




Website Overview



Select date range



Country



Device Category

Acquisition

Users

50,231

Percentage Change

-10.8%

Absolute Change

-6,098

Sessions

64,003

Percentage Change

-11.9%

Absolute Change

-8,606

Behavior

Avg. Session Duration

00:02:49

Percentage Change

-4.5%

Absolute Change

-00:00:07

Bounce Rate

49%

Percentage Change

-0.03%

Absolute Change

-0.03%

Conversion

Goal Completions

9,899

Percentage Change

-27.0%

Absolute Change

-3,660

Goal Conversion Rate

15.47%

Percentage Change

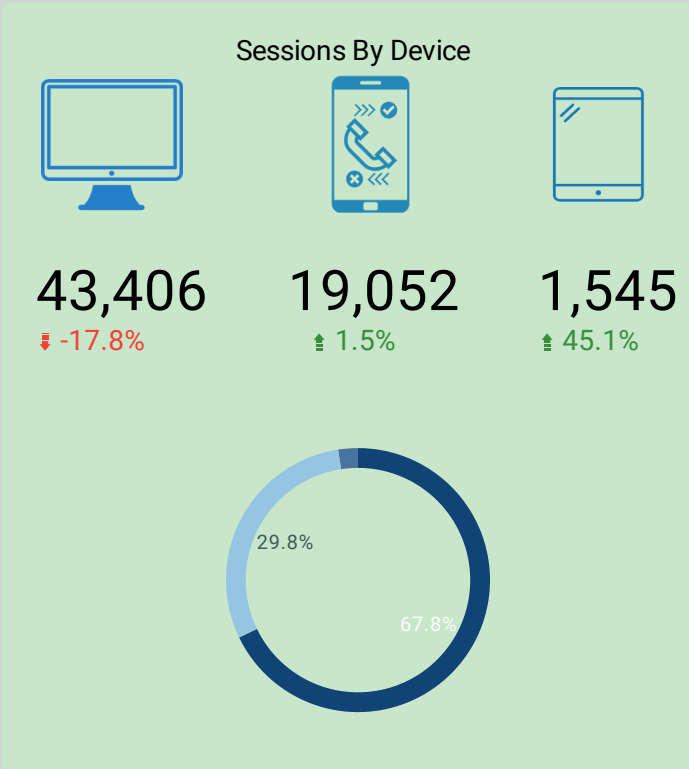
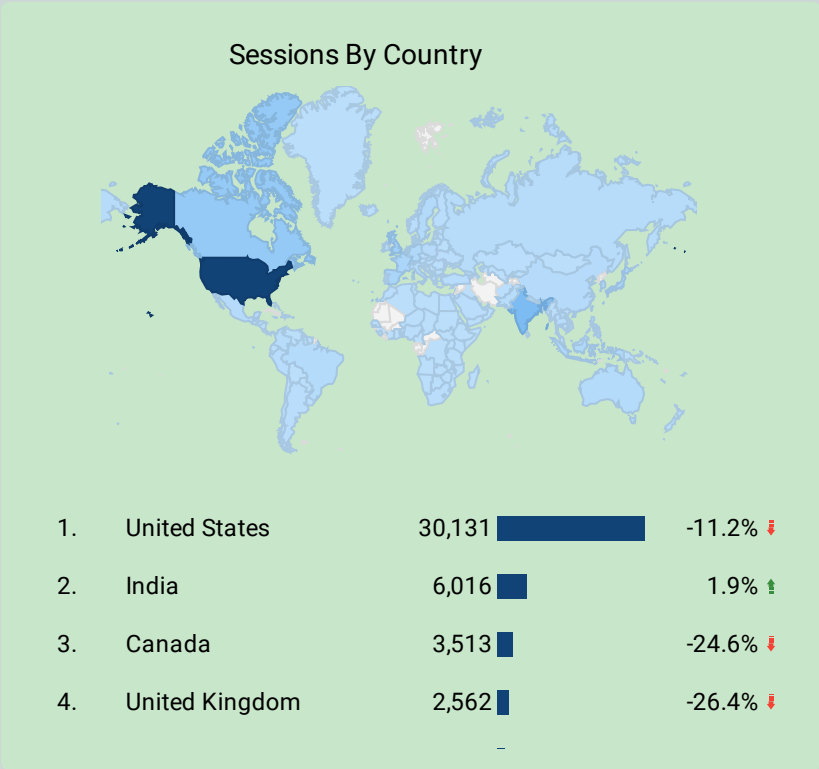
