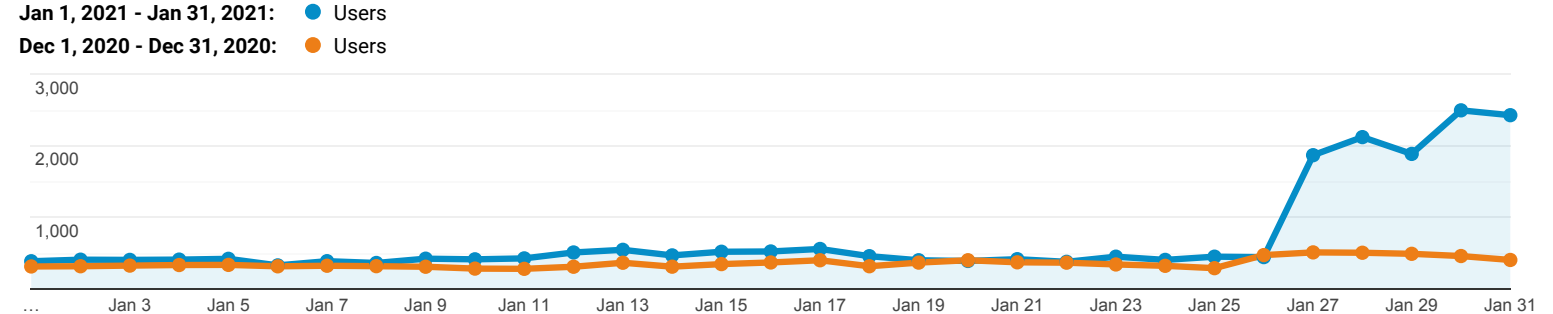


Audience Overview

All Users
+0.00% Users

Jan 1, 2021 - Jan 31, 2021
Compare to: Dec 1, 2020 - Dec 31, 2020

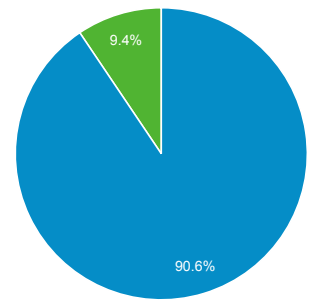
Overview



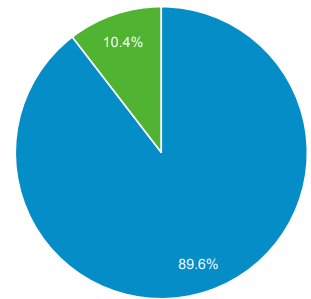
Users 101.76% 20,874 vs 10,346	New Users 102.41% 20,557 vs 10,156	Sessions 98.76% 23,634 vs 11,891
Number of Sessions per User -1.49% 1.13 vs 1.15	Pageviews 82.91% 46,724 vs 25,545	Pages / Session -7.97% 1.98 vs 2.15
Avg. Session Duration -18.11% 00:01:18 vs 00:01:36	Bounce Rate 7.78% 67.83% vs 62.94%	

■ New Visitor ■ Returning Visitor

Jan 1, 2021 - Jan 31, 2021



Dec 1, 2020 - Dec 31, 2020



City	Users	% Users
1. San Francisco		
Jan 1, 2021 - Jan 31, 2021	2,730	12.87%
Dec 1, 2020 - Dec 31, 2020	1,353	12.73%
% Change	101.77%	1.12%
2. Sacramento		
Jan 1, 2021 - Jan 31, 2021	1,102	5.20%
Dec 1, 2020 - Dec 31, 2020	281	2.64%
% Change	292.17%	96.54%
3. San Jose		
Jan 1, 2021 - Jan 31, 2021	1,060	5.00%
Dec 1, 2020 - Dec 31, 2020	339	3.19%
% Change	212.68%	56.70%
4. (not set)		
Jan 1, 2021 - Jan 31, 2021	813	3.83%

Dec 1, 2020 - Dec 31, 2020	443		4.17%
% Change	83.52%		-8.03%
5. Oakland			
Jan 1, 2021 - Jan 31, 2021	705		3.32%
Dec 1, 2020 - Dec 31, 2020	266		2.50%
% Change	165.04%		32.83%
6. Santa Rosa			
Jan 1, 2021 - Jan 31, 2021	436		2.06%
Dec 1, 2020 - Dec 31, 2020	168		1.58%
% Change	159.52%		30.06%
7. Santa Clara			
Jan 1, 2021 - Jan 31, 2021	325		1.53%
Dec 1, 2020 - Dec 31, 2020	51		0.48%
% Change	537.25%		219.36%
8. Roseville			
Jan 1, 2021 - Jan 31, 2021	319		1.50%
Dec 1, 2020 - Dec 31, 2020	82		0.77%
% Change	289.02%		94.96%
9. Fort Bragg			
Jan 1, 2021 - Jan 31, 2021	311		1.47%
Dec 1, 2020 - Dec 31, 2020	388		3.65%
% Change	-19.85%		-59.83%
10. Los Angeles			
Jan 1, 2021 - Jan 31, 2021	298		1.41%
Dec 1, 2020 - Dec 31, 2020	281		2.64%
% Change	6.05%		-46.85%