



Google analytics web report

DR. MOHAMMED MIR

GROUP 4 Section: H3

Fatimah Alqurqush 220006168

Fatimah Saleh Alahmed 220005542

Aeshah Alhabub 220022731

Manar Radhi 220021100

Kawther Als Salman 220009238

Zainab Alhiji 220027372

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Executive Summary

Google analytics gives business the ability to track their business performance. It provides you with various dashboards including but not limited to audience overview, acquisitions overview, behavioral overview, and ecommerce. All of these areas are necessary when understanding how well the business is performing and how you should shape your marketing strategies.

The Google Store needs to market successfully to a larger demographic. The store has such little traffic and has massive decreases in performance from 2016 to 2017. The Google store is not performing at its peak. Even though the store is seeing an increase in revenue, they are not seeing an increase in users. In fact, if it's an individual's first time on the site, they most likely will not return. The Google Store has almost no loyalty amongst its customers. The Google store needs to build its brand and attract to a more loyal demographic of people as well as expand outside of the United States. The store has barely any international support.

Google also needs to update the compatibility on other devices like phones and tablets. Most people are inseparable from their phones. They need to create more ads that appear on these devices. Overall, the performance of the Google store is utterly unsuccessful and Google needs to develop more successful marketing campaigns to attract loyal customers.

I. Dashboard:

- Provide the screenshot and then summarizes the data for each Dashboard to be presented to the vice president of marketing at Google
- **Use a comparison date range of January 1, 2017-December 31, 2017 compared to January 1, 2016- December 31, 2016**

Customization-Dashboards

1. Audience Snapshot

The Audience Snapshot gives the Google Store information on who visits the site, what time of visitor they are (new or returning), where the visitors are from, average pages per visit, average visit duration, tablet and mobile visits, etc.... It gives a mild overview of the behavioral habits of possible consumers. If the Google Store is able to better understand their audience then they can take steps to better market towards their consumers.

“Unique visitors” decreased from 2016 to 2017 from 843,094 to 705,204. This is the amount of people who visits a site at least once within the reporting period. However, each is only counted once during the reporting period. If an IP address is repeated then is still only counts as one visitor.

The number of visits decreased from 1,059,061 to 1,012,755. This just means that the Google Store had a fewer number of visits when compared to the year before.

If you were a new visit you probably weren’t going to come back. In 2016, the New Visitor vs Returning visitor ratio was 89.1% (New) vs 10.9%(Returning), and in 2017, the ratio was 85.5%(new) vs 14.5%(returning).

Most people who visited the site were from the United States of America in both 2016 to 2017. The Google store does not seem to have a large international presence with thins information.

Page Views have also decreased from 5,172,846 to 4,236,980. Less people are viewing their site.

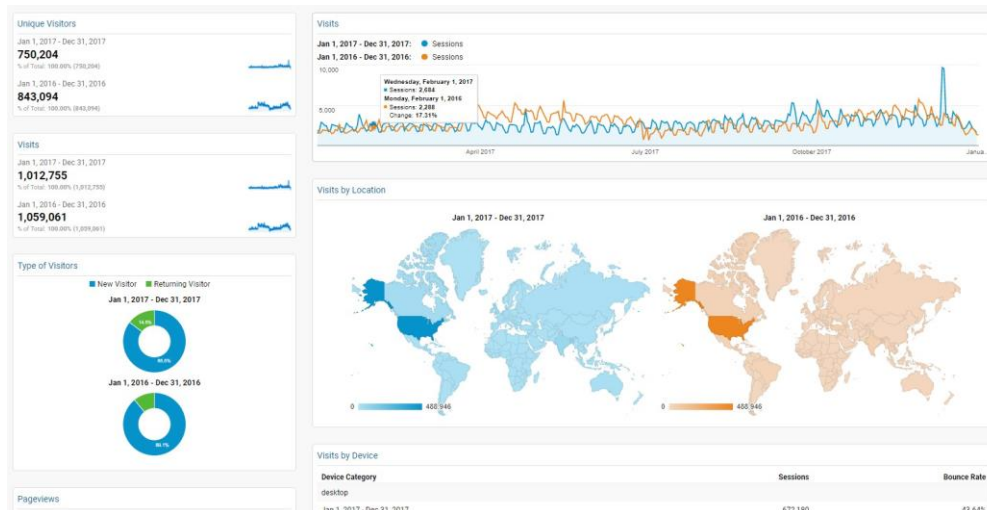
Their bounce rate has increased from 46.38% to 48.75%. The rising bounce rate is a sign that the Google Store’s homepage is boring or off-putting. This is the number of visitors to a site that navigate away from the website after only viewing one page.

Visits by device: Desktop visits have decreased by 19.33% while mobile and tablet visits have both increased (mobile: 56.08% and tablet: 21.65%). This means that people are transitioning from using desktop computers to doing anything and everything on their mobile phones and tablets. Tablet and mobile visits are also categorized by type like Apple, Samsung, Google, and other. This should help google make decisions on how they should make their phones compatible and easier to use on each individual phone no matter the type.

Average pages per visit has decreased from 4.88 to 4.18. This means that people are not exploring the website completely. There could be various reasons for this behavior like the site is boring and hard to use, it doesn’t have the products the consumer was looking for, etc.

...

The average visit duration has increased from 2:16 minutes to 2:32 minutes. People are spending more time on the site which is positive information.



2. Device

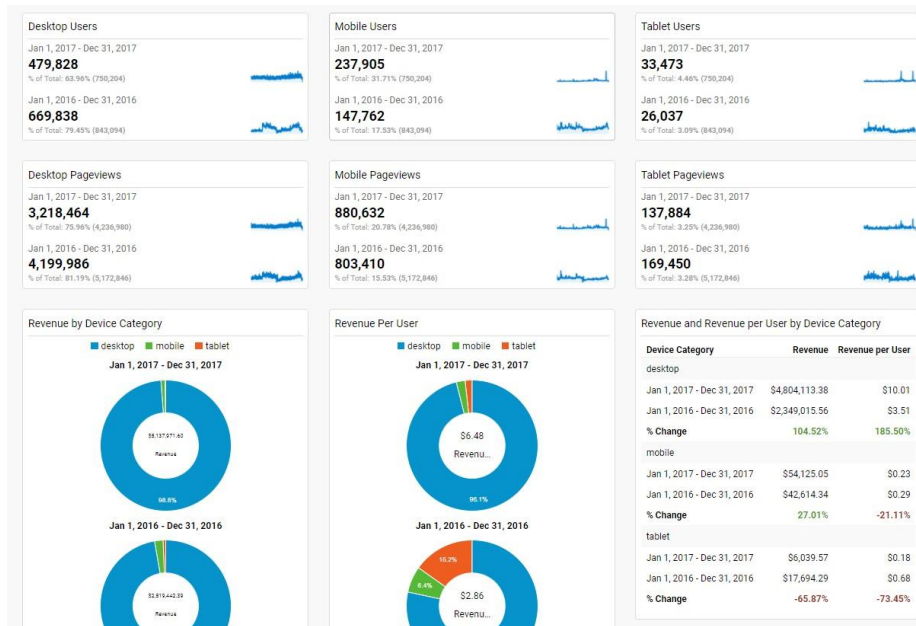
In this section, the demo account breaks down the device usage. Desktop users decreased from 669,838 to 479,828. Mobile and Tablet users both increased from 2016 to 2017 (147,762 to 237,905 – Mobile, 26,037 to 33,473 tablet).

