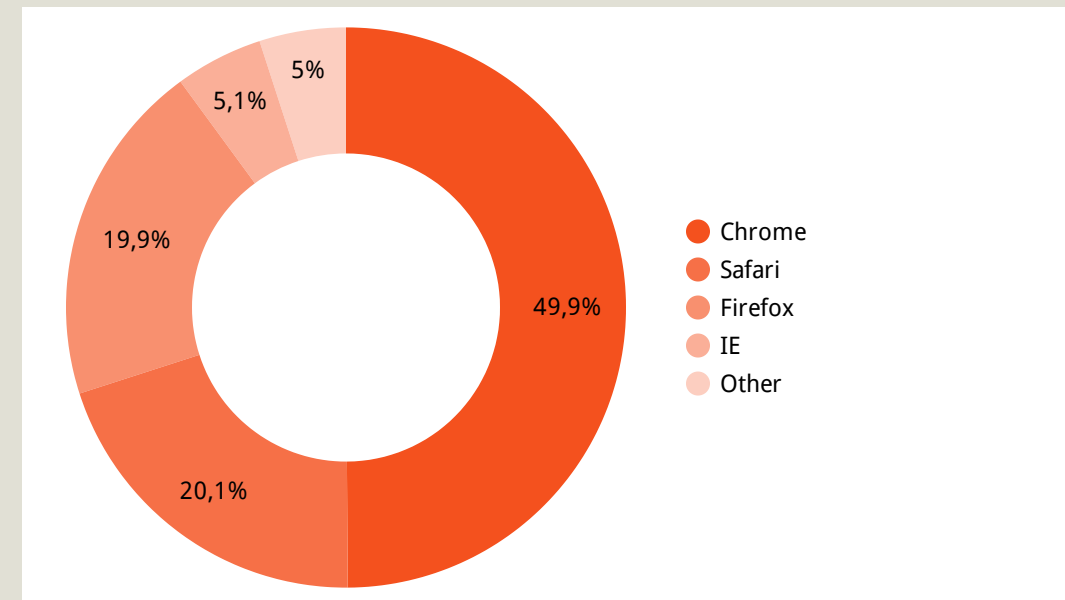
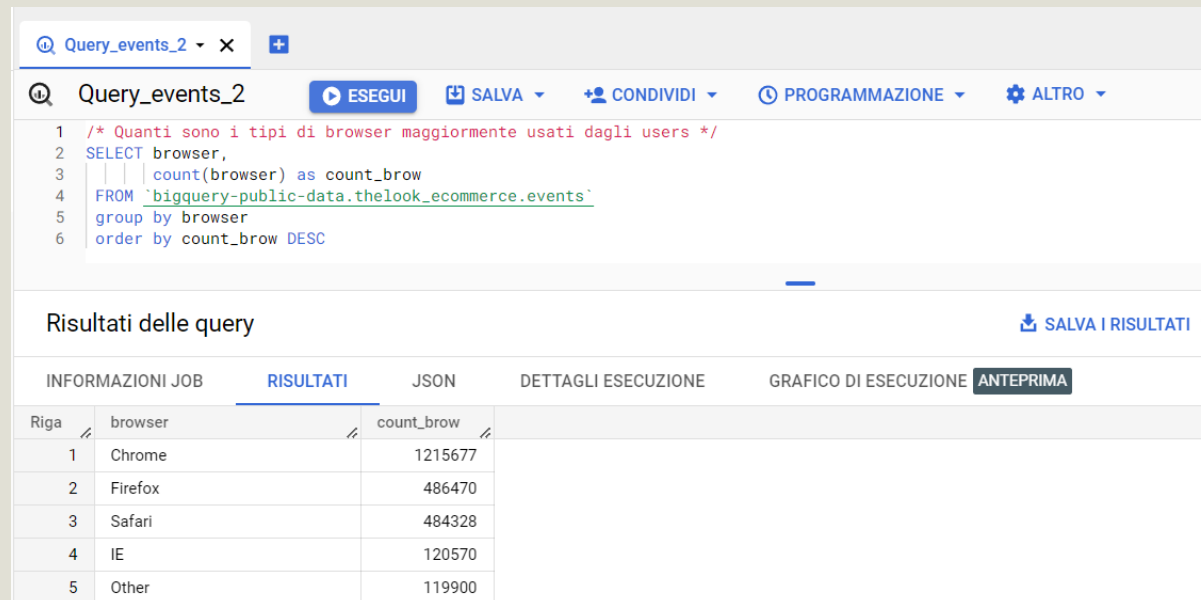
