

Customer Analytics

GOOGLE ANALYTICS PROJECT REPORT

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Google Analytics Project on Google Merchandise Store (Web Data)

Introduction

The Google Merch store, a prominent e-commerce platform, serves as a hub for a diverse range of merchandise. This case study delves into the comprehensive analysis of the store's traffic and customer base, aiming to extract valuable insights for strategic decision-making. By leveraging data from Google Analytics, we seek to understand the sources and mediums driving traffic, revenue distribution across regions, customer demographics, and the effectiveness of marketing campaigns. The multifaceted examination aims to illuminate key patterns in user behavior and preferences, offering a foundation for informed marketing recommendations and strategies for future digital campaigns.

In this project, we have assumed “first user campaign” to see the sales and revenue by campaigns. Also, as there was no state column, we have used “region” variable as state. For some views (wherever applicable), we have restricted the views to top buckets as the values for other rows were low and may not be meaningful.

For this analysis, we have used the data for the time-period: Oct 1 – Dec 31, 2023. Also, for some sections the data with unknown and (not set) tags are removed, wherever applicable. This is crucial for ensuring data accuracy, meaningful insights, and improved reporting. This enhances the reliability of analyses, allows for precise segmentation, and supports targeted marketing efforts. Wherever the data is filtered it is mentioned in the footnote of the figures.

Analyze the data to give the following traffic information.

A) What is the most common source and medium for the traffic to the Google Merch store?

According to the analysis “direct” is the most common source and medium as it contributes to 40% of the total traffic (~73K total users) to the Google Merch store. The next best source is “google / organic” with ~53K users.

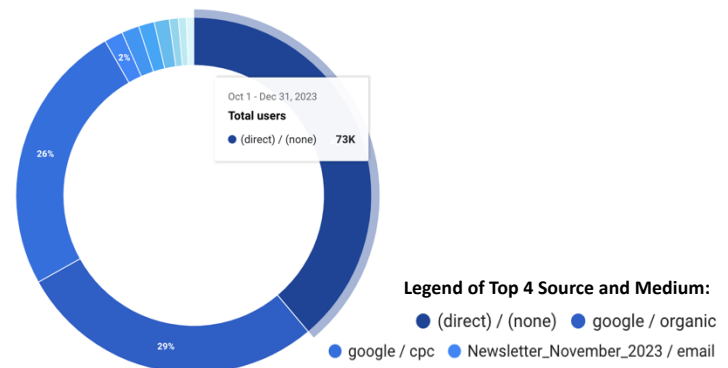


Figure 1: Users by source and medium

B) Where does most of the revenue come from?

i. Which subcontinent has the highest revenue?

Northern America with ~\$424K.

ii. Which countries have the highest revenue?

United States with ~\$420K followed by India and Canada.

iii. Which cities are responsible for the highest revenue?

New York with ~38K followed by Mountain View and San Francisco.

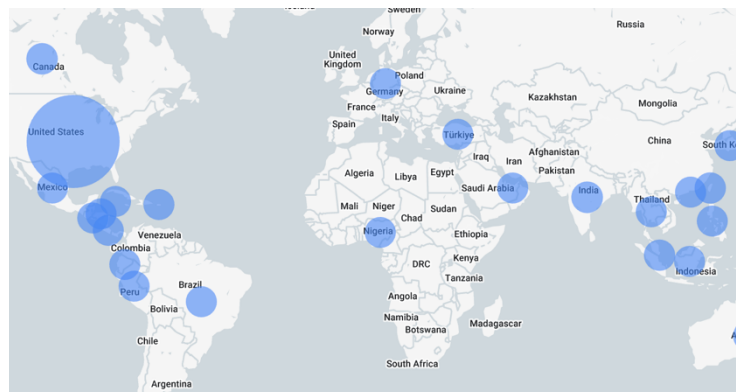


Figure 2: Revenue by subcontinents

C) What campaigns resulted in the highest sales and revenue? (Ignore any campaigns with the name direct, referral, and organic)

Campaign with highest sales (transactions) and revenue is “1009693 | Google Analytics Demo | DR | MMK01| NA | US | en | Hybrid | MAX | AUT| HYBRID | GAds_PMax Test” with 78 transactions and ~\$7.2K revenue.

