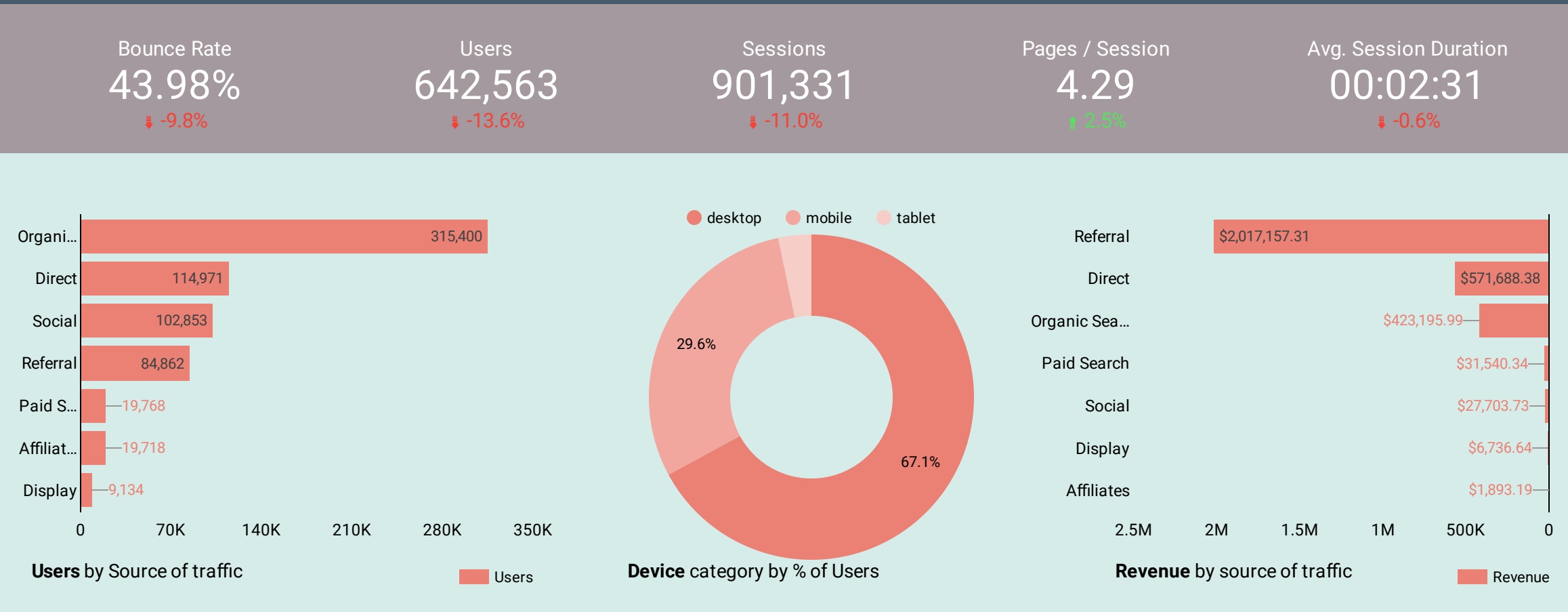


Google Merchandise Store Dashboard

Health of the online Merchandise Store (Compared to previous year)



