

MARKETING WEB ANALYTICS AND INSIGHTS PROJECT

Karan Raturi

ABOUT THE COMPANY

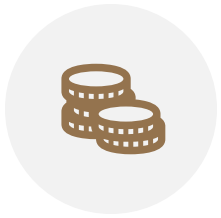
The Google Merchandise Store is a part of Google LLC, an American multinational corporation and technology company focusing on online advertising, search engine technology, cloud computing, computer software, quantum computing, e-commerce, consumer electronics, and artificial intelligence.

The Google Merchandise Store is an ecommerce site that sells Google-branded merchandise. These 2 properties contain data in the account that is typical of what you would see for an ecommerce site and include the following kinds of information: Traffic source data. Information about where website users originate.



official merchandise store

KEY PERFORMANCE INDICATORS



1. AVERAGE ORDER VALUE

AVERAGE ORDER VALUE (AOV) TRACKS THE AVERAGE DOLLAR AMOUNT SPENT EACH TIME A CUSTOMER PLACES AN ORDER ON A WEBSITE OR MOBILE APP.



2. REVENUE

REVENUE IS THE TOTAL AMOUNT OF MONEY GENERATED FROM A BUSINESS'S PRIMARY OPERATIONS.



3. BOUNCE RATE

BOUNCE RATE IS DEFINED AS THE PERCENTAGE OF VISITORS THAT LEAVE A WEBPAGE WITHOUT TAKING AN ACTION, SUCH AS CLICKING ON A LINK, FILLING OUT A FORM, OR MAKING A PURCHASE.



4. CONVERSION RATE

CONVERSION RATE IS THE PERCENTAGE OF SESSIONS IN WHICH VISITORS HAVE PERFORMED A DESIRED ACTION, SUCH AS COMPLETING A PURCHASE, DOWNLOADING AN EBOOK, OR SUBSCRIBING TO A NEWSLETTER.



5. SESSIONS

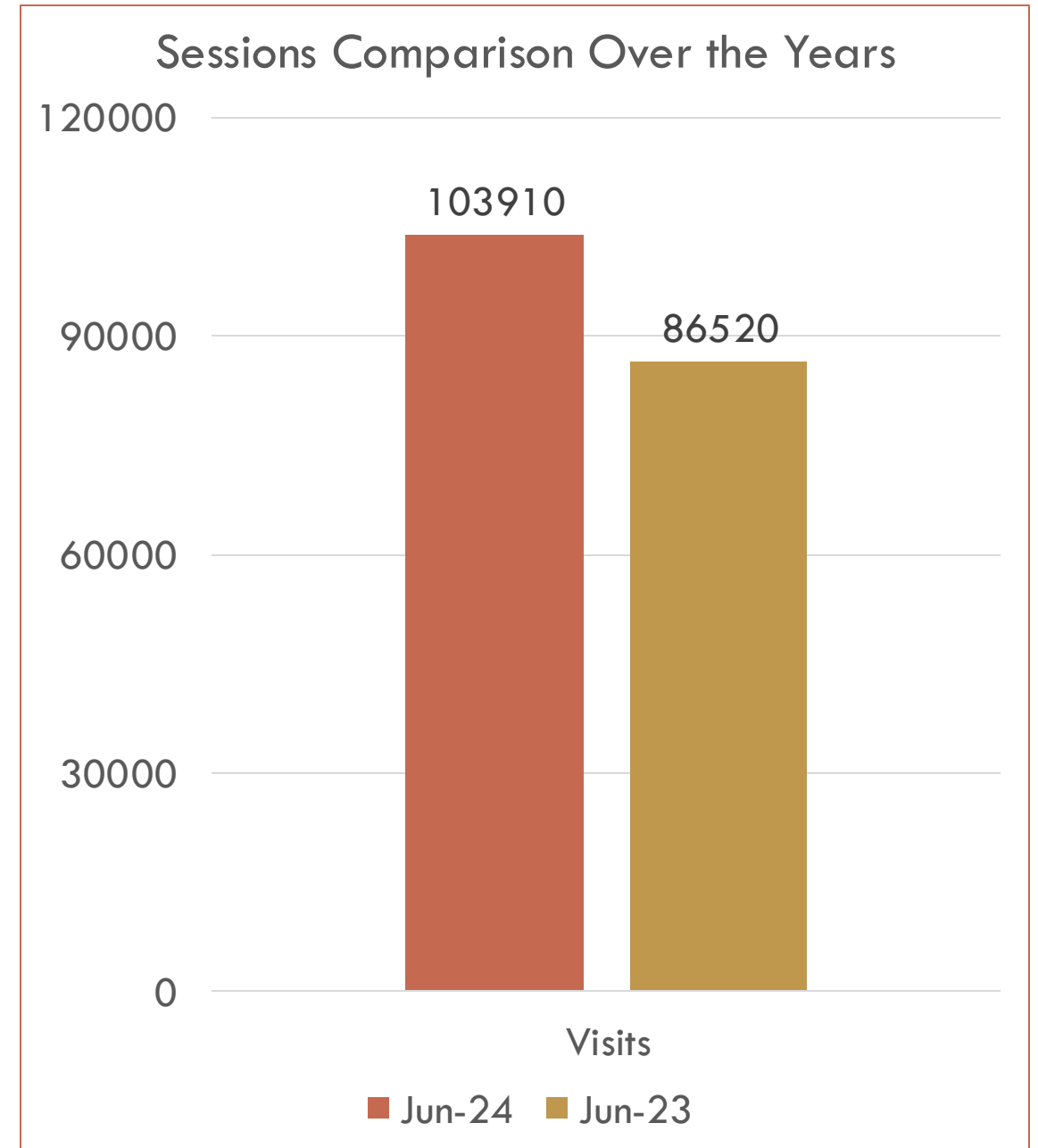
A SESSION IS A PERIOD OF TIME DURING WHICH A USER INTERACTS WITH YOUR WEBSITE OR APP. A SESSION ENDS OR TIMES OUT AFTER 30 MINUTES OF USER INACTIVITY. THERE IS NO LIMIT TO HOW LONG A SESSION CAN LAST.

