Data Analysis of the Google Merchant Center website

1. What is the best paid keyword by analyzing the conversion rate in May 2022?

START → ACCQUISITION → CAMPAIGNS → PAID KEYWORDS

Keyword analysis by Google Analytics

Keyword	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Ecommerce Conversion Rate	Transactions	Revenue
"+Google+Merchandise"	93	69	121	30.58%	8.04	00:03:35	20.66%	25	$2,874.70
"+Google+Clothing"	33	30	41	51.22%	5.88	00:02:57	7.32%	3	$100.80
Google Apparel	209	169	294	30.27%	7.73	00:04:26	7.14%	21	$1,811.46
Google T Shirt	164	144	224	32.59%	7.45	00:03:29	6.70%	15	$1,025.75
Google apparel	13	10	15	13.33%	9.07	00:08:15	6.67%	1	$31.50
"+Google+Swag"	25	19	32	34.38%	7.16	00:05:01	6.25%	2	$356.00
Google Tote Bag	8	7	17	29.41%	4.59	00:02:57	5.88%	1	$13.00
Official Google Merchandise	13	11	17	35.29%	9.59	00:04:14	5.88%	1	$64.40
Google Merchandise Store	940	654	1,517	25.05%	7.83	00:04:49	4.22%	64	$7,742.55
Google Swag	62	50	98	33.67%	5.86	00:03:32	4.08%	4	$410.40

Keyword analysis by Google Data Studio

	Keyword	Campaign	Default Channe...	Source / ...	Ecommerce Conversion Rate ▼
1.	Google Shirt	MSFT - Product Categ...	Paid Search	bing / cpc	33.33%
2.	+Google +Merchandise	MIX | Txt ~ AW-Bran...	Paid Search	google / cpc	20.66%
3.	+Google +Clothing	MIX | Txt ~ AW - App...	Paid Search	google / cpc	7.32%
4.	Google Apparel	MIX | Txt ~ AW - App...	Paid Search	google / cpc	7.14%
5.	(not set)	(not set)	Paid Search	google / cpc	7.14%
6.	(automatic matching)	Test	Paid Search	google / cpc	6.87%
7.	Google T Shirt	MIX | Txt ~ AW - App...	Paid Search	google / cpc	6.7%
8.	Google apparel	MSFT - Product Categ...	Paid Search	bing / cpc	6.67%
9.	+Google +Swag	MIX | Txt ~ AW-Bran...	Paid Search	google / cpc	6.25%
...	Official Google Mercha...	MIX | Txt ~ AW-Bran...	Paid Search	google / cpc	5.88%
...	Google Tote Bag	MIX | Txt ~ AW - Bags	Paid Search	google / cpc	5.88%

1 - 100 / 333 ‹ ›

"**+Google+Merchandise**" has the highest ecommerce conversion rate: **20.66%**, this is from Google Analytics

However

If we look at the keyword which has the highest ecomm conversion rate is
"**Google Shirt**" :**33.33%**

This may be because the browser are different since for:
1) +Google+Merchandise the browser is **Google**
2) "**+Google+Shirt**" the browser is **Bing**

Data Analysis of the Google Merchant Center website

2. How many users are navigating through the website with an Iphone last October?

START → AUDIENCE → MOBILE → DEVICES

DURATION	Oct'22

	Mobile Device Info	Users ▾	% of total users
1.	Apple iPhone	8,003	70.18%
2.	Google Pixel 6 Pro	844	7.4%
3.	(not set)	693	6.08%
4.	Apple iPad	570	5%
5.	Google Pixel 6	487	4.27%
6.	Google Pixel 5	325	2.85%
7.	Google Pixel 6a	181	1.59%
8.	Google Pixel 4a	119	1.04%
9.	Motorola moto g pure	100	0.88%
10.	Huawei BMH-AN20 Honor 30 5G	82	0.72%

1 - 10 / 10 ‹ ›

The total number of Iphone users for the month of Oct'21 was **8,003** which accounts for **70%** of the total users

