

User Behavior Analysis

Google Merch Shop · Jan 28 – Feb 24, 2026

49,943

Active Users

6

Exploration Types

28

Days Analyzed

17

Purchases

What's Inside

01

Free Form Exploration

Device & city breakdown — who visits and how

04

Segment Overlap

Audience intersection — paid vs mobile vs direct

02

Funnel Exploration

Purchase journey — where users drop off

05

Cohort Analysis

Retention — do users ever come back?

03

Path Exploration

User journey mapping after landing

06

User Lifetime

LTV by channel — which traffic is most valuable?

01

Free Form Exploration

How Are Users Visiting?

		Device category	desktop		mobile		smart tv		tablet		Totals	
City	Device brand	Browser	Active users	Sessions	Active users	Sessions	Active users	Sessions	Active users	Sessions	Active users	Sessions
Totals			28,850 57.77% of total	45,719 65.87% of total	20,518 41.08% of total	23,024 33.17% of total	1 <0.01% of total	1 <0.01% of total	322 0.64% of total	440 0.63% of total	49,943 100% of total	69,404 100% of total
1	(not set)	Google Chrome	745	1,016	9,876	9,972	0	0	1	1	10,593	11,036
2	Quinton	Google Chrome	2,544	2,549	0	0	0	0	0	0	2,544	2,549
3		Google Chrome	71	84	1,492	1,485	0	0	0	0	1,563	1,570
4	Mountain View	Apple Chrome	1,061	1,515	23	38	0	0	0	0	1,084	1,552
5	Sunnyvale	Apple Chrome	856	1,353	14	18	0	0	1	2	871	1,373
6	New York	Apple Chrome	808	1,384	42	60	0	0	3	3	853	1,446

Free Form Exploration

Rows: City | Columns: Device Category | Values: Active Users + Sessions

DEVICE SPLIT



TOP CITIES BY DEVICE

City	Brand	Browser	Desktop	Mobile
(not set)	Google	Chrome	745	9,876
Quinton	Google	Chrome	2,544	0
Mountain View	Apple	Chrome	1,061	23
Sunnyvale	Apple	Chrome	856	14
New York	Apple	Chrome	808	42

KEY FINDINGS

Chrome = 100% of all browsers — zero optimization needed for other browsers

9,876 mobile users have NO city data — major tracking gap

Silicon Valley dominates — tech workers on Apple+Chrome

Quinton: 2,544 desktop, ZERO mobile — likely a corporate network

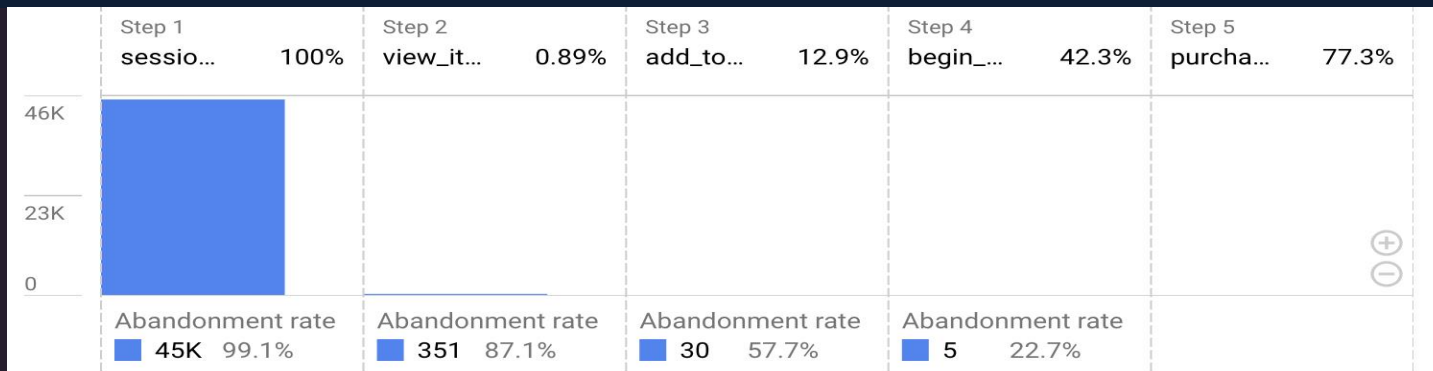
Free Form Report — Key Findings & Recommendations

