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# **Digital Analytics**

**European Google Merchandise Store (Option A, 1)**

**Pop-Up Store in London**

# Agenda

1

2

3

4

Google Merchandise Store Online

Google Analytics and Data Studio Analysis

Key Metrics

Solution



# GMS Online

2006

GMS created



2.23%

of traffic is from  
Referrals

Top Referring Site:  
[coursera.org](https://coursera.org) (19.9%)

60%

of traffic is  
from Search

97.5%      2.5%  
Organic      Paid

1.92%

of traffic is from  
Social

0.14%

of traffic is from  
Display Ads

Top Destination Site:  
[accounts.google.com](https://accounts.google.com) (43.5%)

## Google Analytics Data

Audience

Acquisition

Behavior

Conversions

# Google Analytics

**Step 1.**  European User Analysis



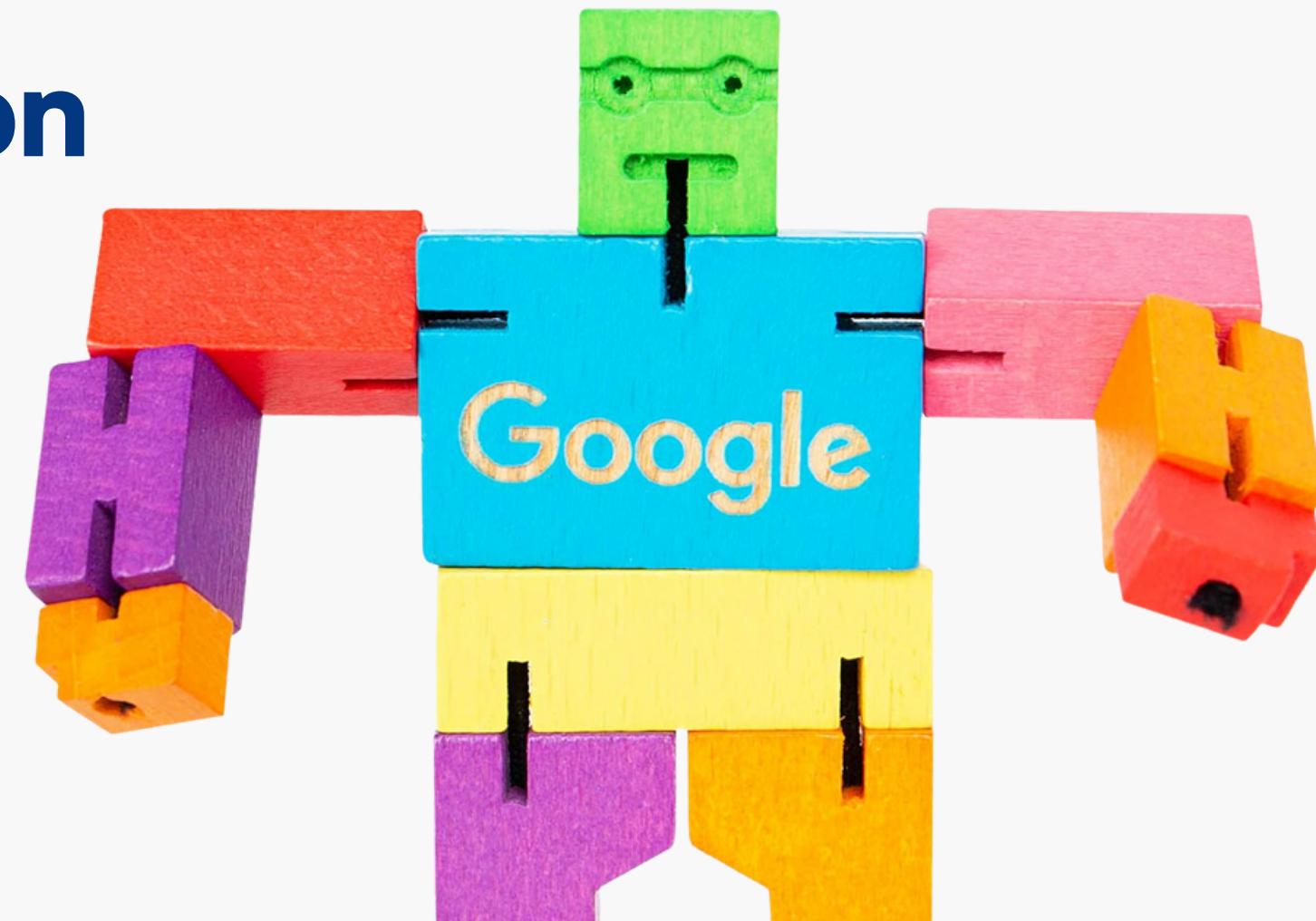
**Step 2.**  UK has the highest number of users in Europe

