

Digital Analytics with Google Analytics and Data Studio Group Report

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KPIs and Metrics

General Websites

- Segmenting Audience
- Page/Scroll Depth
- Conversion Path

eCommerce

- Percentage of User Visits
- Customer Acquisition Cost
- Transactions/Avg Order Value
- Conversion Rate & Revenue

Content

- Engagements
- Page like post clicks
- Traffic per campaign

Software as a service(SaaS)

- Monthly Recurring Revenue
- Churn Rate
- Customer Lifetime Value
- Customer Acquisition Cost

KPI Table Comparison

KPIs	Ecommerce	Content	SaaS
Visitors	X	X	X
Conversion Rates	X	X	X
Average Order Value	X		
Shopping Cart Abandonment	X		X
Monthly Recurring Revenue	X	X	X
Media Spending and Returns	x	X	
LTV	X		X
Customer Acquisition Cost	X		X
Churn Rate		X	X

Shade indicates how impactful the KPI is to the business type. Darker means it is more impactful.



Google Merchandise Store-Audience

Overview metrics: Users, New users, sessions, bounce rate, page/session, average session, transaction, revenue, and eCommerce conversion rate

Demographics: Age/ Gender

Geographics: Country and City

Technology: Browser, OS, Desktop, Tablet, Mobile

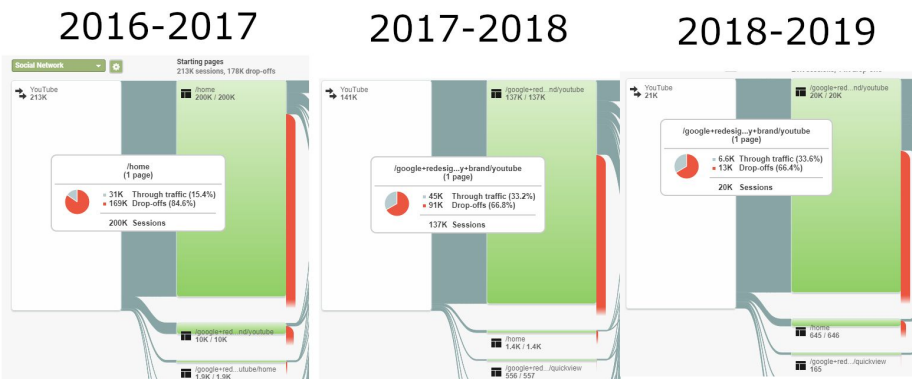
Google Merchandise Store - Acquisition

The main category of this feature is **All Traffic** which includes channels, source/medium, and referral reports. There is **social** category which focuses on social media traffic.

Interesting Insights:

- traffic from social channels fall from 2016-2018
- referral is the most effective ecommerce channel
- traffic from YouTube tends to result in a lot of drop-offs but is improved in later years

		Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Ecommerce Conversion	F Transactions	Revenue
Organic Search	16-17	315029	308817	391321	47.27%	4.36	154.50	1.06%	4134	452958.28
	17-18	383219	370221	476971	48.54%	3.94	132.13	0.78%	3719	463468.32
	18-19	341540	320280	436167	47.36%	4.06	153.98	0.32%	1392	125746.62
Social	16-17	211602	210638	227047	65.00%	1.80	41.47	0.08%	181	19234.31
	17-18	145067	142192	159208	62.21%	2.36	55.81	0.13%	205	44226.83
	18-19	28869	26558	31929	58.28%	2.97	91.88	0.05%	16	908.18
Direct	16-17	118875	117377	160884	45.05%	4.95	188.44	4.30%	6913	1554075.15
	17-18	139664	137369	188027	49.18%	4.01	152.94	2.77%	5217	752751.85
	18-19	105017	104888	146281	32.72%	5.19	216.66	0.40%	578	74442.36
Referral	16-17	72683	62021	125699	22.48%	7.63	276.57	8.67%	10896	1838258.12
	17-18	97871	83536	194644	23.18%	6.59	242.02	8.50%	16545	3479990.74
	18-19	82243	65979	149460	23.51%	6.30	257.39	0.82%	1219	159927.60
Paid Search	16-17	19145	16367	26014	36.34%	5.82	190.37	2.20%	572	63154.11
	17-18	19454	16473	26150	48.47%	4.35	137.12	1.39%	363	40891.94
	18-19	20897	17299	28479	38.16%	4.76	170.20	0.69%	196	16428.18
Affiliates	16-17	13800	12821	16944	51.84%	3.07	157.14	0.06%	10	616.37
	17-18	17976	16510	22617	53.52%	3.04	158.88	0.06%	14	745.65
	18-19	24221	20171	28838	49.67%	3.39	152.87	0.07%	20	1542.26
Display	16-17	4200	1942	6496	33.93%	5.87	211.11	3.09%	201	140083.94
	17-18	32795	32123	47402	85.67%	1.55	41.19	0.22%	106	55970.08
	18-19	11793	10843	14371	72.37%	2.34	64.06	0.31%	44	3885.34
(Other)	16-17	87	27	113	40.71%	4.12	136.59	0.88%	1	9.99
	17-18	15	10	19	68.42%	2.21	72.05	0.00%	0	0.00
	18-19	9070	6654	10876	30.85%	5.08	186.46	0.21%	23	930.44





