DEMS
Developing E-marketing Skills
for the Business Market

Compreender o seu público

Análise e monitorização digital

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GDAŃSK UNIVERSITY
OF TECHNOLOGY

UNIVERSITY
OF APPLIED
SCIENCES
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TURKU UNIVERSITY OF
APPLIED SCIENCES

Compreender o seu público

O comportamento do utilizador num sítio Web pode ser comparado ao comportamento de um comprador numa loja física. Tal como um comprador pode percorrer diferentes corredores, pegar e examinar produtos e fazer compras, um visitante de um Web site pode clicar em diferentes páginas, passar quantidades variáveis de tempo no site e concluir determinadas acções (como fazer uma compra ou preencher um formulário). **O Google Analytics** permite que os proprietários de Web sites acompanhem e analisem este "comportamento do comprador" no seu Web site, fornecendo-lhes informações sobre como melhorar o Web site e atrair mais clientes. Cada visualização de página, clique e conversão é como uma palavra e, ao analisar os padrões e as sequências destas "palavras", os proprietários de sítios Web podem compreender as "frases" e as "conversas" que os utilizadores estão a ter com o seu sítio Web. Tal como um linguista pode compreender o significado por detrás de uma frase observando a sua estrutura e contexto, os proprietários de sítios Web podem utilizar a análise para compreender as motivações e necessidades dos seus utilizadores, analisando o seu comportamento no sítio.

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Objetivos de aprendizagem

- Comparar os tipos de comportamento dos utilizadores
- Avaliar o comportamento dos utilizadores

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Tópicos

- Visão geral do público
- Comportamentos dos utilizadores
- Avaliar a aquisição
- Compreender o comportamento
- Avaliar a conversão
- Avaliar a retenção/fidelização

"Os utilizadores nunca esquecerão como o seu produto ou serviço os fez sentir."

Mario Maruffi

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"Os dados são apenas resumos de milhares de histórias - conte algumas dessas histórias para ajudar a dar significado aos dados."

Chip e Dan Heath

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DEMS
Developing E-marketing Skills
for the Business Market

Visão geral do público

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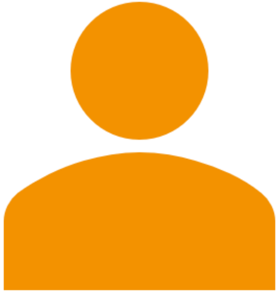
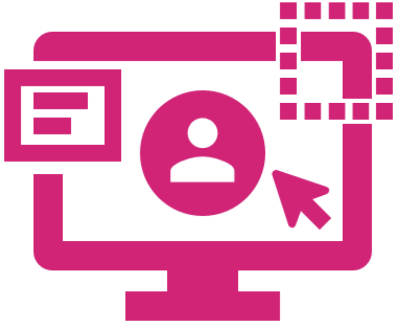
Visão geral do público

Utilizador vs. Sessões



Utilizador



O utilizador tem sessões

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Visão geral do público

Dados demográficos do público

- Geografia e língua
- Género e idade
- Interesse
- Tecnologia e dispositivos

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Atividade de avaliação

Os grupos acedem à conta de demonstração do Google Analytics e escolhem a propriedade Google Analytics 4: **Google Merchandise Store**

Utilizando os dados da plataforma, responda às seguintes perguntas:

a) Qual é o perfil demográfico do público (por exemplo, idade, sexo, rendimento, etc.)?

b) Que tecnologia utilizam?

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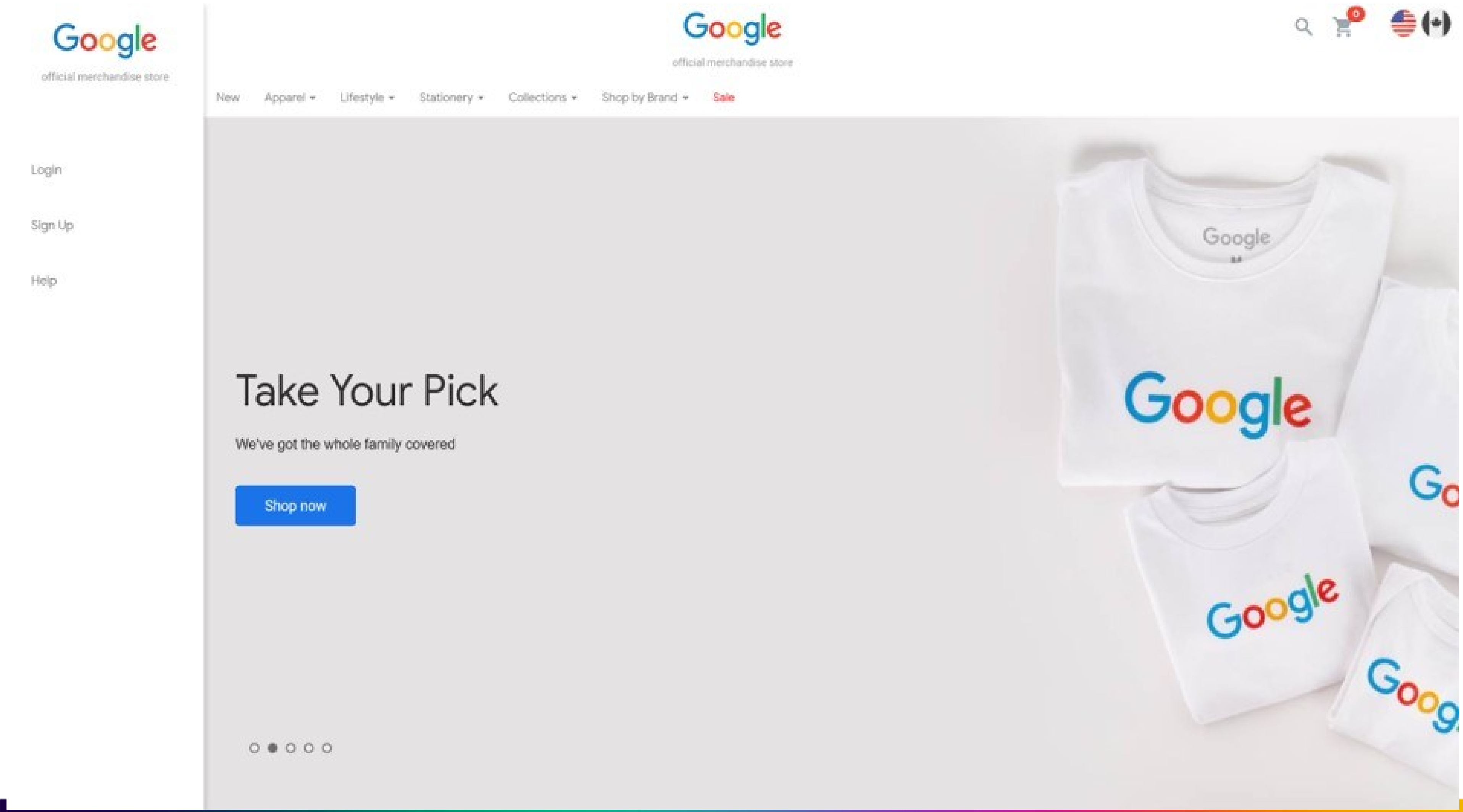
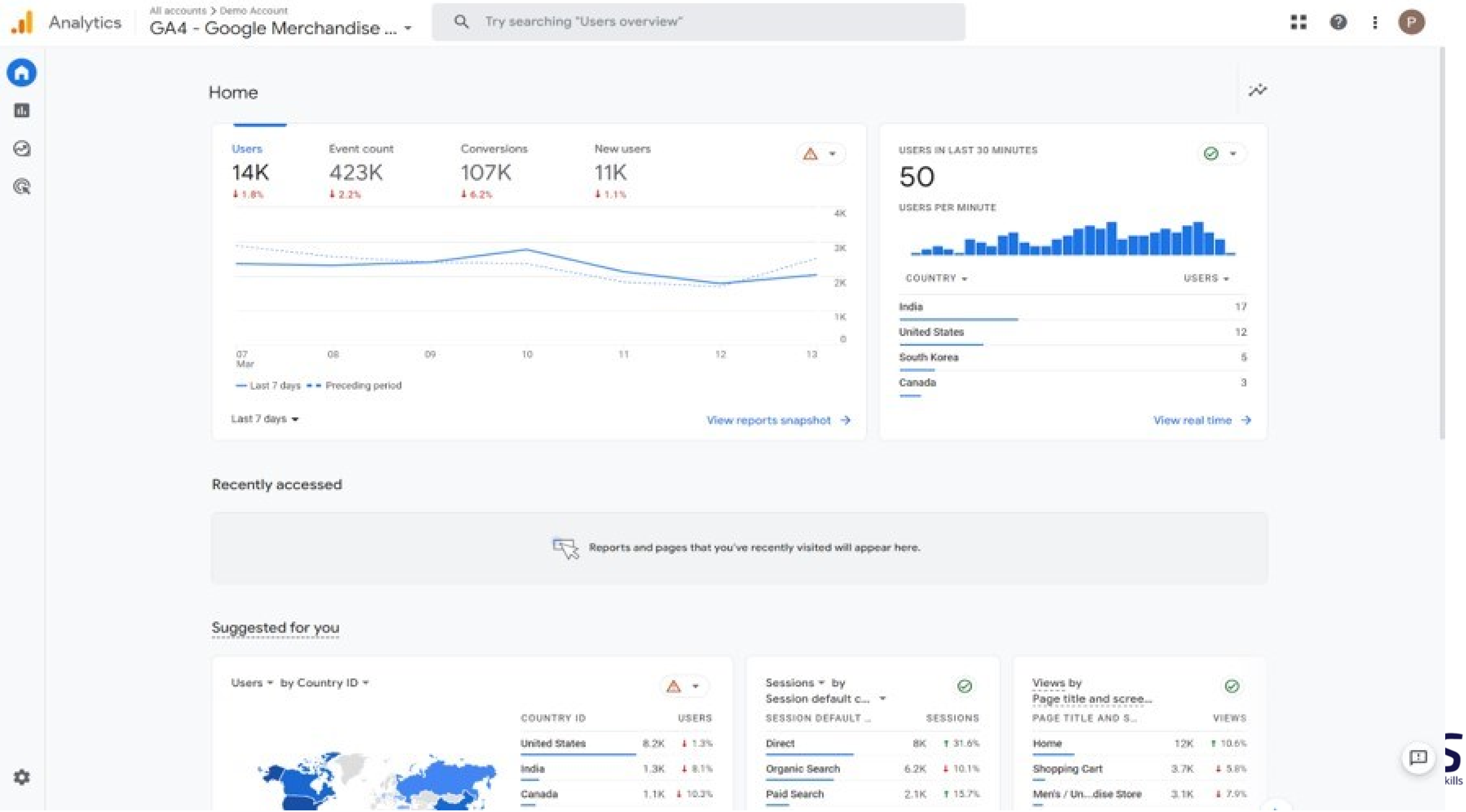

