

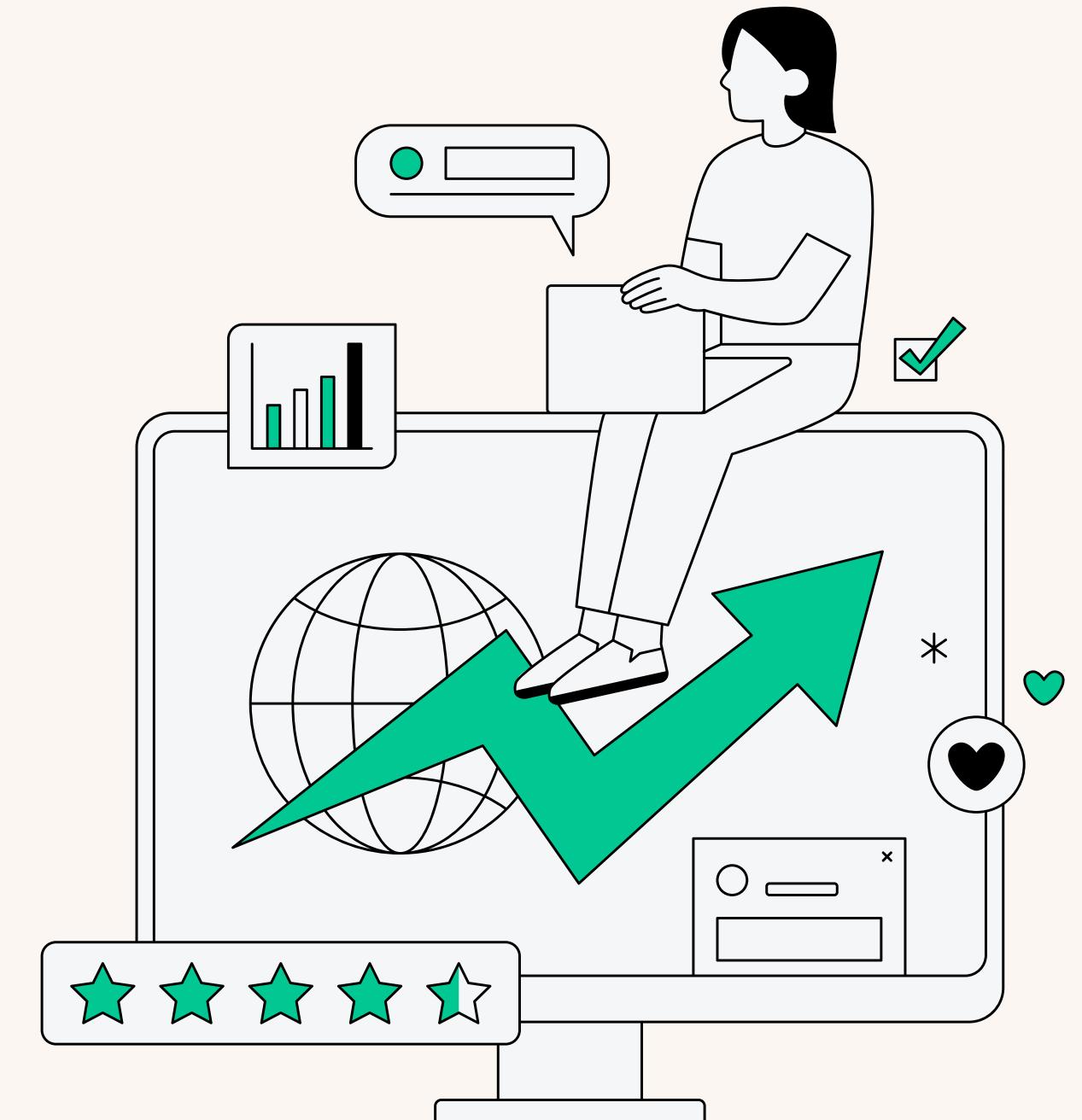
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Major Project

Google

Analytics 4

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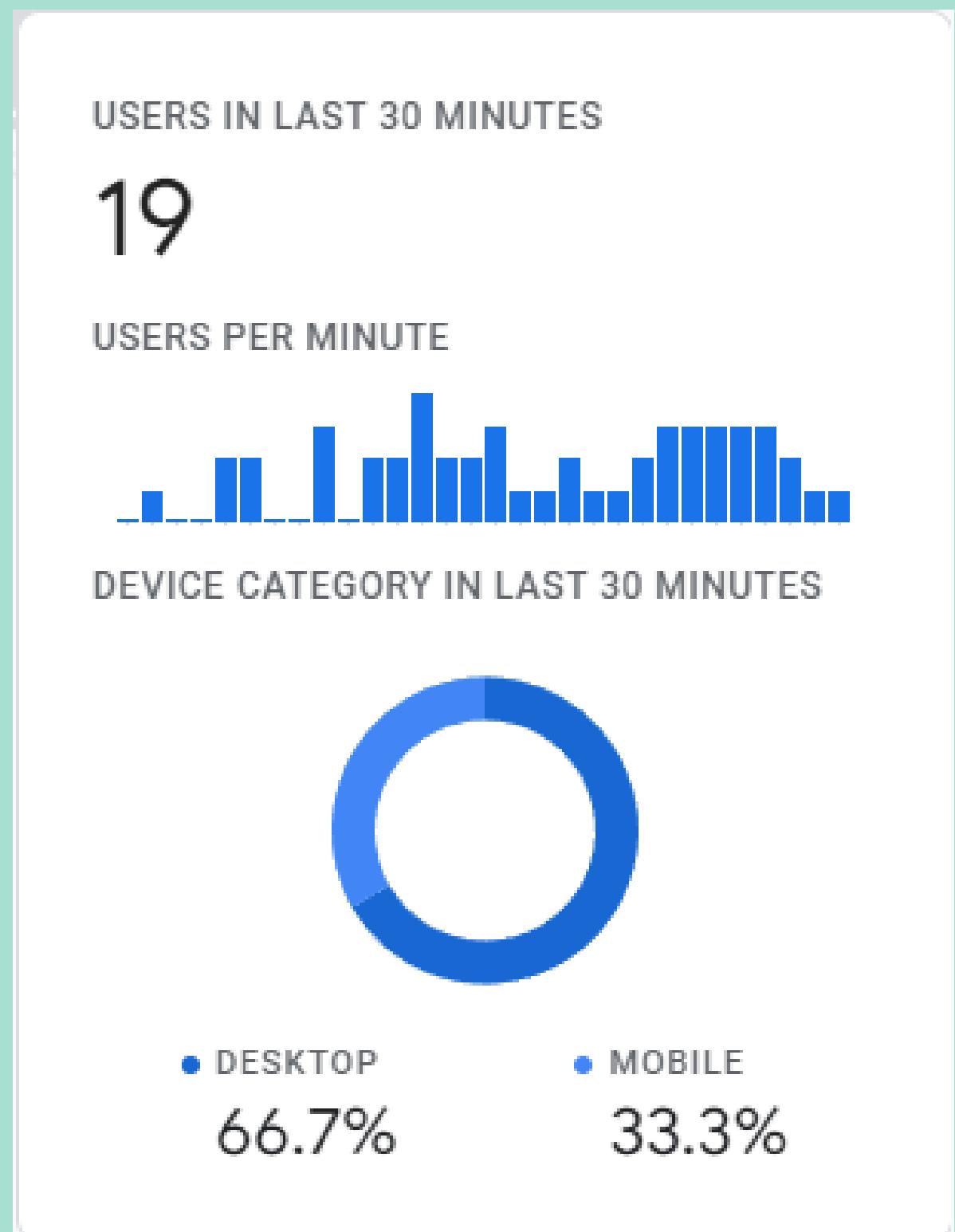
1. Real-Time Report

- How many users are currently on the Google Merchandise Store? How many of them are desktop users and how many are mobile phone users?

Answer

There are **19** active users currently on the Google Merchandise Store.

From them **12** are from Desktop & **6** are from Mobile users.



