

RMIT
UNIVERSITY

**COSC2667 DATA SCIENCE POSTGRADUATE
PROJECTS**

**COMPETITOR ANALYSIS &
SEO
GABEE**

Ancy Rex

S3760058

CONTENTS

SL NO :	TOPIC	PAGE NO :
<u>1</u>	<u>Abstract</u>	1
<u>2</u>	<u>Introduction</u>	2
<u>2.1</u>	<u>Gabee</u>	2
<u>2.2</u>	<u>Aim of the project</u>	2
<u>2.2.1</u>	<u>Initial Aim of Project</u>	2
<u>2.2.2</u>	<u>Current Aim of Project</u>	3
<u>2.3</u>	<u>Deliverables of the Project</u>	3
<u>3</u>	<u>Background of the Project</u>	4
<u>4</u>	<u>Methodology</u>	5
<u>4.1</u>	<u>Integrating Data Sources</u>	5
<u>4.1.1</u>	<u>Google Analytics</u>	5
<u>4.1.2</u>	<u>Google Search Console</u>	6
<u>4.2</u>	<u>Performing SEO with collected data and Online tools</u>	7
<u>4.2.1</u>	<u>SEO with Google Search Console</u>	7
<u>4.2.2</u>	<u>SEO using data from Online Tools</u>	8
<u>4.2.2.1</u>	<u>SEMrush</u>	8
<u>4.2.2.2</u>	<u>Ubersuggest</u>	8
<u>4.3</u>	<u>Listing Competitors and Pricing ranges</u>	10
<u>4.3.1</u>	<u>Competitor Analysis with SEMrush</u>	10
<u>4.3.2</u>	<u>Pricing Analysis</u>	11
<u>4.4</u>	<u>Creating database using Google Sheets</u>	11
<u>4.5</u>	<u>Visualisation using Google Data Studio</u>	12
<u>4.6</u>	<u>Limitations</u>	13
<u>5</u>	<u>Results</u>	15
<u>5.1</u>	<u>SEO & Google Analytics</u>	15
<u>5.2</u>	<u>Google Search Console</u>	16
<u>5.3</u>	<u>Competitor Analysis</u>	18
<u>6</u>	<u>Conclusion</u>	19
<u>7</u>	<u>Reference</u>	20
<u>8</u>	<u>Appendix</u>	21
<u>8.1</u>	<u>Roles & Responsibilities</u>	21
<u>8.2</u>	<u>Self Reflection</u>	22

1. ABSTRACT

Ecommerce has been benefiting and improving to a great extent with the help of data science. Helping businesses boost up their sales by marketing the right product to the right customer is done by crunching and inspecting data. The fashion industry has been contributing largely to the Australian economy. Australians spend \$28 billion on fashion each year, most of them being imported high-value designer fashion.

Analysing your competitors can help to expand into the market. Competitor Analysis helps determine strength and weakness of your competitors within the market and help create better strategies that will give us a distinct advantage. To stay relevant in the market it is always great to keep an eye out for the competitors. Checking out what works for your competitors can help brainstorm ideas for your business to step it up in the market. It also helps understand how unique you are and where your business stands in the market as a brand. Strategically positioning oneself in the market and exemplify your strength(business et al., 2020).

Gabee, an Australian brand provides high quality, designer items, travel items and accessories that empowers other Australian fashion business. SEO and Competitor Analysis was done for Gabee using the data from Google Analytics, Google Search Console and online tools to understand the path of purchase, organic searches, traffic, backlinks and to recognise their competitors. SEO help increase the quality and quantity of your traffic to your website using organic searches(Buy Leather Handbags, Backpacks & Satchels Online in Australia | Gabee, 2020).

Competitors for Gabee were listed and all of their products, the keywords that lead to their page, where they get most traffic from were compared along with its competitors so that it would help us understand where we stand in the market. It would help us get more ideas and understand the competitors price ranges for each products, distribution/ channels relative to Gabee and can help understand where we can beat the opposition.

2. INTRODUCTION

2.1. GABEE

The Australian brand Gabee has been providing high quality, stylish designer bags, travel items and accessories for over three generations. They empower other Australian fashion business by keeping their processes clear, their beliefs open and help participate in practices that save the environment. They produce quality, functional and longevity through all their designs and involve themselves in the ‘Slow Fashion Movement’. Designed in the heart of Australia, they have grabbed inspiration from everywhere and created stylish and contemporary products. Creating timeless, classy and customised products for all genders who understands it’s this attention to detailing, secure quality and incredibly soft felt worlds finest quality leather.

Hein Arnheim had brought European style to Australia by finding Gabee in 1949 and naming it after his wife Gabrielle. The seventy one year old company has three core brands - Gabee, MONIQUE and Cobb & Co. Using website such as Gabee and The Iconic they have sold most of their stylish and fashionable products online. They also sell their products through other channels such as stockist, online and in-store and the sales data has been distributed on many platforms. Gabee is using this data to try and analyse what they need to do different in order to stay one step ahead in the market. We have used this collected data to recognise and understand her competitors and and find out unique ways in which Gabee can stand out amongst her competitors(Buy Leather Handbags, Backpacks & Satchels Online in Australia | Gabee, 2020).

2.2. AIM OF PROJECT

2.2.1. INITIAL AIM OF PROJECT

The initial project aims to understand the companies place in the market, strength and weakness of their competitors, strategic planning and finding out where in the market they can exhibit an upper hand. The dashboard would help the company keep track of all their competitors and pricing differences, range differences and different distribution channels.

2.2.2. CURRENT AIM OF PROJECT

The current project aim is to find the companies that compete along with Gabee in the market. Competitor Analysis helped us understand what our fellow competitors were putting their efforts in to gain much more traffic and site rankings. These findings caused us to take a deeper look into SEO and Competitor Analysis to check out what works for your competitors and gain ideas for your business to step it up in the market. Performing SEO optimisation to improve your site's rankings in search results. Data collected from Google Analytics and Google Search Console to create a dashboard that would help the company track where their traffic comes from, highest clicked pages, prices in which their competitors sell their products for and what new keywords to get a hold off to gain better ranking than the rest.

2.3. DELIVERABLES FOR THE PROJECT

Deliverables for Competitor Analysis and SEO:

- Identifying the key competitor alternative brands
- Distribution/channels
- Pricing relative to Gabee
- Performing SEO and finding insights
- Analysing traffic and distribution channels

3. BACKGROUND OF THE PROJECT

Gabee is an Australian brand that has been providing stylish designer items and accessories for over three generations. They produce high quality and functional designs for all genders and have been selling their items on ecommerce platforms such as Shopify and The Iconic. Most of their data were listed on multiple platforms and they were not integrated to a common database. This created many bottlenecks as to collect data from these multiple sites and social media platforms(Buy Leather Handbags, Backpacks & Satchels Online in Australia | Gabee, 2020).

Although Gabee's main site have an integration with Google Analytics Google Search Console had to be integrated as it helped collect data for the performance of the site which worked tremendously for this particular project. Google Analytics help analyse in depth about the visitors on you site. It also helped track and record traffic where the best visitors are located and what the visitor are interested in. While Google Search Console help provide insights on how to improve ones site and better the performance. It also informs the site owners about site issues, errors, or even penalties. The project involved in creating a common database from different sources and to present the insights on a live dashboard.

The data for traffic, keywords that they use, backlinks, competitors were other data that they did not have in hand. It had to be collected from different online platforms. Data obtained from these platforms were collected and brought into a common database, analysed and the findings and insights were to be pulled through to the dashboard. It was used to work on Competitor Analysis and SEO to assess the strength ,weakness of the current and potential competitors and increase the quantity and quality of traffic to the website through organic search results.