TWITTER DATA ANALYSIS
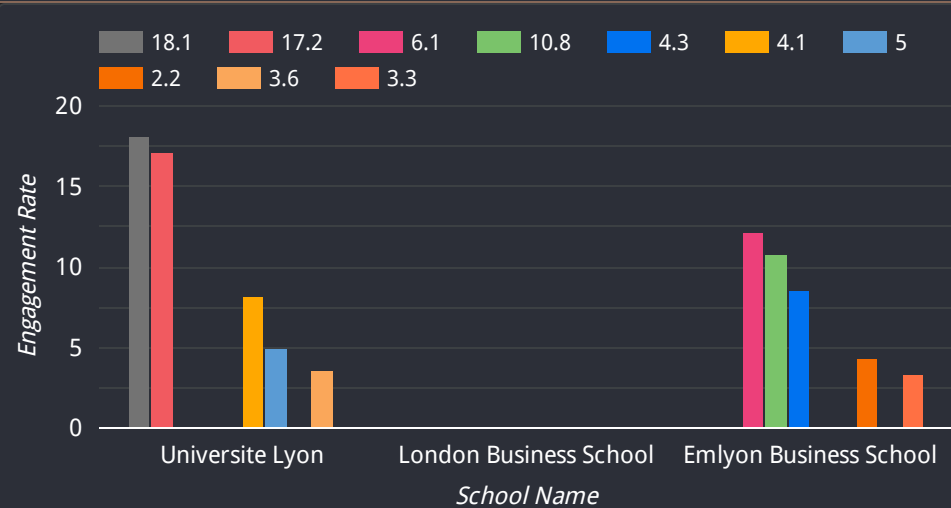
ENGAGEMENT RATE OF LAST 10 POSTS

Legend: Picture, Link, Video

Y-axis: Engagement Rate (0, 13, 26, 39, 52, 65)
X-axis: School Name (Universite Lyon, Emlyon Business School, London Business School)

NO OF REPLIES PER SCHOOL

Legend: 8, 4, 9, 5, 6, 1, 2, 3, 7, 10

Y-axis: No of replies (0, 0.5, 1, 1.5, 2)
X-axis: School Name (London Business School, Universite Lyon, Emlyon Business School)

ENGAGEMENT RATE VS NO OF RE-TWEETS

Legend: 18.1, 17.2, 6.1, 10.8, 4.3, 4.1, 5, 2.2, 3.6, 3.3

Y-axis: Engagement Rate (0, 5, 10, 15, 20)
X-axis: School Name (Universite Lyon, London Business School, Emlyon Business School)

ENGAGEMENT RATE PER POST IN EMLYON WITH CONTENT TYPE

Legend: Picture, Video, Link

Y-axis: Engagement Rate (0, 5, 10, 15)
X-axis: Post Number (10, 1, 7, 4, 3, 2, 5, 8, 6, 9)

RECOMMENDATIONS FOR ENGAGEMENT IMPROVEMENT

For the Twitter analysis, we created an excel file based on the twitter engagement of Emlyon Business School, and two competitors ;University de Lyon and London Business School. We analysed the engagement based on, Type of Post, Re-tweets, Likes and Replies

Based on the competitor readable engagement analysis we have observed that the content segment with the highest engagement is photos.

Based on the individual content we would recommend;

1. Post pictures of school event invitations.

This is based on the content from Universite de Lyon where the highest engagement comes from pictures of school event invitations.

2. Create conversation encouraging posts like polls or opinion pieces.

Upon analysis we observed that there is little to no reply on several of the posts. We believe that if we post conversational posts like polls this will contribute to increased engagement.

