

Google Market Analysis

1 Nov 2022 - 30 Nov 2022

Sessions

92.3K

± 14.5%

Transactions

2.3K

± 38.6%

Ecommerce Conversion Rate

2.5%

± 21.1%

Avg. Price

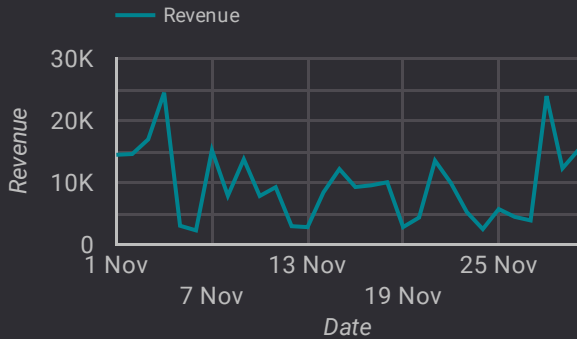
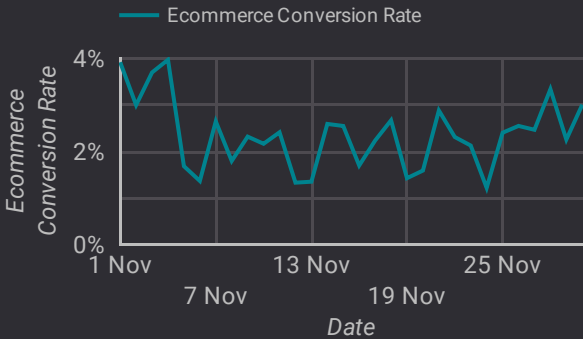
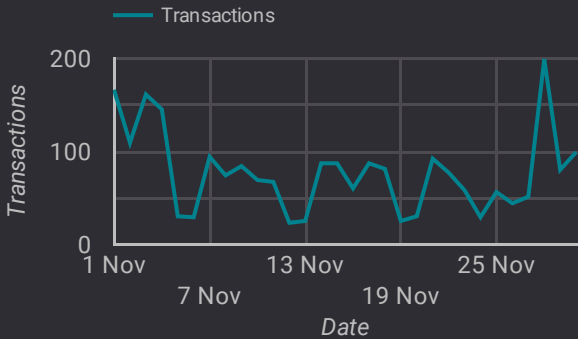
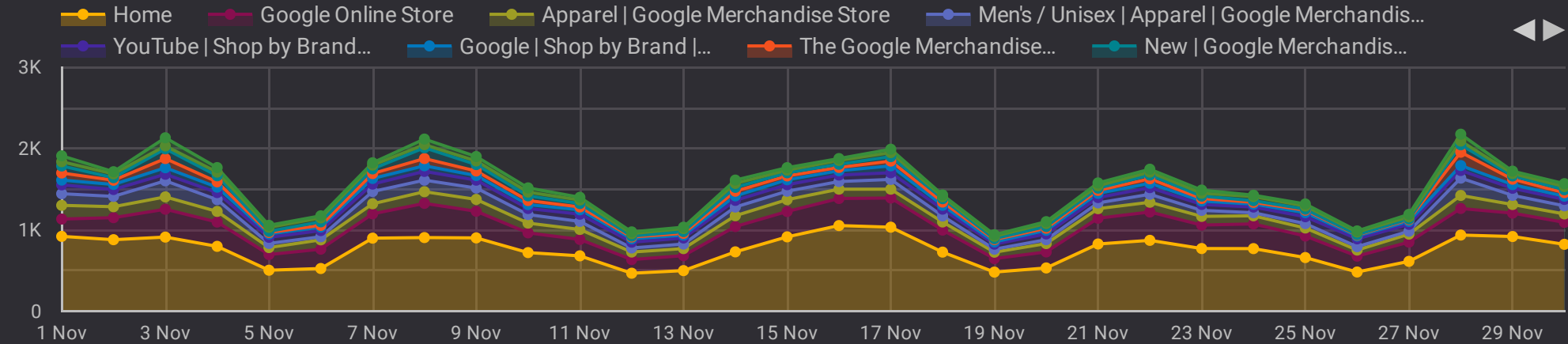
\$14.37

