
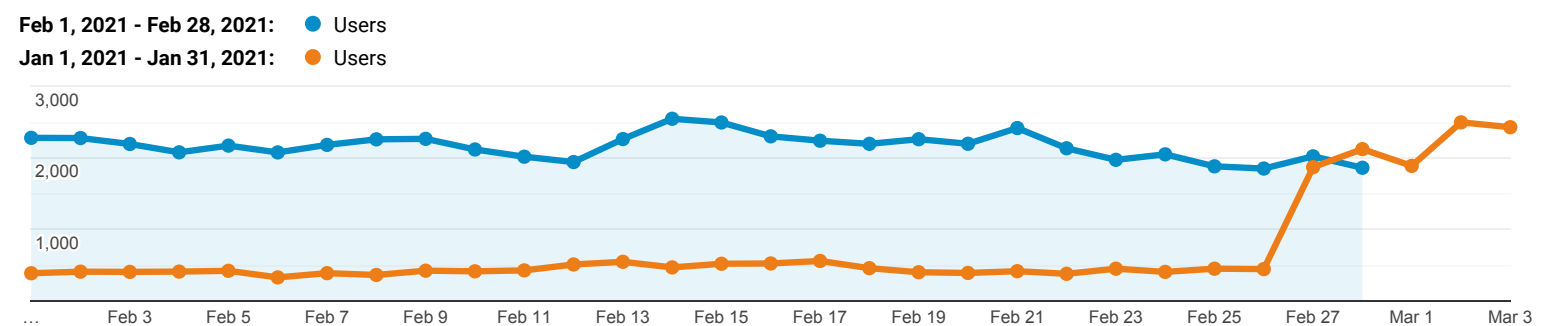


Audience Overview

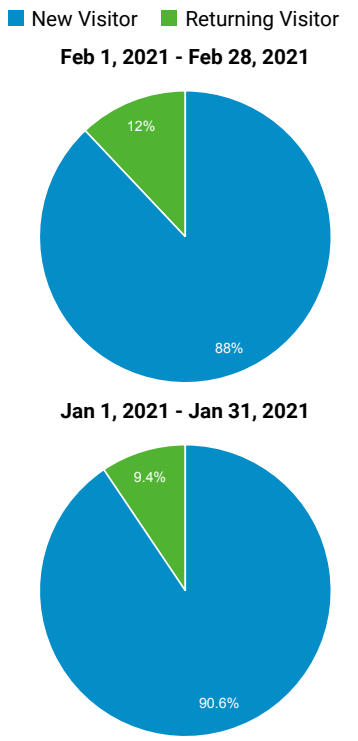

All Users
 +0.00% Users

Feb 1, 2021 - Feb 28, 2021
Compare to: Jan 1, 2021 - Jan 31, 2021

Overview



Users 161.48% 54,581 vs 20,874	New Users 164.25% 54,321 vs 20,557	Sessions 177.55% 65,596 vs 23,634
Number of Sessions per User 6.15% 1.20 vs 1.13	Pageviews 152.69% 118,066 vs 46,724	Pages / Session -8.96% 1.80 vs 1.98
Avg. Session Duration -23.91% 00:01:00 vs 00:01:18	Bounce Rate 7.08% 72.64% vs 67.83%	



City	Users	% Users
1. San Francisco		
Feb 1, 2021 - Feb 28, 2021	9,345	16.36%
Jan 1, 2021 - Jan 31, 2021	2,730	12.87%
% Change	242.31%	27.05%
2. Sacramento		
Feb 1, 2021 - Feb 28, 2021	3,799	6.65%
Jan 1, 2021 - Jan 31, 2021	1,102	5.20%
% Change	244.74%	27.95%
3. San Jose		
Feb 1, 2021 - Feb 28, 2021	3,374	5.91%
Jan 1, 2021 - Jan 31, 2021	1,060	5.00%
% Change	218.30%	18.14%
4. Santa Clara		
Feb 1, 2021 - Feb 28, 2021	2,659	4.65%

Jan 1, 2021 - Jan 31, 2021	325		1.53%
% Change	718.15%		203.65%
5. Oakland			
Feb 1, 2021 - Feb 28, 2021	1,487		2.60%
Jan 1, 2021 - Jan 31, 2021	705		3.32%
% Change	110.92%		-21.72%
6. Roseville			
Feb 1, 2021 - Feb 28, 2021	1,160		2.03%
Jan 1, 2021 - Jan 31, 2021	319		1.50%
% Change	263.64%		34.96%
7. Stockton			
Feb 1, 2021 - Feb 28, 2021	1,137		1.99%
Jan 1, 2021 - Jan 31, 2021	263		1.24%
% Change	332.32%		60.45%
8. Santa Rosa			
Feb 1, 2021 - Feb 28, 2021	954		1.67%
Jan 1, 2021 - Jan 31, 2021	436		2.06%
% Change	118.81%		-18.79%
9. Los Angeles			
Feb 1, 2021 - Feb 28, 2021	889		1.56%
Jan 1, 2021 - Jan 31, 2021	298		1.41%
% Change	198.32%		10.72%
10. (not set)			
Feb 1, 2021 - Feb 28, 2021	750		1.31%
Jan 1, 2021 - Jan 31, 2021	813		3.83%
% Change	-7.75%		-65.76%