

# Begrijpen van uw publiek

Professor  
School

Digitale analyse en monitoring



Co-funded by  
the European Union



UNIVERSITY  
OF APPLIED  
SCIENCES  
UTRECHT



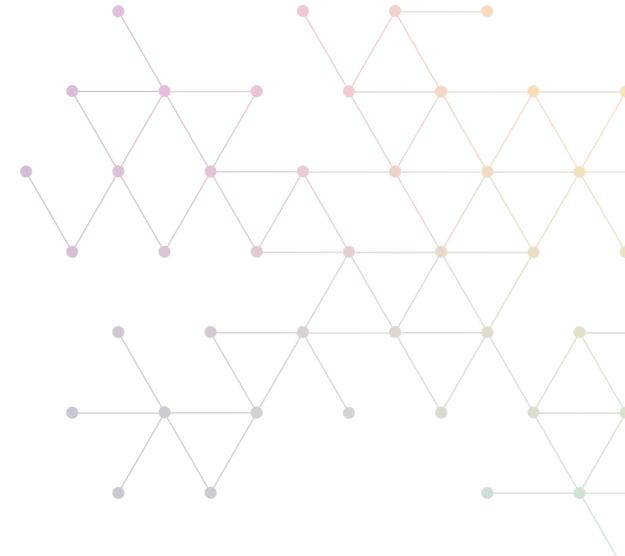
# Begrijp uw publiek

**Gebruikersgedrag** op een website kan worden vergeleken met het gedrag van een winkelbezoeker in een fysieke winkel. Net zoals een winkelbezoeker door verschillende gangpaden kan bladeren, producten kan pakken en bekijken en aankopen kan doen, kan een websitebezoeker op verschillende pagina's klikken, verschillende hoeveelheden tijd op de site doorbrengen en bepaalde acties voltooien (zoals het doen van een aankoop of het invullen van een formulier). Met **Google Analytics kunnen** website-eigenaren dit "winkelgedrag" op hun website volgen en analyseren, zodat ze inzicht krijgen in hoe ze de website kunnen verbeteren en meer klanten kunnen aantrekken. Elke paginaweergave, klik en conversie is als een woord en door de patronen en opeenvolgingen van deze "woorden" te analyseren, kunnen website-eigenaren de "zinnen" en "gesprekken" begrijpen die gebruikers met hun website voeren. Net zoals een taalkundige de betekenis achter een zin kan begrijpen door naar de structuur en context te kijken, kunnen **website-eigenaren analytics** gebruiken om de motivaties en behoeften van hun gebruikers te begrijpen door hun gedrag op de site te analyseren.



# Leerdoelen

- Vergelijk de gedragstypen van gebruikers
- Het gedrag van gebruikers beoordelen



# Onderwerpen

- Overzicht van het publiek
- Gedrag van gebruikers
- Overname evalueren
- Gedrag begrijpen
- Conversie evalueren
- Retentie/Loyaliteit evalueren

**"Gebruikers zullen nooit vergeten hoe  
jouw product of dienst hen liet voelen."**

*Mario Maruffi*



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**"Gegevens zijn slechts samenvattingen  
van duizenden verhalen - vertel een paar  
van die verhalen om de gegevens  
betekenisvol te maken."**

*Chip & Dan Heath*



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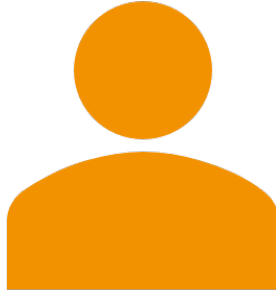