1. Real-Time Report

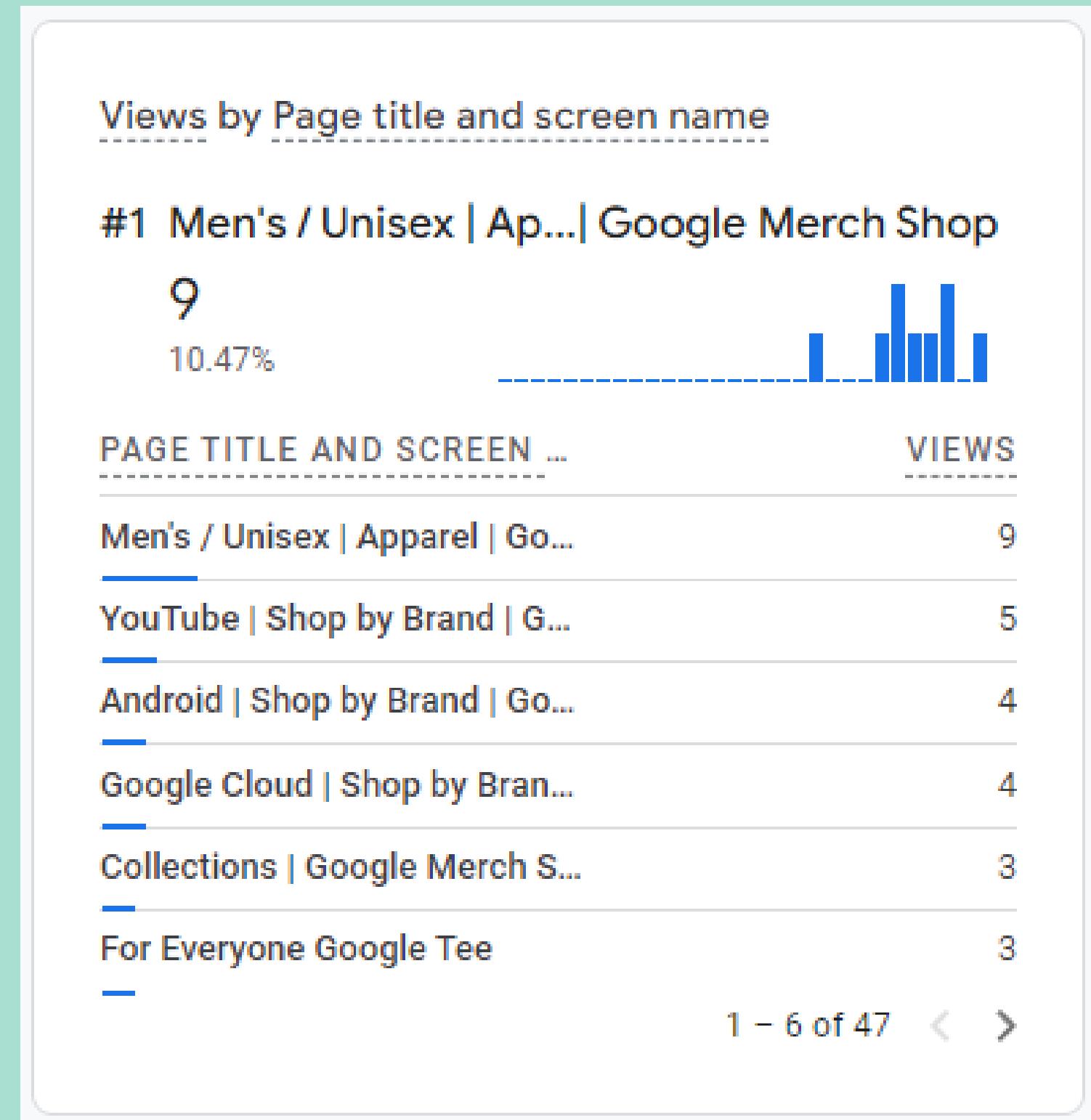
- Which pages are the most active and what percentage of users are present on these pages at that time?

Answer

The most active pages are:-

Men's/Unisex | Apparel | Google Merch Shop- 9.3%

YouTube | Shop by Brand | GMS- 5.88%

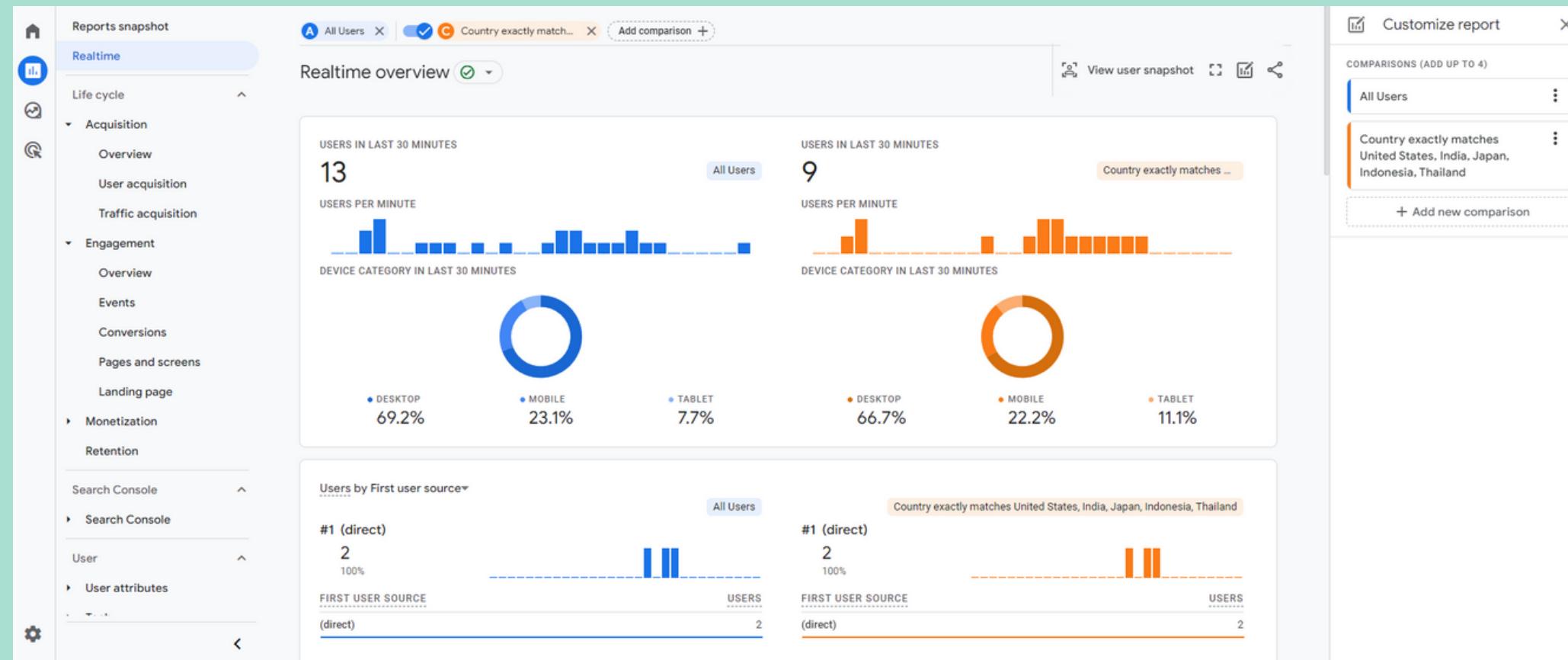


1. Real-Time Report

- List the three locations from which the GMS receives the highest traffic.

Answer

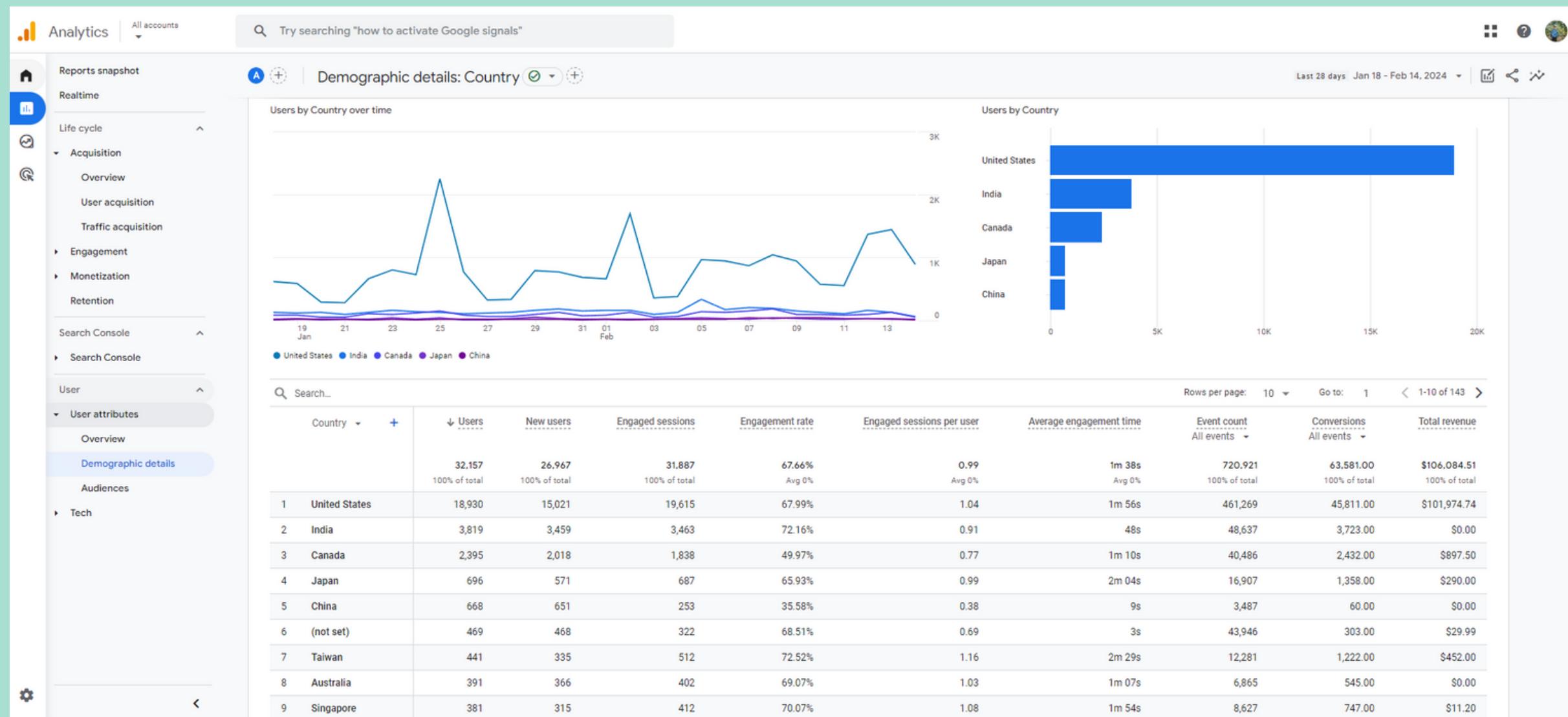
Top three locations from which GMS receives highest traffic Based on country are - India, United States & Japan.



2. Audience Report

- Create a user persona for the audience that is engaging the most with the Google Merchandise Store. To create the user persona, assess the most engaging demographics such as age, gender, etc., from the 'Demographics' report. Also, build on the interests of the user persona by deriving details from the 'Interest' report.

