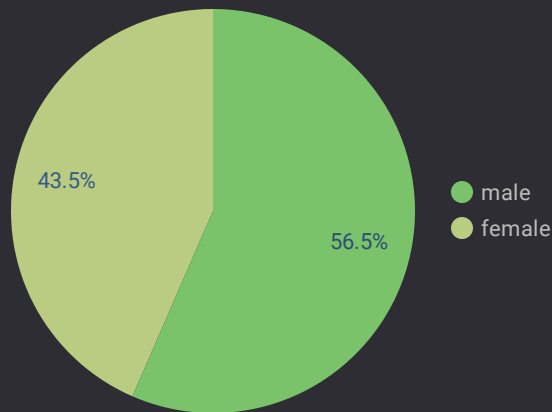


# Website Audience

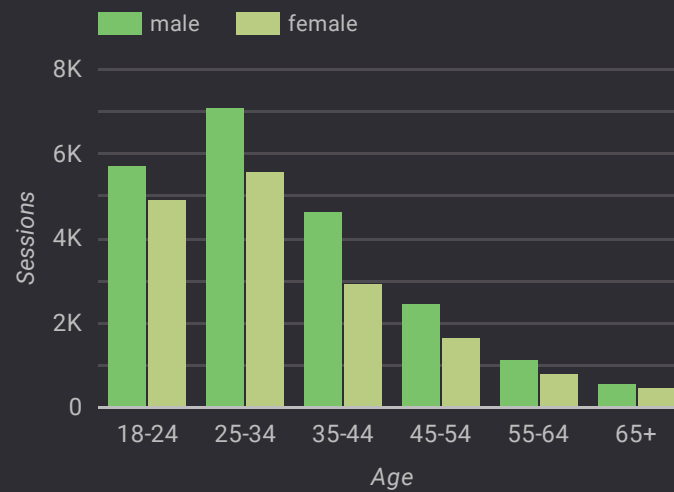
## Gender by Sessions



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.

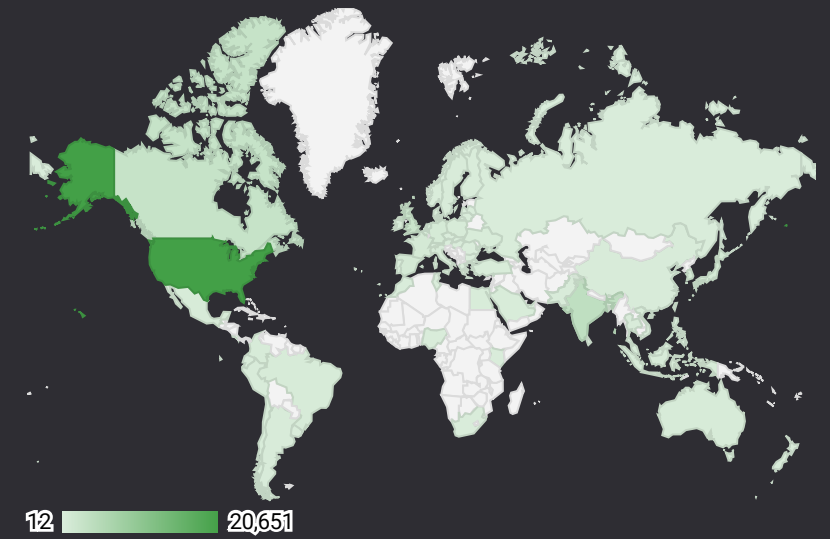
## Age & Gender by Sessions



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.

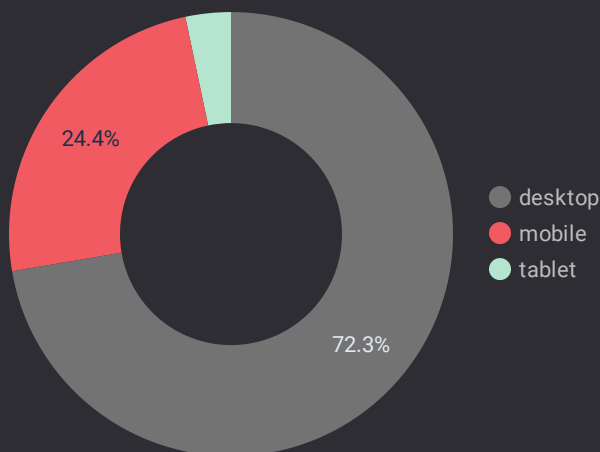
## Country by Sessions



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).

