



AUG 2025

PATH EXPLORATION REPORT OF USER NAVIGATION FLOW

GOOGLE ANALYTICS 4 REPORT

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PAGE 1



Report Overview

KEY OBJECTIVES

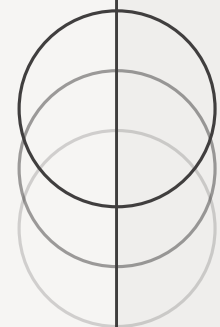
VISUALS

The main goal of this Google Analysis 4 Report is to analyse the Path Exploration of Users and navigate their movements. To generate insights about the user behaviour.

As a result to navigate the efficient flow of Users I have created two Path Exploration reports. 1st Report has “Homepage” page as the Starting Point and the other report has “Purchase” event as the ending point.

Business Questions Addressed

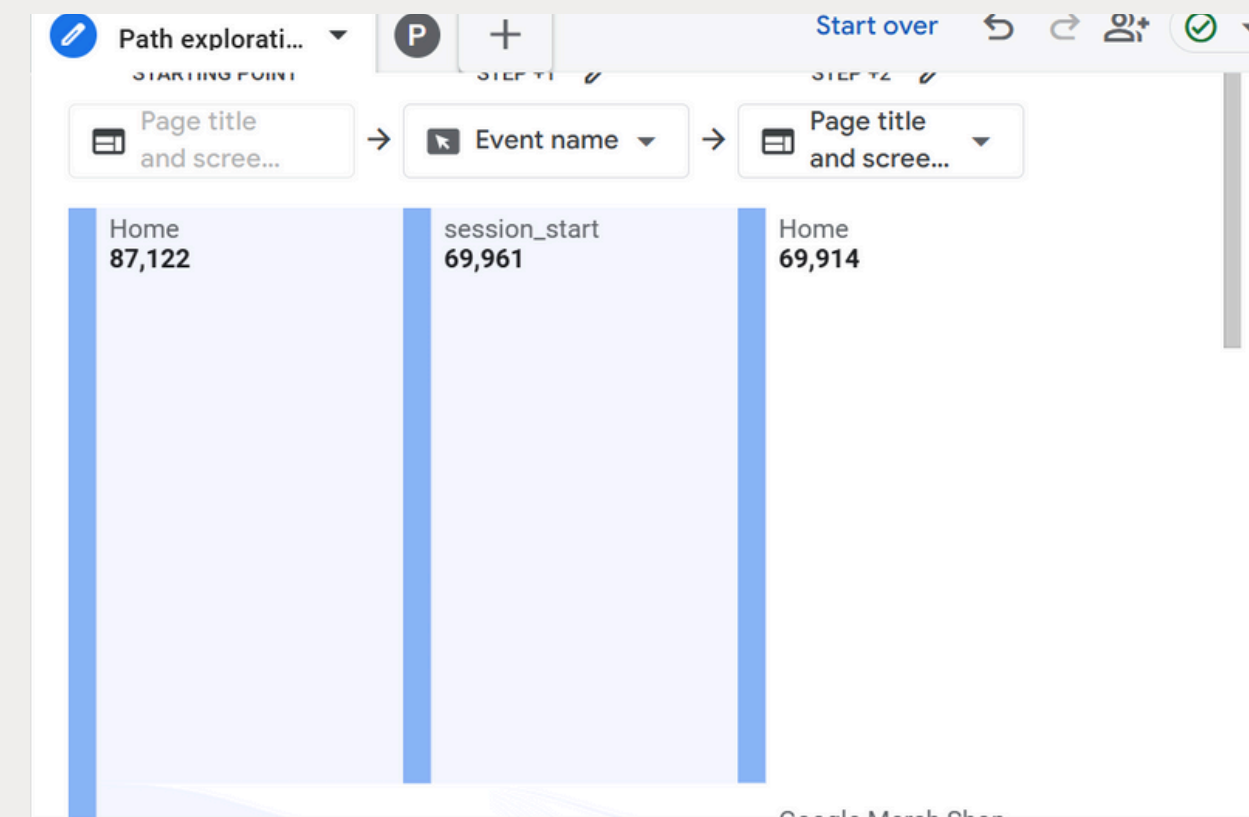
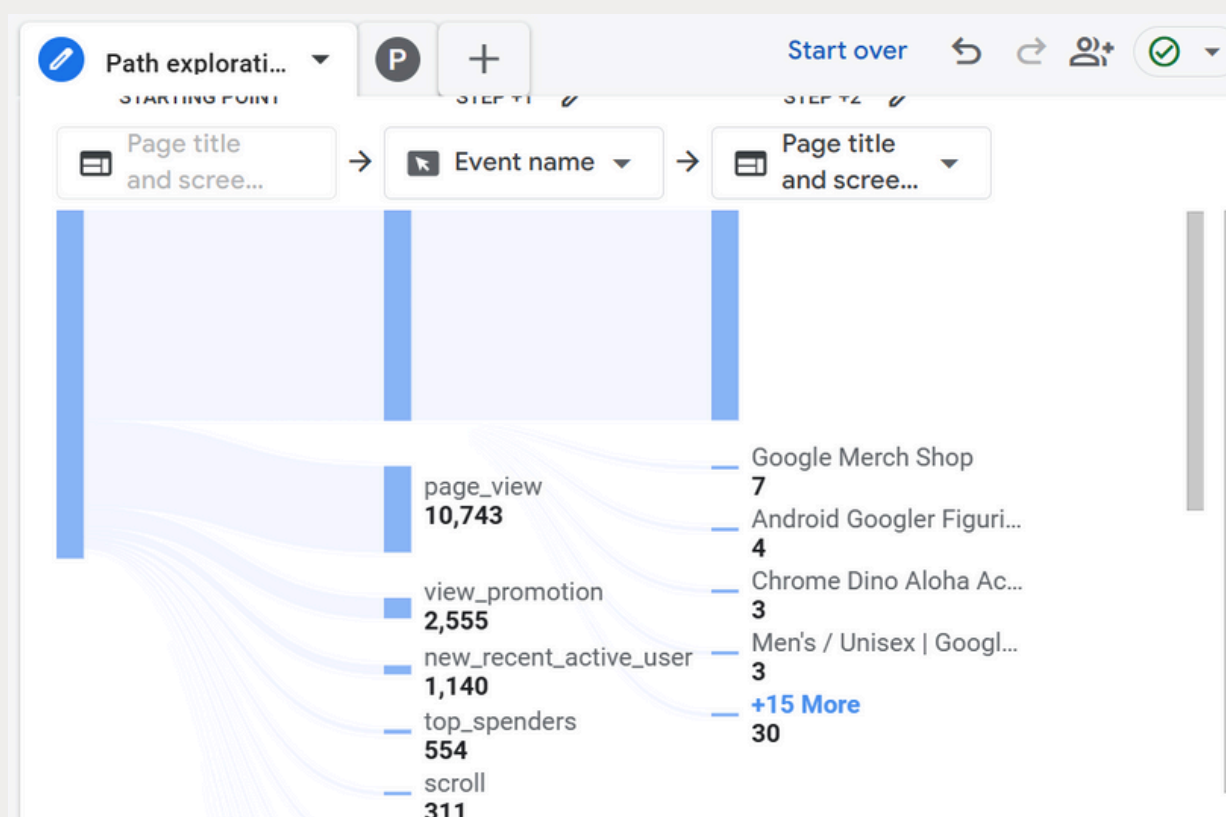
1. What are the most Common Events paths taken after Homepage?
2. Was there a purchase event immediately after Homepage?
3. Do users trigger a “click” event on a specific promotion and how many ?
4. Which events got triggered after “page view” ?
5. How many users triggered the “begin checkout “ ?
6. What were the events triggered before “purchase”?
7. What was the event count of “added payment info” & “added shipping info” before “purchase” event ?
8. Total “purchase” events in last 30 days.



