

# Metrics, dimensions and custom reports



Google Analytics

# The most useful Dimensions

Dimension is an attribute presented in the text form, it is used to break down your data and present it in a particular way

**Page**

You can break down data to show the stats for particular pages

**Device category**

You can break down your data to show the stats mobile, desktop and tablet

**Source/Medium**

You can break down your data to show where your traffic comes from (referral, paid, organic etc.)

**Month of the  
year**

You can break down your data to show the stats for particular months

**User type**

You can break down your data to show the stats for new and returning users

# The most useful Metrics

Metric is a number, a data for the dimension

**Users**

Shows you the number of users

**Sessions**

Shows you the number of sessions (how many times your site was visited by the users)

**Pageviews**

Shows you the number of pageviews (how many different pages of your website were displayed during all sessions)

**Avg.session  
duration**

Shows you the average session duration (how much time users spend on your website by average)

**Bounce rate**

Shows you how many people visited your website, but didn't take any action, such as button click or click on a link

# The most useful Custom reports

Most important stats - monthly view

**Report Content**

Most important stats - monthly view × [+ add report tab](#)

Name

Type **Explorer** Flat Table Map Overlay

Metric Groups

Dimension Drilldowns

# The most useful Custom reports

## Users acquisition

**Report Content**

Users acquisition × + add report tab

Name

Type **Explorer** Flat Table Map Overlay

Metric Groups

⋮ Users × + add metric

+ Add metric group

Dimension Drilldowns

⋮ Source / Medium ×

+ add dimension

The image shows the configuration interface for a custom report in Google Analytics. At the top, there's a tab labeled 'Users acquisition' with a close icon and a '+ add report tab' button. Below this, the 'Name' field is set to 'Users acquisition'. The 'Type' section has three buttons: 'Explorer' (which is selected), 'Flat Table', and 'Map Overlay'. The 'Metric Groups' section contains a text input field with 'Metric Group', a dropdown menu showing 'Users' with a plus icon and a close icon, and a '+ add metric' button. Below this is a '+ Add metric group' button. The 'Dimension Drilldowns' section has a dropdown menu showing 'Source / Medium' with a plus icon and a close icon, and a '+ add dimension' button.

# The most useful Custom reports

## New vs returning users

**Report Content**

New vs returning users × [+ add report tab](#)

Name

Type **Explorer** Flat Table Map Overlay

Metric Groups

**Users** ⊕ [+ add metric](#)

[+ Add metric group](#)

Dimension Drilldowns

**User Type** ⊕ [+ add dimension](#)

The image shows a web-based report configuration interface. At the top, there's a header 'Report Content' and a tab titled 'New vs returning users' with a close button and a '+ add report tab' link. Below the tab, there's a 'Name' field containing 'New vs returning users'. The 'Type' section has three buttons: 'Explorer' (selected), 'Flat Table', and 'Map Overlay'. The 'Metric Groups' section contains a text input 'Metric Group', a blue dropdown menu with 'Users' selected, a plus icon, and a '+ add metric' button. Below this is a '+ Add metric group' button. The 'Dimension Drilldowns' section has a green dropdown menu with 'User Type' selected, a plus icon, and a '+ add dimension' button.

# The most useful Custom reports

## Consumption on different devices

**Report Content**

Consumption on different devices × [+ add report tab](#)

Name

Type **Explorer** Flat Table Map Overlay

Metric Groups

Dimension Drilldowns