Google Merchandise Store - Behavior

- **All Pages Overview:**
focuses on what part of the website is more interesting and effective to the customers.
- **Landing Pages Overview and Exit Pages Overview:**
learn about the overall performance of the website.
- **Search Term Overview:**
understand popular terms used to access the website
- **Top Events Overview:**
collecting data about customer interactions

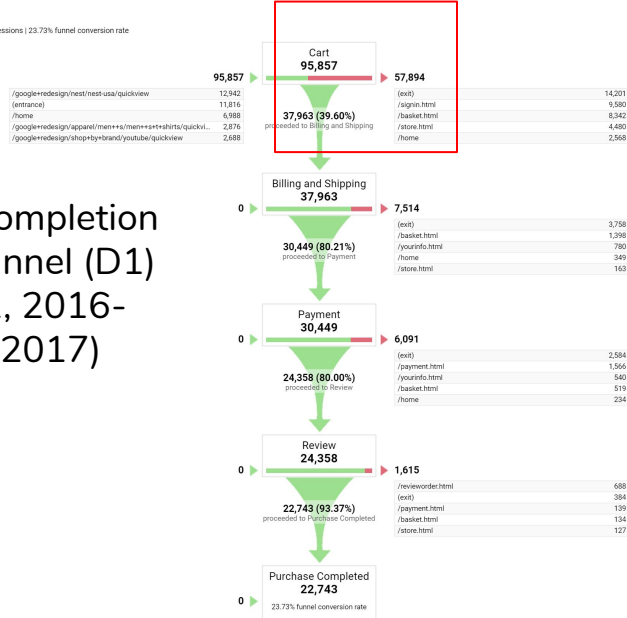
	Aug. 1, 2016- Aug. 1, 2017	Aug. 1, 2017- Aug. 1, 2018	Aug. 1, 2018- Aug. 1, 2019
All Pages Overview			
Pageviews	4,115,395	4,548,924	3,889,817
Avg. Time on Page	0:00:46	0:00:46	0:00:50
Entrances	954,407	1,114,813	846,247
Bounce Rate	47.54%	47.85%	41.01%
Page Value	\$18.62	\$15.18	\$1.90
Landing Page Overview			
Sessions	954,518	1,115,038	846,401
% New Sessions	76.48%	71.61%	67.66%
Bounce Rate	47.54%	47.85%	41.01%
Pages/Session	4.31	4.08	4.60
Avg. Session Duration	0:02:31	0:02:21	0:03:00
Exit Page Overview			
Exits	954,407	1,114,813	846,247
Pageviews	4,115,395	4,548,924	3,889,817
% Exit	23.19%	24.51%	21.76%
Search Term Overview			
Top 3 Search Terms (in order)	gopher, ingress, jersey	gopher, ingress, beanie	gopher, beanie, ingress
Total Unique Searches	749	460	100
Results Pageviews/Search	1.11	1.12	1.08
% Search Exits	32.31%	40.00%	44.00%
Time after Search	0:01:25	0:01:06	0:01:30
Avg. Search Depth	2.28	2.15	1.86
Top Events Overview			
Top 3 Event Actions (1st - 3rd)	Quickview click, Add to cart, Product click	Quickview click, Product click, Add to cart	Quickview click, Product click, Add to cart
Sessions	337,117	425,804	401,678
Pages/Session	16.02	13.28	12.90
Avg. Session Duration	0:10:01	0:08:23	0:08:52
% New Sessions	62.52%	61.14%	60.37%

Google Merchandise Store - Conversions

- Shopping Cart has the highest abandonment rate
- The shopping behavior of the GMS follows the Pareto Principle

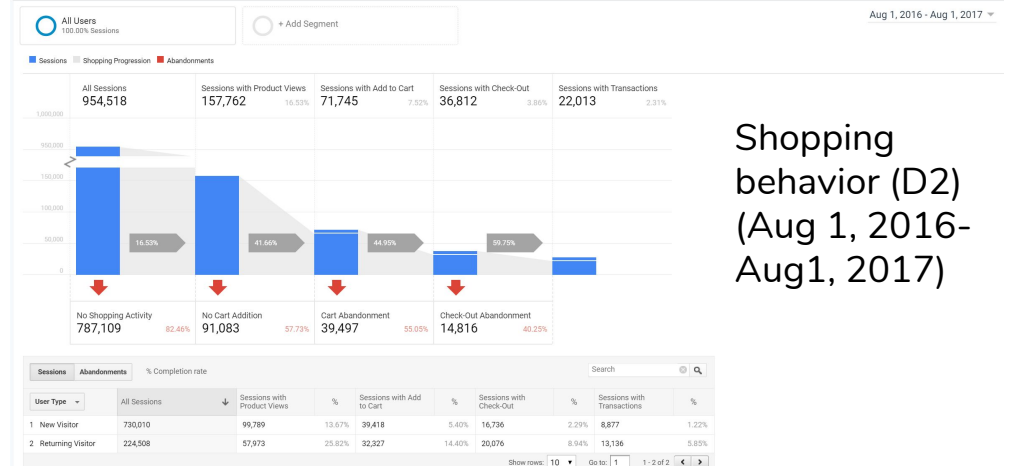
Purchase Completed

This Goal was completed in 22,743 sessions | 23.73% funnel conversion rate



Goal completion
And funnel (D1)
(Aug 1, 2016-
Aug1, 2017)

