Google official merchandise store

Device Category ▼

Select date range ▼

Key Indicators

Users
55.2K
⬆ 8.2%

Revenue
$140.75K
⬆ 32.1%

Transactions
1.6K
⬆ 24.1%

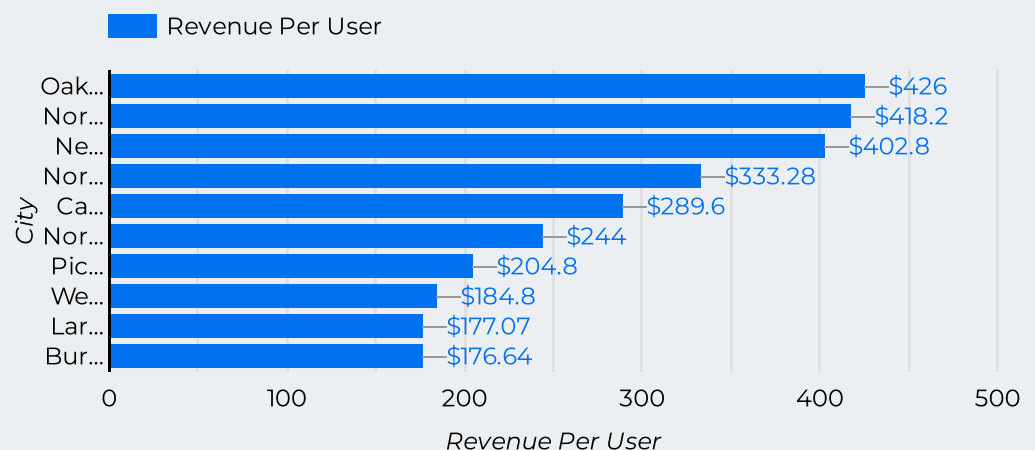**Impressions**
4.3M
⬆ 5,292.8%

Pie chart for Users as per age

- 25-34 — 31.6%
- 18-24 — 30.9%
- 35-44 — 19.6%
- 45-54 — 10.1%
- 55-64
- 65+
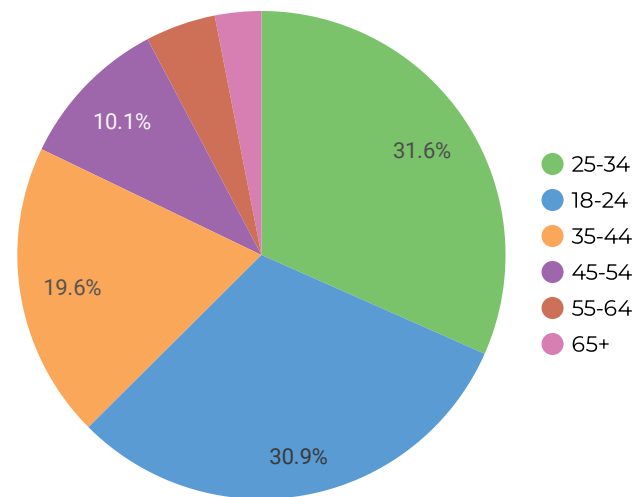
Time Series Transaction,users and product detail

Legend: Product Detail Vie... — Transactions — Users — Product Detail Vie... — Transactions (previ... — Users (previous 28 days)

