

# Looker studio

## Google store report

Hampus.nordholm@live.se

2025-05-05 - 2025-05-11

## Report insights and summary

Week 19 brought positive trends in user activity and overall performance. Total users increased by 24.1%, followed by a 27.6% rise in sessions. The highest purchase conversion rate was observed in organic social, at 0.043%. While the session volume was relatively low, this channel proved highly effective at converting visitors into buyers.

Direct traffic generated the highest total revenue, contributing \$29,301 across 20,016 sessions.

Paid Search delivered solid performance with \$2,387 in total revenue, but its lower CR compared to organic social suggests room for optimization in ad targeting.

## Questions

- Did user activity increase compared to last week?
- Which channel had the highest purchase conversion rate?
- Is organic social effective despite low volume?
- Which channel generated the most revenue?

# Report

## GA4 Weekly report

Week 19 (Apr 28 - May 4, 2025)

Device category

Country



Session default channel group	Sessions	Average purchase revenue	Total revenue	Purchase Conversion Rate
Direct	20,016	\$190.27	\$29,301.45	0.008%
Organic Search	8,951	\$389.91	\$17,156.19	0.005%
Paid Search	1,064	\$99.46	\$2,387.15	0.023%
Referral	869	\$156.19	\$2,342.86	0.017%
Unassigned	699	\$39.59	\$197.93	0.007%
Cross-network	217	\$91.91	\$367.64	0.018%
Organic Social	117	\$109.27	\$546.33	0.043%
Organic Shopping	81	\$70.37	\$70.37	0.012%
Email	51	\$88.38	\$88.38	0.020%
Paid Other	1	null	\$0	0.000%

1 - 10 / 10 < >