%
5.	(Other)	188	14.89%	00:03:11	919	4.89	0	$0	null	0%

1 - 5 / 5

Ads Report

The components in this report are filtered on Source/Medium contains "CPC"

Google Analytics

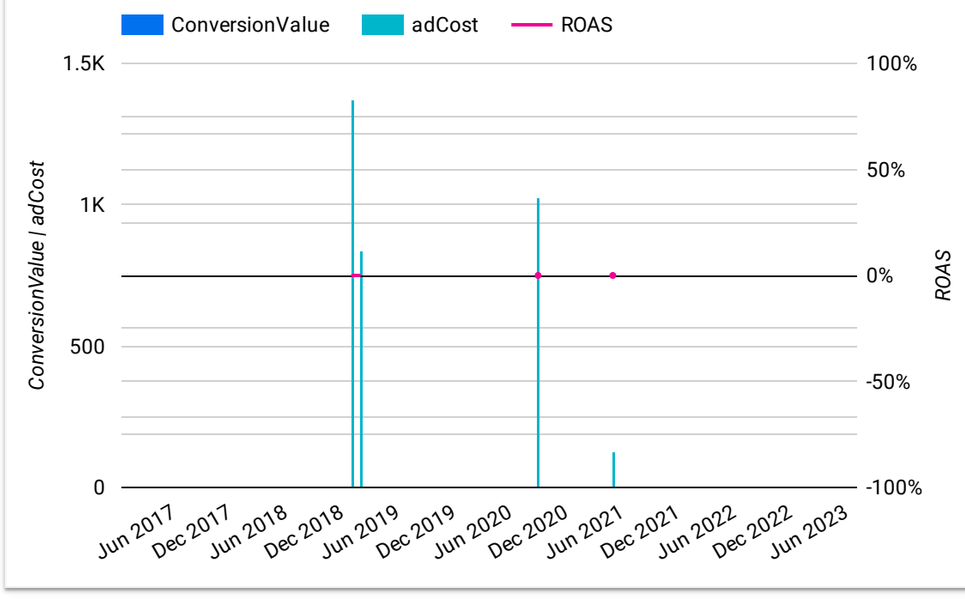
sourceMedium | campaign | deviceCategory | deviceCategory | Year_Month

Key Ad Metrics Captured

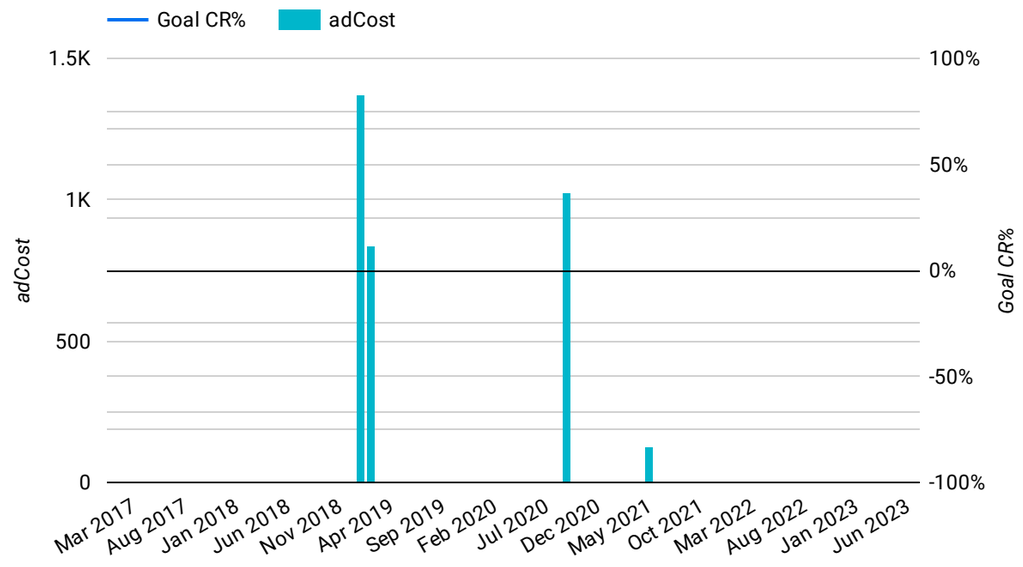
Ad Cost	Impressions	Ad Clicks	Sessions	CPC
$3,365	158,861	1,390	423,238	$2.42

Goal Completions All	Goal Value All	Transactions	Revenue	ROAS
2,964	$182,876	542	$277,576	13,681.73%

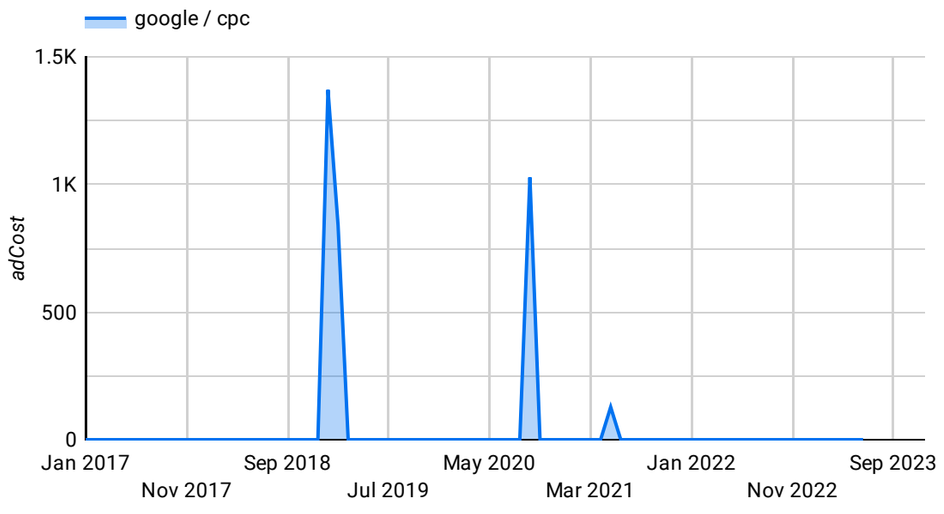
Return on Ad Spend



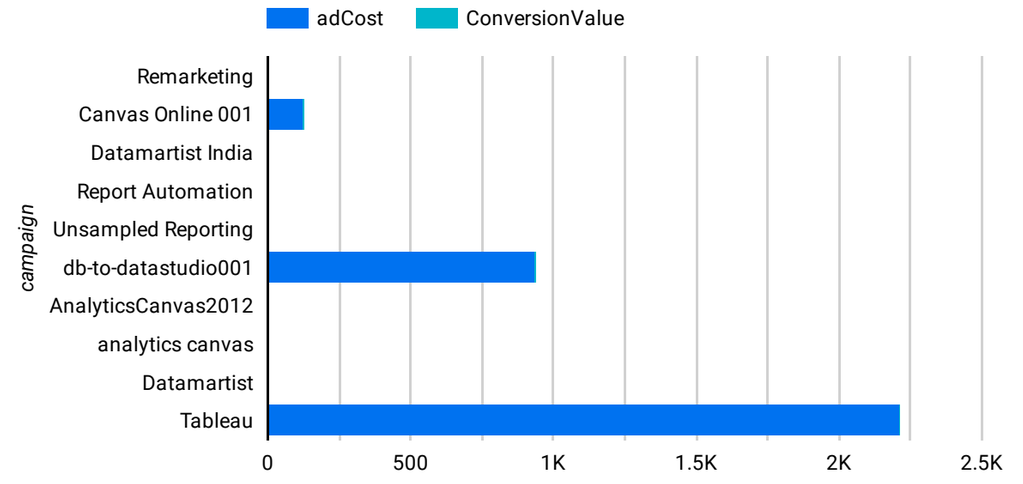
Goal Completions



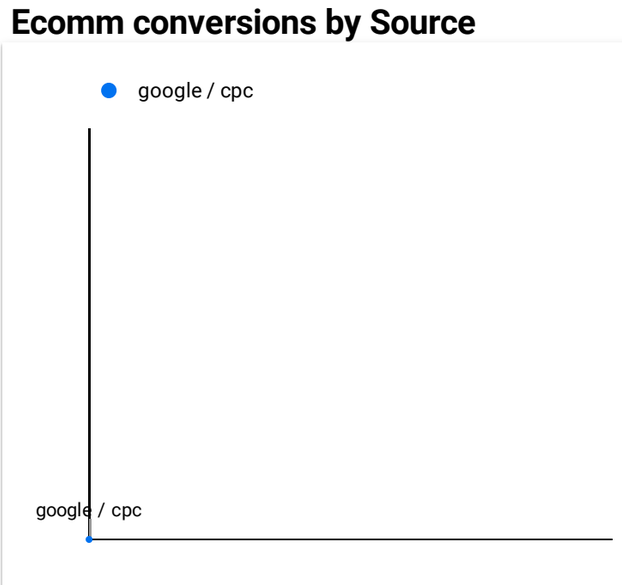
Ad Spend by Medium



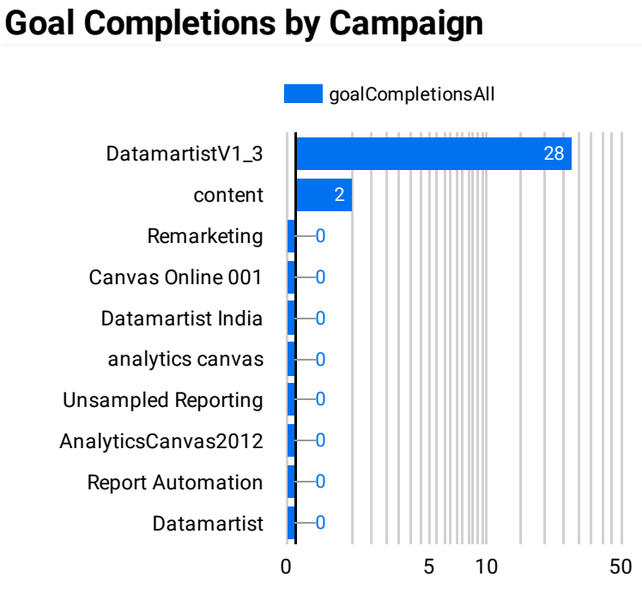
Return on Ad Cost



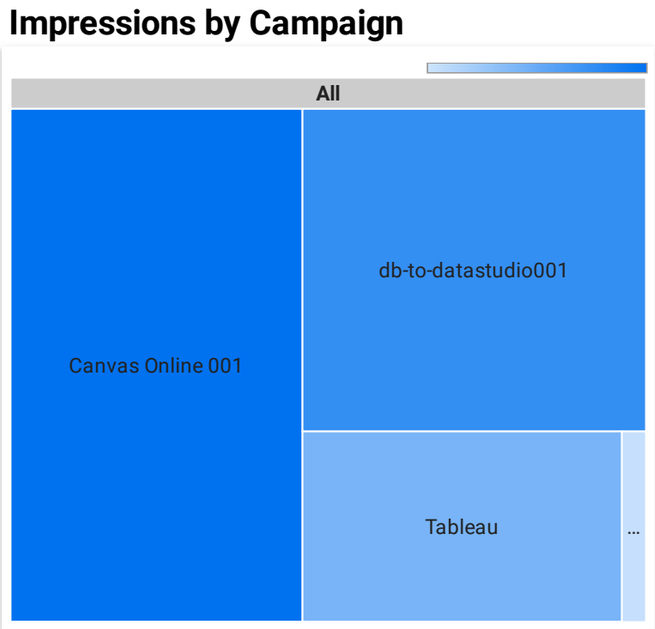
Ecomm conversions by Source



Goal Completions by Campaign



Impressions by Campaign



Ecomm conversions Selected Dimensions

Dimension:

	sourceMedium	adCost	impressi…	sessions	adClicks	goalCom…	goalValue…	transacti…	transactionRev…	CPC	ROAS
1.	google / cpc	3,365.45	158,861	0	1,390	0	0	0	0	$2.42	0%

