



**Welcome aboard.
Please fasten your seatbelt.**

We're about to get started.

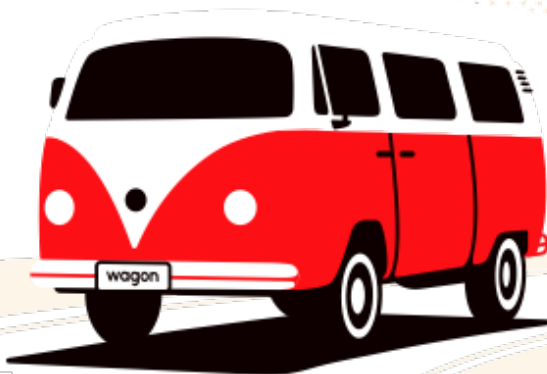




le wagon

Change your life, learn to **code.**

改变你的人生，学习 **编程。**



Life-changing journeys



Wendy Lee

Then: Finance Staff @ Apple
Now: Digital nomad traveling around the world



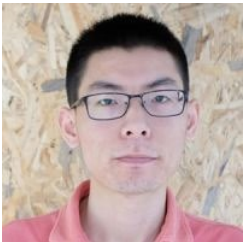
Nathan Lee

Then: Investment banker
Now: AI Software Engineer @ Set Sail Software



Sophie Li

Then: F&B
Now: Co-Founder of SignHow



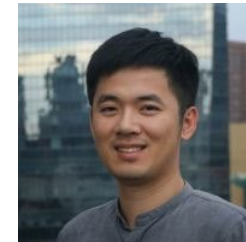
Jay Gao

Then: Mechanical Engineer
Now: Software Engineer @ ALO7



Danny Li

Then: Finance Worker
Now: Front-end Developer @ MixnMatch



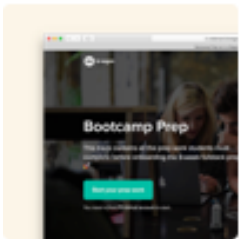
Sam Xia

Then: UI Designer @ Alibaba
Now: Freelancer



FullStack program

9 weeks intensive



Phase 0 - Prepwork

~40h of work

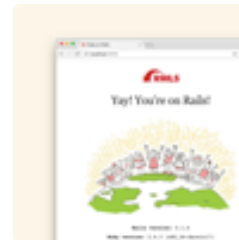
Get up to speed for the FullStack program.



Phase 1 - Foundations

3.5 weeks

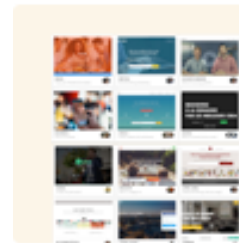
Learn the core concepts of programming, software architecture and relational databases.



Phase 2 - MVP Development

3.5 weeks

Learn UI Design, front-end development and code your applications with WeChat or Ruby on Rails.



Phase 3 - Final Projects

2 weeks

Invent, design, code, deploy and pitch personal projects in teams.



1000+

Web apps built

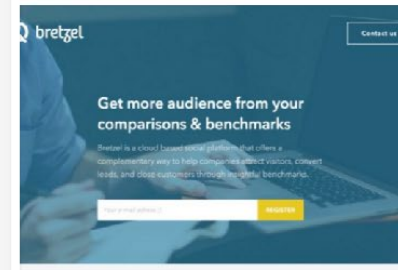
<http://www.lewagon.org/demoday>

Not only code. Students learn
how to **build products.**



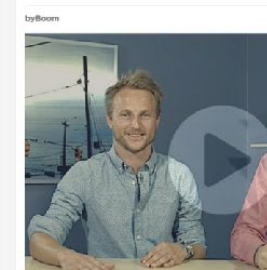
NEEDL

Trust your friends food tastes



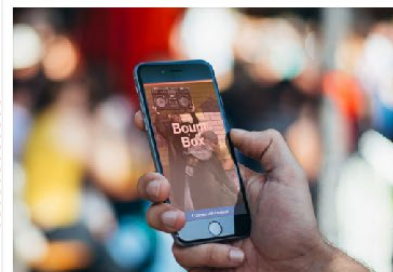
BRETZEL

Benchmarking everything



MISSION BIBERON

Mooc for young parents



BOOMBOX

Rule the parties!