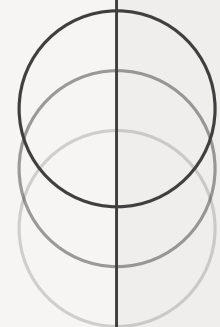
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Report 1 Key Insights

STARTING POINT: “HOME” PAGE



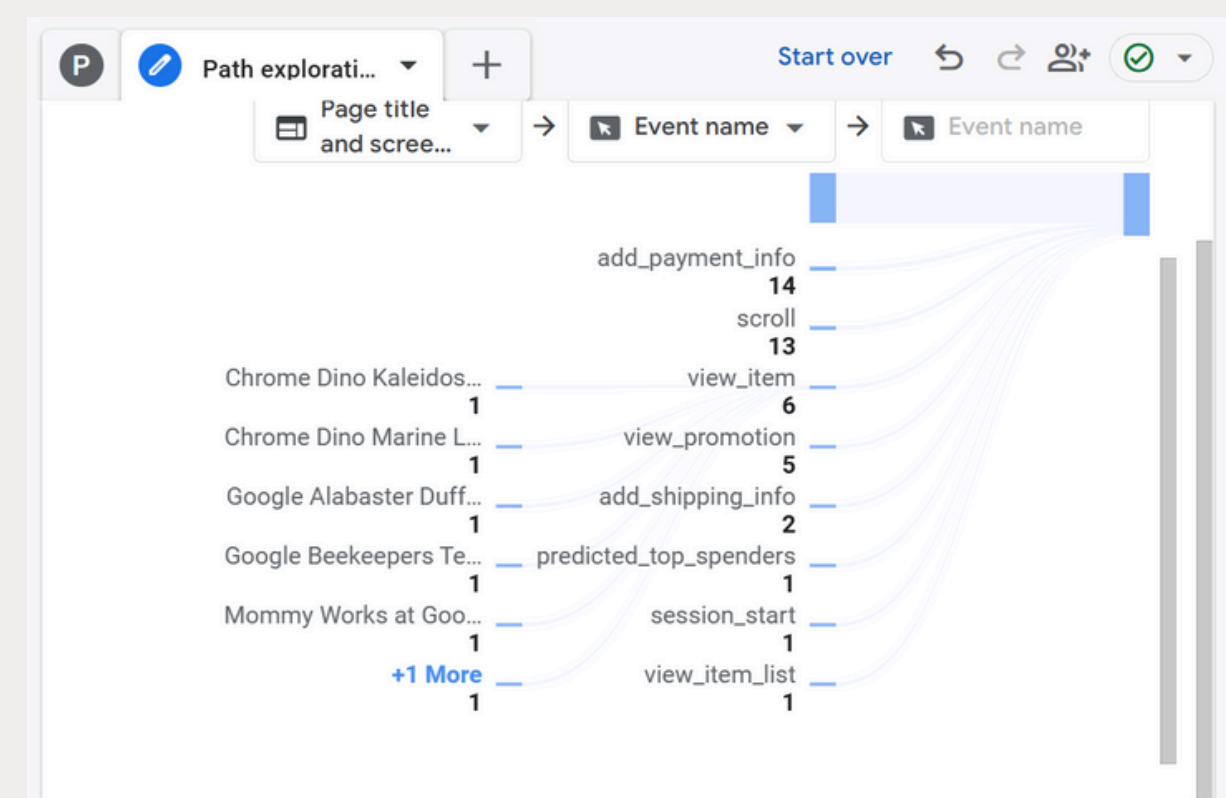
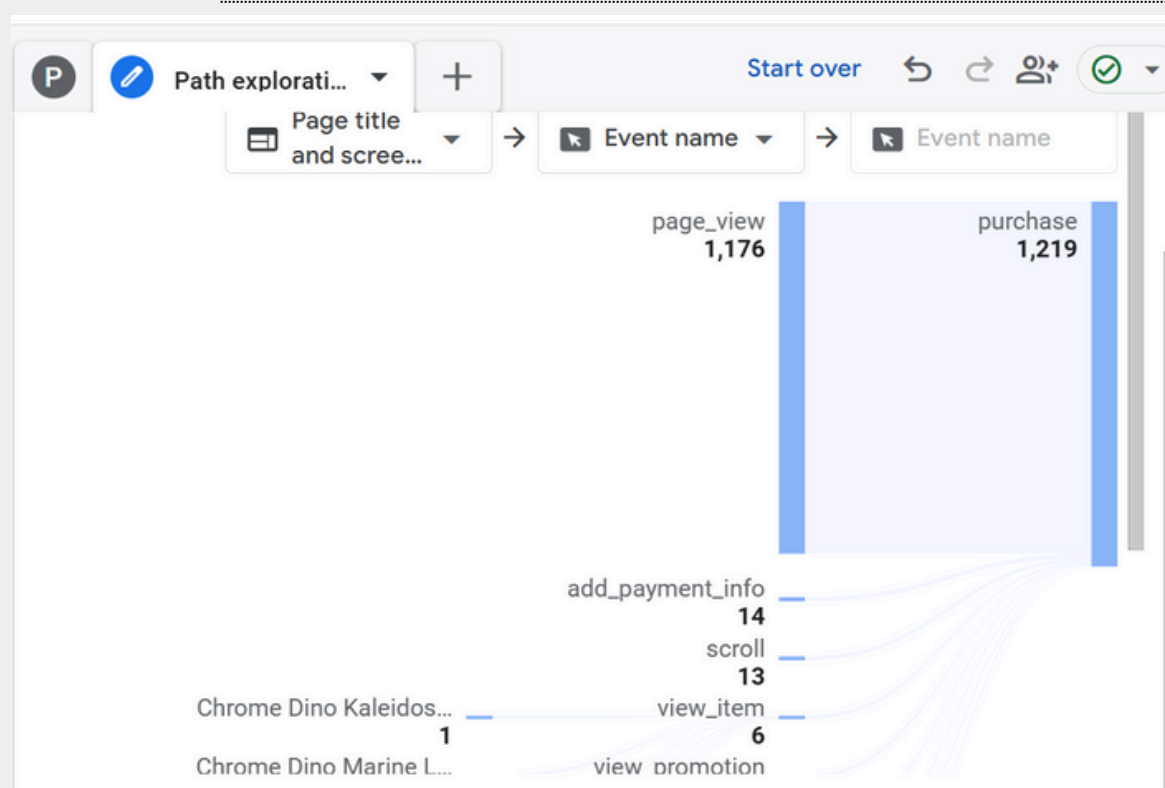
- “session start”, “view promotion”, “scroll” etc. were the common events after “Home” page.
- There were 2 purchases immediately after “Home” page.
- 2,555 Users clicked on “view promotions”.
- 4 Users began “checkout process”.



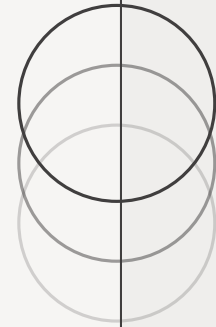
Report 2 Key Insights

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ENDING POINT: "PURCHASE" EVENT



- “add_payment_info”, “scroll”, “view item” were the events triggered before “purchase” event.
- 14 times “add_payment_info” & 2 time ”add_shipping_info” events were triggered.
- 1,219 purchases happend in last 30 days.



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THANK YOU

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Please get in touch if you have any
questions or concerns about this report.