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Introduction

This report provides a concise analysis of website traffic and user behavior using **Google Analytics 4 (GA4)**. The data is sourced from the **Google Merchandise Store (Demo Account)**, focusing on user behavior, acquisition, demographics, and technology usage. The screenshots attached serve as visual proof of actual data accessed and interpreted during the analysis.

Objective

To derive meaningful insights from GA4 data by focusing on:

- User demographics and location
- Device and platform engagement
- Website traffic sources
- Session behavior and bounce rates

Tools Used

- Google Analytics 4 (GA4)
- Google Merchandise Store Demo Account (for e-commerce analysis)

Analytics:

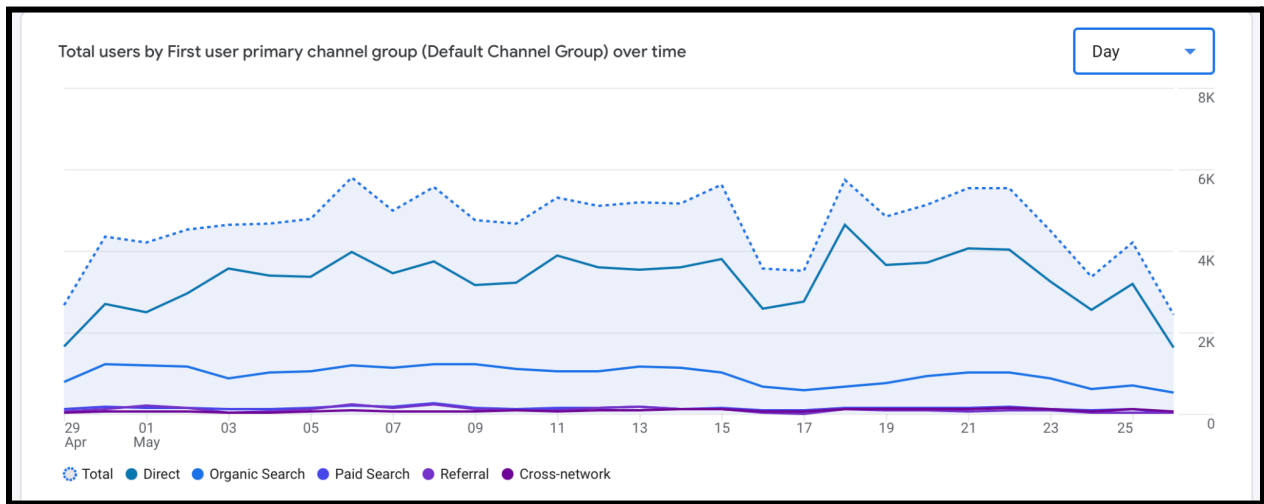


User Engagement Overview

As of **9:40 PM on May 27th, 2025**, the Google Merchandise Store had a total of **116 users active in the past 30 minutes**, reflecting consistent real-time traffic. The dashboard also reported a healthy number of **new users**, along with a stable **average engagement time**, indicating that visitors not only arrive frequently but also stay engaged. This level of interaction suggests effective user acquisition and relevant content that retains attention.

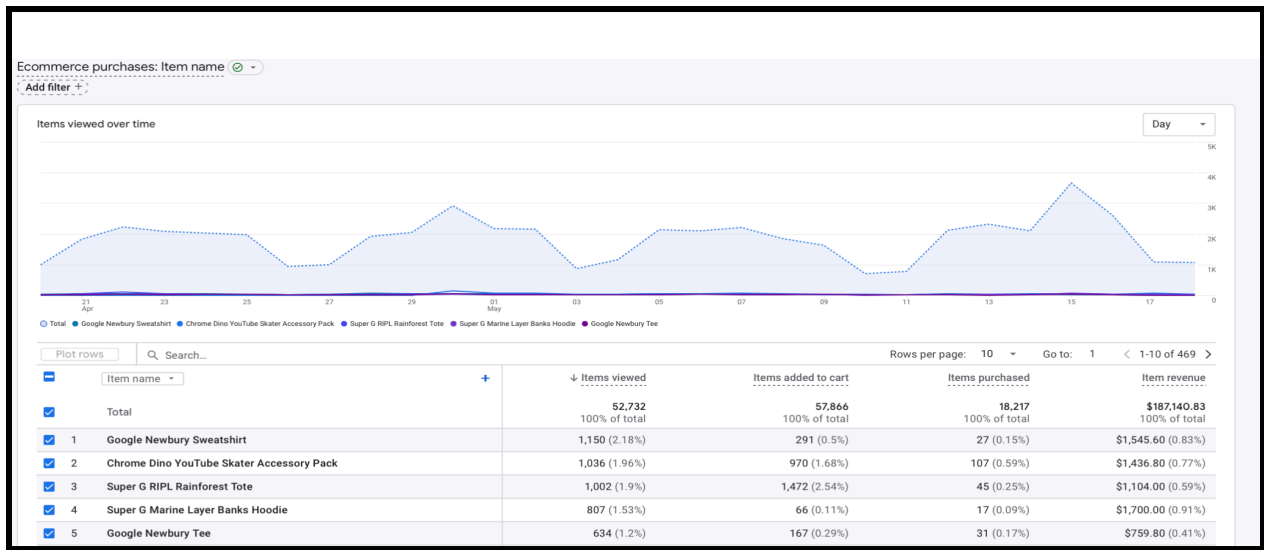
Country-Based Analysis

The majority of real-time users were from the **United States (48 users)** followed by Canada, India,China, and Colombia.