IMPACT

Twitter dataviz for politicians



KRAWD

Brand content by the crowd



KUDOZ

Tinder for job search



ROADSTR

Rent a vintage car

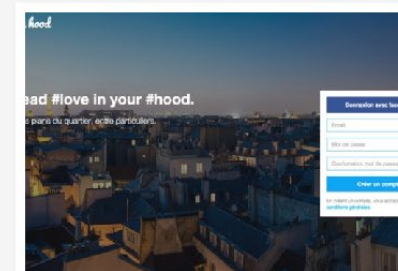


OPEN LOGE

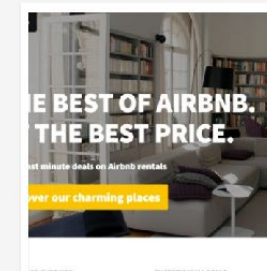
Need something, ask your l



MA SHARE ÉCOLE



LOVELY HOOD



FIREBNB

**Spend \$1,000 on Facebook ads
targeting men in Cleveland between
the age 25-35 who use Android
phones.**

Who?

Where?

Device?

Keywords?

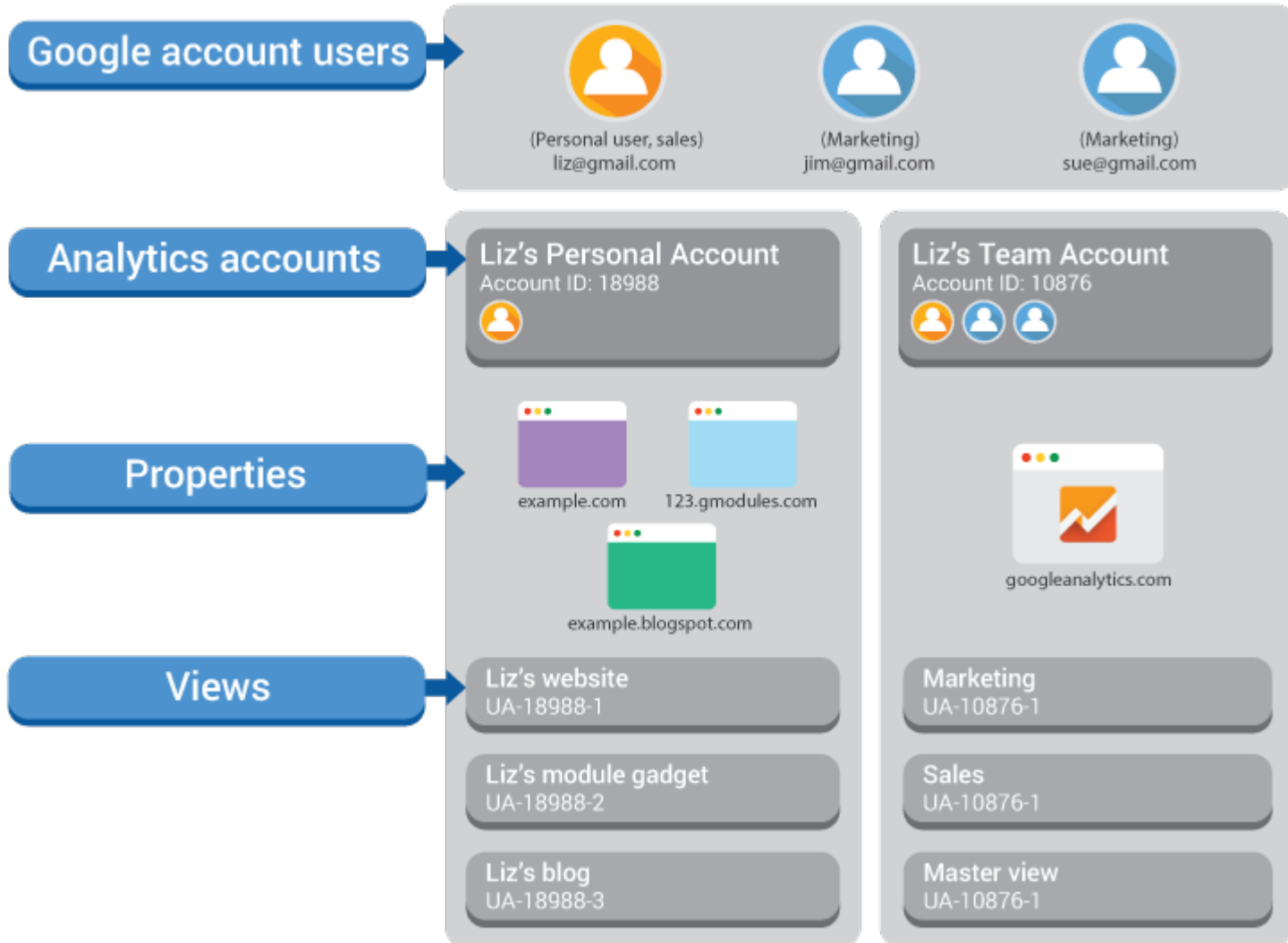
Campaign?