1 - 1 / 1

© Copyright nModal Solutions Inc. 2010-2024

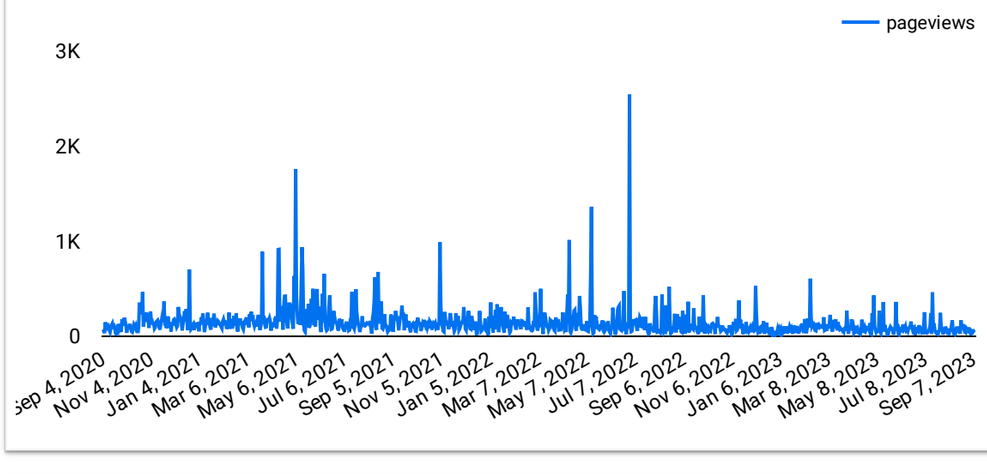
Universal Analytics Backup: Behavior Overview

Key Behavior Metrics

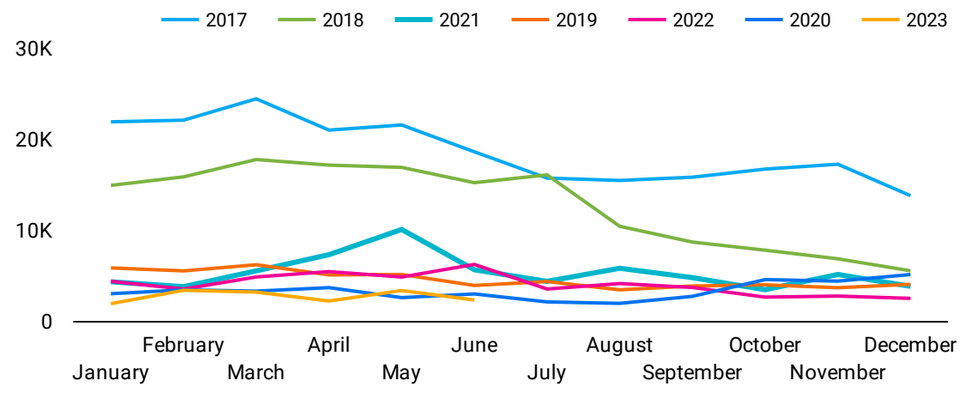
pagePath	landingPage	pageviews	Total Events	Avg Time On Page
1K	2,077	606K	188M	00:00:26

Google Analytics

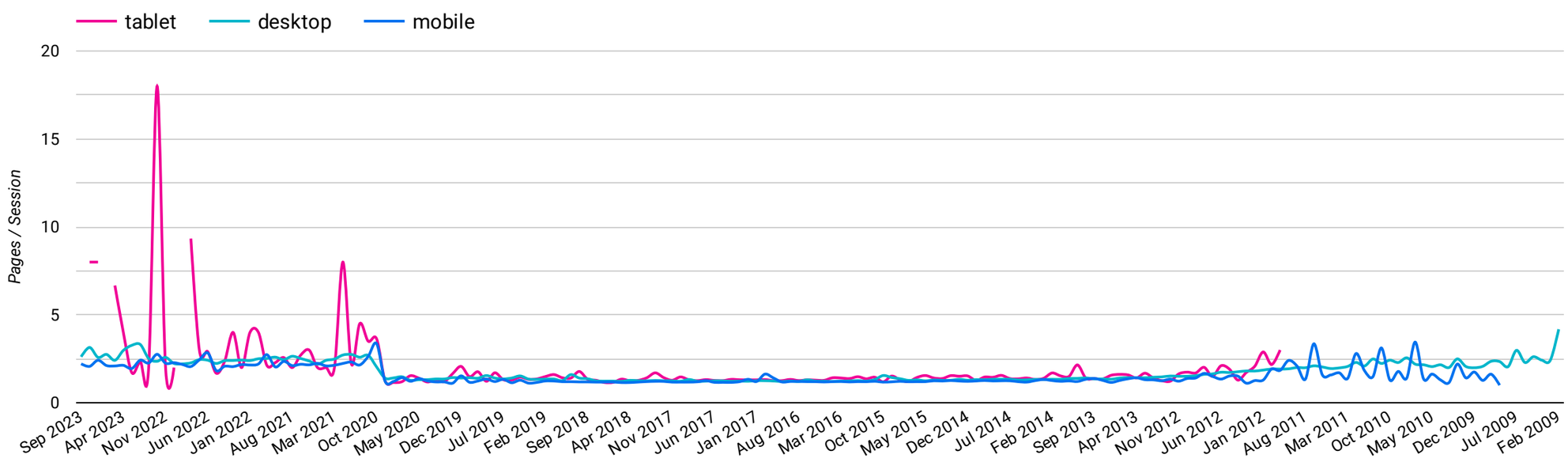
Daily Pageviews



Year over Year Pageviews



Behavior Metrics by Device



Langing Page Path Breakdown

	landingPage	sessions...	Bounce Ra...	Avg Session D...	pagevie...	Pages / Ses...	transacti...	transactio...	Ecomm ...
1.	www.datamartist.com/sql-inner-join-left-outer-join-full-outer-join-exa...	502,352	93.35%	00:00:26	556,656	1.11	268,968.00	0	53.54%
2.	www.datamartist.com/data-warehouse-vs-data-mart/	274,219	86.76%	00:00:52	349,087	1.27	155,248.00	0	56.61%
3.	www.datamartist.com/	62,413	45.41%	00:01:51	180,554	2.89	48,032.00	0	76.96%
4.	www.datamartist.com/dimensional-tables-and-fact-tables/	41,211	80.14%	00:00:48	56,567	1.37	27,623.00	0	67.03%
5.	www.datamartist.com/degenerate-dimensions-in-datamarts/	21,927	86.56%	00:00:58	28,475	1.30	16,735.00	0	76.32%
6.	www.datamartist.com/data-migration-part-3-mapping-the-legacy-sy...	16,247	74.24%	00:02:16	32,352	1.99	12,350.00	0	76.01%
7.	www.datamartist.com/data-mart-data-modelling-101/	15,674	77.69%	00:01:03	22,635	1.44	12,445.00	0	79.4%
8.	www.datamartist.com/tag/data-mart-example/	13,922	70.82%	00:01:16	24,196	1.74	12,127.00	0	87.11%
9.	www.datamartist.com/data-granularity-avoid-going-against-the-grai...	13,715	71.19%	00:00:30	18,720	1.36	10,881.00	0	79.34%
10.	www.datamartist.com/data-modelling-how-to-make-a-dimension/	11,994	82.38%	00:00:45	15,646	1.30	9,947.00	0	82.93%
11.	www.datamartist.com/automating-data-update-for-tableau-server-u...	11,978	88.53%	00:00:37	15,050	1.26	8,880.00	0	74.14%
12.	www.datamartist.com/duplicate-data-and-removing-duplicate-recor...	11,833	81.88%	00:00:23	15,014	1.27	10,420.00	0	88.06%
13.	www.datamartist.com/estimating-the-cost-of-business-intelligence/	11,108	85.62%	00:00:48	14,601	1.31	9,345.00	0	84.13%
14.	www.datamartist.com/hierarchies-and-tree-structures-in-dimensions...	10,278	78.79%	00:00:52	15,111	1.47	8,848.00	0	86.09%
15.	4webmasters.org/	9,124	96.87%	00:00:22	14,604	1.60	4,610.00	0	50.53%

1 - 20 / 2077

Page Path Breakdown

	pagePath	pageviews	Avg Time On Pa...	entrances	exits ▼	Exit Rate	pageValue
1.	/sql-inner-join-left-outer-join-full-outer-join-examples-with-syntax-for-sql-server/	167,538	00:00:20	154,125	152,674	91.13%	$0.00
2.	/data-warehouse-vs-data-mart/	90,202	00:00:35	80,667	77,383	85.79%	$0.00
3.	/	56,663	00:00:21	31,789	25,518	45.03%	$0.00
4.	/dimensional-tables-and-fact-tables/	20,595	00:00:30	14,504	14,778	71.76%	$0.00
5.	/data-granularity-avoid-going-against-the-grain/	15,582	00:00:19	11,256	11,164	71.65%	$0.00
6.	/data-mart-data-modelling-101/	13,880	00:00:40	9,476	10,024	72.22%	$0.00
7.	/duplicate-data-and-removing-duplicate-records/	8,468	00:00:14	6,649	6,572	77.61%	$0.00
8.	/degenerate-dimensions-in-datamarts/	7,574	00:00:31	6,649	6,373	84.14%	$0.00
9.	/hierarchies-and-tree-structures-in-dimensions-an-example-item-dimension-pa...	7,274	00:00:33	5,318	5,327	73.23%	$0.00
10.	/data-modelling-how-to-make-a-dimension/	6,566	00:00:37	5,124	4,964	75.60%	$0.00
11.	/data-migration-part-3-mapping-the-legacy-systems-meta-data-and-applicati...	6,550	00:00:54	4,870	4,442	67.82%	$0.00
12.	/product/datamartist-pricing-and-edition-comparison/	8,925	00:00:22	2,375	4,031	45.17%	$0.00
13.	/tag/data-mart-example/	7,079	00:00:35	3,715	4,019	56.77%	$0.00
14.	/downloads/	13,469	00:00:31	1,997	4,017	29.82%	$0.00
15.	/product/video-and-screenshots/	8,537	00:00:27	1,799	3,512	41.14%	$0.00

1 - 20 / 1465

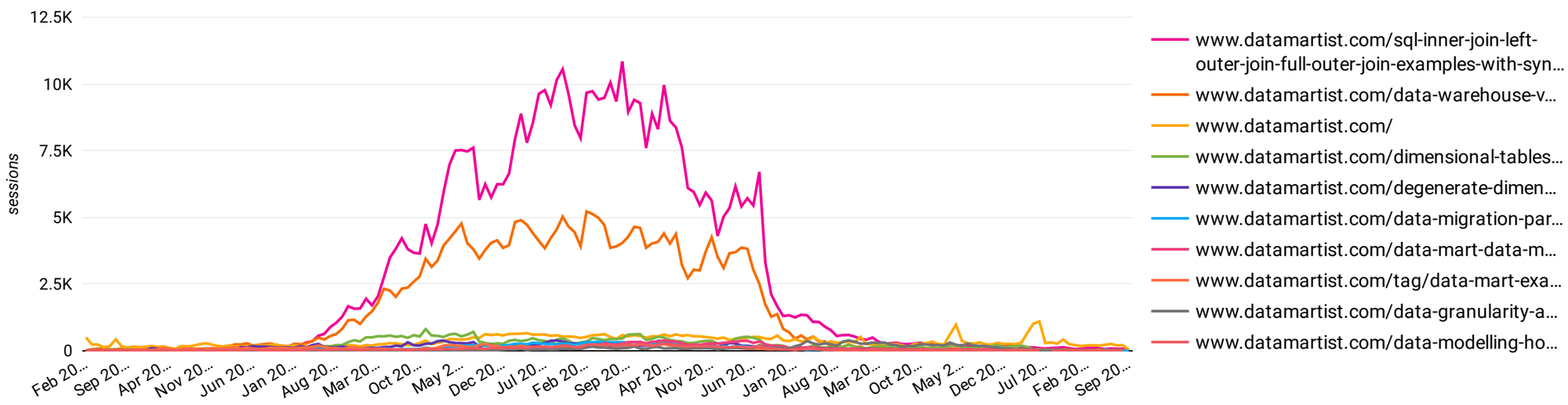
© Copyright nModal Solutions Inc. 2010-2024

Landing Page Report

The landing page report is subject to data retention settings. If you don't see your full history, it is because there was a data retention setting on your site set to 14, 24, 36, or 50 months. Learn More.

