

Google Store Analytics

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Web analytics can provide an online retailer with very valuable information about its customers such as their purchase patterns and preferences. This poster explores the website analytics of the Google Merchandise Store to find patterns in website visits that lead to increased revenue.

Week Day

Sunday	Monday	Tuesday	Wednesday
Thursday	Friday	Saturday	

Transactions Revenue

● 500 ● 1000 ● 1500

Conversion Rate by Device

Desktop	3.92%
Mobile	0.49%
Tablet	1.29%

Bounce Rate by Channel

Other	16.67%
Affiliate	48.15%
Direct	42.07%
Display	30.67%
Organic Search	31.57%
Paid Search	29.84%
Referral	16.75%
Social	54.23%

Bounce Rate by Channel

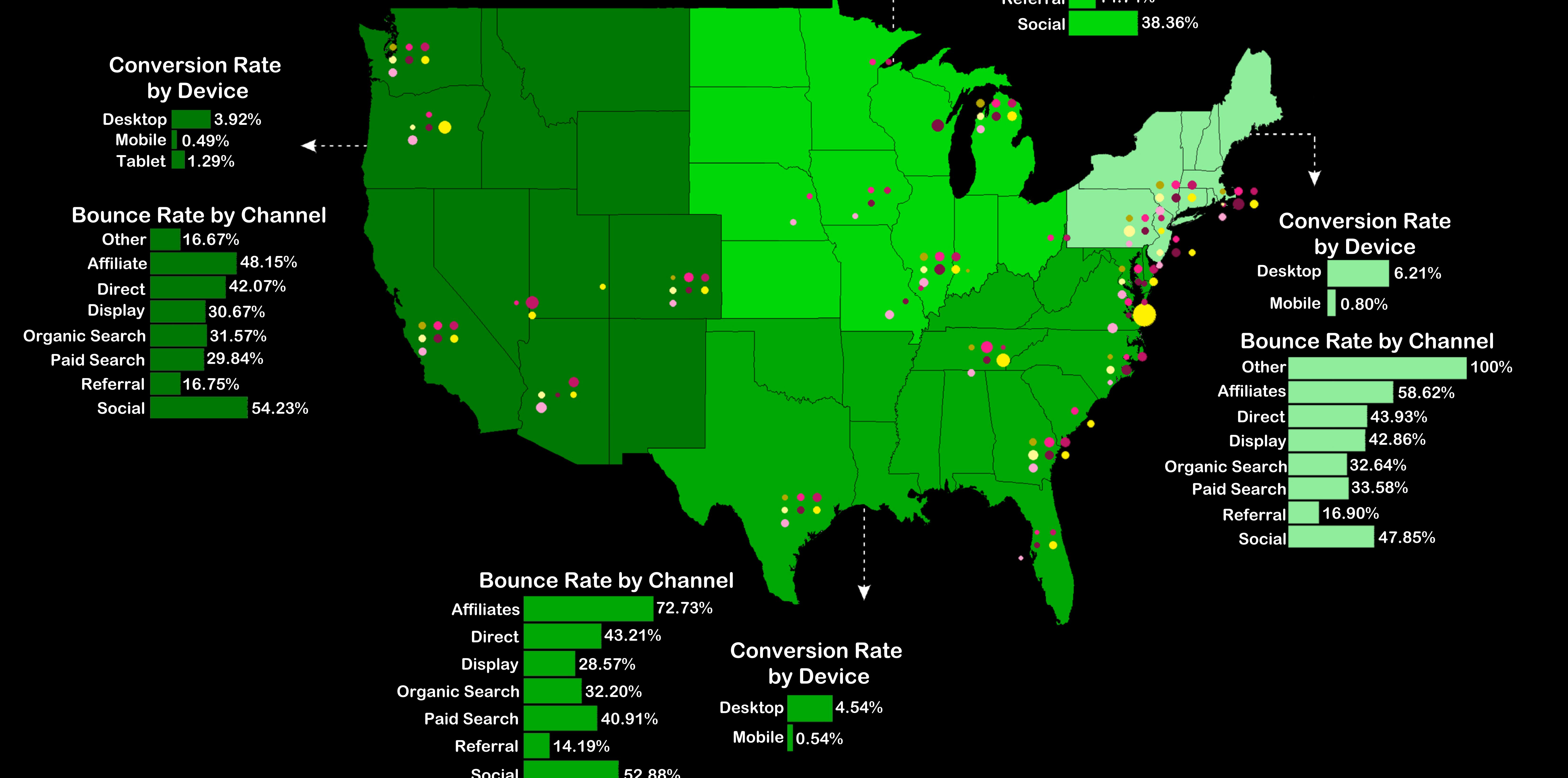
Affiliates	72.73%
Direct	43.21%
Display	28.57%
Organic Search	32.20%
Paid Search	40.91%
Referral	14.19%
Social	52.88%

Conversion Rate by Device

Desktop	7.31%
Mobile	1.41%

Bounce Rate By Channel

Affiliates	46.15%
Direct	40.30%
Display	58.33%
Organic Search	35.54%
Paid Search	36.36%
Referral	14.74%
Social	38.36%



Questions

- Does the date and location influence their likelihood to purchase? How?
- Does the way a customer reaches the website or the customer device impact their likelihood to purchase? How?
- What are recommendations to help improve overall revenue for the Gstore?

