

Introduction to Google Analytics

Dr. Sachin Mohan Bhide
Marketing Strategy Consultant
Eha Management Consultancy
9823038828
sachin@ehamanagementconsultancy.com
www.ehamanagementconsultancy.com

Feb 13, 2016 - Mar 14, 2016

	Sessions	Avg. Session Duration	Bounce Rate
☆ Eha			
☆ Eha (UA-31740398-1)			
☆ Eha	303	00:05:05	56.44%

This table was generated on 3/16/16 at 10:37:16 AM - Refresh Table



Audience Overview

Feb 14, 2016 - Mar 15, 2016

Email Export Add to Dashboard Shortcut



All Users
100.00% Sessions



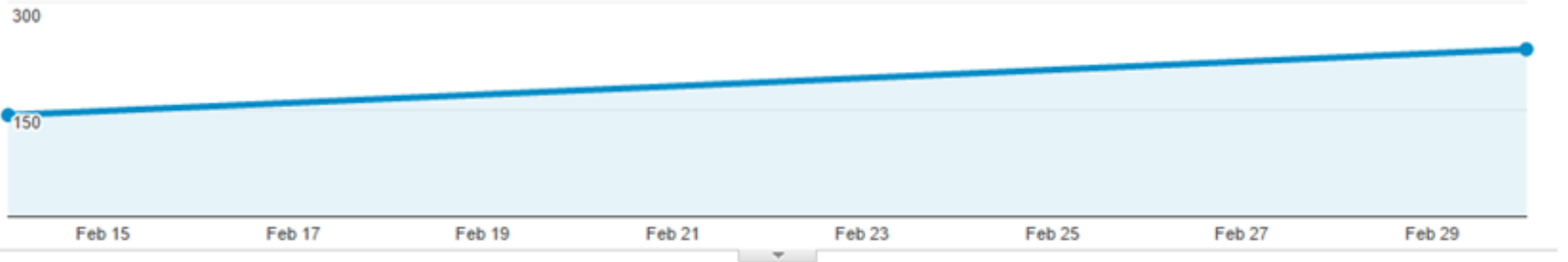
+ Add Segment

Overview

Sessions vs. Select a metric

Hourly Day Week **Month**

Sessions



Sessions

376

Users

243

Pageviews

1,057

Pages / Session

2.81

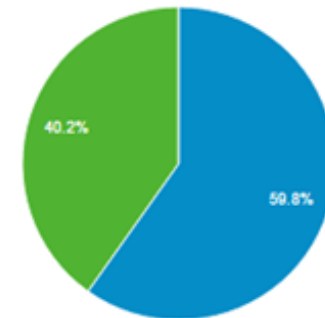
Avg. Session Duration

00:04:37

Bounce Rate

49.73%

New Visitor Returning Visitor



Demographics

Language

Country

City

System

Browser

Operating System

Service Provider

Mobile

Operating System

Service Provider

Screen Resolution

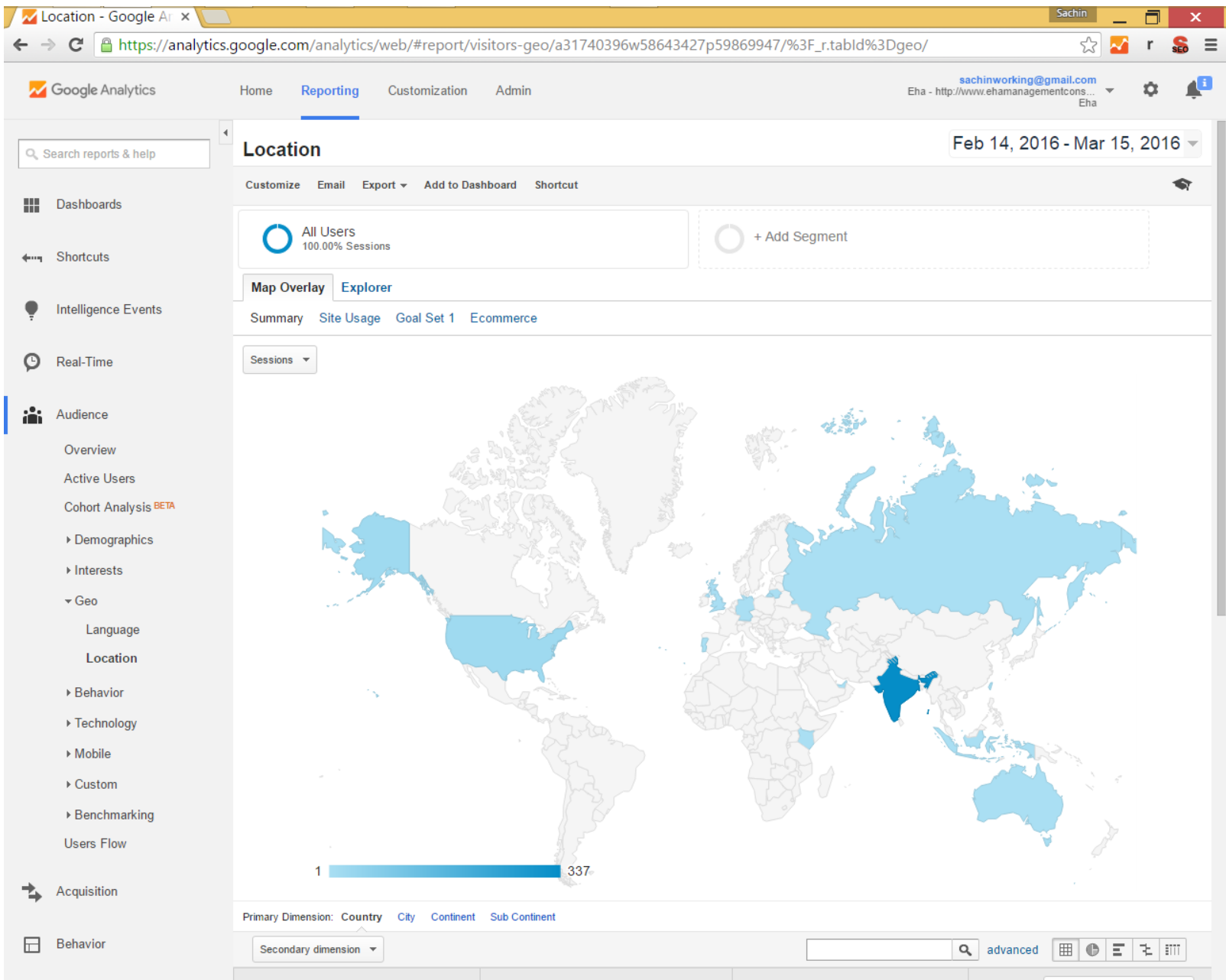
Language












Sessions

% Sessions

1. en-us	297	78.99%
2. en-gb	61	16.22%
3. (not set)	6	1.60%
4. en-in	4	1.06%
5. c	3	0.80%
