Google Analytics on Visitors at site

1. From the Audience Overview Report, for the time period you have selected, which week had the most visitors, and which week had the fewest visitors to your site? Do you have any ideas why certain trends are associated with these specific weeks?

Answer : The Highest number of visitors are in 2nd week(i.e. 5th July to 11th July) of the time period which I have selected. Highest Number of visitors are 15073. And the lowest number of visitors are in 1st week(i.e. 1st July to 5th July) and the number of visitors are 5689.

- Highest number of visitors.
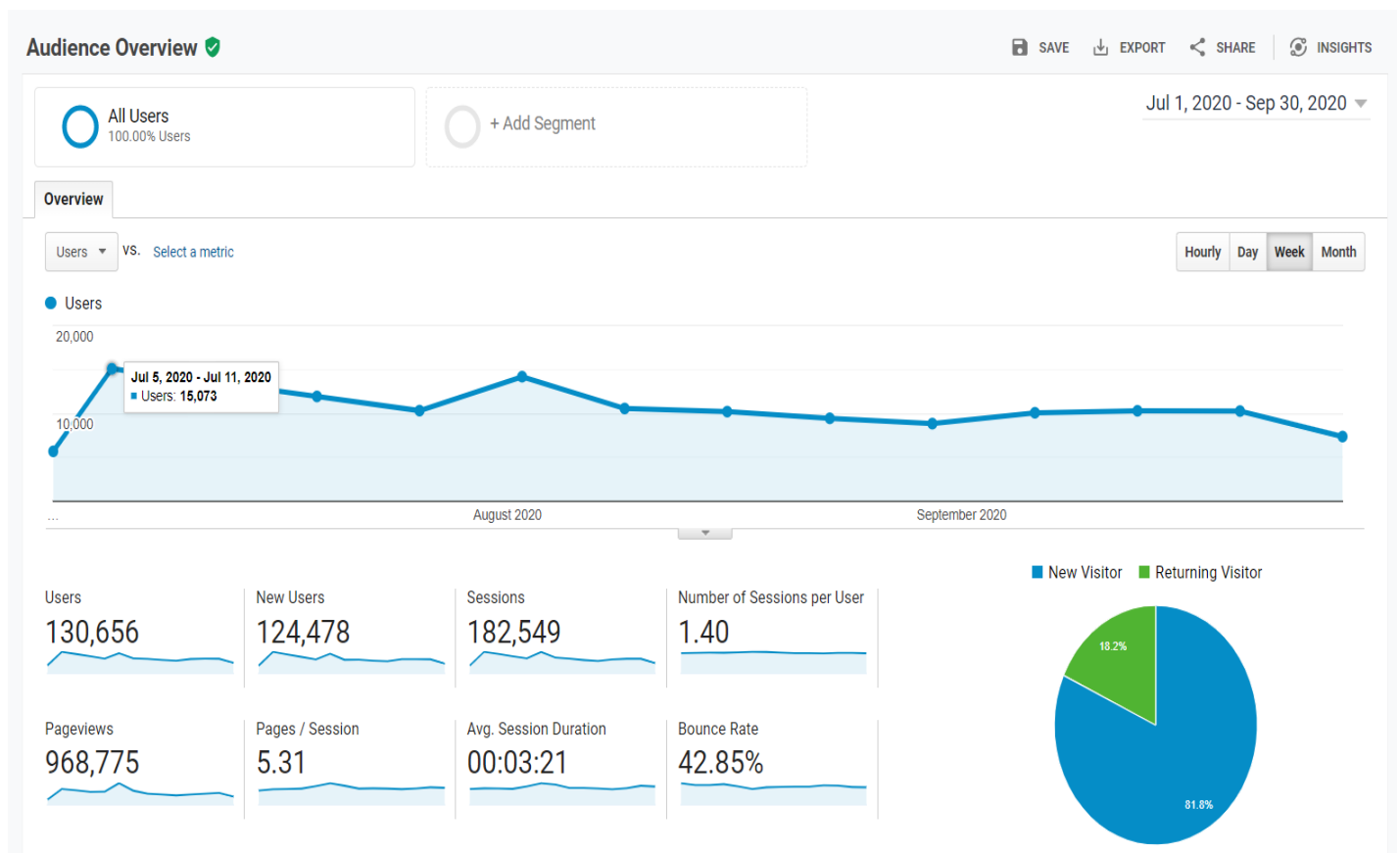
- Lowest number of visitors.
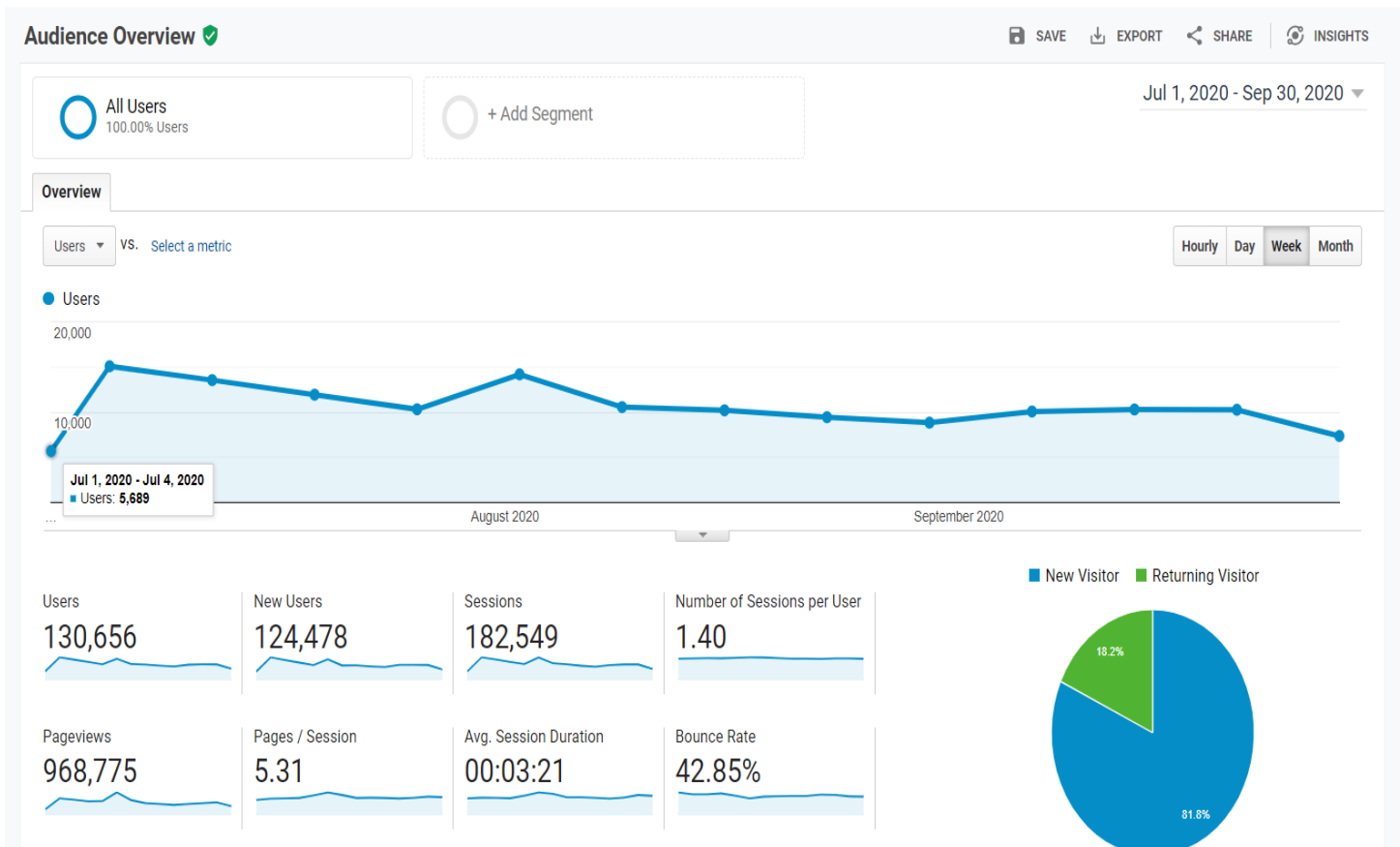
2. During the three month period you've selected, excluding Direct and (Other), which channels had the highest and lowest bounce rates and the highest and lowest eCommerce conversion rates? What do these metrics mean, based on your experience?