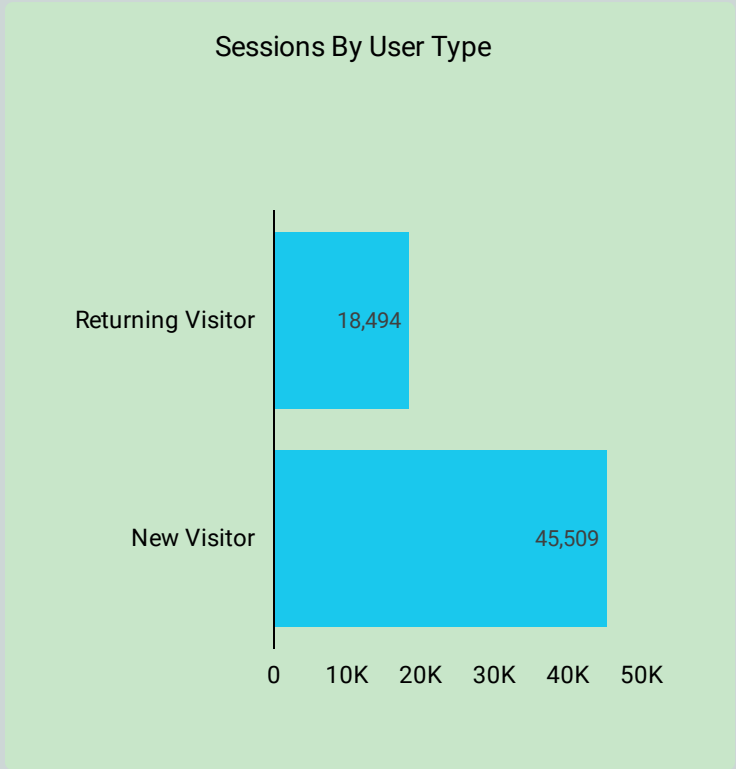
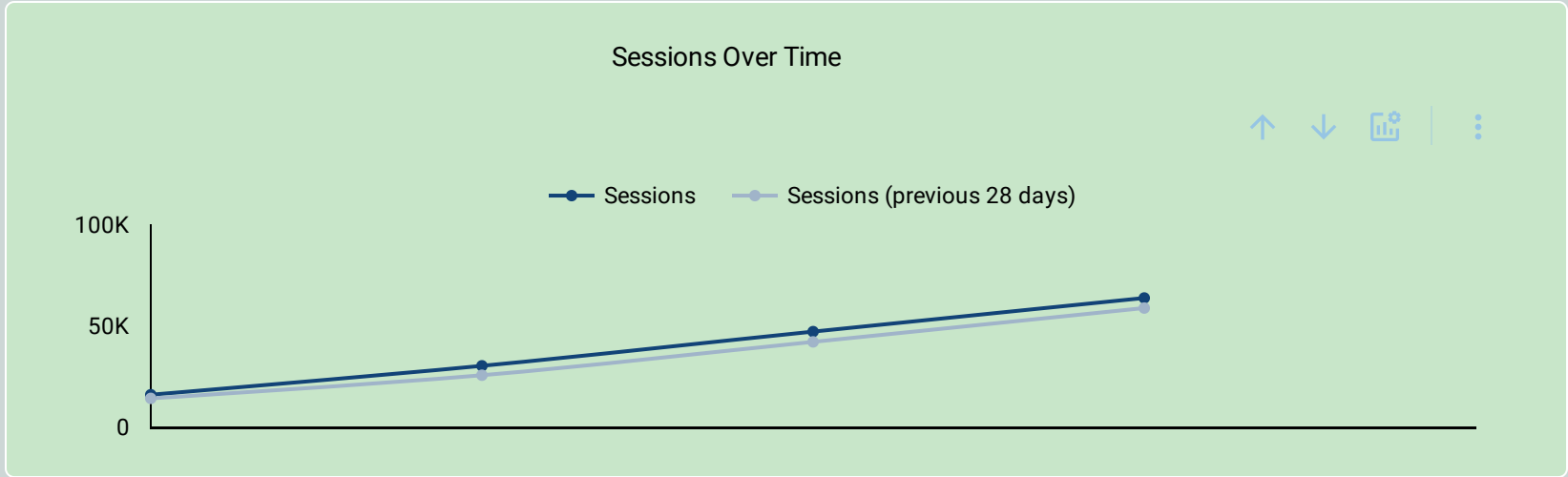
-17.2%

Absolute Change

-3.21%

Breakdown

	Page	% of Total Goals
1.	/yourinfo.html	23.59%
2.	/registersuccess.html	19.68%
3.	/ordercompleted.html	10.94%
4.	/basket.html	4.52%
5.	/store.html	3.82%
6.	/google+redesign/ap...	2.29%
7.	/home	1.96%



Website Overview



Select date range



Country



Device Category

Acquisition

Users
50,231

Sessions
64,003

Percentage Change ↓ -10.8% ↓ -11.9%

Absolute Change ↓ -6,098 ↓ -8,606

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Avg. Session Duration
00:02:49