.....

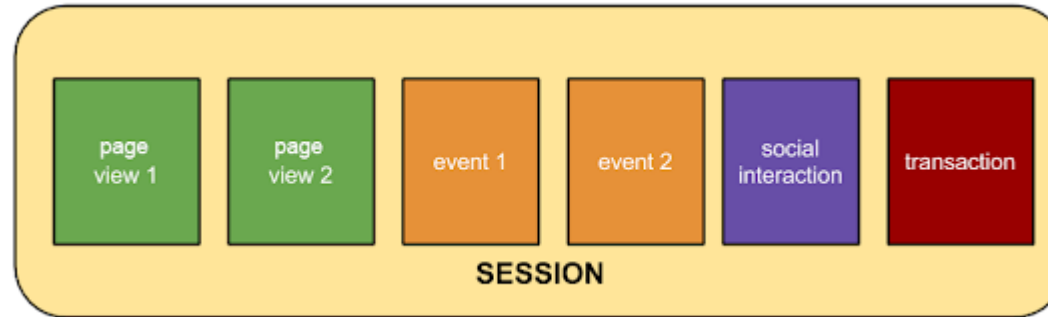
Maximum 100 accounts per user

Maximum 50 properties per account

Maximum 25 views per property



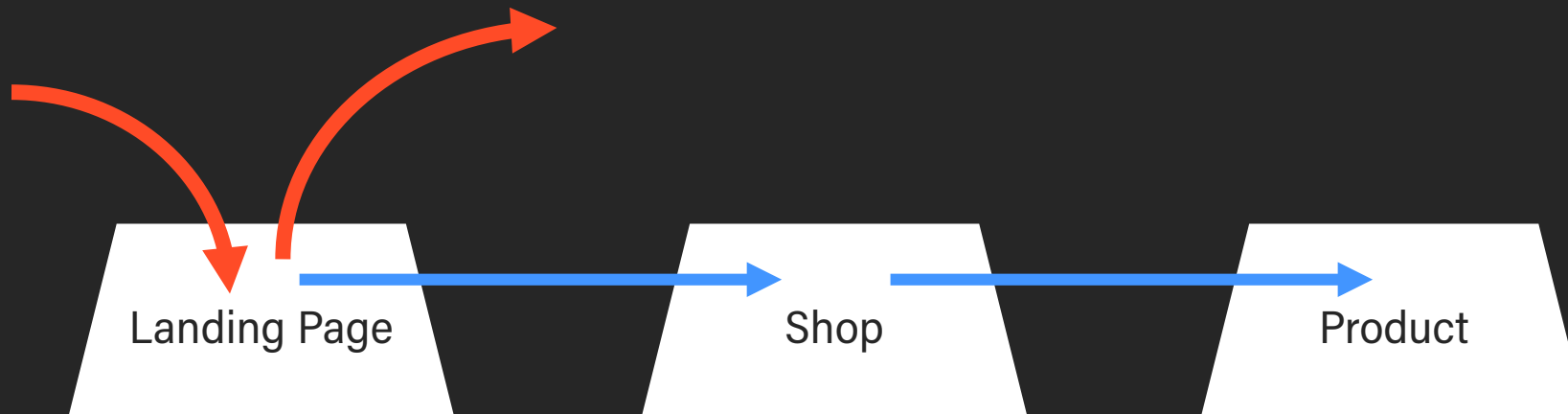
Session