4. METHODOLOGY

The methodology used for the project involves :

- Integrating data sources
- Performing SEO using the collected data and online tools
- Listing out competitors and collecting data regarding price ranges between competitors and Gabee
- Creating database using Google Sheets
- Visualisation in Google Data Studio

Tools:

- Google Analytics
- Google Search Console
- SEMrush
- Ubersuggest
- Google Sheets
- Google Data Studio

4.1. Integrating Data Sources

4.1.1. Google Analytics

Gabee had been using the most popular digital analytics software to help analyse in depth about their visitors on their website. The data provided by Google Analytics gives valuable insights and gives you a general perspective on how your site is doing. The statistical data available in google analytics will give you a better idea on where you stand in the market and how to take down those that compete with your audience and changes that can help improve your website(9 Awesome Things You Can Do With Google Analytics 5, 2020).

Gabee's data such as traffic sources allows you to see where all your traffic comes from. Analytics gives you numbers on how many people come through to your site via the search engine, referring sites, and through direct URL searches. Google Analytics also provides you the list of keywords that help attract traffic to your website. Gathering data from visitors and channels and they help through page breakdown

and tell you which pages get visited most frequently which links to other pages. Google Analytics can be implemented effectively which can help bring new market opportunities and calculated business decisions that help provide the best customer experience. Data from Google Analytics was taken and integrated with Data Studio to obtain visualisations that help website owners get a quick insights of what is happening within the website and daily follow up the traffic that comes through (Analytics Tools & Solutions for Your Business – Google Analytics, 2020).

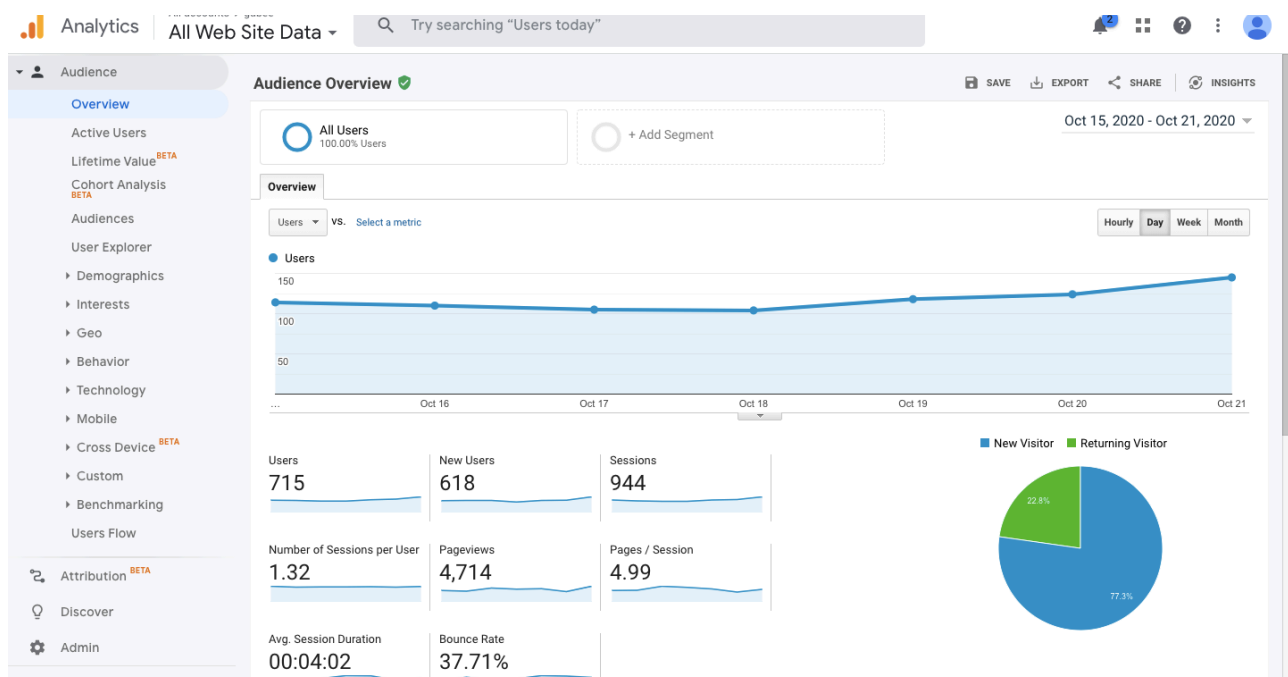


Fig 1: Google Analytics

4.1.2. Google Search Console

Google Search Console is one of the free service tools out there. It is a collection of tools and resources that helps website owners monitor the performance of their website. It helps give you valuable insights on where we are performing well and where the website needs work. The search console provides us with what pages and keywords the website ranks in Google, which keyword and pages need more attention and optimisation (Frost, 2020).

Google Search Console provides us with a list of pages, queries, countries, dates or search appearances. All these sections were sorted into 'clicks', 'impressions', 'average CTR' or 'average position'. The list of pages and queries with the

highest clicks, CTR and average position. Countries with the highest click, CTR and average positions are also obtained from Google Search Console. Any action that takes a user to a page outside of Google search is considered as a click. Impression is the link URL that appears in a search result of a user. Average position is the numerical order in which Google displays the website URL. CTR are calculated as percentage of clicks/impressions. Gabee's data from google search console was taken to perform SEO and integrated with Data Studio to obtain visualisations that help understand and monitor the performance of the website. The dashboard also helps keep in track of the clicks and impression by date with a Time series graph can vary with a date range(A Beginner's Guide to Google Search Console, 2020).