6. en	3	0.80%
7. en-au	1	0.27%
8. pt-pt	1	0.27%

[view full report](#)



Country	Sessions	% Sessions
1.  India	337	 89.63%
2.  United States	23	 6.12%
3.  United Kingdom	4	1.06%
4.  Indonesia	2	0.53%
5. (not set)	2	0.53%
6.  United Arab Emirates	1	0.27%
7.  Australia	1	0.27%
8.  Germany	1	0.27%
9.  Kenya	1	0.27%
10.  Lithuania	1	0.27%

[view full report](#)

Audience Overview

Feb 14, 2016 - Mar 15, 2016

City	Sessions	% Sessions
1. Pune	206	54.79%
2. Pimpri-Chinchwad	58	15.43%
3. Mumbai	21	5.59%
4. New Delhi	9	2.39%
5. Ahmedabad	8	2.13%
6. Vadodara	7	1.86%
7. Bengaluru	7	1.86%
8. (not set)	4	1.06%
9. Hyderabad	3	0.80%
10. Coffeyville	3	0.80%

[view full report](#)

Browser	Sessions	% Sessions
1. Chrome	289	76.86%
2. Firefox	32	8.51%
3. Safari	15	3.99%
4. Internet Explorer	9	2.39%
5. Safari (in-app)	6	1.60%
6. Mozilla Compatible Agent	5	1.33%
7. UC Browser	5	1.33%
8. BlackBerry	4	1.06%
9. Opera Mini	4	1.06%
10. Android Browser	3	0.80%






Audience Overview

Feb 14, 2016 - Mar 15, 2016

Operating System	Sessions	% Sessions
1. Windows	299	79.52%
2. Android	36	9.57%
3. iOS	14	3.72%
4. Linux	9	2.39%
5. (not set)	7	1.86%
6. Macintosh	7	1.86%
7. BlackBerry	4	1.06%