Users  
**86,710**

New Users  
**84,232**

**Step 3.**  Where in particular? **City of London**

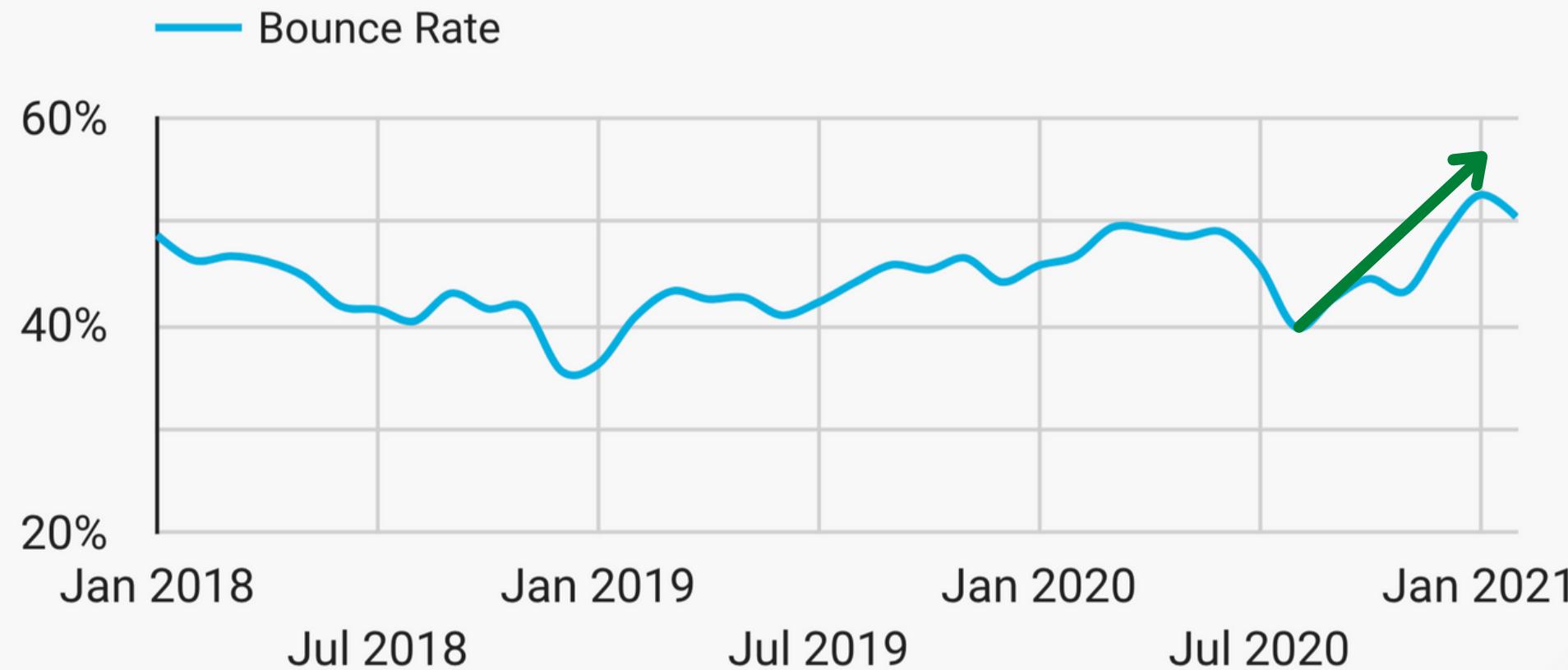
**Step 4.**  Would be a nice idea to open a brick-and-mortar store in London to revamp their UK sales?