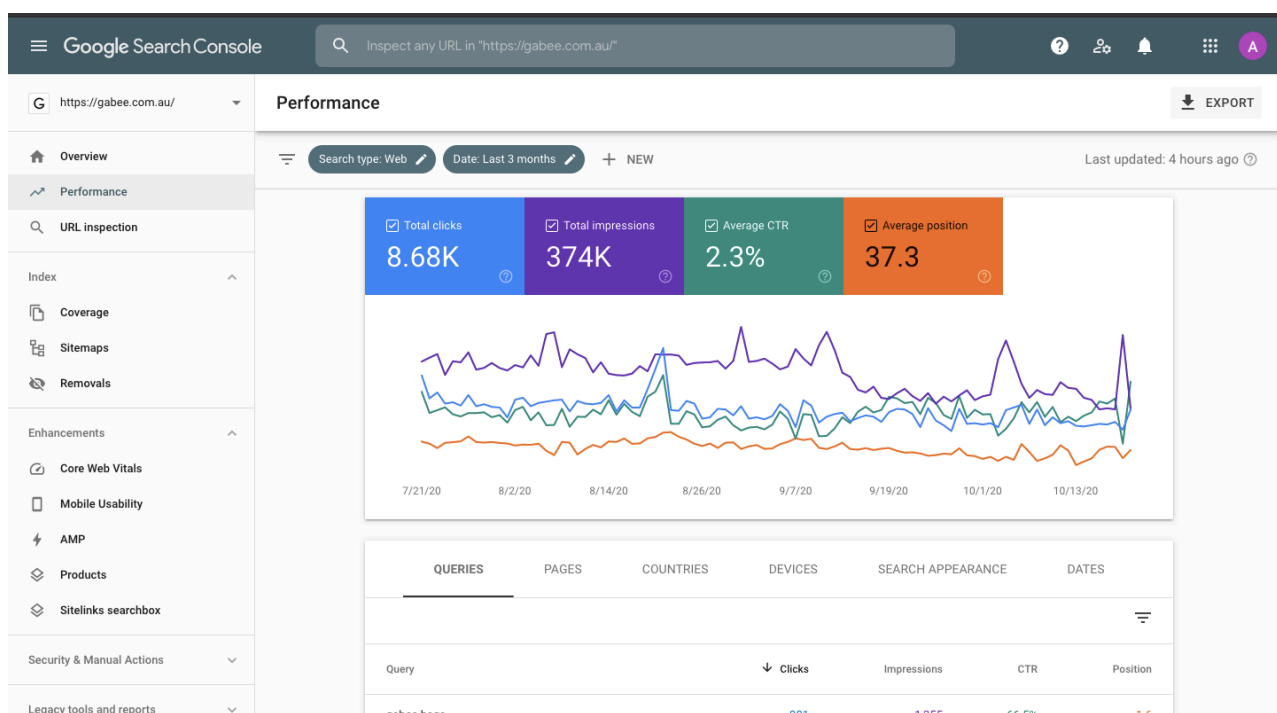


Fig2: Google Search Console

4.2. PERFORMING SEO WITH COLLECTED DATA AND ONLINE TOOLS

4.2.1. SEO with Google Search Console

The data collected from Google Search Console helps provide analysis for clickthrough rate for each keyword or query. Creating a graph with CTR vs Average position gives us an insight of how Average positions such as 1 and 2 gives a better traffic compared to those with higher Average positions. Pages can also be analysed for high

query ranking and low CTR. This helps to deepen the search of all queries that fall under the top 3 positions that have low CTR scores. These queries might need a thorough look through as they might have feature snippets or videos before featuring our specific site. This would help us provide content, to increase our CTR scores for the top 3 positioned queries.

Google Search Console also helps check sitemap errors and warnings. Sitemaps help let search engines know which pages are important on your site and help crawl your site efficiently. This helps inform the website owners of any error when choosing URLs that lead to their page or of any duplicate URLs. The data and insights collected from Google Search Console was put through to the dashboard and sent to the website owner for weekly updates(2020).

4.2.2. SEO using data from Online Tools

4.2.2.1. SEMrush

Although data collected from Google Analytics and Google Search Console were helpful, many online tools help perform in depth analysis on website performance. In Google Analytics and Google Search Console, keywords are some times defined as not provided, which means that google is choosing not to share the keyword data with you as it is done in interest of protecting the privacy of the searcher. SEMrush is a a very popular SEO tool that help does your keyword research, keyword strategy used by your competition and performs SEO audit looking for back linking opportunities. SEMrush helped obtain the site's primary keywords that was not relieved by Google and discover a whole set of stats around these keywords, such as monthly search volume and keyword difficulty. It also reveals organic traffic, backlinks, referring domains and authority score. Authority Score is our domain score that grades the overall quality of a site and tells you how good a backlink from a site can be for your SEO. The data from SEMrush was stored into Google Sheets to be pulled through to the dashboard(2020).

4.2.2.2. Ubersuggest

Ubersuggest is an online tool created by Neil Patel. The tool offers free services that explores the keywords and suggest words that can help construct your content. Ubersuggest helps integrate itself with Google Search Console to help analyse data better and provide accurate insights and results. They find keywords ranking with

devices and search volume for keywords with respect to country and language over the course of the last 12 months. Ubersuggest also helps give the user keyword ideas by pulling google suggest and AD words recommendations(A Step-by-Step Guide to Growing Your SEO Traffic Using Ubersuggest, 2020). It also shows the estimated visits based on ranks, and social share each URL has and the domain scores which is metric between 1 and 100. The score and authority of a domain is directly proportion and difficult to beat. It also provides SERP analysis which shows you the top 100 sites that rank for any given term. Showcases top pages for the website and the search terms that each of those pages rank for. A traffic analyser is also provided which shows how much traffic a domain receives from Google and focuses on content ideas . The tool also provides with services to add filters and easily export data as CSV files. All the exported csv files are stored into Google Sheets to visualise into the dashboard(My New SEO Tool: Ubersuggest 2.0, 2020).

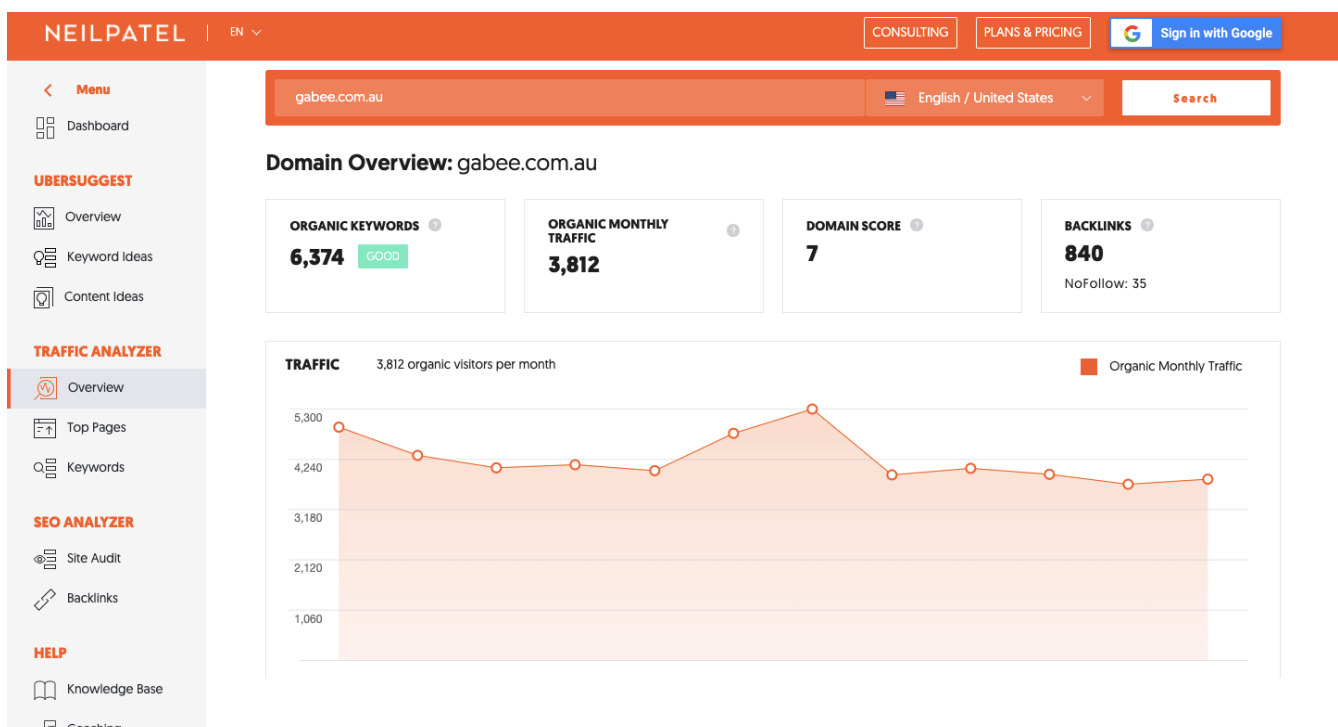


Fig 3: UberSuggest

4.3. LISTING COMPETITORS AND PRICE RANGES

4.3.1. Competitor Analysis with SEMrush

SEMrush helped list out competitors using the competitive research service. Entering Gabee's site URL helped retrieve competitors that share the most similar keyword rankings as you. Another list of competitors were also provided by the client that help give us a wide range of websites to work with. The URLs of each competitor site was entered to obtain data about the performance of their site. The data was later entered into Google sheets and analysed to find insights. Attributes such as Keywords, Organic Traffic, Backlinks, Referring Domain and Domain Authority were used to perform SEO and the analysis helped compare Gabee to competitors. The attributes helped evaluate their strategies and find the strength and weakness of the fellow competitors. This technique also helped us understand where Gabee's competitors are ranked and help brainstorm ideas on how to stand out and be unique in the market. Keeping an eye out for competition and their strategies that works on the same kind of audiences can help improve the performance and help make changes to your site(2020).