Shopping Behavior Analysis

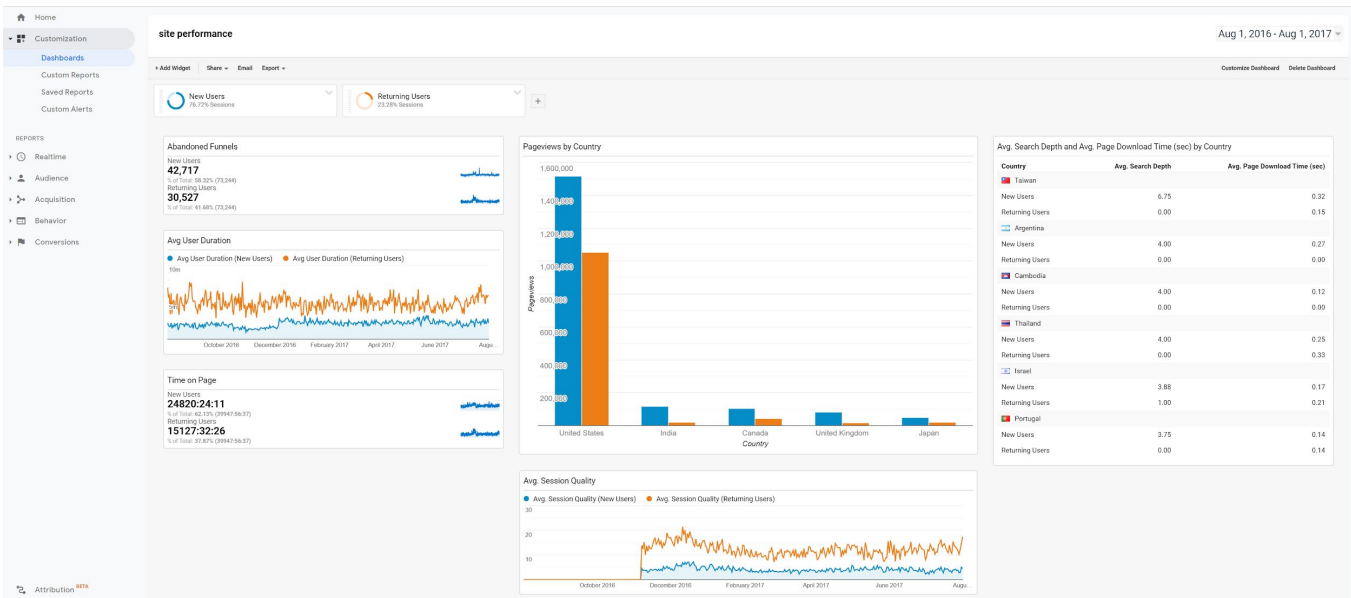


Shopping
behavior (D2)
(Aug 1, 2016-
Aug1, 2017)

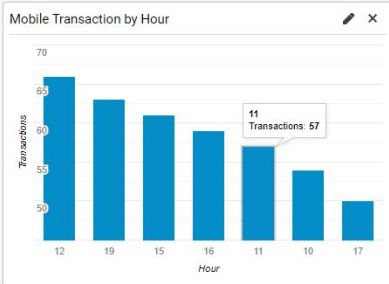
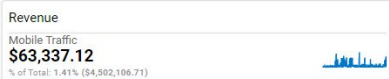
Dashboards - Site Performance

Site Performance

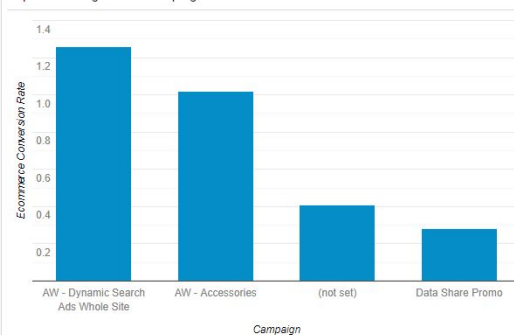
- Segmentation of new vs returning users
- Returning spend more time overall
- New users spend more time on a single page.



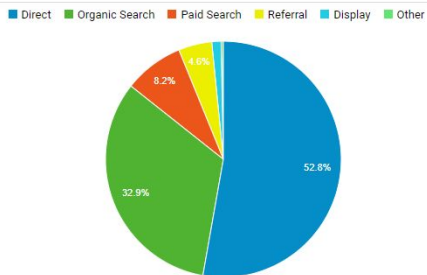
Dashboards - Mobile eCommerce



Top Performing Mobile Campaigns



Mobile Device Revenue by Channels



Top Mobile Landing Pages

Landing Page	Pageviews	Avg. Time on Page
/home	426,159	00:00:46
/google+redesign/shop+by+brand/youtube	102,080	00:00:45
/google+redesign/apparel/men++s/men++s++shirts	28,834	00:00:46
/google+redesign/apparel/mens/men++shirts	17,845	00:00:53
/signin.html	12,418	00:00:43
/google+redesign/apparel	12,085	00:00:47
/google+redesign/bags	11,508	00:00:52

