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.

ζ Search reports and help	All Users 100.00% Unique Events	+ Add Segment			Nov 22, 2018 - Jan 1, 2019
Home	Explorer				
Customization	Event Site Usage				
EPORTS	Total Eventa VS. Select a metric				Day Week Month 🔬 🖣
Real-Time	Total Events				
Audience	6,000				
Huditite	4,000		and a		
 Acquisition 	2000				~
Behavior	2,000			have	
Overview		December 2018	· · ·		Janu
Behavior Flow	Primary Dimension: Page Page Title Content Grou	sping: none +			
▼ Site Content	Secondary dimension: Gender 💌 Sort Type: De	fault 💌		Advanced Filter ON	× edit ⊞ @ Ξ ₹ 11
 Site Speed 	Page		Gender 🛞	Unique Events 🔻 🦊	Unique Events V (compared to site average)
 Site Sparch 				38,991	38,9
				% of Total: 48.57% (80,280)	% of Total: 48.57% (80
Events	1. /google+redesign/apparel/mens/mens+wa	rm+gear	@ male	3,745	581.94
Overview Top Events	2. /google+redesign/bags		@ male	3,657	565.92° 373.26%
	3. /home 4. /google+redesign/apparel/mens/mens+t+e	bists	ළ male ළ male	2,599	221.39%
Discover	5. /google+redesign/bags	NII 12	@ female	1,368	149.10%
Admin	6. /google+redesign/apparel/mens/mens+wa	rm+gear	@ female	1,268	130.89%
	7. /asearch.html		∂ male	1,228	123.61%
Exclude	Page	Containing	/google+redesign/nest/ne	0	
	and				
+ Add a dime	nsion or metric 👻				