

9/25/2021

# Report

Google Analytical Review

[<https://shop.googlemerchandisestore.com/>]



Group Assignment -03



ICT for Business  
CTEC 31032  
Group Activity

Title-Google analytical Report

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## INTRODUCTION

This report deals with analytics. It tells about the way users use this website and the performance of the website. It also provides more advanced features, including custom visitor segmentation. Google Analytics e-commerce reporting can track sales activity and performance. The e-commerce reports show a site's transactions, revenue, and much of other commerce-related metrics.

## ABSTRACT

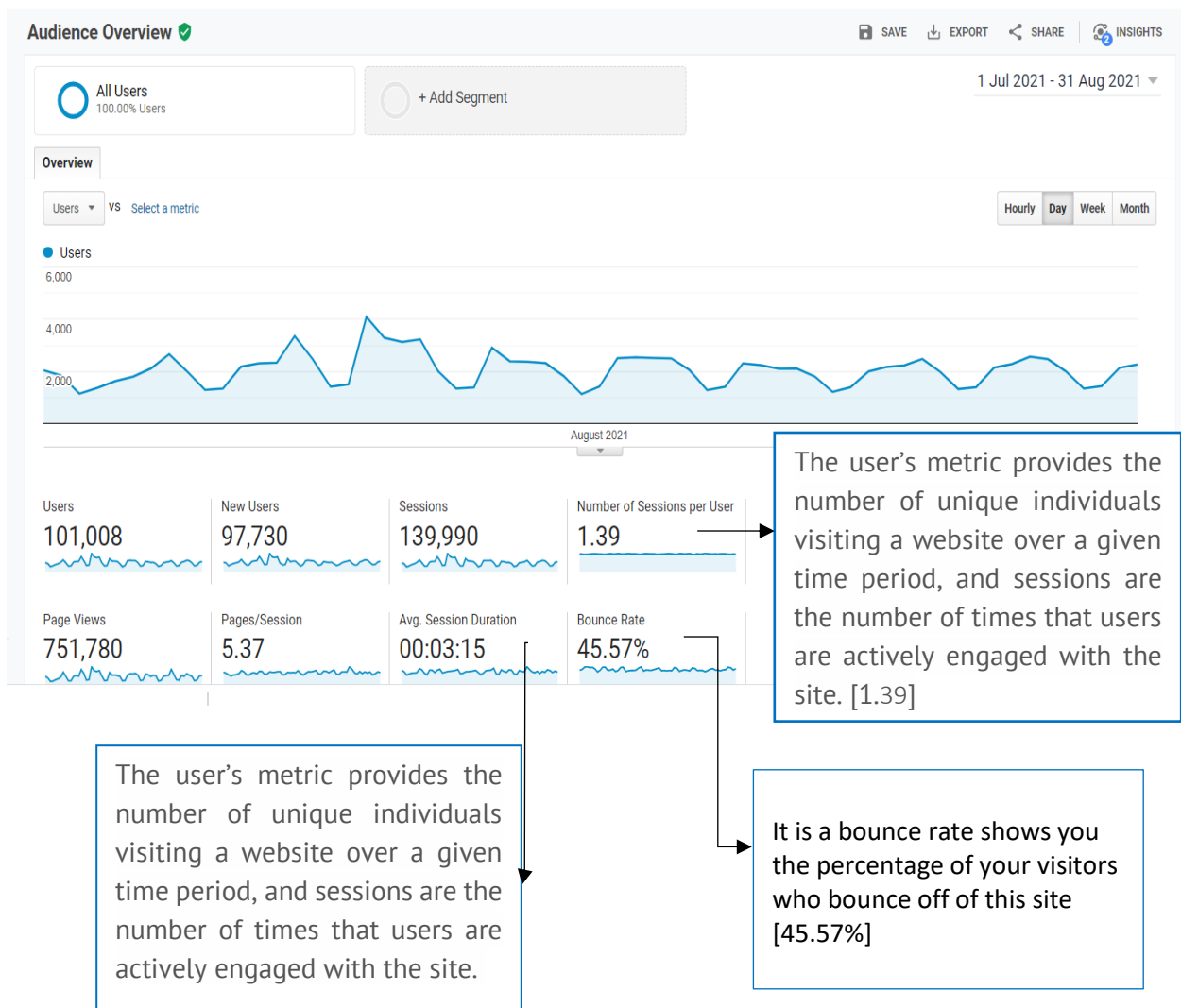
According to the analytical approach it saying on educating readers on its prominent features, literature reviews containing real life application of the software and guidelines for the first-time users of Google Analytics. The study recommends the use of Google Analytics over some of its competitors in the field of web analytics, due to its open-source nature, ease of use and natural integration with other renowned Google products such as Google Ad Words. The study further explains some of the distinct advantages of Google Analytics such as high customization as per nature of the business and wide range of reporting functions. Key objective of the case study is making businesses aware of power of Google Analytics and encourage blending Google Analytics in the sales and marketing activities. Key finding of the case study is – it is critical to have robust business goals before implementing web analytics for maximum benefits.

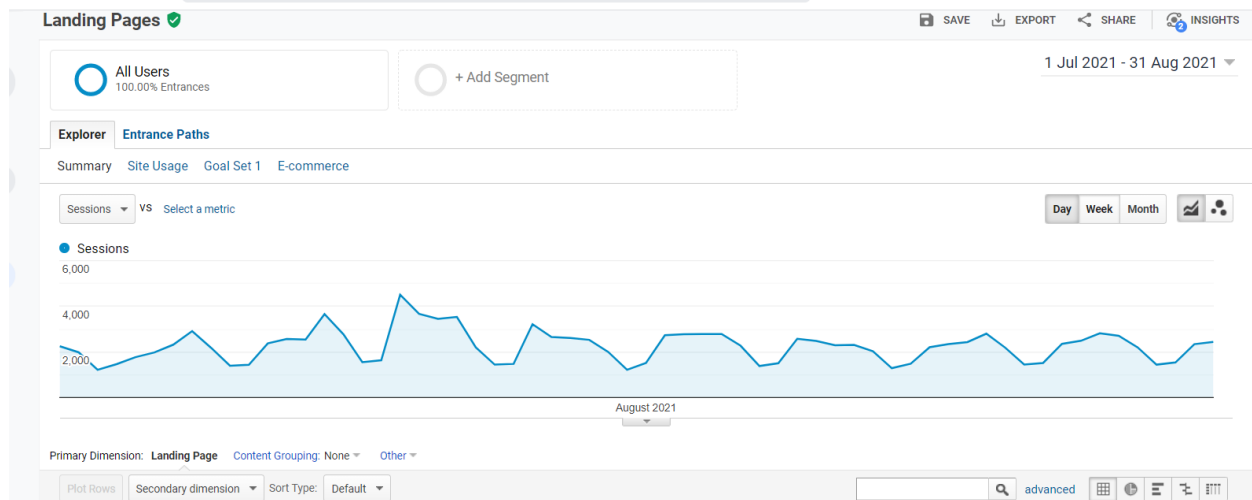
## BODY

This section contains the sources and explanations of the website we're researching.

### Main Overviews

- ✓ This is an overview July and August period of months, it contains important aspects such as new users, Number of sessions per user, durations, bounce rate, page views.





