

Google Analytics Report – Google Merchandise Store (Last 7 Days)

1. Key Performance Overview

Metric	Value
Active Users	13,000
New Users	9,000
Sessions	18,000
Engaged sessions	11000
Pageviews	89,000
Engagement Rate	58.8%
Key Events	20,000
Total Purchases	383
Total Revenue	\$51,190.44

2. Traffic Channel Analysis

The store attracted 18,000 sessions, with the majority coming from Direct and Organic Search.

Source	Sessions
Direct	5,700 ▾
Organic Search	5,600 ▾
Paid Search	2,000 ▾
Unassigned	2,000 ▾
Email	1,500 ▾
Referral	838 ▾
Cross Network	596 ▾

3. Geographic Performance (Top 5 Countries)

Country	Users
United States	6,592
India	1,350
Canada	687
Singapore	486
China	472

4. User Device Summary

The majority of users accessed the store via Desktop.

Device	Active Users
Desktop	8,700
Mobile	4,300
Tablet	139

5. Top Content & E-commerce Funnel

Most Viewed Pages:

1. Home Page (/) → **14,715 views**
2. New Arrivals (/shop/new) → **7,090 views**
3. Checkout Page (/checkout) → **6,042 views**
4. Men's Apparel (/shop/apparel/mens) → **3,975 views**
5. Search Results (/search) → **3,188 views**

E-commerce Engagement:

- Items Viewed: **14,500**
- Items Added to Cart: **10,363**
- Items Purchased: **2,759**

6. Checkout Journey & Drop-offs

The standard checkout funnel shows the progression from initiating checkout to final purchase.

Stage	Users
Begin Checkout	768
Add Delivery Information	663
Add Payment Information	474
Purchase	304

7. Checkout Performance by Device:

Device	Begin Checkout	Add Delivery	Add Payment	Purchase
Desktop	615	529	399	275
Mobile	150	131	74	29
Tablet	3	3	1	0