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Conversion

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9,899

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Goal Conversion Rate
15.47%

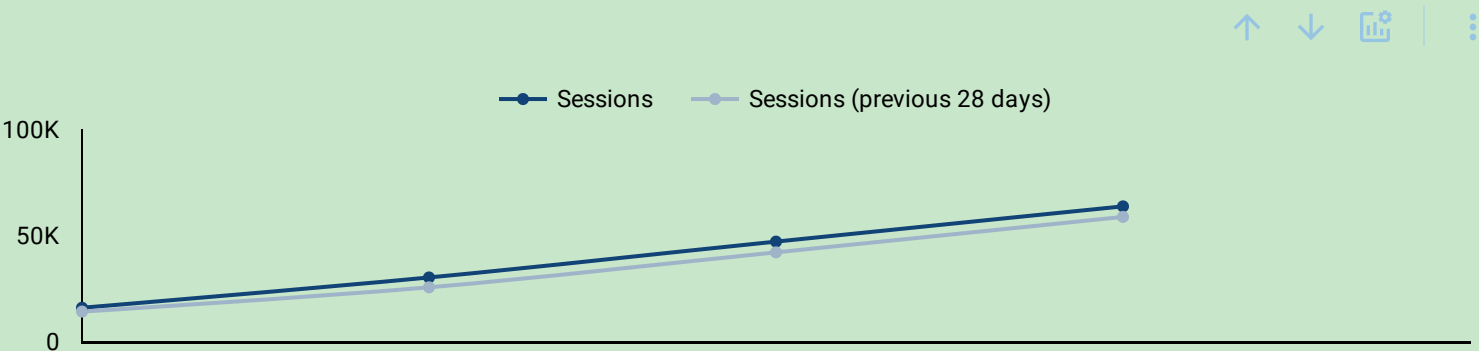
↓ -17.2%

↓ -3.21%

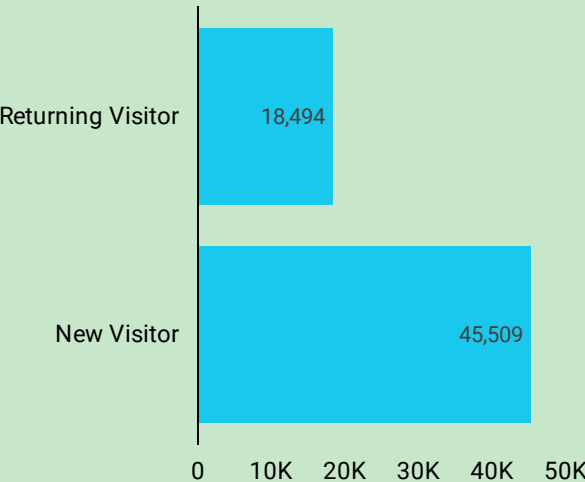
Breakdown

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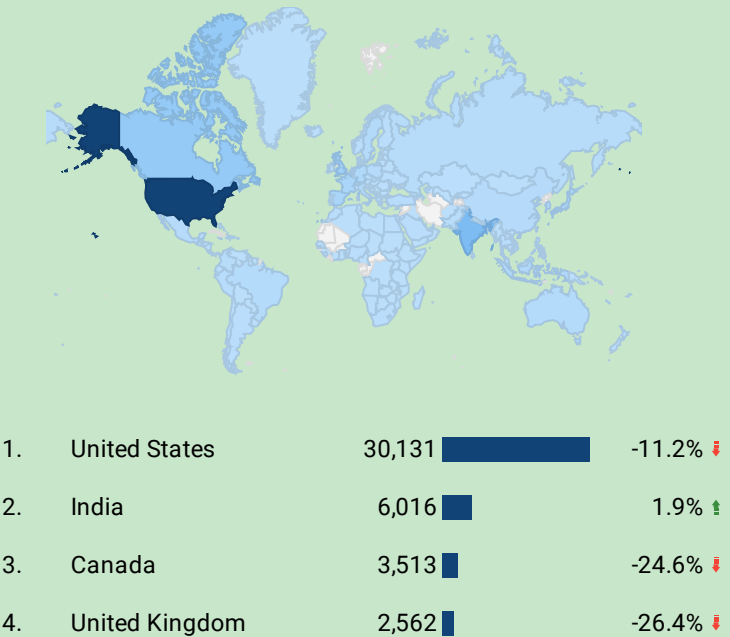
Sessions Over Time



