

Google Market Analysis

[Google Analysis](#)

[Cohort Analysis](#)

[Funnel Analysis](#)

Total Number Of Session In July 2022

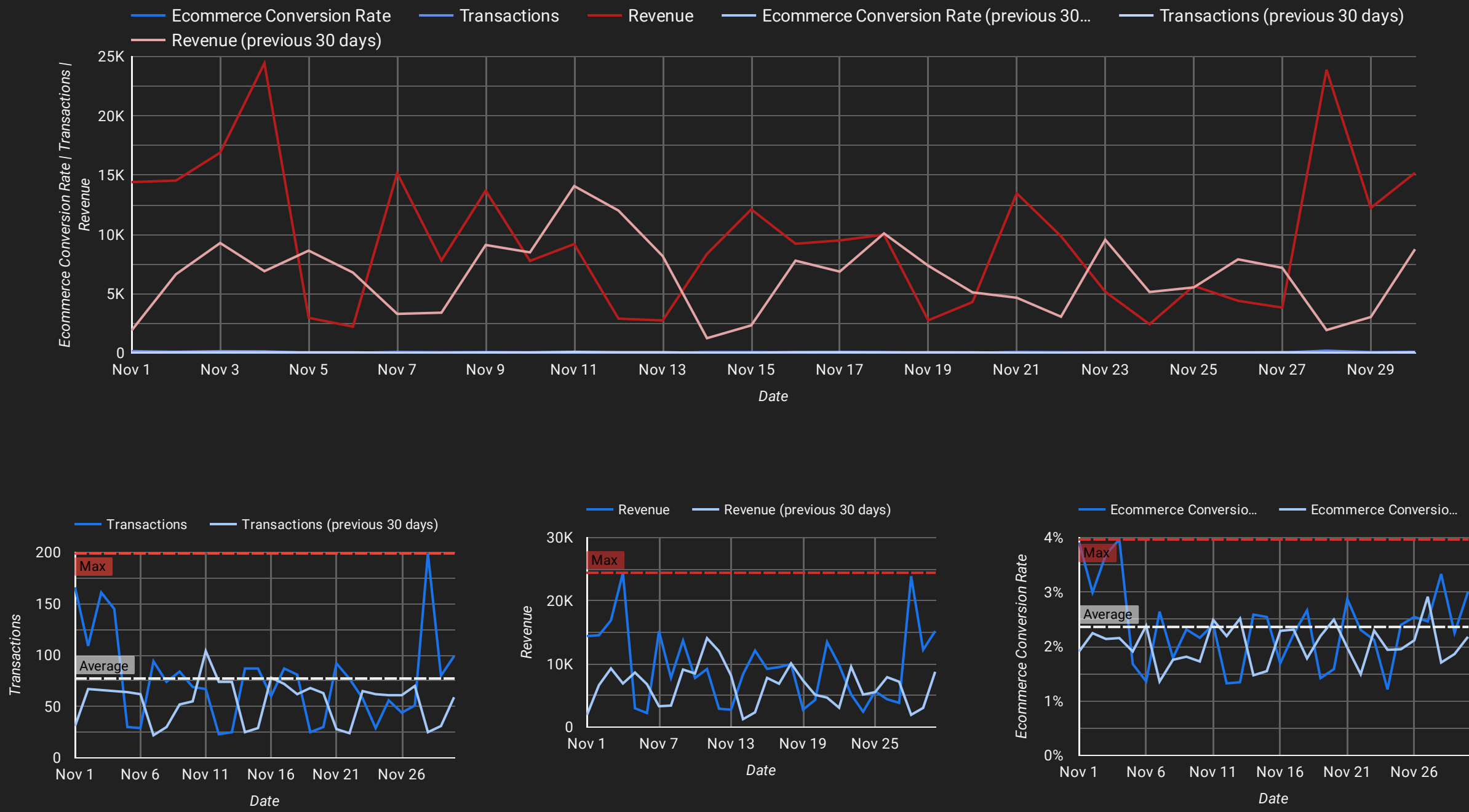
79,639

Revenue Increased By 31.5% In September

\$13.52K
↑ \$3,236.85

Total Number Of Landing Pages

535

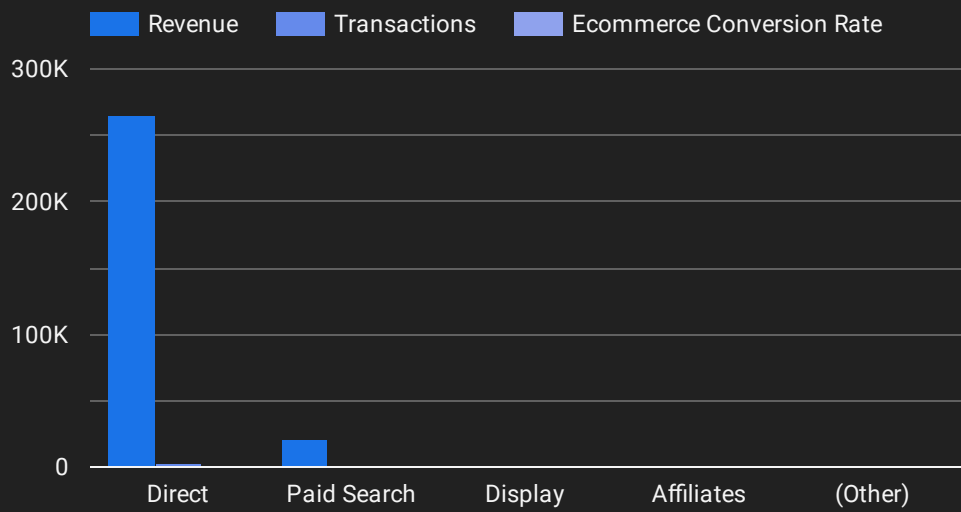