Gender Piechart

- male — 56.3%
- female — 43.7%
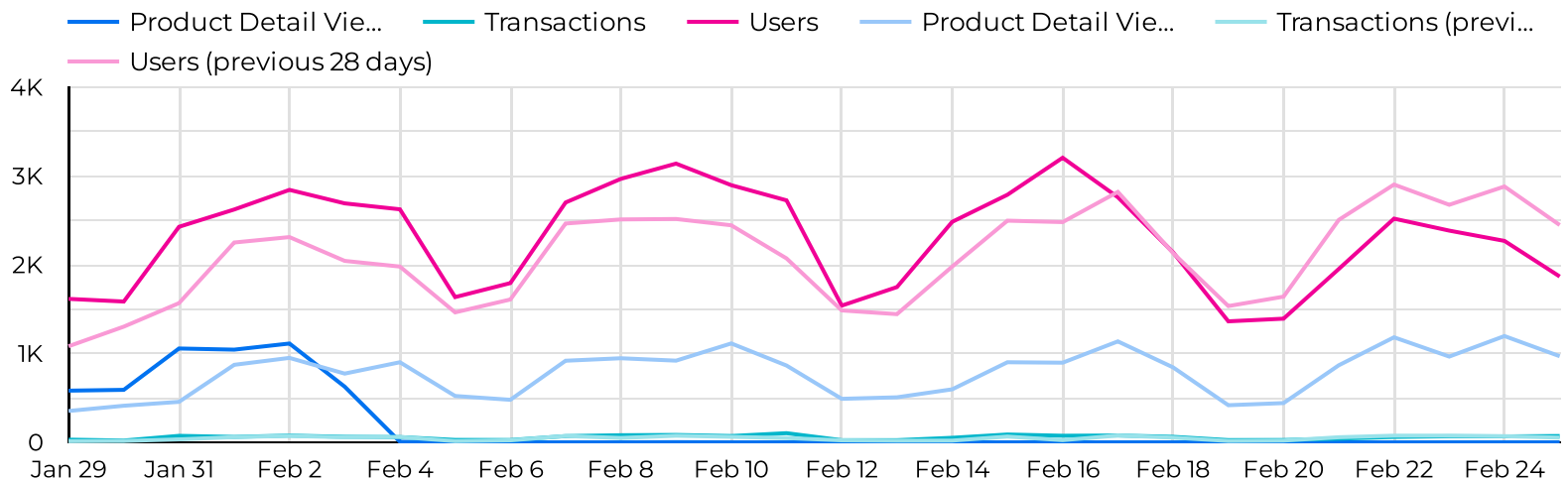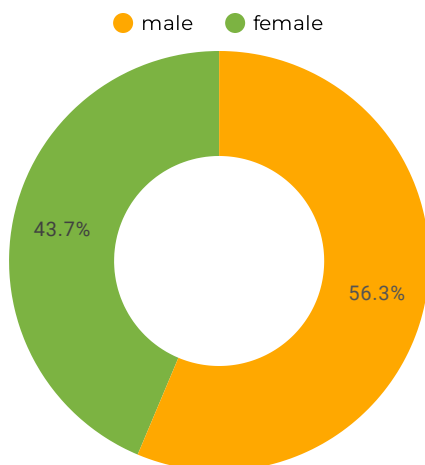
Top 10 Country revenue-wise

Revenue Per User

City	Revenue Per User
Oak...	$426
Nor...	$418.2
Ne...	$402.8
Nor...	$333.28
Ca...	$289.6
Nor...	$244
Pic...	$204.8
We...	$184.8
Lar...	$177.07
Bur...	$176.64

Device Category ▾		Select date range ▾

Device Category

Legend: ● Sessions ▮ Users ▮ New Users

Y-axis: 60K, 40K, 20K, 0
X-axis: tablet, mobile, desktop
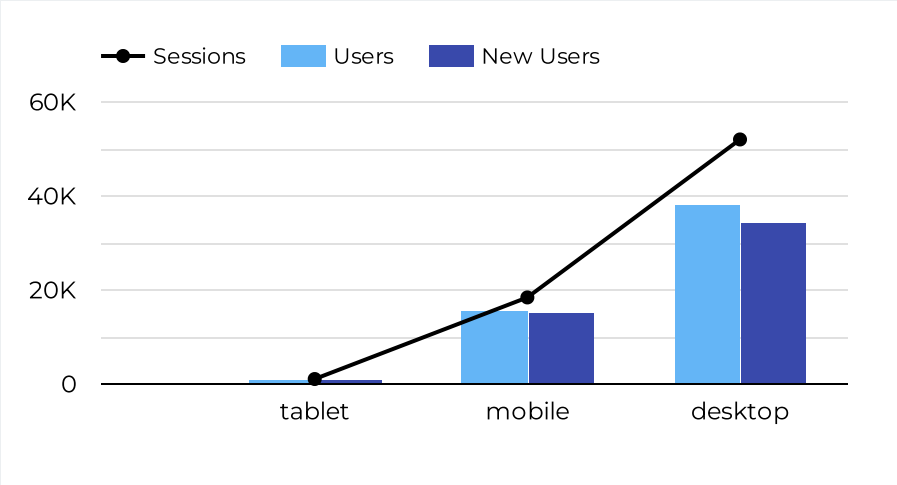
Landing Page optimization

All
/home, /google+..., /google..., /signi..., /google+..., /stor..., /go..., /b..., /go..., /googl..., /..., /..., /.../..., /q..., /googl..., /g..., /..., /..., /go..., /asea..., /..., /..., /g..., /.../, /..., /go..., /st...