SESSIONS

Observations:

1. The total sessions for June 2024 was 103,910 which dropped to 86,520 in June 2023.

2. Saw an increase of almost 20.10% in sessions across the website as compared to the June of previous year.

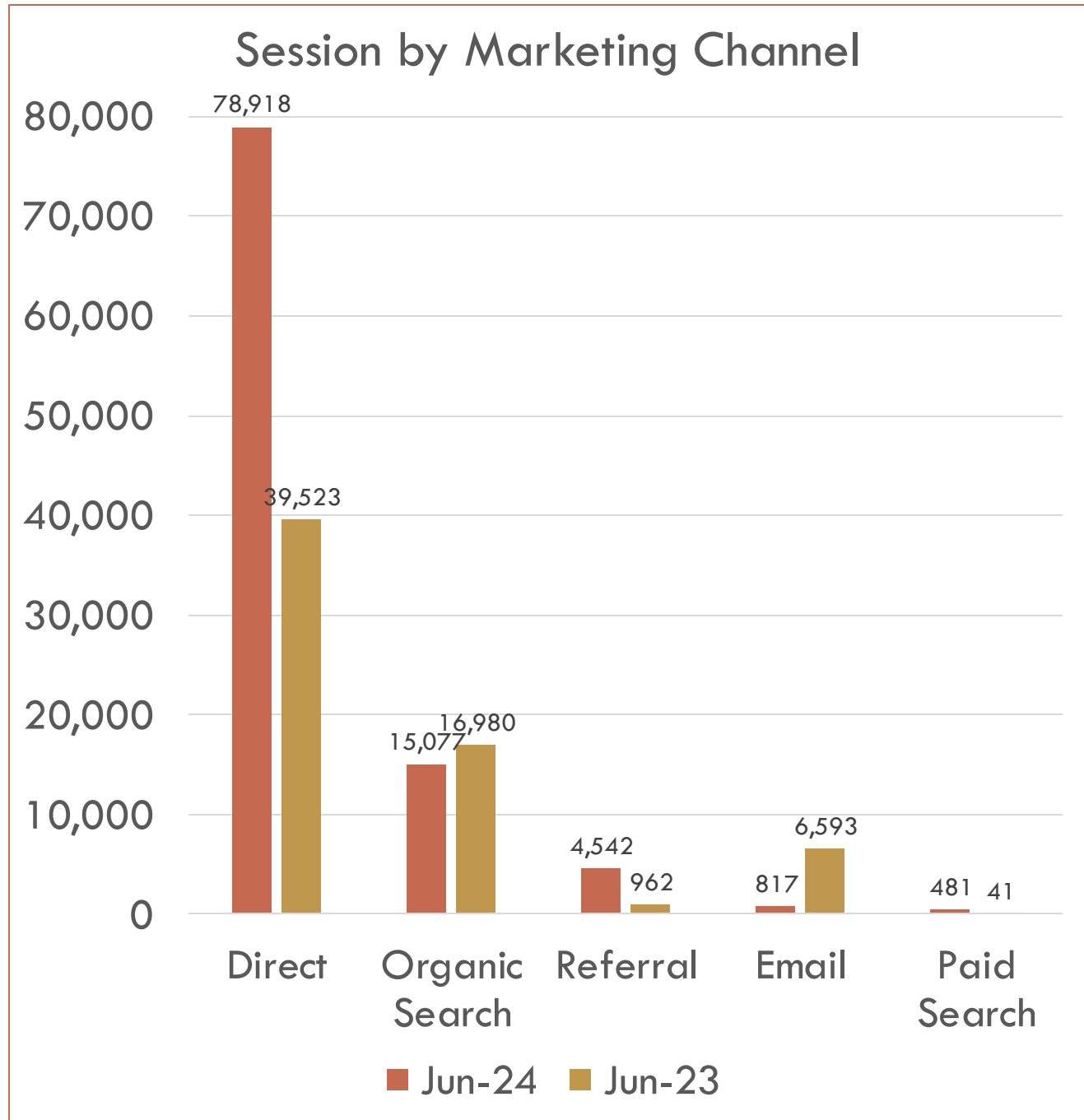


SESSIONS BY MARKETING CHANNEL

Observations:

1. Can see that there are mainly two channels that are driving the sessions: Direct and Organic Search. There is a decline in organic search but it is made up by the 99.68% increase in direct channel.

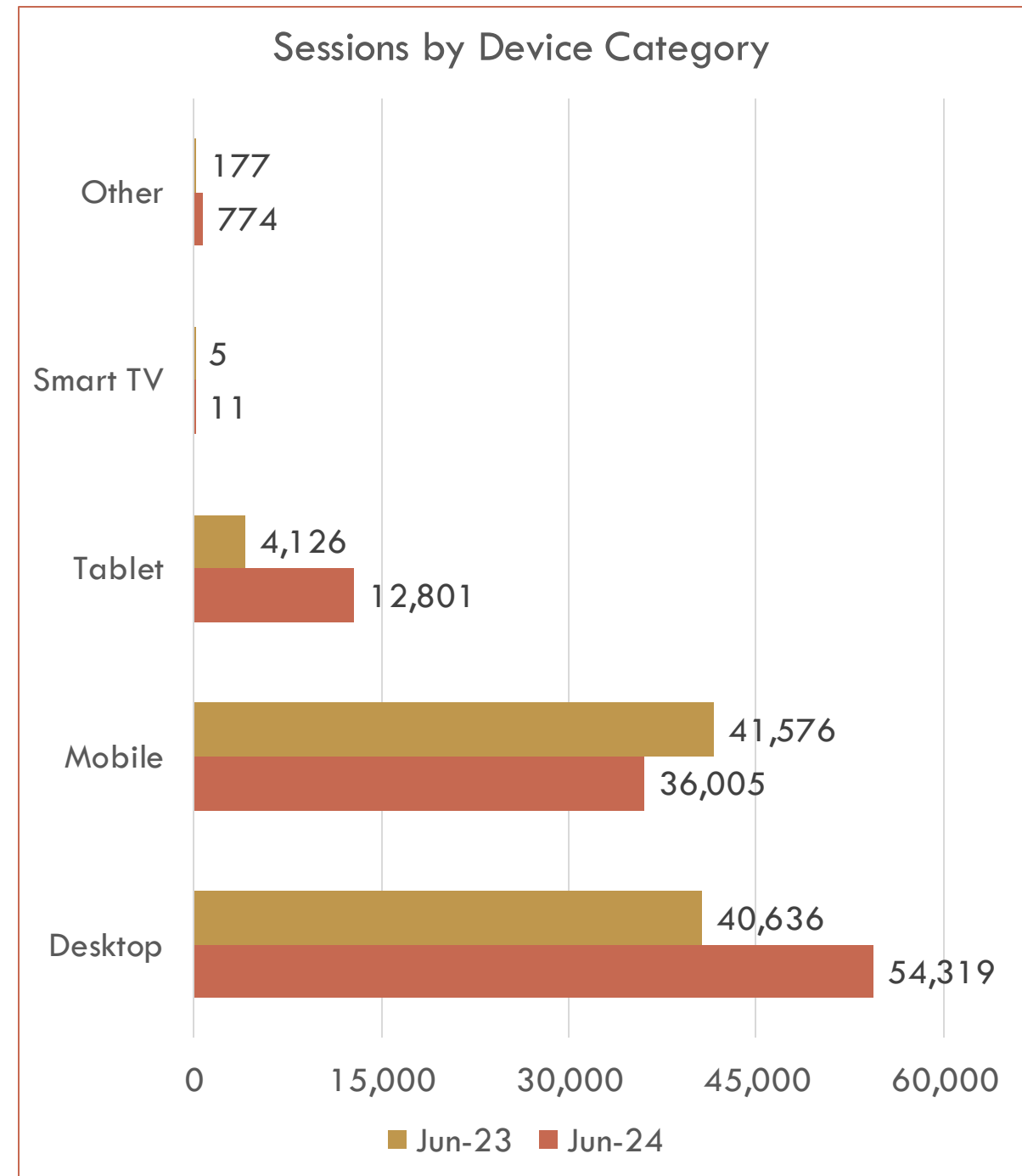
2. Additionally, for June 2024, the visits through Referral have increased as compared to June 2023. However, there is a steep decrease in the email marketing channel.