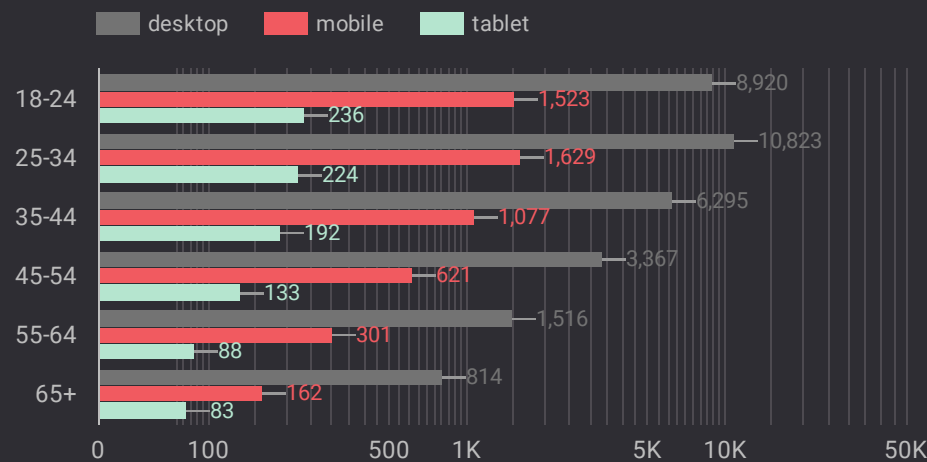
## Device Category by Sessions



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%).

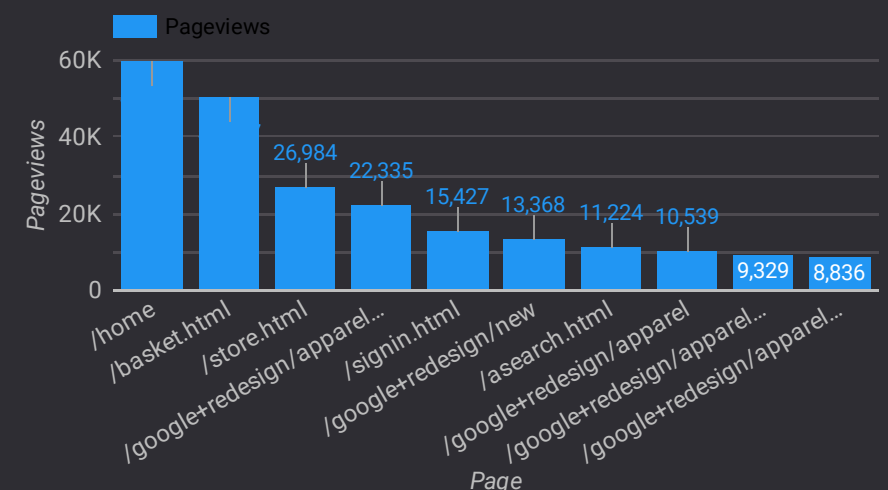
It is thus highly important for the website interface to be desktop and mobile friendly.