Organic Search

315,400

Direct

114,971

Social

102,853

Referral

84,862

Paid Search

19,768

Affiliates

19,718

Display

9,134

Users

desktop

mobile

tablet

29.6%

67.1%

Device category by % of Users

Referral

\$2,017,157.31

Direct

\$571,688.38

Organic Search

\$423,195.99

Paid Search

\$31,540.34

Social

\$27,703.73

Display

\$6,736.64

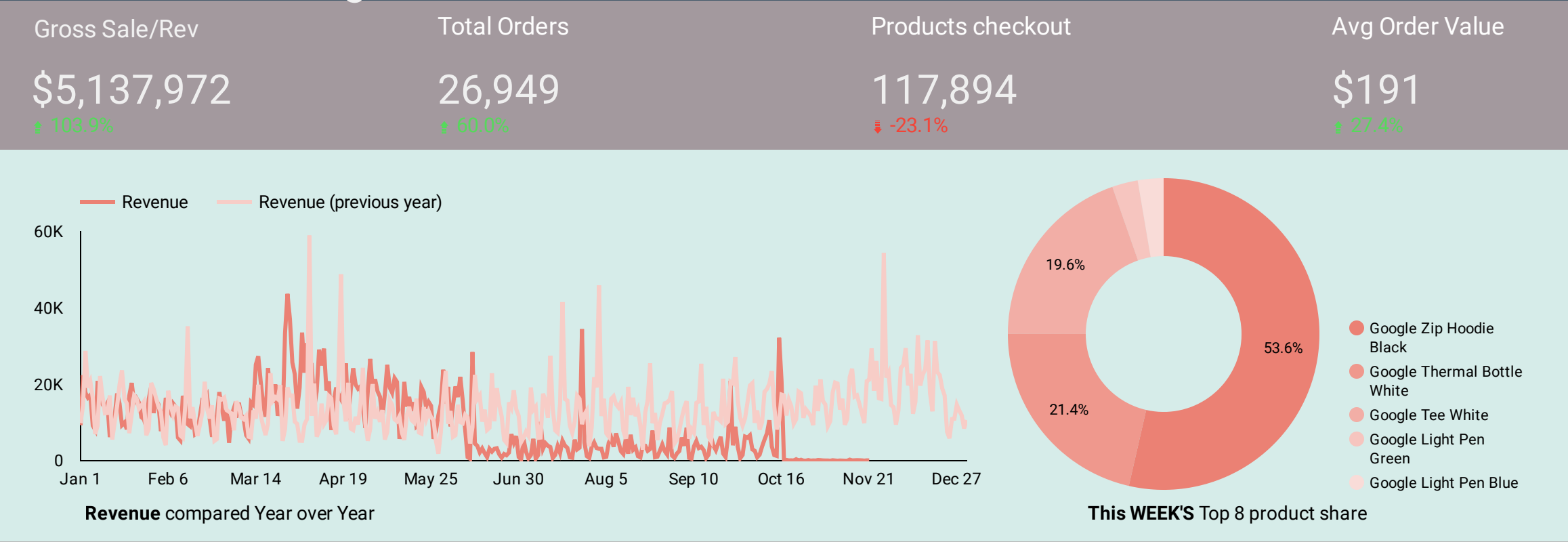
Affiliates

\$1,893.19

Revenue

Revenue by source of traffic

E-commerce Insights (Compared to previous year) *EXCEPT Product share - THIS WEEKS Best



Revenue

Revenue (previous year)

Revenue compared Year over Year

53.6%

21.4%

19.6%

Google Zip Hoodie Black

Google Thermal Bottle White

Google Tee White

Google Light Pen Green

Google Light Pen Blue

This WEEK'S Top 8 product share

Google

Merchandise Store Web Analytics


Created by
For

Monil Shah
Seer Interactive



Basis of Analysis

Following questions are analyzed for Google Merchandise store.

- Overall website health
 - Ecommerce year over year trending
 - Organic vs Other traffic
 - Organic vs Paid traffic
 - What is hot for the week
- 
- A decorative pattern at the bottom of the slide consisting of numerous vertical bars of varying heights, each composed of three overlapping circles in shades of teal and blue.

● Overall website health

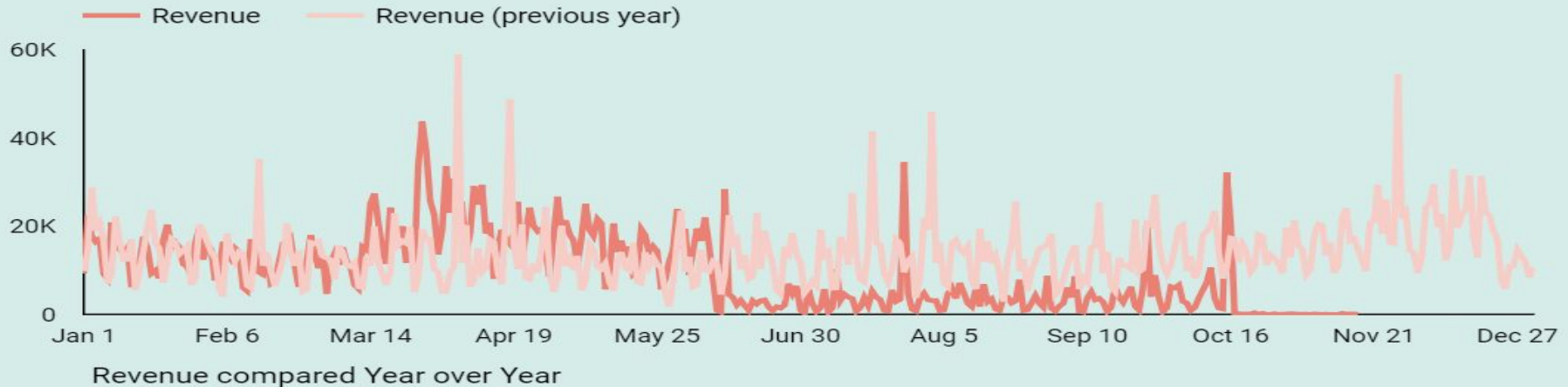
- ❑ Bounce rates for 2018 are **44%** which is significant to an Ecommerce platform. Following add hoc analysis can be done to investigate in depth causes:
 - ❑ SEO Performance
 - ❑ Website Landing page analysis
 - ❑ Page performance - Site speed/Load time
 - ❑ UX/UI of the website for quality navigation
- ❑ Users and Sessions in numbers have dropped by **14.5%** and **12%** respectively compared to 2017. This is of low significance as revenue and goal conversion matter more than just the # of visitors (Users) and sessions recorded on the website.
- ❑ Visitors on an average are navigating **4.29** Pages per session. Being an Ecom website, the more the numbers usually indicate more products viewed which is a plus.
- ❑ Average Session duration is about **2** minutes which is fine considering the # of users visiting the website.