SESSIONS BY DEVICE TYPE

Observations:

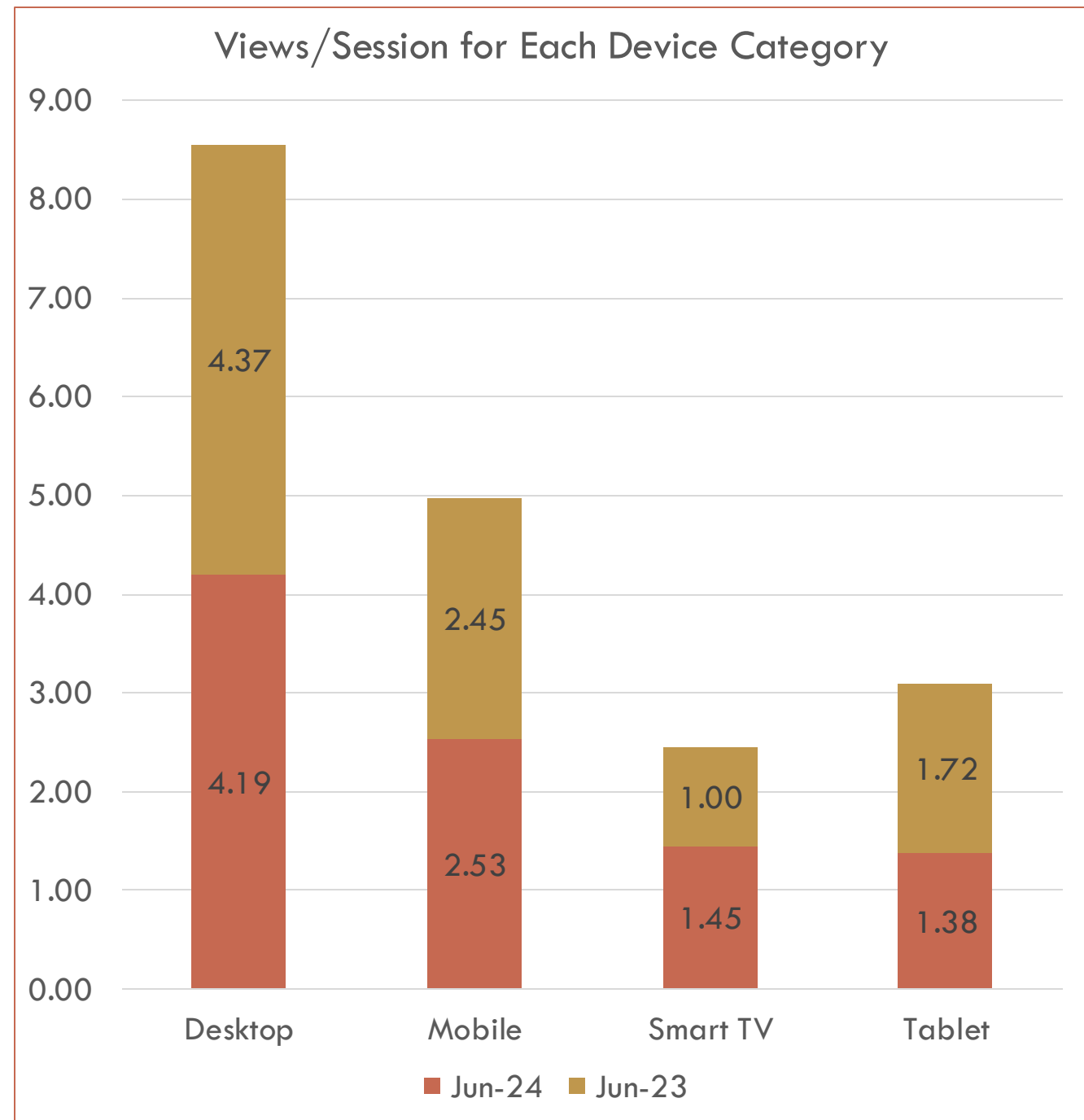
1. The total sessions by desktop users increased by 33.67% from June 2023 to June 2024 while mobile saw 13.4% decrease in the number of sessions
2. Tablets have the highest increase in session over the previous year by 210.25%.