## 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.

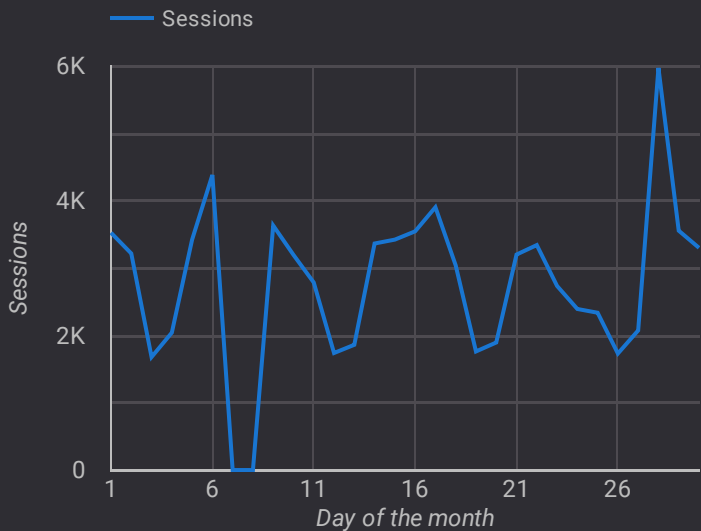
We can also see from /store.html the amount of store visits

# Website Acquisition

## Total Number of Sessions, November

Sessions

83.0K



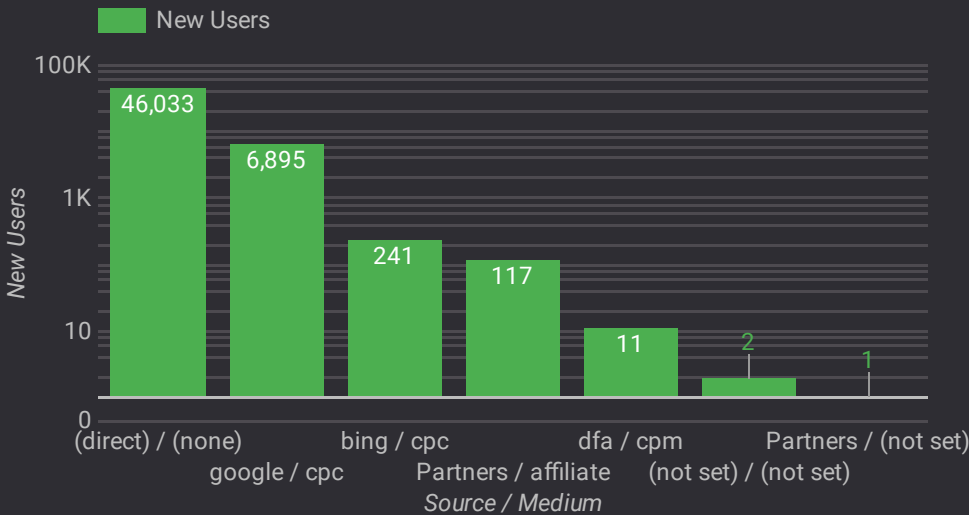
Over the period of November, we can see that the amount of sessions per day has been unstable. Every 4-6 days there is an increase followed by a slow drop.

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



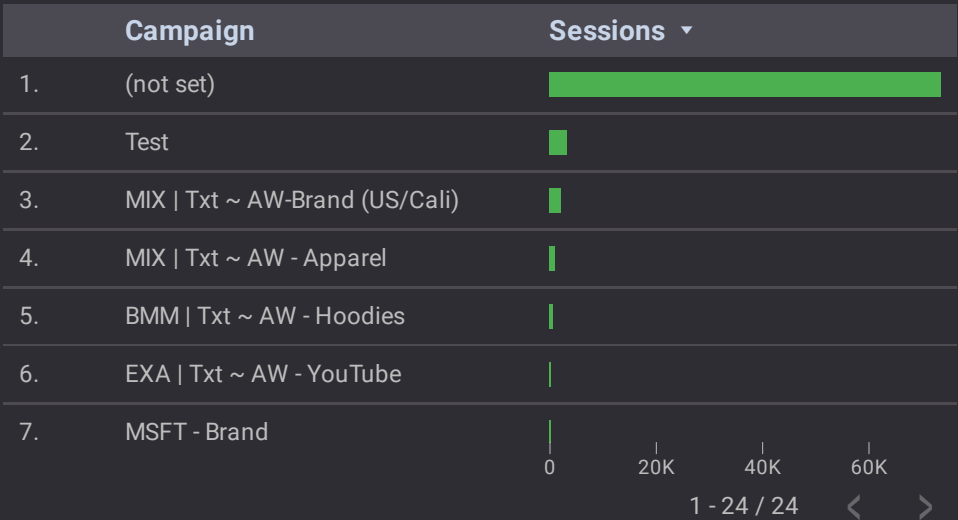
From the pie chart we are able to gather that "direct/none" is where are top users come from. Unfortunately direct/none means that we don't have a defined source or referring site that the new users came from. This is quite unfortunate because we therefore cannot identify which source to put more efforts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