Answer : The Highest Bounce rate for the selected time period is of display channel at 71.98% and the lowest Bounce rate for the selected time period is of Referral channel at 31.99%.

The Highest eCommerce conversion rate is of Organic search channel at 0.23% and the lowest eCommerce conversion rate is of Affiliates at 0.0%.

- Highest Bounce rate.
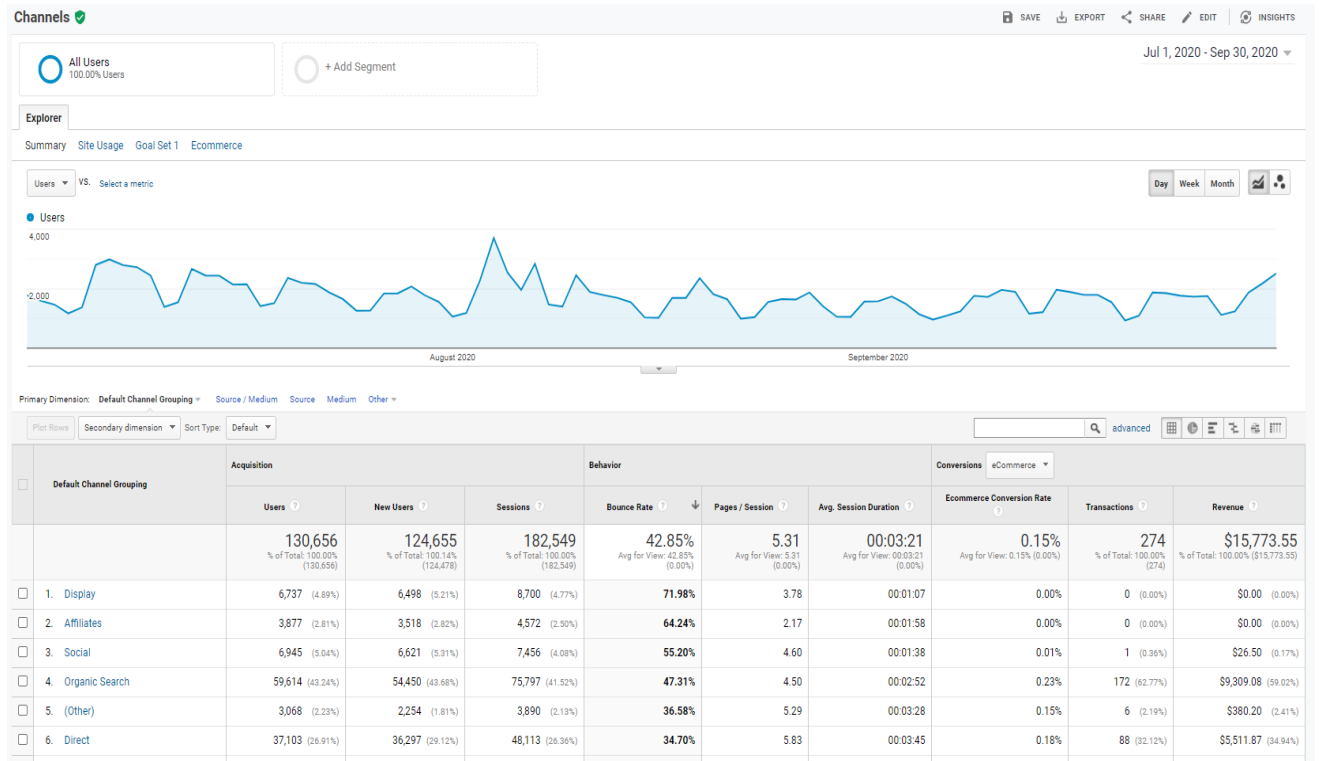
- Lowest Bounce rate.
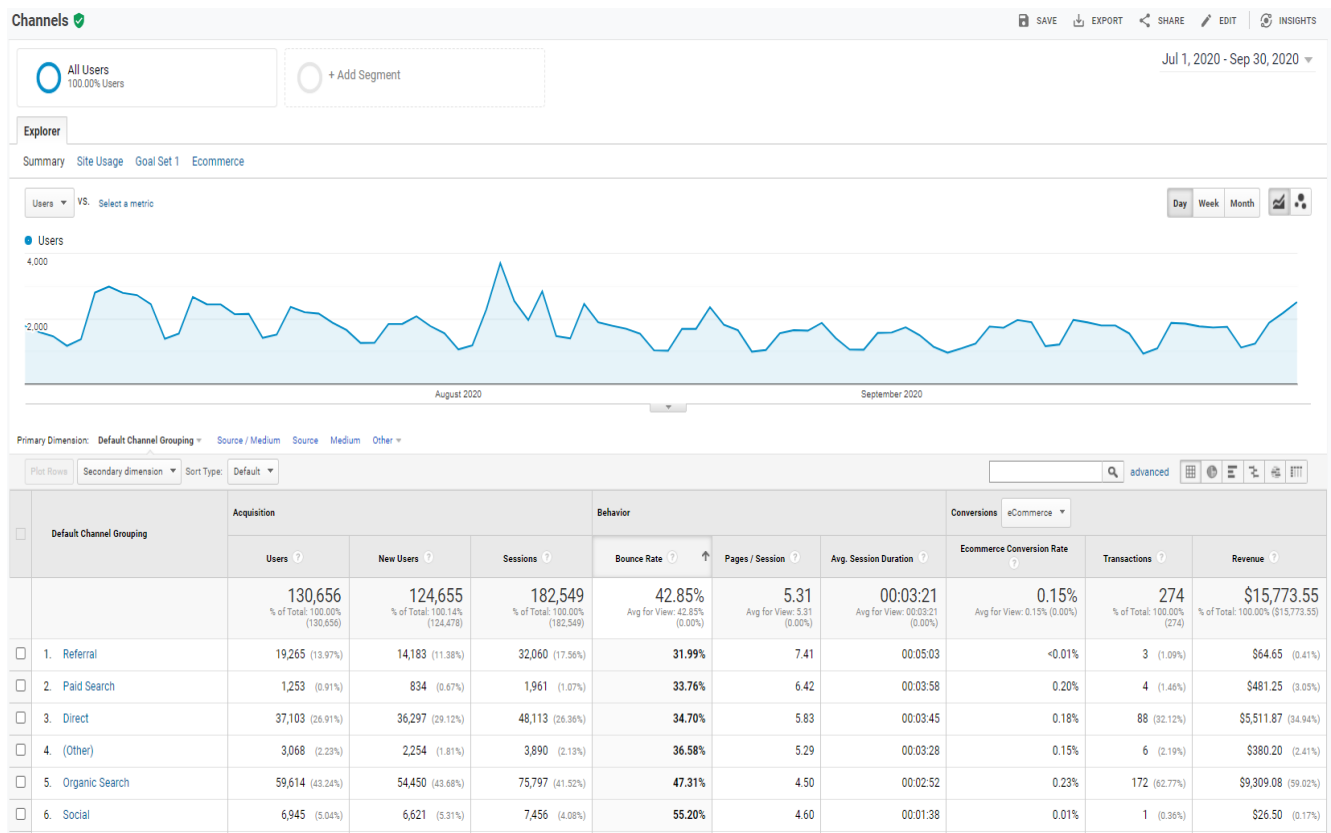
- Highest eCommerce conversion rate.