Geo map -Top users

25,812
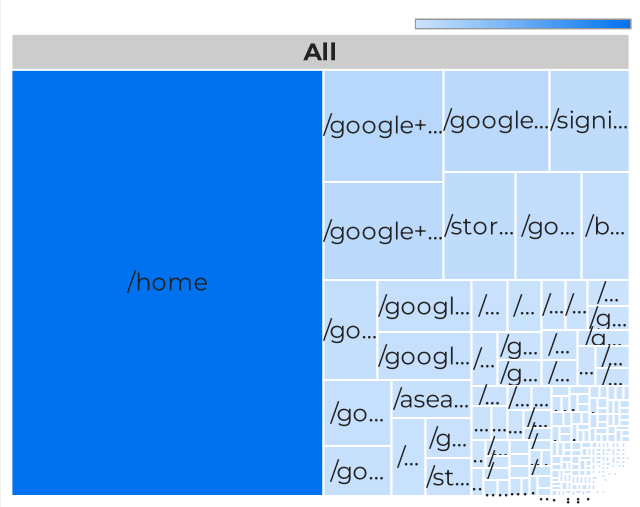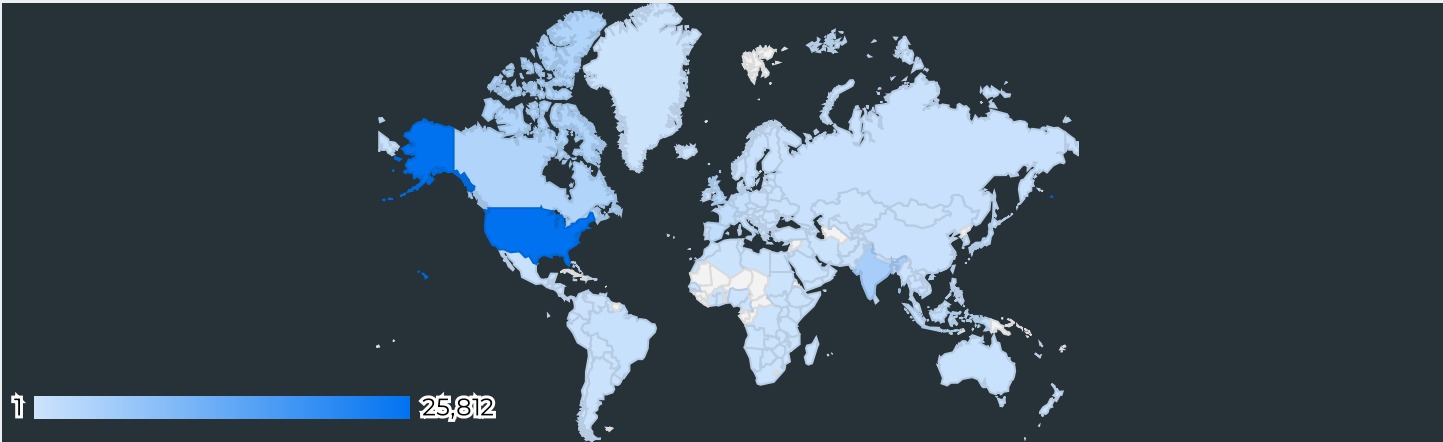
Pivot Table

Product	User Type / Product Adds To Cart / Product Detail Views			
	New Visitor		Returning Visitor	
	Product Adds To Cart	Product Detail Views	Product Adds To Cart	Produ
Google Heather Green Speckled Tee	0	2	0	
Google Campus Women's Tee	0	2	0	
Android Garden Tee Orange	0	2	0	
Google Tudes Recycled Tee	0	2	0	
Google Boulder Campus Zip Hoodie	0	2	-	
Super G Patch	0	2	0	
Android Iconic Crewneck Sweatshirt	0	2	0	
Google Striped Tank	0	2	0	
Google Pen Red	0	2	0	