Understanding of Google Analytics

Google Merchandise Store

4/30/2019

I. **AUDIENCE** *(June 1, 2018 - August 31, 2018)*
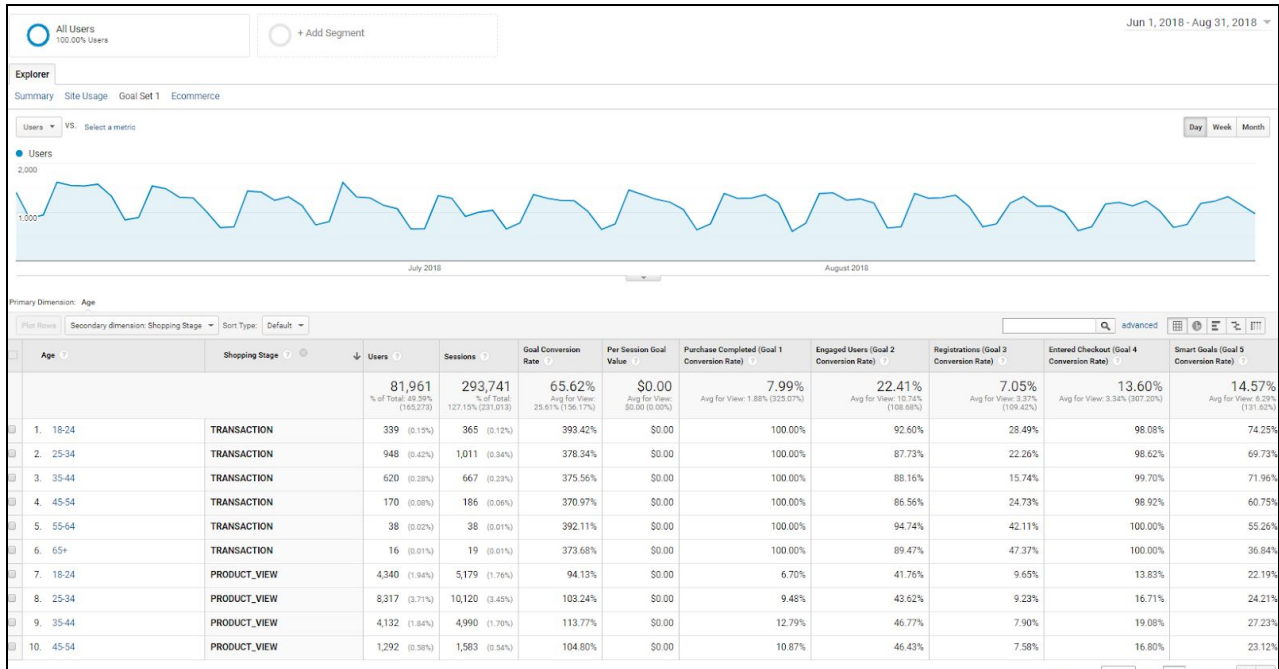
    A. Demographic

        1. *Age*

            a) Site Usage: Using the prime summer month period of 2018, the main element that did stand out was the bounce rate percentage standing at 0% for the age groups 18-24 and 25-34. This is extremely beneficial to the Google Merchandise store because that means consumers are actively visiting the site and remaining there on their intended product search. An average 8 minutes are spent browsing which is a pretty decent time stamp in terms of product searching. Many of the top event actions resulted in adding items to the cart. Being that it is summer, many consumers are probably searching for summer-related items to utilize.To advance this even further, a continuation of summer marketing can increase revenue and keep the bounce rate low. ⬎
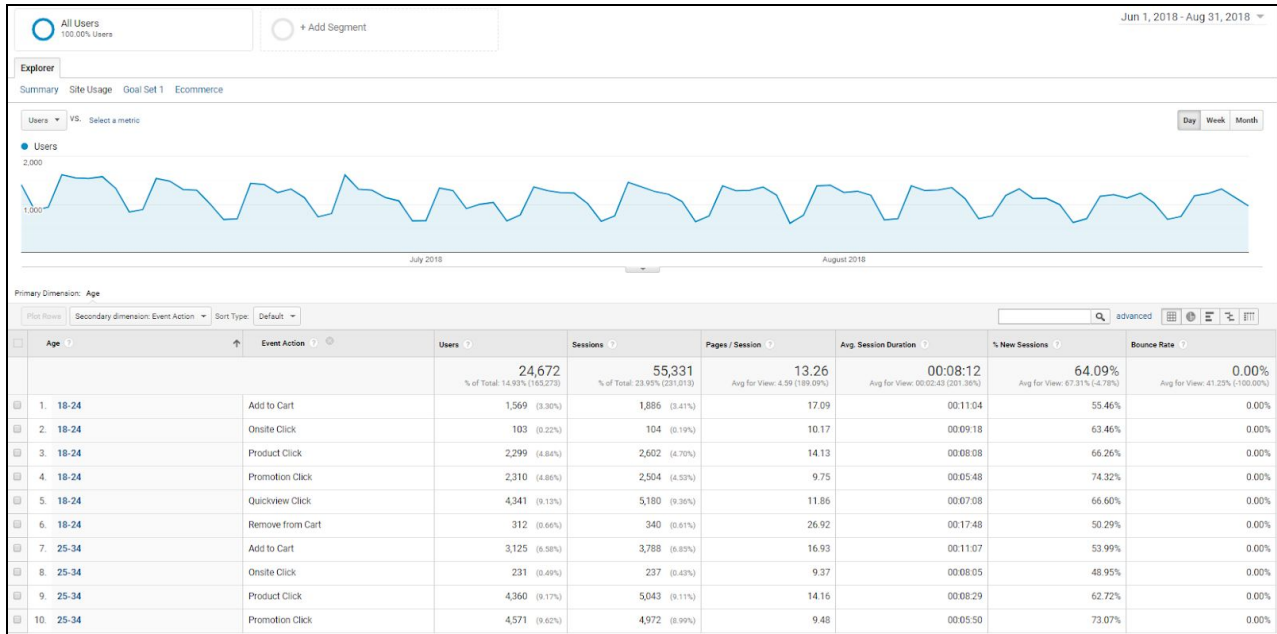
b) Goal Set 1: Within the primary dimension of age and a secondary

dimension of shopping stage, consumers seem to be making

transactions with number of sessions ranging in the low hundreds.

But as you can see, goals aren't being met with high percentages.

Being that this is the summer, consumers are looking for items to

compliment this time of the year. Marketing and advertising

methods need to be adjusted in order to accomplish the goal set.

Users are engaged but not enough of them are buying. ↧

Age	Shopping Stage	Users	Sessions	Goal Conversion Rate	Per Session Goal Value	Purchase Completed (Goal 1 Conversion Rate)	Engaged Users (Goal 2 Conversion Rate)	Registrations (Goal 3 Conversion Rate)	Entered Checkout (Goal 4 Conversion Rate)	Smart Goals (Goal 5 Conversion Rate)
		81,961 % of Total: 49.59% (165,273)	293,741 % of Total: 127.15% (231,013)	65.62% Avg for View: 25.61% (156.17%)	$0.00 Avg for View: $0.00 (0.00%)	7.99% Avg for View: 1.88% (325.07%)	22.41% Avg for View: 10.74% (108.68%)	7.05% Avg for View: 3.37% (109.42%)	13.60% Avg for View: 3.34% (307.20%)	14.57% Avg for View: 6.29% (131.62%)
1. 18-24	TRANSACTION	339 (0.15%)	365 (0.12%)	393.42%	$0.00	100.00%	92.60%	28.49%	98.08%	74.25%
2. 25-34	TRANSACTION	948 (0.42%)	1,011 (0.34%)	378.34%	$0.00	100.00%	87.73%	22.26%	98.62%	69.73%
3. 35-44	TRANSACTION	620 (0.28%)	667 (0.23%)	375.56%	$0.00	100.00%	88.16%	15.74%	99.70%	71.96%
4. 45-54	TRANSACTION	170 (0.08%)	186 (0.06%)	370.97%	$0.00	100.00%	86.56%	24.73%	98.92%	60.75%
5. 55-64	TRANSACTION	38 (0.02%)	38 (0.01%)	392.11%	$0.00	100.00%	94.74%	42.11%	100.00%	55.26%
6. 65+	TRANSACTION	16 (0.01%)	19 (0.01%)	373.68%	$0.00	100.00%	89.47%	47.37%	100.00%	36.84%
7. 18-24	PRODUCT_VIEW	4,340 (1.94%)	5,179 (1.76%)	94.13%	$0.00	6.70%	41.76%	9.65%	13.83%	22.19%
8. 25-34	PRODUCT_VIEW	8,317 (3.71%)	10,120 (3.45%)	103.24%	$0.00	9.48%	43.62%	9.23%	16.71%	24.21%
9. 35-44	PRODUCT_VIEW	4,132 (1.84%)	4,990 (1.70%)	113.77%	$0.00	12.79%	46.77%	7.90%	19.08%	27.23%
10. 45-54	PRODUCT_VIEW	1,292 (0.58%)	1,583 (0.54%)	104.80%	$0.00	10.87%	46.43%	7.58%	16.80%	23.12%

c) Ecommerce: Within ecommerce, taking a closer look at the campaign activity within age, such activity is grown by "Run of Network Line Item" and Data Share Promo" which generated a little over $268,000. These ad campaigns are what attracted these users to the site which then led to transactions. But the conversion rate is a bit low for the amount of users that held a session on the site as well. With more advertisements targeted towards certain audiences within the younger age groups as well, more site users will access the site and make more purchases rather than just view products and having uncompleted transactions. ⬇
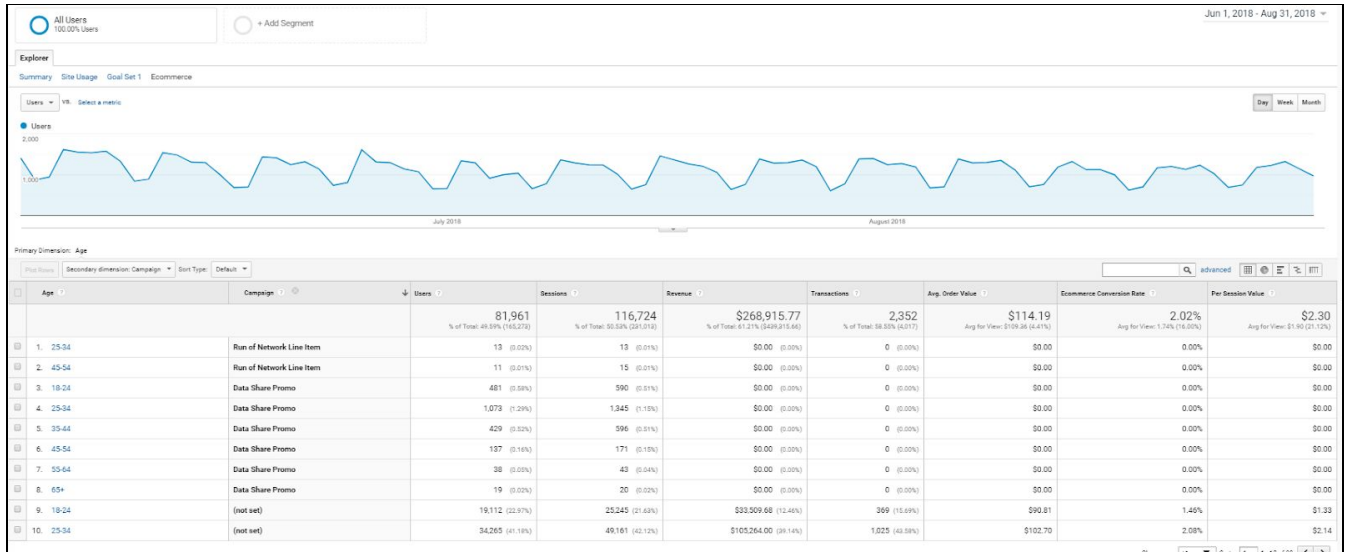
2. *Gender*

    a) Site Usage: For site usage, looking at gender from both males and females, it is noted that there is a wide variation of activity towards the Google Merchandise Store. Many of these users come from sites via. YouTube or other Google related websites outside from third-party sites. It is safe to say that the number of ads and content that draws in this audience seems to be relatively the same, advertisements or perhaps email campaigns linked to summer holidays or other relatable seasonal promotions can be done to increase store revenue and user sessions that result in transactions and less bounce rates. ⤸
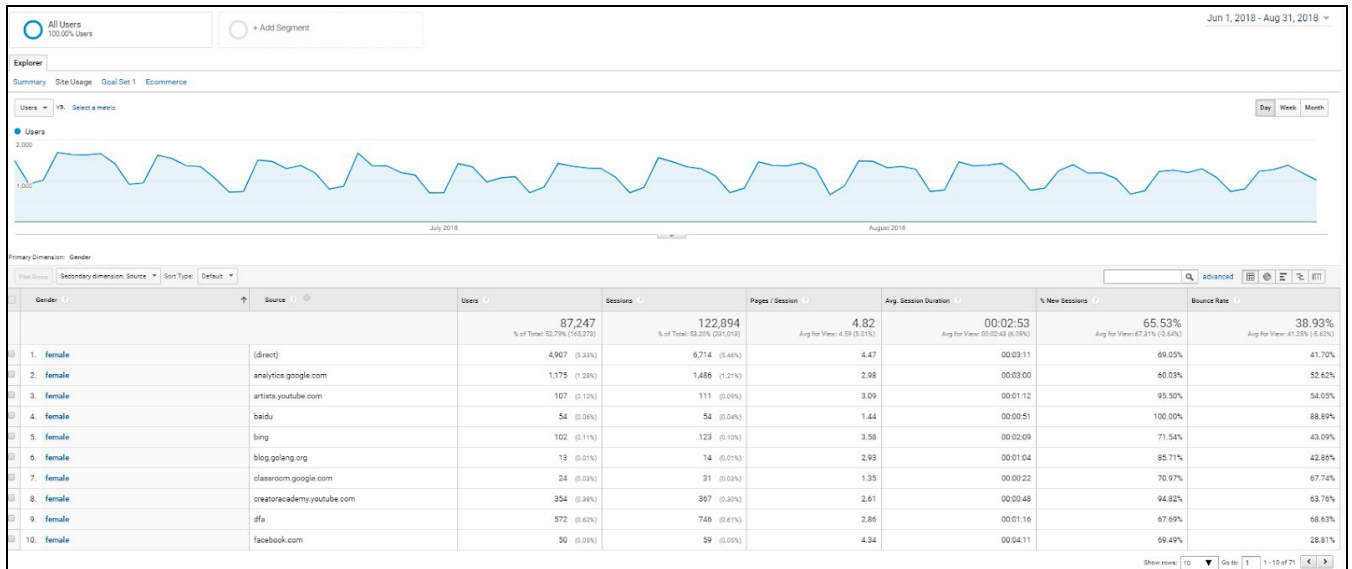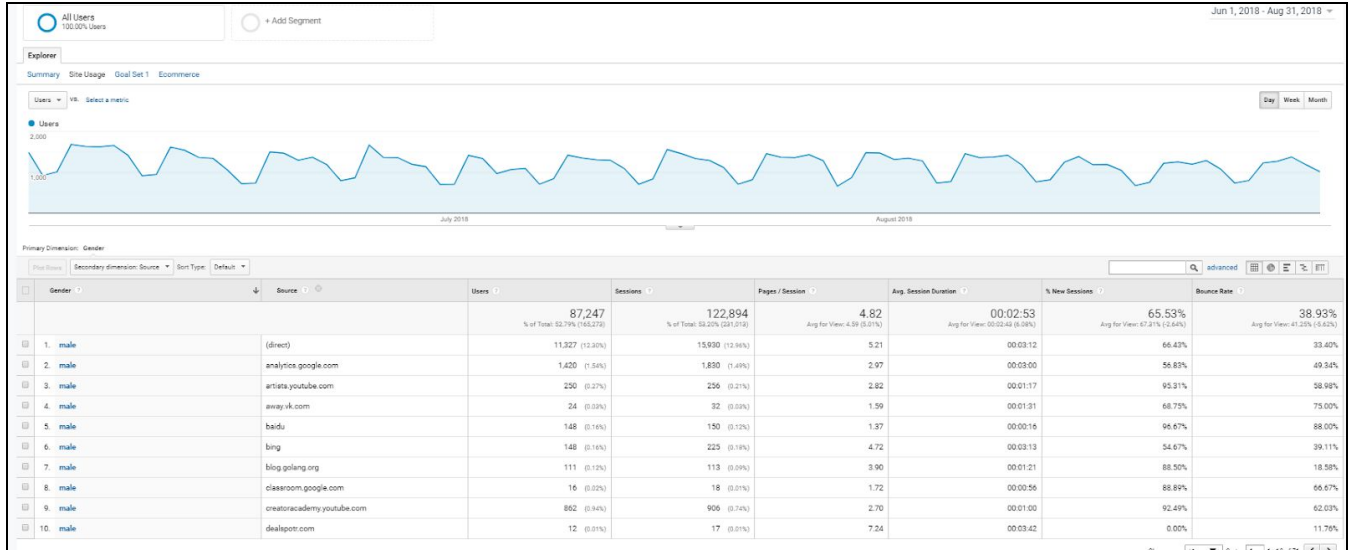
b) Goal Set 1: Looking closely at the Event Action section, it is clear that females are lacking in each event labeled. Males are leading in more site interactions and ad interactions. Females are between just about half and more than half of the percentages generated which can mean a few things. Firstly, ads are probably not being targeted towards them as much or merchandise on The Google

Merchandise Store aren't gaining their attention. In order to even out this level of interaction, there needs to be an even level of merchandise preference sold and/or different variations of campaigns to appeal to the other party. ⤶

|	Gender	Event Action	Users	Sessions	Goal Conversion Rate	Per Session Goal Value	Purchase Completed (Goal 1 Conversion Rate)	Engaged Users (Goal 2 Conversion Rate)	Registrations (Goal 3 Conversion Rate)	Entered Checkout (Goal 4 Conversion Rate)	Smart Goals (Goal 5 Conversion Rate)
			25,817 % of Total: 15.62% (165,273)	57,903 % of Total: 25.06% (231,013)	<0.01% Avg for View: 25.61% (-99.99%)	$0.00 Avg for View: $0.00 (0.00%)	0.00% Avg for View: 1.88% (-100.00%)	0.00% Avg for View: 10.74% (-100.00%)	0.00% Avg for View: 3.27% (-100.00%)	0.00% Avg for View: 3.94% (-100.00%)	<0.01% Avg for View: 6.29% (-99.97%)
1.	female	Remove from Cart	430 (0.87%)	471 (0.81%)	0.00%	$0.00	0.00%	0.00%	0.00%	0.00%	0.00%
2.	male	Remove from Cart	990 (2.00%)	1,051 (1.82%)	0.00%	$0.00	0.00%	0.00%	0.00%	0.00%	0.00%
3.	female	Quickview Click	5,523 (11.14%)	6,887 (11.89%)	0.00%	$0.00	0.00%	0.00%	0.00%	0.00%	0.00%
4.	male	Quickview Click	14,087 (28.42%)	16,837 (29.08%)	0.00%	$0.00	0.00%	0.00%	0.00%	0.00%	0.00%
5.	female	Promotion Click	3,065 (6.18%)	3,357 (5.80%)	0.00%	$0.00	0.00%	0.00%	0.00%	0.00%	0.00%
6.	male	Promotion Click	7,653 (15.44%)	8,373 (14.46%)	0.00%	$0.00	0.00%	0.00%	0.00%	0.00%	0.00%
7.	female	Product Click	2,698 (5.44%)	3,183 (5.50%)	0.00%	$0.00	0.00%	0.00%	0.00%	0.00%	0.00%
8.	male	Product Click	7,305 (14.74%)	8,331 (14.39%)	0.00%	$0.00	0.00%	0.00%	0.00%	0.00%	0.00%
9.	female	Onsite Click	193 (0.39%)	197 (0.34%)	0.00%	$0.00	0.00%	0.00%	0.00%	0.00%	0.00%
10.	male	Onsite Click	394 (0.79%)	410 (0.71%)	0.00%	$0.00	0.00%	0.00%	0.00%	0.00%	0.00%

c) Ecommerce: Looking closely at which pages are being visited by the leading gender, male; accessories, supplies, and apparel are the go-to points on The Google Merchandise Store. Women tend to visit the home page and not spend much time on the site unless they are looking for something in particular. During these prime months, having items geared towards them as well can aid in their attraction to the store as well as maybe changing up the home screen to appeal to them so that they search around longer, going deeper into the site. ⤶
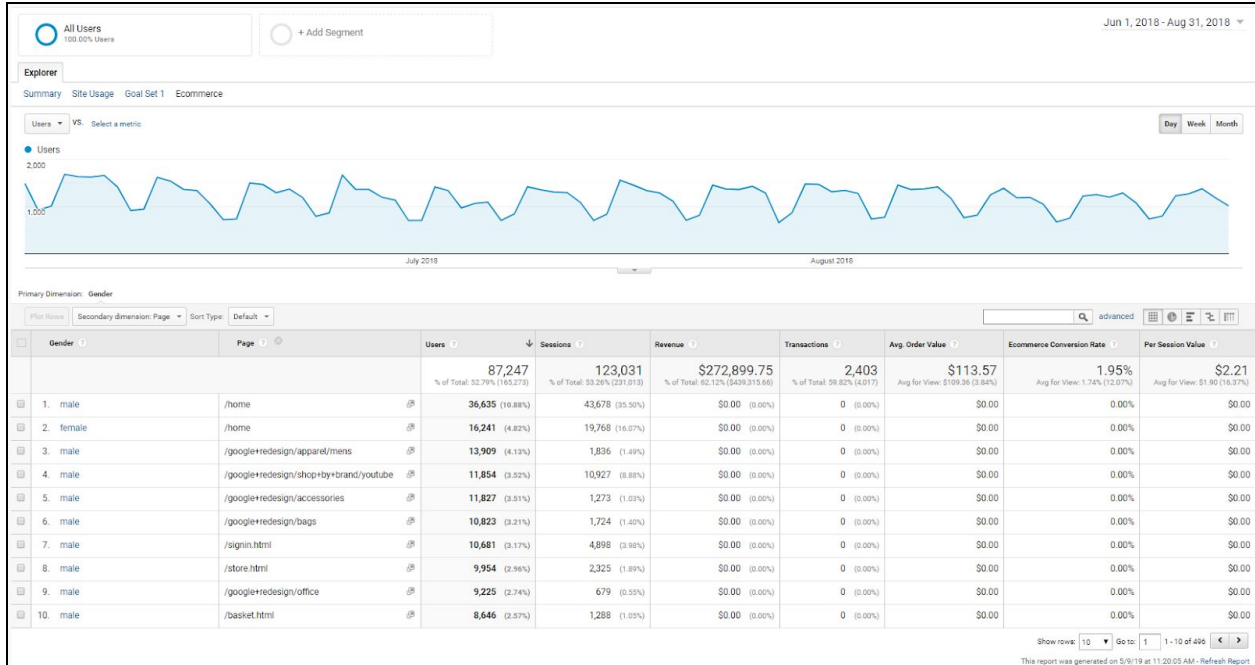
B. Interests - Top 10 Affinity Categories and In-Market Segments