Desktop and tablet pageviews both decreased. Desktop decreased from 4,199,986 to 3,218,464 and Tablets decreased from 169,450 to 137,884. However, mobile pageviews increased from 803,410 to 880,632.

Total revenue by device category is also calculated. In 2016, the revenue for the desktop was \$2,450,022.89 (97.2%), mobile was \$51,534.26 (2.1%), and tablet was \$16,905.24 (0.7%). In 2017, the revenue for desktop was \$5,076,870.75 (98.8%), mobile was \$52,536.87 (1%), and tablet was \$8,563.98 (.2%). Revenue per user was also calculated. This is the average amount that each user spends on a specific device. In 2016, desktop users spent \$3.51 (which was 78.4% of the Google Store's revenue), mobile users spent \$0.29 (6.4%), and tablet users spent \$0.68 (15.2%). In 2017, desktop users spend an average of \$10.01 (96.1% of Google Store revenue), mobile users spent an average of \$0.23 (2.2%), and tablet users spent an average of \$0.18 (1.7%). *(The percentages in the parenthesis are the percentage of the Google Store's revenue)*

The over all change in revenue from 2016 to 2017 is calculated for each device. Desktop increased by 104.52%. Mobile revenue increased by 27.01%. Tablet revenue decreased by 65.87%.

From 2016 to 2017 total users decreased from 843,094 to 750,204 and total pageviews decreased from 5,127,846 to 4,236,980, with the most active users located in the united states.



3. Ecommerce

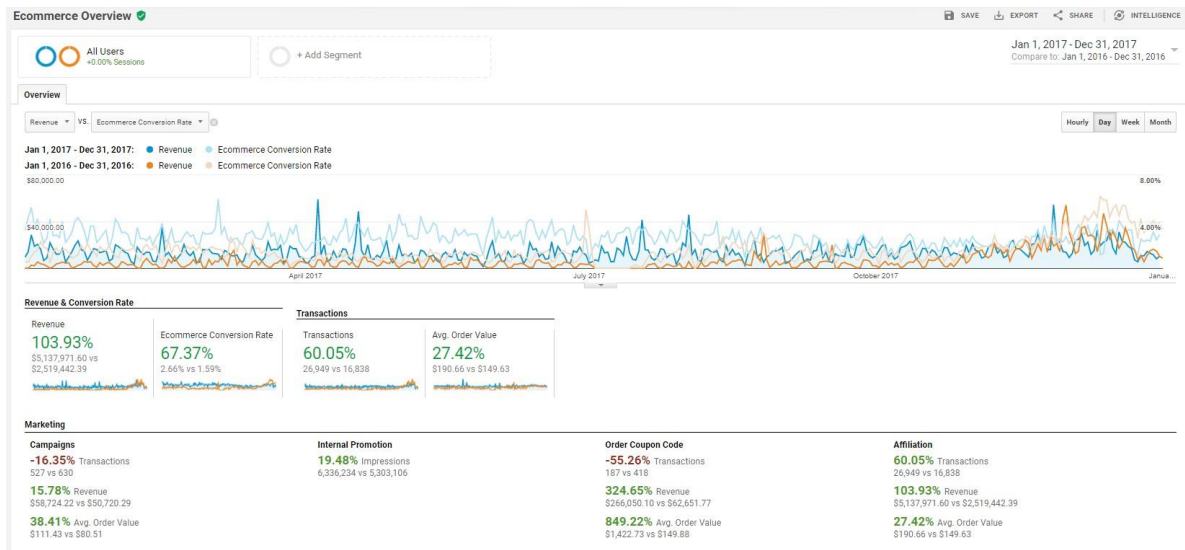
From 2016 to 2017, Conversion rate increased from 1.59% to 2.66%. This is the percentage of users that take a desired action. The number of transactions increased from 16,838 to 26,949. Total revenue increased from \$2,519,442.39 to \$5,137,971.60. Average order value (AOV) increased from \$149.63 to \$190.66. AOV tracks the average amount spent each time a customer places an order.

Visits decreased from 1,059,061 to 1,012,755 and per visit value increased from \$2.38 to \$5.07. This is important because it helps determine how much value your website is generating.

The ecommerce overview then goes into detail on the visits and product revenue by mobile including tablet and desktop. This gives you the change in sessions and product revenue for each device. This will help Google store understand which device the website is performing the best on.

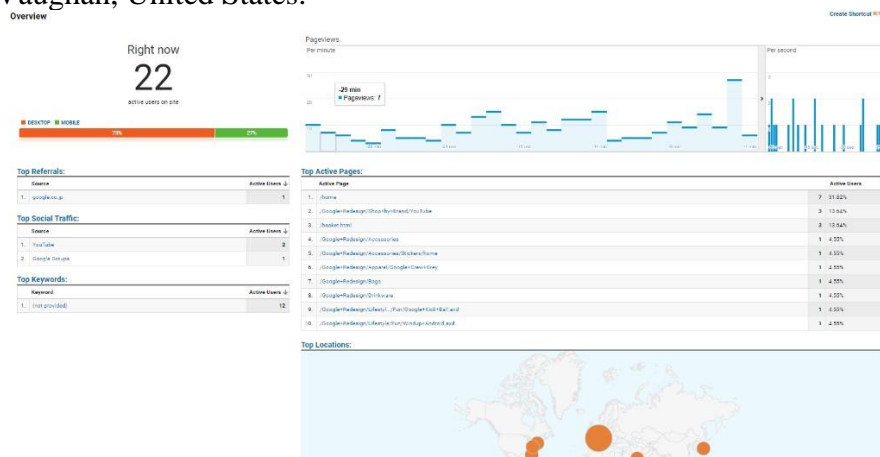
The change in the top 10 products by revenue is calculated. This determines which products brought in the greatest positive change in revenue.

Visits and product revenue by source and medium is also calculated. This keeps track of how the audience got to the site whether it's through an organic search, a referral, etc.... This information will help determine what kind of ads Google should put out and where.