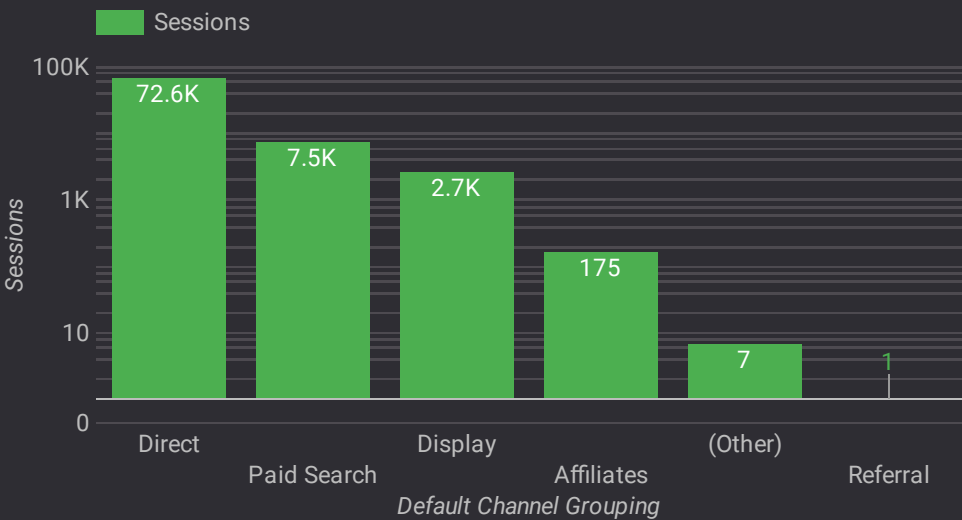
This chart is quite interesting as it allows us to indeity which paid search engine / paid source is brniging in new users.