Data Description

The dataset consists of 903,653 rows, each representing one instance in which an online user visited the Gstore website from August 2016 to August 2017. The dataset required substantial cleaning to extract the JSON fields. Once the fields were flattened, there the dataset consisted of 59 total columns consisting of user information. Of the 903,653 Gstore web visits, 15,515 resulted in purchases. These transactions were subset for additional analysis and visualizations.

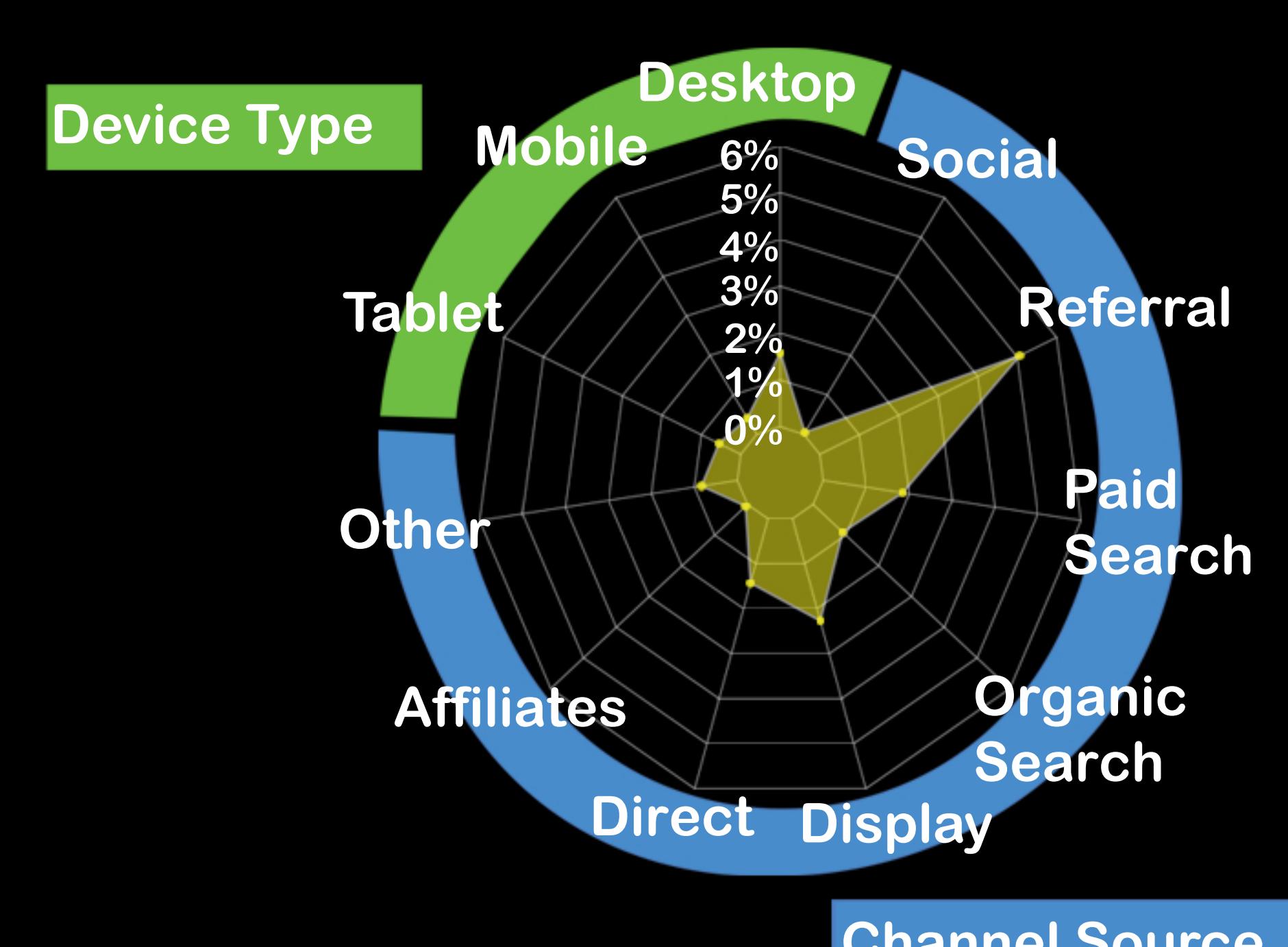
Sources

- Kaggle - Google Analytics Customer Revenue Prediction
- Packages: data.table, jsonlite, dplyr, tidyr, magrittr, lubridate, purr, ggplot2, gridExtra, countrycode, ggExtra, ggmap, ggalt, maps, ggpublisher
- Layout & Design Template: Sample Final Projects Submission Tzuchuan & Yong
- Color: Youtube - Understanding Color by Blender Guru

Audience

- Management - Knowing what is performing well and where helps them make overall organization decisions
- Marketing Personnel - Knowing which channels are performing best allows them to optimize marketing efforts through digital channels and geographic targeting.
- Operations Personnel - Understanding seasonal trends helps operations know what they should have in stock when.

Conversion Rate by Devices & Channel Source



Daily Revenue