± 3.8%

Revenue

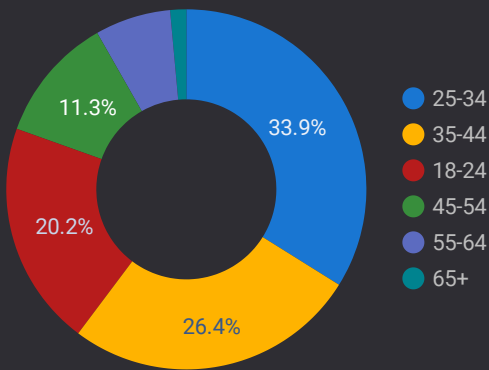
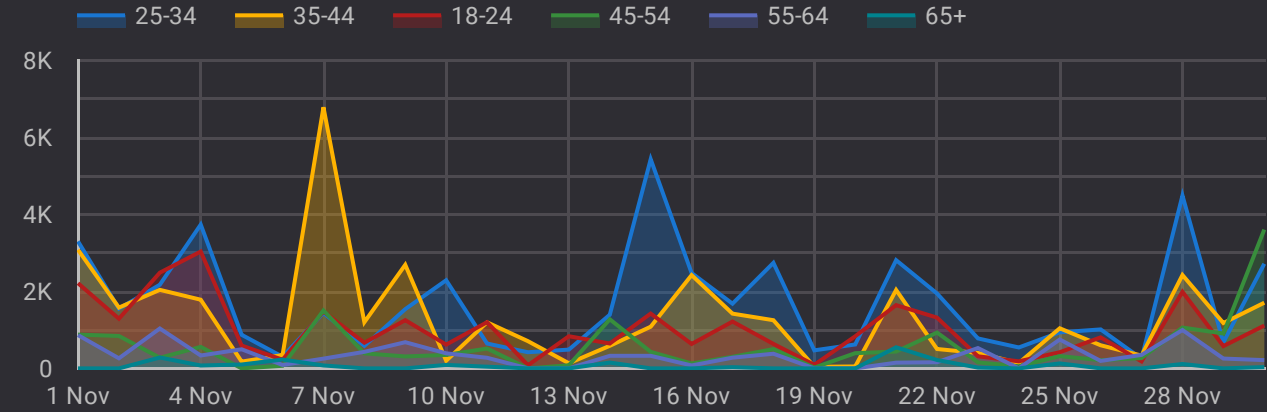
\$287.26K