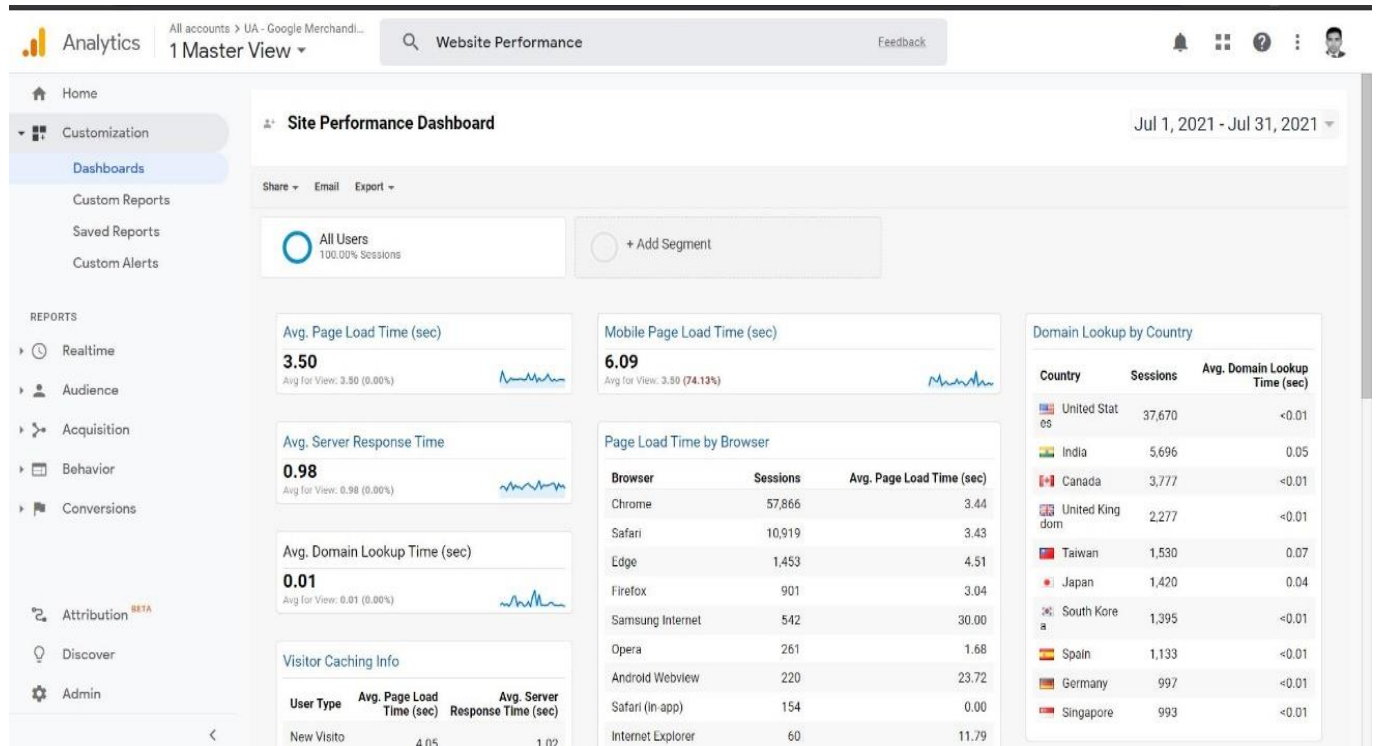
✓ This image an order of the address used to access this website by user.

Primary Dimension: <b>Landing Page</b> Content Grouping: None Other										
Plot Rows Secondary dimension Sort Type: Default										
	Landing Page	Acquisition			Behaviour			Conversions E-commerce		
		Sessions	% New Sessions	New Users	Bounce Rate	Pages/Session	Avg. Session Duration	Transactions	Revenue	E-commerce Conversion Rate
		139,990 % of Total: 100.00% (139,990)	69.91% Avg for View: 69.81% (0.14%)	97,871 % of Total: 100.14% (97,730)	45.57% Avg for View: 45.57% (0.00%)	5.37 Avg for View: 5.37 (0.00%)	00:03:15 Avg for View: 00:03:15 (0.00%)	4,693 % of Total: 100.00% (4,693)	US\$317,569.68 % of Total: 100.00% (US\$317,569.68)	3.35% Avg for View: 3.35% (0.00%)
<input type="checkbox"/>	1. /home	68,813 (49.16%)	78.45%	53,986 (55.16%)	51.42%	4.25	00:02:44	1,352 (28.81%)	US\$88,798.87 (27.96%)	1.96%
<input type="checkbox"/>	2. /google+redesign/shop+by+brand/youtube	7,050 (5.04%)	88.74%	6,256 (6.39%)	53.84%	3.93	00:01:41	23 (0.49%)	US\$1,759.66 (0.55%)	0.33%
<input type="checkbox"/>	3. /google+redesign/apparel/mens	6,047 (4.32%)	52.84%	3,195 (3.26%)	29.65%	8.77	00:04:39	358 (7.63%)	US\$27,216.02 (8.57%)	5.92%
<input type="checkbox"/>	4. /signin.html	5,643 (4.03%)	38.45%	2,170 (2.22%)	13.11%	10.46	00:05:43	558 (11.89%)	US\$33,941.34 (10.69%)	9.89%
<input type="checkbox"/>	5. /google+redesign/new	4,329 (3.09%)	44.79%	1,939 (1.98%)	37.28%	7.09	00:04:32	195 (4.16%)	US\$12,072.20 (3.80%)	4.50%
<input type="checkbox"/>	6. /google+redesign/apparel/mens/mens++shirts	3,837 (2.74%)	89.44%	3,432 (3.51%)	42.92%	5.09	00:02:39	22 (0.47%)	US\$943.65 (0.30%)	0.57%
<input type="checkbox"/>	7. /google+redesign/apparel	3,724 (2.66%)	71.00%	2,644 (2.70%)	36.14%	5.83	00:03:47	84 (1.79%)	US\$5,641.28 (1.78%)	2.26%
<input type="checkbox"/>	8. /store.html	3,469 (2.48%)	52.44%	1,819 (1.86%)	34.33%	8.03	00:05:04	257 (5.48%)	US\$18,942.73 (5.96%)	7.41%
<input type="checkbox"/>	9. /basket.html	3,416 (2.44%)	35.28%	1,205 (1.23%)	29.22%	9.53	00:05:55	611 (13.02%)	US\$41,277.53 (13.00%)	17.89%
<input type="checkbox"/>	10. /google+redesign/lifestyle/bags	2,721 (1.94%)	59.54%	1,620 (1.66%)	31.94%	6.76	00:03:56	87 (1.85%)	US\$6,977.60 (2.20%)	3.20%