1. *Top 10 Affinity Categories*

   a) Site Usage: Looking at the bounce rate of 38.61% within the affinity categories of page activity, it is clear that certain categories have no interest in the items on the store which results in them leaving and not staying long enough to explore. Sports fans and those into the daily news/politics have little to no variety on the site which would have them want to make a purchase. Possibly incorporating sport themed apparel or other items can help decrease the bounce rate. Grasping the attention of these users is helping in keeping the bounce rate low and consumer engagement high. ⤵

All Users
59.01% Users

+ Add Segment

Jun 1, 2018 - Aug 31, 2018

Explorer

Summary   Site Usage   Goal Set 1   Ecommerce

Users ▾   VS.   Select a metric

Day Week Month

● Users

2,000

1,000

July 2018

August 2018

Primary Dimension: Affinity Category (reach)

Plot Rows   Secondary dimension: Age ▾   Sort Type: Default ▾

advanced

| Affinity Category (reach)	Age	Users	Sessions	Pages / Session	Avg. Session Duration	% New Sessions	Bounce Rate
		81,347	139,859	4.83	00:02:55	65.46%	38.61%
		% of Total: 49.22% (165,273)	% of Total: 60.54% (231,013)	Avg for View: 4.59 (5.41%)	Avg for View: 00:02:43 (7.23%)	Avg for View: 67.31% (-2.74%)	Avg for View: 41.25% (-6.41%)
1. News & Politics/Avid News Readers/Men's Media Fans	45-54	11 (0.00%)	16 (0.00%)	5.00	00:02:46	62.50%	25.00%
2. Sports & Fitness/Sports Fans/American Football Fans	25-34	1,940 (0.12%)	2,964 (0.13%)	5.67	00:03:09	58.50%	26.38%
3. Sports & Fitness/Sports Fans/American Football Fans	35-44	1,431 (0.09%)	2,349 (0.10%)	5.69	00:03:20	54.41%	26.99%
4. Media & Entertainment/Music Lovers/Blues Fans	45-54	54 (0.00%)	65 (0.00%)	5.52	00:04:23	81.54%	27.69%
5. Sports & Fitness/Sports Fans/Basketball Fans	35-44	1,909 (0.12%)	3,047 (0.13%)	5.60	00:03:18	56.51%	27.77%
6. Sports & Fitness/Sports Fans/Baseball Fans	35-44	1,561 (0.09%)	2,459 (0.11%)	5.71	00:03:16	56.85%	28.26%
7. Sports & Fitness/Sports Fans/Golf Enthusiasts	25-34	864 (0.05%)	1,268 (0.05%)	5.69	00:03:09	61.75%	28.39%
8. Sports & Fitness/Sports Fans/Hockey Fans	45-54	182 (0.01%)	294 (0.01%)	5.16	00:02:19	58.84%	28.91%
9. Sports & Fitness/Sports Fans/Basketball Fans	25-34	2,944 (0.18%)	4,557 (0.20%)	5.45	00:03:08	58.31%	28.99%
10. Food & Dining/Frequently Dines Out/Diners by Meal/Frequently Eats Breakfast Out	35-44	563 (0.03%)	882 (0.04%)	6.23	00:03:49	55.78%	29.14%

b) Goal Set 1: User engagement is an important part of tracking online activity for a store. Transactions are important but would not be obtained without active consumers constantly visiting and using the site (store). It is seen that among these users within the older age groups are those interested in music, food, and various forms of entertainment. The percentage is quite low (11.74%) and needs to be higher to reach desired goals. Enhancing the homepage is one way to contain active users as well as utilizing sources that bringing those users to the store as well through YouTube or related advertisements. ⤓
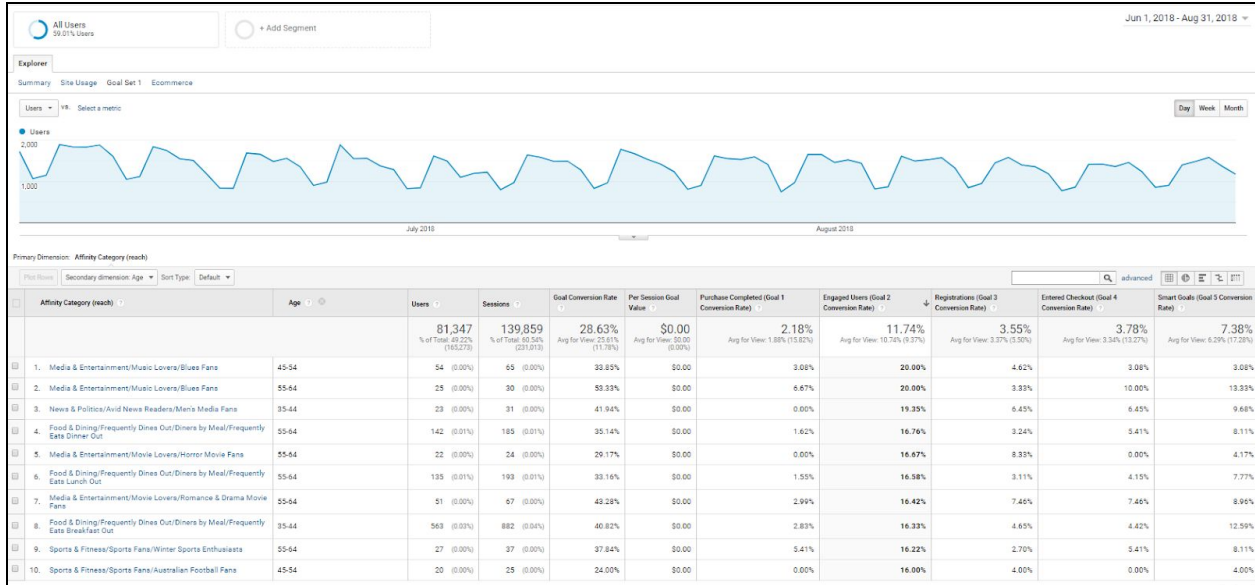
c) Ecommerce: Finding this rather interesting, looking at the amount of revenue that was generated within the sessions that were prolonged for users before they made a purchase was higher than those who made 1-3 sessions before making a purchase. Focusing on these customers who bought items that were around or above $100 is a good move to ensure constant high revenue. If customers are making constant visit towards the site mean that they are in search for some items and are more likely to make a purchase. Keeping the foot traffic for the site high, having emails about a customer's cart still being full and to make moves to make a purchase is a good incentive or even offering deals when purchase is made keeps the customer happy and purchase fulfillment is more likely to happen. ⌄
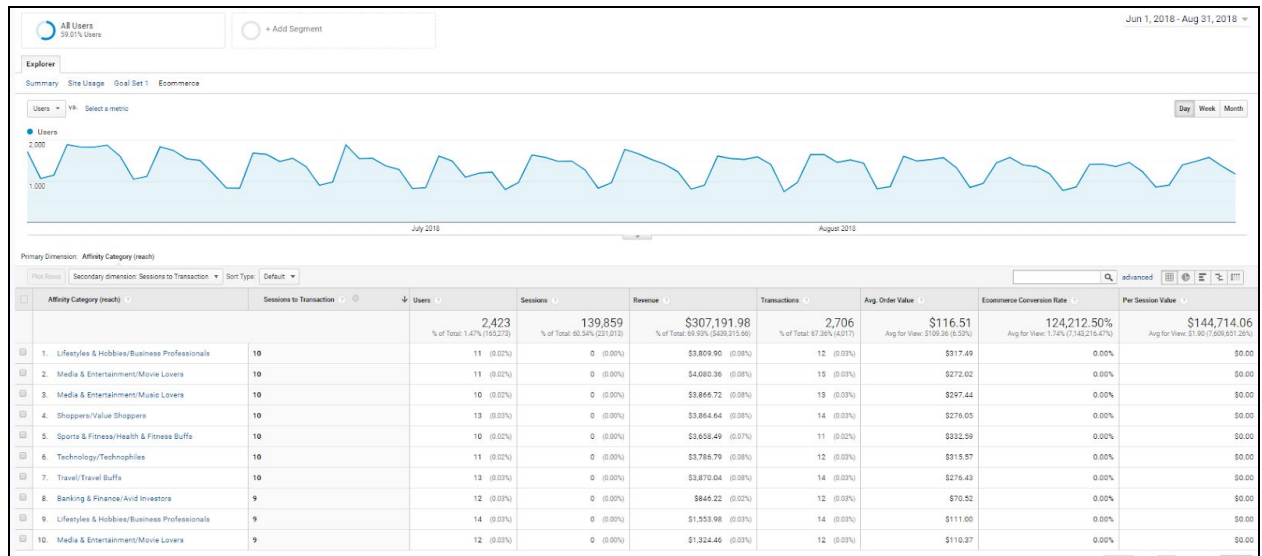
2. *In-Market Segments*

   a) Site Usage: Intentionally choosing this segment to look at because these kind of users are most likely to purchase products if they are related to the market segments listed. As it is shown, the shopping stages that obtain the most users contain many "no shopping activity" . This is an indication that there's not many products on the site that appeal to these users and they have little to no interest in shopping. The bounce rate for this particular screenshot is very high as well with short time periods spent on the site as well. This shows that either the products aren't appeal to their interests so they are not engaging or there are poor efforts in advertising to them in order to increase their need to purchase. This needs to be reversed by offering products within the field of interests and more promotional value. ⤸
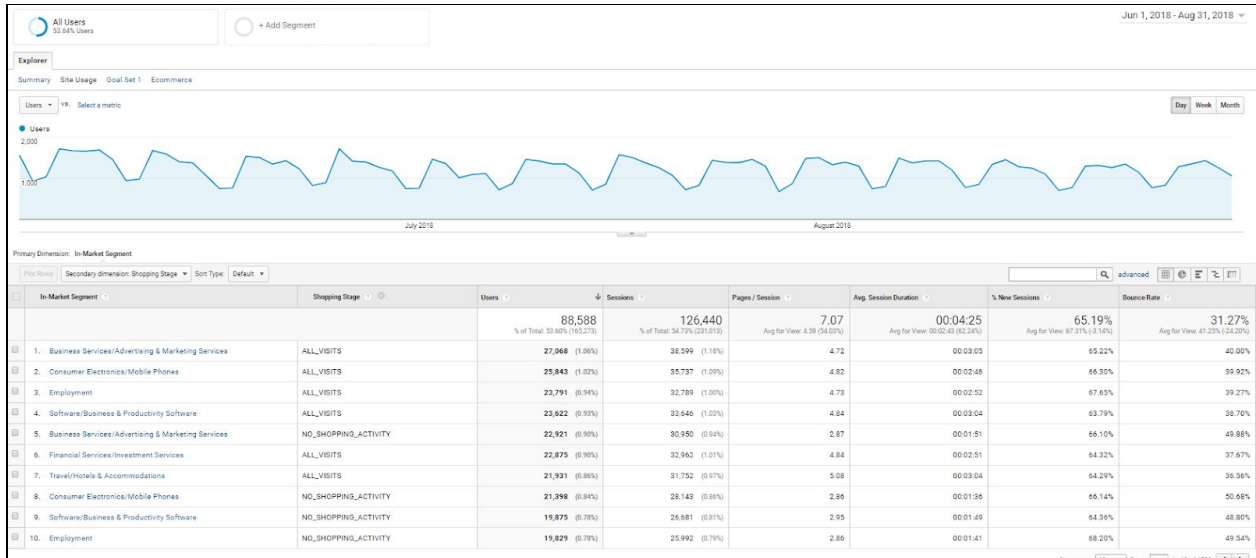
b) Goal Set 1: Taking a look at the shopping stages of users in order to evaluate different components of purchase goals, the store has transactions that are normally made within the accessories and wedding themed items. Being that this is set during the summer months, weddings and formal events are held during this time of the year which can be the increase in items purchased. The conversion rate is also high as well. Pushing more towards summer themed occasions can bring in more purchased and site interactions and increase the percentages of the goals. ↓

In-Market Segment	Shopping Stage	Users	Sessions	Goal Conversion Rate	Per Session Goal Value	Purchase Completed (Goal 1 Conversion Rate)	Engaged Users (Goal 2 Conversion Rate)	Registrations (Goal 3 Conversion Rate)	Entered Checkout (Goal 4 Conversion Rate)	Smart Goals (Goal 5 Conversion Rate)
		88,588 % of Total: 53.60% (165,273)	126,440 % of Total: 54.73% (231,013)	63.50% Avg for View: 25.61% (147.90%)	$0.00 Avg for View: $0.00 (0.00%)	7.60% Avg for View: 1.88% (304.47%)	21.99% Avg for View: 10.74% (104.82%)	7.08% Avg for View: 3.37% (110.33%)	13.34% Avg for View: 3.34% (299.49%)	13.48% Avg for View: 6.29% (114.28%)
1. Apparel & Accessories	CHECKOUT_3_WITHOUT_CHECKOUT_2	24 (0.00%)	24 (0.00%)	266.67%	$0.00	100.00%	50.00%	0.00%	95.83%	20.83%
2. Apparel & Accessories	TRANSACTION	219 (0.01%)	227 (0.01%)	383.26%	$0.00	100.00%	90.75%	26.43%	96.92%	69.16%
3. Apparel & Accessories/Activewear	CHECKOUT_3_WITHOUT_CHECKOUT_2	16 (0.00%)	16 (0.00%)	281.25%	$0.00	100.00%	43.75%	6.25%	100.00%	31.25%
4. Apparel & Accessories/Activewear	TRANSACTION	106 (0.00%)	110 (0.00%)	374.55%	$0.00	100.00%	86.36%	23.64%	97.27%	67.27%
5. Apparel & Accessories/Formal Wear/Bridal Wear	CHECKOUT_3	10 (0.00%)	10 (0.00%)	400.00%	$0.00	100.00%	90.00%	30.00%	100.00%	80.00%
6. Apparel & Accessories/Formal Wear/Bridal Wear		10 (0.00%)	10 (0.00%)	400.00%	$0.00	100.00%	90.00%	30.00%	100.00%	80.00%
7. Apparel & Accessories/Formal Wear/Suits & Business Attire	TRANSACTION	10 (0.00%)	10 (0.00%)	380.00%	$0.00	100.00%	90.00%	30.00%	90.00%	70.00%
8. Apparel & Accessories/Handbags	TRANSACTION	54 (0.00%)	54 (0.00%)	387.04%	$0.00	100.00%	92.59%	33.33%	98.15%	62.96%
9. Apparel & Accessories/Jewelry & Watches/Fine Jewelry	TRANSACTION	30 (0.00%)	30 (0.00%)	390.00%	$0.00	100.00%	86.67%	36.67%	93.33%	73.33%
10. Apparel & Accessories/Jewelry & Watches/Watches	TRANSACTION	37 (0.00%)	39 (0.00%)	374.36%	$0.00	100.00%	89.74%	15.38%	97.44%	71.79%

c) Ecommerce: Paying close attention to the market segment type, you can see that it is sent to travel and vacation packages, Because this is looking at the primary travel months of the summer, looking at what users tend to utilize to make their transactions and access the site. Chrome, Safari, and Firefox are the primary browsers used. Ensuring the site stays up to date and compatible can ensure constant customer activity using these browsers. Configurations have to be managed constantly. Chrome being far ahead than the rest shows that this form of browser is the most accessible for customers to use. ⬇

All Users
53.64% Users

+ Add Segment

Jun 1, 2018 - Aug 31, 2018

Explorer

Summary Site Usage Goal Set 1 Ecommerce

Users ▾ vs. Select a metric   Day Week Month

● Users
2,000

1,000

July 2018   August 2018

Primary Dimension: In-Market Segment

Plot Rows Secondary dimension: Browser ▾ Sort Type: Default ▾   advanced

In-Market Segment	Browser	Users	Sessions	Revenue	Transactions	Avg. Order Value	Ecommerce Conversion Rate	Per Session Value
		88,588 % of Total: 53.60% (165,273)	126,440 % of Total: 54.73% (231,013)	$288,454.80 % of Total: 65.66% ($439,315.66)	2,507 % of Total: 62.41% (4,017)	$109.56 Avg for View: $109.36 (0.18%)	1.92% Avg for View: 1.74% (10.61%)	$2.11 Avg for View: $1.90 (10.81%)
1. Travel/Vacation Packages	Android Webview	11 (0.00%)	16 (0.00%)	$0.00 (0.00%)	0 (0.00%)	$0.00	0.00%	$0.00
2. Travel/Vacation Packages	Chrome	3,925 (0.42%)	5,396 (0.42%)	$9,043.01 (0.33%)	93 (0.37%)	$97.24	1.72%	$1.68
3. Travel/Vacation Packages	Edge	59 (0.01%)	76 (0.01%)	$0.00 (0.00%)	2 (0.01%)	$0.00	2.63%	$0.00
4. Travel/Vacation Packages	Firefox	161 (0.02%)	213 (0.02%)	$0.00 (0.00%)	2 (0.01%)	$0.00	0.94%	$0.00
5. Travel/Vacation Packages	Internet Explorer	69 (0.01%)	83 (0.01%)	$0.00 (0.00%)	0 (0.00%)	$0.00	0.00%	$0.00
6. Travel/Vacation Packages	Opera	18 (0.00%)	18 (0.00%)	$0.00 (0.00%)	0 (0.00%)	$0.00	0.00%	$0.00
7. Travel/Vacation Packages	Opera Mini	22 (0.00%)	23 (0.00%)	$0.00 (0.00%)	0 (0.00%)	$0.00	0.00%	$0.00
8. Travel/Vacation Packages	Safari	124 (0.01%)	152 (0.01%)	$0.00 (0.00%)	0 (0.00%)	$0.00	0.00%	$0.00
9. Travel/Vacation Packages	Safari (in-app)	22 (0.00%)	25 (0.00%)	$0.00 (0.00%)	0 (0.00%)	$0.00	0.00%	$0.00
10. Travel/Vacation Packages	Samsung Internet	42 (0.00%)	57 (0.00%)	$0.00 (0.00%)	0 (0.00%)	$0.00	0.00%	$0.00

C. Behavior - Engagement

1. Session Duration & Page-Depth: Session duration and page depth is important when looking at the amount of new users because they are potential target audiences if they are attracted in the right way. It is clear that the number of new users that spent a short amount of time on the site is very high which means that their landing pages aren't appealing to them or the homepage isn't catching their attention at all so they are no longer interested in traveling around the site and its offerings. New users also may need incentives to make them stay such as deals or promotions. ↓

Session Duration	Sessions	Pageviews
0-10 seconds		
All Users	106,098	118,923
New Users	76,059	83,621
11-30 seconds		
All Users	21,984	65,183
New Users	13,847	38,385
31-60 seconds		
All Users	21,178	84,240
New Users	14,271	53,058
61-180 seconds		
All Users	34,973	212,373
New Users	23,532	138,869
181-600 seconds		
All Users	28,999	301,513
New Users	18,339	188,934
601-1800 seconds		
All Users	14,910	209,605
New Users	8,310	117,676
1801+ seconds		
All Users	2,859	67,688
New Users	1,327	31,510

All Users — Sessions 231,001 (% of Total: 100.00% (231,001)); Pageviews 1,059,525 (% of Total: 100.00% (1,059,525))
New Users — Sessions 155,685 (% of Total: 67.40% (231,001)); Pageviews 652,053 (% of Total: 61.54% (1,059,525))

| Page Depth	Sessions	Pageviews
<1		
All Users	56	0
New Users	3	0
1		
All Users	95,976	95,976
New Users	70,048	70,048
2		
All Users	28,105	56,210
New Users	19,949	39,898
3		
All Users	20,996	62,988
New Users	13,963	41,889
4		
All Users	15,243	60,972
New Users	9,557	38,228
5		
All Users	12,451	62,255
New Users	7,605	38,025
6		
All Users	9,904	59,424
New Users	5,855	35,130
7		
All Users	8,077	56,539
New Users	4,736	33,152
8		
All Users	6,293	50,344
New Users	3,762	30,096
9		
All Users	5,005	45,045
New Users	3,054	27,486
10		
All Users	4,095	40,950
New Users	2,497	24,970