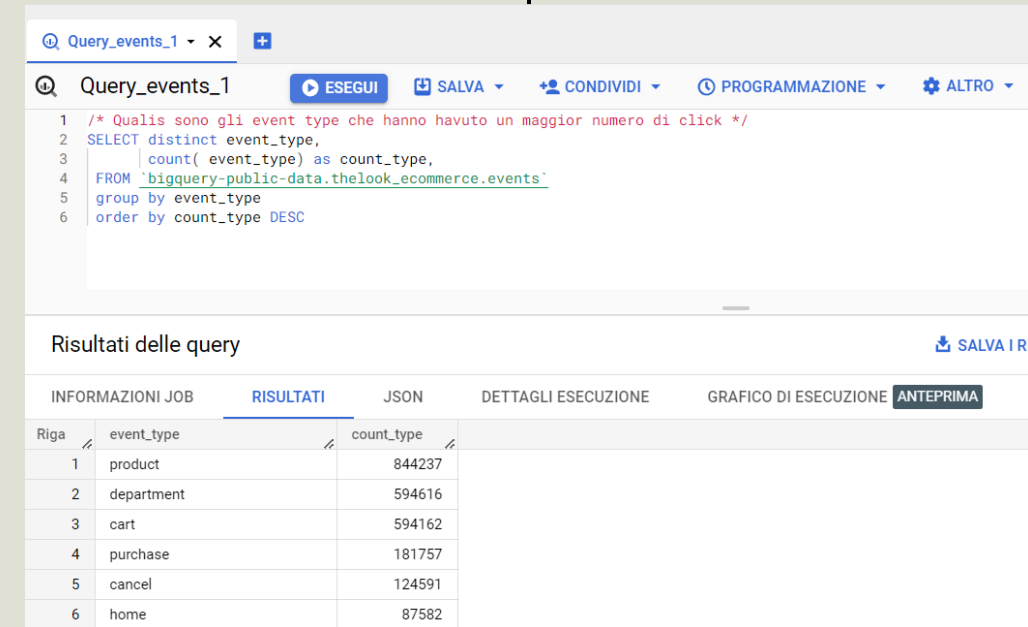
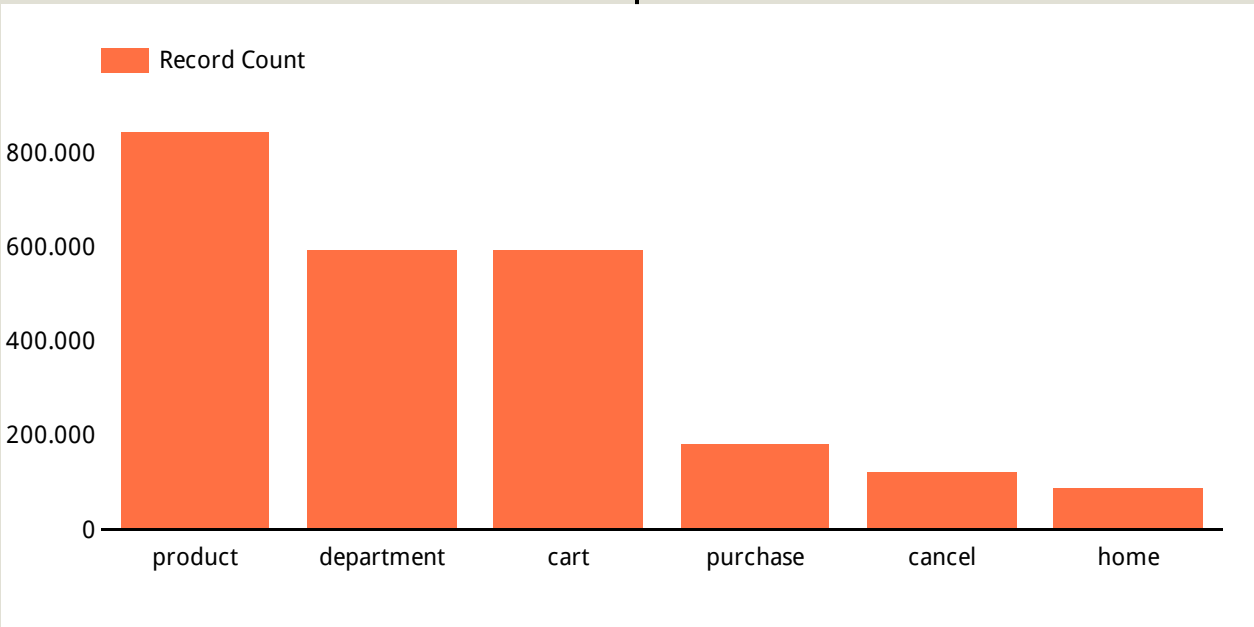


