Google
official merch shop

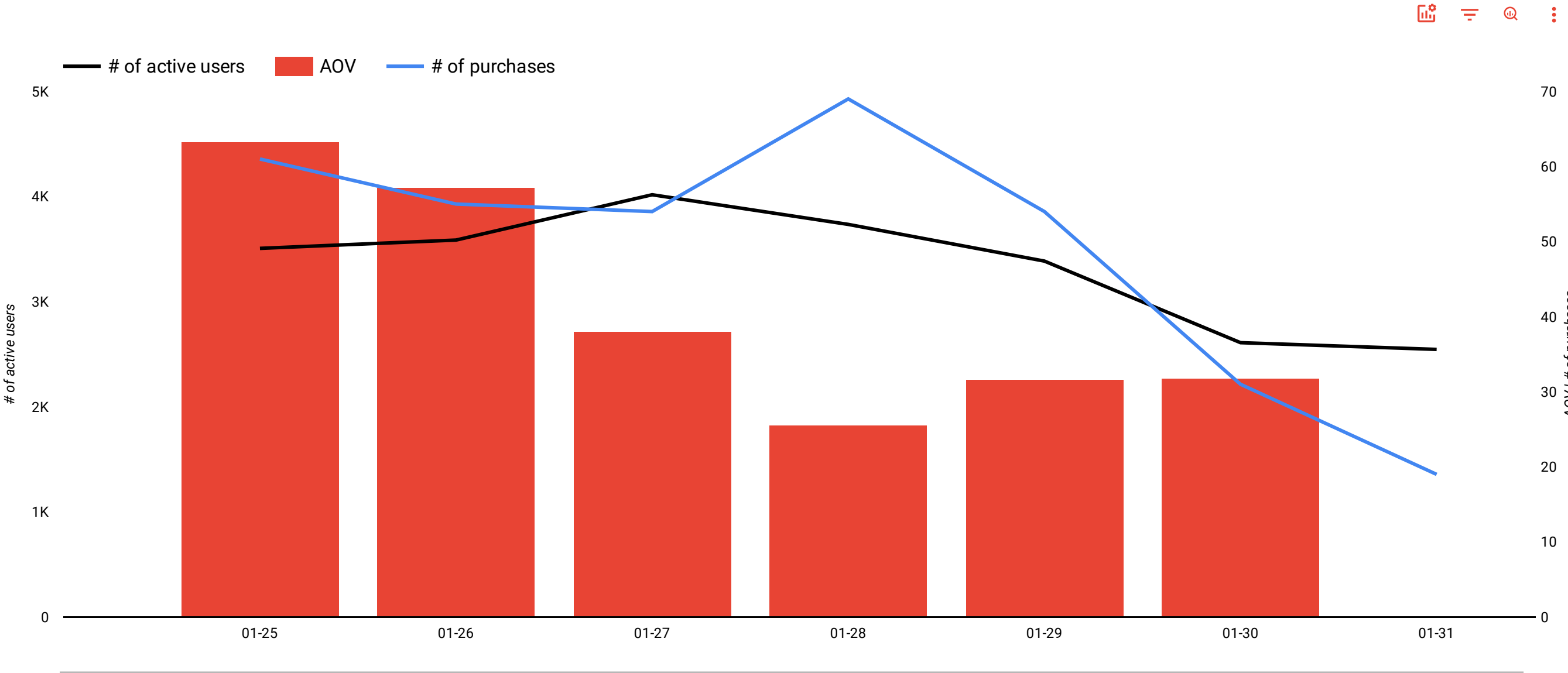## Metrics

# of purchases	# of active users	Revenue (USD)	Page View per User	Week avg. duration to purchase	Conversion Rate
343	21,596	$5,546.00	4.51	00:50:34	1.60%
-13.16% *vs. prev. week*	-4.66%	-79.15%	-5.30%	-54.54%	-8.75%

Trends over time (optional comparison)