SCREENSHOT OF 'DEMOGRAPHICS'



SCREENSHOT OF 'INTERESTS BASED ON TECHNOLOGY/TECHNOPHILES'

Analytics | GA4 - Google Merch Shop | GA4 - Google Merch Shop | Try searching "how to activate Google signals"

Variables | Settings

EXPLORATION NAME: Untitled exploration

SEGMENTS: Interest new

DIMENSIONS: Age, Gender, City, Interests

METRICS: Engagement rate

VALUES: Engagement rate

CELL TYPE: Bar chart

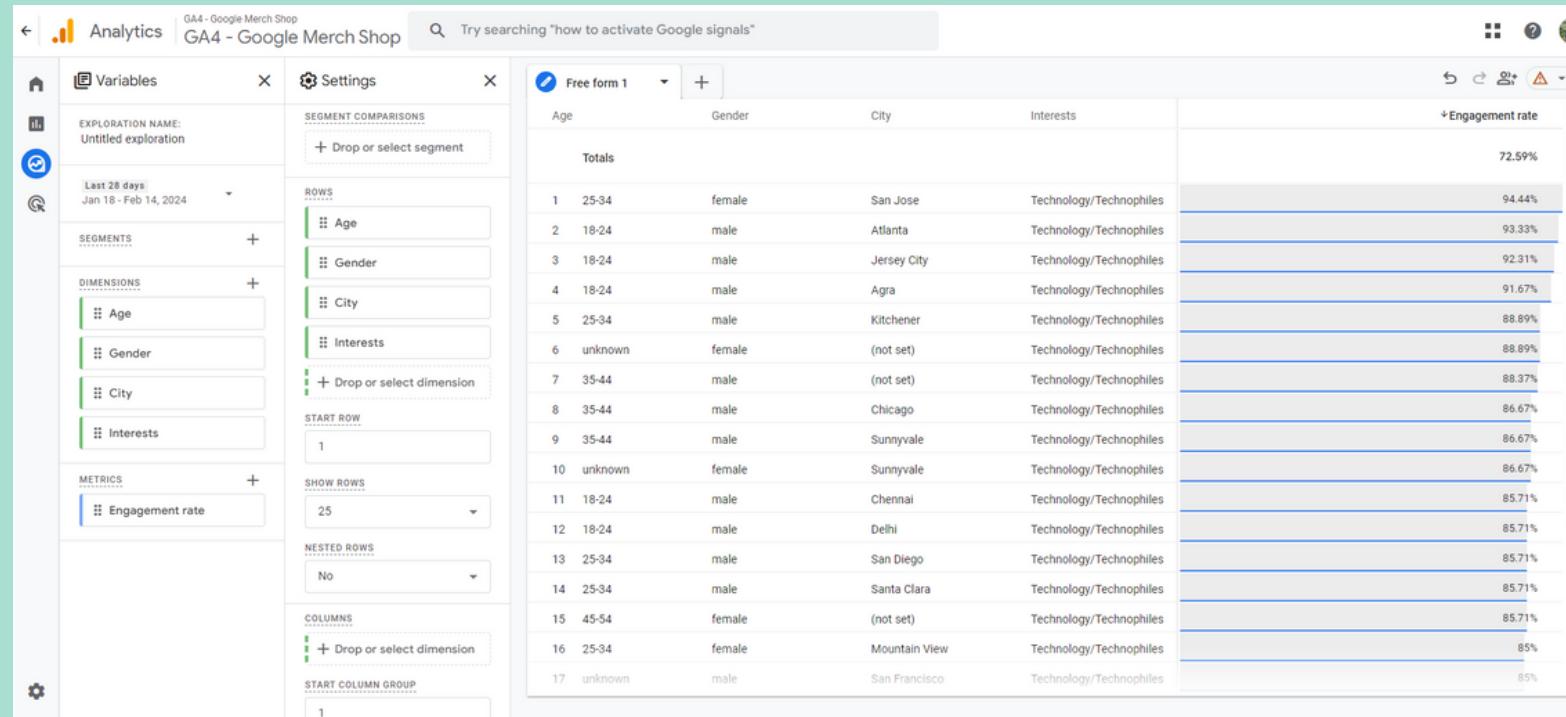
FILTERS: Interests exactly matches Technology/Technophiles

Free form 1

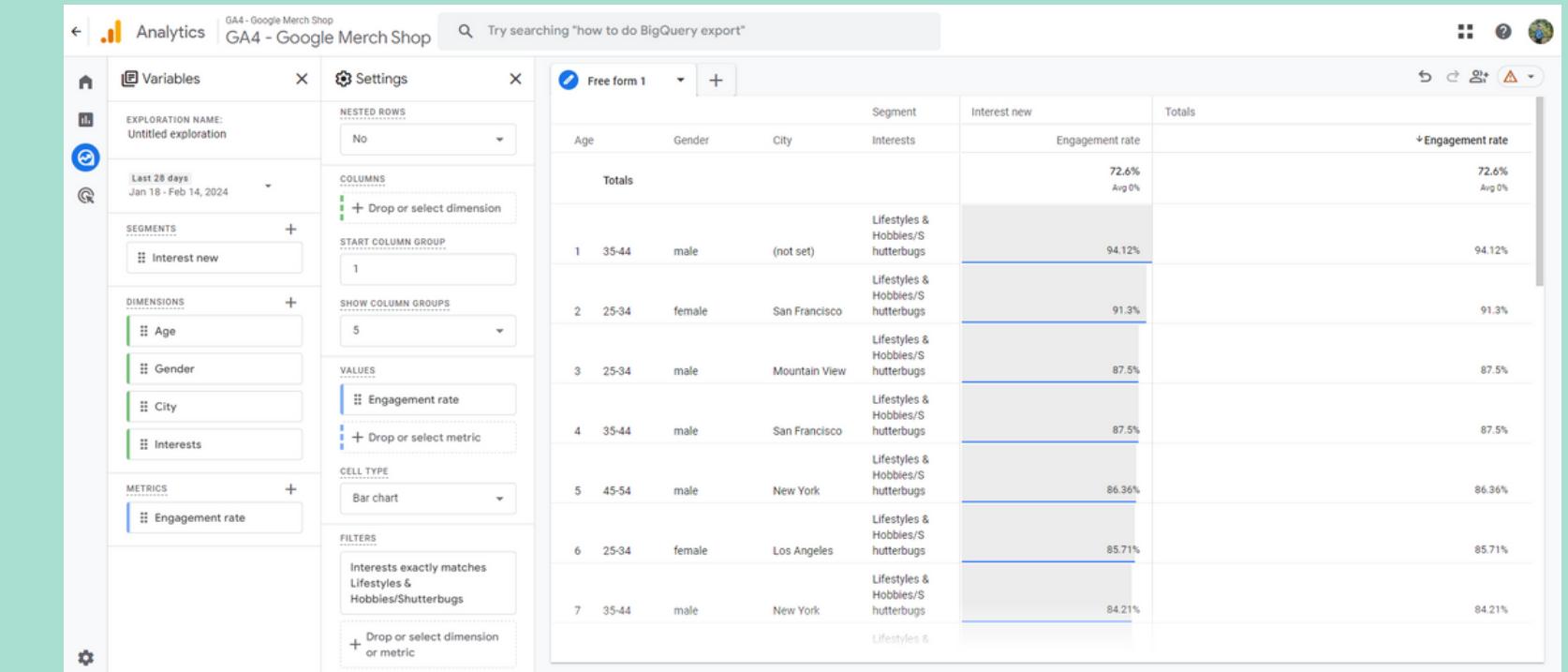
	Age	Gender	City	Interests	Segment	Interest new	Totals
Totals						73.43% Avg 0%	73.43% Avg 0%
1	25-34	female	San Jose	Technology/Technophiles		94.44%	94.44%
2	18-24	male	Atlanta	Technology/Technophiles		93.33%	93.33%
3	18-24	male	Jersey City	Technology/Technophiles		92.31%	92.31%
4	18-24	male	Agra	Technology/Technophiles		91.67%	91.67%
5	25-34	male	San Diego	Technology/Technophiles		91.67%	91.67%
6	25-34	male	Kitchener	Technology/Technophiles		88.89%	88.89%
7	unknown	female	(not set)	Technology/Technophiles		88.89%	88.89%
8	35-44	male	(not set)	Technology/Technophiles		88.37%	88.37%
9	35-44	male	Chicago	Technology/Technophiles		86.67%	86.67%
10	35-44	male	Sunnyvale	Technology/Technophiles		86.67%	86.67%
11	unknown	female	Sunnyvale	Technology/Technophiles		86.67%	86.67%
12	18-24	male	Chennai	Technology/Technophiles		85.71%	85.71%
13	18-24	male	Delhi	Technology/Technophiles		85.71%	85.71%
14	25-34	male	Santa Clara	Technology/Technophiles		85.71%	85.71%
15	45-54	female	(not set)	Technology/Technophiles		85.71%	85.71%
16	25-34	female	Mountain View	Technology/Technophiles		85%	85%
17	unknown	male	San Francisco	Technology/Technophiles		85%	85%
18	25-34	female	Chicago	Technology/Technophiles		84.85%	84.85%
19	45-54	male	New York	Technology/Technophiles		84.78%	84.78%
20	18-24	female	Pune	Technology/Technophiles		84.62%	84.62%
21	18-24	male	San Jose	Technology/Technophiles		83.78%	83.78%

SCREENSHOT OF 'USER PERSONA'