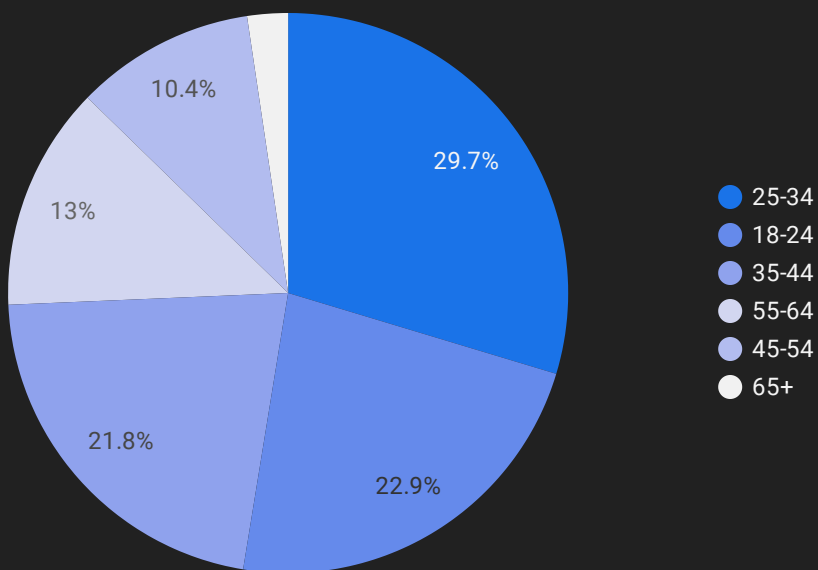


	Date	Revenue ▾	New Users
1.	Feb 22, 2023	\$9,153.82	750
2.	Feb 24, 2023	\$7,119.37	589
3.	Mar 2, 2023	\$6,253.24	629
4.	Feb 23, 2023	\$5,974.04	668
5.	Mar 1, 2023	\$4,708.58	691
6.	Feb 21, 2023	\$4,427.96	616
7.	Feb 28, 2023	\$4,297.38	882
8.	Mar 3, 2023	\$3,773.72	621
9.	Feb 27, 2023	\$2,660.82	695

