
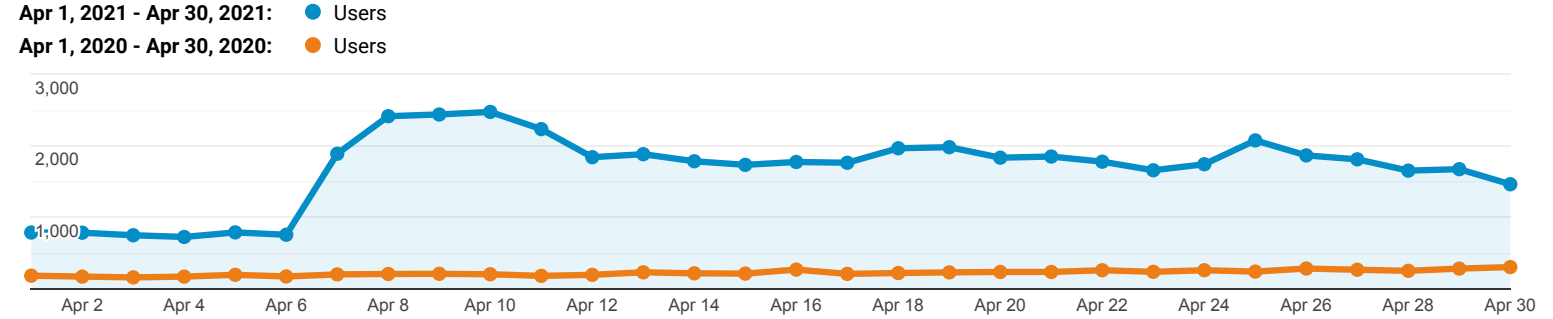


Audience Overview


All Users
 +0.00% Users

Apr 1, 2021 - Apr 30, 2021
Compare to: Apr 1, 2020 - Apr 30, 2020

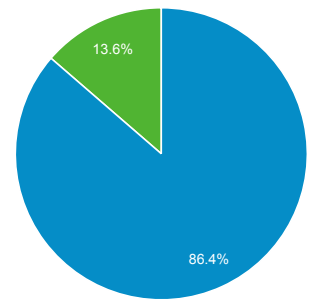
Overview



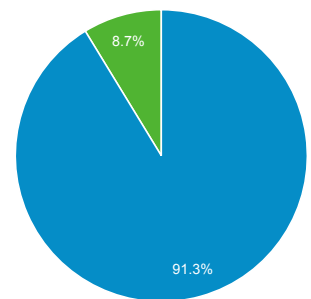
Users 619.96% 45,451 vs 6,313	New Users 614.70% 43,890 vs 6,141	Sessions 692.91% 55,044 vs 6,942
Number of Sessions per User 10.13% 1.21 vs 1.10	Pageviews 624.73% 98,686 vs 13,617	Pages / Session -8.60% 1.79 vs 1.96
Avg. Session Duration -8.06% 00:01:08 vs 00:01:14	Bounce Rate 8.40% 74.91% vs 69.10%	

■ New Visitor ■ Returning Visitor

Apr 1, 2021 - Apr 30, 2021



Apr 1, 2020 - Apr 30, 2020



City	Users	% Users
1. San Francisco		
Apr 1, 2021 - Apr 30, 2021	7,481	16.01%
Apr 1, 2020 - Apr 30, 2020	404	6.31%
% Change	1,751.73%	153.75%
2. Sacramento		
Apr 1, 2021 - Apr 30, 2021	3,167	6.78%
Apr 1, 2020 - Apr 30, 2020	96	1.50%
% Change	3,198.96%	352.07%
3. San Jose		
Apr 1, 2021 - Apr 30, 2021	2,751	5.89%
Apr 1, 2020 - Apr 30, 2020	51	0.80%
% Change	5,294.12%	639.18%
4. Los Angeles		
Apr 1, 2021 - Apr 30, 2021	1,174	2.51%

Apr 1, 2020 - Apr 30, 2020	167	2.61%
% Change	602.99%	-3.67%
5. Oakland		
Apr 1, 2021 - Apr 30, 2021	1,016	2.17%
Apr 1, 2020 - Apr 30, 2020	88	1.37%
% Change	1,054.55%	58.21%
6. Stockton		
Apr 1, 2021 - Apr 30, 2021	973	2.08%
Apr 1, 2020 - Apr 30, 2020	14	0.22%
% Change	6,850.00%	852.39%
7. (not set)		
Apr 1, 2021 - Apr 30, 2021	738	1.58%
Apr 1, 2020 - Apr 30, 2020	198	3.09%
% Change	272.73%	-48.92%
8. Roseville		
Apr 1, 2021 - Apr 30, 2021	737	1.58%
Apr 1, 2020 - Apr 30, 2020	25	0.39%
% Change	2,848.00%	303.98%
9. Santa Rosa		
Apr 1, 2021 - Apr 30, 2021	694	1.49%
Apr 1, 2020 - Apr 30, 2020	137	2.14%
% Change	406.57%	-30.58%
10. Santa Clara		
Apr 1, 2021 - Apr 30, 2021	634	1.36%
Apr 1, 2020 - Apr 30, 2020	257	4.01%
% Change	146.69%	-66.19%