

## Audience Overview

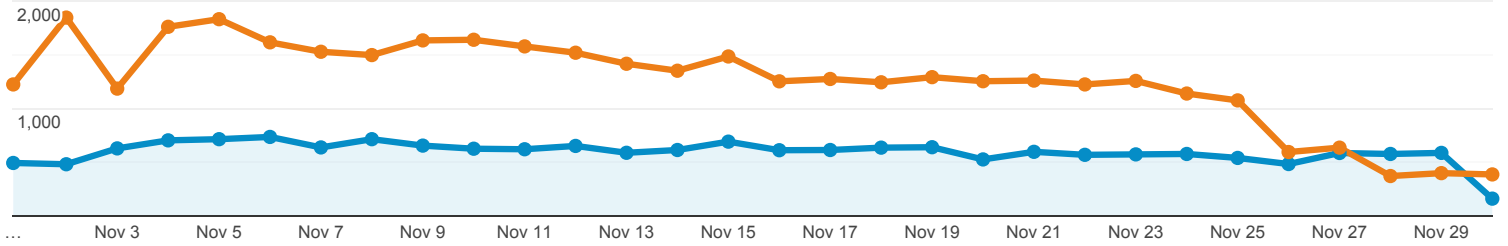
All Users  
+0.00% Users

Nov 1, 2020 - Nov 30, 2020  
Compare to: Nov 1, 2019 - Nov 30, 2019

### Overview

Nov 1, 2020 - Nov 30, 2020: ● Users

Nov 1, 2019 - Nov 30, 2019: ● Users



#### Users

**-51.22%**  
16,796 vs 34,434

#### New Users

**-47.35%**  
15,952 vs 30,298

#### Sessions

**-52.47%**  
19,080 vs 40,143

#### Number of Sessions per User

**-2.56%**  
1.14 vs 1.17

#### Pageviews

**-45.81%**  
38,741 vs 71,487

#### Pages / Session

**14.02%**  
2.03 vs 1.78

#### Avg. Session Duration

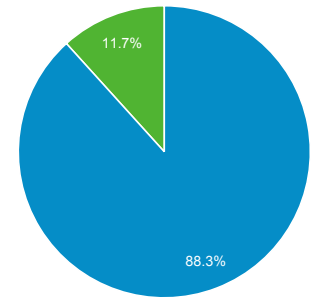
**41.59%**  
00:01:28 vs 00:01:02

#### Bounce Rate

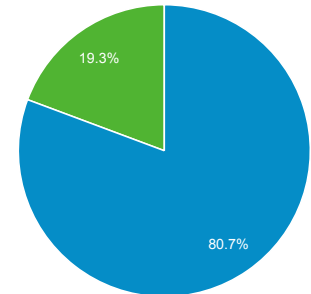
**-7.96%**  
69.22% vs 75.21%

■ New Visitor ■ Returning Visitor

Nov 1, 2020 - Nov 30, 2020



Nov 1, 2019 - Nov 30, 2019



City	Users	% Users
<b>1. San Francisco</b>		
Nov 1, 2020 - Nov 30, 2020	2,989	17.65%
Nov 1, 2019 - Nov 30, 2019	7,426	21.07%
<b>% Change</b>	<b>-59.75%</b>	<b>-16.20%</b>
<b>2. San Jose</b>		
Nov 1, 2020 - Nov 30, 2020	961	5.68%
Nov 1, 2019 - Nov 30, 2019	1,699	4.82%
<b>% Change</b>	<b>-43.44%</b>	<b>17.76%</b>
<b>3. Oakland</b>		
Nov 1, 2020 - Nov 30, 2020	542	3.20%
Nov 1, 2019 - Nov 30, 2019	1,652	4.69%
<b>% Change</b>	<b>-67.19%</b>	<b>-31.70%</b>
<b>4. Sacramento</b>		
Nov 1, 2020 - Nov 30, 2020	464	2.74%

Nov 1, 2019 - Nov 30, 2019	4,368	12.39%
<b>% Change</b>	<b>-89.38%</b>	<b>-77.89%</b>
5. <a href="#">Los Angeles</a>		
Nov 1, 2020 - Nov 30, 2020	405	2.39%
Nov 1, 2019 - Nov 30, 2019	388	1.10%
<b>% Change</b>	<b>4.38%</b>	<b>117.31%</b>
6. <a href="#">(not set)</a>		
Nov 1, 2020 - Nov 30, 2020	368	2.17%
Nov 1, 2019 - Nov 30, 2019	590	1.67%
<b>% Change</b>	<b>-37.63%</b>	<b>29.85%</b>
7. <a href="#">Fort Bragg</a>		
Nov 1, 2020 - Nov 30, 2020	349	2.06%
Nov 1, 2019 - Nov 30, 2019	503	1.43%
<b>% Change</b>	<b>-30.62%</b>	<b>44.45%</b>
8. <a href="#">Fremont</a>		
Nov 1, 2020 - Nov 30, 2020	289	1.71%
Nov 1, 2019 - Nov 30, 2019	306	0.87%
<b>% Change</b>	<b>-5.56%</b>	<b>96.62%</b>
9. <a href="#">Santa Rosa</a>		
Nov 1, 2020 - Nov 30, 2020	267	1.58%
Nov 1, 2019 - Nov 30, 2019	530	1.50%
<b>% Change</b>	<b>-49.62%</b>	<b>4.88%</b>
10. <a href="#">Sunnyvale</a>		
Nov 1, 2020 - Nov 30, 2020	227	1.34%
Nov 1, 2019 - Nov 30, 2019	270	0.77%
<b>% Change</b>	<b>-15.93%</b>	<b>75.03%</b>