## July month's website performance

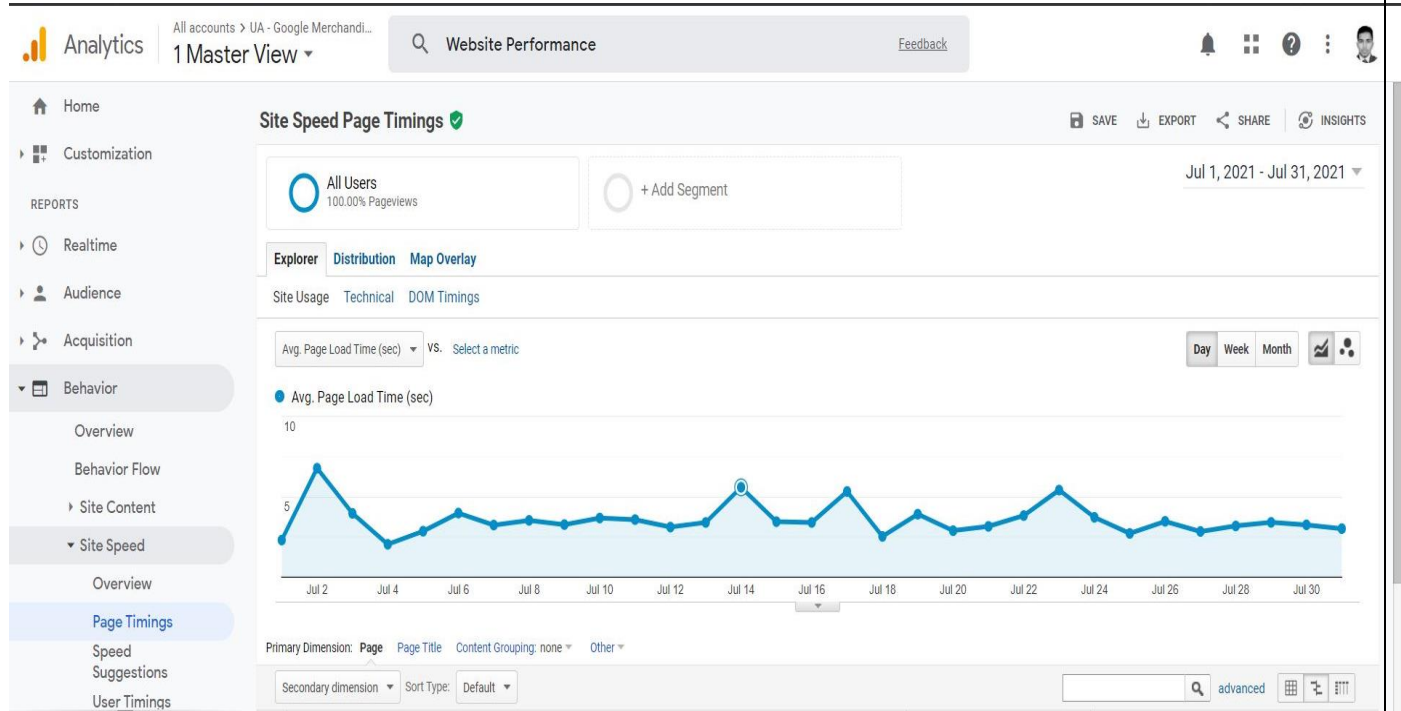
### ➤ Dashboard

- ✓ This analytic shows site speed, page loading time, average Domain lookup time, Redirect Time for Countries, Load Time for Popular Pages and etc....



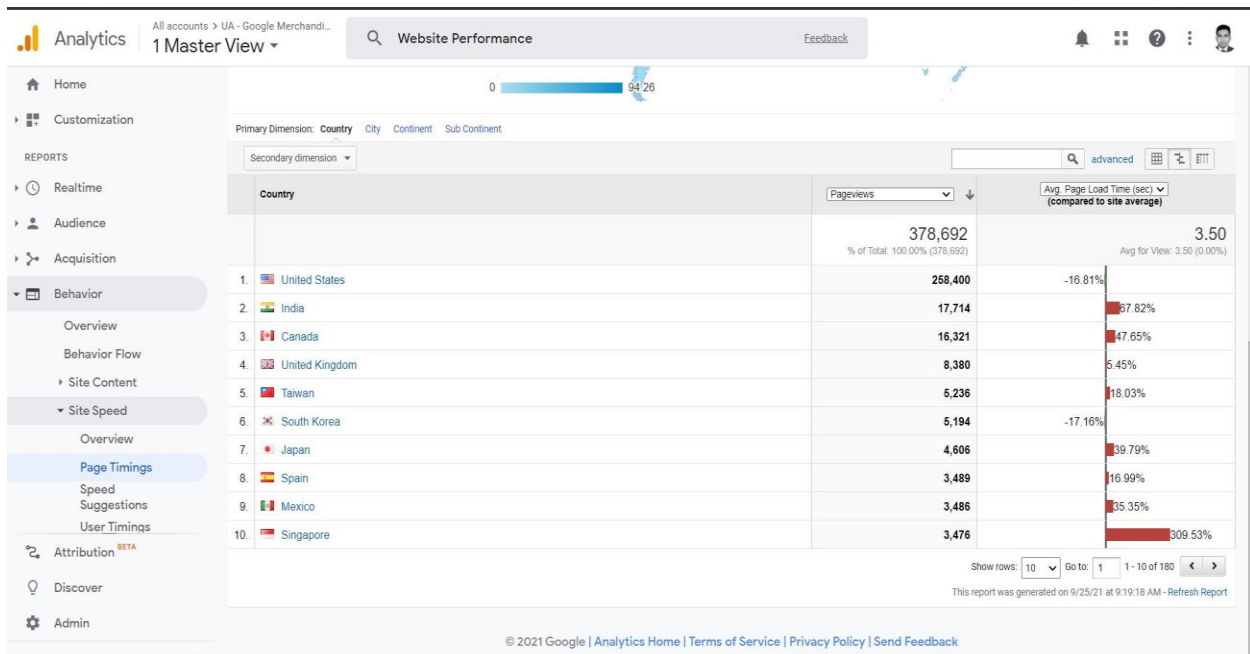
## ➤ Avg. Page Load Time (sec)

- ✓ This is Avg. Page Load Time (sec), The graph shows July month timings.
- ✓ July 02, 06, 14, 17, 23 the timing is increased. Other days are usual.



## ➤ Domain Lookup by Country

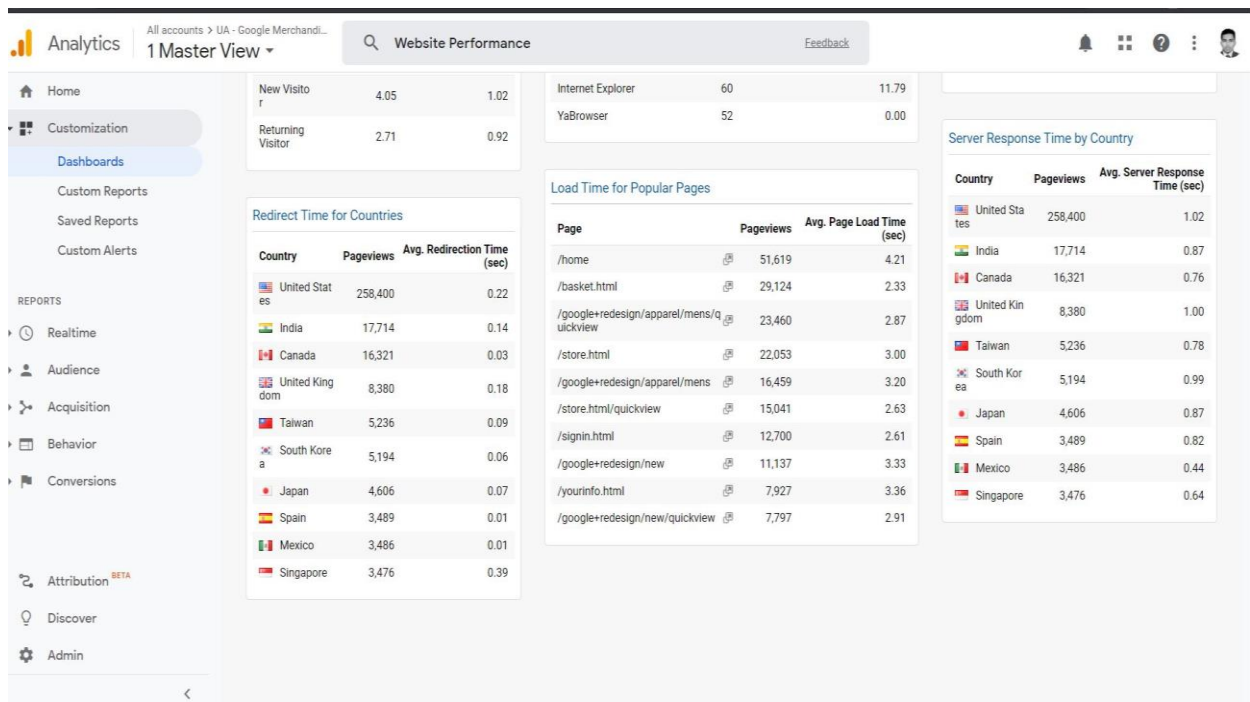
- ✓ There are 10 countries are access this web domain.
- ✓ Here United States is most popular country in this web domain lookup.