± 44.0%



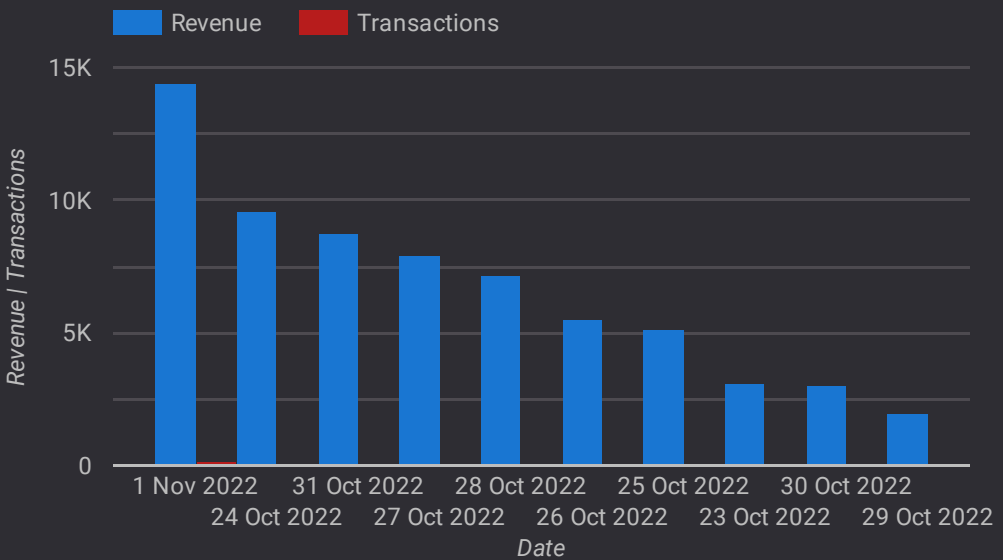
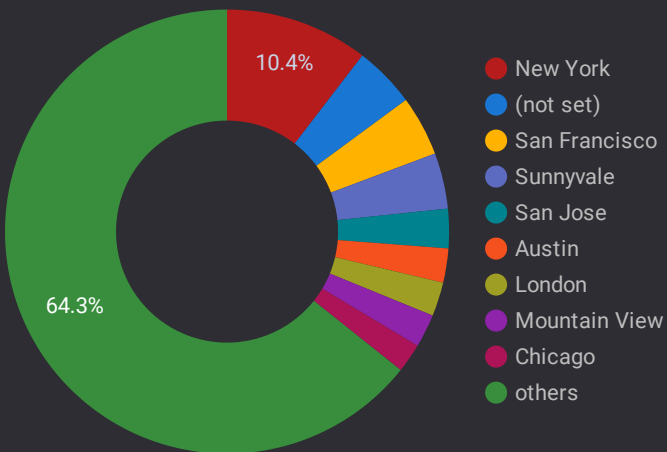
Default Channel Grouping ▾		Sessions	% Δ	Transactions	% Δ	Ecommerce Conversion Rate	% Δ	Revenue	% Δ
1.	Paid Search	8,342	-2.5% ▾	179	17.8% ▴	2.15%	20.8% ▴	\$21,454.42	23.6% ▴
2.	Display	1,895	686.3% ▴	0	-	0%	-	\$0	-
3.	Direct	81,883	14.3% ▴	2,139	40.6% ▴	2.61%	23.0% ▴	\$265,806.65	46.0% ▴
4.	Affiliates	156	-8.8% ▾	0	-	0%	-	\$0	-
5.	(Other)	7	-82.9% ▾	0	-	0%	-	\$0	-

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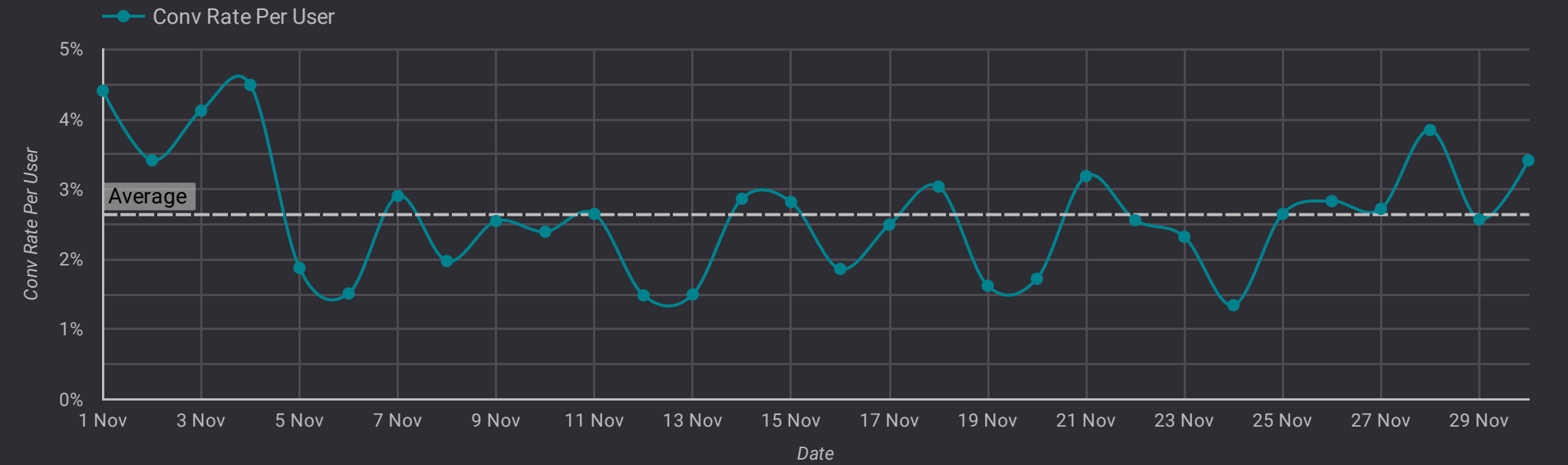
Landing Page		Transactions ▾	% Δ	Sessions	% Δ	Ecommerce Conversion Rate	% Δ	Revenue	% Δ
1.	/basket.html	491	72.3% ▴	3,458	42.5% ▴	14.2%	20.9% ▴	\$78,726.65	88.8% ▴
2.	/home	335	19.2% ▴	41,700	10.5% ▴	0.8%	7.9% ▴	\$46,285.42	40.8% ▴
3.	/signin.html	263	47.8% ▴	4,085	40.7% ▴	6.44%	5.0% ▴	\$32,492.78	85.7% ▴
4.	/google+redesign/appare...	255	48.3% ▴	5,486	31.9% ▴	4.65%	12.4% ▴	\$28,689.44	82.5% ▴
5.	/store.html	107	11.5% ▴	2,557	12.0% ▴	4.18%	-0.5% ▾	\$15,063.14	12.7% ▴
6.	/google+redesign/new	97	120.5% ▴	3,690	55.8% ▴	2.63%	41.5% ▴	\$8,844.46	60.1% ▴
7.	/google+redesign/appare...	83	48.2% ▴	1,898	40.6% ▴	4.37%	5.4% ▴	\$8,926	40.2% ▴
8.	/google+redesign/shop+...	68	51.1% ▴	2,394	22.6% ▴	2.84%	23.3% ▴	\$6,859.09	-18.0% ▾
9.	/google+redesign/apparel	64	23.1% ▴	4,311	15.5% ▴	1.48%	6.5% ▴	\$8,301.14	71.6% ▴

