

Google Merchandise Store Analysis

Developed as part of a team project



Project Goals & Objectives

1. Make recommendations to increase store revenue.
2. Review store performance
3. Review countries with high user count and explore expansion opportunities in countries with vast market potential

Business Questions

- How did the store perform in converting visitors into purchasers so far this year?
- What are the top selling items and which products are generating the highest revenue?
- Which countries have the most users and how can we expand our reach into countries with vast market potential?
- How can we leverage device data to strategically optimize our marketing efforts and expand our market segment?



How did the store perform in converting visitors into purchasers so far this year?

Revenue is down from last year.

- March 2023: \$125,696.00
- March 2024: \$87,527.00

Purchase conversion rate is low.

- Only 1% of visitors are completing a purchase.

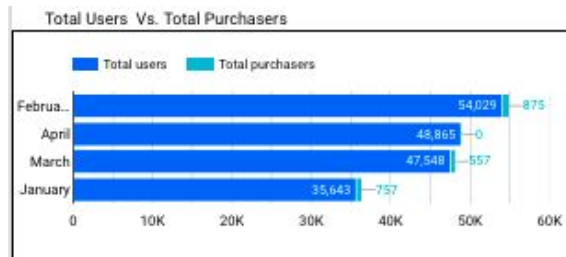
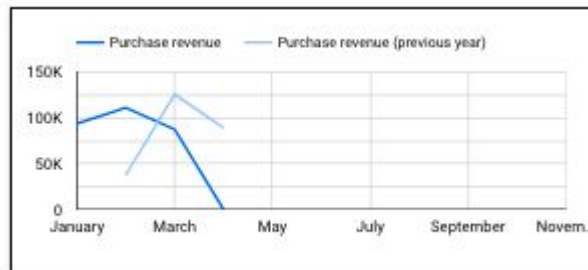
Total Users Vs. Total Purchasers

- April: 48,865 Users, 0 Purchasers
- March: 47,548 Users, 557 Purchasers

Recommendations: Focus on improving website engagement by increasing retention.

- The Merchandise store has a large amount of visitors each month. Retention strategies should be implemented to increase purchasers and user engagement. For example, offer bundles or personalized recommendations to visitors.

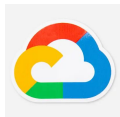
Bounce rate	Total revenue	Purchase Conversion Rate	Total purchasers
45.91%	\$292,228.22	1%	2,115



What are the top selling items and which products are generating the highest revenue?

Top Selling Items:

1. Google Cloud Sticker
2. Google Sticker
3. Google Pen (White)
4. Google Pen (Ombre Yellow)
5. Google Recycled Memo Notebook Set



Top Revenue Items:

1. Super G Timbuck2 Recycled Backpack
2. Google Vintage Wash Grey Pullover
3. Google Unisex Eco Tee Black
4. Google Cloud Cap
5. Google Yosemite Windbreaker



Recommendations: Bundle items that generate the most revenue with top selling items.

Items Purchased by Item Name

	Item name	Items purch...
1.	Google Cloud Sticker	1,495
2.	Google Sticker	1,268
3.	Google Pen White	1,235
4.	Google Ombre Yellow Pen	822
5.	Google Recycled Memo Notebook Set	678
6.	Google Black Wheat Pen	603
7.	Google Ombre Lime Pen	594
8.	Google Ombre Purple Pen	478
9.	Google Recycled Drawstring Bag	469
10.	Google Cloud Biodegradable Pen	429

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Item Revenue by Item Name

	Item name	Item revenue ▾
1.	Super G Timbuk2 Recycled Back...	\$10,025
2.	Google Vintage Wash Grey Pullo...	\$6,541.2
3.	Google Unisex Eco Tee Black	\$5,779.2
4.	Google Cloud Cap	\$5,350.4
5.	Google Yosemite Windbreaker	\$4,561.2
6.	Super G Ultralight Sweatshirt	\$4,350
7.	Google Campus Bike	\$3,806
8.	Google Recycled Memo Notebo...	\$3,599.4
9.	Google Kai Blue Sweatshirt	\$3,546.6
10.	Google Cloud Unisex Onyx Zip H...	\$3,546.6