Google
official merchandise store
Login
Sign Up
Help
Google
official merchandise store
0
New
Apparel
Lifestyle
Stationery
Collections
Shop by Brand
Sale
Shop now
Google
Google
Google

Take Your Pick

We've got the whole family covered


Analytics
All accounts > Demo Account
GA4 - Google Merchandise ...
Try searching "Users overview"
Home
4K
3K
2K
1K
0
07 Mar
08
09
10
11
12
13
Last 7 days
Preceding period
Last 7 days
View reports snapshot →
View real time →

Users	Event count	Conversions	New users
14K	423K	107K	11K
↓ 1.8%	↓ 2.2%	↓ 6.2%	↓ 1.1%

USERS IN LAST 30 MINUTES

50

USERS PER MINUTE

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

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%
Men's / Un...dise Store	3.1K	↓ 7.9%

Definir o período de análise dos dados

01/01/2022 - 31/12/2022

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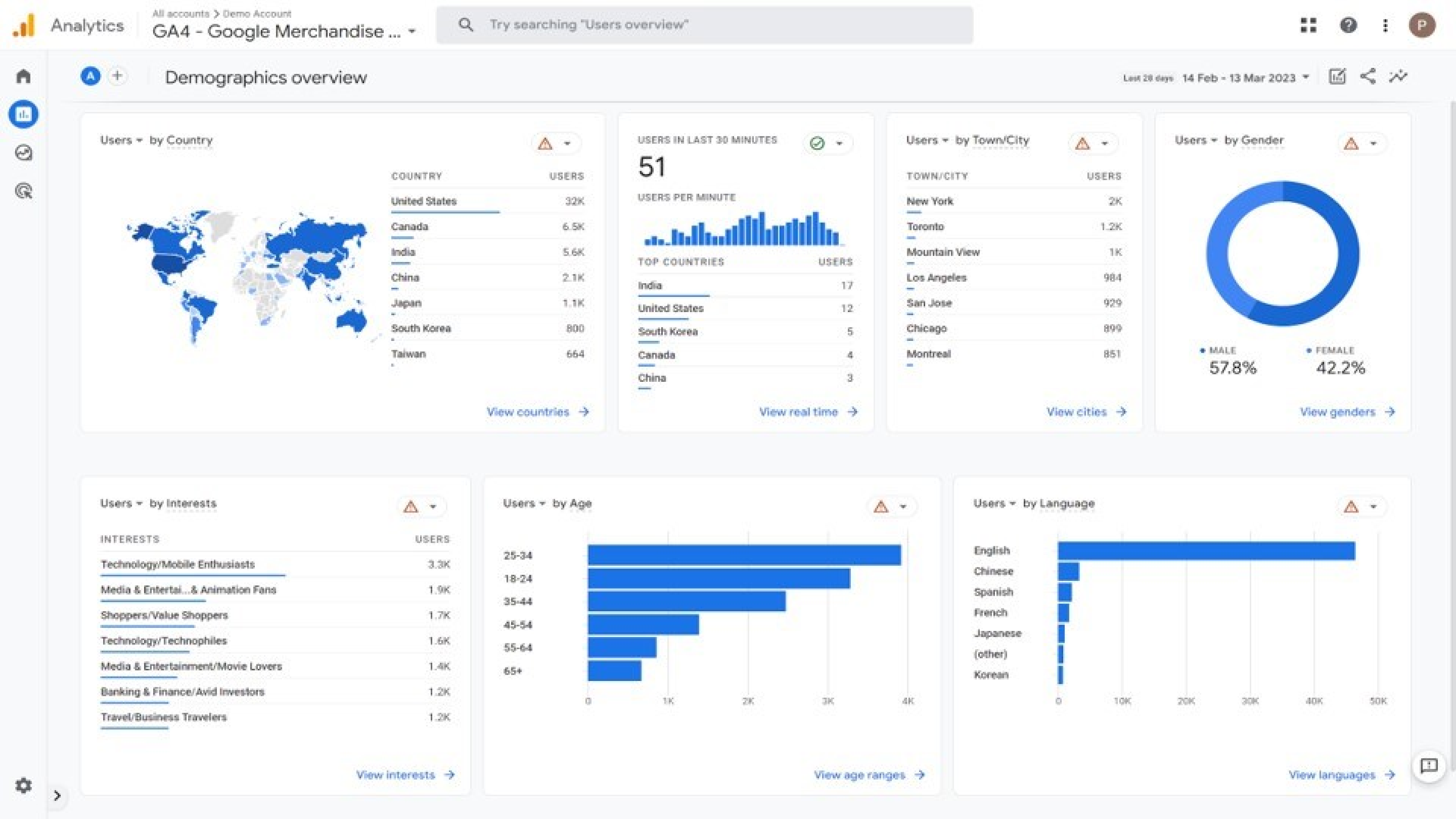