Country ▾

— # of active users   ■ AOV   — # of purchases

Daily median time to purchase

■ # of purchases   — Median duration to purchase

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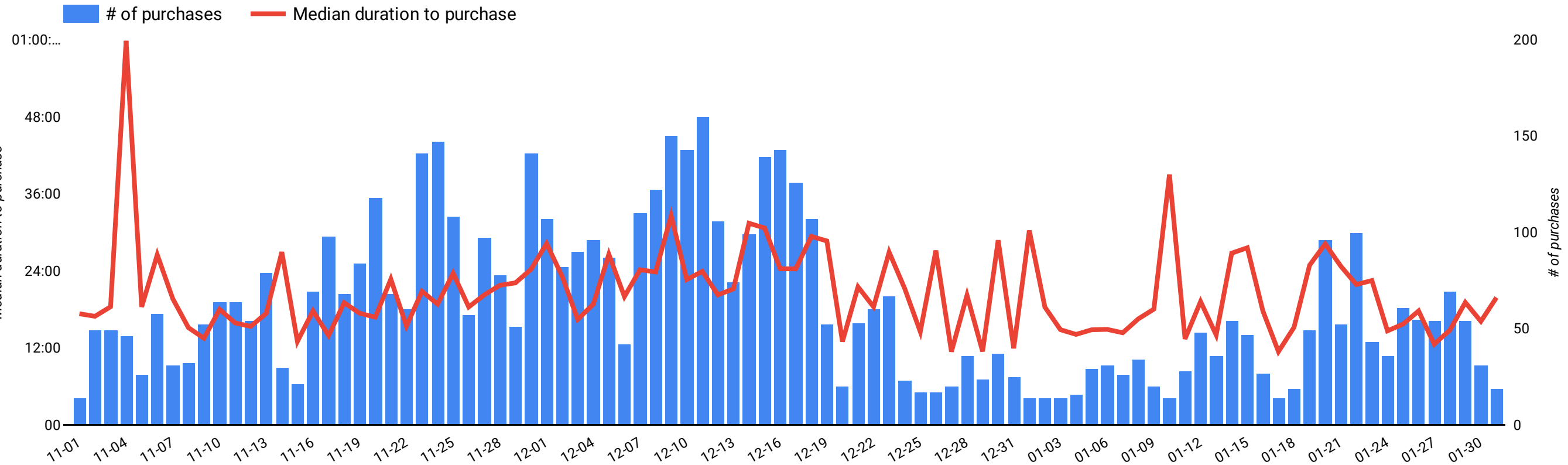
Device category traffic by # of users

- desktop
- mobile
- tablet

58.1%
39.6%
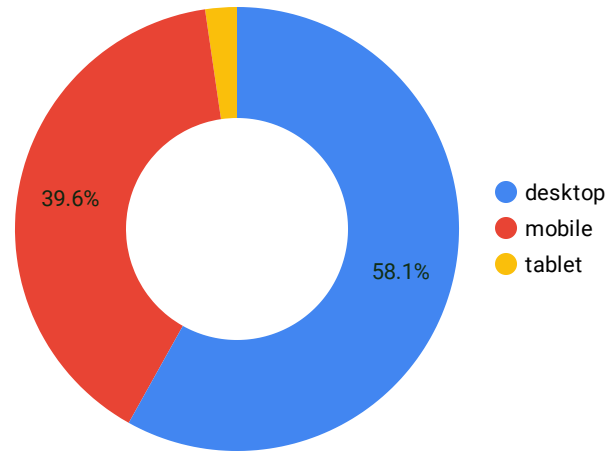
Region split - Revenue (USD)

54%
21.7%
17%

- North America
- Asia
- Europe
- South America
- Unknown
- Africa
- Oceania
- Middle East
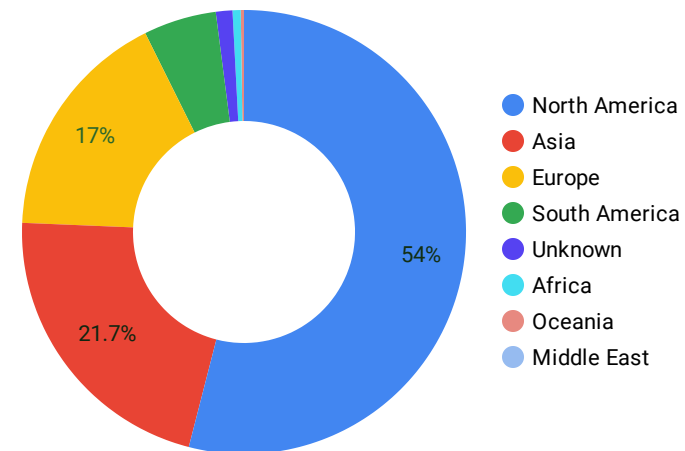
TOP countries breakdown