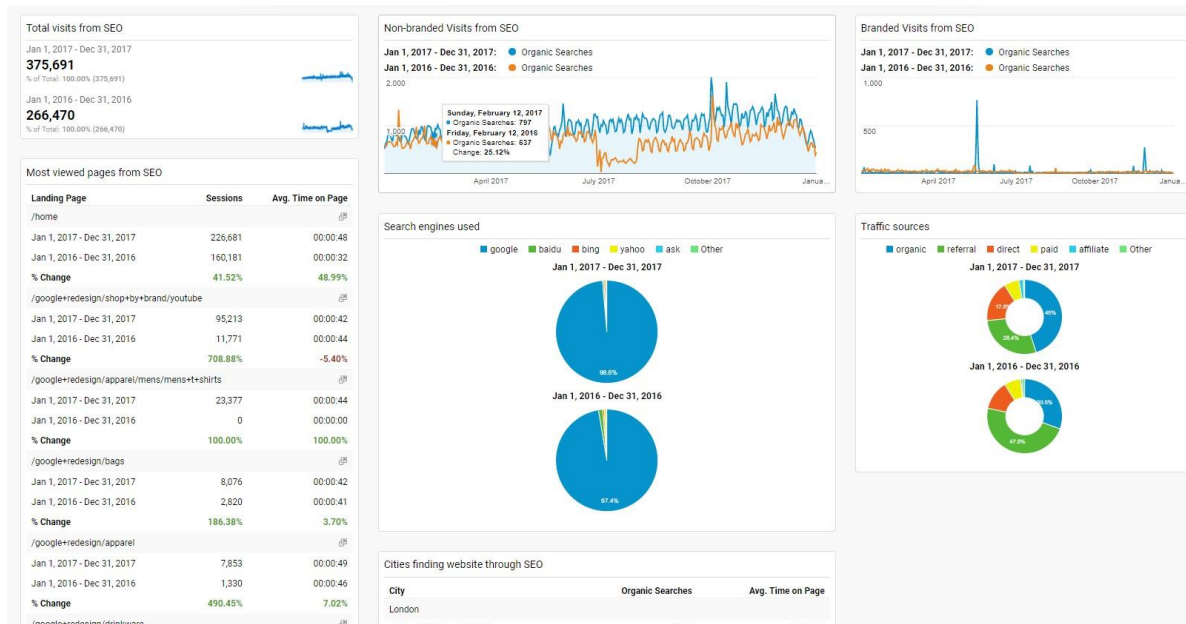
4. Real-Time

Real time tell you what's going on right now. The number of active users on a site continue to change depending on how many people are viewing the Google Store. Real time gives you information on the visitor type whether they are New or returning visitors, and it give you information on how many users are on certain pages like the home page, accessories, apparel, etc. It provides you with information pertaining to what device the audience is using and how they got to the site (what was their medium source: direct, organic, social, campaign, paid). It also shows you where these active users are located around the world, for example there is one user in Vaughan, United States.



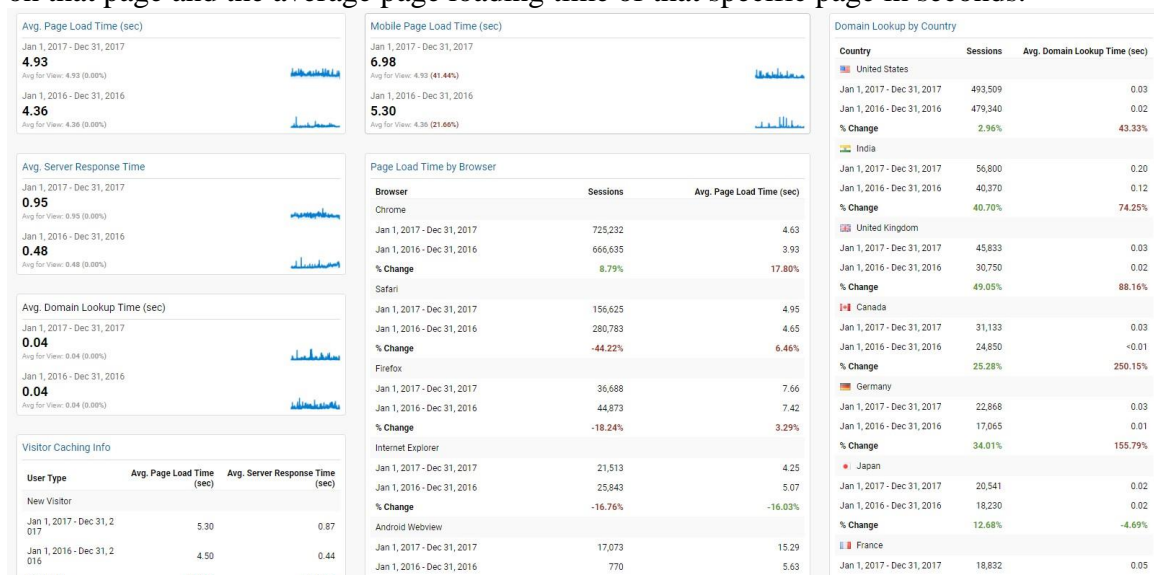
5. SEO Performance

Total Visits from SEO has increase from 266,470 to 375,691. This is the number of visits accumulated because of the optimization of the search engine. The number of organic searches also increased from 2016 to 2017, these are both the branded the non-branded visits from SEO. SEO Performance also gives you information on the most viewed pages from SEO and which search engines were used as well as which cities found the website through SEO. Traffic sources are also determined whether the search was organic, direct, affiliate, paid, referral or other.



