Dimensions & Metrics

DIMENSION

METRICS

Country	Acquisition			Behavior			Conversions	All Goals ▼
	Sessions ↓	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions
	331,207 % of Total: 100.00% (331,207)	46.99% Avg for View: 46.99% (0.00%)	155,619 % of Total: 100.00% (155,619)	46.39% Avg for View: 46.39% (0.00%)	3.03 Avg for View: 3.03 (0.00%)	00:02:46 Avg for View: 00:02:46 (0.00%)	0.53% Avg for View: 0.53% (0.00%)	1,766 % of Total: 100.00% (1,766)
1. 🇺🇸 United States	279,978 (84.53%)	42.59%	119,240 (76.62%)	44.15%	3.05	00:02:46	0.44%	1,238 (70.10%)
2. 🇮🇳 India	7,290 (2.20%)	67.79%	4,942 (3.18%)	55.75%	3.31	00:03:20	2.14%	156 (8.83%)
3. 🇨🇳 China	4,791 (1.45%)	45.15%	2,163 (1.39%)	30.01%	5.56	00:06:35	2.65%	127 (7.19%)
4. 🇬🇧 United Kingdom	3,436 (1.04%)	80.79%	2,776 (1.78%)	70.95%	1.99	00:01:18	0.29%	10 (0.57%)
5. 🇨🇦 Canada	2,048 (0.62%)	83.89%	1,718 (1.10%)	69.63%	2.31	00:01:14	0.59%	12 (0.68%)
6. 🇦🇺 Australia	1,749 (0.53%)	81.93%	1,433 (0.92%)	74.73%	1.81	00:01:05	0.11%	2 (0.11%)
7. 🇰🇪 Kenya	1,297 (0.39%)	86.20%	1,118 (0.72%)	61.30%	1.99	00:01:56	0.31%	4 (0.23%)

User Dimensions	
User Type	New (first-time) or returning user
Browser	The browsers used by visitors to your website
Device Category	The type of device: Desktop, Tablet, or Mobile

Session Dimensions	
Source	The sources which referred traffic (e.g., "Google")
Medium	The mediums which referred traffic (e.g., "organic search")
Keyword	Keywords used by users to reach your site

Interaction Dimensions	
Page	The pages visited
Landing Page	The pages through which visitors entered your site
Search Term	The search terms used by visitors to search your site

Acquisition metrics	
Sessions	Total number of visits to your website.
% New sessions	An estimate of the percentage of first time visits.
New users	The number of first-time users during the selected date range.

Behavior metrics	
Bounce rate	The percentage of single-page visits
Pages / session	The average number of pages viewed during a session
Avg. session duration	The average length of a session
Exit rate	Indicates how often users leave your website from a page or set of pages

Conversion metrics	
Conversion rate	The sum of all individual goal conversion rates
Goal completions	The total number of conversions
Goal value	The total value produced by goal conversions on your site
Abandonment rate	The rate at which goals were abandoned