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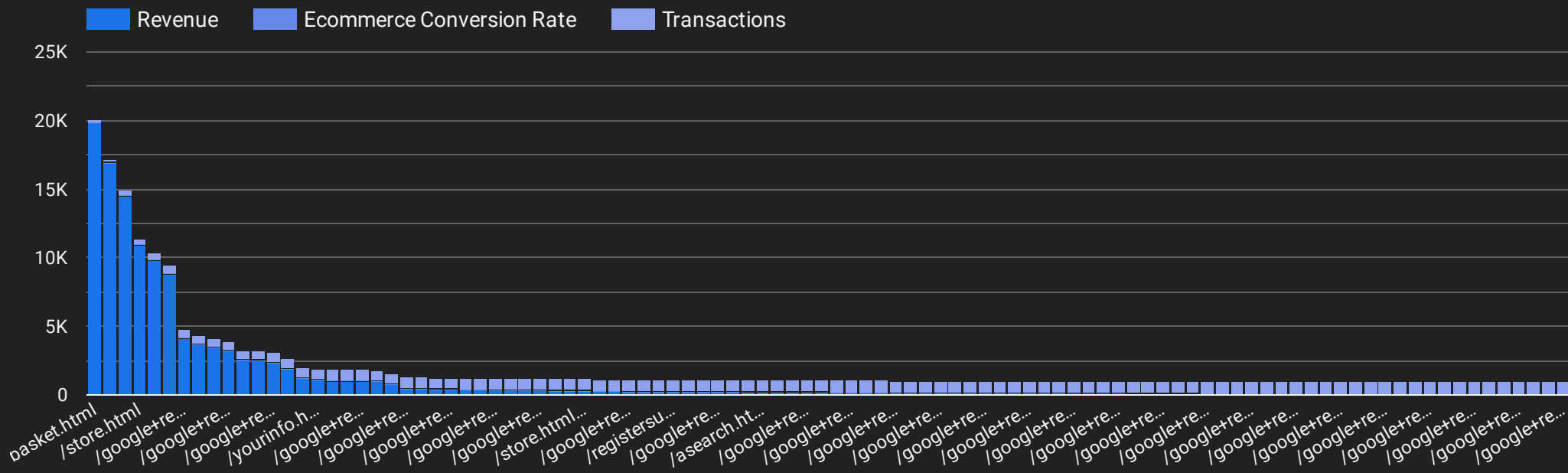
	Age	Revenue ▴	Revenue (%)
1.	65+	\$45,206.48	1.7%
2.	55-64	\$101,627.58	3.81%
3.	45-54	\$183,810.09	6.9%
4.	18-24	\$307,368.19	11.54%
5.	35-44	\$322,434.44	12.1%
6.	25-34	\$499,723.01	18.76%

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	Date	Age	Revenue ▾
1.	Aug 18, 2022	18-24	\$5,954.48
2.	Aug 9, 2022	45-54	\$5,169.68
3.	Aug 1, 2022	35-44	\$3,758.8
4.	Aug 18, 2022	25-34	\$3,493.36
5.	Aug 25, 2022	25-34	\$3,234.92
6.	Aug 24, 2022	55-64	\$3,203.2
7.	Aug 5, 2022	25-34	\$3,158.4

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	Date	Country	City	Revenue ▾
1.	Mar 31, 2022	United Stat...	San Diego	\$4,864
2.	Feb 27, 2022	United Stat...	San Francisco	\$4,817.5
3.	Mar 7, 2022	United Stat...	San Francisco	\$4,306.4
4.	Mar 10, 2022	United Stat...	San Francisco	\$3,617.1
5.	Feb 26, 2022	United Stat...	San Francisco	\$2,486.2
6.	Mar 7, 2022	United Stat...	Los Angeles	\$2,406.7
7.	Feb 25, 2022	United Stat...	San Francisco	\$2,318.5
8.	Feb 11, 2022	United Stat...	Austin	\$2,295.7
9.	Feb 17, 2022	United Stat...	New York	\$2,278.6
10.	Jan 31, 2022	United Stat...	Chandler	\$2,154
11.	Jan 4, 2022	United Stat...	San Rafael	\$2,085.6
12.	Mar 10, 2022	United Stat...	San Jose	\$2,068.2