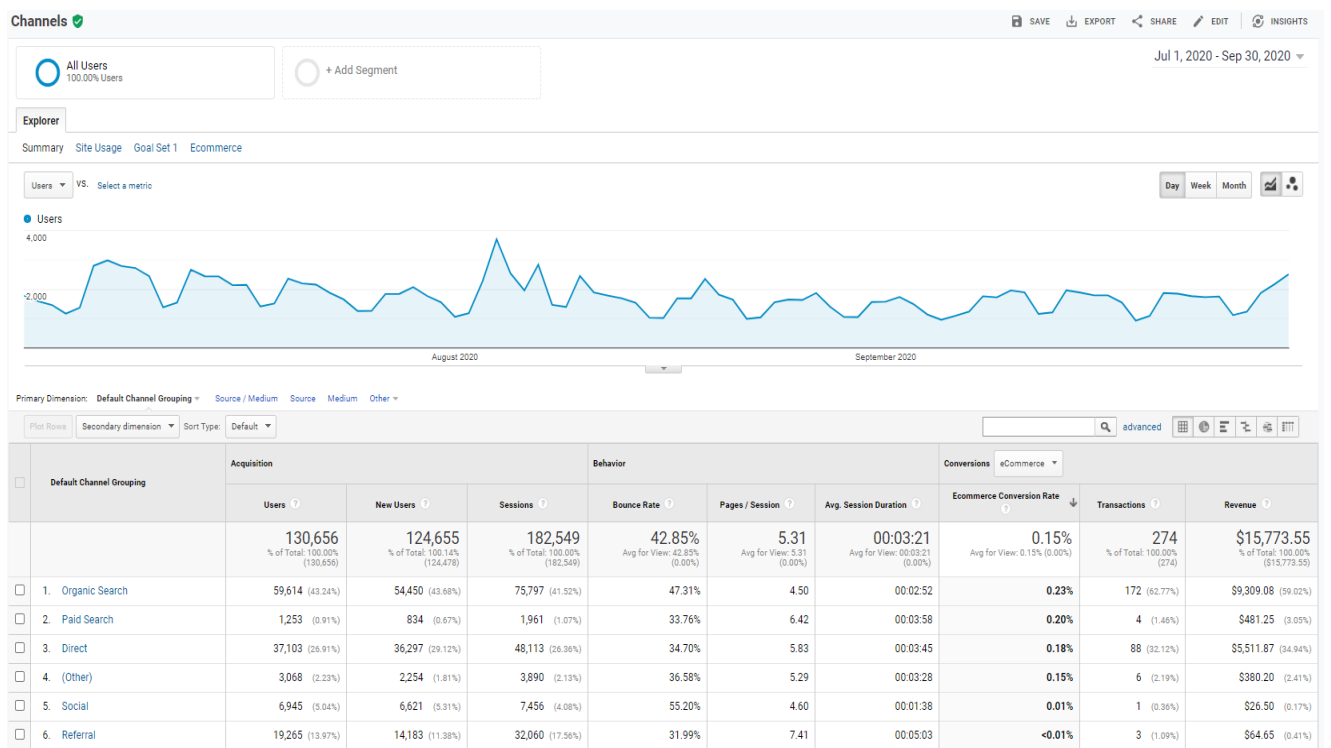
- Lowest eCommerce conversion rate
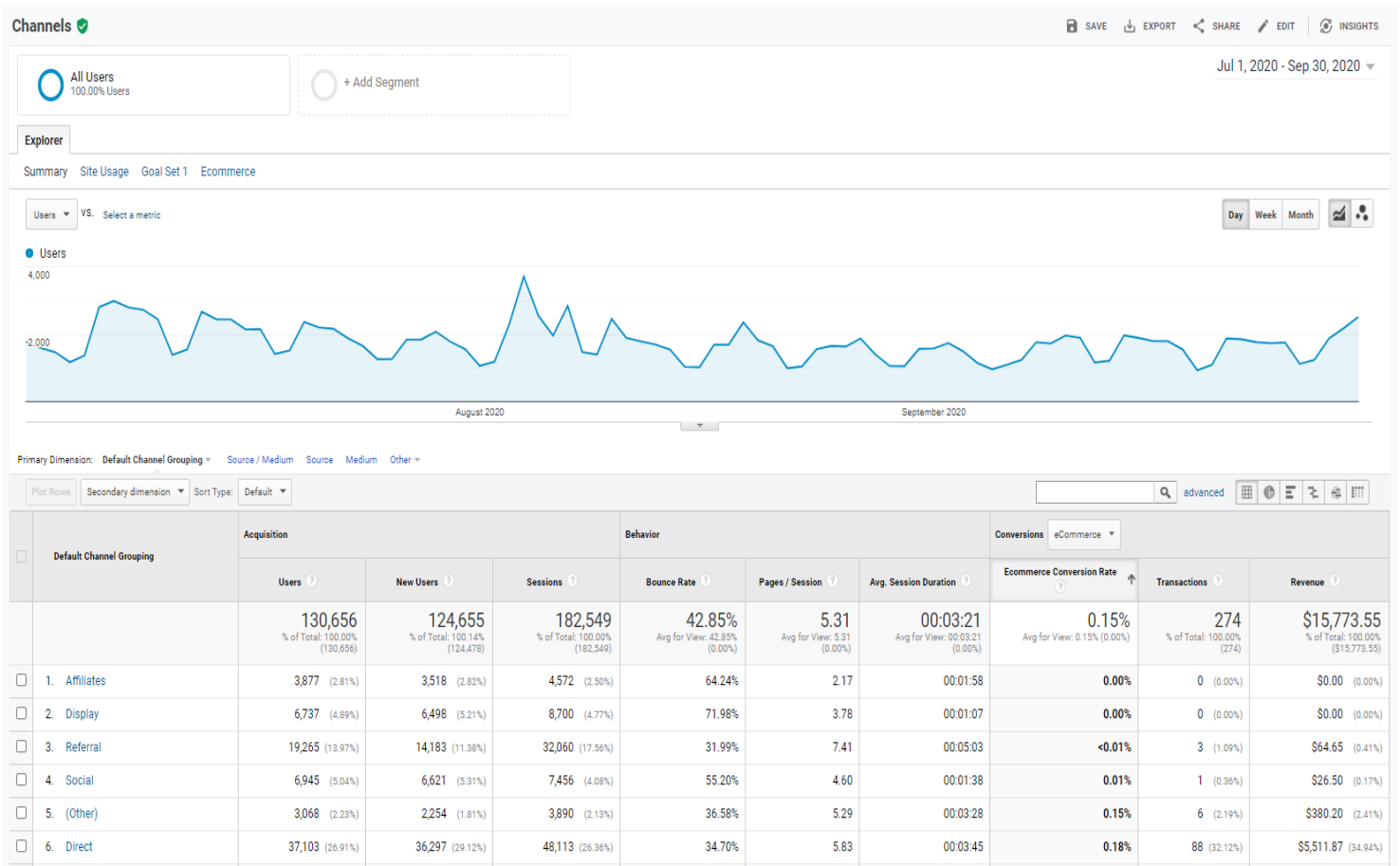
3. Please go into the Audience → Overview → Mobile report and provide a screenshot or screenshots that show the following: Between the start and end of the three month period you've chosen, please provide percentage charts (pie charts) that show what percentage of All Users came from mobile, desktop, and tablet devices and what percentage of Paid Traffic Users came from mobile, desktop, and tablet devices.