VIEW/SESSIONS BY DEVICE TYPE

Observations:

1. The view/sessions for desktop users decreased by 4.12% from June 2023 to June 2024 while tablet saw 19.77% decrease,
2. Mobile and Smart TV view/session increased by 3.27% and 45% respectively.



RECOMMENDATIONS

1. Marketing Campaign: Email sessions have performed as well as direct search, so Google should make marketing efforts and evaluate their effectiveness. Google must continuously adjust the campaign in accordance with weekly analysis to optimize income.

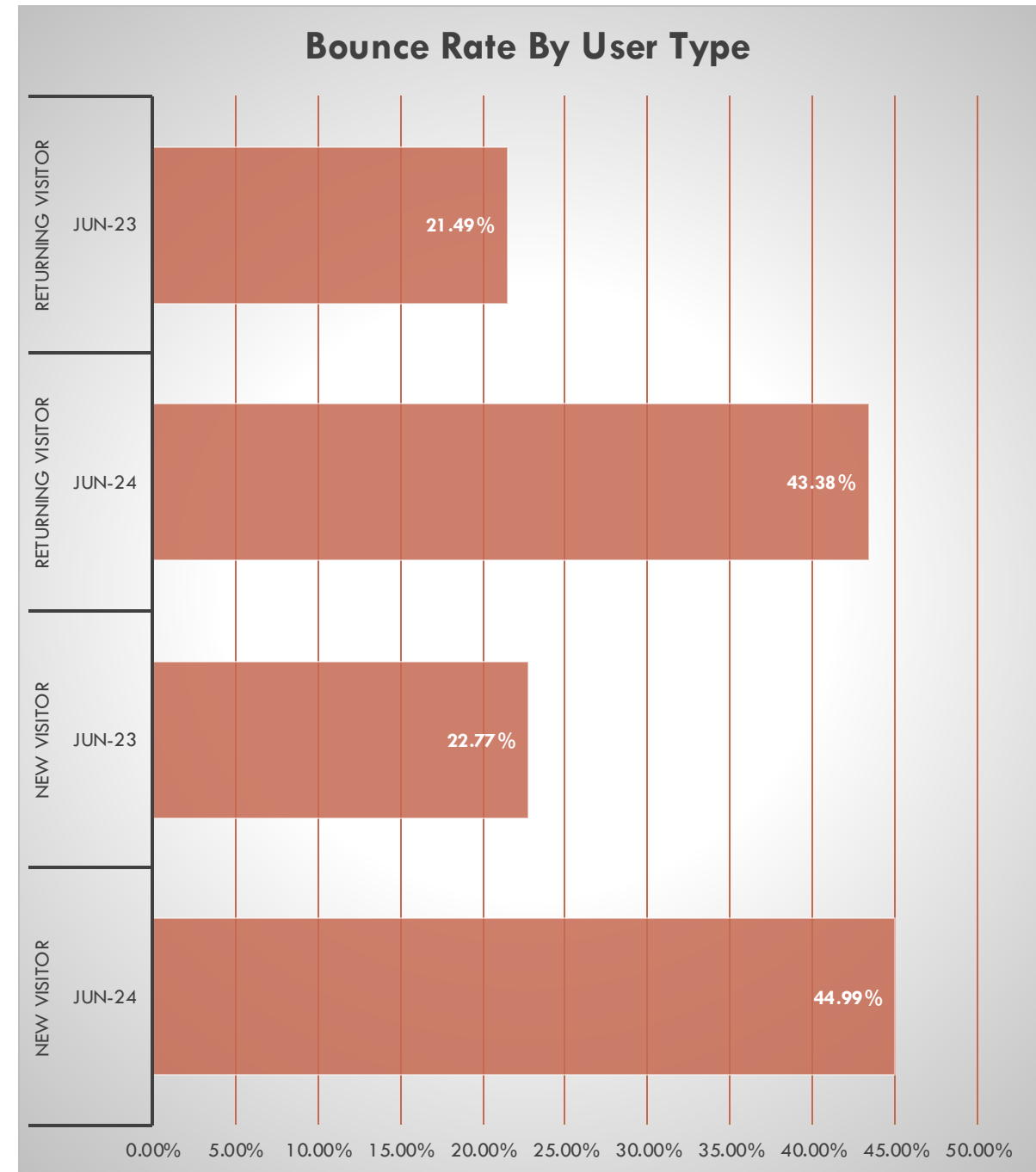
2. Reducing the Clicks Required: Every click a customer makes, puts them one step closer to finishing the transaction. Customers who become disinterested in the purchasing process are less likely to abandon the process when there are fewer clicks required. Google should include a checkout button on each page.

3. Easy-to-use interface: Observed that it was possible that the products in a particular category had been moved to another location and were no longer available there. It is advised that Google continue using the current interface to make the shopping experience more convenient for customers across various platforms. Google saw a massive increase in tablet users; they should build our website with different form factors such as tablets in mind so that users have a pleasant experience on those devices.

BOUNCE RATE

1. The bounce rate increased by a staggering 73.79% in Jun 2024 when compared to Jun 2023.

2. Bounce rate in terms of both new and existing customer increased by 97.58% and 101.86% while comparing the data between 2024 and 2023.

