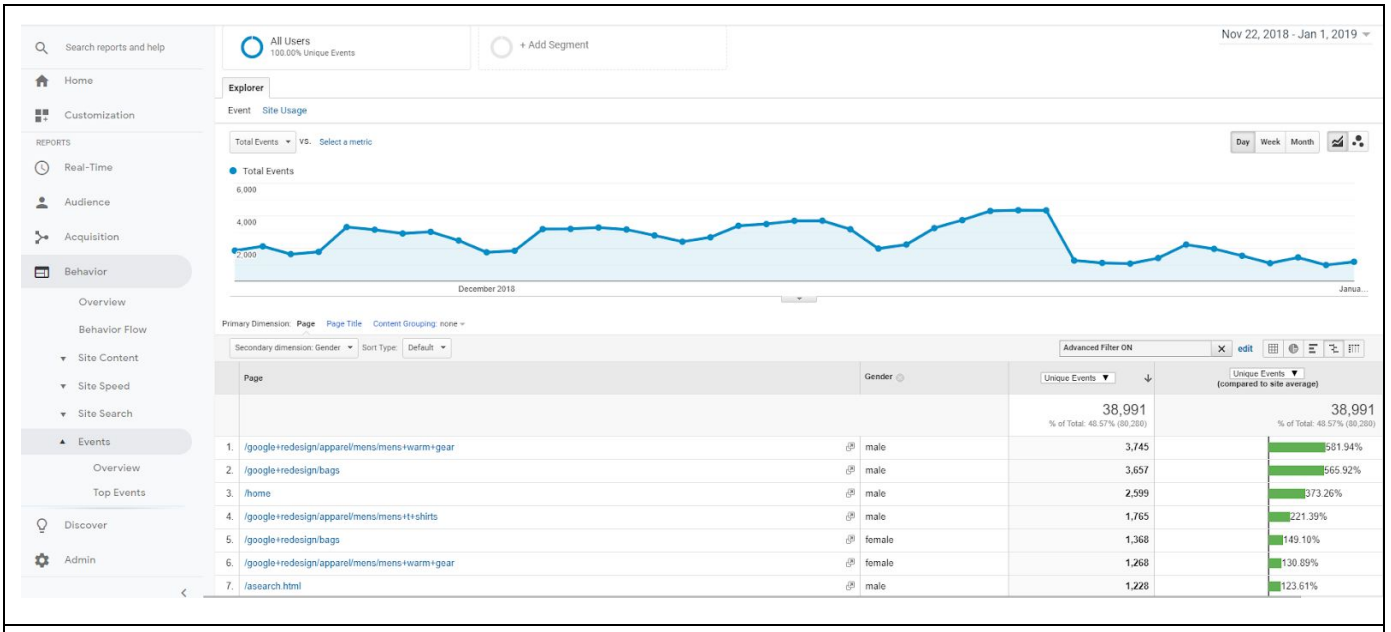
Behavior Content Site Analysis
Google Merchandise Store
February 20, 2019

- **Insight #1 for the Google Merchandise Store**
  - ➢ **Date Range:** November 22, 2018 *(Thanksgiving)* - January 1, 2019 *(New Years Day)*
  - ➢ **Primary Dimension:** Page
  - ➢ **Secondary Dimension:** Gender
  - ➢ **Advanced Segments:** excluding page containing NestUSA
  - ➢ This insight highlights the prime holiday shopping time of the year for males and females. It is interesting to see who are the primary shoppers are during one of the busiest time of the year. Males spend the most time shopping and browsing around the Google Merchandise Store. Excluding *Nest USA*, it was discovered that particularly, bags and warm clothing items seem to be the target product. Although, Thanksgiving is included in the analysis, Black Friday doesn't seem to be a popular shopping time. There's a huge spike in visits during December which corresponds to Christmas.