

Web Analytics

Data Analysis and Presentation

Group 4

Jingqian ZHANG
Sacha CAPARROS
Valetin CORNILLON
Marie-Elizabeth ROBERT

Data Analysis of the Google Merchant Center Website

II

Best Paid Keywords Based On Conversion Rate (E Commerce)

	Mot clé	Acquisition			Comportement			Conversions E-commerce		
		Utilisateurs	Nouveaux utilisateurs	Sessions	Taux de rebond	Pages/session	Durée moyenne des sessions	Taux de conversion de l'e-commerce	Transactions	Revenu
		11 876 % du total: 16,23 % (73 172)	11 250 % du total: 16,70 % (67 378)	14 440 % du total: 15,26 % (94 629)	70,15 % Valeur moy. pour la vue: 51,18 % (37,05 %)	3,07 Valeur moy. pour la vue: 4,54 (-32,23 %)	00:01:30 Valeur moy. pour la vue: 00:02:57 (-49,28 %)	1,31 % Valeur moy. pour la vue: 2,10 % (-37,54 %)	189 % du total: 9,53 % (1 983)	22 860,08 \$US % du total: 8,32 % (274 756,15 \$US)
<input type="checkbox"/>	1. +Google +Merchandise	93 (0,76 %)	69 (0,61 %)	121 (0,84 %)	30,58 %	8,04	00:03:35	20,66 %	25 (13,23 %)	2 874,70 \$US (12,58 %)
<input type="checkbox"/>	2. +Google +Clothing	33 (0,27 %)	30 (0,27 %)	41 (0,28 %)	51,22 %	5,88	00:02:57	7,32 %	3 (1,59 %)	100,80 \$US (0,44 %)
<input type="checkbox"/>	3. Google Apparel	209 (1,72 %)	169 (1,50 %)	294 (2,04 %)	30,27 %	7,73	00:04:26	7,14 %	21 (11,11 %)	1 811,46 \$US (7,92 %)
<input type="checkbox"/>	4. Google T Shirt	164 (1,35 %)	144 (1,28 %)	224 (1,55 %)	32,59 %	7,45	00:03:29	6,70 %	15 (7,94 %)	1 025,75 \$US (4,49 %)
<input type="checkbox"/>	5. Google apparel	13 (0,11 %)	10 (0,09 %)	15 (0,10 %)	13,33 %	9,07	00:08:15	6,67 %	1 (0,53 %)	31,50 \$US (0,14 %)
<input type="checkbox"/>	6. +Google +Swag	25 (0,21 %)	19 (0,17 %)	32 (0,22 %)	34,38 %	7,16	00:05:01	6,25 %	2 (1,06 %)	356,00 \$US (1,56 %)
<input type="checkbox"/>	7. Google Tote Bag	8 (0,07 %)	7 (0,06 %)	17 (0,12 %)	29,41 %	4,59	00:02:57	5,88 %	1 (0,53 %)	13,00 \$US (0,06 %)
<input type="checkbox"/>	8. Official Google Merchandise	13 (0,11 %)	11 (0,10 %)	17 (0,12 %)	35,29 %	9,59	00:04:14	5,88 %	1 (0,53 %)	64,40 \$US (0,28 %)
<input type="checkbox"/>	9. Google Merchandise Store	940 (7,72 %)	654 (5,81 %)	1 517 (10,51 %)	25,05 %	7,83	00:04:49	4,22 %	64 (33,86 %)	7 742,55 \$US (33,87 %)
<input type="checkbox"/>	10. Google Swag	62 (0,51 %)	50 (0,44 %)	98 (0,68 %)	33,67 %	5,86	00:03:32	4,08 %	4 (2,12 %)	410,40 \$US (1,80 %)

1. By analysing the conversion rate in May 2022, (for the E Commerce objective) the best paid keyword was : "Google Merchandise" with **93** users and a conversion rate of **20,66%**.

2. The paid keyword : " Google Apparel" is also performing well with 209 users and a conversion rate of 7,14%.

Best Paid Keywords Based On Conversion Rate (All Objectives)

	Mot clé	Acquisition			Comportement			Conversions Tous les objectifs		
		Utilisateurs	Nouveaux utilisateurs	Sessions	Taux de rebond	Pages/session	Durée moyenne des sessions	Taux de conversion par objectif	Objectifs réalisés	Valeur de l'objectif
		11 876 % du total: 16,23 % (73 172)	11 250 % du total: 16,70 % (67 378)	14 440 % du total: 15,26 % (94 629)	70,15 % Valeur moy. pour la vue: 51,18 % (37,05 %)	3,07 Valeur moy. pour la vue: 4,54 (-32,23 %)	00:01:30 Valeur moy. pour la vue: 00:02:57 (-49,28 %)	10,78 % Valeur moy. pour la vue: 19,89 % (-45,79 %)	1 557 % du total: 8,27 % (18 821)	0,00 \$US % du total: 0,00 % (0,00 \$US)
<input type="checkbox"/>	1. YouTube Sweater	1 (0,01 %)	1 (0,01 %)	1 (0,01 %)	0,00 %	28,00	00:29:28	300,00 %	3 (0,19 %)	0,00 \$US (0,00 %)
<input type="checkbox"/>	2. +Google +Branded +Products	1 (0,01 %)	1 (0,01 %)	1 (0,01 %)	0,00 %	13,00	00:06:08	100,00 %	1 (0,06 %)	0,00 \$US (0,00 %)
<input type="checkbox"/>	3. Google Tumbler	2 (0,02 %)	2 (0,02 %)	3 (0,02 %)	33,33 %	4,67	00:00:46	66,67 %	2 (0,13 %)	0,00 \$US (0,00 %)
<input type="checkbox"/>	4. Google apparel	13 (0,11 %)	10 (0,09 %)	15 (0,10 %)	13,33 %	9,07	00:08:15	60,00 %	9 (0,58 %)	0,00 \$US (0,00 %)
<input type="checkbox"/>	5. Official Google Merchandise	13 (0,11 %)	11 (0,10 %)	17 (0,12 %)	35,29 %	9,59	00:04:14	47,06 %	8 (0,51 %)	0,00 \$US (0,00 %)
<input type="checkbox"/>	6. Google Apparel	209 (1,72 %)	169 (1,50 %)	294 (2,04 %)	30,27 %	7,73	00:04:26	45,24 %	133 (8,54 %)	0,00 \$US (0,00 %)
<input type="checkbox"/>	7. Google T Shirt	164 (1,35 %)	144 (1,28 %)	224 (1,55 %)	32,59 %	7,45	00:03:29	43,75 %	98 (6,29 %)	0,00 \$US (0,00 %)
<input type="checkbox"/>	8. tumblers for sale	7 (0,06 %)	7 (0,06 %)	7 (0,05 %)	57,14 %	3,00	00:01:08	42,86 %	3 (0,19 %)	0,00 \$US (0,00 %)
<input type="checkbox"/>	9. +Google +Clothing	33 (0,27 %)	30 (0,27 %)	41 (0,28 %)	51,22 %	5,88	00:02:57	39,02 %	16 (1,03 %)	0,00 \$US (0,00 %)
<input type="checkbox"/>	10. Google Branded Merchandise	27 (0,22 %)	21 (0,19 %)	36 (0,25 %)	22,22 %	9,03	00:05:10	38,89 %	14 (0,90 %)	0,00 \$US (0,00 %)