Analytics
All accounts > Demo Account
GA4 - Google Merchandise ...
Try searching "Users overview"
P
A
Last 28 days
14 Feb - 13 Mar 2023
Users by Age
25-34
18-24
35-44
45-54
55-64
65+
0
1K
2K
3K
4K
Users by Language
English
Chinese
Spanish
French
Japanese
(other)
Korean
0
10K
20K
30K
40K
50K
USERS PER MINUTE
MALE
FEMALE
View countries →
View real time →
View cities →
View genders →
View interests →
View age ranges →
View languages →

Demographics overview

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

USERS IN LAST 30 MINUTES

51

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

Users by Town/City

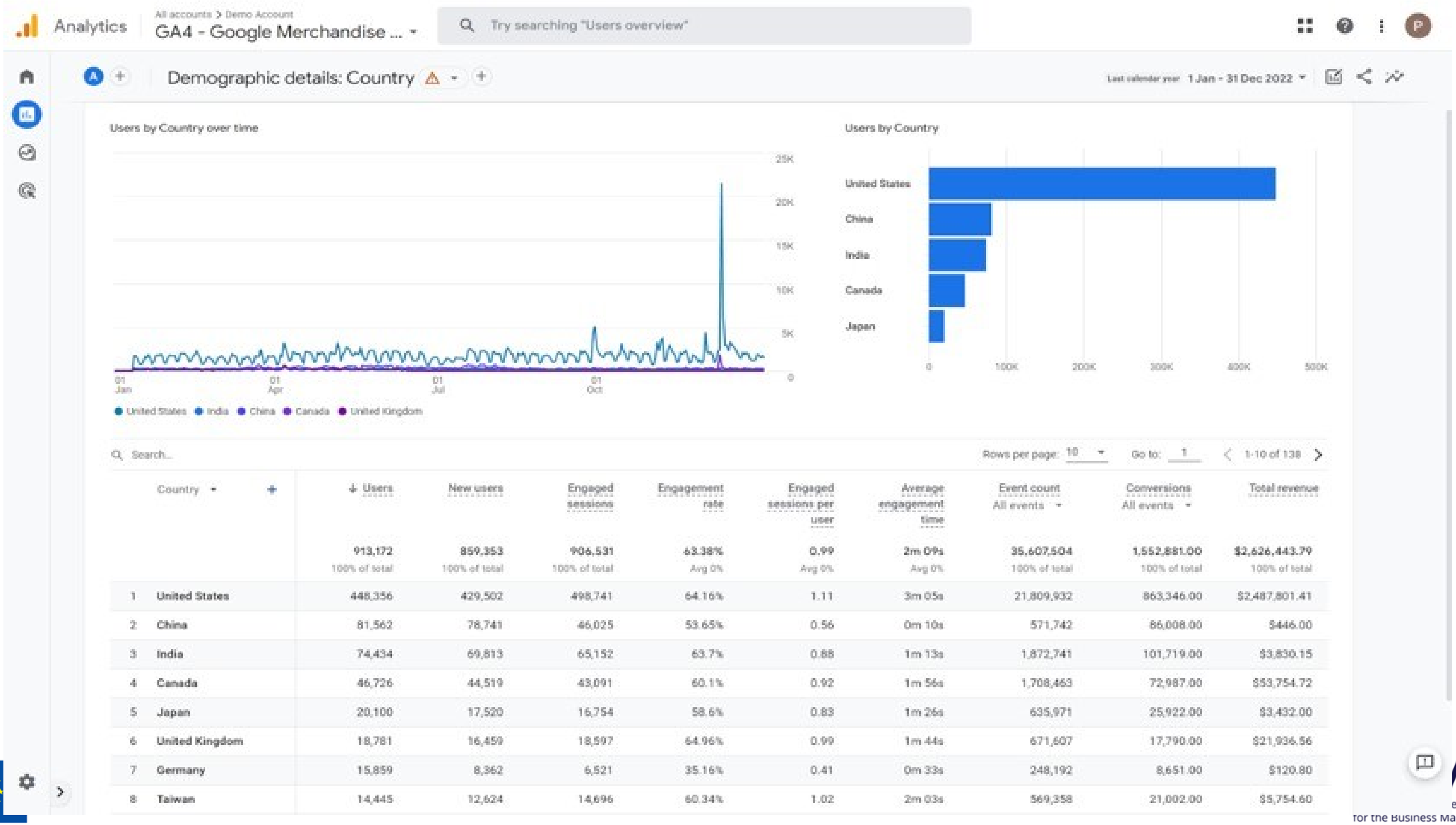
TOWN/CITY	USERS
New York	2K
Toronto	1.2K
Mountain View	1K
Los Angeles	984
San Jose	929
Chicago	899
Montreal	851