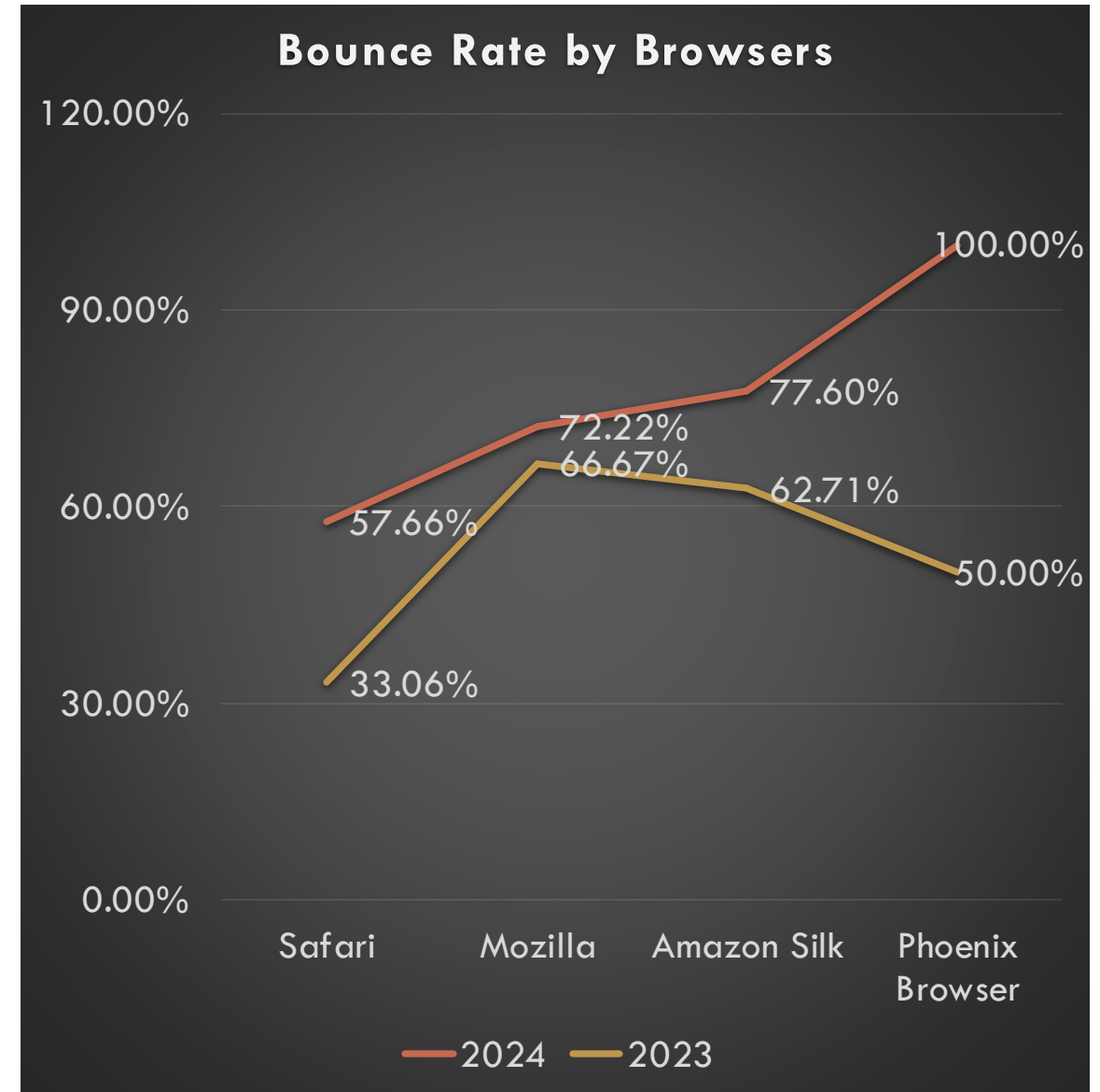


BOUNCE RATE BY BROWSERS

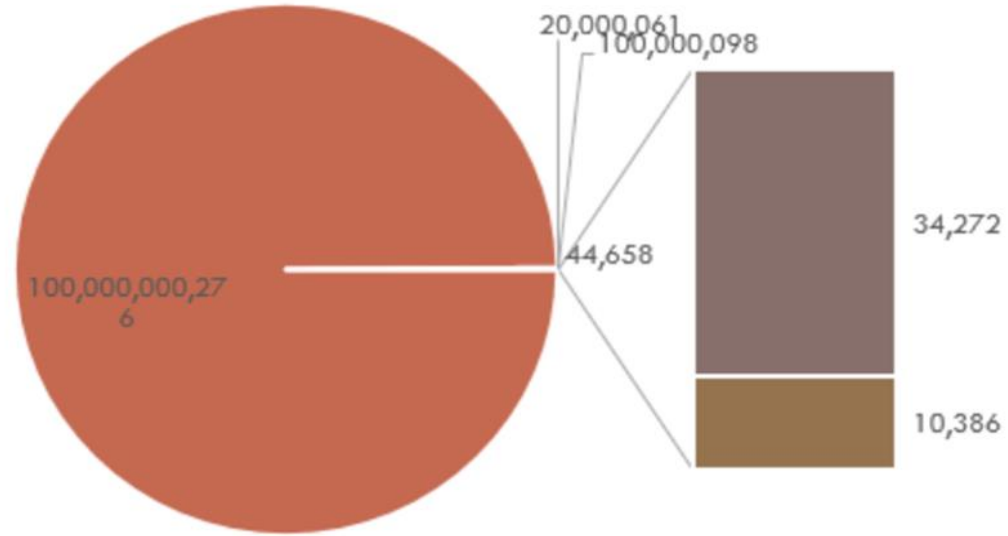
Observations:

1. We have seen a general increase in bounce rate over the years.

2. With Phoenix browser increase from 50% to 100% and Safari browser increase from 33.06% to 57.66%

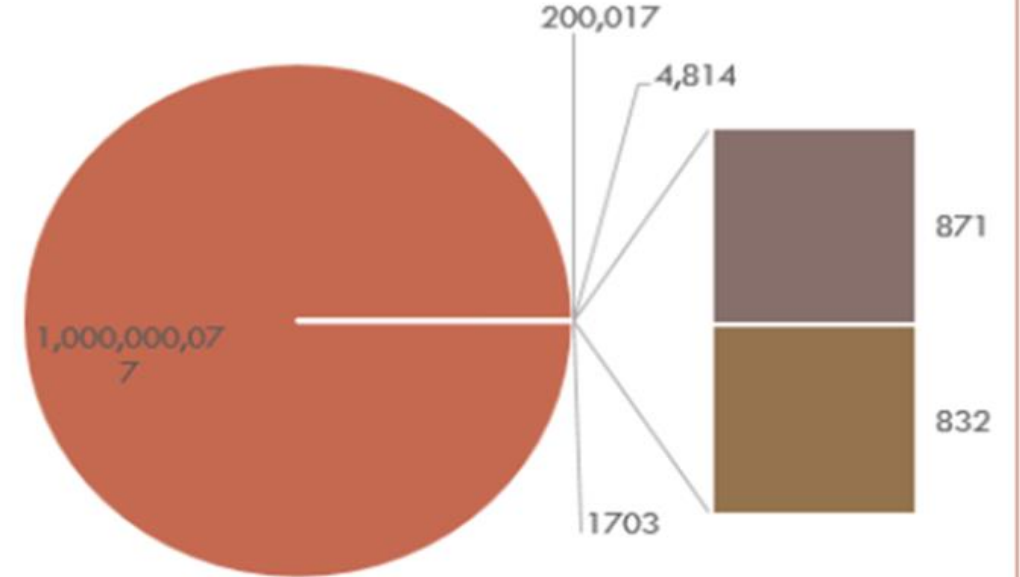


Cart Additions for Year 2023



- Chrome Dino Glow-in-the-Dark Sticker
- Google Gradient Green Sunglasses
- Google Maps Pin Patch
- Emoji Kitchen Sticker Sheet
- Google Metallic Notebook Set

