# GOOGLE MARKET ANALYSIS

**AImaBetter**

Select date range ▾

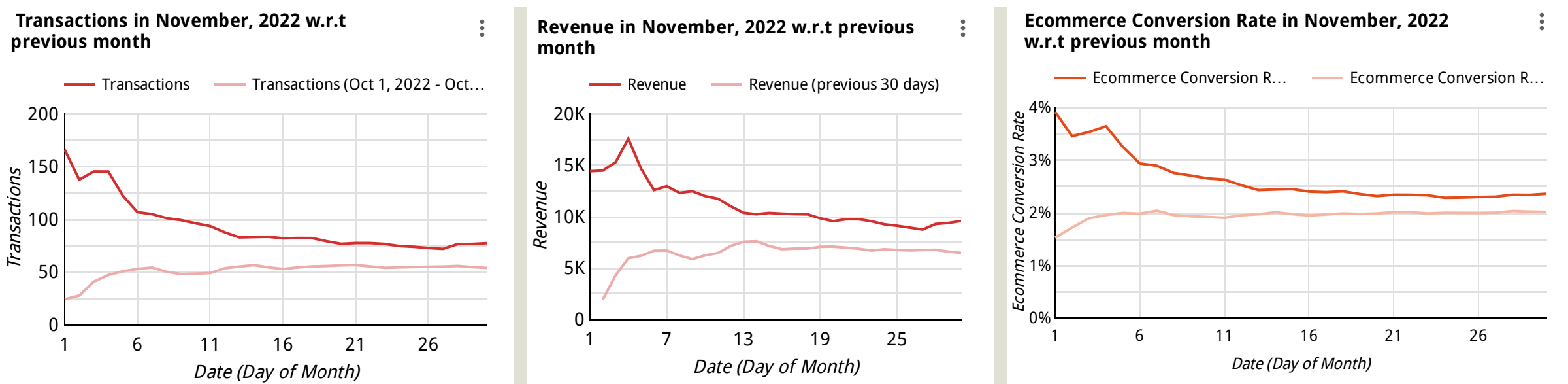| Sessions | Transactions | Ecommerce Conversion Rate | Revenue |
|---|---|---|---|
| **92.3K** | **2,318** | **2.51%** | **$287.26K** |
| ⬆ 14.5% | ⬆ 38.6% | ⬆ 21.1% | ⬆ 44.0% |

## Comparison of Transactions, E-Commerce Conversion Rate and revenue in November, 2022 w.r.t previous month i.e. October, 2022

**Transactions in November, 2022 w.r.t previous month**



**Revenue in November, 2022 w.r.t previous month**



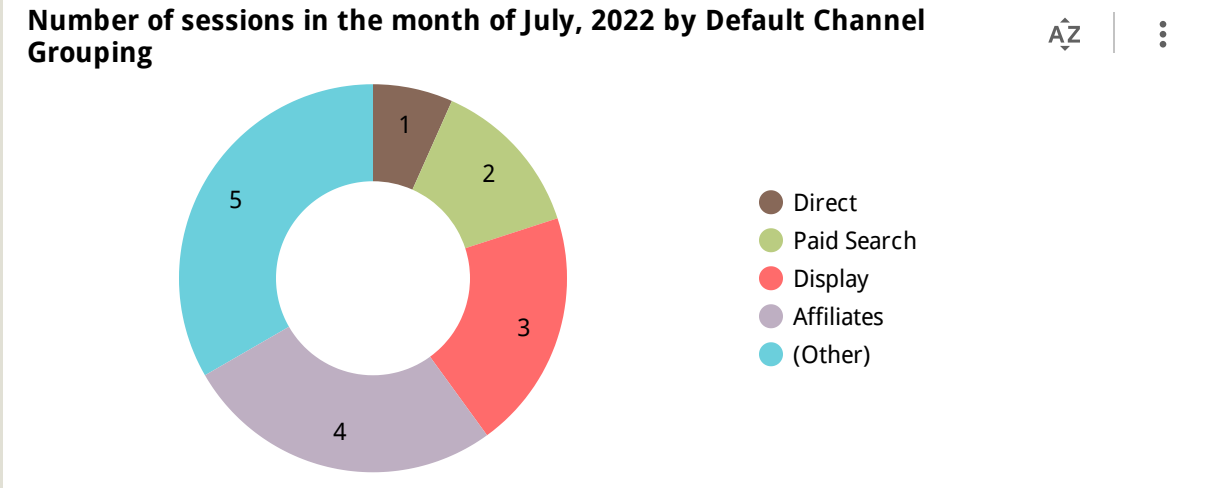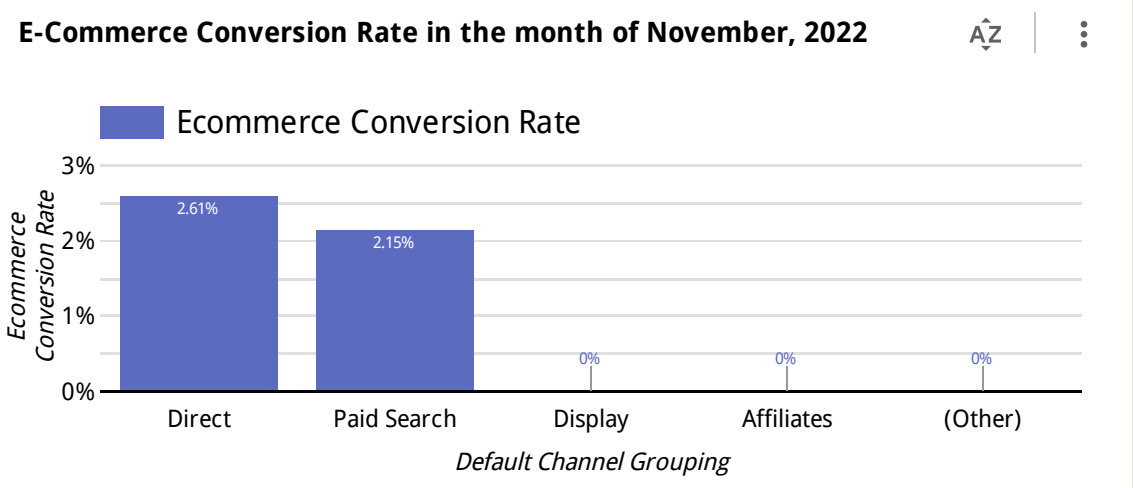**Ecommerce Conversion Rate in November, 2022 w.r.t previous month**