# Overzicht van publiek

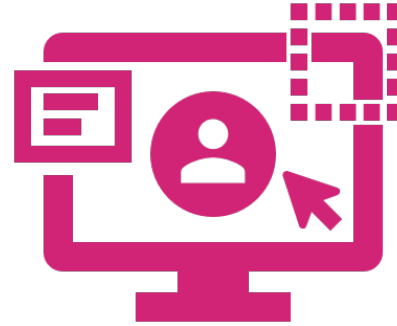


# Overzicht van publiek

## Gebruiker vs. Sessies



**Gebruiker**



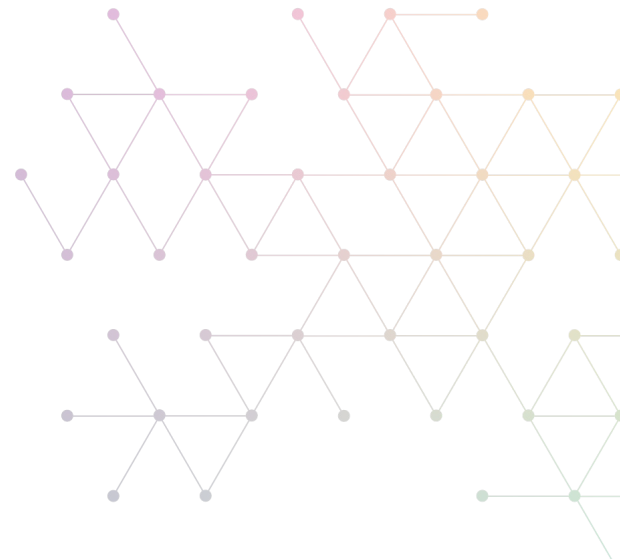
**Gebruiker heeft  
sessies**



# Overzicht van het publiek

## Demografie van het publiek

- Geografie en taal
- Genre en leeftijd
- Rente
- Technologie en apparaten



# Beoordelingsactiviteit

De groepen gaan naar de demo google analytics account en kiezen de Google Analytics 4 eigenschap:

**Google Merchandise Store**

**Beantwoord de volgende vragen met behulp van de gegevens van het platform:**

- a) Wat is het demografische profiel van het publiek (bijv. leeftijd, geslacht, inkomen, enz.)?
- b) Welke technologie gebruiken ze?





official merchandise store



official merchandise store



New Apparel Lifestyle Stationery Collections Shop by Brand **Sale**

Login

Sign Up

Help

# Take Your Pick

We've got the whole family covered

Shop now





## Home



## Users

14K

↓ 1.8%

## Event count

423K

↓ 2.2%

## Conversions

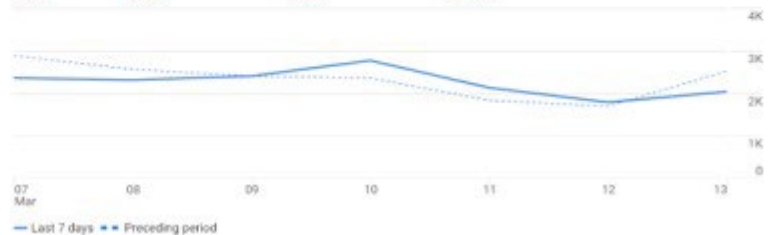
107K

↓ 6.2%

## New users

11K

↓ 1.1%



Last 7 days ▾

[View reports snapshot →](#)

## USERS IN LAST 30 MINUTES



50

## USERS PER MINUTE



COUNTRY ▾

USERS ▾

India	17
United States	12
South Korea	5
Canada	3

[View real time →](#)

## Recently accessed



Reports and pages that you've recently visited will appear here.

## Suggested for you

## Users ▾ by Country ID ▾



COUNTRY ID	USERS
United States	8.2K ↑ 1.3%
India	1.3K ↓ 8.1%
Canada	1.1K ↓ 10.3%

## Sessions ▾ by Session default c... ▾



SESSION DEFAULT ...	SESSIONS
Direct	8K ↑ 31.6%
Organic Search	6.2K ↓ 10.1%
Paid Search	2.1K ↑ 15.7%

## Views by Page title and scree... ▾



PAGE TITLE AND S...	VIEWS
Home	12K ↑ 10.6%
Shopping Cart	3.7K ↓ 5.8%
Meris / Un...dise Store	3.1K ↓ 7.9%



# Bepaal de periode voor gegevensanalyse

**01/01/2022 - 31/12/2022**



## Demographics overview

Last 28 days 14 Feb - 13 Mar 2023

### Users by Country



COUNTRY	USERS
United States	32K
Canada	6.5K
India	5.6K
China	2.1K
Japan	1.1K
South Korea	800
Taiwan	664

[View countries](#)

### USERS IN LAST 30 MINUTES

51

USERS PER MINUTE



TOP COUNTRIES

COUNTRY	USERS
India	17
United States	12
South Korea	5
Canada	4
China	3

[View real time](#)

### Users by Town/City

TOWN/CITY	USERS
New York	2K
Toronto	1.2K
Mountain View	1K
Los Angeles	984
San Jose	929
Chicago	899
Montreal	851

[View cities](#)

### Users by Gender



MALE 57.8% FEMALE 42.2%

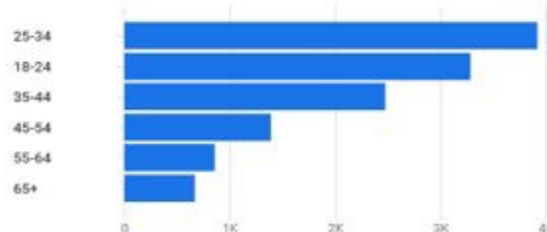
[View genders](#)