- **Desktop is dominant at 57.8%:** prioritize desktop experience first for any new features or redesigns.
- **Fix mobile tracking immediately:** 9,876 mobile users have no location data, you are blind to nearly 10K users.
- **Chrome is 100% of all traffic:** no need to test or optimize for Safari, Firefox or any other browser
- **Target Silicon Valley separately** Mountain View, Sunnyvale and San Francisco are tech workers who behave differently from general audience
- **Ignore tablet completely:** Only 322 users (0.64%) do not justify any dedicated optimization effort

02

Funnel Exploration

Purchase Journey — Where Are Users Dropping Off?



Step	Active users (% of Step 1)	Completion rate	Abandonments	Abandonment rate
1 session_start	45,259 (100%)	0.89%	44,856	99.11%
2 view_item	403 (0.89%)	12.9%	351	87.1%
3 add_to_cart	52 (0.11%)	42.31%	30	57.69%
4 begin_checkout	22 (0.05%)	77.27%	5	22.73%
5 purchase	17 (0.04%)	-	-	-

Funnel Exploration

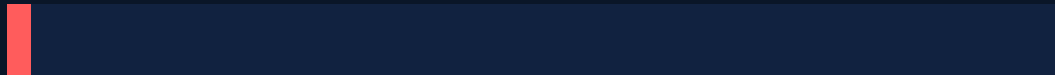
session_start → view_item → add_to_cart → begin_checkout → purchase

Session Start



45,259

View Item



403

-99.1%

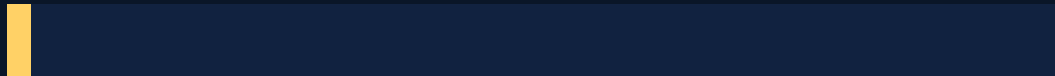
Add to Cart



52

-87.1%

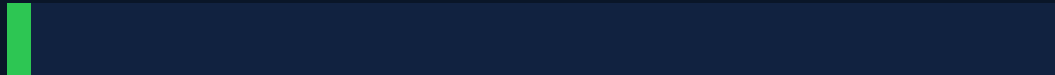
Begin Checkout



22

-57.7%

Purchase



17

-22.7%

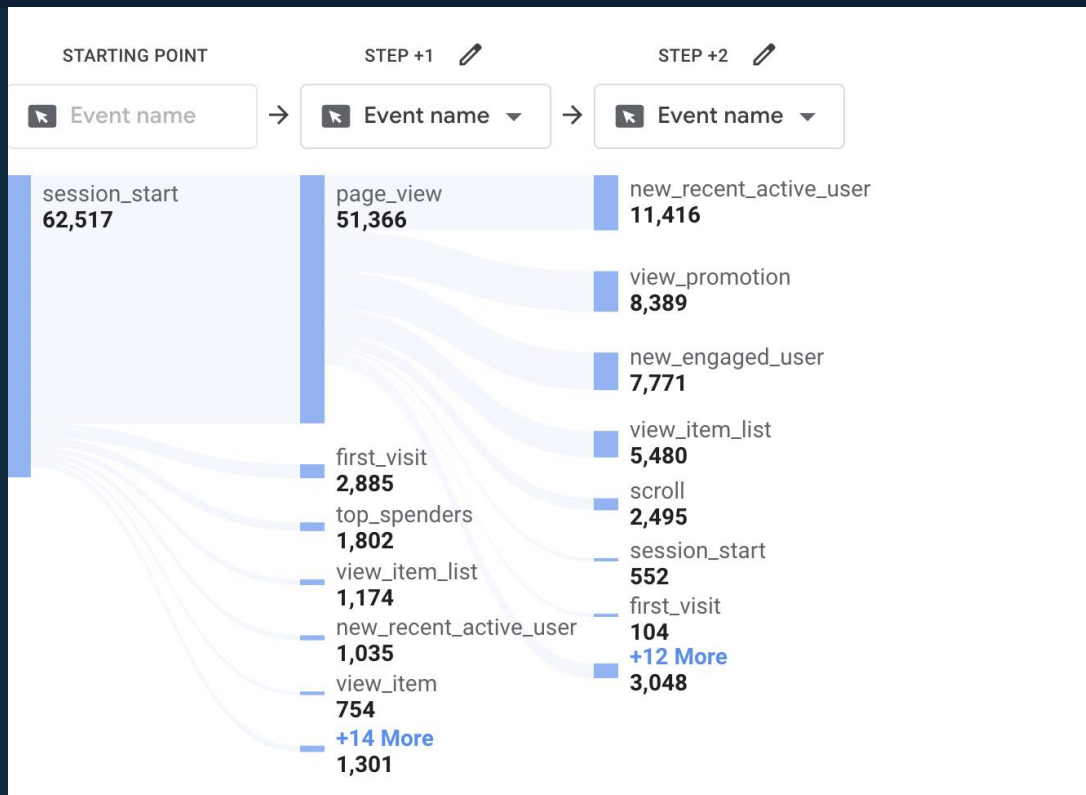
CRITICAL: 99.1% of users abandon before viewing a single product — homepage navigation is the #1 priority fix