Users by Gender

MALE	FEMALE
57.8%	42.2%

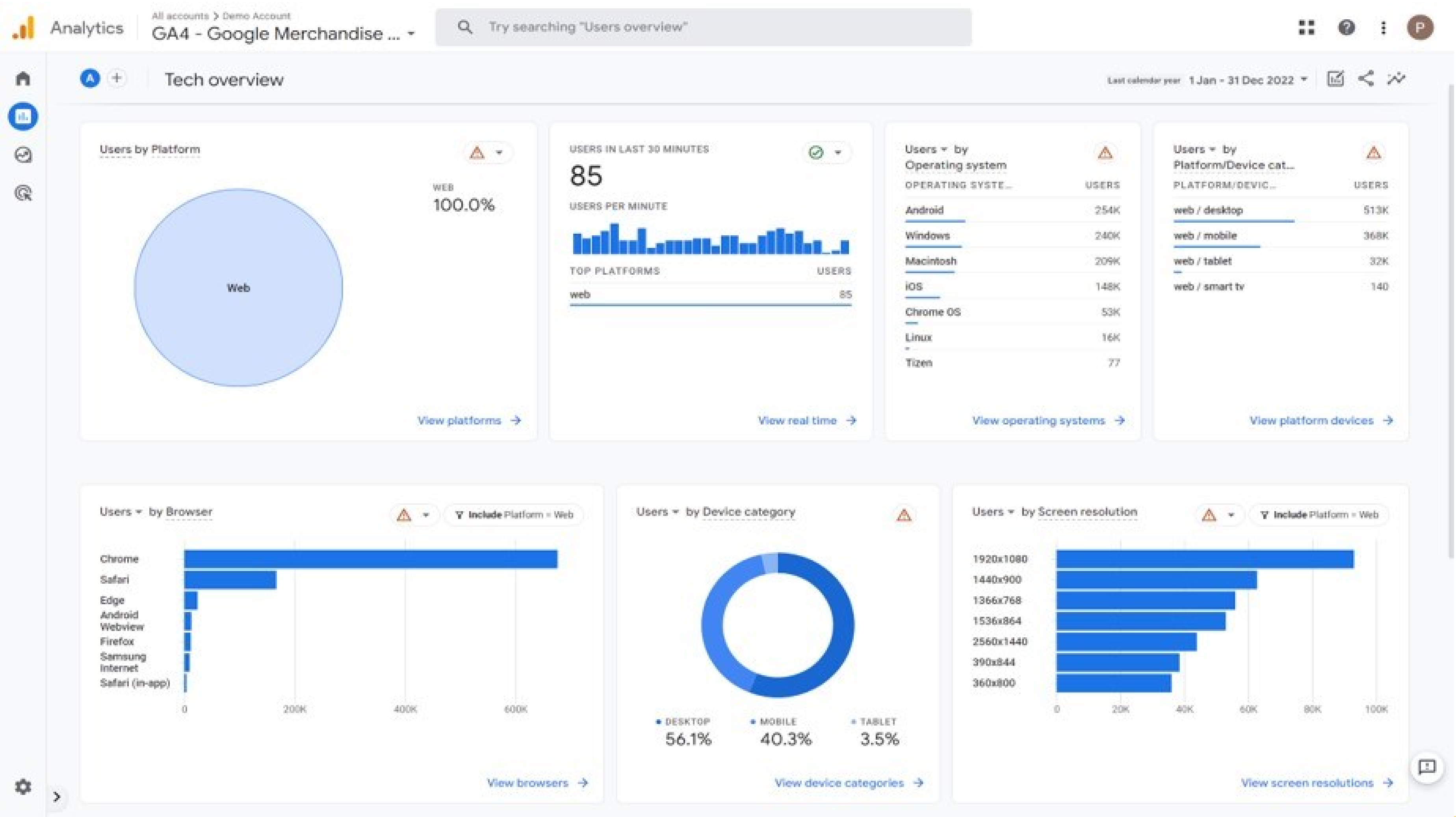
Users by Interests

INTERESTS	USERS
Technology/Mobile Enthusiasts	3.3K
Media & Entertai...& 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



Analytics
All accounts > Demo Account
GA4 - Google Merchandise ...
Try searching "Users overview"
A
Demographic details: Country
Last calendar year 1 Jan - 31 Dec 2022
Users by Country over time
25K
20K
15K
10K
5K
0
01 Jan
01 Apr
01 Jul
01 Oct
United States
India
China
Canada
United Kingdom
Users by Country
United States
China
India
Canada
Japan
0
100K
200K
300K
400K
500K
Search...
Rows per page: 10
Go to: 1
1-10 of 138

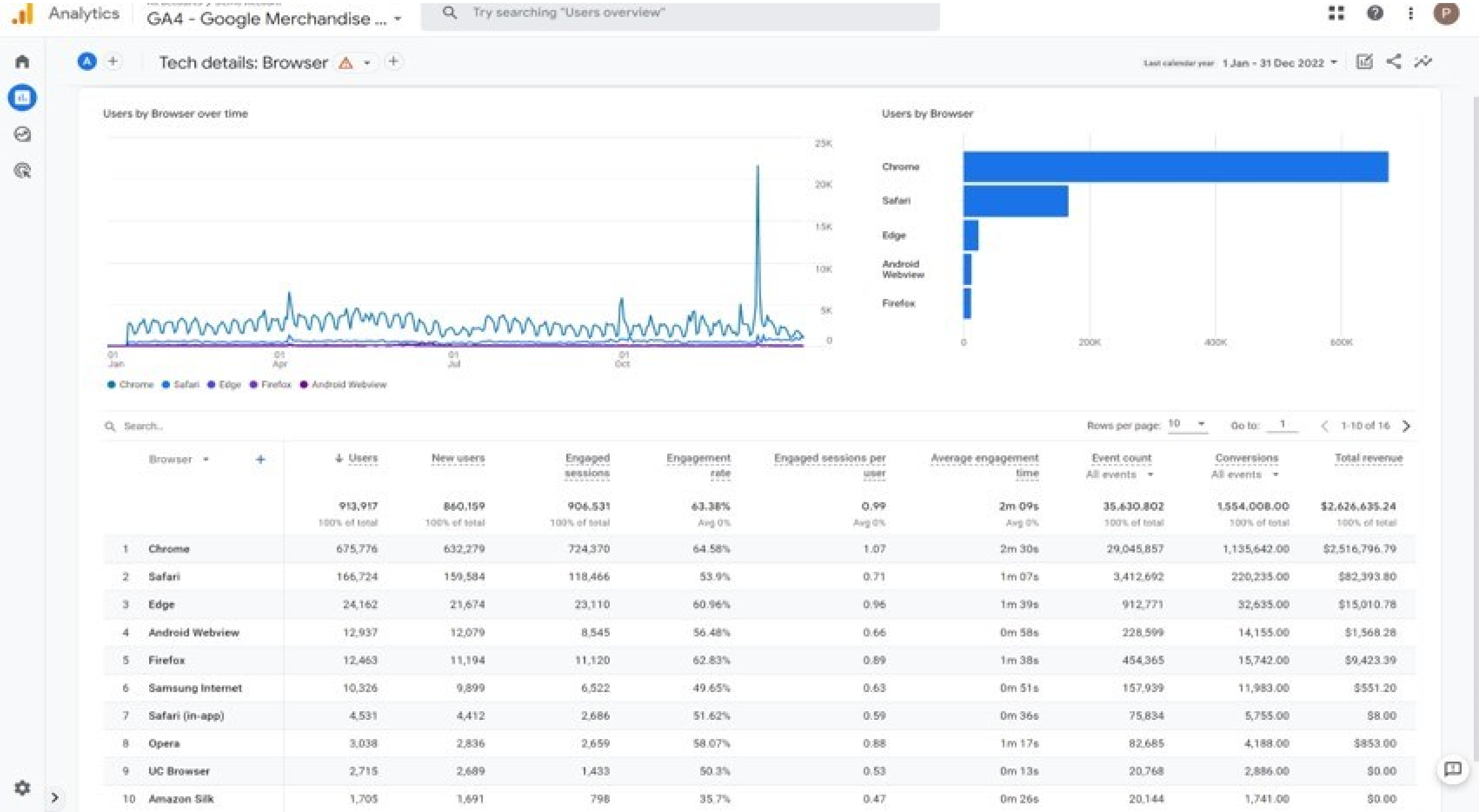
	Country	↓ Users	New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time	Event count All events	Conversions All events	Total revenue
		913,172 100% of total	859,353 100% of total	906,531 100% of total	63.38% Avg 0%	0.99 Avg 0%	2m 09s Avg 0%	35,607,504 100% of total	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


Analytics
All accounts > Demo Account
GA4 - Google Merchandise ...
Try searching "Users overview"
Tech overview
Last calendar year 1 Jan - 31 Dec 2022
Users by Platform
WEB
100.0%
Web
View platforms
USERS IN LAST 30 MINUTES
85
USERS PER MINUTE
View real time
Users by Operating system
View operating systems
Users by Platform/Device cat...
View platform devices
Users by Browser
Include Platform = Web
Chrome
Safari
Edge
Android Webview
Firefox
Samsung Internet
Safari (in-app)
0
200K
400K
600K
View browsers
Users by Device category
DESKTOP
56.1%
MOBILE
40.3%
TABLET
3.5%
View device categories
Users by Screen resolution
Include Platform = Web
1920x1080
1440x900
1366x768
1536x864
2560x1440
390x844
360x800
0
20K
40K
60K
80K
100K
View screen resolutions