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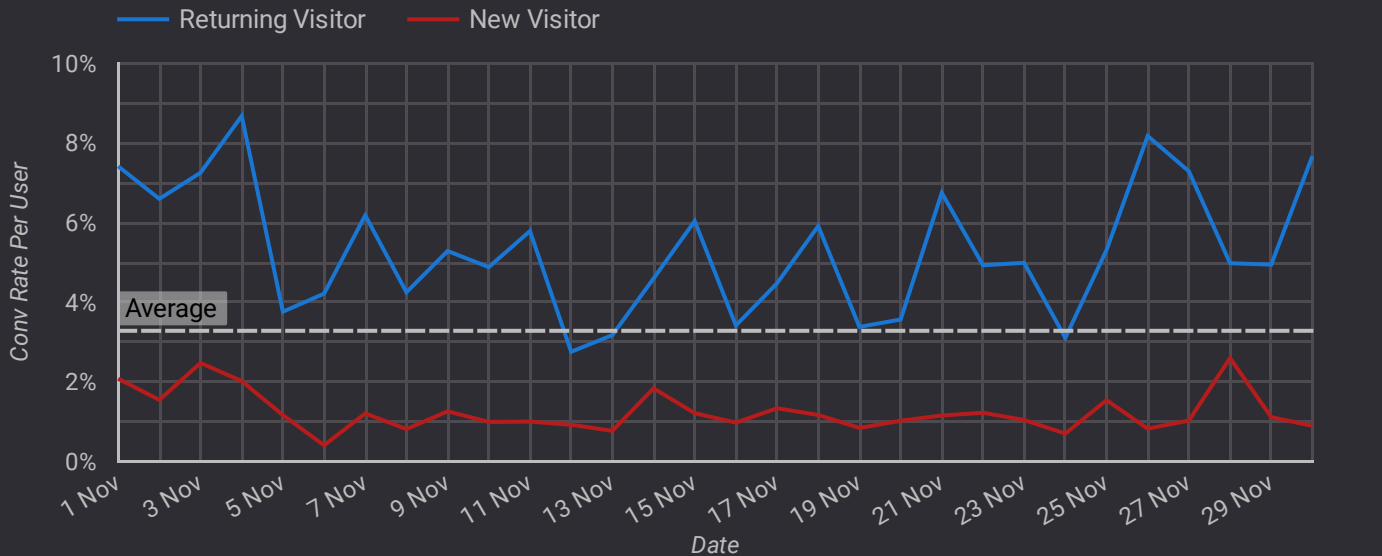
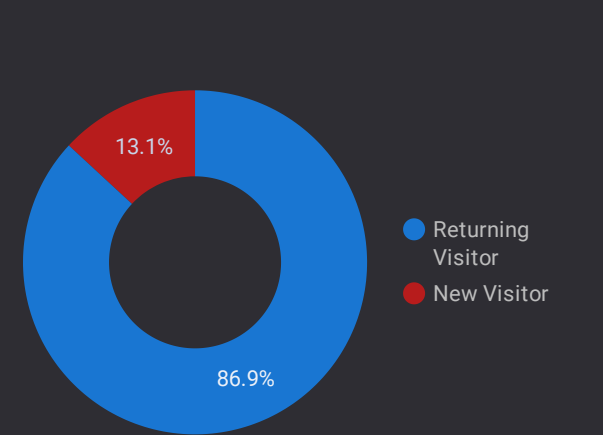