Sessions By User Type



Sessions By Country



Sessions By Device



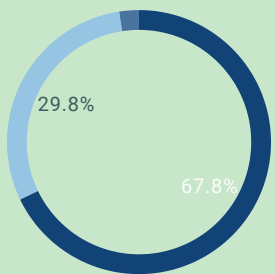
43,406
↓ -17.8%




19,052
↑ 1.5%





1,545
↑ 45.1%



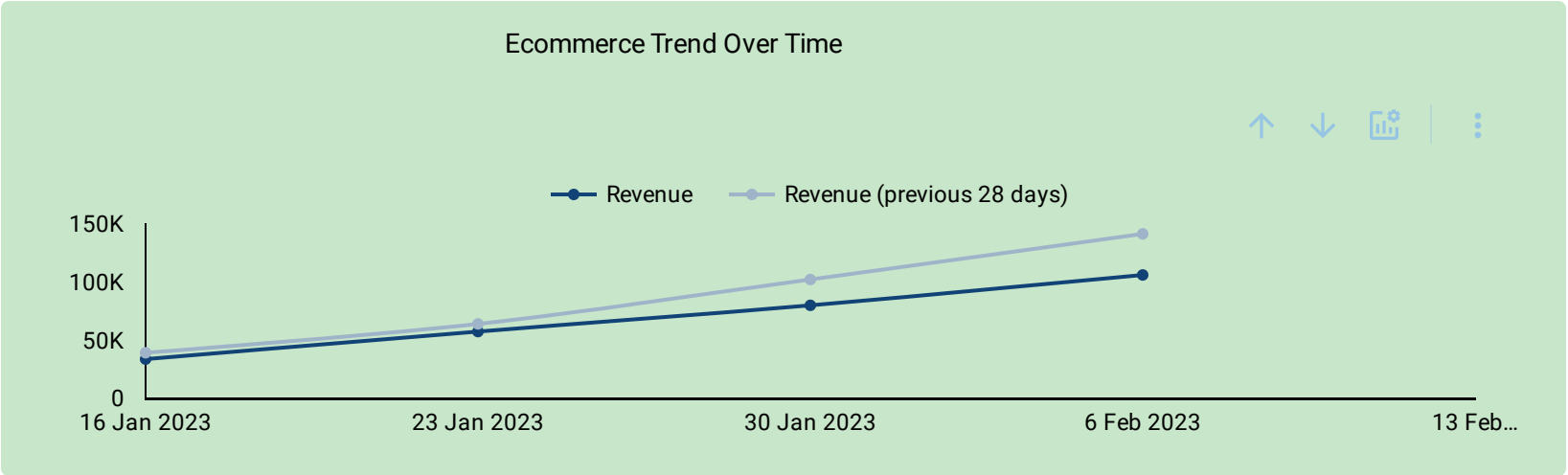
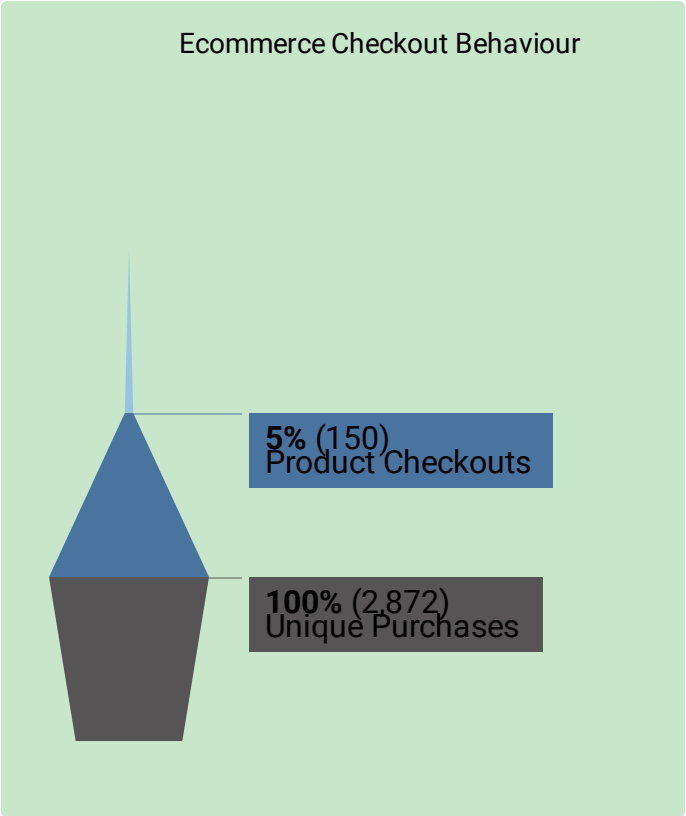
Ecommerce

