

13. August 2025

TRAFFIC CHANNEL PERFORMANCE & ENGAGEMENT REPORT

Google Analytics 4 Report

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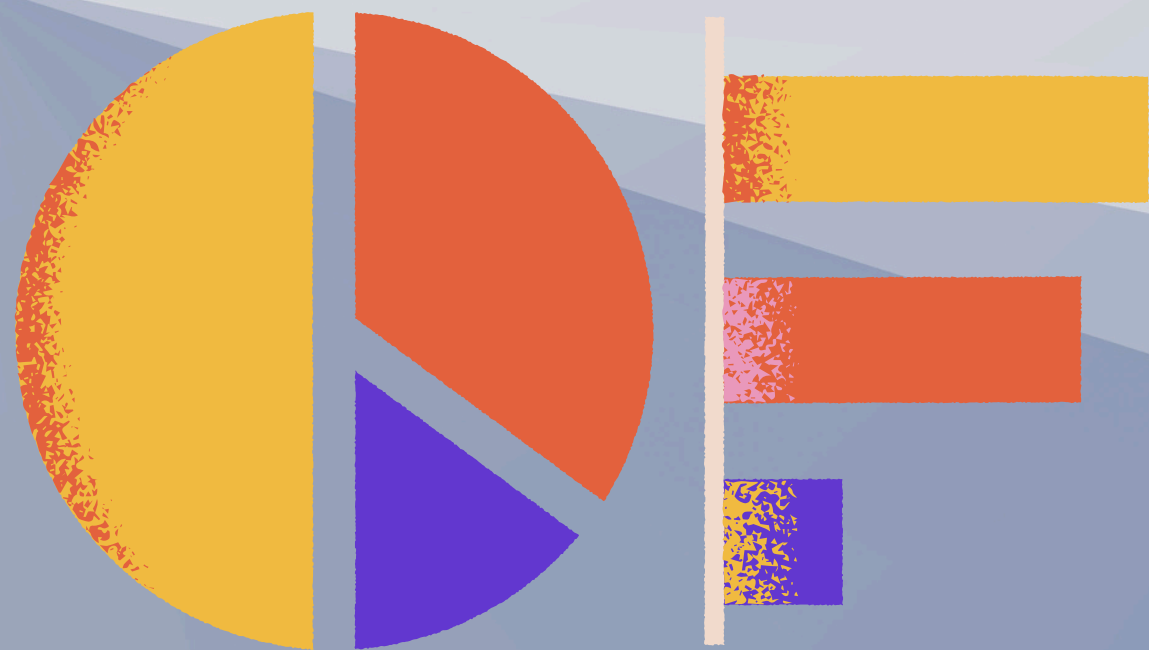
REPORT OVERVIEW

The main goal of the analysis is to understanding the performance of the top Traffic Channels against revenue and also examining User Engagement accross all channels comparing it with % of Engaged Sessions and Total Engaged Sessions and also creating a segement for New Vs Old Users and how much revenue each segement brought.

BUSINESS QUESTIONS ADDRESSED

- Which Channel brought the lowest revenue?
- Top 3 Channels which generated the most revenue.
- How many total users came from Direct Channel?
- Which Channel saw the highest % of Engagement rate and why ?
- Why Direct Channel has the most users and engaged sessions?
- Comparision of revenue generated amongst New vs Old Users.

