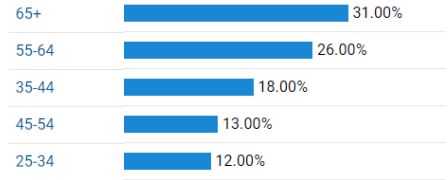
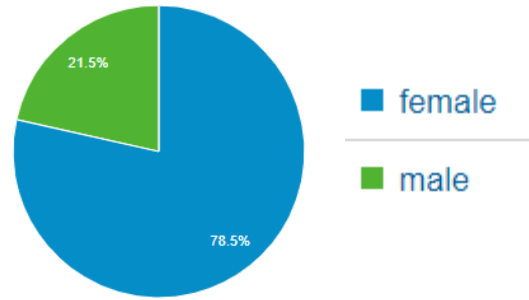


Age: It is one of the best indicators of where your audience spends most of the time. Knowing the average age of your website audience can help you to optimize your website accordingly.



Gender: The gender variable helps you to describe your audience. Audience’s gender plays an important role in how they communicate and engage online.

Interests: With Google Analytics, you can very well understand the interests of your audience and can optimize your website in accordance with their interests.



Device: Google Analytics also gives you views of what kind of device are they using. With this information, you can help your website get more responsive in various devices.

- 1. mobile
- 2. desktop
- 3. tablet
 - 1. Apple iPhone
 - 2. Apple iPhone 8 Plus
 - 3. Apple iPhone XR
 - 4. Apple iPhone 8

Location: Understanding where your customers come from helps you to formulate marketing strategies according to the physical location of your potential customers.

Geolocation feature of Google Analytics not only lets you know the country from where your visitors are coming from but the city from where they are and even the language they use.

- United States
- Serbia
- Canada
 - Michigan
 - California
 - Illinois
- Garfield Township
- Traverse City
- Interlochen
- Elmwood Charter Township