Answer :

DEVICES	All USERS	PAID TRAFFIC USER
Desktop	87,802(67.02%)	2,143(27.61%)
Mobile	40,997(31.29%)	5,158(66.44%)
Tablet	2,203(1.68%)	462(5.95%)
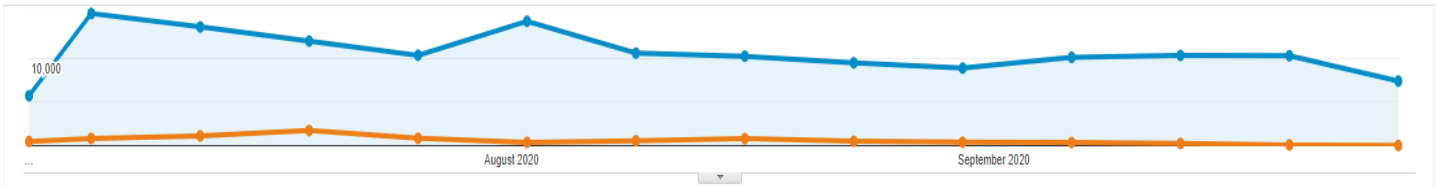
Primary Dimension: Device Category

		Users ▼ ↓	Users	Contribution to total: Users ▼
All Users		130,656 % of Total: 100.00% (130,656)	130,656 % of Total: 100.00% (130,656)	
Paid Traffic		7,721 % of Total: 5.91% (130,656)	7,721 % of Total: 5.91% (130,656)	
1. ■ desktop				
	All Users	87,802	67.02%	
	Paid Traffic	2,143	27.61%	
2. ■ mobile				
	All Users	40,997	31.29%	
	Paid Traffic	5,158	66.44%	
3. ■ tablet				
	All Users	2,203	1.68%	
	Paid Traffic	462	5.95%	

4. Create an audience segment based on user characteristics (you can pick the user characteristics you want)

Answer : Here, We have created a new segment based on AGE & GENDER. Below is the screenshot of newly created segment. From the Interest report we can say that the 2.55% of people visiting the site are for Travel/Business Travelers.

Interests: Overview

SAVE   EXPORT   SHARE   INSIGHTS

AGE AND GENDER
40.44% Users

+ Add Segment

Jul 1, 2020 - Sep 30, 2020

Key Metric: Users

Affinity Category (reach)		39.41% of total users
4.05%		Shoppers/Value Shoppers
3.88%		Media & Entertainment/Movie Lovers
3.66%		Technology/Technophiles
2.73%		Lifestyles & Hobbies/Green Living Enthusiasts
2.61%		Media & Entertainment/Music Lovers
2.55%		Travel/Business Travelers
2.49%		Media & Entertainment/Light TV Viewers
2.45%		Beauty & Wellness/Frequently Visits Salons
2.42%		Lifestyles & Hobbies/Outdoor Enthusiasts
2.39%		Travel/Travel Buffs

In-Market Segment		32.79% of total users
3.89%		Employment
2.67%		Business Services/Advertising & Marketing Services
2.42%		Business Services/Staffing & Recruitment Services
2.42%		Software/Business & Productivity Software
2.04%		Financial Services/Investment Services
1.94%		Business Services/Business Technology/Web Services/Web Design & Development
1.77%		Employment/Career Consulting Services
1.59%		Business Services/Business Technology/Enterprise Software
1.44%		Consumer Electronics/Mobile Phones
1.44%		Education/Post-Secondary Education

Other Category		37.58% of total users
2.96%		Arts & Entertainment/TV & Video/Online Video
2.65%		[Life Events] Job Change/Recently Started New Job
2.47%		[Life Events] Moving/Recently Moved
2.21%		[Life Events] Job Change/Starting New Job Soon
2.04%		Arts & Entertainment/Celebrities & Entertainment News
1.77%		[Life Events] Moving/Moving Soon
1.65%		Reference/General Reference/Dictionaries & Encyclopedias
1.21%		Internet & Telecom/Mobile & Wireless/Mobile Phones/Smart Phones
1.07%		Arts & Entertainment/Music & Audio/Pop Music
1.03%		News/Business News/Financial Markets News

This report was generated on 12/8/20 at 11:35:41 AM - Refresh Report

5. Create a segment for Canadian users only.

Answer : Here we have created a segment based on country column which contains Canada only. And from the Interest report we can say that 4.27% of the total visitors from Canada are their for Employment.