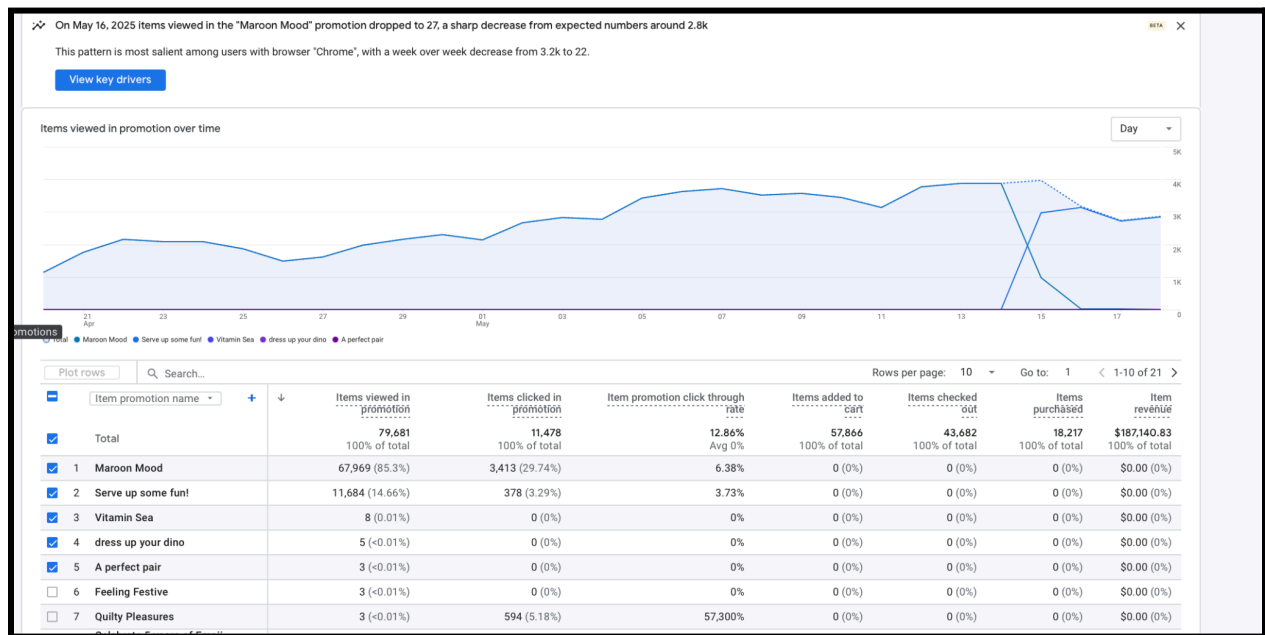
User Acquisition Channels

The acquisition report highlights that the majority of users during this period arrived via **Organic Search** and **Direct traffic**, with smaller portions coming from **Referral** and **Paid Search**. This indicates that the website has strong visibility on search engines and a well-recognized brand or URL that users visit directly.



Top Purchased Items

The **Google Newbury Sweatshirt** emerged as the most viewed and purchased item, contributing the highest item revenue among listed products. Other top items included the **Chrome Dino YouTube Skater Accessory Pack** and **Super G RIPL Rainforest Tote**, indicating user preference for branded and themed merchandise.



Item Promotion Analysis

The **"Maroon Mood"** promotion dominated with **85.3% of item views**, although it saw a drastic drop. Interestingly, while it received the most clicks, none of the promotions showed items being added to cart or purchased, signaling either a UX gap or a disconnect between promotional messaging and product appeal.

Plot rows		Search...		Rows per page: 10		Go to: 1		1-10 of 26	
Event name		Event count		Total users		Event count per active user		Total revenue	
Total		1,253,501 100% of total		85,384 100% of total		15.10 Avg 0%		\$196,633.36 100% of total	
1	page_view	320,627 (25.58%)		83,193 (97.43%)		3.87		\$0.00 (0%)	
2	view_item_list	280,523 (22.38%)		23,730 (27.79%)		11.84		\$0.00 (0%)	
3	session_start	111,171 (8.87%)		82,192 (96.26%)		1.36		\$0.00 (0%)	
4	first_visit	83,433 (6.66%)		76,248 (89.3%)		1.09		\$0.00 (0%)	
5	view_promotion	79,681 (6.36%)		56,026 (65.62%)		1.43		\$0.00 (0%)	

Event Count

The most triggered events included **page_view (25.58%)** and **view_item_list (22.38%)**, showing strong user interest in browsing.