

Analysis of User Engagement in Google Merchandise Store (GA4 Demo Account)

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1. Introduction

This report analyzes user engagement data from the **Google Merchandise Store** (demo account in Google Analytics 4) to understand customer behavior and identify opportunities for improving conversions. Since the GA4 demo account restricts access to direct revenue metrics (*Monetization*), the focus is on behavioral indicators such as:

- **Session duration**
- **Page views**
- **Key events** (e.g., page_view, view_item_list)

The analysis covers **three selected days** (April 3–5, 2025) with a 30-minute time window (17:30–18:00 UTC) to track real-time activity patterns. **Why This Matters**

- Identifies **high-traffic pages** (e.g., Homepage) vs. **underperforming sections** (e.g., Sale/Drinkware).
- Reveals gaps between user interest (view_item_list) and actual purchases (no purchase events visible).
- Supports decisions like **promotional campaigns** or **UI optimizations**.

Engagement Overview:

- Screenshot showing "**Average Engagement Time**" (1 min 10 sec) and "**Engagement sessions per user (0.75)**".
- The table with "**Active Users in Last 30 Minutes**" (e.g., 64 users on Homepage).

Events Report:

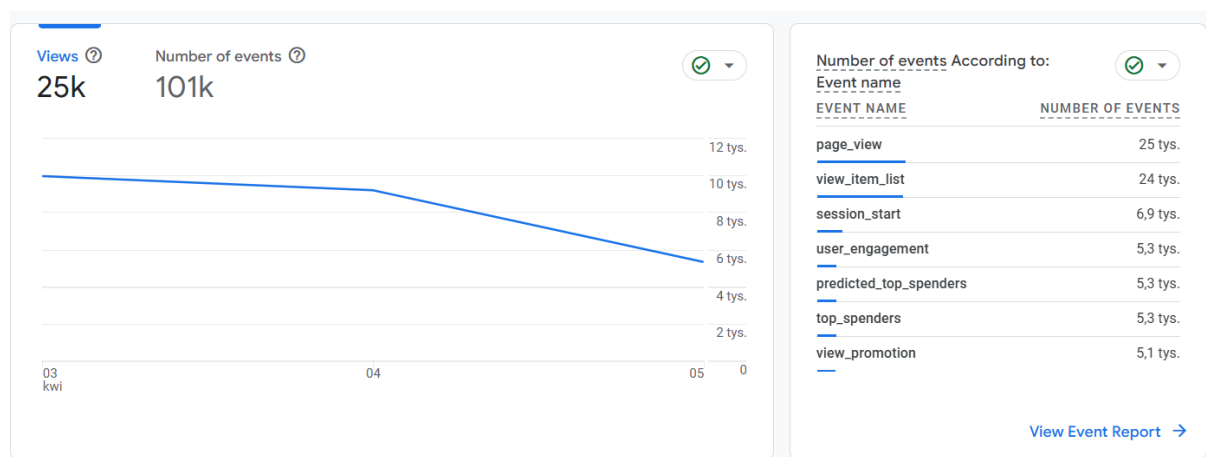
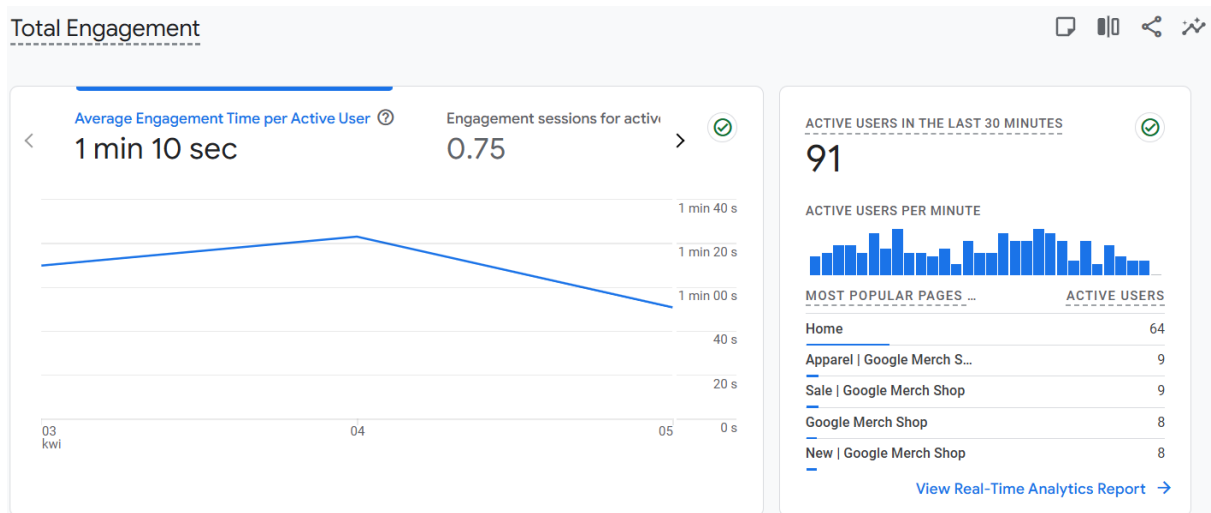
- Screenshot of **top events** (page_view, view_item_list) with their counts (25K, 24K).