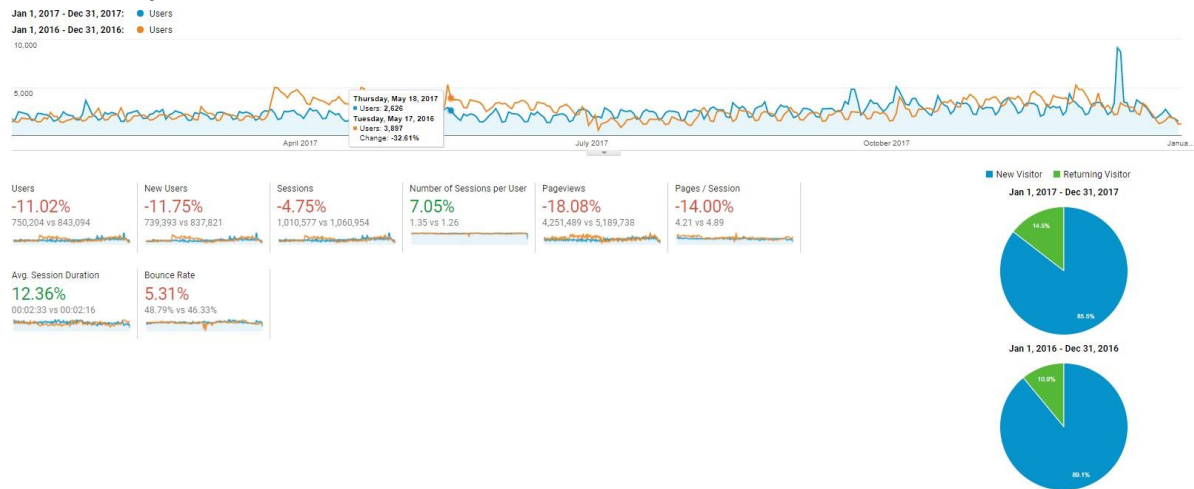
6. Site Performance Dashboard

Site Performance dashboard analyzes and gives you an at-a-glance view on how well your website is performing. It gives you information like Average Page load time in seconds (this is how long your page takes to load) and Mobile page load time per second (this is how long your page takes to load on a mobile device). It gives you load time by browser and this feature compares different load speeds with different browsers. Additionally, the site performance dashboard provides you with the average server response time and the average domain lookup time (This is the average amount of time spent in domain name servers (DNS) lookup for the page). The domain lookup by county and redirect time for countries is also provided. Lastly, it provides load time for the most popular pages. This breaks it down into number of pageviews on that page and the average page loading time of that specific page in seconds.



I. Audience-Overview

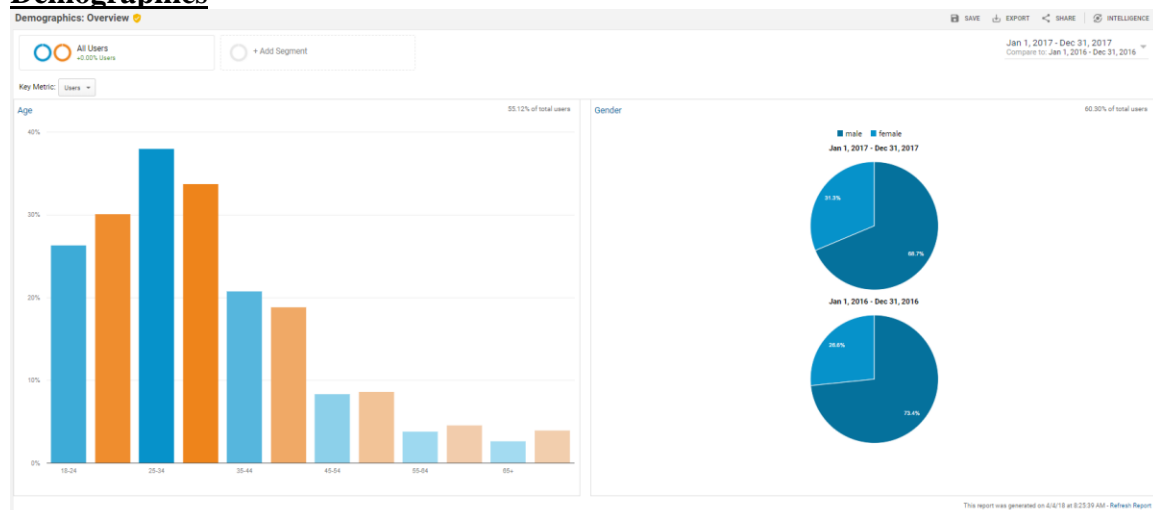
➤ Use a comparison date range of January 1, 2017-December 31, 2017 compared to January 1, 2016- December 31, 2016



Overview

- What key insights do you find from this report?
 - The audience overview provides the percent change for users, new users, sessions, number of sessions per user, pageviews, pages/sessions, average session duration, and bounce rate. The audience overview provides crucial information about the demographics of people that view the site. Who, what, when, how, where are key questions answered within the audience report.

Demographics



- Who are your visitors exactly? Describe in terms of age and gender.
 - Age is broken up into six sub-categories: 25 to 34, 18 to 24, 35 to 44, 45 to 54, 55 to 64, and 65 and up. Each age group is analyzed on acquisition, behavior, and conversions. Within acquisition people ages 25 to 30 have the largest number of users, new users, and sessions as of 2017. However,

the percent change throughout acquisitions has been negative across all ages. Within behavior, people between the ages 35 and 44 have the lowest bounce rate, the highest pages per sessions, and the longest average session duration. Within conversion, ages 25 to 34 have the largest number of transactions, and the largest revenue. Ages 35 to 44 has the best ecommerce conversion rate. The best target age demographic are those individuals between the ages 25 and 44 as of 2017.

- Gender: Within acquisition males make up the greatest amount of users, new users, and sessions. Within behavior males also have the lowest bounce rate, and the greatest number of pages per session. While females have the longest average sessions duration. Within conversion males make up the highest number of transactions, the largest revenue, and the best ecommerce conversion rate. Males are the prime visitors.

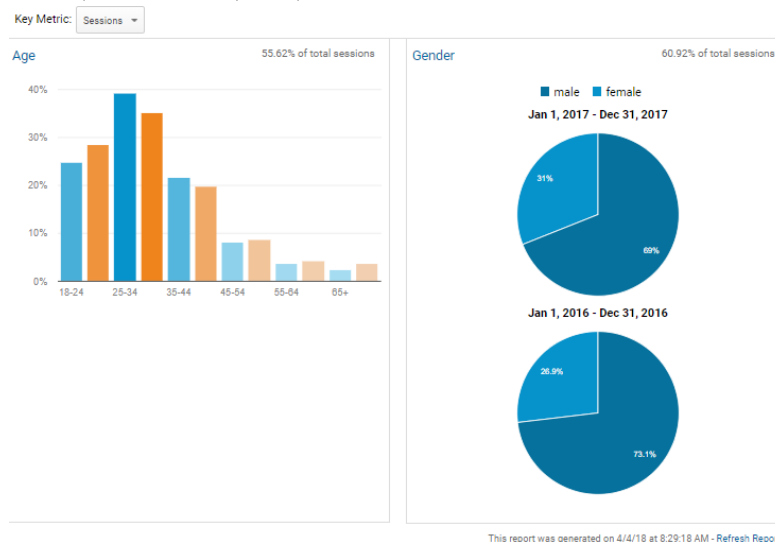
- **Provide a demographic profile of the primary target market for google merchandise**

- the primary target market for google merchandise are males between the ages 25 and 44.