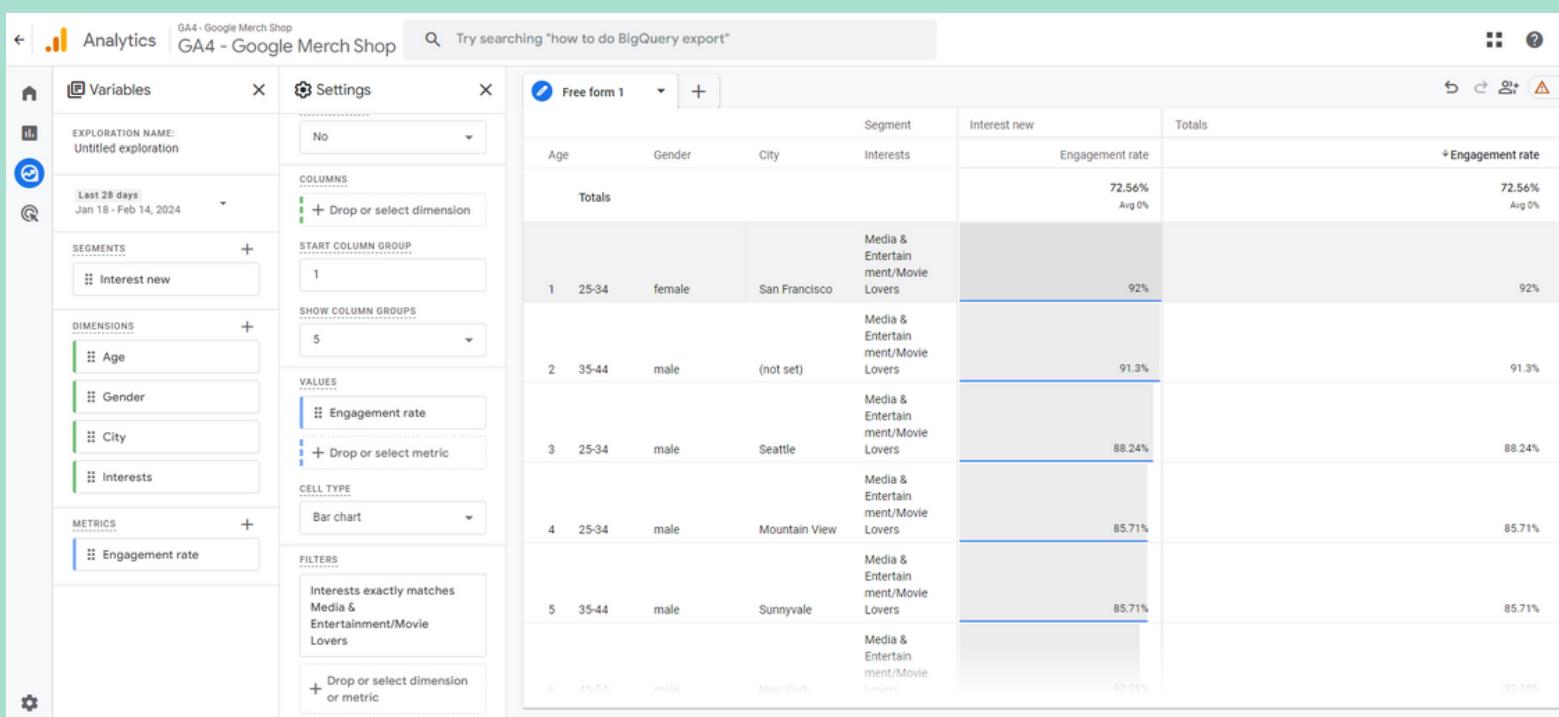
TECHNOLOGY/TECHNOPHILES



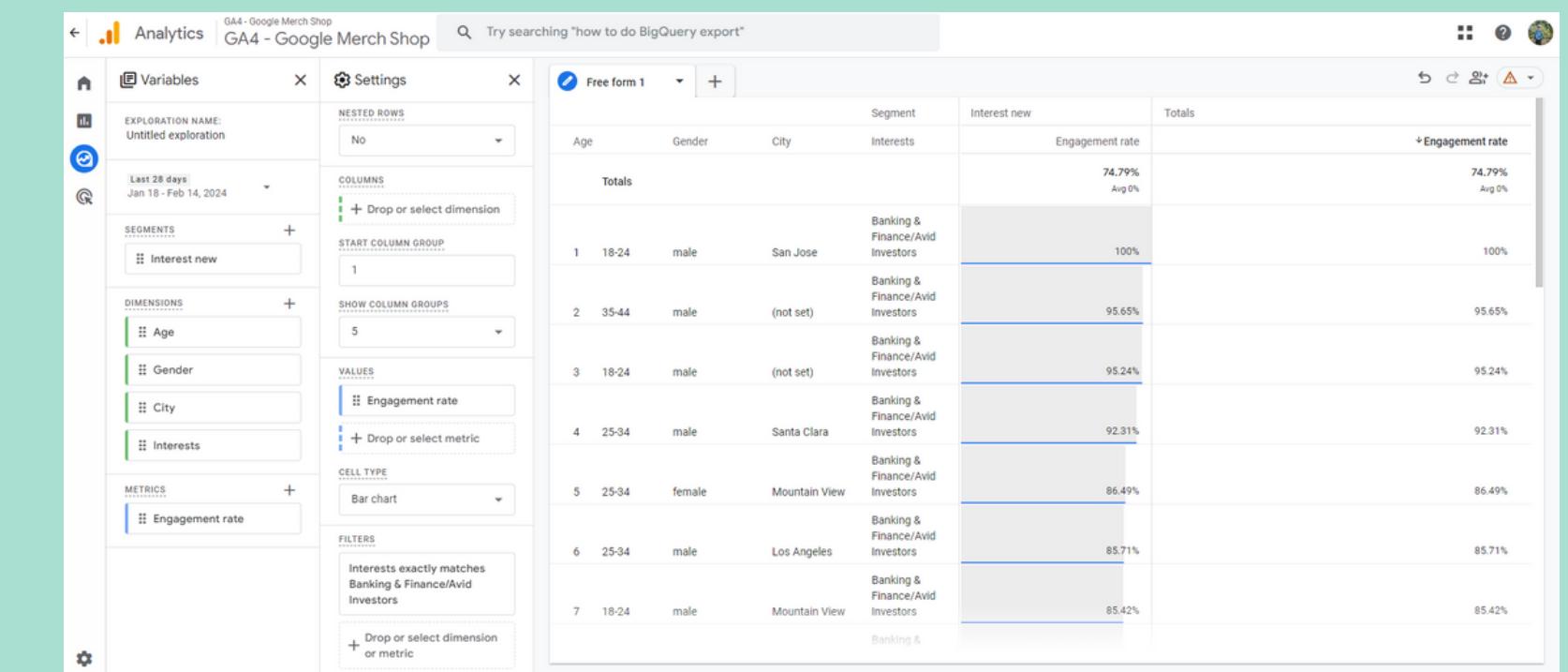
LIFESTYLES & HOBBIES



MEDIA & ENTERTAINMENT



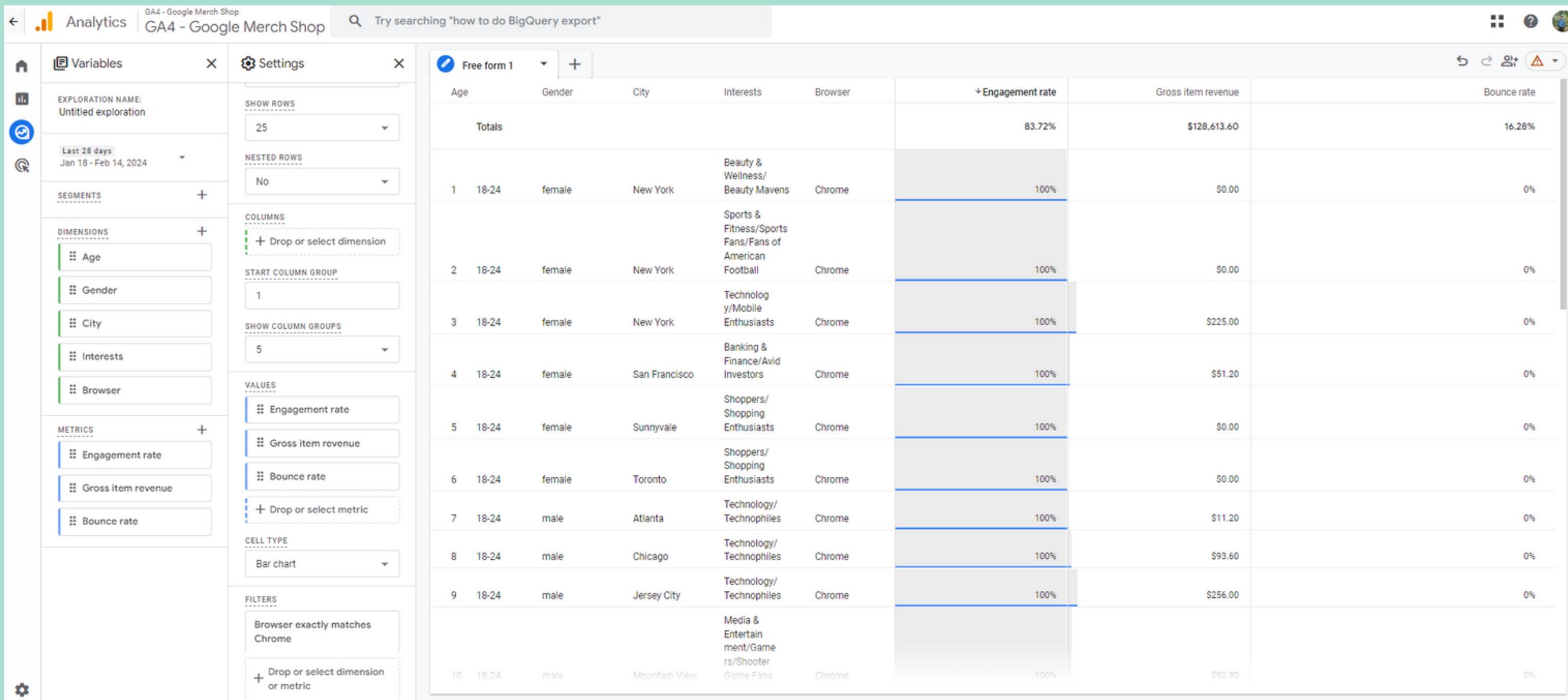
BANKING & FINANCE



- How many users are using Chrome, Firefox and Safari respectively? What are the bounce rates of each of these three browsers? What is the revenue generated from each of them?

ALL 500 USERS ARE FROM CHROME BROWSER, BOUNCE RATE IS 16.28% FOR CHROME BROWSER & REVENUE GENERATED IS \$128,613.60.