Google Analytics

Key Metrics by Landing Page



Site Metrics

sessions
1,259,180

pageviews
1,770,156

Pages / Session
1.4

Bounce Rate
82.92%

Avg Session Duration
00:00:48

Landing Pages
2,077

Ecommerce Metrics

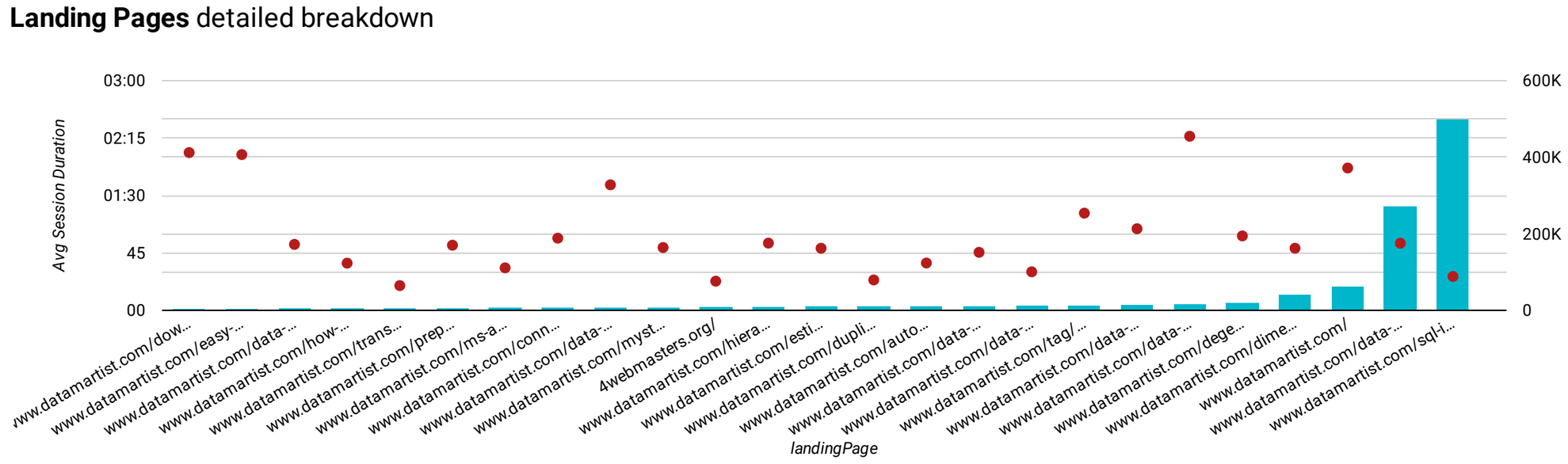
transactions
833,977

Revenue
$379,978

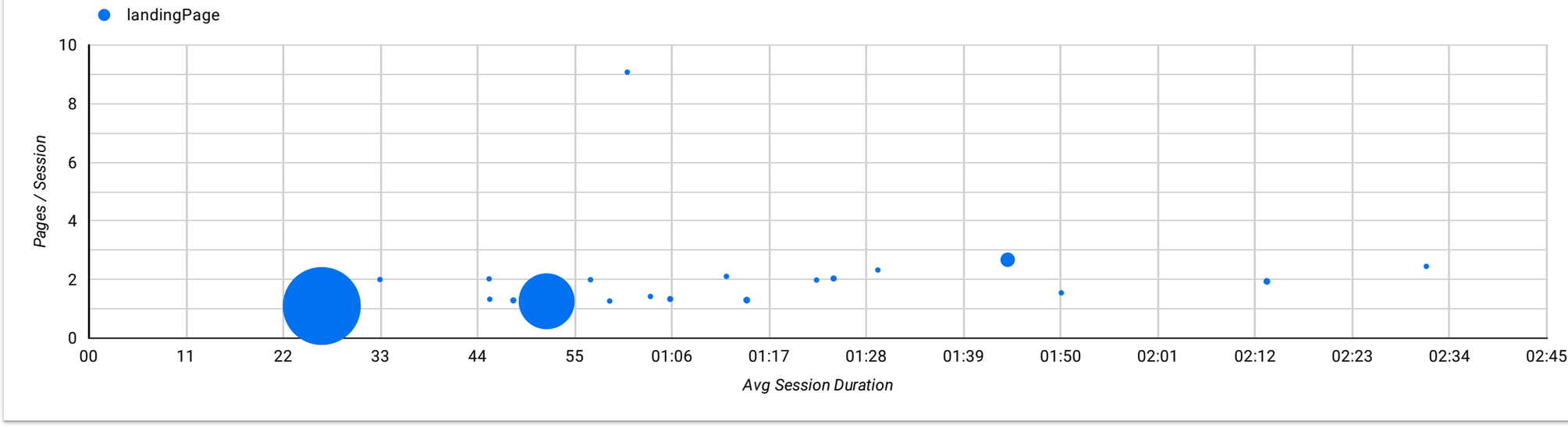
totalEvents
5,729

Ecomm CR%
66.23%

Landing Pages detailed breakdown



Engagement by Landing Page



Landing Pages detailed breakdown

	landingPage	session...	Avg Session ...	Bounc...	pageviews	Pages /...	transa...	trans...	Eco...	totalEve...	eventV...	goalCo...	goalVa...
1.	www.datamartist.com/sql-inner-join-left-outer-join-full-outer-join-examples-with-syntax-for-sql-server/	502,352	00:00:26	93.35%	556,656	1.11	268,968	0	53.54%	1,919	1,877	350	0
2.	www.datamartist.com/data-warehouse-vs-data-mart/	274,219	00:00:52	86.76%	349,087	1.27	155,248	0	56.61%	2,011	1,989	119	0
3.	www.datamartist.com/	62,413	00:01:51	45.41%	180,554	2.89	48,032	0	76.96%	224	0	2,870	0
4.	www.datamartist.com/dimensional-tables-and-fact-tables/	41,211	00:00:48	80.14%	56,567	1.37	27,623	0	67.03%	56	53	88	0
5.	www.datamartist.com/degenerate-dimensions-in-datamarts/	21,927	00:00:58	86.56%	28,475	1.3	16,735	0	76.32%	1	0	27	0
6.	www.datamartist.com/data-migration-part-3-mapping-the-legacy-systems-meta-data-and-application-mapping/	16,247	00:02:16	74.24%	32,352	1.99	12,350	0	76.01%	0	0	40	0
7.	www.datamartist.com/data-mart-data-modelling-101/	15,674	00:01:03	77.69%	22,635	1.44	12,445	0	79.4%	97	97	34	0
8.	www.datamartist.com/tag/data-mart-example/	13,922	00:01:16	70.82%	24,196	1.74	12,127	0	87.11%	11	10	88	0

1 - 50 / 2077

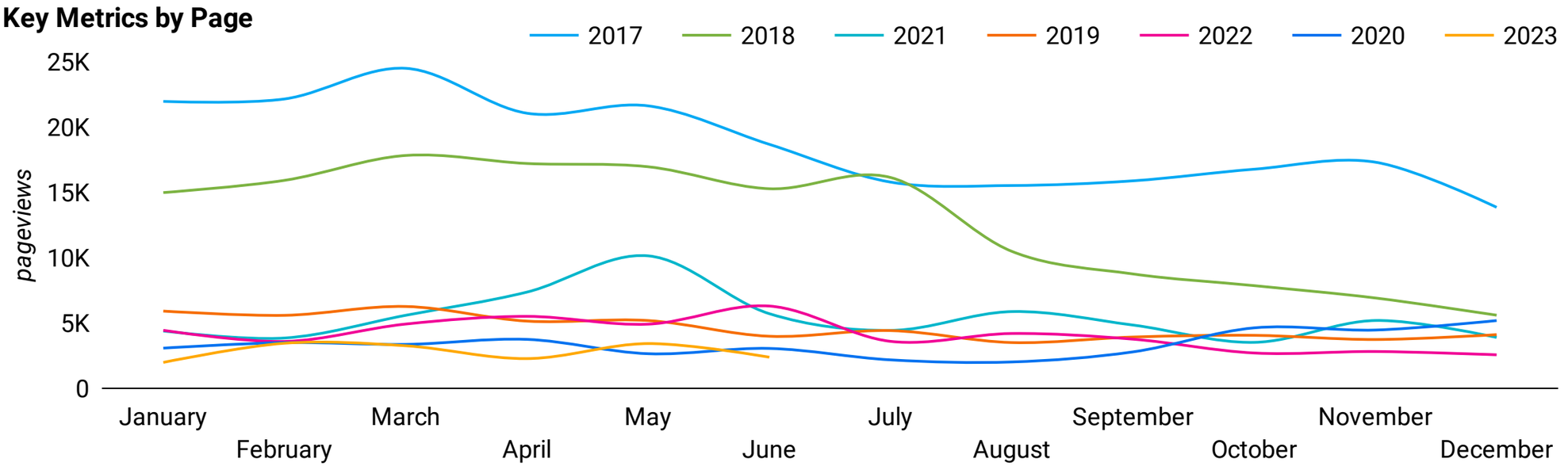
© Copyright nModal Solutions Inc. 2010-2024