3. Increase tagged content

The boost of engagement on the Universite de Lyon page compared to Emlyon is seen to be mainly attributed by the amount of retweets. We reccomend that increasing tagged content as seen on the Universite de Lyon twitter will lead to increased re-tweets and boost engagement all together.
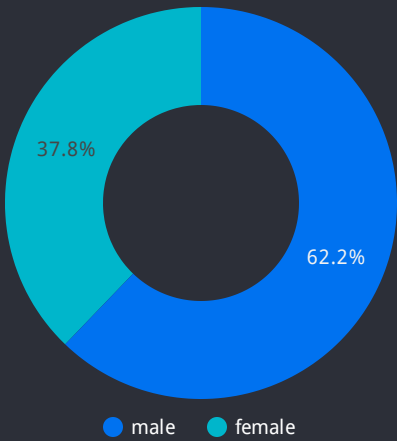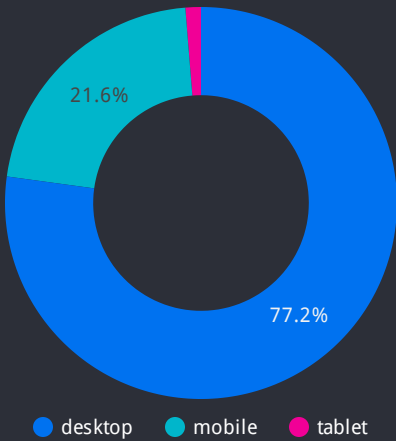
WEBSITE TRAFFIC

TOTAL PAGE VIEWS
### 260.3K

UNIQUE PAGE VIEWS
185.6K

GENDER DISTRIBUTION

- 37.8%
- 62.2%

● male ● female

DEVICE USAGE

- 21.6%
- 77.2%

● desktop ● mobile ● tablet

VISITS PER COUNTRY

Country	Sessions
United States	29,301
India	6,533
Canada	3,342
United Kingdom	2,932
France	1,507
Spain	1,278
Japan	1,194
Germany	1,164
Singapore	1,131
South Korea	971
Netherlands	934
China	695
Australia	625
Taiwan	565
Brazil	512
Sweden	498
Poland	492

VISITS BY AGE GROUP

■ Sessions

Age	Sessions
18-24	7,157
25-34	8,395
35-44	5,690
45-54	3,268
55-64	1,579
65+	991
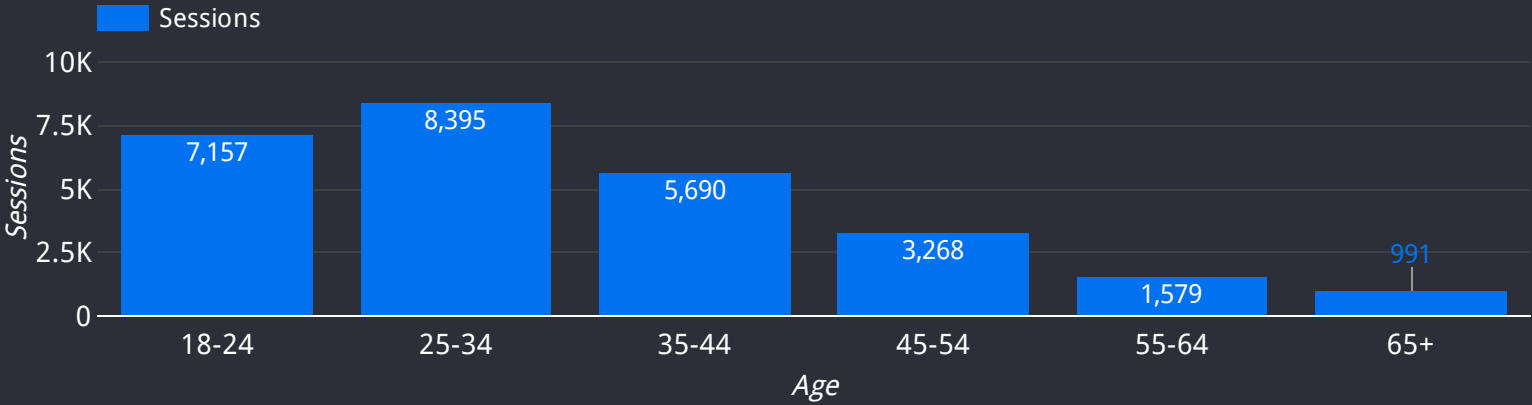
According to the data, the number of page views is 414,763. 56.2% of sessions are men and 43.8% are female.
The 25 - 34 age range has the most significant number of sessions, followed by the 18 - 24 age range. Subsequently, more extensive age ranges have fewer sessions with the 65+ age range having the least.
Most people accessed this website on their desktop, mobiles were the next most common, and only 1.6% accessed the information on their tablets.
The most significant number of sessions came from the United States of America.