1. By analysing the conversion rate in May 2022 (For all conversion objectives), the best paid keyword was : "Youtube Sweater" but with only **1** user and a conversion rate of **300%**. As this paid keyword only got 1 user this data should not be relevant for our analysis.

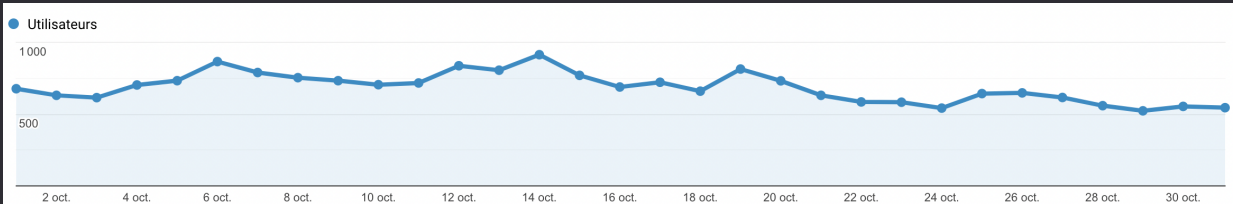
2. The paid keyword : " Google Apparel" is again showing up with **209** users but with a conversion rate (for all objectives) of **47,06%**

III

Number Of Users Visting The website Based On The Mobile Platform

	Infos sur l'appareil mobile	Acquisition			Comportement			Conversions E-commerce		
		Utilisateurs	Nouveaux utilisateurs	Sessions	Taux de rebond	Pages/session	Durée moyenne des sessions	Transactions	Revenu	Taux de conversion de l'e-commerce
		19 512 % du total: 31,82 % (61 311)	19 066 % du total: 35,15 % (54 240)	23 275 % du total: 28,87 % (80 628)	54,00 % Valeur moy. pour la vue: 43,62 % (23,80 %)	3,50 Valeur moy. pour la vue: 4,94 (-29,03 %)	00:02:04 Valeur moy. pour la vue: 00:03:27 (-40,28 %)	178 % du total: 10,64 % (1 673)	15 204,15 \$US % du total: 7,62 % (199 434,25 \$US)	0,76 % Valeur moy. pour la vue: 2,07 % (-63,14 %)
<input type="checkbox"/>	1. Apple iPhone	8 003 (40,75 %)	7 855 (41,20 %)	9 816 (42,17 %)	49,24 %	3,89	00:02:19	95 (53,37 %)	8 567,10 \$US (56,35 %)	0,97 %
<input type="checkbox"/>	2. Google Pixel 6 Pro	844 (4,30 %)	745 (3,91 %)	1 110 (4,77 %)	43,51 %	4,82	00:02:33	24 (13,48 %)	1 481,85 \$US (9,75 %)	2,16 %
<input type="checkbox"/>	3. (not set)	693 (3,53 %)	683 (3,58 %)	842 (3,62 %)	52,61 %	3,64	00:02:05	7 (3,93 %)	879,60 \$US (5,79 %)	0,83 %
<input type="checkbox"/>	4. Apple iPad	570 (2,90 %)	564 (2,96 %)	685 (2,94 %)	60,58 %	3,40	00:02:20	2 (1,12 %)	949,50 \$US (6,25 %)	0,29 %
<input type="checkbox"/>	5. Google Pixel 6	487 (2,48 %)	461 (2,42 %)	594 (2,55 %)	41,75 %	4,68	00:02:34	7 (3,93 %)	259,80 \$US (1,71 %)	1,18 %
<input type="checkbox"/>	6. Google Pixel 5	325 (1,65 %)	298 (1,56 %)	376 (1,62 %)	41,49 %	4,44	00:02:52	8 (4,49 %)	649,00 \$US (4,27 %)	2,13 %
<input type="checkbox"/>	7. Google Pixel 6a	181 (0,92 %)	178 (0,93 %)	214 (0,92 %)	43,93 %	4,14	00:02:27	0 (0,00 %)	0,00 \$US (0,00 %)	0,00 %
<input type="checkbox"/>	8. Google Pixel 4a	119 (0,61 %)	110 (0,58 %)	133 (0,57 %)	54,14 %	2,80	00:01:23	0 (0,00 %)	0,00 \$US (0,00 %)	0,00 %
<input type="checkbox"/>	9. Motorola moto g pure	100 (0,51 %)	99 (0,52 %)	102 (0,44 %)	79,41 %	1,84	00:00:38	0 (0,00 %)	0,00 \$US (0,00 %)	0,00 %
<input type="checkbox"/>	10. Huawei BMH-AN20 Honor 30 5G	82 (0,42 %)	82 (0,43 %)	83 (0,36 %)	74,70 %	1,99	00:00:33	0 (0,00 %)	0,00 \$US (0,00 %)	0,00 %

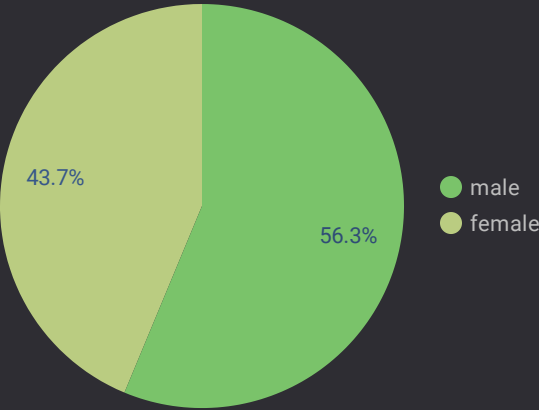
Last October, **8003** users (**40.75 %**) users are navigating through the website with an Iphone.