% of active users

United States
India
Canada
United Kingdom
France

0%   1%   2%   3%   4%
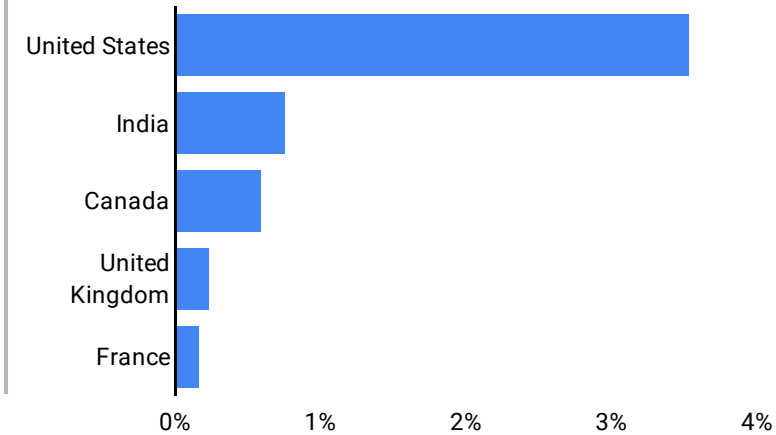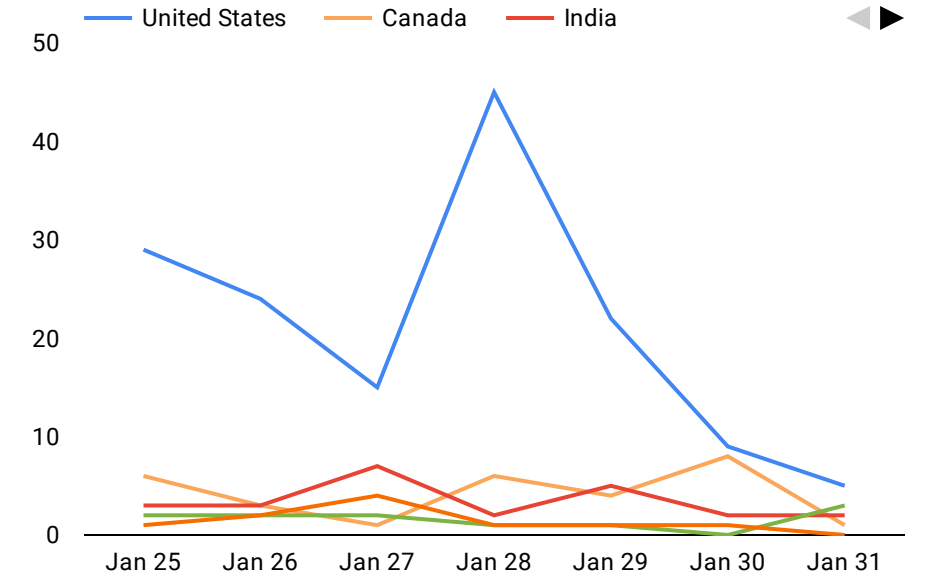
TOP browser breakdown

% of active users (browser)

