## 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**  **65,415** | **Number of new users**  **(each search engine)** | **Percent of new users**  **Number of new users /  Total new users x 100** |
| --- | --- | --- | --- |
| **Google** | — | 35,511 | 55% |
| **Bing** | — | 326 | 0.50% |
| **Yahoo** | — | 29 | 0.04% |
| **Baidu** | — | 1,952 | 2.98% |

Did you observe anything interesting with the metrics from Yahoo or Baidu?

| Google Analytics collects the metrics for Yahoo search services that have been customized and localized for a specific part of the world. For example, there were 6 new users from customized search services in India (in.search.yahoo.com), 5 new users from customized search services in France (fr.search.yahoo.com), and 3 new users from customized search services in Canada (ca.search.yahoo.com).  Google Analytics collects the metrics for Baidu searches from mobile users. There were 271 new users from the mobile source, m.baidu.com. |
| --- |

## Engagement metrics

Your manager asked you to find the total users for the following events:

* add\_to\_cart
* begin\_checkout
* remove\_from\_cart
* purchase

Additionally, your manager asked you to calculate the number of users with cart abandonment and the percentage of users with cart reduction.

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** |
| --- | --- |
| **add\_to\_cart** | 4,572 |
| **begin\_checkout** | 2,171 |
| **remove\_from\_cart** | 731 |
| **purchase** | 1,221 |

Number of users with cart abandonment: 2,171 − 1,221 = 950

Percentage of users with cart reduction: 731/4,572 x 100 = 15.99%

## 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** |
| --- | --- | --- | --- | --- |
| $120,000 | 1,000 | Google Speckled Mug | Google Infant Charcoal Onesie | Google Crewneck Sweatshirt Black |