D. Technology - Browser OS

1. Browser: Segmented this by age within the browsers gives me an idea of customers' browser preference based on its usability. As you can see below, mostly those of the older age group and the majority use Safari (Apple Web Browser). This is because it has a very easy interface which

makes one's online experience much more enjoyable and of course, betters their shopping experience. With easier interfaces, it is easier to track issues within a site in relations to its user's browser choice. ⤵
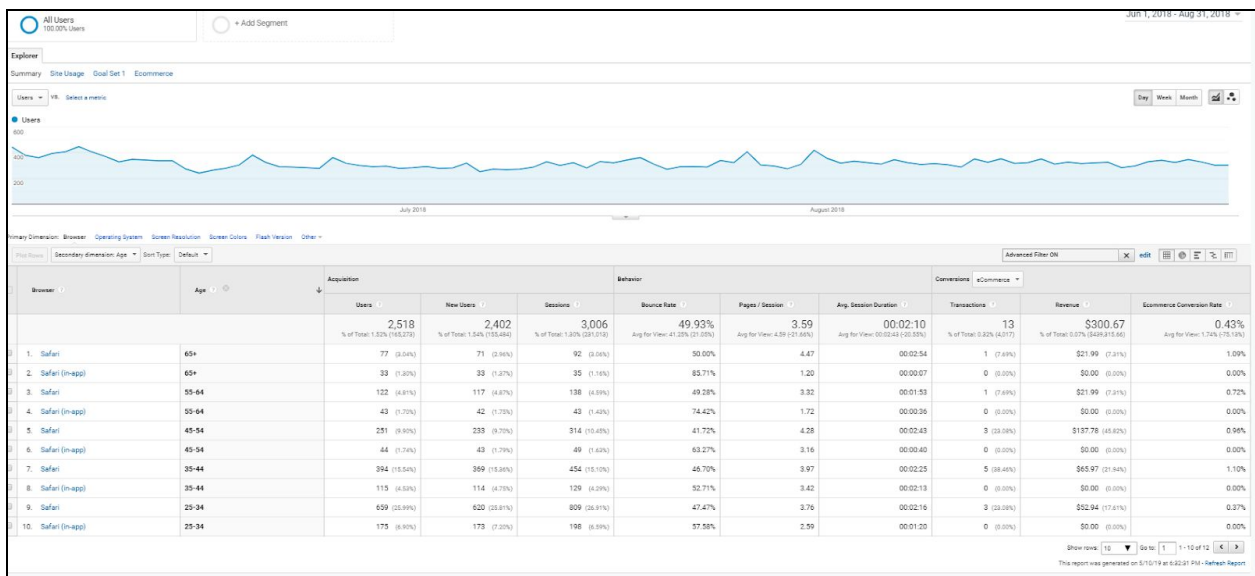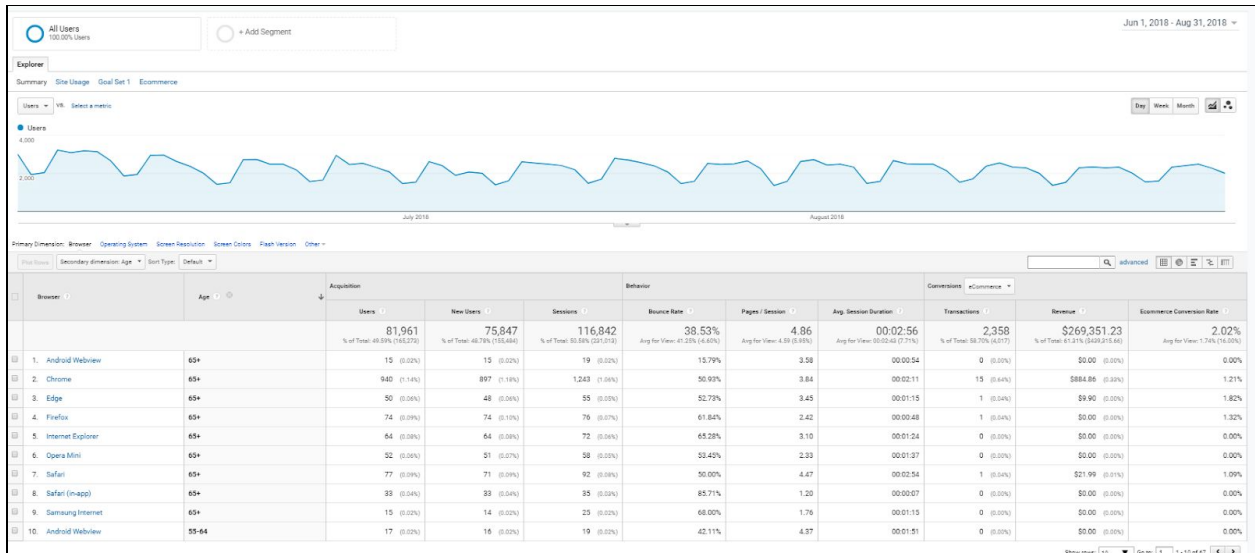
2. Operating System: I thought it would be interesting to see how the genders matched up against a leading operating system, IOS. Turns out that male

are more dominant in using this form of system compared to females. But
also there are more males that access this site than females. ⬇
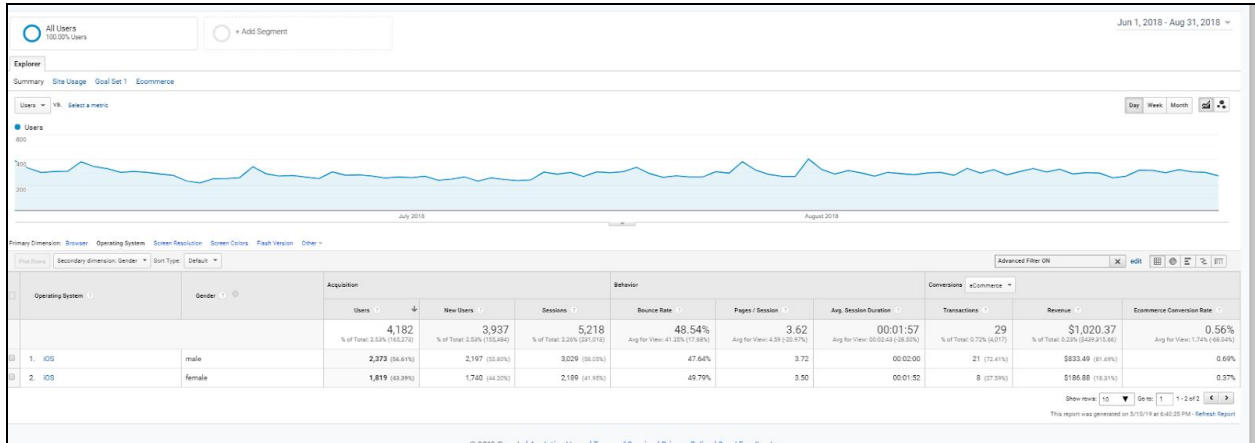
E. Mobile - Devices

    a) Mobile Device Info: Being that a good amount of users who go
onto the google store run on IOS, I wanted to see what versions of
phones in particular are used among the gender groups. The
majority use the latest iphones of 6 and up but non from previous
generation. ⬇
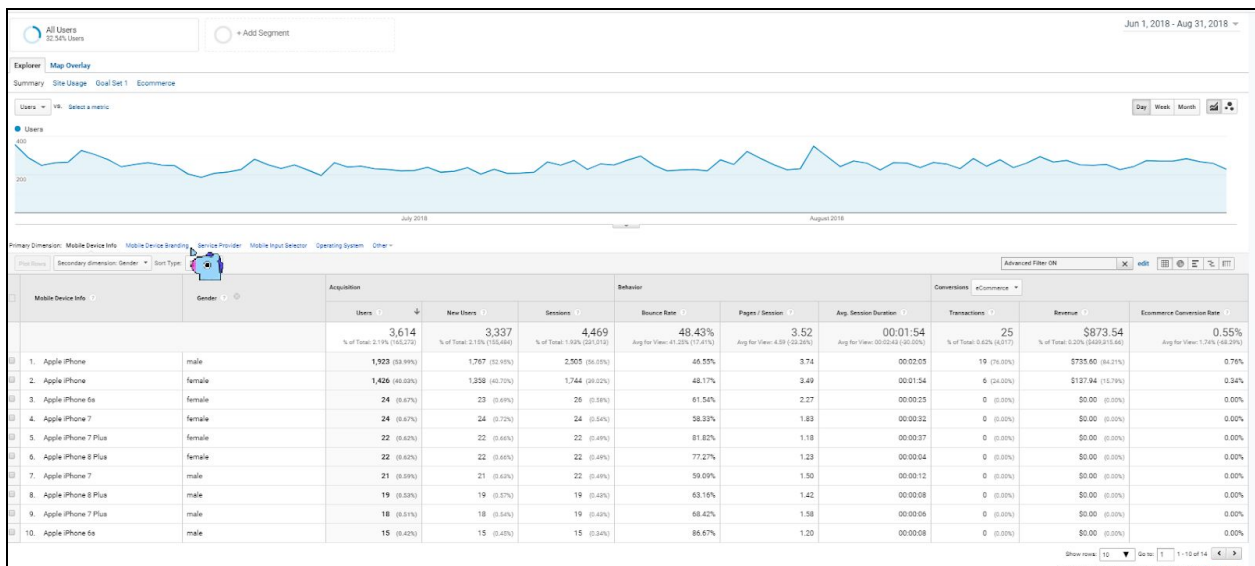
b) Mobile Device Branding: As we can clearly see, Apple is the device dominator in this category as well. It is interesting to see how in this case, the much older age groups are the main users for Apple products compared to google devices. ↲
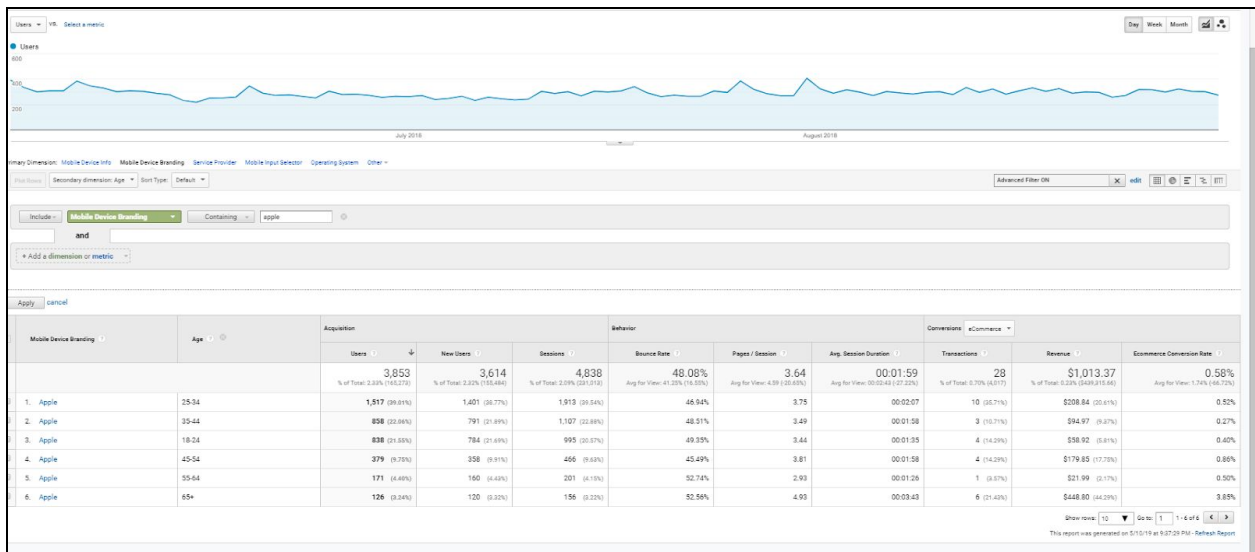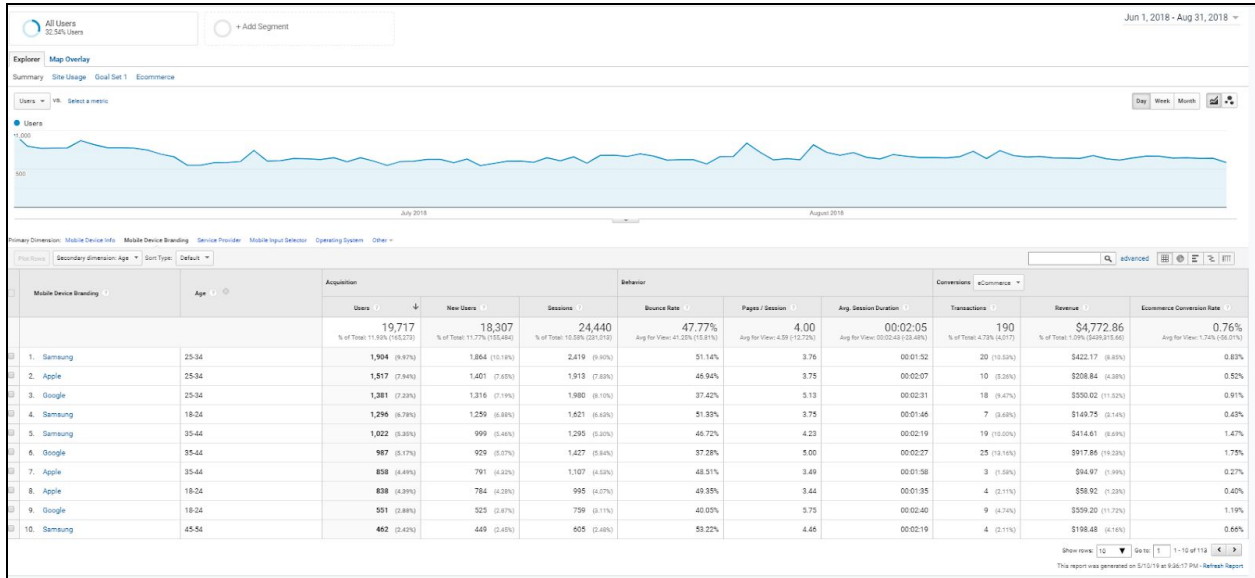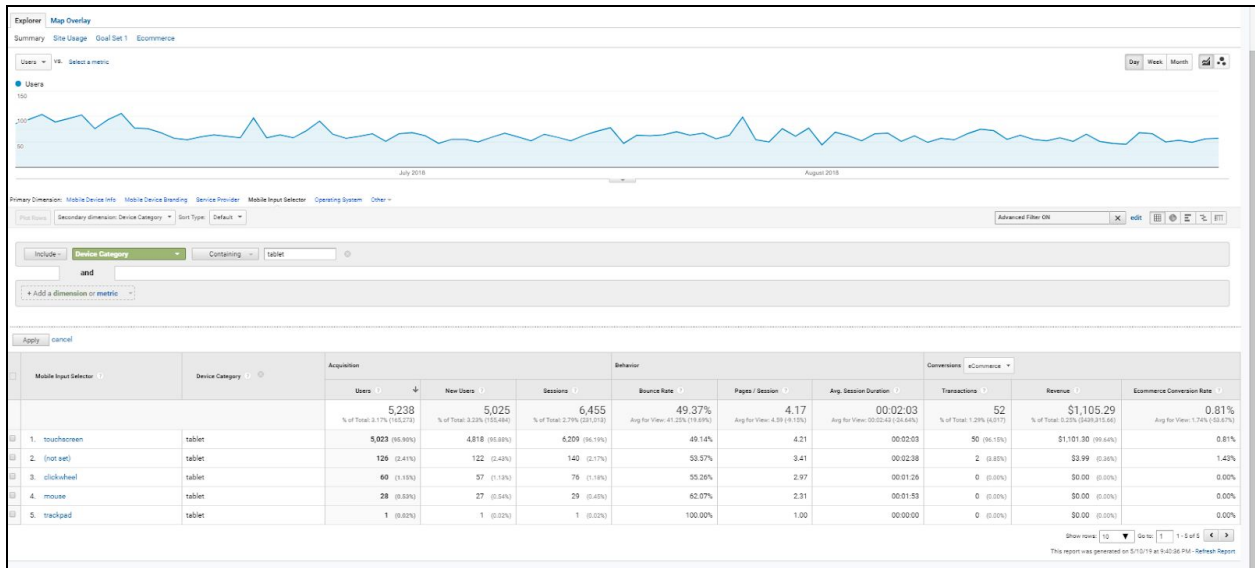
Mobile Device Branding	Age	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Transactions	Revenue	Ecommerce Conversion Rate
		19,717	18,307	24,440	47.77%	4.00	00:02:05	190	$4,772.86	0.76%
1. Samsung	25-34	1,904	1,864	2,419	51.14%	3.76	00:01:52	20	$422.17	0.83%
2. Apple	25-34	1,517	1,401	1,913	46.94%	3.75	00:02:07	10	$208.84	0.52%
3. Google	25-34	1,381	1,316	1,980	37.42%	5.13	00:02:31	18	$550.02	0.91%
4. Samsung	18-24	1,296	1,259	1,621	51.33%	3.75	00:01:46	7	$149.75	0.43%
5. Samsung	35-44	1,022	999	1,295	46.72%	4.23	00:02:19	19	$414.61	1.47%
6. Google	35-44	987	929	1,427	37.28%	5.00	00:02:27	25	$917.86	1.75%
7. Apple	35-44	858	791	1,107	48.51%	3.49	00:01:58	3	$94.97	0.27%
8. Apple	18-24	838	784	995	49.35%	3.44	00:01:35	4	$58.92	0.40%
9. Google	18-24	551	525	759	40.05%	5.75	00:02:40	9	$559.20	1.19%
10. Samsung	45-54	462	449	605	53.22%	4.46	00:02:19	4	$198.48	0.66%

Mobile Device Branding	Age	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Transactions	Revenue	Ecommerce Conversion Rate
		3,853	3,614	4,838	48.08%	3.64	00:01:59	28	$1,013.37	0.58%
1. Apple	25-34	1,517	1,401	1,913	46.94%	3.75	00:02:07	10	$208.84	0.52%
2. Apple	35-44	858	791	1,107	48.51%	3.49	00:01:58	3	$94.97	0.27%
3. Apple	18-24	838	784	995	49.35%	3.44	00:01:35	4	$58.92	0.40%
4. Apple	45-54	379	358	466	45.49%	3.81	00:01:58	4	$179.85	0.86%
5. Apple	55-64	171	160	201	52.74%	2.93	00:01:26	1	$21.99	0.50%
6. Apple	65+	126	120	156	52.56%	4.93	00:03:43	6	$448.80	3.85%

c) Mobile Input Selector: Here, I decided to narrow down the groupings to tablet because it is an overlook device compared to

the tablet and the desktop/laptop devices. For these groups of visitors they lean more towards devices that are touchscreen because it is much easier to use in terms of using the store website. There are over 5,000 users compared to others in the low hundreds and even lower. ⤸

Mobile Input Selector	Device Category	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Transactions	Revenue	Ecommerce Conversion Rate
		53,776	51,843	67,109	50.71%	3.73	00:01:56	484	$12,097.73	0.72%
1. touchscreen	mobile	46,236	44,350	57,720	50.62%	3.70	00:01:56	425	$10,928.97	0.74%
2. touchscreen	tablet	5,023	4,818	6,209	49.14%	4.21	00:02:03	50	$1,101.30	0.81%
3. (not set)	mobile	2,513	2,468	2,934	55.39%	3.40	00:01:44	7	$63.47	0.24%
4. (not set)	tablet	126	122	140	53.57%	3.41	00:02:38	2	$3.99	1.43%
5. clickwheel	tablet	60	57	76	55.26%	2.97	00:01:26	0	$0.00	0.00%
6. mouse	tablet	28	27	29	62.07%	2.31	00:01:53	0	$0.00	0.00%
7. trackpad	tablet	1	1	1	100.00%	1.00	00:00:00	0	$0.00	0.00%

Mobile Input Selector	Device Category	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Transactions	Revenue	Ecommerce Conversion Rate
		5,238	5,025	6,455	49.37%	4.17	00:02:03	52	$1,105.29	0.81%
1. touchscreen	tablet	5,023	4,818	6,209	49.14%	4.21	00:02:03	50	$1,101.30	0.81%
2. (not set)	tablet	126	122	140	53.57%	3.41	00:02:38	2	$3.99	1.43%
3. clickwheel	tablet	60	57	76	55.26%	2.97	00:01:26	0	$0.00	0.00%
4. mouse	tablet	28	27	29	62.07%	2.31	00:01:53	0	$0.00	0.00%
5. trackpad	tablet	1	1	1	100.00%	1.00	00:00:00	0	$0.00	0.00%

