Analytics Admin Instruction Sheet for Monthly Executive Report

Preparation Steps

1. Set date range to desired month (1st to last day)
2. Create comparison to:
   - Previous period for MoM (Month over Month)
   - Same period last year for YoY (Year over Year)
3. Ensure all custom segments are properly configured
4. Verify no data sampling issues are present

Section 1: User Acquisition & Engagement Metrics

Traffic Overview Data

- **Total Users & New Users**
  1. Navigate to Reports -> Acquisition -> User acquisition
  2. View "Total users" metric in the summary card
  3. "New users" is displayed in the same view
  4. Export both metrics with YoY comparison
- **Average Engagement Time**
  1. Go to Reports -> Engagement -> Overview
  2. Find "Average engagement time per session"
  3. Record value in minutes and seconds format
- **Pages per Session**
  1. Go to Reports -> Engagement -> Pages and screens
  2. Create a calculated metric: Total page views / Total sessions
  3. Round to nearest decimal point

Traffic Sources

1. Navigate to Reports -> Acquisition -> Traffic acquisition
2. View "Session source / medium" breakdown
3. Calculate percentages for each source
4. Export raw numbers of users per source

Section 2: Conversion & Revenue Metrics

E-commerce Performance

- **Total Revenue**
    1. Go to Reports -> Monetization -> Overview
    2. Find "Total revenue" metric
    3. Export with YoY comparison
- **Average Order Value**
    1. Navigate to Reports -> Monetization -> Ecommerce purchases
    2. Create calculated metric: Total revenue / Total purchases
    3. Round to nearest cent
- **Conversion Rate**
    1. Go to Reports -> Monetization -> Overview
    2. Find "Ecommerce conversion rate"
    3. Export with YoY comparison
- **Cart Abandonment Rate**
    1. Create custom report with events:
        - "begin_checkout" events
        - "purchase" events
    2. Calculate: (1 - purchases/checkouts) × 100

Top Converting Channels

1. Go to Reports -> Acquisition -> Traffic acquisition
2. Add secondary dimension: "Conversion rate"
3. Sort by conversion rate descending
4. Record top 5 channels with rates

Section 3: User Experience & Performance

Device Breakdown

1. Navigate to Reports -> User -> Tech
2. Select "Device category" as primary dimension
3. Add metrics:
    - Users (for traffic share)

        - Ecommerce conversion rate
        - Revenue (for revenue share)

4. Calculate percentages for each category

Site Performance

- **Average Page Load Time**
    1. Go to Reports -> User -> Tech
    2. Find "Average page load time (sec)" metric
- **First Contentful Paint**
    1. Navigate to Reports -> User -> Tech
    2. Select "Page timing" tab
    3. Find "First contentful paint (sec)" metric
- **Bounce Rate**
    1. Go to Reports -> Engagement -> Overview
    2. Find "Bounce rate" metric

Section 4: Content & Page Performance

Top Landing Pages

1. Navigate to Reports -> Engagement -> Pages and screens
2. Add "Landing page" as primary dimension
3. Sort by number of sessions
4. Export top 5 pages with metrics

User Flow Analysis

- **Entry Page Success Rate**
    1. Create custom report with segments:
        - Entry pages
        - Pages with engagement > 10 seconds
    2. Calculate: (Engaged sessions / Total entry sessions) × 100
- **Path to Purchase Steps**
    1. Go to Reports -> Engagement -> Events
    2. Create custom funnel exploration

3. Track steps from entry to purchase
4. Calculate average steps taken

Section 5: Daily Monitoring KPIs

Real-time Active Users

1. Go to Reports -> Realtime
2. Record peak concurrent users
3. Set up custom alerts for threshold monitoring

Technical Performance

- **Server Response Time**
    1. Navigate to Reports -> User -> Tech
    2. Find "Server response time (sec)" metric
- **Error Rate**
    1. Create custom report for error events
    2. Calculate: (Error events / Total events) × 100
- **404 Errors**
    1. Go to Reports -> Engagement -> Events
    2. Filter for "page_view" events with "404" in page title
    3. Count daily occurrences

Report Generation Tips

Custom Dashboards Setup

1. Create a custom dashboard with all required metrics
2. Add automated monthly comparison charts
3. Set up scheduled email exports

Data Validation Steps

1. Compare totals across different reports
2. Check for significant data discrepancies
3. Verify tracking code implementation
4. Monitor for spam traffic

Automated Alerts Configuration

1. Set up alerts for:
    - Significant traffic changes (±20%)
    - Revenue drops
    - Technical issues
    - Conversion rate anomalies

Custom Report Templates

1. Create saved reports for each section
2. Include all necessary dimensions and metrics
3. Set default date ranges and comparisons
4. Save filtering configurations

Monthly Checklist

1. ☐ Update date ranges
2. ☐ Verify data completeness
3. ☐ Check for tracking issues
4. ☐ Generate all required reports
5. ☐ Calculate YoY comparisons
6. ☐ Validate all metrics
7. ☐ Add explanatory notes for significant changes
8. ☐ Review automated alerts history
9. ☐ Export data in required format
10. ☐ Back up raw data