WEBSITE ACQUISITION

TOTAL NO. OF SESSIONS

63,659

SOURCE/MEDIUM of NEW USERS

	Default Channel Grouping	Sessions
1.	Direct	84.95%
2.	Paid Search	9.44%
3.	Display	5.39%
4.	Affiliates	0.22%

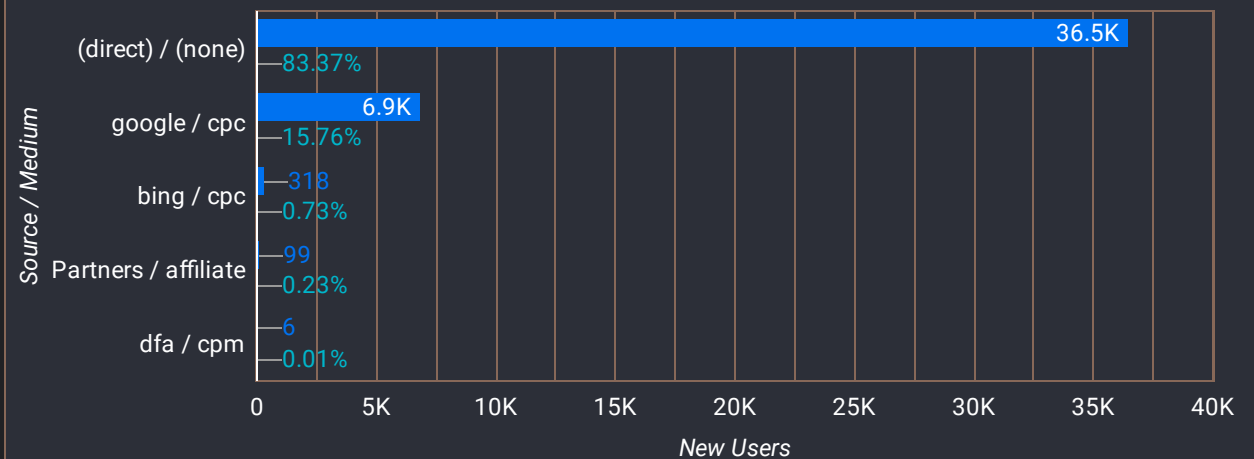1 - 4 / 4 ‹ ›

For the month of May'22 we have noted that -

Organic media is the source which drives maximum traffic to the website,   which is mainly attributed to Direct which accounts for 84%

With regards to new users direct media accounts for **89%** traffic of new users

Paid search is the second largest medium driving traffic to the website ;9% and accounts for **11%** of traffic from new users

The search campaign - **MIX|Txt-AW-Brand(US/Cali)** performed significantly well with regards to session and accounts for **3%** of the total sessions

SOURCE/MEDIUM of NEW USERS

Source / Medium:
- (direct) / (none): 36.5K — 83.37%
- google / cpc: 6.9K — 15.76%
- bing / cpc: 318 — 0.73%
- Partners / affiliate: 99 — 0.23%
- dfa / cpm: 6 — 0.01%

New Users (0, 5K, 10K, 15K, 20K, 25K, 30K, 35K, 40K)

CAMPAIGNS by SESSION

	Campaign	Default ...	Sessions ▾	% of total sessions
1.	(not set)	Direct	54,080	84.95%
2.	Test	Display	3,422	5.38%
3.	MIX | Txt ~ AW-Brand (US/Cali)	Paid Search	1,346	2.11%
4.	BMM | Txt ~ AW - Hoodies	Paid Search	936	1.47%
5.	(not set)	Paid Search	749	1.18%
6.	MIX | Txt ~ AW - Apparel	Paid Search	624	0.98%
7.	Test	Paid Search	587	0.92%
8.	MSFT - Brand	Paid Search	355	0.56%
9.	EXA | Txt ~ AW - YouTube	Paid Search	255	0.4%
10.	MIX | Txt ~ AW - T-shirts	Paid Search	232	0.36%

