

Research of the average consumer worldwide (Marketing - Target strategy)

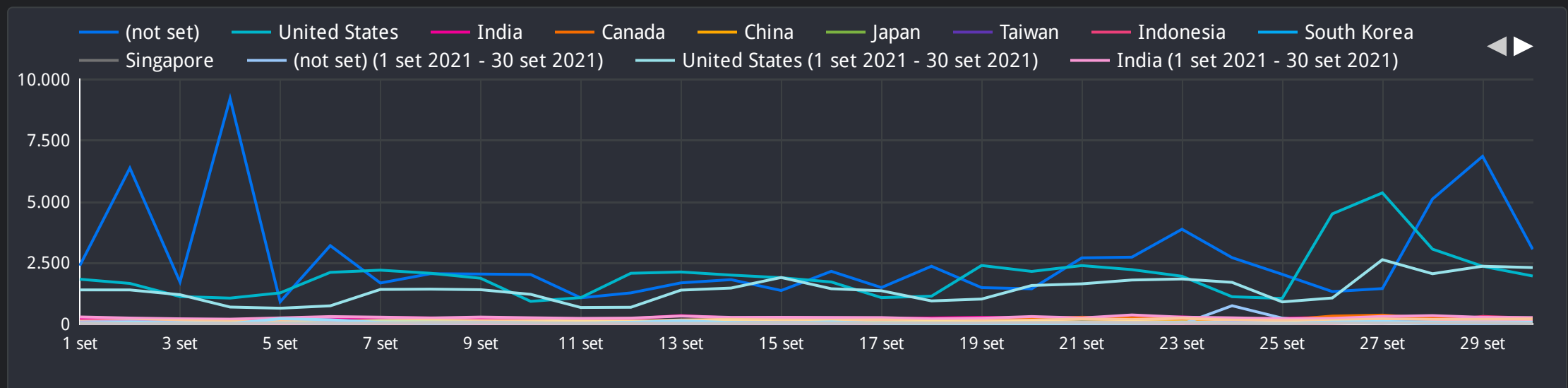
Country comparison for Consumer of September Google Merchandise Store

Paese ▼

Paese	Utenti totali ▼	% Δ
(not set)	<div></div>	4,067.4% 📈
United States	<div></div>	36.9% 📈
India	<div></div>	-13.4% 📉
Canada	<div></div>	-6.5% 📉
China	<div></div>	4.4% 📈
Japan	<div></div>	-5.3% 📉
Taiwan	<div></div>	-2.1% 📉
Indonesia	<div></div>	62.4% 📈
South Korea	<div></div>	-17.3% 📉
Totale complessivo	84.446	9.3% 📈

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The total number of users registered on GMS with GA4, for the entire month of September 2022 compared with the same period of the year 2021, shows differences according to the country of increase or decrease in users. The country to have an increase in users in September 2022 compared to 2021 was the USA. Despite the significant increase, the NO-SET data does not give us a precise trace of the origin of our users, as they will have disabled geolocation.

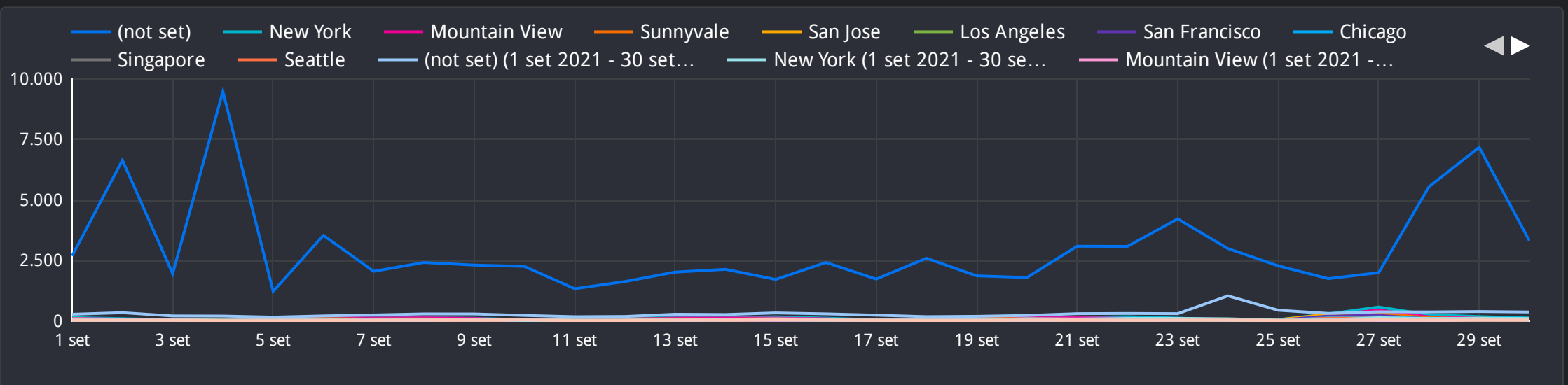


The graphs show a large percentage of active users for various cities around the world, with a significant increase in users from Mountain View and Sunnyvale. As for the most important data, that is NO-SET, it had a significant increase compared to September of the previous year (2021), unfortunately it is not possible to establish where our users come from as mentioned above, most likely the device or Browser did not allow geolocation.