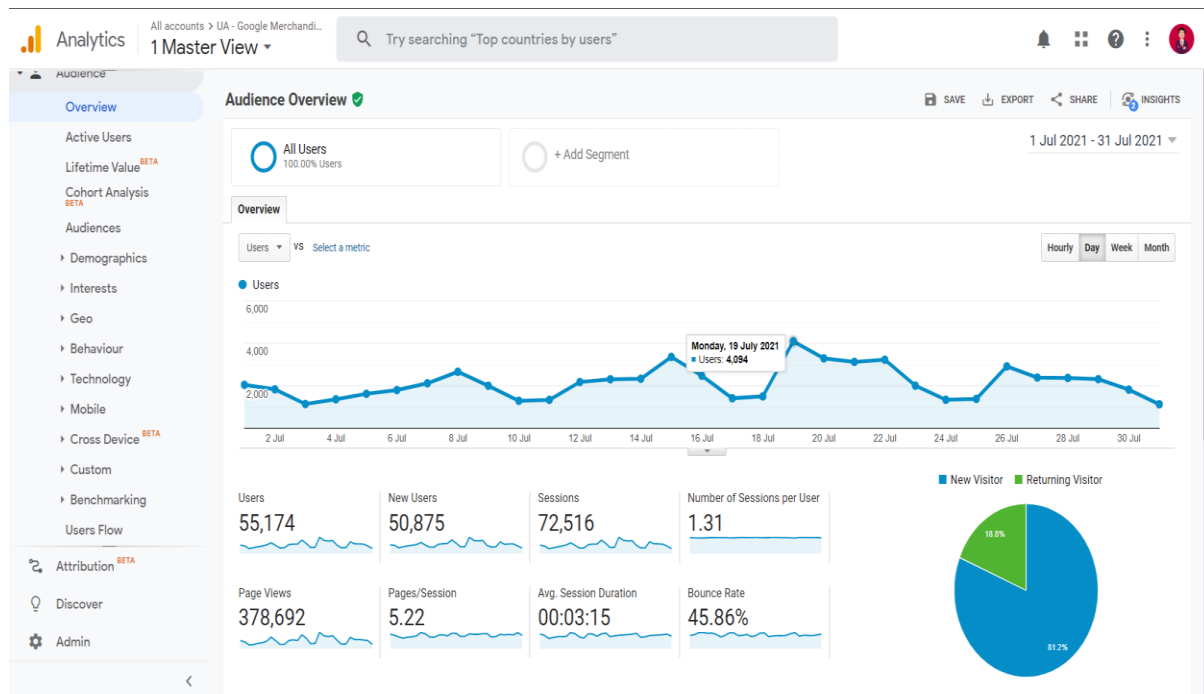


## ➤ DOM Timings














- ✓ Dom Load Time represents the time from page initialization to the Dom Content Loaded event or, for older Internet Explorer browsers, to the time the DOM is "interactive".
- ✓ In this graph pattern shows the day 08, 15, 19, 22, 26 are increased performance value.



## July Month's website performance

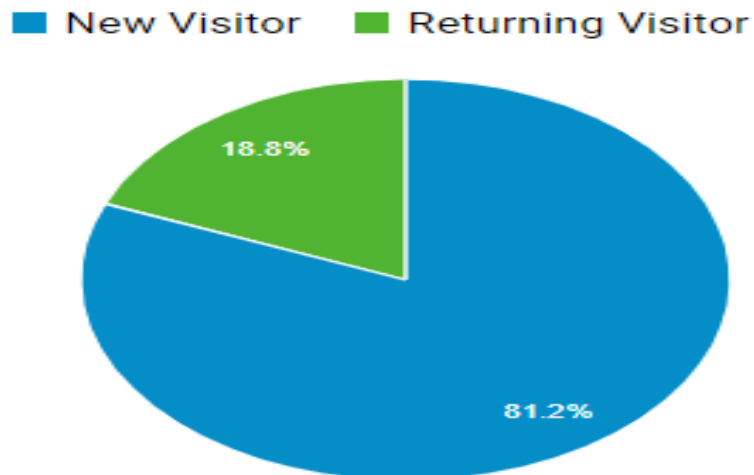


- ✓ My dissertation is found under the following factors as per the overall report for the month of July.
- ✓ That is, my study looks at the number of newcomers here, the number of users credited on specific peak days, and the number of users who end up, and the relative change over the past month.
- ✓ And here we have 2047 new users at the beginning of July and 1131 users at the end of the month as we look through the copy image above.
- ✓ But this cannot be considered a fall when looking at the previous month because we cannot put only the beginning and the end of this month.
- ✓ Here, we can consider July 19th as the peak day of the month as we observe that day 4094 users have visited this day may also feature the overall business activities for this month.
- ✓ Therefore, it looks better than the previous month. And as we look here, the role of the United States is greater when it comes to national analytics. This means that more and more Americans are spending more time on our website so if we want to get the business out of our business, we can do so by taking our website's ads to the Americans' page.

Country		Users	% Users
1.	 United States	27,179	 48.58%
2.	 India	5,017	 8.97%
3.	 Canada	3,028	 5.41%
4.	 United Kingdom	1,902	 3.40%
5.	 Taiwan	1,238	 2.21%
6.	 Japan	1,206	 2.16%
7.	 South Korea	1,051	 1.88%
8.	 Germany	870	 1.55%
9.	 Spain	817	 1.46%
10.	 Singapore	766	 1.37%

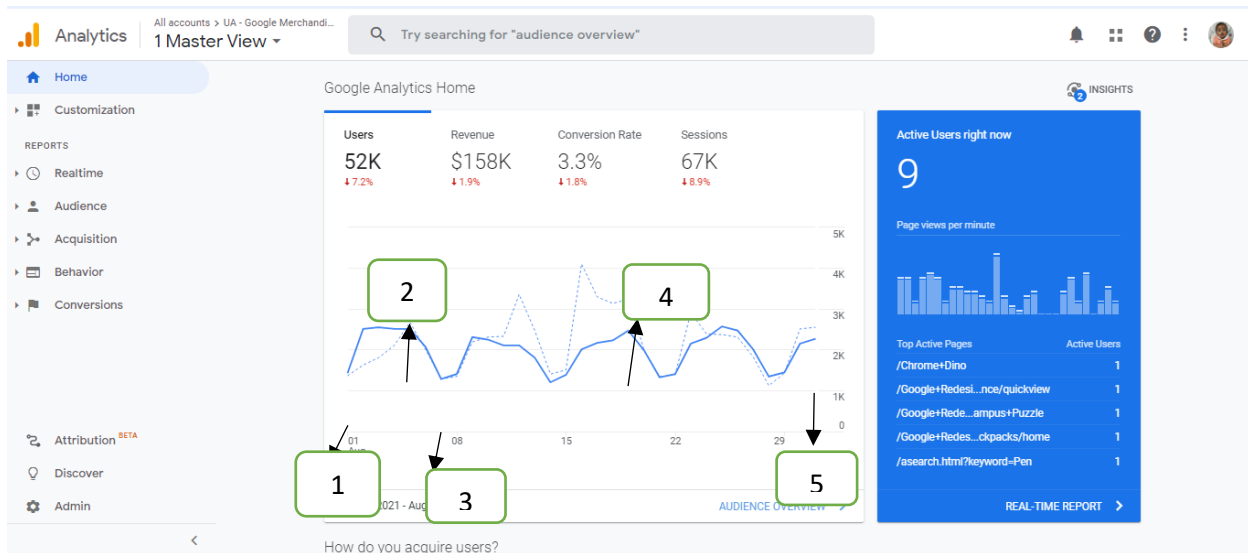
[view full report](#)

- ✓ If we look further, as I said here, we can see that the number of new users is higher, which means that when looking at the pie chart above, the number of new users is 81.2% and the number of returning visitors is 18.8%.



