

1.5.x Final Assignment (pt. 2)

Covered topics: Google Analytics & Google Data Studio

Business Dashboard Report

You and your team of web analytics experts can help the business solve a variety of problems by retrieving the data, analysing it and presenting a compelling story to your main stakeholders. Below are some challenges the business is facing:

1. **Marketing** wants to know who their customers are and whether the **demographics** have changed in the past two years.
They are looking to *improve their targeting strategy*.
2. **Marketing** wants to know how their **campaigns** are performing and which channel is bringing the best traffic.
They are looking for *campaign performance recommendations*.
3. **Sales** wants to know if the **checkout funnel** is working correctly or if there are any conversion drops.
They want to *improve the customer experience* at checkout.
4. **Product** wants to know which **pages and products** are performing best.
They are looking for suggestions to *improve the platform/website*.

Choose one of the 4 scenarios above, think about the problem, the objective and **build a Report** in Google Data Studio composed of **one or more dashboards** that will help the business reach their objectives (use the Google Merchandise Store Demo Account data as a proxy of your own business data). Feel free to integrate the Google Analytics data with external data (.csv, Google Sheets, ect) in Data Studio if you need to.