

Generative AI for Digital Analytics



AI will replace you

AI 'apocalypse' could take away almost 8m jobs in UK, says report

Women, younger workers and lower paid are at most risk from artificial intelligence, says IDDD thinktank

FORBES > SMALL BUSINESS > ENTREPRENEURS

AI Is Taking Your Job. Here's What To Do About It.

Jodie Cook Senior Contributor @

Jodie Cook covers ChatGPT prompts & AI for coaches and entrepreneurs.

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Business / Tech

Elon Musk says AI will take all our jobs



By [Samantha Murphy Kelly](#), CNN

🕒 2 minute read · Updated 7:04 PM EDT, Thu May 23, 2024



"It will mean that 95% of what marketers use agencies, strategists, and creative professionals for today will easily, nearly instantly and at almost no cost be handled by the AI — and the AI will likely be able to test the creative against real or synthetic customer focus groups for predicting results and optimizing. Again, all free, instant, and nearly perfect. Images, videos, campaign ideas? No problem."

Sam Altman, CEO, OpenAI



what is the role of a digital analyst

Sources

Digital Analyst: Unveiling the Insights Behind the Profession

datascientest · 1

What Does a Digital Analyst Do? - DemandJump

demandjump · 2

digital analyst job description - Analytics - KDR Talent Solutions

kdrtalentsolutions · 3



View 5 more

Answer

A digital analyst plays a crucial role in helping organizations understand and optimize their digital performance. Here are the key aspects of a digital analyst's role:

Data Collection and Analysis

Digital analysts are responsible for gathering and analyzing data from various digital sources, including:

- Websites
- Social media platforms
- Online advertising campaigns
- Mobile applications

They use r
relevant i



Ask follow-up



Pro



Performance Evaluation



what is the role of a digital analyst



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View 5 more



Answer

digital analysts provide valuable insights and recommendations

Data Collection and Analysis

Digital analysts are responsible for gathering and analyzing data from various digital sources, including:

- Websites
- Social media platforms
- Online advertising campaigns
- Mobile applications

They use r

relevant | Ask follow-up

Performance Evaluation



Pro

All Collections > ChatGPT > Extracting Insights with ChatGPT Data Analysis

Extracting Insights with ChatGPT Data Analysis

A personal AI analyst for business users and experienced data professionals

Updated over a week ago

Interacting with tables in ChatGPT

When you upload a file, ChatGPT will automatically create an interactive table view that allows you to scroll through your data and view all of your rows and columns.

Film Locations In San Francisco					
	Title	Release Year	Locations	Fun Facts	Pro
1	Experiment in Terror	1962	The Sea Captain's Chest (Fisherman's Wharf)		Col Cor

Interacting with tables in ChatGPT

Editing and creating tables with ChatGPT

Visualizing your data with ChatGPT

Common types of analysis

Anomaly detection and mitigation

Aggregation & integration

Advanced statistical analysis





● generative ai
Search term



+ Compare

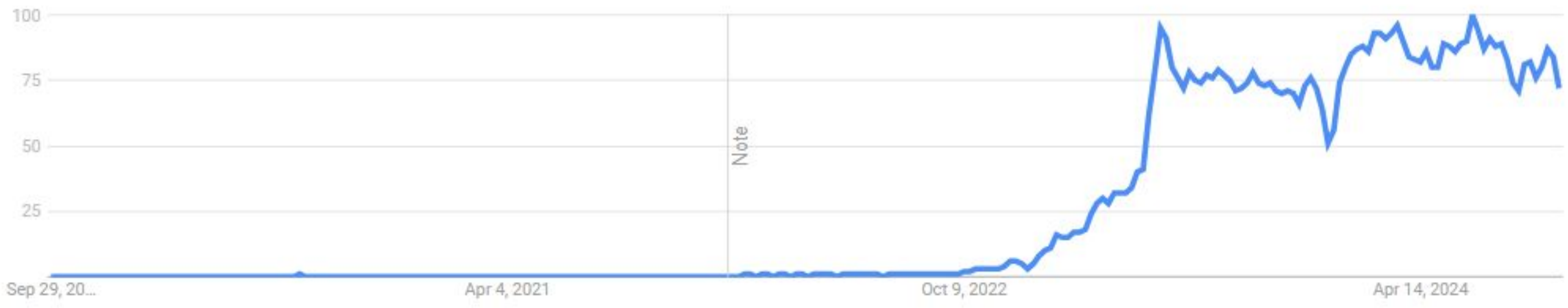
Worldwide ▾

Past 5 years ▾

All categories ▾

Web Search ▾

Interest over time ⓘ



● generative ai
Search term

● cheap flights
Search term

Interest over time ?



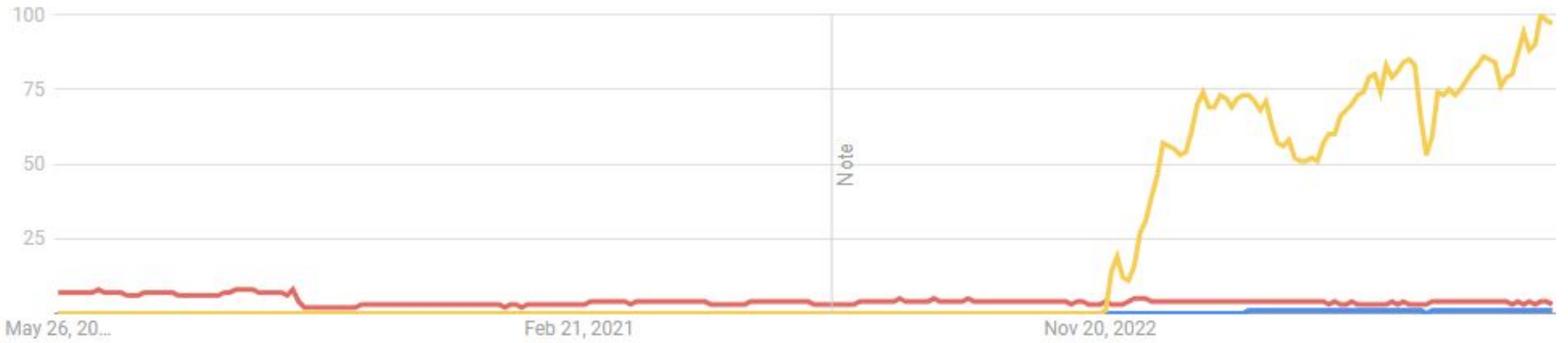
Average

● generative ai
Search term

● cheap flights
Search term

● ChatGPT
Search term

Interest over time ?



Average

● generative ai
Search term

● cheap flights
Search term

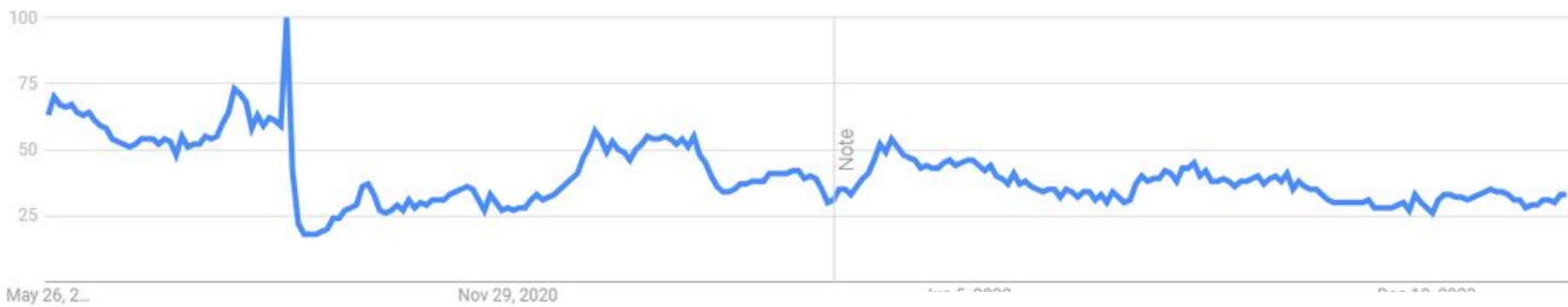
Interest over time ?



Average

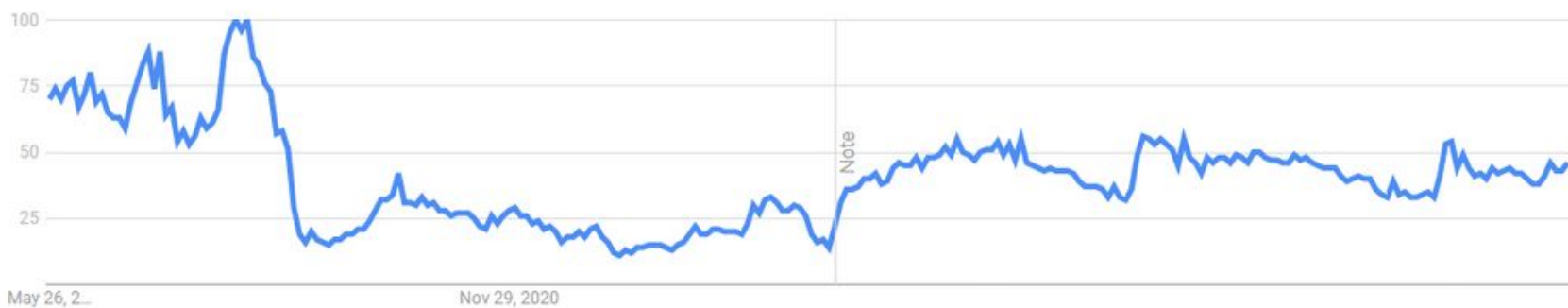
US

Interest over time ?



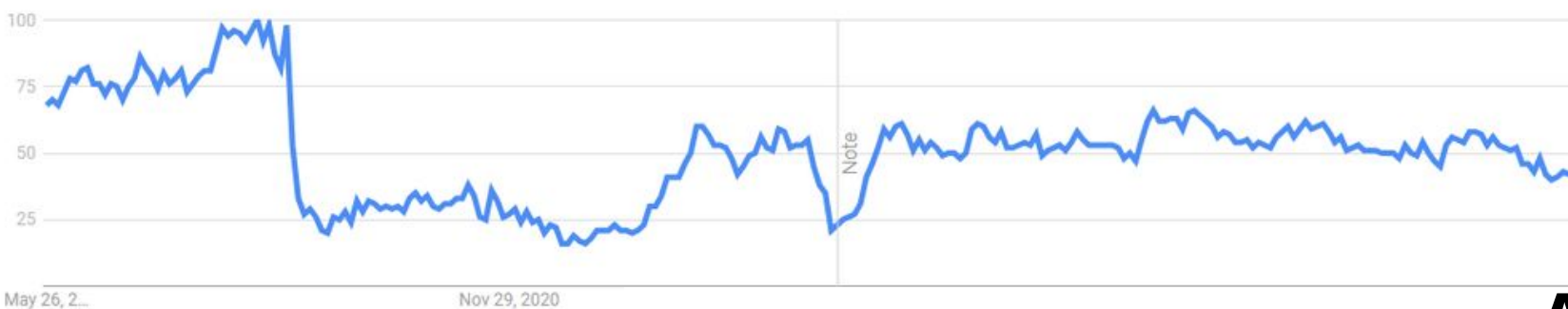
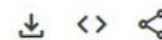
UK

Interest over time ?



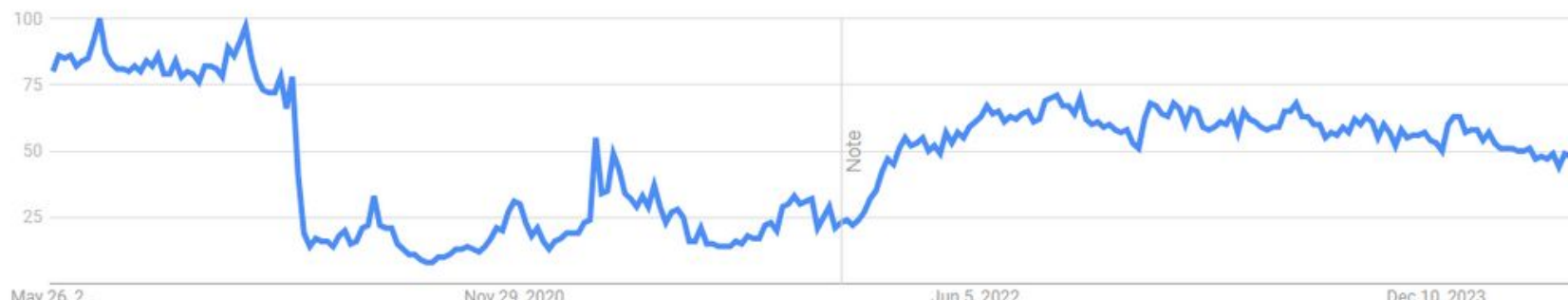
Canada

Interest over time ?



