

TRANSACTIONS COMPARISON

November 2022

2,318

38.6%

October 2022

1,673

REVENUE COMPARISON

November, 2022

\$287.26K

44.0%

October, 2022

\$199.43K

ECOMMERCE CONVERSION RATE

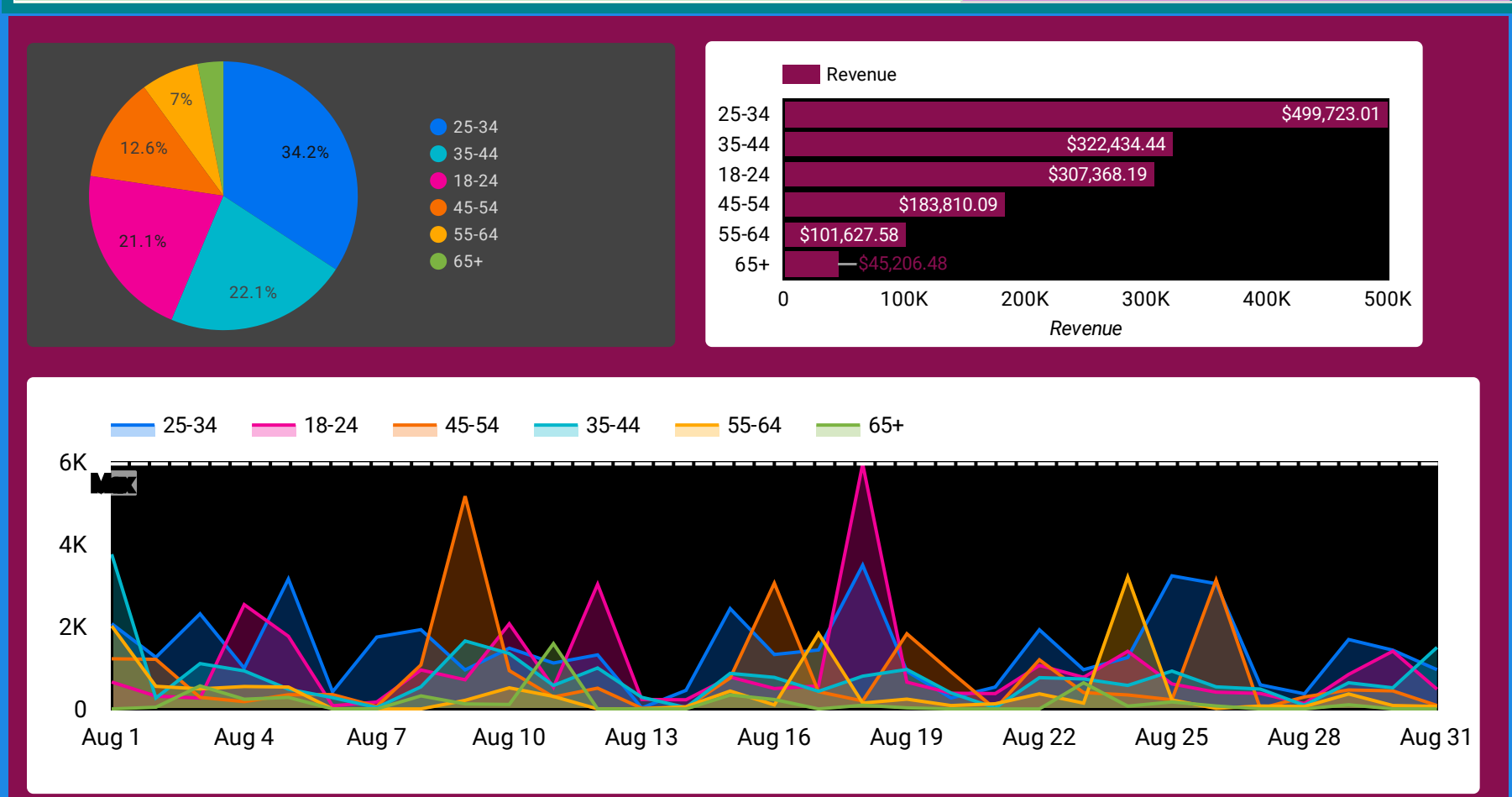
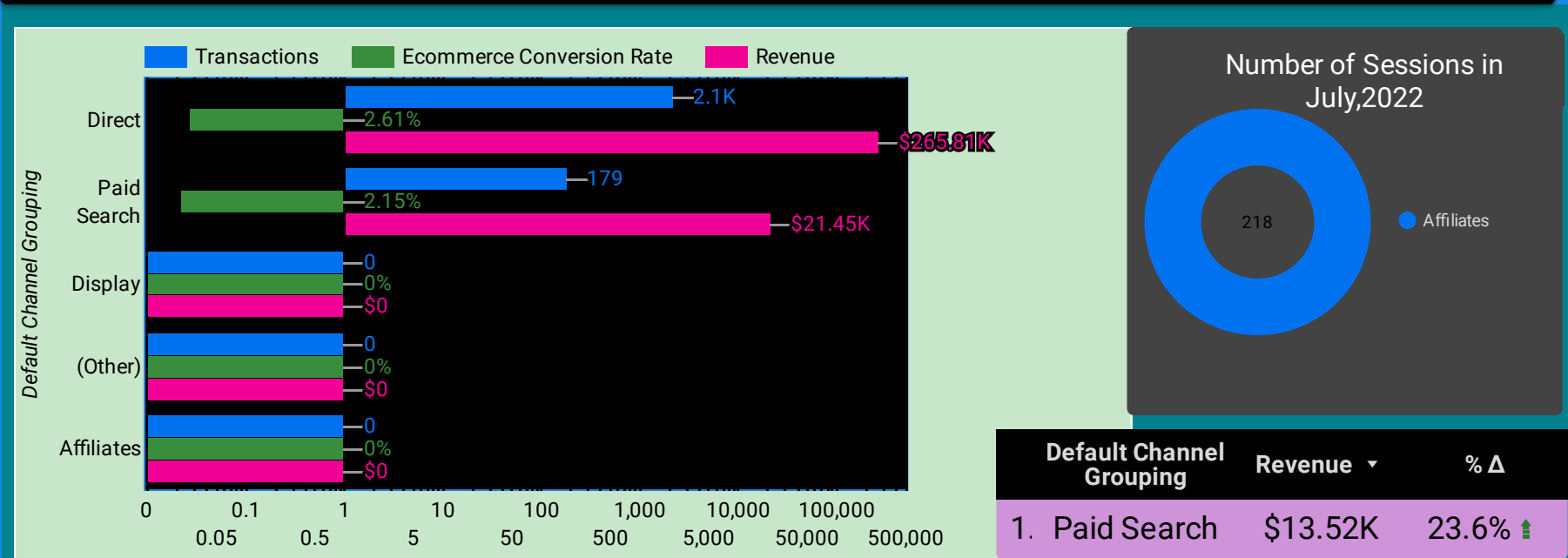
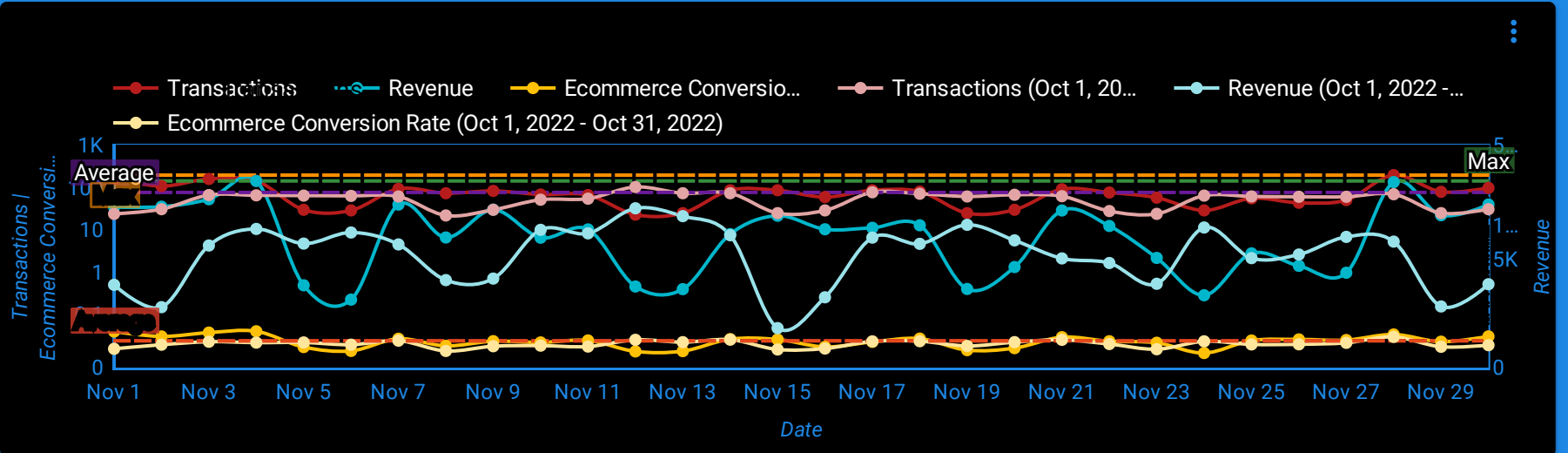
November, 2022