Product List Views and Product Revenue by Product

Product	Product List Views	Product Revenue
Google Men's 100% Cotton Short Sleeve Hero Tee White	78,997	\$1,012.79
YouTube Twill Cap	70,750	\$382.87
22 oz YouTube Bottle Infuser	68,261	\$86.92
YouTube Custom Decals	59,532	\$80.88
YouTube Wool Heather Cap Heather/Black	59,110	\$96.73
YouTube Men's Short Sleeve Hero Tee Black	54,177	\$526.13
YouTube Trucker Hat	49,555	\$255.36

Dashboards - Advertisement

Advertisement Dashboard

Aug 1, 2016 - Aug 1, 2017 ▾

+ Add Widget Share Email Export ▾

Customize Dashboard Delete Dashboard

All Users
100.00% Sessions

+ Add Segment

Cost Per Click

\$0.26

Avg For View: \$0.26 (0.00%)



Click-Through Rate

1.37%

Avg For View: 1.37% (0.00%)



Conversion

\$0.03

% of Total: 100.00% (\$0.03)

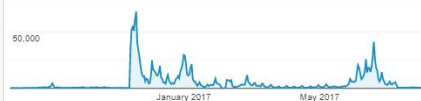


Impression Behavior

Impressions

100,000

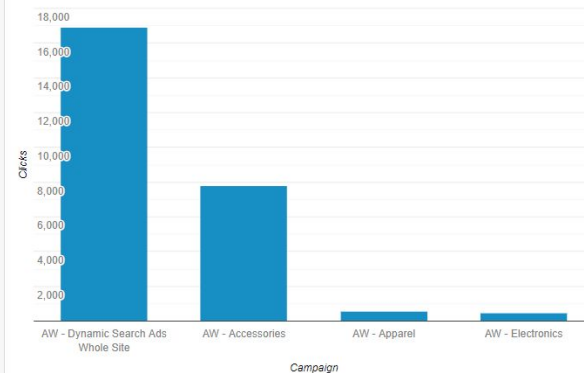
50,000



Campaign Overview

Campaign	Impressions	Cost
AW - Electronics	1,634,969	\$523.25
AW - Dynamic Search Ads Whole Site	162,412	\$4,541.53
AW - Accessories	58,992	\$1,526.22
AW - Apparel	18,932	\$191.93

Top Campaign Clicks



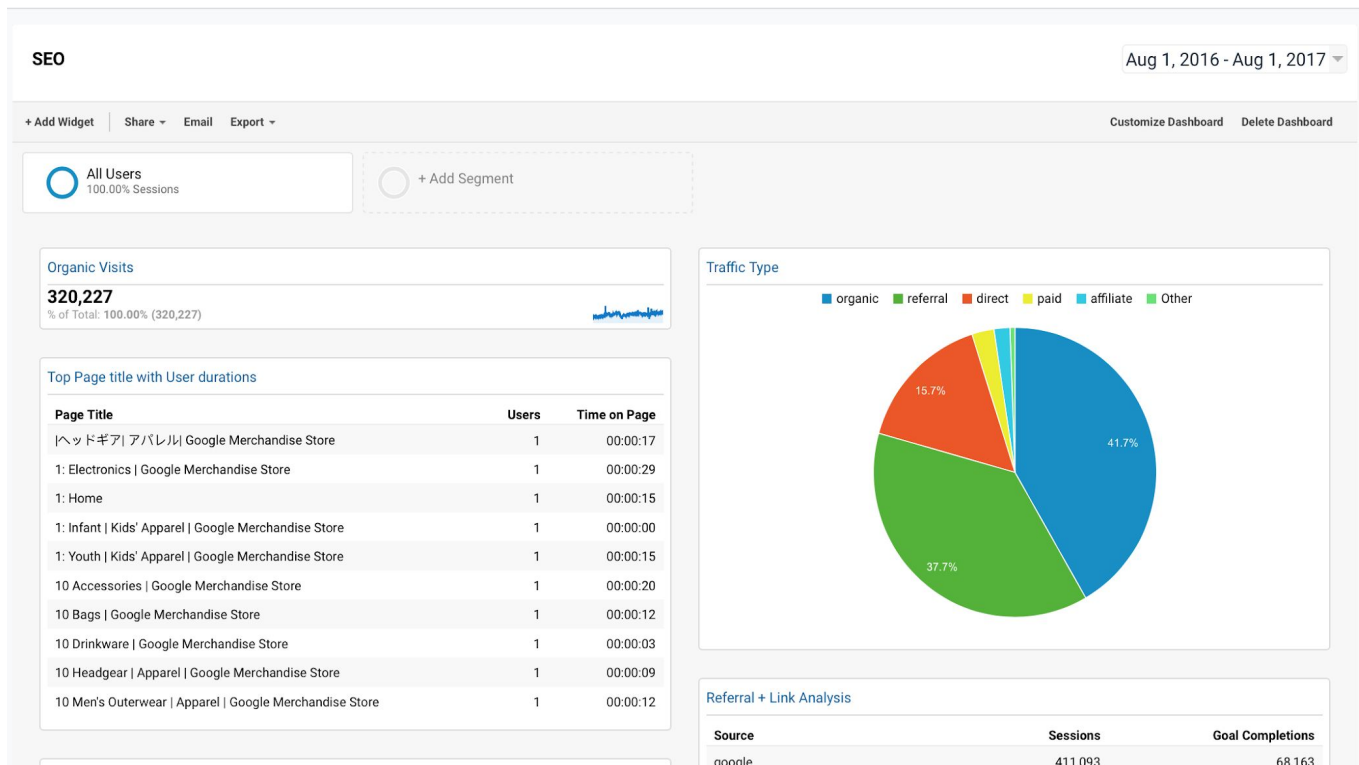
Keyword Overview

Keyword	Clicks	Impressions
Dynamic Search Ads	16,932	162,412
google merchandise store	1,709	7,486
Google Merchandise	1,493	5,279
google store	1,277	17,994
+google +store	482	6,374
+Google +Merchandise	321	1,832
YouTube Merchandise	300	1,514
youtube merch	246	1,272
+google +merchandise +store	241	1,042
+YouTube +apparel	206	1,906