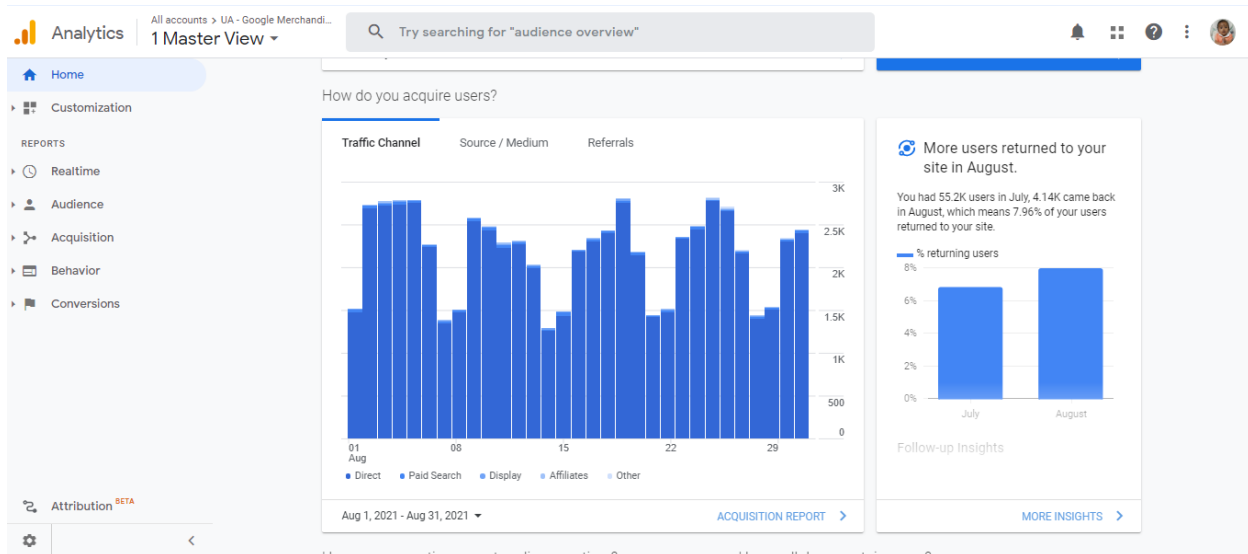
- ✓ Also given below are the credits for this month of users from some of the countries mentioned here. When you look at it you can see that the US, India and Canada are in the top three.
- ✓ It also reveals that there are additional users credited on Thursday when viewed in terms of days.
- ✓ This is the analytics for the month of July.

## August month's website performance



According to the graphs Shows this one to five Numbers Users and percentage.

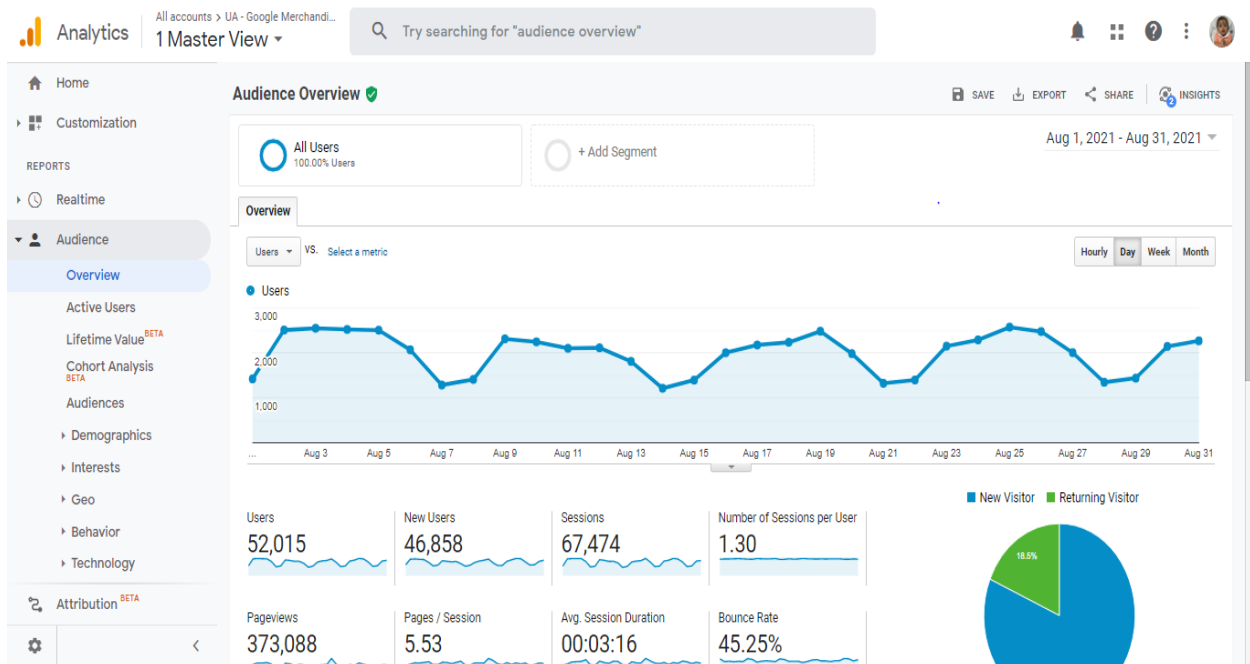
1. Start Users 1,420      Increase 3.9%
2. Users 2502          Decrease 6.0%
3. Users 1,284        Decrease 0.8%
4. Users 2,479        Decrease 23.2%
5. End Users 2,625    Decrease 11.0%

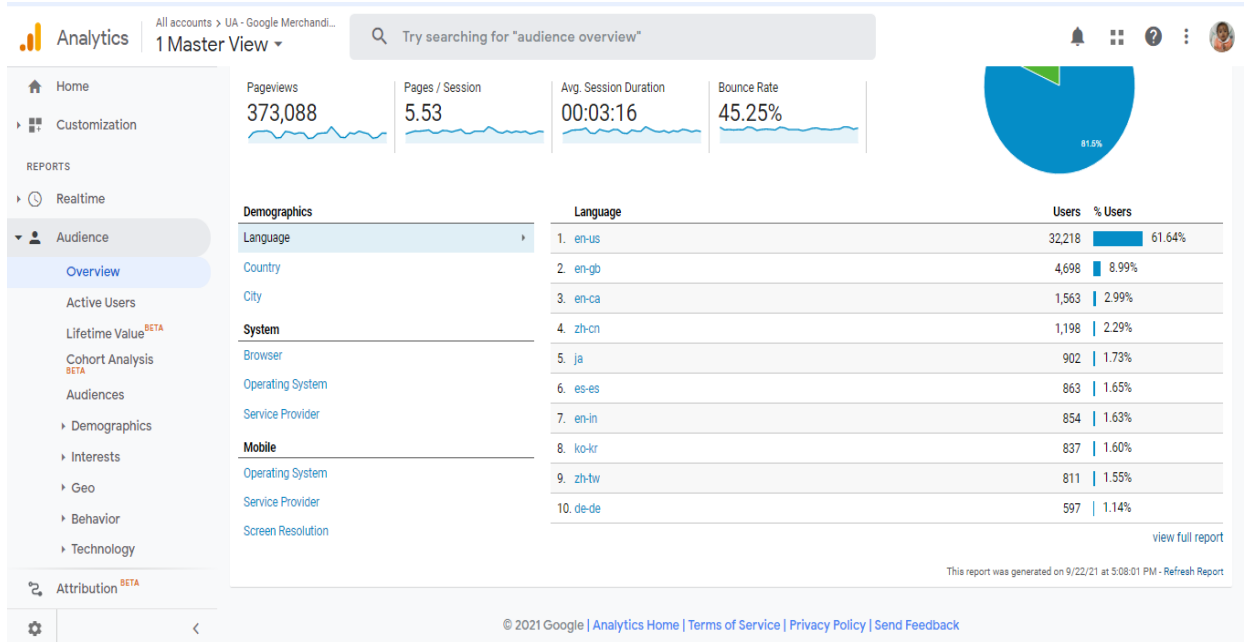


## ➤ Audience

### ✓ Overview

The Overview section shows our website's current audience at a glance. It's not in real-time – I need Real-Time Reports for that – but nevertheless presents a useful snapshot of the current audience metrics on our site, with information on [users](#), unique users, sessions, page views, [bounce rate](#) and more





### Page views

Page views is the total number of pages viewed. Repeated views of a single page are counted.

This graphs shows page views are 373,088.

### Pages/ Session

Pages/session (Average Page Depth) is the average number of pages viewed during a session. Repeated views of a single page are counted.

