

Insights from Google Merchandise Store Data

For my analysis, I have focused on the promotions the merchandise store([Home \(googlemerchandisestore.com\)](https://home.googlemerchandisestore.com)) used to promote their products and how users engaged with those promotions, focusing on the period from August 1st till October 1st, 2023. The promotions are displayed on a horizontally moving screen on the Home page that pops up first when a user loads this website. Google merchandise store's recent promotions are:

- **Aloha** – promoted aesthetic Google t-shirts.
- **Calling all YouTube fans** – promoted YouTube teas and goodies.
- **Sip, sip, hooray!** – promoted dino mugs.
- **Happy pets ahead** – promoted leash and tags for pets.
- **Adventure awaits** – promoted water bottles with stickers.

Promotion Views v/s Promotion Clicks:

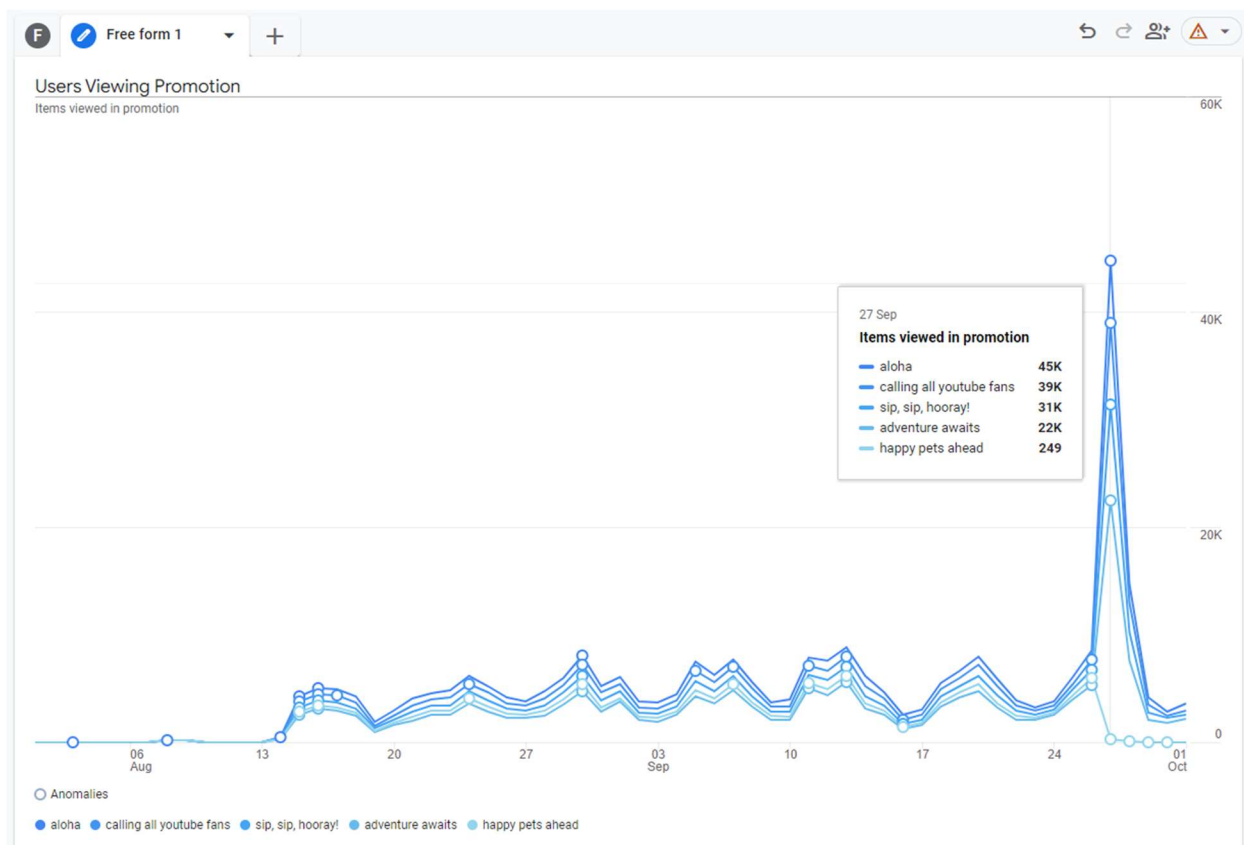


Chart 1: View count on different promotions

Findings from Chart 1:

- I have created the first chart using free form technique, under which I took *segment* as those users who just viewed the promotions; used promotion name as *dimension* and took promotion views as a *metric*.
- According to chart 1, the views on the promotions started to increase after 13th August.
- It is evident that Aloha was the most viewed promotion because it was the first one to pop up on the home page when a user viewed the google merchandise website.
- As the promotion screen is a horizontally moving frame, the promotions are viewed one after another. Impatient users do not wait for other promotions to show up, due to this the view count keeps on decreasing for the other promotions as they will be automatically viewed one after another.
- There were many fluctuations in the view count of the promotions, however, they continue to increase over the time-period before the big drop after 27th September.

