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GOOGLE ANALYTICS

This Tableau Accelerator allows you to:

- **Assess & Improve your web site performance**
- **Identify the most efficient channels to drive traffic**
- **Evaluate the efficiency of your top pages: attractiveness, content, speed, accessibility**

Answer key business questions

- What is the performance of our web traffic?
- Which referral sites send us the most traffic?
- Which channels bring us the most sessions?
- What are the most visited pages?
- Where does the traffic come from?

Monitor and improve KPIs

Visits

- **Total Sessions:** Total number of sessions (a session is an interaction between a website and a visitor who has loaded at least one page)
- **Session Duration:** Average duration per Session

Pageviews

- **Total Pageviews:** Total number of pages viewed across all sessions
- **Avg Pageviews:** Average number of pages viewed within a session
- **Total Unique Pageviews:** Total number of different (unique) pages within a session
- **Avg Unique Pageviews:** Average number of different (unique) pages within a session

Behaviors

- **Total Bounces:** Total number of visitors that left a webpage without taking an action
- **Bounce %:** Percentage of visitors that leave a webpage without taking an action (expressed in %)
- **Page Exits %:** Share of sessions that ended on a page or screen (expressed in %)

Durations

- **Avg Time on Page:** Average time spent on a page (expressed in second)
- **Page Load Time:** Average amount of time it takes for a page to load, from initiation to load completion (expressed in second)

Required attributes

- **Date** (*date*): Reference date ← [ga:date]
- **Channel Grouping** (*string*): The default channel grouping that is shared within the View (Profile) ← [Channel Grouping - ga:channelGrouping]
- **Device Category** (*string*): The type of device: desktop, tablet, or mobile ← [Platform or Device - ga:deviceCategory]
- **Page Title** (*string*): The title of the page ← [Page Tracking - ga:pageTitle]
- **Country** (*string, role: country*): The countries of users ← [Users - ga:country]
- **Source / Medium** (*string*): Traffic Source ← [Acquisition - ga:sourceMedium]
- **PageViews** (*numeric*): The total number of pageviews for your property ← [Page Tracking - ga:pageviews]
- **Unique PageViews** (*numeric*): The number of different (unique) pages within a session ← [Page Tracking - ga:uniquePageviews]
- **Sessions** (*numeric*): The total number of sessions ← [Session - ga:sessions]
- **Bounces** (*numeric*): The total number of single page (or single engagement hit) sessions for your property ← [Session - ga:bounces]
- **Exits** (*numeric*): The number of exits from our property ← [Page Tracking - ga:exits]
- **Time on Page** (*numeric*): How long a user spent on a particular page in seconds ← [Page Tracking - ga:timeOnPage]
- **Page Load Time** (*numeric*): Total page load time in milliseconds ← [Site Speed - ga:pageLoadTime]