Interests: Overview

SAVE   EXPORT   SHARE   INSIGHTS

Canadian Users
2.11% Users

+ Add Segment

Jul 1, 2020 - Sep 30, 2020

Key Metric: Users

Affinity Category (reach)
2.05% of total users

3.59%		Shoppers/Value Shoppers
3.27%		Technology/Technophiles
3.24%		Media & Entertainment/Movie Lovers
3.23%		Lifestyles & Hobbies/Green Living Enthusiasts
2.60%		Beauty & Wellness/Frequently Visits Salons
2.59%		Shoppers/Luxury Shoppers
2.42%		Media & Entertainment/Music Lovers
2.37%		Travel/Business Travelers
2.36%		Sports & Fitness/Sports Fans
2.31%		Lifestyles & Hobbies/Business Professionals

In-Market Segment
1.57% of total users

4.27%		Employment
2.66%		Business Services/Staffing & Recruitment Services
2.42%		Software/Business & Productivity Software
2.28%		Business Services/Advertising & Marketing Services
2.23%		Financial Services/Investment Services
2.02%		Employment/Career Consulting Services
1.91%		Business Services/Business Technology/Web Services/Web Design & Development
1.60%		Business Services/Business Technology/Enterprise Software
1.40%		Autos & Vehicles/Motor Vehicles/Motor Vehicles (Used)
1.33%		Education/Post-Secondary Education

Other Category
2.00% of total users

3.77%		Arts & Entertainment/TV & Video/Online Video
3.56%		News/Weather
2.54%		Arts & Entertainment/Celebrities & Entertainment News
2.32%		[Life Events] Job Change/Recently Started New Job
2.24%		[Life Events] Job Change/Starting New Job Soon
2.22%		[Life Events] Moving/Recently Moved
1.95%		[Life Events] Moving/Moving Soon
1.72%		Reference/General Reference/Dictionaries & Encyclopedias
1.48%		Food & Drink/Cooking & Recipes
1.29%		News/Sports News

This report was generated on 12/8/20 at 11:38:45 AM - Refresh Report

© 2020 Google | Analytics Home | Terms of Service | Privacy Policy | Send Feedback

6. Created a segment with users with atleast 1 session and compare it with users with atleast 5 sessions.

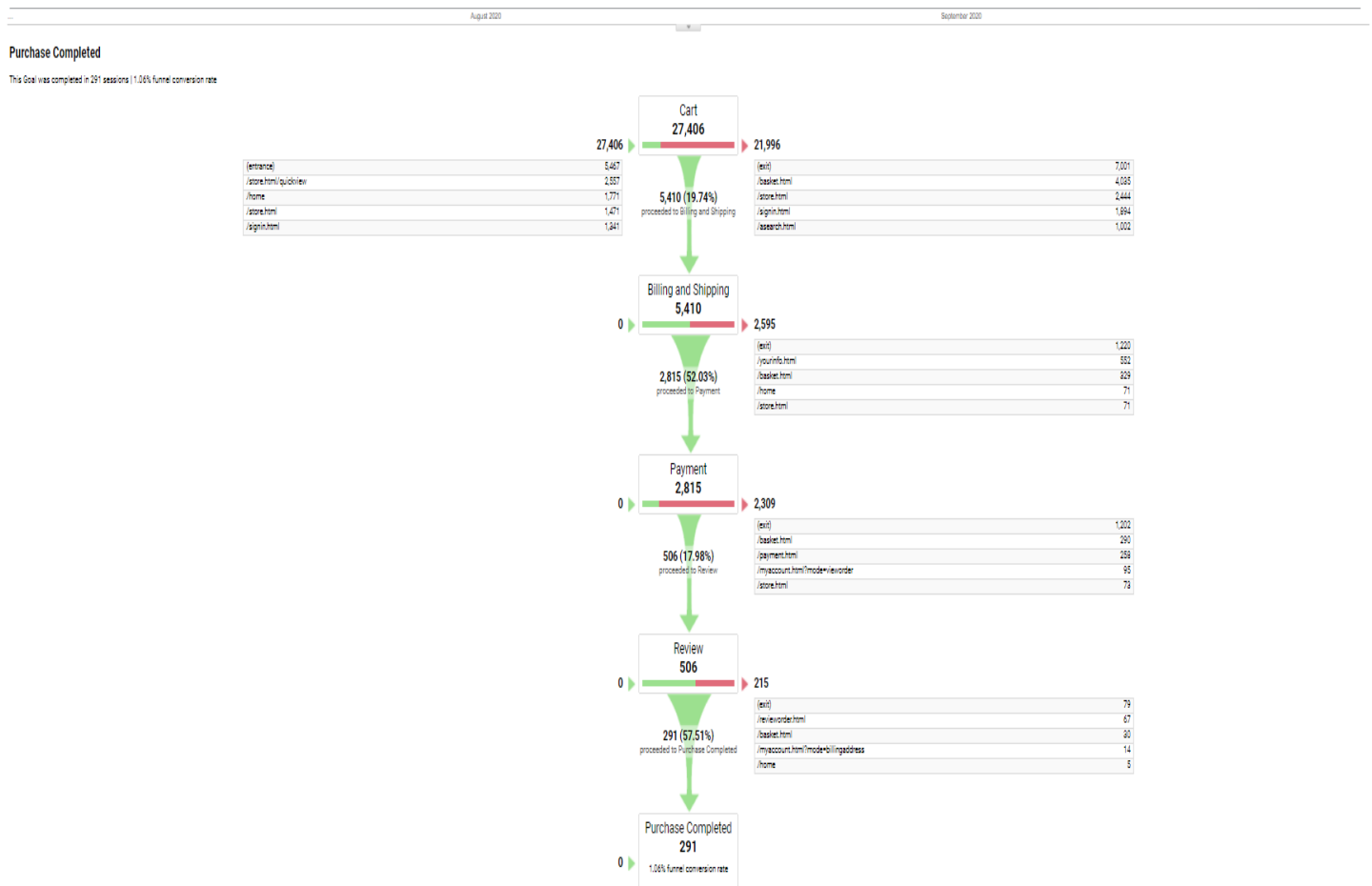Answer : Here, we have created 2 new segments one for 1 session users and 2nd for atleast 5 session users. And comparing them on the basis of Geographic regions. We can say from the analysis that United states have the highest number of users in both 1 session users and 5 session users. But number of visitors in 5 session user are less compared to 1 session users.