## Comparison of Transactions, E-Commerce Conversion Rate and revenue for the different channel groups

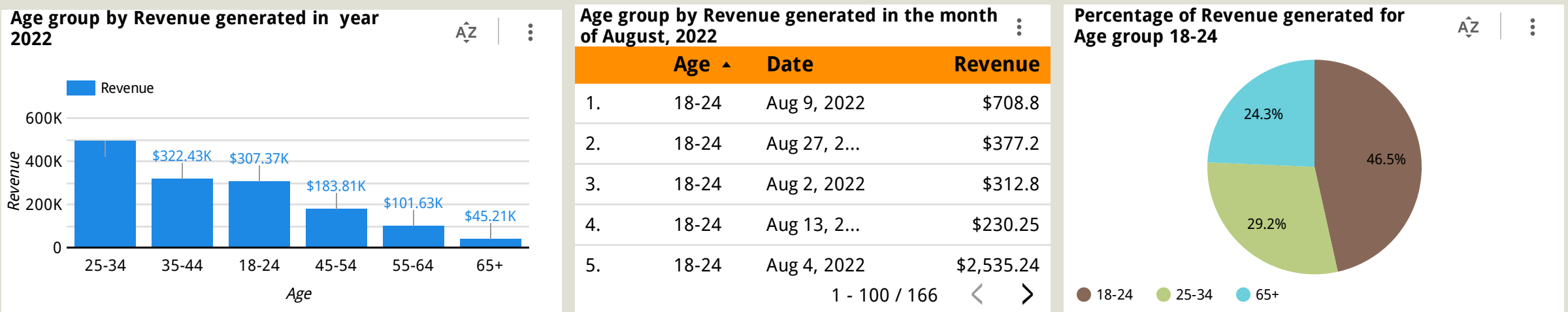**Transactions, E-Commerce Conversion Rate and Sessions by different channel groups.**

| | Default Channel Grouping | Count of Sessions | Transactions ▾ | Ecommerce Conversion Rate |
|---|---|---|---|---|
| 1. | Direct | 250 | 11 | 0.02% |
| 2. | Paid Search | 176 | 3 | 0.02% |
| 3. | Referral | 2 | 0 | 0% |
| 4. | Display | 8 | 0 | 0% |
| 5. | Affiliates | 10 | 0 | 0% |
| 6. | (Other) | 3 | 0 | 0% |

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**Revenue from Paid Search in September 2022 w.r.t August 2022 in percentage**

| | Default Channel Grouping | Revenue ▾ | % Δ |
|---|---|---|---|
| 1. | Direct | $191,759.91 | -21.6% ⬇ |
| 2. | Paid Search | $13,522.49 | 23.6% ⬆ |
| 3. | Affiliates | $20.8 | -89.2% ⬇ |

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**E-Commerce Conversion Rate in the month of November, 2022**