### Users by Interests

INTERESTS	USERS
Technology/Mobile Enthusiasts	3.3K
Media & Entert... & Animation Fans	1.9K
Shoppers/Value Shoppers	1.7K
Technology/Technophiles	1.6K
Media & Entertainment/Movie Lovers	1.4K
Banking & Finance/Avid Investors	1.2K
Travel/Business Travelers	1.2K

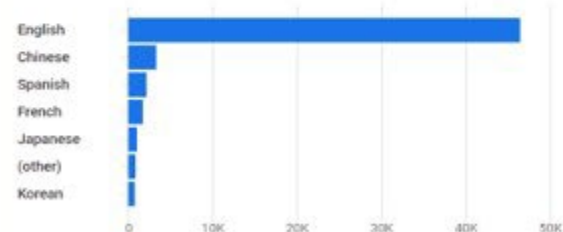
[View interests](#)

### Users by Age



[View age ranges](#)

### Users by Language



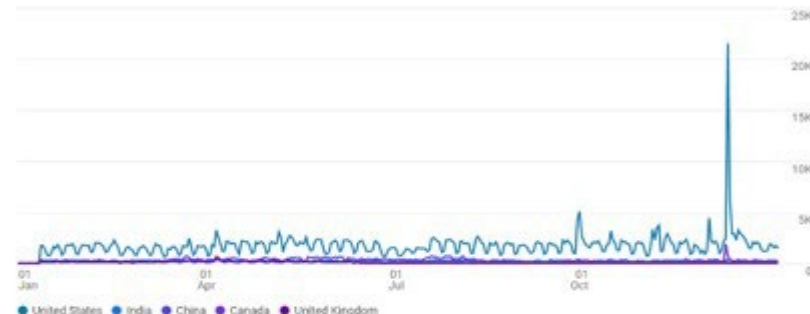
[View languages](#)

## Demographic details: Country

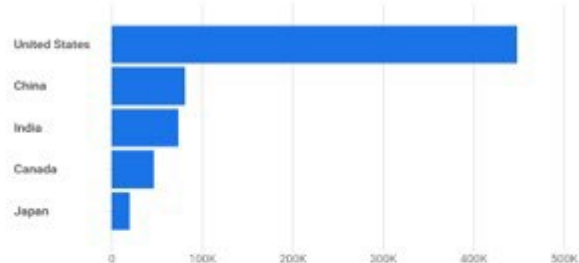
Last calendar year: 1 Jan - 31 Dec 2022



Users by Country over time



Users by Country



Search...

Rows per page: 10

Go to: 1

1-10 of 138

Country	Users	New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time	Event count	Conversions	Total revenue
	913,172 100% of total	859,353 100% of total	906,531 100% of total	63.38% Avg 0%	0.99 Avg 0%	2m 09s Avg 0%	35,607,504 100% of total	1,552,881.00 100% of total	\$2,626,443.79 100% of total
1 United States	448,356	429,502	498,741	64.16%	1.11	3m 05s	21,809,932	863,346.00	\$2,487,801.41
2 China	81,562	78,741	46,025	53.65%	0.56	0m 10s	571,742	86,008.00	\$446.00
3 India	74,434	69,813	65,152	63.7%	0.88	1m 13s	1,872,741	101,719.00	\$3,830.15
4 Canada	46,726	44,519	43,091	60.1%	0.92	1m 56s	1,708,463	72,987.00	\$53,754.72
5 Japan	20,100	17,520	16,754	58.6%	0.83	1m 26s	635,971	25,922.00	\$3,432.00
6 United Kingdom	18,781	16,459	18,597	64.96%	0.99	1m 44s	671,607	17,790.00	\$21,936.56
7 Germany	15,859	8,362	6,521	35.16%	0.41	0m 33s	248,192	8,651.00	\$120.80
8 Taiwan	14,445	12,624	14,696	60.34%	1.02	2m 03s	569,358	21,002.00	\$5,754.60



Tech overview

Last calendar year: 1 Jan - 31 Dec 2022



Users by Platform



WEB  
100.0%

[View platforms](#)

USERS IN LAST 30 MINUTES

85

USERS PER MINUTE



TOP PLATFORMS

USERS

web 85

[View real time](#)

Users by Operating system

OPERATING SYSTEM

OPERATING SYSTEM	USERS
Android	254K
Windows	240K
Macintosh	209K
iOS	148K
Chrome OS	53K
Linux	16K
Tizen	77

[View operating systems](#)