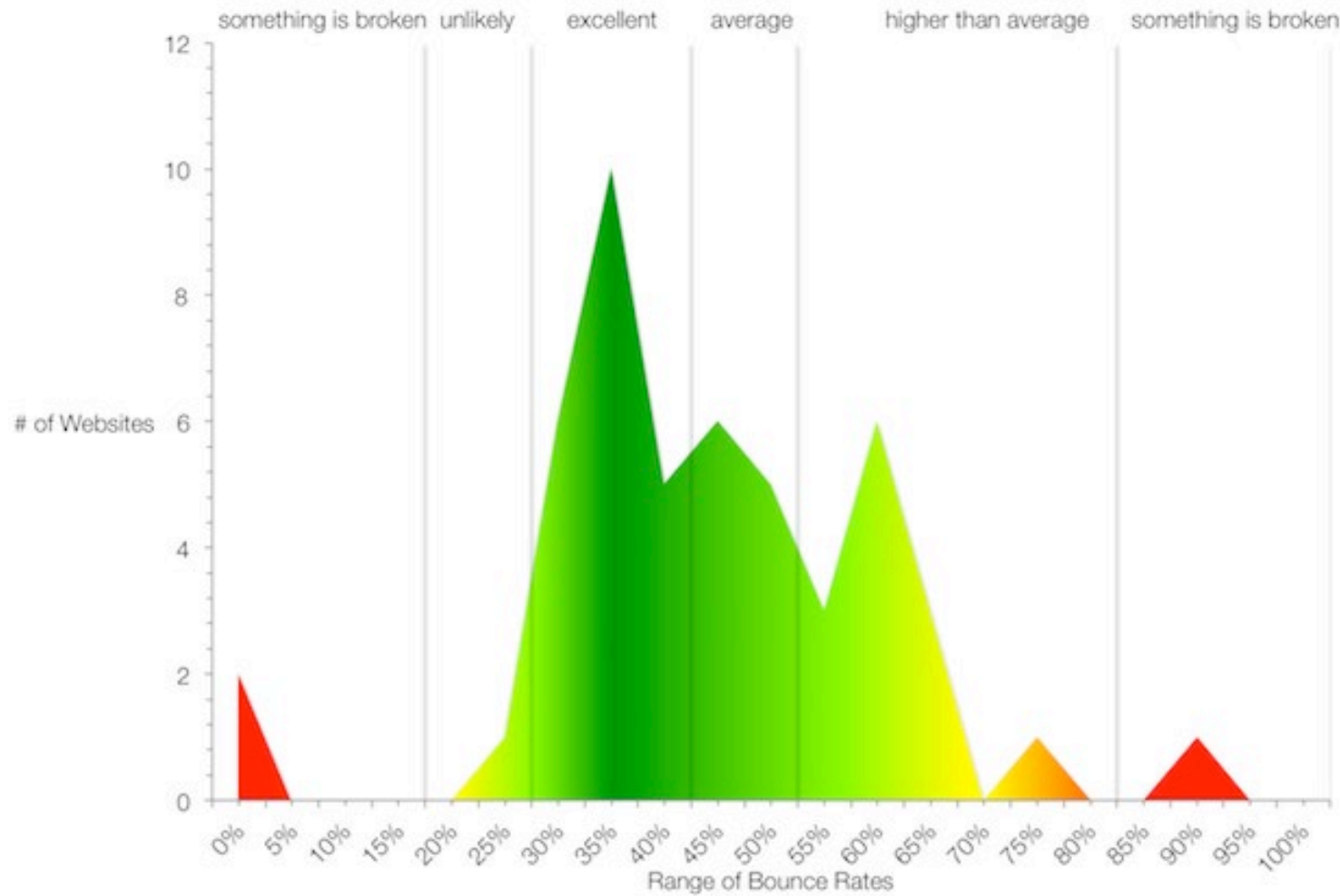


A session is the period time a user is actively engaged with your website, app, etc. All usage data (Screen Views, Events, Ecommerce, etc.) is associated with a session.