II.   ACQUISITIONS *(March 1, 2019 - May 1, 2019)*

A. All Traffic - Channels

    1. Default Channel Grouping: When looking at the default channel grouping, it was an interesting factor to see what drew in customers and the time spent on the site and then what resulted in transactions. For those who spent a longer time in the store were browsing items related to apparel and electronics. During the spam of 2 months, the revenue that was generated was a bit over $11,000 with 189 transactions and a bounce rate of 42%. Within these calculations is a combination or direct and organic searches which do indicate that these consumers are likely to buy the products they are in search for or interested in. But as you can see page durations are on the low side which means there isn't much effort being done to keep a site visitor engaged which related to the high bounce rate. With the high amount of users, it is safe to say that more efforts need to be implemented to fix in order to increase conversion rates as well. ⤓
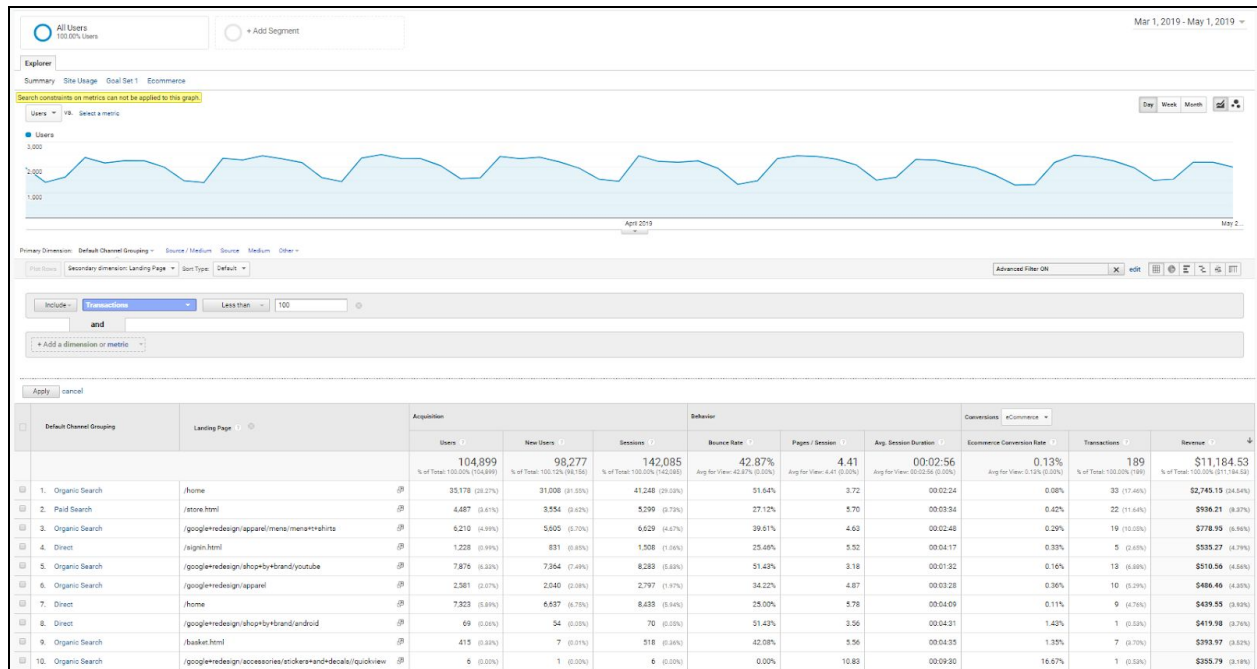
2. Source/Medium: Choosing this advance filter allowed me to key in on the older audience who aren't necessarily seen to utilize the internet as often as younger age groups but are also not old enough where they do not use it at all. This important to look at because this is still a potential group of consumers to pay attention to. The bounce rate is less than half which can be lowered with proper ad targeting and simpler site utilization. Many of these users derive from FaceBook, email, affiliations which are good places to push awareness of ads to draw in more viewers to the Google Store. With that, the low transaction count of 5 can increase. ⬇
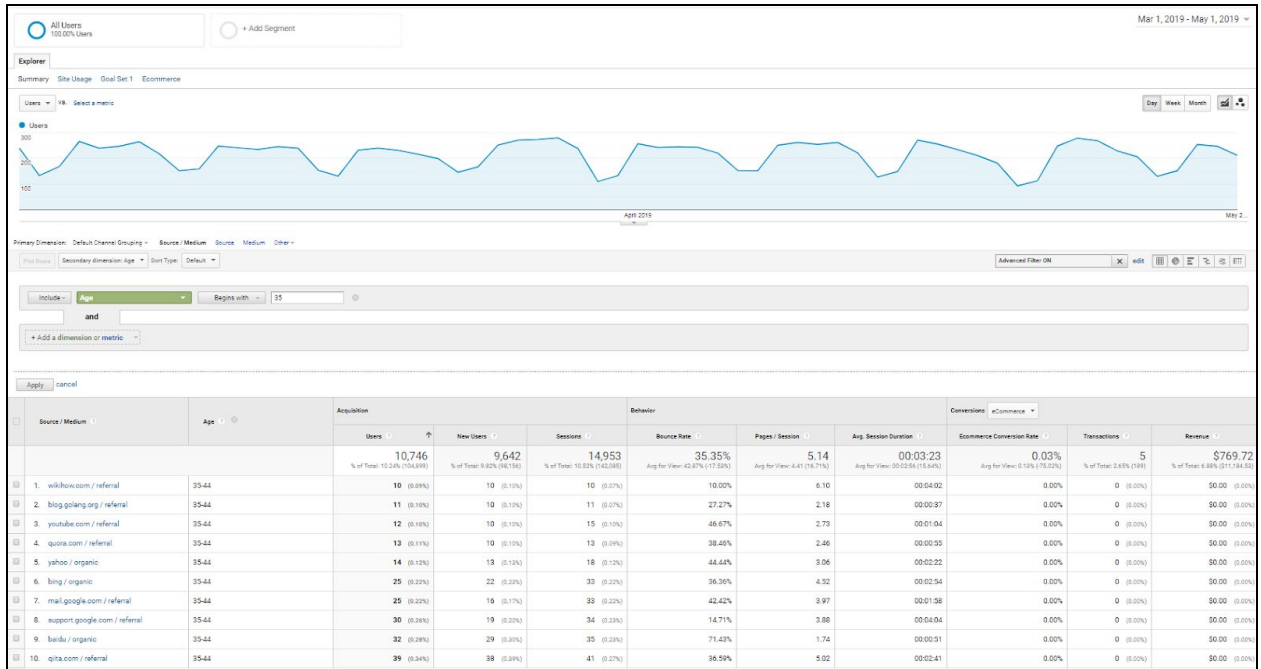
B. All Traffic - Referrals

1. Source: Ignoring the low amount of transactions, I wanted to note an important that is useful using this kind of data segmentation. I wanted to see what items that were searched, that are not popular at all which is a good concept to look at and is just as important as what is trending. This allows the store to see what might do well on their site and what will not bring in high levels of customer interactions. As you can see, the URLs that referred this level of traffic are ones related to the actual analytical aspect of google. So pointing customers with ads on that part of the spectrum may or may not be helpful as it is unrelated to what they are interested in. ⤓
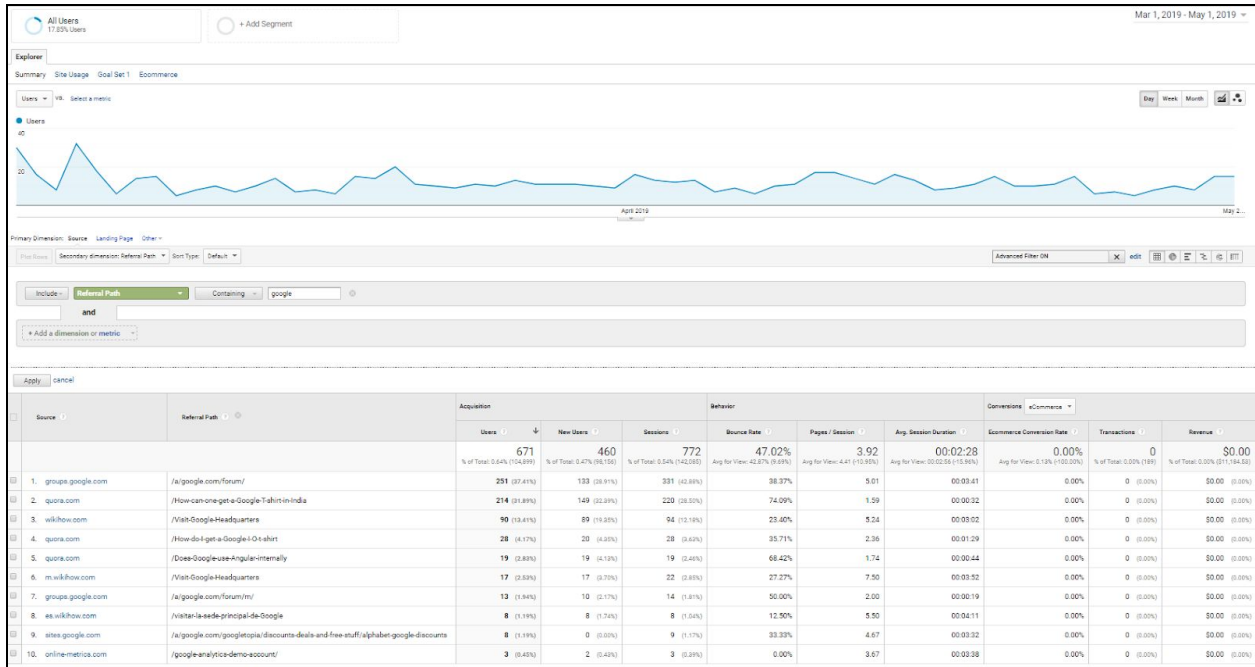
2. Landing Page: Following the reason above as well, here you can see that informative sites that consumers go to, to find helpful information is also a good place to target advertisements to draw in a new batch of possible loyal consumers. These groups are interested in things related to apparel. You can also see that 90 of them stay on the homepage and do not look further. Making this the main attraction as well can increase the number of visits and store engagement, especially this time frame since it deals with spring/summer readiness so having fun accessories and apparel can appeal to others. ⤵
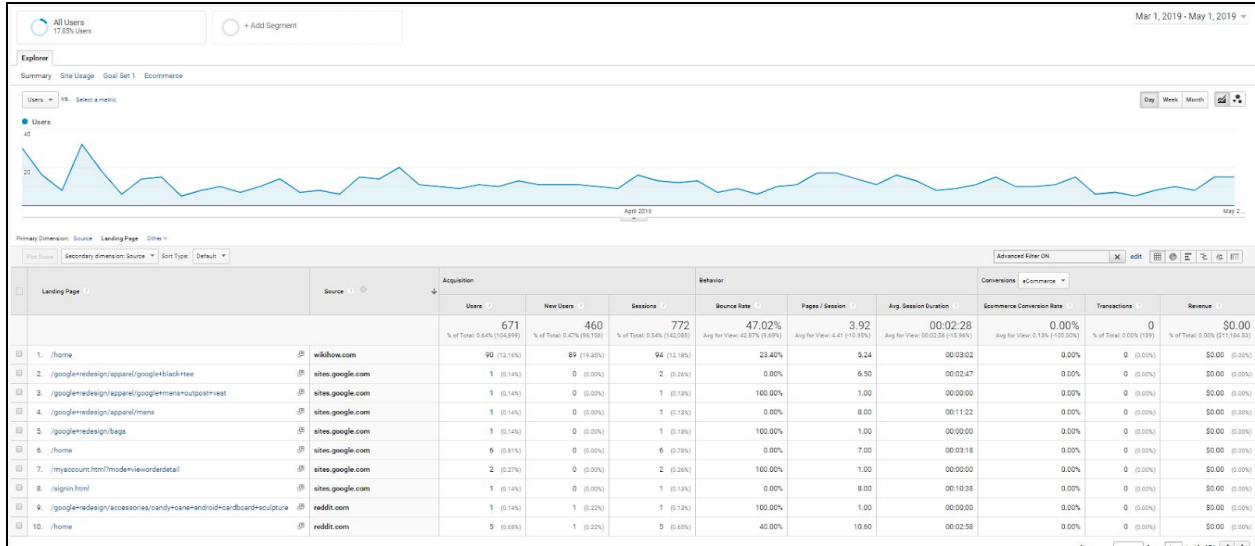
C. Google Ads – Campaign and Final URLs

1. *Campaign*

    a) Campaign/Campaign ID: Here listed are the top 5 campaigns sorted by device category (desktop being the more friendly device in terms of a better shopping experience). Appearel seems to generate the most revenue during this time frame. As you can see, the amount spent on ads ($944) isn't far ahead of the revenue ($587) generated from site transactions. Generally, if advertisements are taking up a big part of spending then revenue needs to be higher but in this case that is not seen. This can be said for the remaining campaigns with the top 5. ⬇

Screenshot 1

Explorer

Summary | Site Usage | Goal Set 1 | Ecommerce | Clicks

Users vs. Select a metric   Day Week Month

● Users

Primary Dimension: Campaign / Campaign ID   Google Ads: Ad Group

Secondary dimension: Device Category ▼ | Sort Type: Default ▼

	Campaign / Campaign ID	Device Category	Acquisition			Users	Sessions	Behavior		Conversions eCommerce		
			Clicks	Cost	CPC			Bounce Rate	Pages / Session	Ecommerce Conversion Rate	Transactions	Revenue
			4,939 % of Total: 100.00% (4,939)	$1,665.07 % of Total: 100.00% ($1,665.07)	$0.34 Avg for View: $0.34 (0.00%)	4,741 % of Total: 4.52% (104,999)	6,692 % of Total: 4.71% (142,085)	32.17% Avg for View: 42.87% (-24.95%)	5.41 Avg for View: 4.41 (22.90%)	0.40% Avg for View: 0.13% (203.32%)	27 % of Total: 14.29% (189)	$1,390.17 % of Total: 12.43% ($11,184.52)
1.	AW - Apparel 1688886429	desktop	1,925 (38.98%)	$801.58 (48.14%)	$0.42	1,516 (31.01%)	2,023 (30.23%)	29.02%	5.77	0.10%	2 (7.41%)	$61.87 (4.45%)
2.	AW - Apparel 1688886429	mobile	1,310 (26.52%)	$127.34 (7.65%)	$0.10	956 (19.55%)	1,472 (22.00%)	37.16%	4.89	0.61%	9 (33.33%)	$254.69 (18.32%)
3.	AW - Google Brand 1688889738	desktop	374 (7.57%)	$239.05 (14.36%)	$0.64	320 (6.55%)	401 (5.99%)	36.91%	5.18	0.25%	1 (3.70%)	$13.59 (0.98%)
4.	AW - Bags 1688240527	mobile	268 (5.43%)	$86.18 (5.18%)	$0.32	214 (4.38%)	282 (4.21%)	35.82%	5.97	1.42%	4 (14.81%)	$136.32 (9.81%)
5.	AW - Google Brand 1688889738	mobile	235 (4.76%)	$24.72 (1.48%)	$0.11	181 (3.70%)	254 (3.90%)	34.65%	4.32	0.00%	0 (0.00%)	$0.00 (0.00%)

Screenshot 2

All Users 2.41% Users   + Add Segment

Explorer

Summary | Site Usage | Goal Set 1 | Ecommerce | Clicks

Users vs. Select a metric   Day Week Month

● Users

Primary Dimension: Google Ads: Ad Group   Keyword   Ad Content

Secondary dimension ▼ | Sort Type: Default ▼

	Google Ads: Ad Group	Acquisition			Users	Sessions	Behavior		Conversions eCommerce		
		Clicks	Cost	CPC			Bounce Rate	Pages / Session	Ecommerce Conversion Rate	Transactions	Revenue
		3,310 % of Total: 67.02% (4,939)	$944.31 % of Total: 56.71% ($1,665.07)	$0.29 Avg for View: $0.34 (-15.38%)	2,531 % of Total: 2.41% (104,999)	3,598 % of Total: 2.53% (142,085)	32.57% Avg for View: 42.87% (-24.01%)	5.48 Avg for View: 4.41 (24.46%)	0.36% Avg for View: 0.13% (171.62%)	13 % of Total: 6.88% (189)	$587.47 % of Total: 5.25% ($11,184.52)
1.	AW - Apparel All	3,101 (93.69%)	$858.16 (90.88%)	$0.28	2,379 (92.97%)	3,344 (92.94%)	31.94%	5.52	0.39%	13 (100.00%)	$587.47 (100.00%)
2.	AW - Apparel Mens	89 (2.69%)	$28.84 (3.05%)	$0.32	77 (3.01%)	102 (2.83%)	36.27%	6.09	0.00%	0 (0.00%)	$0.00 (0.00%)
3.	AW - Apparel Headgear	69 (2.08%)	$35.60 (3.77%)	$0.52	56 (2.19%)	96 (2.67%)	53.12%	3.53	0.00%	0 (0.00%)	$0.00 (0.00%)
4.	AW - Apparel Womens	33 (1.00%)	$15.17 (1.61%)	$0.46	30 (1.17%)	35 (0.97%)	22.86%	6.09	0.00%	0 (0.00%)	$0.00 (0.00%)
5.	AW - Apparel Kids	18 (0.54%)	$6.54 (0.69%)	$0.36	17 (0.66%)	21 (0.58%)	38.10%	5.14	0.00%	0 (0.00%)	$0.00 (0.00%)

Show rows: 10 ▼ Go to: 1   1 - 5 of 5

Screenshot 3

All Users 0.49% Users   + Add Segment

Explorer

Summary | Site Usage | Goal Set 1 | Ecommerce | Clicks

Users vs. Select a metric   Day Week Month

● Users

Primary Dimension: Google Ads: Ad Group   Keyword   Ad Content

Secondary dimension ▼ | Sort Type: Default ▼

	Google Ads: Ad Group	Acquisition			Users	Sessions	Behavior		Conversions eCommerce		
		Clicks	Cost	CPC			Bounce Rate	Pages / Session	Ecommerce Conversion Rate	Transactions	Revenue
		627 % of Total: 12.69% (4,939)	$267.06 % of Total: 16.04% ($1,665.07)	$0.43 Avg for View: $0.34 (26.24%)	516 % of Total: 0.49% (104,999)	673 % of Total: 0.47% (142,085)	36.40% Avg for View: 42.87% (-15.09%)	4.86 Avg for View: 4.41 (10.38%)	0.15% Avg for View: 0.13% (11.70%)	1 % of Total: 0.53% (189)	$13.59 % of Total: 0.12% ($11,184.52)
1.	AW - Google Brand	627 (100.00%)	$267.06 (100.00%)	$0.43	516 (100.00%)	673 (100.00%)	36.40%	4.86	0.15%	1 (100.00%)	$13.59 (100.00%)

Show rows: 10 ▼ Go to: 1   1 - 1 of 1

b) Google Ads: Ad Group: In this scenario, I wanted to see what
keywords were used in the ads that were paid in order for them to
appear in the search results. You can see many of the keywords
stay on the general side which is probably why revenue is short.
Keywords should be narrow in terms of coming more frequently in
search results so that consumers can find the store's ad content.
The amount spent on ads should generate more revenue for the
store in purchases. ⤓
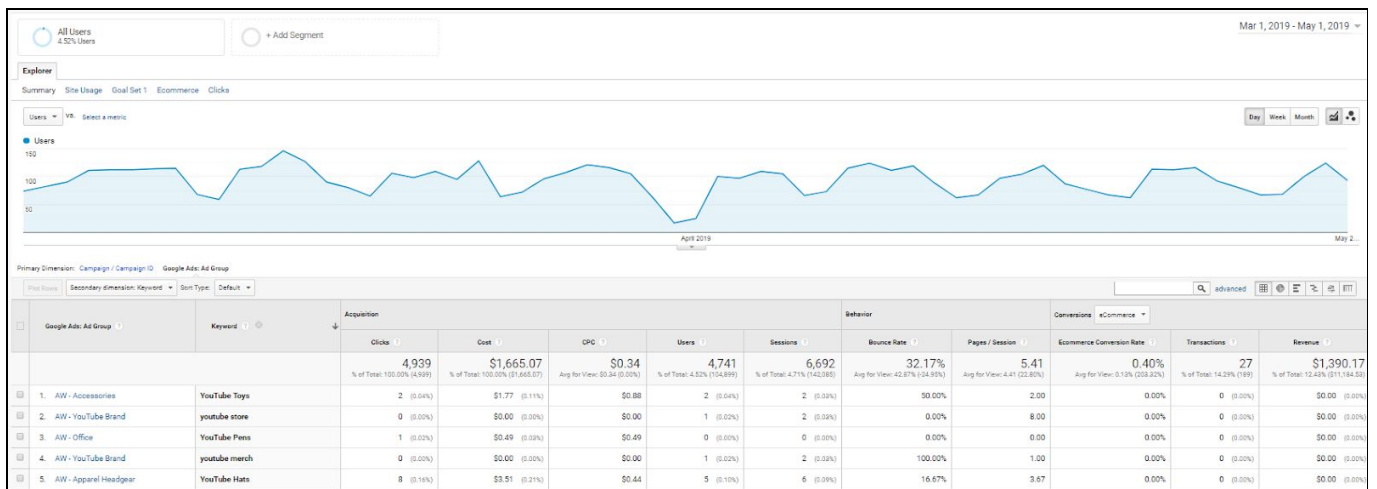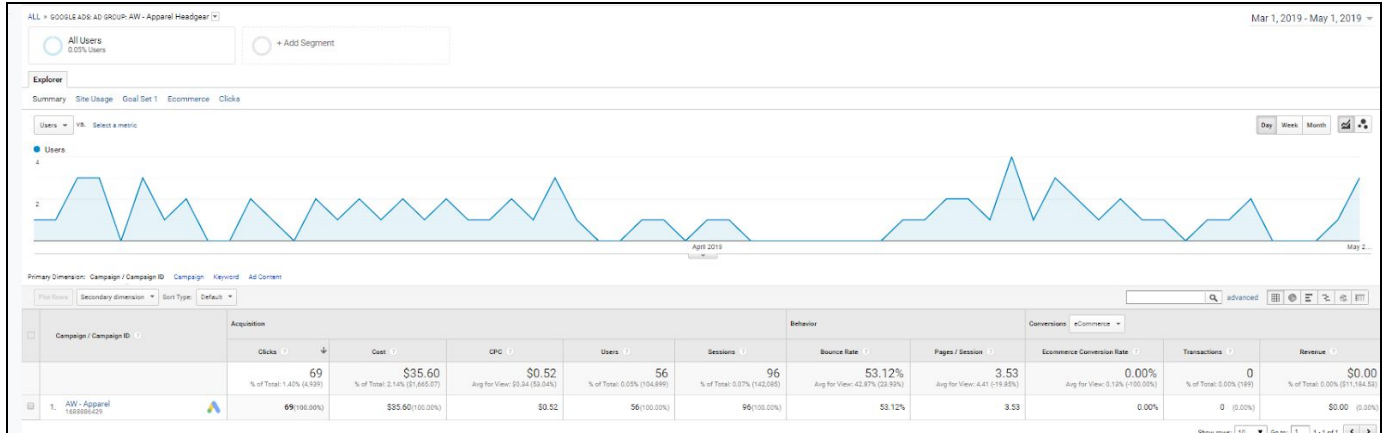
2. *Final URLs*

    a) Final URL & Ad Distribution Network/Keyword: Being the primary means of consumer reach is through Google Search it is important to note that keyword distribution is very critical. For the amount of clicks that are being generated (4K) this should give back to the store with a decent amount of store transactions, engagement, and conversion rates. Apparel and accessories are the top campaigns so therefore, having keywords fall under different types of subcategories will help. Each of the top 5 portray the same situation in which an increase in adwords needs to be established in order to further the amount of revenue earned over cost spent on ads. ↴

All Users
4.52% Users

+ Add Segment

Explorer

Summary   Site Usage   Goal Set 1   Ecommerce   Clicks

Users ▾   vs.   Select a metric

● Users

150

100

50

April 2019   May 2...