# Key Metrics



**Bounce Rate 01/18-01/21**



**E-commerce  
Conversion Rate**

**0.35%**

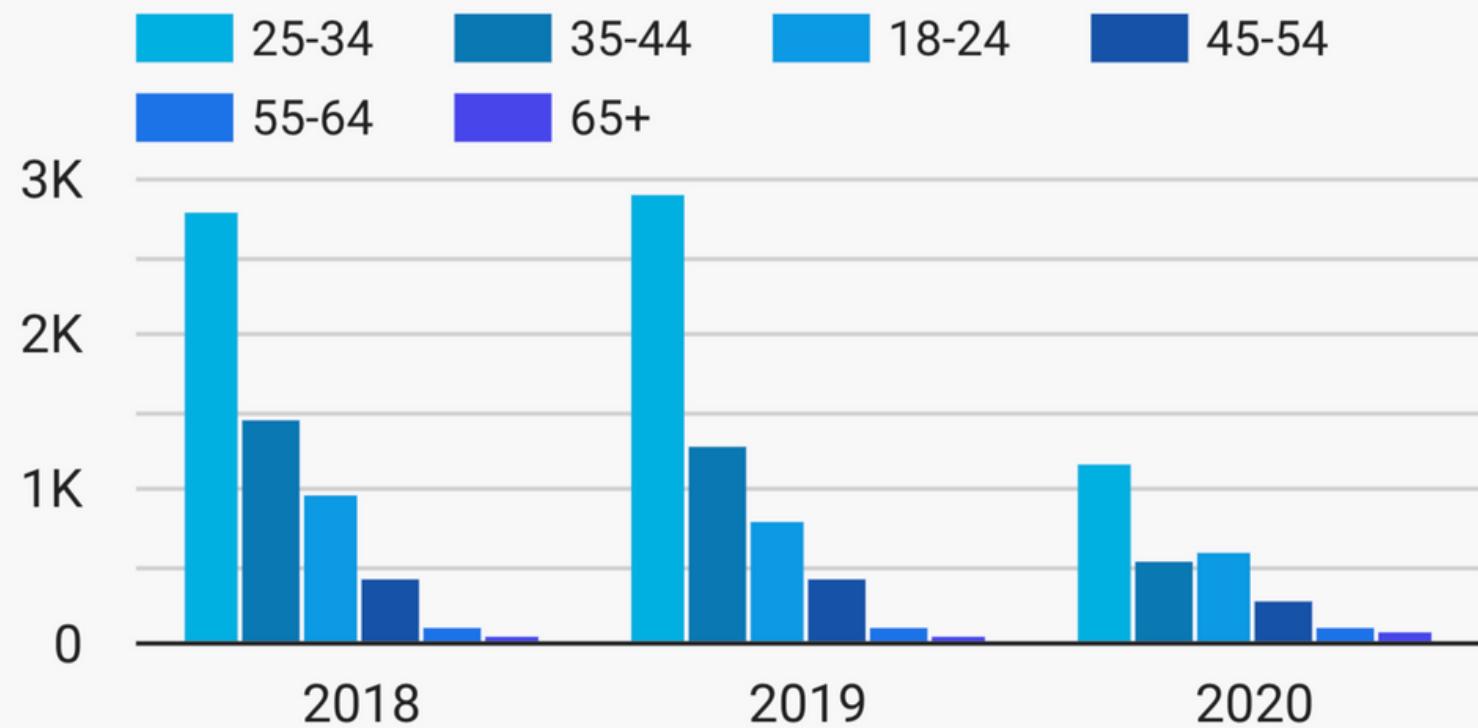
**Bounce Rate**  
increase in bounce rate  
in last half of 2020