Chrome
Safari
<Other>
Edge
Firefox

0%   1%   2%   3%   4%   5%   6%

Sales Volume drill-trough

— United States   — Canada   — India   ◀ ▶

50
40
30
20
10
0

Jan 25   Jan 26   Jan 27   Jan 28   Jan 29   Jan 30   Jan 31
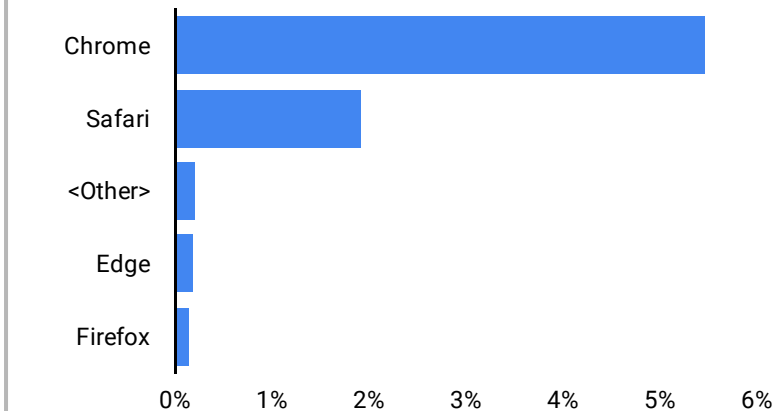
Sales Volume drill-trough (operating system)