Funnel Analysis — Key Findings & Recommendations

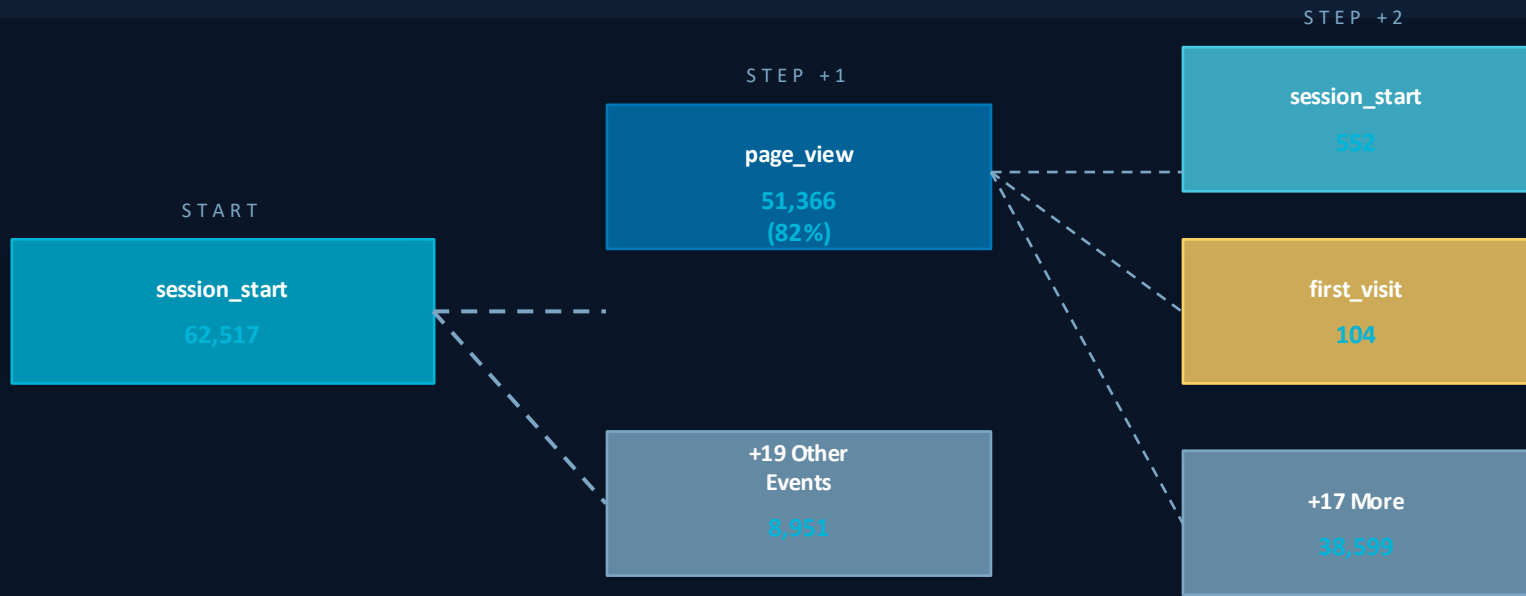
- **99.1% of users never view a product on homepage** fails to guide visitors to the catalog
- **87.1% who view a product don't add to cart** , product pages need stronger CTAs and trust signals like reviews
- **57.7% abandon cart**, retargeting emails and free shipping offers can recover these users
- **77.3% who start checkout complete it**, payment experience is healthy, no changes needed
- **All optimization should focus on homepage product page** , fixing this one step could multiply revenue without changing anything else

03 Path Exploration

User Journey Mapping — What Do Users Do After Landing?