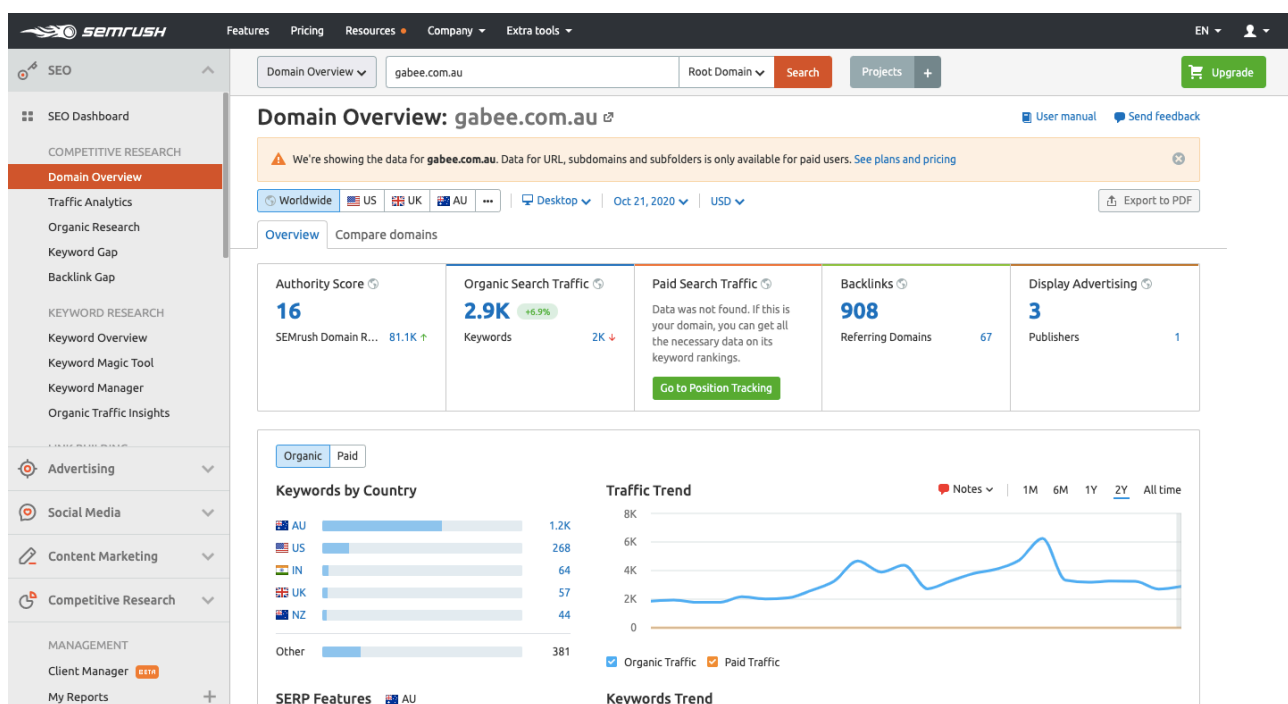
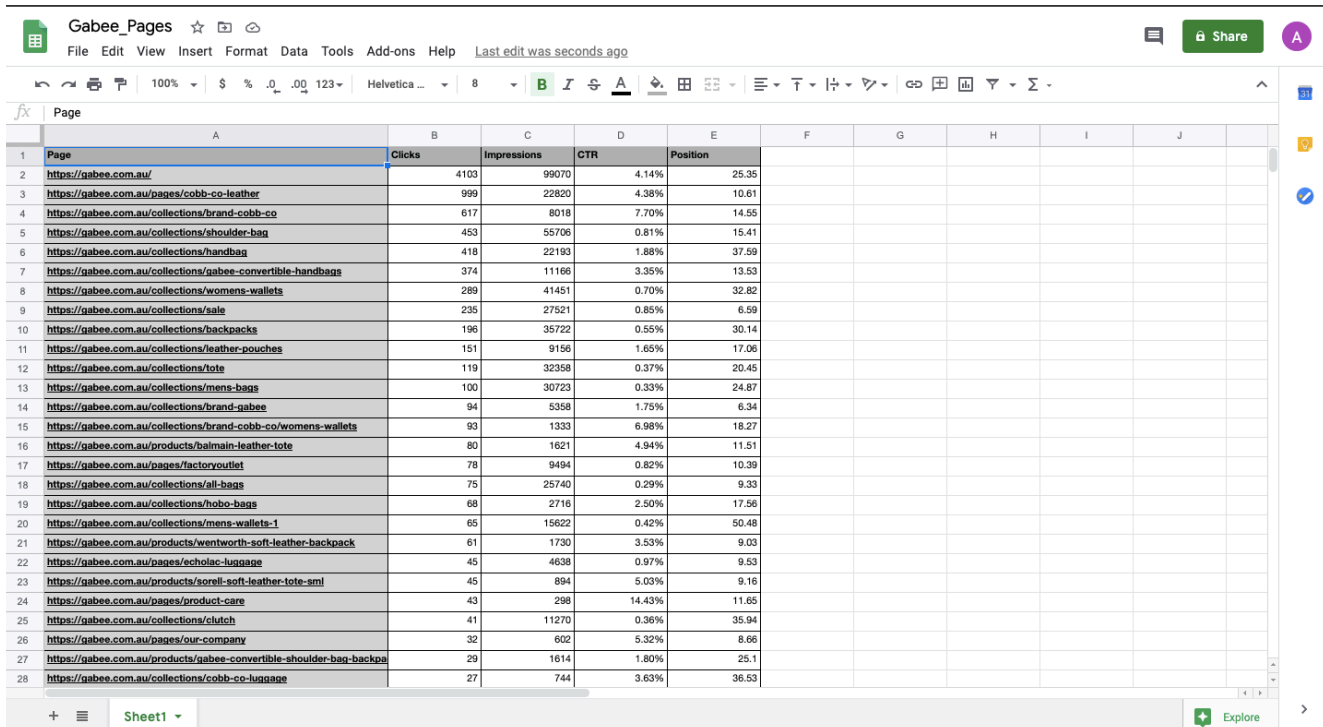


Fig 4: SEMrush

4.3.2 Pricing Analysis

The competitor list that was collected from SEMrush and the client was used to perform SEO analysis and collect price ranges for products sold by each competitor. Products were categorised on the basis of gender, size, material and usage. Each products under these categories were analysed and the price ranges were listed in an excel sheet to be analysed alongside the price ranges of the major core brands - Gabee, MONIQUE and Cobb & Co. Each of these categories were compared with the products sold by the competitors. Products from each of these categories were grouped and insights from these price ranges alongside the SEO analysis for each competitor was done. It was noticed that some competitors did not have the same products that was sold by Gabee. Companies that posed threat towards Gabee on the basis of that specific product were also considered in the analysis. Insights obtained from the analyses showed us which competitor is attracting more traffic on the basis of product availability and price ranges.