**Social Media Data
Analysis**

Website Audience

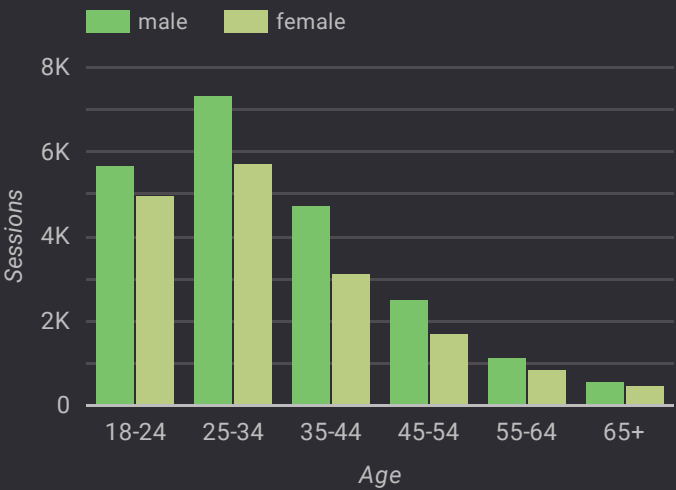
Gender by Sessions



Globally we can see that there are more males visitors (56.3%) than female visitors (43.7%).

Meaning that our brand attracts slightly more men than women.

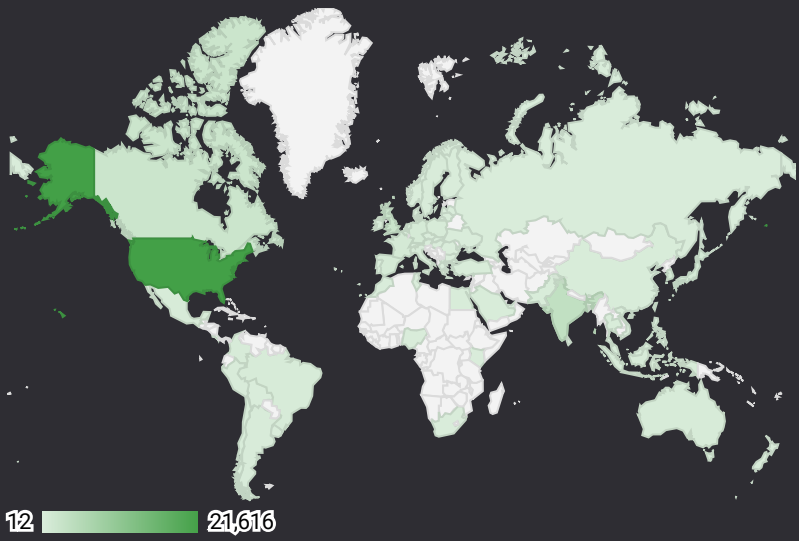
Age & Gender by Sessions



Most of our viewers are in the age range 18-44 but the large majority of visitors are aged 25-34.

Meaning we attract mainly Millenials and Gen Z.

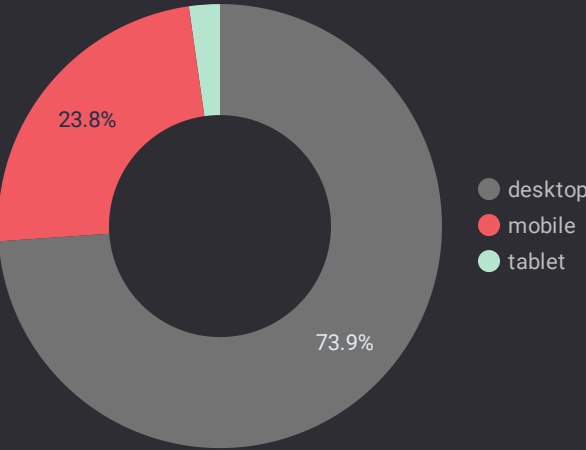
Country by Sessions



Our visitors are mainly coming from the US (21,615 sessions) then India (3,500), followed by the UK (2,228), European/Asian and South American countries.

We should thus continue to target and create content/ads geared to the american population (but of course not forget our other markets).

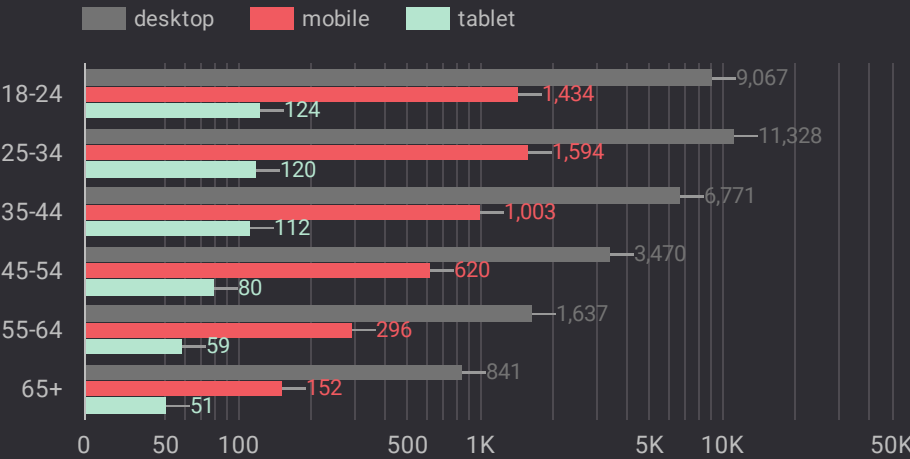
Device Category by Sessions



From the table above we can conclude that the majority of users come from desktop (73.9%) followed by mobile (23.8%) then tablet (2.2%).