Primary Dimension: **Country** City Continent Sub Continent

Country	Sessions	Users	Contribution to total: Users
1 session Users	105,774 % of Total: 57.94% (182,549)	105,448 % of Total: 80.71% (130,658)	1 session Users
5 session Users	25,264 % of Total: 13.84% (182,549)	3,247 % of Total: 2.49% (130,658)	
1. United States			
1 session Users	47,334	44.89%	
5 session Users	17,943	69.31%	
2. India			
1 session Users	10,518	9.90%	
5 session Users	510	2.12%	
3. Canada			5 session Users
1 session Users	5,364	5.06%	
5 session Users	1,499	5.90%	
4. United Kingdom			
1 session Users	4,104	3.87%	
5 session Users	393	1.45%	
5. Japan			
1 session Users	2,506	2.36%	
5 session Users	348	1.63%	
6. Germany			
1 session Users	2,140	2.02%	
5 session Users	117	0.64%	
7. Taiwan			
1 session Users	2,095	1.98%	
5 session Users	257	1.18%	

7. Look at the funnel visualization report on Purchase completed goal and explain what is going on for the time period you selected. (2 marks)
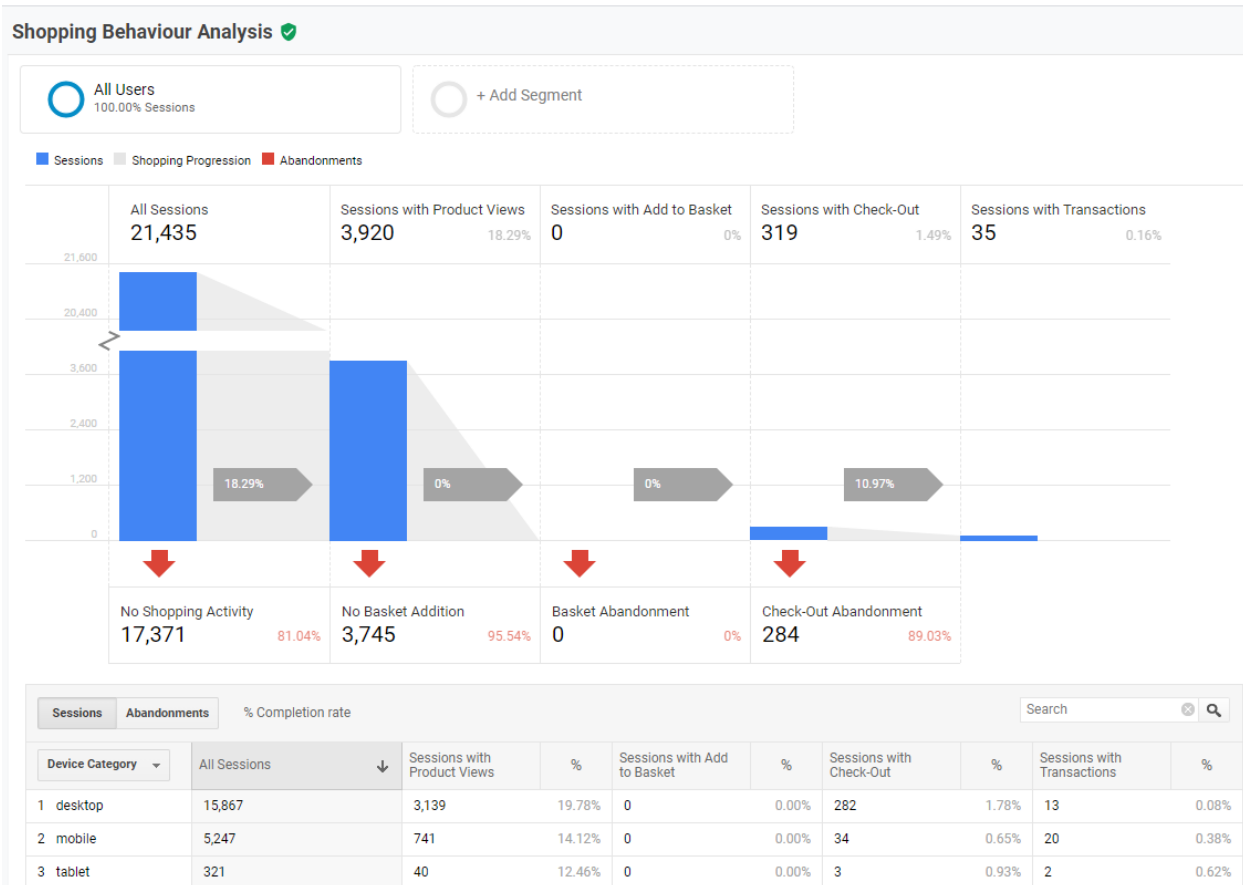
Answer : We can see that number of people who are adding the product to cart are 27,406 and number of people in the billing and shipping are much lesser than the number of people in cart. And as it goes down numbers of customers are decreasing. And at the end only 291 people are completing the purchase from whole 27,406 people who added a product in their cart. So, we can say that people who are the product in cart are not purchasing the product most of the time.

August 2020 — September 2020

Purchase Completed

This Goal was completed in 291 sessions | 1.06% funnel conversion rate

| Cart | 27,406 |
| 27,406 → | 21,996 |

(entrance)	5,467		(exit)	7,001
/store.html/quickview	2,557		/basket.html	4,085
/home	1,771		/store.html	2,444
/store.html	1,471	5,410 (19.74%)	/signin.html	1,694
/signin.html	1,341	proceeded to Billing and Shipping	/asearch.html	1,002

| Billing and Shipping | 5,410 |
| 0 → | 2,595 |

		(exit)	1,220
		/yourinfo.html	552
	2,815 (52.03%)	/basket.html	329
	proceeded to Payment	/home	71
		/store.html	71

| Payment | 2,815 |
| 0 → | 2,309 |

		(exit)	1,202
		/basket.html	290
	506 (17.98%)	/payment.html	258
	proceeded to Review	/myaccount.html?mode=vieworder	95
		/store.html	73

| Review | 506 |
| 0 → | 215 |

		(exit)	79
		/revieworder.html	67
	291 (57.51%)	/basket.html	30
	proceeded to Purchase Completed	/myaccount.html?mode=billingaddress	14
		/home	5

| Purchase Completed | 291 |
| 0 → | 1.06% funnel conversion rate |

   a. Did % of cart abandonment increase or decrease during the time period selected.
      - Yes the % of abandonment are Increasing. As we can see from the above graph that the final number of purchase completed are 291 only where as the people adding the product to cart are 27,406 but the numbers are gradually decreasing as it goes down the chart. That means the % of abandonment are increasing.