This graphs shows pages/sessions are 5.53

### Avg. session Duration

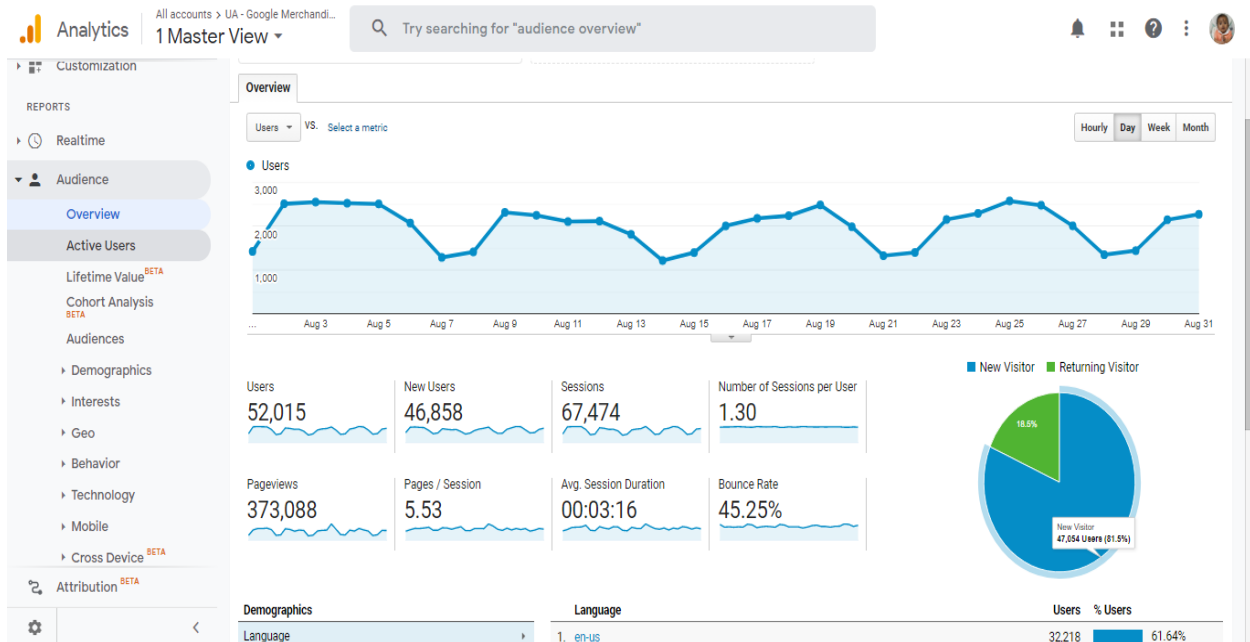
The average length of a Session.

This graphs shows Avg. Session Duration is 00:03:16

### Bounce Rate

The percentage of single-page session in which there was no interaction with the page. A bounced session has a duration of 0 seconds.

This graphs shows Bounce Rate is 45.25%



### Users

Users Who have initiated at least one session during the date range.  
This graph shows users are 52, 015.

### New User

The number of first-time users during the selected date range.  
This graphs shows New users are 46, 858.

### Sessions

Total number of sessions within the date range. A session is the period time a user is actively engaged with your website, app, etc. all usage. This graph

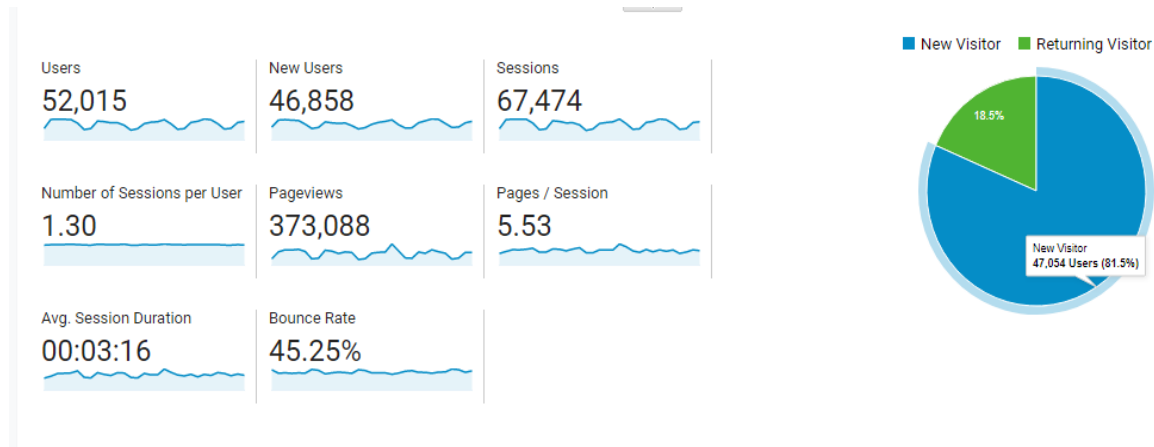
### Number of Session per User

The average number of sessions per user.  
This graph shows number of sessions per user is 1.30.

## August month's user performance

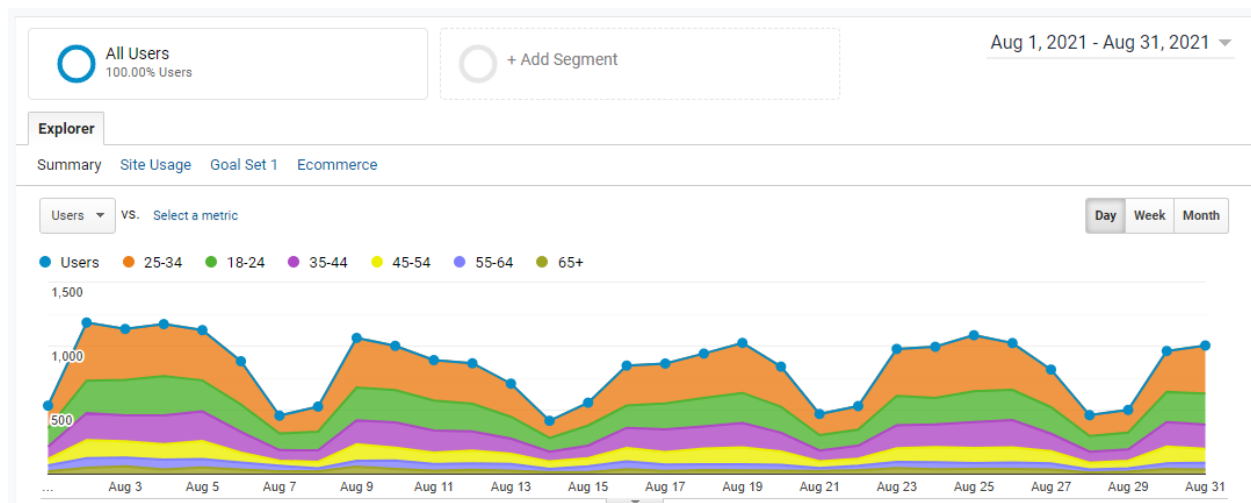
### ➤ overview

- ✓ Total users of August = 52,015
- ✓ New users of August = 46,858 (18.5%)