1 - 10 / 28 ‹ ›

VISITOR BEHAVIOUR

AVERAGE TIME ON PAGE

00:00:58

DAILY VISITORS

Day of the Week	Users
Wednesday	9.3K
Tuesday	9.1K
Thursday	9.9K
Sunday	6K
Saturday	5.5K
Monday	8.2K
Friday	8.2K

PAGE WITH MOST VISITS

- /home — 29.4%
- /store.html — 8.7%
- /google+redesign/apparel/mens — 7.1%
- /signin.html — 5.9%
- /basket.html — 5.6%
- /google+redesign/apparel — 5.1%
- /google+redesign/new — 4.9%
- /google+redesign/lifestyle/drinkware — 4.1%
- /google+redesign/shop+by+brand/youtube
- others — 25.1%
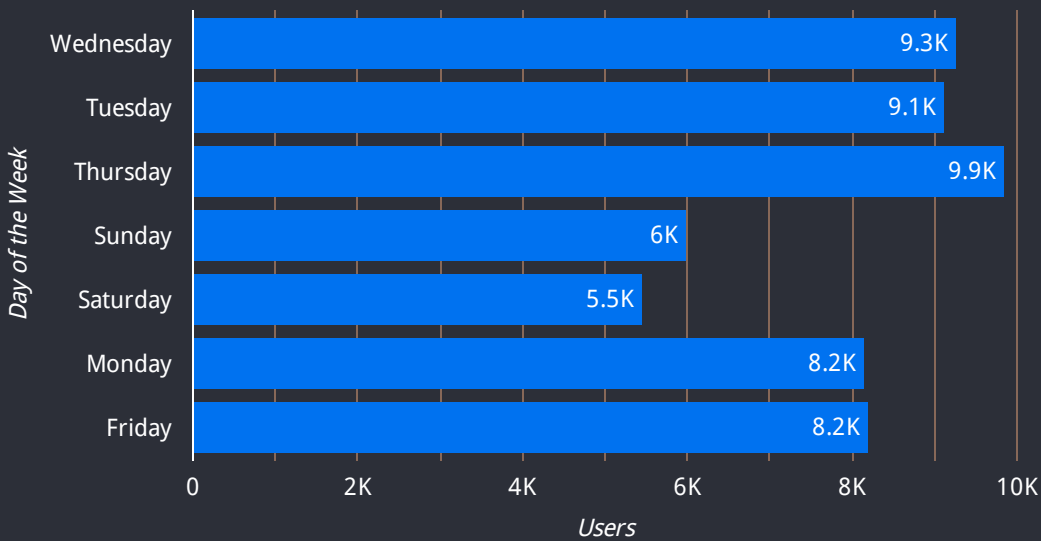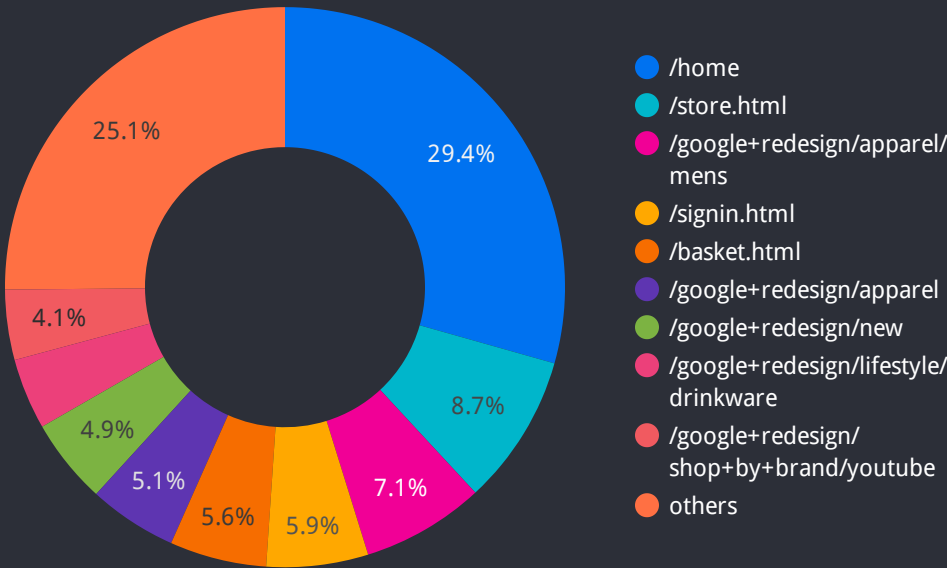
NUMBER OF VISITORS BY HOUR
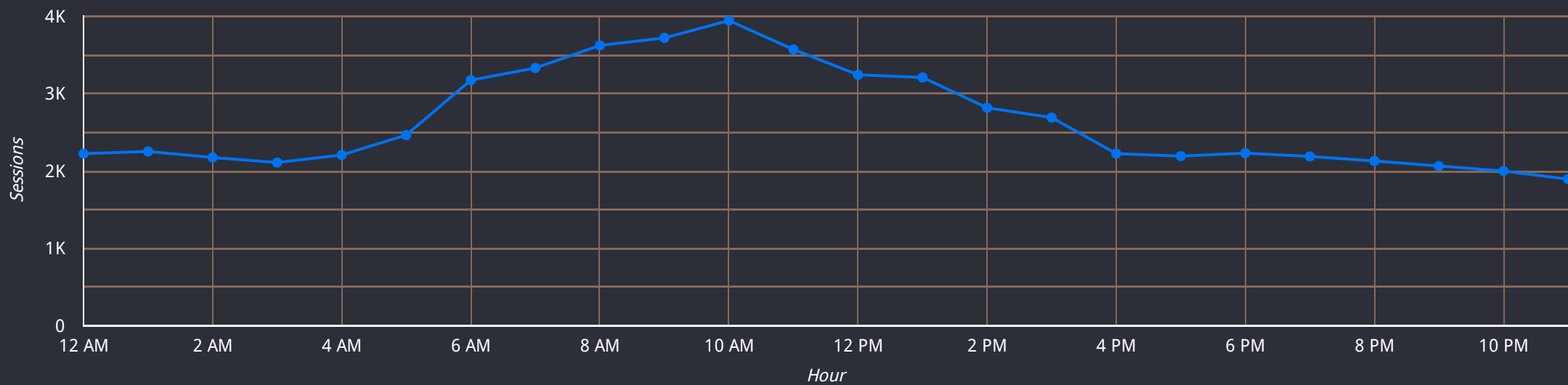
The average time spent on a page on this website is 51 seconds.