Page Path Report

Google Analytics

hostname | pagePath | yearMonth

Key Metrics by Page



Page Metrics

pageviews
606,372

entrances
423,237

exits
423,237

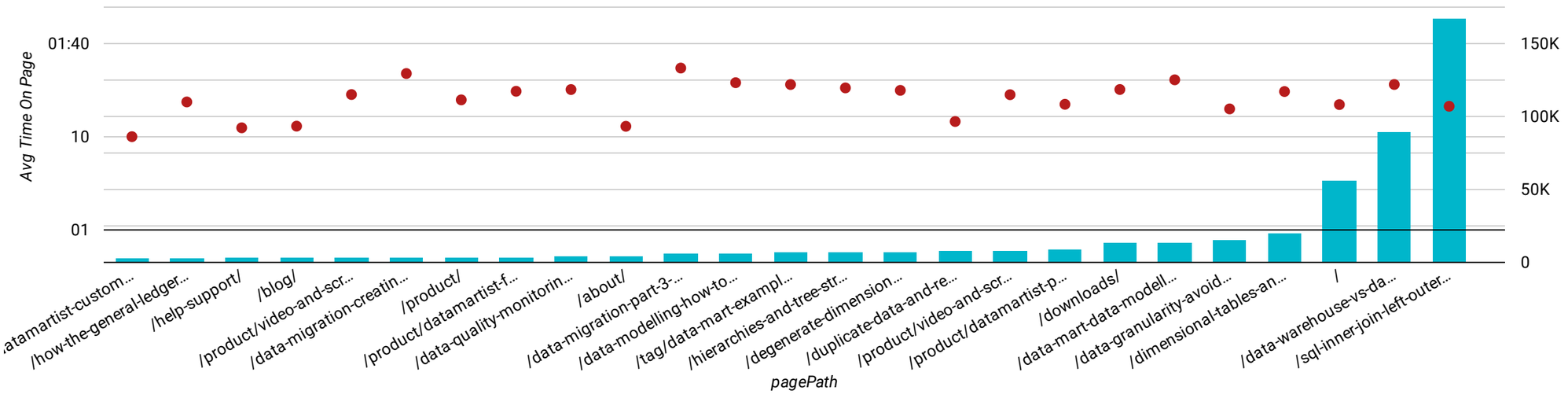
pageValue
$359,133

Exit Rate
69.80%

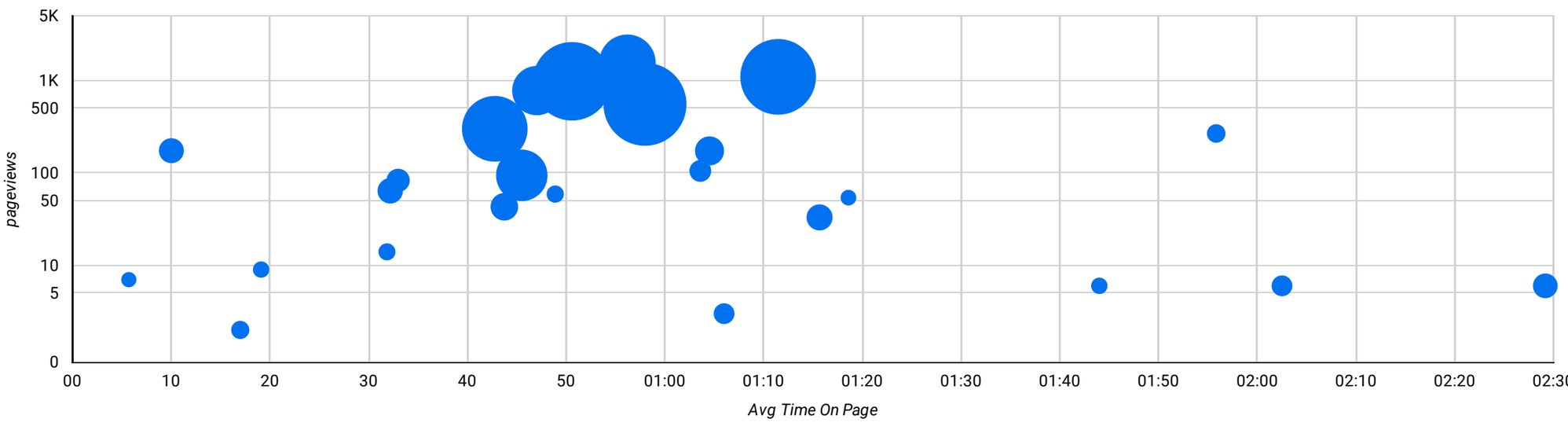
screenviews
0

pageURL
1,552

Top 25 Pages by Pagesviews + Avg Time on Page



Pageviews, Page Value, and Avg Time on Page by Page Path (Top 25)



Pages breakdown

	pageURL	pageviews	Avg Time On Page	entrances	exits	Exit Rate	pageValue
1.	www.datamartist.com/sql-inner-join-left-outer-join-full-outer-join-examples-with-syntax-for-sql-server/	166,699	00:00:20	153,339	151,892	91.12%	$0
2.	www.datamartist.com/data-warehouse-vs-data-mart/	89,699	00:00:35	80,237	76,955	85.79%	$0
3.	www.datamartist.com/	54,742	00:00:21	30,603	24,332	44.45%	$0
4.	www.datamartist.com/dimensional-tables-and-fact-tables/	20,561	00:00:30	14,477	14,751	71.74%	$0
5.	www.datamartist.com/data-granularity-avoid-going-against-the-grain/	15,576	00:00:19	11,252	11,160	71.65%	$0
6.	www.datamartist.com/data-mart-data-modelling-101/	13,854	00:00:40	9,458	10,005	72.22%	$0
7.	www.datamartist.com/downloads/	13,444	00:00:31	1,994	4,013	29.85%	$0
8.	www.datamartist.com/product/datamartist-pricing-and-edition-comparison/	8,921	00:00:22	2,375	4,031	45.19%	$0
9.	www.datamartist.com/product/video-and-screenshots/	8,526	00:00:27	1,799	3,512	41.19%	$0

1 - 20 / 1552

© Copyright nModal Solutions Inc. 2010-2024

Ecommerce Detail Report

Ecommerce Product totals are expected to be less than the total Revenue captured.

Google Analytics

Source | Medium | Campaign | Date (Year Mon...

Ecommerce Product Metrics

Total Products	Details Viewed	Add to Cart
63	26M	3M

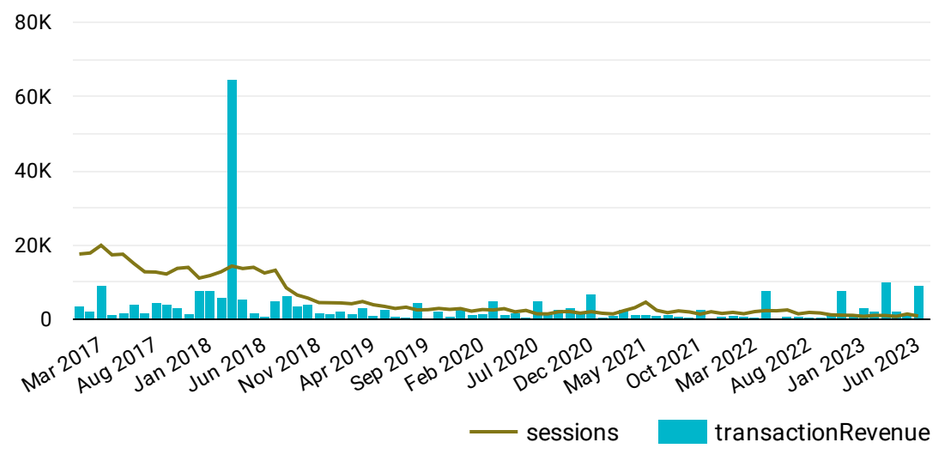
Product Quantity	Product Revenue	Avg Product Revenue
255.8K	$46,255,094	$180.86

