How Long Do Google Merch Store Users Take to Purchase?

Exploring how timing and behaviour shape purchase decisions across the funnel.

Key Metrics

A quick look at the overall purchase performance.

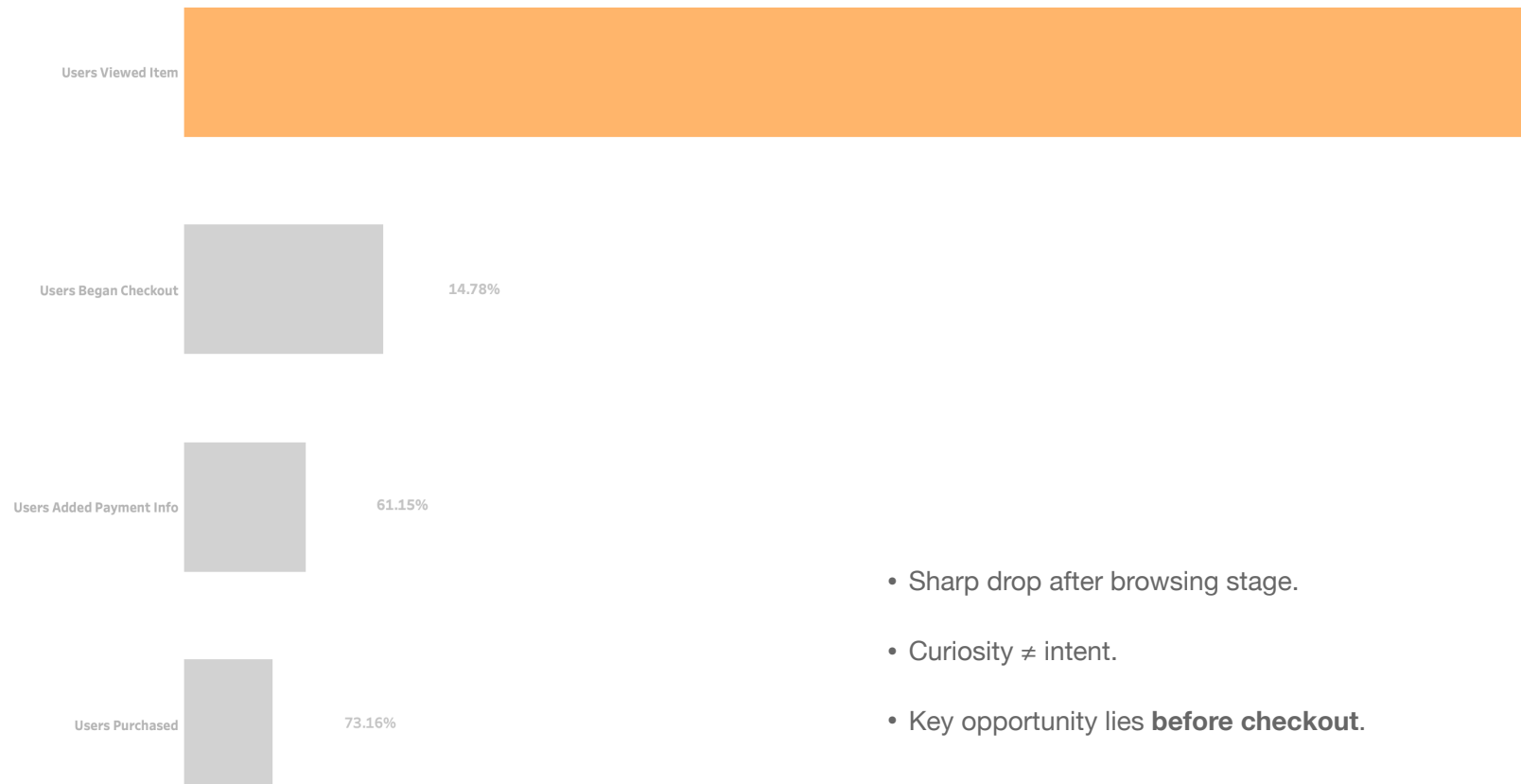| Total Unique Customers	Total Purchases	Total Revenue	Avg Order Value
4,419	*5,692*	*$362,165*	*$64*

Over **4,000 customers** completed nearly **5,700 purchases**, generating **$362K in revenue**, with an **average order of $64.**

Healthy overall performance, *focus should shift from attracting new visitors to helping existing ones* **convert faster**.

Most shoppers explore products but only *~15% move to checkout.*

Users Viewed Item

Users Began Checkout   14.78%

Users Added Payment Info   61.15%

Users Purchased   73.16%

- Sharp drop after browsing stage.

- Curiosity ≠ intent.

- Key opportunity lies **before checkout**.

Note: "Add to cart" was excluded due to inconsistent or missing tracking data.

