

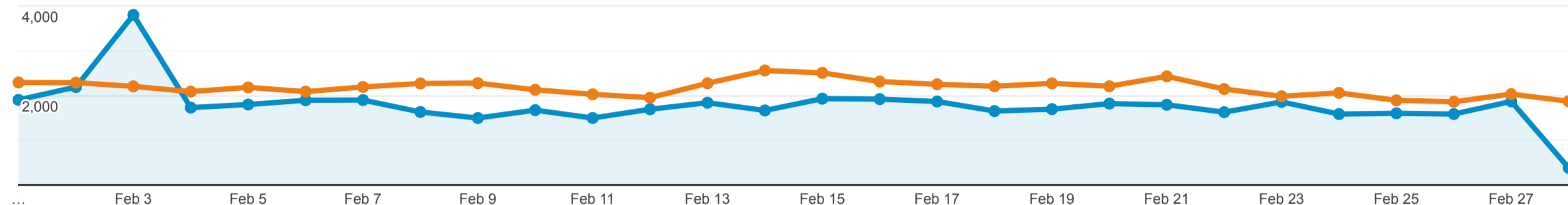
Audience Overview

All Users
+0.00% Users

Feb 1, 2022 - Feb 28, 2022
Compare to: Feb 1, 2021 - Feb 28, 2021

Overview

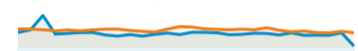
Feb 1, 2022 - Feb 28, 2022: ● Users
Feb 1, 2021 - Feb 28, 2021: ● Users



Users

-18.04%

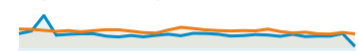
44,737 vs 54,581



New Users

-19.59%

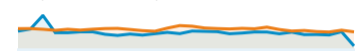
43,681 vs 54,321



Sessions

-16.90%

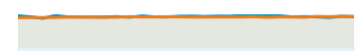
54,513 vs 65,596



Number of Sessions per User

1.39%

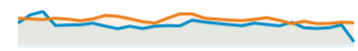
1.22 vs 1.20



Pageviews

-20.55%

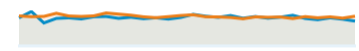
93,798 vs 118,066



Pages / Session

-4.40%

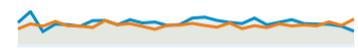
1.72 vs 1.80



Avg. Session Duration

11.87%

00:01:07 vs 00:01:00



Bounce Rate

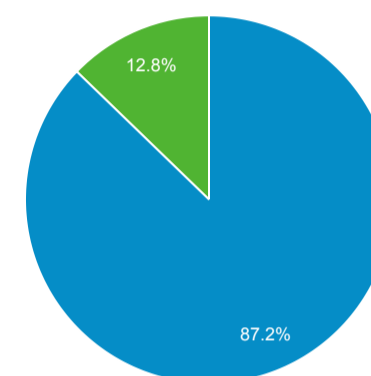
2.70%

74.60% vs 72.64%

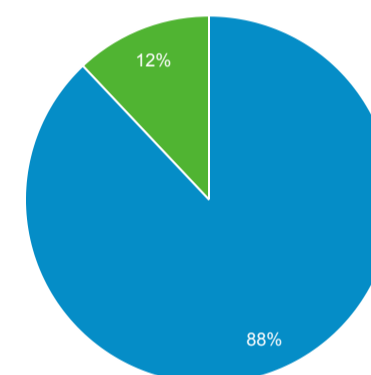


■ New Visitor ■ Returning Visitor

Feb 1, 2022 - Feb 28, 2022



Feb 1, 2021 - Feb 28, 2021



City

Users % Users

City	Users	% Users
1. San Francisco		
Feb 1, 2022 - Feb 28, 2022	6,470	13.89%
Feb 1, 2021 - Feb 28, 2021	9,345	16.36%
% Change	-30.77%	-15.07%
2. Sacramento		
Feb 1, 2022 - Feb 28, 2022	2,977	6.39%
Feb 1, 2021 - Feb 28, 2021	3,799	6.65%
% Change	-21.64%	-3.87%
3. San Jose		
Feb 1, 2022 - Feb 28, 2022	2,696	5.79%
Feb 1, 2021 - Feb 28, 2021	3,374	5.91%
% Change	-20.09%	-1.98%
4. Charlotte		
Feb 1, 2022 - Feb 28, 2022	2,019	4.34%
Feb 1, 2021 - Feb 28, 2021	12	0.02%
% Change	16,725.00%	20,539.83%
5. (not set)		
Feb 1, 2022 - Feb 28, 2022	970	2.08%
Feb 1, 2021 - Feb 28, 2021	750	1.31%
% Change	29.33%	58.66%
6. Oakland		
Feb 1, 2022 - Feb 28, 2022	929	1.99%
Feb 1, 2021 - Feb 28, 2021	1,487	2.60%
% Change	-37.53%	-23.36%
7. Stockton		

7. Stockton

Feb 1, 2022 - Feb 28, 2022	867		1.86%
Feb 1, 2021 - Feb 28, 2021	1,137		1.99%
% Change	-23.75%		-6.46%

8. Los Angeles

Feb 1, 2022 - Feb 28, 2022	780		1.67%
Feb 1, 2021 - Feb 28, 2021	889		1.56%
% Change	-12.26%		7.63%

9. Santa Clara

Feb 1, 2022 - Feb 28, 2022	606		1.30%
Feb 1, 2021 - Feb 28, 2021	2,659		4.65%
% Change	-77.21%		-72.04%

10. Santa Rosa

Feb 1, 2022 - Feb 28, 2022	601		1.29%
Feb 1, 2021 - Feb 28, 2021	954		1.67%
% Change	-37.00%		-22.72%

