

Audience

Platform or Device

Browser
 Browser Version
 Operating System
 Operating System Version
 Mobile Device Branding
 Mobile Device Model
 Mobile Input Selector
 Mobile Device Info
 Mobile Device Marketing Name
 Device Category
 Browser Size
 Data Source

System

Flash Version
 Java Support
 Language
 Screen Colors
 Source Property Display Name
 Source Property Tracking ID
 Screen Resolution

Geo Network

Continent
 Continent ID
 Sub Continent
 Sub Continent Code
 Country
 Country ISO Code
 Region
 Region ID
 Region ISO Code
 Metro
 Metro ID
 City
 City ID
 Latitude
 Longitude
 Network Domain
 Service Provider

Demographics

Age (Bracket)
 Gender
 Other Category
 Affinity Category
 In-Market Segment

Acquisition

Traffic Sources

Referral Path
 Full Referrer
 Campaign
 Source
 Medium
 Source/Medium
 Keyword

Behavior & Conversion

Session

Session Duration (Bucket)
 Unique Dimension Combinations
 # Sessions
 # Bounces
 % Bounce Rate
 s Session Duration
 s Avg. Session Duration
 # Hits

Page Tracking

Hostname
 Page
 Page Path Level 1 to 4
 Page Title
 Landing Page
 Second Page
 Exit Page
 Previous Page Path
 Page Depth
 \$ Page Value
 # Entrances
 % Entrances / Pageviews
 # Pageviews
 % Pages / Session
 # Unique Pageviews
 s Time on Page
 s Avg. Time on Page
 # Exits
 % Exit Rate

Event Tracking

Event Category
 Event Action
 Event Label
 City
 # Total Events
 # Unique Events
 \$ Event Value
 \$ Avg. Event Value
 # Sessions with Events
 # Events / Session with Event

App Tracking

App Installer ID
 App Version
 App Name
 App ID
 Screen Name
 Screen Depth
 Landing Screen
 Exit Screen
 # Screen Views
 # Unique Screen Views
 # Screens / Session
 s Time on Screen
 s Avg. Time on Screen

Content Grouping

Page Group XX
 Landing Page Group XX
 Previous Page Group XX
 # Unique Views XX

Internal Search

Site Search Status
 Search Term
 Refined Keyword
 Site Search Category
 Start Page
 Destination Page
 Search Destination Page
 # Results Pageviews
 # Results Pageviews / Search
 # Total Unique Searches
 # Sessions with Search
 % Sessions with Search
 # Search Depth
 # Avg. Search Depth
 # Search Refinements
 % Search Refinements
 s Time after Search
 s Avg. Time after Search
 # Search Exits
 % Search Exits
 % Site Search Goal Conversion Rate
 % Site Search Goal XX Conversion Rate
 \$ Per Search Goal Value

Custom Data

Custom Dimension XX
 Custom Variable Key XX
 Custom Variable Value XX
 # Custom Metric XX Value
 # % s Calculated Metric

Time

Date
 Date Hour and Minute
 Year
 ISO Year
 Month of the year
 Month Index
 Month of Year
 Week of Year
 Week Index
 Week of the Year
 ISO Week of the Year
 ISO Week of ISO Year
 Day of the month
 Day Index
 Day of Week
 Day of Week Name
 Hour
 Hour Index
 Hour of Day
 Minute
 Minute Index

Site Speed

Page Load Sample
 ms Page Load Time
 s Avg Page Load Time
 ms Domain Lookup Time
 s Avg. Domain Lookup Time
 ms Page Download Time
 s Avg Page Download Time
 ms Redirection Time
 s Avg Redirection Time
 ms Server Connection Time
 s Avg Server Connection Time
 ms Server Response Time
 s Avg Server Response Time
 # Speed Metrics Sample
 ms Document Interactive Time
 s Avg Doc. Interactive Time
 ms Doc. Content Loaded Time
 s Avg Doc. Cont. Load. Time
 # DOM Lat. Metrics Sample

Content Experiments

Experiment ID
 Variant
 Experiment ID with Variant

Goal Conversions

Goal Completion Location
 Goal Previous Step -1 to -3
 # Goal Starts
 # Goal XX Starts
 # Goal Completions
 # Goal XX Completions
 \$ Goal Value
 \$ Goal XX Value
 \$ Per Session Goal Value
 % Goal Conversion Rate
 % Goal XX Conversion Rate
 # Abandoned Funnels
 # Goal XX Abandoned Funnels
 % Total Abandonment Rate
 % Goal XX Abandonment Rate

Social Interactions

Social Network
 Social Action
 Social Network and Action
 Social Entity
 Social Type
 # Social Actions
 # Unique Social Actions
 # Actions Per Social Session

User Timing

Timing Category
 Timing Label
 Timing Variable
 ms User Timing
 # User Timing Sample
 s Avg User Timing

Exceptions

Exception Description
 # Exceptions
 # Exceptions / Screen
 # Crashes
 # Crashes / Screen

E-commerce

Transaction ID
 Affiliation
 Sessions to Transaction
 Days to Transaction
 Currency Code
 Checkout Options
 Product SKU
 Product
 Product Category
 Product Category
 Product Category Level XX
 Product Brand
 Product Coupon Code
 Product List Name
 Product List Position
 Product Variant
 Shopping Stage
 Internal Promotion Creative
 Internal Promotion ID
 Internal Promotion Name
 Internal Promotion Position
 Order Coupon Code
 # Transactions
 # Transactions per User
 \$ Total Value
 \$ Avg. Order Value
 \$ Per Session Value
 \$ Shipping
 \$ Local Shipping
 \$ Tax
 \$ Local Tax
 \$ Avg. Price
 # Unique Purchases
 \$ Revenue
 \$ Revenue per User
 \$ Local Revenue
 \$ Local Product Revenue
 \$ Product Revenue
 % Buy-to-Detail Rate
 % Cart-to-Detail Rate
 % Internal Promotion CTR
 # Internal Promotion Clicks
 # Internal Promotion Views
 # Refunds
 \$ Refund Amount
 \$ Local Product Refund Amount
 \$ Local Refund Amount
 \$ Product Refund Amount
 # Product Refunds
 # Product Adds to Cart
 # Product Removes from Cart
 # Product Checkouts
 # Product Detail Views
 % Product List CTR
 # Product List Clicks
 # Product List Views
 \$ Product Revenue per Purchase
 # Quantity
 # Avg. QTY
 # Quantity Added to Cart
 # Quantity Checked Out
 # Quantity Refunded
 # Quantity Removed from Cart
 % Ecom. Conversion Rate

Analytics Cheatsheet

Google Analytics Metrics & Dimensions

Source: [Google Analytics Dimensions & Metrics Reference](#)

This cheatsheet provides a complete overview of Google Analytics dimensions and metrics, excepted for AdWords, AdSense and DoubleClick specific ones.

LEGEND

Topic

Dimension ABC
 Metric XYZ
 # count metrics (int or float)
 % ratio metrics (percent)
 \$ monetary metrics (currency)
 s/ms time metrics (seconds or millisecs)