Ad Group Performance

Google Ads: Ad Group	Clicks	CTR
All webpages	12,017	11.22%
Merchandise - Brand [E]	3,969	24.40%
t shirts	2,404	8.09%
Store - Brand [E]	1,307	7.02%
google	1,188	7.48%

Dashboards - SEO



Dashboards - SEO

10 Headgear Apparel Google Merchandise Store	1	00:00:09
10 Men's Outerwear Apparel Google Merchandise Store	1	00:00:12

Top Known Keyword

Keyword	Organic Searches	Avg. Time on Page
+Android +Gear	0	00:00:15
+Android +Merchandise	0	00:00:26
+buy +from +google +store	0	00:00:19
+Google +accessories	0	00:00:49
+google +accessories +store	0	00:00:24
+google +backpack	0	00:00:45
+google +backpacks	0	00:00:38
+google +bags	0	00:00:28
+google +coffee +mug	0	00:00:38
+google +coffee +mugs	0	00:00:26

Most Viewed Pages from SEO

Landing Page		Sessions	Avg. Time on Page
/home	📄	638,395	00:00:45
/google+redesign/shop+by+brand/youtube	📄	82,315	00:00:47
/google+redesign/apparel/men++s/men++s+t+shirts	📄	21,070	00:00:43
/signin.html	📄	18,804	00:00:42
/google+redesign/nest/nest-usa	📄	16,111	00:00:42
/google+redesign/apparel/mens/mens+t+shirts	📄	12,973	00:00:52
/basket.html	📄	11,765	00:00:44
/google+redesign/drinkware	📄	9,088	00:00:48
/google+redesign/bags	📄	8,810	00:00:47
/google+redesign/apparel	📄	6,658	00:00:50

Referral + Link Analysis

Source	Sessions	Goal Completions
google	411,093	68,163
youtube.com	363,156	3,869
(direct)	160,886	50,179
mall.googleplex.com	76,612	52,380
Partners	24,810	3,053
analytics.google.com	16,839	1,246
dfa	9,826	2,600
sites.google.com	8,825	7,532
gdeals.googleplex.com	6,207	8,023
google.com	4,810	662

Custom Reports - Funnel Abandonment

Funnel Abandonment

- - Reaffirms that shopping cart has the highest abandonment
- - Shows the previous pages the user accessed

The screenshot displays the Google Analytics interface for a Custom Report titled "Funnel Abandonment path". The report is configured for "All Users" and shows data for the period "Aug 1, 2016 - Aug 1, 2017". The report is a table with 5 columns: "Goal Completion Location", "Goal Previous Step - 1", "Goal Previous Step - 2", "Goal Previous Step - 3", and "Abandoned Funnels". The table lists 10 rows of data, showing the progression from the initial goal location to the final abandoned state, including the number of users and the percentage of abandonment at each step.

Goal Completion Location	Goal Previous Step - 1	Goal Previous Step - 2	Goal Previous Step - 3	Abandoned Funnels
1. /basket.html	(entrance)	(not set)	(not set)	11,802 (6.32%)
2. /revieworder.html	/payment.html	/yourinfo.html	/basket.html	8,073 (4.33%)
3. /yourinfo.html	/basket.html	/store.html	/registersuccess.html	7,720 (4.14%)
4. /payment.html	/yourinfo.html	/yourinfo.html	/basket.html	7,008 (3.75%)
5. /revieworder.html	/payment.html	/payment.html	/yourinfo.html	6,971 (3.73%)
6. /payment.html	/yourinfo.html	/basket.html	/basket.html	4,864 (2.61%)
7. /basket.html	/google+redesign/nest/nest-usa/quickview	/google+redesign/nest/nest-usa	(entrance)	3,755 (2.01%)
8. /basket.html	/home	(entrance)	(not set)	3,733 (2.00%)
9. /revieworder.html	/payment.html	/yourinfo.html	/yourinfo.html	3,707 (1.99%)
10. /yourinfo.html	/basket.html	/signin.html	/basket.html	3,199 (1.71%)