**Number of sessions in the month of July, 2022 by Default Channel Grouping**



- Direct
- Paid Search
- Display
- Affiliates
- (Other)

## The Revenue generation from different age groups of people

**Age group by Revenue generated in year 2022**



**Age group by Revenue generated in the month of August, 2022**

| | Age ▲ | Date | Revenue |
|---|---|---|---|
| 1. | 18-24 | Aug 9, 2022 | $708.8 |
| 2. | 18-24 | Aug 27, 2... | $377.2 |
| 3. | 18-24 | Aug 2, 2022 | $312.8 |
| 4. | 18-24 | Aug 13, 2... | $230.25 |
| 5. | 18-24 | Aug 4, 2022 | $2,535.24 |

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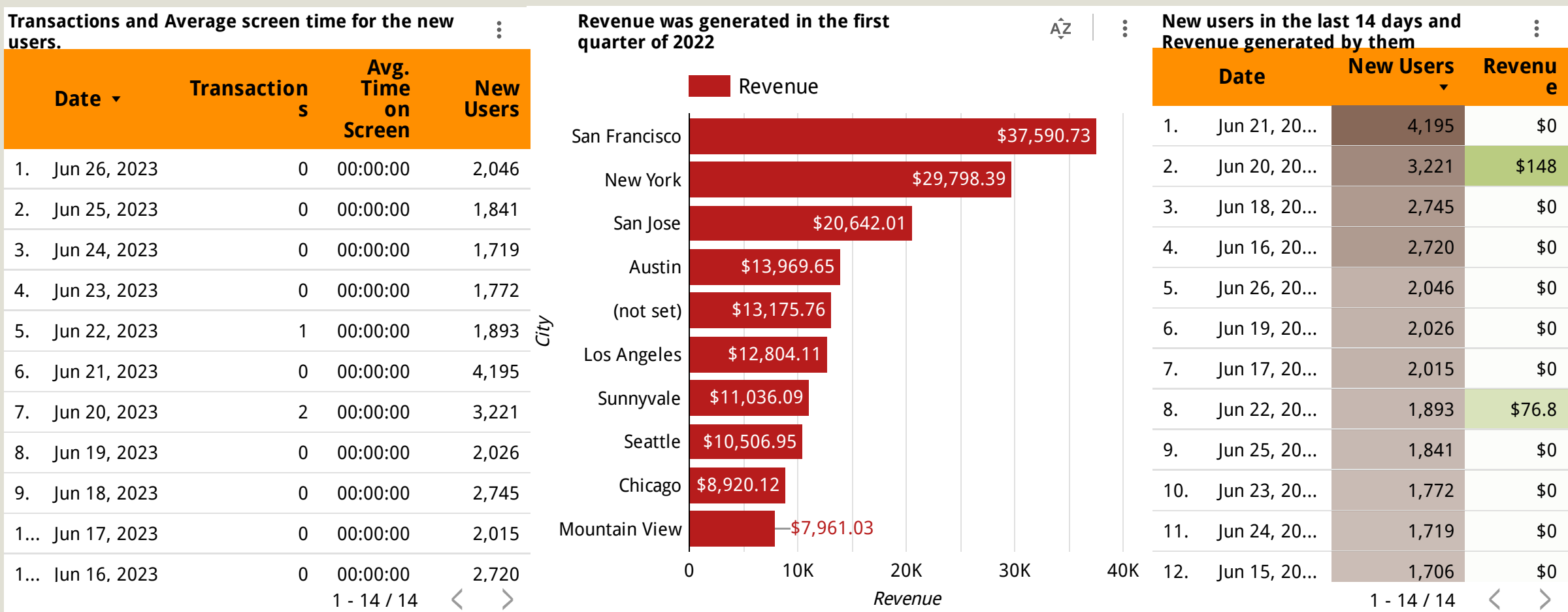**Percentage of Revenue generated for Age group 18-24**



- 18-24
- 25-34
- 65+

## For Different Landing Pages Number of Transactions, E-Commerce Conversion Rate and Revenue with respect to the Last Period