- **Analyze the age and gender data per category using sessions as the key metrics**

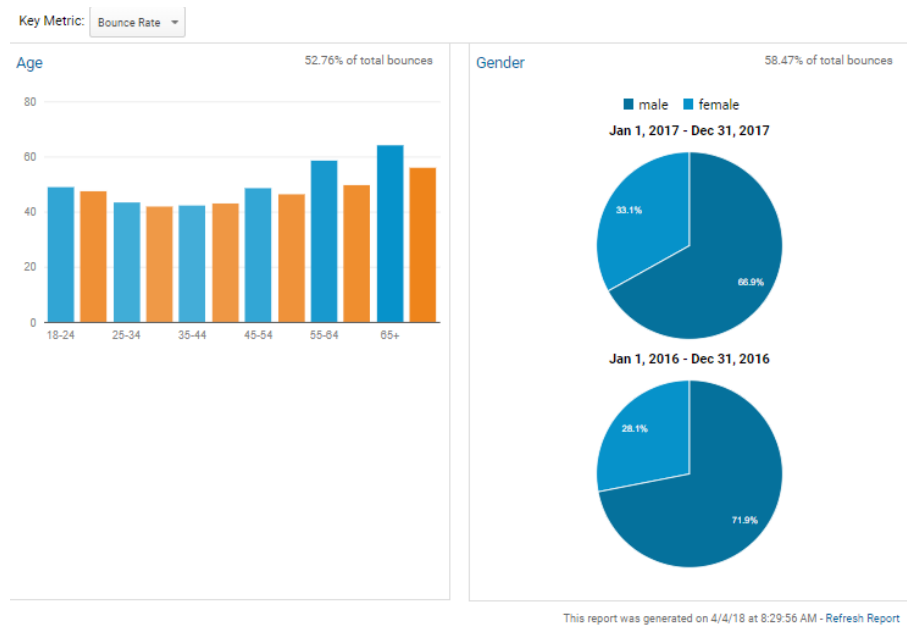
- Ages 25 to 34 sessions almost reached 40% (39.29%) in 2017

- Males make up the largest total number of session in 2016 (73.1%) and 2017 (69%)



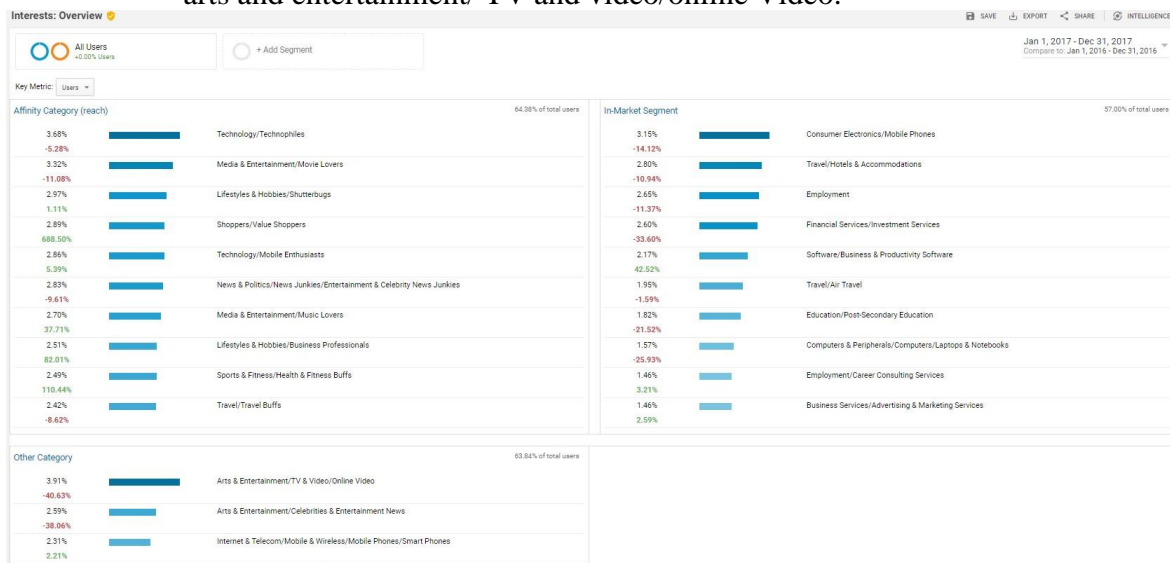
- **Change key metric from “Sessions” to “Bounce Rate”. Explain the output**

- This is the percentage of people who left the site after one pageview. People ages 65 and up had the highest bounce rate (64.42%) and males had the highest bounce rate when compared to females in both 2016 (71.9%) and 2017 (66.9%).



Interests

- What are your visitors primarily interested in?
 - Interest is broken down into three categories: affinity category, in-market segmentation, and other category. Within affinity category the main interest is technology/technophiles. In-market segment main interest is consumer electronics/mobile phones. Within the category the main interest is arts and entertainment/ TV and video/online Video.



- During the last year, what affinity interest classifications increased the most? In-Market?
 - Affinity interest: shoppers/value shoppers increased the most (688.50%)
 - In-market: software/business and productivity software increased the most (42.52%)

Geo Report

- **Describe in terms of (a) language (b) countries and cities**
 - The geo reports give information on what languages their audience speaks and where in the world the individuals are from. It then tracks acquisition, behavior, and conversion pertaining to languages and country/city.
- **During the last year, did Google visit increase more from the US or International markets?**
 - Visits increased the most across the international markets. However, the US still has the highest number of visitors.
- **What specific country represented the largest increase in sessions?**
 - Taiwan with a 65.75% increase. (info on the first page results.)
- **Analyze continent and city data**
 - The largest number of users, new users and sessions come from the Americas as of 2017. The continent with the lowest bounce rate, the most pages per session, and the longest average session duration is the Americas. The Americas also have the largest number of transactions, the most revenue, and the highest ecommerce conversion rate when compared to the other continents.
 - The first listed city is listed as (not set) so I will analyze the next best performing city. Mountain view has the largest number of users, new users, and sessions when compared to other cities. New York is a close second. Sunnyvale has the lowest bounce rate, the most pages per session, and the longest average session duration. Mountain view has the most transactions, and the largest revenue, but San Jose has the highest ecommerce conversion rate.

Behavior

- **New vs. Returning Visitors, Frequency & Recency and Engagement.**
 - **Assess performance on Google (1) attracting visitors to website**
 - Google does not do a very good job at attracting new users. The number of new users dropped by 11.75% from 2016 to 2017.
 - **(2) consumer engagement**
 - Consumer engagement is falling. Less people are getting involved on the website. Sessions have dropped by 4.37% and pageviews have dropped by 19.09% from 2016 to 2017.
 - **(3) # transactions**
 - Sessions with transactions has increased by 60.55% which means more people are going through with their purchases.
 - **(4) total revenue**
 - Referrals brought in the most revenue in 2017
 - **(5) average transaction value**
 - The larger the session quality the more sessions with transactions there were. Therefore, higher quality sessions brought in more transactions.
 - **(6) conversion rate**
 - Referrals have the highest conversion rate.
- **How often do visitors comes to your website?**

- Not frequently. After one session, the likelihood of the individual visiting the site again drops drastically.
- **How many days on average is it between sessions for repeat visitors?**
 - 0 days
- **How long do visitors stay on your website?**
 - Between 2:04 minutes and 3:51 minutes
- **How many pages do they visit on site?**
 - Between 3.71 and 5.56 pages

Technology

- **Describe the browsers, operating systems, screen resolution, and Internet service providers your visitors use when visiting your website**
 - The largest number of users use chrome. Chrome is the most successful Browser.
 - Windows is the most popular operating system.
 - The best performing screen resolution is 1366x768
 - time warner cable internet llc is the most popular internet service.

