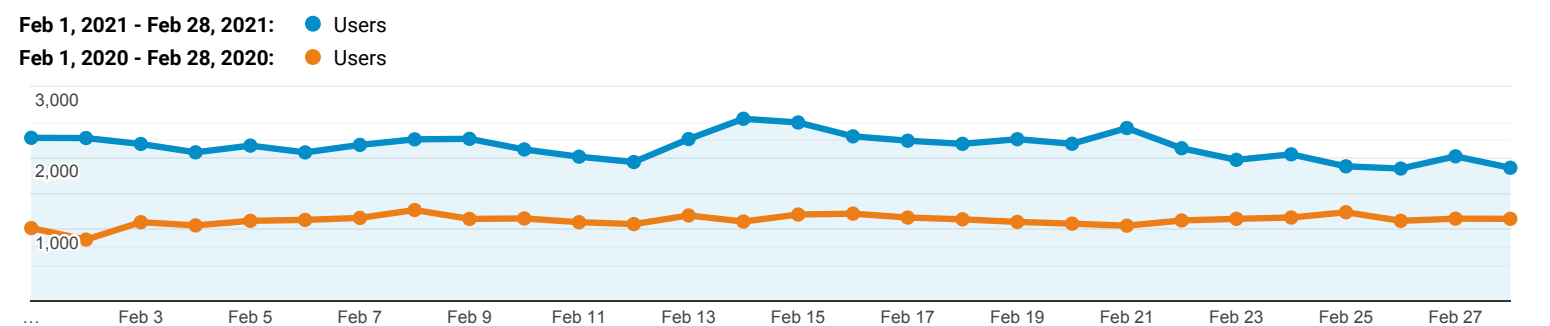


### Audience Overview

All Users  
+0.00% Users

Feb 1, 2021 - Feb 28, 2021  
Compare to: Feb 1, 2020 - Feb 28, 2020

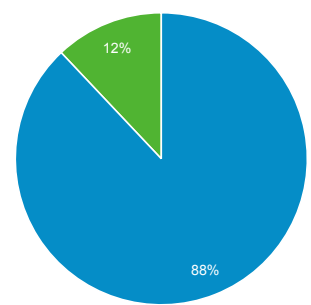
**Overview**



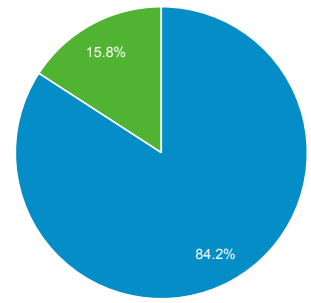
<b>Users</b> <span style="color: green; font-size: 1.2em;">89.28%</span> 54,581 vs 28,836	<b>New Users</b> <span style="color: green; font-size: 1.2em;">100.40%</span> 54,321 vs 27,106	<b>Sessions</b> <span style="color: green; font-size: 1.2em;">78.64%</span> 65,596 vs 36,720
<b>Number of Sessions per User</b> <span style="color: red; font-size: 1.2em;">-5.62%</span> 1.20 vs 1.27	<b>Pageviews</b> <span style="color: green; font-size: 1.2em;">63.36%</span> 118,066 vs 72,274	<b>Pages / Session</b> <span style="color: red; font-size: 1.2em;">-8.55%</span> 1.80 vs 1.97
<b>Avg. Session Duration</b> <span style="color: red; font-size: 1.2em;">-15.53%</span> 00:01:00 vs 00:01:11	<b>Bounce Rate</b> <span style="color: green; font-size: 1.2em;">-1.72%</span> 72.64% vs 73.91%	

■ New Visitor ■ Returning Visitor

Feb 1, 2021 - Feb 28, 2021



Feb 1, 2020 - Feb 28, 2020



City	Users	% Users
<b>1. San Francisco</b>		
Feb 1, 2021 - Feb 28, 2021	9,345	<span style="color: blue;">■</span> 16.36%
Feb 1, 2020 - Feb 28, 2020	5,606	<span style="color: blue;">■</span> 18.79%
<b>% Change</b>	<span style="color: green;">66.70%</span>	<span style="color: red;">-12.96%</span>
<b>2. Sacramento</b>		
Feb 1, 2021 - Feb 28, 2021	3,799	<span style="color: blue;">■</span> 6.65%
Feb 1, 2020 - Feb 28, 2020	1,792	<span style="color: blue;">■</span> 6.01%
<b>% Change</b>	<span style="color: green;">112.00%</span>	<span style="color: green;">10.70%</span>
<b>3. San Jose</b>		
Feb 1, 2021 - Feb 28, 2021	3,374	<span style="color: blue;">■</span> 5.91%
Feb 1, 2020 - Feb 28, 2020	1,656	<span style="color: blue;">■</span> 5.55%
<b>% Change</b>	<span style="color: green;">103.74%</span>	<span style="color: green;">6.39%</span>
<b>4. Santa Clara</b>		
Feb 1, 2021 - Feb 28, 2021	2,659	<span style="color: blue;">■</span> 4.65%

Feb 1, 2020 - Feb 28, 2020	207	0.69%
<b>% Change</b>	<b>1,184.54%</b>	<b>570.73%</b>
5. <a href="#">Oakland</a>		
Feb 1, 2021 - Feb 28, 2021	1,487	2.60%
Feb 1, 2020 - Feb 28, 2020	891	2.99%
<b>% Change</b>	<b>66.89%</b>	<b>-12.86%</b>
6. <a href="#">Roseville</a>		
Feb 1, 2021 - Feb 28, 2021	1,160	2.03%
Feb 1, 2020 - Feb 28, 2020	277	0.93%
<b>% Change</b>	<b>318.77%</b>	<b>118.67%</b>
7. <a href="#">Stockton</a>		
Feb 1, 2021 - Feb 28, 2021	1,137	1.99%
Feb 1, 2020 - Feb 28, 2020	520	1.74%
<b>% Change</b>	<b>118.65%</b>	<b>14.17%</b>
8. <a href="#">Santa Rosa</a>		
Feb 1, 2021 - Feb 28, 2021	954	1.67%
Feb 1, 2020 - Feb 28, 2020	484	1.62%
<b>% Change</b>	<b>97.11%</b>	<b>2.92%</b>
9. <a href="#">Los Angeles</a>		
Feb 1, 2021 - Feb 28, 2021	889	1.56%
Feb 1, 2020 - Feb 28, 2020	388	1.30%
<b>% Change</b>	<b>129.12%</b>	<b>19.64%</b>
10. <a href="#">(not set)</a>		
Feb 1, 2021 - Feb 28, 2021	750	1.31%
Feb 1, 2020 - Feb 28, 2020	507	1.70%
<b>% Change</b>	<b>47.93%</b>	<b>-22.76%</b>