Cart Additions for Year 2024



- Google Alabaster Duffel
- Stan and Friends Tee Green
- Chrome Dino Brick Set
- Google Sticker
- Google Recycled Canvas Tote

CART ADDITIONS

RECOMMENDATIONS

1. Optimizing Page Load Time: An appealing page with a slow loading time will not be of any use if your page loads sluggish. A patient customer will become frustrated and will eventually quit your page without responding.

2. Successful Product's Marketing Campaigns: While looking at the breakdown of products, we found out that the top revenue generating items have completely changed when compared to previous years. Google should retain and launch products that are driving revenue.

3. Making Website Interactive: It is also a good idea to invest in interactive content because it always motivates users to explore and visit other pages when they are asked to complete activities. It'll become more captivating to the user which will result in high customer retention and lower bounce rate.

CUSTOMER CHECKOUT JOURNEY

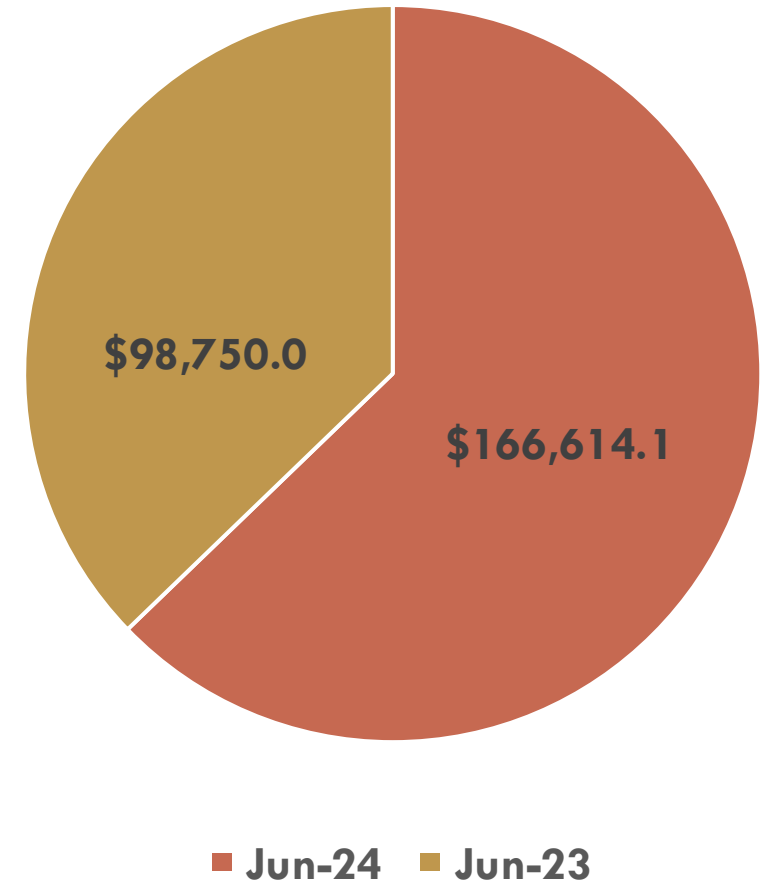
Device Category	Date Range	Begin Checkout	%Change	Add Shipping	%Change	Add Payment	%Change	Purchase	%Change
desktop	Jun-24	2,074	46.47%	2,067	593.62%	1,653	634.67%	1,074	620.81%
desktop	Jun-23	1,416		298		225		149	
mobile	Jun-24	572	0.70%	572	822.58%	323	572.92%	167	943.75%
mobile	Jun-23	568		62		48		16	
tablet	Jun-24	12	-25.00%	12	500.00%	5	400.00%	4	300.00%
tablet	Jun-23	16		2		1		1	

REVENUE

Observations:

1. The total revenue for June 2024 was \$166,614.10 which dropped to \$98,750.03 in June 2023.
2. We saw an increase of almost 68.72% in revenue as compared to the June of previous year.