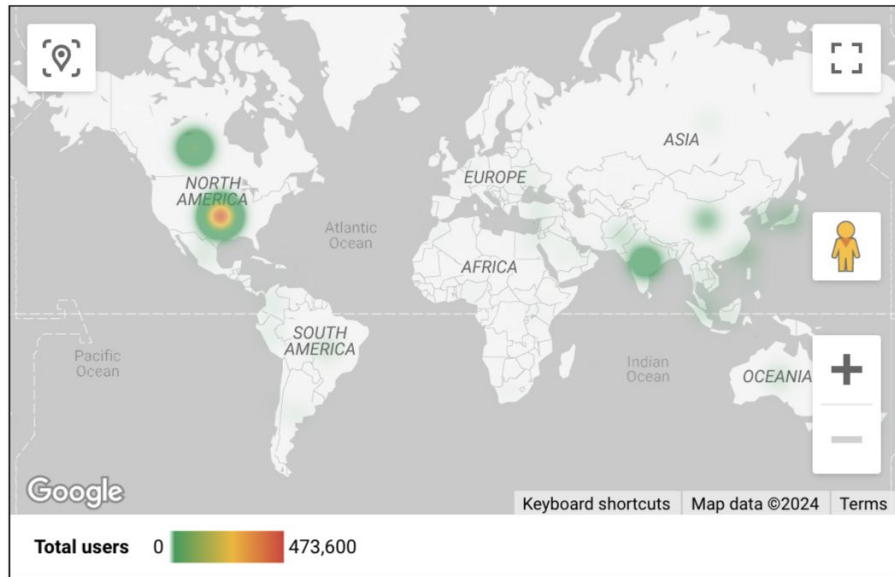
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International User Demographics: Insights by Country

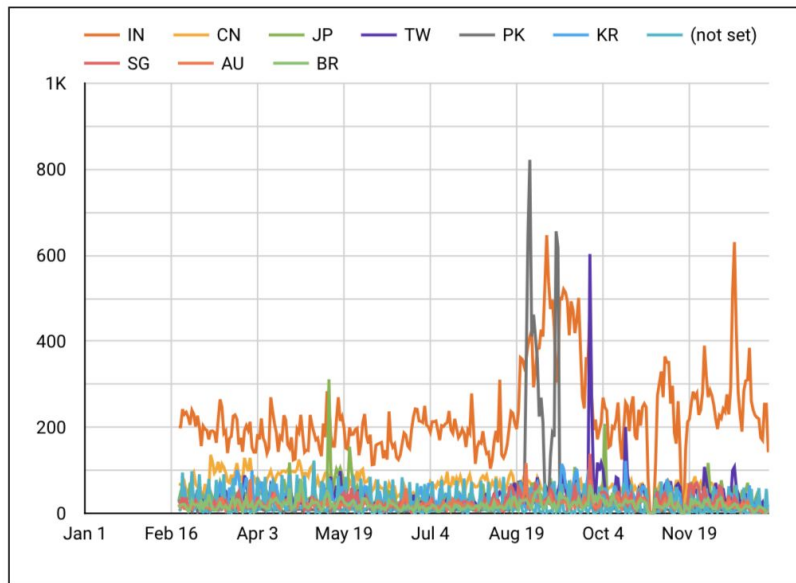
Which countries have the most users and how can we expand our reach into countries with vast market potential?

Countries with highest total users: USA, Canada, India, China, and Japan

Heatmap of Total Users in the Past 3 Years



Distribution of Total Users by Country Within the Last 12 Months (ex. US and CA)

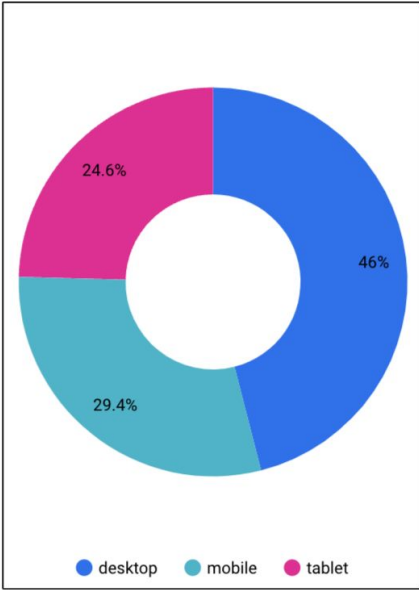


Recommendation: Focus marketing efforts in India - vast market potential for our products

Device Demographics: Understanding User Devices

How can we leverage device data to strategically optimize our marketing efforts and expand our market segment?