Path Exploration



82% of sessions flow to a page_view — strong initial engagement

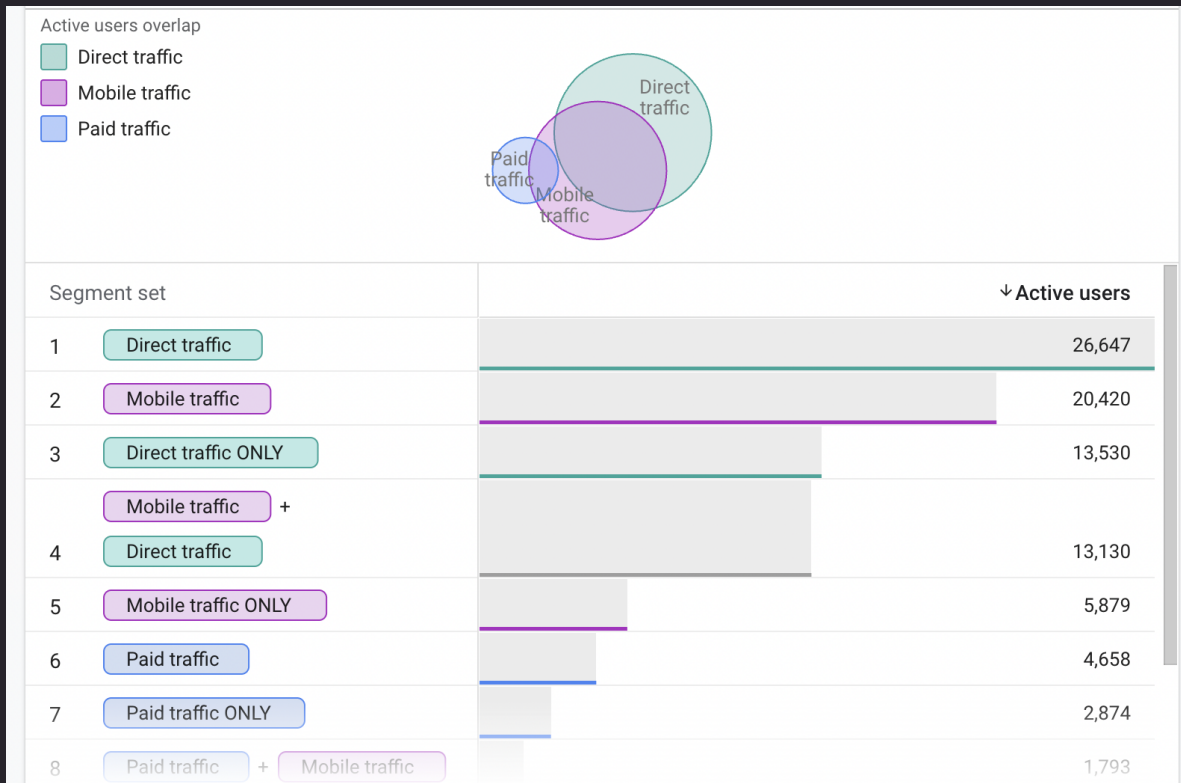
38,599 users take fragmented paths — highly scattered journeys after landing