● Ecommerce Year over year trend

- 1st Quarter for 2018 resembles 2017
- 2018's all time highest revenue falls short of even 2017's 3rd highest
- 2nd Quarter of the year has most checkouts and revenue generation over the 2 years. On the contrary, 3rd Quarter is the lowest revenue generator

Recommendations

- Post Ad-hoc analysis on the all time highs by adding variables like holidays, google events and announcements
- Detailed product analysis for the all time high and lows to find the causation of the shift

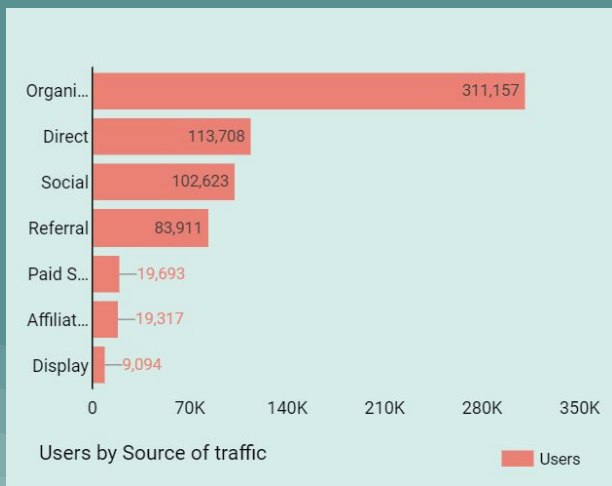


● Organic vs Other Traffic

- Organic users account 47% of traffic on the website and users via referral account only 12%. Revenue generated by referral is 3.5x more than Organic users.
- Organic traffic and revenue are almost 16x and 13x more than paid search respectively
- Direct source is the most stable source of users and revenue

● Recommendations

- Analyze user behaviour flows and navigate the user journey for Organic users to find out gaps or exits in the product purchase flow.
- Focus on PAID search to target more precise audience to decrease the CPA

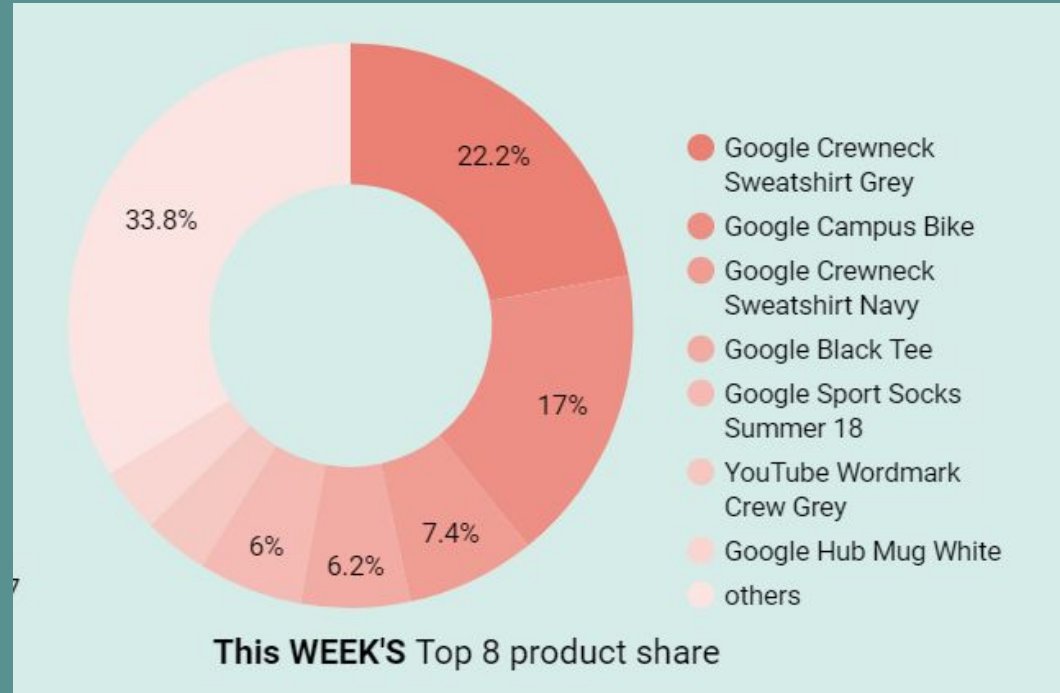


● What is hot for the week

- Google Crewneck sweatshirt is the best selling product for this week with 22% share followed by the campus bike which accounts 17% sales.
- The 3rd best selling this week is just 7.4% which makes the top 2 around 40% of the total sales this week.

Recommendations

- Increase advertisement cost for low performing merchandise
- Compare week over week for the top and lowest revenue generating products
- Implementation of better SEO if low performing merchandise is constant over weeks.



Thank You

Monil -M\$- Shah