Australia

Interest over time ?



I have attached an image of google trends data show a decline across different english speaking countries for the term "cheap flights"

###

Run some analysis. Give me some insights into global travel and the decline in interest for certain products.



The provided image showcases Google Trends data for the term "cheap flights" across four English-speaking countries: the US, UK, Canada, and Australia. Here is an analysis and insights into the trends and what they might imply about global travel and the decline in interest for certain products:

Analysis of Google Trends Data

1. United States (US):

- The graph shows a spike in interest followed by a steady decline.
- Post-spike, the interest stabilises but remains lower than the initial period.

2. United Kingdom (UK):

- There is a noticeable peak, followed by a significant drop.



Message ChatGPT



Insights into Global Travel Trends

Decline in Interest for "Cheap Flights"

- **General Decline:** The term "cheap flights" has seen a consistent decline in interest across all four countries. This suggests a shift in consumer behaviour or priorities when it comes to travel.
- **Economic Factors:** Rising airfares, economic instability, and changing travel policies could be contributing factors. As economies recover from the pandemic, the cost of flights may have increased, making "cheap flights" less prevalent or harder to find.
- **Consumer Behaviour:** There might be a growing preference for value over simply low cost. Travellers could be prioritising comfort, flexibility, and health safety over merely finding the cheapest option.

Impact of COVID-19 on Travel

- **Initial Peak:** The initial spike in the search for "cheap flights" likely correlates with the easing of travel restrictions, where consumers were eager to travel after prolonged lockdowns.
- **Subsequent Decline:** The sharp decline following the peak might be due to several reasons:
 - **Travel Uncertainty:** Ongoing travel restrictions, quarantine measures, and fluctuating



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AI will replace you

AI will



replace you

In the near term...

absolutely not



Get help with planning

I have launched an ecommerce website. I am using Shopify.

I am setting up google analytics 4 but I don't know what to do beyond the basic configuration. I am not a developer but I can add tracking code, copy api keys, create integrations but I can't write code.

Help me create an approach to digital analytics that will enable me to monitor my website performance, see at a glance what is working and what is not, and put in place a system for weekly, monthly, quaterley analytics tasks and optimisations. Give me detailed instructions.

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< 2/2 >



1. Setting Up Google Analytics 4 on Shopify

A. Install a GA4 Integration App

Since Shopify doesn't natively support GA4, the easiest way for non-developers to integrate GA4 is by using a Shopify app. Here are steps to do that:

1. Access the Shopify App Store:

- Go to the [Shopify App Store](#).

2. Search for a GA4 Integration App:

- Use keywords like "GA4 integration" or "Google Analytics".
- Popular apps include:
 - **Elevor GA4 Integration:** Automates GA4 setup and
 - **Analyzify:** Offers a complete GA4 and GTM setup.
 - **Littledata:** Provides advanced e-commerce tracking

3. Install the App:

- Click on the app you prefer and select **Add app**.
- Follow the on-screen instructions to install it on your Sh

B. Connect Your GA4 Property

1. Create a GA4 Property:

- Log in to your [Google Analytics account](#).
- Click **Admin** at the bottom left corner.
- In the **Account** column, click **Create Property**.
- In the **Property** column, click **Set up**.
- Enter your property name and select your time zone.
- Set your time zone.
- Click **Next** and follow the prompts.
- Click **Create**.

2. Get Your Measurement ID:

- In your GA4 property, click **Admin**.
- Select your web stream.
- Copy the **Measurement ID**.

2. Creating Custom Reports and Dashboards

A. Use GA4 Analysis Hub

1. Access Analysis Hub:

- In GA4, click on **Explore** in the left-hand menu.

2. Create Custom Reports:

- Choose a template like **E-commerce Purchases** or start a **Blank** exploration.
- Add dimensions (e.g., source/medium, product name) and metrics (e.g., revenue, conversion rate) relevant to your needs.

B. Set Up Key Reports

1. Acquisition Report:

- Shows where your users are coming from.
- Go to **Reports > Acquisition**.
- Customize if needed.

3. Setting Up Alerts

A. Configure Custom Alerts in GA4

1. Set Up Email Notifications:

- In GA4, click on **Configure** > **Custom Alerts**.
- Although GA4 doesn't support Google Analytics Intelligence reports, you can set up email alerts for key metrics.

2. Use Google Analytics Intelligence:

- Go to **Reports** and click on the **Intelligence** tab.
- Click **Create** to set up custom alerts.
- Define conditions (e.g., when revenue drops).
- Set up email notifications.

4. Establishing Regular Analytics Tasks

A. Weekly Tasks

1. Review Key Metrics:

- **Users and Sessions:** Monitor traffic volume.
- **Conversion Rate:** Check the percentage of users who complete desired actions.
- **Revenue:** Track weekly sales figures.

2. Analyze Traffic Sources:

- Identify top channels (e.g., organic search, paid ads).
- Assess the performance of each source.

3. Monitor Site Engagement:

- Look at metrics like **Average Engagement Time** and **Event Count**.

5. Optimization Strategies

A. Website Performance

1. Improve Low-Performing Pages:

- Identify pages with high bounce rates or low conversion rates.
- Optimize content, layout, or calls-to-action.

2. A/B Testing:

- Use tools like Google Optimize to test changes.

B. Marketing Efforts

1. Allocate Budget Effectively:


- Invest more in high-performing channels.
- Re-evaluate or discontinue low-performing campaigns.

2. Enhance SEO:

- Use search term reports to optimize keywords.


Generate ideas at scale

BOOK ONLINE



TERM TIME ADMISSION
From 9th September to 18th October...

BOOK NOW



HALLOWEEN
19th, 20th, and 26th to 31st October Weekends and Half

>
60%

TERM TIME ADMISSION
From 9th September to 18th October

WEEKDAY SUPER SIXES EVERYONE FOR JUST £6
Mondays and Fridays from 9th September to 18th October

SEPTEMBER WEEKENDS
Adults £10.50 (Includes a saving of £2 when you book online)
Children £10.95 (Includes a saving of £2 when you book online)

For more information on Accessibility please [CLICK HERE](#)

For full Terms and Conditions please [CLICK HERE](#)

All bookings have a £2 Booking fee per a transaction

You can select between 1 and 20 tickets.

ADULT FARM ADMISSION (ARRIVE ANYTIME FROM 10AM)
- 0 +
Includes £2 online discount per ticket

CHILD FARM ADMISSION (ARRIVE ANYTIME FROM 10AM)
- 0 +
Age 2-16
Includes £2 online discount per ticket

UNDER 2'S FARM ADMISSION
- 0 +
Free

CARER FARM ADMISSION
- 0 +
1 Free carer per paying disabled person

>
50%

SELECT A DATE

OCTOBER 2024

MO	TU	WE	TH	FR	SA	SU
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

YOUR TICKETS
2 X ADULT FARM ADMISSION (ARRIVE ANYTIME FROM 10AM)

CHANGE

BACK

>
35%

BASKET 2 ITEMS

Total **£14.00**

CHECKOUT

2x Adult Farm Admission (arrive anytime from 10am) £12.00
2x
Fri 18 Oct 2024 @ 10:00
Bluebell Dairy Farm

Booking Fee £2.00

EMPTY BASKET

ORDER SUMMARY
Have a promotion code, cash or gift voucher?
Enter your code here... **APPLY**

Subtotal £11.67
VAT £2.33

Total **£14.00**

CHECKOUT

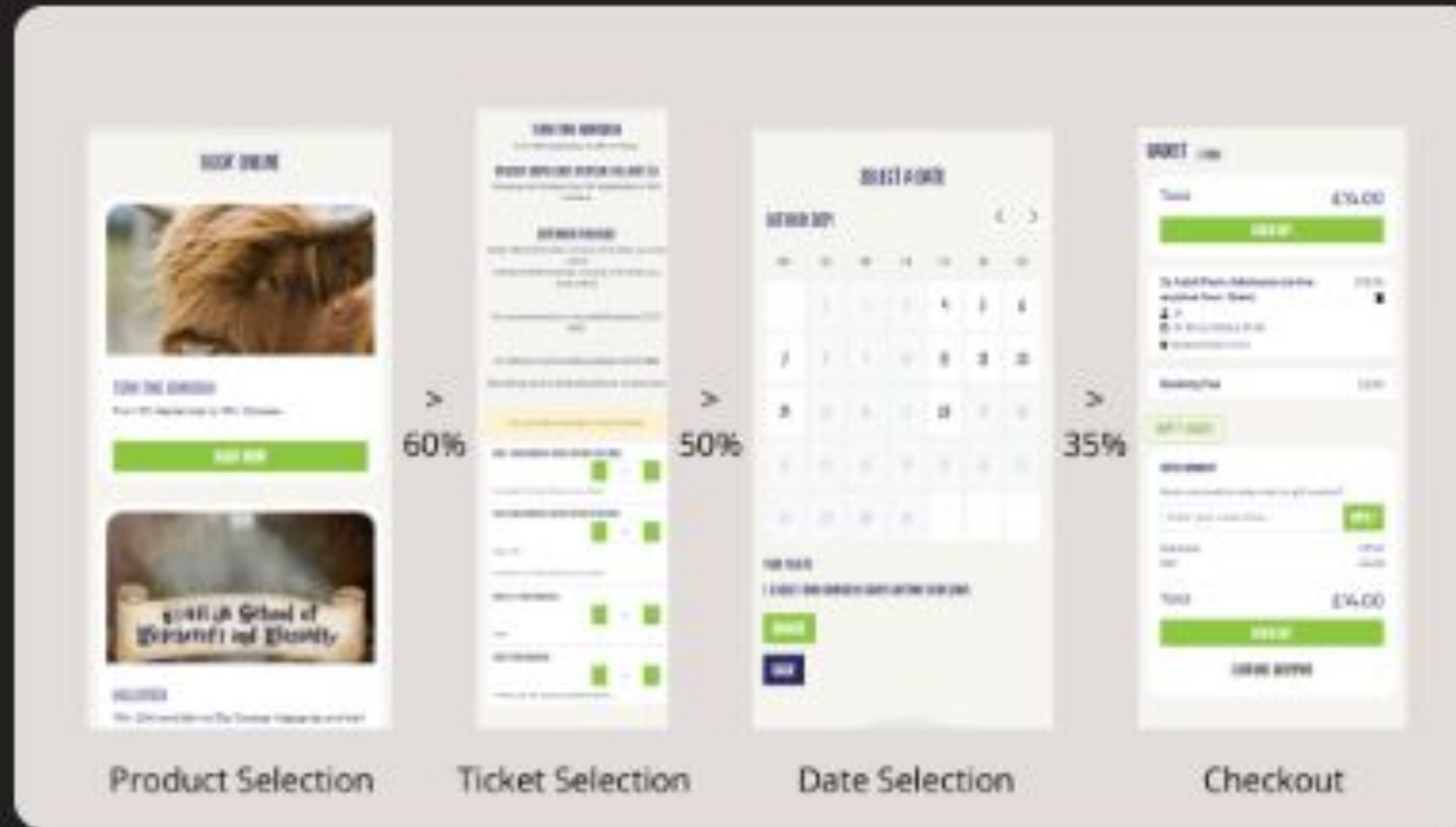
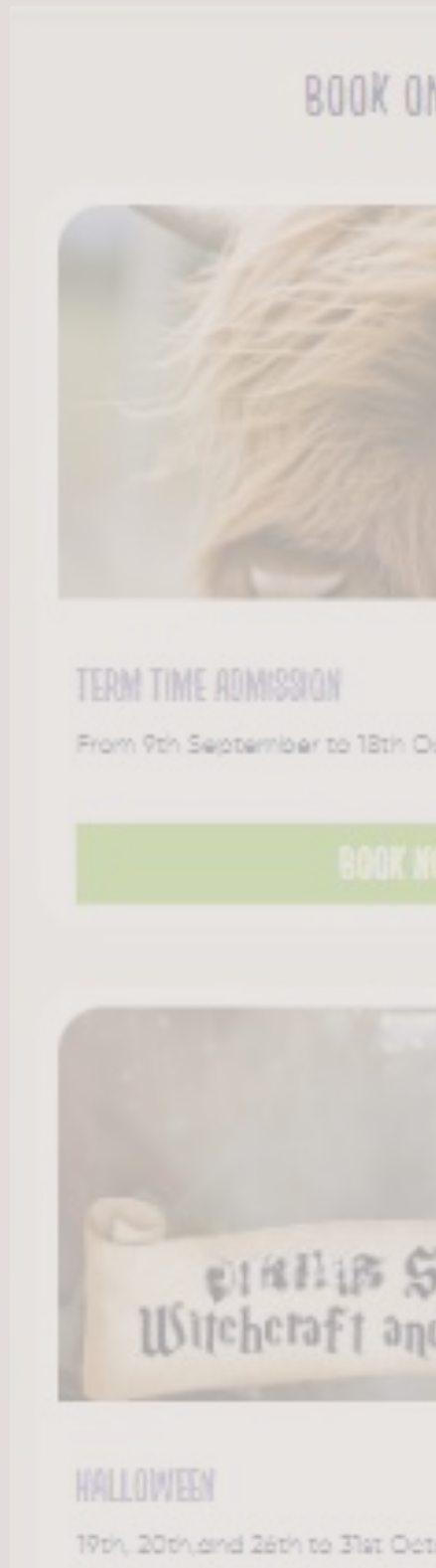
CONTINUE SHOPPING

