

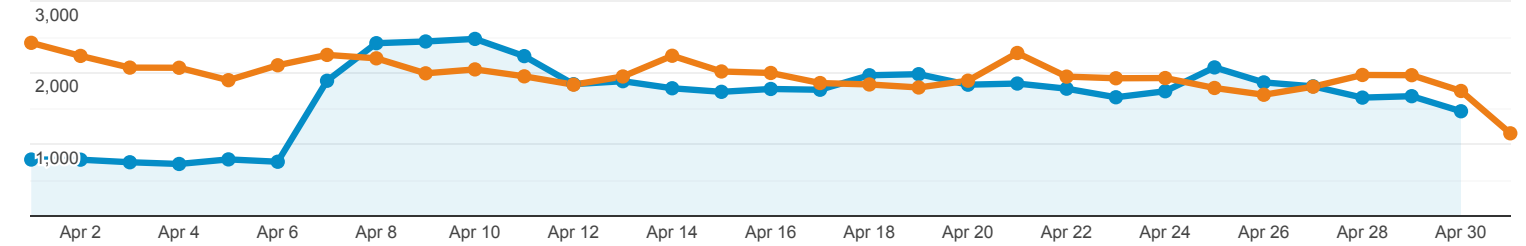
Audience Overview

○ ○ All Users
+0.00% Users

Apr 1, 2021 - Apr 30, 2021
Compare to: Mar 1, 2021 - Mar 31, 2021

Overview

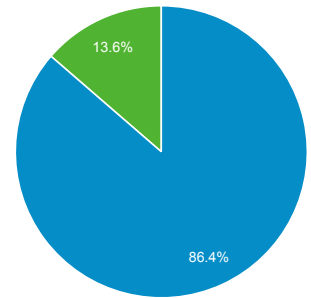
Apr 1, 2021 - Apr 30, 2021: ● Users
 Mar 1, 2021 - Mar 31, 2021: ● Users



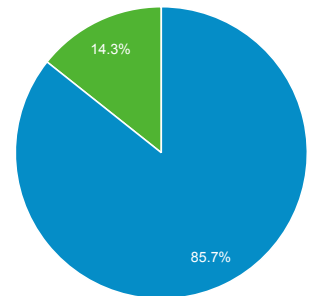
Users -15.99% 45,451 vs 54,101	New Users -16.13% 43,890 vs 52,334	Sessions -19.51% 55,044 vs 68,390
Number of Sessions per User -4.20% 1.21 vs 1.26	Pageviews -18.48% 98,686 vs 121,051	Pages / Session 1.29% 1.79 vs 1.77
Avg. Session Duration 6.71% 00:01:08 vs 00:01:04	Bounce Rate 0.54% 74.91% vs 74.50%	

■ New Visitor ■ Returning Visitor

Apr 1, 2021 - Apr 30, 2021



Mar 1, 2021 - Mar 31, 2021



City	Users	% Users
1. San Francisco		
Apr 1, 2021 - Apr 30, 2021	7,481	16.01%
Mar 1, 2021 - Mar 31, 2021	8,720	15.65%
% Change	-14.21%	2.33%
2. Sacramento		
Apr 1, 2021 - Apr 30, 2021	3,167	6.78%
Mar 1, 2021 - Mar 31, 2021	3,794	6.81%
% Change	-16.53%	-0.43%
3. San Jose		
Apr 1, 2021 - Apr 30, 2021	2,751	5.89%
Mar 1, 2021 - Mar 31, 2021	3,394	6.09%
% Change	-18.95%	-3.32%
4. Los Angeles		
Apr 1, 2021 - Apr 30, 2021	1,174	2.51%

Mar 1, 2021 - Mar 31, 2021	985	1.77%
% Change	19.19%	42.17%
5. Oakland		
Apr 1, 2021 - Apr 30, 2021	1,016	2.17%
Mar 1, 2021 - Mar 31, 2021	1,414	2.54%
% Change	-28.15%	-14.29%
6. Stockton		
Apr 1, 2021 - Apr 30, 2021	973	2.08%
Mar 1, 2021 - Mar 31, 2021	1,178	2.11%
% Change	-17.40%	-1.48%
7. (not set)		
Apr 1, 2021 - Apr 30, 2021	738	1.58%
Mar 1, 2021 - Mar 31, 2021	912	1.64%
% Change	-19.08%	-3.48%
8. Roseville		
Apr 1, 2021 - Apr 30, 2021	737	1.58%
Mar 1, 2021 - Mar 31, 2021	995	1.79%
% Change	-25.93%	-11.65%
9. Santa Rosa		
Apr 1, 2021 - Apr 30, 2021	694	1.49%
Mar 1, 2021 - Mar 31, 2021	826	1.48%
% Change	-15.98%	0.22%
10. Santa Clara		
Apr 1, 2021 - Apr 30, 2021	634	1.36%
Mar 1, 2021 - Mar 31, 2021	935	1.68%
% Change	-32.19%	-19.12%