Mobile

- **Analyze the number of desktop, mobile and tablet users who visit your site.**
 - The most frequently used device is the desktop and tablets are the least viewed. However, mobile and tablet use is rising while desktop use is falling. This means google should find a way to market and make the website easily accessible to people on the go.
- **What type of device generated the largest increase in visitors?**
 - Mobile is generating the largest increase in visitors.

II. Acquisition-Overview

- **Use a comparison date range of January 1, 2017-December 31, 2017 compared to January 1,2016- December 31, 2016**
- **Provide an overview of Acquisition metrics trends such as Acquisition, Behavior and Conversions. Provide a brief assessment of the performance trends in the last year for each of these 3 categories.**
 - Acquisition – Users have decreased by 11.02%, new users has decreased by 11.75% and sessions has decreased by 4.75%. Acquisitions are not performing well.
 - Behavior – Bounce rate has increased by 5.31%, pages per session has decreased by 14%, and average session duration has increased by 12.36%. This type of behavior may be promising because people are spending more time on the Google store which may lead into actual purchases.
 - Conversions – ecommerce conversion rate has increased by 67.06%, transactions have increased by 59.13%, and revenue has increased by over 100%.

All Traffic

Channels

- **Assess the performance of major channels that accounted for traffic by providing insights on positive and negative results. Indicate the major channel for acquisitions in 2017 and 2016.**
 - The best performing channel is the organic search. Users, new users and number of sessions has increased from 2016 to 2017. Referral has the lowest bounce rate but bounce rate has been increasing from 2016 to 2017. Pages per session has also decreased by 14% but the average session duration has increased by 12.36%. Ecommerce conversion rate has also increased and so have both transactions and revenue.
- **What channel provided the highest amount of revenue in 2017? What channel was 2nd in generating revenue in 2017?**
 - #1 referral
 - #2 direct
- **Would you describe direct channel traffic performance as positive in the last year? Provide data to support your answer.**
 - Yes. The number of users has increased by 41.31%, new users increased by 40.05%, and sessions increased by 37.23%. The number of transactions have increased by 28.40% and the revenue has increased by 29.90%.

Referrals

- **What domains provided the most traffic in 2017? Were the results positive compared to 2016?**
 - YouTube. No, traffic decreased significantly from 2016 to 2017.

AdWords

- **Provide an assessment of AdWords campaigns in the last year highlighting positive and negative results**
 - Clicks and cost both increased while CPC also increased. Users and sessions both increased. Bounce rate increase while the number of pages per session also decreased. Ecommerce conversion rate, transactions, and revenue all decreased.
- **What type of keywords were most effective?**
 - Dynamic search ads is the most effect key word.
- **What URL generated the most traffic using AdWords?**
 - <https://shop.googlemerchandisestore.com>
- **Did Google generate a lot of traffic using the Display Network?**
 - No.

Social

- **Assess the social platforms performance in the last year. Indicate overall results, the main social platform for generating traffic, and conversions results.**
 - Sessions decreased by 4.37%. Sessions via social referral decreased by 70.70%. Conversions increased by 20.83%. Contributed social

conversions increased by 31.51% and the last interaction social conversions decreased by 35.55%.

- The main social platform is YouTube. However, sessions have decreased from 2016 to 2017 by 74.44%.

III. Behavior-Overview

➤ **Use a comparison date range of January 1, 2017-December 31, 2017 compared to January 1, 2016- December 31, 2016**

Overview

● Summarize key performance indicators of behavior in the last year

- The key performance indicator are as follows
 - Pageviews – how many times a page is views
 - Unique pageviews - the number of sessions during which that page was viewed one or more times
 - Average time spent on page – how much time is spent on a page
 - Bounce rate - the percentage of people who navigate away from the site after viewing only one page
 - Exit percentage - the percentage of people who navigate away from the site after viewing more than one page
 - Page value - the value is intended to give you an idea of which page on the site contributed most to the site's revenue.

Site Content

All Pages

● What page receives the highest pageviews?

- The homepage receives the highest page views with 924,706 pageviews.

● What page had the highest bounce rate and exit rates?

- /google+redesign/shop+by+brand/youtube has the highest bounce rate at 59.60%
- /google+redesign/shop+by+brand/youtube has the highest exit rate at 52.44%

● Overall would you describe the performance of the homepage in the last year as positive or negative?

- I think that the overall performance is in the negative. Their pageviews have decreased by 18.09%, their unique pageview has decreased by 16.25%, and their bounce rate has increased by 5.11%. The only positive outcomes is that there is a higher average time spent on a page.

Landing Pages (2017)

● What are the top pages on the website where visitors enter?

- /home with 556,090 (54.92%)
- /google+redesign/shop+by+brand/youtube with 173,155 (17.10%)
- /google+redesign/bags with 11,505 (1.14%)

Exit Pages

- What are the last pages people visit before exiting your website? (information on the first page)
 - /google+redesign/shop+by+brand/youtube (52.44%)
 - /home (39.37%)
 - /asearch.html (31.75%)

Site Speed

- Overall would you describe the site speed performance in the last year as positive or negative?
 - Negative: average page load time, average redirection time, and average server response time are all increased.
 - Positive: average domain lookup time, average server connection time, and average page download time are all decreased.

Site Search

- Do a large percentage of users use the search menu once on the website?
 - No, more than 99% of people in 2017 did not use the search.

IV. E-commerce-Overview

- Use a comparison date range of January 1, 2017-December 31, 2017 compared to January 1, 2016- December 31, 2016

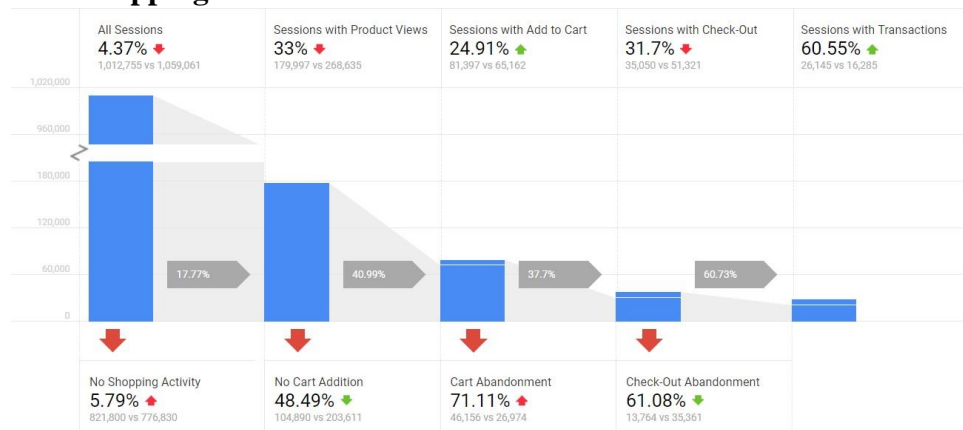
Goals

- Assess your performance on each of the 5 goals. Provide a summary of each goal result.