 Select date range

 Country

 Device Category

	Transactions	Revenue	Avg. Order Value	Quantity	Conversion Rate
	951	\$106,259	\$112	7,723	1%
Percentage Change	↓ -35.9%	↓ -12.5%	↑ 36.5%	↑ 0.1%	↓ -27.3%
Absolute Change	↓ -533	↓ \$-15,219.47	↑ \$29.88	↑ 4	↓ -0.56%



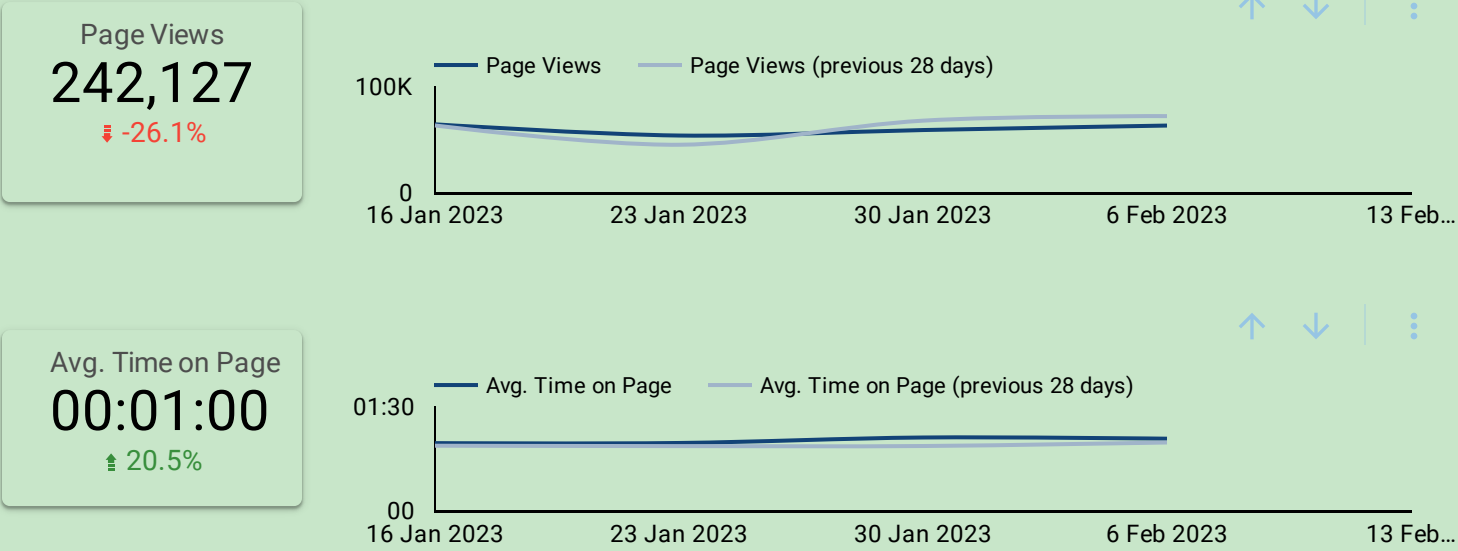
</

Content Group Finder

<input checked="" type="checkbox"/> Content Group 1	Page Views
<input checked="" type="checkbox"/> (not set)	233,807
<input checked="" type="checkbox"/> Google	6,737
<input checked="" type="checkbox"/> YouTube	1,314

<input checked="" type="checkbox"/> Product Categories (...)	Page Views
<input checked="" type="checkbox"/> (not set)	128,060
<input checked="" type="checkbox"/> Apparel	63,161
<input checked="" type="checkbox"/> Lifestyle	24,043