## 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

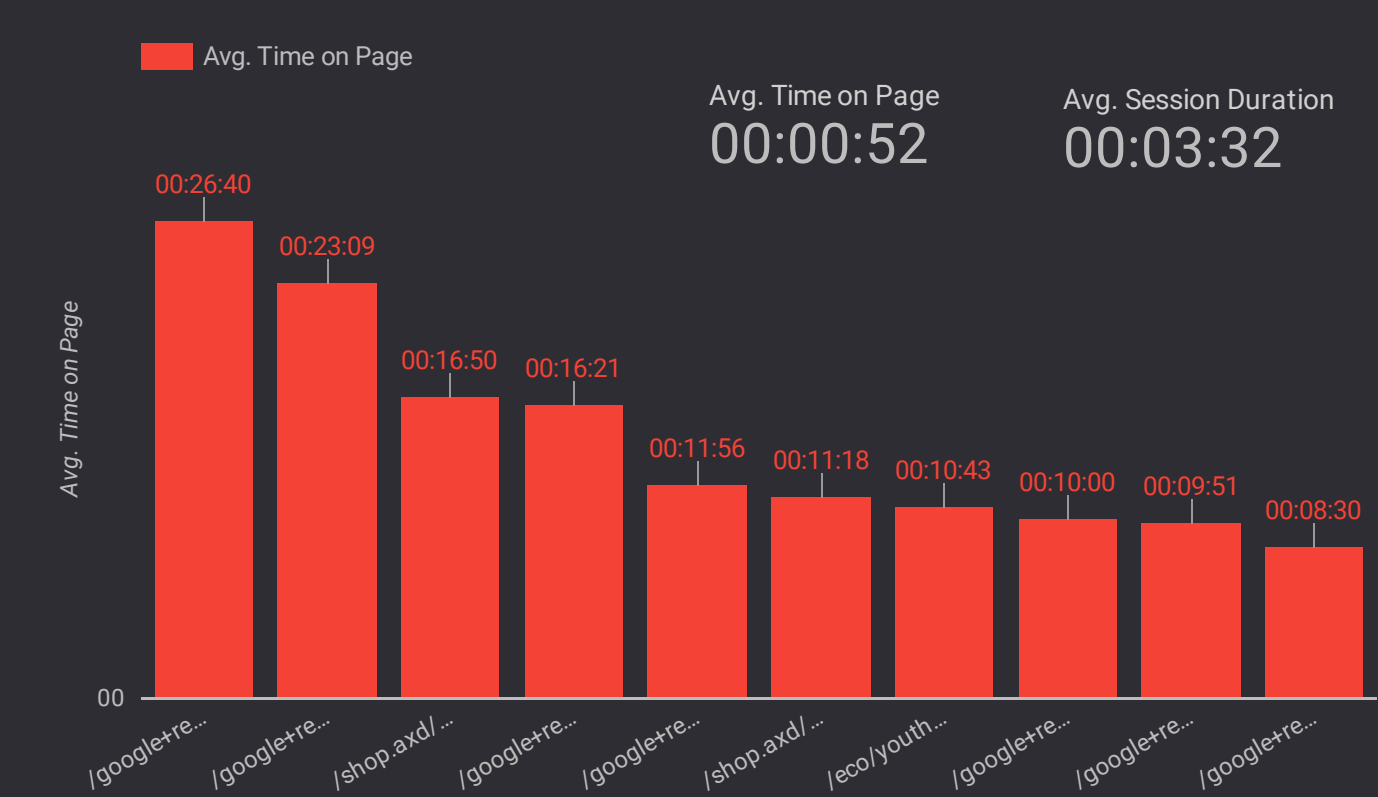


After observing the chart we are able to determine that "Direct" is the channel driving a large majority of our users to our website. Meaning, 75.1k sessions are originating from either direct URL searches, or unspecified sources.