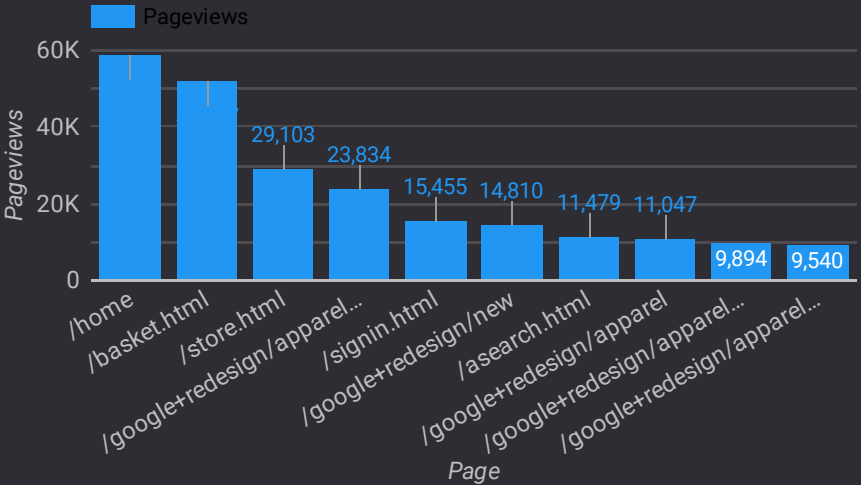
It is thus highly important for the website interface to be desktop and mobile friendly.

Device Category by Sessions & Age



Additionally adding the breakdown dimension "Age" we are able to see that if we are to target people older than 44 y/o it would be best to consider that they will come to our website through desktop. Seeing as though a very small amount of them use mobile and tablet compared to the other age ranges.

Pageviews



The table above shows that about 58,872 users visited the home page. That 52,397 visitors visited a product page and added it to their basket.

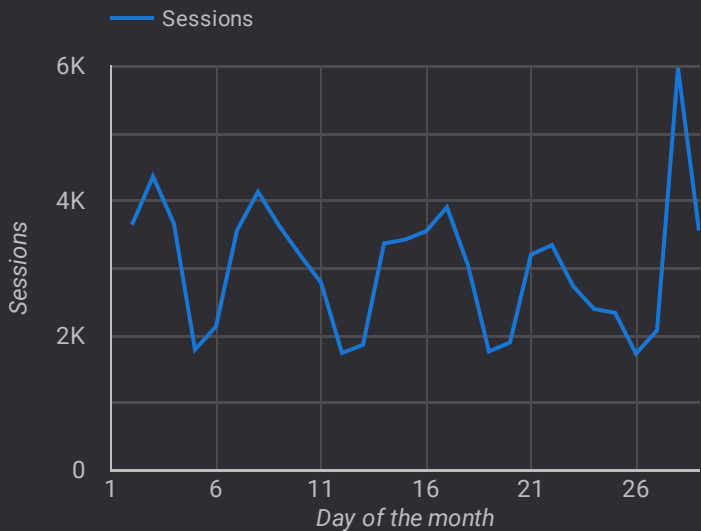
We can also see from /store.html the amount of store visits

Website Acquisition

Total Number of Sessions, November

Sessions

84.7K



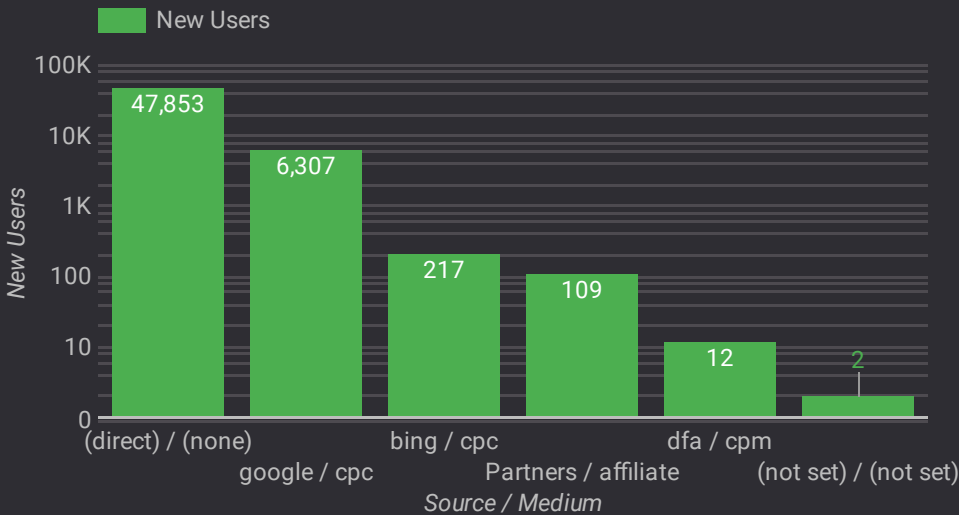
Over the period of November, we can see that the amount of sessions per day has been unstable. Every 4-6 days there is an increase followed by a slow drop.

Futhermore, on every Saturday there was a significant drop in the number of sessions.

Additionally, on the 28th of November there was a large increase of the number of sessions (a growth of 3 898 sessions compared to the day before).

Thanks to the graph we can analyse if campaigns have led to an increase in sessions. For example, an ad or campaign may have led to the highest increase of sessions, of this month, from the 27th to the 28th.

