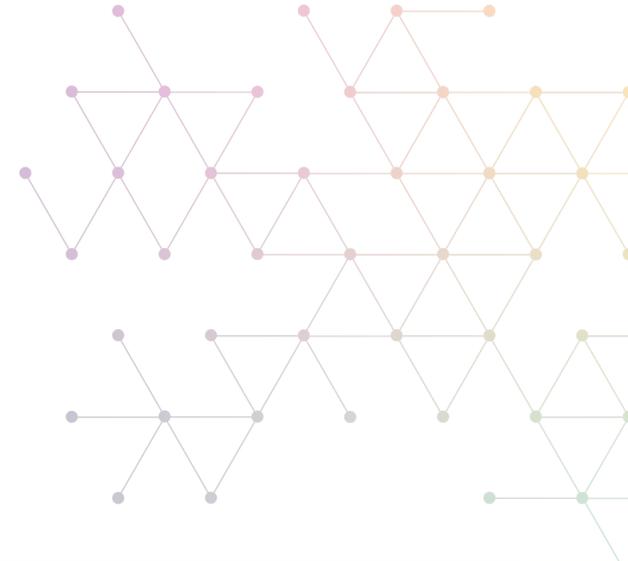# Segmentation and Filtering

A significant percentage of people who visit shopping centres do so with the intention of simply walking around. For this reason, these people are not the target segments of shops or shopping centres and should not be the preliminary object of study. Including them in the sample may bias the results.

# Learning Objectives

- Apply filtering to the data

- Construct analysis with segments

# Topics

- Filtering traffic

- Segmentation

"Errors using inadequate data are much less than those using no data at all."

*Charles Babbage*

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# Filtering traffic

# Filtering traffic

One must filter traffic in analytics platforms to more accurately analyse and understand the website's performance:

- Internal traffic

- SPAM traffic

- Bots (on some websites, bots account for over 90% of traffic)

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# Segmentation

# Segmentation

**Segmentation** in analytics platforms is the process of dividing the website's traffic into smaller groups based on specific criteria, such as demographics, location, behaviour, or other characteristics. This allows a more effectively analysis and understanding how different groups of users are interacting with the website.
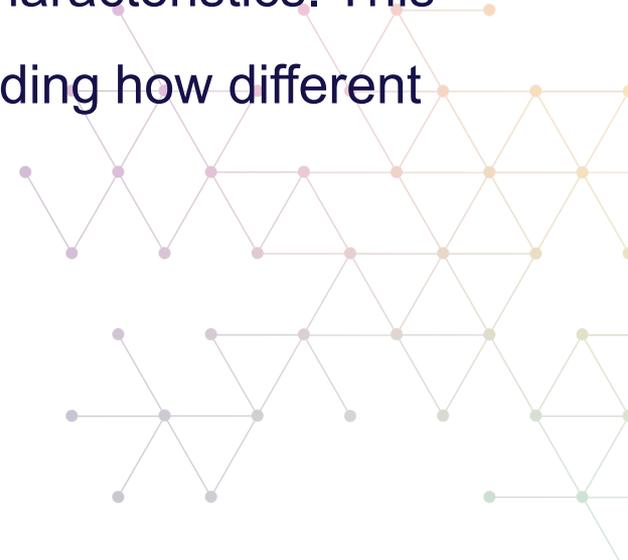
# Here are a few reasons why segmentation is important:

- **Identifying trends and patterns:** By segmenting your traffic, you can identify trends and patterns that may not be immediately apparent when looking at your data as a whole. For example, you may find that a specific group of users is more likely to convert or exit rate, or that a certain location or device type has a high engagement rate.

- **Understanding user behavior:** By segmenting your data, you can gain a deeper understanding of how different groups of users are interacting with your website, such as what pages they visit, how long they stay, and what actions they take.

- **Optimizing your marketing efforts:** Segmentation can help you identify which marketing campaigns are most effective for different groups of users, allowing you to optimize your efforts and better target your audience.

- **Identifying areas for improvement:** By segmenting your data, you can identify areas of your website that may be causing issues for specific groups of users, such as high exit rates or low conversion rates.

- **Creating custom reports:** Segments allow you to create custom reports and analyze data in a way that is specific to your business goals.

- Overall, segmentation in is an important tool for gaining a deeper understanding of the website's performance and identifying areas for improvement. It is important to note that segmentation is not necessary for all websites, it depends on the specific goals and questions you are trying to answer with your analytics.

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# Assessment Activity

Requires access to the Google Analytics platform. The groups access the demo google analytics account and choose the Google Analytics 4 property: **Google Merchandise Store**

1. **Identify** the different channels that are driving traffic to the website, such as organic search, direct, referral, social, email, and paid search.

2. **Analyse** the data to determine which channels are the most effective at acquiring new users.

3. **Create** two segments to analyse the behaviour of users acquired through specific channel (e.g., organic search and direct) and compare it with overall behaviour of all users.

4. **Generate** a report summarizing your findings and recommendations, including any insights you've gained from analysing user behaviour.

# Consolidation Activity

# Consolidation Activity

The groups access the demo google analytics account and choose the Google Analytics 4 property: Google Merchandise Store

**Objective: To learn how to segment your website's traffic in Google Analytics and gain insights into the behaviour of different groups of visitors.**

1. Create a New Segment
2. Choose the criteria you want to use to segment your traffic. For example, you could segment by location, device type, or source of traffic.
3. Apply the selected segmentation criteria to your data.
4. Analyse the data and make observations about the behaviour of the segmented group. For example, if you segment by location and see that visitors from a certain country have a high bounce rate, you might want to investigate why and try to improve the user experience for those visitors.
5. Repeat the exercise with different segments to gain a deeper understanding of the behaviour of different groups of visitors to your website.
6. Create a different segment.
7. Compare the different segments.
8. Compare the two segments versus the total data.

# Recap of Learning Objectives

➢ Now, can you apply filtering to the data?

➢ Now, can you construct analysis with segments?
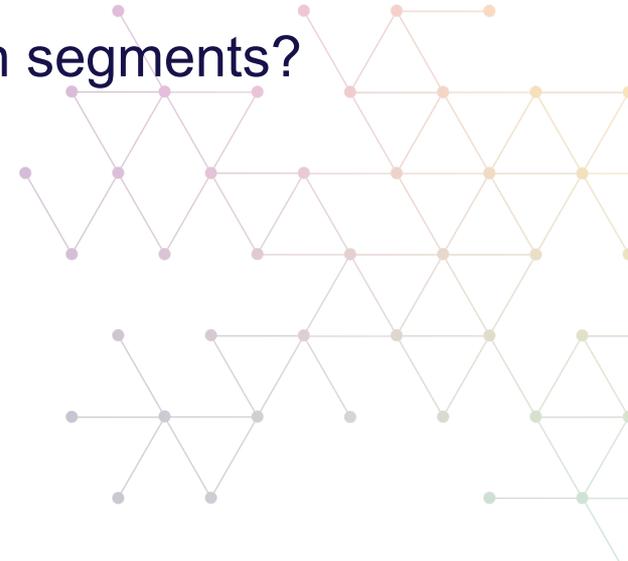
# Recap of Learning

- What big ideas did you take away from today's lecture?

- Something that really helped me to learn today was…

# Questions?

# Disclaimer

The DEMS material aims to enhance digital marketing skills in higher education, comprehending the essential needs in organizations. You have access to extensive slide sets with in-class activities and assignments, as well as detailed user instructions for teacher.

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