Revenue Comparison Over The Years

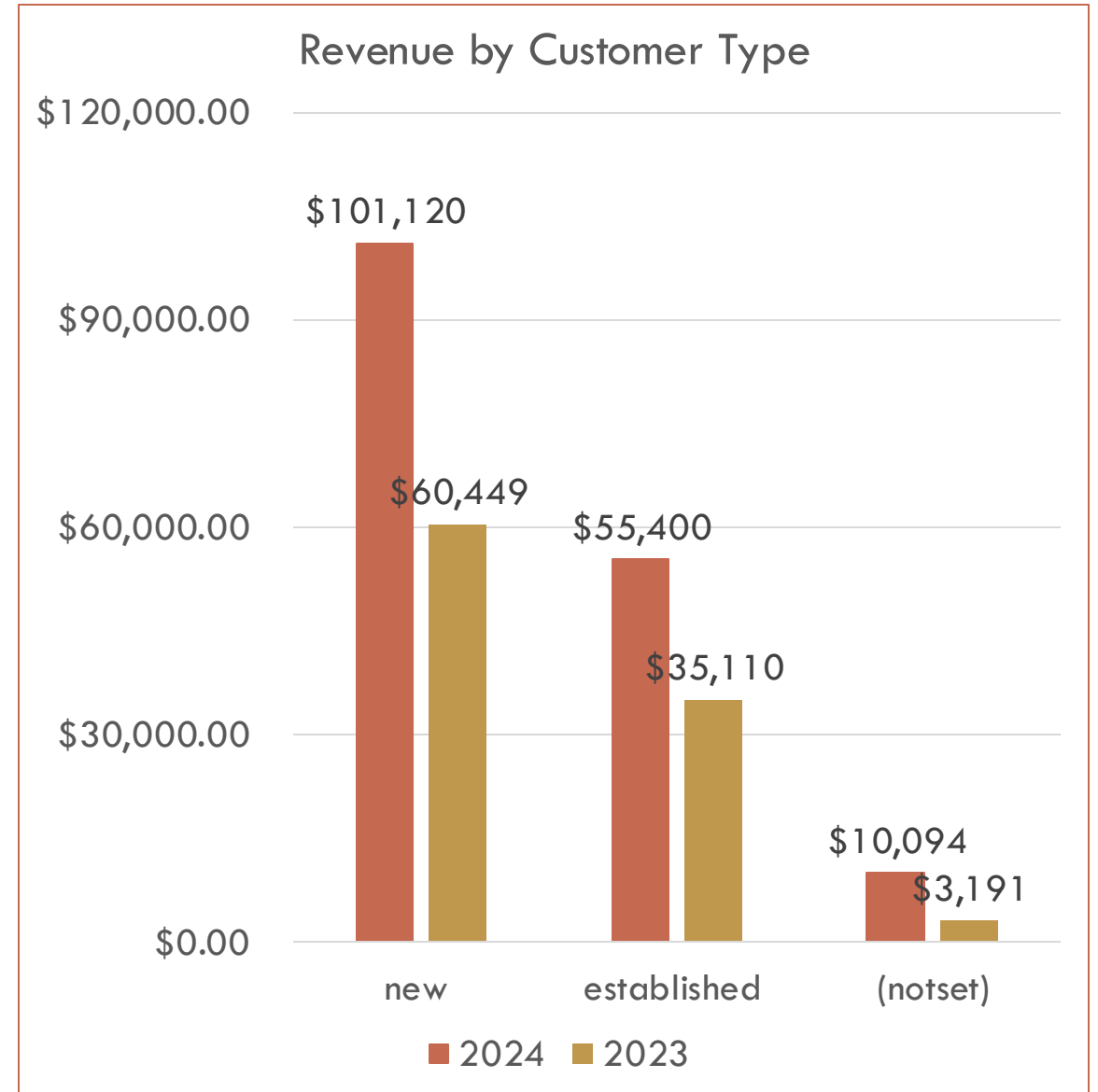


REVENUE BY CUSTOMER TYPE

Observations:

1. The total revenue for new visitors increased by 67.28% from June 2023 to June 2024.

2. Moreover, we saw an increase in the revenue generated by returning visitors to the website by 57.79%

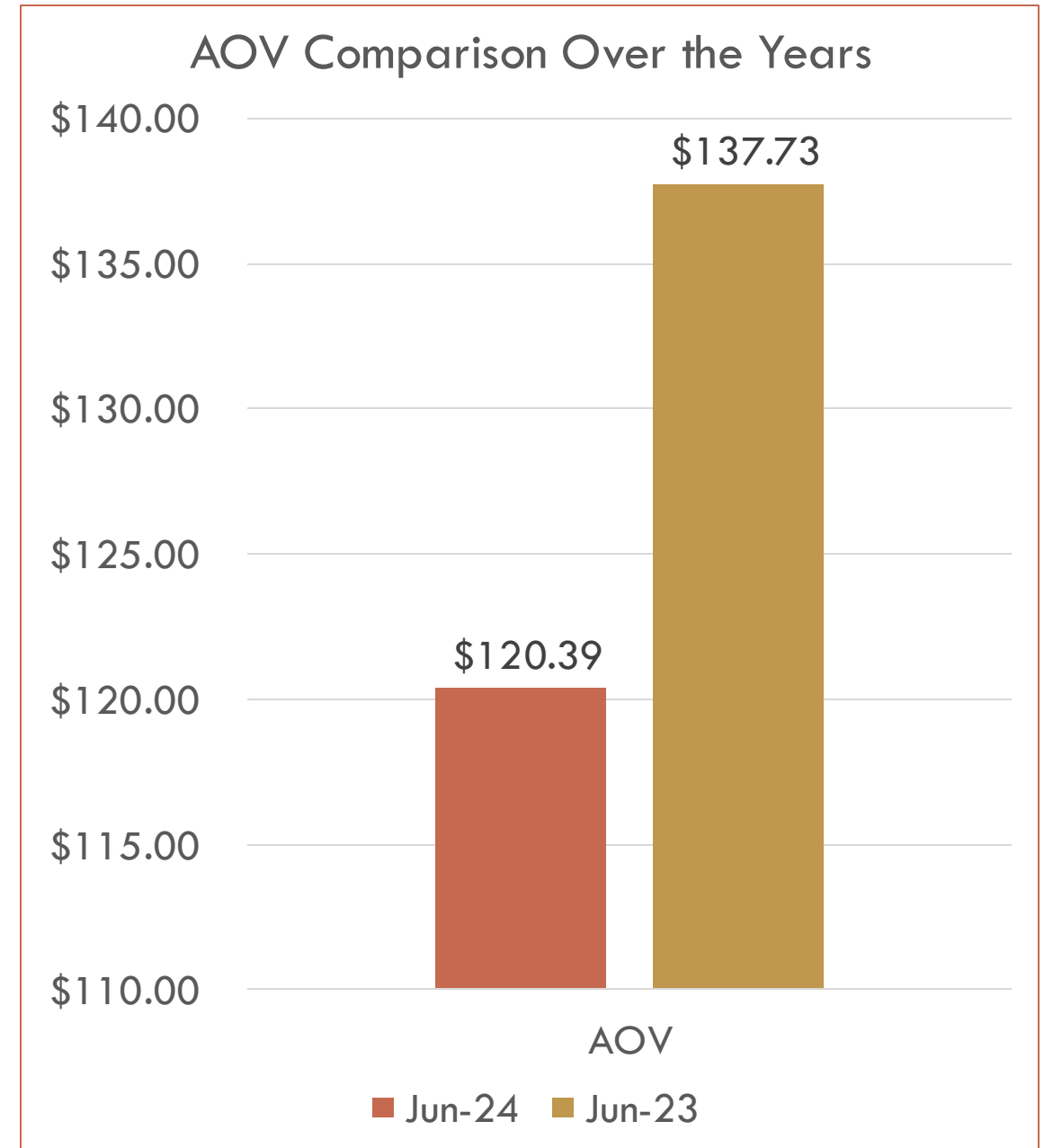


AVERAGE ORDER VALUE

Observations:

1. The AOV for Amazon decreased from \$137.73 in June 2023 to \$120.39 in June 2024. This is a significant decrease of 12.59%.