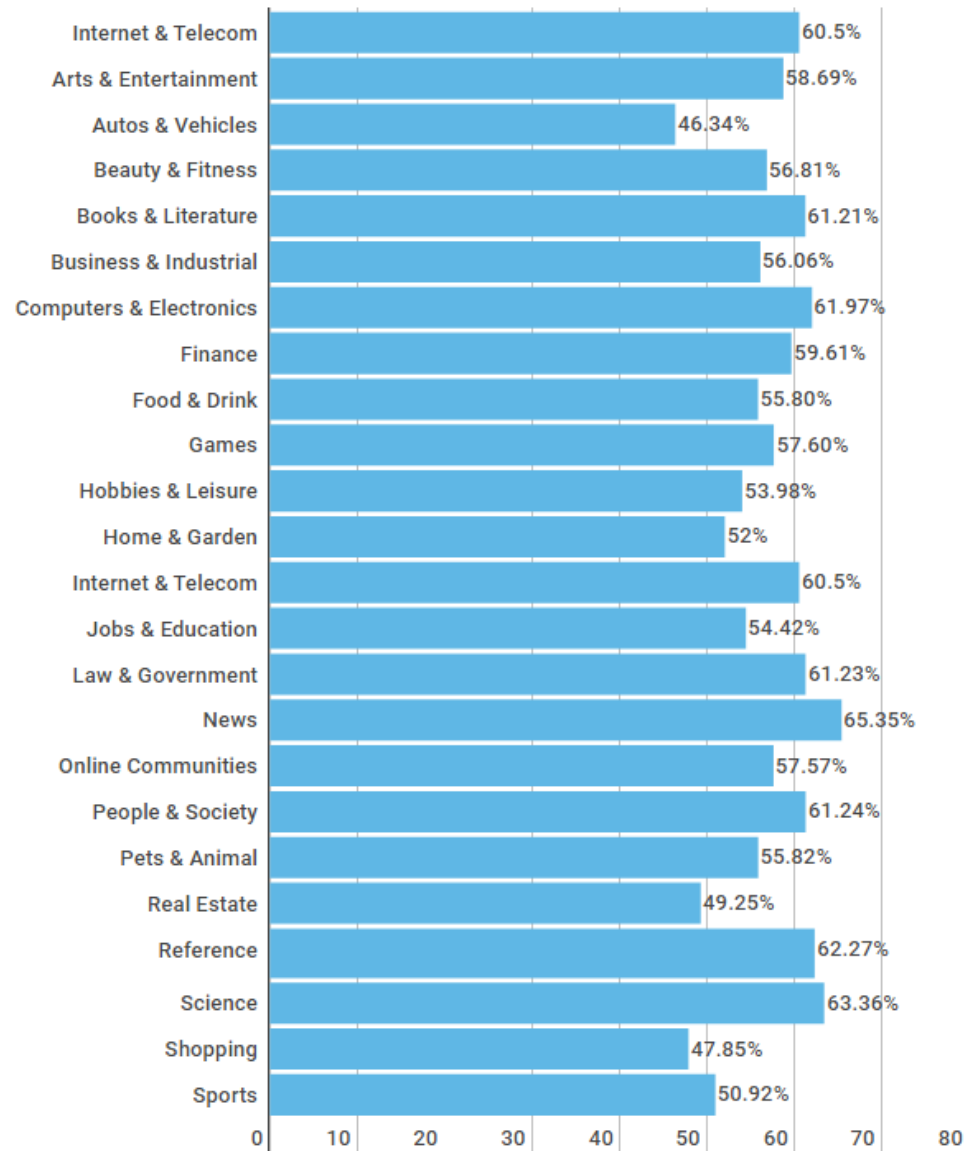
Ends after 30 minutes of inactivity

Bounce rate





Bounce Rates Avg.



