

# GOOGLE MERCHANDISE STORE DASHBOARD

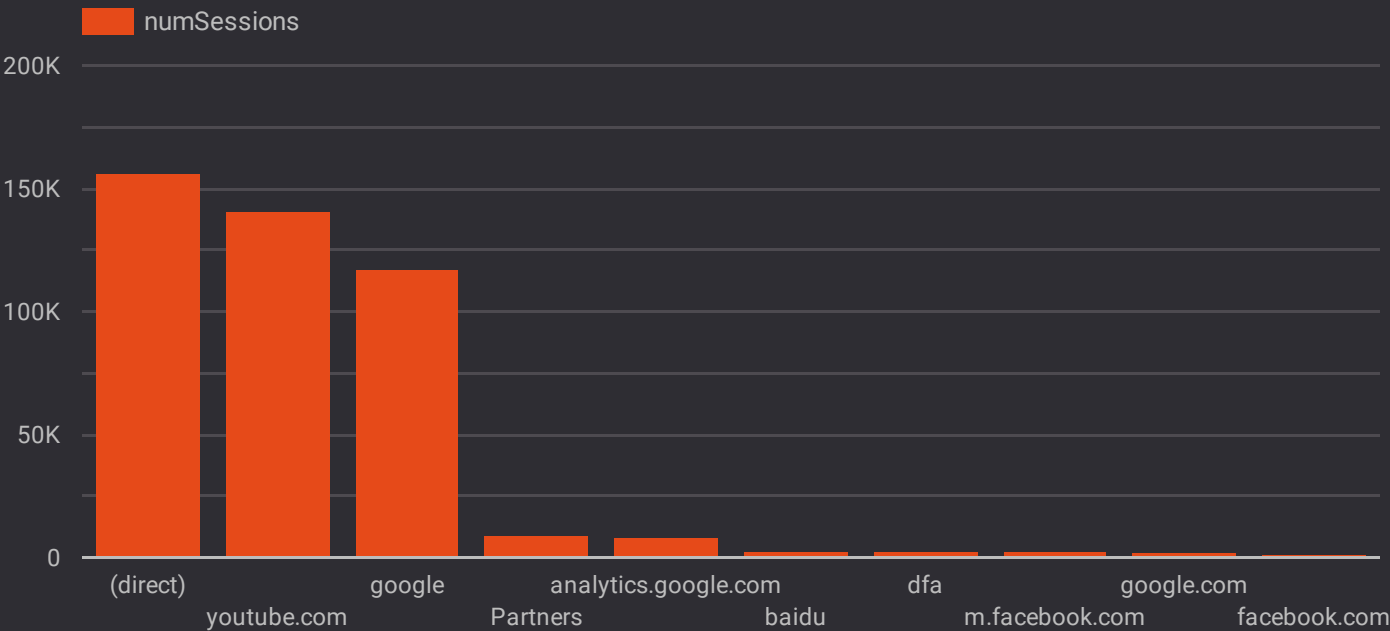
TotalAndroidUsers

123.9K

PercentageofAndroidUsers

13.7

Android OS is not one of the popular or widely used OS.

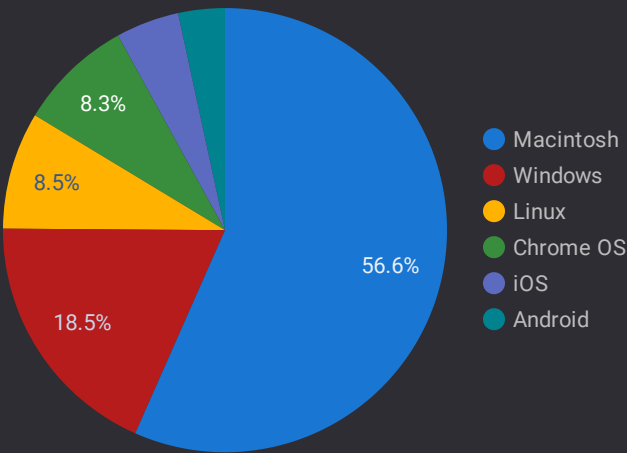


REAL BOUNCE RATE PER TRAFFIC SOURCE

## MARKETERS KEY TAKE AWAY

- >> If most of the users are accessing the site from devices that are not mobile, the marketers could consider investing more resources into developing and optimising mobile experiences to ensure a seamless experience for users that use devices like a desktop, tablets and so on.
- >> The marketers could also take note of the bounce rate per traffic source, and focus on improving the user experience for traffic sources with high bounce rates.
- >> As we can see that not a lot of users use the Android OS, the company needs to reevaluate their marketing strategy to better target Android users.
- >> Since a majority of transactions are coming from users on Macintosh operating systems, the marketer could allocate more budget to campaigns targeted towards iOS users

TOTAL NUMBER OF TRANSACTIONS GENERATED PER OPERATING SYSTEM IN MAY AND JUNE OF 2017



AVERAGE NUMBER OF PRODUCT PAGE VIEW WHERE THE TRAFFIC SOURCE IS YOUTUBE

PurchasePageViews

32.0

NonPurchasePageViews

2.3

PLAUSIBLE REASONS FOR THE DIFFERENCE BETWEEN THE NUMBER OF PRODUCT PAGE VIEW

- >> One possible explanation is that users who made a purchase were more engaged with the website and spent more time browsing product pages before making a purchase decision. On the other hand, users who did not make a purchase may have been less engaged with the website and spent less time browsing
- >> Users who made a purchase may have found the product pages more informative and engaging, which led them to make a purchase decision. On the other hand, users who did not make a purchase may have found the product pages less informative or engaging, which led them to leave the website without making a purchase.

MobileUsers

239.1K

OtherDeviceUsers

664.5K

Most of the users accessing the website do not prefer accessing the same from their mobile devices.