2. Here, we notice a decrease in the average order value even though there was an increase in revenue over the next year.

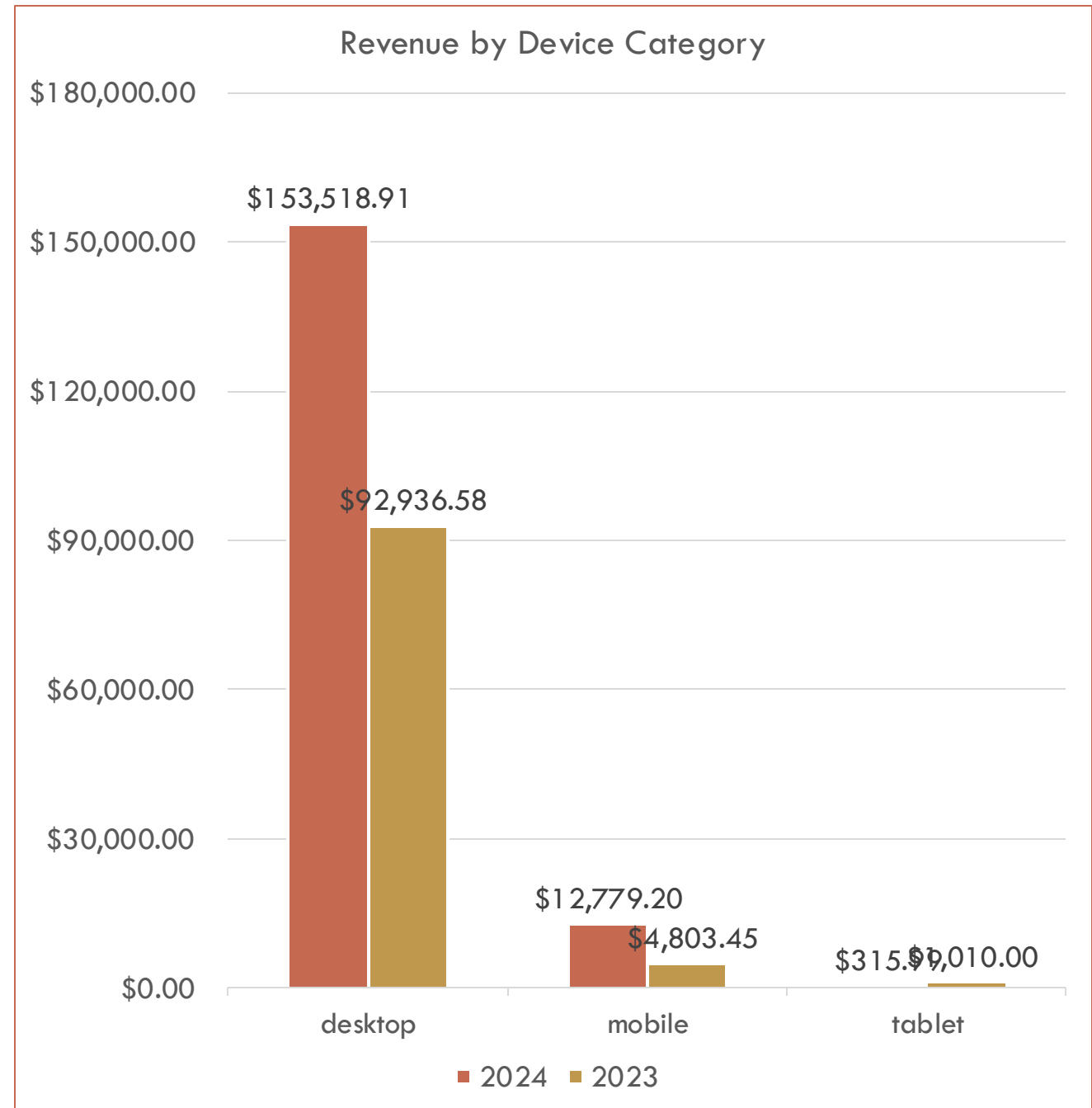


REVENUE BY DEVICE TYPE

Observations:

1. The total revenue by desktop users increased by 65.19% from June 2023 to June 2024 while mobile saw 166.04% increase

2. Moreover, we saw a decrease in the revenue generated by tablet users by 68.71%



REVENUE WATERFALL TABLE

	Jun-24	Jun-23	% Change	# Change	Impact on revenue
Revenue	\$ 166,614.1	\$ 98,750.0	68.72%	\$ 67,864.07	
Visits	103910	86520	20.10%	17390.00	\$ 27,844.64
Conv. Rate	1.33%	0.83%	60.24%	0.50%	\$ 62,548.62
AOV	\$ 120.39	\$ 137.73	-12.59%	\$ (17.34)	\$ (23,963.93)

Despite a 12.59% decrease in Average Order Value (AOV), the overall positive impact on revenue is significant due to a substantial 60.24% increase in the Conversion Rate and a 20.1% increase in the visits/sessions. Consequently, revenue has risen by 68.72%, resulting in a net increase of \$67,864.07.

Revenue Waterfall Table

■ Increase ■ Decrease ■ Total



RECOMMENDATIONS

1. Remarketing for Returning Users: The revenue has increased but not significantly for returning users when compared to established users. Google should target these consumers by using appropriate marketing efforts along with additional discounts to ensure they keep getting business from them.

2. Growth strategy for higher AOV Products: Google saw a decline in the Average Order Value. They should try to come-up with some growth strategy such as Prioritize upselling and cross-selling products to customers. This strategy can help to educate customers about additional product options they may not have considered previously.

3. Build Long-Lasting Customer Relationship: Give the consumer freedom over everything, including the subscription and payments, to foster a long-lasting relationship. Additionally, Google can impress the best customer by adding samples and presents to the cart. This will allow them to stay with the business longer and drive revenue.



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THANK YOU!