Acquisition metrics

Your manager asked you to find the number and percentage of new users who arrive at the Google Merchandise Store after using one of four search engines. Find the data in Google Analytics and record the metrics in the table below.

Search engine	Total new users 24,811	Number of new users (each search engine)	Percent of new users = [(Number of new users / Total new users)] x 100
Google	11,049	7,999	72.41%
Bing	217	178	82.03%
YouTube	3	2	66.67%
Baidu	195	181	92.82%

Did you observe anything interesting, in particular, with the metrics from YouTube or Baidu?

YouTube brings very little traffic, with only 3 total new users, suggesting low visibility or engagement on the platform. In contrast, Baidu has the highest new user rate (92.82%), indicating strong first-time visitor interest, possibly from Chinese users. This suggests a potential opportunity to optimize for Baidu while reassessing YouTube's role in the strategy.

Engagement metrics

Your manager asked you to find the total users for the following events:
- session_start
- begin_checkout
- remove_from_cart
- purchase

Additionally, your manager asked you to calculate the number of users with cart abandonment and the sales conversion rate.

Find the data in Google Analytics and record the metrics in the table below. Then, perform the required calculations and record your results.

Events	Total users
session_start	29,588
begin_checkout	1,471
remove_from_cart	782
purchase	757

Number of users with cart abandonment: 714
Sales conversion rate: 2.55%

Monetization metrics

Your manager asked you to find the total revenue, the number of first-time buyers, and the top three best-selling items. Find the data in Google Analytics and record the metrics in the table below.

Total revenue	Number of first-time purchasers	#1 item sold	#2 item sold	#3 item sold
$94K	678	Google Sticker	Google Cloud Sticker	Google Pen White