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Custom Reports - Campaign



All Users
100.00% Users



+ Add Segment

Aug 1, 2016 - Aug 1, 2017 ▼

Report Tab

advanced

Campaign ?	Users ?	Avg. Session Duration ?	Bounce Rate ?	Ecommerce Conversion Rate ?	Revenue ?	Revenue per User ?	Impressions ?	↓	CTR ?
1. AW - Electronics	8 (0.00%)	00:00:00	100.00%	0.00%	\$0.00 (0.00%)	\$0.00 (0.00%)	1,634,969 (87.18%)		0.03%
2. AW - Dynamic Search Ads Whole Site	11,333 (1.53%)	00:03:31	29.95%	2.52%	\$36,611.45 (0.90%)	\$3.23 (58.67%)	162,412 (8.66%)		10.43%
3. AW - Accessories	5,679 (0.77%)	00:03:17	34.86%	2.35%	\$25,490.06 (0.63%)	\$4.49 (81.52%)	58,992 (3.15%)		13.20%
4. AW - Apparel	41 (0.01%)	00:02:41	44.44%	1.85%	\$77.82 (0.00%)	\$1.90 (34.47%)	18,932 (1.01%)		3.07%
5. All Products	4 (0.00%)	00:00:00	100.00%	0.00%	\$0.00 (0.00%)	\$0.00 (0.00%)	0 (0.00%)		0.00%
6. (not set)	708,129 (95.82%)	00:02:29	47.85%	2.44%	\$4,006,169.14 (98.46%)	\$5.66 (102.75%)	0 (0.00%)		0.00%
7. Data Share	1 (0.00%)	00:00:16	0.00%	0.00%	\$0.00 (0.00%)	\$0.00 (0.00%)	0 (0.00%)		0.00%
8. Data Share Promo	13,798 (1.87%)	00:02:37	51.84%	0.06%	\$616.37 (0.02%)	\$0.04 (0.81%)	0 (0.00%)		0.00%

