



# Google Merchandise Store



Ecom Conv Rate

2.56%

Total Revenue

\$535.04K

Transactions

2.3K

Avg Order Value

\$229.73

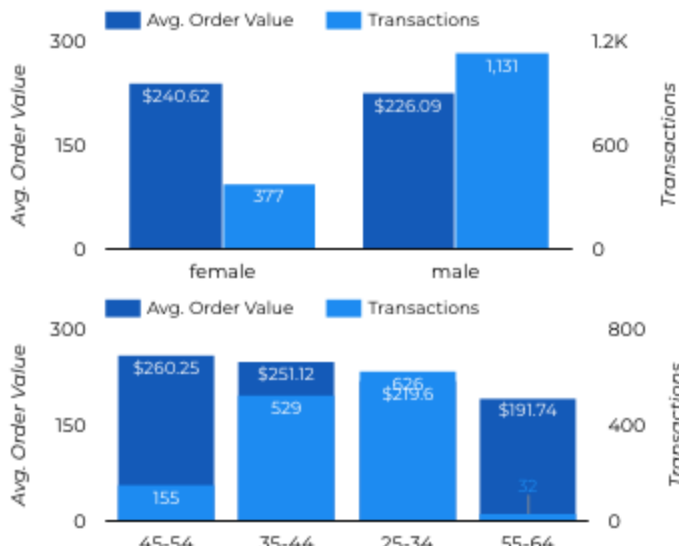
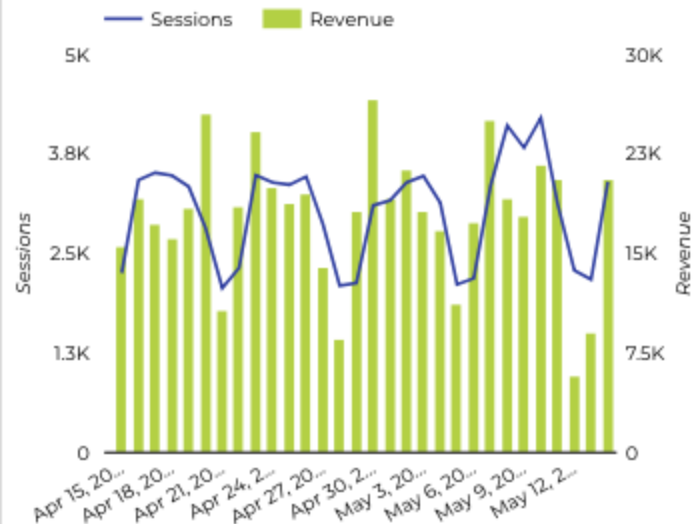
Per Visit Value

\$5.87



Traffic and Revenue Trends

Average Order Value and Volume



Most Valuable Traffic Sources

Best-Selling Products

Source / Medium	Revenue	Sessions
google / organic	\$46,994.64	40,139
(direct) / (none)	\$118,981.75	15,646
youtube.com / referral	\$21.99	12,377
mall.googleplex.com / referral	\$166,438.42	7,990
sites.google.com / referral	\$155,443.63	3,222
analytics.google.com / referral	\$0	2,905
Partners / affiliate	\$565.4	2,604
google / cpc	\$2,577.22	1,823

Product	Product Revenue	Quantity
Maze Pen	\$1,197.87	1,453
Google Sunglasses	\$4,102.7	1,369
Google Metallic Noteboo...	\$6,070.05	1,155
Google Mini Kick Ball	\$1,799.4	1,020
Google Laptop and Cell P...	\$2,492.4	1,020
Nest Hello Doorbell - USA	\$81,627	483
" Dog Frisbee	\$556.8	384
Android Small Removabl...	\$912.51	369

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Best Buy Canada

Apr 15, 2018 - May 14, 2018

How did users find us?

Default Channel Grouping

What device were they using?

Device Category

Had they seen us before?

User Type

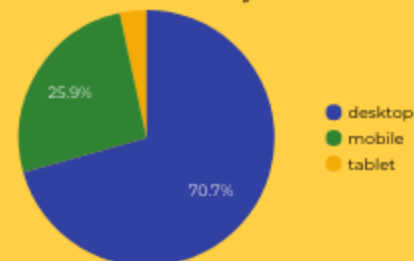
How many times did they visit?

Count of Sessions

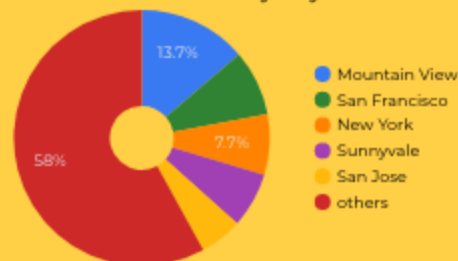
How many users bounced?

Session Duration

Sessions by Device

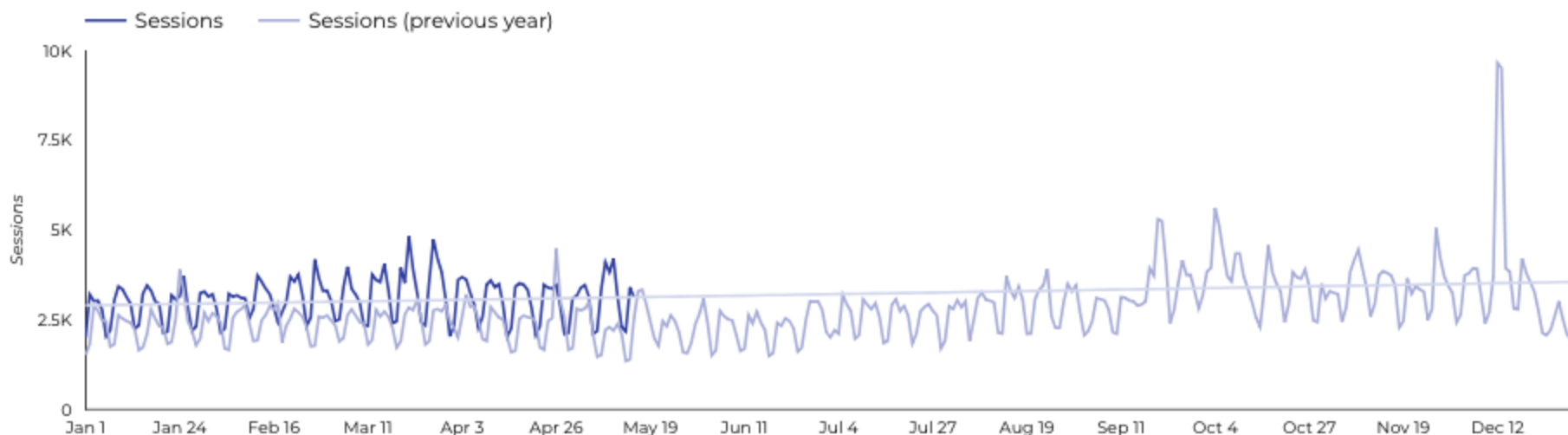


Revenue by City





## 2017 vs 2018 Traffic Trends



## 2017 vs 2018 Revenue Trends