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

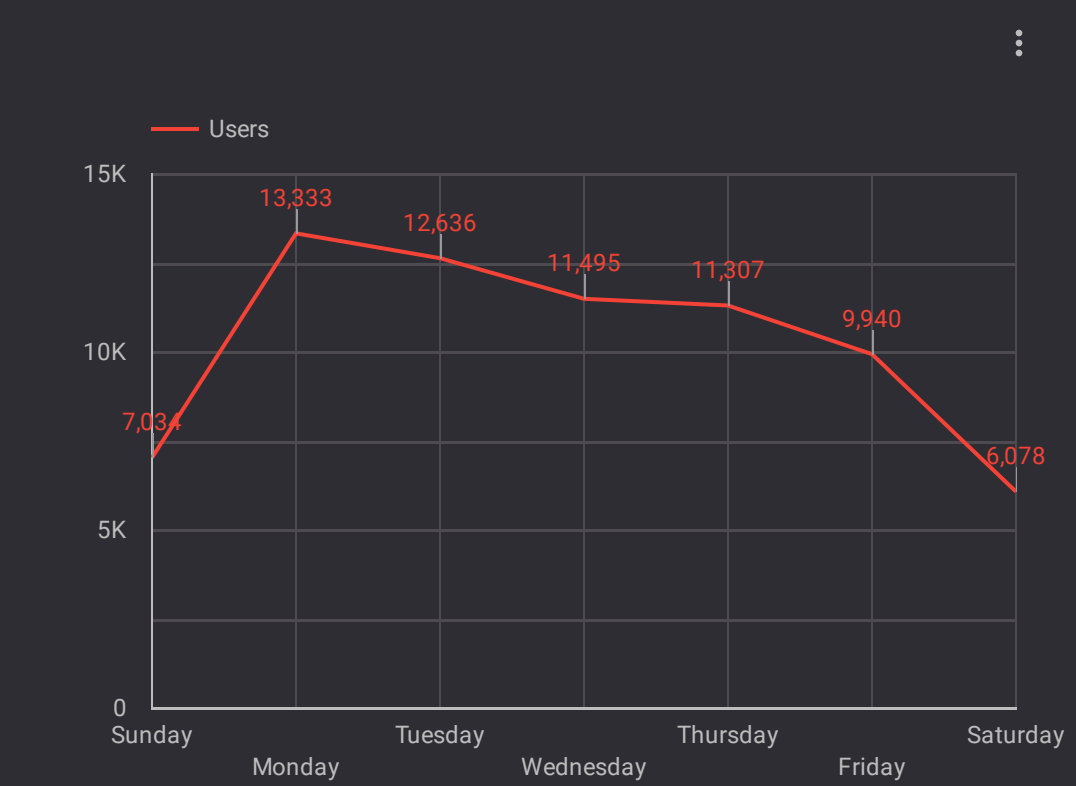


We can see that users usually spend **51 seconds** on a web page for an average duration of **3 min 34 seconds**.

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	36,152
2.	/google+redesign/apparel/...	11,253
3.	/store.html	11,247
4.	/basket.html	9,710
5.	/signin.html	9,234
6.	/google+redesign/new	7,570
7.	/google+redesign/apparel	6,795
8.	/google+redesign/lifestyle/d	5,515
	Grand total	60,851

1 - 100 / 608

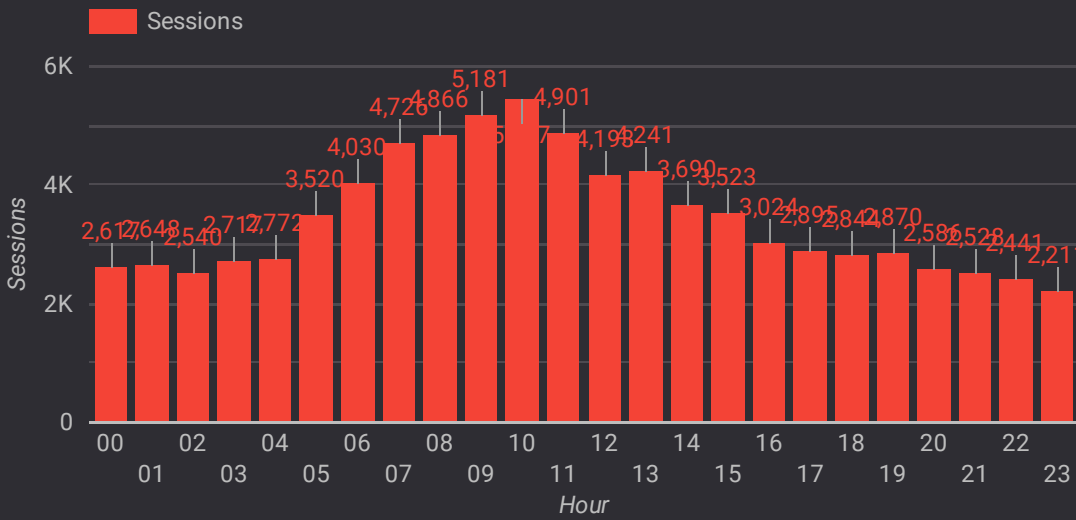


The pages with the most users is the home page followed by the mens apparel page and then the store page.

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 than women.

