

Overview

This dashboard provides a comprehensive analysis of the Google Merchandise Store, which specializes in selling Google-branded merchandise. This interactive dashboard is designed to deliver key insights into products, audience, transactions, revenues, and marketing efforts.

The dashboard consists of four main pages:

1. [Overview](#)
2. [Product - Audience](#). Focuses on the interaction between products and audience. It analyzes customer preferences and behaviors, audience segments.
3. [Product - Transactions and Revenue](#). Here you can find information about revenue from different products in different region
4. [Marketing](#). Concentrates on the analysis of marketing efforts and their effectiveness. It assesses how marketing campaigns influence customer engagement and sales, including analysis of sources, advertising campaigns, and marketing expenses.

Important Note: Please note that the dashboard contains data up to July 2023. Data for the most recent period is not available, which may affect the evaluation of current trends and forecasting.

Cross-Filtering Capability: All charts within the dashboard are equipped with cross-filtering functionality. This feature allows for additional segmentation and detailed analysis, enabling users to interact with the data and explore various dimensions for deeper insights.

Product - Audience

1 січ. 2023 р. - 15 лист. 2 ▾

Campaign ▾

Medium ▾

Device Category ▾

Users

325 436

↓ -45.4%

New Users

316 796

↓ -46.3%

Number of Sessions per User

1,36

↓ -5.6%

Avg. Session Duration

00:02:53

↓ -12.4%

Pages / Session

3,89

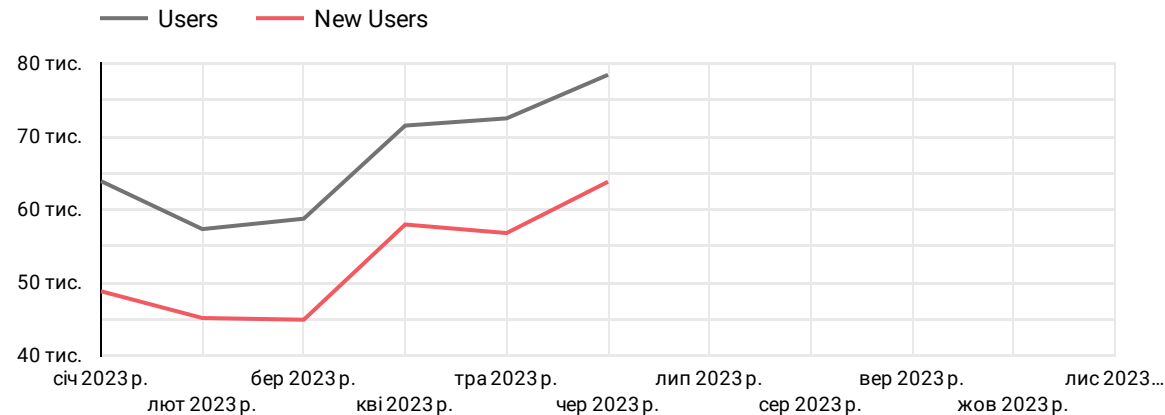
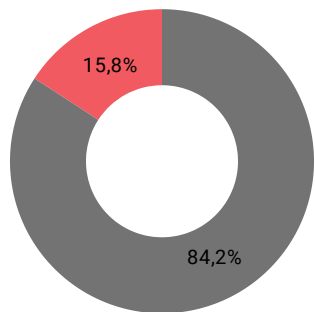
↓ -21.9%