First user campaign		↓ Total revenue
Totals		\$27,796.37
1	1009693 Google Analytics Demo DR MMK01 NA US en Hybrid MAX AUT HYBRID GAds_PMax Test	\$7,177.85
2	Nov2023_CyberMonday_V1	\$5,679.80
3	Nov2023_Holiday_V1	\$4,342.48
4	1009693 Google Analytics Demo DR MMK01 NA US en Hybrid MAX AUT HYBRID GAds_PMax with Lifestyle Images	\$3,534.40

Figure 3: Revenue by campaigns

D) Where does the majority of traffic come from?

- i. Which country?
United States with ~122K total users.
- ii. Which city?
New York with ~8K total users.
- iii. Which state?
California with ~32K total users.
- iv. Which subcontinent?
Northern America with ~160K total users.



Figure 4: Traffic by subcontinents.

Develop a purchase funnel for the store.

A) Show all steps in the purchasing process from viewing item to purchase?

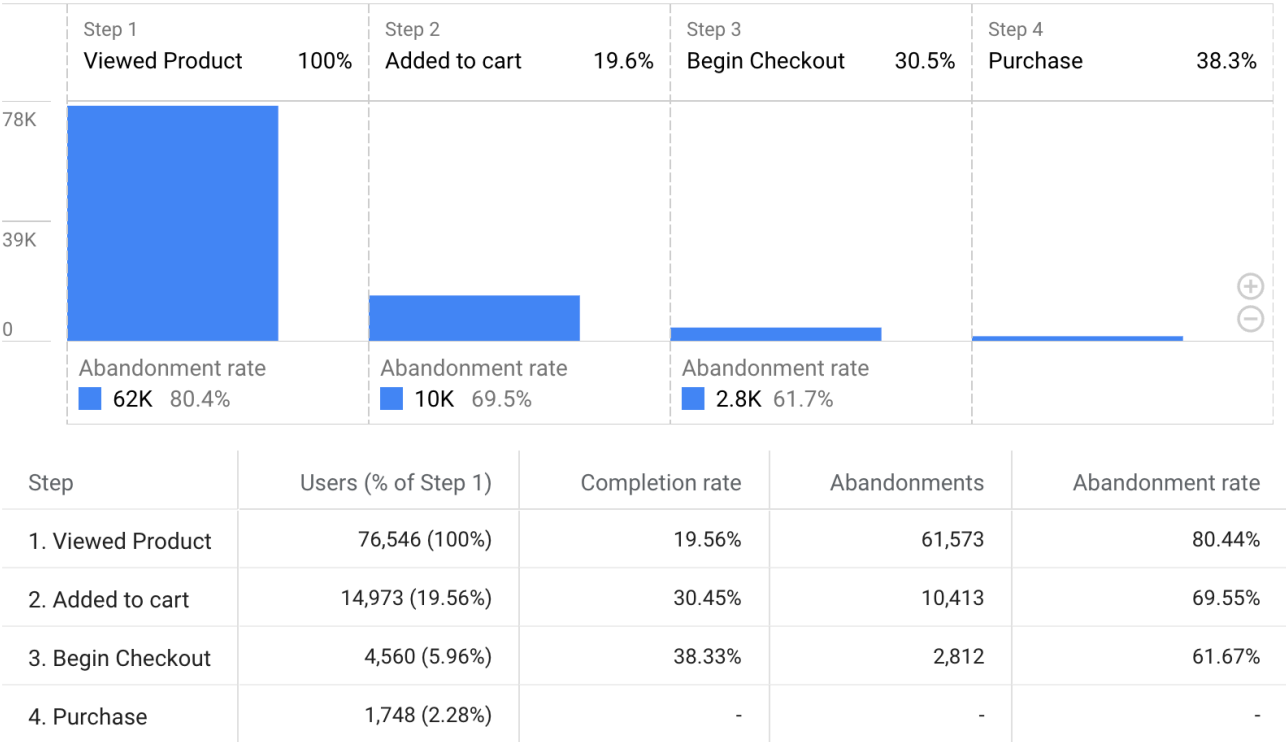


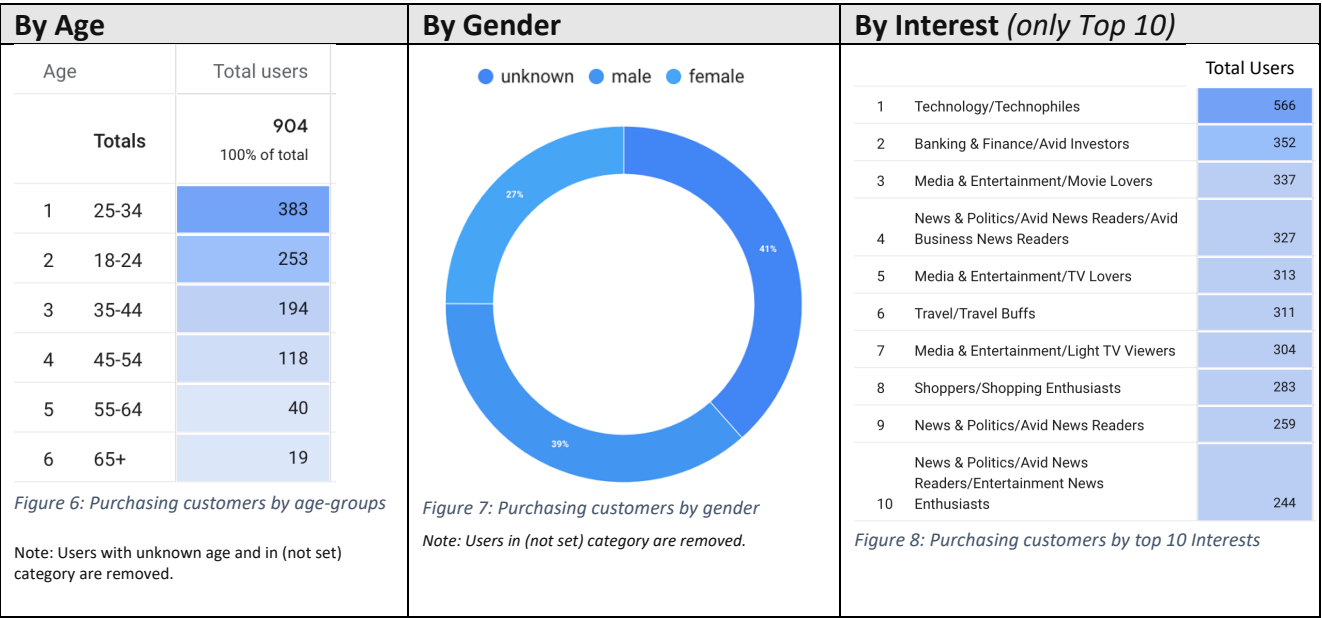
Figure 5: Purchasing funnel exploration steps with completion and abandonment rates.

- i. What is the cart abandonment rate?
Customers who added items to the cart have an abandonment rate of 69.55%. Only 30.45% users go to the next step of beginning the checkout.