Cohort Analysis

1 Nov 2022 - 30 Nov 2022

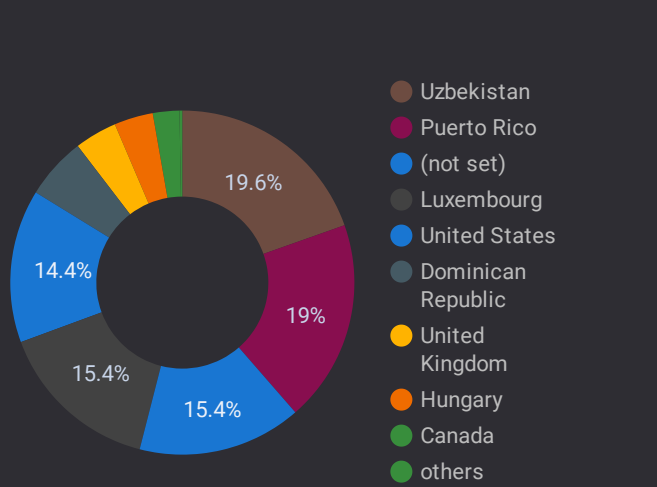
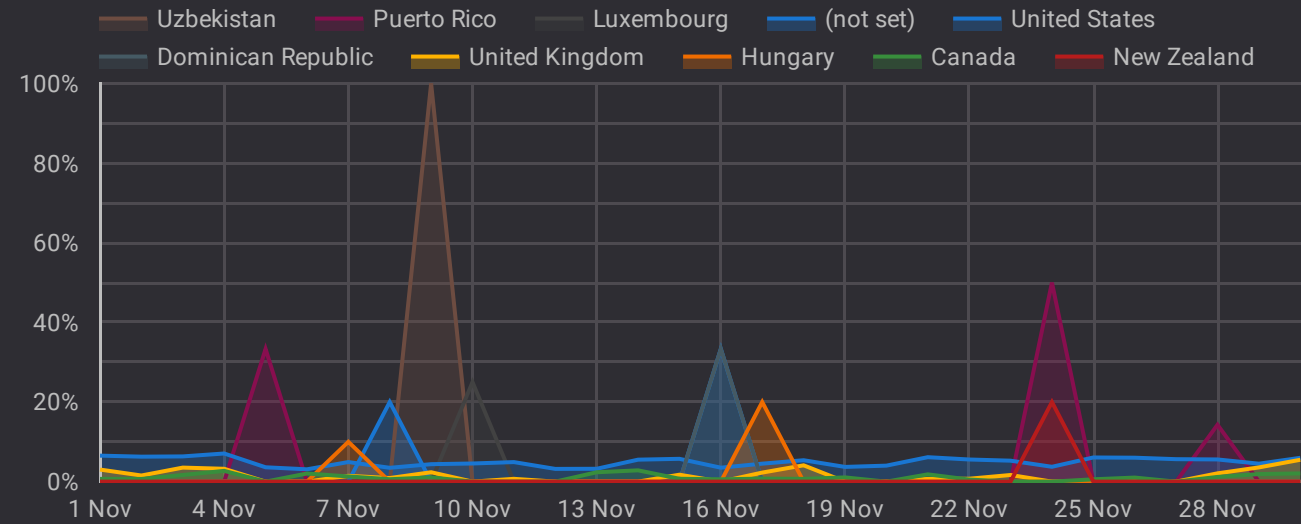