Product Selection

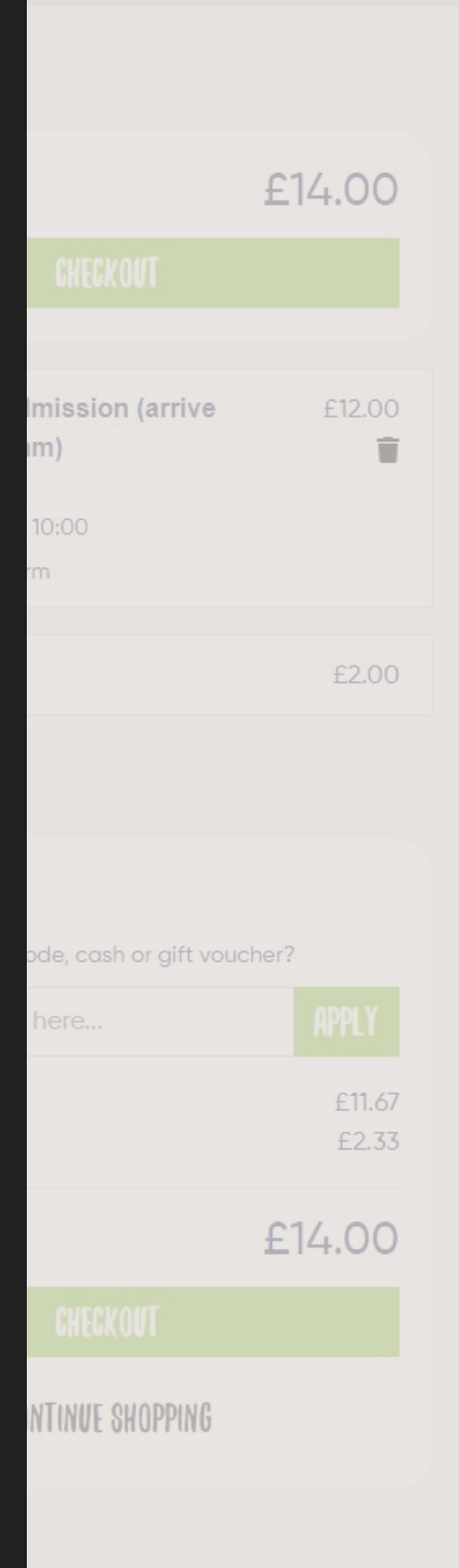
Ticket Selection

Date Selection

Checkout



I have attached screenshots of our ticket purchasing checkout flow, including screenshots from mobile devices. Please review the flow and then provide a selection of CRO hypotheses that we can test to improve ticket sales. Also, provide a specific rationale for your suggestions. The percentages indicate the number of users progressing to the next step.



Product Selection

Ticket Selection

Date Selection

Checkout



Based on the checkout flow you've shared, here are several Conversion Rate Optimisation (CRO) hypotheses to test, aimed at increasing the progression rates at each step. The rationale behind each suggestion is included to target potential friction points in the user experience.

1. Reduce the Number of Steps

- **Hypothesis:** Consolidating steps will increase progression rate from 45% to 55%.
- **Rationale:** Users are overwhelmed by multiple ticket options and available ticket types, leading to a complex and time-consuming process more likely to be abandoned.

2. Add More Information

- **Hypothesis:** Including pricing and benefit details will increase engagement and conversion rate by 10%.
- **Rationale:** Users are uncertain about the value of the tickets and the benefits. Highlighting key features and benefits can increase their confidence and willingness to purchase.

3. Pre-Fill Default Quantities or Use a Slider for Ticket Selection

- **Hypothesis:** Defaulting to a specific number of tickets (e.g., 2 tickets) or implementing a quick selection slider will increase the 50% progression rate from ticket selection to date selection.
- **Rationale:** Users are unsure of how many tickets to purchase. A default option reduces the cognitive load and guides them to the next step.

4. Highlight Key Dates/Events

- **Hypothesis:** Highlighting key dates/events will increase the 60% progression rate from date selection to event selection.
- **Rationale:** Some dates are more appealing than others, especially without clear visual cues. Highlighting these dates can nudge them towards selection.

5. Simplify the Date Selection Interface

- **Hypothesis:** Optimising the date selection UI (e.g., by condensing or streamlining the calendar view or using a date range selector) will reduce abandonment at this stage.
- **Rationale:** The calendar interface may be overwhelming for users, especially on mobile devices. A simplified view that shows fewer steps or fewer available dates upfront could make the experience more user-friendly and less daunting.

6. Display a Running Total Throughout the Process

- **Hypothesis:** Displaying the running total cost (including fees and VAT) dynamically throughout the entire flow will increase conversions by providing users with clearer price transparency.
- **Rationale:** Price uncertainty can cause users to drop off. If they can see the total cost of their purchase (including booking fees) throughout the flow, they are less likely to abandon the purchase out of concern for unexpected fees at the end.

AI will replace you

assist

AI will ~~replace~~ you

Explore your data with AI...

...but validate!



Select a file

Google Drive

Google Drive ▸ Demos

Name	Owner	Last modified ↓
mbr_may24.csv	me	May 8, 2024
ACME_Expenses_for_October.csv	me	Apr 30, 2024
ACME_Expenses_for_November.csv	me	Apr 30, 2024
ACME_Expenses_for_December.csv	me	Apr 30, 2024
social_media_performance.csv	me	Apr 25, 2024

Select Cancel

Data Dictionary

	Field	Description	
10	Departure and Arrival Time Convenience	Satisfaction level with the convenience of the flight departure and	
11	Ease of Online Booking	Satisfaction level with the online booking experience from 1 (lowest) to 5	
12	Check-in Service	Satisfaction level with the check-in service from 1	

Analyse this dataset. Visualise it. Perform statistical analysis. Interpret the data and tell me what it all means.



The data dictionary provides descriptions for each field in the dataset. The data dictionary provides descriptions for each field in the dataset. The data dictionary provides descriptions for each field in the dataset.

Identify most impactful satisfaction factors.

Analyze satisfaction differences by travel class.



Message ChatGPT





2	unique		2	
3	top		Female	
4	freq		65899	
5	mean	64940.5		39.427956 28
		27402 270919462		15.1102506