Show rows: 10 ▼ Go to: 1 1 - 8 of 8 < >

This report was generated on 5/2/20 at 8:56:28 PM - Refresh Report

Custom Reports - Page Efficiency

Page Efficiency Report

SAVE EXPORT SHARE EDIT

All Users
100.00% Entrances

+ Add Segment

Aug 1, 2016 - Aug 1, 2017

Page Analysis

Entrances VS. Select a metric

Day Week Month

Entrances



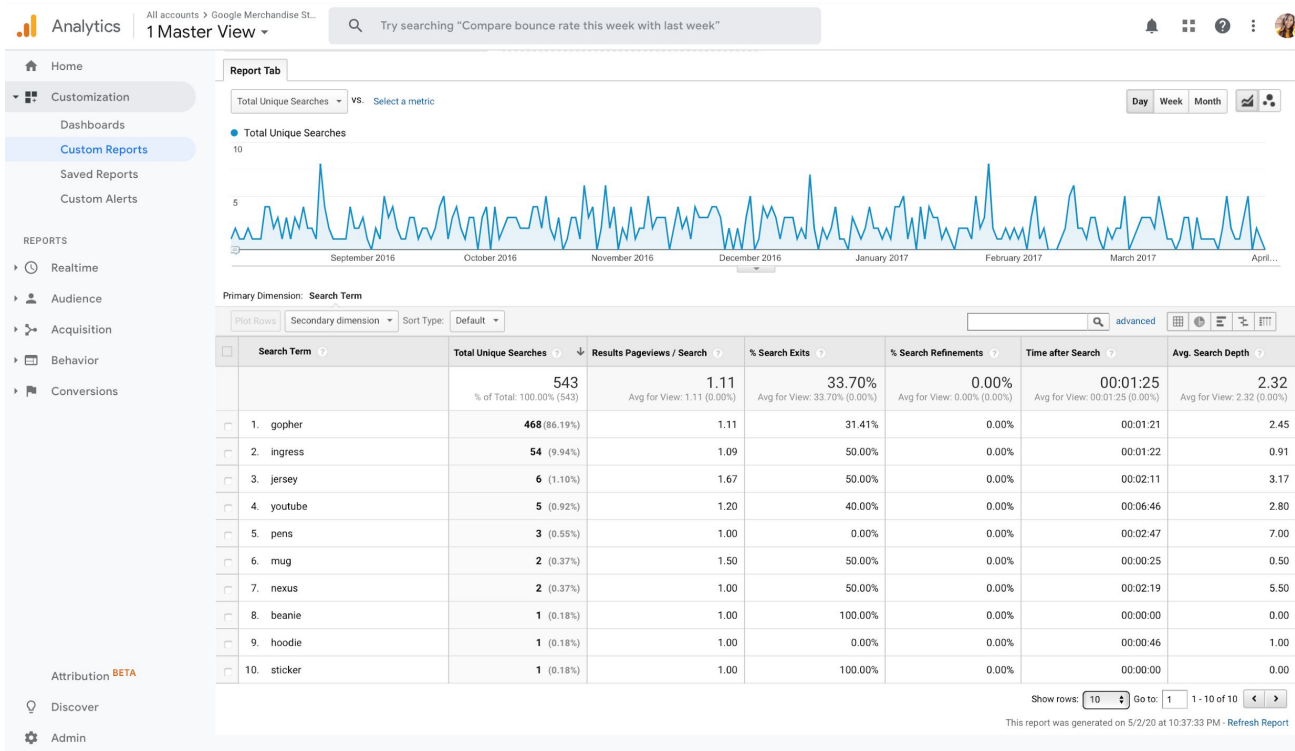
Primary Dimension: Page Title

Plot Rows Secondary dimension Sort Type: Default

advanced

Page Title	Entrances	Unique Pageviews	Bounces	Avg. Time on Page	Goal Completions
	954,407 % of Total: 100.00% (954,407)	2,960,223 % of Total: 100.00% (2,960,223)	453,765 % of Total: 100.00% (453,765)	00:00:46 Avg for View: 00:00:46 (0.00%)	199,311 % of Total: 100.00% (199,317)
1. Google Online Store	344,557 (36.10%)	345,785 (11.68%)	200,876 (44.27%)	00:00:56	542 (0.27%)
2. Home	296,909 (31.11%)	497,620 (16.81%)	103,833 (22.88%)	00:00:46	7,603 (3.81%)
3. YouTube Shop by Brand Google Merchandise Store	80,218 (8.41%)	120,948 (4.09%)	44,738 (9.86%)	00:00:55	1,654 (0.83%)
4. Men's T-Shirts Apparel Google Merchandise Store	27,086 (2.84%)	79,740 (2.69%)	12,256 (2.70%)	00:00:56	2,072 (1.04%)
5. The Google Merchandise Store - Log In	18,840 (1.97%)	121,311 (4.10%)	5,940 (1.31%)	00:00:32	28,689 (14.39%)
6. Page Unavailable	16,977 (1.78%)	25,227 (0.85%)	6,528 (1.44%)	00:00:59	374 (0.19%)
7. Nest-USA	16,016 (1.68%)	71,552 (2.42%)	2,797 (0.62%)	00:00:38	3,235 (1.62%)
8. Shopping Cart	11,762 (1.23%)	95,780 (3.24%)	4,410 (0.97%)	00:00:39	11,861 (5.95%)
9. Men's Outerwear Apparel Google Merchandise Store	7,816 (0.82%)	45,028 (1.52%)	3,255 (0.72%)	00:00:39	1,635 (0.82%)
10. Bags Google Merchandise Store	7,172 (0.75%)	37,060 (1.25%)	3,203 (0.71%)	00:00:43	1,392 (0.70%)

Custom Reports - Total Unique Searches



Google Data Studio Report - User Sessions per Page

User sessions per page

- the GMS has average sessions per user ratio of .94
- this is very low compared to the average website, with a ratio of 1.4

Aug 1, 2016 - Aug 1, 2017	
Page Title	Number of Sessions per User
1. Home	0.81
2. The Google Merchandise Store - My Account	0.04
3. 12: Home	1
4. Android Glass Water Bottle with Black Sleeve	0.11
5. Frequently Asked Questions	0.12
6. The Google Merchandise Store/22 oz Mini Mountain Bottle	0.18
7. Android Men's Long Sleeve Badge Crew Tee Heather	0.06
8. Google Onesie Red	0.23
9. 11: Nest-USA	1
10. Ballpoint Pen Blue	0.16
1 - 100 / 688 < >	
Aug 1, 2017 - Aug 1, 2018	
Page Title	Number of Sessions per User
1. Home	0.94
2. Store search results	0.11
3. Google Car Clip Phone Holder	0.07
4. 26 oz Double Wall Insulated Bottle	0.17
5. Nest® Cam IQ - USA	0.04
6. YouTube Stretch Fit Hat S/M	0.5
7. Micro Wireless Earbud	0.26
8. TaÅky Obchod Google Merchandise	0.33
9. Shopping Cart	0.17
10. Google Men's Quilted Insulated Vest Battleship Grey	0.12
1 - 100 / 719 < >	
Aug 1, 2018 - Aug 1, 2019	
Page Title	Number of Sessions per User
1. Home	0.91
2. Å³Home	1
3. Pakaian Google Merchandise Store	1
4. 1x21x2Å€1x21x2Å€YouTube Shop by Brand Google Merchandise Store	1
5. Google 16 oz Glass Bottle Navy	0.08
6. Bags Google Merchandise Store - https://shop.googlemerchandisestore.com/Google+Red...	1
7. Android World Cup Tee	0.03
8. Google Striped Tank	0.09
9. Android Youth Circle Tee	0.05
10. Electronics Google Merchandise Store	0.32
1 - 100 / 884 < >	



Google Data Studio Report - Product Evaluation

Product Evaluation Report is built to help identify which products are performing well.

The report can also be tuned to evaluate separate categories. It can also identify underperforming products in hopes of seeing what needs to be revamped.