City comparison for Consumer of September Google Merchandise Store

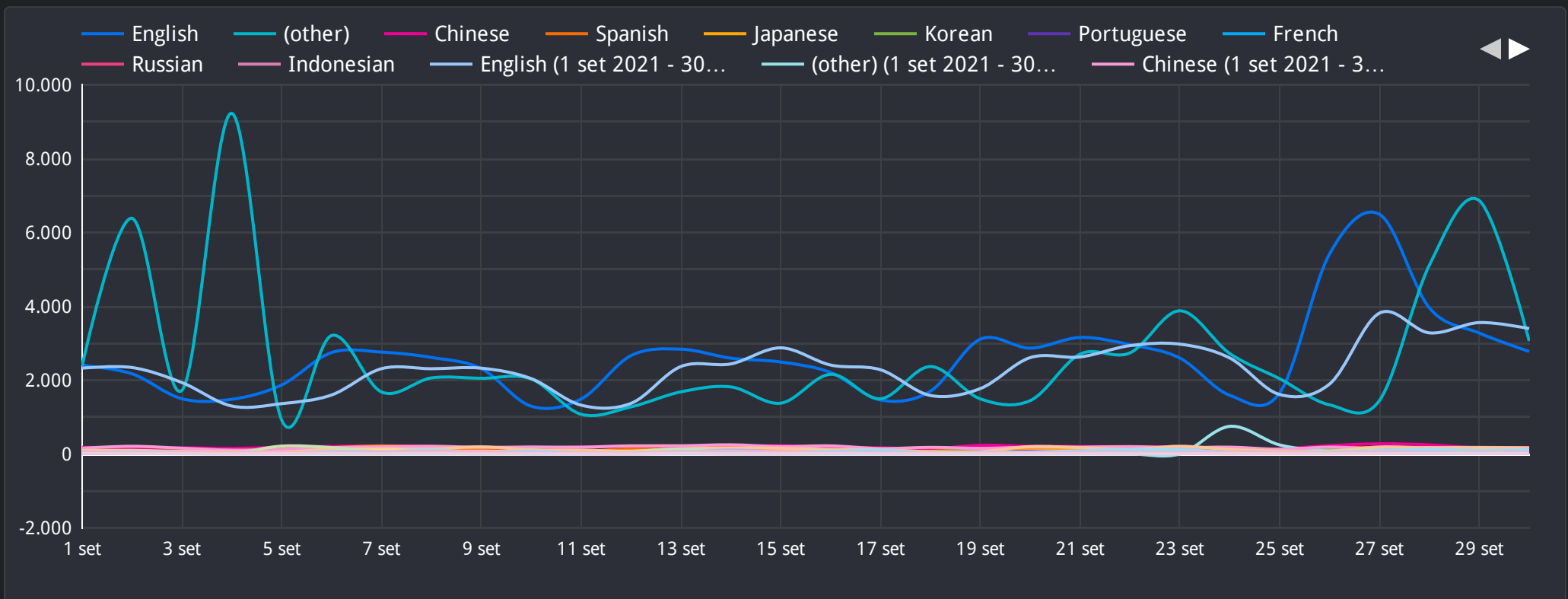
	Città	Utenti totali ▾	% Δ
1.	(not set)	57.172	603.2%
2.	New York	3.129	93.0%
3.	Mountain View	2.157	355.1%
4.	Sunnyvale	1.664	135.4%
5.	San Jose	1.658	73.6%
6.	Los Angeles	1.530	76.1%
7.	San Francisco	1.401	51.1%
8.	Chicago	1.194	83.4%
9.	Singapore	806	2.0%

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Lingua

Time chart showing the language differences for the month
of September 2022 compared with 2021



Final Strategy

First of all, it must be pointed out that two important metrics are missing to outline the average user of the GMS site, gender and age (Privacy reasons) to outline a figure in more detail.

Despite this, with the data in possession, a difference in users in the month of September 2022 with that of 2021 can be outlined to understand if there have been changes in users by country, city and language.

Ultimately our users in September 2022 increased especially in the US in the north-west and the most widely spoken language is English.