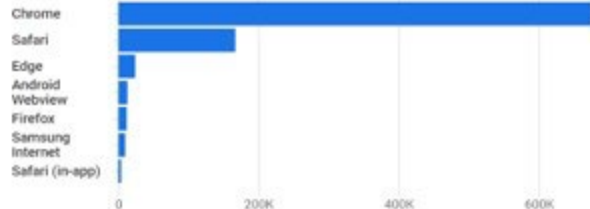
Users by Platform/Device category

PLATFORM/DEVICE CATEGORY

PLATFORM/DEVICE CATEGORY	USERS
web / desktop	513K
web / mobile	368K
web / tablet	32K
web / smart tv	140

[View platform devices](#)

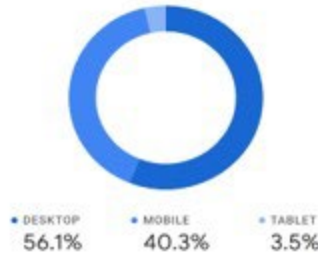
Users by Browser



Include Platform = Web

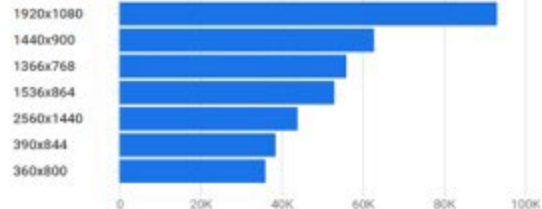
[View browsers](#)

Users by Device category



[View device categories](#)

Users by Screen resolution



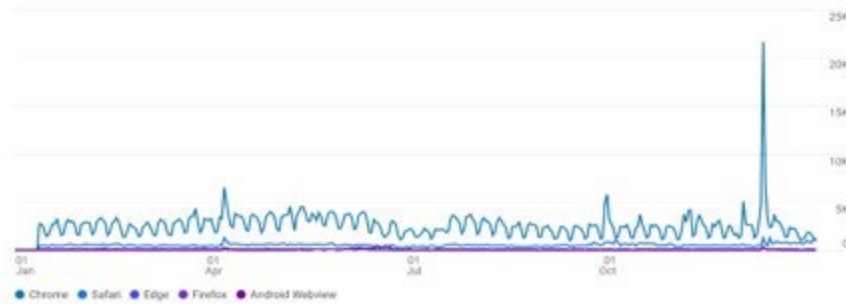
Include Platform = Web

[View screen resolutions](#)

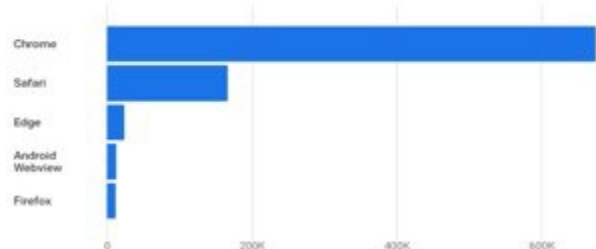




Users by Browser over time



Users by Browser



Search...										
Rows per page: 10 Go to: 1 < 1-10 of 16 >										
Browser	Users	New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time	Event count All events	Conversions All events	Total revenue	
	913,917 100% of total	860,159 100% of total	906,531 100% of total	63.38% Avg 0%	0.99 Avg 0%	2m 09s Avg 0%	35,630,802 100% of total	1,554,008.00 100% of total	\$2,626,635.24 100% of total	
1 Chrome	675,776	632,279	724,370	64.58%	1.07	2m 30s	29,045,857	1,135,642.00	\$2,516,796.79	
2 Safari	166,724	159,584	118,466	53.9%	0.71	1m 07s	3,412,692	220,235.00	\$82,393.80	
3 Edge	24,162	21,674	23,110	60.96%	0.96	1m 39s	912,771	32,635.00	\$15,010.78	
4 Android Webview	12,937	12,079	8,545	56.48%	0.66	0m 58s	228,599	14,155.00	\$1,568.28	
5 Firefox	12,463	11,194	11,120	62.83%	0.89	1m 38s	454,365	15,742.00	\$9,423.39	
6 Samsung Internet	10,326	9,899	6,522	49.65%	0.63	0m 51s	157,039	11,983.00	\$551.20	
7 Safari (in-app)	4,531	4,412	2,686	51.62%	0.59	0m 36s	75,834	5,755.00	\$8.00	
8 Opera	3,038	2,836	2,659	58.07%	0.88	1m 17s	82,685	4,188.00	\$853.00	
9 UC Browser	2,715	2,689	1,433	50.3%	0.53	0m 13s	20,768	2,886.00	\$0.00	
10 Amazon Silk	1,705	1,691	798	35.7%	0.47	0m 26s	20,144	1,741.00	\$0.00	

# Aardrijkskunde

Analytics All accounts > Demo Account GA4 - Google Merchandise ...