Day Index / Conv Rate Per User									
Date	User Type	0003	0000	0002	0027	0001	0029	0020	Grand total
1 Nov 2022	Returning Visi...	-	7.41%	-	-	-	-	-	7.41%
	New Visitor	-	2.08%	-	-	-	-	-	2.08%
2 Nov 2022	Returning Visi...	-	-	-	-	6.6%	-	-	6.6%
	New Visitor	-	-	-	-	1.54%	-	-	1.54%
3 Nov 2022	Returning Visi...	-	-	7.25%	-	-	-	-	7.25%
	New Visitor	-	-	2.47%	-	-	-	-	2.47%
4 Nov 2022	Returning Visi...	8.68%	-	-	-	-	-	-	8.68%
	New Visitor	2.02%	-	-	-	-	-	-	2.02%
Grand total		4.49%	4.41%	4.12%	3.84%	3.41%	3.41%	3.19%	3.49%



	Country ▾	Users	New Users	Bounce Rate	Conv Rate Per...	Time on Screen	Avg User Duration	Avg. Order Value	Total Value
1.	Zimbabwe	6	6	66.67%	0%	00:00:00	00:01:25	\$0	\$0
2.	Yemen	2	2	100%	0%	00:00:00	00:00:00	\$0	\$0
3.	Western Sahara	1	1	100%	0%	00:00:00	00:00:00	\$0	\$0
4.	Vietnam	172	163	47.44%	0%	00:00:00	00:03:47	\$0	\$0
5.	Venezuela	30	29	63.64%	0%	00:00:00	00:01:03	\$0	\$0
6.	Uzbekistan	11	9	47.37%	9.09%	00:00:00	00:10:41	\$155	\$155
7.	Uruguay	57	52	58.9%	0%	00:00:00	00:01:51	\$0	\$0
8.	United States	32,340	26,425	35.11%	6.68%	00:00:00	00:06:00	\$124.29	\$268,587.37
9.	United Kingdom	3,946	3,234	43.91%	1.85%	00:00:00	00:03:29	\$98.81	\$7,213.32
1...	United Arab E...	159	151	39.81%	0%	00:00:00	00:03:46	\$0	\$0
1...	Ukraine	152	147	48.85%	0%	00:00:00	00:02:10	\$0	\$0
1...	Uganda	11	9	58.33%	0%	00:00:00	00:09:01	\$0	\$0