Primary Dimension: Final URL   Ad Distribution Network   Keyword

Plot Rows   Secondary dimension: Campaign ▾   Sort Type: Default ▾

|	Final URL	Campaign	Acquisition					Behavior		Conversions eCommerce ▾		
			Clicks	Cost	CPC	Users	Sessions	Bounce Rate	Pages / Session	Ecommerce Conversion Rate	Transactions	Revenue
			4,939 % of Total: 100.00% (4,939)	$1,665.07 % of Total: 100.00% ($1,665.07)	$0.34 Avg for View: $0.34 (0.00%)	4,537 % of Total: 4.33% (104,999)	6,423 % of Total: 4.52% (142,085)	31.34% Avg for View: 42.87% (-26.89%)	5.48 Avg for View: 4.41 (24.45%)	0.42% Avg for View: 0.13% (216.02%)	27 % of Total: 14.29% (189)	$1,390.17 % of Total: 12.43% ($11,184.52)
1.	https://shop.googlemerchandisestore.com/store.html?cid=42027&vid=20160512512&tpt=4532&sortci=orderscount+desc	AW - Apparel	3,134 (63.45%)	$880.14 (52.86%)	$0.28	2,402 (51.13%)	3,379 (52.61%)	32.08%	5.50	0.38%	13 (48.15%)	$587.47 (42.26%)
2.	https://shop.googlemerchandisestore.com/store.html?cid=42068&vid=20160512512&tpt=4532&sortci=orderscount+desc	AW - Google Brand	627 (12.69%)	$267.06 (16.04%)	$0.43	519 (11.05%)	694 (10.90%)	36.60%	4.81	0.29%	2 (7.41%)	$55.58 (4.00%)
3.	https://shop.googlemerchandisestore.com/store.html?cid=41825&vid=20160512512&tpt=4532&sortci=orderscount+desc	AW - Bags	464 (9.39%)	$215.79 (12.96%)	$0.47	375 (7.98%)	478 (7.44%)	30.75%	6.29	1.05%	5 (18.52%)	$174.81 (12.57%)
4.	https://shop.googlemerchandisestore.com/store.html?cid=41801&vid=20160512512&tpt=4532&sortci=orderscount+desc	AW - Office	324 (6.56%)	$110.06 (6.61%)	$0.34	255 (5.43%)	331 (5.15%)	31.42%	5.72	1.21%	4 (14.81%)	$358.05 (25.76%)
5.	https://shop.googlemerchandisestore.com/store.html?cid=41824&vid=20160512512&tpt=4532&sortci=orderscount+desc	AW - Drinkware	122 (2.47%)	$68.20 (4.10%)	$0.56	86 (1.83%)	101 (1.57%)	47.52%	5.14	0.00%	0 (0.00%)	$0.00 (0.00%)
6.	https://shop.googlemerchandisestore.com/store.html?cid=41785&vid=20160512512&tpt=4532&sortci=orderscount+desc	AW - Accessories	83 (1.68%)	$53.72 (3.23%)	$0.65	56 (1.19%)	70 (1.09%)	62.86%	2.93	0.00%	0 (0.00%)	$0.00 (0.00%)
7.	https://shop.googlemerchandisestore.com/store.html?cid=42028&vid=20160512512&tpt=4532&sortci=orderscount+desc	AW - Apparel	82 (1.66%)	$26.36 (1.58%)	$0.32	70 (1.49%)	95 (1.48%)	36.84%	6.11	0.00%	0 (0.00%)	$0.00 (0.00%)
8.	https://shop.googlemerchandisestore.com/store.html?cid=42094&vid=20160512512&tpt=4532&sortci=orderscount+desc	AW - Apparel	48 (0.97%)	$21.22 (1.27%)	$0.44	48 (0.95%)	74 (1.15%)	52.70%	3.80	0.00%	0 (0.00%)	$0.00 (0.00%)
9.	https://shop.googlemerchandisestore.com/store.html?cid=42036&vid=20160512512&tpt=4532&sortci=orderscount+desc	AW - Apparel	28 (0.57%)	$10.05 (0.60%)	$0.36	25 (0.53%)	30 (0.47%)	16.67%	6.53	0.00%	0 (0.00%)	$0.00 (0.00%)
10.	https://shop.googlemerchandisestore.com/store.html?cid=42042&vid=20160512512&tpt=4532&sortci=orderscount+desc	AW - Apparel	18 (0.36%)	$6.54 (0.39%)	$0.36	17 (0.36%)	21 (0.33%)	38.10%	5.14	0.00%	0 (0.00%)	$0.00 (0.00%)

ALL > FINAL URL: https://shop.googlemerchandisestore.com/store.html?cid=42027&vid=20160512512&tpt=4532&sortci=orderscount+desc ▾

All Users
2.29% Users

+ Add Segment

Explorer

Summary   Site Usage   Goal Set 1   Ecommerce   Clicks

Users ▾   vs.   Select a metric

● Users

100

50

April 2019   May 2...

Primary Dimension: Ad Distribution Network   Keyword

Plot Rows   Secondary dimension ▾   Sort Type: Default ▾

	Ad Distribution Network	Acquisition					Behavior		Conversions eCommerce ▾		
		Clicks	Cost	CPC	Users	Sessions	Bounce Rate	Pages / Session	Ecommerce Conversion Rate	Transactions	Revenue
		3,134 % of Total: 63.45% (4,939)	$880.14 % of Total: 52.86% ($1,665.07)	$0.28 Avg for View: $0.34 (-16.70%)	2,402 % of Total: 2.29% (104,999)	3,379 % of Total: 2.38% (142,085)	32.08% Avg for View: 42.87% (-25.16%)	5.50 Avg for View: 4.41 (24.79%)	0.38% Avg for View: 0.13% (189.23%)	13 % of Total: 6.88% (189)	$587.47 % of Total: 5.25% ($11,184.52)
1.	Google Search	3,134 (100.00%)	$880.14 (100.00%)	$0.28	2,402 (100.00%)	3,379 (100.00%)	32.08%	5.50	0.38%	13 (100.00%)	$587.47 (100.00%)

Show rows: 10 ▾   Go to: 1   1 - 1 of 1   ‹ ›

D. Social

1. Network referrals: Here it can be seen that Youtube, FaceBook, and even a
   forum like Google Groups are the top social networks in this segment.
   Mobile devices being the preferred method of access because of its easy
   app interface and usability. Staying on top of site and app configurations is

key so that customers are continuously using the site and gaining access to

products and services. ⤸
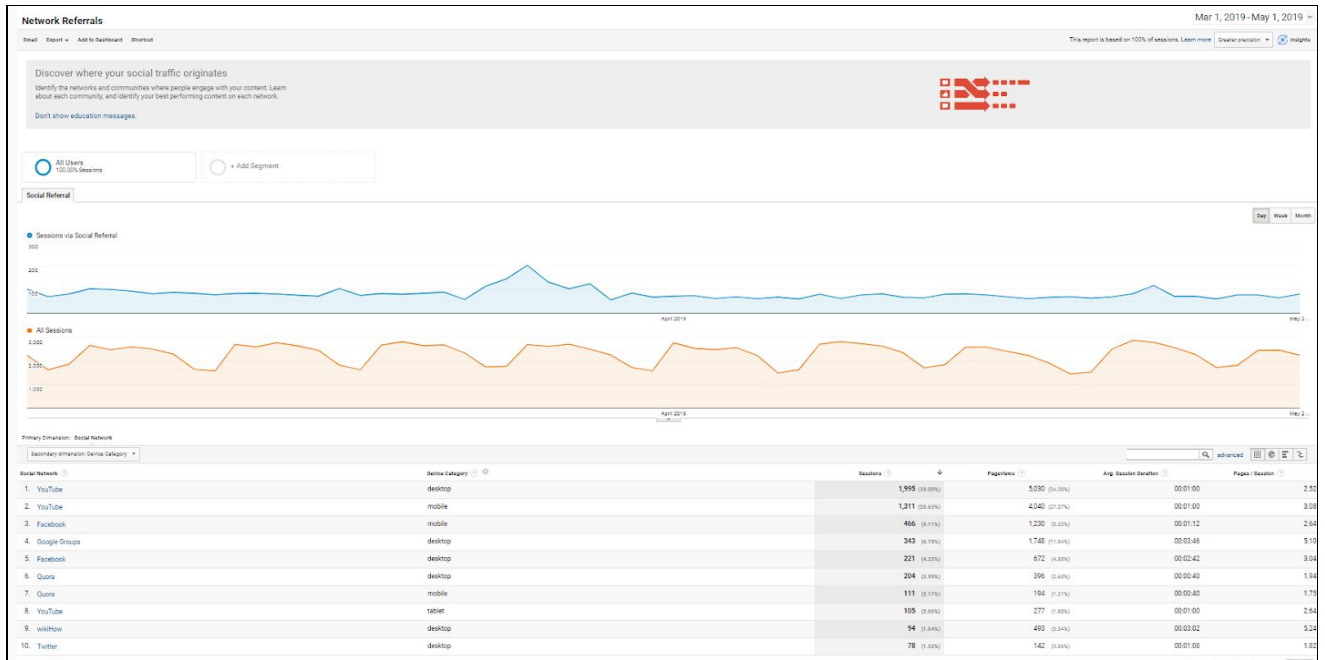
2. Landing pages: Within landing pages, it is interesting to see the most

talked about items of a store among social media and then go deeper

exploring and see who exactly are performing these actions. The age gap

seems to be between 18-44 on youtube related links. This is pretty

accurate because this is the age group that still utilizes social media as

ways of communication and finding more information about their desired

products and services. ⤸
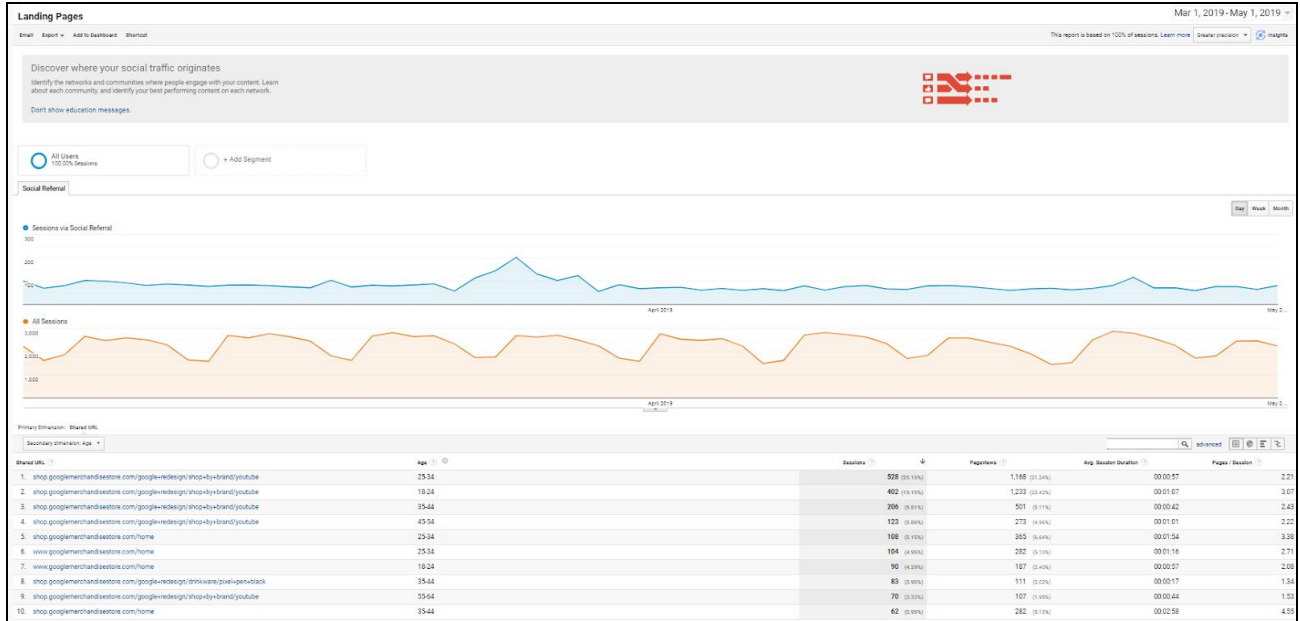
3. Conversions: Conversions are useful when linking them to different
   demographics to learn more about the customers. Using city, you can see
   that a number of these social interactions take place in New York, San
   Francisco, and Mountain View. This is also useful in terms of gaining a
   read for future advertising concepts outside of the web and in more foot
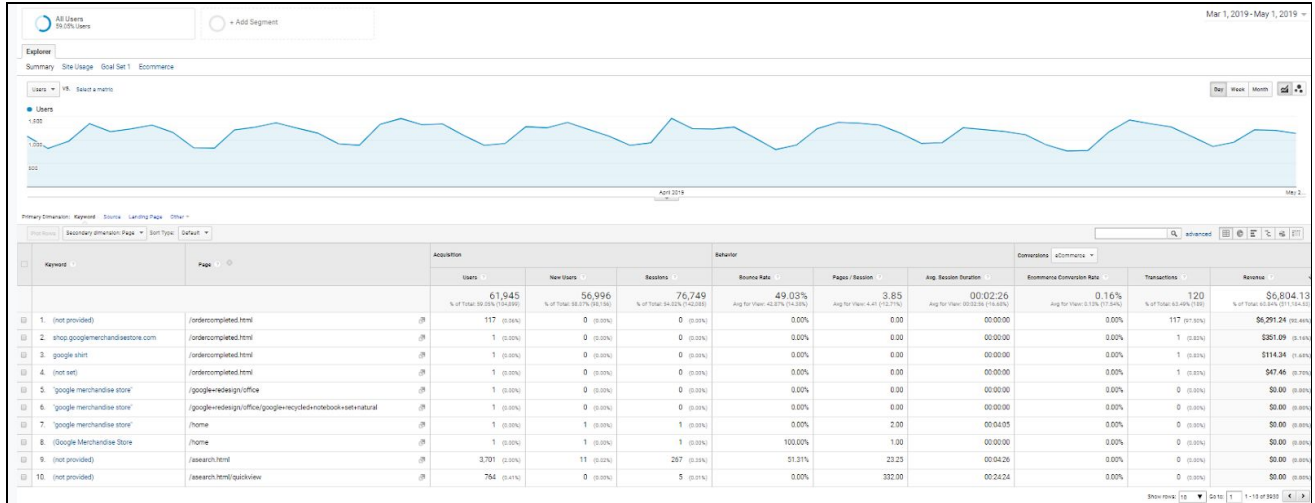   traffic areas worldwide. ⤶
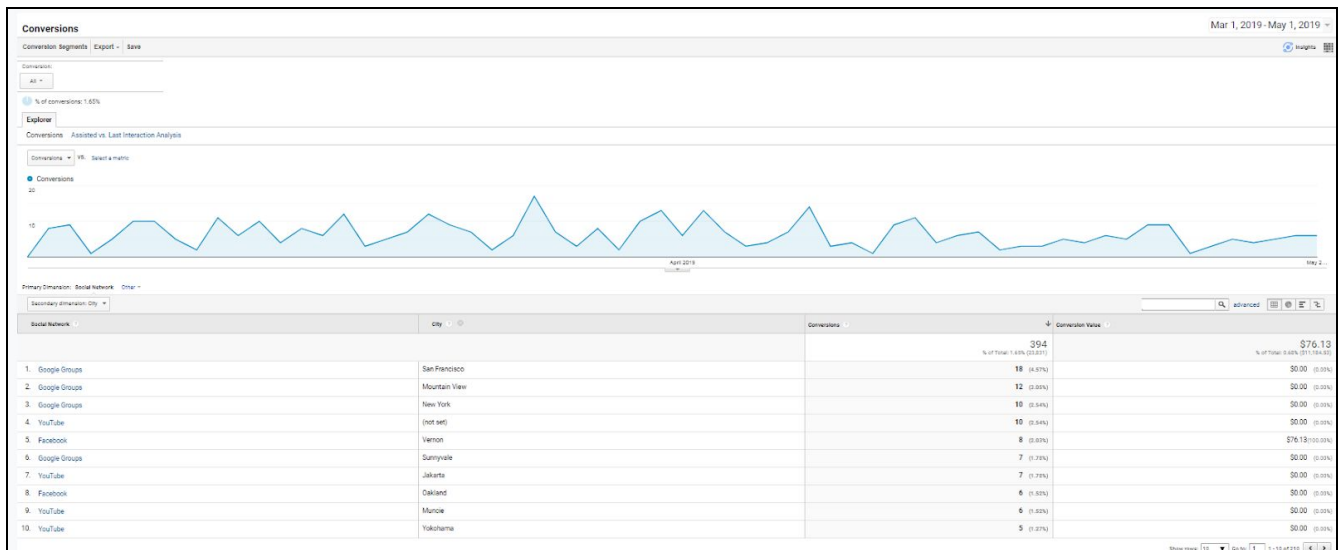
E. Campaigns

1. Paid keywords: In terms of paid keywords, you can look at the amount of revenue generated from the paid searches and then compare them to the consumer's shopping stage. You can see that there is a variation of customers adding items to their carts but not buying just yet or some who are just browsing through the site. The duration of time on the site is short-lived so this needs to be adjusted in order to give customers an all around experience for online shopping (offersings, emails, etc). ↓
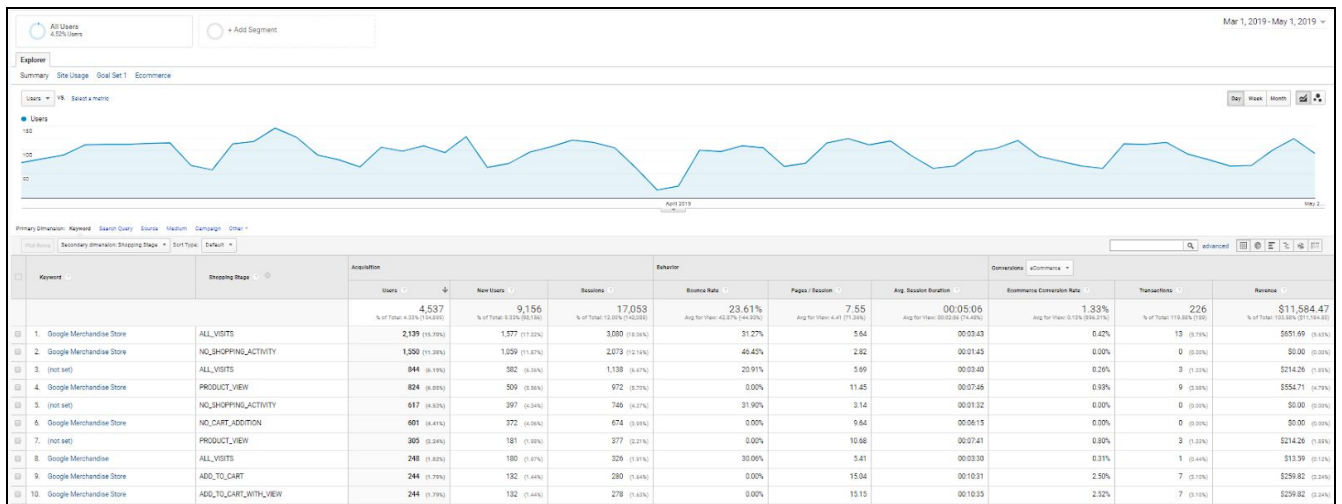
2. Organic keywords: Using page, you can see where these keywords have lead customers during their search. You can see not just what they are looking for but also see if they were successful in their search with a purchase or just a quickview. In this case, some customers made purchases after searching up some keyword paid search terms like google merchandise store. ↓

