

Audience Overview

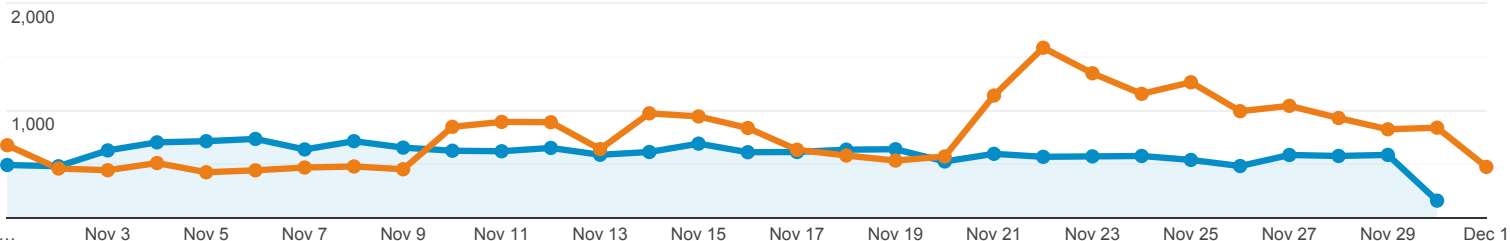
All Users
+0.00% Users

Nov 1, 2020 - Nov 30, 2020
Compare to: Oct 1, 2020 - Oct 31, 2020

Overview

Nov 1, 2020 - Nov 30, 2020: ● Users

Oct 1, 2020 - Oct 31, 2020: ● Users



Users

-26.22%
16,796 vs 22,766



New Users

-27.91%
15,952 vs 22,129



Sessions

-27.50%
19,080 vs 26,317



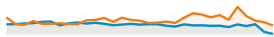
Number of Sessions per User

-1.73%
1.14 vs 1.16



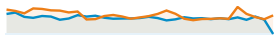
Pageviews

-34.70%
38,740 vs 59,329



Pages / Session

-9.94%
2.03 vs 2.25



Avg. Session Duration

-4.07%
00:01:28 vs 00:01:32



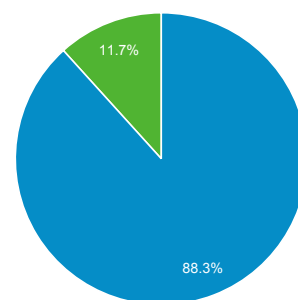
Bounce Rate

1.59%
69.23% vs 68.15%

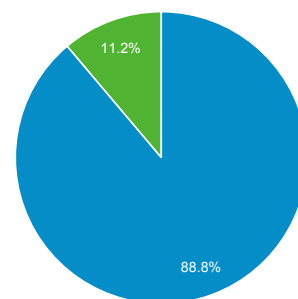


■ New Visitor ■ Returning Visitor

Nov 1, 2020 - Nov 30, 2020



Oct 1, 2020 - Oct 31, 2020



City	Users	% Users
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1. [San Francisco](#)

Nov 1, 2020 - Nov 30, 2020	2,989	■ 17.65%
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Oct 1, 2020 - Oct 31, 2020	3,728	■ 16.18%
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% Change	-19.82%	9.10%
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2. [San Jose](#)

Nov 1, 2020 - Nov 30, 2020	961	■ 5.68%
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Oct 1, 2020 - Oct 31, 2020	1,344	■ 5.83%
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% Change	-28.50%	-2.70%
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3. [Oakland](#)

Nov 1, 2020 - Nov 30, 2020	542	■ 3.20%
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Oct 1, 2020 - Oct 31, 2020	677	■ 2.94%
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% Change	-19.94%	8.94%
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4. [Sacramento](#)

Nov 1, 2020 - Nov 30, 2020	464	■ 2.74%
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Oct 1, 2020 - Oct 31, 2020	607		2.63%
% Change	-23.56%		4.02%
5. Los Angeles			
Nov 1, 2020 - Nov 30, 2020	405		2.39%
Oct 1, 2020 - Oct 31, 2020	542		2.35%
% Change	-25.28%		1.68%
6. (not set)			
Nov 1, 2020 - Nov 30, 2020	368		2.17%
Oct 1, 2020 - Oct 31, 2020	538		2.33%
% Change	-31.60%		-6.93%
7. Fort Bragg			
Nov 1, 2020 - Nov 30, 2020	349		2.06%
Oct 1, 2020 - Oct 31, 2020	378		1.64%
% Change	-7.67%		25.63%
8. Fremont			
Nov 1, 2020 - Nov 30, 2020	289		1.71%
Oct 1, 2020 - Oct 31, 2020	471		2.04%
% Change	-38.64%		-16.51%
9. Santa Rosa			
Nov 1, 2020 - Nov 30, 2020	267		1.58%
Oct 1, 2020 - Oct 31, 2020	333		1.45%
% Change	-19.82%		9.10%
10. Sunnyvale			
Nov 1, 2020 - Nov 30, 2020	227		1.34%
Oct 1, 2020 - Oct 31, 2020	353		1.53%
% Change	-35.69%		-12.50%