VISUALS CREATED



VIZ 1: TRAFFIC CHANNEL
REPORT

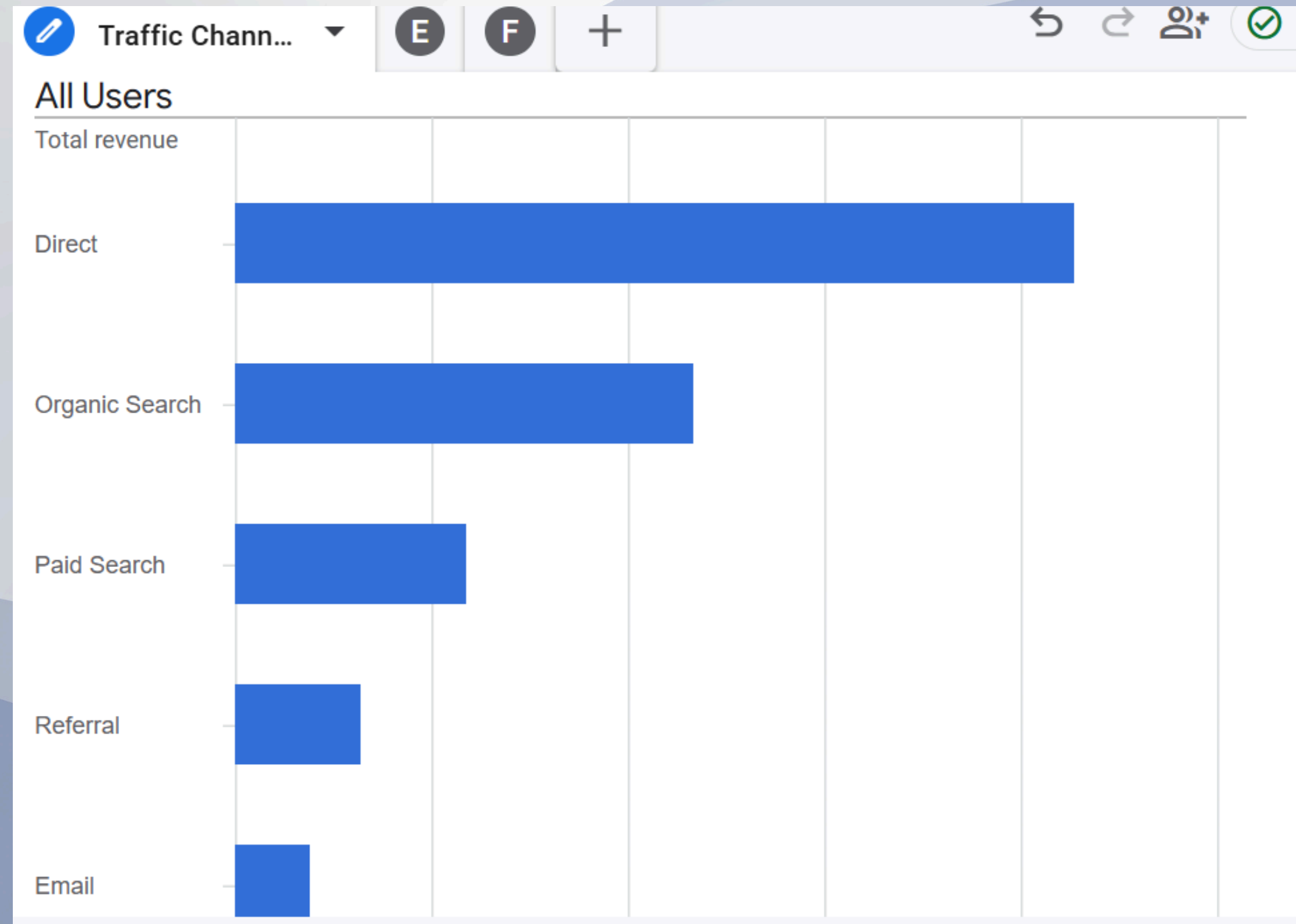
VIZ 2: ENGAGEMENT REPORT

VIZ 3: SEGEMENT REPORT

VISUAL 1

Business Questions for Viz 1

- **Email Channel brought the lowest Revenue**
- **Direct, Organic Search & Paid Search are the top 3 channels which contributed to the maximum revenue.**