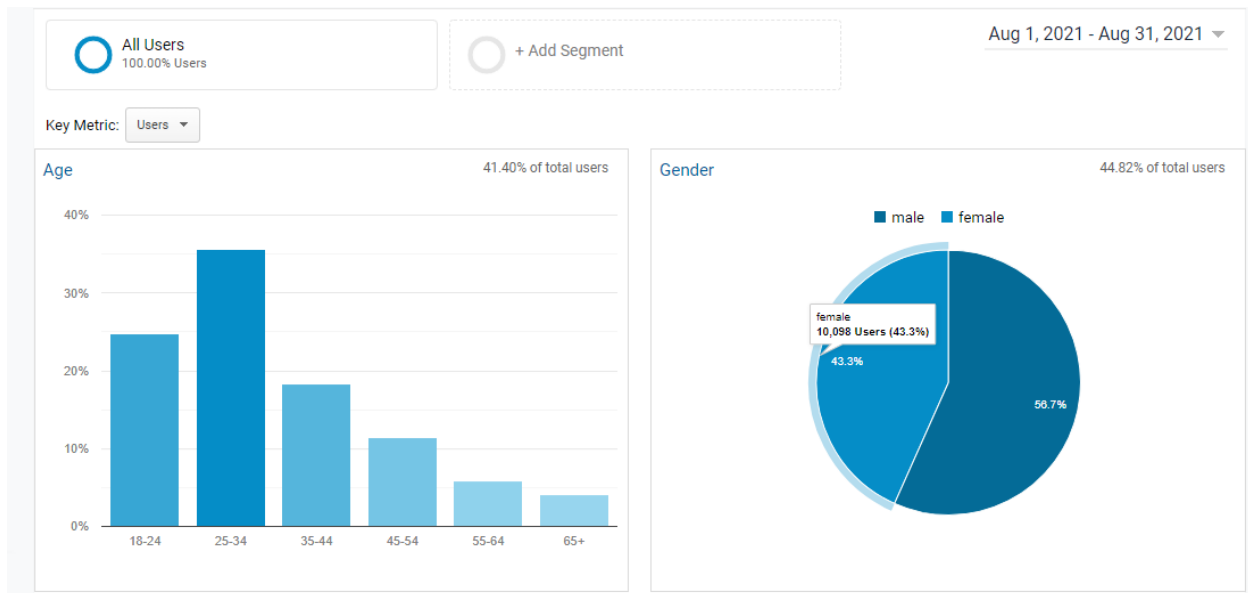
## Demographics (age)

- ✓ visited age group = 25-34
- ✓ Lowest visited age group = 65+

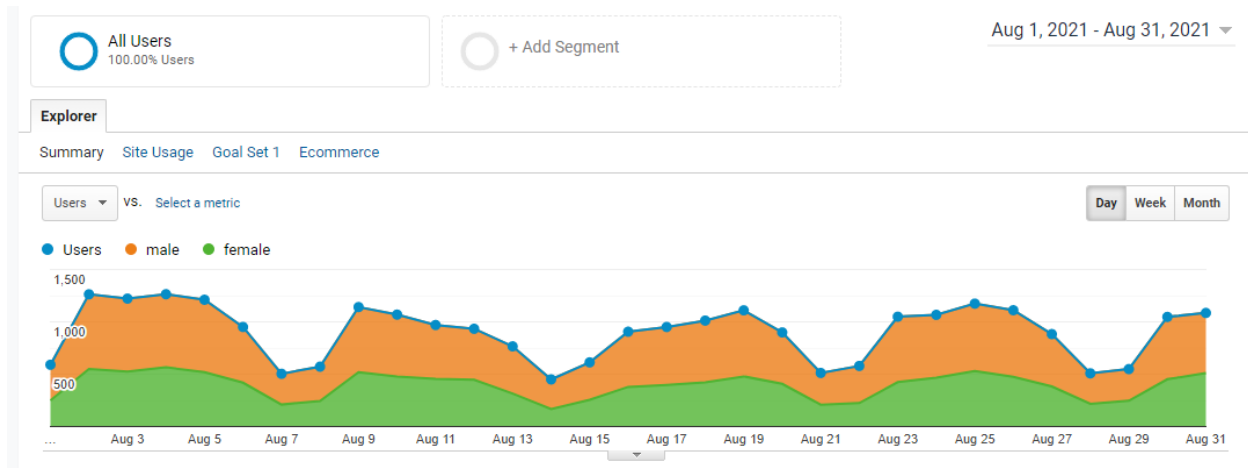




✓ The most visited gender = Male

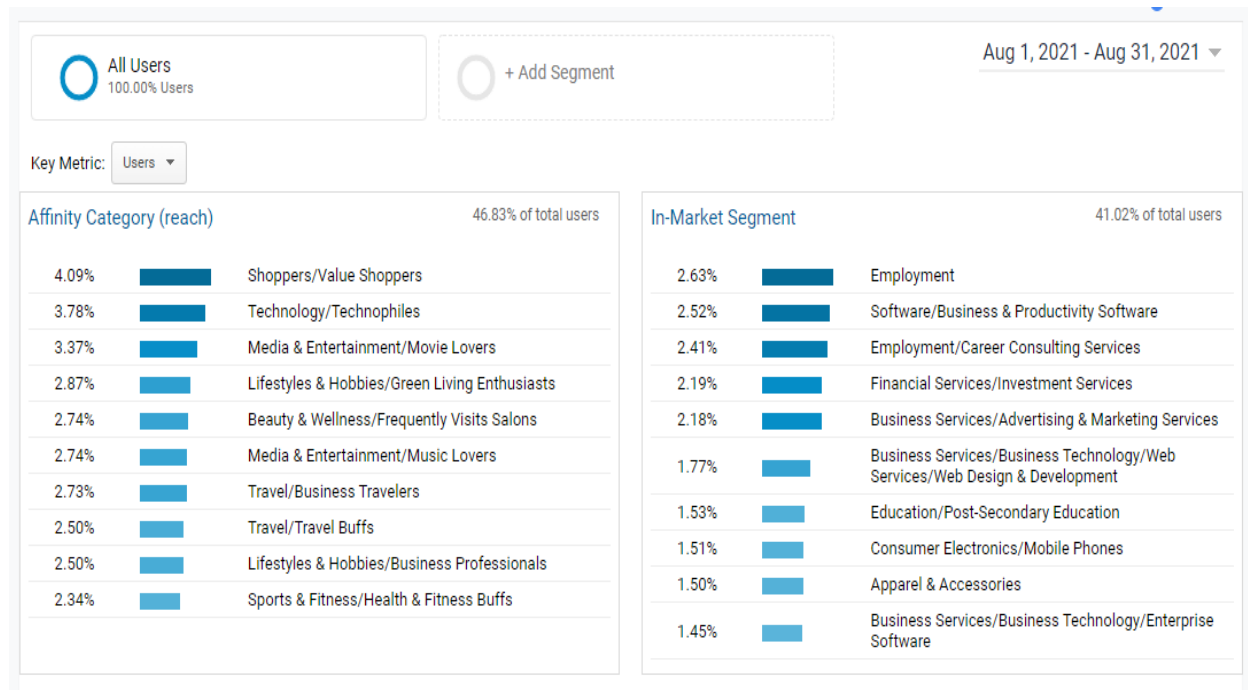


✓ The most visited gender is male



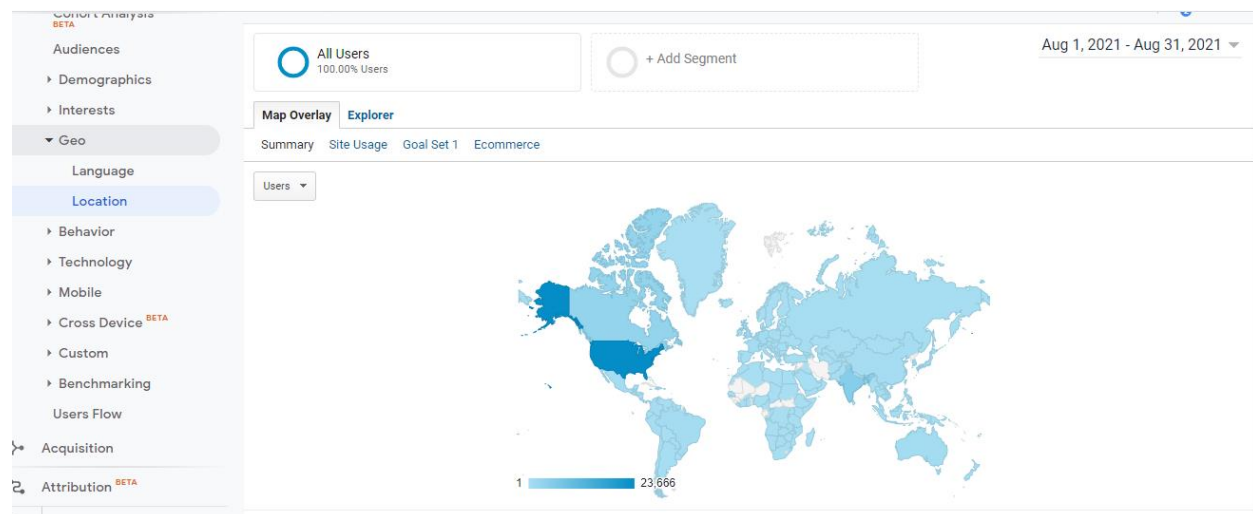
## Interest overview

- ✓ The most interesting part of Affinity is Shoppers / value shoppers (4.09%)
- ✓ The most interesting part of In Market segment is Employee (2.63%)