SCREENSHOT OF RELEVANT DATA



The screenshot shows a Google Analytics exploration titled "Untitled exploration" for the period "Last 28 days" (Jan 18 - Feb 14, 2024). The report is set to show 25 rows and uses a "Free form 1" query. The dimensions selected are Age, Gender, City, Interests, and Browser. The metrics selected are Engagement rate, Gross item revenue, and Bounce rate. A filter is applied to show only users whose browser exactly matches Chrome. The report displays 10 rows of data, all of which are for users using the Chrome browser. The data shows a mix of female and male users across various cities and interests, with engagement rates ranging from 83.72% to 100% and gross item revenue ranging from \$0.00 to \$256.00. The bounce rate for all entries is 0%.

Age	Gender	City	Interests	Browser	Engagement rate	Gross item revenue	Bounce rate
Totals							
1	18-24	female	New York	Beauty & Wellness/ Beauty Mavens	Chrome	83.72%	\$128,613.60
2	18-24	female	New York	Sports & Fitness/Sports Fans/Fans of American Football	Chrome	100%	\$0.00
3	18-24	female	New York	Technology/Mobile Enthusiasts	Chrome	100%	\$225.00
4	18-24	female	San Francisco	Banking & Finance/Avid Investors	Chrome	100%	\$51.20
5	18-24	female	Sunnyvale	Shoppers/ Shopping Enthusiasts	Chrome	100%	\$0.00
6	18-24	female	Toronto	Shoppers/ Shopping Enthusiasts	Chrome	100%	\$0.00
7	18-24	male	Atlanta	Technology/ Technophiles	Chrome	100%	\$11.20
8	18-24	male	Chicago	Technology/ Technophiles	Chrome	100%	\$93.60
9	18-24	male	Jersey City	Technology/ Technophiles	Chrome	100%	\$256.00
10	18-24	male	Mountain View	Media & Entertainment/Game Fans/Shooter Game Fans	Chrome	100%	\$92.80

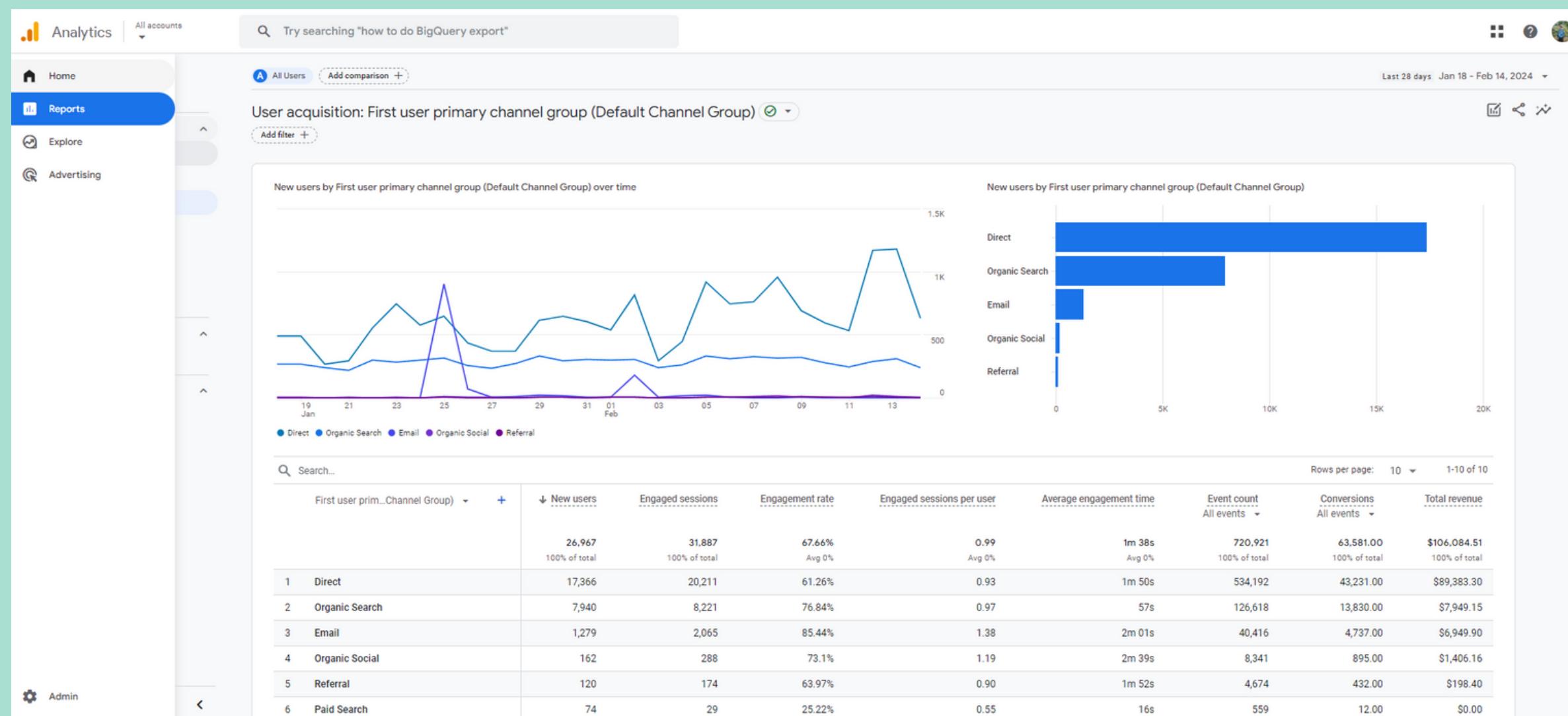
3. Acquisition Report

- Which channel is bringing the most amount of traffic (number of users) to the GMS? What is the percentage of new users in this channel (%) and what is the bounce rate (%)?

The highest number of traffic is coming from Direct channel- 17, 366 users.

The percentage of new user is 90.04 % & bounce rate is 63.39.

SCREENSHOT OF RELEVANT DATA



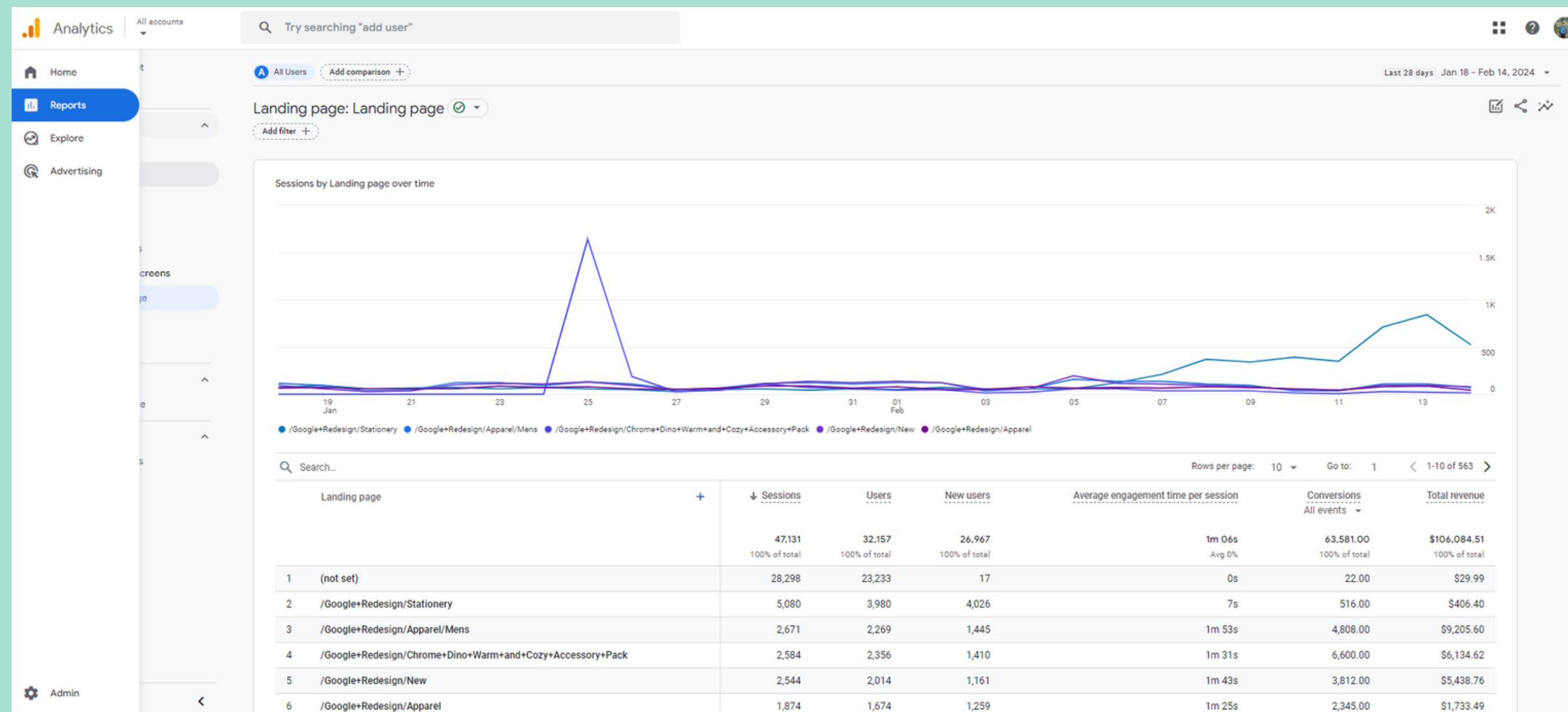
4. Behaviour Report

- Which landing page has the highest number of sessions? Determine the percentage of new users (%) and the bounce rate (%) for this landing page.

The highest number of sessions (not set)- 28, 298.

The percentage of new user is 0.07% & bounce rate is 60.04.