Total Page Views via Device Categories



Total Users by Device Brand

	Device brand	Total users
1.	Apple	17,596
2.	(not set)	17,163
3.	Google	12,575
4.	Amazon	8,333
5.	Samsung	3,062
6.	Microsoft	1,142
7.	Motorola	629
8.	Tecno	624
9.	Xiaomi	602
10.	Huawei	542
11.	Infinix	355
12.	Mozilla	226

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Most popular device brands in India

Brand	Operating System
1. Samsung	Android
2. Google	Android
3. Xiaomi / Realme	Android
4. Oppo	Android
5. Apple	iOS

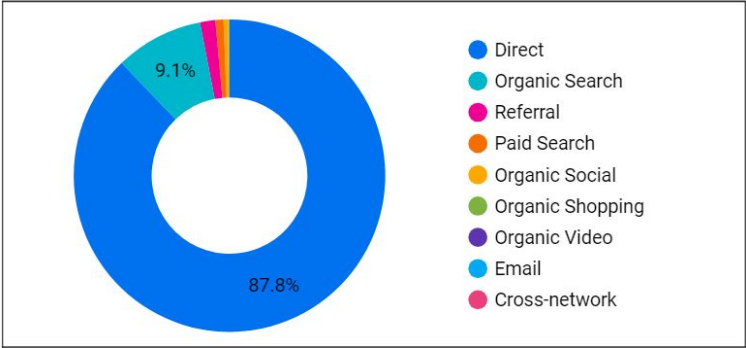
Source: India Smartphone Shipments Market Data (Q3 2022 – Q4 2023), Counterpointresearch.com

Recommendation: Improve user experience and increase targeted ads for Android device users in India

Acquisition

Which acquisition channels are generating the most traffic and who are the age demographics?

Sessions by Acquisition Channels



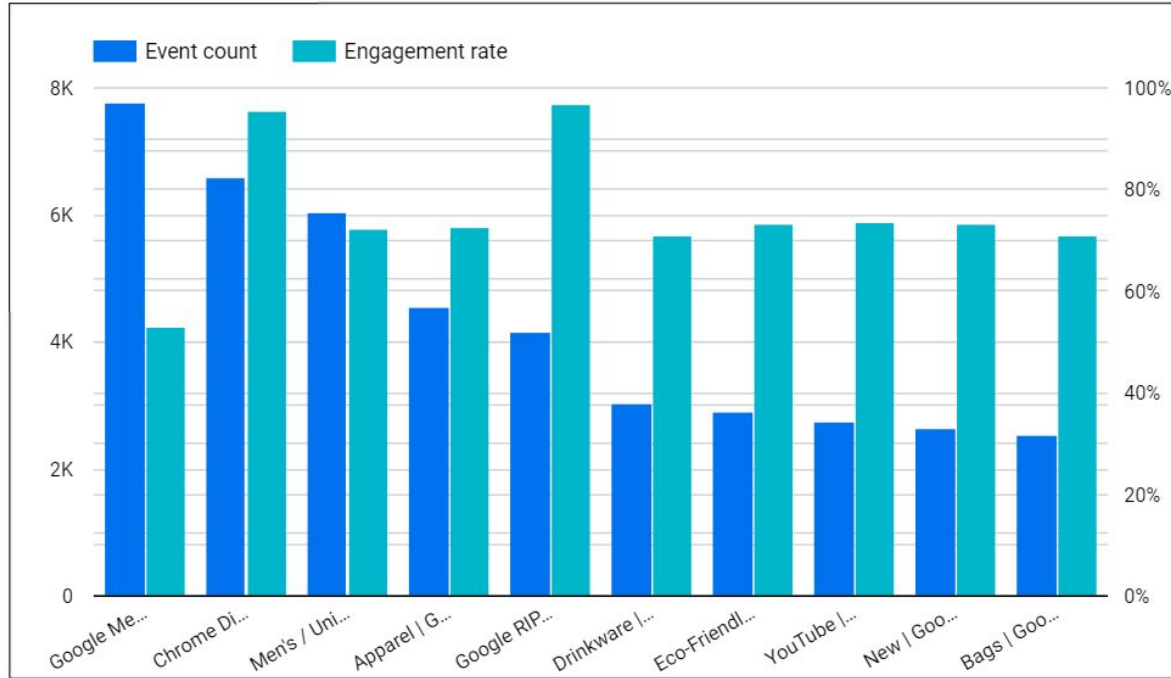
Age of First User based on Views

	Age	First user d...	Views	Conversion...
1.	25-34	Direct	6,571	1,035
2.	18-24	Direct	8,080	869
3.	35-44	Direct	4,058	605
4.	18-24	Organic Search	1,076	436
5.	45-54	Direct	2,710	420
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Recommendation: Focus on Direct Channels of ages 25-34