Bounce Rates by Industry

Matric

Primary Dimension: Country City Continent Sub Continent

Secondary dimension

advanced

Country ?	Acquisition			Behavior			Conversions eCommerce		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Transactions ?	Revenue ?	Ecommerce Conversion Rate ?
	132,182 % of Total: 100.00% (132,182)	125,997 % of Total: 100.10% (125,870)	189,096 % of Total: 100.00% (189,096)	41.07% Avg for View: 41.07% (0.00%)	4.50 Avg for View: 4.50 (0.00%)	00:02:58 Avg for View: 00:02:58 (0.00%)	831 % of Total: 100.00% (831)	\$121,328.64 % of Total: 100.00% (\$121,328.64)	0.44% Avg for View: 0.44% (0.00%)
1. United States	61,378 (45.45%)	55,324 (43.91%)	93,950 (49.68%)	28.15%	5.63	00:03:34	777 (93.50%)	\$111,333.19 (91.76%)	0.83%
2. India	9,248 (6.85%)	8,994 (7.14%)	11,111 (5.88%)	56.75%	2.96	00:01:55	1 (0.12%)	\$41.99 (0.03%)	<0.01%
3. United Kingdom	7,002 (5.18%)	6,515 (5.17%)	8,660 (4.58%)	56.93%	3.02	00:01:44	16 (1.93%)	\$2,700.92 (2.23%)	0.18%
4. Canada	4,844 (3.59%)	4,556 (3.62%)	6,892 (3.64%)	34.75%	4.93	00:03:21	10 (1.20%)	\$1,074.83 (0.89%)	0.15%
5. Germany	3,388 (2.51%)	3,254 (2.58%)	4,157 (2.20%)	61.97%	2.80	00:01:31	0 (0.00%)	\$0.00 (0.00%)	0.00%
6. Spain	3,193 (2.36%)	3,080 (2.44%)	4,810 (2.54%)	58.15%	2.81	00:02:53	2 (0.24%)	\$85.57 (0.07%)	0.04%
7. France	3,166 (2.34%)	3,066 (2.43%)	4,175 (2.21%)	59.43%	2.90	00:02:08	0 (0.00%)	\$0.00 (0.00%)	0.00%
8. Taiwan	2,922 (2.16%)	2,744 (2.18%)	4,512 (2.39%)	43.00%	4.72	00:03:21	2 (0.24%)	\$974.71 (0.80%)	0.04%
9. Japan	2,897 (2.15%)	2,759 (2.19%)	3,688 (1.95%)	48.16%	3.94	00:02:26	1 (0.12%)	\$21.99 (0.02%)	0.03%
10. Netherlands	2,348 (1.74%)	2,257 (1.79%)	3,181 (1.68%)	60.77%	2.84	00:02:35	0 (0.00%)	\$0.00 (0.00%)	0.00%
11. Australia	2,019 (1.49%)	1,942 (1.54%)	2,630 (1.39%)	55.21%	3.14	00:02:07	3 (0.36%)	\$1,326.54 (1.09%)	0.11%
12. Brazil	1,824 (1.35%)	1,769 (1.40%)	2,331 (1.23%)	51.01%	3.63	00:02:52	1 (0.12%)	\$64.51 (0.05%)	0.04%
13. Italy	1,801 (1.33%)	1,741 (1.38%)	2,180 (1.15%)	59.22%	3.13	00:01:49	0 (0.00%)	\$0.00 (0.00%)	0.00%
14. Singapore	1,548 (1.15%)	1,487 (1.18%)	2,233 (1.18%)	51.05%	3.64	00:03:05	0 (0.00%)	\$0.00 (0.00%)	0.00%