Page Views:

- Screenshot of "**Views by Page Title**" (Home = 5.6K, Google Merch Shop = 2.3K).

User Activity Over Time:

- Screenshot showing **peak day (April 5 = 24.3% activity)**.



Views According to: Page Title and Screen Class



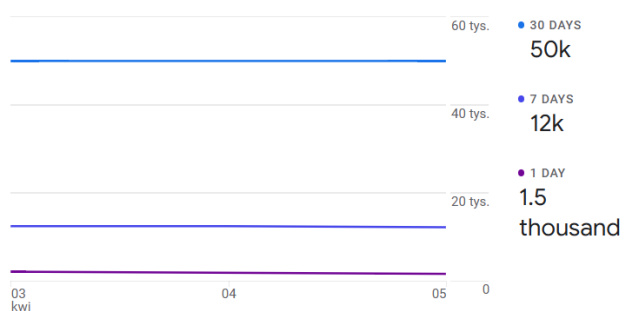
PAGE TITLE AND SCREEN CLASS

VIEWS

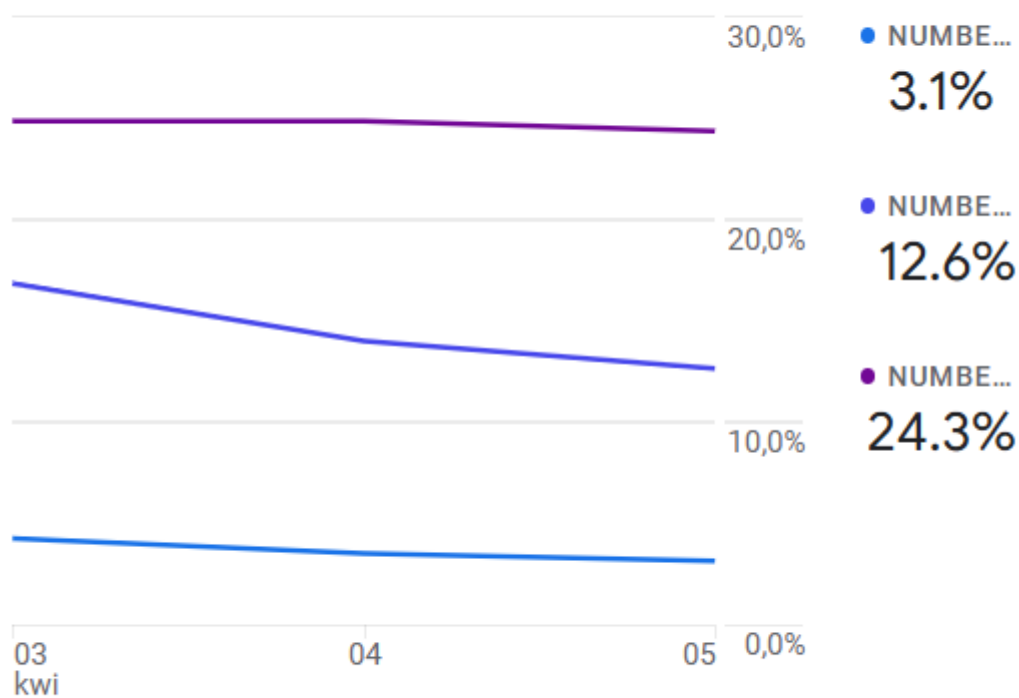
Home	5.6 thousand
Google Merch Shop	2.3 thousand
Apparel Google Merch Shop	1.1 thousand
Men's / Unisex Google Merch Shop	818
New Google Merch Shop	747
Sale Google Merch Shop	663
Drinkware Google Merch Shop	642

