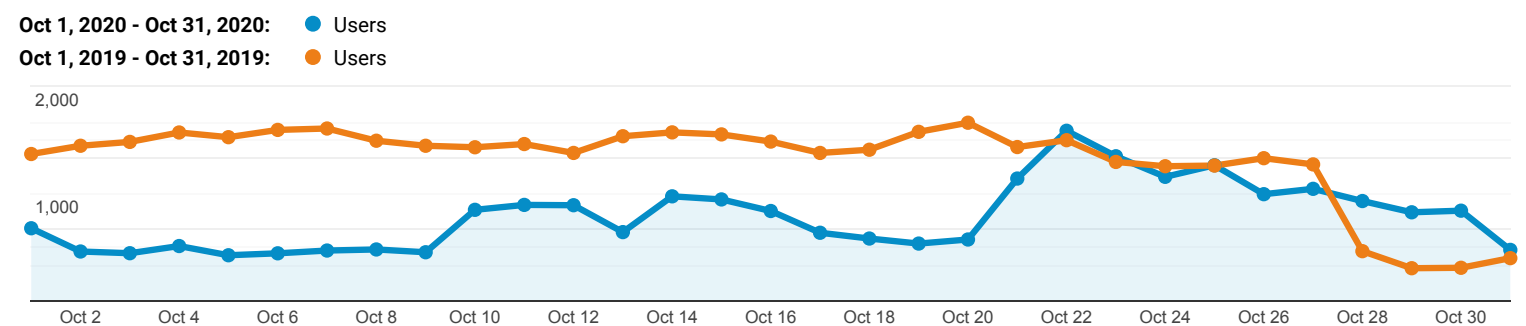


Audience Overview

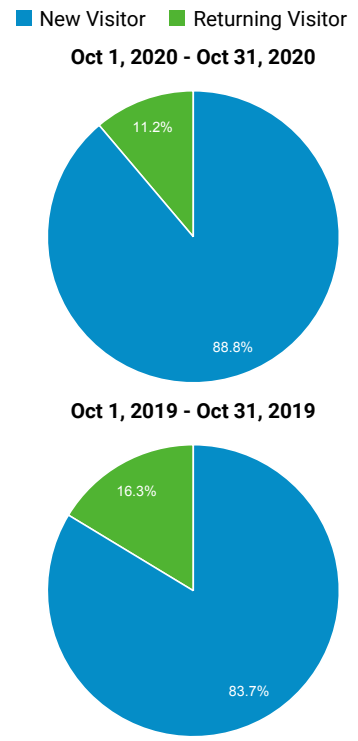
○ ○ All Users
+0.00% Users

Oct 1, 2020 - Oct 31, 2020
Compare to: Oct 1, 2019 - Oct 31, 2019

Overview



Users -38.56% 22,766 vs 37,052	New Users -35.43% 22,129 vs 34,271	Sessions -39.13% 26,317 vs 43,233
Number of Sessions per User -0.93% 1.16 vs 1.17	Pageviews -20.09% 59,329 vs 74,241	Pages / Session 31.28% 2.25 vs 1.72
Avg. Session Duration 84.36% 00:01:32 vs 00:00:50	Bounce Rate -9.92% 68.15% vs 75.65%	



City	Users	% Users
1. San Francisco		
Oct 1, 2020 - Oct 31, 2020	3,728	16.18%
Oct 1, 2019 - Oct 31, 2019	9,004	23.67%
% Change	-58.60%	-31.65%
2. San Jose		
Oct 1, 2020 - Oct 31, 2020	1,344	5.83%
Oct 1, 2019 - Oct 31, 2019	1,626	4.27%
% Change	-17.34%	36.45%
3. Oakland		
Oct 1, 2020 - Oct 31, 2020	677	2.94%
Oct 1, 2019 - Oct 31, 2019	1,882	4.95%
% Change	-64.03%	-40.62%
4. Sacramento		
Oct 1, 2020 - Oct 31, 2020	607	2.63%

Oct 1, 2019 - Oct 31, 2019	5,212	13.70%
% Change	-88.35%	-80.77%
5. Los Angeles		
Oct 1, 2020 - Oct 31, 2020	542	2.35%
Oct 1, 2019 - Oct 31, 2019	425	1.12%
% Change	27.53%	110.53%
6. (not set)		
Oct 1, 2020 - Oct 31, 2020	538	2.33%
Oct 1, 2019 - Oct 31, 2019	610	1.60%
% Change	-11.80%	45.60%
7. Fremont		
Oct 1, 2020 - Oct 31, 2020	471	2.04%
Oct 1, 2019 - Oct 31, 2019	251	0.66%
% Change	87.65%	209.78%
8. Fort Bragg		
Oct 1, 2020 - Oct 31, 2020	378	1.64%
Oct 1, 2019 - Oct 31, 2019	363	0.95%
% Change	4.13%	71.91%
9. Sunnyvale		
Oct 1, 2020 - Oct 31, 2020	353	1.53%
Oct 1, 2019 - Oct 31, 2019	260	0.68%
% Change	35.77%	124.13%
10. Santa Rosa		
Oct 1, 2020 - Oct 31, 2020	333	1.45%
Oct 1, 2019 - Oct 31, 2019	540	1.42%
% Change	-38.33%	1.80%