Product Category (Enhanced E...				Product Evaluation Report			
Aug 1, 2016 - Aug 1, 2017				-			
	Product	Product Revenue	Unique Purchases	Avg. QTY			
1.	Google Men's Zip Hoodie	\$36,247.24	418	1.71			
2.	Google Men's 100% Cotton Short Sleeve Hero Tee Black	\$22,031.5	556	2.54			
3.	Google Men's 100% Cotton Short Sleeve Hero Tee White	\$20,322.09	632	2.11			
4.	BLM Sweatshirt	\$15,913.34	407	1.14			
5.	Google Twill Cap	\$15,199.88	333	4.6			
6.	Google Baby Essentials Set	\$14,004.28	147	3.46			
7.	Google Women's Fleece Hoodie	\$13,672.33	207	1.39			
8.	YouTube Twill Cap	\$11,390.91	193	6.06			
9.	Google Men's Watershed Full Zip Hoodie Grey	\$11,051.53	147	1.09			
10.	YouTube Men's Fleece Hoodie Black	\$10,470.2	165	1.38			
Aug 1, 2017 - Aug 1, 2018				1 - 100 / 211 < >			
	Product	Product Revenue	Unique Purchases	Avg. QTY			
1.	YouTube 3 Lines Tee Grey	\$30,741.56	154	9.38			
2.	YouTube Tee Black	\$28,889.3	328	4.36			
3.	Google Zip Hoodie Black	\$24,475.14	431	1.13			
4.	Google Tee Blue	\$22,652.67	726	1.59			
5.	YouTube Wordmark Crew Grey	\$20,017.96	109	3.78			
6.	Google Twill Cap	\$19,411.98	652	3.16			
7.	Google Tee White	\$17,137.97	636	1.39			
8.	Google Bike Tee Navy	\$16,777.02	710	1.26			
9.	Google Tee Green	\$15,897.59	598	1.41			
10.	Google Women's Tee Grey	\$15,478.16	388	2.14			
Aug 1, 2018 - Aug 1, 2019				1 - 100 / 213 < >			
	Product	Product Revenue	Unique Purchases	Avg. QTY			
1.	Google Zip Hoodie Black	\$10,677.89	181	1.17			
2.	Google Bike Tee Grey	\$7,249.14	179	2.04			
3.	Google Black Tee	\$6,873.6	272	1.32			
4.	Google Bike Tee Navy	\$6,750.41	264	1.36			
5.	Google Pullover Hoodie Grey	\$6,076.8	111	1.08			
6.	Google Tee White	\$5,400.48	228	1.19			
7.	Google Crewneck Sweatshirt Navy	\$4,866.11	97	1.12			
8.	Google Tee Blue	\$4,450.53	176	1.29			
9.	YouTube Wordmark Crew Grey	\$4,189.92	110	1.25			
10.	Google Crewneck Sweatshirt Grey	\$3,607.98	71	1.15			
				1 - 100 / 161 < >			



Google Data Studio Report - Top Event Actions

Top Event Analysis

- **Total number of event interactions:**
Quickview Click
- **Consistently conversion rates:**
Adding to Cart & Removing from Cart

Aug 1, 2016 - Aug 1, 2017				
	Event Action	Total Events	Revenue	Ecommerce Conversion Rate
1.	Quickview Click	445,690	\$3,603,567.02	12.64%
2.	Add to Cart	160,228	\$3,753,206.18	28.66%
3.	Product Click	104,748	\$951,978.32	9.47%
4.	Promotion Click	54,942	\$75,186.81	2.02%
5.	Remove from Cart	22,354	\$789,571.1	31.62%
6.	Onsite Click	6,833	\$30,113.66	3.32%
1 - 6 / 6 < >				
Aug 1, 2017 - Aug 1, 2018				
	Event Action	Total Events	Revenue	Ecommerce Conversion Rate
1.	Quickview Click	552,687	\$4,394,193.64	11.4%
2.	Product Click	157,359	\$1,720,950.77	9.73%
3.	Add to Cart	172,309	\$4,492,005.35	29.23%
4.	Promotion Click	48,689	\$87,255.44	3.04%
5.	Remove from Cart	21,246	\$704,114.89	29.94%
6.	Onsite Click	12,494	\$34,361.57	2.7%
1 - 6 / 6 < >				
Aug 1, 2018 - Aug 1, 2019				
	Event Action	Total Events	Revenue	Ecommerce Conversion Rate
1.	Quickview Click	488,251	\$320,766.19	1.49%
2.	Product Click	156,227	\$138,750.23	1.34%
3.	Promotion Click	90,338	\$32,559.23	0.84%
4.	Add to Cart	118,245	\$332,015.87	4.79%
5.	Remove from Cart	18,769	\$91,455.42	5.3%
6.	Onsite Click	5,650	\$989.85	0.6%
1 - 6 / 6 < >				



Google Data Studio Report - Sources/Medium with Top eCommerce Rate and New Users

-g.deals.googleplex.com/referral and voice.google.com/referral had the highest Ecommerce Conversion rate and new users in 2016 to 2017.

-Organic traffic had the highest Ecommerce conversion rate and new users. Your source/mediums can reveal the site that is bringing in the highest Ecommerce conversion & new users

Aug 1, 2016- Aug 1, 2017

	Source / Medium	Ecommerce Conv...	New Users
1.	voice.google.com / referral	33.33%	0
2.	searchwork.google.com / referral	50%	0
3.	gdeals.googleplex.com / referral	29.02%	2,435
4.	basecamp.com / referral	50%	1
5.	chat.google.com / referral	20%	5
		1 - 100 / 285	< >

August 1, 2017- August 1, 2018

	Source / Medium	Ecommerce Conversion Rate	New Users
1.	google / organic	0.11%	22,654
2.	(direct) / (none)	0.26%	6,901
3.	analytics.google.com / referral	0%	2,068
4.	creatoracademyyoutube.com / referral	0%	1,571
5.	Partners / affiliate	0%	1,417
		1 - 84 / 84	< >

August 1, 2018- August 1, 2019

	Source / ...	Ecommerce Conversion Rate	New Users
1.	yahoo / o...	0.88%	85
2.	google / ...	0.36%	668
3.	bing / or...	0.36%	185
4.	(direct) / (...)	0.26%	6,901
5.	google / ...	0.11%	22,654
6.	mail.oo...	0%	1,171
		1 - 84 / 84	< >

Thank you!