Explorer

Summary   Site Usage   Goal Set 1   Ecommerce

Users ▼   VS. Select a metric   Day   Week   Month

● Users

Primary Dimension: Keyword   Source   Landing Page   Other ▼

Secondary dimension: Page ▼   Sort Type: Default ▼

	Keyword	Page		Acquisition			Behavior			Conversions eCommerce ▼		
				Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Ecommerce Conversion Rate	Transactions	Revenue
				61,945 % of Total: 39.05% (134,696)	56,996 % of Total: 58.07% (98,156)	76,749 % of Total: 54.02% (142,085)	49.03% Avg for View: 42.87% (14.35%)	3.85 Avg for View: 4.41 (12.71%)	00:02:26 Avg for View: 00:02:56 (16.66%)	0.16% Avg for View: 0.13% (17.54%)	120 % of Total: 63.49% (189)	$6,804.13 % of Total: 60.94% ($11,164.52)
☐	1. (not provided)	/ordercompleted.html		117 (0.06%)	0 (0.00%)	0 (0.00%)	0.00%	0.00	00:00:00	0.00%	117 (97.50%)	$6,291.24 (92.46%)
☐	2. shop.googlemerchandisestore.com	/ordercompleted.html		1 (0.00%)	0 (0.00%)	0 (0.00%)	0.00%	0.00	00:00:00	0.00%	1 (0.83%)	$351.09 (5.16%)
☐	3. google shirt	/ordercompleted.html		1 (0.00%)	0 (0.00%)	0 (0.00%)	0.00%	0.00	00:00:00	0.00%	1 (0.83%)	$114.34 (1.68%)
☐	4. (not set)	/ordercompleted.html		1 (0.00%)	0 (0.00%)	0 (0.00%)	0.00%	0.00	00:00:00	0.00%	1 (0.83%)	$47.46 (0.70%)
☐	5. 'google merchandise store'	/google+redesign/office		1 (0.00%)	0 (0.00%)	0 (0.00%)	0.00%	0.00	00:00:00	0.00%	0 (0.00%)	$0.00 (0.00%)
☐	6. 'google merchandise store'	/google+redesign/office/google+recycled+notebook+set+natural		1 (0.00%)	0 (0.00%)	0 (0.00%)	0.00%	0.00	00:00:00	0.00%	0 (0.00%)	$0.00 (0.00%)
☐	7. 'google merchandise store'	/home		1 (0.00%)	0 (0.00%)	1 (0.00%)	0.00%	2.00	00:04:05	0.00%	0 (0.00%)	$0.00 (0.00%)
☐	8. (Google Merchandise Store)	/home		1 (0.00%)	1 (0.00%)	1 (0.00%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	$0.00 (0.00%)
☐	9. (not provided)	/asearch.html		3,701 (2.00%)	11 (0.02%)	267 (0.35%)	51.31%	23.25	00:04:26	0.00%	0 (0.00%)	$0.00 (0.00%)
☐	10. (not provided)	/asearch.html/quickview		764 (5.41%)	0 (0.00%)	5 (0.01%)	0.00%	332.00	00:24:24	0.00%	0 (0.00%)	$0.00 (0.00%)

Show rows: 10 ▼   Go to: 1   1 - 10 of 3935

3. Cost analysis: For cost analysis, looking at the devices as part of the segmentation is useful because I am able to see what devices are used the most to completed orders and use the websites. As you can see, the desktop is used often because of the bigger screen and easier access in terms of entering payment information of a much bigger and clearer resolution. This is also helpful in figuring out where to place advertisement (mobile or side pages via. a desktop view). You are able to see what is making good impressions and what is not. So in this case CPCs are making the overall impression within google derived sources. ↴
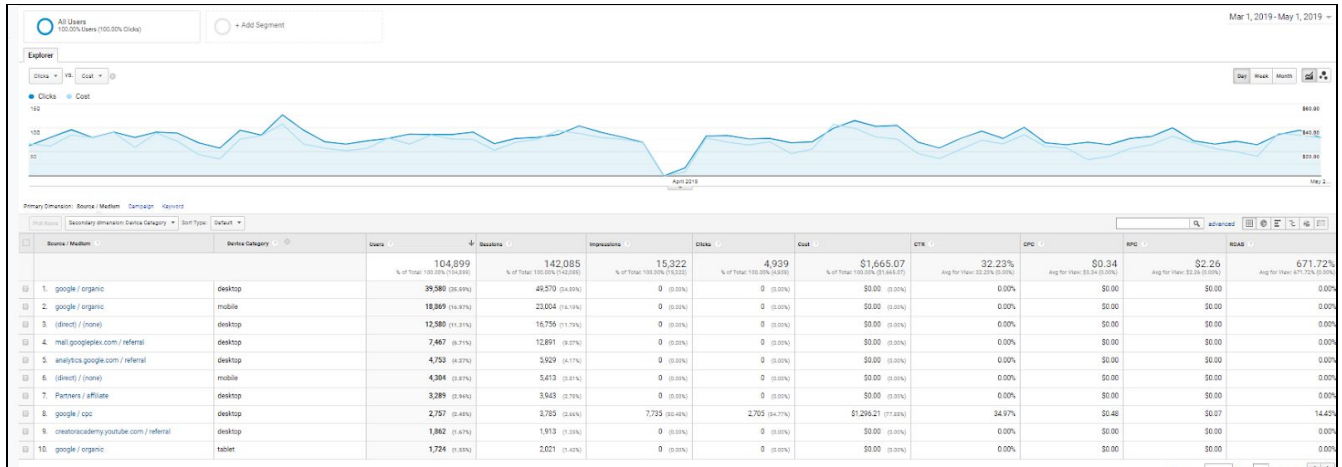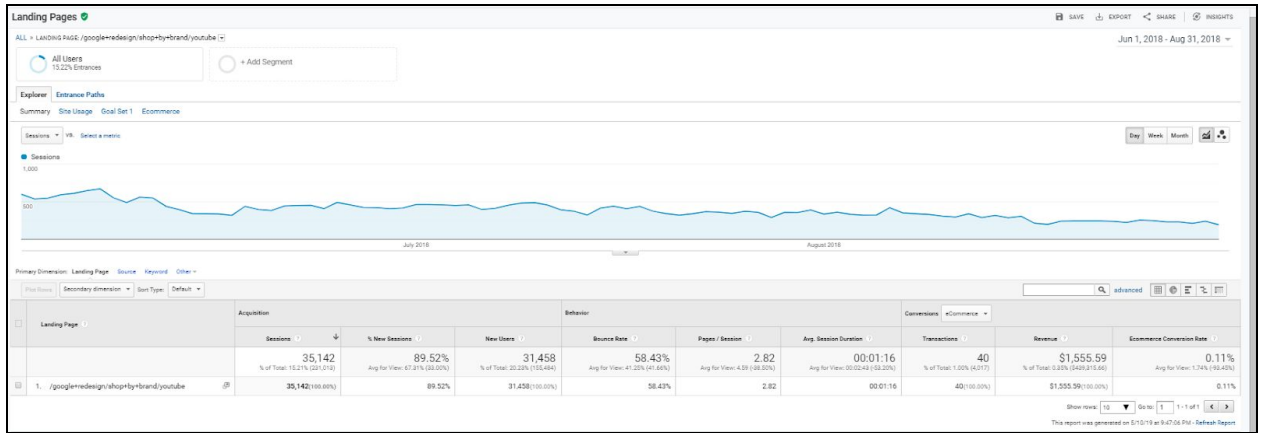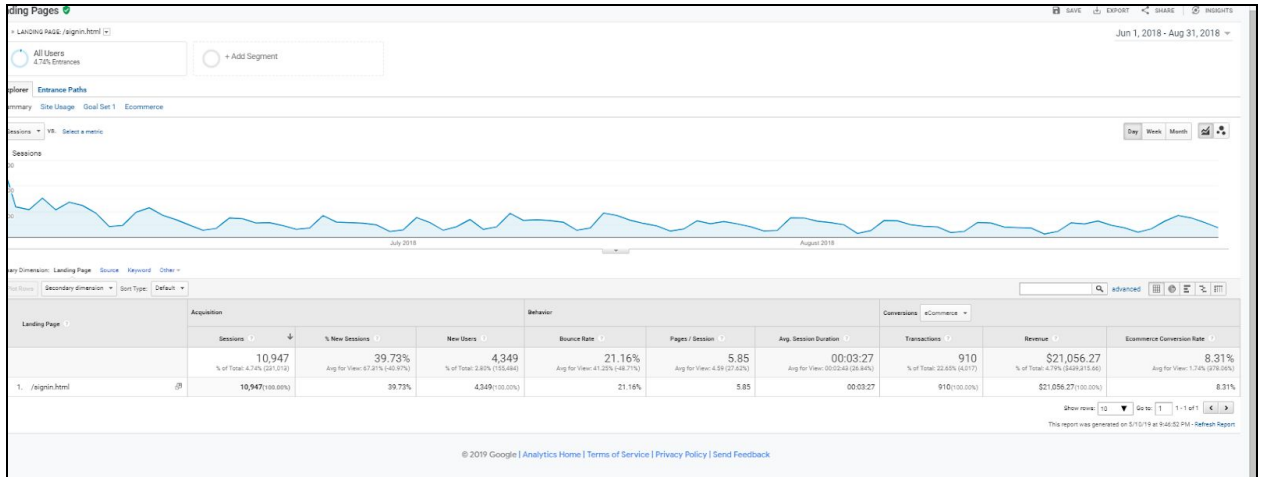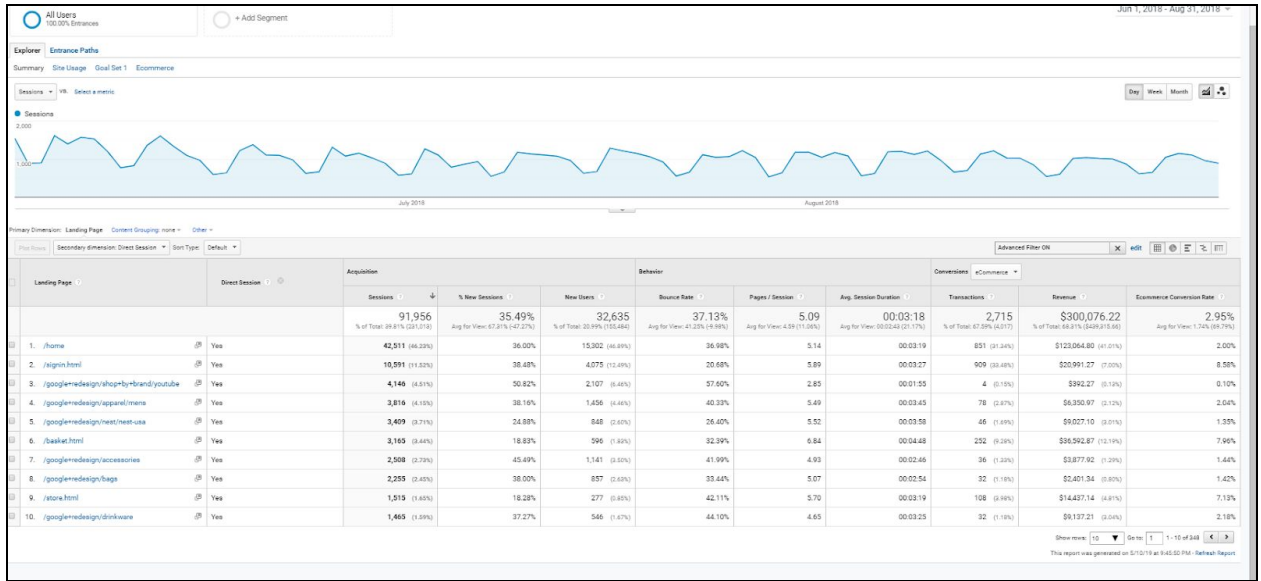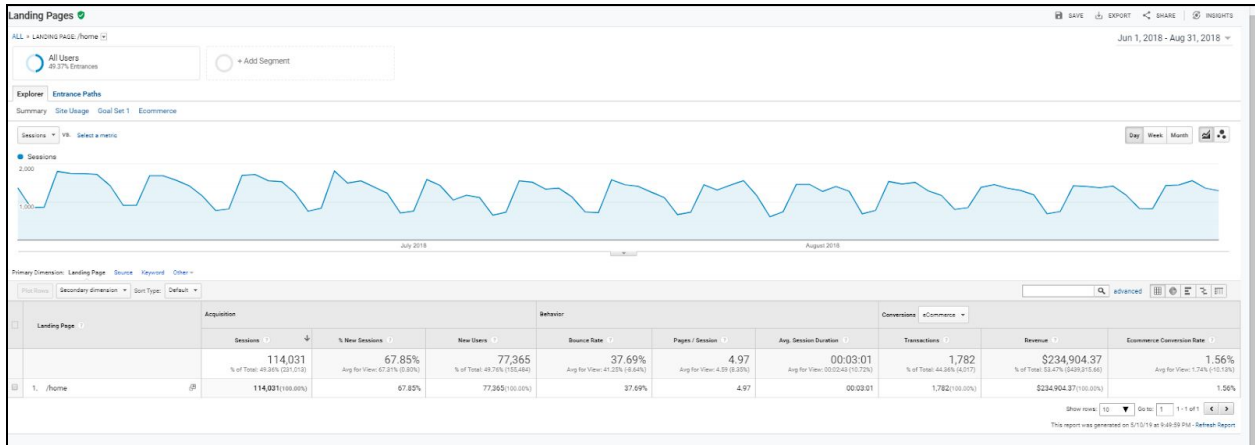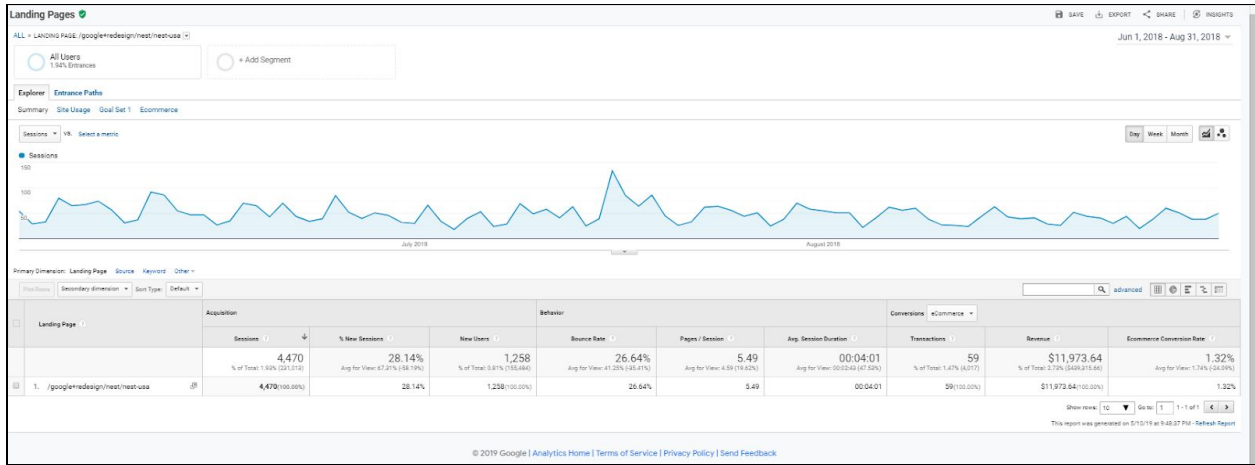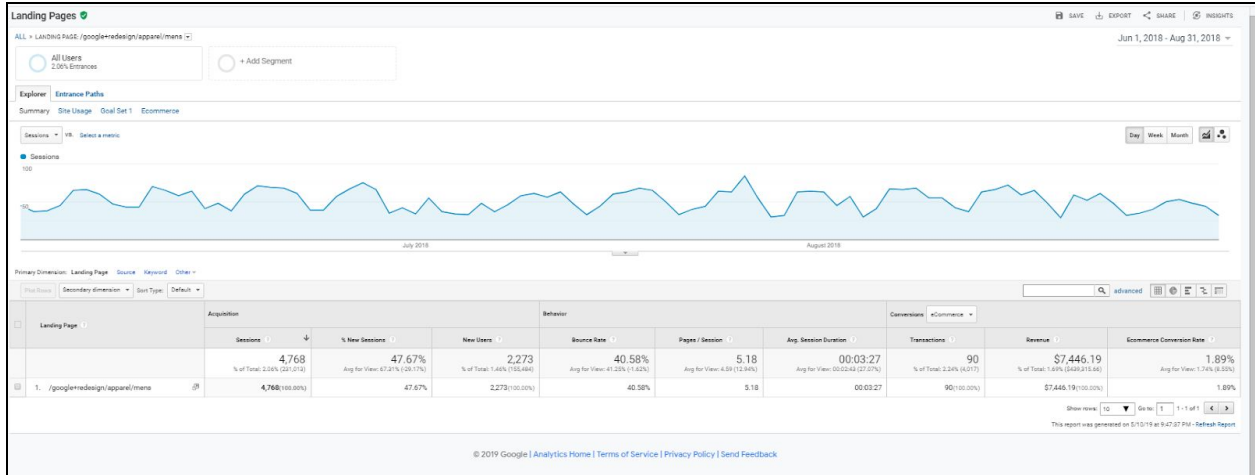
III. **Behavior** *(September 1, 2018 - December 31, 2018)*

    A. **Site Content – Landing Pages and Exit Pages**

        1. Landing Pages: With the advance filter set for YES in terms of a session being direct, I can see that there are a number of users who directly head to the site and this resulted in a good amount of revenue ($300K+). There is still a decent percentage of bounce rate users but there is much activity going on throughout the store. The conversion rate is almost at 10% for many of the groups of users. The pages consist of accessories and clothing which is a main item on the site for users to access. ⬇
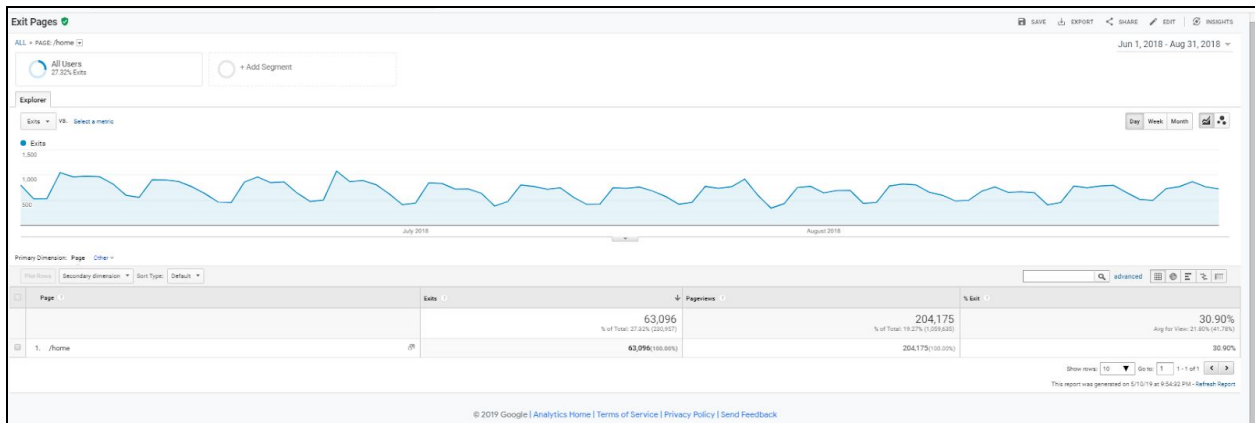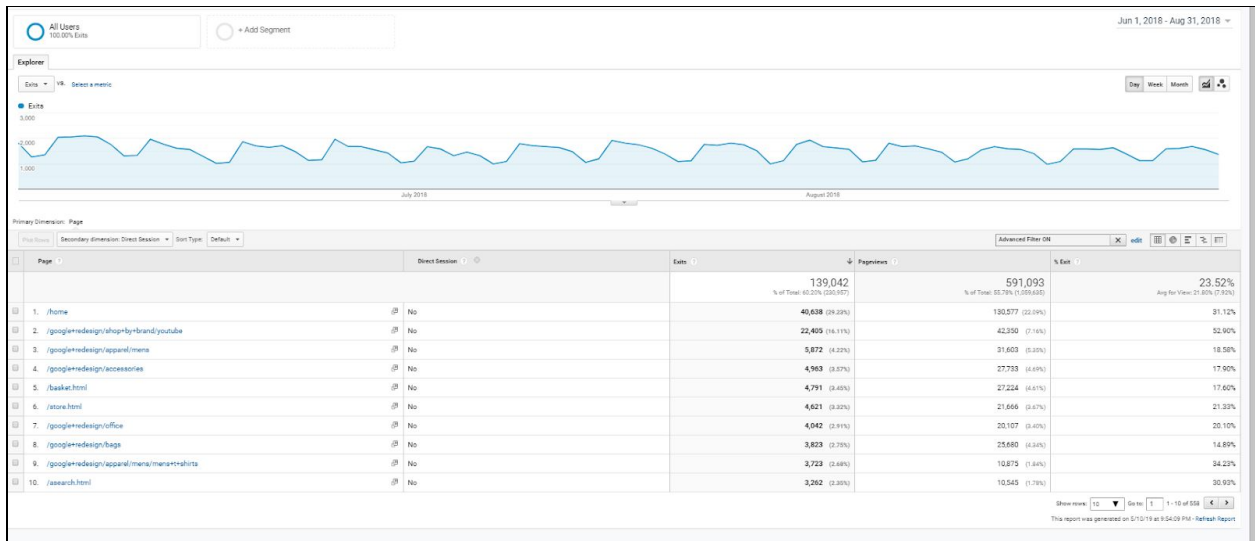
Explorer | Entrance Paths