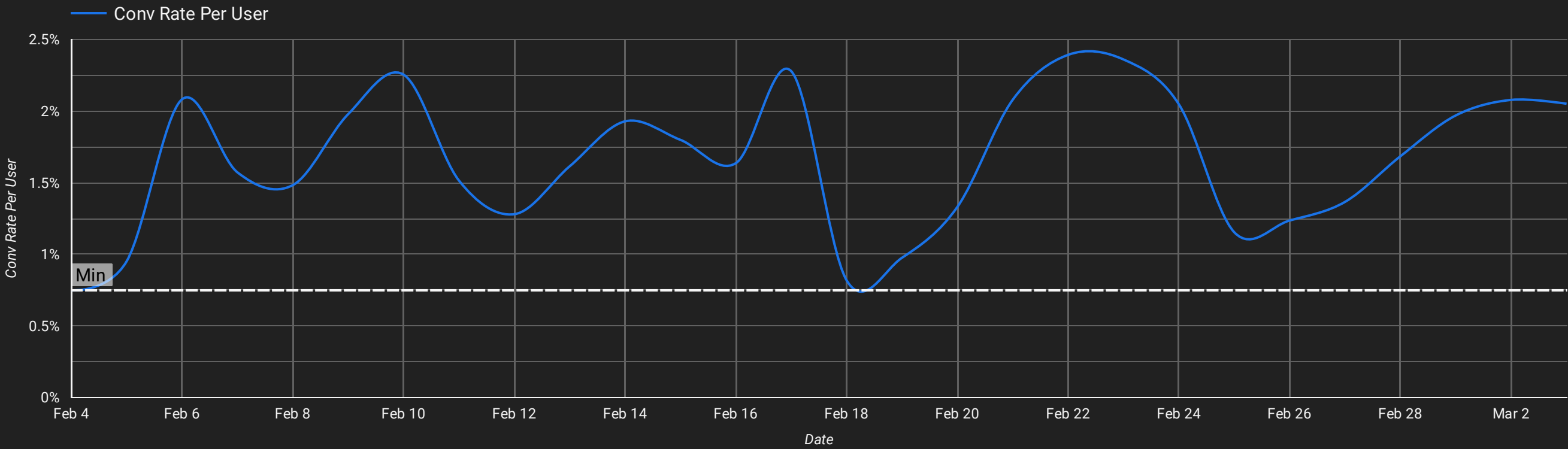
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	Landing Page	Transactions ▾
1.	/home	
2.	/basket.html	
3.	/signin.html	
4.	/google+redesign/apparel/m...	
5.	/store.html	
6.	/google+redesign/new	
7.	/google+redesign/apparel/w...	
8.	/google+redesign/lifestyle/dri...	
9.	/google+redesign/apparel	
10.	/google+redesign/apparel/kids	
11.	/google+redesign/lifestyle/ba...	
12.	/google+redesign/shop+by+...	
13.	/asearch.html	