Content Performance Over Time



Page Mining

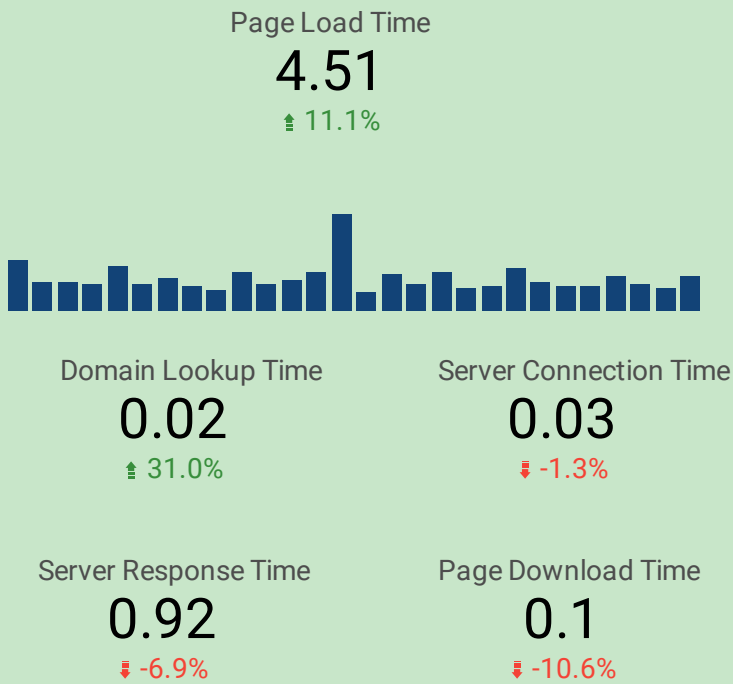
Page Title

Equals

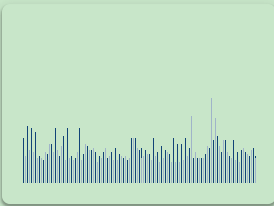
Enter a value

	Page Title	Page Views	% Δ	Avg. Time on Page	% Δ	Bounce Rate	% Δ
1.	Home	18% <div></div>	19.8% ↑	01:33	15.0% ↑	50.15%	-5.0% ↓
2.	Men's / Unisex Apparel Google Merchandise Store	8% <div></div>	-31.5% ↓	42	25.5% ↑	38.95%	2.9% ↑
3.	Shopping Cart	6% <div></div>	-10.6% ↓	49	8.9% ↑	41.23%	26.8% ↑
4.	Apparel Google Merchandise Store	6% <div></div>	36.6% ↑	57	13.3% ↑	49.71%	-15.6% ↓
5.	Store search results	5% <div></div>	35.2% ↑	53	31.2% ↑	35.37%	-20.5% ↓
6.	The Google Merchandise Store - Log In	4% <div></div>	15.8% ↑	35	18.4% ↑	17.42%	12.1% ↑
7.	New Google Merchandise Store	4% <div></div>	-10.7% ↓	01:14	28.9% ↑	46.17%	20.3% ↑
	Grand total	100%	0.0%	01:00	20.5% ↑	49.31%	-0.1% ↓