Initial Analysis

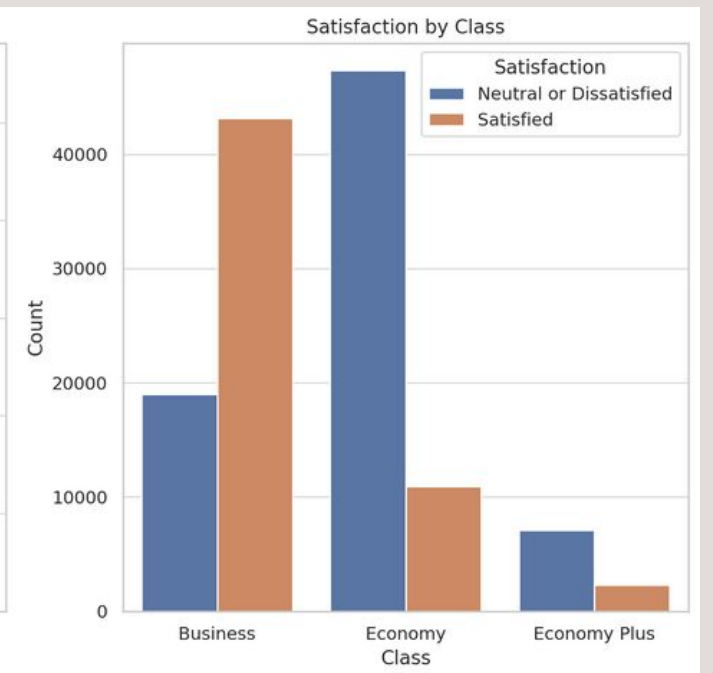
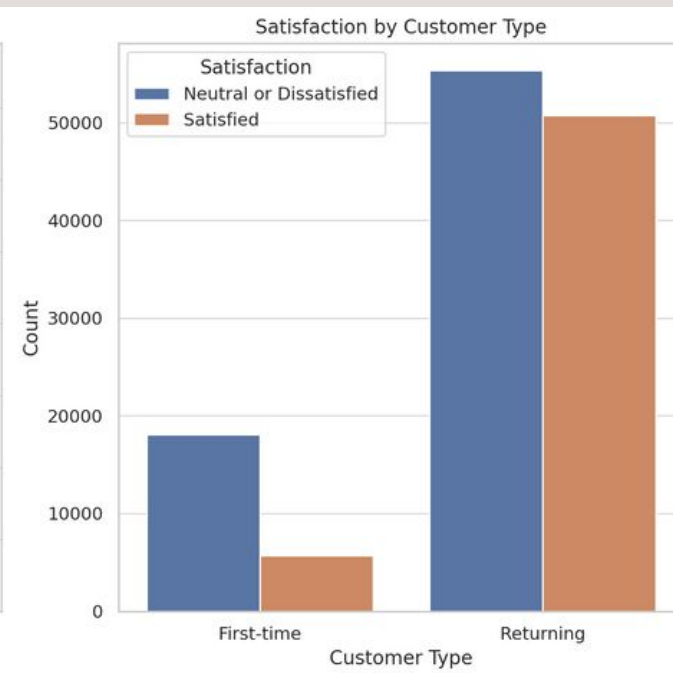
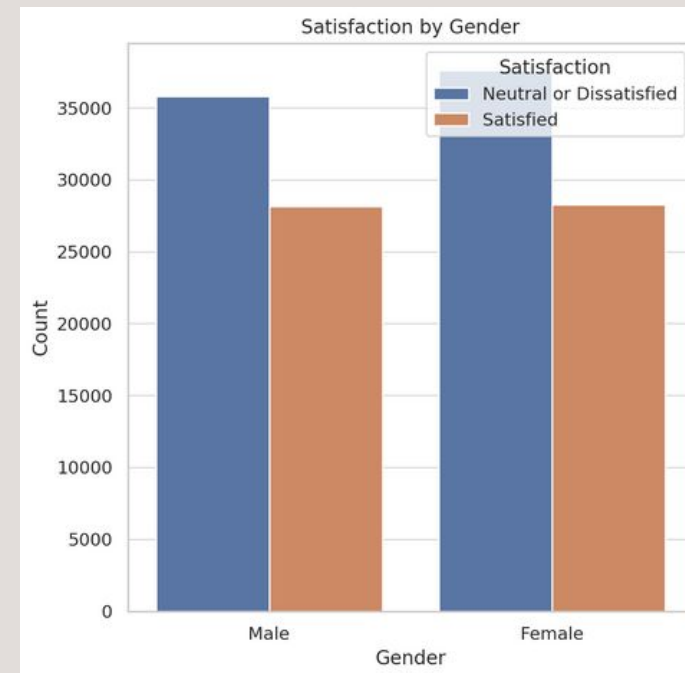
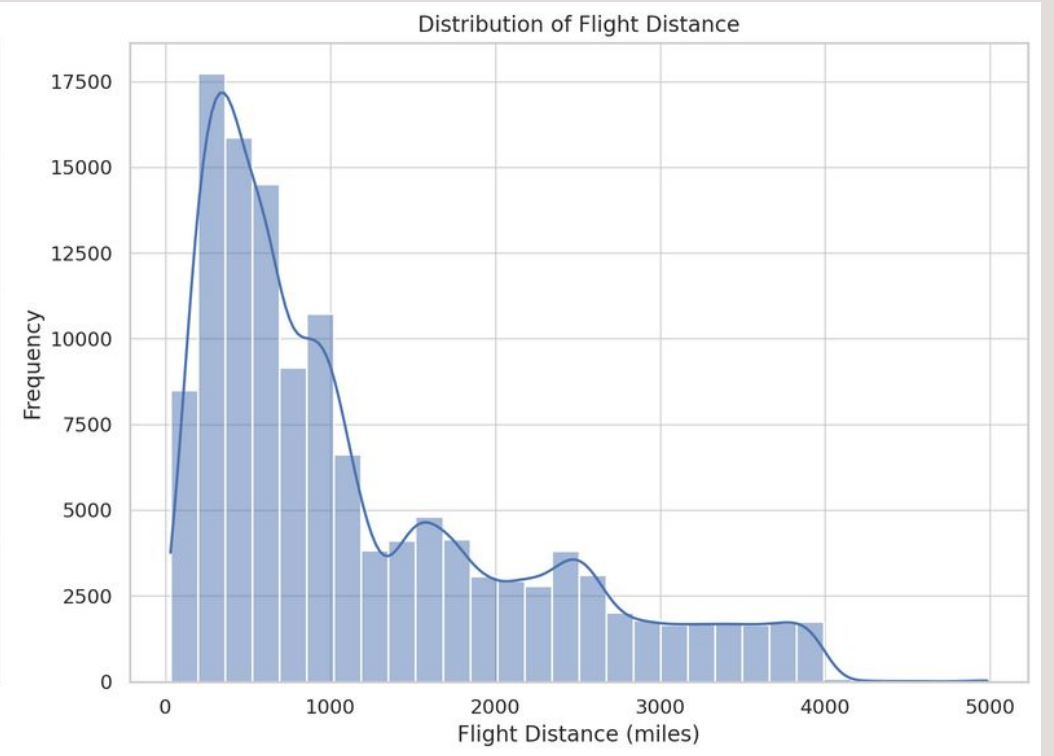
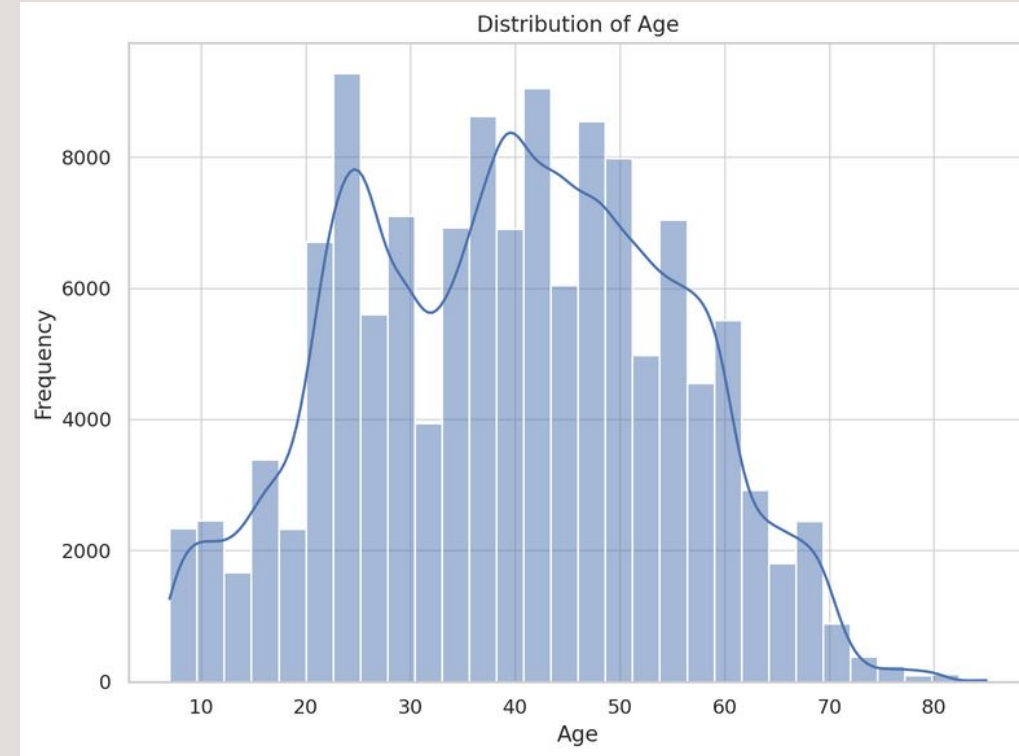
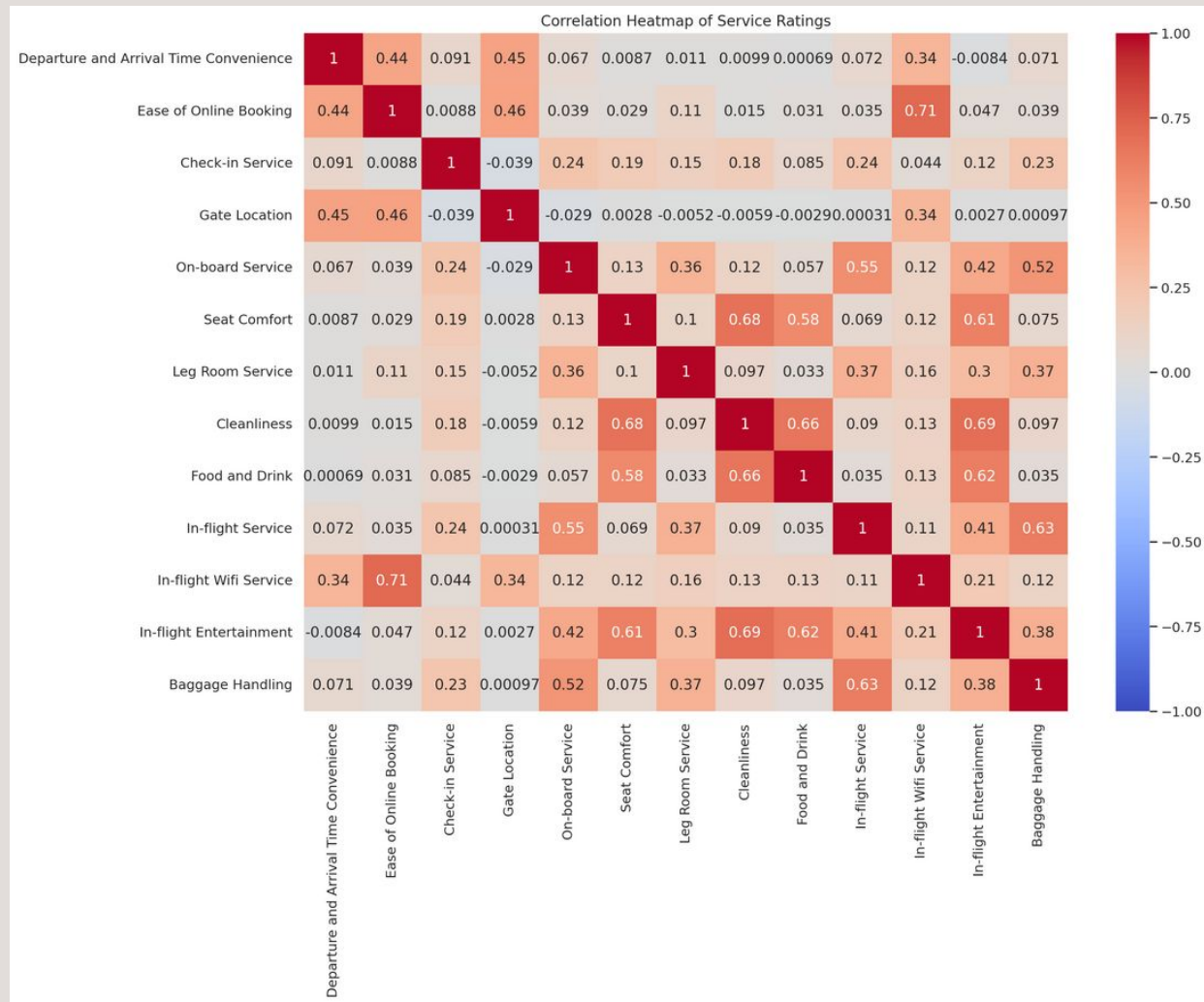
1. Passenger Demographics:

- **Gender Distribution:** There are more female passengers (50.8%) compared to male passengers (49.2%).
- **Age:** The average age of passengers is 39.4 years, with a standard deviation of 15.1 years. The youngest passenger is 7 years old, and the oldest is 85. ●