Engagement Rate

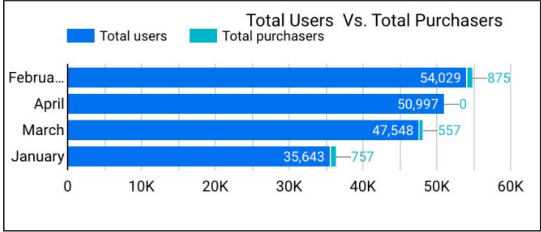
Which Pages are the most the highest event count while looking at the engagement rate?



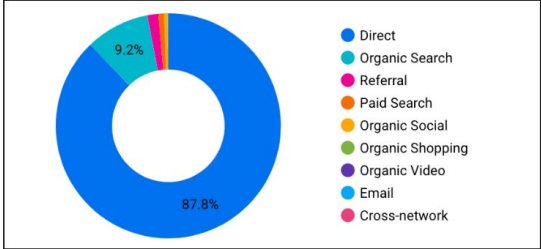
Recommendation: Take advantage of the engagement rates to find the popular pages.

Bounce rate	Total revenue	Purchase Conversion Rate	Total purchasers
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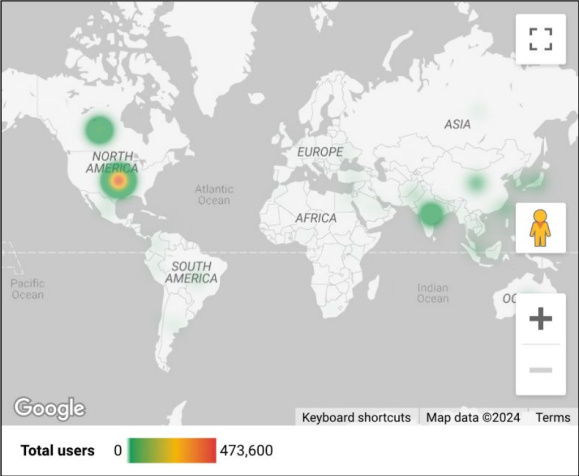
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Items Purchased by Item Name	
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Sessions by Acquisition Channels

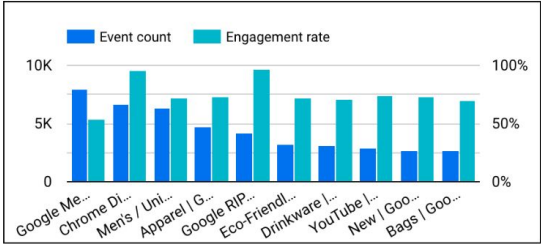


Heatmap of Total Users in the Past 3 Years



Total Users by Device Brand

Device brand	Total users
1. Apple	18,286
2. (not set)	17,350
3. Google	13,061
4. Amazon	8,595
5. Samsung	3,171
6. Microsoft	1,193
7. Motorola	655
8. Tecno	645
9. Xiaomi	627
10. Huawei	561
11. Infinix	366
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Age of First User based on Views

Age	First user d...	Views	Conversions
1. 18-24	Direct	8,485	915
2. 25-34	Direct	6,858	1,057
3. 65+	Direct	6,238	79
4. 35-44	Direct	4,292	638
5. 55-64	Direct	3,686	153
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Conclusion & Recommendations

1. Encourage shoppers to purchase items that generate the most revenue by bundling high revenue items with the most popular items. For example, bundle the backpack with a pen and notebook.
2. Focus on improving website engagement by increasing retention. The Merchandise store has a large amount of visitors each month. Retention strategies should be implemented to increase purchasers and user engagement. For example, offer bundles or personalized recommendations to visitors.
3. With a stronghold in North America, we should expand marketing efforts in India, as there is significant untapped potential to gain users in this country. Increase targeted ads and optimize user experience on popular devices.