**Landing page by Transactions in 2021**



**Total Number of landing pages for last Quarter**



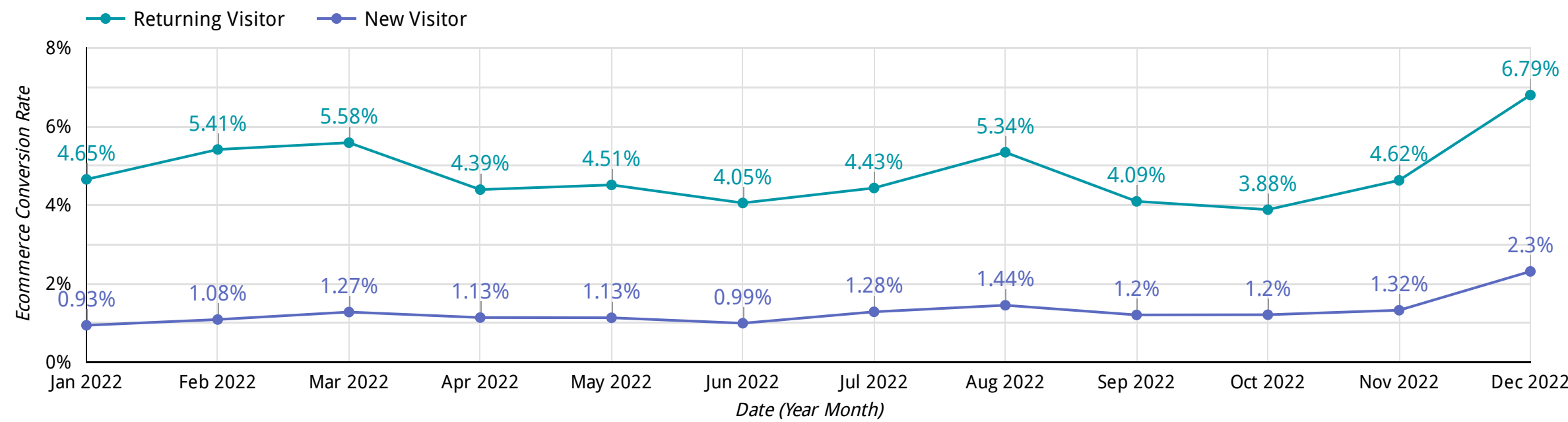**Landing Page by E-Commerce Conversion Rate**
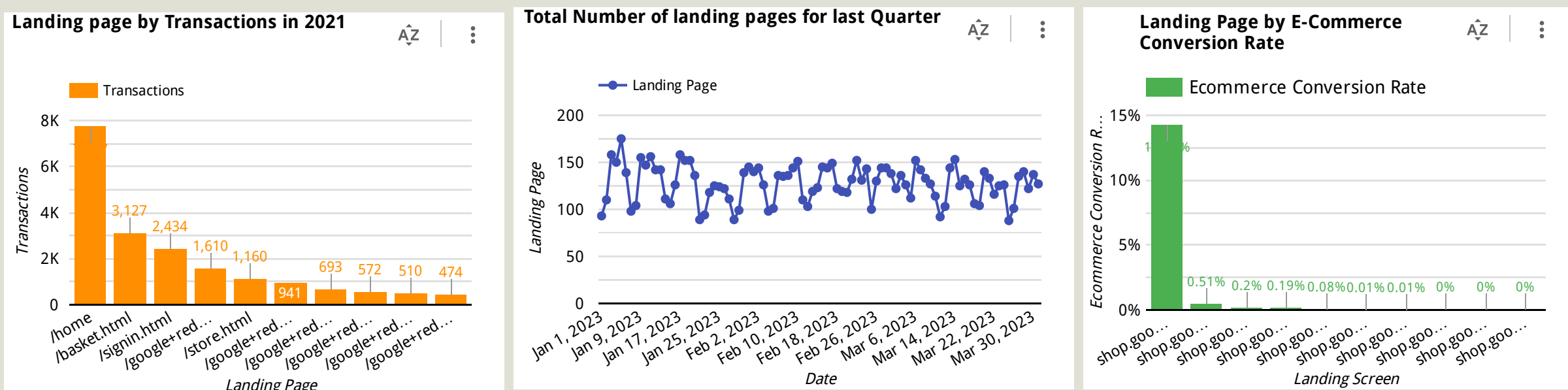


**Number of Transactions, E-Commerce Conversion Rate and Revenue with respect to the Last Period for different landing pages**

| | Landing Page | Transactions | % Δ | Ecommerce Conversion Rate | % Δ | Revenue ▾ | % Δ |
|---|---|---|---|---|---|---|---|
| 1. | /basket.html | 882 | -79.2% ⬇ | 8.81% | -40.5% ⬇ | $146,358.66 | -74.1% ⬇ |
| 2. | /home | 713 | -80.6% ⬇ | 0.37% | -54.7% ⬇ | $77,510.14 | -81.0% ⬇ |
| 3. | /signin.html | 618 | -77.7% ⬇ | 5.3% | -28.9% ⬇ | $74,771.09 | -77.5% ⬇ |
| 4. | /google+redesign/apparel/m... | 548 | -76.5% ⬇ | 3.53% | -29.4% ⬇ | $57,169.29 | -74.6% ⬇ |

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## Revenue Generated for Different Cities of the USA