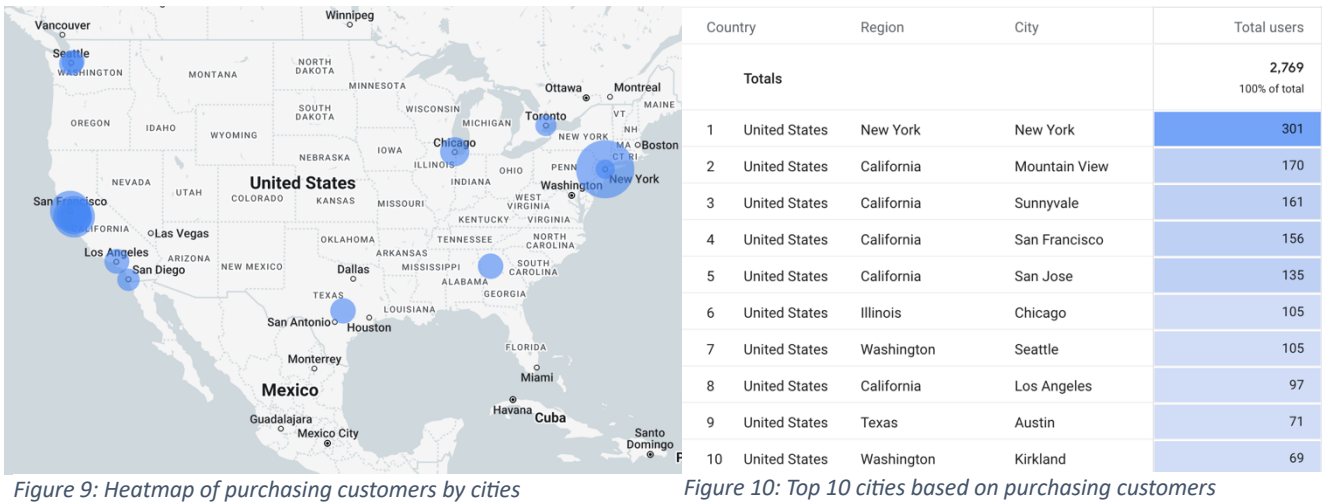
ii. Create a segment for the customers who purchase an item.

a. Give a demographic profile for these customers by age, gender, and interest.

Highest proportion of the customers are of age group 25-34. Male population is high compared to females. Technology/Technophiles is the topmost interest of the customers.



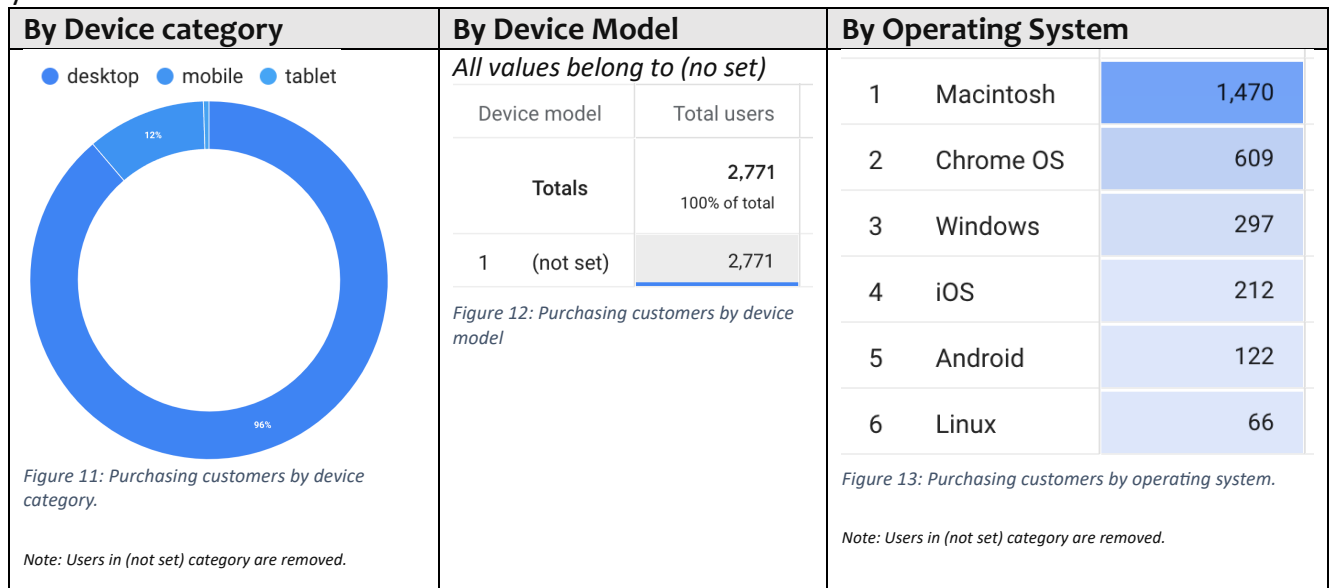
b. Location (Country, State, City)