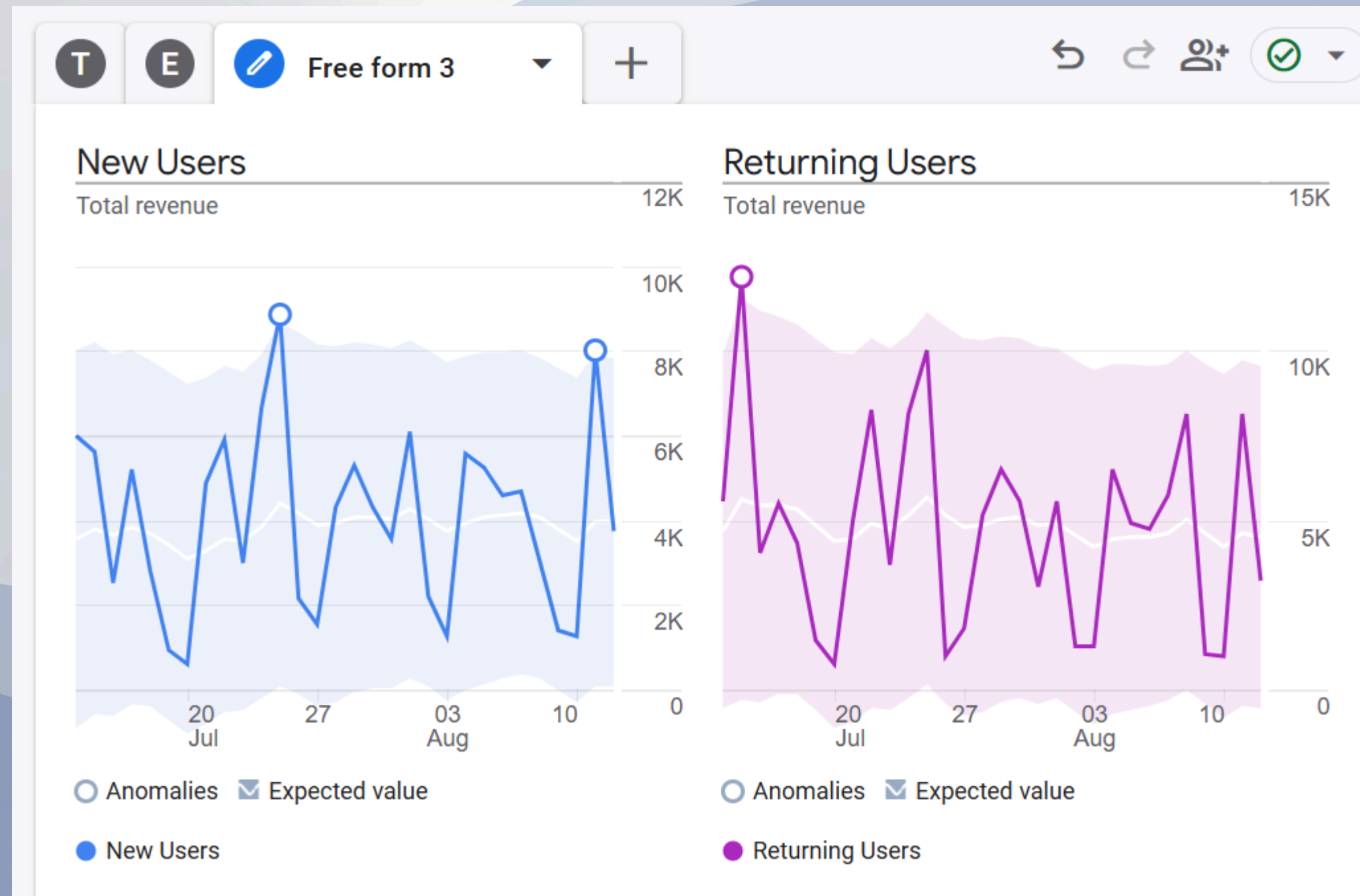
VISUAL 2

- **6,950 Total Users came from Direct Channel.**
- **Organic Shopping saw the Highest % of Engagement Rate because considerably the volume of users who came through that channel are low and they through organic means. Hence a small group of users turned out to be dedicated users.**
- **Direct Channel has the most users and Engaged Sessions is because they are already familiar with the brand and probably have bookmarked the website.**

T Engagement R... F +			
Default channel group		↓ Total users	Engaged sessions
Totals		14,207	16,425
1	Direct	6,950	7,321
2	Organic Search	4,539	5,671
3	Paid Search	1,934	2,422
4	Referral	895	1,257
5	Email	543	638
6	Cross-network	272	332
7	Organic Social	199	345
8	Unassigned	156	194
9	Organic Shopping	141	168

VISUAL 3

As we can see from the two Graphs of New Vs Old Users comparison of which segment brought in the most Revenue. As Returning Users segment clearly had a greater revenue share. 25th July was the peak amongst New Users as it brought almost 9K\$ and for Returning Users 15th July was the peak when it generated 12K\$



Summary

This was a Free Flow Custom Report created in order to answer all the Business Questions as well as I had to create 3 visuals in order to gain answers upon all questions.

The background features a complex geometric pattern of overlapping, semi-transparent triangles and polygons. These shapes radiate from two primary points, one on the left and one on the right, creating a starburst or sunburst effect. The color palette is diverse, including shades of blue, purple, green, yellow, and pink, all blended together to create a vibrant, multi-colored backdrop.

THANK YOU!