

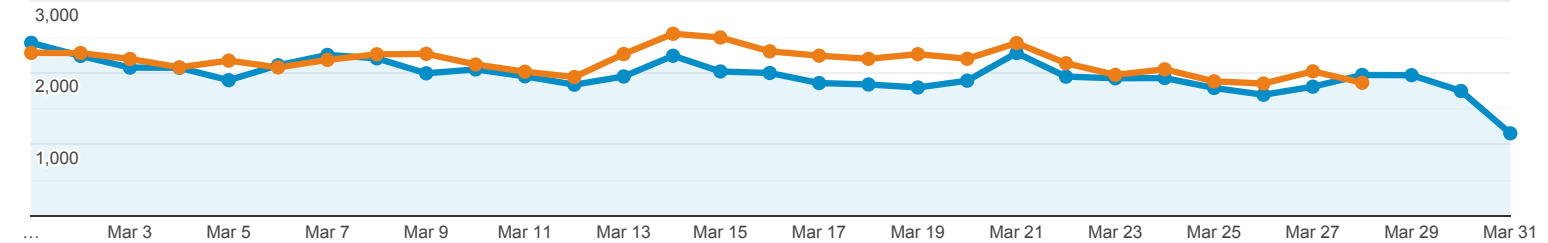
Audience Overview

All Users
+0.00% Users

Mar 1, 2021 - Mar 31, 2021
Compare to: Feb 1, 2021 - Feb 28, 2021

Overview

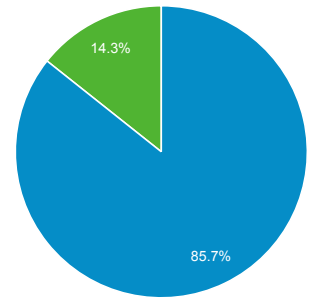
Mar 1, 2021 - Mar 31, 2021: ● Users
Feb 1, 2021 - Feb 28, 2021: ● Users



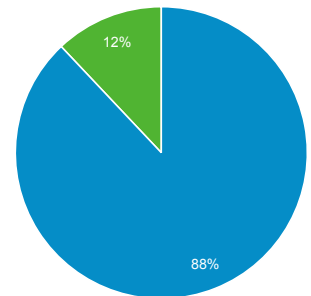
Users -0.88% 54,101 vs 54,581	New Users -3.66% 52,335 vs 54,321	Sessions 4.26% 68,390 vs 65,596
Number of Sessions per User 5.18% 1.26 vs 1.20	Pageviews 2.53% 121,051 vs 118,066	Pages / Session -1.66% 1.77 vs 1.80
Avg. Session Duration 7.30% 00:01:04 vs 00:01:00	Bounce Rate 2.57% 74.50% vs 72.64%	

■ New Visitor ■ Returning Visitor

Mar 1, 2021 - Mar 31, 2021



Feb 1, 2021 - Feb 28, 2021



City	Users	% Users
1. San Francisco		
Mar 1, 2021 - Mar 31, 2021	8,720	15.65%
Feb 1, 2021 - Feb 28, 2021	9,345	16.36%
% Change	-6.69%	-4.33%
2. Sacramento		
Mar 1, 2021 - Mar 31, 2021	3,794	6.81%
Feb 1, 2021 - Feb 28, 2021	3,799	6.65%
% Change	-0.13%	2.39%
3. San Jose		
Mar 1, 2021 - Mar 31, 2021	3,394	6.09%
Feb 1, 2021 - Feb 28, 2021	3,374	5.91%
% Change	0.59%	3.13%
4. Oakland		
Mar 1, 2021 - Mar 31, 2021	1,414	2.54%

Feb 1, 2021 - Feb 28, 2021	1,487	2.60%
% Change	-4.91%	-2.51%
5. Stockton		
Mar 1, 2021 - Mar 31, 2021	1,178	2.11%
Feb 1, 2021 - Feb 28, 2021	1,137	1.99%
% Change	3.61%	6.22%
6. Roseville		
Mar 1, 2021 - Mar 31, 2021	995	1.79%
Feb 1, 2021 - Feb 28, 2021	1,160	2.03%
% Change	-14.22%	-12.06%
7. Los Angeles		
Mar 1, 2021 - Mar 31, 2021	985	1.77%
Feb 1, 2021 - Feb 28, 2021	889	1.56%
% Change	10.80%	13.60%
8. Santa Clara		
Mar 1, 2021 - Mar 31, 2021	935	1.68%
Feb 1, 2021 - Feb 28, 2021	2,659	4.65%
% Change	-64.84%	-63.95%
9. (not set)		
Mar 1, 2021 - Mar 31, 2021	912	1.64%
Feb 1, 2021 - Feb 28, 2021	750	1.31%
% Change	21.60%	24.67%
10. Santa Rosa		
Mar 1, 2021 - Mar 31, 2021	826	1.48%
Feb 1, 2021 - Feb 28, 2021	954	1.67%
% Change	-13.42%	-11.23%