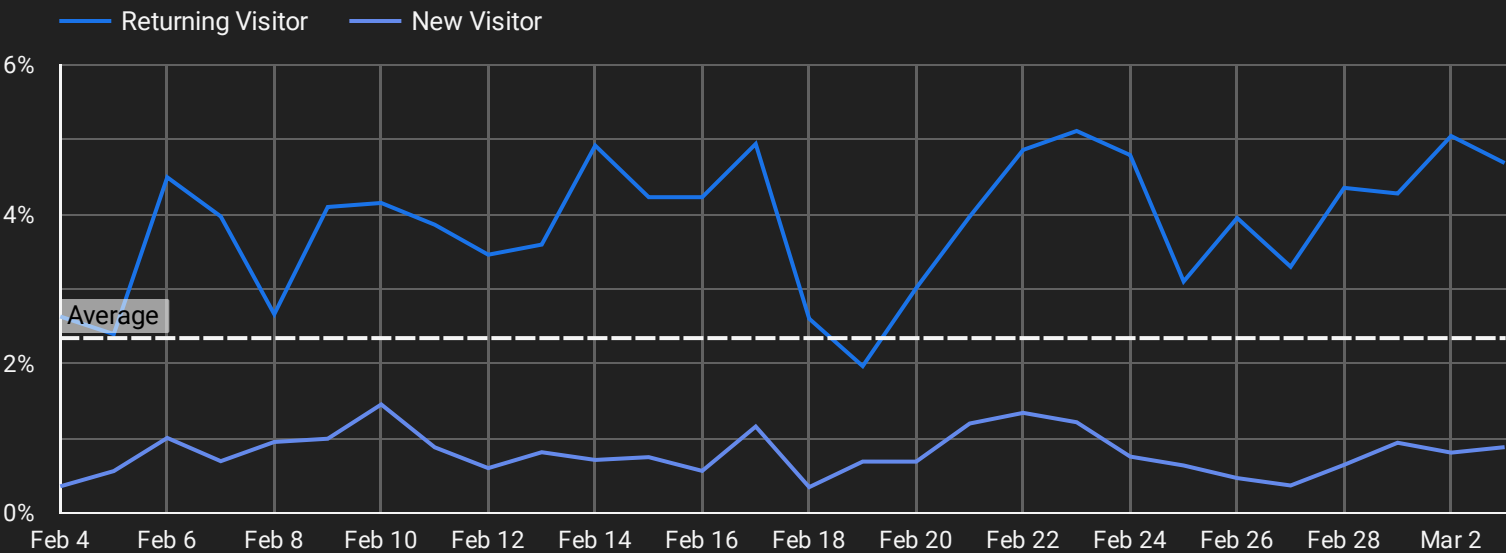
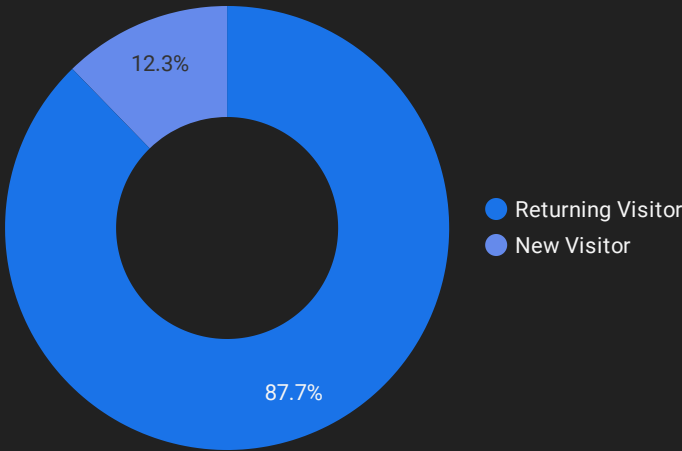
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COHORT ANALYSIS