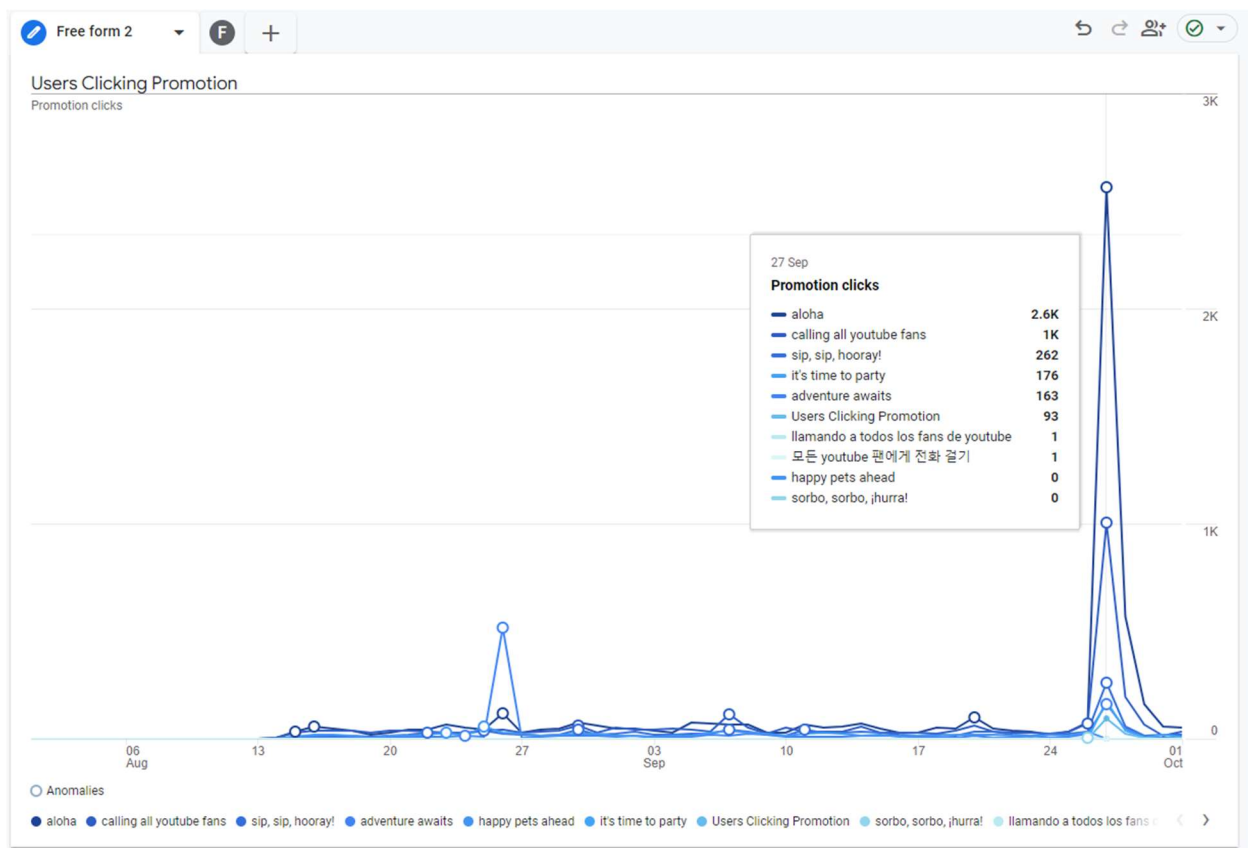


Chart 2: Click count on different promotions

Findings from Chart 2:

- I have created the second chart using free form technique as well, under which I took *segment* as those users who just clicked the promotions; used promotion name as one *dimension* and took promotion clicks as a *metric*.

- From Chart 2 it is obvious that the count of clicks is nowhere near the count of views. However, some of the users were curious about the promotions and they clicked to know more about them.
- At the beginning of the time frame, '*Adventure awaits*' got the highest number of clicks around 26-27th August, however after that the click counts were plateaued and at the end of September there was a spike in the number of clicks whose summary is given in the chart.

Compared Findings from both charts:

- Both charts have one spike in common, that is on 27th September, this was due to the sale announced by google on its merchandise for its 25th Birthday which attracted a lot of new users and returning visitor's traffic.
- "*It's time to party*" was a new promotion added on this occasion that saw a spike in number of clicks as it was the first promotion to be viewed now. However, after the sale day, the number of clicks for this promotion dropped despite being the first one to be viewed.
- Overall, all promotions received a decent number of views and clicks except 'Happy pets ahead'. This may be the case because other promotions promoted products such as apparel, bottles, mugs, goodies, etc. that are of good use and interest to people as compared to the leash and tags for pets.
- Finally, there were 0 to hardly any number of views on same promotions translated into other languages.