TOP PLATFORMS	USERS
web	85

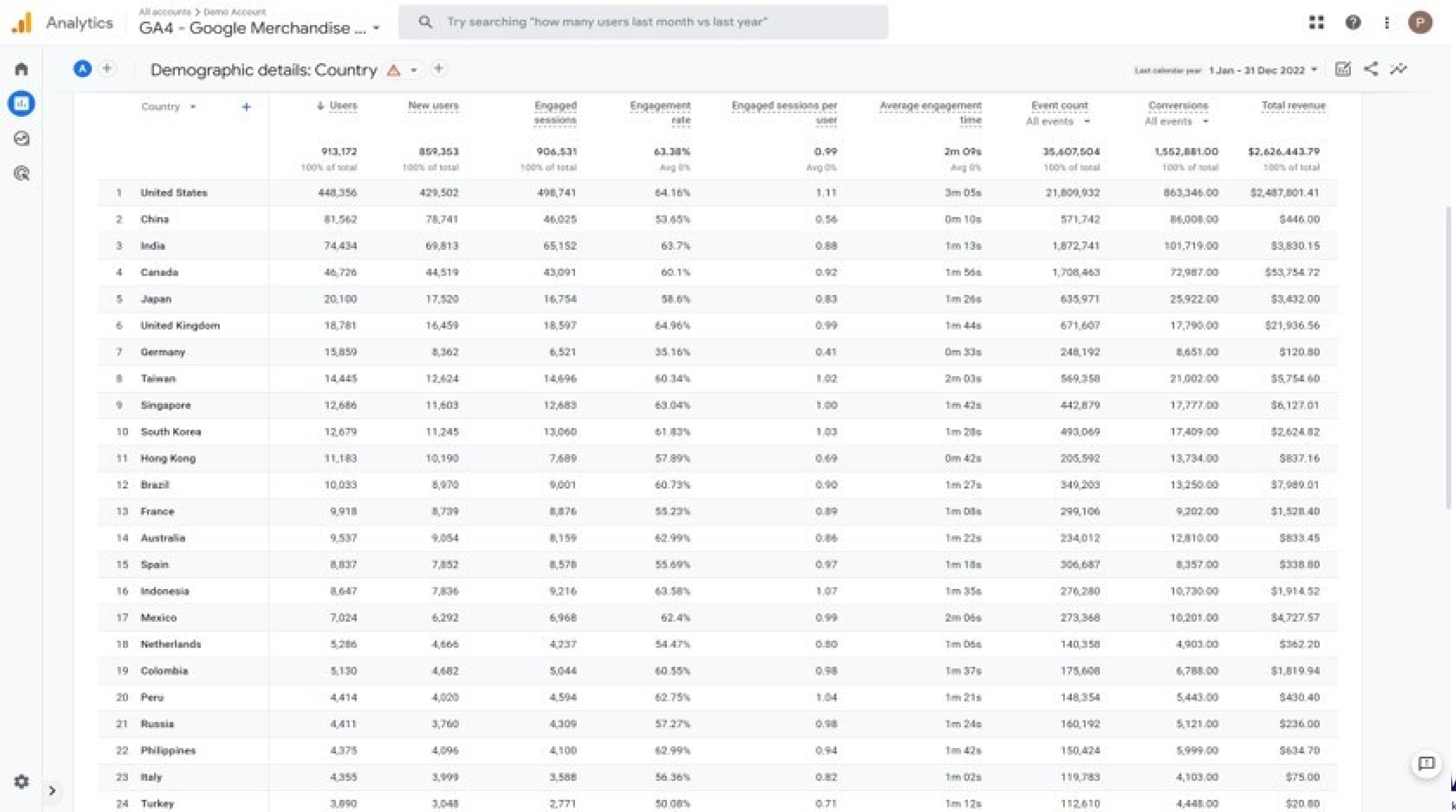
OPERATING SYSTE...	USERS
Android	254K
Windows	240K
Macintosh	209K
iOS	148K
Chrome OS	53K
Linux	16K
Tizen	77

PLATFORM/DEVIC...	USERS
web / desktop	513K
web / mobile	368K
web / tablet	32K
web / smart tv	140


Analytics
GA4 - Google Merchandise ...
Try searching "Users overview"
Tech details: Browser
Last calendar year 1 Jan - 31 Dec 2022
Users by Browser over time
25K
20K
15K
10K
5K
0
01 Jan
01 Apr
01 Jul
01 Oct
● Chrome ● Safari ● Edge ● Firefox ● Android Webview
Users by Browser
Chrome
Safari
Edge
Android Webview
Firefox
0
200K
400K
600K
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	157,939	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

Geografia



Analytics
All accounts > Demo Account
GA4 - Google Merchandise ...
Try searching "how many users last month vs last year"
P
A
Last calendar year 1 Jan - 31 Dec 2022

Demographic details: Country

	Country	Users	New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time	Event count All events	Conversions All events	Total revenue
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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
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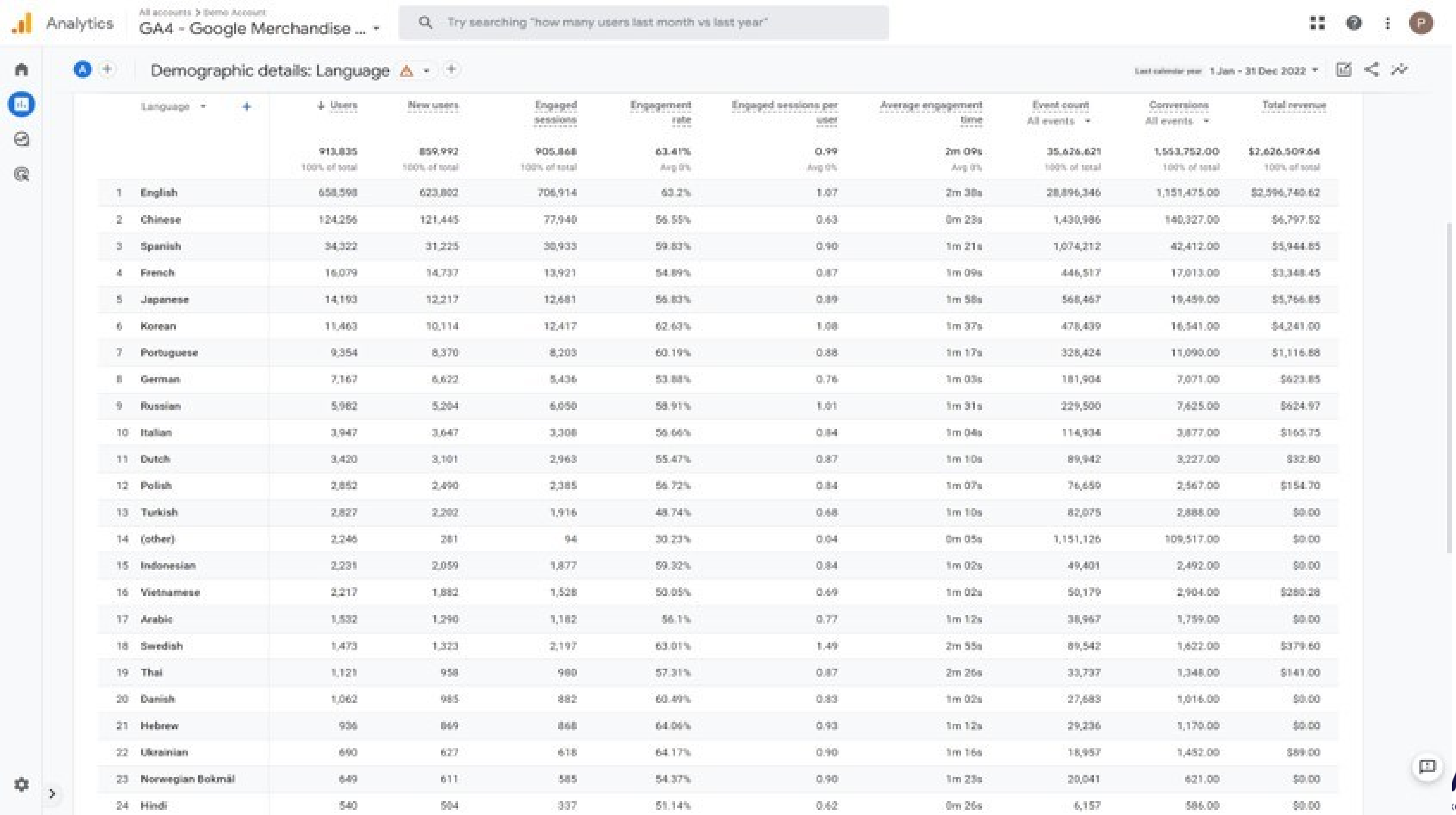
5	Japan	20,100	17,520	16,754	58.6%	0.83	1m 26s	635,971	25,922.00	$3,432.00
6	United Kingdom	18,781	16,459	18,597	64.96%	0.99	1m 44s	671,607	17,790.00	$21,936.56
7	Germany	15,859	8,362	6,521	35.16%	0.41	0m 33s	248,192	8,651.00	$120.80
8	Taiwan	14,445	12,624	14,696	60.34%	1.02	2m 03s	569,358	21,002.00	$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