2.51%

21.1%

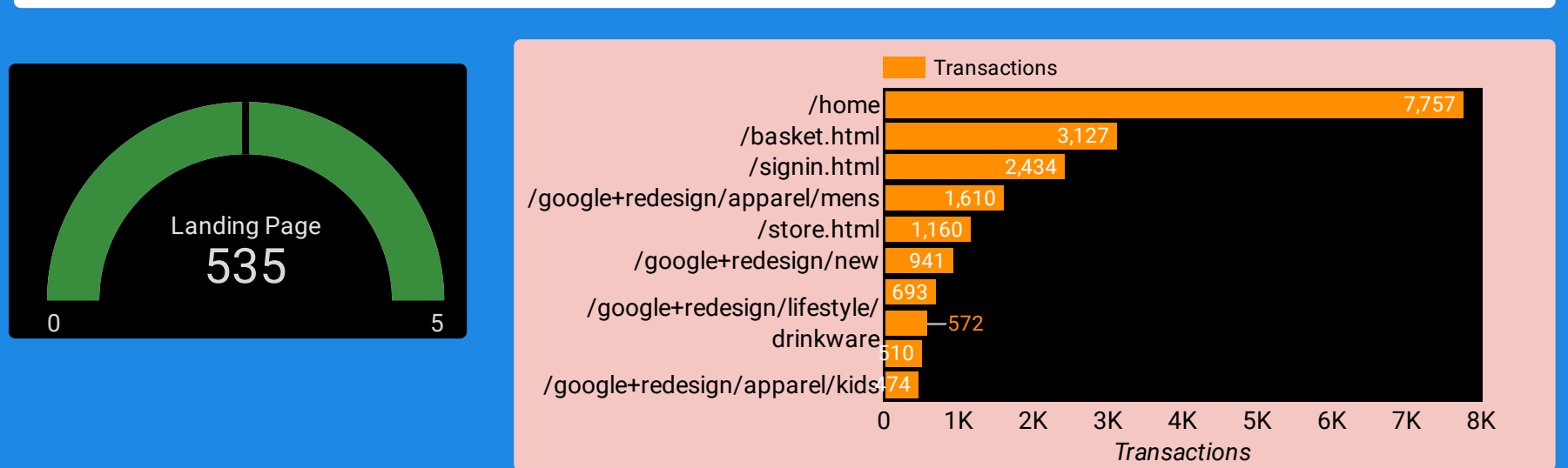
October, 2022

2.07%



	Landing Page	Revenue	Δ	Transactions	Δ	Ecommerce Conversion Rate	Δ
1.	/basket.html	\$565.53K	\$298.53K	4.2K	1.1K...	14.81%	-1.79%
2.	/home	\$408.49K	\$-186.81K	3.7K	-4.1...	0.82%	-0.88%
3.	/signin.html	\$332.67K	\$119.25K	2.8K	337	7.46%	-1.94%
4.	/google+redesign/apparel/mens	\$224.67K	\$89.63K	2.3K	726	5%	-0.46%
5.	/store.html	\$155.98K	\$45.62K	1.2K	-9	4.37%	-1.68%

1 - 100 / 935



Last Year Revenue 2022

Revenue

New York

San Francisco

San Jose

Sunnyvale

(not set)

Los Angeles

Chicago

Seattle

Austin

Mountain View

\$203,740.41

\$130,407.76

\$100,654.75

\$88,557.31

\$75,461.92

\$74,626.9

\$69,015.92

\$60,140.23

\$58,863.64

\$51,842.95

0

50K

100K

150K

200K

250K

First Quarter Revenue of 2022

Revenue

San Francisco

New York

San Jose

Austin

Los Angeles

(not set)