**51.12%**

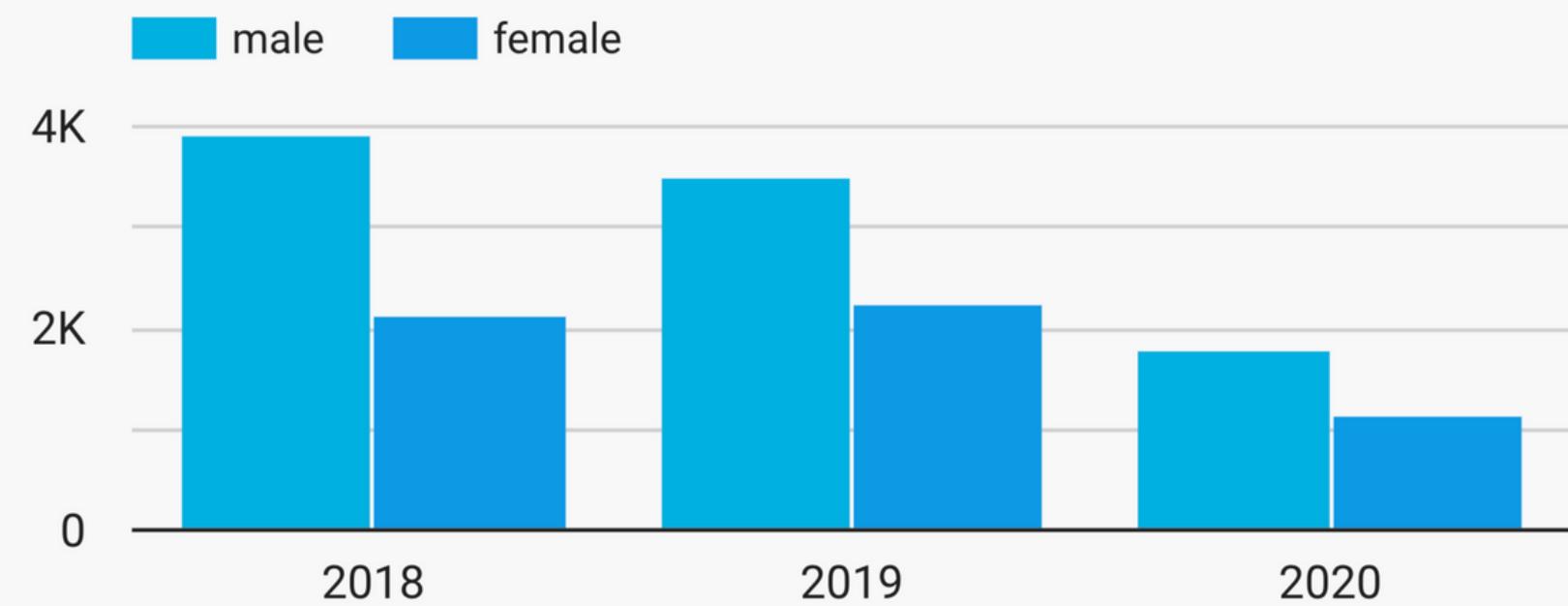
**↑10%**

# Audience | Demographics

## Age distribution UK-London



## Gender distribution UK-London



# Audience | Interests

## Top 5 Affinity Categories in London



## Top 5 In-Market Segments in London



## Top 5 Others Categories in London



# Behavior



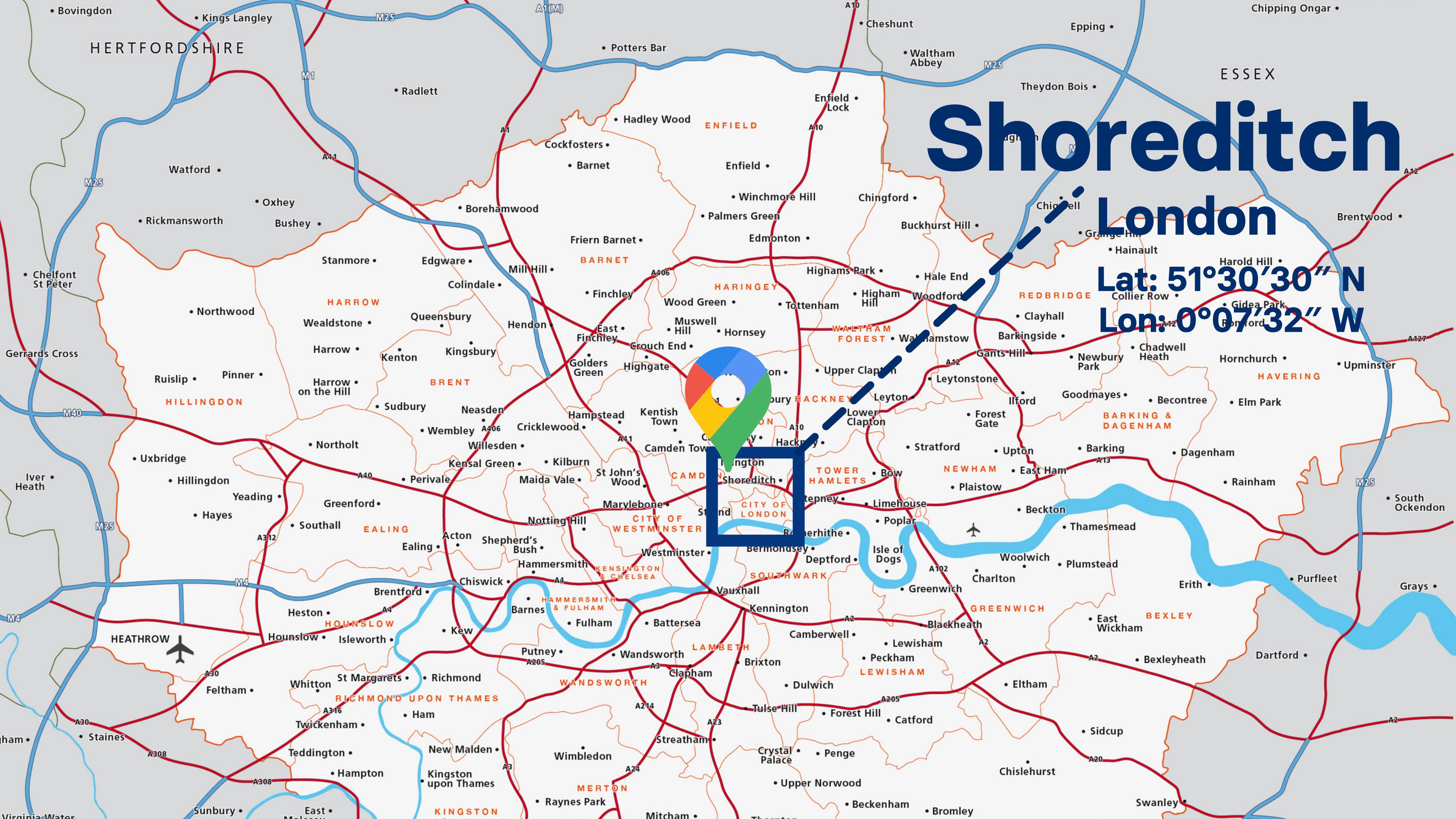
## Top 5 products sold in London (in USD Value)

Product	Product Revenue ▾
1. Google 16 oz Glass Bottle Navy	\$1,657.35
2. Google Glass Bottle	\$1,466.4
3. Google Flat Front Bag Grey	\$1,275.15
4. Nest® Secure Alarm System S...	\$927.53
5. Nest Hello Doorbell - USA	\$898.29

