

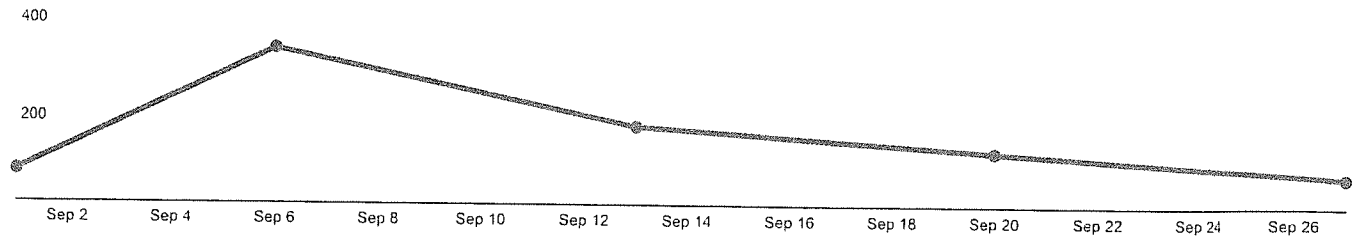
## Audience Overview

**All Users**  
100.00% Users

Sep 1, 2020 - Sep 30, 2020

### Overview

● Users



Users

664

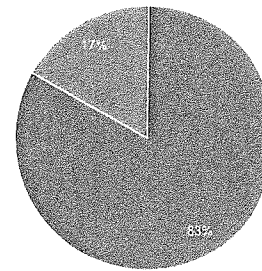
New Users

615

Sessions

832

■ New Visitor ■ Returning Visitor



Number of Sessions per User

1.25

Pageviews

1,675

Pages / Session

2.01

Avg. Session Duration

00:01:15

Bounce Rate

59.74%

### Language

Language	Users	% Users
1. en-us	482	72.48%
2. en	174	26.17%
3. c	2	0.30%
4. de	2	0.30%
5. en-gb	2	0.30%
6. en-au	1	0.15%
7. en-ca	1	0.15%
8. ko-kr	1	0.15%

## **Google Analytics – Metrics Definitions**

### **User(s)**

An individual person browsing your website (technically, a unique browser cookie). Each user can visit your website multiple times, for example, one user could create three sessions on your website, with each session containing multiple pageviews. By default, each unique browser cookie will be counted as a separate user which means someone visiting your website on multiple devices (each with their own browser cookie) will mean more than one user is reported.

### **New User(s)**

People that visit your website for the first time in the selected date range. Since users are based on the Google Analytics tracking code and browser cookies, it's important to highlight that people who cleared their cookies or access your website using a different device will be reported as a new user.

### **Session(s)**

A single visit to your website, consisting of one or more pageviews, along with events, ecommerce transactions and other interactions. The default session timeout is 30 minutes, which means that if someone is inactive on your website for over 30 minutes, then a new session will be reported if they perform another interaction, for example, viewing another page.

### **Number of Sessions Per User**

The total number of sessions divided by the total number of users.

### **Pageview(s)**

A pageview is reported when a page has been viewed by a user on your website.

### **Pages / Session**

A top-level metric for user engagement showing the average number of pageviews in each session.

### **Average Session Duration**

Provides a top-level view of how long users are spending on your website. For example, if you had two users, one that spent three minutes on your website and another that spent one minute, then you would have an average session duration of two minutes.

### **Bounce Rate**

Bounce rate is the percentage of sessions with a single pageview.