Ecommerce Metrics

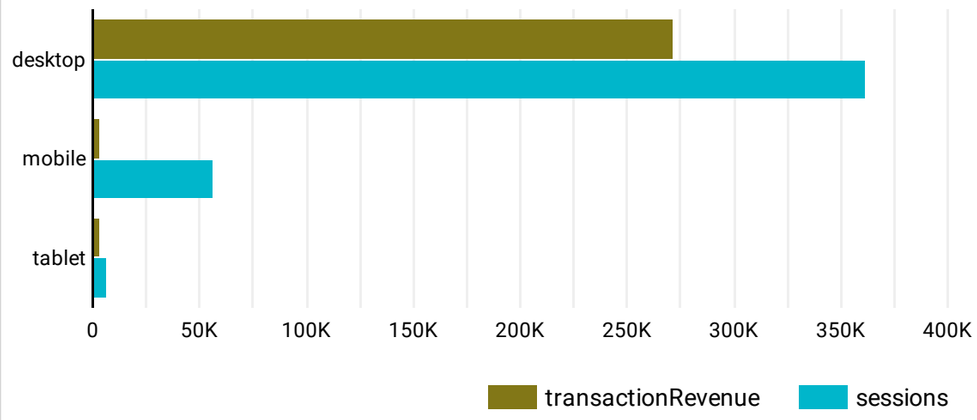
Transactions	Revenue
542	$277,576

Avg Order Value	Ecom CR%
$512.13	0.13%

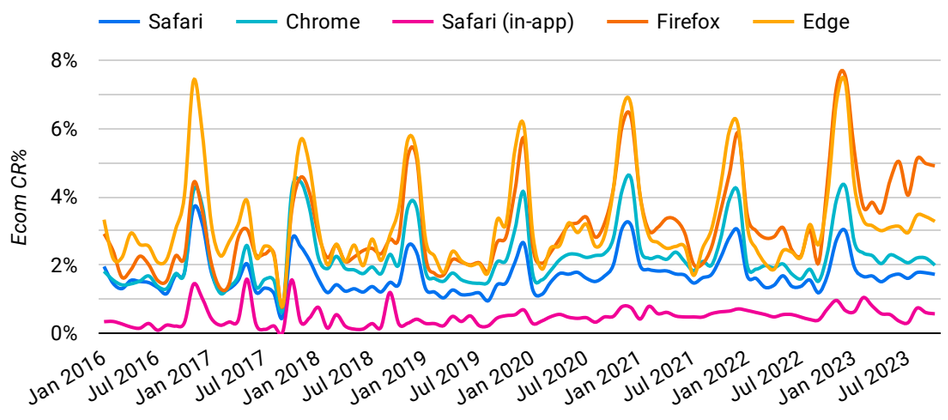
Sessions and Revenue Over time



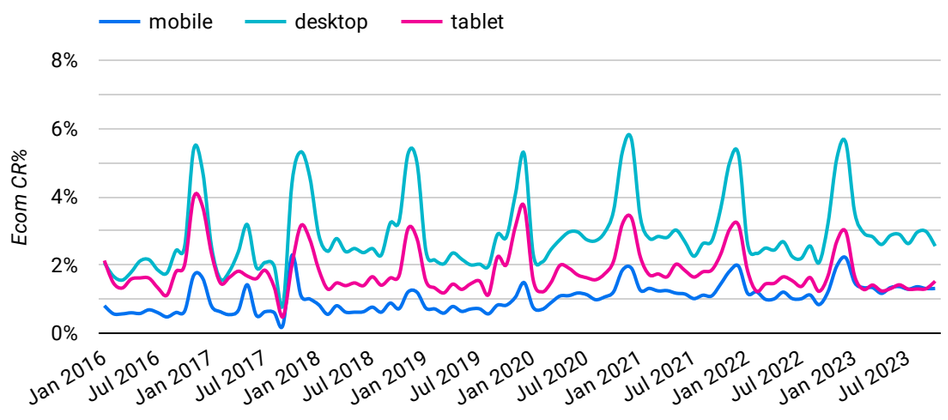
Sessions and Revenue by Device



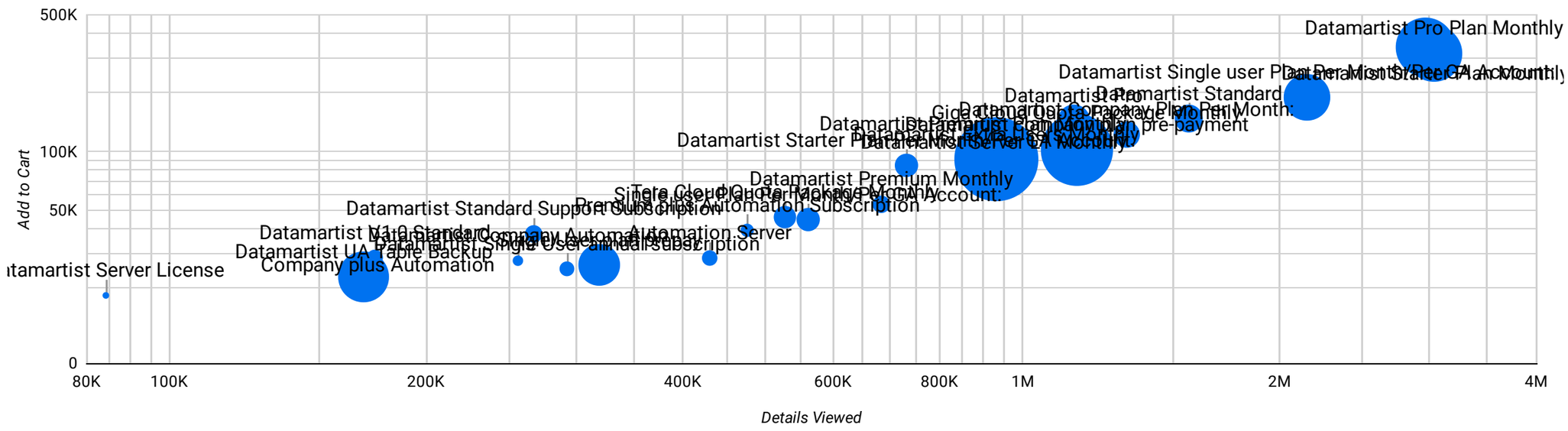
Ecom Conversion Rate Browser



Ecom Conversion Rate Device Category



Product Revenue



Product detailed breakdown

	Product Name	Details Viewed	Add to Cart	Product Quant...	Details Viewed	Product Revenue
1.	Datamartist Extra Users Monthly	931,939	91,208	40,625	931,939	$1,990,791.25
2.	Datamartist company plan pre-payment	1,158,305	101,880	30,000	1,158,305	$8,602,230
3.	Datamartist Starter Plan Monthly	2,967,135	341,357	20,250	2,967,135	$992,158.75
4.	Datamartist Pro Plan Monthly	3,036,998	316,934	18,375	3,036,998	$5,493,462.5
5.	Datamartist UA Table Backup	168,865	22,781	14,875	168,865	$1,472,613.75
6.	oranges	57,394	6,947	14,875	57,394	$6,500
7.	Datamartist Server L1 Monthly	925,253	82,527	13,875	925,253	$4,147,260
8.	Datamartist Single user Plan Per Month/Per GA Account:	2,155,374	189,060	12,500	2,155,374	$612,482.5
9.	Single User plan prepay	319,013	26,233	10,000	319,013	$489,940
10.	celery	95,786	8,701	7,250	95,786	$3,000

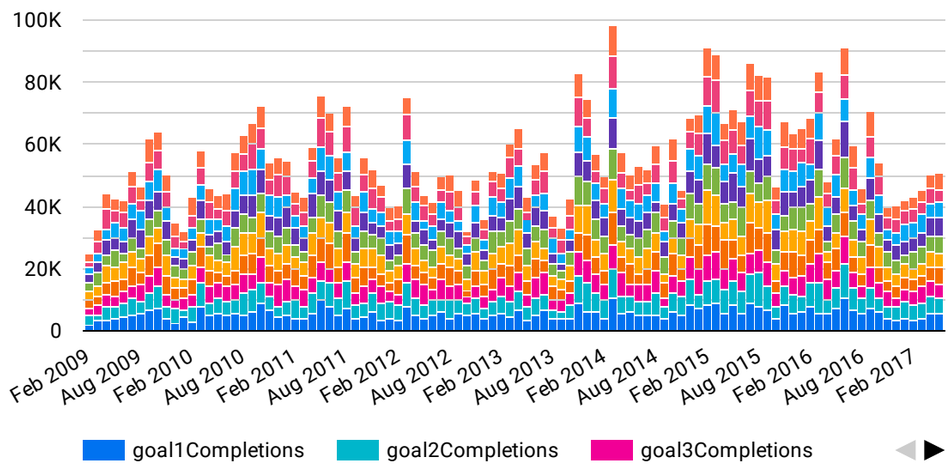
1 - 63 / 63

© Copyright nModal Solutions Inc. 2010-2024

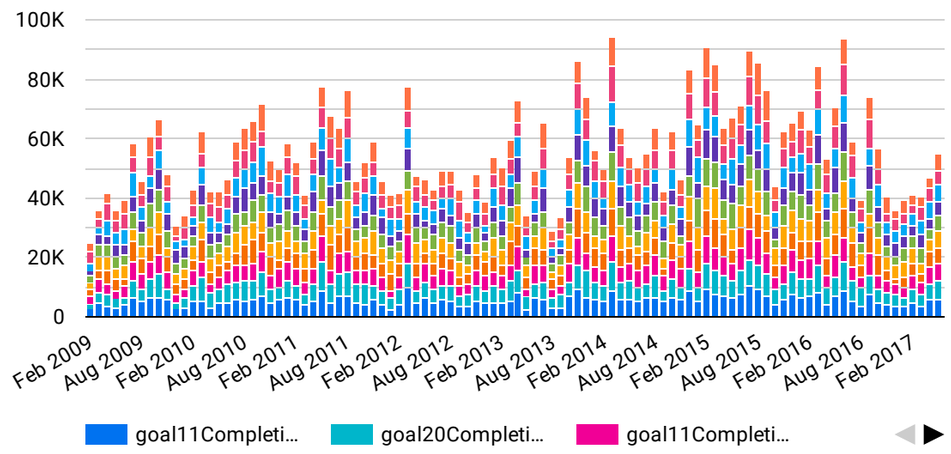
Goal Completions Report

Google Analytics

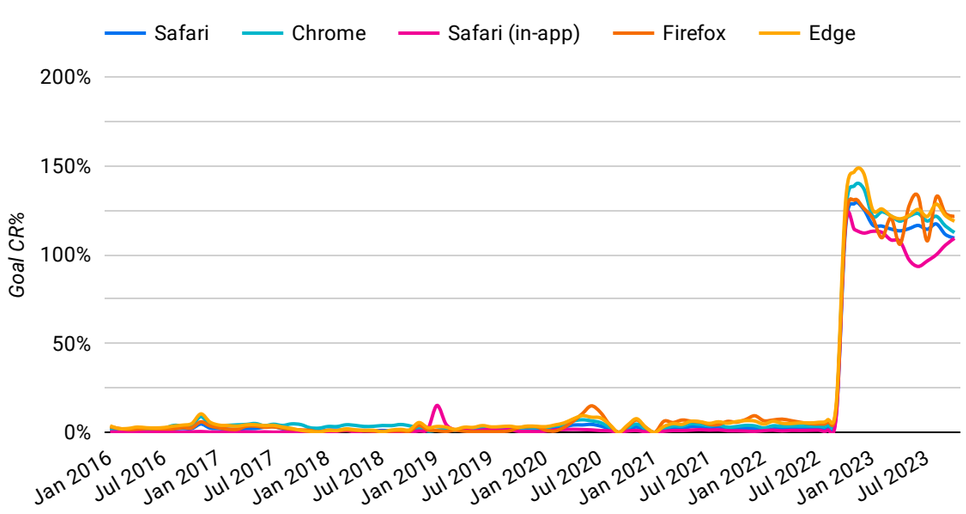
Goals 1-10 Completion



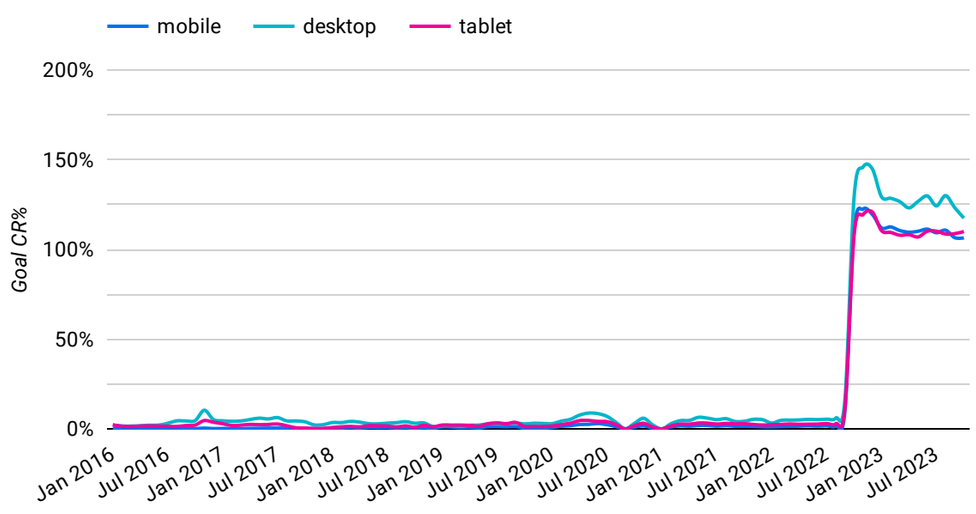
Goals 12-20 Completion



All Goals by Browser



All Goals by Device Category



Goal by Source/Medium/Campaign

source	goal1Comple...	goal2Compl...	goal3Compl...	goal4Compl...	goal5Compl...	goal6Compl...	goal7Compl...	goal8Compl...	goal9Compl...	goal10Comp...
(direct)	116,511	113,416	109,908	105,162	117,629	119,310	112,931	114,796	122,507	107,930
google	100,466	107,235	106,072	103,866	104,083	105,898	111,923	104,368	100,435	104,960
analyticscanv...	44,252	46,059	42,943	41,987	44,833	44,745	45,131	37,509	43,832	44,725
bing	43,406	37,235	41,338	38,511	36,186	36,619	42,690	40,295	37,787	37,858
datamartist.c...	33,645	30,564	33,783	34,578	32,350	35,001	36,087	36,409	30,591	33,157
DM_app	31,247	31,027	27,506	30,639	28,423	26,439	31,779	24,858	29,131	25,092
fileinfo.com	26,599	25,834	26,379	25,247	31,774	26,541	32,353	32,018	30,060	27,060
pcsupport.ab...	22,135	21,499	20,377	20,060	18,685	16,618	20,253	16,786	17,968	22,591

source	goal11Compl...	goal12Comp...	goal13Comp...	goal14Comp...	goal15Comp...	goal16Comp...	goal17Comp...	goal18Comp...	goal19Comp...	goal20Comp...
zimbra.free.fr	125	574	300	487	347	818	394	464	818	853
zapmeta.ws	327	539	672	116	981	760	908	706	289	580
yushei.me	587	982	222	908	356	579	722	380	612	689
youtube.com	710	417	870	788	367	37	752	235	273	671
yandex.ru	1,705	2,324	614	2,029	2,265	3,328	1,063	1,127	1,428	1,359
yandex	1,401	502	211	1,163	1,152	1,257	832	1,601	1,005	1,163
yahoo	19,403	20,606	18,273	17,268	19,046	16,142	18,368	19,429	15,409	19,515

Goal by Goal Location & Steps

	goalCompletio...	goalPrevious...	goalPrevious...	goalPrevio...	goal1Co...	goal2...	goal3...	goal4...	goal5...	goal6...	goal7...	goal8...	goal9...	goal10...
1.	/downloads/thank-you	(entrance)	(not set)	(not set)	56,546	57,401	57,046	52,086	59,362	56,719	55,727	51,579	49,190	55,931
2.	/downloads/thank-you	/dtd-30day-xqwwxr	/downloads	/downloads	53,388	51,253	48,940	50,473	55,547	50,693	51,419	49,302	53,712	54,658
3.	/downloads/thank-you	/dtd-30day-xqwwxr	(entrance)	(not set)	51,041	48,627	51,859	48,747	43,113	51,799	47,664	52,647	47,722	50,714
4.	/downloads/thank-you	/dtd-30day-xqwwxr	/downloads	/	50,703	53,373	53,020	52,292	52,319	50,257	51,082	50,781	55,299	54,675
5.	/downloads/thank-you	/dtd-30day-xqwwxr	/downloads	(entrance)	45,835	47,937	41,222	47,010	50,282	44,900	45,224	44,907	49,005	45,525
6.	/downloads/thank-you	/dtd-15day-xqwwxr	(entrance)	(not set)	40,659	38,982	43,888	36,279	38,940	41,617	38,769	39,468	39,593	37,619