Bounce Rate

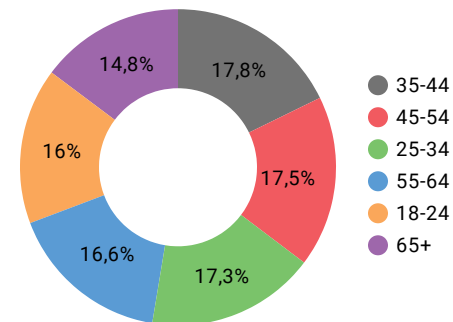
48,57%

↑ 6.2%

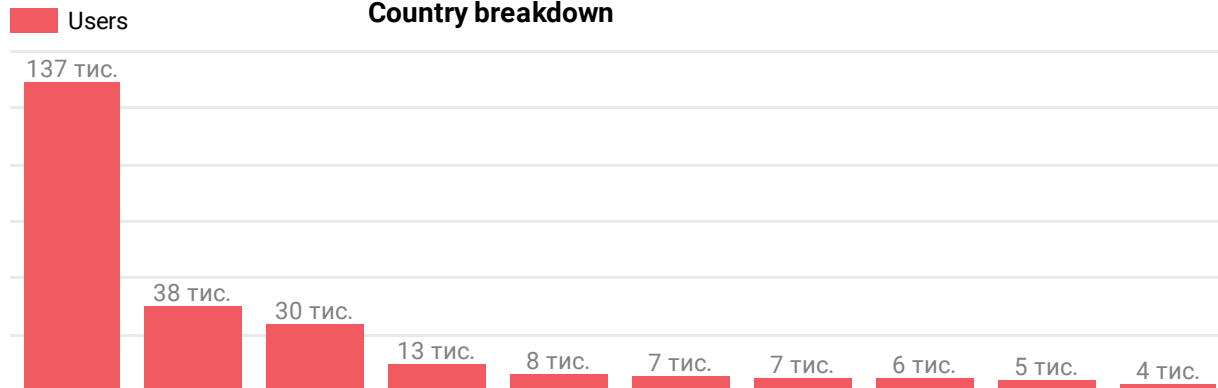
● New Visitor ● Returning Visitor



Age breakdown

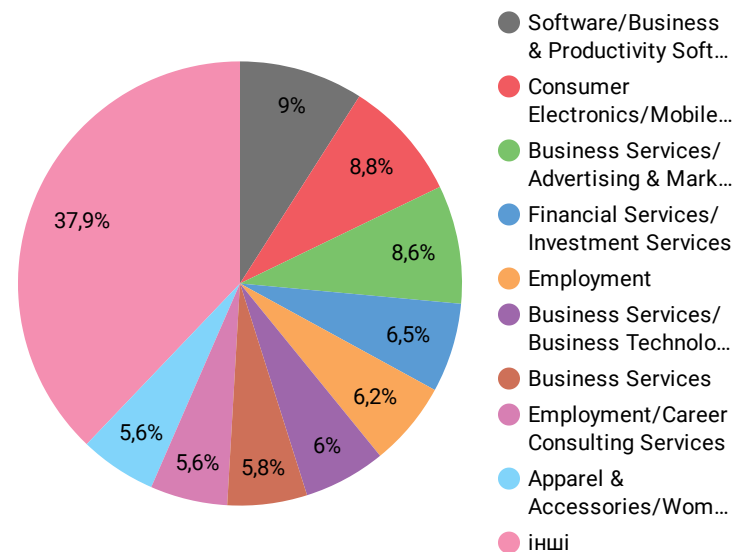


Country breakdown



	Country	Users ▾	Number of Sessions...	Pages / Session	Bounce Rate
1.	United States	136 968	1,43	5,04	41,59%
2.	Canada	37 574	1,21	2,52	64,44%
3.	India	30 379	1,22	2,63	56,59%
4.	United Kingdom	12 775	1,35	3,35	46,51%
5.	Germany	7 601	1,0	2,4	50,10%