Try searching "how many users last month vs last year"

Demographic details: Country

Last calendar year: 1 Jan - 31 Dec 2022

Country	Users	New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time	Event count	Conversions	Total revenue
	913,172 100% of total	859,353 100% of total	906,531 100% of total	63.38% Avg 0%	0.99 Avg 0%	2m 09s Avg 0%	35,407,504 100% of total	1,552,881.00 100% of total	\$2,626,443.79 100% of total
1 United States	448,356	429,502	498,741	64.16%	1.11	3m 05s	21,809,932	863,346.00	\$2,487,801.41
2 China	81,562	78,741	46,025	53.65%	0.56	0m 10s	571,742	86,008.00	\$446.00
3 India	74,434	69,813	65,152	63.7%	0.88	1m 13s	1,872,741	101,719.00	\$3,830.15
4 Canada	46,726	44,519	43,091	60.1%	0.92	1m 56s	1,708,463	72,987.00	\$53,754.72
5 Japan	20,100	17,520	16,754	58.6%	0.83	1m 26s	635,971	25,922.00	\$3,432.00
6 United Kingdom	18,781	16,459	18,597	64.96%	0.99	1m 44s	671,607	17,790.00	\$21,936.56
7 Germany	15,859	8,362	6,521	35.16%	0.41	0m 33s	248,192	8,651.00	\$120.80
8 Taiwan	14,445	12,624	14,696	60.34%	1.02	2m 03s	569,358	21,002.00	\$5,754.60
9 Singapore	12,686	11,603	12,683	63.04%	1.00	1m 42s	442,879	17,777.00	\$6,127.01
10 South Korea	12,679	11,245	13,060	61.83%	1.03	1m 28s	493,069	17,409.00	\$2,624.82
11 Hong Kong	11,183	10,190	7,689	57.89%	0.69	0m 42s	205,592	13,734.00	\$837.16
12 Brazil	10,033	8,970	9,001	60.73%	0.90	1m 27s	349,203	13,250.00	\$7,989.01
13 France	9,918	8,739	8,876	55.23%	0.89	1m 08s	299,106	9,202.00	\$1,528.40
14 Australia	9,537	9,054	8,159	62.99%	0.86	1m 22s	234,012	12,810.00	\$833.45
15 Spain	8,837	7,852	8,578	55.69%	0.97	1m 18s	306,687	8,357.00	\$338.80
16 Indonesia	8,647	7,836	9,216	63.58%	1.07	1m 35s	276,280	10,730.00	\$1,914.52
17 Mexico	7,024	6,292	6,968	62.4%	0.99	2m 06s	273,368	10,201.00	\$4,727.57
18 Netherlands	5,286	4,666	4,237	54.47%	0.80	1m 06s	140,358	4,903.00	\$362.20
19 Colombia	5,130	4,682	5,044	60.55%	0.98	1m 37s	175,608	6,788.00	\$1,819.94
20 Peru	4,414	4,020	4,594	62.75%	1.04	1m 21s	148,354	5,443.00	\$430.40
21 Russia	4,411	3,760	4,309	57.27%	0.98	1m 24s	160,192	5,121.00	\$236.00
22 Philippines	4,375	4,096	4,100	62.99%	0.94	1m 42s	150,424	5,999.00	\$634.70
23 Italy	4,355	3,999	3,588	56.36%	0.82	1m 02s	119,783	4,103.00	\$75.00
24 Turkey	3,890	3,048	2,771	50.08%	0.71	1m 12s	112,610	4,448.00	\$20.80



Analytics All accounts > Demo Account GA4 - Google Merchandise ...

Try searching "how many users last month vs last year"