8. E-commerce Reporting: Look at all the four reports and comment on the most relevant finding for each one of them for the time period chosen by you. (2 marks)
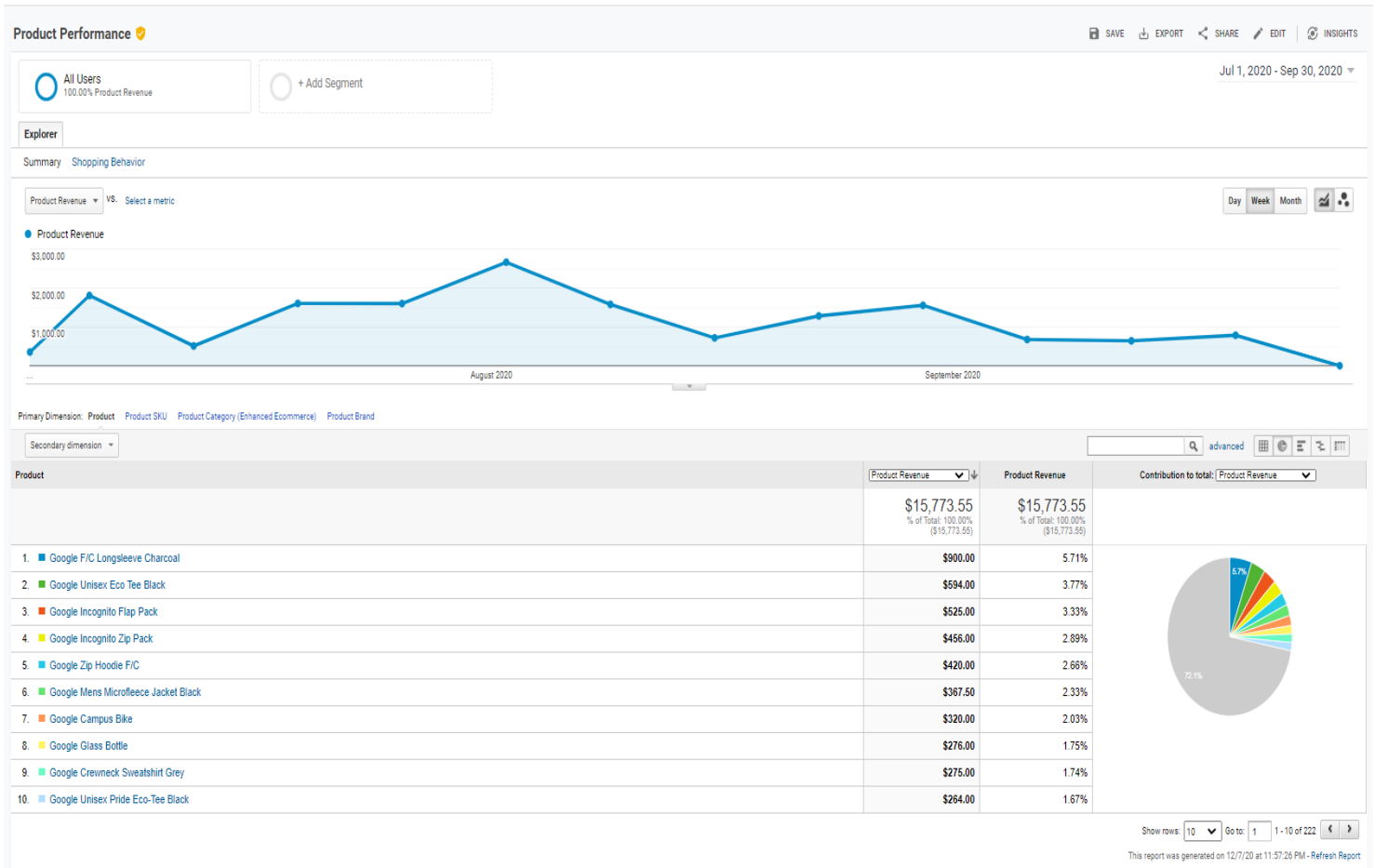
- Shopping behavior report

Shopping Behaviour Analysis ✅

Device Category	All Sessions	Sessions with Product Views	%	Sessions with Add to Basket	%	Sessions with Check-Out	%	Sessions with Transactions	%
1 desktop	15,867	3,139	19.78%	0	0.00%	282	1.78%	13	0.08%
2 mobile	5,247	741	14.12%	0	0.00%	34	0.65%	20	0.38%
3 tablet	321	40	12.46%	0	0.00%	3	0.93%	2	0.62%

→ There are total 21,435 session out of which 17,371 did not show any activity of shopping among them 3745 never added anything in their basket and 284 abandoned during checkout.

→ The table below the chart shows details about which were the devices used in sessions amongst them 15867 used desktop and 5247, and 321 used mobile and tablet, respectively, among them 19.78% viewed product in their sessions using desktop, 14.12 % used mobiles and 12.46% used tablet.

→ 282 used desktop for checkout with transaction ratio of 0.08%, 34 used mobile for checkout with transaction rat of 0.38%, and 3 tablet users' checkout with transaction of 0.62%.

- Checkout behavior report
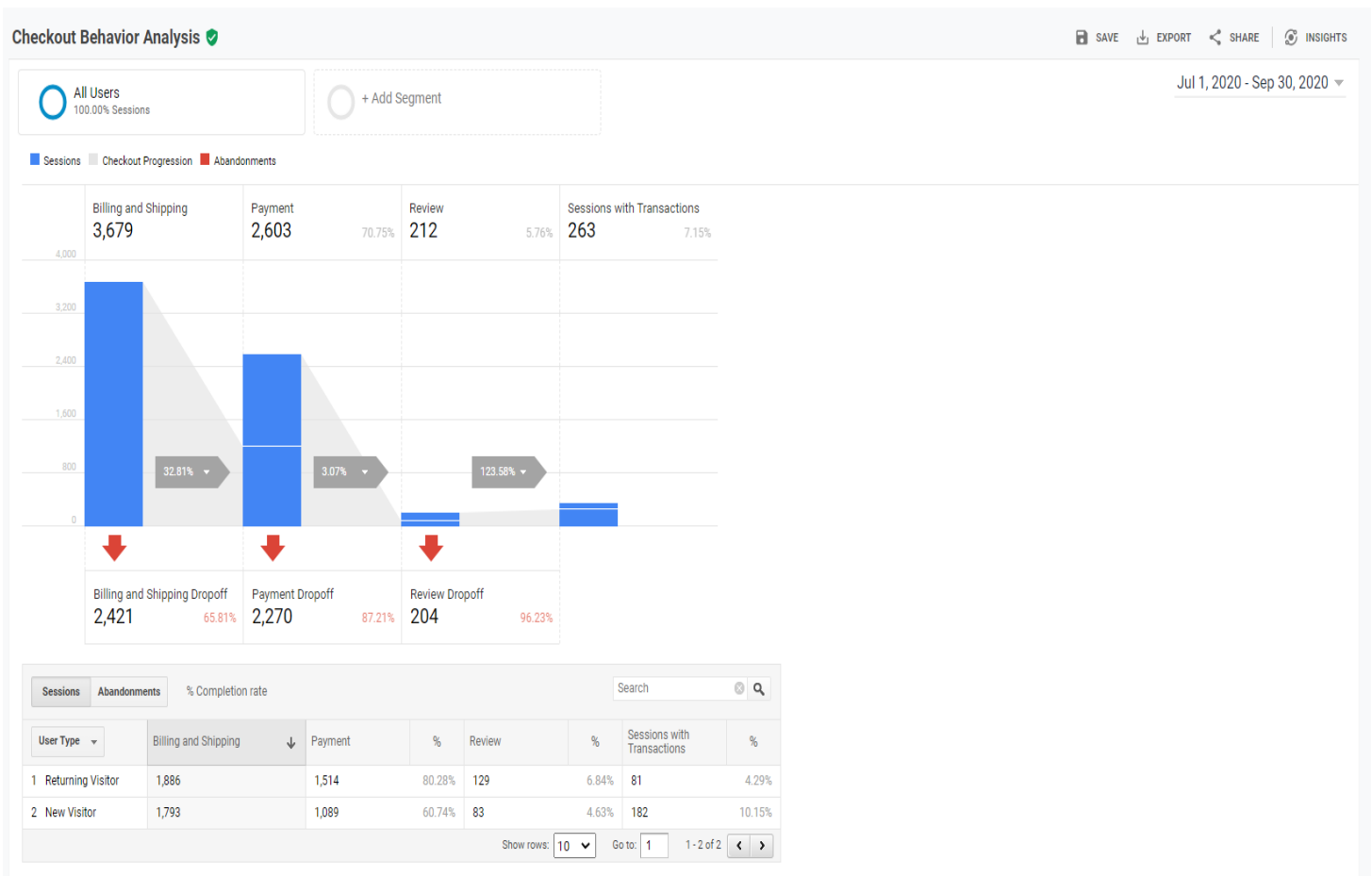
➔ From the above graph, it can be said that out of 3679 billing and shipping sessions 2421 (65.81%) dropped-off without making payments and 87.21% users dropped off without giving reviews and out of 212, 204 dropped off with out giving reviews. Moreover, 263 users completed sessions with transactions including returning and new visitors.

- Product performance report

→ The total product revenue generated between 1st July to 30th September 2020 was $15,773.55. We can see that the highest revenue generated at starting of the August 2020 and the lowest at the end of September. The product that contributed most to the total revenue was from google F/C Longsleeve Charcoal priced at $900.

- Product performance report

Product Performance

SAVE | EXPORT | SHARE | EDIT | INSIGHTS

All Users
100.00% Product Revenue

+ Add Segment

Jul 1, 2020 - Sep 30, 2020

Explorer

Summary | Shopping Behavior

Product Revenue ▼ VS. Select a metric

Day | Week | Month

● Product Revenue

$3,000.00
$2,000.00
$1,000.00

August 2020

September 2020

Primary Dimension: Product | Product SKU | Product Category (Enhanced Ecommerce) | Product Brand

Secondary dimension ▼

advanced

Product	Product Revenue ▼	Product Revenue	Contribution to total: Product Revenue
	$15,773.55 % of Total: 100.00% ($15,773.55)	$15,773.55 % of Total: 100.00% ($15,773.55)	
1. Google F/C Longsleeve Charcoal	$900.00	5.71%	
2. Google Unisex Eco Tee Black	$594.00	3.77%	
3. Google Incognito Flap Pack	$525.00	3.33%	
4. Google Incognito Zip Pack	$456.00	2.89%	
5. Google Zip Hoodie F/C	$420.00	2.66%	
6. Google Mens Microfleece Jacket Black	$367.50	2.33%	
7. Google Campus Bike	$320.00	2.03%	
8. Google Glass Bottle	$276.00	1.75%	
9. Google Crewneck Sweatshirt Grey	$275.00	1.74%	
10. Google Unisex Pride Eco-Tee Black	$264.00	1.67%	

5.7%
72.1%

Show rows: 10 | Go to: 1 | 1 - 10 of 222

This report was generated on 12/7/20 at 11:57:26 PM - Refresh Report

- Sales performance report
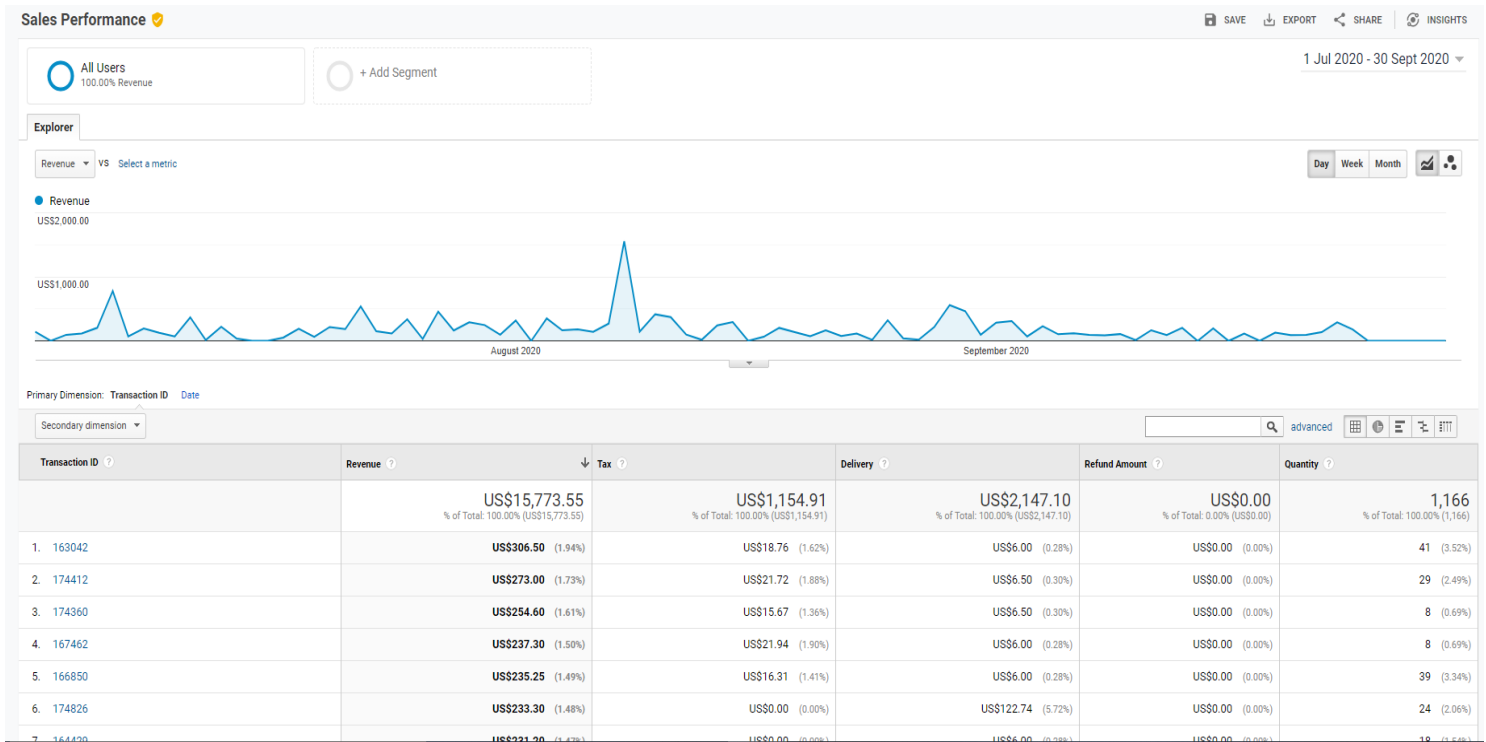
➔ We can clearly see that 163042 has contributed ($306.50) highest to the revenue $15,773.55 which was 41 items total.
➔ The second most item that contributed to the sales was item number 174412 with the price of $273.