1 - 100 / 1195

	goalComple...	goalPreviou...	goalPreviou...	goalPrevio...	goal11...	goal12...	goal13...	goal14...	goal15...	goal16...	goal17...	goal18...	goal19...	goal20...
1.	/datamartist_order_complete	/nmodal/order/confirm	/nmodal/order/confirm	/nmodal/order/confirm	0	0	0	0	0	0	0	0	0	0
2.	/datamartist_order_complete	/nmodal/order/confirm	/nmodal/order/customer	/nmodal/order/customer	0	0	0	0	0	0	0	0	0	0
3.	/datamartist_order_complete	/nmodal/order/confirm	/nmodal/order/customer	/nmodal/product/analyticscanvasproplan?action=edit	0	0	0	0	0	0	0	0	0	0
4.	/datamartist_order_complete	/nmodal/order/confirm	/nmodal/order/customer	/nmodal/product/analyticscanvasuabackuptokens?tags=singlemodebackups=1	0	0	0	0	0	0	0	0	0	0

1 - 100 / 1195

© Copyright nModal Solutions Inc. 2010-2024

Universal Analytics Backup: Events Overview

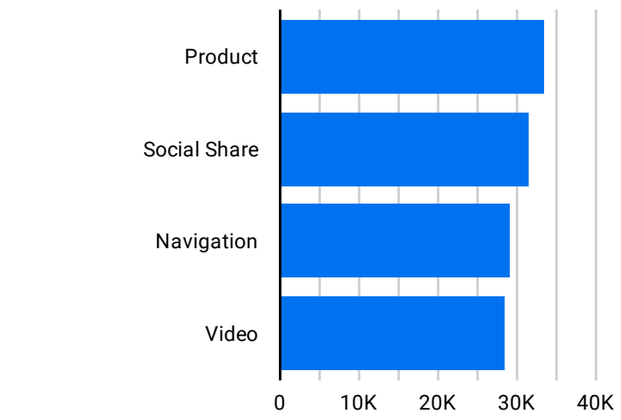
* events are a limiting dimension. When including all three event dimensions, Google will only return data where all three were set.

Google Analytics

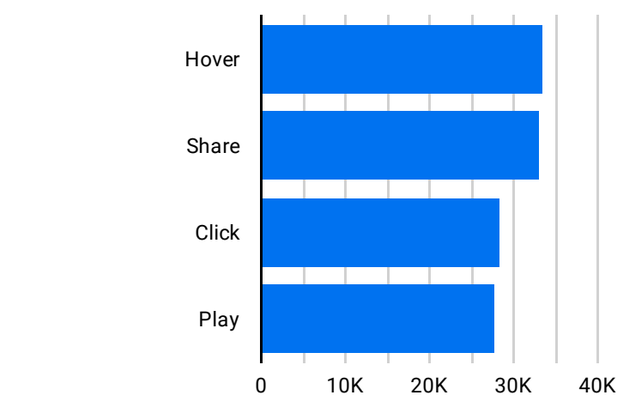
Event Detail Recorded in Backup

totalEvents	eventValue	eventAction	eventCategory	eventLabel
123K	2M	4	4.0	4

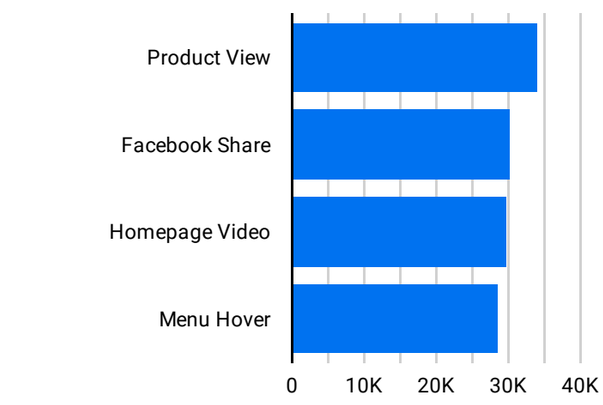
Event Category



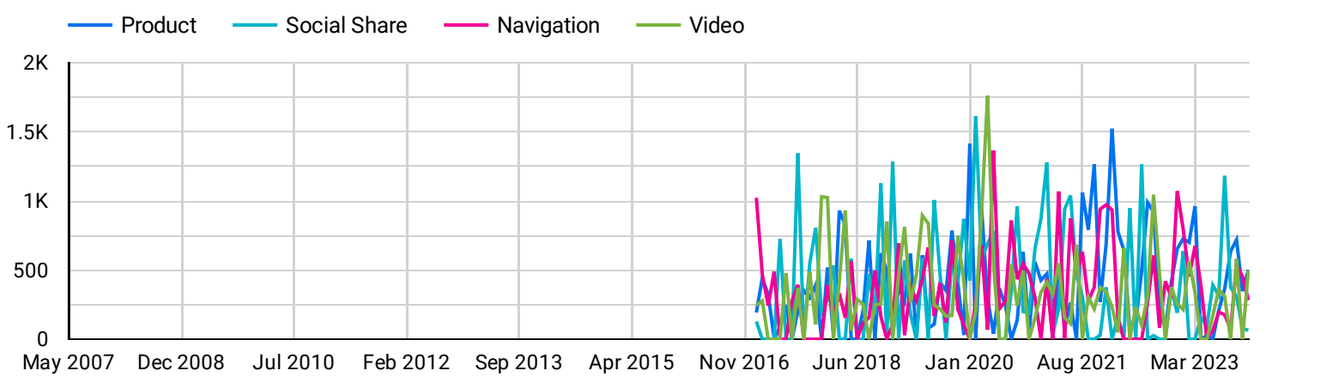
Event Action



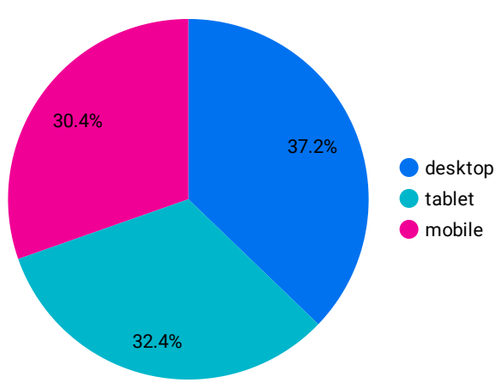
Event Label



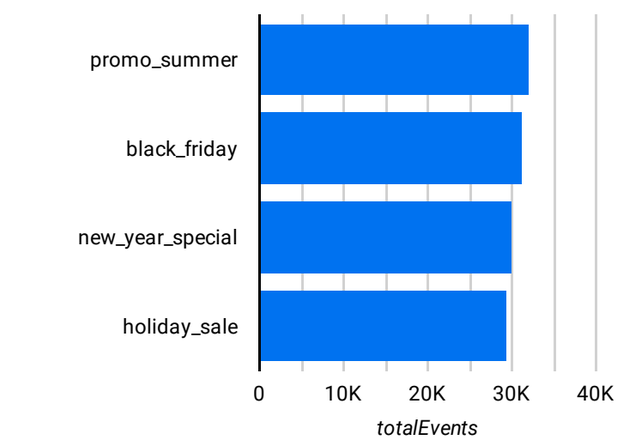
Event Category By Year Month



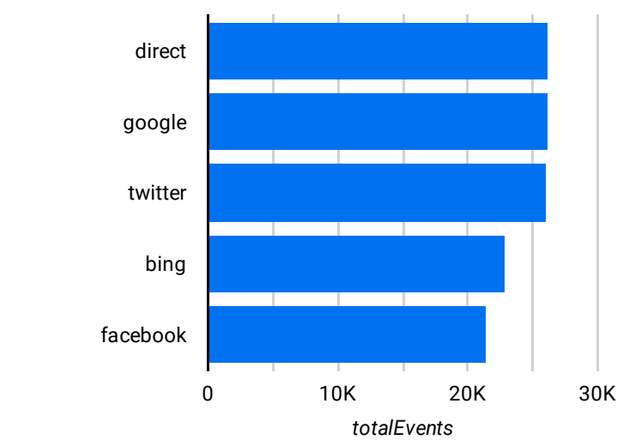
Total Events by Device Category



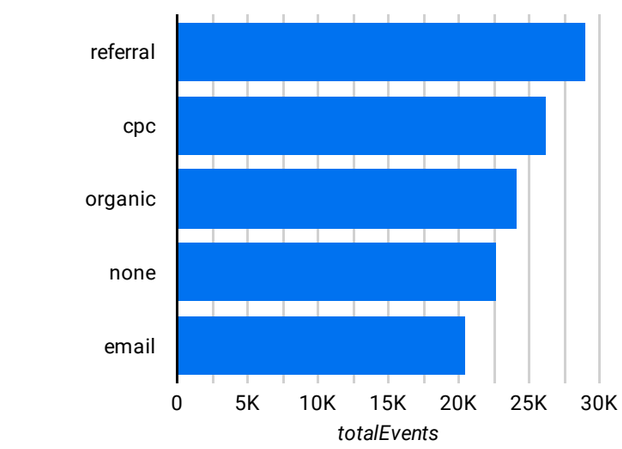
Campaign



Source



Medium



Event Categories

	eventCategory	totalEvents	eventValue
1.	Product	33,541	642,304
2.	Social Share	31,418	641,174
3.	Navigation	29,199	674,988
4.	Video	28,489	509,737

1 - 4 / 4

Event Actions

	eventAction	totalEvents	eventValue
1.	Hover	33,490	657,993
2.	Share	33,020	717,876
3.	Click	28,346	561,338
4.	Play	27,791	530,996

1 - 4 / 4

Event Labels

	eventLabel	totalEvents	eventValue
1.	Product View	33,984	655,554
2.	Facebook Share	30,311	609,096
3.	Homepage Video	29,780	617,257
4.	Menu Hover	28,572	586,296