Message ChatGPT



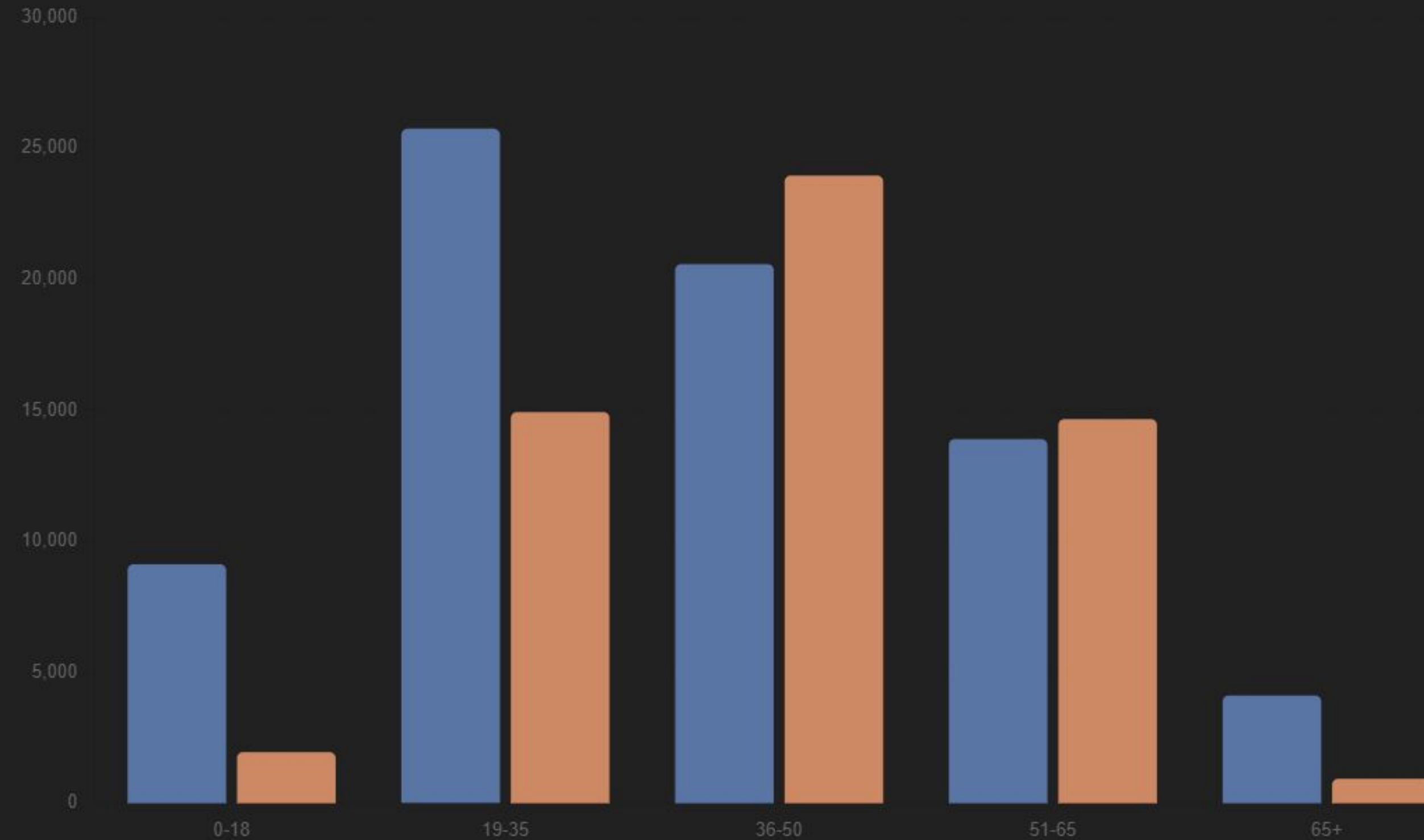


Y Count by X Age Group for Neutral or Dissatisfied and Satisfied

Satisfaction By Age Group



Y Count by X Age Group for Neutral or Dissatisfied and Satisfied



Interpretation of Satisfaction by Age Groups

- **Age Group 0-18:** This group has the smallest representation and shows a relatively balanced distribution between satisfied and neutral/dissatisfied passengers.
- **Age Group 19-35:** A larger portion of passengers fall into this age group. They display a higher count of satisfied passengers compared to neutral/dissatisfied ones.
- **Age Group 36-50:** Similar to the 19-35 age group, but with a slightly higher count of satisfied passengers.
- **Age Group 51-65:** This group also shows a higher number of satisfied passengers, indicating strong satisfaction in this middle-aged demographic.



Message ChatGPT

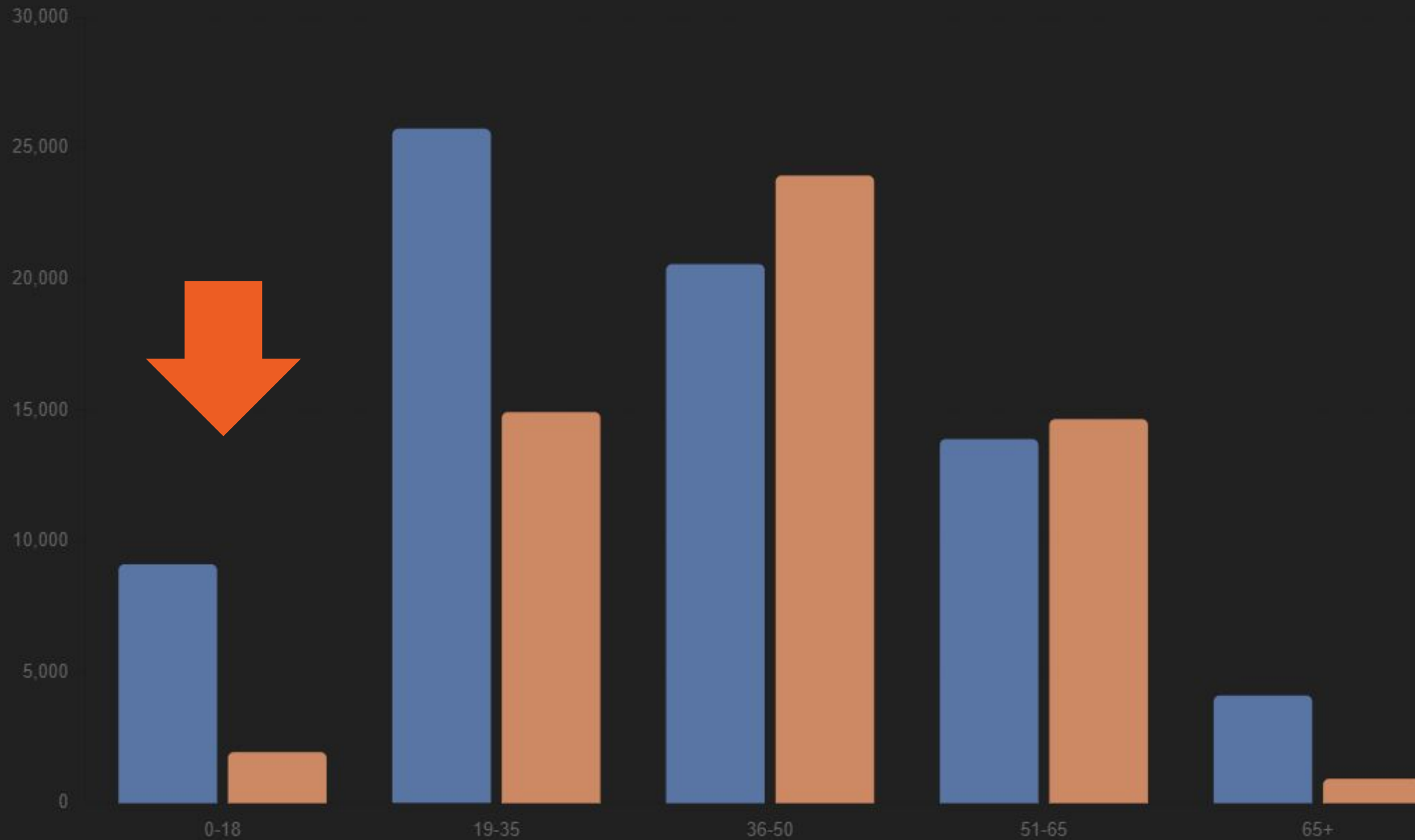


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Satisfaction By Age Group



Y Count by X Age Group for Neutral or Dissatisfied and Satisfied



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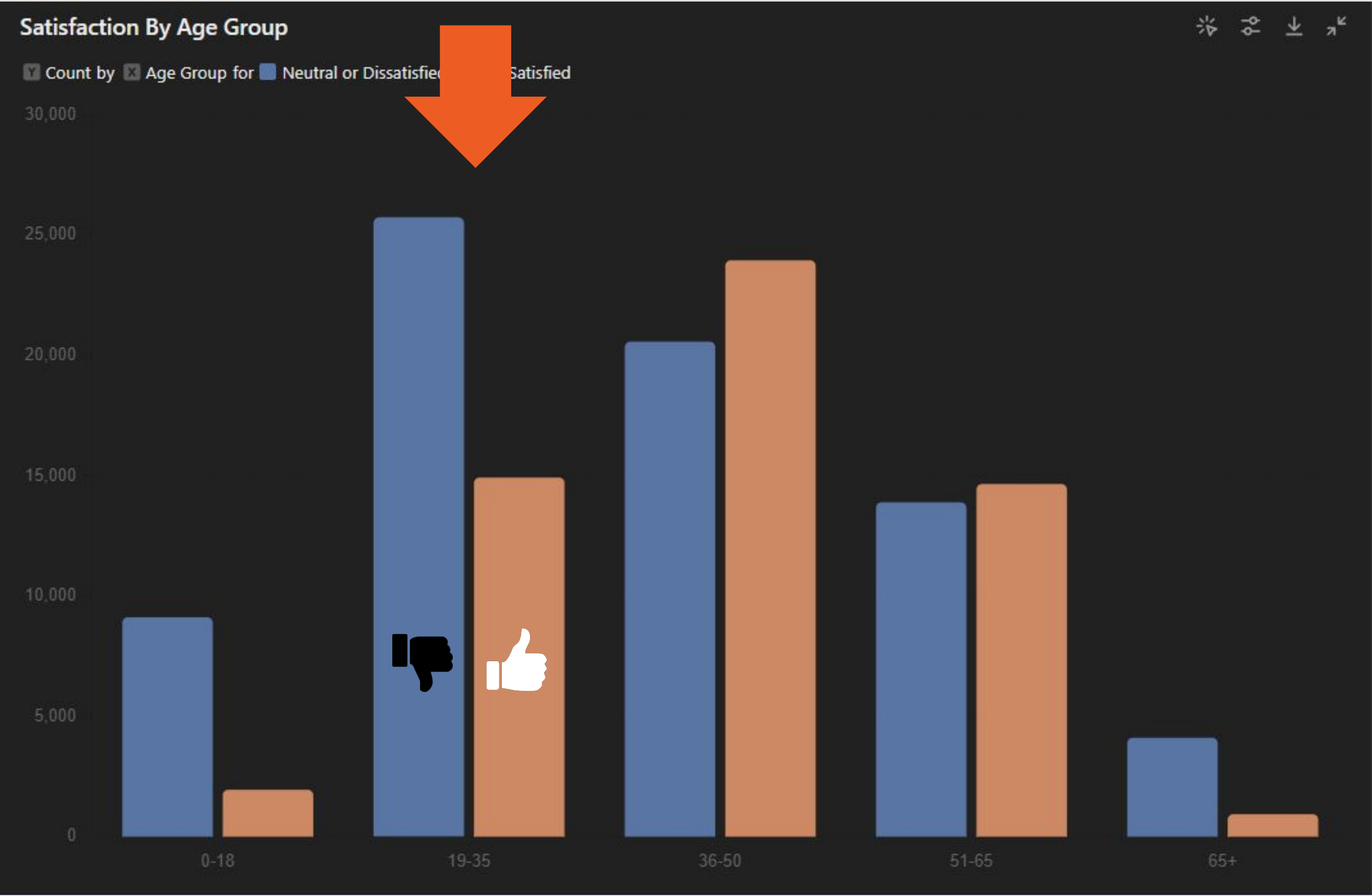
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Message ChatGPT



Y Count by X Age Group for Neutral or Dissatisfied and Satisfied



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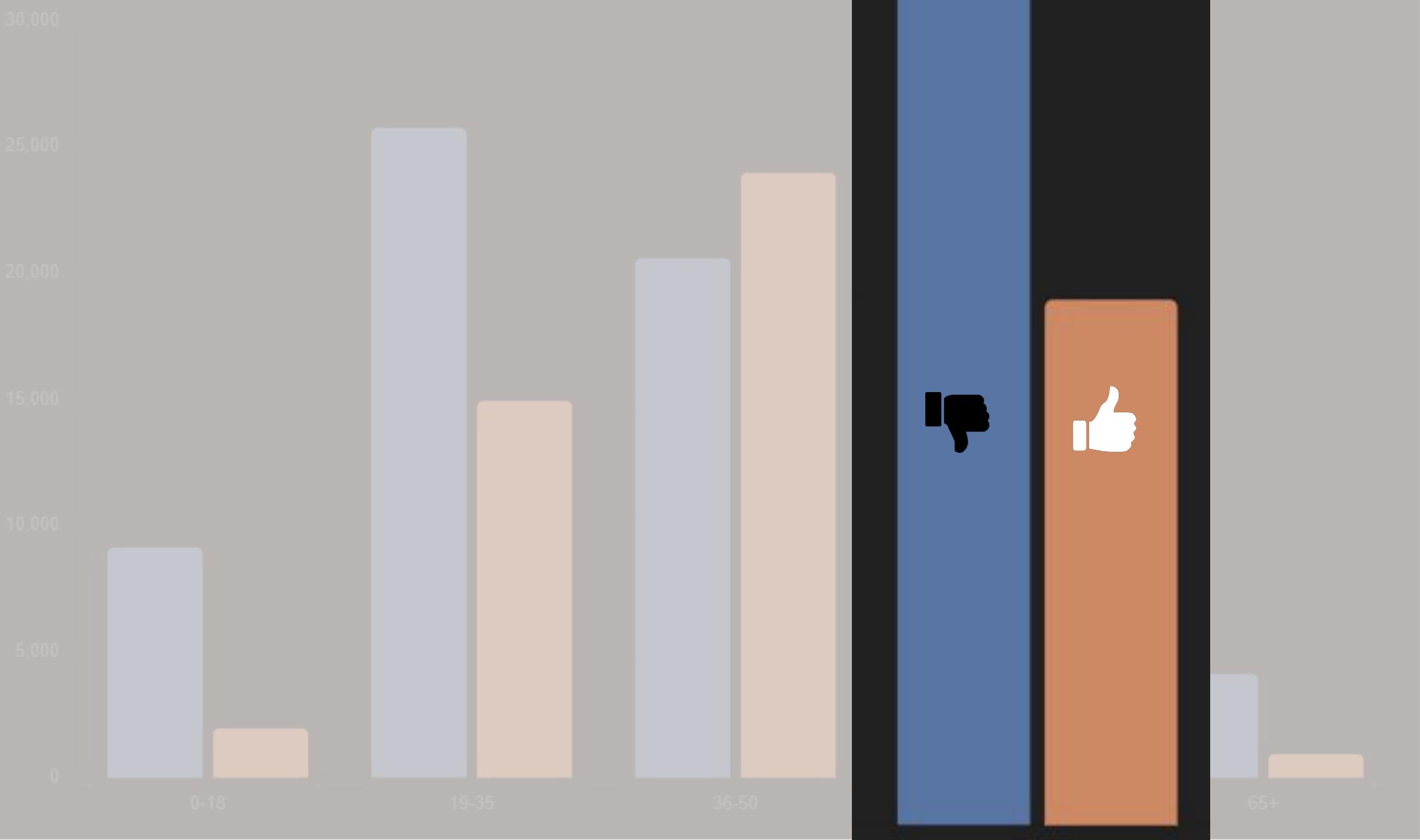
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Message ChatGPT

Count by Age Group for Neutral or Dissatisfied and Satisfied

Satisfaction By Age Group

Count by Age Group for Neutral or Dissatisfied and Satisfied



19-35

Thumbs-down icon on the blue bar (Neutral or Dissatisfied).
Thumbs-up icon on the orange bar (Satisfied).

