* Insights

The number of visits, pageviews, and transactions in the first quarter of 2017 increased slightly

Google ranks first in the number of visits in the top 10 websites with the highest number of visits but only has a bound rate of about 50%. Meanwhile, YouTube and Facebook, although only having the number of visits equivalent to 16.5% and 1.7% of the total number of visits of Google, have a much higher bound rate (over 60%). This proves that through Facebook and YouTube, users have found exactly what they need and have no need for other information.

In July 2017, the average number of transactions per user is around 4.2 and the average revenue generate each time the user visit is 43.86,

The number of purchases of products with the brand "YouTube Men's Vintage Henley" is not too much. In particular, Google Sunglasses has a higher sales quantity than the other products of the same brand.

Comparing months in the first quarter of 2017, the number of product views and purchases showed positive signs when the purchase rate increased to 12%.

SQL Link: [See Query Here](https://console.cloud.google.com/bigquery?project=unigap-project-381916&ws=!1m4!1m3!8m2!1s992060446617!2s01ad5a471a2f41c0b488387d3797d823)