SCREENSHOT OF RELEVANT DATA

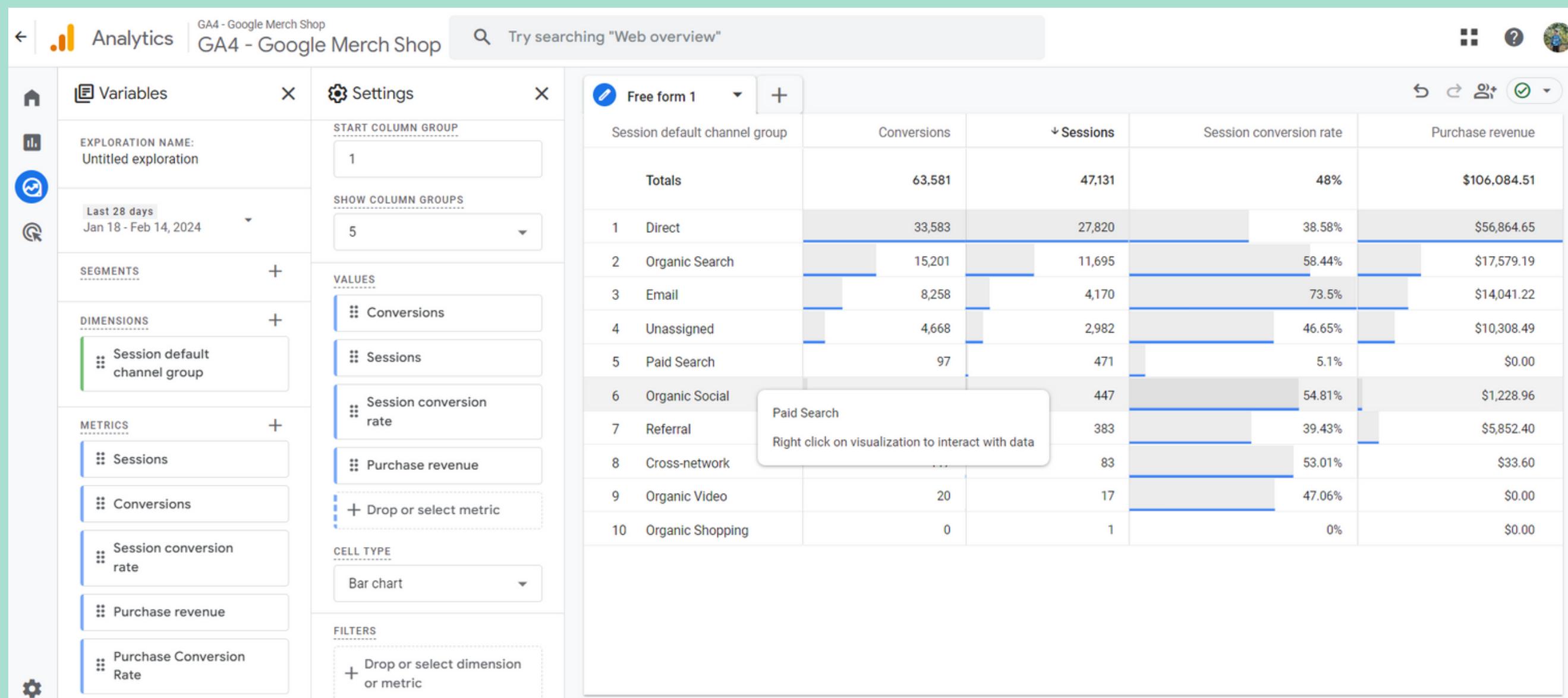


5. Conversion Report

- From the goal visualization, identify the goal conversion rate (%) at each stage of the funnel.

The goal conversion rate- 38.58%.

SCREENSHOT OF RELEVANT DATA

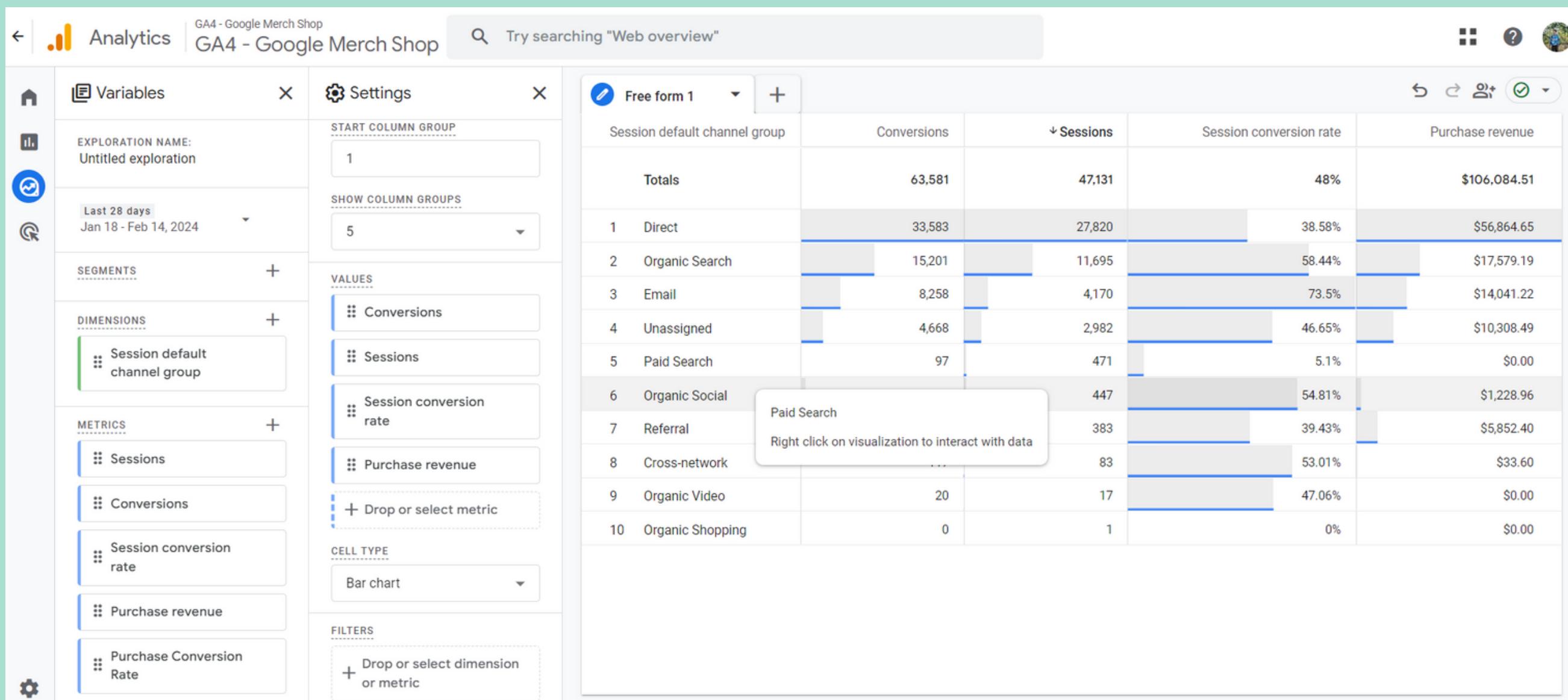


5. Conversion Report

- Find out the conversion path that had the highest \$ value of conversion.

The conversion path that had the highest \$ value of conversion- Direct (\$56,864.65).

SCREENSHOT OF RELEVANT DATA



6. Final Report

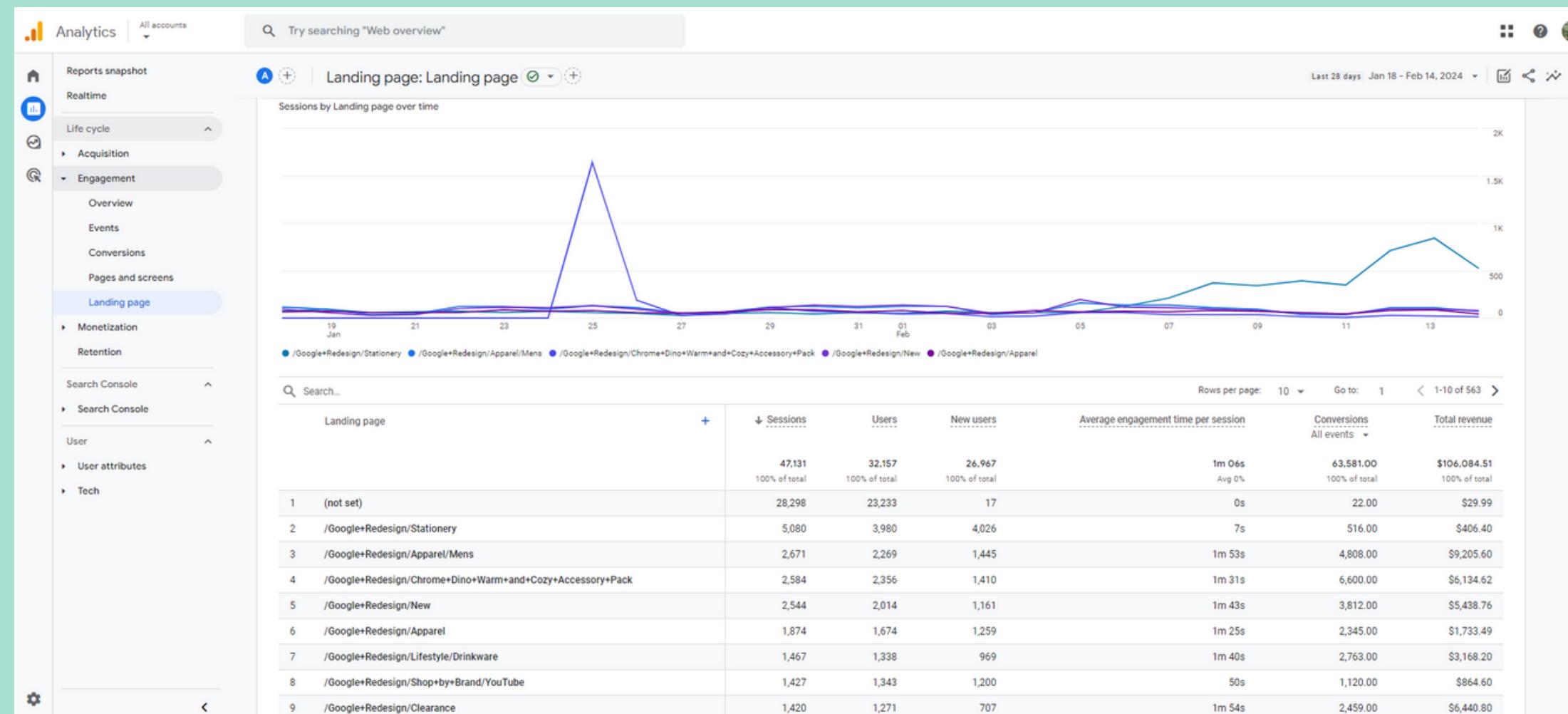
- **Presenting the data in the form of a story-**