The above heatmap show the distribution of purchasing customers by cities and the table on the right shows top 10 cities by the highest purchasing customer base.

c. Device category, Device Model and Operating System

Majority of the purchasing customers use desktop for purchases and mostly on Macintosh operating systems.



iii. Categorize the types of external websites that are driving traffic to the Google Merch store. Make sure you filter out any URLs from the Google Merch store i.e. get rid of anything internal.

Among all the external websites which are driving traffic to the Google Merch, the top 10 sources are from email, referral and organic search mediums. “Newsletter_November_2023”, “art-analytics.appspot.com” and “baidu” are the top two external sources leading the traffic to Google Merch store.

Medium	Source	↓ Total users
Totals		15,225
1 email	Newsletter_November_2023	3,190
2 referral	art-analytics.appspot.com	3,013
3 organic	baidu	2,698
4 organic	bing	1,343
5 email	Newsletter_Sept_2023	1,282
6 email	Newsletter_January_2023	984
7 referral	perksatwork.com	609
8 referral	udemy.com	357
9 email	Newsletter_July_2023	356
10 referral	s0.2mdn.net	334

Figure 14: Total users by external sources (websites)

B) Provide an analysis of what you learned about the customer base and web traffic to the Google Merch store.

The primary source of the customer base for the Google Merch store is direct traffic. The majority of both revenue and users originate from the United States, with New York City contributing the largest share. Various campaigns, excluding direct, organic, and referral sources, drive users to the Google Merch store. The customer journey on the site involves multiple steps, with approximately 2.2% of users reaching the final step and completing a purchase. The predominant age group among customers is 25-34, and there is a higher representation of males compared to females. The top interest category of the customers is technology/technophiles. Desktop usage, particularly on Macintosh operating systems, is prevalent among customers making purchases. Among the external websites directing traffic to the Google Merch store, the top 10 sources are from email, referral, and organic search mediums.

C) Make a marketing recommendation for a future digital marketing campaign.

Based on the analysis of the Google Merch store, the marketing recommendation for a future digital marketing campaign should focus on enhancing conversions and engagements. This can be done through various ways:

1. **Optimize Mobile and Desktop Experience:** Given the prevalence of mobile users, prioritize optimizing the mobile experience to ensure a seamless and user-friendly interface. Enhance the desktop experience for users who prefer this platform for making purchases.
2. **Retargeting Campaigns:** Implement retargeting campaigns to re-engage users who have abandoned their carts. Utilize personalized messaging and incentives to encourage completion of the purchase journey. Enhance content personalization on the website to cater to the interests of the predominant age groups and showcase relevant products and content.
3. **Geo-Targeted Marketing:** Leverage the geographical data to run targeted marketing campaigns, emphasizing regions with high engagement. Tailor promotions or content to resonate with specific local preferences.
4. **Diversify Marketing Channels:** While direct traffic is significant, explore diversifying marketing channels. Invest in paid advertising, influencer collaborations, or partnerships to reach new audiences and increase brand visibility. Leverage social media platforms to engage with the target audience.
5. **Customer Loyalty Programs:** Implement customer loyalty programs to reward repeat purchases and foster long-term relationships with the customer base.

By focusing on these recommendations, the digital marketing campaign can aim to not only drive traffic but also enhance conversion rates, improve customer engagement, and build a loyal customer base for the Google Merch store.