Língua

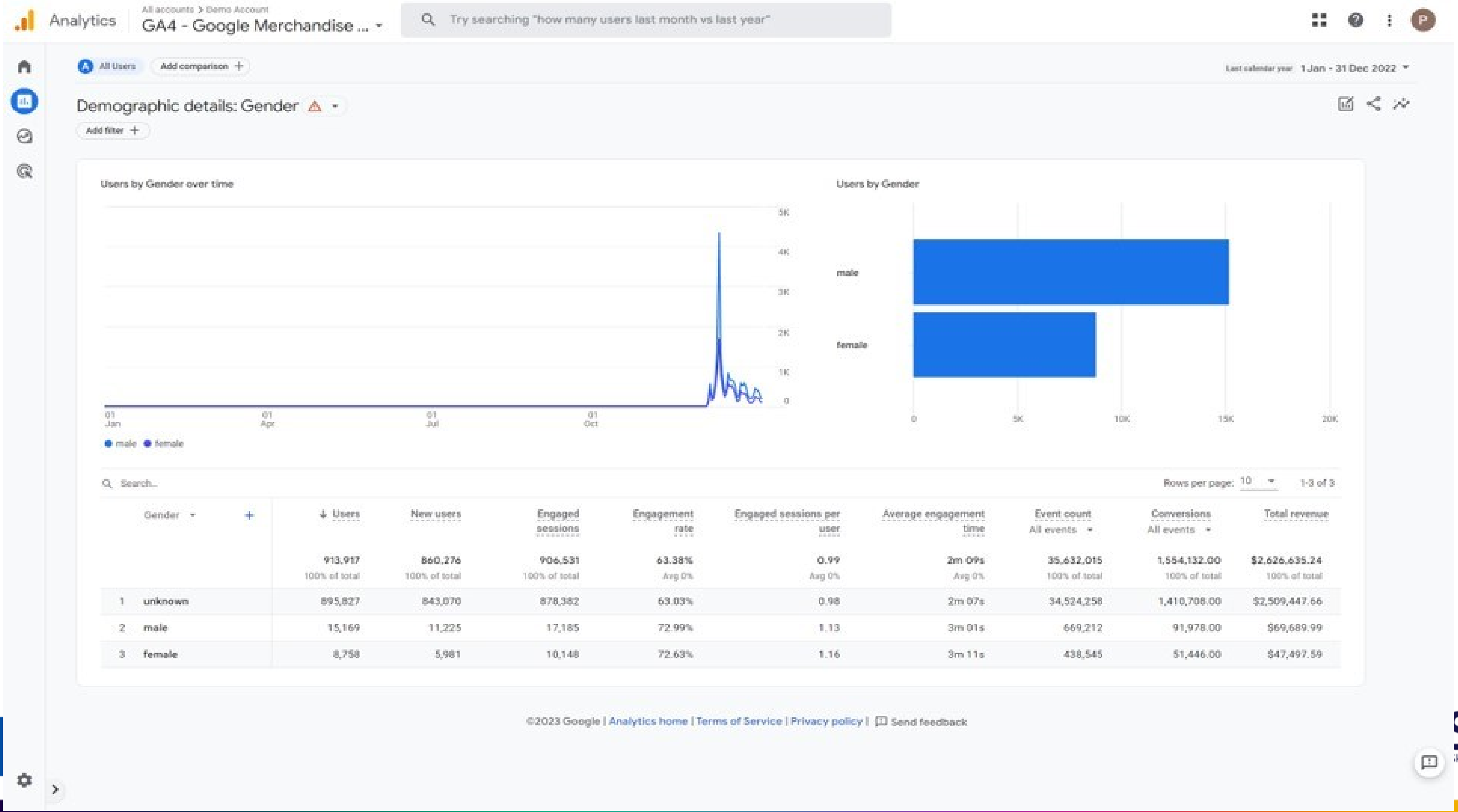

Analytics
All accounts > Demo Account
GA4 - Google Merchandise ...
Try searching "how many users last month vs last year"
A

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	$2,626,509.64 100% 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

Género e idade


Analytics
All accounts > Demo Account
GA4 - Google Merchandise ...
Try searching "how many users last month vs last year"
All Users
Add comparison +
Last calendar year 1 Jan - 31 Dec 2022
Demographic details: Gender
Add filter +
Users by Gender over time
5K
4K
3K
2K
1K
0
01 Jan
01 Apr
01 Jul
01 Oct
● male ● female
Users by Gender
male
female
0
5K
10K
15K
20K
Search...
Rows per page: 10
1-3 of 3

	Gender	↓ 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	860,276 100% of total	906,531 100% of total	63.38% Avg 0%	0.99 Avg 0%	2m 09s Avg 0%	35,632,015 100% of total	1,554,132.00 100% of total	$2,626,635.24 100% of total
1	unknown	895,827	843,070	878,382	63.03%	0.98	2m 07s	34,524,258	1,410,708.00	$2,509,447.66
2	male	15,169	11,225	17,185	72.99%	1.13	3m 01s	669,212	91,978.00	$69,689.99
3	female	8,758	5,981	10,148	72.63%	1.16	3m 11s	438,545	51,446.00	$47,497.59

