

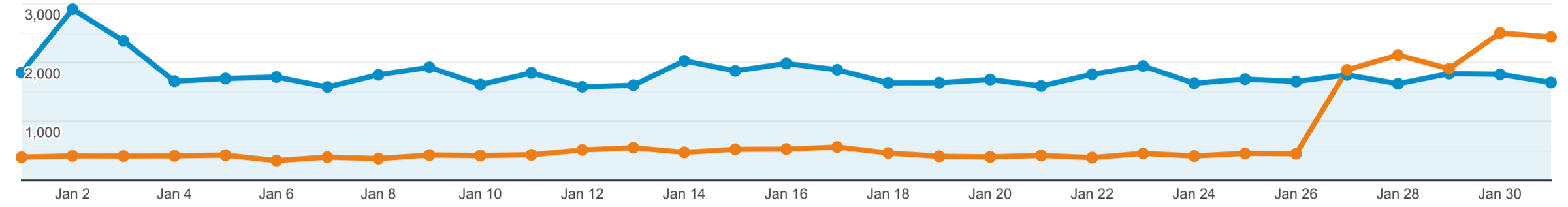
Audience Overview

All Users
+0.00% Users

Jan 1, 2022 - Jan 31, 2022
Compare to: Jan 1, 2021 - Jan 31, 2021

Overview

Jan 1, 2022 - Jan 31, 2022: ● Users
Jan 1, 2021 - Jan 31, 2021: ● Users



Users

146.22%

51,396 vs 20,874



New Users

140.67%

49,474 vs 20,557



Sessions

160.27%

61,513 vs 23,634



Number of Sessions per User

5.71%

1.20 vs 1.13



Pageviews

116.77%

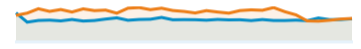
101,282 vs 46,724



Pages / Session

-16.72%

1.65 vs 1.98



Avg. Session Duration

-24.52%

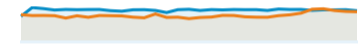
00:00:59 vs 00:01:18



Bounce Rate

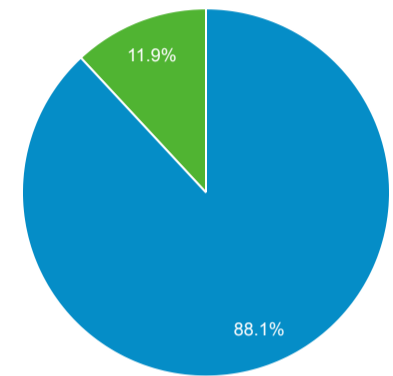
12.17%

76.09% vs 67.83%

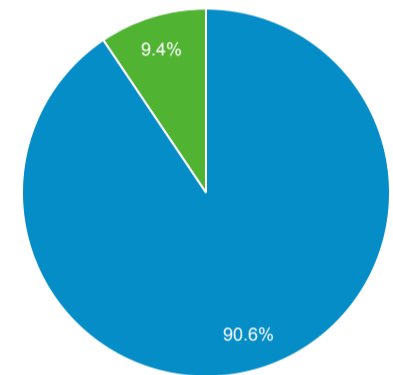


■ New Visitor ■ Returning Visitor

Jan 1, 2022 - Jan 31, 2022



Jan 1, 2021 - Jan 31, 2021



City

City	Users	% Users
1. San Francisco		
Jan 1, 2022 - Jan 31, 2022	6,883	13.20%
Jan 1, 2021 - Jan 31, 2021	2,730	12.87%
% Change	152.12%	2.52%
2. San Jose		
Jan 1, 2022 - Jan 31, 2022	3,598	6.90%
Jan 1, 2021 - Jan 31, 2021	1,060	5.00%
% Change	239.43%	38.02%
3. Sacramento		
Jan 1, 2022 - Jan 31, 2022	3,384	6.49%
Jan 1, 2021 - Jan 31, 2021	1,102	5.20%
% Change	207.08%	24.87%
4. Charlotte		
Jan 1, 2022 - Jan 31, 2022	1,978	3.79%
Jan 1, 2021 - Jan 31, 2021	10	0.05%
% Change	19,680.00%	7,943.16%
5. Oakland		
Jan 1, 2022 - Jan 31, 2022	1,128	2.16%
Jan 1, 2021 - Jan 31, 2021	705	3.32%
% Change	60.00%	-34.94%
6. Stockton		
Jan 1, 2022 - Jan 31, 2022	1,098	2.11%
Jan 1, 2021 - Jan 31, 2021	263	1.24%
% Change	317.49%	69.76%
7. (not set)		

7. (not set)	Jan 1, 2022 - Jan 31, 2022	1,029	1.97%
	Jan 1, 2021 - Jan 31, 2021	813	3.83%
	% Change	26.57%	-48.53%
8. Los Angeles			
	Jan 1, 2022 - Jan 31, 2022	822	1.58%
	Jan 1, 2021 - Jan 31, 2021	298	1.41%
	% Change	175.84%	12.16%
9. Santa Rosa			
	Jan 1, 2022 - Jan 31, 2022	701	1.34%
	Jan 1, 2021 - Jan 31, 2021	436	2.06%
	% Change	60.78%	-34.62%
10. Roseville			
	Jan 1, 2022 - Jan 31, 2022	667	1.28%
	Jan 1, 2021 - Jan 31, 2021	319	1.50%
	% Change	109.09%	-14.98%