Summary | Site Usage | Goal Set 1 | Ecommerce

Sessions ▾ VS. Select a metric

Day | Week | Month

● Sessions

2,000

1,000

July 2018 | August 2018

Primary Dimension: Landing Page Content Grouping: none ▾ Other ▾

Secondary dimension: Direct Session ▾ Sort Type: Default ▾

Advanced Filter ON

Landing Page	Direct Session	Acquisition			Behavior			Conversions eCommerce ▾		
		Sessions ↓	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Transactions	Revenue	Ecommerce Conversion Rate
		91,956 % of Total: 39.81% (231,014)	35.49% Avg for View: 67.31% (-47.27%)	32,635 % of Total: 20.99% (155,484)	37.13% Avg for View: 41.25% (-9.98%)	5.09 Avg for View: 4.59 (11.06%)	00:03:18 Avg for View: 00:02:43 (21.17%)	2,715 % of Total: 67.59% (4,017)	$300,076.22 % of Total: 68.31% ($439,315.66)	2.95% Avg for View: 1.74% (69.79%)
1. /home	Yes	42,511 (46.23%)	36.00%	15,302 (46.89%)	36.98%	5.14	00:03:19	851 (31.34%)	$123,064.80 (41.01%)	2.00%
2. /signin.html	Yes	10,591 (11.52%)	38.48%	4,075 (12.49%)	20.68%	5.89	00:03:27	909 (33.48%)	$20,991.27 (7.00%)	8.58%
3. /google+redesign/shop+by+brand/youtube	Yes	4,146 (4.51%)	50.82%	2,107 (6.46%)	57.60%	2.85	00:01:55	4 (0.15%)	$392.07 (0.12%)	0.10%
4. /google+redesign/apparel/mens	Yes	3,816 (4.15%)	38.16%	1,456 (4.46%)	40.33%	5.49	00:03:45	78 (2.87%)	$6,350.97 (2.12%)	2.04%
5. /google+redesign/nest/nest-usa	Yes	3,409 (3.71%)	24.88%	848 (2.60%)	26.40%	5.52	00:03:58	46 (1.69%)	$9,027.10 (3.01%)	1.35%
6. /basket.html	Yes	3,165 (3.44%)	18.83%	596 (1.83%)	32.39%	6.84	00:04:48	252 (9.28%)	$36,592.87 (12.19%)	7.96%
7. /google+redesign/accessories	Yes	2,508 (2.73%)	45.49%	1,141 (3.50%)	41.99%	4.93	00:02:46	36 (1.33%)	$3,877.92 (1.29%)	1.44%
8. /google+redesign/bags	Yes	2,255 (2.45%)	38.00%	857 (2.63%)	33.44%	5.07	00:02:54	32 (1.18%)	$2,401.34 (0.80%)	1.42%
9. /store.html	Yes	1,515 (1.65%)	18.28%	277 (0.85%)	42.11%	5.70	00:03:19	108 (3.98%)	$14,437.14 (4.81%)	7.13%
10. /google+redesign/drinkware	Yes	1,465 (1.59%)	37.27%	546 (1.67%)	44.10%	4.65	00:03:25	32 (1.18%)	$9,137.21 (3.04%)	2.18%

Show rows: 10 ▾ Go to: 1 1 - 10 of 348

This report was generated on 5/10/19 at 9:45:50 PM - Refresh Report

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Landing Pages ✓

SAVE | EXPORT | SHARE | INSIGHTS

◂ LANDING PAGE: /signin.html ▾

Explorer | Entrance Paths

Summary | Site Usage | Goal Set 1 | Ecommerce

Sessions ▾ VS. Select a metric

Day | Week | Month

Sessions

July 2018 | August 2018

Primary Dimension: Landing Page Source Keyword Other ▾

Secondary dimension ▾ Sort Type: Default ▾

advanced

Landing Page	Acquisition			Behavior			Conversions eCommerce ▾		
	Sessions ↓	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Transactions	Revenue	Ecommerce Conversion Rate
	10,947 % of Total: 4.74% (231,014)	39.73% Avg for View: 67.31% (-40.97%)	4,349 % of Total: 2.80% (155,484)	21.16% Avg for View: 41.25% (-48.71%)	5.85 Avg for View: 4.59 (27.62%)	00:03:27 Avg for View: 00:02:43 (26.84%)	910 % of Total: 22.65% (4,017)	$21,056.27 % of Total: 4.79% ($439,315.66)	8.31% Avg for View: 1.74% (376.06%)
1. /signin.html	10,947 (100.00%)	39.73%	4,349 (100.00%)	21.16%	5.85	00:03:27	910 (100.00%)	$21,056.27 (100.00%)	8.31%

Show rows: 10 ▾ Go to: 1 1 - 1 of 1

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Landing Pages ✓

SAVE | EXPORT | SHARE | INSIGHTS

ALL ▸ LANDING PAGE: /google+redesign/shop+by+brand/youtube ▾

Explorer | Entrance Paths

Summary | Site Usage | Goal Set 1 | Ecommerce

Sessions ▾ VS. Select a metric

Day | Week | Month

● Sessions

1,000

500

July 2018 | August 2018

Primary Dimension: Landing Page Source Keyword Other ▾

Secondary dimension ▾ Sort Type: Default ▾

advanced

Landing Page	Acquisition			Behavior			Conversions eCommerce ▾		
	Sessions ↓	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Transactions	Revenue	Ecommerce Conversion Rate
	35,142 % of Total: 15.21% (231,014)	89.52% Avg for View: 67.31% (33.00%)	31,458 % of Total: 20.23% (155,484)	58.43% Avg for View: 41.25% (41.66%)	2.82 Avg for View: 4.59 (-38.50%)	00:01:16 Avg for View: 00:02:43 (-53.20%)	40 % of Total: 1.00% (4,017)	$1,555.59 % of Total: 0.35% ($439,315.66)	0.11% Avg for View: 1.74% (-93.40%)
1. /google+redesign/shop+by+brand/youtube	35,142 (100.00%)	89.52%	31,458 (100.00%)	58.43%	2.82	00:01:16	40 (100.00%)	$1,555.59 (100.00%)	0.11%

Show rows: 10 ▾ Go to: 1 1 - 1 of 1

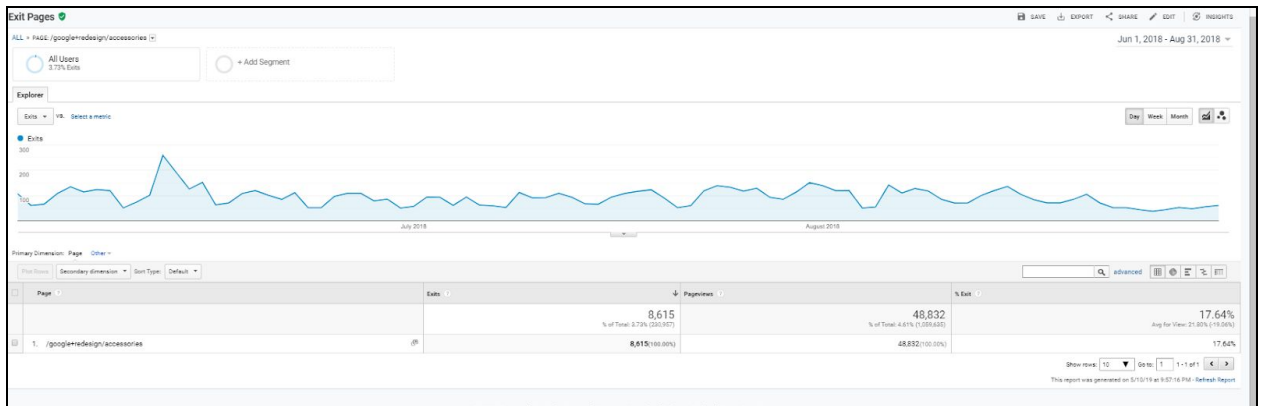This report was generated on 5/10/19 at 9:47:06 PM - Refresh Report
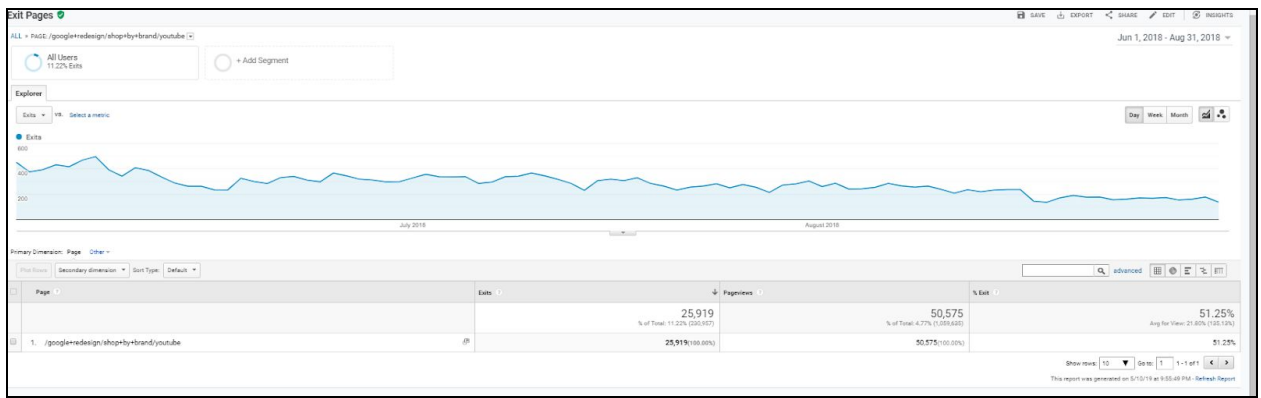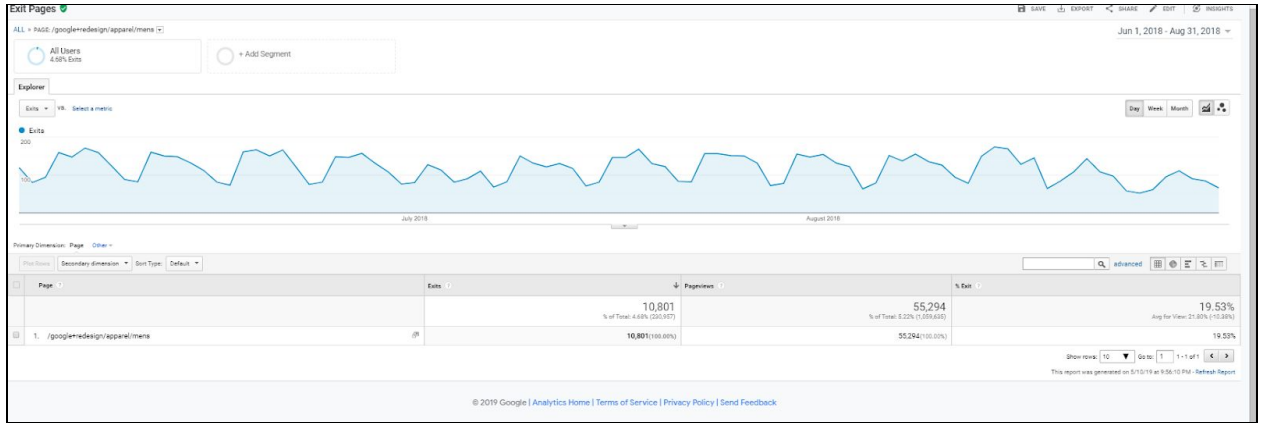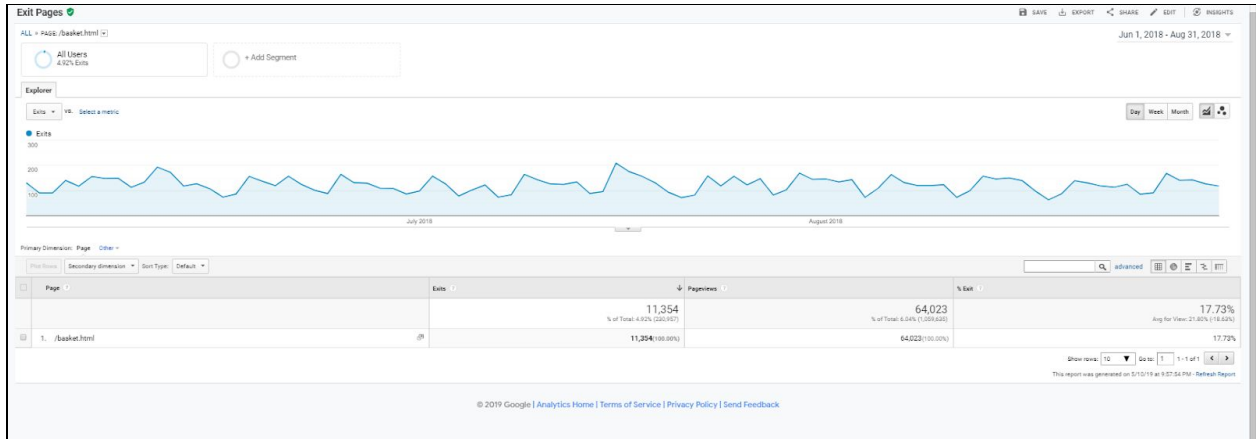
2. Exit Pages: With the advance filter set for NO in terms of a session being

   direct, many of the users are still searching for items on the google merch

store even if it was not directly placed in the search but rather from another source (ad or paid search). This shows that there's potential of new users to increase due to the fact that there's interest in mes clothing and youtube related items which works well with sponsorships through creators. ⤵
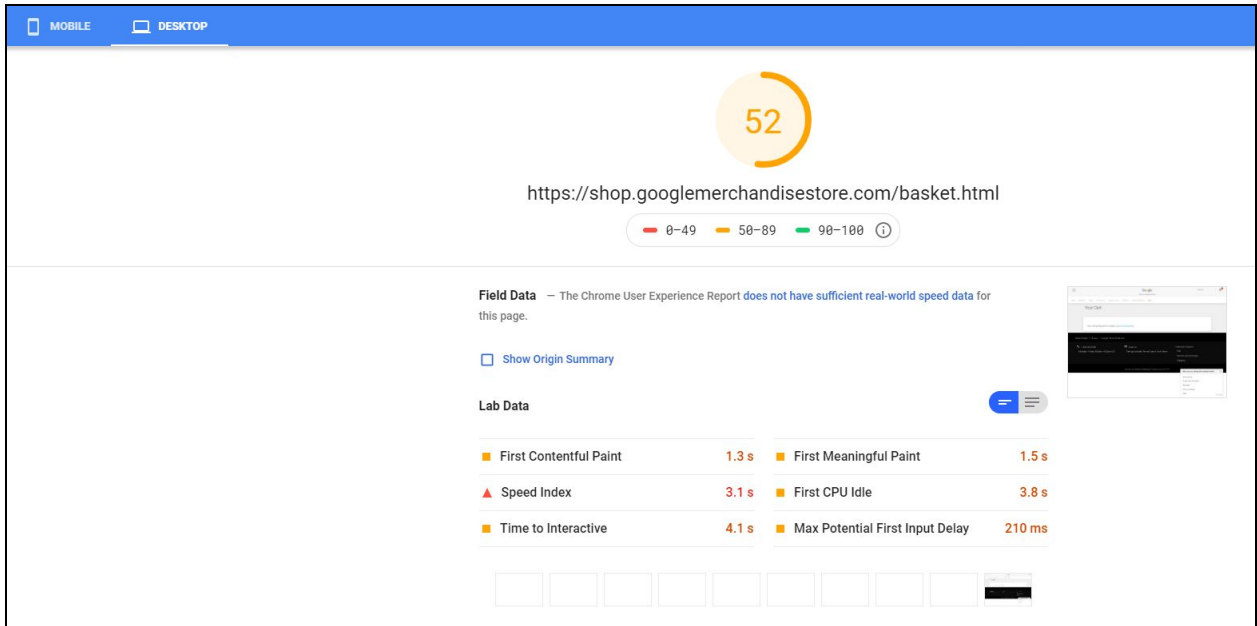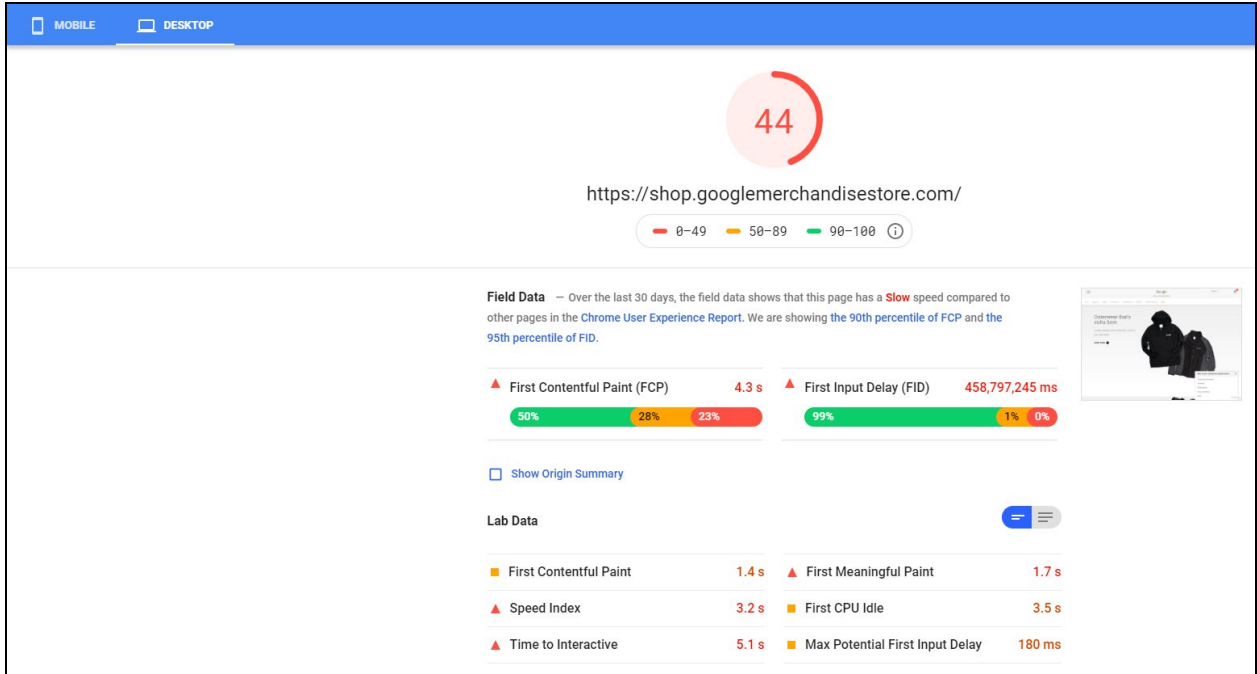
Exit Pages ✓

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Jun 1, 2018 - Aug 31, 2018

All Users
4.68% Exits   + Add Segment

Explorer

Exits ▾   VS. Select a metric   Day | Week | Month

● Exits

July 2018   August 2018

Primary Dimension: Page Other ▾

Secondary dimension ▾   Sort Type: Default ▾

Page	Exits ↓	Pageviews	% Exit
	10,801 % of Total: 4.68% (230,957)	55,294 % of Total: 5.22% (1,059,635)	19.53% Avg for View: 21.80% (-10.39%)
1. /google+redesign/apparel/mens	10,801 (100.00%)	55,294 (100.00%)	19.53%

Show rows: 10 ▼ Go to: 1 1-1 of 1

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Exit Pages ✓

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Jun 1, 2018 - Aug 31, 2018

All Users
11.22% Exits   + Add Segment

Explorer

Exits ▾   VS. Select a metric   Day | Week | Month

● Exits

July 2018   August 2018

Primary Dimension: Page Other ▾

Secondary dimension ▾   Sort Type: Default ▾

Page	Exits ↓	Pageviews	% Exit
	25,919 % of Total: 11.22% (230,957)	50,575 % of Total: 4.77% (1,059,635)	51.25% Avg for View: 21.80% (135.13%)
1. /google+redesign/shop+by+brand/youtube	25,919 (100.00%)	50,575 (100.00%)	51.25%

Show rows: 10 ▼ Go to: 1 1-1 of 1

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Exit Pages ✓

SAVE · EXPORT · SHARE · EDIT · INSIGHTS

Jun 1, 2018 - Aug 31, 2018

All Users
3.73% Exits   + Add Segment

Explorer

Exits ▾   VS. Select a metric   Day | Week | Month

● Exits

July 2018   August 2018

Primary Dimension: Page Other ▾

Secondary dimension ▾   Sort Type: Default ▾

Page	Exits ↓	Pageviews	% Exit
	8,615 % of Total: 3.73% (230,957)	48,832 % of Total: 4.61% (1,059,635)	17.64% Avg for View: 21.80% (-19.06%)
1. /google+redesign/accessories	8,615 (100.00%)	48,832 (100.00%)	17.64%

Show rows: 10 ▼ Go to: 1 1-1 of 1

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B. Site Speed – Speed suggestions

1. To sum up the following shots below and in relations to the top 5 as a whole which were displaying similar content, speed suggestions was able help find how certain pages are performing from idle page interactions to providing different optimizations tips for the site to perform better for customers.From the images, you can see that the pages have a large amount of pay inactivity and delayed actions from consumers so in order to combat this,it is recommended to clear some unwanted data in order to contribute to opportunity savings. ⤵

44

https://shop.googlemerchandisestore.com/

🔴 0–49 🟠 50–89 🟢 90–100 ⓘ

Field Data — Over the last 30 days, the field data shows that this page has a **Slow** speed compared to other pages in the Chrome User Experience Report. We are showing the 90th percentile of FCP and the 95th percentile of FID.

▲ First Contentful Paint (FCP)   4.3 s
| 50% | 28% | 23% |

▲ First Input Delay (FID)   458,797,245 ms
| 99% | 1% | 0% |

☐ Show Origin Summary

Lab Data

🟧 First Contentful Paint	1.4 s	▲ First Meaningful Paint	1.7 s
▲ Speed Index	3.2 s	🟧 First CPU Idle	3.5 s
▲ Time to Interactive	5.1 s	🟧 Max Potential First Input Delay	180 ms

---

52

https://shop.googlemerchandisestore.com/basket.html

🔴 0–49 🟠 50–89 🟢 90–100 ⓘ

Field Data — The Chrome User Experience Report does not have sufficient real-world speed data for this page.