Source/Medium by New Users



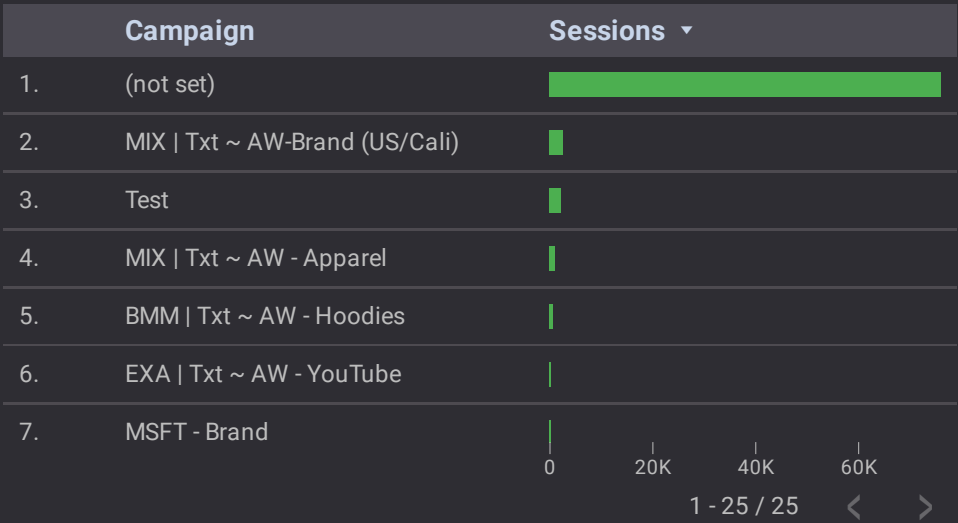
From the pie chart we are able to gather that "direct/none" is where are top users come from. Unfortunately direct/none means that we don't have a defined source or referring site that the new users came from. This is quite unfortunate because we therefore cannot identify which source to put more efforts in to increase the number of users coming to our website.

The next top source/medium is "google/cpc" meaning that 11.6% of new users come from a google ad they clicked on.

We can also see that merely 0.2% of new users came from partners/affiliates suggesting that the partnerships aren't as effective as the other sources. Maybe we should thus consider reevaluating our partnerships or introduce more backlinks.

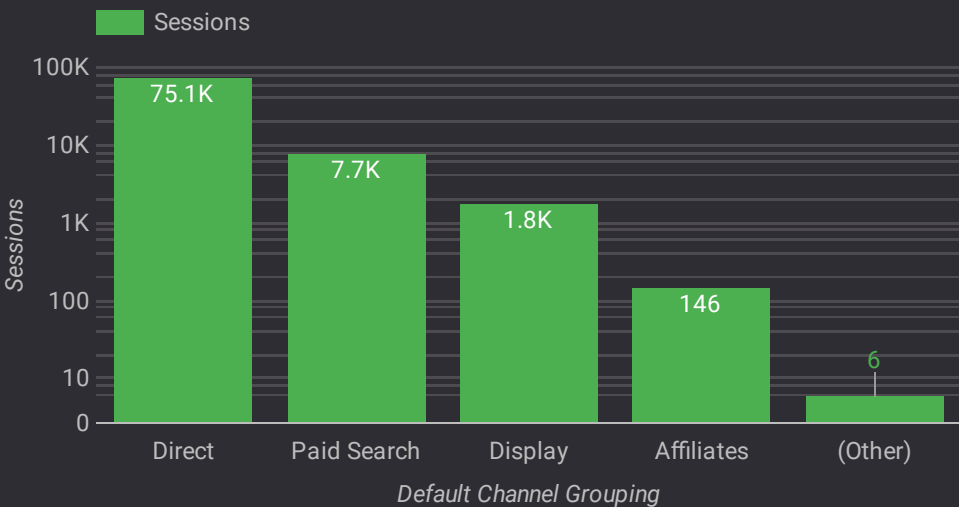
This chart is quite interesting as it allows us to indeity which paid search engine / paid source is brniging in new users.

Campaigns by Sessions



Unfortunatley from the chart above we cannot gather which campaign brought the most sessions to our website as (not set) means that Google Analytics cannot define exactly what the source is.