In Market segment



Transactions & Revenue

1 січ. 2023 р. - 15 лист. 2 ▾

Campaign ▾

Medium ▾

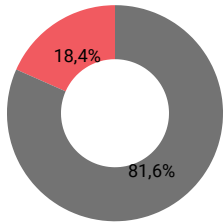
Device Category ▾

Users

136 968

↓ -50.6%

● New Visitor ● Returning Visitor



Transactions

5 053

↓ -72.1%

Avg. Price

\$12,27

↓ -8.0%

Transactions per User

0,04

↓ -43.4%

Revenue

\$565 354,58

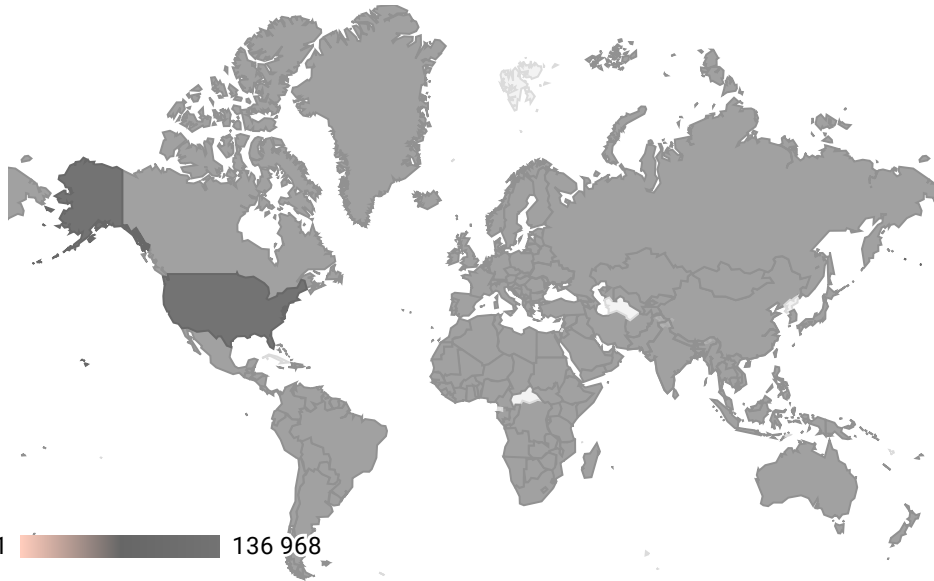
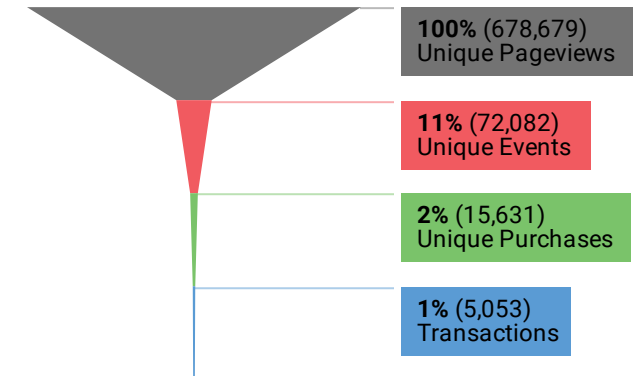
↓ -72.3%

Revenue per User

\$4,13

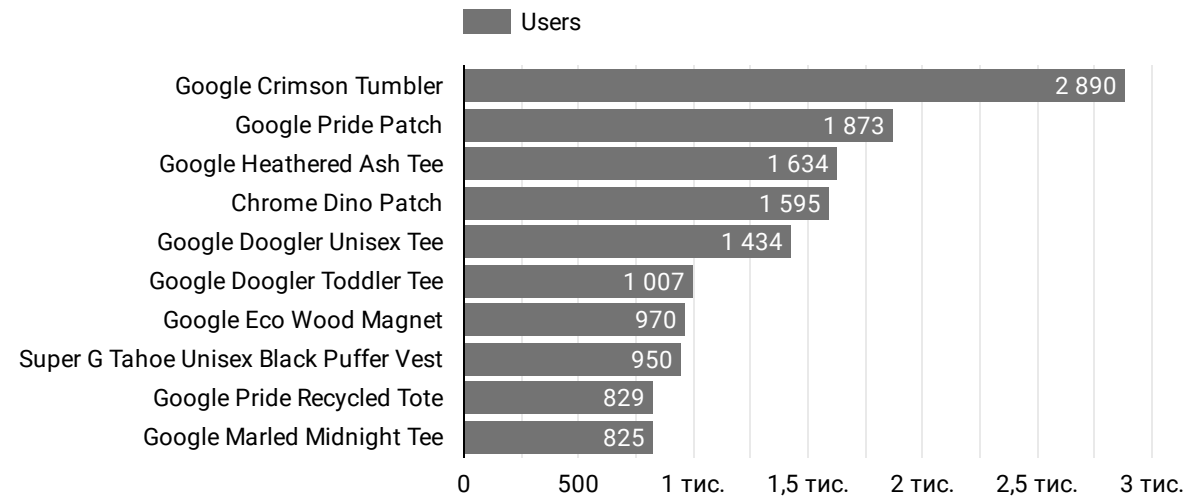
↓ -43.9%

Funnel of purchases



	Country	Users ▾	Transact...	Revenue
1.	United States	136 968	5 053	\$565 354,...

Users breakdown by product



Country / Users	
Product	United States
Google Crimson Tumbler	2 890
Google Pride Patch	1 873
Google Heathered Ash Tee	1 634
Chrome Dino Patch	1 595
Google Doogler Unisex Tee	1 434