— Web   — iOS   — Android   — Windows   ◀ ▶

40
30
20
10
0

Jan 25   Jan 26   Jan 27   Jan 28   Jan 29   Jan 30   Jan 31

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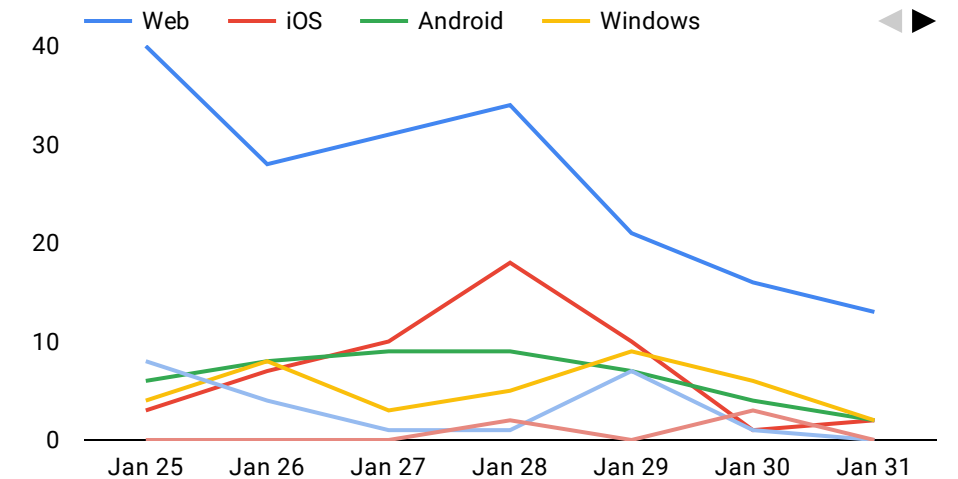
Exit page
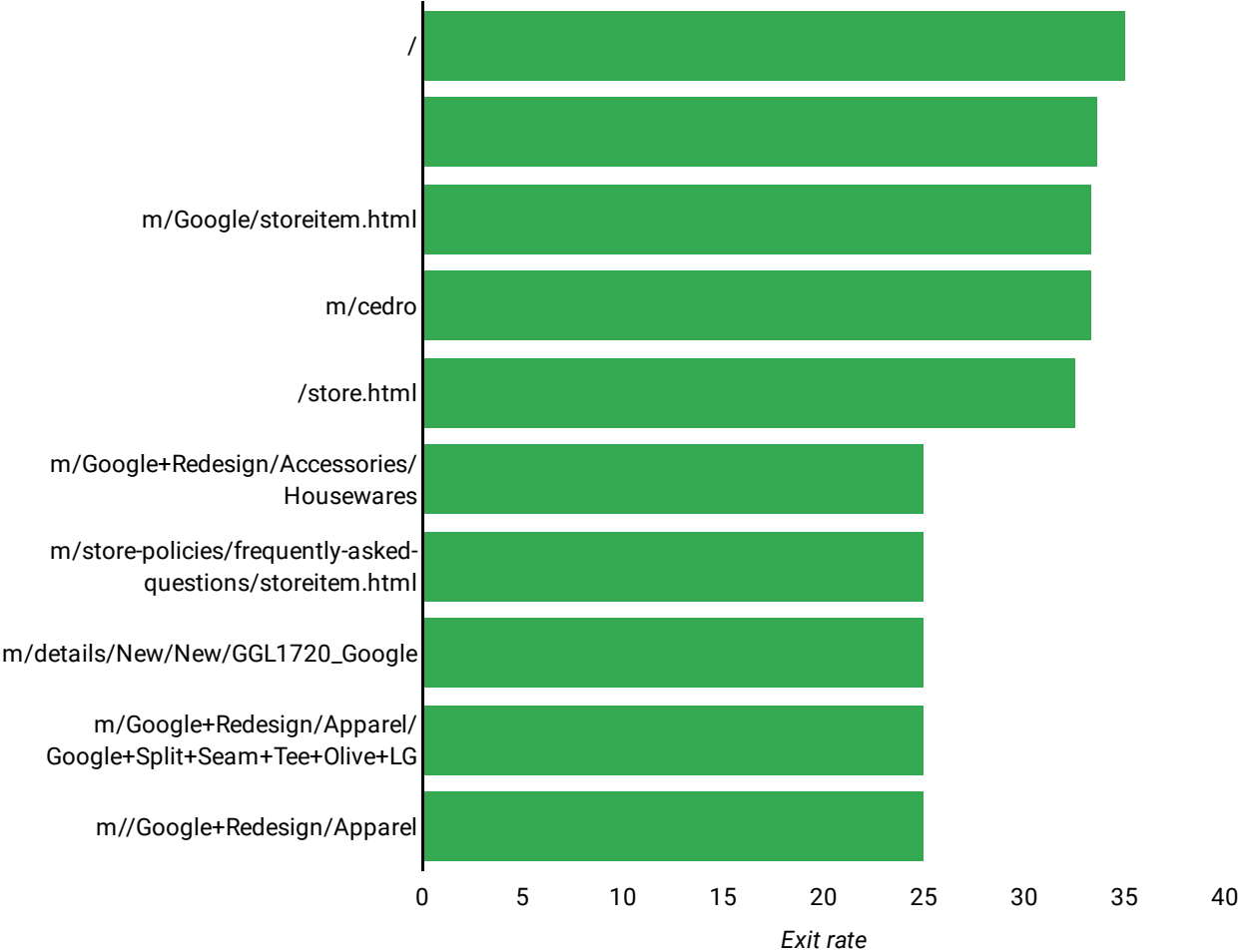
Exit rate and page location URL