4.4. CREATING DATABASE USING GOOGLE SHEETS



Page	Clicks	Impressions	CTR	Position
https://gabee.com.au/	4103	99070	4.14%	25.35
https://gabee.com.au/pages/cobb-co-leather	999	22820	4.38%	10.61
https://gabee.com.au/collections/brand-cobb-co	617	8018	7.70%	14.55
https://gabee.com.au/collections/shoulder-bag	453	55706	0.81%	15.41
https://gabee.com.au/collections/handbag	418	22193	1.88%	37.59
https://gabee.com.au/collections/gabee-convertible-handbags	374	11166	3.35%	13.53
https://gabee.com.au/collections/womens-wallets	289	41451	0.70%	32.82
https://gabee.com.au/collections/sale	235	27521	0.85%	6.59
https://gabee.com.au/collections/backpacks	196	35722	0.55%	30.14
https://gabee.com.au/collections/leather-pouches	151	9156	1.65%	17.06
https://gabee.com.au/collections/tote	119	32358	0.37%	20.45
https://gabee.com.au/collections/mens-bags	100	30723	0.33%	24.87
https://gabee.com.au/collections/brand-gabee	94	5358	1.75%	6.34
https://gabee.com.au/collections/brand-cobb-co-womens-wallets	93	1333	6.98%	18.27
https://gabee.com.au/products/balmain-leather-tote	80	1621	4.94%	11.51
https://gabee.com.au/pages/factoryoutlet	78	9494	0.82%	10.39
https://gabee.com.au/collections/all-bags	75	25740	0.29%	9.33
https://gabee.com.au/collections/hobo-bags	68	2716	2.50%	17.56
https://gabee.com.au/collections/mens-wallets-1	65	15622	0.42%	50.48
https://gabee.com.au/products/wentworth-soft-leather-backpack	61	1730	3.53%	9.03
https://gabee.com.au/pages/echolac-luggage	45	4638	0.97%	9.53
https://gabee.com.au/products/sorell-soft-leather-tote-smi	45	894	5.03%	9.16
https://gabee.com.au/pages/product-care	43	298	14.43%	11.65
https://gabee.com.au/collections/clutch	41	11270	0.36%	35.94
https://gabee.com.au/pages/our-company	32	602	5.32%	8.66
https://gabee.com.au/products/gabee-convertible-shoulder-bag-backpa	29	1614	1.80%	25.1
https://gabee.com.au/collections/cobb-co-luggage	27	744	3.63%	36.53

Fig 5: Google Sheets

All the data collected from online tools such as SEMrush and Ubersuggest were exported into csv files using the limited free services provided by the sites. All the exported csv files were stored into Google sheets as they help manage the data in the dashboard. Google Sheets as an online tool, makes it easier to handle data and automate data on the dashboard. It also helps format and change data easily. Google sheets also helps collaborate and edit a spreadsheet live with the client.

Data Studio helps integrate the data from Google Sheets that help create the dashboard and refresh the data. All the data pulled through to the dashboard is taken from Google sheets and any new edit or change in data can be reflected in the dashboard(Exploring Google Sheets' Advantages for Finance Professionals, 2020).

4.5. VISUALISATION IN GOOGLE DATA STUDIO

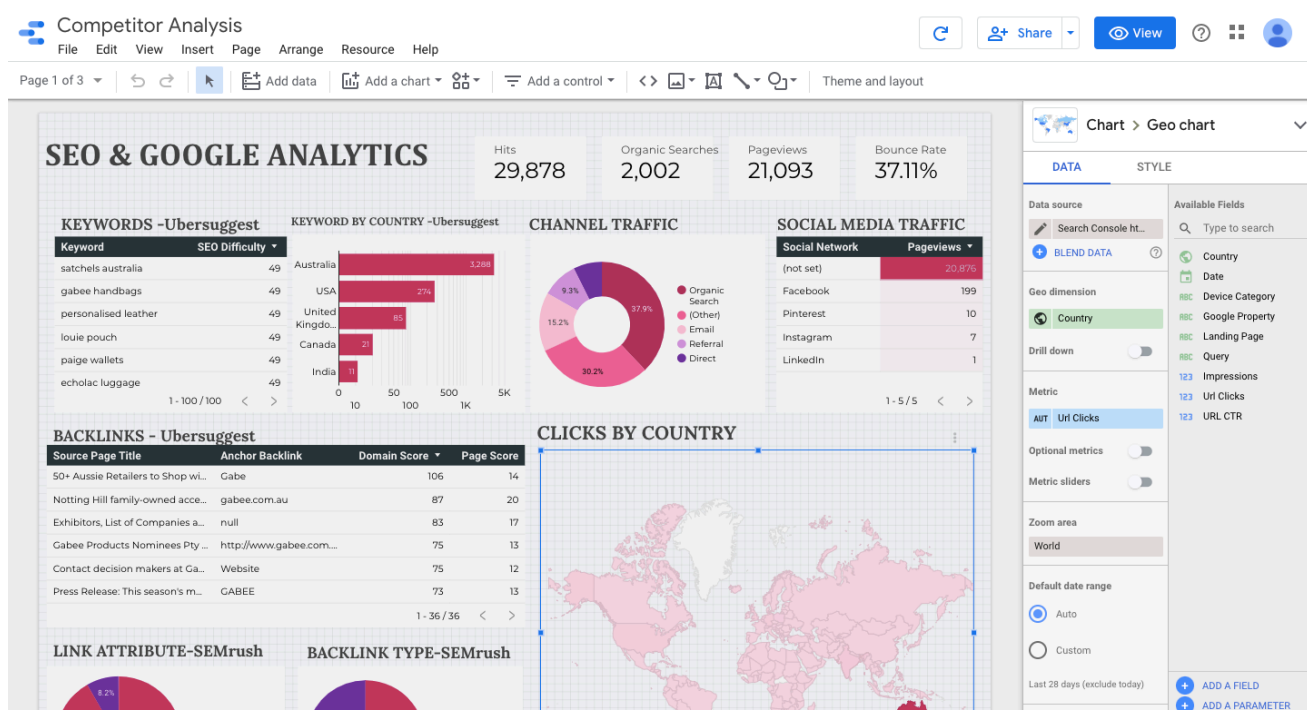


Fig 6: Google Data Studio

The free data visualisation tool Data Studio helps sync all your data sources into one reporting experience. It helps create informative and attractive visualisation dashboards that will help interpret, share, predict and customise. The data obtained from Google sheets, Google Search Console and Google Analytics can be used to

create meaningful and informative charts and dashboards that can give weekly updates to the users. The data studio help email deliver the new reports to the user at a specific schedule and inform them of their website performances and any new insights(The Beginner's Guide to Google Data Studio, 2020).

4.6. LIMITATIONS

The limitations that were faced during the project includes:

- **Data Collection in Google Analytics and Google Search Console**

Some of the data was labelled as “not provided” and caused ambiguity and uncertainty. Google was choosing not to share the keyword data with us as it was done in the interest of protecting the privacy of the searcher. This caused problems while collecting the data and further performing SEO(What does Keyword (not provided) mean in Google Analytics? | Hallam, 2020).

- **Performing data using collected data and online tools**

Limitations while using Google search console:

- We could not discover any deeper technical issues concerning the site.
- Although Google has a keyword planner they are only useful if you are paying for ads.
- The data can sometimes give us super broad estimations and range values.
- Google Search console only gives us data for our site and not our competitors

Limitations while using Online tools:

SEMrush and Ubersuggest only provided data that can be retrieved using a free account. Performing SEO in depth for our site can only be done using a paid packages. As we were working with a free account the data obtained was very limited and restricted which did not give us a through performance analysis.

- **Listing out competitors and collecting price ranges**

Limitations caused by online tools due to the lack of paid packages were also present here. There were time restraints to working on products sold by competitors.

- **Visualisation in Data studio**

Microsoft Power BI created an integration problem that was not solvable due to the companies account settings and thus we planned to move our dashboards to Google Data Studio which easily integrated Google Analytics, Google Search Console and Google Sheets.