Dimension



AWARENESS

CONSIDERATION

CONVERSION

LOYALTY

ADVOCACY



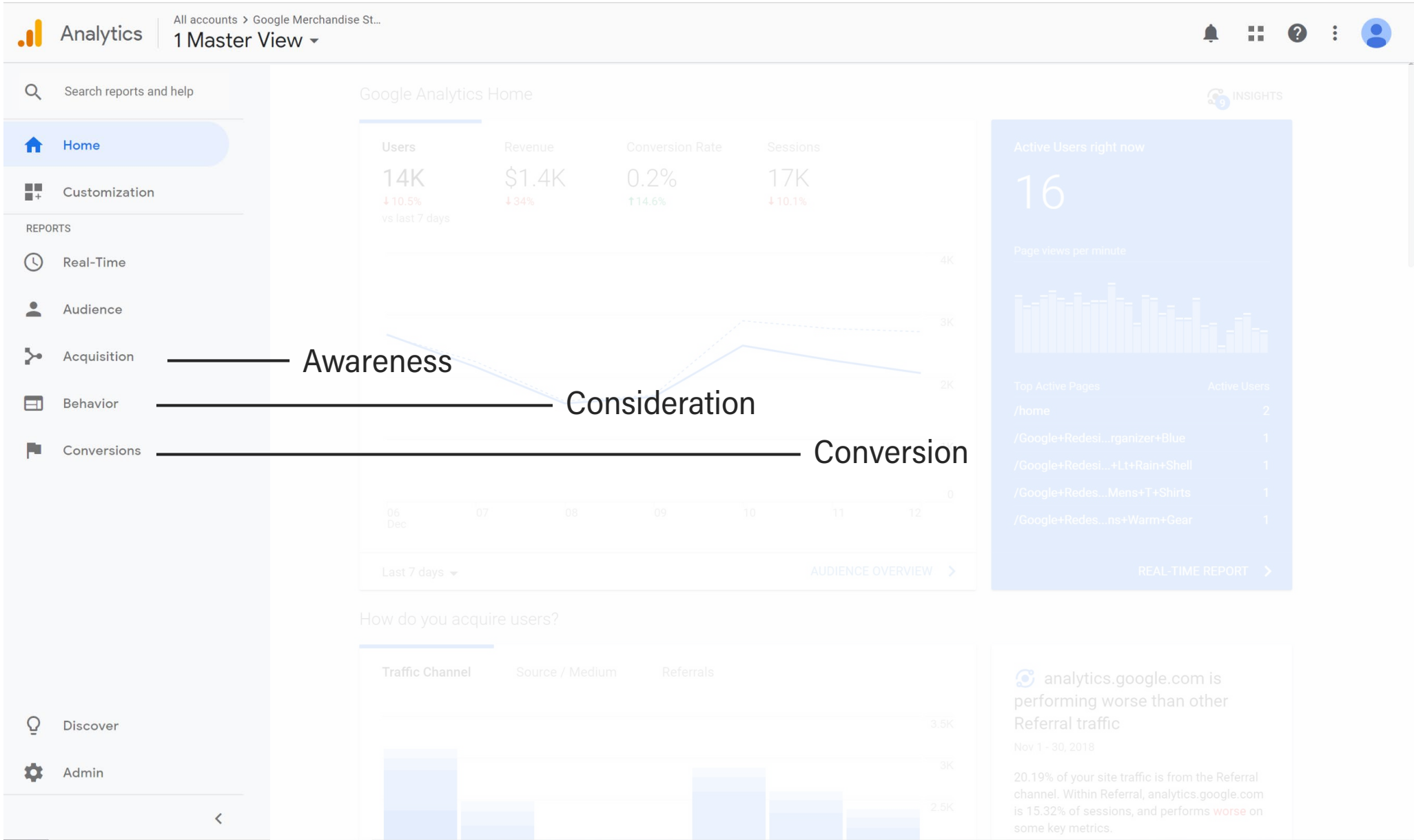
Marketing
Funnel

Awareness

Consideration

Conversion

Primary Dimension: Country City Continent Sub Continent									
Secondary dimension									
Country ?	Acquisition			Behavior			Conversions eCommerce		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Transactions ?	Revenue ?	Ecommerce Conversion Rate ?
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Acquisition

- Traffic sources
- Can be connected to Google Ads
- Other sources of traffic should be tracked using UTM parameters

Google: URL builder

<https://ga-dev-tools.appspot.com/campaign-url-builder/>

+ Segments

Filter traffic to make comparisons

- Demographics
- Technology
- Behavior
- Date of First Session
- Traffic Sources
- Enhanced Ecommerce

Behavior

What user do once they are on your site

- Behavior flow
- Site content
 - All pages
 - Landing page
 - Exit page

Conversions

Users who complete defined goals

- Buy
- Email lead
- Engagement
- Page view

Who?

Where?

Device?

Keywords?

Campaign?

.....

Connect

Now:



