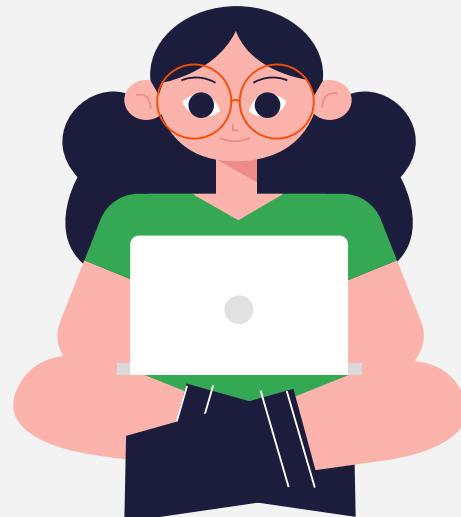


# **ANALYTICAL ASSESSMENT AND PERFORMANCE ENHANCEMENT IN DIGITAL MARKETING**



BY - Ashish Sahoo      Batch - 15 July

**Start!**



# Task Overview



- **Data Collection and Preparation**
- **Sales Analysis**
- **Identification of Underperforming Products**

# Task - 1



- Identify the most visited pages between January 1st, 2024 and March 31st, 2024.
- Identify significant events occurring on your website, including both the most frequent and least frequent occurrences.
- Create a funnel to explain the dropout rate at each stage of the user journey from March 1st to March 31st, 2024.
- Suggest ways for Google Merchandise store to improve these metrics. Provide detailed suggestions.
- Give audience insights (demographics and interest) for the store based on GA4 data.

# 🔍 Most Visited Pages

Analytics | All accounts

Try searching "how to create funnel"

Pages and screens: Page path and screen class

Custom Jan 1 - Mar 31, 2024

	Views	Active users	Views per active user	Average engagement time per active user	Event count
					All events
Total	568,949 100% of total	119,135 100% of total	4.78 Avg 0%	1m 15s Avg 0%	2,253,411 100% of total
1 /Google+Redesign/Stationery	65,397	35,062	1.87	4s	208,350
2 /basket.html	36,105	10,593	3.41	41s	134,504
3 /Google+Redesign/Apparel/Mens	25,839	13,185	1.96	51s	91,978
4 /Google+Redesign/New	22,688	12,278	1.85	49s	81,291
5 /Google+Redesign/Clearance	18,089	11,855	1.53	24s	63,354



This data is between ( Jan 1 - March 31 )



# 🔍 Most Frequent Events

The screenshot shows a web-based analytics interface with a sidebar and a main report area.

**Left Sidebar:**

- Analytics icon
- All accounts dropdown
- Search bar: Try searching "how to create funnel"
- Home icon
- Realtime overview icon
- Realtime pages icon
- Life cycle icon (selected)
- Acquisition
- Engagement (selected)
- Overview
- Events (selected)
- Pages and screens
- Landing page
- Monetization
- Retention

**Top Bar:**

- A icon
- Event name search input: Events: Event name
- Custom date range: Jan 1 - Mar 31, 2024
- Plot rows button
- Search bar
- Rows per page: 10
- Go to: 1
- 1-10 of 26

**Report Table:**

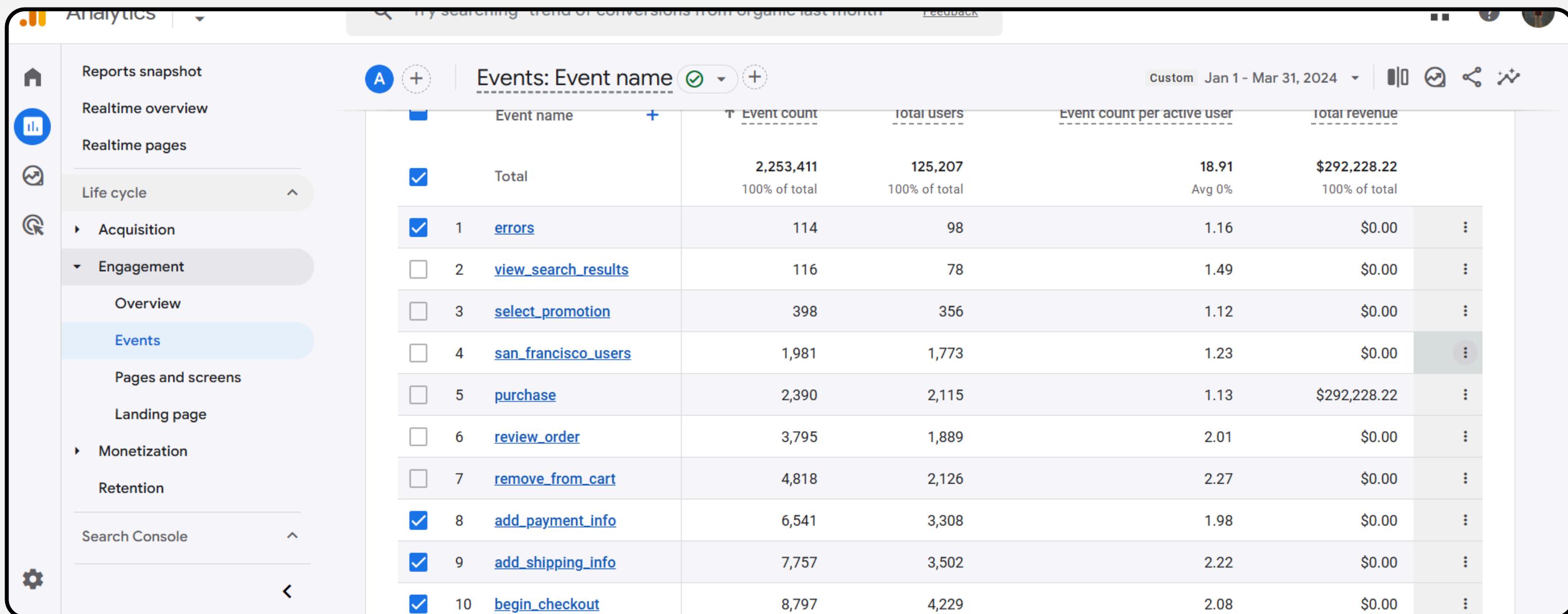
Event name	Event count	Total users	Event count per active user	Total revenue
Total	2,253,411 100% of total	125,207 100% of total	18.91 Avg 0%	\$292,228.22 100% of total
1 <a href="#">page_view</a>	568,949	120,023	4.78	\$0.00
2 <a href="#">user_engagement</a>	436,338	74,335	5.95	\$0.00
3 <a href="#">view_item_list</a>	319,007	85,221	3.77	\$0.00
4 <a href="#">session_start</a>	167,447	117,250	1.44	\$0.00
5 <a href="#">view_item</a>	161,129	52,317	3.09	\$0.00



This data is between ( Jan 1 - March 31 )



# Least Frequent Events



The screenshot shows the Google Analytics interface with the following details:

- Left sidebar:** Shows navigation categories like Reports snapshot, Realtime overview, Realtime pages, Life cycle, Acquisition, Engagement (selected), Overview, Events (selected), Pages and screens, Landing page, Monetization, Retention, Search Console, and Help.
- Top bar:** Displays "Events: Event name" and a search bar with placeholder "try searching trend or conversions from organic last month".
- Report filters:** Set to "Custom Jan 1 - Mar 31, 2024".
- Table headers:** Event name, Event count, Total users, Event count per active user, and Total revenue.
- Data rows:** The table lists 10 events from most to least frequent. The first row is "Total" (checked). The next nine rows are checked and show the following data:

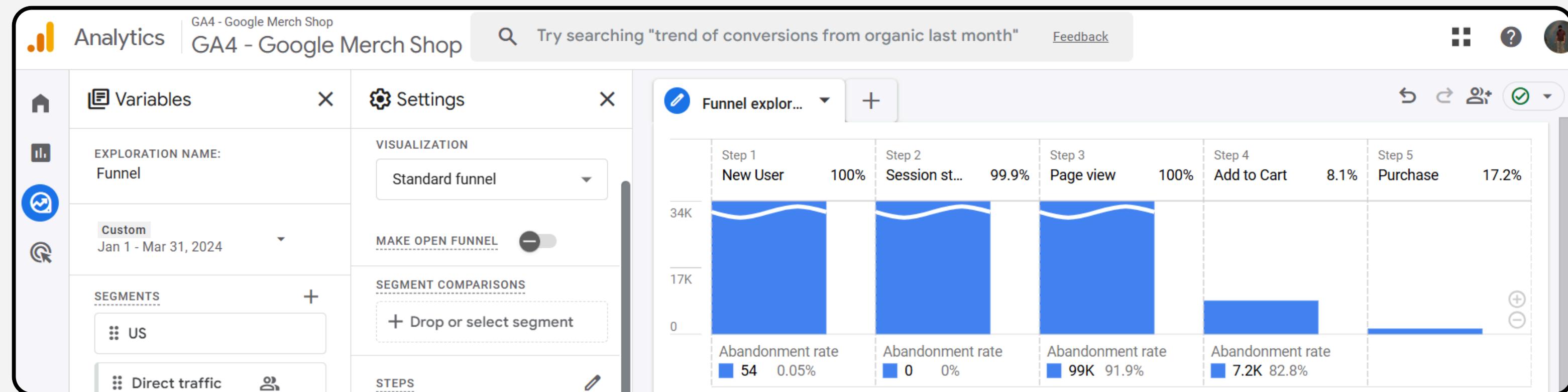
Event name	Event count	Total users	Event count per active user	Total revenue
Total	2,253,411	125,207	18.91	\$292,228.22
errors	114	98	1.16	\$0.00
view_search_results	116	78	1.49	\$0.00
select_promotion	398	356	1.12	\$0.00
san_francisco_users	1,981	1,773	1.23	\$0.00
purchase	2,390	2,115	1.13	\$292,228.22
review_order	3,795	1,889	2.01	\$0.00
remove_from_cart	4,818	2,126	2.27	\$0.00
add_payment_info	6,541	3,308	1.98	\$0.00
add_shipping_info	7,757	3,502	2.22	\$0.00
begin_checkout	8,797	4,229	2.08	\$0.00



This data is between ( Jan 1 - March 31 )



# 🔍 Funnel Creation



This data is between ( Jan 1 - March 31 )



# Dropout Rate

Step	Device category	Active users (% of Step 1)	Completion rate	Abandonments	Abandonment rate
<b>1. New User</b>	<b>Total</b>	<b>107,814 (100%)</b>	<b>99.95%</b>	<b>54</b>	<b>0.05%</b>
	mobile	56,905 (100%)	99.96%	21	0.04%
	desktop	44,658 (100%)	100%	1	<0.01%
	tablet	7,001 (100%)	100%	0	0%
	smart tv	21 (100%)	100%	0	0%

New user - 107,814  
(100%)

# Dropout Rate

Step	Device category	Active users (% of Step 1)	Completion rate	Abandonments	Abandonment rate
<b>2. Session start</b>	<b>Total</b>	<b>107,760 (99.95%)</b>	<b>100%</b>	<b>0</b>	<b>0%</b>
	mobile	56,884 (99.96%)	99.98%	9	0.02%
	desktop	44,657 (100%)	100%	0	0%
	tablet	7,001 (100%)	100%	0	0%
	smart tv	21 (100%)	100%	0	0%

Session start - 107,760  
(99.95%)

# 🔍 Dropout Rate



Step	Device category	Active users (% of Step 1)	Completion rate	Abandonments	Abandonment rate
<b>3. Page view</b>	<b>Total</b>	<b>107,760 (99.95%)</b>	<b>8.05%</b>	<b>99,085</b>	<b>91.95%</b>
	mobile	56,875 (99.95%)	5.55%	53,719	94.45%
	desktop	44,657 (100%)	11.97%	39,310	88.03%
	tablet	7,001 (100%)	1.33%	6,908	98.67%
	smart tv	21 (100%)	0%	21	100%

Page view - 107,760  
(99.95%)

# Dropout Rate



Step	Device category	Active users (% of Step 1)	Completion rate	Abandonments	Abandonment rate
4. Add to Cart	Total	8,675 (8.05%)	17.23%	7,180	82.77%
	mobile	3,156 (5.55%)	9.13%	2,868	90.87%
	desktop	5,347 (11.97%)	22.39%	4,150	77.61%
	tablet	93 (1.33%)	10.75%	83	89.25%
	smart tv	0 (0%)	-	-	-

Add to cart - 8,675  
(8.05%)

# Dropout Rate

Device	Count of Step 1)	Rate	Count	Rate
tablet	93 (1.33%)	10.75%	83	89.25%
smart tv	0 (0%)	-	-	-
<b>5. Purchase</b>	<b>Total</b>	<b>1,495 (1.39%)</b>	-	-
mobile	288 (0.51%)	-	-	-
desktop	1,197 (2.68%)	-	-	-
tablet	10 (0.14%)	-	-	-

Purchase - 1,495  
(1.39%)

# Suggestions



- **Errors (114 events total) :**

determine what is causing these issues and where they occur in the user experience. Bug fixes and user interface improvements might help to avoid disruptions that lead to abandoned sessions or carts.

- **View Search Results (116 events total):**

improve the visibility and accessibility of the search feature. Consider making the search bar more visible on the page and improving search functionality to increase user interaction.

- **Select Promotion (398 event count) :**

promotions may not be attracting users efficiently. Review how promotions are presented. banners , pop-ups and in cart recommendations can help you highlight them more effectively. Make sure people understand the value of promotions and make it easier to claim them.

# Audience Insights

User attributes overview

Custom Jan 1 - Mar 31, 2024

ACTIVE USERS IN LAST 30 MINUTES

52

ACTIVE USERS PER MINUTE

TOP COUNTRIES

ACTIVE USERS

COUNTRY	ACTIVE USERS
United States	24
India	6
Japan	4
Taiwan	4
China	2

View realtime →

ACTIVE USERS BY COUNTRY

COUNTRY	ACTIVE USERS
United States	75K
India	11K
Canada	7.7K
China	2.5K
Japan	2.1K
Taiwan	1.4K
South Korea	1.4K

View countries →



This data is between ( Jan 1 - March 31 )



# Audience Insights



This data is between ( Jan 1 - March 31 )



# Audience Insights



User attributes overview

Custom Jan 1 - Mar 31, 2024 |

Active users by City

CITY	ACTIVE USERS
New York	5K
Ashburn	2.5K
San Jose	2.5K
Chicago	2.4K
Los Angeles	2.3K
Mountain View	2.3K
Sunnyvale	1.8K

[View cities →](#)

Active users by Gender

• MALE 60.0% • FEMALE 40.0%

[View genders →](#)

Active users by Interests

INTERESTS	ACTIVE USERS
Technology/Technop...	21K
Media & Entertainme...	13K
Media & Entertainme...	13K
Banking & Finance/A...	13K
Media & Entertainme...	13K
Technology/Mobile E...	11K
Lifestyles & Hobbies...	11K

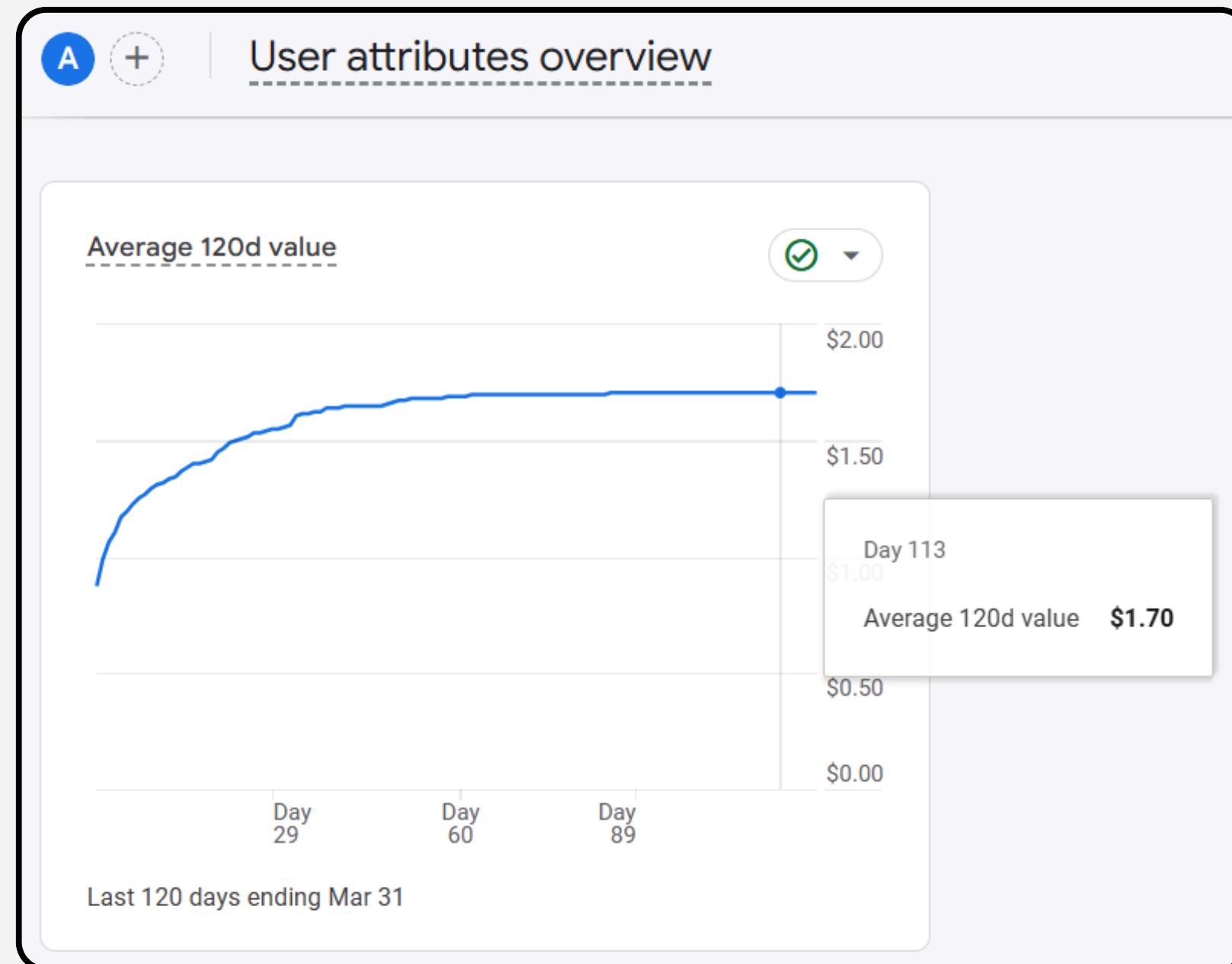
[View interests →](#)



This data is between ( Jan 1 - March 31 )



# Audience Insights



This data is between ( Jan 1 - March 31 )



## Task - 2



- Analyze sales patterns from January 1st to March 31st, 2024, considering revenue, sales volume, and average order value (AOV) over this period.
- Create visualizations (charts, graphs) to illustrate data.
- Interpret key insights from the sales data.
- Identify 3 top performing and 3 worst performing products.
- Suggest detailed strategies to improve the sales of poor-performing products.



# Sales Analysis



Analytics GA4 - Google Merch Shop GA4 - Google Merch Shop Try searching "measurement ID"

Variables X Settings X

EXPLORATION NAME: Untitled exploration

Custom Jan 1 - Mar 31, 2024

SEGMENTS +

DIMENSIONS +

Item name

METRICS +

Item revenue

Items purchased

Average daily purchasers

+ Drop or select metric

CELL TYPE

Bar chart

FILTERS

+ Drop or select dimension or metric

Free form 1 +

Item name	↓ Item revenue	Items purchased	Average daily purchasers
Totals	\$291,587.04	27,291	103
1 Super G Timbuk2 Recycled Backpack	\$10,750.00	98	1
2 Google Vintage Wash Grey Pullover	\$6,720.60	111	1
3 Google Unisex Eco Tee Black	\$5,975.20	244	2
4 Google Cloud Cap	\$5,365.60	324	1
5 Google Yosemite Windbreaker	\$4,901.40	94	1
6 Super G Ultralight Sweatshirt	\$4,524.00	96	1
7 Google Campus Bike	\$3,861.00	82	1
8 Google Recycled Memo Notebook Set	\$3,829.00	678	1
9 Google Kai Blue Sweatshirt	\$3,822.60	68	1
10 Google Cloud Unisex Onyx Zip Hoodie	\$3,601.80	62	1



This data is between ( Jan 1 - March 31 )





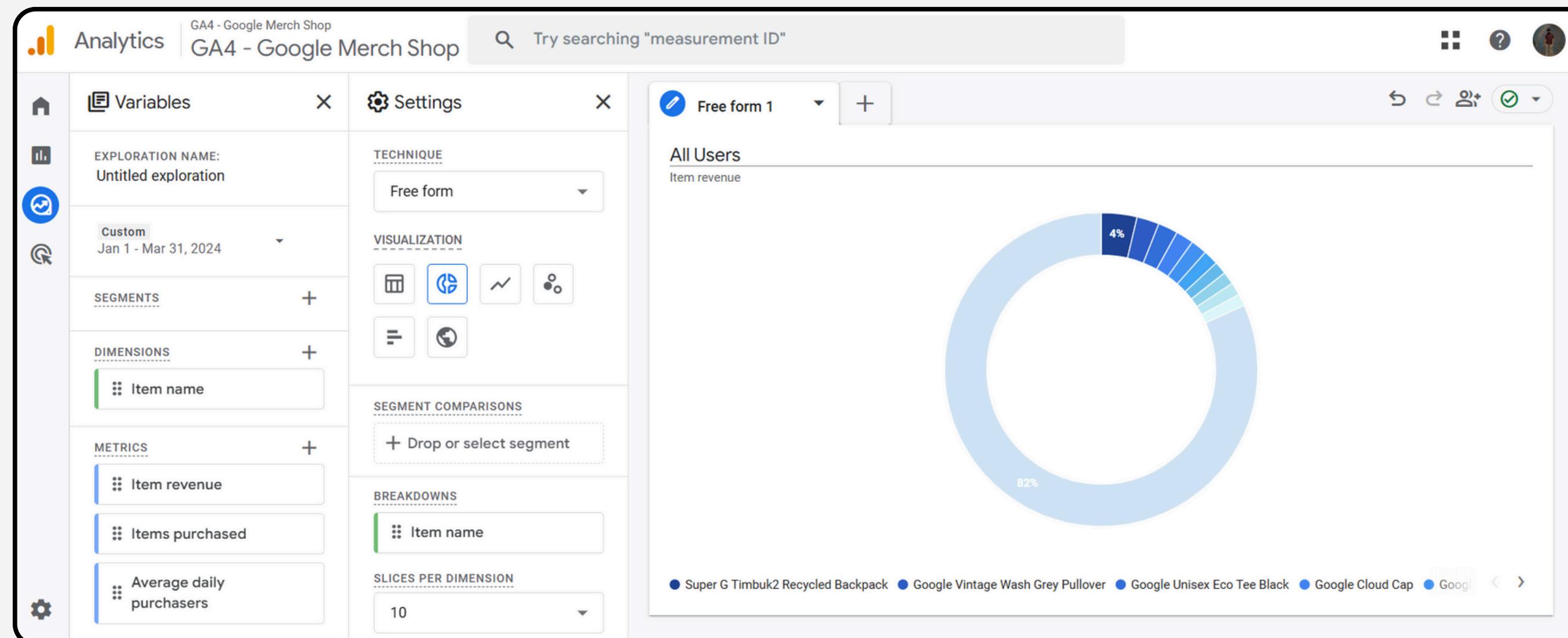
# 🔍 Brief



- Total item income is **\$291,587.04** with **27,291** products purchased.
- Top sellers include the Super G Timbuk2 Recycled Backpack, Google Vintage Wash Grey Pullover, Google Unisex Eco Tee Black, and Google Cloud Cap.
- Items with a greater purchase volume but lower revenue : Google Recycled Memo Notebook Set, Google Yosemite Windbreaker, and Google Campus Bike.
- Various product categories including clothing, accessories and high ticket products.
- High ticket products such as the Google Campus Bike received **\$3,861.00** despite **82** transactions.
- Data can help optimize inventory management and marketing initiatives.



# 🔍 Donut Chart

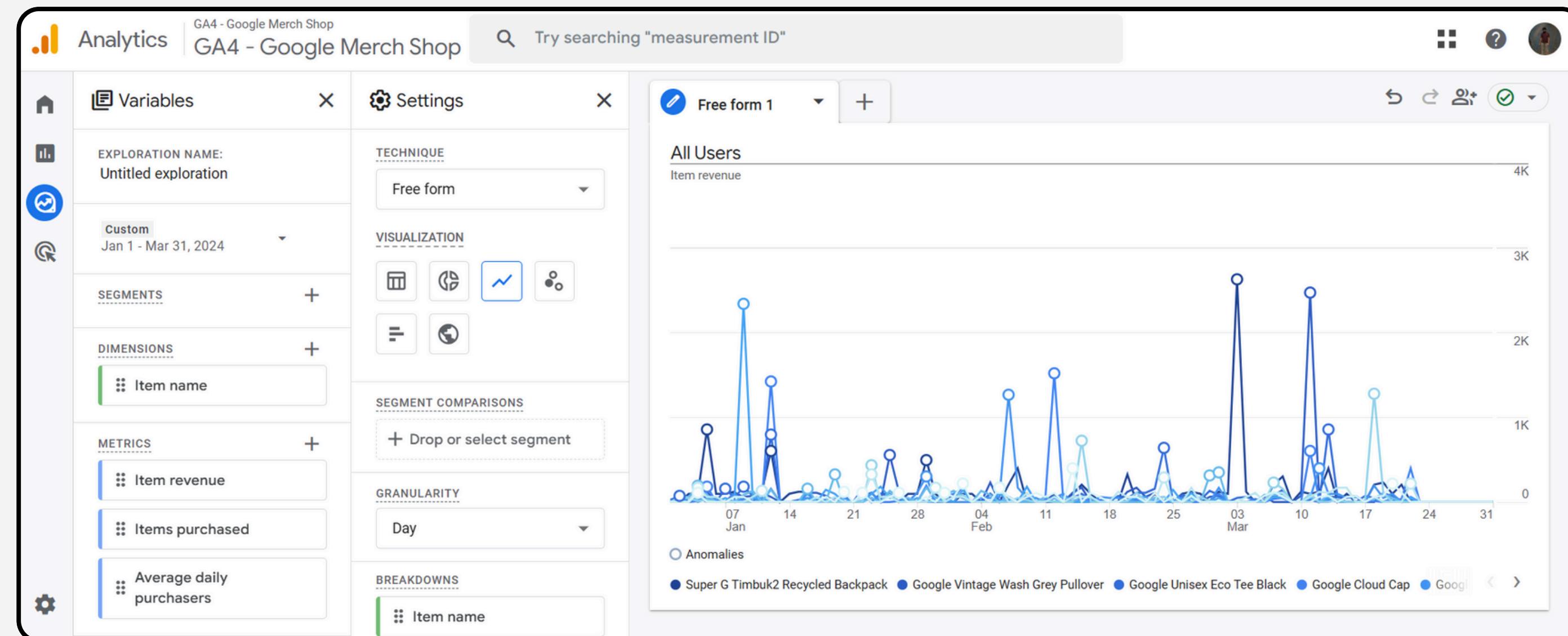


This data is between ( Jan 1 - March 31 )





# Line Chart



This data is between ( Jan 1 - March 31 )



# 🔍 Top 3 Best Performing Products 🏡 ⏪ ⏪

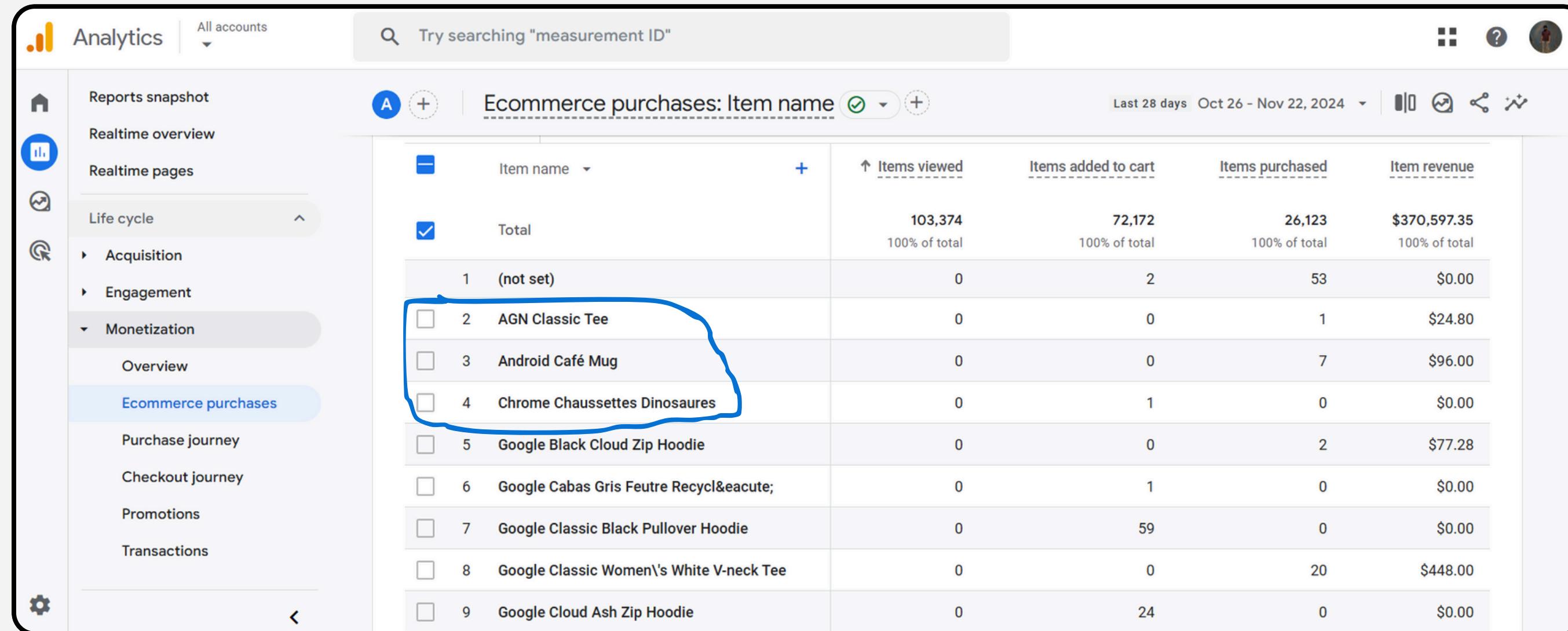
The screenshot shows a Google Analytics interface with the following details:

- Left sidebar:** Analytics, All accounts, Reports snapshot, Realtime overview, Realtime pages, Life cycle (Acquisition, Engagement, Monetization), Overview, Ecommerce purchases (selected), Purchase journey, Checkout journey, Promotions.
- Top bar:** Try searching "measurement ID", Last 28 days (Oct 26 - Nov 22, 2024), various filter and export icons.
- Report title:** Ecommerce purchases: Item name
- Table headers:** Item name, Items viewed, Items added to cart, Items purchased, Item revenue.
- Data rows (Top 5 items):**

Item name	Items viewed	Items added to cart	Items purchased	Item revenue
Total	103,325 100% of total	71,913 100% of total	26,123 100% of total	\$370,597.35 100% of total
1 Chrome Dino Holiday Lodge Sweater	7,119	2,461	489	\$31,284.00
2 Android Merch Shop Holiday Collectible	4,521	2,007	583	\$11,472.00
3 Super G Camp Fleece Black Pullover	1,775	178	51	\$3,990.00
4 Google Dartmouth Quilted Jacket	1,682	186	43	\$3,828.00
5 Chrome Dino Holiday Lodge Socks	1,635	2,257	806	\$11,898.00

1. Chrome Dino Holiday Lodge Sweater
2. Android Merch Shop Holiday Collectible
3. Super G Camp Fleece Black Pullover

# Q Top 3 Worst Performing Products



The screenshot shows a Google Analytics dashboard titled "Ecommerce purchases: Item name". The report is filtered to show the top 3 worst performing products based on item revenue. A blue oval highlights the first three items in the list:

Rank	Item Name	Items viewed	Items added to cart	Items purchased	Item revenue
1	(not set)	0	2	53	\$0.00
2	AGN Classic Tee	0	0	1	\$24.80
3	Android Café Mug	0	0	7	\$96.00
4	Chrome Chaussettes Dinosaures	0	1	0	\$0.00
5	Google Black Cloud Zip Hoodie	0	0	2	\$77.28
6	Google Cabas Gris Feutre Recyclé	0	1	0	\$0.00
7	Google Classic Black Pullover Hoodie	0	59	0	\$0.00
8	Google Classic Women's White V-neck Tee	0	0	20	\$448.00
9	Google Cloud Ash Zip Hoodie	0	24	0	\$0.00

1. AGN Classic Tee
2. Android Cafe Mug
3. Chrome Chaussettes Dinosaur



# 🔍 Strategy Suggestions



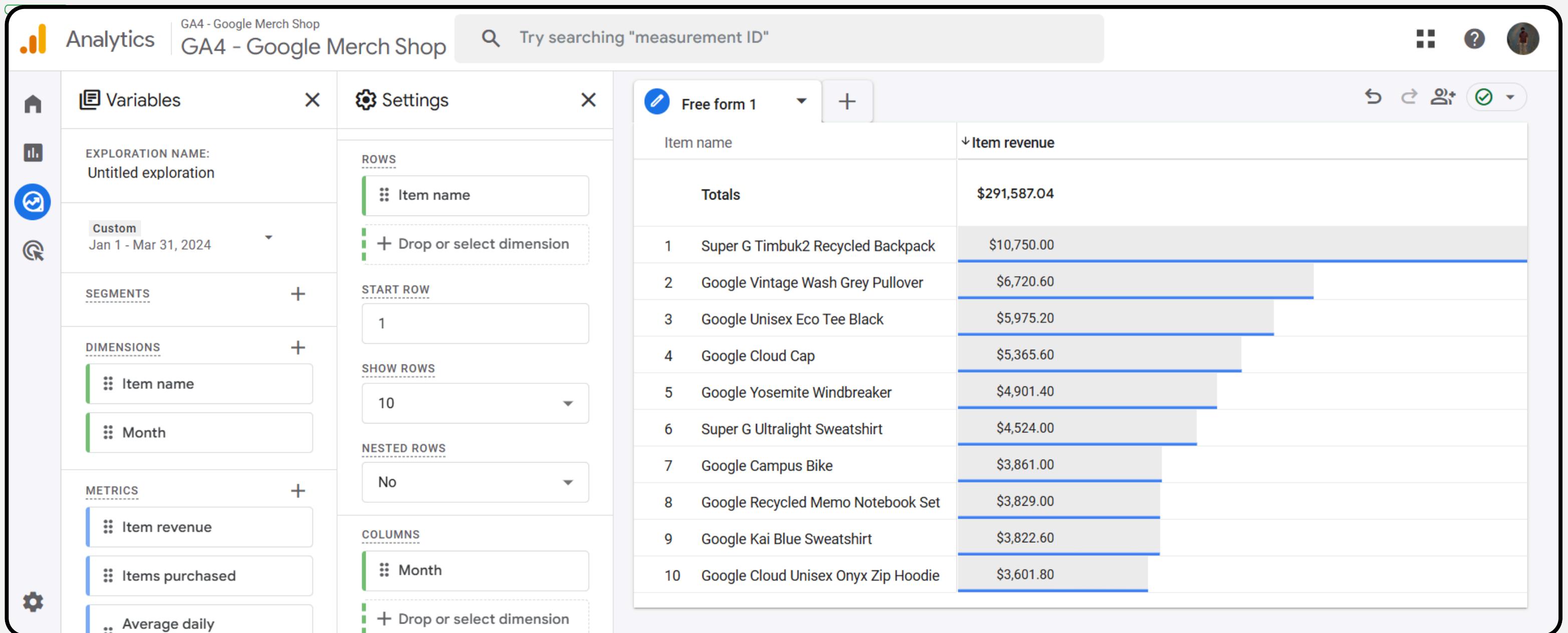
- Identify and analyze low purchase rates of products like the Android Pocket Tee Navy, BLM Unisex Pullover Hoodie, and Google Eco Bamboo Lid Bento Box.
- Assess common factors like design, price or lack of promotion.
- Gather customer feedback to understand their thoughts.
- Update product designs based on feedback.
- Launch limited edition versions to create exclusivity.
- Offer limited time discounts or discounts for underperforming products.
- To move inventory combine slower selling items with better selling ones.
- To promote large purchases implement graded pricing.
- Put underperforming items front and center on the homepage.
- Use analytics techniques to customize product suggestions.
- Draw attention to product pages reviews and testimonials.
- Produce eye-catching social media advertisements for underperforming goods.
- To market these items collaborate with influencers who share the brand's beliefs.
- To boost social interaction promote user generated content (UGC).
- Establish criteria for free shipping for purchases that include underperforming products.
- Give consumers more loyalty points in exchange for poor selling items.

# Task - 3



- Identify products that have shown consistent underperformance over the above mentioned three months (January 1st, 2024 to March 31st, 2024).
- A week-by-week breakdown for Feb last week to March last week 2024.
- Suggest actionable recommendations to improve the performance of underperforming products.

# 🔍 Consistently Underperforming Products 🏡 < >



This data is between ( Jan 1 - March 31 )



# Consistently Underperforming Products



Analytics | GA4 - Google Merch Shop | GA4 - Google Merch Shop

Try searching "measurement ID"

Variables

EXPLORATION NAME: Untitled exploration

Custom Feb 26 - Mar 31, 2024

Segments

Dimensions

Week

Item name

Metrics

Item revenue

Start Column Group

1

Show Column Groups

5

Values

Item revenue

+ Drop or select metric

Cell Type

Bar chart

Filters

+ Drop or select dimension or metric

Free form 1

Item name	↓ Item revenue
Totals	\$103,313.43
1 Super G Timbuk2 Recycled Backpack	\$5,375.00
2 Google Vintage Wash Grey Pullover	\$3,408.60
3 Google Recycled Memo Notebook Set	\$1,979.60
4 Google Unisex Eco Tee Black	\$1,965.60
5 Google Cloud Magnetic Tumbler	\$1,686.40
6 Google Yosemite Windbreaker	\$1,612.80
7 Google Black Eco Zip Hoodie	\$1,531.80
8 Google Eco Tee White	\$1,523.20
9 Google Cloud Desktop Neon Sign	\$1,519.00
10 Google Cloud Unisex Onyx Tee	\$1,489.60



This data is between ( Feb 26 - March 31 )



# Suggestions



## 1. Optimizing Product Listings :

- Emphasize major features and advantages and adapt phrasing to consumer requirements.
- Update high resolution images and include lifestyle pictures for more relatability.
- Prompt consumers to post reviews by prominently displaying star ratings and feedback. Positive rating boost conversion rates.

## 2. Discounts and Promotions for Underperforming Products :

- Create time limited offers such as special discounts or flash sales for underperforming goods.
- Combine underperforming goods with blockbusters or run “buy one, get one” specials.
- Underperforming product as complementary ones using language such as “frequently bought together” or “customers also liked”.

# Suggestions



## 3. Leveraging Social Media and Ads

- Emphasize the unique selling aspects of failing goods. Use images, customers testimonials and product specific blogs.
- Re - engage users who have not purchased anything. Highlight abandoned carts or product features.
- Work with micro-influencers to generate organic interest.

## 4. Customer Feedback Gathering Strategy

- Send follow up emails to non purchased users to understand obstacles.
- Analyze bounce rates, time spent and feature engagement to find areas for improvement.

## 5. Content Marketing Strategy

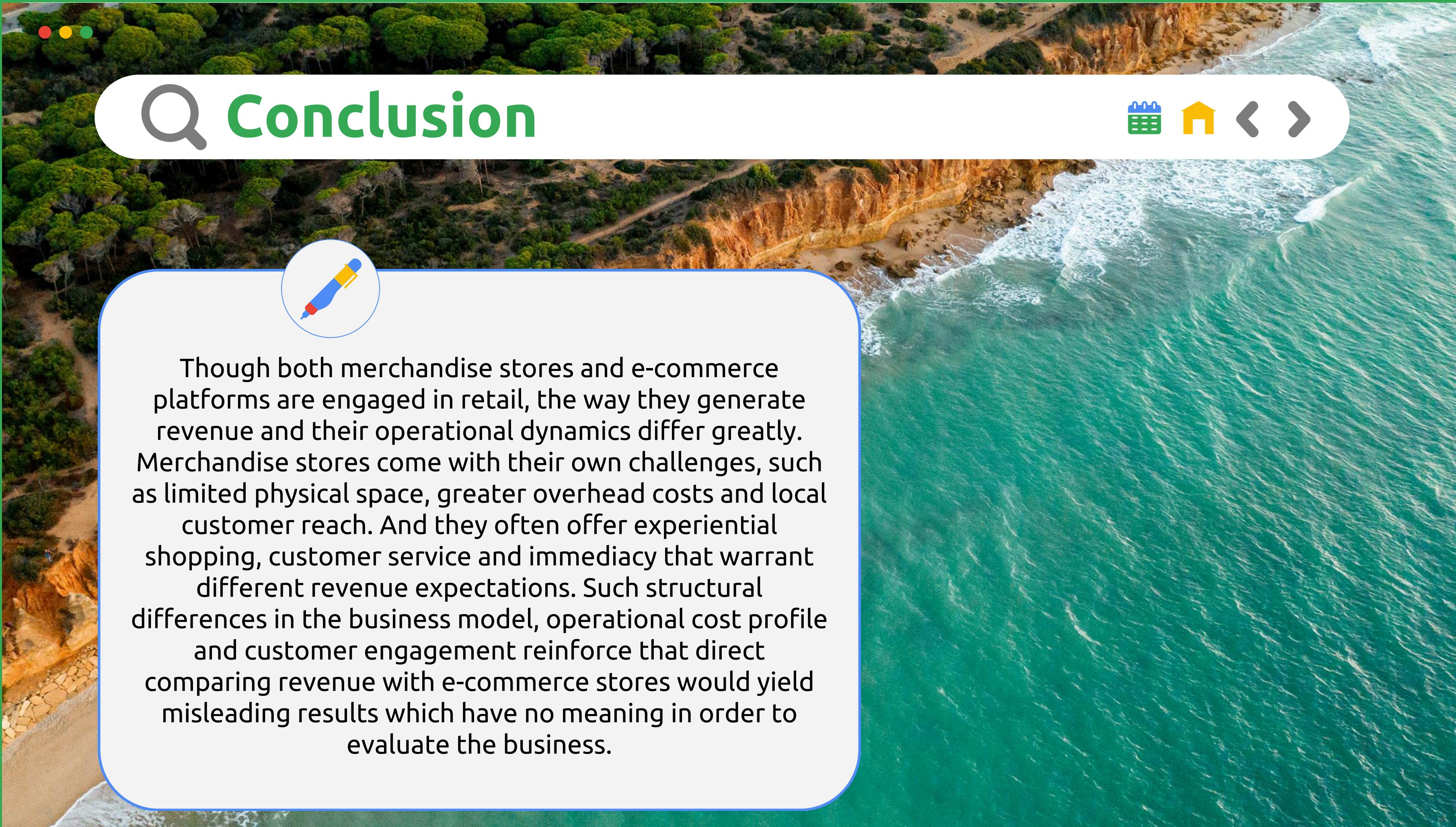
- Use instructional blog articles and buyer guides to highlight failing items.
- Collaborate with influencers on sponsored reviews or unboxings to increase reputation and reach a larger audience.
- Encourage user generated content initiatives to boost exposure with credible recommendations.



# Q Conclusion



Though both merchandise stores and e-commerce platforms are engaged in retail, the way they generate revenue and their operational dynamics differ greatly. Merchandise stores come with their own challenges, such as limited physical space, greater overhead costs and local customer reach. And they often offer experiential shopping, customer service and immediacy that warrant different revenue expectations. Such structural differences in the business model, operational cost profile and customer engagement reinforce that direct comparing revenue with e-commerce stores would yield misleading results which have no meaning in order to evaluate the business.





# Thanks



Do you have any questions?

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