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Message ChatGPT

Use the in-app assistants



Filters Segments

Save as segment



Sessions

14,957

896 bot sessions excluded

Pages per session

1.44

average

Scroll depth

45.98%

average

Active time spent

2.1 min

out of 7.7 min total time

Users overview

All users

User intent

0

Live users

1.0 min ago

9,264

Unique users



Sessions with new users 75.32% 11,267

Sessions with returning users 24.68% 3,691

Top user

See all users

50 sessions

United Kingdom

Insights

Rage clicks

0.57%

86 sessions

Dead clicks

18.65%

2,789 sessions

Excessive scrolling

0.03%

4 sessions

Quick backs

1.56%

234 sessions

Referrer

Channel

Campaign

Source

OrganicSearch

Other

Direct

Referral

Email

11,685

2,655

703


572

16



- **Session Insights**
- **Group Session Insights**
- **Heatmap Insights**
- **Chat**

Find answers with AI-powered insights. **BETA**

 **Ask questions**

"What were the total number of sessions yesterday?"

 **Summarise your data**

"What are the top JavaScript errors on my website?"

 **Get recommendations**

"How can I drive more engagement to key conversion buttons?"

Copilot uses AI. Check for mistakes.

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Hey! How can I help today? 😊



0 / 500




How can I track the performance of my conversion buttons?

To track the performance of your conversion buttons, you can use Microsoft Clarity to monitor user interactions and gather insights. Here are some steps to help you track the performance effectively:


- 1. Set Up Event Tracking:** Use Microsoft Clarity to set up event tracking for your conversion buttons. This will allow you to capture data on how often these buttons are clicked.
- 2. Analyze Click Data:** Review the click data to see which buttons are getting the most engagement. For example, in the last 3 days, the "Contact us" button was clicked 5 times, the "Download Templates" button was clicked 2 times, and the "Download The •• Objective" button was clicked 1 time.
- 3. Heatmaps:** Use heatmaps to visualize


0 / 500




 Copilot ✕

Find answers with AI-powered insights. BETA





 **Ask questions**
 "What were the total number of sessions yesterday?"


 **Summarise your data**
 "What are the top JavaScript errors on my website?"

 **Get recommendations**
 "How can I drive more engagement to key conversion buttons?"

Copilot uses AI. Check for mistakes.
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Hey! How can I help today? 😊

0 / 500    

 Copilot ✕

Hey! How can I help today? 😊



What are the top JavaScript errors on my website?

Here are the top JavaScript errors on your website in the last 3 days:

Error Message	Count
Script error.	5
Failed to execute 'postMessage' on 'Window': Port at index 0 is already neutered.	2

These errors might be affecting the user experience on your website. It would be beneficial to investigate and resolve them.





AI-generated content may be incorrect 1 of 10


 1 filters 

How can I fix these JavaScript errors?

What are the most common pages where these errors occur?



How do these errors impact user experience?

103 / 500    

 Copilot ✕

beneficial to investigate and resolve them.


AI-generated content may be incorrect 1 of 10





 1 filters 

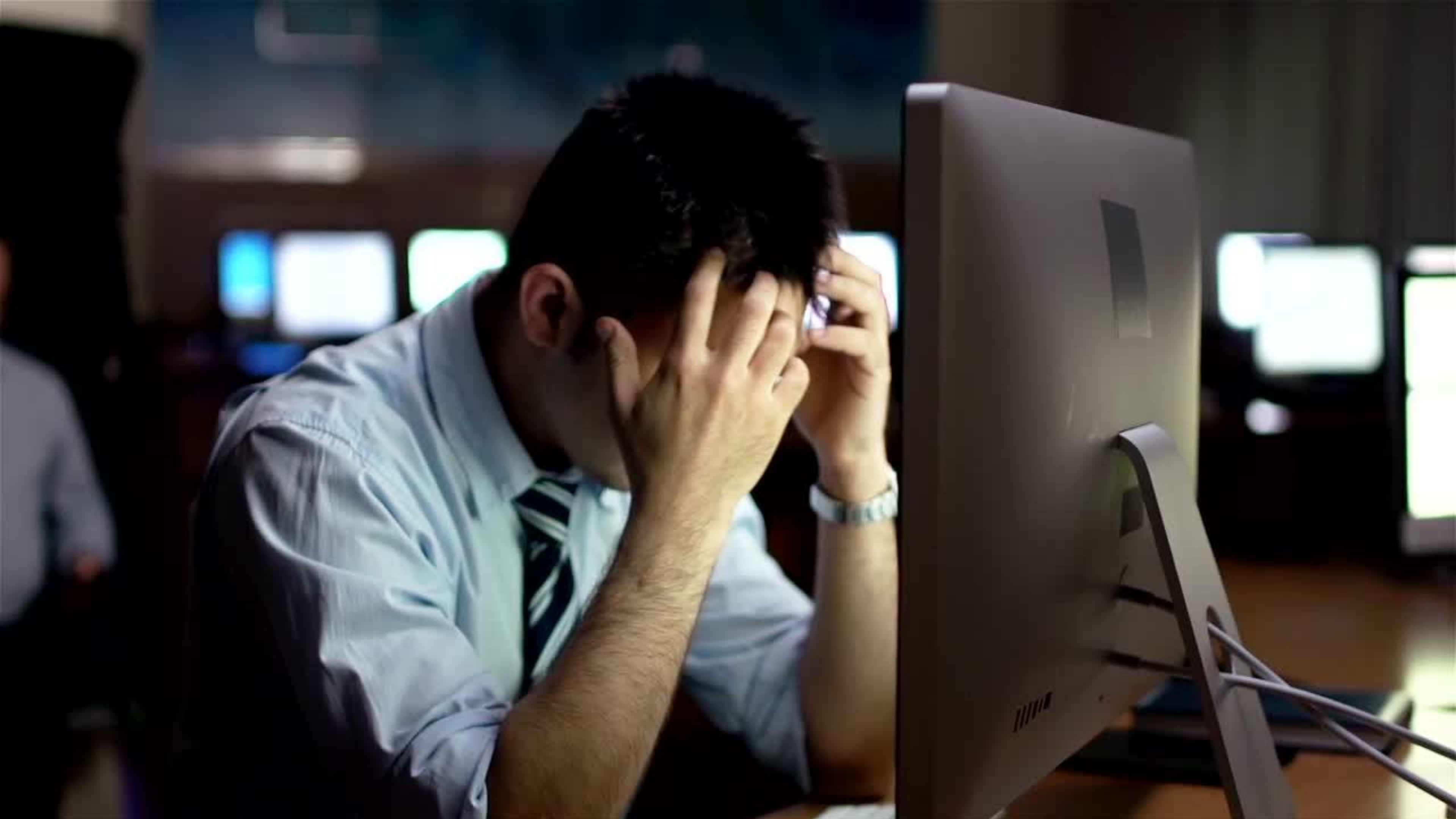
Explain this error: Failed to execute 'postMessage' on 'Window': Port at index 0 is already neutered. 2

I apologize, but I'm unable to provide a response at the moment. 😞 Please feel free to ask another question or use the prompt guide below. I'll be happy to help! 😊

AI-generated content may be incorrect 2 of 10



103 / 500    



Explain this error: Failed to execute 'postMessage' on 'Window': Port at index 0 is already neutered. 2



The error "**Failed to execute 'postMessage' on 'Window': Port at index 0 is already neutered**" occurs when you attempt to send a message between different contexts (like windows, iframes, or workers) using the `postMessage` method, but the `MessagePort` object has already been neutered.

What does "neutered" mean?

A `MessagePort` becomes neutered when it's transferred to another context (like a different window, iframe, or worker). Once transferred, the port becomes unusable in the original context. This transfer happens if you pass the port as part of the `transfer` option in `postMessage`.

Possible Causes:

1. **Double Transfer Attempt:** You might have attempted to transfer the same `MessagePort` object multiple times. Once a port is transferred, it can't be transferred again in the original context.
2. **Accessing the Port After Transfer:** After transferring the `MessagePort`, if you try to use or send another message through the neutered port, this error occurs.

How to Resolve:

- **Check for Multiple Transfers:** Ensure you're not attempting to transfer the same `MessagePort`



Message ChatGPT



Filters Segments Last 30 days Session duration ≥ 0.5 minutes Save as segment Clear

Summarise recordings

Sort All recordings Favourite recordings

No live recordings found Try removing some filters

User ID: 1hvgm1n United Kingdom MacOS PC

More details

Entry: broadhurst.digital 09:39 Oct. 1 Exit: .../contact Duration: 02:37 Clicks: 8 Pages: 2

User ID: kc1cpo Bangladesh Windows PC

More details

Entry: .../ai 07:34 Oct. 1 Exit: .../ai Referrer: www.google.ch Duration: 01:47 Clicks: 0 Pages: 1

User ID: 1i5ouua Switzerland

More details Click Scroll Area

Star, Comment, Share icons

BROADHURST DIGITAL contact form with user interaction points

Video player controls: play, 10s, 30s, 1.5x, 02:21 / 02:36, Skip inactivity, volume, info

Filters Segments Last 30 days Visited URL contains: /ai Session duration ≥ 0.5 minutes Save as segment Clear