1 - 4 / 4

© Copyright nModal Solutions Inc. 2010-2024

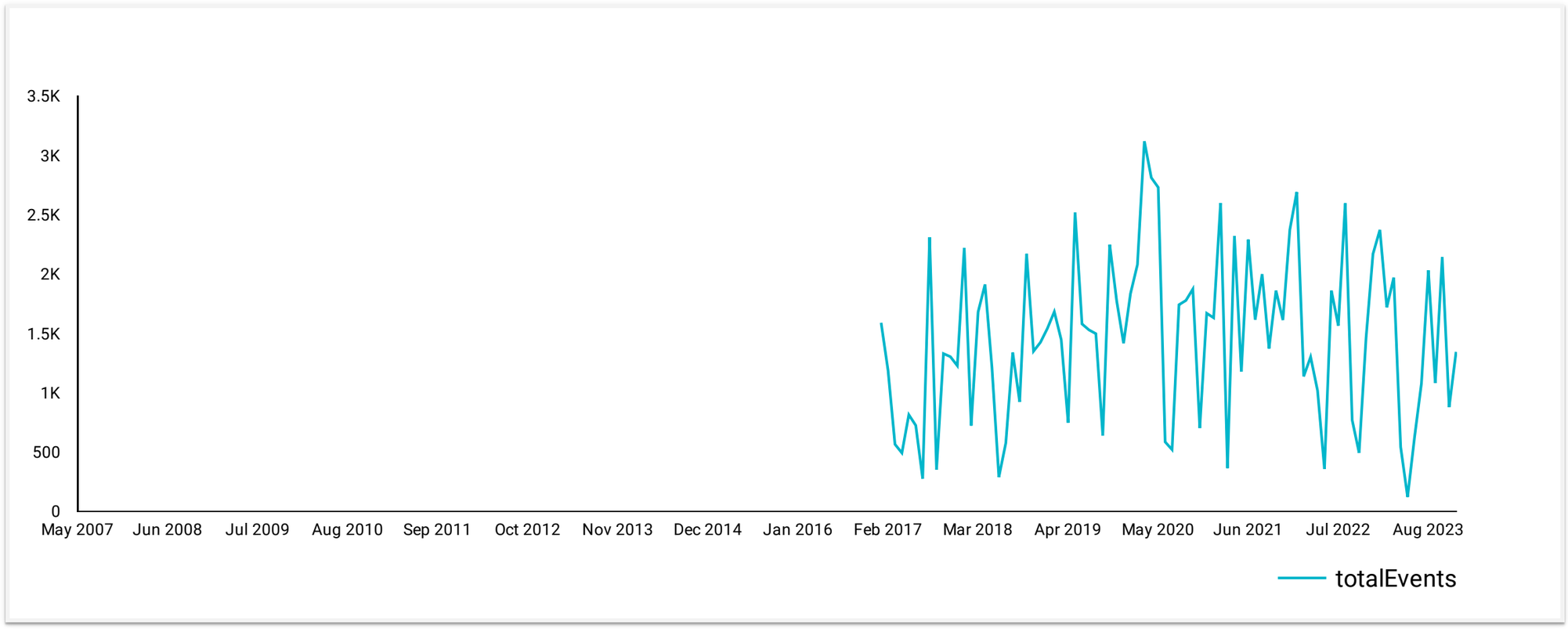
Event Category Report

Google Analytics

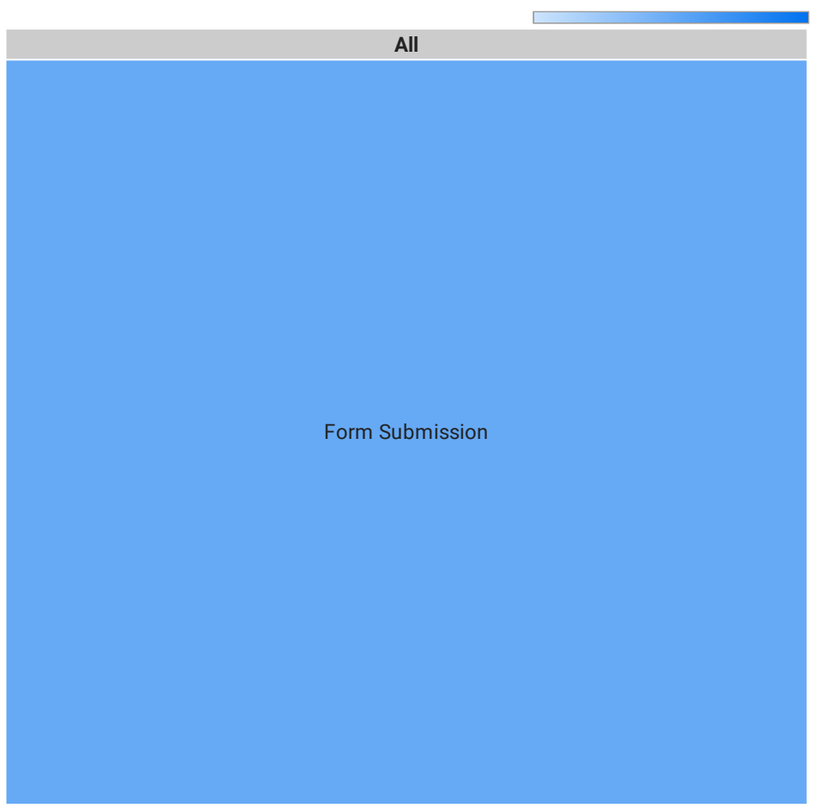
eventCategory | eventAction | deviceCategory

totalEvents
363.0

eventValue
0.0



Event Categories Collected



Event Category by Device

	deviceCategory / totalEvents
eventCategory	null
Form Submission	363

Event Category detailed breakdown

	eventCategory	totalEvents	eventValue
1.	Form Submission	363	0

1 - 1 / 1

© Copyright nModal Solutions Inc. 2010-2024

Event Action Report

Google Analytics

eventCategory

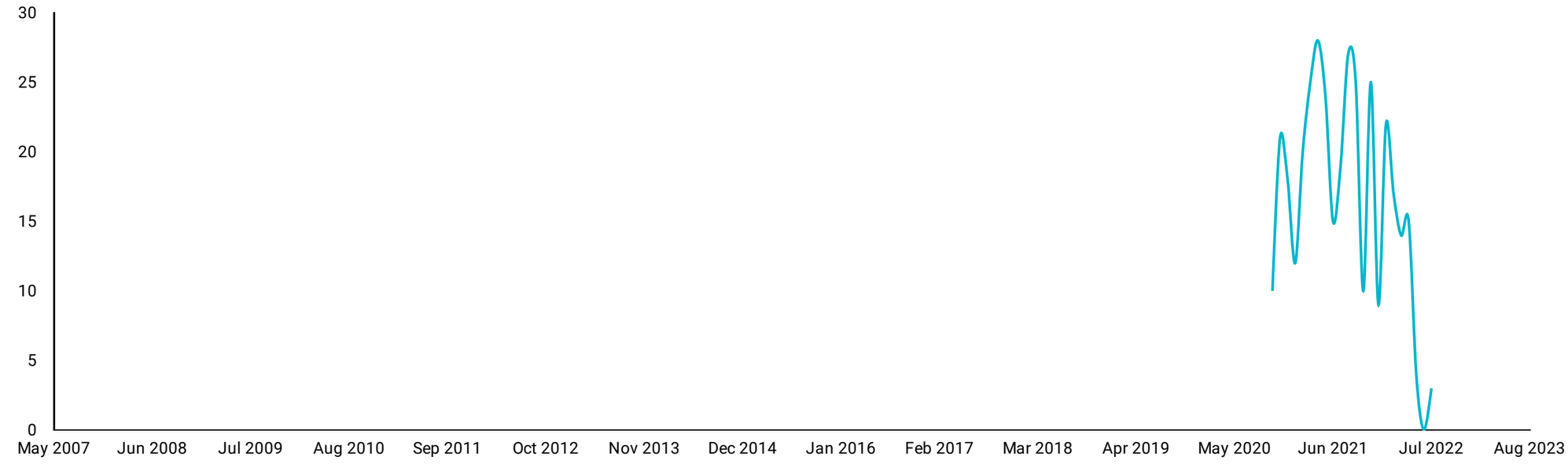
eventAction

totalEvents
363

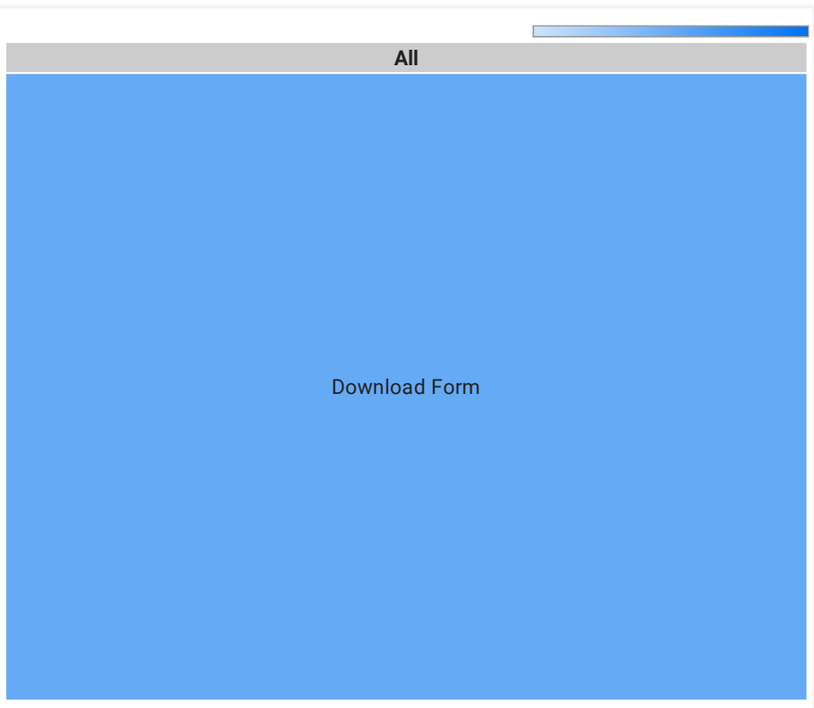
eventValue
0

Events

Dimension:



Event Categories Collected



Event Category by Device

deviceCategory / totalEvents	
eventAction	null
Download Fo...	363

Event Action detailed breakdown

	eventAction	totalEvents ▼	eventValue
1.	Download Form	363	0

1 - 1 / 1

© Copyright nModal Solutions Inc. 2010-2024

Event Label Report

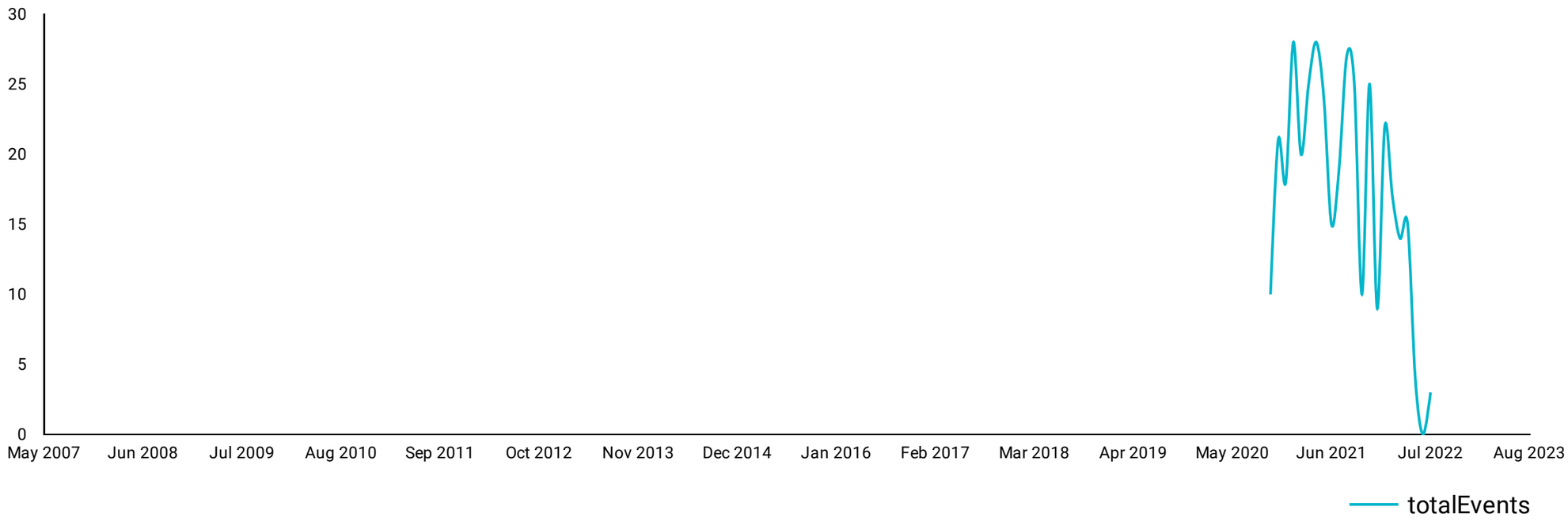
totalEvents
379

eventValue
0

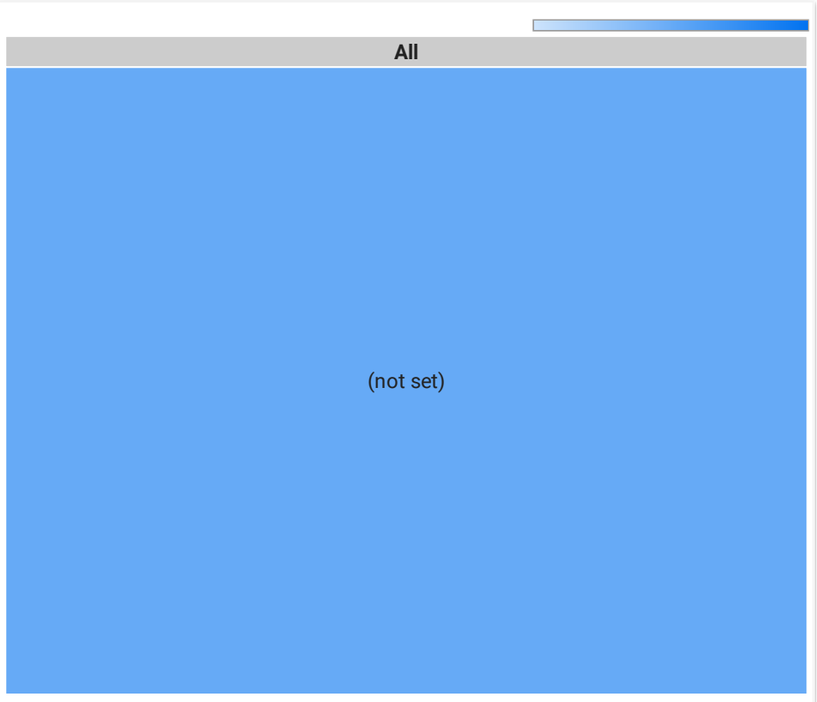
eventLabel
1

Event Labels

Dimension:



Event Labels Collected



Event Label by Device

	deviceCategory / totalEvents		
eventLabel	tablet	mobile	desktop
Product View	10,406	9,853	13,725
Facebook Sh...	10,301	10,604	9,406
Homepage Vi...	10,025	8,334	11,421
Menu Hover	9,045	8,466	11,061

Event Label detailed breakdown

	eventLabel	totalEvents ▾	eventValue
1.	(not set)	379	0

1 - 1 / 1

© Copyright nModal Solutions Inc. 2010-2024

User Report

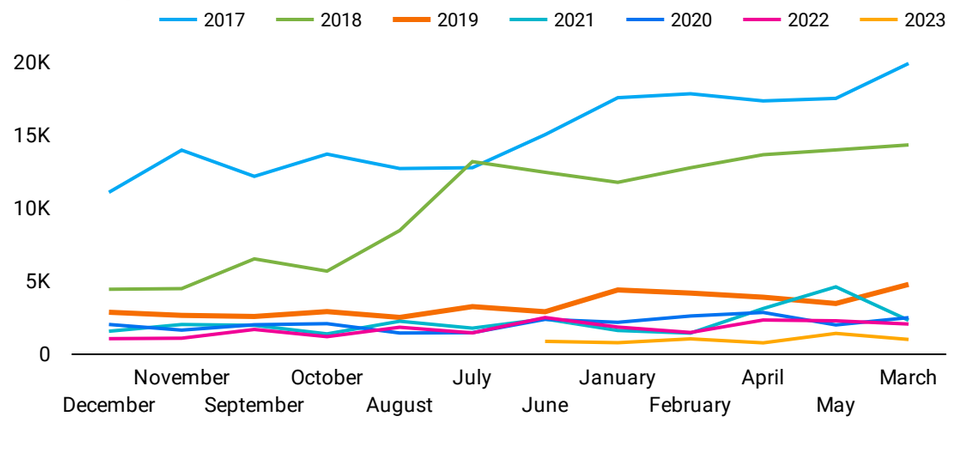
Google Analytics

This report is provided to show the most accurate user counts over Daily, Monthly, and Yearly time periods. Users are a calculated metric and represent the distinct count of users according to the time period of the query. As such, we cannot summarize users by Day to find Users by Week, Month, or Year. **Learn More**.

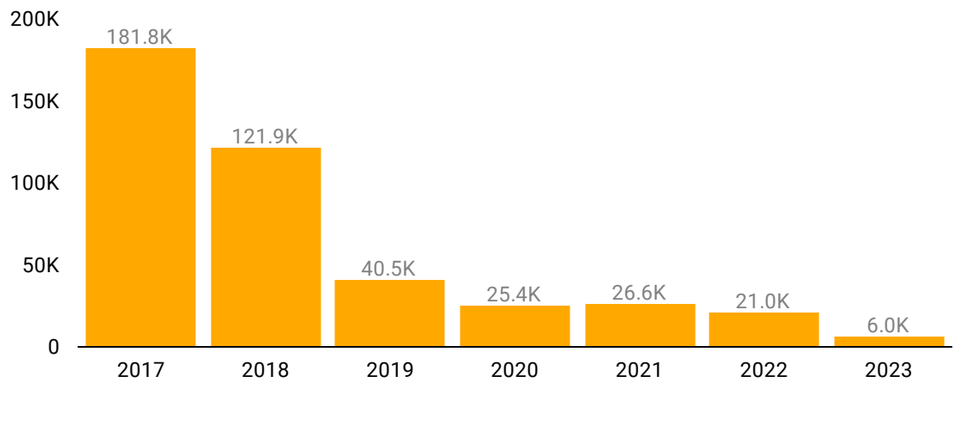
Key User Metrics

users	Sessions / User	Revenue / User	Events / User
56.9M	1.6	4.7	3.3

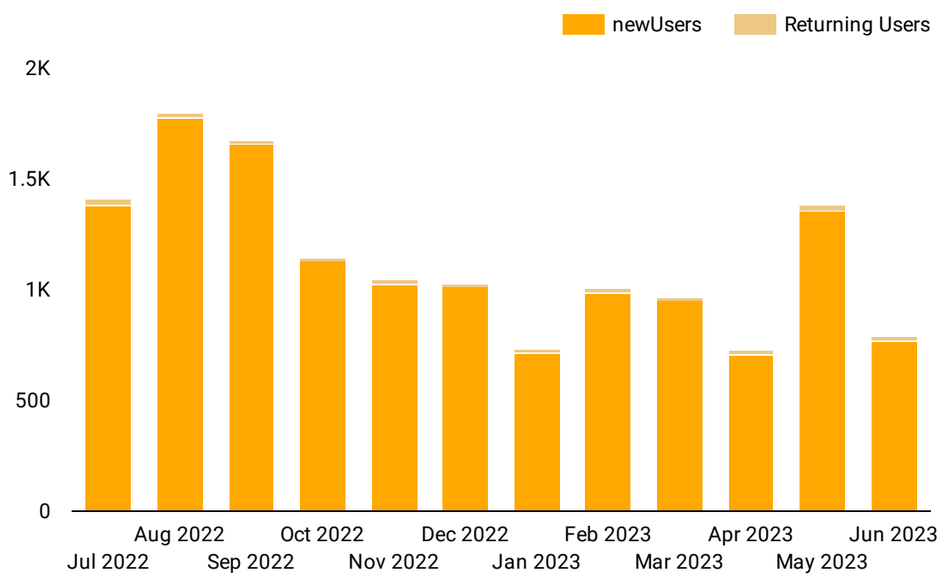
Users by Year and Month



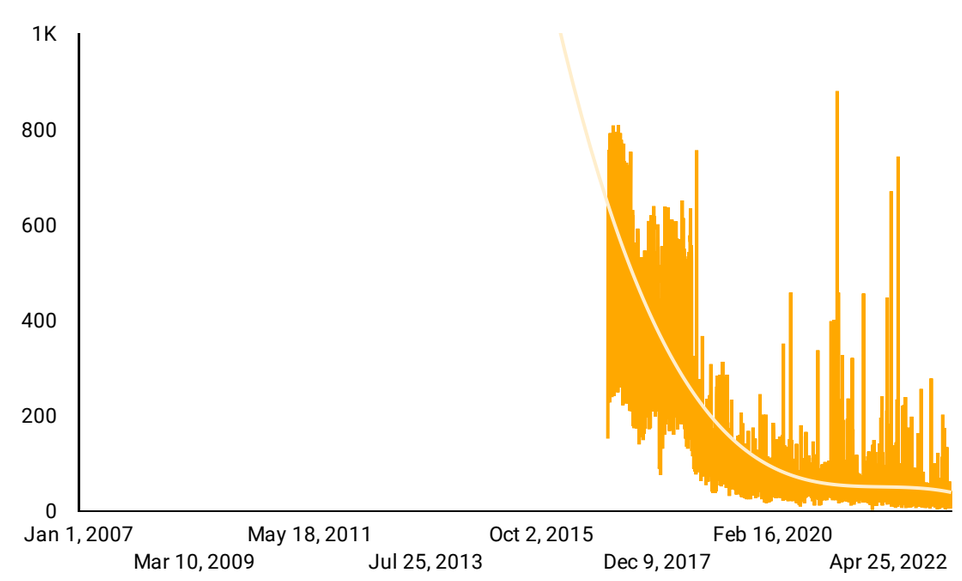
Users by Year



User & New Users by Month



Users by day



User & New Users Device monthly breakdown

		deviceCategory / newUsers / Returning Users					
		tablet		mobile		desktop	
Year	yearMonth	newUsers	Returning Users	newUsers	Returning Users	newUsers	Returning Users
2023	May 2023	3	0	128	0	1,225	27
	Feb 2023	3	0	54	0	931	19
	Mar 2023	7	0	38	0	908	10
	Jun 2023	-	-	81	0	686	22
	Jan 2023	1	0	43	0	672	13
	Apr 2023	2	0	67	0	635	22

User & New Users Source/Medium monthly breakdown

	sourceMedium	newUsers ▾	% New	Returning Users	users
1.	google / organic	255,219	0.98	5,953	261,172
2.	(direct) / (none)	97,466	0.98	2,438	99,904
3.	bing / organic	8,259	0.97	267	8,526
4.	yahoo / organic	2,318	0.97	71	2,389
5.	baidu / organic	875	0.96	39	914
6.	duckduckgo.com / referral	605	0.99	9	614
7.	towardsdatascience.com / referral	511	0.99	7	518
8.	duckduckgo / organic	495	0.97	13	508
9.	jamesserra.com / referral	469	0.76	151	620
10.	dailytraffic.shop / referral	385	0.57	289	674

1 - 100 / 560

User & New Users Campaign monthly breakdown

campaign	newUsers	% New	Returning Users	users
DatamartistV1_3	54	43.55%	70	124
content	20	100%	0	20
blog482013	2	100%	0	2
Reviews	2	100%	0	2
dmblogJan1713	1	33.33%	2	3
aug29_12_blog	1	100%	0	1

© Copyright nModal Solutions Inc. 2010-2024

Analytics Canvas

Overview

Acquisition

Audience

Pages

Conversions

Events

Users

Event Category

Event Action

Event Label

Join Our Slack Community

Visit Our Website

© Copyright nModal Solutions Inc. 2010-2024