Marketing

1 січ. 2023 р. - 15 лист. 2

Source

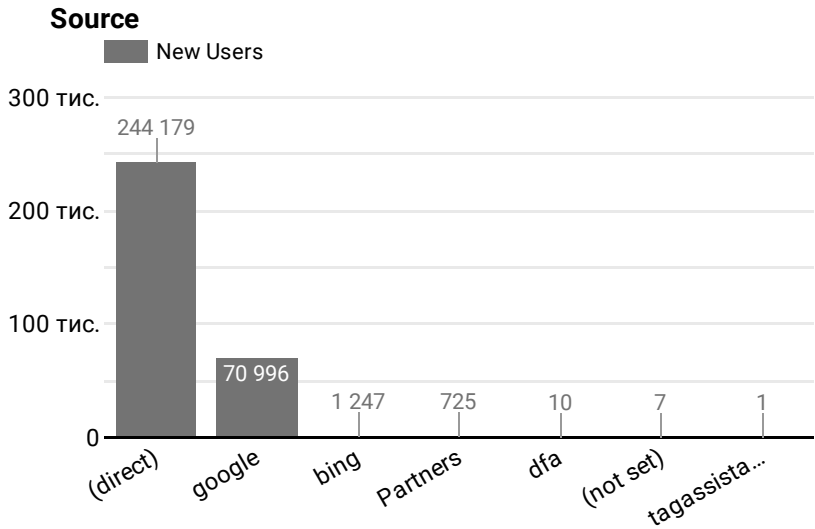
Medium

Campaign

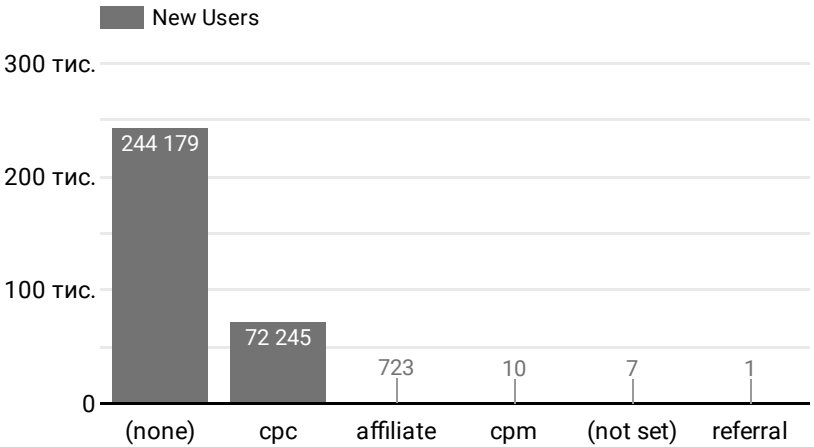
New Users

316 796

-46.3%



Medium



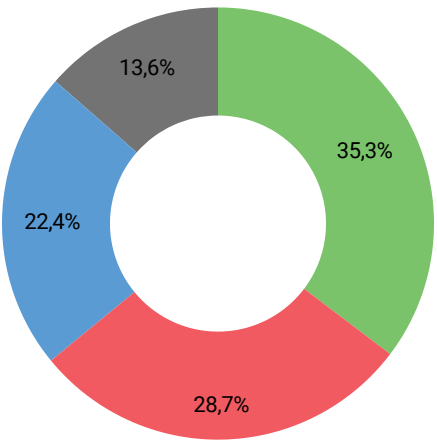
Source	New Us...	Cost	Cost per Co...	Cost per Tra...	Clicks
1... (direct)	244 179	\$0	\$0	\$0	0
2... google	70 996	\$99 471,63	\$10,97	\$130,54	142 860
3... bing	1 247	\$0	\$0	\$0	0
...

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Medi...	New Use...	Cost	Cost per ...	Cost per Tr...	Clicks
1... (none)	244 179	\$0	\$0	\$0	0
2... cpc	72 245	\$99 471...	\$10,75	\$128,85	142 860
3... affiliate	723	\$0	\$0	\$0	0
...

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Campaign



- 1009693 | Google Analytics Demo | DR | MMK01 | NA | C...
- 1009693 | Google Analytics Demo | DR | MMK01 | NA | U...
- 1009693 | Google Analytics Demo | DR | MMK01 | NA | U...
- 1009693 | Google Analytics...
- MIX | Txt ~ AW - T-shirts (C...
- MIX | Txt ~ AW - T-shirts
- MIX | Txt ~ AW - Android Br...
- MSFT - Brand
- MIX | Txt ~ AW - T-shirts (s...
- ihwi

	Campaign	Clicks	Avg. Cost	Avg. CPC
1.	1009693 Google Analytics ...	77 182	\$0,34	\$0,43
2.	1009693 Google Analytics ...	69 137	\$0,16	\$0,59
3.	1009693 Google Analytics ...	60 455	\$0,27	\$0,3
4.	1009693 Google Analytics ...	25 028	\$0,42	\$0,75
5.	Test	null	null	null
6.	MIX Txt ~ AW - T-shirts (set 2)	null	null	null