Audience Overview

Feb 14, 2016 - Mar 15, 2016

Operating System	Sessions	% Sessions
1. Android	36	 63.16%
2. iOS	14	 24.56%
3. BlackBerry	4	 7.02%
4. Windows	2	 3.51%
5. (not set)	1	 1.75%

Audience Overview

Feb 14, 2016 - Mar 15, 2016

Screen Resolution	Sessions	% Sessions
1. 360x640	22	 38.60%
2. (not set)	4	 7.02%
3. 347x347	4	 7.02%
4. 375x667	4	 7.02%
5. 320x534	3	 5.26%
6. 1024x768	2	 3.51%
7. 1366x768	2	 3.51%
8. 320x568	2	 3.51%
9. 375x562	2	 3.51%
10. 412x732	2	 3.51%

Demographics: Overview

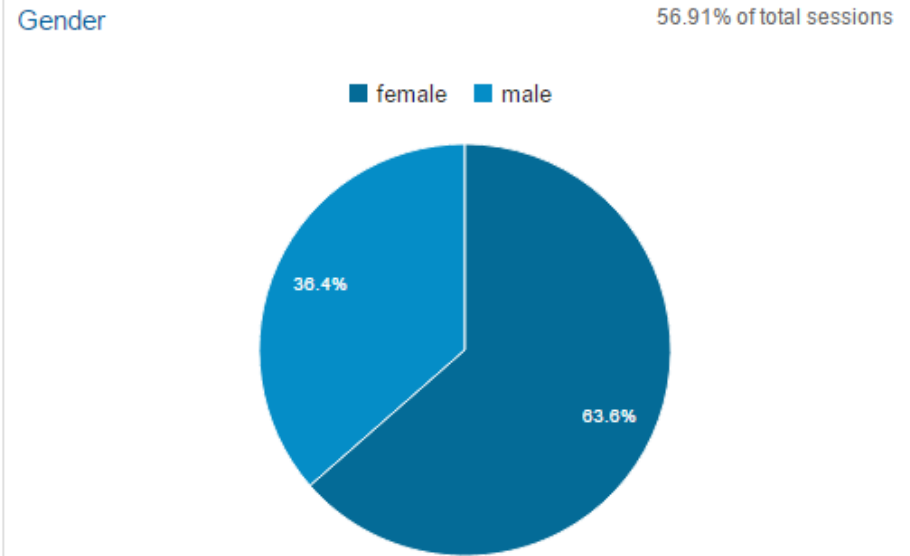
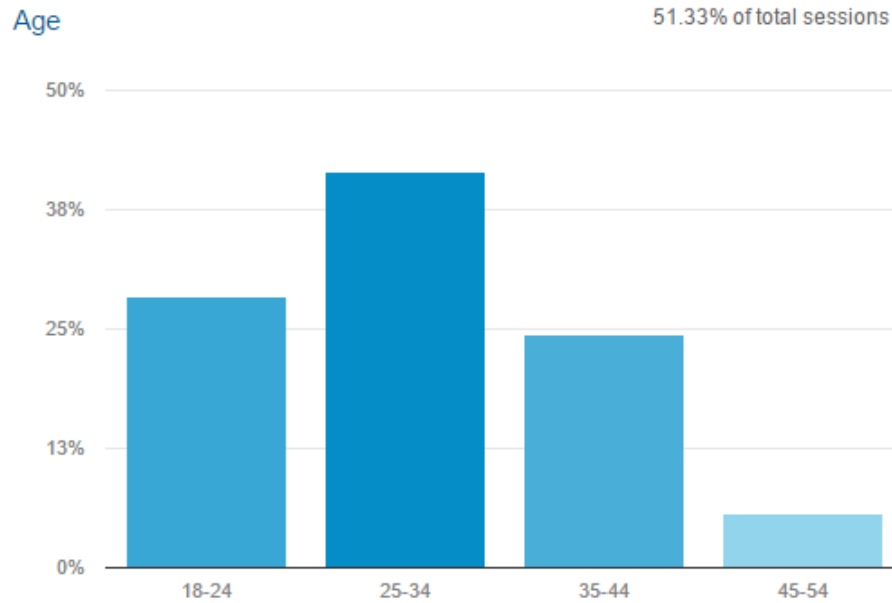
Feb 14, 2016 - Mar 15, 2016

Email Export Add to Dashboard Shortcut

All Users
100.00% Sessions

+ Add Segment

Key Metric: Sessions



This report was generated on 3/16/16 at 11:59:06 AM - Refresh Report

© 2016 Google | Analytics Home | Terms of Service | Privacy Policy | Send Feedback