Ecommerce

- Provide an assessment of the performance on the following Ecommerce indicators by indicating both positive and negative trends. One full page of text is needed for each of the five ecommerce indicators.

1. Shopping



Shopping habits are monitored through google analytics. This allows google to understand the shopping behaviors of their customers and predict what steps they could take to improve

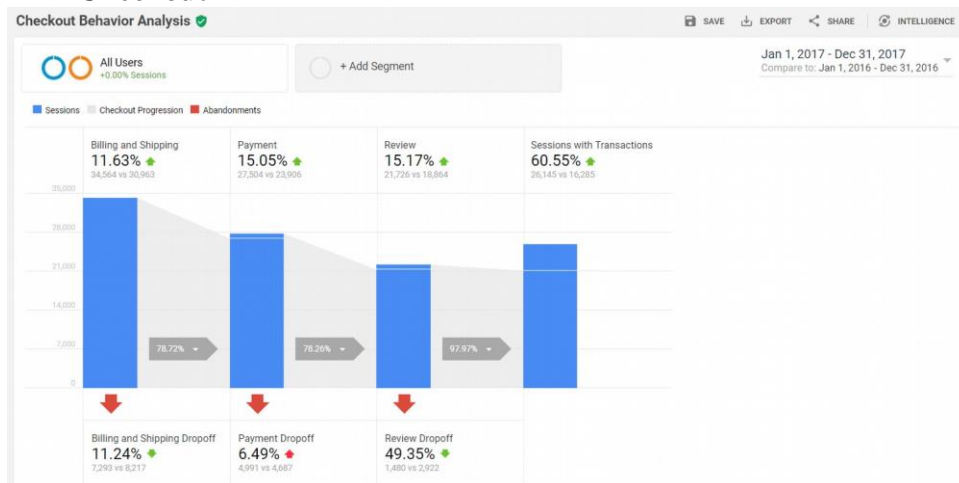
the results. Upon analyzing the results, I am coming to the conclusion that the Google store is not very popular and does not perform well when compared to other larger corporations like amazon and eBay.

“All sessions’ are down by 4.37%, this means that less people are visiting the site as a whole. “Sessions with Product Views” is also down by 33%, this means that even if a person visits the site, they do not view any products. However, “sessions with add to cart” is up by 24.91%. This means that there has been an increase in products being added to the cart, but a lot of these carts never make it to check out with “sessions with checkout down” by 31.7%. Surprisingly, the overall “sessions with transactions” is up 60.55% which means that they sold over 60% more when compared to 2016.

“No shopping activity” has increased by 5.79% which is not good for the company. “No cart addition” is down 48.49% which is great because this means that people are adding products to their cart. However, “cart abandonment” is up by 71.11%. Even though there is an increase in cart addition people are not going through with the purchases and abandoning their carts. This is a NO SALE. The good news is is that when someone decides to purchase a product they do not abandon their checkout. Checkout abandonment is down 60.08% which is great for the company.

Shopping behavior also compares New Visitors to Return Visitor. It is shown that return visitors are more likely to visit the site again, view more products, add more to the cart, and complete the checkout transaction.

2. Checkout



“Billing and Shipping” is up 11.63% which means that they are billing and shipping for an increased amount of transactions. “Payment” has also increased by 15.05% which means that The Google Store is receiving more payments for their products. “Review” is up 15.17% which means more customers are reviewing their complete order which leads into an increase in sessions with successful transactions. “Sessions with transactions” is up by 60.55%.

Returning visitors make up the bulk of the increase in “Billing and shipping,” “payment,” “Review,” and “sessions with transactions.” This means that if you are a repeat visitor, you are a loyal consumer and are more likely to go through with the checkout compared to New Visitors. Return Visitors may feel more comfortable with the site, and have more trust in the products since they have already purchased from the site. Whereas New

Visitors are unaware of the reliability of the products and shipping methods which leads to distrust and the hesitation to purchase.

3. Product

Product	Sales Performance					Shopping Behavior		
	Product Revenue	Unique Purchases	Quantity	Avg. Price	Avg. QTY	Product Refund Amount	Cart-to-Detail Rate	Buy-to-Detail Rate
	108.28%	20.98%	9.36%	90.46%	9.61%	0.00%	68.34%	85.23%
	\$5,137,032.10 vs \$2,468,426.91	36,891 vs 47,024	259,777 vs 237,553	\$19.77 vs \$10.38	4.37 vs 5.05	\$0.00 vs \$0.00	36.60% vs 21.74%	11.61% vs 6.27%
1. Nest® Learning Thermostat 3rd Gen-USA - Stainless Steel								
Jan 1, 2017 - Dec 31, 2017	\$773,202.19 (15.08%)	3,955 (0.93%)	5,168 (1.99%)	\$149.61	1.31	\$0.00 (0.00%)	61.07%	33.43%
Jan 1, 2016 - Dec 31, 2016	\$363,362.00 (14.73%)	1,884 (4.01%)	2,438 (1.03%)	\$149.04	1.29	\$0.00 (0.00%)	53.53%	24.27%
% Change	112.79%	109.93%	111.98%	0.38%	0.96%	0.00%	14.09%	37.75%
2. Nest® Cam Outdoor Security Camera - USA								
Jan 1, 2017 - Dec 31, 2017	\$696,949.00 (13.61%)	3,741 (0.98%)	5,811 (2.34%)	\$120.28	1.55	\$0.00 (0.00%)	57.48%	26.74%
Jan 1, 2016 - Dec 31, 2016	\$248,794.00 (10.09%)	1,315 (2.80%)	2,086 (0.88%)	\$119.27	1.59	\$0.00 (0.00%)	53.09%	25.66%
% Change	180.93%	184.49%	178.57%	0.85%	-2.08%	0.00%	8.26%	4.21%
3. Nest® Cam Indoor Security Camera - USA								
Jan 1, 2017 - Dec 31, 2017	\$588,828.00 (11.46%)	3,628 (0.98%)	4,932 (1.90%)	\$119.39	1.36	\$0.00 (0.00%)	48.30%	25.38%
Jan 1, 2016 - Dec 31, 2016	\$171,044.00 (0.99%)	1,051 (2.34%)	1,436 (0.60%)	\$119.11	1.37	\$0.00 (0.00%)	48.36%	22.35%
% Change	244.26%	245.20%	243.45%	0.23%	-0.50%	0.00%	-0.13%	13.54%

Product revenue is up by 108.28%. The Google Store is bringing an increased revenue then compared to the year before. “Unique Purchases” is up 20.98% which mean different products are being bought in 2017 which weren’t bought in 2016. The number of units sold has also increased, with a “Quantity” increase of 9.63%. “Average price” has increased by 90.46%. The “average price” or the average ecommerce revenue of each of each product has gone up. “Average quantity” has decreased by 9.61% which means that the average number of product sold per transaction has fallen. The “Product Refund Amount” remains unchanged. The “Cart-to-detail rate” (product ad divided by view of product details) has increased by 68.34% and the “buy-to-detail rate” (unique purchases divided by views of product-detailed pages) is also up by 85.23%.