Sunnyvale

Seattle

Chicago

Mountain View

\$37,590.73

\$29,798.39

\$20,642.01

\$13,969.65

\$12,804.11

\$11,169.06

\$11,036.09

\$10,506.95

\$8,920.12

\$7,961.03

0

10K

20K

30K

40K

Revenue

\$19,780.40

New Users

19,901

Transactions

390.0

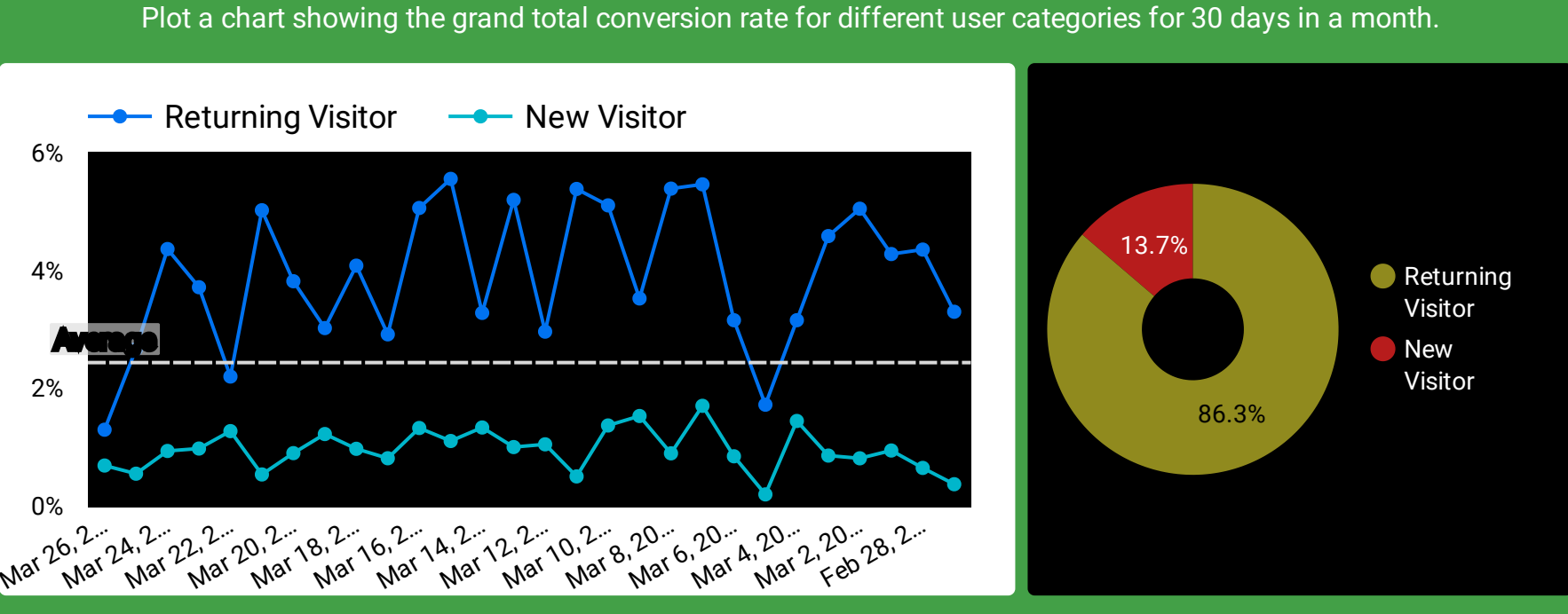
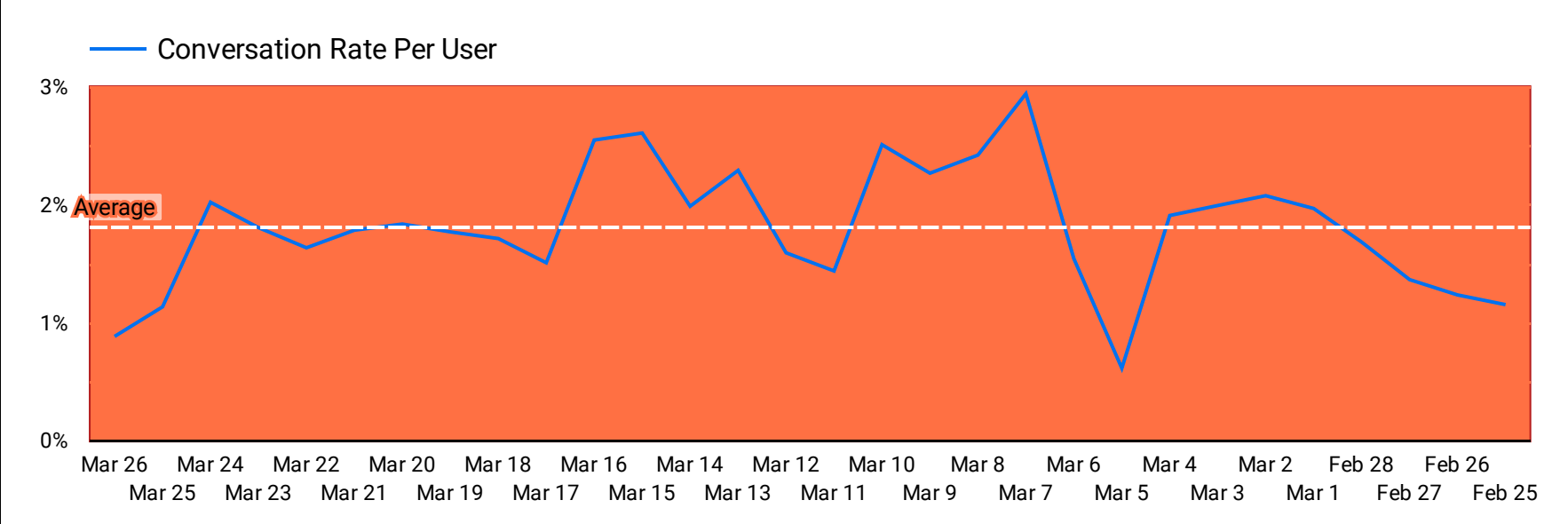
Avg time on screen