By observing the real time report there are 19 active users currently on the Google Merchandise Store. From them 12 are from Desktop & 6 are from Mobile users. The most active pages are Men's/Unisex | Apparel | Google Merch Shop- 9.3% YouTube | Shop by Brand | GMS- 5.88%. Top three locations from which GMS receives highest traffic Based on country are India, United States & Japan. Screenshot of 'Demographics' includes United States has the most no. of users of 18, 930 from which 15, 021 are new users then India ranks 2nd highest. Screenshot of 'Interests based on Technology/Technophiles' shows highest engagement rates of age 25 to 34 are female, for lifestyles & hobbies from 35 to 44 are male, for Media & entertainment from 25 to 34 female, for Banking & finance from 18 to 24 male ranks first. All 500 users are from Chrome browser, bounce rate is 16.28% for chrome browser & revenue generated is \$128,613.60. Acquisition report shows the highest number of traffic is coming from Direct channel- 17, 366 users & the percentage of new user is 90.04 % & bounce rate is 63.39. The highest number of sessions (not set)- 28, 298. Behavior report shows the percentage of new user is 0.07% & bounce rate is 60.04. Conversion report shows the goal conversion rate- 38.58% & the conversion path that had the highest \$ value of conversion- Direct (\$56,864.65).

7. Optimisations

- Among the top 10 landing pages according to sessions, which ones' content should the GMS optimise? (Hint: The highest bounce rates indicate that the number of people moving away is the highest for these pages as compared with the others, and hence, their content can be optimised to make them more engaging/relevant.)
 - /GOOGLE+REDESIGN/LIFESTYLE/DRINKWARE
 - /GOOGLE+REDESIGN/APPAREL
 - /GOOGLE+REDESIGN/SHOP+BY+BRAND/YOUTUBE
 - /GOOGLE+REDESIGN/STATIONERY

SCREENSHOT OF RELEVANT DATA



7. Optimisations

- Your brand has the option of either running an SEM campaign or investing in Search Engine Optimisation. Based on the channels of acquisition, which one should GMS focus on and why?

SEM (SEARCH ENGINE MARKETING):

IMMEDIATE RESULTS: SEM CAMPAIGNS CAN DRIVE TRAFFIC TO YOUR WEBSITE ALMOST INSTANTLY, AS THEY INVOLVE PAYING FOR PLACEMENT ON SEARCH ENGINE RESULTS PAGES (SERPS) THROUGH METHODS LIKE PAY-PER-CLICK (PPC) ADVERTISING.

TARGETED ADVERTISING: SEM ALLOWS FOR HIGHLY TARGETED ADVERTISING, AS YOU CAN SPECIFY THE DEMOGRAPHICS, INTERESTS, AND SEARCH TERMS YOU WANT TO TARGET.

CONTROL AND FLEXIBILITY: YOU HAVE CONTROL OVER YOUR AD SPEND AND CAN ADJUST YOUR CAMPAIGNS IN REAL-TIME BASED ON PERFORMANCE METRICS.

COST CONSIDERATIONS: SEM CAMPAIGNS REQUIRE A BUDGET FOR ADVERTISING SPEND, AND THE COSTS CAN ADD UP QUICKLY, ESPECIALLY FOR COMPETITIVE KEYWORDS.

SEO (SEARCH ENGINE OPTIMIZATION):

LONG-TERM STRATEGY: SEO EFFORTS TAKE TIME TO SHOW RESULTS BUT CAN LEAD TO SUSTAINED ORGANIC TRAFFIC OVER THE LONG TERM.

CREDIBILITY AND TRUST: ORGANIC SEARCH RESULTS OFTEN CARRY MORE CREDIBILITY AND TRUST WITH USERS COMPARED TO PAID ADS.

COST-EFFECTIVENESS: WHILE SEO MAY REQUIRE AN INITIAL INVESTMENT IN TERMS OF TIME AND RESOURCES, THE ONGOING MAINTENANCE COSTS ARE TYPICALLY LOWER COMPARED TO SEM.

USER EXPERIENCE: SEO FOCUSES ON IMPROVING VARIOUS ASPECTS OF YOUR WEBSITE, WHICH CAN ENHANCE THE OVERALL USER EXPERIENCE AND LEAD TO BETTER ENGAGEMENT AND CONVERSIONS.

FACTORS TO CONSIDER:

CHANNELS OF ACQUISITION:

- **CURRENT RESULT:** WHAT PERCENTAGE OF YOUR CURRENT TRAFFIC COMES FROM ORGANIC SEARCH VS. PAID SEARCH? ANALYZING YOUR EXISTING DATA WILL HELP YOU UNDERSTAND WHERE YOU ARE CURRENTLY STRONG AND WHERE THERE IS ROOM FOR GROWTH.
- **TARGET AUDIENCE:** WHERE DOES YOUR TARGET AUDIENCE SPEND THEIR TIME ONLINE? IF THEY ACTIVELY SEARCH FOR PRODUCTS OR SERVICES LIKE YOURS, SEO MIGHT BE MORE EFFECTIVE. IF THEY ARE MORE LIKELY TO BE INFLUENCED BY ADS, SEM COULD BE A BETTER FIT.
- **COMPETITION:** IS THE ORGANIC SEARCH LANDSCAPE FOR YOUR TARGET KEYWORDS COMPETITIVE? IF SO, SCALING THROUGH PAID ADS MIGHT BE FASTER AND EASIER.

BUDGET AND TIMELINE:

- **BUDGET:** SEM INVOLVES ONGOING COSTS FOR AD SPEND, WHILE SEO HAS UPFRONT COSTS BUT OFTEN DELIVERS LONG-TERM RETURNS. CONSIDER YOUR AVAILABLE BUDGET AND HOW QUICKLY YOU NEED TO SEE RESULTS.
- **TIMELINE:** SEO TAKES TIME TO SHOW RESULTS, OFTEN MONTHS OR EVEN YEARS. SEM CAN DELIVER IMMEDIATE VISIBILITY, BUT RESULTS STOP AS SOON AS YOU STOP PAYING.

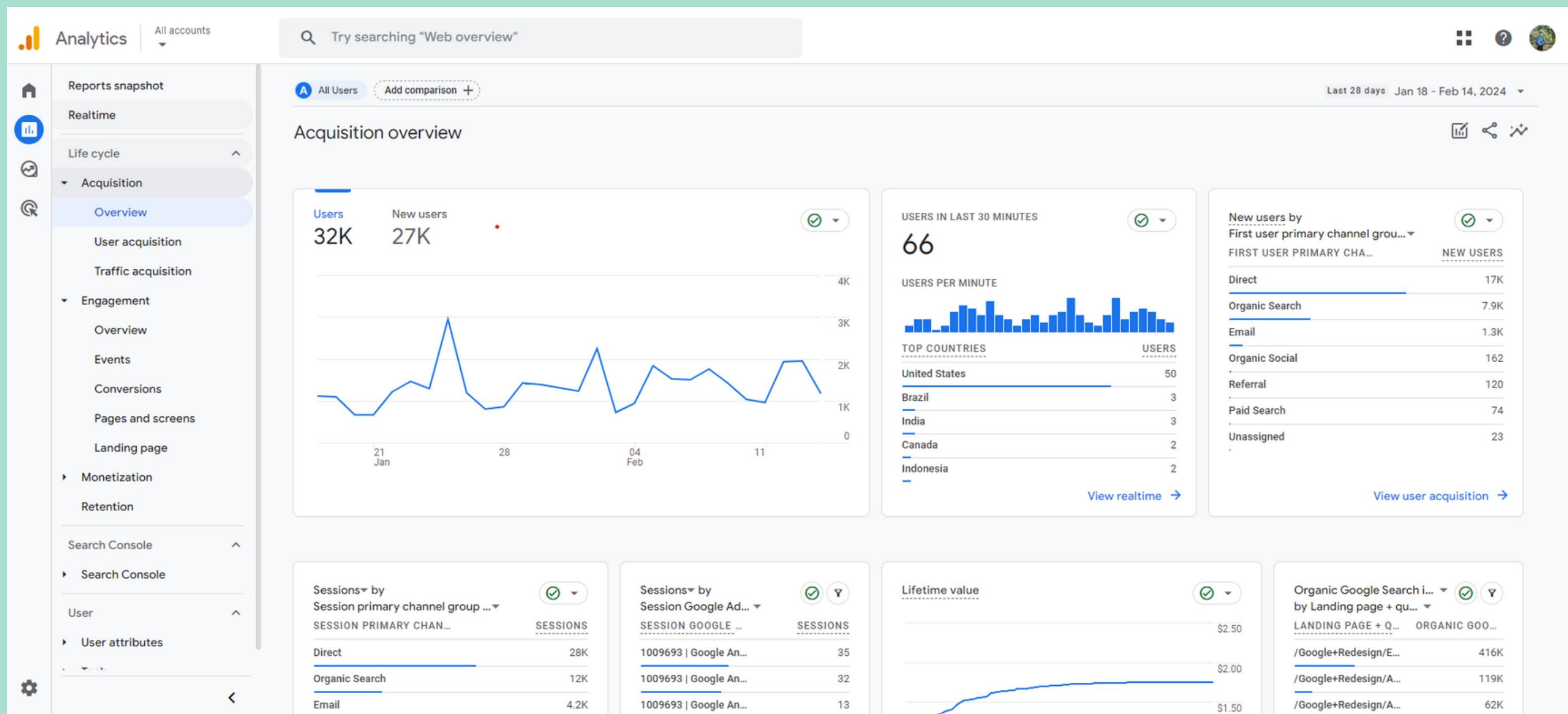
OVERALL BUSINESS GOALS:

- **BRAND AWARENESS:** IF YOU WANT TO BUILD BRAND AWARENESS AND ESTABLISH YOURSELF AS A THOUGHT LEADER, SEO CAN BE HELPFUL.
- **SPECIFIC LEADS OR CONVERSIONS:** IF YOU HAVE SPECIFIC SALES GOALS AND NEED IMMEDIATE RESULTS, SEM CAN BE MORE TARGETED AND MEASURABLE.