Avg. Page Speed Metrics



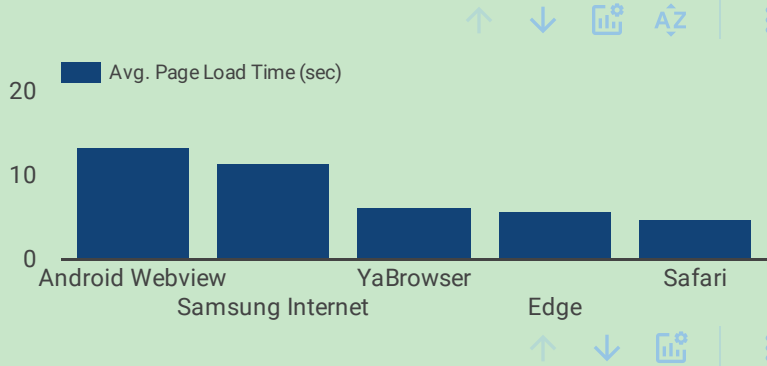
Device, Browser & OS Breakdown



Avg. Time on Page

00:01:00

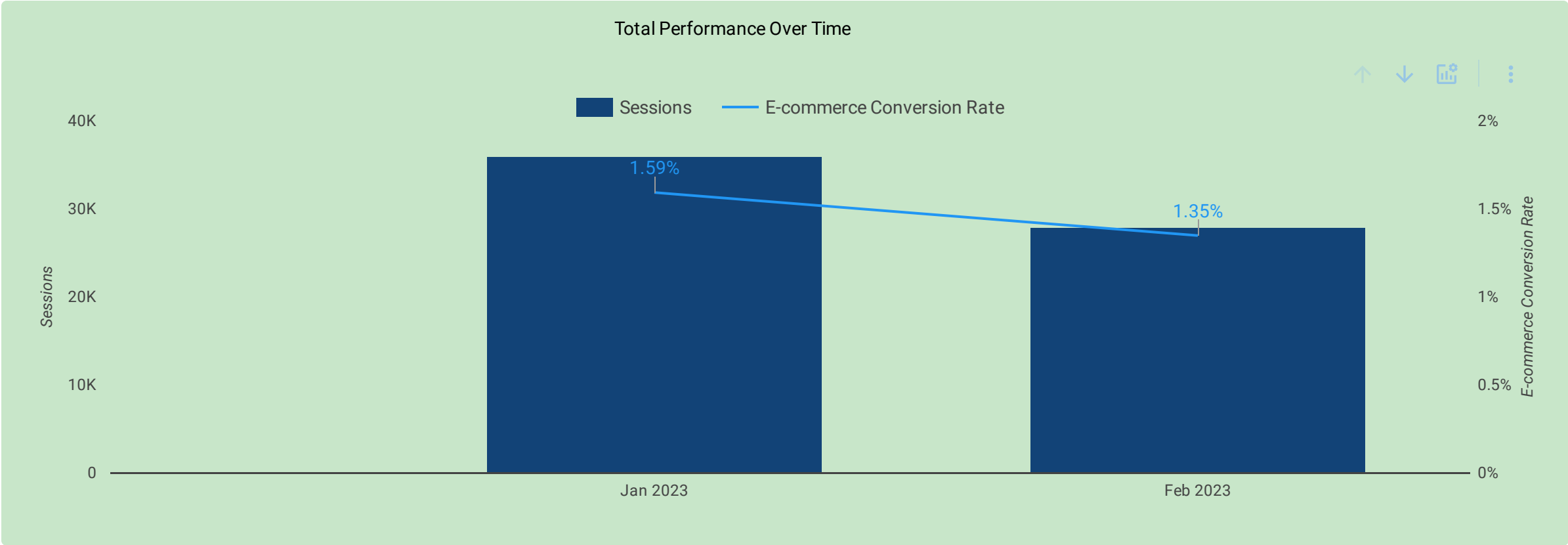
⬆ 20.5%



	Browser	Page Views	Avg. Page Load Time	% Δ
1.	Chrome	82%	4.4	6.8% ⬆
2.	Safari	12%	4.8	36.0% ⬆
3.	Edge	3%	5.7	17.3% ⬆
4.	Firefox	1%	3.2	-21.3% ⬇
5.	Opera	1%	3.4	21.8% ⬆

Page Timings


Page	Page Views	Avg. Page Load Time	% Δ	Page	Page Views	Avg. Page Load Time	% Δ	Page	Page Views	Avg. Page Load Time	% Δ
1. /home	19%	7.5	64.8% ⬆	1. /home	19%	7.5	64.8% ⬆	1. /home	19%	7.5	64.8% ⬆
2. /store.html	7%	3.2	-10.1% ⬇	2. /store.html	7%	3.2	-10.1% ⬇	2. /store.html	7%	3.2	-10.1% ⬇
3. /basket.html	6%	3.5	31.0% ⬆	3. /basket.html	6%	3.5	31.0% ⬆	3. /basket.html	6%	3.5	31.0% ⬆
4. /google+redesign/apparel/mens	5%	3.7	19.5% ⬆	4. /google+redesign/apparel/mens	5%	3.7	19.5% ⬆	4. /google+redesign/apparel/mens	5%	3.7	19.5% ⬆
5. /asearch.html	4%	4.8	-18.0% ⬇	5. /asearch.html	4%	4.8	-18.0% ⬇	5. /asearch.html	4%	4.8	-18.0% ⬇
6. /signin.html	3%	2.1	-81.7% ⬇	6. /signin.html	3%	2.1	-81.7% ⬇	6. /signin.html	3%	2.1	-81.7% ⬇
7. /google+redesign/apparel	3%	4.1	-41.7% ⬇	7. /google+redesign/apparel	3%	4.1	-41.7% ⬇	7. /google+redesign/apparel	3%	4.1	-41.7% ⬇





Monthly Performance

Month of Year ▾		Users	Sessions	Goal Conversion Rate	Goal Completions	E-commerce Conversion Rate	Transactions	Revenue
1.	Feb 2023	23,072	27,965	94.82%	4,101	1.35%	377	\$42,610.13
2.	Jan 2023	29,133	36,038	104.02%	5,798	1.59%	574	\$63,649.25
Grand total		50,231	64,003	100%	9,899	1.49%	951	\$106,259.38