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

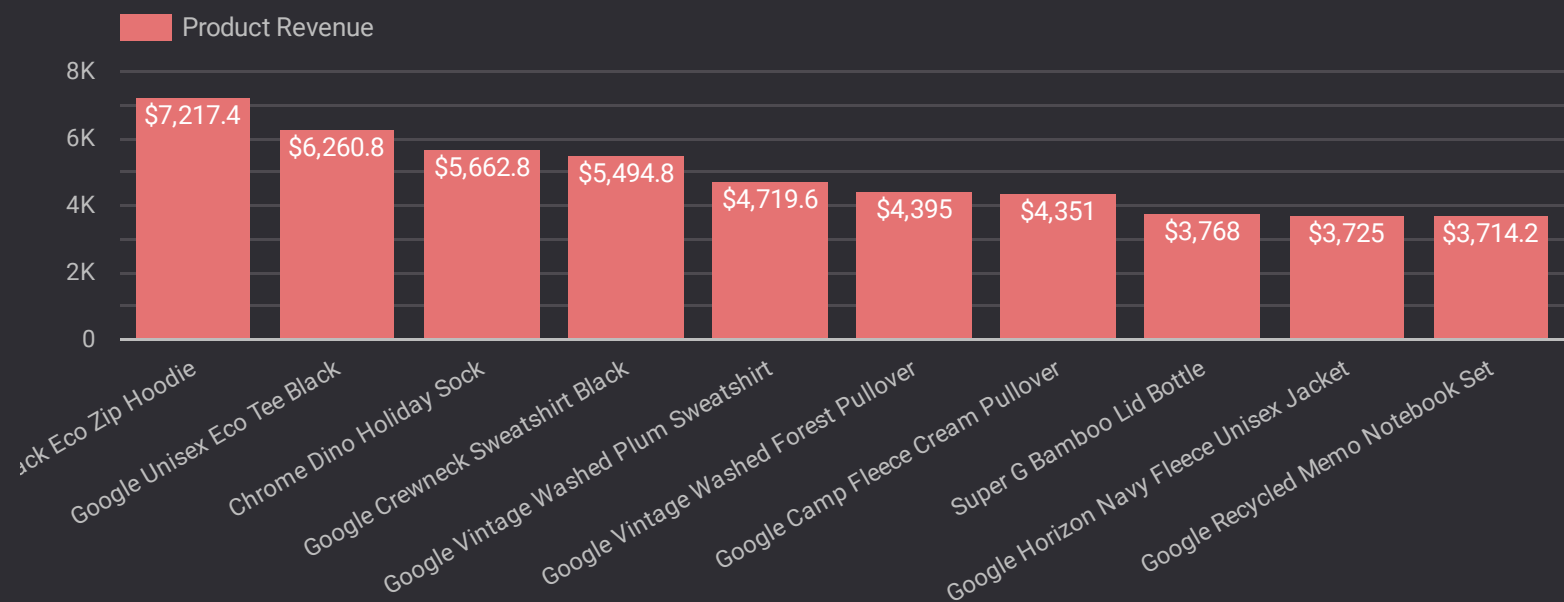
## Number of session by hours



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



User Type		Users ▾	Conv Rat...	Ecommerce Co...	Avg. Order Value	Revenue
1.	New Visitor	52,946	1.32%	1.31%	\$106.17	\$74,103.99
2.	Returning Visitor	16,109	8.54%	4.63%	\$126.88	\$174,581.12

Grand total		60,851	3.41%	2.5%	\$119.91	\$248,685.11
1 - 2 / 2 < >						

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.

## Total Product Revenue

Product Revenue  
\$248.69K

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.