*CONSIDERING A **HYBRID APPROACH** THAT COMBINES BOTH SEO AND SEM TO LEVERAGE THE STRENGTHS OF EACH STRATEGY.*

- GMS should focus on organic social by using Facebook , Instagram, twitter X, LinkedIn, Pinterest etc., for gaining more audience from social media platforms. Also they can improve their email marketing by sending more emails to the bounced back audiences and the users how has visited any product repeatedly but not purchased etc. & also they can improve their organic search by SEO tactics to improve traffic & conversion.

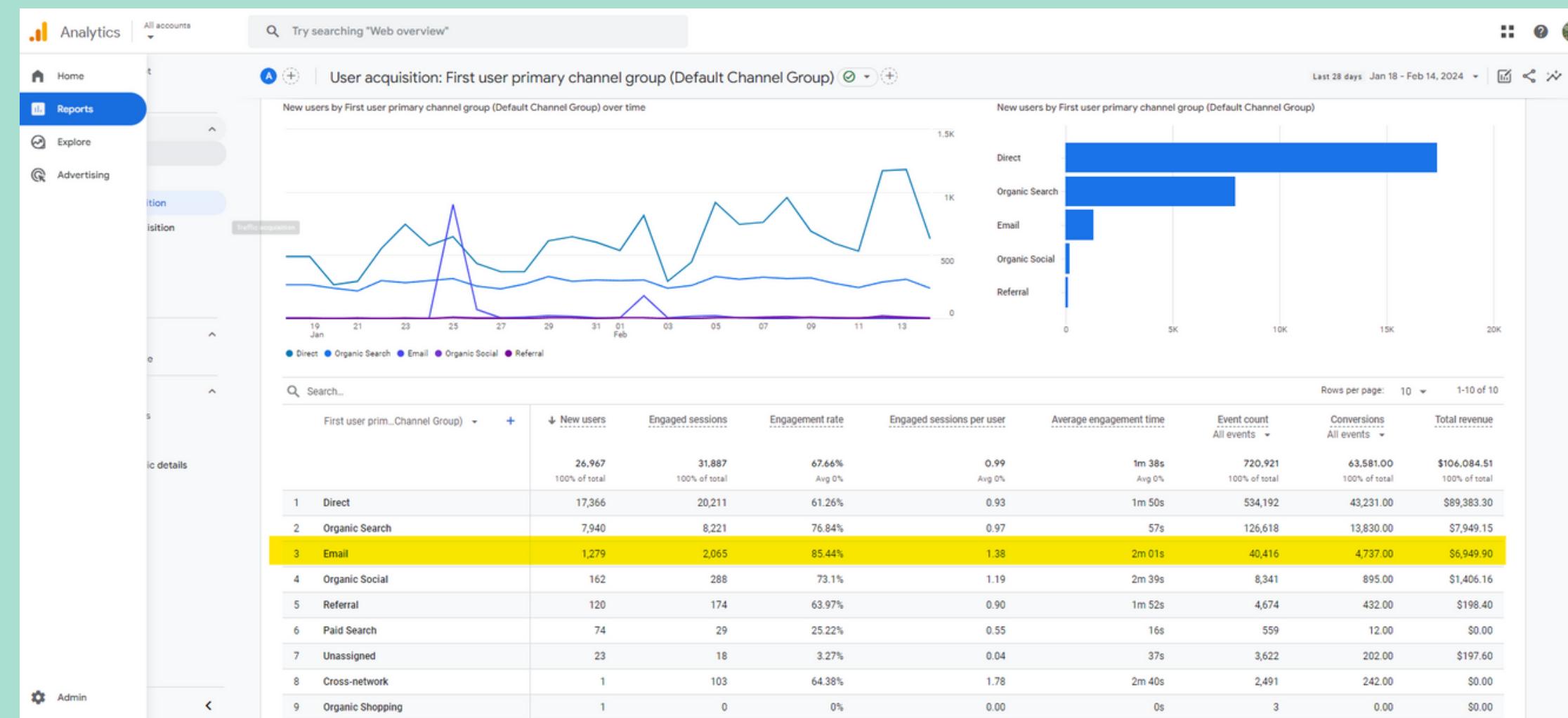
SCREENSHOT OF RELEVANT DATA



7. Optimisations

- GMS is trying to get 'new' users to their website by using an email campaign. If they were to target a particular demographic, then which age group and gender should they focus on? (Hint: To understand which demographic to focus on, you can refer to the audience report to see where GMS is getting the maximum percentage of 'new' users from, as opposed to repeat users.)

SCREENSHOT OF RELEVANT DATA



7. Optimisations

	Age	Gender	City	Interests	Engagement rate
Totals					72.59%
1	25-34	female	San Jose	Technology/Technophiles	94.44%
2	18-24	male	Atlanta	Technology/Technophiles	93.33%
3	18-24	male	Jersey City	Technology/Technophiles	92.31%
4	18-24	male	Agra	Technology/Technophiles	91.67%
5	25-34	male	Kitchener	Technology/Technophiles	88.9%
6	unknown	female	(not set)	Technology/Technophiles	88.9%
7	35-44	male	(not set)	Technology/Technophiles	88.37%
8	35-44	male	Chicago	Technology/Technophiles	86.67%
9	35-44	male	Sunnyvale	Technology/Technophiles	86.67%
10	unknown	female	Sunnyvale	Technology/Technophiles	86.67%
11	18-24	male	Chennai	Technology/Technophiles	85.71%
12	18-24	male	Delhi	Technology/Technophiles	85.71%
13	25-34	male	San Diego	Technology/Technophiles	85.71%
14	25-34	male	Santa Clara	Technology/Technophiles	85.71%
15	45-54	female	(not set)	Technology/Technophiles	85.71%
16	25-34	female	Mountain View	Technology/Technophiles	85%
17	unknown	male	San Francisco	Technology/Technophiles	85%

	Age	Gender	City	Segment	Interest new	Totals	Engagement rate
Totals					72.6%	72.6%	Avg 0%
1	35-44	male	(not set)	Lifestyles & Hobbies/S hutterbugs	94.12%	94.12%	
2	25-34	female	San Francisco	Lifestyles & Hobbies/S hutterbugs	91.3%	91.3%	
3	25-34	male	Mountain View	Lifestyles & Hobbies/S hutterbugs	87.5%	87.5%	
4	35-44	male	San Francisco	Lifestyles & Hobbies/S hutterbugs	87.5%	87.5%	
5	45-54	male	New York	Lifestyles & Hobbies/S hutterbugs	86.36%	86.36%	
6	25-34	female	Los Angeles	Lifestyles & Hobbies/S hutterbugs	85.71%	85.71%	
7	35-44	male	New York	Lifestyles & Hobbies/S hutterbugs	84.21%	84.21%	

	Age	Gender	City	Segment	Interest new	Totals	Engagement rate
Totals					72.56%	72.56%	Avg 0%
1	25-34	female	San Francisco	Media & Entertainment/Movie Lovers	92%	92%	
2	35-44	male	(not set)	Media & Entertainment/Movie Lovers	91.3%	91.3%	
3	25-34	male	Seattle	Media & Entertainment/Movie Lovers	88.24%	88.24%	
4	25-34	male	Mountain View	Media & Entertainment/Movie Lovers	85.71%	85.71%	
5	35-44	male	Sunnyvale	Media & Entertainment/Movie Lovers	85.71%	85.71%	

	Age	Gender	City	Segment	Interest new	Totals	Engagement rate
Totals					74.79%	74.79%	Avg 0%
1	18-24	male	San Jose	Banking & Finance/Avid Investors	100%	100%	
2	35-44	male	(not set)	Banking & Finance/Avid Investors	95.65%	95.65%	
3	18-24	male	(not set)	Banking & Finance/Avid Investors	95.24%	95.24%	
4	25-34	male	Santa Clara	Banking & Finance/Avid Investors	92.31%	92.31%	
5	25-34	female	Mountain View	Banking & Finance/Avid Investors	86.49%	86.49%	
6	25-34	male	Los Angeles	Banking & Finance/Avid Investors	85.71%	85.71%	
7	18-24	male	Mountain View	Banking & Finance/Avid Investors	85.42%	85.42%	

- By analyzing all four reports & the email report on the previous slide we get to a point that email engagement rate is average but the age they can target ages of 18 to 24 male, 25 to 34 female, 35 to 44 female & 45 to 54 male to get more engagement rate and make the campaign successfull. Also they can remarket those users who shows interest in the email by opening the landing page and fills up sign up form.

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Thank you for watching!

I hope this project on GA4 of Google Merch Shop gives you an overview of how to analyze the website's overall data and how to make future strategies by targeting, improvement, & campaigns for better conversion & sales.

Presented by Biswajit Swain
Skill Academy, Testbook, Batch-12