## ➤ Location

- ✓ US have the most users of this website (23,688)



- Browsers and OS
  - ✓ The most used browser is chrome

		Acquisition			Behavior			Conversions	
		Users ?	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Transactions ?	Revenue ?
	<input type="checkbox"/> Browser ?	52,015 % of Total: 100.00% (52,015)	46,924 % of Total: 100.14% (46,858)	67,474 % of Total: 100.00% (67,474)	45.25% Avg for View: 45.25% (0.00%)	5.53 Avg for View: 5.53 (0.00%)	00:03:16 Avg for View: 00:03:16 (0.00%)	2,229 % of Total: 100.00% (2,229)	\$158,386.29 % of Total: 100.00% (\$158,386.29)
<input type="checkbox"/>	1. Chrome	39,227 (75.18%)	34,265 (73.02%)	52,720 (78.13%)	41.73%	6.16	00:03:39	2,135 (95.78%)	\$150,003.03 (94.71%)
<input type="checkbox"/>	2. Safari	10,021 (19.21%)	9,844 (20.98%)	11,284 (16.72%)	58.69%	3.24	00:01:48	79 (3.54%)	\$4,599.21 (2.90%)
<input type="checkbox"/>	3. Edge	1,041 (2.00%)	988 (2.11%)	1,318 (1.95%)	50.08%	3.86	00:02:53	6 (0.27%)	\$3,497.55 (2.21%)
<input type="checkbox"/>	4. Firefox	796 (1.53%)	766 (1.63%)	933 (1.38%)	54.13%	3.50	00:02:46	7 (0.31%)	\$202.50 (0.13%)
<input type="checkbox"/>	5. Samsung Internet	419 (0.80%)	399 (0.85%)	501 (0.74%)	62.48%	2.77	00:01:25	2 (0.09%)	\$84.00 (0.05%)
<input type="checkbox"/>	6. Android Webview	232 (0.44%)	232 (0.49%)	240 (0.36%)	62.08%	3.67	00:01:14	0 (0.00%)	\$0.00 (0.00%)
<input type="checkbox"/>	7. Opera	169 (0.32%)	165 (0.35%)	183 (0.27%)	61.20%	2.77	00:01:28	0 (0.00%)	\$0.00 (0.00%)
<input type="checkbox"/>	8. Safari (in-app)	118 (0.23%)	118 (0.25%)	128 (0.19%)	52.34%	2.87	00:01:29	0 (0.00%)	\$0.00 (0.00%)
<input type="checkbox"/>	9. UC Browser	45 (0.09%)	46 (0.10%)	50 (0.07%)	76.00%	1.78	00:00:30	0 (0.00%)	\$0.00 (0.00%)
<input type="checkbox"/>	10. YaBrowser	40 (0.08%)	35 (0.07%)	45 (0.07%)	51.11%	2.27	00:02:01	0 (0.00%)	\$0.00 (0.00%)

- Devices
  - ✓ Apple is the most used device brand

		Acquisition			Behavior			Conversions	
		Users ?	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Transactions ?	Revenue ?
	<input type="checkbox"/> Mobile Device Info ?	18,601 % of Total: 35.76% (52,015)	18,284 % of Total: 39.02% (46,858)	21,237 % of Total: 31.47% (67,474)	57.10% Avg for View: 45.25% (26.19%)	3.52 Avg for View: 5.53 (-36.41%)	00:01:45 Avg for View: 00:03:16 (-46.68%)	138 % of Total: 6.19% (2,229)	\$9,993.64 % of Total: 6.31% (\$158,386.29)
<input type="checkbox"/>	1. Apple iPhone	8,813 (47.09%)	8,666 (47.40%)	9,848 (46.37%)	57.33%	3.23	00:01:40	64 (46.38%)	\$4,285.31 (42.88%)
<input type="checkbox"/>	2. Apple iPad	652 (3.48%)	649 (3.55%)	701 (3.30%)	61.20%	3.59	00:01:47	5 (3.62%)	\$264.85 (2.65%)
<input type="checkbox"/>	3. Google Pixel 5	335 (1.79%)	309 (1.69%)	445 (2.10%)	44.04%	4.89	00:02:31	11 (7.97%)	\$595.20 (5.96%)
<input type="checkbox"/>	4. (not set)	254 (1.36%)	249 (1.36%)	285 (1.34%)	54.39%	2.77	00:01:05	1 (0.72%)	\$32.80 (0.33%)
<input type="checkbox"/>	5. Google Pixel 4a	238 (1.27%)	229 (1.25%)	322 (1.52%)	32.92%	8.75	00:05:20	8 (5.80%)	\$867.58 (8.68%)
<input type="checkbox"/>	6. Google Pixel 4 XL	161 (0.86%)	152 (0.83%)	232 (1.09%)	37.93%	5.61	00:03:24	8 (5.80%)	\$619.32 (6.20%)
<input type="checkbox"/>	7. Google Pixel 3	149 (0.80%)	139 (0.76%)	185 (0.87%)	42.70%	5.76	00:03:36	3 (2.17%)	\$147.96 (1.48%)
<input type="checkbox"/>	8. Google Pixel 4	131 (0.70%)	121 (0.66%)	170 (0.80%)	42.35%	4.74	00:02:07	2 (1.45%)	\$158.40 (1.59%)
<input type="checkbox"/>	9. Google Pixel 3 XL	127 (0.68%)	119 (0.65%)	159 (0.75%)	39.62%	4.42	00:02:56	3 (2.17%)	\$280.05 (2.80%)
<input type="checkbox"/>	10. Google Pixel 3a	101 (0.54%)	96 (0.53%)	132 (0.62%)	50.00%	4.55	00:03:07	1 (0.72%)	\$18.00 (0.18%)

## Recommendations

### Study Bounce Rate

We know that if a larger portion of the audience quits after only seeing one page, there is an issue. This indicates that we should return the website and add better call-to-actions or more best academic, such as video, to encourage the reader to learn more about our customers' services.

### Analyze Potential New Market

If you have a global business or want to expand internationally, we can look at the number of visitors and currency rates between nations independently to determine where to focus our efforts and which places to expand.

### Identify Your Best Content

If content marketing is a component of our plan, we're know that finding content that resonates with our target audience might be difficult. To keep the momentum going after we generate content that resonates with people, you need to know how well it worked and why it worked. It's simple thanks to the analysis: we must determine which of our pages receives the most traffic, changes, and outcomes. It's all about respecting people so we can determine what content to publish or update to keep our audience interested.

### Study The Behavior Flow

When it comes to finding out which paths our website users take as they navigate our site, Behavior Flow is a fantastic tool. Rather of presenting plain actual information, this report displays graphic images of our visitors' journey around our website. This allows us to quickly see which sites they interact with the most, as well as which pages, they last visited before leaving our website. This will assist them in determining which information they found informative and interesting, as well as which stuff had little impact.

### Optimize the Pages that Attract the most attention

Upgrade pages that get grater user interest as soon as we find them to make a difference. This is a simple method to boost our return on investment. By optimizing our pages, search engines will gain a better understanding of them and thereby place a higher value on them. Various pages can be optimized for various keywords. As a result, we will have a higher rating in search results. Clear, relevant meta descriptions and keywords will make it easier for potential customers and clients to find us online, increasing our sales.

Thank you.