## Ecommerce Conversion Rate

Ecommerce Conversion Rate  
2.50%

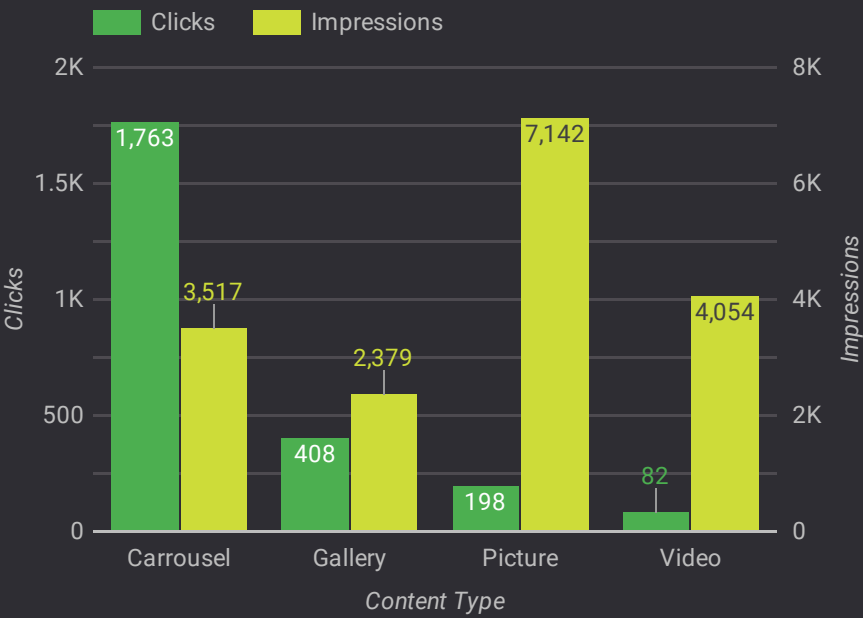
## Conversion Rate per User

Conv Rate Per User  
3.41%

# 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.

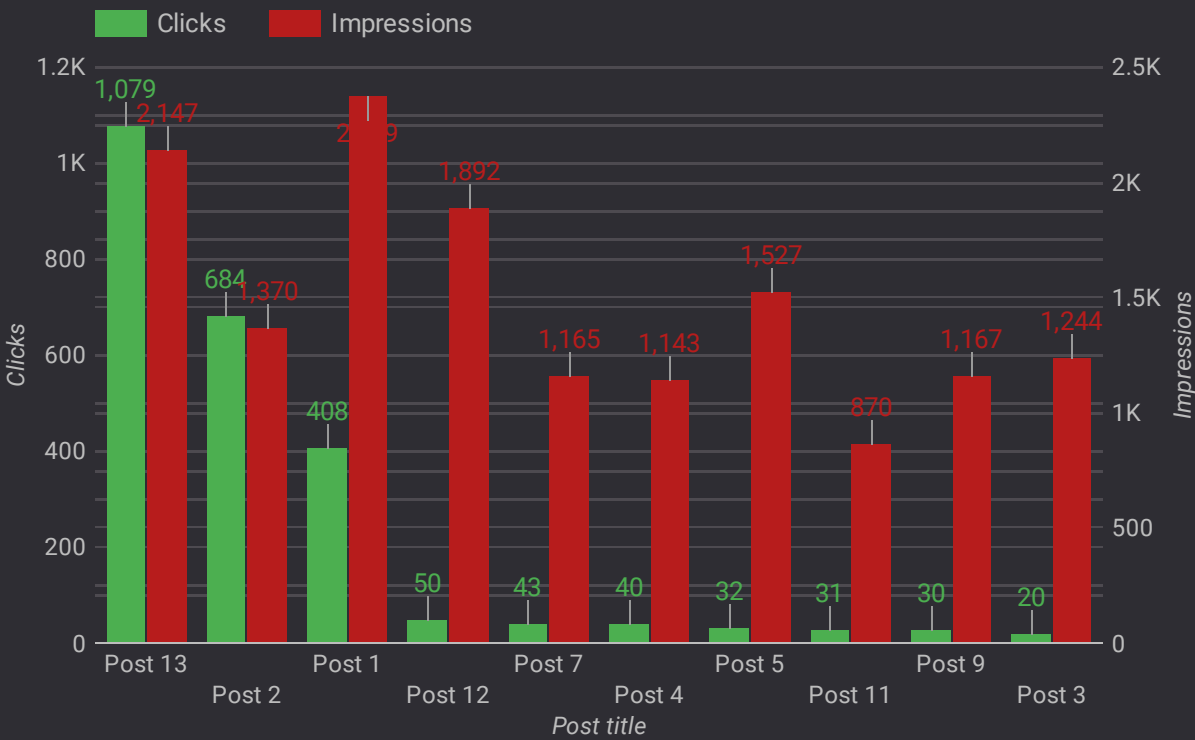
## Most Clicked Posts

	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.