

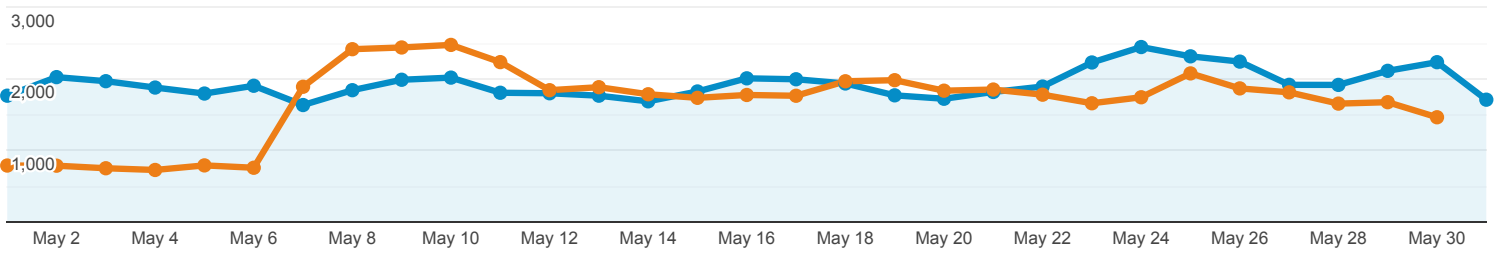
Audience Overview

○ ○ All Users
+0.00% Users

May 1, 2021 - May 31, 2021
Compare to: Apr 1, 2021 - Apr 30, 2021

Overview

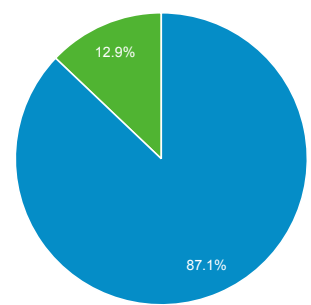
May 1, 2021 - May 31, 2021: ● Users
Apr 1, 2021 - Apr 30, 2021: ● Users



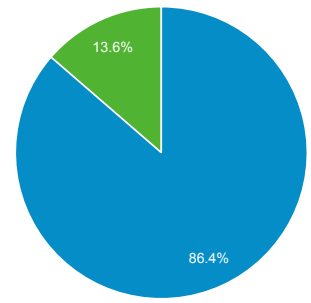
Users 19.10% 54,132 vs 45,451	New Users 20.51% 52,894 vs 43,890	Sessions 19.27% 65,649 vs 55,044
Number of Sessions per User 0.14% 1.21 vs 1.21	Pageviews 17.89% 116,341 vs 98,686	Pages / Session -1.15% 1.77 vs 1.79
Avg. Session Duration -2.24% 00:01:07 vs 00:01:08	Bounce Rate 1.38% 75.94% vs 74.91%	

■ New Visitor ■ Returning Visitor

May 1, 2021 - May 31, 2021



Apr 1, 2021 - Apr 30, 2021



City	Users	% Users
1. San Francisco		
May 1, 2021 - May 31, 2021	7,939	14.16%
Apr 1, 2021 - Apr 30, 2021	7,481	16.01%
% Change	6.12%	-11.60%
2. Sacramento		
May 1, 2021 - May 31, 2021	3,805	6.78%
Apr 1, 2021 - Apr 30, 2021	3,167	6.78%
% Change	20.15%	0.08%
3. San Jose		
May 1, 2021 - May 31, 2021	3,186	5.68%
Apr 1, 2021 - Apr 30, 2021	2,751	5.89%
% Change	15.81%	-3.53%
4. Los Angeles		
May 1, 2021 - May 31, 2021	1,585	2.83%

Apr 1, 2021 - Apr 30, 2021	1,174	2.51%
% Change	35.01%	12.46%
5. Oakland		
May 1, 2021 - May 31, 2021	1,205	2.15%
Apr 1, 2021 - Apr 30, 2021	1,016	2.17%
% Change	18.60%	-1.20%
6. Stockton		
May 1, 2021 - May 31, 2021	1,041	1.86%
Apr 1, 2021 - Apr 30, 2021	973	2.08%
% Change	6.99%	-10.88%
7. (not set)		
May 1, 2021 - May 31, 2021	896	1.60%
Apr 1, 2021 - Apr 30, 2021	738	1.58%
% Change	21.41%	1.14%
8. Santa Rosa		
May 1, 2021 - May 31, 2021	841	1.50%
Apr 1, 2021 - Apr 30, 2021	694	1.49%
% Change	21.18%	0.95%
9. Roseville		
May 1, 2021 - May 31, 2021	839	1.50%
Apr 1, 2021 - Apr 30, 2021	737	1.58%
% Change	13.84%	-5.17%
10. Fremont		
May 1, 2021 - May 31, 2021	719	1.28%
Apr 1, 2021 - Apr 30, 2021	584	1.25%
% Change	23.12%	2.56%