Summarise recordings

Back Session Insights

More details Click Scroll Area

Star Comment Share

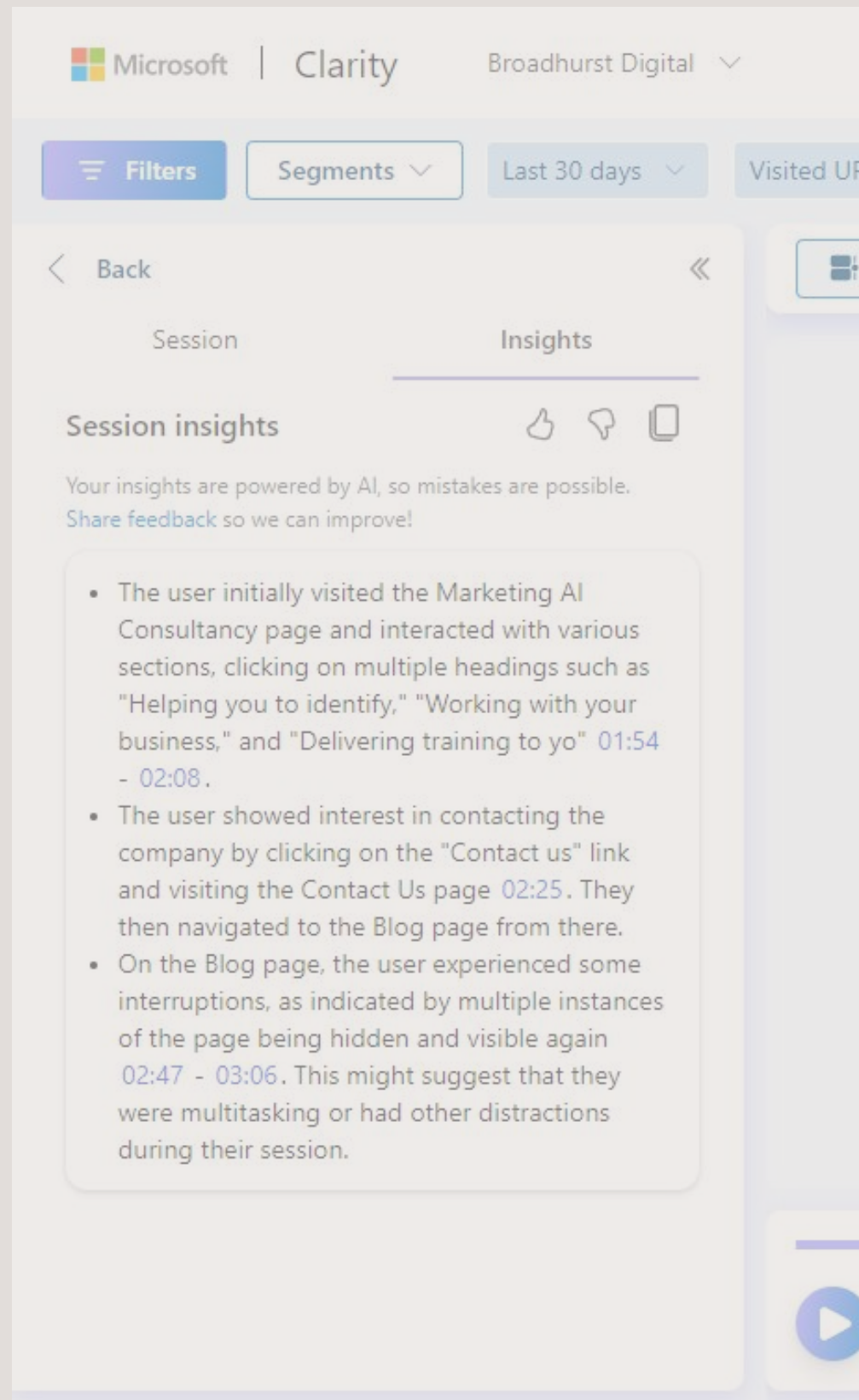
Session insights

Your insights are powered by AI, so mistakes are possible. Share feedback so we can improve!

- The user initially visited the Marketing AI Consultancy page and interacted with various sections, clicking on multiple headings such as "Helping you to identify," "Working with your business," and "Delivering training to yo" 01:54 - 02:08.
- The user showed interest in contacting the company by clicking on the "Contact us" link and visiting the Contact Us page 02:25. They then navigated to the Blog page from there.
- On the Blog page, the user experienced some interruptions, as indicated by multiple instances of the page being hidden and visible again 02:47 - 03:06. This might suggest that they were multitasking or had other distractions during their session.

The screenshot shows the Broadhurst Digital website. At the top, there is a navigation menu with links for SERVICES, PARTNERS, BLOG, RESOURCES, ABOUT US, and a Contact us button. Below the menu, there are four columns of text describing services: 'Helping you to identify use cases for A.I. technology solutions and processes in your business.', 'Working with your business to integrate A.I. models and tools into your sales and marketing workflows.', 'Delivering training to your team to get the most from your A.I. investments and see greater efficiencies.', and 'Supporting your growth through fully-managed, outsourced sales and marketing services.' Below this is a dark blue section titled 'Our Technology Partners' with the text 'We are honored to be certified partners of these top technologies.' and logos for MarketMuse Partner, Sales Rocket Certified Partner, HubSpot Gold, and vabout Certified Partner.

The video player controls include a play button, skip 10s and 30s buttons, a 1.5x speed selector, a progress bar showing 02:02 / 08:02, a skip inactivity toggle, a volume icon, and an information icon.



Session

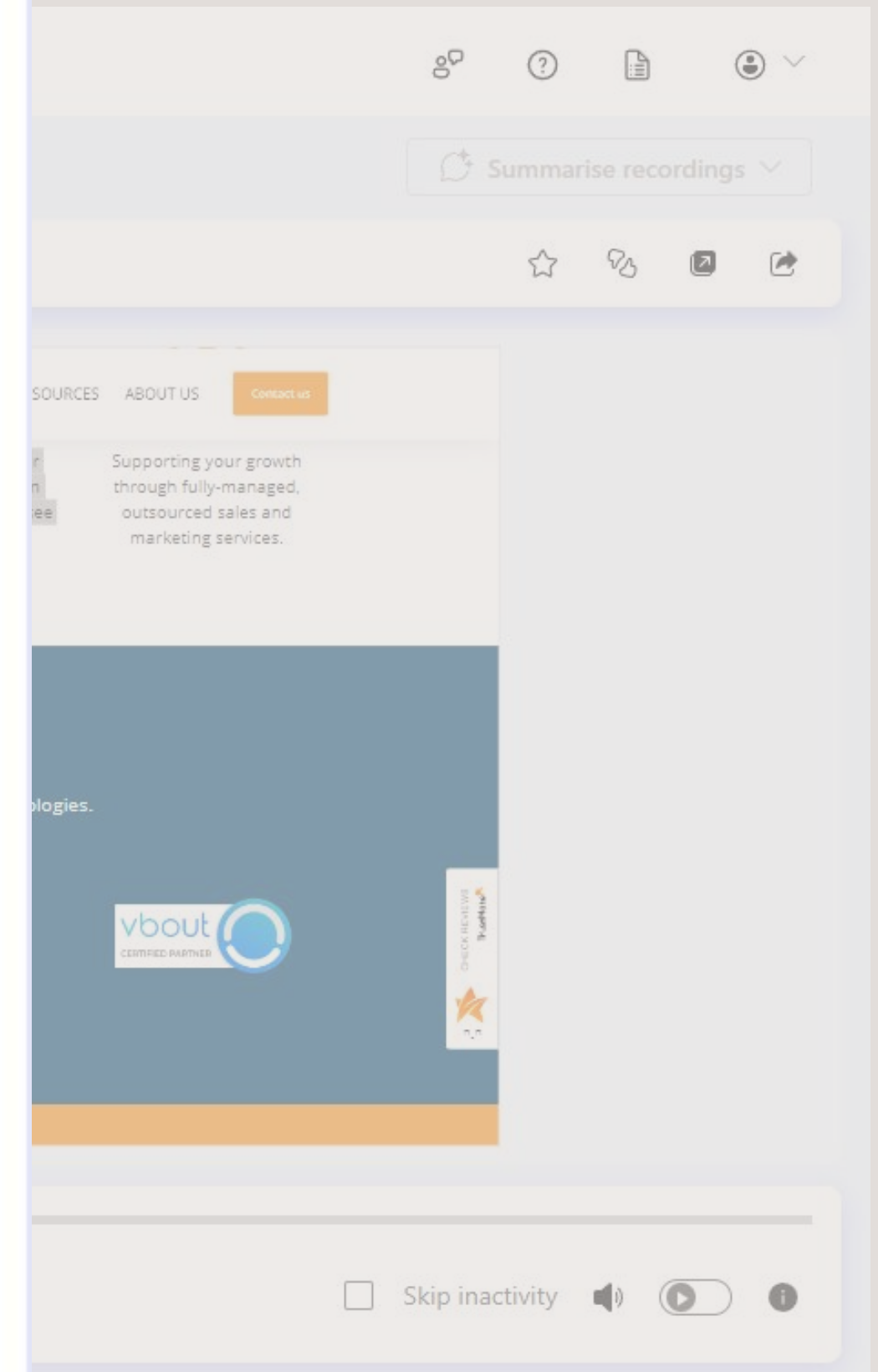
Insights

Session insights

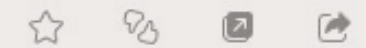



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[Share feedback](#) so we can improve!

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Summarise recordings



Skip inactivity   

Filters

Segments

Last 3 days

Save as segment

Exit summary

< Back to recordings

Summarised recordings (10) >

Session insights

Your insights are powered by AI, so mistakes are possible.
[Share feedback](#) so we can improve!

I'm sorry, something went wrong! Please try again later.



Watch recordings

Select one from the list

Filters

Segments

Last 3 days

Save as segment

Exit summary

Back to recordings

Summarised recordings (10)

Session insights

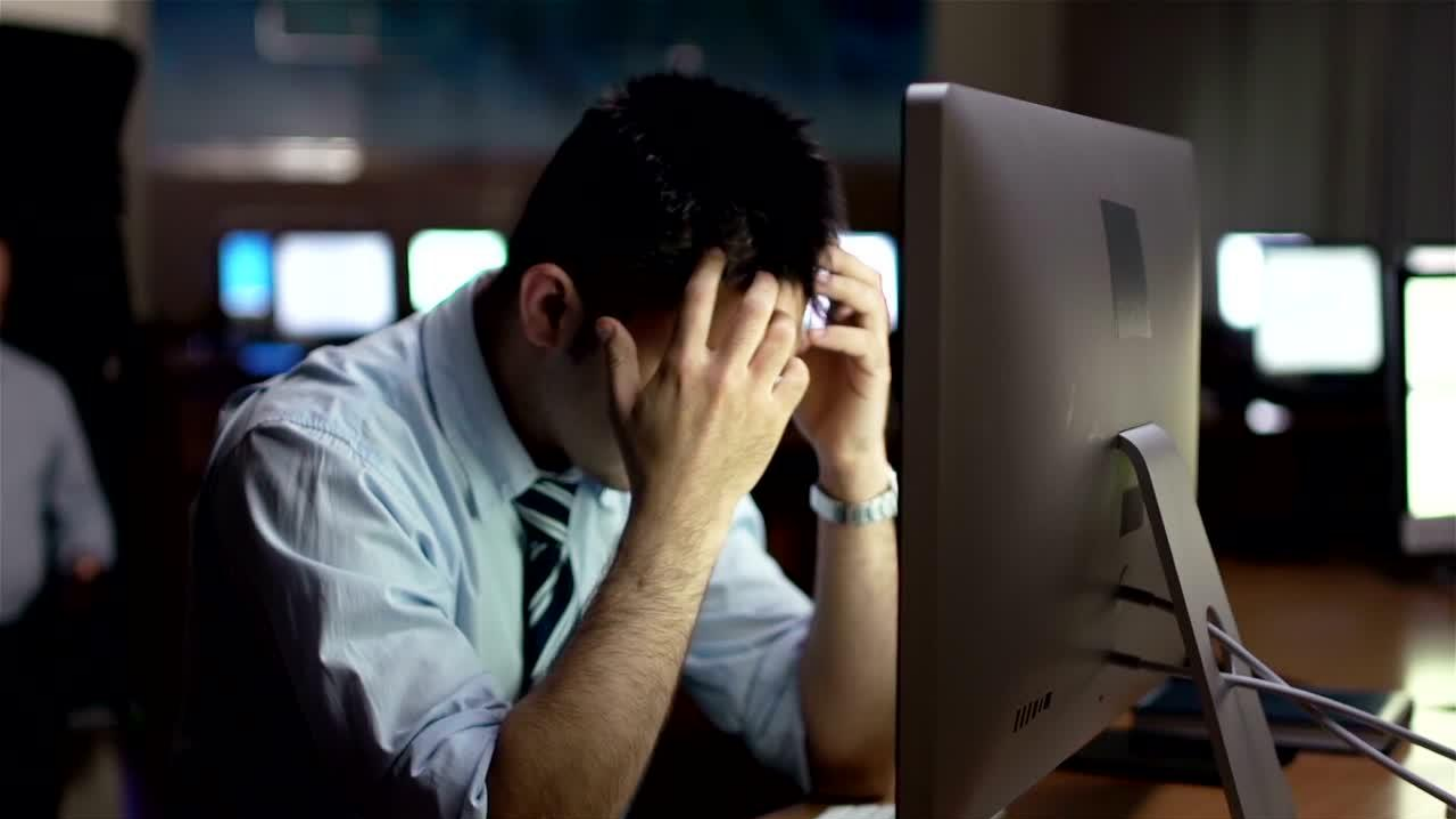
Your insights are
Share feedback

I'm sorry, so

I'm sorry, something went wrong! Please try again later.