**Transactions and Average screen time for the new users.**

| | Date ▾ | Transactions | Avg. Time on Screen | New Users |
|---|---|---|---|---|
| 1. | Jun 26, 2023 | 0 | 00:00:00 | 2,046 |
| 2. | Jun 25, 2023 | 0 | 00:00:00 | 1,841 |
| 3. | Jun 24, 2023 | 0 | 00:00:00 | 1,719 |
| 4. | Jun 23, 2023 | 0 | 00:00:00 | 1,772 |
| 5. | Jun 22, 2023 | 1 | 00:00:00 | 1,893 |
| 6. | Jun 21, 2023 | 0 | 00:00:00 | 4,195 |
| 7. | Jun 20, 2023 | 2 | 00:00:00 | 3,221 |
| 8. | Jun 19, 2023 | 0 | 00:00:00 | 2,026 |
| 9. | Jun 18, 2023 | 0 | 00:00:00 | 2,745 |
| 10. | Jun 17, 2023 | 0 | 00:00:00 | 2,015 |
| 1... | Jun 16, 2023 | 0 | 00:00:00 | 2,720 |

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**Revenue was generated in the first quarter of 2022**



**New users in the last 14 days and Revenue generated by them**

| | Date | New Users ▾ | Revenue |
|---|---|---|---|
| 1. | Jun 21, 20... | 4,195 | $0 |
| 2. | Jun 20, 20... | 3,221 | $148 |
| 3. | Jun 18, 20... | 2,745 | $0 |
| 4. | Jun 16, 20... | 2,720 | $0 |
| 5. | Jun 26, 20... | 2,046 | $0 |
| 6. | Jun 19, 20... | 2,026 | $0 |
| 7. | Jun 17, 20... | 2,015 | $0 |
| 8. | Jun 22, 20... | 1,893 | $76.8 |
| 9. | Jun 25, 20... | 1,841 | $0 |
| 10. | Jun 23, 20... | 1,772 | $0 |
| 11. | Jun 24, 20... | 1,719 | $0 |
| 12. | Jun 15, 20... | 1,706 | $0 |

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# COHORT ANALYSIS

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## *User Retention over a given Time Period*



Legend: Returning Visitor, New Visitor

Y-axis: Ecommerce Conversion Rate (0% – 8%)
X-axis: Date (Year Month)

Returning Visitor: 4.65% (Jan 2022), 5.41% (Feb 2022), 5.58% (Mar 2022), 4.39% (Apr 2022), 4.51% (May 2022), 4.05% (Jun 2022), 4.43% (Jul 2022), 5.34% (Aug 2022), 4.09% (Sep 2022), 3.88% (Oct 2022), 4.62% (Nov 2022), 6.79% (Dec 2022)

New Visitor: 0.93% (Jan 2022), 1.08% (Feb 2022), 1.27% (Mar 2022), 1.13% (Apr 2022), 1.13% (May 2022), 0.99% (Jun 2022), 1.28% (Jul 2022), 1.44% (Aug 2022), 1.2% (Sep 2022), 1.2% (Oct 2022), 1.32% (Nov 2022), 2.3% (Dec 2022)

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## *Conversion Rate Per User for 30 days in May*



Legend: Conv Rate Per User

Y-axis: Conv Rate Per User (0% – 4%)
X-axis: Date (May 1 – May 31)

Values: 2.52%, 3.55%, 2.96%, 2.44%, 1.59%, 1.03%, 1.02%, 1.54%, 1.83%, 3.23%, 1.58%, 2.13%, 1.31%, 1.28%, 2.23%, 2.55%, 2.7%, 1.92%, 0.09%, 0.22%, 0%, 0.04%, 0.06%, 0.07%, 0.12%, 0.14%, 0%, 0%, 0.06%, 0.08%, 0.04%

