

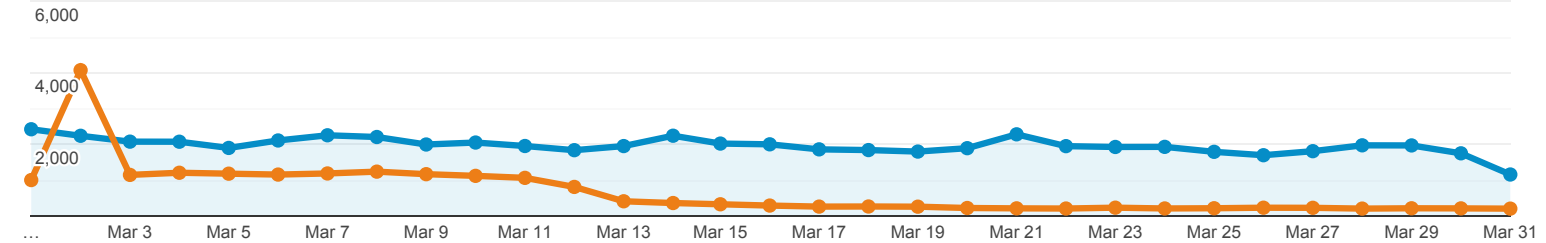
## Audience Overview

**All Users**  
+0.00% Users

Mar 1, 2021 - Mar 31, 2021  
Compare to: Mar 1, 2020 - Mar 31, 2020

### Overview

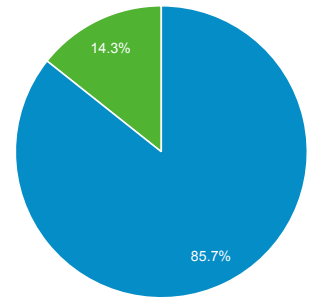
**Mar 1, 2021 - Mar 31, 2021:** ● Users  
**Mar 1, 2020 - Mar 31, 2020:** ● Users



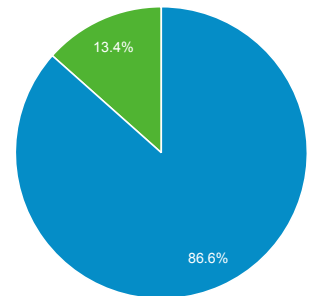
<b>Users</b> <b>178.15%</b> 54,101 vs 19,450	<b>New Users</b> <b>185.42%</b> 52,335 vs 18,336	<b>Sessions</b> <b>196.18%</b> 68,390 vs 23,091
<b>Number of Sessions per User</b> <b>6.48%</b> 1.26 vs 1.19	<b>Pageviews</b> <b>198.84%</b> 121,051 vs 40,507	<b>Pages / Session</b> <b>0.90%</b> 1.77 vs 1.75
<b>Avg. Session Duration</b> <b>18.28%</b> 00:01:04 vs 00:00:54	<b>Bounce Rate</b> <b>-5.44%</b> 74.50% vs 78.79%	

■ New Visitor ■ Returning Visitor

**Mar 1, 2021 - Mar 31, 2021**



**Mar 1, 2020 - Mar 31, 2020**



City	Users	% Users
<b>1. San Francisco</b>		
Mar 1, 2021 - Mar 31, 2021	8,720	15.65%
Mar 1, 2020 - Mar 31, 2020	2,510	12.51%
<b>% Change</b>	<b>247.41%</b>	<b>25.07%</b>
<b>2. Sacramento</b>		
Mar 1, 2021 - Mar 31, 2021	3,794	6.81%
Mar 1, 2020 - Mar 31, 2020	778	3.88%
<b>% Change</b>	<b>387.66%</b>	<b>75.55%</b>
<b>3. San Jose</b>		
Mar 1, 2021 - Mar 31, 2021	3,394	6.09%
Mar 1, 2020 - Mar 31, 2020	783	3.90%
<b>% Change</b>	<b>333.46%</b>	<b>56.04%</b>
<b>4. Oakland</b>		
Mar 1, 2021 - Mar 31, 2021	1,414	2.54%

Mar 1, 2020 - Mar 31, 2020	432		2.15%
<b>% Change</b>	<b>227.31%</b>		<b>17.83%</b>
5. <a href="#">Stockton</a>			
Mar 1, 2021 - Mar 31, 2021	1,178		2.11%
Mar 1, 2020 - Mar 31, 2020	218		1.09%
<b>% Change</b>	<b>440.37%</b>		<b>94.53%</b>
6. <a href="#">Roseville</a>			
Mar 1, 2021 - Mar 31, 2021	995		1.79%
Mar 1, 2020 - Mar 31, 2020	123		0.61%
<b>% Change</b>	<b>708.94%</b>		<b>191.21%</b>
7. <a href="#">Los Angeles</a>			
Mar 1, 2021 - Mar 31, 2021	985		1.77%
Mar 1, 2020 - Mar 31, 2020	273		1.36%
<b>% Change</b>	<b>260.81%</b>		<b>29.89%</b>
8. <a href="#">Santa Clara</a>			
Mar 1, 2021 - Mar 31, 2021	935		1.68%
Mar 1, 2020 - Mar 31, 2020	609		3.04%
<b>% Change</b>	<b>53.53%</b>		<b>-44.73%</b>
9. <a href="#">(not set)</a>			
Mar 1, 2021 - Mar 31, 2021	912		1.64%
Mar 1, 2020 - Mar 31, 2020	312		1.56%
<b>% Change</b>	<b>192.31%</b>		<b>5.23%</b>
10. <a href="#">Santa Rosa</a>			
Mar 1, 2021 - Mar 31, 2021	826		1.48%
Mar 1, 2020 - Mar 31, 2020	242		1.21%
<b>% Change</b>	<b>241.32%</b>		<b>22.87%</b>