Shoppers spend the most time (avg) between *Cart → Checkout.*

|	
View → Cart	16.08 Min
Cart → Checkout	28.15 Min
Checkout → Payment	4.59 Min
Payment → Purchase	11.37 Min
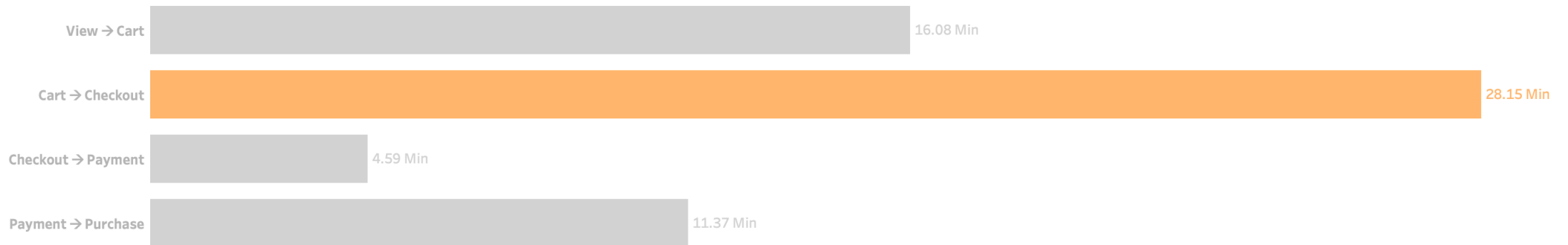
- **Cart → Checkout takes the longest,** shoppers spend nearly 2x more time here than anywhere else.

- Likely a **hesitation point:** users review details, compare options, or hunt for discounts.

- Early stages are smoother, **intent forms fast but stalls at checkout.**

- Opportunity: **reduce friction** with clearer pricing, faster paths, or trust signals (delivery, returns).

Most shoppers decide fast, *65% purchase within 30 minutes.*

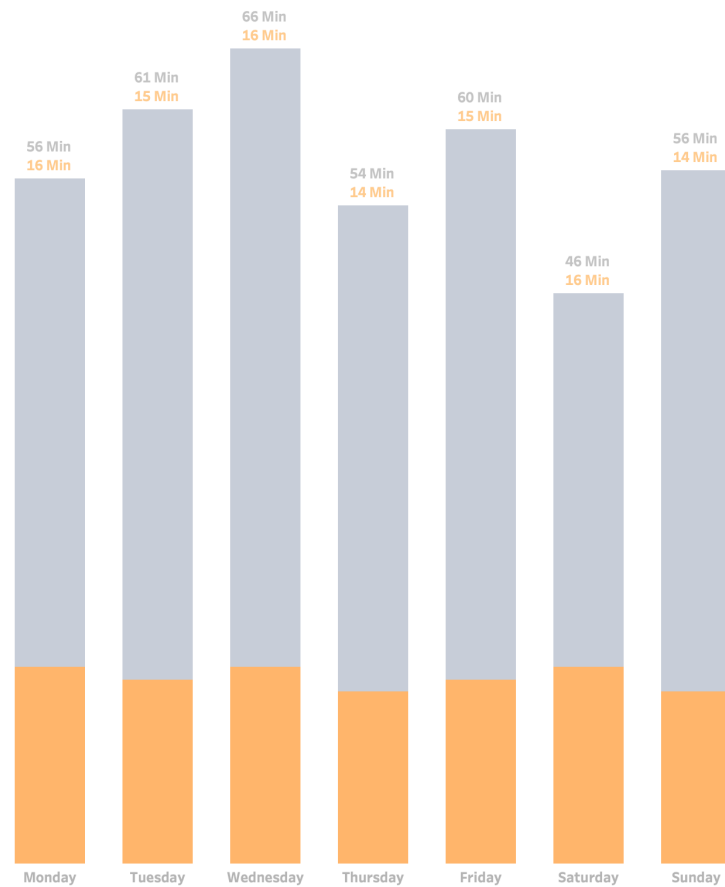| Category	Value
Quick Buyers (0–10 min)	28%
Deliberate Buyers (11–30 min)	37%
Browsers (31-45)	9%
Late Converters(>45 min)	26%

- Most shoppers come in **ready to buy**, not just browse.

- Those who take longer tend to **lose momentum or get distracted.**

- **Early intent is strong**, but friction slows decisions.

- Opportunity: **simplify the view → checkout journey** to help quick deciders convert faster.