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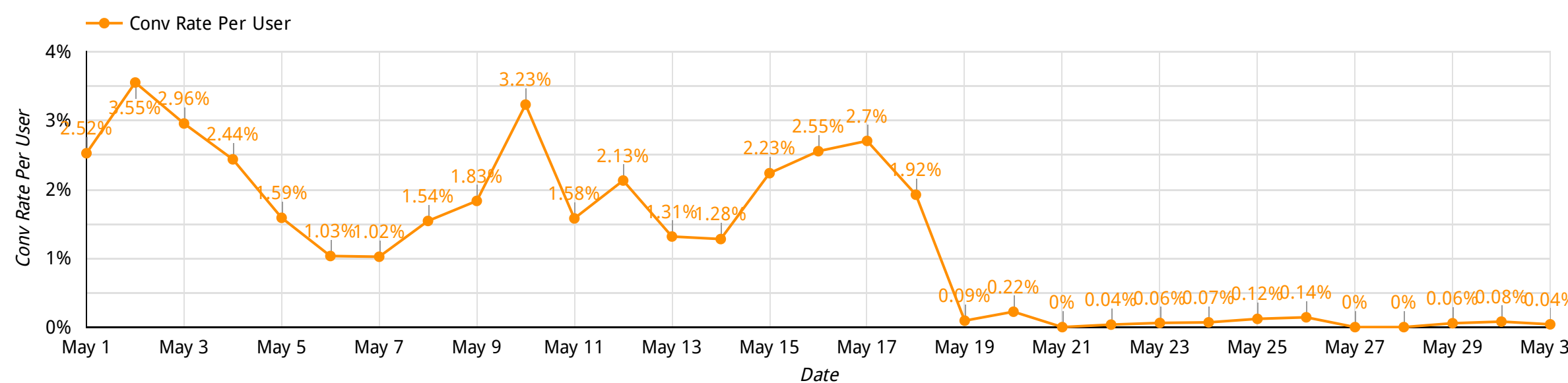
## *Grand Total Conversion Rate for Different User Categories for 30 days in a May*

| Date | User Type | Ecommerce Conversion Rate |
|---|---|---|
| May 1, 2023 | Returning Visitor | 3.97% |
| | New Visitor | 1.44% |
| May 2, 2023 | Returning Visitor | 3.8% |
| | New Visitor | 2.84% |
| May 3, 2023 | Returning Visitor | 5.21% |
| | New Visitor | 1.34% |
| May 4, 2023 | Returning Visitor | 4.31% |
| | New Visitor | 1.19% |
| May 5, 2023 | Returning Visitor | 2.94% |
| | New Visitor | 0.87% |
| May 6, 2023 | Returning Visitor | 2.92% |
| | New Visitor | 0.39% |
| May 7, 2023 | Returning Visitor | 1.64% |
| **Grand total** | | **1.22%** |

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## *Bounce rates, Total users, New users, Conversion Rate Per User, Time on Screen, Average price, Order value Total Value for Different Countries*
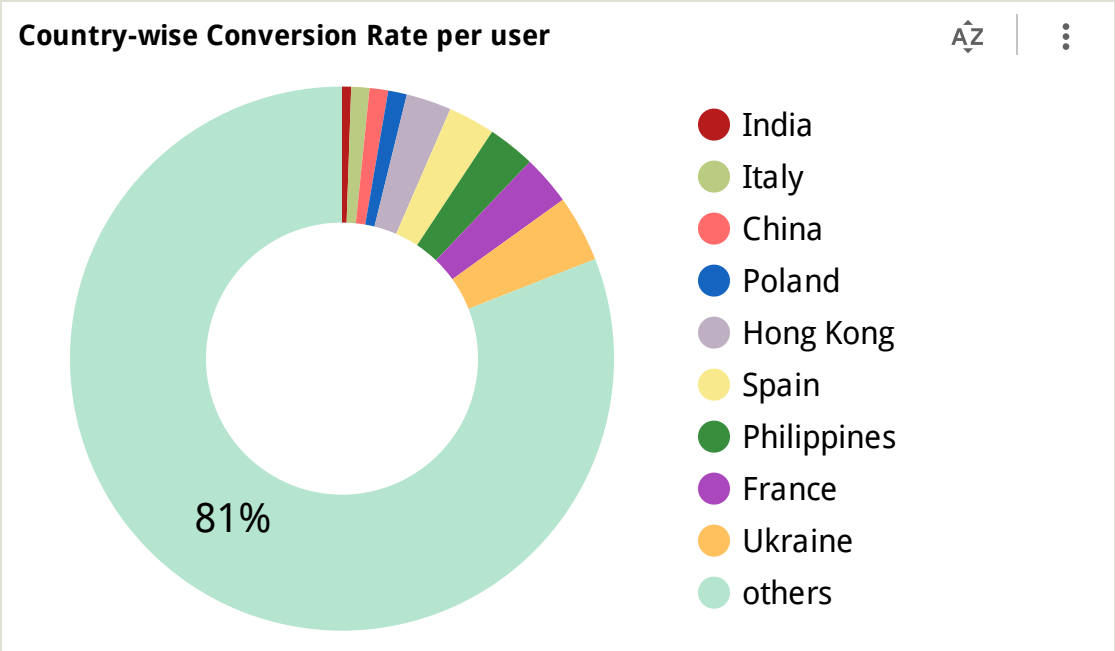
| | Country | Bounce Rate | Users | New Users ▾ | Conv Rate Per User | Time on Screen | Avg. Price | Avg. Order Value | Total Value |
|---|---|---|---|---|---|---|---|---|---|
| 1. | United States | 36.33% | 22,333 | 19,322 | 0% | 00:00:00 | $0 | $0 | $0 |
| 2. | Canada | 70.28% | 16,264 | 15,715 | 0.09% | 00:00:00 | $12.77 | $170.53 | $2,387.45 |
| 3. | India | 59.31% | 5,306 | 5,105 | 0% | 00:00:00 | $0 | $0 | $0 |
| 4. | United Kingdom | 46.32% | 1,992 | 1,798 | 0% | 00:00:00 | $0 | $0 | $0 |
| 5. | Japan | 54.52% | 1,284 | 1,173 | 0% | 00:00:00 | $0 | $0 | $0 |
| 6. | France | 55.91% | 1,109 | 1,017 | 0% | 00:00:00 | $0 | $0 | $0 |
| 7. | Spain | 50.46% | 983 | 900 | 0% | 00:00:00 | $0 | $0 | $0 |
| 8. | Germany | 46.69% | 870 | 819 | 0% | 00:00:00 | $0 | $0 | $0 |
| 9. | South Korea | 52.15% | 834 | 767 | 0% | 00:00:00 | $0 | $0 | $0 |
| 10. | Australia | 46.68% | 595 | 568 | 0% | 00:00:00 | $0 | $0 | $0 |
| 11. | Taiwan | 45.59% | 569 | 522 | 0% | 00:00:00 | $0 | $0 | $0 |
| 12. | Indonesia | 48.14% | 532 | 511 | 0% | 00:00:00 | $0 | $0 | $0 |
| 13. | Netherlands | 44.6% | 531 | 473 | 0% | 00:00:00 | $0 | $0 | $0 |
| 14. | Brazil | 53.44% | 505 | 467 | 0% | 00:00:00 | $0 | $0 | $0 |
| 15. | Italy | 47.81% | 475 | 448 | 0% | 00:00:00 | $0 | $0 | $0 |

