

## Key definitions

- attribution - credit for sales, what caused a conversion
- conversion - point critical to goals (eg sign up for newsletter, buy product) .  
macro v micro
- dimension - category or segment, characteristic of data (browser, landing page)
- event - tracked action when user interacts with content
- hit - interaction with web page (page, event or ecommerce), data sent to GA
- metric - quantitative, individual element of dimension measured as sum or ratio  
(screen views, pages / session)
- pageview - instance of page being loaded
- session - period of time user is active on site usually 20-30 minutes
- Source - where they came from (eg twitter)
- medium - origin of traffic (eg social)
- Report - make readable, share w decision makers
- Analysis - trends, deep segment, competitor
- bounce rate - percentage of single page visits; single-page sessions divided by all sessions
- Segment - group of users