00:00:58

Plot a chart to show the trend of user retention over a given time period

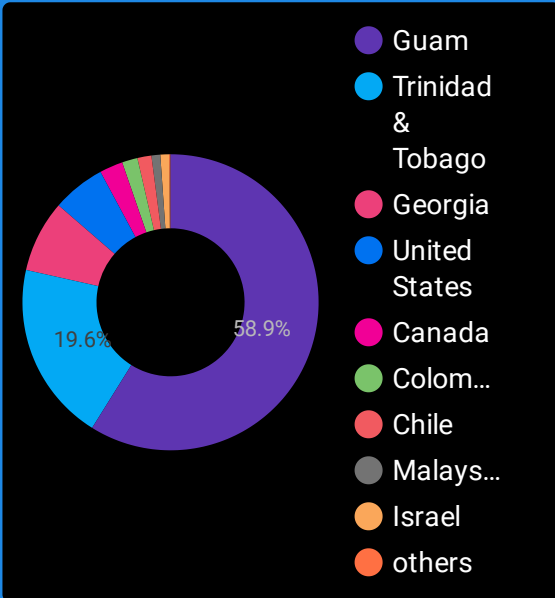
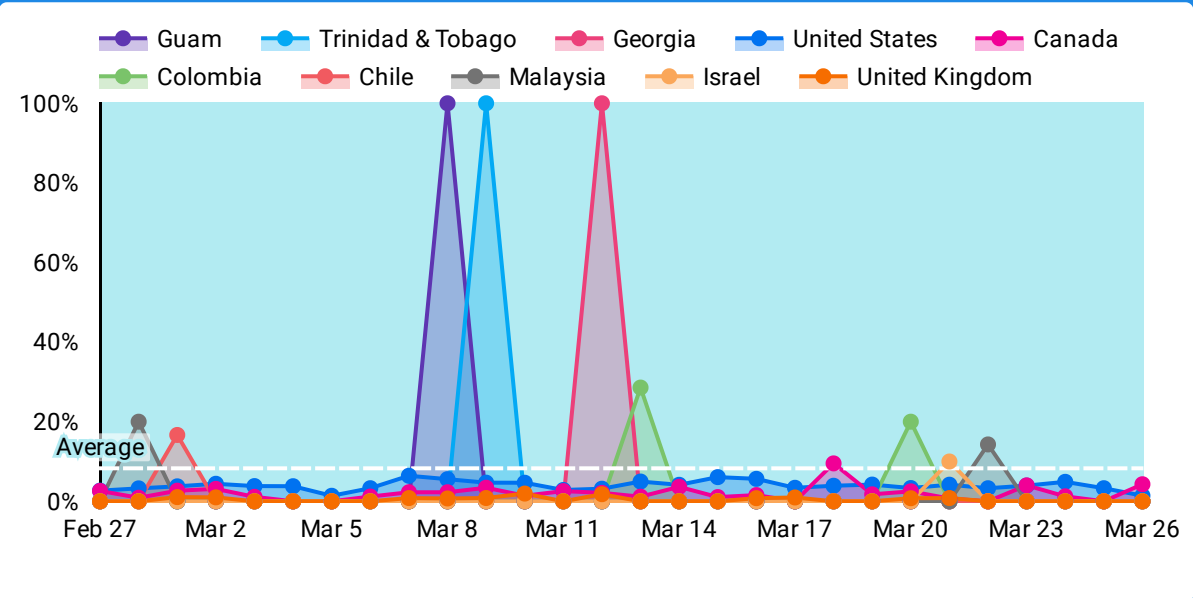
Day Index / Conv Rate Per User								
Date (Month)	User Type	0364	0363	0362	0361	0360	03	Grand t...
December	Returning Visitor	3.49%	3.51%	6.17%	4.18%	5.75%	2.8	214.65%
	New Visitor	0.47%	0.92%	0.85%	0.9%	1.39%	0.4	55.72%
August	Returning Visitor	-	-	-	-	-		190.24%
	New Visitor	-	-	-	-	-		43.24%
March	Returning Visitor	-	-	-	-	-		201.26%
	New Visitor	-	-	-	-	-		38.39%
November	Returning Visitor	-	-	-	-	-		159.7%
	New Visitor	-	-	-	-	-		37.1%
Grand total		1.16%	1.57%	2.36%	1.94%	2.84%	1.0	3.48%

