Universal Analytics Data Reports

Google Analytics 4 (GA4) has replaced the Universal Analytics (UA) platform. The TTC Networks website's analytics have been moved to the GA4 platform for over a year now (4/1/2023). Google had continued to allow access to UA to stream data to the UA platform until 9/30/2023 at which point data to the UA platform stopped populating and only had historical data that was viewable using that service.

As of 7/1/2024 Google's UA service will be terminated and historical data will not be available anymore through that platform. Following suggestions from Google's own documentation. We have been able to retain the historical data. One of the ways that we have been able to retain this data though is through a series of PDF reports that give a high level look at the data for each center. You can view your center's copy of the data for ATTC and PTTC by accessing them through the TTC Hub and MHTTC can access them through a box link provided by the MHTTC NCO.

Report Breakdown

In your regional center's (RC) folder you will be able to find 3 reports. These three reports cover high level accounts of your RC's data from UA and are detailed below. These reports cover many of the most popularly requested information for reporting such as pageviews, product/attachment downloads, and historical summary of the website overall.

These reports cover website data for your RC for the time period listed *in the reports top right hand corner.* The three reports are Top Events, Pages, and Audience Overview. Each report follows the following naming convention:

> | *Analytics [RC NAME] [Report Name] [Date Range]*

Audience Overview Report

The audience overview report details highlights the overall historical numbers for several of the metrics related to user behavior such as pageviews, time spent on the website, and unique user number connections vs session connections.

You will see totals for the following list of metrics on this report:

- Users
- New users
- Sessions

- Number of Sessions
- Pageviews
- Pages/Session
- Avg Session Duration
- Bounce Rate

Additionally, this will show the top ten countries that accessed your portion of the site, user totals for that country and the percentage representation of those users from that country.

Tip: This report will be useful when needing to look at historical totals of users accessing your site and what your site-wide pageview traffic looked like when users were accessing your site.

Pages Overview Report

The Pages Overview Report details all pages that UA successfully tracked traffic for during the date range the reports were generated. This report includes a number of metrics at the individual page level. This is the largest report of the three reports due to the number of pages each RC created. Metrics found on this report include:

- Pageviews
- Unique Pageviews
- Average Time on Page
- Entrances
- Bounce Rate
- Percentage of Exits

Tip: This report is most useful when you are wanting to answer questions such as what were your top ten pages during the reports date range. This would also be useful for checking the specifics of a page such as a specific product or event. This report would probably be best searched using search features in your PDF reader if you know you are looking for a specific page title.

"Top Events" Report

The "Top Events" report is actually your top downloads from your site pages. This report details downloadable items rather than pages. The links will direct to files rather than pages specifically. This report will include two metrics:

- Total Events (Total Downloads)
- Unique Events (Unique Downloads)

Tip: This report will be most useful in determining your most downloaded attachments from the website. This report would also be useful in determining downloads for a specific product as well based on the file's name.