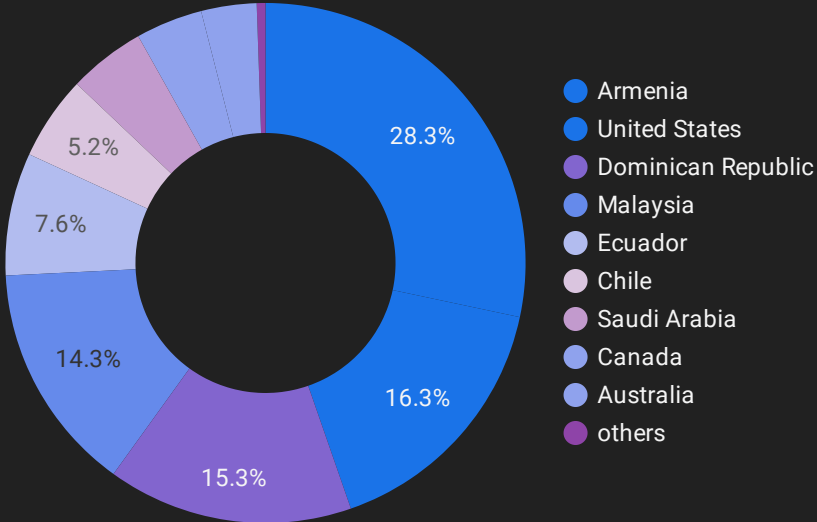
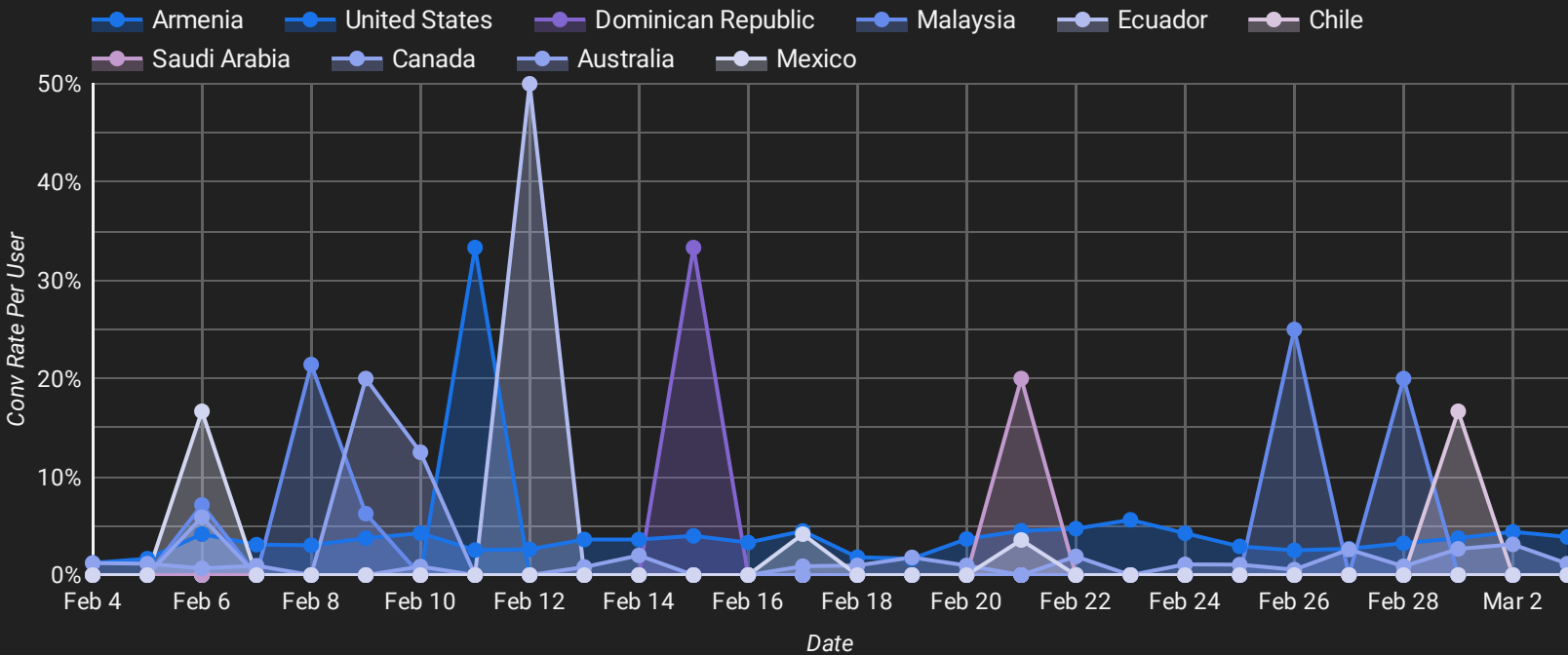
Select date range



Day Index / Conv Rate Per User												
Date	User Type	0018	0019	0013	0006	0002	0017	0026	0027	0020	0005	Grand total
Feb 22, 2023	Returning Visi...	4.86%	-	-	-	-	-	-	-	-	-	4.86%
	New Visitor	1.34%	-	-	-	-	-	-	-	-	-	1.34%
Feb 23, 2023	Returning Visi...	-	5.12%	-	-	-	-	-	-	-	-	5.12%
	New Visitor	-	1.22%	-	-	-	-	-	-	-	-	1.22%
Feb 17, 2023	Returning Visi...	-	-	4.94%	-	-	-	-	-	-	-	4.94%
	New Visitor	-	-	1.16%	-	-	-	-	-	-	-	1.16%
Feb 10, 2023	Returning Visi...	-	-	-	4.15%	-	-	-	-	-	-	4.15%
	New Visitor	-	-	-	1.45%	-	-	-	-	-	-	1.45%
Feb 6, 2023	Returning Visi...	-	-	-	-	4.5%	-	-	-	-	-	4.5%
	New Visitor	-	-	-	-	1.01%	-	-	-	-	-	1.01%
Feb 21, 2023	Returning Visi...	-	-	-	-	-	3.97%	-	-	-	-	3.97%
Grand total		2.39%	2.36%	2.28%	2.25%	2.08%	2.08%	2.08%	2.05%	2.05%	1.98%	2%