Demographic details: Language

Last calendar year: 1 Jan - 31 Dec 2022

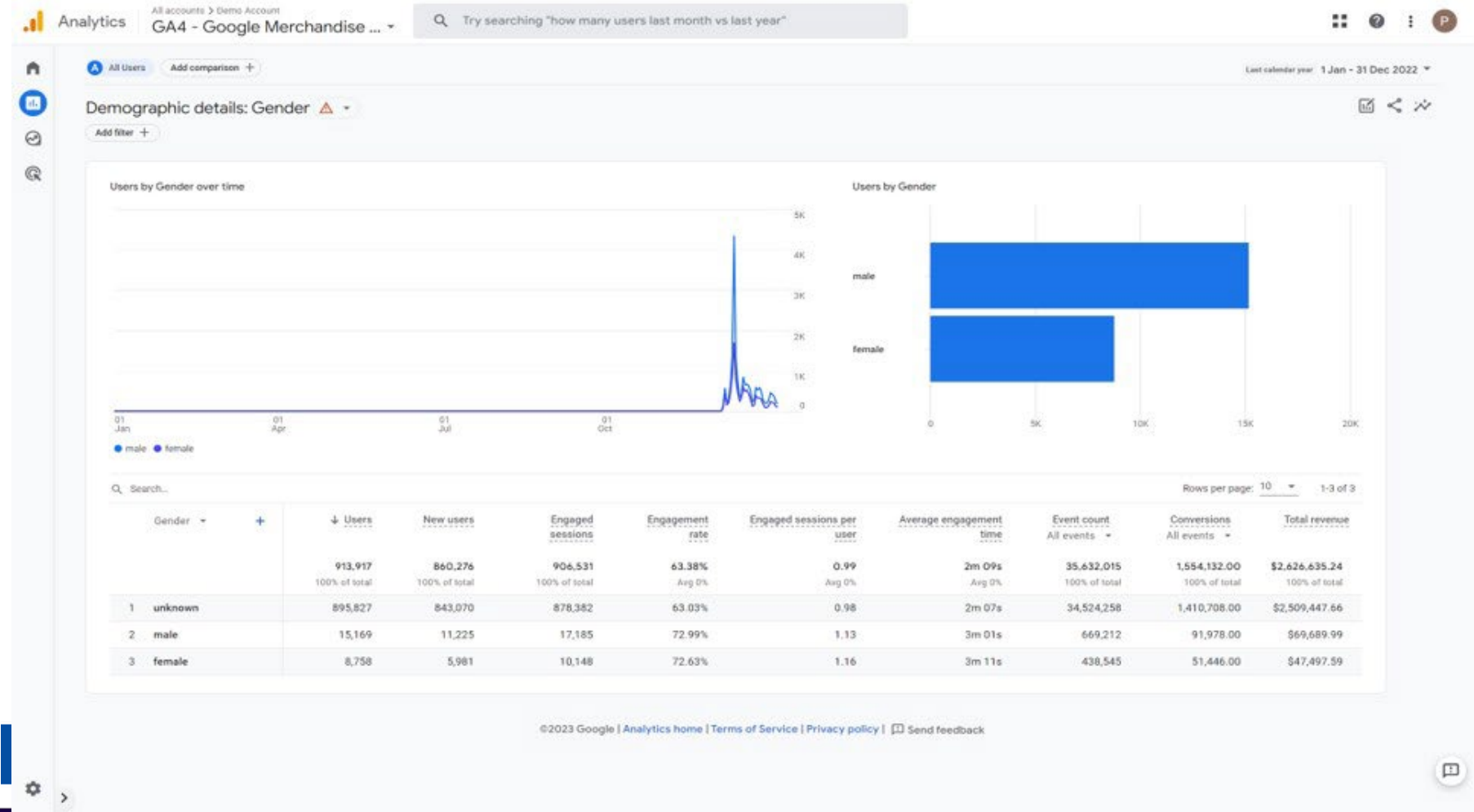
Language	Users	New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time	Event count All events	Conversions All events	Total revenue
	913,835 100% of total	859,992 100% of total	905,868 100% of total	63.41% Avg 0%	0.99 Avg 0%	2m 09s Avg 0%	35,626,621 100% of total	1,553,752.00 100% of total	\$2,626,509.44 100% of total
1 English	658,598	623,802	706,914	63.2%	1.07	2m 38s	28,896,346	1,151,475.00	\$2,596,740.62
2 Chinese	124,256	121,445	77,940	56.55%	0.63	0m 23s	1,430,986	140,327.00	\$6,797.52
3 Spanish	34,322	31,225	30,933	59.83%	0.90	1m 21s	1,074,212	42,412.00	\$5,944.85
4 French	16,079	14,737	13,921	54.89%	0.87	1m 09s	446,517	17,013.00	\$3,348.45
5 Japanese	14,193	12,217	12,681	56.83%	0.89	1m 58s	568,467	19,459.00	\$5,766.85
6 Korean	11,463	10,114	12,417	62.63%	1.08	1m 37s	478,439	16,541.00	\$4,241.00
7 Portuguese	9,354	8,370	8,203	60.19%	0.88	1m 17s	328,424	11,090.00	\$1,116.88
8 German	7,167	6,622	5,436	53.88%	0.76	1m 03s	181,904	7,071.00	\$623.85
9 Russian	5,982	5,204	6,050	58.91%	1.01	1m 31s	229,500	7,625.00	\$624.97
10 Italian	3,947	3,647	3,308	56.66%	0.84	1m 04s	114,934	3,877.00	\$165.75
11 Dutch	3,420	3,101	2,963	55.47%	0.87	1m 10s	89,942	3,227.00	\$32.80
12 Polish	2,852	2,490	2,385	56.72%	0.84	1m 07s	76,659	2,567.00	\$154.70
13 Turkish	2,827	2,202	1,916	48.74%	0.68	1m 10s	82,075	2,888.00	\$0.00
14 (other)	2,246	281	94	30.23%	0.04	0m 05s	1,151,126	109,517.00	\$0.00
15 Indonesian	2,231	2,059	1,877	59.32%	0.84	1m 02s	49,401	2,492.00	\$0.00
16 Vietnamese	2,217	1,882	1,528	50.05%	0.69	1m 02s	50,179	2,904.00	\$280.28
17 Arabic	1,532	1,290	1,182	56.1%	0.77	1m 12s	38,967	1,759.00	\$0.00
18 Swedish	1,473	1,323	2,197	63.01%	1.49	2m 55s	89,542	1,622.00	\$379.60
19 Thai	1,121	958	980	57.31%	0.87	2m 26s	33,737	1,348.00	\$141.00
20 Danish	1,062	985	882	60.49%	0.83	1m 02s	27,683	1,016.00	\$0.00
21 Hebrew	936	869	868	64.06%	0.93	1m 12s	29,236	1,170.00	\$0.00
22 Ukrainian	690	627	618	64.17%	0.90	1m 16s	18,957	1,452.00	\$89.00
23 Norwegian Bokmål	649	611	585	54.37%	0.90	1m 23s	20,041	621.00	\$0.00
24 Hindi	540	504	337	51.14%	0.62	0m 26s	6,157	586.00	\$0.00