E-commerce event and users Analysis, with using SQL for manipulation and analysis and Google Looker Studio for visualization.

evet type analysis



browser analysis

Counting of users considering the state of origin, with subdivision into high - medium - low activity

state	state ▾	State_activity
Guangdong	126.423	high_activity
England	99.340	high_activity
California	90.340	high_activity
Shanghai	60.219	high_activity
Texas	59.835	high_activity
São Paulo	52.364	high_activity
Beijing	50.837	high_activity
Zhejiang	50.163	high_activity
Hebei	48.363	high_activity
Jiangsu	44.656	high_activity

*Query_events_3 X +

🔍 Query_events_3

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 CONDIVIDI ▾
 PROGRAMMAZIONE ▾

```

1 /* Differenza tra stati migliori e peggiori considerando il bacino di utenza */
2 SELECT state,
3 count(state) as num_of_custo_x_state,
4 case
5   when count(state) <= 1000 then 'low_activity'
6   when (count(state) >= 1001 and count(state)<= 5000) then 'medium_activity'
7   when count(state) >= 5001 then 'high_activity'
8 end as type_of_act
9 FROM `bigquery-public-data.thelook_ecommerce.events`
10 group by state
11 order by num_of_custo_x_state DESC
    
```

[SALVA I RISULTATI ▾](#)

INFORMAZIONI JOB	<u>RISULTATI</u>	JSON	DETTAGLI ESECUZIONE	GRAFICO DI ESECUZIONE	ANTEPRIMA
Riga	state	num_of_custo_x	type_of_act		
1	Guangdong	130081	high_activity		
2	England	96444	high_activity		
3	California	92042	high_activity		
4	Shanghai	59985	high_activity		
5	Texas	58677	high_activity		

