

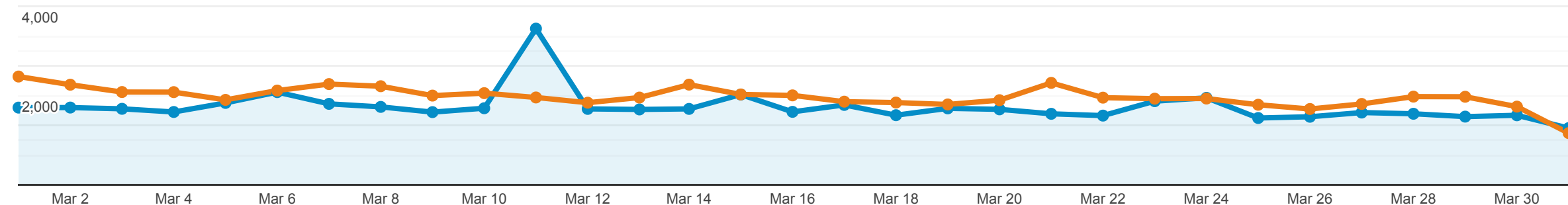
Audience Overview

All Users
+0.00% Users

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

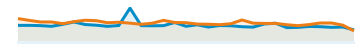
Overview

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



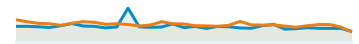
Users

-11.76%
47,738 vs 54,101



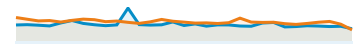
New Users

-10.94%
46,607 vs 52,334



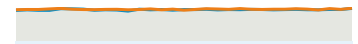
Sessions

-12.54%
59,814 vs 68,390



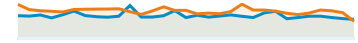
Number of Sessions per User

-0.88%
1.25 vs 1.26



Pageviews

-16.99%
100,479 vs 121,051



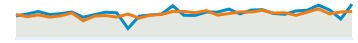
Pages / Session

-5.09%
1.68 vs 1.77



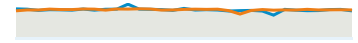
Avg. Session Duration

2.19%
00:01:05 vs 00:01:04



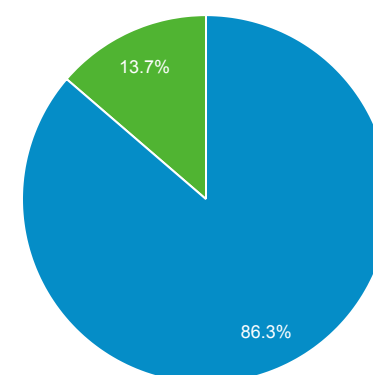
Bounce Rate

0.48%
74.86% vs 74.50%

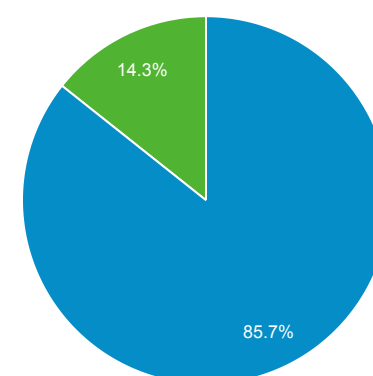


■ New Visitor ■ Returning Visitor

Mar 1, 2022 - Mar 31, 2022



Mar 1, 2021 - Mar 31, 2021



City

City	Users	% Users
1. San Francisco		
Mar 1, 2022 - Mar 31, 2022	6,508	13.08%
Mar 1, 2021 - Mar 31, 2021	8,720	15.65%
% Change	-25.37%	-16.43%
2. Sacramento		
Mar 1, 2022 - Mar 31, 2022	3,290	6.61%
Mar 1, 2021 - Mar 31, 2021	3,794	6.81%
% Change	-13.28%	-2.90%
3. San Jose		
Mar 1, 2022 - Mar 31, 2022	2,517	5.06%
Mar 1, 2021 - Mar 31, 2021	3,394	6.09%
% Change	-25.84%	-16.96%
4. Charlotte		
Mar 1, 2022 - Mar 31, 2022	2,020	4.06%
Mar 1, 2021 - Mar 31, 2021	26	0.05%
% Change	7,669.23%	8,599.50%
5. (not set)		
Mar 1, 2022 - Mar 31, 2022	1,134	2.28%
Mar 1, 2021 - Mar 31, 2021	912	1.64%
% Change	24.34%	39.23%
6. Los Angeles		
Mar 1, 2022 - Mar 31, 2022	1,010	2.03%
Mar 1, 2021 - Mar 31, 2021	985	1.77%
% Change	2.54%	14.82%
7. Oakland		

7. Oakland			
Mar 1, 2022 - Mar 31, 2022		984	1.98%
Mar 1, 2021 - Mar 31, 2021		1,414	2.54%
% Change		-30.41%	-22.08%
8. Stockton			
Mar 1, 2022 - Mar 31, 2022		820	1.65%
Mar 1, 2021 - Mar 31, 2021		1,178	2.11%
% Change		-30.39%	-22.06%
9. Roseville			
Mar 1, 2022 - Mar 31, 2022		716	1.44%
Mar 1, 2021 - Mar 31, 2021		995	1.79%
% Change		-28.04%	-19.42%
10. Santa Rosa			
Mar 1, 2022 - Mar 31, 2022		652	1.31%
Mar 1, 2021 - Mar 31, 2021		826	1.48%
% Change		-21.07%	-11.61%