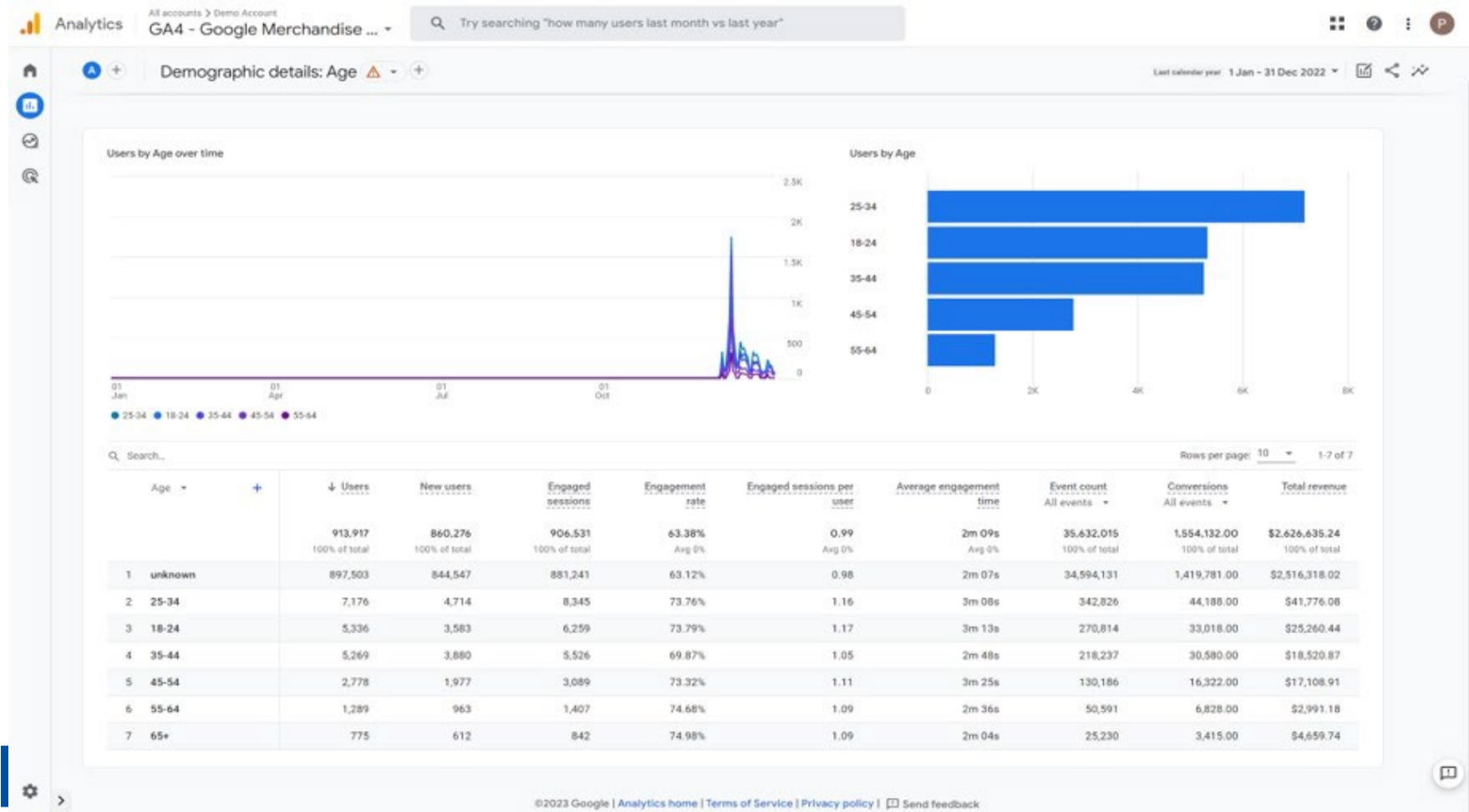
AS

for the Business Market

# Geslacht en leeftijd



# Geslacht en leeftijd



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Marketing Skills Market

Home

Reports snapshot

Real-time

Life cycle

Acquisition

Engagement

Monetisation

Retention

User

Demographics

Tech

Overview

User acquisition

Traffic acquisition

Overview

Demographic details

Overview

Tech details

Demographic details: Interests

Last calendar year 1 Jan - 31 Dec 2022

Interests	Users	New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time	Event count	Conversions
	100% of total	100% of total	100% of total	Avg 0%	Avg 0%	Avg 0%	100% of total	100% of total
1 Shoppers/Value Shoppers	16,811	12,134	19,896	73.6%	1.18	3m 16s	827,687	107,338.00
2 Technology/Technophiles	16,651	11,918	19,313	72.15%	1.16	3m 14s	808,323	104,226.00
3 Media & Entertainment/Movie Lovers	13,731	9,843	15,738	70.95%	1.15	3m 13s	676,964	85,276.00
4 Banking & Finance/Avid Investors	11,628	8,330	14,030	73.35%	1.19	3m 26s	604,039	78,420.00
5 Home & Garden/Do-It-Yourselfers	11,427	8,274	12,626	72.25%	1.10	3m 02s	497,008	67,989.00
6 Lifestyles & Hobbies/Shutterbugs	11,104	7,966	12,931	72.99%	1.16	3m 09s	516,338	68,091.00
7 Lifestyles & Hobbies/Business Professionals	10,696	7,752	12,278	71.66%	1.15	3m 05s	492,737	64,472.00