The #1 performing product is the *Nest® Learning Thermostat 3rd Gen-USA - Stainless Steel*. This product has had an increase in all areas (except “product refund amount”). Products number six through ten have zero recorded change from 2016 to 2017. This could mean that the google store didn’t offer these products in 2016.

4. Sales

Primary Dimension: Transaction ID Date					
Secondary dimension: advanced filter edit print					
Transaction ID	Revenue	Tax	Shipping	Refund Amount	Quantity
	103.93%	140.14%	9.57%	0.00%	9.36%
	\$5,137,971.60 vs \$2,515,442.39	\$340,465.43 vs \$141,779.46	\$234,775.37 vs \$214,260.99	\$0.00 vs \$0.00	259,777 vs 237,553
1. 24860					
Jan 1, 2017 - Dec 31, 2017	\$23,945.56 (0.47%)	\$0.00 (0.00%)	\$6.50 (0.00%)	\$0.00 (0.00%)	3,844 (1.48%)
Jan 1, 2016 - Dec 31, 2016	\$0.00 (0.00%)	\$0.00 (0.00%)	\$0.00 (0.00%)	\$0.00 (0.00%)	0 (0.00%)
% Change	=%	0.00%	=%	0.00%	=%
2. 24863					
Jan 1, 2017 - Dec 31, 2017	\$23,129.50 (0.45%)	\$0.00 (0.00%)	\$6.50 (0.00%)	\$0.00 (0.00%)	3,050 (1.17%)
Jan 1, 2016 - Dec 31, 2016	\$0.00 (0.00%)	\$0.00 (0.00%)	\$0.00 (0.00%)	\$0.00 (0.00%)	0 (0.00%)
% Change	=%	0.00%	=%	0.00%	=%
3. 34429					
Jan 1, 2017 - Dec 31, 2017	\$18,976.72 (0.37%)	\$0.00 (0.00%)	\$6.00 (0.00%)	\$0.00 (0.00%)	4,788 (1.84%)
Jan 1, 2016 - Dec 31, 2016	\$0.00 (0.00%)	\$0.00 (0.00%)	\$0.00 (0.00%)	\$0.00 (0.00%)	0 (0.00%)
% Change	=%	0.00%	=%	0.00%	=%

“Revenue” increase by 103.93%. This is the total revenue from web ecommerce or in-app transactions. “Tax” is up by 140.14%, the total of tax charges for ecommerce transactions. The “Shipping” is up by 9.57%. this is just the total shipping charges for ecommerce transactions. “Refund” (currency amount refunded for a transaction) amount is unchanged.

“Quantity” has increased by 9.36%. this is the number of units sold in ecommerce transactions.

Each transaction is tracked through a Transaction ID. The largest transaction recorded is number 24860 which has a revenue of \$23,945.56. This system makes it easy to track and compare each transaction.

5. Product List

Product List Name	Product List Views	Product List Clicks	Product List CTR	Product Adds To Cart	Product Checkouts	Unique Purchases	Product Revenue
	39.38% 15,047,284 vs 20,433,089	3.16% 810,287 vs 636,202	59.76% 3.83% vs 2.41%	9.95% 179,250 vs 163,037	23.06% 117,894 vs 153,229	20.98% 56,891 vs 47,024	108.28% \$5,127,032.10 vs \$2,466,420.91
1. Category							
Jan 1, 2017 - Dec 31, 2017	14,897,756 (94.01%)	585,810 (95.99%)	3.93%	142,152 (79.30%)	51,592 (43.78%)	27,788 (48.84%)	\$3,560,086.95 (69.30%)
Jan 1, 2016 - Dec 31, 2016	12,477,164 (47.73%)	304,835 (48.37%)	2.44%	69,367 (42.33%)	39,793 (25.97%)	10,886 (23.13%)	\$1,055,354.61 (42.79%)
% Change	19.40%	92.17%	60.95%	104.93%	29.65%	155.26%	237.34%
2. Related Products							
Jan 1, 2017 - Dec 31, 2017	600,234 (3.79%)	0 (0.00%)	0.00%	0 (0.00%)	0 (0.00%)	0 (0.00%)	\$0.00 (0.00%)
Jan 1, 2016 - Dec 31, 2016	285,116 (1.09%)	14,516 (2.30%)	5.09%	7 (0.00%)	0 (0.00%)	1 (0.00%)	\$340.00 (0.01%)
% Change	110.52%	-100.00%	-100.00%	-100.00%	0.00%	-100.00%	-100.00%
3. Search Results							
Jan 1, 2017 - Dec 31, 2017	349,222 (2.30%)	24,477 (4.01%)	7.01%	7,146 (3.99%)	2,976 (2.52%)	1,717 (3.02%)	\$243,439.80 (4.74%)
Jan 1, 2016 - Dec 31, 2016	399,617 (1.53%)	24,287 (3.83%)	6.08%	4,003 (2.46%)	2,623 (1.71%)	977 (2.08%)	\$76,699.94 (3.11%)
% Change	-12.61%	0.78%	15.33%	78.52%	13.46%	75.74%	217.39%
4. Drinkware							

Products appear on all kind of different lists. Product list performance will help you understand which lists the best and which lists have little to no traffic. Product list views has decreased by 39.38%. The best performing list is category which has a 19.40% increase in product list views. This is the number of times a product appears on a product list.

Product list clicks has decreased by 3.16%. this is the number of times users clicked the product when it appeared in the product list. The best performing list is category. The product list clicks actually increased by 92.1%.

Product list click through rate has increased by 59.76%. This is the rate where users clicked through on the product in the product list. Category increased by 60.95% from 2016 to 2017. Product adds to the cart also increased by 9.95%. This is the number of times a product was added to the shopping cart. Category had the largest increase from 2016 to 2017 by 104.93%.

Product checkouts decreased by 23.06% but category product checkouts increased by 29.65%. This is the number of times a product was included in the checkout process. However, unique purchases increased by 20.98% which category having an increase of 155.26% within the unique purchases. This is the total number of times a specified product was part of the transaction.

Lastly, product revenue increased by 108.28%. This is the revenue from an individual product sale. Category had the greatest increase in revenue at 237.34%.

This information is vital in understanding which product in which lists perform the best. With this information, you can develop marketing techniques to promote the successful and unsuccessful products.