Default Channel Grouping by Sessions

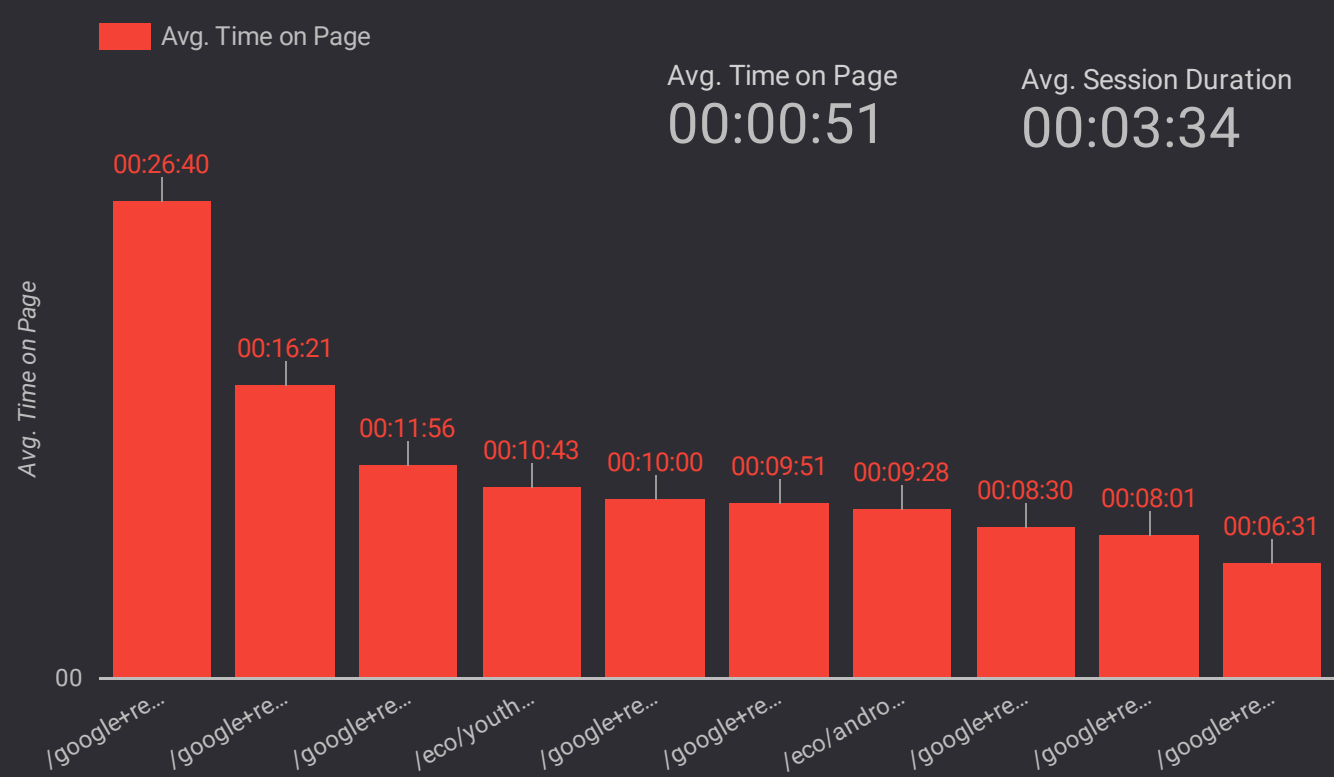


After observing the chart we are able to determine that "Direct" is the channel driving a large majority of our users to our website. Meaning, 75.1k sessions are originating from either direct URL searches, or unspecified sources.

Moreover, 7.7k sessions are generated thanks to "Paid search". In addition, 1.8k sessions come from display ads such as banner-style adverts ran across other of websites. The company could thus think about increasing it's paid search budget and display ad budget.

User Behavior

Average time on page by page

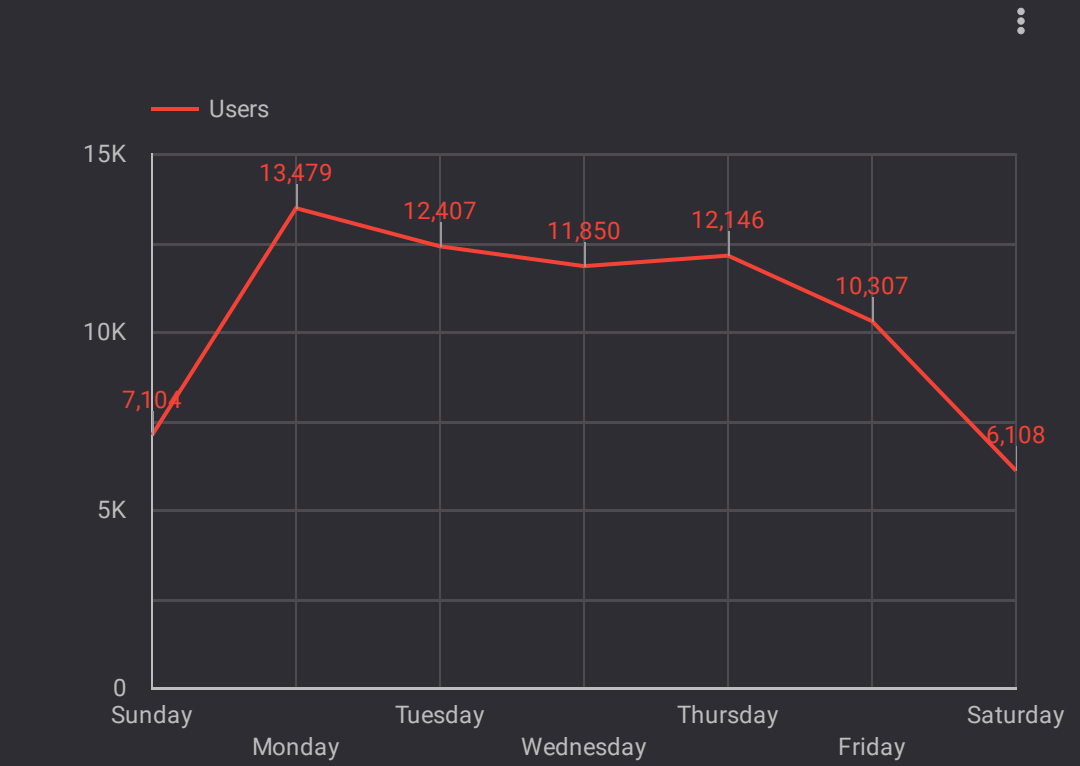


We can see that users usually spend **51 seconds** on a web page for an average duration of **3 min 34 seconds**.

The page with the longest average time on page is the White Thermostat 3rd Gen which has an average page time of 00:26:40 seconds and the page with the lowest average time on page is the Bojack Horsman brand page.

We can thus presume that users are less interested in the Bojack Horsman products and the product that attracts the most interest is the Thermostat product page.

Number of users by day of the week



With the graph above we can conclude that Monday is the day with the most users on our website and the day with the least amount of traffic is Saturday.

Additionally, we can observe that the traffic is highest during the weekdays.

Best pages by number of users

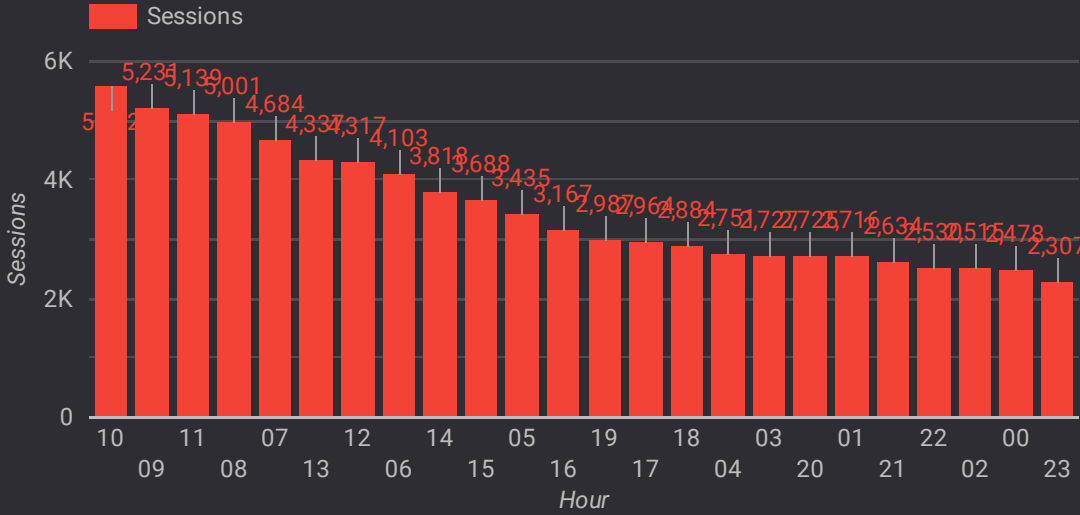
	Page	Users
1.	/home	35,244
2.	/google+redesign/apparel/...	11,934
3.	/store.html	11,796
4.	/basket.html	9,863
5.	/signin.html	9,220
6.	/google+redesign/new	8,222
7.	/google+redesign/apparel	7,119
8.	/google+redesign/lifestyle/h...	5,716
	Grand total	61,990