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## *Conversion Rate per User according to Visitor*

### Conversion rate per user according to visitor



- Returning Visitor: 69.1%
- New Visitor: 30.9%

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## *Country-wise Conversion Rate per User*

### Country-wise Conversion Rate per user



Legend: India, Italy, China, Poland, Hong Kong, Spain, Philippines, France, Ukraine, others

others: 81%

# FUNNEL ANALYSIS
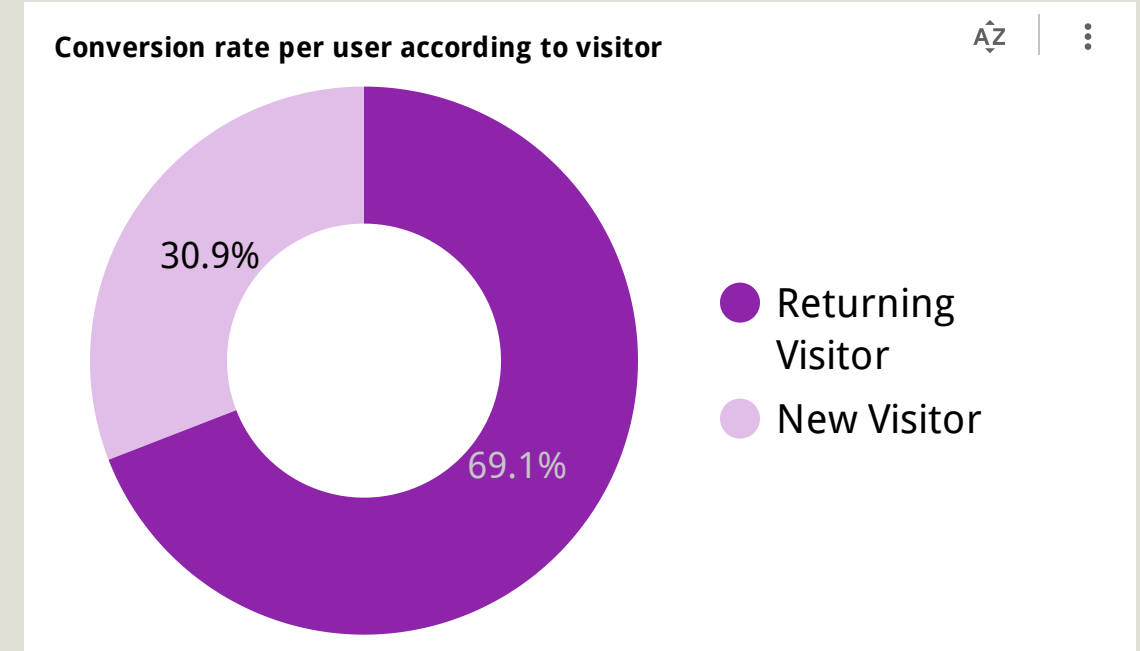
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## Acquisition