	Page location URL	Exit rate ▾
1.	https://shop.googlemerchandisestore.com/Google/storeitem.html	33.33
2.	https://shop.googlemerchandisestore.com/cedro	33.33
3.	https://shop.googlemerchandisestore.com/Google+Redesign/Apparel/Google+Split+Seam+Tee+Olive+LG	25
4.	https://shop.googlemerchandisestore.com/details/New/New/GGL1720_Google	25
5.	https://shop.googlemerchandisestore.com/Google+Redesign/Accessories/Housewares	25
6.	https://shop.googlemerchandisestore.com/store-policies/frequently-asked-questions/storeitem.html	25
7.	https://shop.googlemerchandisestore.com//Google+Redesign/Apparel	25
8.	http://shop.googlemerchandisestore.com/store.html	24
9.	https://shop.googlemerchandisestore.com/Google+Redesign/Apparel/Womens/Womens+Warm+Gear	23.08
10.	https://googlemerchandisestore.com//	22.22
11.	http://shop.googlemerchandisestore.com/	22.13
12.	https://shop.googlemerchandisestore.com/Google+Redesign/Apparel/Google+Dino+Game+Tee	21.98
13.	https://shop.googlemerchandisestore.com/Google+Redesign/Accessories	21.85

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Event name: page_view, view_prom... (8) ▾   **Date**: 2021-01-31, 2021-01-30, 2021-... (7) ▾
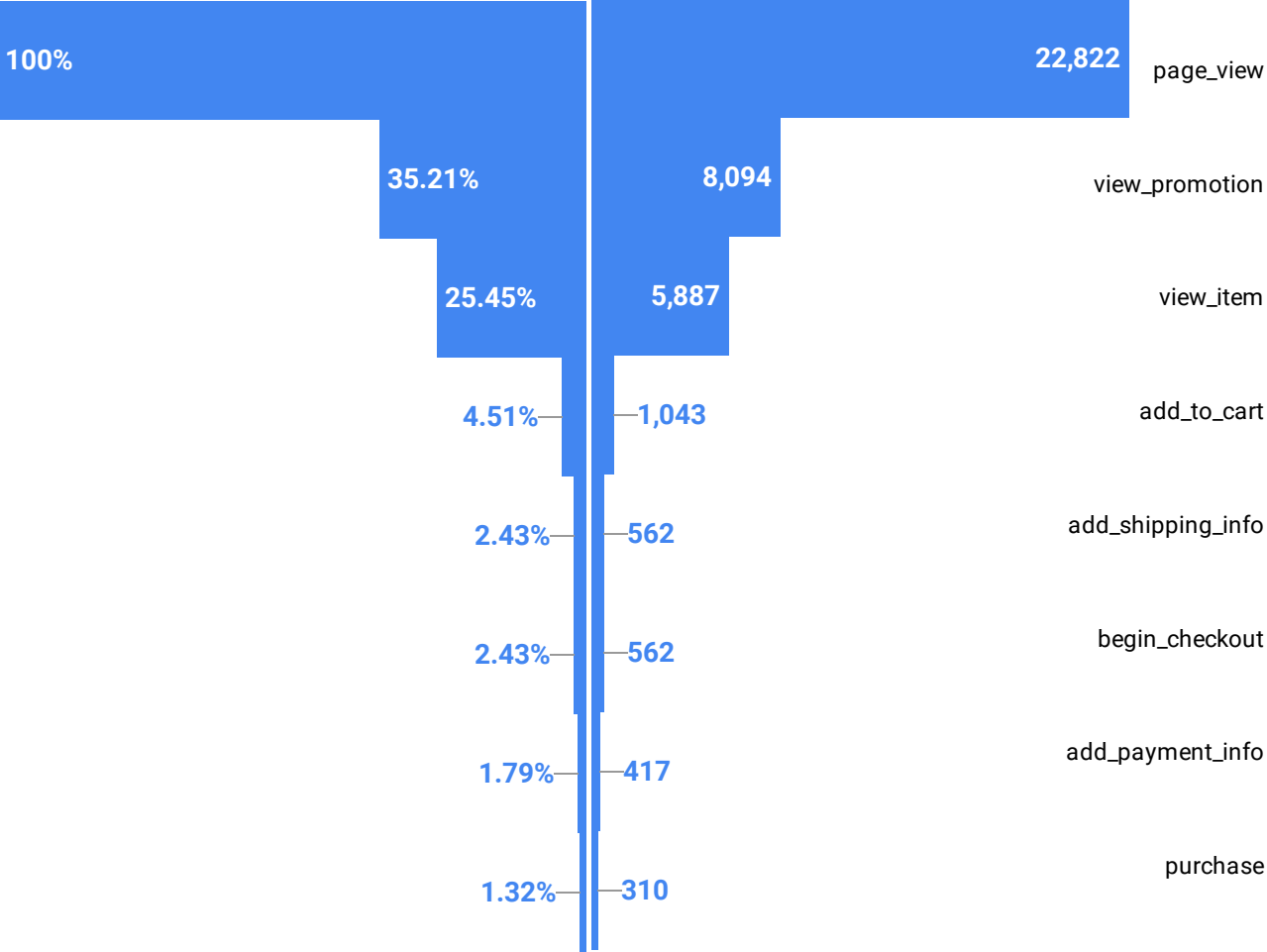
Conversion from page view

	Event name	Conversion % ▾	# of events
1.	page_view	100%	22,822
2.	view_promotion	35.21%	8,094
3.	view_item	25.45%	5,887
4.	add_to_cart	4.51%	1,043
5.	add_shipping_info	2.43%	562
6.	begin_checkout	2.43%	562
7.	add_payment_info	1.79%	417

1 - 8 / 8   ‹   ›

Funnel:

- 100% — 22,822 — page_view
- 35.21% — 8,094 — view_promotion
- 25.45% — 5,887 — view_item
- 4.51% — 1,043 — add_to_cart
- 2.43% — 562 — add_shipping_info
- 2.43% — 562 — begin_checkout
- 1.79% — 417 — add_payment_info
- 1.32% — 310 — purchase

Conversion rates daily

— page_view — view_promotion — view_item — add_to_cart

100%, 80%, 60%, 40%, 20%, 0%
Jan 25, Jan 26, Jan 27, Jan 28, Jan 29, Jan 30, Jan 31

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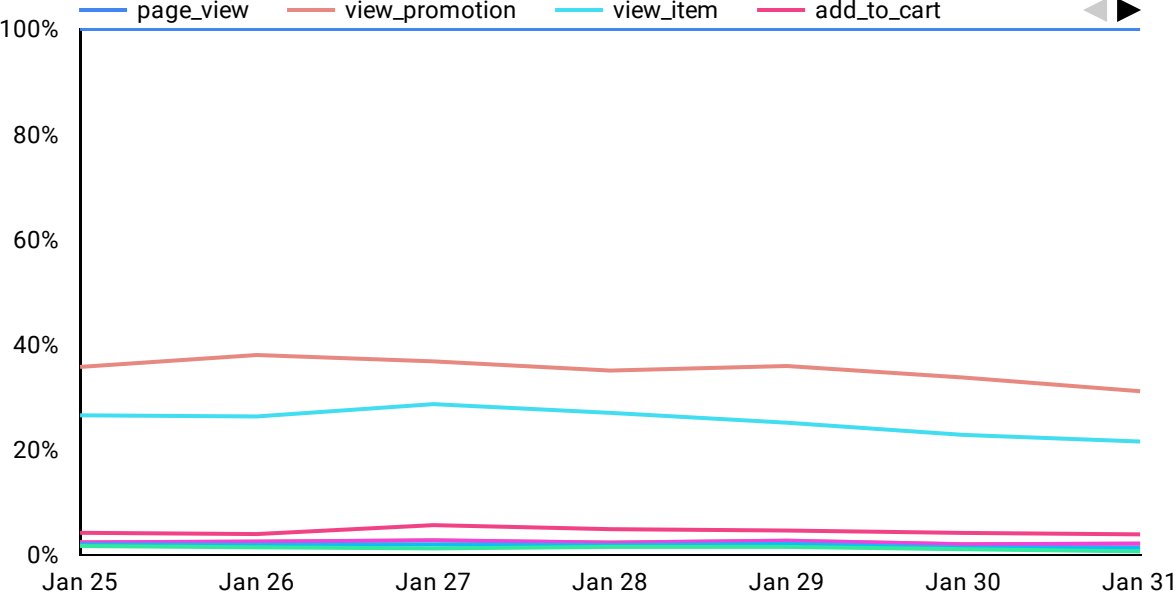
AB testing Google Merch ☁ Trying to connect…   Share ▾   Sign in

File   Edit   View   Insert   Format   Data   Tools   Extensions   Help

🔍 🖨 ▦▾ 100% ▾   👁 View only   ⌃

A1:Z1 ▾   *fx* 📄 Testing Documentation

	A	B	C	D	E	F	G	H	I	J	K

📄 Testing Documentation

🔎 Test # 1: NewYear newsletter conversion

Newsletter subscribers exposed to two different newsletters.

Measure conversion: page view to view item

With a confidence level of 95% test aims to check if there is statistically significant difference between version 1 and version 2 of newsletter for conversion from page view to view item.

Crosstabulation

Campaign	Conversions	Non-conversions	Total Users	Conversions(expected)	Non-conversions(expected)	Conversion
NewYear_V1	2	44	46	2.967741935	43.03225806	4.35%
NewYear_V2	2	14	16	1.032258065	14.96774194	12.50%
Total	4	58	62			

From crosstabulation 2x2 table we can already see two possible problems: **sample ratios mismatch** and not met asumption for Pearson Chi-Square test - **2 cells (50.0%) have expected count less than 5.**

Before conducting Fisher's test let's check if sample ratios are statistically significant.

H_0: The actual ratios are not significantly different from the expected ratios (there is no mismatch)

Campaign	Observed Users	Expected Users	Expected Users (expected)