Marketing Channels

 Select date range

 Country

 Device Category

Transactions

951

Percentage Change

Absolute Change

Revenue

\$106,259

-35.9%

\$-15,219.47

Avg. Order Value

\$112

36.5%

\$29.88

Quantity

7,723

0.1%

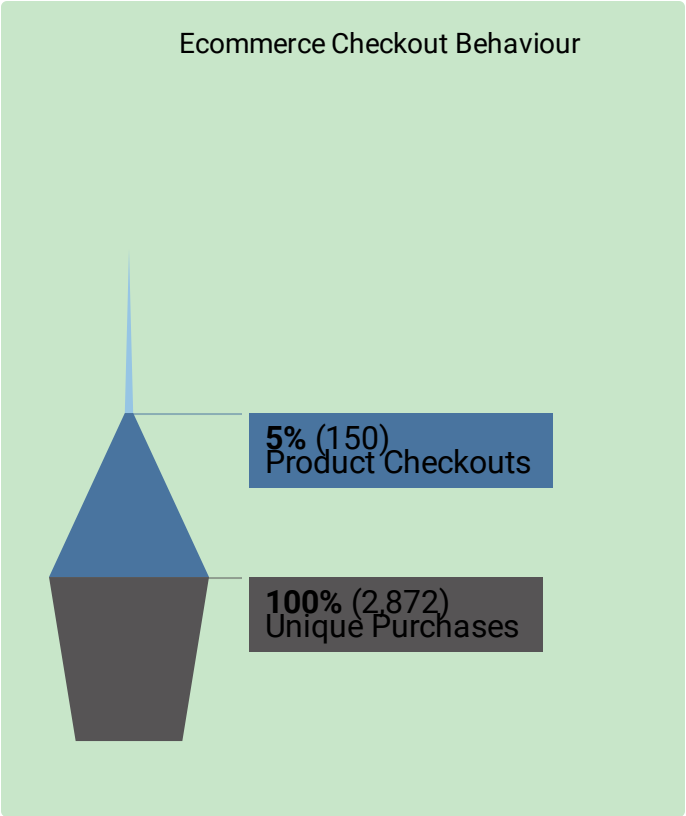
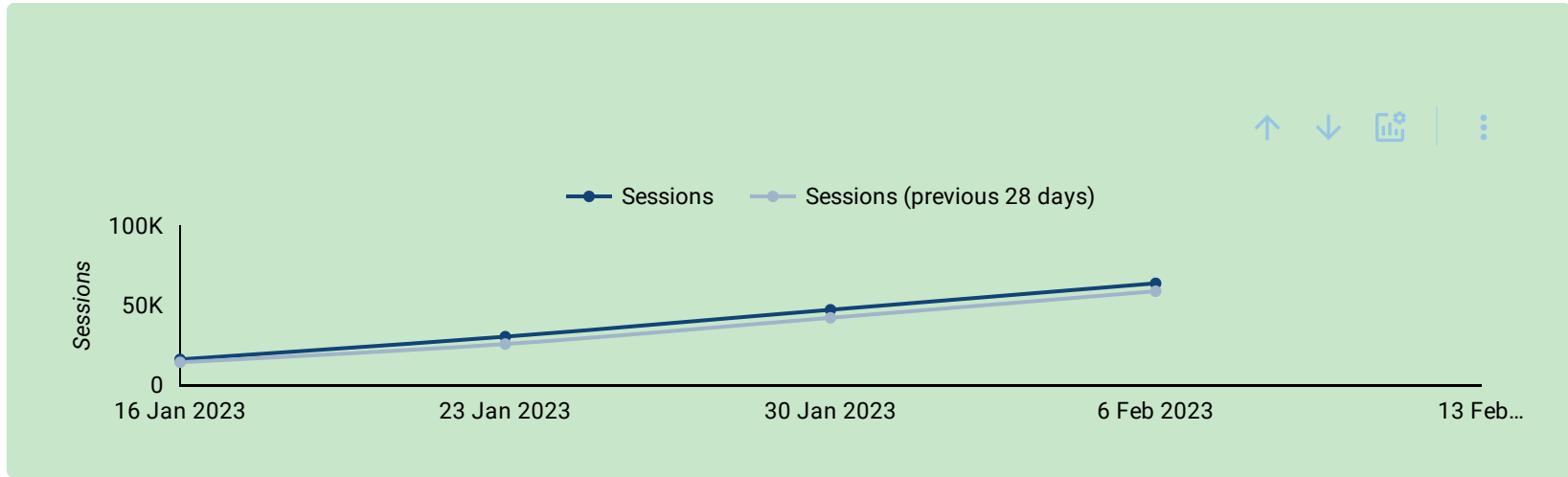
4

Conversion Rate

1%

-27.3%

-0.56%



Top Brands & Products



	Product	Quantity	% Δ	Purchases	% Δ	Product Revenue	% Δ	Buy-to-Detail Rate	% Δ
1.	Chrome Dino Da...	115	3,733.3% ↑	16	433.3% ↑	\$3,426	4,65...	0%	-100.0... ↓
2.	Google Unisex V...	109	354.2% ↑	16	-15.8% ↓	\$2,889	451....	0%	-100.0... ↓
3.	Google Sherpa B...	38	-	36	-	\$2,686	-	0%	-
4.	Google New Yor...	91	-	2	-	\$2,402.4	-	0%	-
5.	Google Unisex E...	108	-34.9% ↓	70	-54.5% ↓	\$2,345.2	-35....	0%	-100.0... ↓
6.	Google Onyx Wa...	121	-	18	-	\$2,332.8	-	0%	-
7.	Google Black Ec...	31	-58.7% ↓	30	-55.9% ↓	\$1,807.8	-51....	0%	-100.0... ↓
8.	Google Classic ...	72	-	52	-	\$1,685.6	-	0%	-
9.	Google Vail Unis...	12	-	12	-	\$1,377	-	0%	-