The pages with the most users is the home page followed by the mens apparel page and then the store page.

From the best pages by number of users we can see that we have more users visiting the mens apparel page (11,934) than the womens apparel page (7,119). Meaning we probably have more men attracted to our apparel then women.

We can also see that our lifestyle products line are not interesting a huge amount of visitors compared to our apparel products.

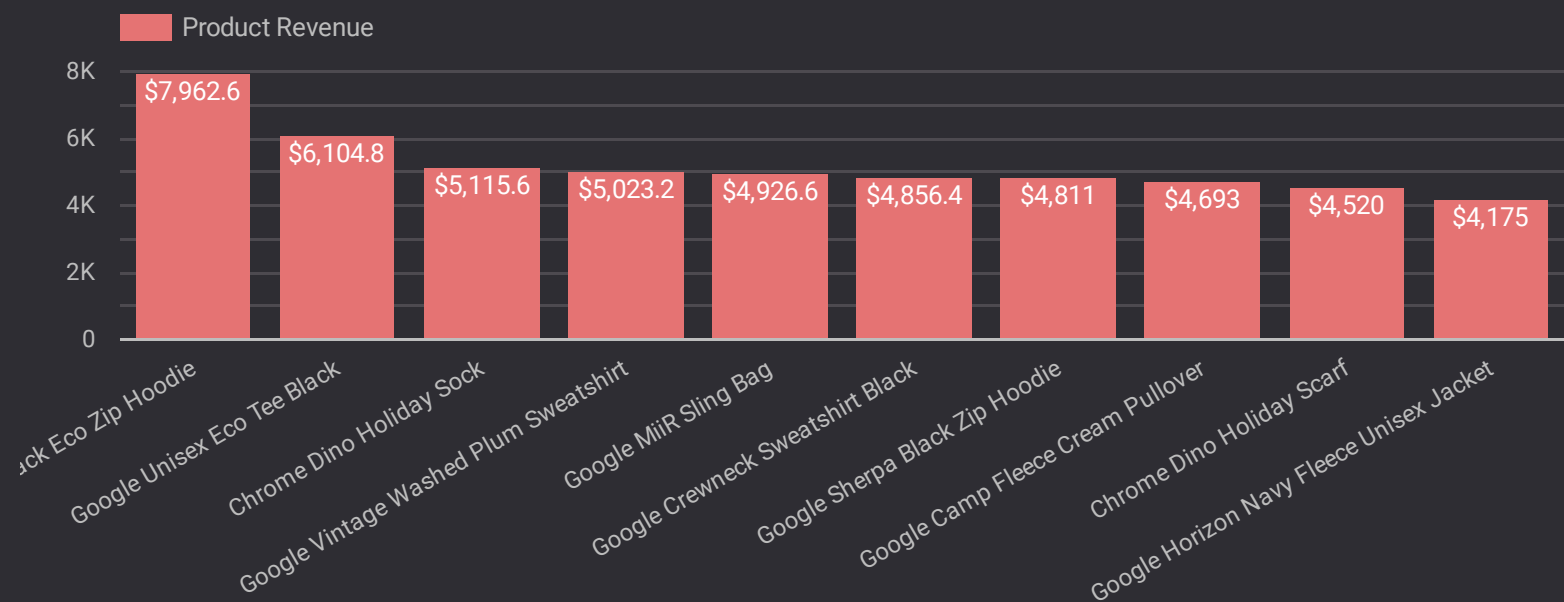
Number of session by hours



We can observe that the hour with the most traffic on our website is 10am and the hour with the least is 2am. In addition, the peak hours are from 8am to 1pm.

Conversions

Revenue by Product



Total Product Revenue

Product Revenue
\$257.64K

The product that creates the most revenue is the **Google Black Eco Zip Hoodie** with **7,962\$**, followed by the **Google Unisex Eco Tee Black** with **6,104\$**.

The others product are much more similar in term of revenues, generating about **5k \$** revenue each.

User Type		Users ▾	Conv Rat...	Ecommerce Co...	Avg. Order Value	Revenue
1.	New Visitor	54,381	1.3%	1.3%	\$115.63	\$81,868.99
2.	Returning Visitor	16,388	8.21%	4.45%	\$130.69	\$175,773.93
Grand total		61,990	3.31%	2.42%	\$125.5	\$257,642.92

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Our website's revenue is \$257.642k. This is composed of \$175k from 16,388 returning visitors and \$81k from 54,381 new visitors. Meaning that we are generating more revenue from returning visitors.

Additionally, we can see that the conversion rate for the returning visitors is much higher than the one from new visitors (more than 7%). Furthermore, we have a high number of new visitors 54,381, yet a very small conversion rate per user (1.3%) meaning that the company needs to improve its conversion tactics.