Plot a chart showing the conversion rate per user for 30 days in any month.



Plot a chart showing the Bounce rates for different countries over a specific period of time. Also show different metrics such as total users, new users, conversion rate per user, time on screen, Average price, Order value etc. for different countries.

	Country	Bounce Rate	Users	New Users	Conv Rate Per User	Time on Page	Avg. Price	Avg. Order Value
1.	St. Pierre & Miquelon	42.86%	13	11	0%	00:42:56	\$0	\$0
2.	Canada	45.71%	1,849	1,642	2.16%	138:36:24	\$11.39	\$296.77
3.	Netherlands	46.42%	554	520	0.18%	36:26:41	\$24	\$24
4.	United Kingdom	45.16%	2,297	2,019	0.52%	151:43:08	\$12.85	\$514.93
5.	United States	40.01%	18,873	16,135	4.92%	1470:57:56	\$11.83	\$114.59
6.	Czechia	47.11%	105	99	0%	05:12:41	\$0	\$0
7.	Brunei	53.85%	24	22	0%	00:59:52	\$0	\$0
8.	South Africa	51.28%	68	62	0%	02:14:00	\$0	\$0
9.	Hong Kong	64.81%	556	536	0.18%	13:52:26	\$44	\$88
10.	Belgium	44.81%	283	245	0%	55:55:19	\$0	\$0
11.	Austria	46.34%	107	102	0%	05:45:53	\$0	\$0
12.	Aruba	0%	2	1	0%	00:23:22	\$0	\$0
13.	Malta	50%	17	16	0%	00:47:38	\$0	\$0
14.	(not set)	25%	24	21	0%	00:31:40	\$0	\$0
15.	India	57.42%	4,260	3,999	0.02%	151:13:35	\$36	\$36
16.	Romania	43.82%	75	71	0%	03:32:41	\$0	\$0
17.	Spain	47.27%	1,191	1,048	0.17%	106:55:26	\$17.6	\$35.2
18.	Israel	53.9%	124	115	0.81%	05:06:28	\$14.8	\$29.6
1 - 100 / 184								