5. RESULTS

The data collected from multiple sources were analysed and the insights were pulled through to three dashboards:

5.1. SEO & Google Analytic

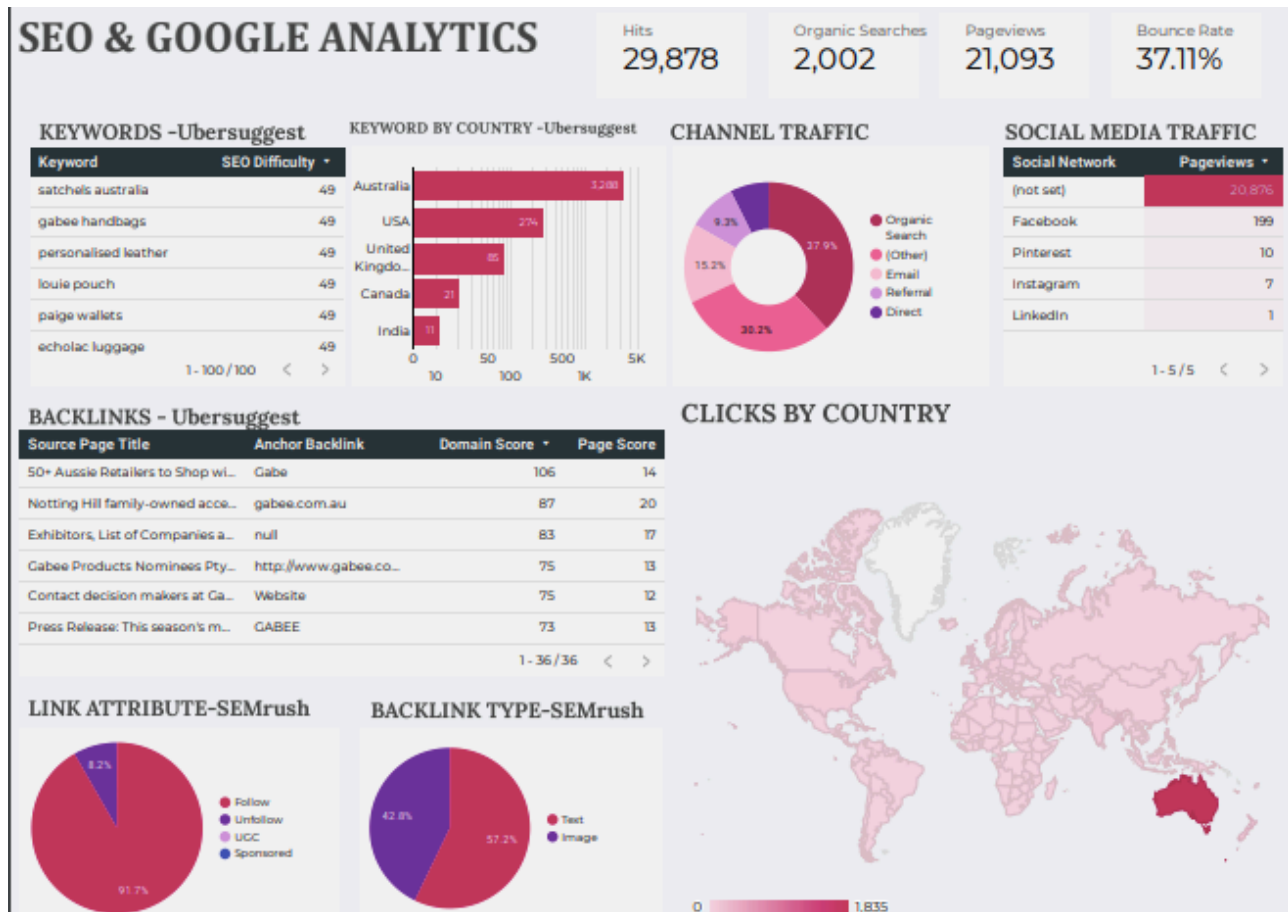


Fig 7: SEO & Google Analytics

Google Analytics

- It was found that for Gabee most of their traffic came from Australia followed by USA and the United Kingdom.
- Gabee receives most of their traffic through Emails and Organic searches.
- Sometimes Google Analytics did not provide complete information by choosing not to share the keyword data with us as it is done in interest of protecting the privacy of the searcher. Keeping that aside Facebook was the most popular social media channel that brought more traffic than others.

SEO

- Performing SEO provided the most used keywords by country and their SEO difficulty. SEO difficulty score tells you how easy or difficult it is for you to rank for that keyword. The higher the score, the more difficult it is to rank for that target keyword.
- Using SEO Backlinks were found along with their domain and Page score to help the website owners understand which of their backlinks have greater domain authority and it will be hard to rank higher than that website with the same keyword.
- Text and image content provides towards backlinks with minor statistical changes.

5.2. Google Search Console

- The two week Click, Impression, Average Position and CTR rates were visualised on the dashboard