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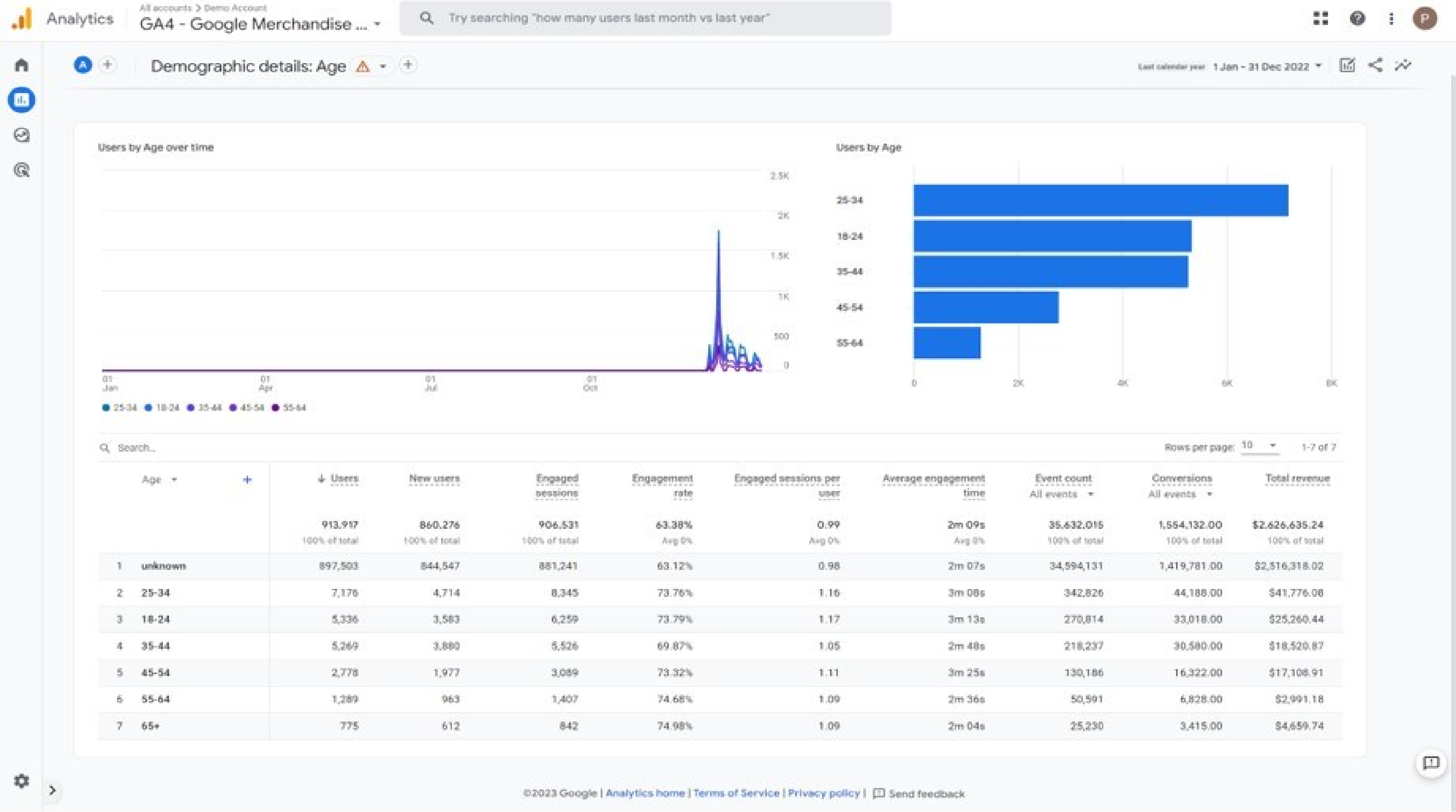
Género e idade



Analytics
All accounts > Demo Account
GA4 - Google Merchandise ...
Try searching "how many users last month vs last year"
Demographic details: Age
Last calendar year 1 Jan - 31 Dec 2022
Users by Age over time
2.5K
2K
1.5K
1K
500
0
01 Jan
01 Apr
01 Jul
01 Oct
25-34
18-24
35-44
45-54
55-64
Users by Age
25-34
18-24
35-44
45-54
55-64
0
2K
4K
6K
8K
Search...
Rows per page: 10
1-7 of 7
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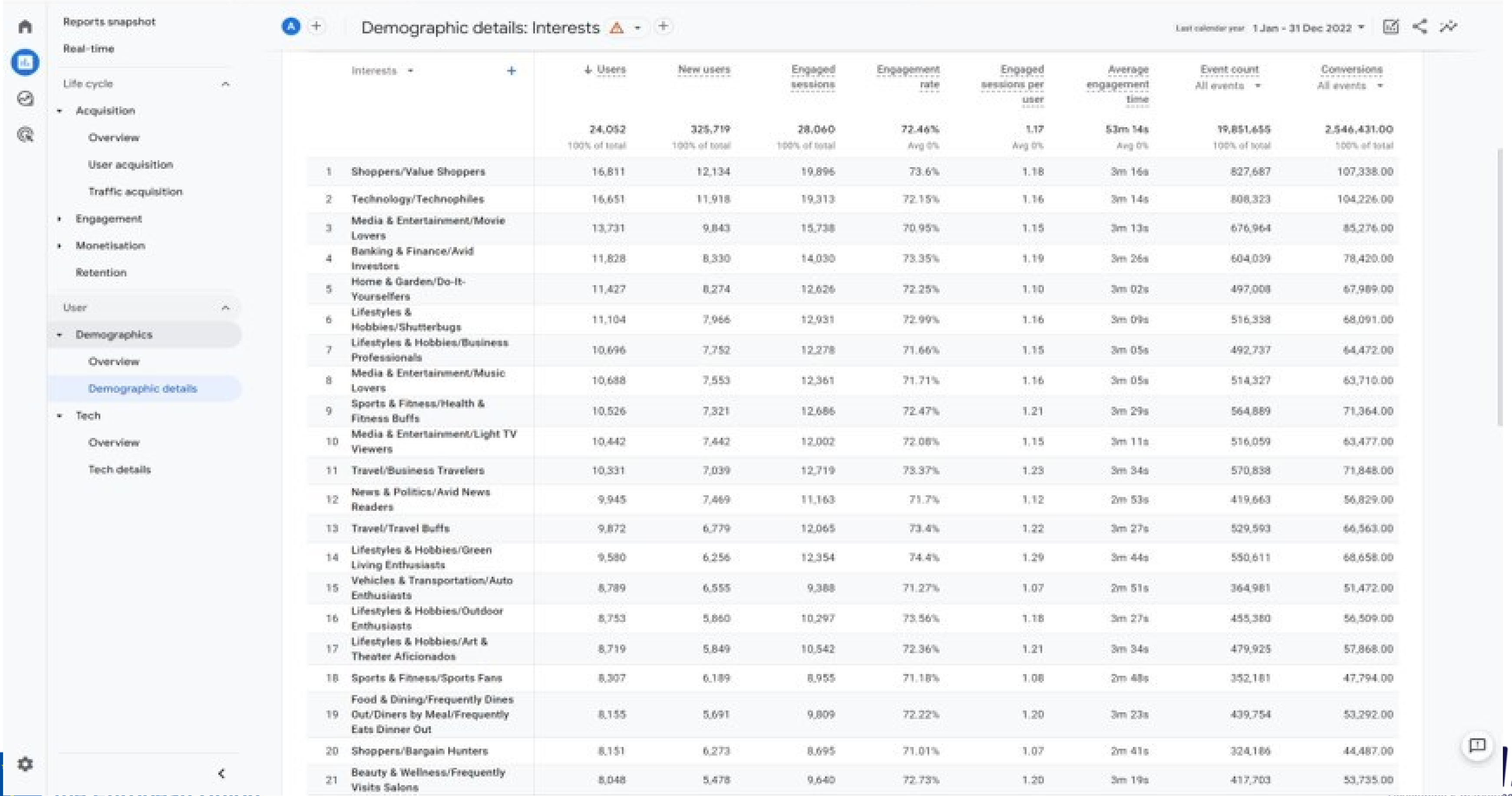
	Age	Users	New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time	Event count All events	Conversions All events	Total revenue
		913,917 100% of total	860,276 100% of total	906,531 100% of total	63.38% Avg 0%	0.99 Avg 0%	2m 09s Avg 0%	35,632,015 100% of total	1,554,132.00 100% of total	$2,626,635.24 100% of total
1	unknown	897,503	844,547	881,241	63.12%	0.98	2m 07s	34,594,131	1,419,781.00	$2,516,318.02
2	25-34	7,176	4,714	8,345	73.76%	1.16	3m 08s	342,826	44,188.00	$41,776.08
3	18-24	5,336	3,583	6,259	73.79%	1.17	3m 13s	270,814	33,018.00	$25,260.44
4	35-44	5,269	3,880	5,526	69.87%	1.05	2m 48s	218,237	30,580.00	$18,520.87
5	45-54	2,778	1,977	3,089	73.32%	1.11	3m 25s	130,186	16,322.00	$17,108.91
6	55-64	1,289	963	1,407	74.68%	1.09	2m 36s	50,591	6,828.00	$2,991.18
7	65+	775	612	842	74.98%	1.09	2m 04s	25,230	3,415.00	$4,659.74