Ecommerce Conversion Rate

Ecommerce Conversion Rate
2.42%

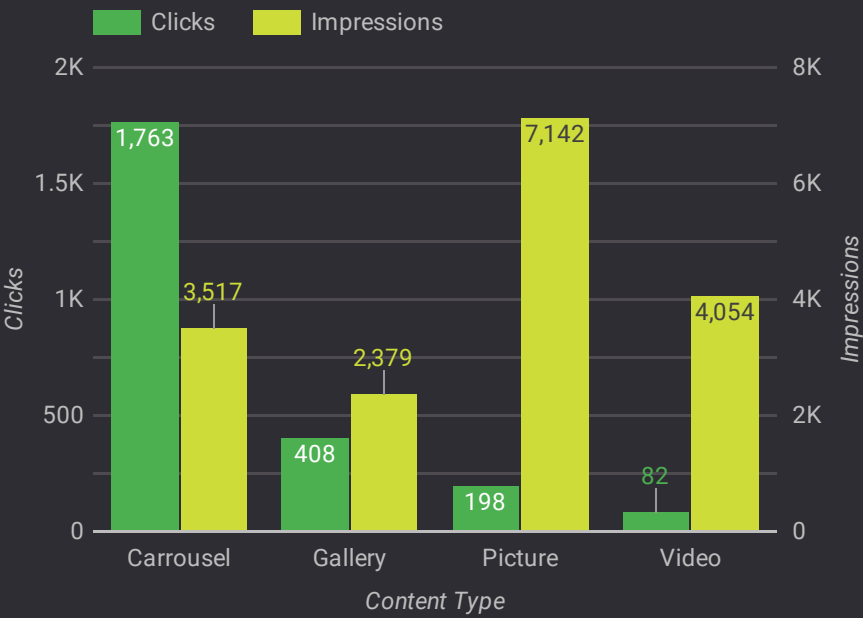
Conversion Rate per User

Conv Rate Per User
3.31%

Linkedin Data

Content Type by Clicks & Impressions

Impressions
17,092



TOTAL AMOUNT OF IMPRESSIONS

The total amount of post impressions is 17,092.

For further analysis, we decided to analyse the amount of clicks and impressions per content type.

CONTENT TYPE BY CLICKS

After observing the chart, we are able to conclude that the content type with the most recieved clicks is "Carrousel" and the least is "Video", this may be due to the fact that videos take longer to watch and that carrousels are more interactive. We should thus opt for the use of more carrousels and less videos (or maybe shorter videos if the problem is the duration of the videos).

IMPRESSIONS PER CONTENT TYPE

Moreover, we can see that pictures were loaded or viewed more than the other types of content.

We are able to see that the combined total of impressions for pictures was 7,142. Meaning that in total 7,142 pictures had been seen or loaded on a page such that it could be viewed on someone's newsfeed on LinkedIn.

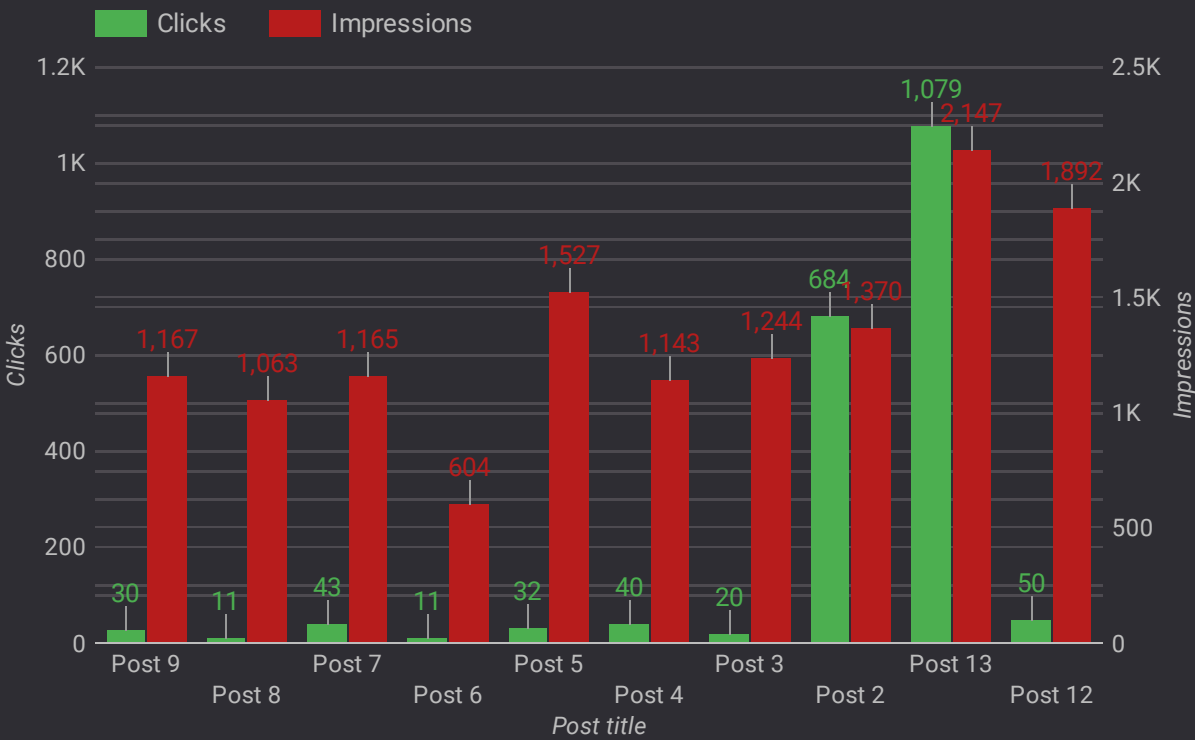
Most Clicked Posts

	Post title	Content Type	Clicks ▾
1.	Post 13	Carrousel	1,079
2.	Post 2	Carrousel	684
3.	Post 1	Gallery	408
4.	Post 12	Picture	50
5.	Post 7	Picture	43
6.	Post 4	Video	40
7.	Post 5	Picture	32
8.	Post 11	Picture	31
9.	Post 9	Picture	30
10.	Post 3	Video	20

1 - 13 / 13

The chart above shows that the most clicked post is Post 13 followed by Post 2 and Post 1. Moreover, the other posts have under 51 clicks.

Clicks and Impressions per Post



This additionally chart is to have a better view of both the amount of clicks and impressions per post.