☐ Show Origin Summary

Lab Data

🟧 First Contentful Paint	1.3 s	🟧 First Meaningful Paint	1.5 s
▲ Speed Index	3.1 s	🟧 First CPU Idle	3.8 s
🟧 Time to Interactive	4.1 s	🟧 Max Potential First Input Delay	210 ms

Field Data — The Chrome User Experience Report does not have sufficient real-world speed data for this page.

☐ Show Origin Summary

Lab Data

▲ First Contentful Paint	6.7 s	▲ First Meaningful Paint	8.2 s
▲ Speed Index	7.9 s	▲ First CPU Idle	17.4 s
▲ Time to Interactive	18.1 s	▲ Max Potential First Input Delay	720 ms

Opportunities — These optimizations can speed up your page load.

Opportunity		Estimated Savings
▲ Eliminate render-blocking resources		5.6 s ⌄
▲ Remove unused CSS		1.45 s ⌄
■ Minify JavaScript		0.33 s ⌄
■ Enable text compression		0.27 s ⌄

C. Events – Top Events

1. Enhanced Commerce: The US and India are the dominating countries. The total value of unique events are at 212,000 in relation to the 314,000 of its total. As you can see there was only one add to cart action compared to many quickviews. The amount of sessions that are there are pretty average considered there is a mixture of international countries interacting with the site. ⤓
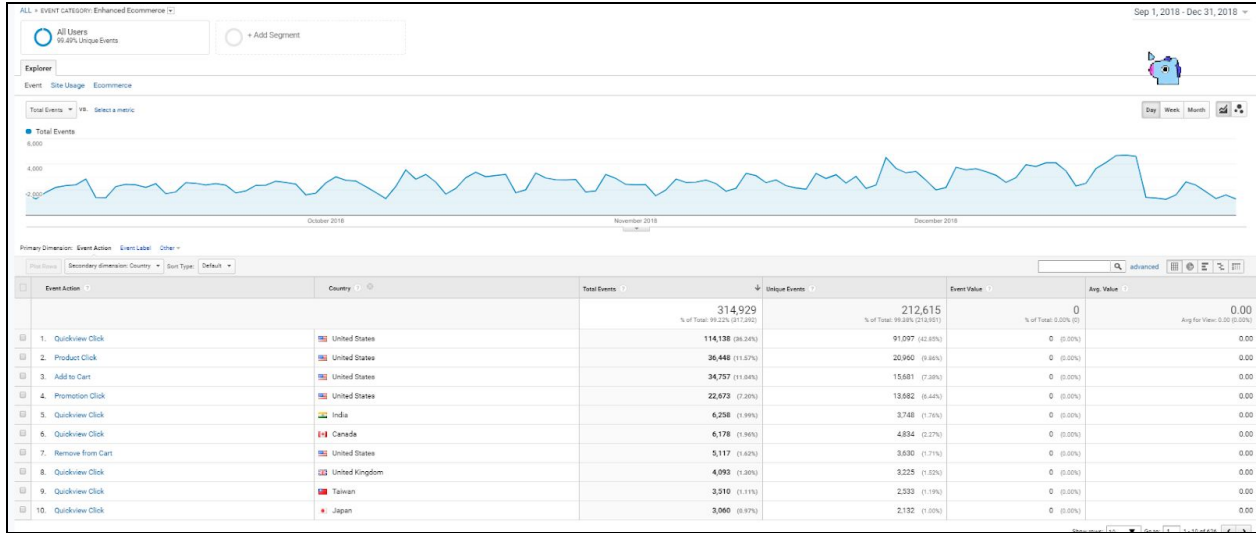
2. Contact Us: Email is the best way customers prefer to utilize the contact

   feature on the site. Desktop dominating the device used for this action. ⤓

First screenshot (Analytics)

ALL » EVENT CATEGORY: Contact Us » » EVENT ACTION: Onsite Click

Sep 1, 2018 - Dec 31, 2018 ▾

All Users
0.51% Unique Events

+ Add Segment

Explorer

Event   Site Usage   Ecommerce

Total Events ▾   VS.   Select a metric   Day Week Month

● Total Events

Primary Dimension: Event Label   Other ▾

Plot Rows   Secondary dimension: Device Category ▾   Sort Type: Default ▾   advanced

	Event Label	Device Category	Total Events	Unique Events	Event Value	Avg. Value
			2,110 % of Total: 0.66% (317,392)	1,084 % of Total: 0.51% (212,931)	0 % of Total: 0.00% (0)	0.00 Avg for View: 0.00 (0.00%)
1.	Email	desktop	1,500 (71.09%)	691 (63.75%)	0 (0.00%)	0.00
2.	Phone	desktop	285 (13.51%)	125 (11.53%)	0 (0.00%)	0.00
3.	Email	mobile	188 (8.91%)	156 (14.39%)	0 (0.00%)	0.00
4.	Phone	mobile	105 (4.98%)	91 (8.39%)	0 (0.00%)	0.00
5.	Email	tablet	28 (1.33%)	19 (1.75%)	0 (0.00%)	0.00
6.	Phone	tablet	4 (0.19%)	2 (0.18%)	0 (0.00%)	0.00

Show rows: 10 ▾ Go to: 1   1 - 6 of 6   ‹ ›
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IV.   **Conversions** *(September 1, 2018 - December 31, 2018)*

A. **Goals – Reverse Goal Path and Funnel Visualization**

1. Reverse Goal Path: ⤵

Second screenshot (Analytics)

○ All Users
100.00% Goal Completions

+ Add Segment

Sep 1, 2018 - Dec 31, 2018 ▾

Goal Option:
All Goals ▾

Explorer

advanced

	Goal Completion Location	Goal Previous Step - 1	Goal Previous Step - 2	Goal Previous Step - 3	Goal Completions
1.	/yourinfo.html	/basket.html	/store.html	/registersuccess.html	1,265 (1.84%)
2.	/ordercompleted.html	/revieworder.html	/payment.html	/yourinfo.html	1,211 (1.76%)
3.	/ordercompleted.html	/ordercompleted.html	/revieworder.html	/payment.html	817 (1.19%)
4.	/ordercompleted.html	/revieworder.html	/payment.html	/payment.html	603 (0.88%)
5.	/yourinfo.html	/basket.html	/signin.html	/basket.html	539 (0.78%)
6.	/yourinfo.html	/basket.html	/google+redesign/nest/nest-usa/quickview	/google+redesign/nest/nest-usa	481 (0.70%)
7.	/registersuccess.html	/signin.html	/home	(entrance)	464 (0.67%)
8.	/yourinfo.html	/basket.html	/basket.html	/basket.html	417 (0.61%)
9.	/registersuccess.html	/signin.html	/signin.html	/signin.html	345 (0.50%)
10.	/registersuccess.html	/signin.html	(entrance)	(not set)	326 (0.47%)

Show rows: 10 ▾ Go to: 1   1 - 10 of 36180   ‹ ›

2. Funnel Visualization: The data below shows that goal completion was at its peak in October but then dropped off. It is clear here that the number of customers that get to the checkout phase entirely is lower than those who do not finish. ⤵
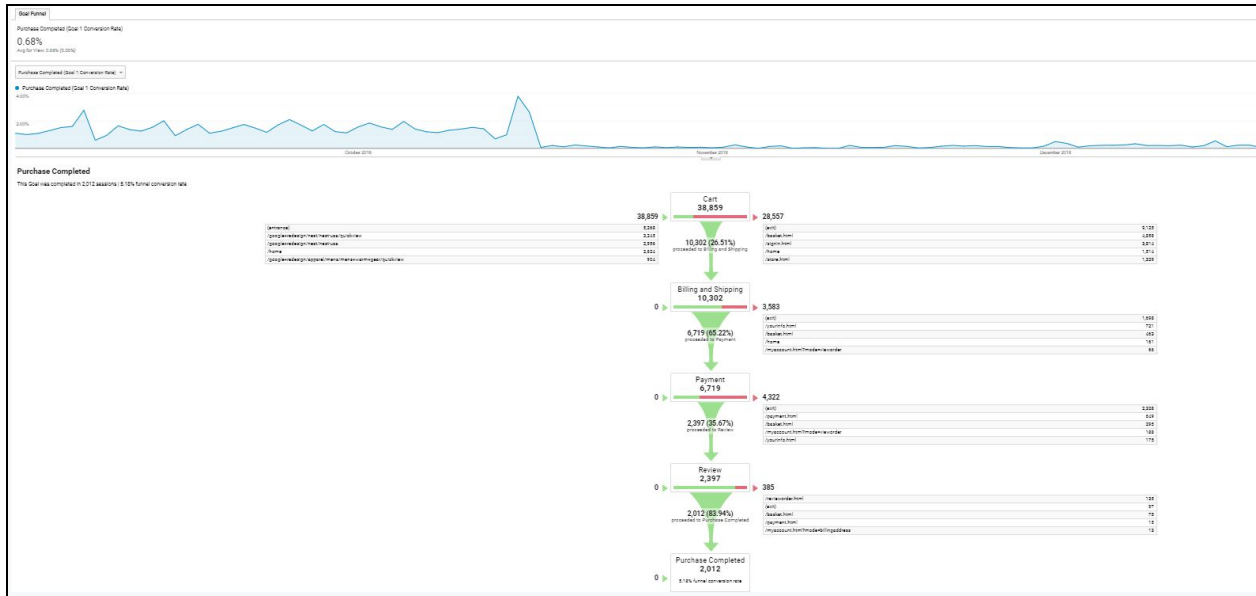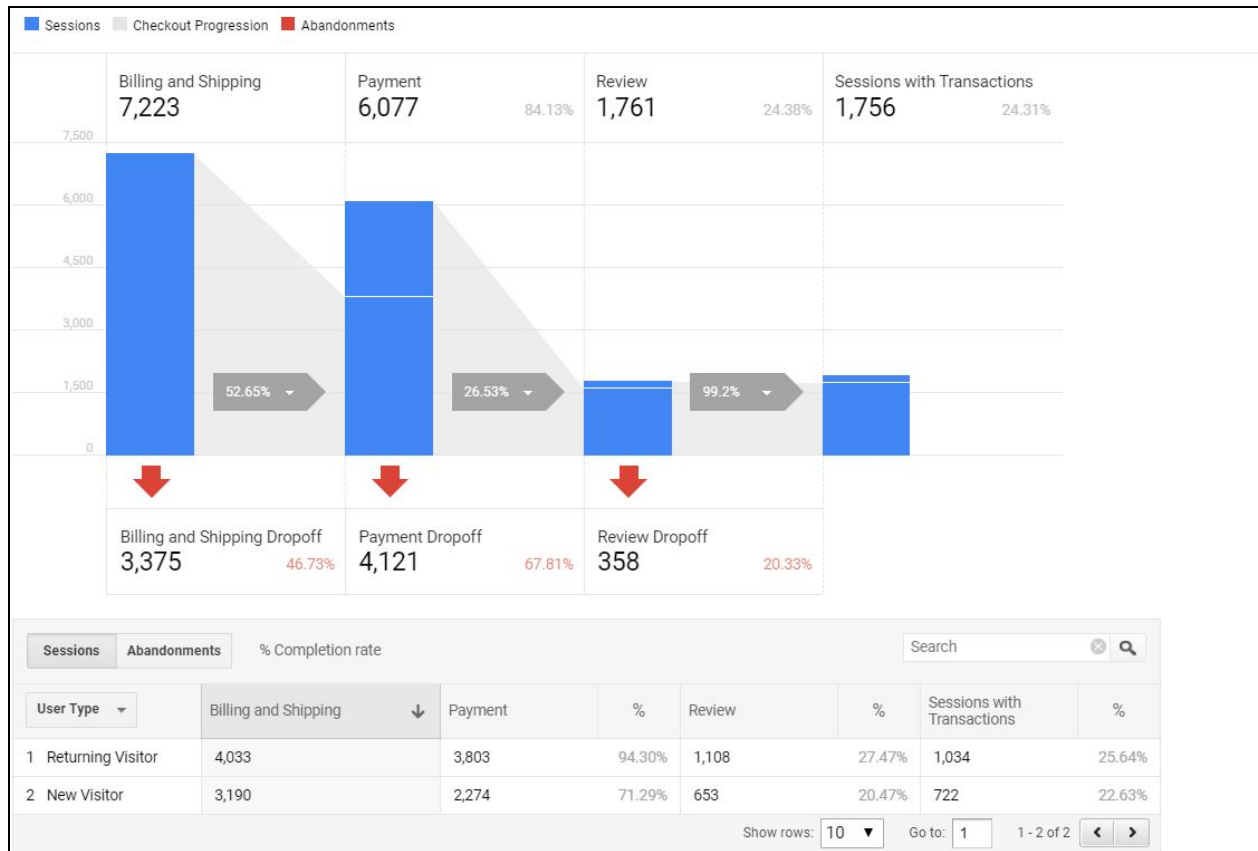
B. Ecommerce – Shopping Behavior and Checkout Behavior

1. Shopping Behavior: The data shows that many customers are checking out and completing transaction but there are still many cart and order abandonments. In addition to this, there is a very high number of no shopping activity with is not good because then here is not site engagement or purchases being made. There are also a high number of new visitors compared to returning customers, but the number of positive interactions are still low. ⭣

	Sessions	Shopping Progression	Abandonments		
	All Sessions 299,815	Sessions with Product Views 65,904 21.98%	Sessions with Add to Cart 21,567 7.19%	Sessions with Check-Out 9,601 3.2%	Sessions with Transactions 1,756 0.59%

21.98% → 31.64% → 30.44% → 18.2%

No Shopping Activity 231,656 77.27%	No Cart Addition 43,546 66.07%	Cart Abandonment 15,003 69.56%	Check-Out Abandonment 7,854 81.8%

Sessions | Abandonments | % Completion rate

Search

	User Type ▼	All Sessions ↓	Sessions with Product Views	%	Sessions with Add to Cart	%	Sessions with Check-Out	%	Sessions with Transactions	%
1	New Visitor	199,459	38,877	19.49%	10,193	5.11%	3,965	1.99%	722	0.36%
2	Returning Visitor	100,356	27,027	26.93%	11,374	11.33%	5,636	5.62%	1,034	1.03%

Show rows: 10 ▼   Go to: 1   1 - 2 of 2 ‹ ›

2. Checkout Behavior: The image below suggests that there is a lower number of new visitors. There are order processes being placed but some many aren't completed and less transactions. This could be because of lack in product advertisements or low product interest overall. ⤵

Legend: Sessions (blue) | Checkout Progression (gray) | Abandonments (red)

	Billing and Shipping	Payment		Review		Sessions with Transactions	
	7,223	6,077	84.13%	1,761	24.38%	1,756	24.31%

Funnel transitions: 52.65% → 26.53% → 99.2%

	Billing and Shipping Dropoff	Payment Dropoff		Review Dropoff	
	3,375	4,121	67.81%	358	20.33%
	46.73%				

Sessions | Abandonments | % Completion rate

Search

	User Type	Billing and Shipping	Payment	%	Review	%	Sessions with Transactions	%
1	Returning Visitor	4,033	3,803	94.30%	1,108	27.47%	1,034	25.64%
2	New Visitor	3,190	2,274	71.29%	653	20.47%	722	22.63%

Show rows: 10 ▼   Go to: 1   1 - 2 of 2   < >

C. Ecommerce – Product list performance *(Default Date Range of May 3, 2019 - May …, 2019)*

1. Product List Name: Here you can see that many of the Google products are being sold but pet and android related products are not popular. This could be because of the lack of interest, advertisement, or simply because it is not a popular item right now because of the time frame. These items seem to be ones that are searched for intentionally and only users who are aware of the product buy them. ⤓
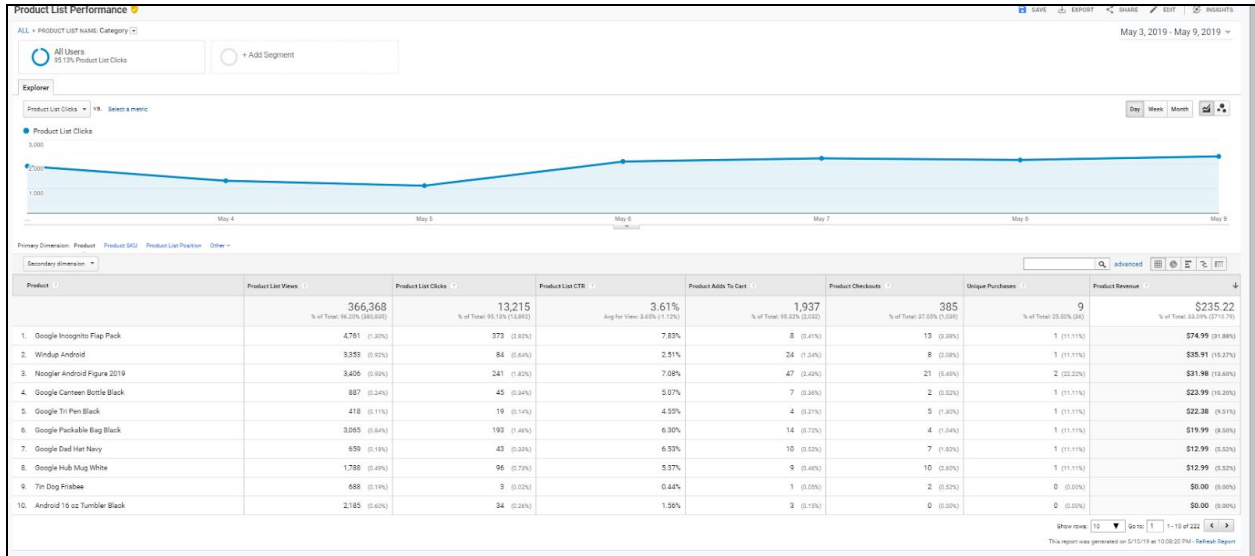
2. Product List Production: Setting the advanced filter to 100 (sales - add to cart), I wanted to see if there was a trend going on among these sets of items. Many of the product views are pretty high so this could be because of advertisements made that users are clicking on, and then go on to check out the product or through secondary sites like Youtube where users are derived from. Being that the number of add to carts are that high, it could be that the item did interests the users, but not enough to buy but to just browse about the content of the item. ↴

Product List Performance ✓

SAVE EXPORT SHARE EDIT INSIGHTS

ALL » PRODUCT LIST NAME: Category ▾

May 3, 2019 - May 9, 2019 ▾

All Users
95.13% Product List Clicks

+ Add Segment

Explorer

Search constraints on metrics can not be applied to this graph.

Product List Clicks ▾   vs.   Select a metric

Day | Week | Month

● Product List Clicks

3,000

2,000

1,000

May 4 | May 5 | May 6 | May 7 | May 8 | May 9
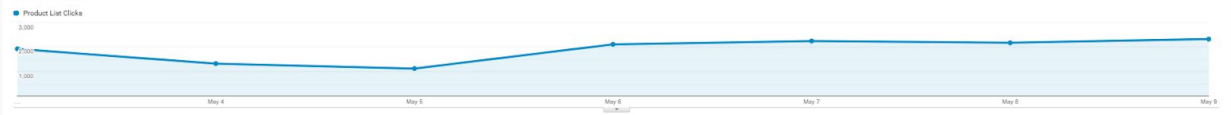
Primary Dimension: Product   Product SKU   Product List Position   Other ▾

Secondary dimension ▾   Advanced Filter ON   X   edit

Product List Position	Product List Views	Product List Clicks	Product List CTR	Product Adds To Cart	Product Checkouts	Unique Purchases	Product Revenue
	224,285 % of Total: 59.09% (380,635)	12,141 % of Total: 87.40% (13,892)	3.61% Avg for View: 3.65% (-1.12%)	1,579 % of Total: 77.71% (2,032)	309 % of Total: 29.74% (1,039)	5 % of Total: 13.89% (36)	$105.87 % of Total: 14.89% ($710.79)
1. 1	32,619 (14.54%)	428 (3.52%)	1.31%	198 (12.54%)	40 (12.94%)	3 (60.00%)	$68.89 (65.07%)
2. 4	32,555 (14.52%)	246 (2.03%)	0.76%	119 (7.54%)	32 (10.36%)	1 (20.00%)	$23.99 (22.66%)
3. 9	29,380 (13.10%)	252 (2.08%)	0.86%	117 (7.41%)	45 (14.56%)	1 (20.00%)	$12.99 (12.27%)
4. (not set)	0 (0.00%)	9,861 (81.22%)	0.00%	597 (37.91%)	83 (26.86%)	0 (0.00%)	$0.00 (0.00%)
5. 2	32,372 (14.52%)	349 (2.87%)	1.07%	188 (11.91%)	34 (11.00%)	0 (0.00%)	$0.00 (0.00%)
6. 3	32,563 (14.52%)	398 (3.28%)	1.22%	120 (7.60%)	28 (9.06%)	0 (0.00%)	$0.00 (0.00%)
7. 5	32,523 (14.50%)	256 (2.11%)	0.79%	124 (7.85%)	16 (5.18%)	0 (0.00%)	$0.00 (0.00%)
8. 7	32,073 (14.30%)	351 (2.89%)	1.09%	116 (7.35%)	31 (10.03%)	0 (0.00%)	$0.00 (0.00%)

Show rows: 10 ▾   Go to: 1   1 - 8 of 8   ‹ ›

This report was generated on 5/10/19 at 10:12:13 PM - Refresh Report