Path Exploration— Key Findings & Recommendations

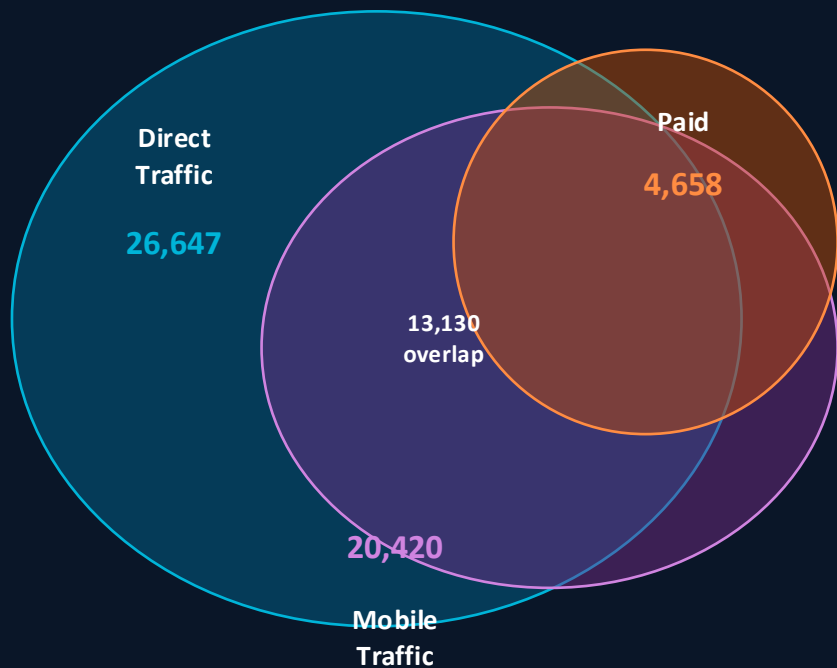
- **Target top_spenders (1,802) with personalized campaigns:** They are your highest value audience.
- **Fix promotions:** 8,389 users see them but aren't converting, promotion messaging needs to be stronger
- **Add product links inside item lists:** users browse lists but aren't clicking into individual products

04 Segment Overlap

Audience Intersection — Paid vs Mobile vs Direct Traffic



Segment Overlap



Segment	Users
Direct Traffic (total)	26,647
Mobile Traffic (total)	20,420
Direct + Mobile overlap	13,130
Mobile ONLY	5,879
Paid Traffic (total)	4,658
Paid + Mobile overlap	1,793
Paid ONLY	2,874

64% of mobile users arrive directly — strong brand awareness on mobile

38% of paid traffic is mobile — paid landing pages must be mobile-optimized

Segment Overlap— Key Findings & Recommendations

- **Target top_spenders (1,802) with personalized campaigns:** They are your highest value audience.
- **Fix promotions:** 8,389 users see them but aren't converting, promotion messaging needs to be stronger
- **Add product links inside item lists:** users browse lists but aren't clicking into individual products

05 Cohort Analysis

User Retention — Do Users Come Back After Their First Visit?

Each cell is the sum of Active users for users who had Any event, in that week after first_visit

Based on device data only

	WEEK 0	WEEK 1	WEEK 2	WEEK 3	WEEK 4
All Users Active users	40,335	1,065	465	241	63
Jan 29 - Jan 31, 2026 2,741 users	2,741	182	86	63	63
Feb 1 - Feb 7, 2026 7,894 users	7,894	379	212	180	
Feb 8 - Feb 14, 2026 6,393 users	6,393	263	173		
Feb 15 - Feb 21, 2026 12,233 users	12,233	253			
Feb 22 - Feb 25, 2026 11,297 users	11,297	7			

Cohort Analysis

97.2%

never return
after first visit

1.8%

best cohort retention
(Jan 28–31 week)

Cohort	Week 0	Week 1	Week 2	Week 3	Week 4
All Users	38,660	1,092 (2.8%)	465 (1.2%)	220 (0.6%)	67 (0.2%)
Jan 28–31 ★	3,718	255 (6.9%)	121 (3.3%)	83 (2.2%)	67 (1.8%)
Feb 1–7	7,894	379 (4.8%)	212 (2.7%)	140 (1.8%)	—
Feb 8–14	6,393	263 (4.1%)	138 (2.2%)	—	—

Cohort Analysis— Key Findings & Recommendations

- **97.2% of users never return:** Implement a Week 1 re-engagement email immediately.
- **January 28–31 had the best retention at 6.9%:** Investigate what drove traffic that week and replicate it .
- **Capture emails on first visit:** Gives a direct channel to bring users back through campaigns.
- **Add a loyalty incentive:** offer a discount or free shipping on second purchase to encourage return visits.
- **Feb 15–21 retention dropped to 1.7%:** investigate if a technical issue or poor campaign caused the decline.