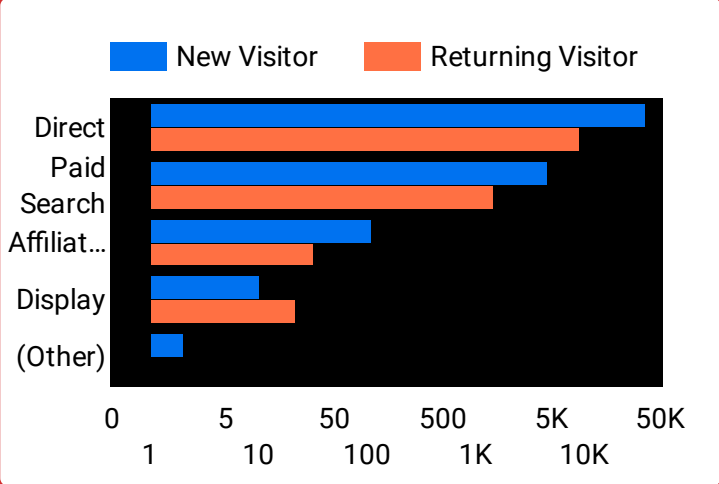


## Acquisition

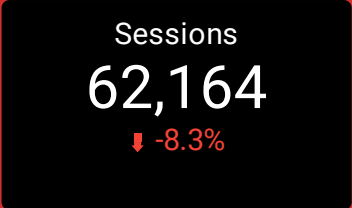
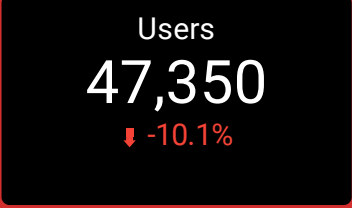
a. The number of sessions and bounce rate for each channel.

	Default Channel Grouping	Sessions ▾	Bounce Rate
1.	Direct	51,611	45.74%
2.	Paid Search	7,227	48.89%
3.	Affiliates	169	74.56%
4.	Display	64	64.06%
5.	(Other)	3	33.33%

b. The number of visitors and returning visitors for each channel.

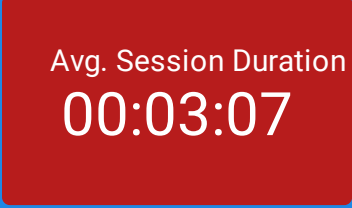
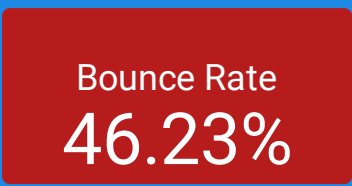


c. Total users and session showing comparison with respect to the previous month.

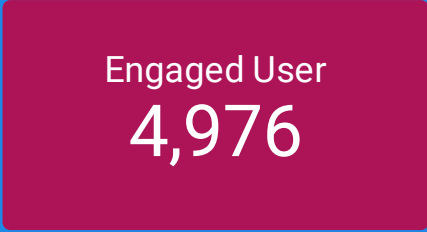


## Activation

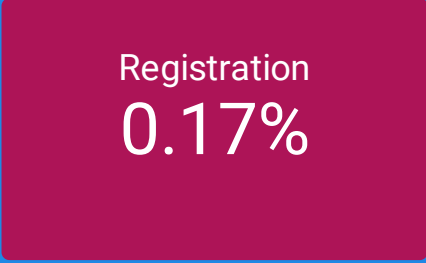
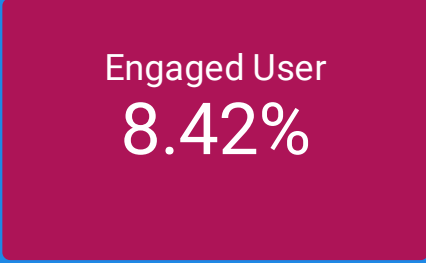
a. What is the Bounce rate, Pages/Session and Average Session Duration for all users?