[View pages and screens](#) →

User activity over time



Regularity of use by users



Numbers of the Visualizations:

- **Engagement Metrics:**
 - Avg. engagement time: 1 min 10 sec
 - Engagement rate: 0.75 sessions/user
 - Active users (last 30 mins): 91
- **Top Events:**
 - page_view: 25,000 events
 - view_item_list: 24,000 events
- **Page Views:**
 - Home: 5,600 views
 - Google Merch Shop: 2,300 views
- **Peak Activity:**
 - Highest engagement: April 5 (24.3% active users)

Engagement & Events Analysis

1. Key Engagement Metrics

Metric	Value	Insight
Total Events	101,042	High overall activity.
Avg. Engagement Time	1 min 10 sec	Users spend limited time per session.
Events per Active User	19.61	Each user triggers ~20 events on average (browsing-heavy behavior).
Total Revenue	\$12,410.96	From all events (note: \$0 for most individual events—likely demo data).

2. Top Events Breakdown

Event Name	Count	Users Involved	Revenue	Key Observation
page_view	24,524	5,273 (57.4%)	\$0	Most frequent event—users browsing but not converting.

view_item_list	23,781	2,436 (26.5%)	\$0	High product exploration, but no purchases.
session_start	6,880	5,292 (57.6%)	\$0	57.6% of users start sessions but may leave quickly (low engagement time).
predicted_top_spenders	5,287	4,463 (48.6%)	\$0	GA4 identifies potential buyers, but no revenue captured in demo.

3. Page Performance

Page Path	Views	Active Users	Engagement Time	Revenue Potential
Home (/)	5,693	3,565	16 sec	Low time spent; needs better CTAs.
Checkout (/checkout)	1,170	292	1 min 46 sec	High engagement but few users.
Apparel (/shop/apparel)	1,106	658	47 sec	Moderate interest; could boost promotions.

4. Critical Insights

1. Browsing ≠ Buying:

- Top events (page_view, view_item_list) generate **\$0 revenue**—users explore but don't purchase.

2. Checkout Engagement:

- Users who reach checkout spend **1 min 46 sec** (highest engagement), but only **292 users** proceed.

3. Homepage Optimization:

- 5,693 views but only **16 sec avg. time**—consider redesigning for faster conversions.