Watch recordings

Select one from the list



matches regex | ^https://broadhurst\digital/blog/sostac-ex...

Filters

Segments

Last 3 days

Visited URL matches regex: ^https://broadhurst\digital/...

Save as segment

Clear

Click Scroll Area

Compare Change screenshot Summarise heatmaps

Back to click data

Heatmaps insights

Your insights are powered by AI, so mistakes are possible. Share feedback so we can improve!

User behaviours

- Users on desktop devices clicked mostly on paragraph 4 and paragraph 1.
- The average fold position is at 761.6712 pixels, with only 9.6% of users scrolling to the bottom.
- There were no scroll, click or error data for tablet and mobile users.

Key takeaways

- To improve engagement, consider making the content in paragraph 4 more interactive or visually appealing.
- Optimize the page layout to encourage deeper scrolling beyond the average fold position.
- Investigate why there is no data for tablet and mobile users; ensure compatibility across all devices.



73 page views

163 clicks

Most popular Least popular

Settings icons



Clarity Broadhurst Digital ClickMap PC 10 03 2024 11 32

	Rank	Button	Clicks:	% of clicks
1	1	#hs_cos_wrapper_post_body	2647	11.73%
2	2	#hs_cos_wrapper_post_body>P:nth-of-type(18)	693	3.07%
3	3	#hs_cos_wrapper_post_body>P:nth-of-type(16)	637	2.82%

I have provided screenshots of the heatmap, scrollmap, clickmap as well as the csv clickmap data for a high-traffic blog post that currently generates very few leads. This data is from microsoft clarity.

Review the data

Analyse the data

Give me ten insights and recommendations to improve the conversions from this blog post.



Here are ten insights and recommendations based on the Microsoft Clarity data (heatmap, scrollmap, and clickmap) and the clickmap CSV data for improving conversions on the blog post:

1. High Clicks on Body Content (#hs_cos_wrapper_post_body):

- The highest percentage of clicks (11.73%) is occurring in the general content body. This suggests that readers are engaged with the content but may not be finding clear calls to action (CTAs).
- **Recommendation:** Introduce strategically placed CTAs within the content, especially after key insights or sections that receive high interaction.

2. Focus on Paragraphs 16 and 18:

- Paragraphs 16 and 18 are receiving a significant percentage of clicks (2.82% and 3.07%, respectively). This could indicate that specific content within these paragraphs resonates with the readers.
- **Recommendation:** Review these paragraphs to understand the type of content generating clicks. Add relevant CTAs or links that align with the reader's intent at these specific points.

3. Improved Call-to-Action Design:

- Despite engagement with the content, the click distribution suggests that the current CTA buttons may not be prominent or compelling enough to encourage conversions.
- **Recommendation:** Redesign the CTAs to make them stand out more visually. Consider using contrasting colours, larger buttons, or more persuasive text like "Get Started" or "Download Your Free Guide."

4. Scroll Depth Analysis:

What about GA4?

This is the master prompt

Professional Plan

 Good afternoon, Martin

Google Analytics 4 makes me cry. Give me some good alternatives|



Claude 3.5 Sonnet ▾

Use `shift + return` for new line

 Add content 

 Use a project ▾

 Your recent chats ▾ Show

View all →



What report in GA4 could I create to identify the best demographic in the UK to target based on revenue generated to date?

remove any items from the list.

MB What report in GA4 could I create to identify the best demographic in the UK to target based on revenue generated to date?

To identify the best demographic in the UK to target based on revenue generated to date in GA4, you can create a custom report using the following steps:



Creating a Custom GA4 Report for UK Demographics by Revenue

Click to open document

I've created a detailed guide on how to set up this custom report in GA4. This report will help you identify the best demographics to target in the UK based on revenue generated.

Key points to consider when analyzing the results:

1. Look for age groups and genders that generate the highest total revenue.
2. Consider the number of transactions and average order value to understand purchasing behavior.
3. Identify any surprising or unexpected patterns in the data.
4. Compare the performance of different demographic segments to spot opportunities for targeted marketing.

Remember that while this report provides valuable insights, it should be used in conjunction with other data points and business knowledge to make informed decisions about targeting specific demographics.

Would you like me to explain any part of this process in more detail or discuss how to

Reply to Claude...



Claude 3.5 Sonnet ▾

← Creating a Custom GA4 Report for UK Demographics by Revenue



Creating a Custom GA4 Report for UK Demographics by Revenue

1. Log in to your Google Analytics 4 property.
2. Navigate to the "Explore" section in the left-hand menu.
3. Click on the "Blank" template to create a new exploration.
4. Set up your report with the following components:

Dimensions

- Country
- Age
- Gender

Metrics

- Total revenue
- Transactions
- Average order value

Filters

- Country exactly matches "United Kingdom"

5. Configure your exploration:

- Drag "Country" to the Rows section (this will be hidden due to the filter, but helps organize data)
- Drag "Age" and "Gender" to the Rows section below "Country"

Last edited 9 minutes ago



Publish

Variables ✕
Settings ✕

EXPLORATION NAME:
UK Demographics by Reve...

Last 28 days
Sep 5 - Oct 2, 2024

SEGMENTS +

DIMENSIONS +

- Country
- Age
- Gender

METRICS +

- Total revenue
- Transactions
- Average purchase revenue

COLUMNS

+ Drop or select dimension

START COLUMN GROUP

1

SHOW COLUMN GROUPS

5

VALUES

- Total revenue
- Transactions
- Average purchase revenue

+ Drop or select metric

CELL TYPE

Bar chart

FILTERS

Country contains United Kingdom

Free form 1 +

↶ ↷
⬇
👤
⚠

	Country	Age	Gender	↓ Total revenue	Transactions	Average purchase revenue
Totals				£99,598.04	572	£174.12
1	United Kingdom	unknown	unknown	£43,926.64	400	£109.82
2	United Kingdom	unknown	male	£31,024.81	35	£886.42
3	United Kingdom	25-34	male	£12,713.06	30	£423.77
4	United Kingdom	18-24	female	£3,424.90	36	£95.14
5	United Kingdom	25-34	female	£1,726.78	14	£123.34
6	United Kingdom	45-54	female	£1,316.82	7	£188.12
7	United Kingdom	18-24	male	£1,214.15	8	£151.77
8	United Kingdom	55-64	male	£900.71	5	£180.14
9	United Kingdom	35-44	male	£766.17	8	£95.77
10	United Kingdom	35-44	female	£718.55	9	£79.84

You are a data analyst dealing with different data formats. You will be provided with datasets and must analyse the data. Examples of the analysis you might provide include:

1. Data Exploration and Interpretation

Summarize the key patterns and trends in this dataset: [paste dataset]

What are the main outliers or anomalies in this data? How should they be handled?

Generate descriptive statistics for the numerical columns in this dataset.

What are the correlations between different variables in this dataset?



MB

Thank you for providing the data analysis task and the datasets. I'll analyze the data and provide insights based on the information given. I'll focus on key patterns, trends, and actionable insights while following the rules you've outlined.



E-commerce Data Analysis Summary

Click to open document

I've prepared a comprehensive analysis of the e-commerce data you provided. This summary includes key metrics, insights into user behavior, product performance, and geographic data. I've also included some actionable recommendations based on these findings.

Is there any particular area of this analysis you'd like me to expand on or any specific questions you have about the data?

Copy Retry Share



Claude can make mistakes. Please double-check responses.

E-commerce Data Analysis Summary

Overview

This analysis is based on e-commerce data from an online gift company specializing in and . The data covers a 90-day period from July 5 to October 2, 2024.

Key Metrics

- Total Sessions: 97,410
- Active Users: 80,412
- New Users: 79,753
- Total Revenue: £273,383.05
- Conversion Rate: 2.02%
- Average Order Value: £123.20 (calculated from total revenue / conversions)

Traffic and User Behavior

Top Landing Pages

1. Homepage ("/uk/"): 14,722 sessions

Device and Demographic Data

- Gender split: 63.2% Female, 36.8% Male
- Top age groups: 25-34, 35-44, 45-54
- Primary language: English

Product Performance

Top Selling Items

1. : 173 units sold, £7,372.54 revenue
2. 133 units sold, £8,265.29 revenue
3. 133 units sold, £10,822.15 revenue
4. 130 units sold, £3,250.00 revenue
5. 130 units sold, £3,250.00 revenue

Recommendations

1. **Mobile Optimization:** With a high number of mobile users, ensure the website is fully optimized for mobile devices, particularly the checkout process.
2. **Personalization:** Leverage demographic data to create targeted marketing campaigns and personalized product recommendations.
3. **Content Marketing:** The blog post on gluten-free destinations is driving significant traffic. Expand content marketing efforts, focusing on topics related to dietary restrictions and gift-giving occasions.
4. **International Expansion:** Consider developing targeted strategies for the top international markets (US, Australia, Canada) to increase market share.
5. **Product Development:** Focus on expanding popular categories like gluten-free and new baby gifts. Consider bundling top-selling items into attractive gift sets.
6. **Conversion Rate Optimization:** The current conversion rate of 2.02% has room for improvement. Conduct A/B testing on key pages, especially the cart and checkout process, to identify and remove friction points.
7. **Loyalty Program:** With a high number of new users, implement a loyalty program to encourage repeat purchases and increase customer lifetime value.
8. **Seasonal Preparation:** As the data approaches the holiday season, prepare marketing campaigns and ensure inventory for popular Christmas parcels and corporate gifts.

Quite generic

Recommendations

1. Mobile Optimization: With a high number of mobile users, ensure the website is fully optimized for mobile devices, particularly the checkout process.
2. Personalization: Implement personalized product recommendations based on user browsing history and preferences to increase engagement and sales.
3. Content Marketing: Develop high-quality, informative content such as blog posts and videos to attract and retain customers, focusing on gift-giving and holiday preparation.
4. International Expansion: Consider developing targeted strategies for the top international markets (US, Australia, Canada) to increase market share.
5. Product Development: Focus on expanding popular categories like gluten-free and new baby gifts. Consider bundling top-selling items into attractive gift sets.
6. Conversion Rate Optimization: The current conversion rate of 2.02% has room for improvement. Conduct A/B testing on key pages, especially the cart and checkout process, to identify and remove friction points.
7. Improve Explain With a high number of new users, implement a loyalty program to encourage repeat purchases and increase customer lifetime value.
7. Loyalty Program: With a high number of new users, implement a loyalty program to encourage repeat purchases and increase customer lifetime value.
8. Seasonal Preparation: As the data approaches the holiday season, prepare marketing campaigns and ensure inventory for popular Christmas parcels and corporate gifts.

Certainly! I'd be happy to expand on these sections for you.

1. **International Expansion:** The data shows significant traffic from international markets, particularly the US, Australia, and Canada. Here's a more detailed breakdown:

- United States: 9,700 active users
- Australia: 3,300 active users
- Canada: 1,300 active users

To capitalize on this interest, consider the following strategies:

- a) **Localized websites:** Create country-specific versions of the website (e.g., `us.example.com`, `au.example.com`) with localized content, pricing in local currency, and shipping information.
- b) **Market-specific products:** Develop products that cater to local tastes and holidays. For example, Thanksgiving-themed packages for the US market or Australia Day gift sets.
- c) **International shipping promotions:** Offer free or discounted shipping for international orders over a certain value to encourage larger purchases.
- d) **Partnerships:** Collaborate with local businesses or influencers in these countries to increase brand awareness and credibility.

2. **Product Development:** The data indicates strong performance in certain categories, particularly gluten-free products and new baby gifts. To leverage this:

- a) **Gluten-free expansion:**

Final thoughts

- 1 AI isn't replacing you (for now)
- 2 Use it as your assistant
- 3 Understand its limits
- 4 Prepare to be frustrated
- 5 Experiment



AI TALK RESOURCES

SLIDES + PLAYBOOK + PODCAST