Fast decision patterns stay consistent over time, even as *averages* fluctuate.
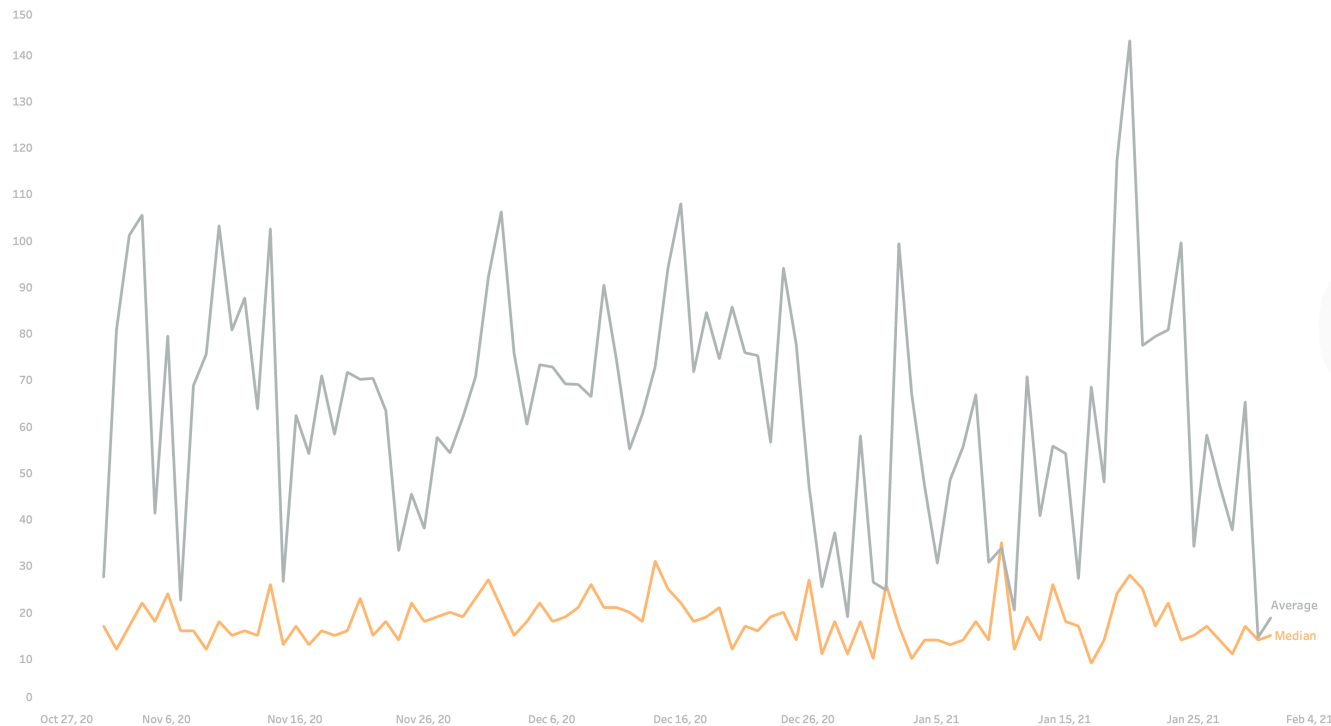
- Average times fluctuate widely because of a few long sessions, but the **median stays near 17 minutes.**

- Most shoppers decide quickly and consistently, **spikes are outlier** behaviours.

- This stability shows a **reliable purchase pattern**, even when traffic or timing shifts.

When viewed weekly, *averages* start to align but vary slightly, *median* stays stable, a sign of predictable shopper intent.

	66 Min
61 Min	16 Min
15 Min	

56 Min
16 Min — Monday

61 Min
15 Min — Tuesday

66 Min
16 Min — Wednesday

54 Min
14 Min — Thursday

60 Min
15 Min — Friday

46 Min
16 Min — Saturday

56 Min
14 Min — Sunday

- Zooming out weekly, the **short-term fluctuations start to smooth out.**

- **Average decision time** fluctuates between **46-66 minutes,** showing mild variation.

Insight & Recommendations

- **Median time to purchase: 15-17 minutes**, most shoppers decide fast, even when averages fluctuate.

- **65% of users purchase within 30 minutes**, most decisions are made fast.

- **Biggest drop-offs** occur after browsing, **biggest delay** before checkout.

- Use **predictive recommendations** to surface relevant products faster and reduce browsing time before checkout.

- Run **A/B test** on the product page experience, test whether showing shipping costs or reviews upfront nudges faster add-to-cart or checkout.

Next step: track the impact of checkout optimizations on time-to-purchase and conversion uplift.

Limitations & Next Steps

- **No strong differences by device:** conversion time stayed fairly stable across devices, suggesting consistent shopping behaviour.

- **Dataset tracking gaps** (e.g. "add_to_cart" events) in the first 10 days are 0, which may underrepresent micro-interactions.

- **Limited session visibility:** without full session data, it's harder to see how browsing depth impacts buying speed.

- **Next step**: connect data with traffic source, user session IDs and marketing campaign tags to better understand why some users hesitate longer.

Overall, most shoppers move fast, but if we can spot and smooth out those hesitation points, conversion speed could rise even more.