06

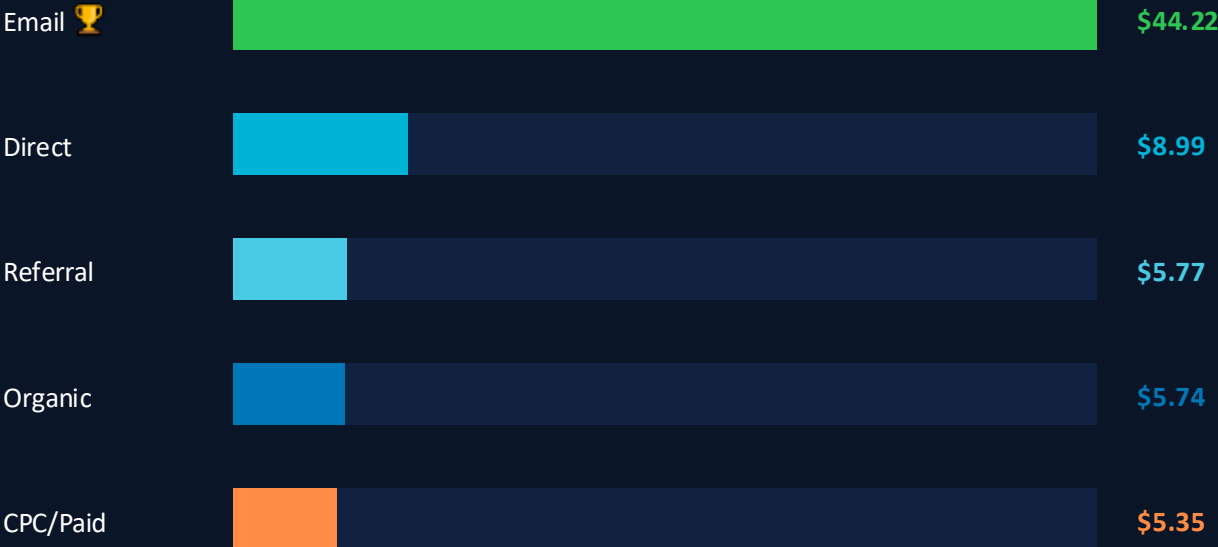
User Lifetime Analysis

LTV by Channel — Which Traffic Source Is Most Valuable?

First user medium	↓ Total users	LTV (USD): Average	Lifetime engagement duration: Average	Lifetime transactions: Average
Totals	52,342	\$8.32	24m 13s	0.43
1 (none)	35,816	\$9.10	3m 03s	0.06
2 organic	9,397	\$6.05	2m 13s	0.02
3 cpc	3,489	\$4.22	2m 52s	0.03
4 referral	2,653	\$8.87	4m 12s	0.06
5 (not set)	555	\$0.27	47.7s	<0.01
6 email	431	\$33.11	10m 57s	0.25
7 (unlinked SA360 account)	1	\$0.00	6.8s	0

User Lifetime Value by Channel

AVG LIFETIME VALUE (USD)



🏆 EMAIL USERS

Avg LTV

\$44.22

Engagement

11m 21s

Transactions

0.31 avg

Users

243 only

Email = 0.5% of traffic but generates 5x higher LTV than any other channel — scale email marketing for maximum ROI

User Lifetime Analysis— Key Findings & Recommendations

- **Email has highest LTV at \$33.11**, 4x higher than any channel, prioritize growing email list
- **Paid ads lowest LTV at \$4.22**, least valuable users, review budget or improve targeting
- **Referral is underrated at \$8.87 LTV**, second best channel, find the source and invest more
- **Add email capture on every page**, converting organic visitors to email subscribers is the biggest revenue opportunity

Strategic Recommendations

1. Fix Homepage Navigation

CRITICAL

99.1% abandon before viewing a product. Add product CTAs and improve homepage layout.

5. Optimize Mobile for Paid

EFFICIENCY

38% of paid traffic is mobile. Ensure paid landing pages are fully mobile-optimized.

2. Scale Email Marketing

HIGH ROI

Email users have 5x higher LTV (\$44.22). Grow email list and automate re-engagement.

4. Improve Week 1 Retention

GROWTH

97% never return. Add a Week 1 email or push notification re-engagement sequence.

3. Fix Mobile Tracking

URGENT

24% of users (10K+) have no location data. Fix consent/GTM setup on mobile.

Skills Demonstrated

GA4 Explore

All 6 exploration types

Funnel Analysis

Drop-off identification

Cohort Analysis

Retention measurement

Segment Strategy

Audience overlap analysis

LTV Analysis

Channel value comparison

Data Storytelling

Insights and Recommendations