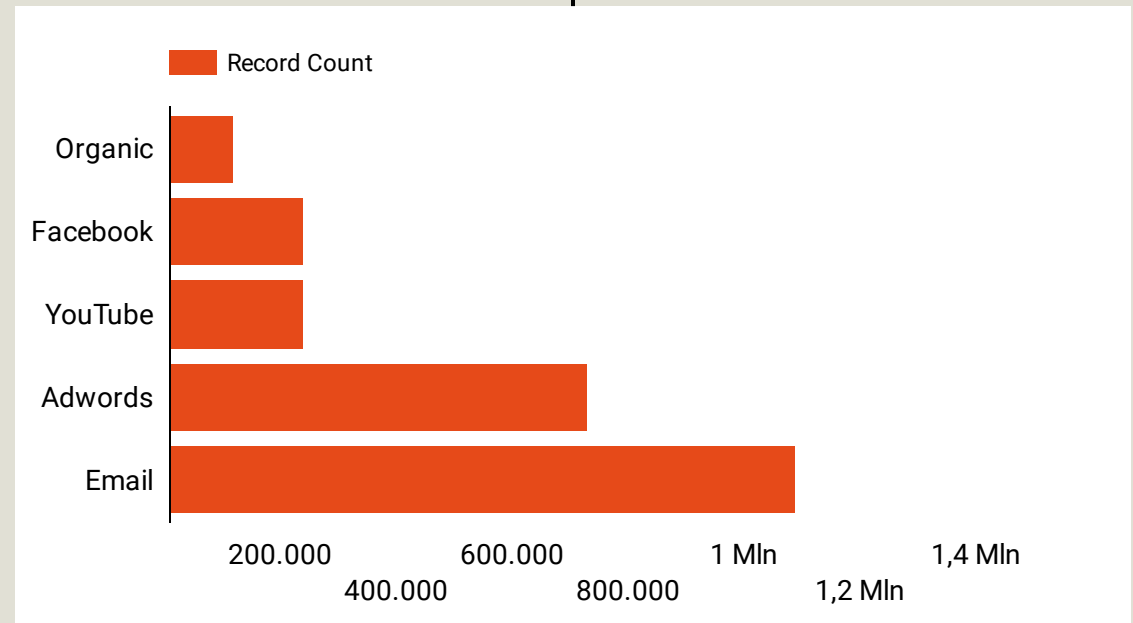
Source traffic analysis

Query_events_4

```
1 /* Quali sorgente di traffico deve essere migliorata */
2 SELECT traffic_source ,
3        count(traffic_source) as tot_traf_source
4 FROM `bigquery-public-data.thelook_ecommerce.events`
5 group by traffic_source
6 order by tot_traf_source DESC
```

Risultati delle query

INFORMAZIONI JOB	RISULTATI	JSON	DETTAGLI ESECUZIONE	GRAFICO DI ESECUZIONE
Riga	traffic_source	tot_traf_source		
1	Email	1094799		
2	Adwords	725284		
3	YouTube	243992		
4	Facebook	242158		
5	Organic	120712		



Source traffic analysis by browser

browser	traffic_sour...	Count traffic...
Chrome	Email	544.440
Chrome	Adwords	364.792
Chrome	YouTube	121.801
Chrome	Facebook	118.259
Chrome	Organic	60.938
Firefox	Email	215.696
Firefox	Adwords	145.562
Firefox	Facebook	48.826
Firefox	YouTube	48.084

Query_events_5

```
1 /* In base al Browser qual è stato il metodo più utilizzato come traffic source per accedere all'ecommerce? */
2 SELECT browser, traffic_source,
3        count(traffic_source) as traf_source_x_brow
4 FROM `bigquery-public-data.thelook_ecommerce.events`
5 group by browser , traffic_source
6 order by browser ASC , traf_source_x_brow DESC
7
```

Risultati delle query

INFORMAZIONI JOB	RISULTATI	JSON	DETTAGLI ESECUZIONE	GRAFICO DI ESECUZIONE	ANTEPRIMA
Riga	browser	traffic_source	traf_source_x_brow		
1	Chrome	Email	548634		
2	Chrome	Adwords	363214		
3	Chrome	YouTube	121929		
4	Chrome	Facebook	121135		
5	Chrome	Organic	60765		
6	Firefox	Email	217803		
7	Firefox	Adwords	146177		

Classification of users by age group and traffic source

Age Bracket ① ^	traffic_source	Count Traffic Source ② v
adult	Search	30.614
adult	Organic	6.598
adult	Facebook	2.652
adult	Email	2.207
adult	Display	1.797
minors	Search	7.132
minors	Organic	1.522
minors	Facebook	610
minors	Email	495
minors	Display	408

Query_users_4

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ALTRO

```
1 /*Classificazione degli utenti per fascia di età e sorgente di traffico maggiormente usata */
2 SELECT traffic_source,
3 case
4 when age < 18 then 'minors'
5 when (age >=18 and age <= 34) then 'young'
6 when (age >= 35 and age <= 60) then 'adult'
7 else 'senior'
8 end as age_bracket,
9 count(traffic_source) as count_traff_source,
10 FROM `bigquery-public-data.thelook_ecommerce.users`
11 group by traffic_source, age_bracket
12 ORDER BY age_bracket ASC, count_traff_source DESC
13
```

Risultati delle query

SALVA I RISULTATI

INFORMAZIONI JOB	RISULTATI	JSON	DETTAGLI ESECUZIONE	GRAFICO DI ESECUZIONE	ANTEPRIMA
Riga	traffic_source	age_bracket	count_traff_sour		
1	Search	adult	30781		
2	Organic	adult	6635		
3	Facebook	adult	2639		
4	Email	adult	2230		

Final Analysis

The analysis conducted on e-commerce shows that the average users of our site use Chrome as their main browser with a percentage of 49.9 %, and those who browser the site come through email marketing and ADWords. The most active users on the site are adults between 35 and 60 years of age.

On the site, the analysis carried out with GA4 and then with SQL shows that products are the most clicked on.

Recommendations:

1 - Improve other traffic source channels, especially by improving organic, non-paid search with a good SEO strategy

2 - Start an AB test phase with promotions, site improvements (talk to developers) on the 18-34 age group, and observe their engagement.