**Sessions and Bounce Rate for different channel Grouping**

| Default Channel Grouping | Sessions ▾ | Bounce Rate |
|---|---|---|
| 1. Direct | 58,464 | 44.41% |
| 2. Paid Search | 18,678 | 69.48% |
| 3. Affiliates | 122 | 72.13% |
| 4. Display | 10 | 70% |
| 5. Referral | 4 | 75% |
| 6. (Other) | 4 | 75% |

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**New Visitors and Returning Visitors for different channel Grouping**

- New Visitor
- Returning Visitor

42.3K, 16.2K, 15.5K, 3.2K, 88, 34, 2, 8, 2, 2, 4

*Default Channel Grouping*

**Session with respect to the previous month.**

- Sessions
- Sessions (previous 28 days)

(line chart: May 30 – Jun 26, Sessions axis 0–6K)

**Total users with respect to the previous month.**

- Users
- Users (previous 28 days)

(line chart: May 30 – Jun 26, Users axis 0–6K)

## Activation

**Bounce rate, Pages/Session and Average Session Duration for all users**

**Bounce Rate**
## 50.5%
⬆ 4.5%

**Pages / Session**
## 3.8
⬇ -4.0%

**Avg. Session Duration**
## 02:37
⬇ -12.1%

**Completions**

| Registrations | Engaged Users | Goal Completions |
|---|---|---|
| 131.0 | 5.9K | 10.4K |

**Conversion Rate**

| Registrations | Engaged Users | Goal Conversion Rate |
|---|---|---|
| 0.2% | 7.6% | 13.52% |

## Retention

**Returning Users and its Bounce Rate**

| | User Type | Users | % Δ | Bounce Rate | % Δ |
|---|---|---|---|---|---|
| 1. | New Visitor | 58,287 | 15.3% ⬆ | 52.66% | 4.3% ⬆ |
| 2. | Returning Visitor | 11,518 | -4.4% ⬇ | 44.16% | 2.2% ⬆ |
| | Grand total | 63,004 | 13.5% ⬆ | 50.52% | 4.5% ⬆ |

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**Transactions made for Session by Returning Users**

- New Visitor
- Returning Visitor

8, 3, 1, 1, 1

*Count of Sessions* (1, 7, 3, 2, 14)

## Revenue

**Quantity bought for each product.**

- Quantity

| Product | Quantity |
|---|---|
| Google Cloud Wheat Pen | 53 |
| Google Vintage Wash Black Cap | 46 |
| Google Inspired Yellow Notebook | 18 |
| Google Inspired Red Notebook | 18 |
| Google Inspired Blue Notebook | 15 |
| Google Recycled Felt Grey Tote | 10 |
| Google Eco Classic Tee | 8 |
| Google Cloud Vintage Wash Grey Cap | 3 |
| Google Pen White | 2 |
| Google Cloud Camp Mug Gray | 2 |

*Quantity* (0–60)

**Total Revenue, Total Transactions, Revenue per user, E-Commerce Conversion Rate, and Product revenue per purchase for all users.**

**Revenue**
## $2,387.45

**Transactions**
## 14

**Revenue Per User**
## $0.04

**Ecommerce Conversion Rate**
## 0.02%

**Product Revenue per Purchase**
## $61.22

## Referral

**Number of sessions for each referral.**

20.8%, 78.8%

- (direct)
- google
- (not set)
- Partners
- dfa
- bing
- tagassistant.goo…

**Sessions and Bounce rate for the Referral Users**

| | Full Referrer | Sessions | Bounce Rate | Users | Number of Sessions per User |
|---|---|---|---|---|---|
| 1. | google | 16,095 | 69.08% | 14,190 | 1.13 |
| 2. | (direct) | 60,918 | 45.55% | 48,614 | 1.25 |
| 3. | (not set) | 3 | 66.67% | 1 | 3 |
| 4. | bing | 136 | 58.09% | 109 | 1.25 |
| 5. | tagassistant.google… | 4 | 75% | 2 | 2 |
| 6. | Partners | 123 | 72.36% | 100 | 1.23 |

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## Funnel Visualization

- **100%** (5,887) Engaged Users (Goal 2 Completions)
- **53%** (3,115) Entered Checkout (Goal 4 Completions)
- **2%** (131) Registrations (Goal 3 Completions)
- **22%** (1,312) Purchase Completed (Goal 1 Completions)

| | User Type | Engaged Users (Goal 2 Completions) | Entered Checkout (Goal 4 Completions) ▾ | Registrations (Goal 3 Completions) |
|---|---|---|---|---|
| 1. | New Visitor | 3,399 | 1,666 | 96 |
| 2. | Returning Visitor | 2,488 | 1,449 | 35 |

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