	Country	Users ▾	New Users	Bounce Rate	Conv Rate Per ...	Time on Screen	Avg. Price	Avg. Order...
1.	United States	21,688	18,693	44.86%	4.12%	00:00:00	\$13.49	\$120.56
2.	India	4,704	4,414	52.82%	0.04%	00:00:00	\$16.44	\$49.32
3.	Canada	2,865	2,659	60.25%	1.05%	00:00:00	\$13.33	\$349.18
4.	United Kingdom	2,095	1,880	46.53%	0.48%	00:00:00	\$19.61	\$37.26
5.	Spain	1,299	1,195	47.74%	0.15%	00:00:00	\$17.6	\$35.2
6.	Japan	1,089	1,030	52.8%	0.37%	00:00:00	\$15.55	\$89.4
7.	France	1,023	933	57.54%	0.1%	00:00:00	\$55.2	\$110.4
8.	Germany	823	758	50.58%	0.24%	00:00:00	\$9.6	\$24
9.	South Korea	674	649	46.92%	0%	00:00:00	\$0	\$0
10.	Italy	648	629	55.19%	0%	00:00:00	\$0	\$0
11.	Indonesia	624	571	44.49%	0%	00:00:00	\$0	\$0
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Acquisition

	Default Channel Gr...	Sessions ▾	Bounce Rate
1.	Direct	81,883	40.32%
2.	Paid Search	8,342	49.96%
3.	Display	1,895	87.97%
4.	Affiliates	156	71.79%
5.	(Other)	7	85.71%

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New Visitor

Returning Visitor

Default Channel Grouping	New Visitor	Returning Visitor
Direct	35,000	8,000
Paid Search	7,000	1,000
Display	1,500	400
Affiliates	100	50
(Other)	50	20

Total Users

66.4K

↑ 10.7%

Sessions

92.3K

↑ 16.7%

Activation

Bounce Rate

42.23%

↓ -2.9%

Pages / Session

5.22

↑ 5.7%

Avg. Session Duration

00:03:35

↑ 3.9%

Completions

Engaged Users

11,193

↑ 25.5%

Registrations

3,416

↑ 19.3%

Users

66,415

↑ 10.7%

Conversion Rates

Engaged Users

12.13%

↑ 7.5%

Registrations

3.70%

↑ 2.2%

Cost per Conversion

42.62%

↓ -11.3%

Retention

Users

17,583

↑ 21.0%

Bounce Rate

35.24%

↓ -4.7%

Returning Visitor

New Visitor

Sessions to Transaction	Returning Visitor	New Visitor
1	365	210
2	210	110
3	110	70
4	70	50
5	50	40
6	40	30
7	30	20
8	20	15
9	15	10
10	10	5

Revenue

Revenue

\$287,261.07

↑ 46.2%

Transactions

2,318

↑ 40.6%

Product Revenue per Purchase

\$39.91

↑ 2.6%

Ecommerce Conversion Rate

2.51%

↑ 20.4%

Revenue Per User

\$11.27

↑ 22.3%

	Product	Quantity ▾
1.	Google Cloud Sticker	380
2.	Google Pen White	370
3.	Google Ombre Lime Pen	360
4.	Google Cloud Biodegradable Pen	350
5.	Google Sticker	340
6.	Google Inspired Red Notebook	330
7.	Google Recycled Drawstring Bag	320
8.	For Everyone Sticker	310
9.	Google Inspired Blue Notebook	300
10.	Google Inspired Green Notebook	290
11.	Google Bamboo Lid Recycled Bottle	280

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Referral

Sessions

92,283

↑ 16.7%

Bounce Rate

42.23%

↓ -2.9%

	Full Referrer	Sessions ▾
1.	(direct)	51,768
2.	google	10,049
3.	bing	432
4.	Partners	148
5.	dfa	4
6.	(not set)	2

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Referrer	Sessions	Percentage
(direct)	51,768	83%
google	10,049	16.1%
bing	432	0.8%
Partners	148	0.2%
dfa	4	0.0%
(not set)	2	0.0%