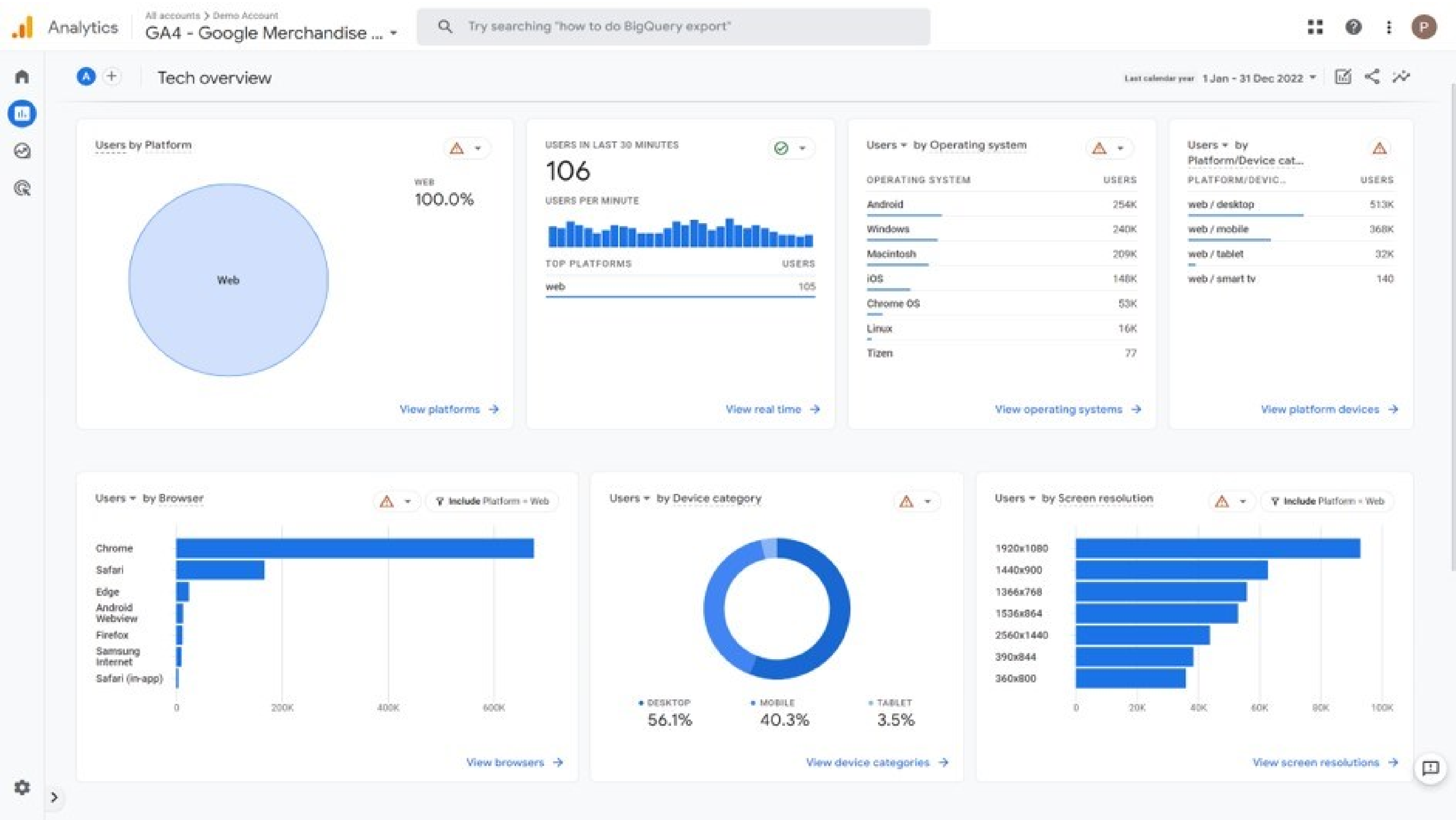
Interesse


Reports snapshot
Real-time
Life cycle
Acquisition
Overview
User acquisition
Traffic acquisition
Engagement
Monetisation
Retention
User
Demographics
Overview
Demographic details
Tech
Overview
Tech details
A
Last calendar year
1 Jan - 31 Dec 2022

Demographic details: Interests

	Interests	↓ Users	New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time	Event count All events	Conversions All events
		24,052 100% of total	325,719 100% of total	28,060 100% of total	72.46% Avg 0%	1.17 Avg 0%	53m 14s Avg 0%	19,851,655 100% of total	2,546,431.00 100% 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	11,828	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

Tecnologia e dispositivos


Analytics
All accounts > Demo Account
GA4 - Google Merchandise ...
Try searching "how to do BigQuery export"
P
A
Tech overview
Last calendar year 1 Jan - 31 Dec 2022
Users by Platform
WEB
100.0%
Web
View platforms
USERS IN LAST 30 MINUTES
106
USERS PER MINUTE
View real time
Users by Operating system
View operating systems
Users by Platform/Device cat...
View platform devices
Users by Browser
Include Platform = Web
Chrome
Safari
Edge
Android Webview
Firefox
Samsung internet
Safari (in-app)
0
200K
400K
600K
View browsers
Users by Device category
DESKTOP
56.1%
MOBILE
40.3%
TABLET
3.5%
View device categories
Users by Screen resolution
Include Platform = Web
1920x1080
1440x900
1366x768
1536x864
2560x1440
390x844
360x800
0
20K
40K
60K
80K
100K
View screen resolutions

TOP PLATFORMS	USERS
web	105

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

PLATFORM/DEVIC...	USERS
web / desktop	513K
web / mobile	368K
web / tablet	32K
web / smart tv	140

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