User Engagement with Promotions:

Findings on Path Exploration Chart:

- I have created the third chart using path exploration technique as well, under which I took *segment* as those users who engages with the promotions; used promotion name as one *dimension* and took event count as a *metric*.
- From the below path exploration, it is evident that most of the users just view the promotions and quite a few clicks on them to shop.
- After viewing the promotions, most of the users continue to scroll down the same page but only 1% of them select the promotion.
- Further, when a user is redirected to the item list page, he can view any item he likes and then proceed to add that item in cart and buy it. Again, only a percent of people goes ahead with the purchase, most of them just scroll the page and view the items.
- Finally, if there are any other newly engaged users, they follow the same path. Aloha, being the first one to be viewed, received most of the user engagement as compared to the other promotions.

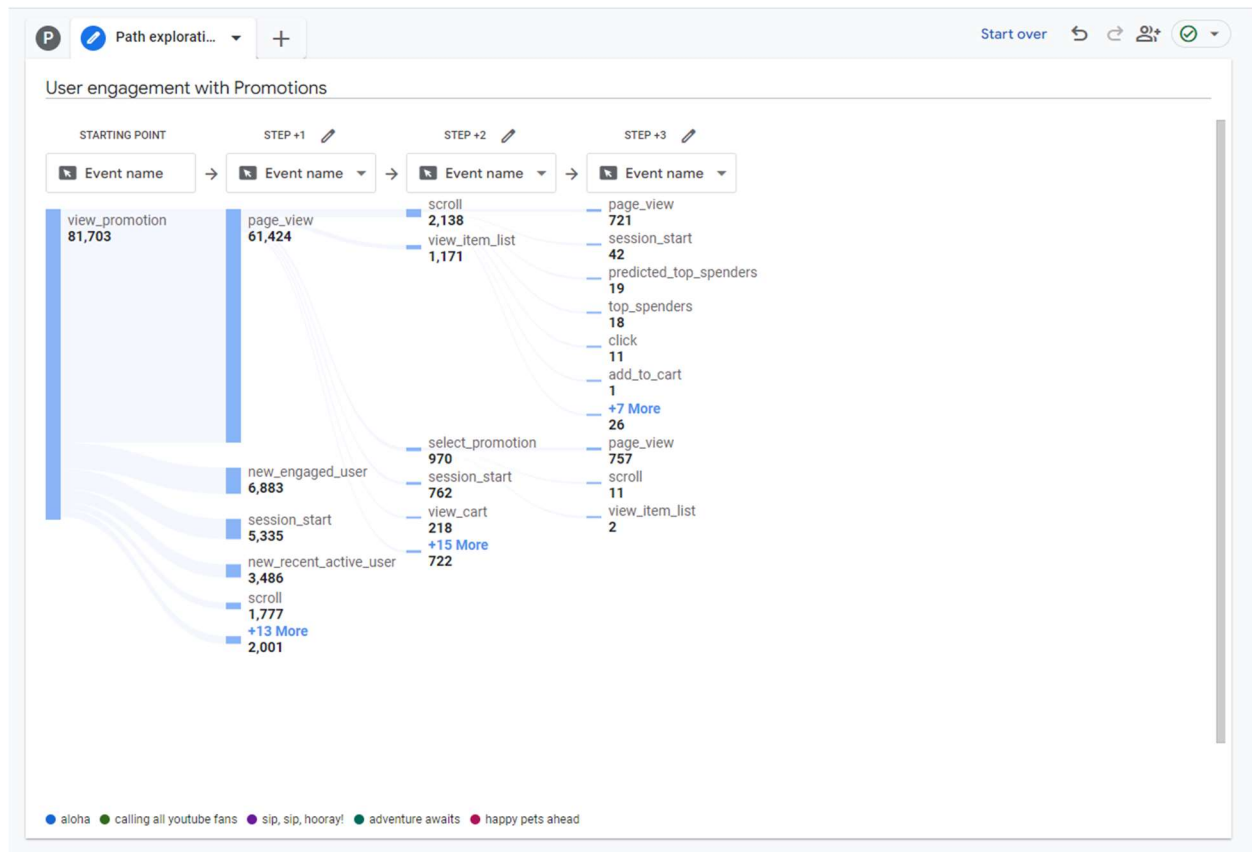


Chart 3: Path Exploration on how users engaged with the promotions

Recommendations to improve user engagement:

- To increase the number of views on other promotions, Google can modify its promotion screen on its home page. As currently the promotions are viewed in form of horizontally scrolling screen, not all promotions are viewed at once. Google can create a grid structure where the promotions can be viewed at once.
- Moreover, to increase the number of clicks on promotions, Google needs to create more creative promotions and add discounts information on the promotions as well. This will encourage the user to click the 'Shop Now' button on promotion which can lead to spenders adding some product in their cart and eventually buying them.