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Funnel Analytics

1 Nov 2022 - 30 Nov 2022

User Type

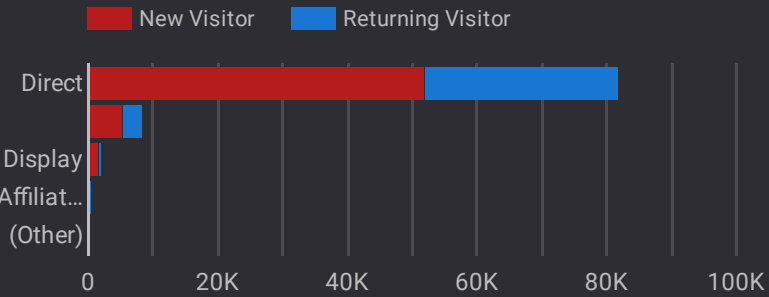
Country

Page

Acquisition

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

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Sessions
92.3K
↑ 14.5%

Users
66.4K
↑ 8.3%

Activation

Bounce Rate
42.2%
↓ -3.2%

Pages / Session
5.2
↑ 21.6%

Avg. Session Duration
03:35
↑ 4.0%

Completions

Conversions

Engaged Users (Goal 2 Starts)
11.2K
↑ 23.1%

Registrations (Goal 3 Starts)
3.4K
↑ 17.3%

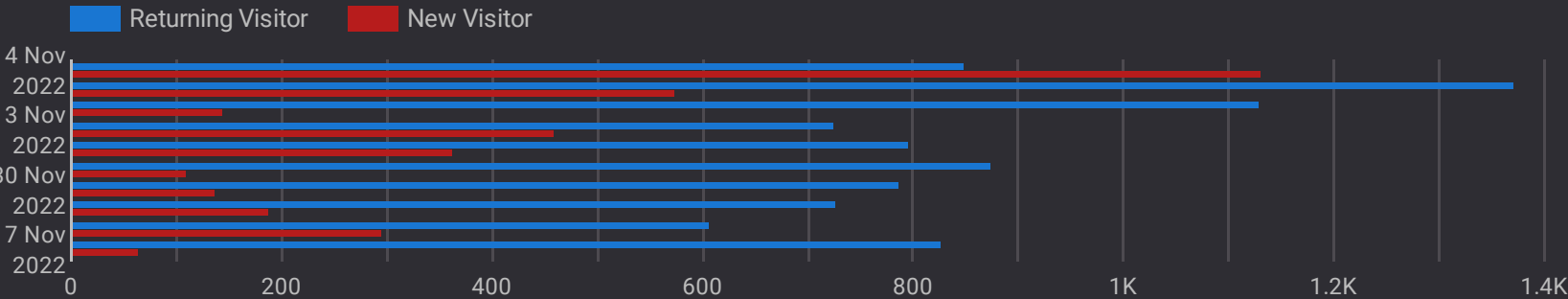
Engaged Users (Goal 2 Conversion Rate)
12.1%
↑ 7.5%

Registrations (Goal 3 Completions)
3.4K
↑ 17.3%

Retention

Users
66.4K
↑ 8.3%

Bounces
39.0K
↑ 10.8%



Revenue

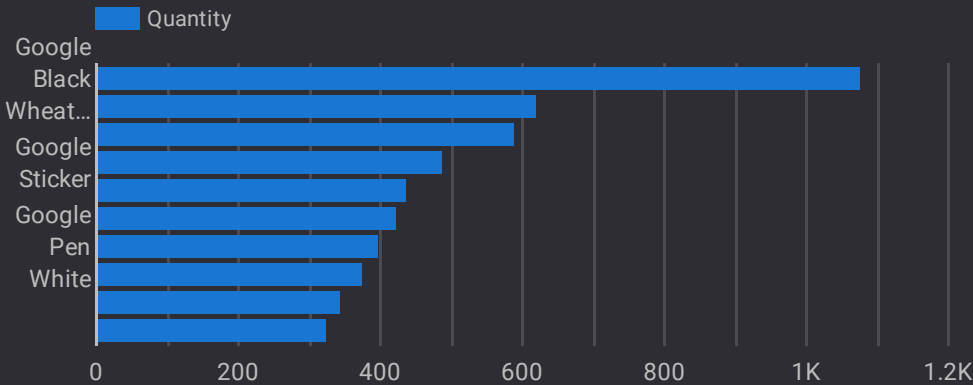
Revenue
\$287.26K
↑ 44.0%

Transactions
2.3K
↑ 38.6%

Revenue Per User
\$4.33
↑ 33.0%

Ecommerce Conversion Rate
2.5%
↑ 21.1%

Product Revenue per Purchase
\$39.91
↑ 2.8%



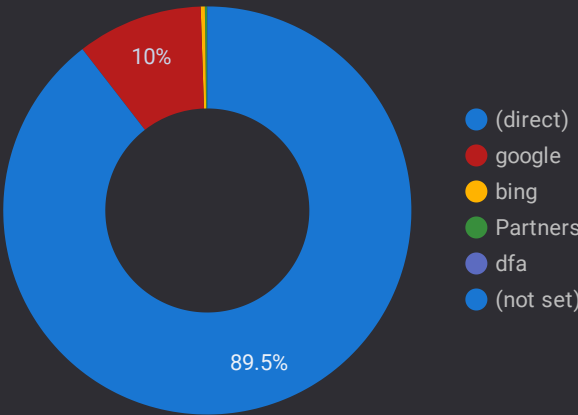
Referral

Sessions
92.3K
↑ 14.5%

Bounce Rate
42.2%
↓ -3.2%

	Full Referrer	Sessions
1.	(direct)	82,607
2.	google	9,195
3.	bing	303
4.	Partners	157
5.	dfa	15

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Funnel Visualization