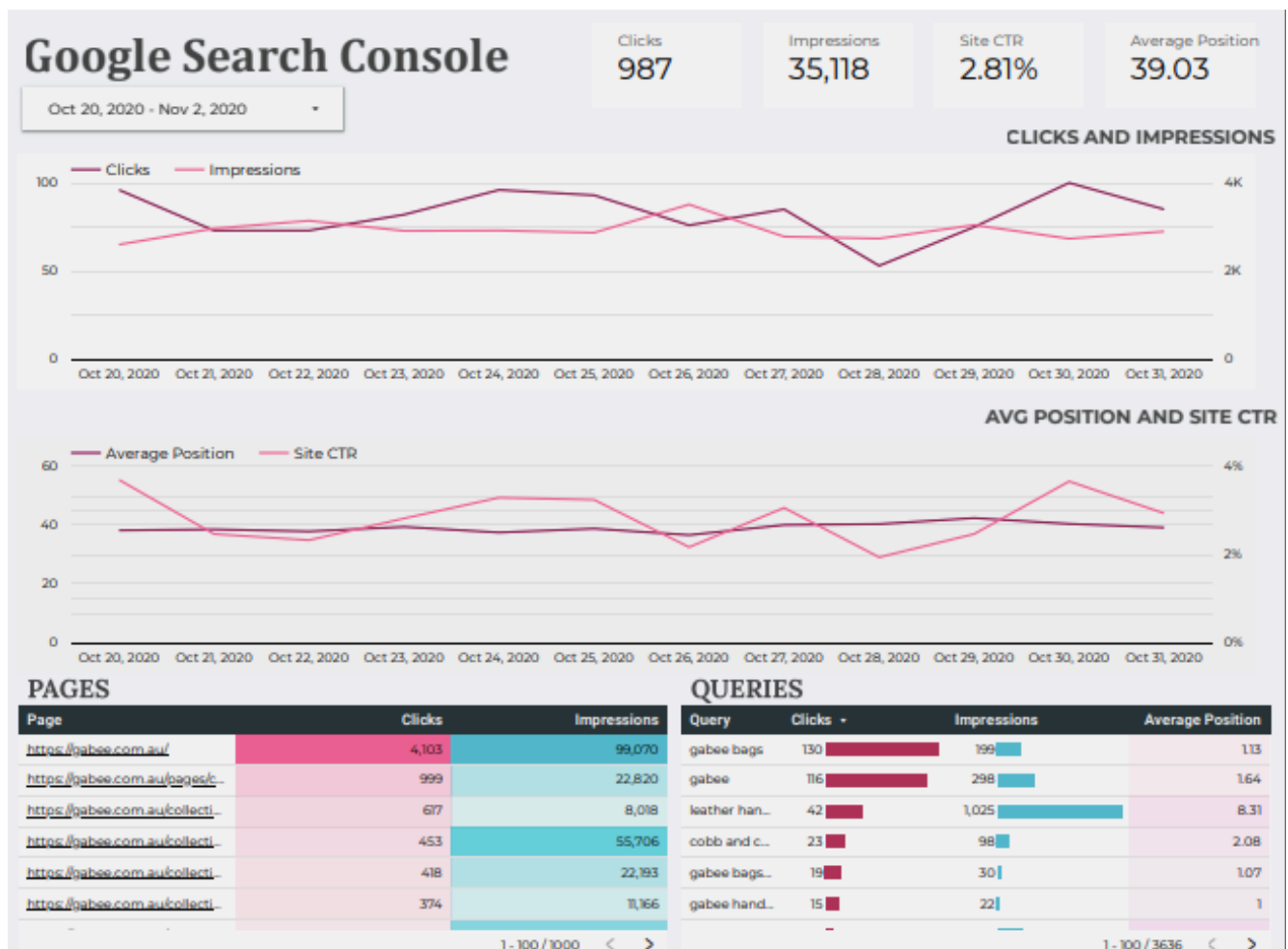


Fig 8: Google Search Console

- Improving clickthrough rate for the keywords that are underperforming- average positions of 1 and 2 tend to have better CTR rates compared to that of those with average positions greater than 1 or 2 . The queries with greater positions and good rate of impressions were considered along with their CTR scores for optimisation. The queries considered had page analysis and most of them were to be optimised by adding internal links or keyword search.
- Analysing pages with high keyword ranking but low CTR - using google search console we can filter out those pages with high positions but low CTR rates. The pages with potential were individually analysed and the reason for low CTR were found. Most of the pages had feature snippets, videos or Ads content before featuring our specific site. This way we can increase the CTR scores by involving more content in these area that will help increase traffic towards our website.
- Sitemap errors - sitemap reports were checked for sitemap errors. None were found for this particular site.
- Forgotten pages - Using Google search console all those internal links that were forgotten were found and those that have potential were redirected to a relevant page.

5.3. Competitors Analysis

- Using online tools the SEO for all the competitors were found and visualised in this dashboard.
- Competitors like Fossil, Tory Burch and Away have more traffic compared to our website

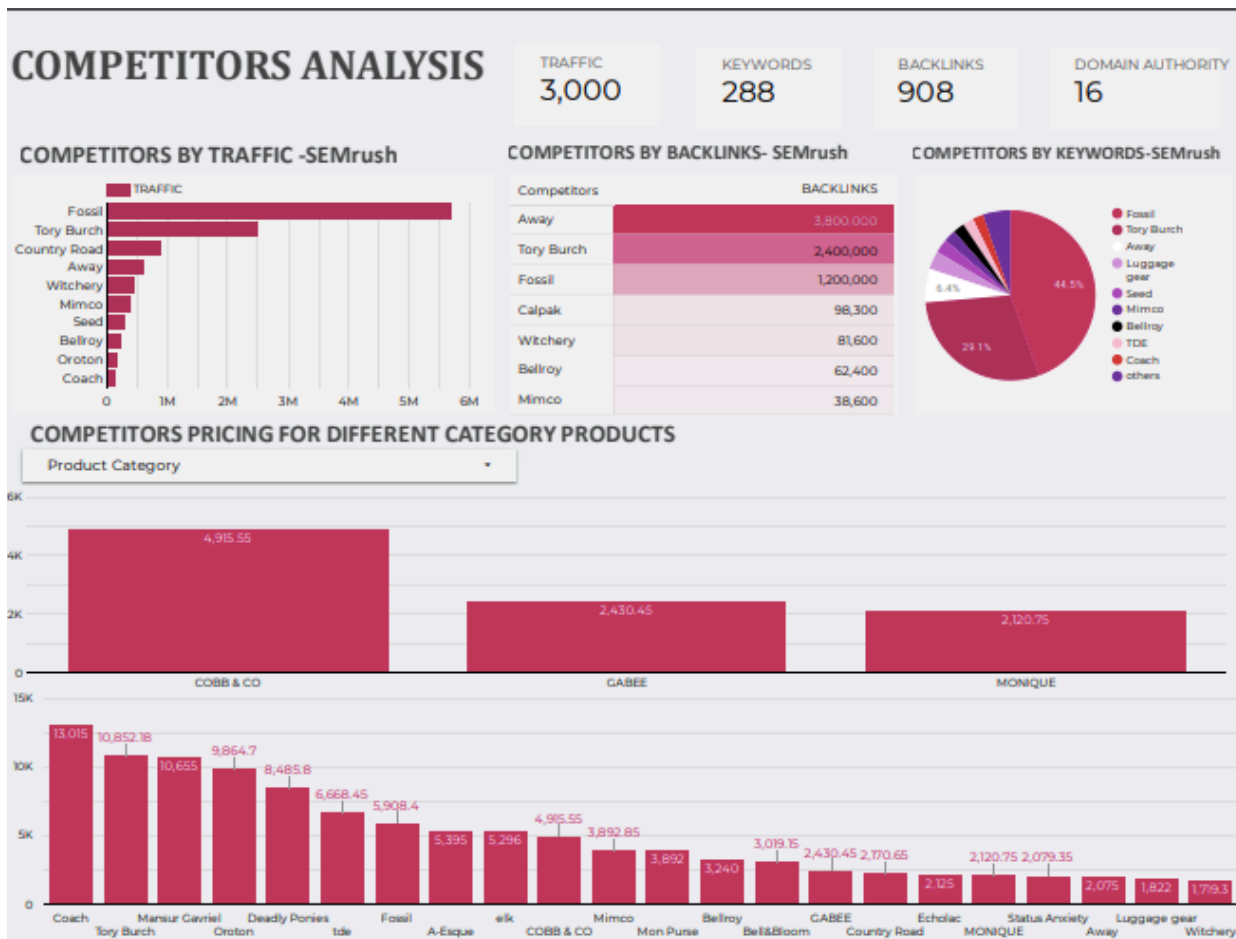


Fig 9: Competitor Analysis

- It was noticed that they had more number of Keywords and Backlinks and that tend to attract a lot more traffic towards their website
- When products were considered competitors like Oroton , TDE and Coach tend to have similar product categories as Gabee that they market to similar audiences
- Although Cobb & Co is giving tight competition to these competitors the prices ranges for Coach and Tory Burch is higher when compared to the client products
- It was also noticed that Gabee tend to produce more categories of leather products when compared to the rest of the other competitors which is a huge advantage

6. CONCLUSION

All the data collected from many different sources helped understand and analyse the performance of a website. Platforms such as Google Search Console helped understand where we can improve in our site and what more we can do to increase traffic. Many online tools helped understand where we stand in the market and what our competitors are doing right so we can level up with better ideas and business decision. SEO and Competitor Analysis helped understand our strengths and weakness and use them to stand out in the market and grab the attention of targeted audience. Using these analysis we were able to find out why most of the pages are dormant and ways in which we can activate them and get all our internal links to pour out traffic into our sites. Discovering areas where we can increase content that will give us better reach and ranking. This was an eye opener into how we can better our pages and give better customer experience.

The new insights found by performing Competitor analysis and SEO will help website owners understand how and where to invest so as to obtain better results in sales and marketing. Understanding and analysing what the competitors strategies are to attract the same group of audience helped brainstorm new marketing ideas to be creative and unique in the market. These analysis helped understand the market from the customer's perspective. It also pointed out the opportunities and threats that we can mitigate. Working on these new found insights can bring quality services and understand the pulse of your audience. Satisfying customers can help bring positivity, motivation and proactiveness to focus more on the market and achieve great heights.

Future Direction of the Project

- With time we can work more on internal links in Google Search Console to make sure there is no orphan or error links that can cause an increase in Bounce Rates.
- Seperate analysis and research on all keywords available from Google Search Console and online tools for improving clickthrough rate for those that are underperforming and pages with high keyword ranking but low CTR.
- The information obtained from online tools were limited due to free services. Paid services in online tools such as SEMrush and Ubersuggest will give us more services and results regarding SEO and Competitor Analysis, which will help find more data and insights.