# Shoreditch

## London

Lat: 51°30'30" N  
Lon: 0°07'32" W



# Offline Campaign Investment

## Physical Store in Shoreditch

### Our New Location

 Historic Spitalfields Market, right at the heart of The City

 Young and vibrant community made of students and corporate staff

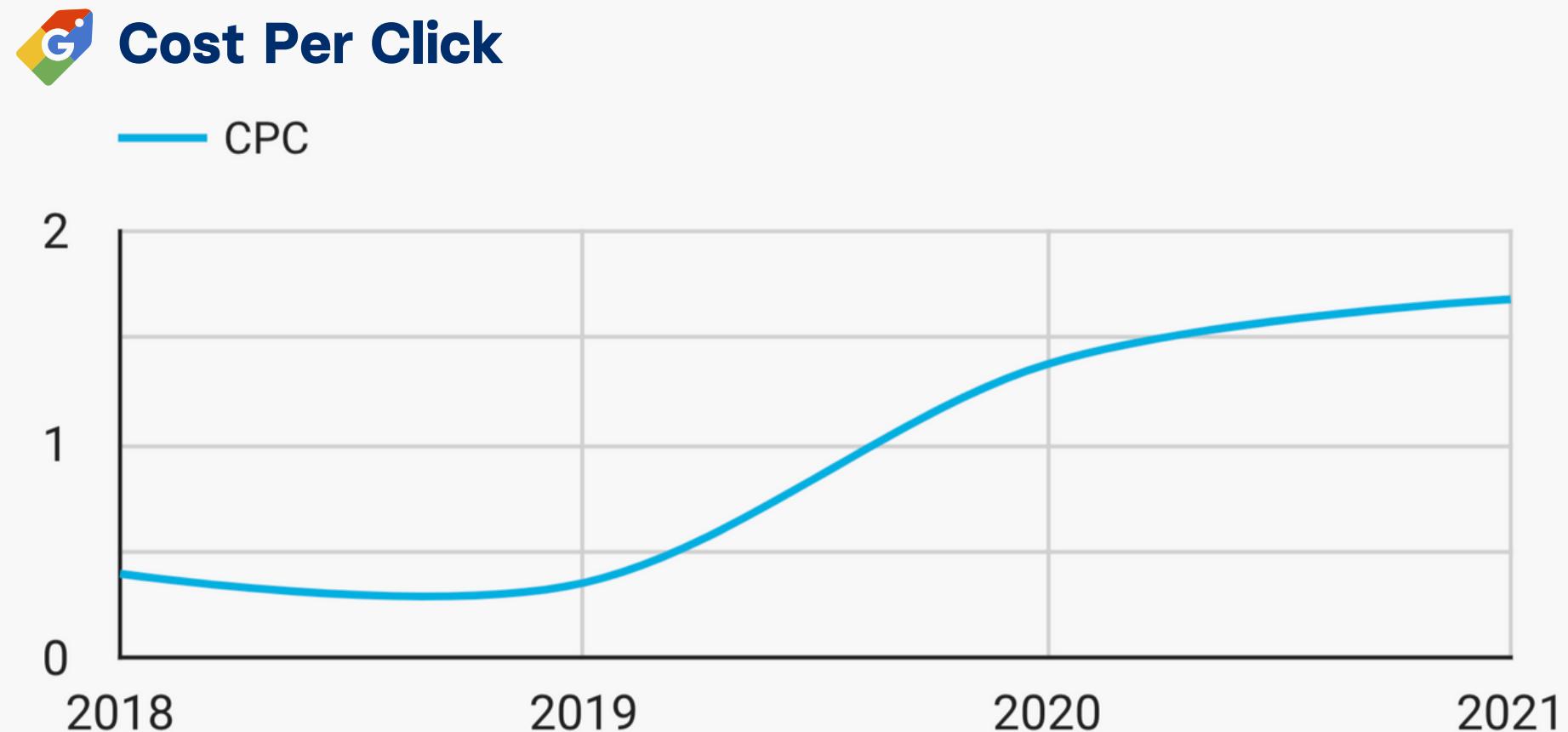
### Cost Estimation

Rent:	£ 9'600/mo
Refurbishment:	£ 26'000
Mrk Campaign:	£ 7'000
4 FTE:	£ 6'000
Insurance:	£ 2'000
Bills:	£ 600
<hr/>	
Tot for 4 months:	£ 80'000

To reach a £2 CAC  
you need 40k Clients  
in 4 months.  
10k a month.  
333 a day.  
Seems a lot to us.

# Acquisition

**Would it be convenient to open a shop if we could acquire a client online for just £1,5??**





G

Cool no?



50% off

# Google Team



Dennis Pedersen



Alberto De Roni



Tommaso Fantin



Allison Black



Rayan Alghamdi

# Conclusion

- 1**  Opening a brick-and-mortar store will require a high CAC
- 2**  An offline campaign integrated with a digital strategy will boost awareness and drive sales.

# Thank you