8 Media & Entertainment/Music Lovers	10,688	7,553	12,361	71.71%	1.16	3m 05s	514,327	63,710.00
9 Sports & Fitness/Health & Fitness Buffs	10,526	7,321	12,686	72.47%	1.21	3m 29s	564,889	71,364.00
10 Media & Entertainment/Light TV Viewers	10,442	7,442	12,002	72.08%	1.15	3m 11s	516,059	63,477.00
11 Travel/Business Travelers	10,331	7,039	12,719	73.37%	1.23	3m 34s	570,838	71,848.00
12 News & Politics/Avid News Readers	9,945	7,469	11,163	71.7%	1.12	2m 53s	419,663	56,829.00
13 Travel/Travel Buffs	9,872	6,779	12,065	73.4%	1.22	3m 27s	529,593	66,563.00
14 Lifestyles & Hobbies/Green Living Enthusiasts	9,580	6,256	12,354	74.4%	1.29	3m 44s	550,611	68,658.00
15 Vehicles & Transportation/Auto Enthusiasts	8,789	6,555	9,388	71.27%	1.07	2m 51s	364,981	51,472.00
16 Lifestyles & Hobbies/Outdoor Enthusiasts	8,753	5,860	10,297	73.56%	1.18	3m 27s	455,380	56,509.00
17 Lifestyles & Hobbies/Art & Theater Aficionados	8,719	5,849	10,542	72.36%	1.21	3m 34s	479,925	57,868.00
18 Sports & Fitness/Sports Fans	8,307	6,189	8,955	71.18%	1.08	2m 48s	352,181	47,794.00
19 Food & Dining/Frequently Dines Out/Diners by Meal/Frequently Eats Dinner Out	8,155	5,691	9,809	72.22%	1.20	3m 23s	439,754	53,292.00
20 Shoppers/Bargain Hunters	8,151	6,273	8,695	71.01%	1.07	2m 41s	324,186	44,487.00
21 Beauty & Wellness/Frequently Visits Salons	8,048	5,478	9,640	72.73%	1.20	3m 19s	417,703	53,735.00



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