Events

Add filter



Number of events by the "Event Name" dimension over time

Day

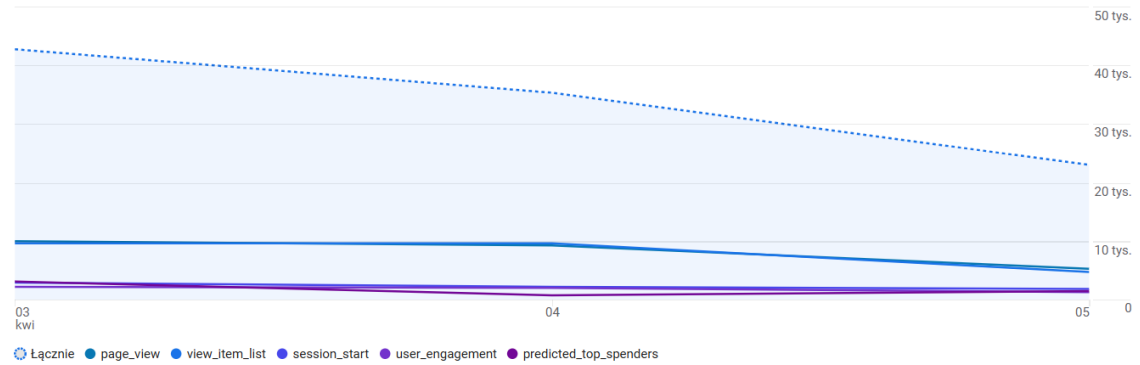


Chart lines		Search...		Number of lines per page: 10		Go to: 1		< 1-10 of 26 >	
	Event name		Number of events	Total number of users	Number of events per active user	Total revenue			
	Together		101 042 100% of the total	9 183 100% of the total	19.61 Avg. 0%	\$12,410.96 100% of the total			
1	page_view		24,524 (24.27%)	5,273 (57.42%)	4.78	\$0.00 (0%)			
2	view_item_list		23,781 (23.54%)	2,436 (26.53%)	9.90	\$0.00 (0%)			
3	session_start		6,880 (6.81%)	5,292 (57.63%)	1.36	\$0.00 (0%)			
4	user_engagement		5,339 (5.28%)	3,402 (37.05%)	1.65	\$0.00 (0%)			
5	predicted_top_spenders		5,287 (5.23%)	4,463 (48.6%)	27.83	\$0.00 (0%)			

Pages and screens ✓



Add filter +

Impressions by Page Path and Screen Class dimension over time

Day

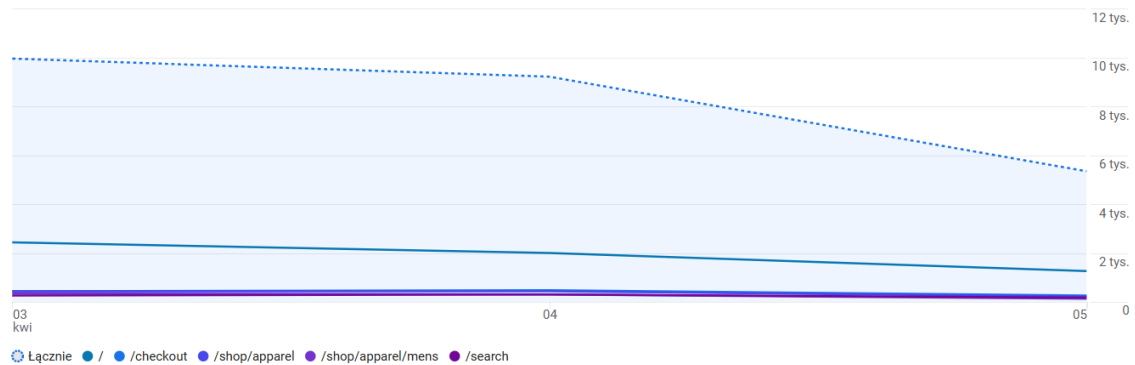


Chart lines		Search...		Number of lines per page: 10		Go to: 1		< 1-10 of 593 >	
Page Path and Screen Class		↓ Views	Active users	Views per active user	Average Engagement Time per Active User	Number of events	Most		
						All events	All ev		
<input checked="" type="checkbox"/>	Together	24 524 100% of the total	5 153 100% of the total	4.76 Avg. 0%	1 min 10 sec Avg. 0%	101 042 100% of the total	100%		
<input checked="" type="checkbox"/>	1 /	5,693 (23.21%)	3,565 (69.18%)	1.60	16 sec	22,000 (21.77%)	1.0		
<input checked="" type="checkbox"/>	2 /checkout	1,170 (4.77%)	292 (5.67%)	4.01	1 min 46 sec	3,172 (3.14%)	91.0		
<input checked="" type="checkbox"/>	3 /shop/apparel	1,106 (4.51%)	658 (12.77%)	1.68	47 sec	5,833 (5.77%)	1.0		
<input checked="" type="checkbox"/>	4 /shop/apparel/mens	819 (3.34%)	416 (8.07%)	1.97	1 min 00 sec	4,311 (4.27%)			
<input checked="" type="checkbox"/>	5 /search	732 (2.98%)	391 (7.59%)	1.87	29 sec	1,684 (1.67%)			