As of writing, Mondays are the most popular day, followed very closely by Tuesday, and Thursday. Saturday is the least popular day.

Most user sessions occurred at 10am, closely followed by 11am. The number of sessions displays a declining trend throughout the day.

The page with the most users, and thus the most popular, is the home page. The second-most popular is the store.html page.

WEBSITE CONVERSION

TOTAL REVENUE

$135,150.39

CONVERSION RATE PER USER

2.41%

E-COMMERCE CONVERSION RATE

1.9%

The Revenue as of November is 258,296.07.
The Ecommerce Conversion rate is 2.4%
Conversion rate per user is 3.32%
The least-performing product is the google Sunnyvale campus sticker. The products with the lowest revenue are typically stickers.
The product with the highest revenue is the Google Black eco Zip hoodie. The products with the highest revenue tend to be wearable items or everyday items like mugs and pens.

PAGE WITH MOST VISITS

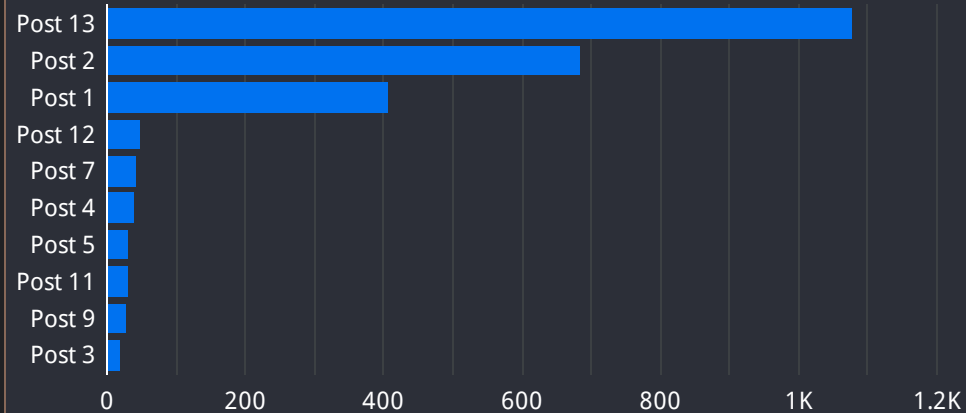|	Product ② ▾	Product Reven...	% Δ
1.	Google Sea Glass Bottle	$3,520.8	3,160.0% ↑
2.	Super G Tahoe Unisex Black Puffer Vest	$3,266	246.3% ↑
3.	Google Sherpa Black Zip Hoodie	$3,128	41.5% ↑
4.	Google Unisex V-neck Tee	$2,851.2	6,500.0% ↑
5.	Google Unisex Eco Tee Black	$2,844.4	60.9% ↑
6.	Google Black Eco Zip Hoodie	$2,773.8	103.0% ↑
7.	Google Onyx Water Bottle	$2,702.4	766.2% ↑
8.	Google Recycled Gray Notebook	$2,203.2	-15.9% ↓
9.	Google Etched Tumbler Sand	$1,952	-
10.	Google Cloud Desktop Neon Sign	$1,922	-
11.	Google Midnight Crewneck Sweatshirt	$1,797.6	-
12.	Google Vintage Washed Plum Sweatshirt	$1,794	78.1% ↑
13.	Google Horizon Navy Fleece Unisex Jacket	$1,750	141.4% ↑
14.	Super G Tahoe Women's Black Puffer Vest	$1,725	82.9% ↑
15.	Google Crewneck Sweatshirt Black	$1,721.4	93.6% ↑
16.	Google Vintage Washed Forest Pullover	$1,710	70.1% ↑
17.	Google Year of the Rabbit Notebook	$1,698.4	-
18.	Google Recycled Drawstring Handle Bag	$1,580.8	-
19.	Google Campus Bike	$1,528.8	-
20.	Google Cloud Unisex Onyx Zip Hoodie	$1,449	6.1% ↑

1 - 20 / 380 < >

LinkedIn Data

TOTAL IMPRESSIONS EARNED BY POSTS

17,092

CLICKS PER POST PERFORMANCE

CONTENT TYPE OF CLICKS

- Carrousel
- Gallery
- Picture
- Video

71.9%
16.6%
8.1%
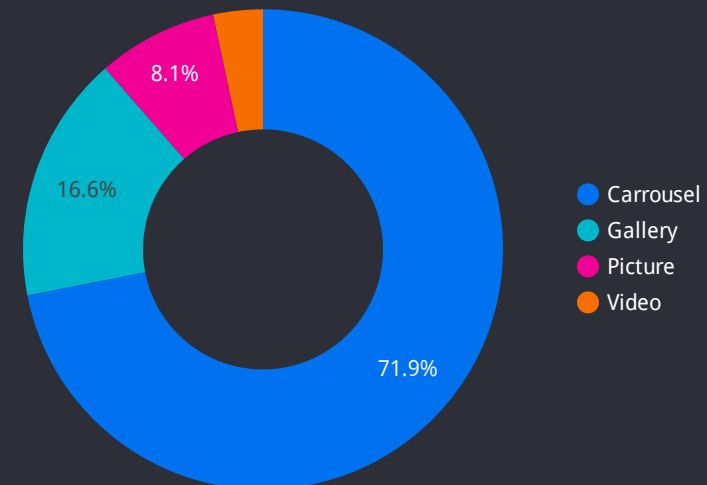
The total number of impressions is 17,092

Post 13 received the largest number of clicks

The most common post type is carrousel