

## Weekly Dashboard Reports

The weekly Dashboard Report shows Google Analytics Results, "Hits" Report and Truck Type Search Report.

The Google Analytics results is shown for the past week, past several weeks, and several past month.

The Dashboard "Hits" report shows the number of times someone has looked at the Vehicle's Detail Page for a truck type. There is also a "Hits" detail report that shows the count for each vehicle.

Truck Type Report shows the tally for the number times someone has searched for a truck type, either from the Home page, other webpage, or the main inventory page.

### Google Analytics, Weeks & Month Totals

#### Google Analytics

WEEKLY							
Date	10/21/2019	10/28/2019	11/4/2019	11/11/2019	11/18/2019	11/24/2019	12/1/2019
Users	177	181	157	199	202	209	161
Sessions	214	227	203	244	264	295	203
Bounce Rate	62.15%	60.79%	63.05%	62.57%	62.12%	60.34%	61.58%
Session Duration	1M 41S	1M 14S	2M 23S	1M 41S	1M 46S	2M 16S	1M 27S
MONTHLY							
Month	October	November					
Users	663	772					
Sessions	898	1100					
Bounce Rate	61.14%	64.41%					
Session Duration	1M 45S	1M 42S					

### Dashboard "Hits" Report

"Hits"	Viewed %	Viewed %
	Last Week	Last 6 Weeks
Box Trucks	5.2%	4.7%
Cargo Vans	11.5%	10.1%
Chassis	19.1%	17.5%
Contractor Trucks	0.0%	0.0%
Covered Utility Vans	6.1%	6.2%
Crane Trucks	1.1%	1.3%
Dump Trucks	8.3%	8.8%
Flatbed Trucks	11.0%	11.4%
Landscape Trucks	9.8%	10.7%
Pickup Trucks	11.7%	13.4%
Refrigerated Trucks	0.5%	0.4%
Service Trucks	11.5%	11.4%
State Trucks	4.2%	3.4%
Step Vans	0.0%	0.4%
Wrecker	0.0%	0.3%
<b>Total "Hits"</b>	<b>100.0%</b>	<b>100.0%</b>

### Dashboard Truck Type Search Report

#### Truck Type Search

	Last Week	4-Weeks	4-Weeks %
Box Trucks	15.46%	120	9.72%
Bucket Truck	0.00%	1	0.08%
Cargo Vans	21.14%	241	19.51%
Cargo Van Upfit	1.58%	19	1.54%
Chassis	7.89%	127	10.28%
Contractor Trucks	2.84%	64	5.18%
Covered Utility Vans	3.79%	82	6.64%
Crane Trucks	2.21%	20	1.62%
Dump Trucks	4.73%	38	3.08%
Flatbed Trucks	6.94%	78	6.32%
Landscape Trucks	4.10%	31	2.51%
Pickup Trucks	18.61%	233	18.87%
Refrigerated Trucks	0.00%	0	0.00%
Service Trucks	8.20%	151	12.23%
Snow Plow	0.32%	2	0.16%
State Trucks	0.63%	14	1.13%
Step Vans	1.58%	14	1.13%
<b>Totals</b>	<b>100.00%</b>	<b>1235</b>	<b>100.00%</b>