7. REFERENCES

1. business, S., generator, B., address, W., photography, S., sell, P., themes, S., everywhere, S., Instagram, F., business, M., marketing, E., Ping, S., Ads, F., everything, M., in, L., Center, H., Courses, B., tools, F., encyclopedia, B., in, L., Articles, L., Product, F., Store, S., Marketing, S., Stories, F., Updates, P., Blog, S. and Template), H., 2020. *How To Conduct A Competitive Analysis For Your Business (Plus A Free Template)*. [online] Shopify. Available at: <<https://www.shopify.com.au/blog/competitive-analysis>> [Accessed 3 November 2020].
2. GABEE. 2020. *Buy Leather Handbags, Backpacks & Satchels Online In Australia | Gabee*. [online] Available at: <<https://gabee.com.au/>> [Accessed 3 November 2020].
3. Google Marketing Platform. 2020. *Analytics Tools & Solutions For Your Business – Google Analytics*. [online] Available at: <<https://marketingplatform.google.com/about/analytics/>> [Accessed 3 November 2020]
4. Neil Patel. 2020. *9 Awesome Things You Can Do With Google Analytics* 5. [online] Available at: <<https://neilpatel.com/blog/awesome-google-analytics/>> [Accessed 3 November 2020].
5. Frost, A., 2020. *The Ultimate Guide To Google Search Console In 2020*. [online] Blog.hubspot.com. Available at: <<https://blog.hubspot.com/marketing/google-search-console>> [Accessed 3 November 2020].
6. Moz. 2020. *A Beginner's Guide To Google Search Console*. [online] Available at: <<https://moz.com/blog/a-beginners-guide-to-the-google-search-console>> [Accessed 3 November 2020].
7. Youtube.com. 2020. [online] Available at: <https://www.youtube.com/watch?v=FXVEb_eklhk> [Accessed 4 November 2020].
8. Neil Patel. 2020. *My New SEO Tool: Ubersuggest 2.0*. [online] Available at: <<https://neilpatel.com/blog/ubersuggest-2-0/>> [Accessed 4 November 2020].
9. Neil Patel. 2020. *A Step-By-Step Guide To Growing Your SEO Traffic Using Ubersuggest*. [online] Available at: <<https://neilpatel.com/blog/ubersuggest-guide/>> [Accessed 4 November 2020].
10. 2020. [online] Available at: <<https://www.semrush.com/kb/995-what-is-semrush>> [Accessed 4 November 2020].
11. Toptal Finance Blog. 2020. *Exploring Google Sheets' Advantages For Finance Professionals*. [online] Available at: <<https://www.toptal.com/finance/excel-experts/google-sheets-advantages>> [Accessed 4 November 2020].
12. Search Engine Journal. 2020. *The Beginner's Guide To Google Data Studio*. [online] Available at: <<https://www.searchenginejournal.com/google-data-studio-beginners-guide/377558/>> [Accessed 4 November 2020].
13. Hallam. 2020. *What Does Keyword (Not Provided) Mean In Google Analytics?* | Hallam. [online] Available at: <<https://www.hallaminternet.com/keyword-not-provided-google-analytics/#:~:text=Quite%20simply%2C%20it%20means%20Google,the%20privacy%20of%20the%20searcher.>> [Accessed 4 November 2020].

8. APPENDIX

8.1. ROLES AND RESPONSIBILITIES

Team Members

1. Ancy Rex (s3760058)
2. Avlok Bahri (s3768419)
3. Ansar Ahmad (s3778229)

The main project was divided into three sub sections. Each teammate was assigned a sub section.

Team Member	Project Sections
Ancy Rex	Competitor Analysis and SEO
Avlok Bahri	Customer Profiling and Segmentation
Ansar Ahmad	Audience Analytics

Task performed in Competitor Analysis and SEO by me includes:

- **Integrating data sources**

Analysing and understanding data from Google Analytics and Google Search Console that will help analyse the traffic and performance of the website.

- **Performing SEO**

SEO using Google Search Console involves ranking pages to be analysed for high query ranking and low CTR and check sitemap errors and warnings.

- **Listing out competitors and collecting price ranges data**

Using online tools and the client's help we have been able to list out competitors and perform SEO with each of them.

- **Creating database using Google Sheets**

Data collected from online tools were all exported into CSV sheets and the data was pulled through Google Sheets into the dashboard.

- **Visualisation in Google Data Studio**

The data obtained from Google sheets, Google Search Console and Google Analytics was used to create meaningful and informative charts and dashboards that can give weekly updates to the users.

Due to the pandemic most of the work was done at home and virtually collaborated on different platforms to communicate with the client and other team members. Platforms such as Microsoft Outlook and Microsoft Teams were used to schedule a meeting, get on calls to update on our progress, share our screen to view contents and important informations. The team and client had weekly progress calls every Fridays at 4pm on Microsoft Teams. The team also had scheduled calls on discussing any troubles faced and ways in which we could help each other out. I worked on the project for 18-20 hours every week and would attend every progress call to update my findings and insights to my client and fellow team-mates.

8.2. SELF-REFLECTION

This project was a great opportunity to learn and explore new fields in e-Commerce. The deliverables for this project was new to me and I took time to learn and research about my individual deliverables. I did extensive research on SEO and Competitor Analysis through Google and platforms those teach the processes. This experience taught me how to handle hurdles and debug my issues on my own. When there was an integration problem or troubles with online tools, platforms such as YouTube and online blogs helped me find ways around it and move forward smoothly. It also taught me how to create targets for myself and push myself to finish it over a certain deadline. Communicating with the client helped solve issues easily and helped me focus better on my deliverables. Coordinating with the client in the weekly meetings helped improve my communication skills and progress of our work was checked and reviewed.

There were many hurdles that I faced while working on this project. The data for the Gabee website was stored in multiple platforms that was put together into a common database for easier access. Platforms such as Google Search Console was integrated for Gabee to receive real life data. Integrating Google Analytics and Google Search Console to Microsoft Power BI created errors and warning that led us to use Google Data Studio. Data Studio integrated faster and easier with other Google Platforms compared to Power BI. After extensive research on SEO and Competitor Analysis, Web scraping for data was not a very reliable way to perform competitor analysis and so manual collection of data was required. It was always helpful to communicate with the client and understand how to tackle the problems and resolve them.

WHAT WE LEARNED

Competitor Analysis and SEO was researched using platforms such as Youtube ,online blogs and websites that provide free classes. It was interesting to learn and explore more into the topics and work with them on the Gabee website. I also learned how to integrate the Google Search Console for the website using tutorials from Youtube and debug errors and warnings. I have also learned how to have a great rapport with the client, which makes communication and understanding of the project easier.

IMPROVEMENTS

- Paid packages from Ubersuggest and SEMrush would have provided us with more data and receive better services to perform SEO.
- More product categories could have been considered for competitor pricing ranges for analysis.
- Extended keyword research - Paid keywords for Gabee and their prices
- Links to product categories in the dashboard for pricing ranges

The hurdles I faced in the project helped me experience, learn and explore with all these tools and ways to integrate with them. Trying to integrate Microsoft Power BI with Google platforms were hard and took a lot of my time. This led us to work on Data Studio which provided faster and easier integration with more services. Google Search Console integration had many hurdles initially but with the help of the client the task was successful. Communication with my client also helped me understand how I can go about with my analysis and if my progress was in the right direction. This project taught me that it was always good to give yourself small targets to cross. These smaller targets can lead you to bigger results. While in this journey, I crossed many problems and obstacles. With communication and researching we can always reach our end goal.