COMPLETIONS



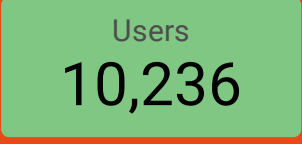
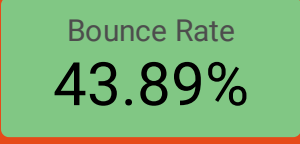
CONVERSION RATE



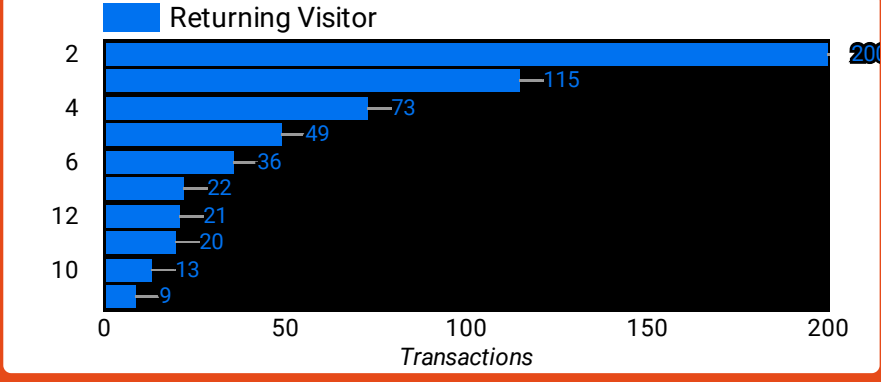
## Retention

a. What is the number of returning users and its bounce rate?

RETURNING VISITORS

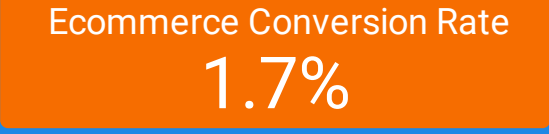
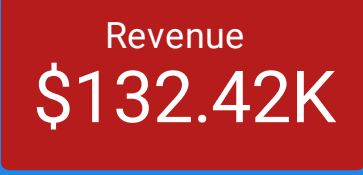


b. The number of transactions made for each session for returning users.



## Revenue

a. What is the total revenue, Total transactions, Revenue per user, E-Commerce Conversion Rate, and Product revenue per purchase for all users.



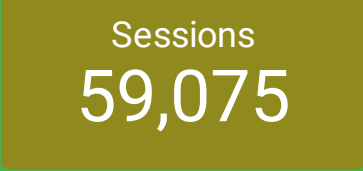
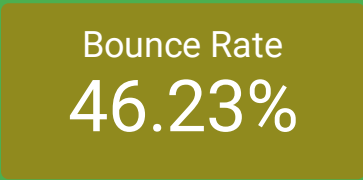
b. Quantity bought for each product.

	Product	Quantity Checked Out
1.	Google Recycled Drawstring Bag	745
2.	Google Speckled Camp Mug White	565
3.	Google Sticker	536
4.	Google Pen White	291
5.	Google Inspired Blue Notebook	277
6.	Google Inspired Green Notebook	259

1 - 36 / 36 < >

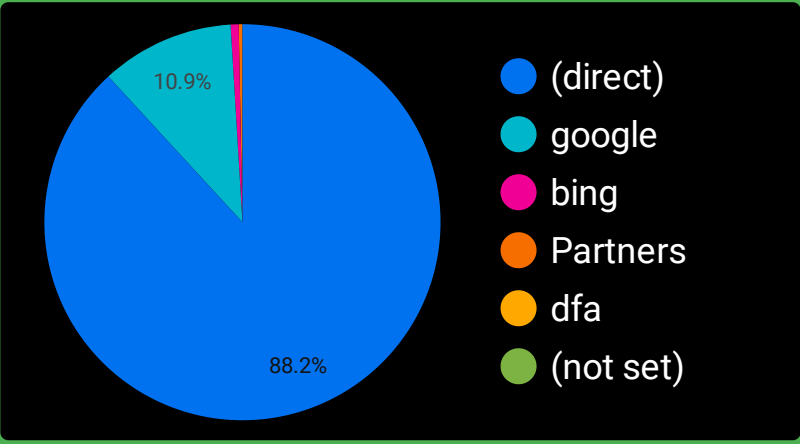
## Referral

a. What is the number of sessions and Bounce rate for the referral users?



	Full Referrer	Sessions ▾
1.	(direct)	52,080
2.	google	6,427
3.	bing	388
4.	Partners	171
5.	dfa	6
6.	(not set)	2

b. Number of sessions for each referral.



## Funnel Visualization

Add a Metric Funnel under Community visualisations in Data Studio showing the following processes in the funnel: Total Engaged Users - Users who completed the registrations - Users who added items to card - Users who entered Checkout - users who completed Payment.

