

Google Merchandise Store

Jan 1, 2022 - Oct 24, 2022

Ecommerce Metrics

Orders

17,818

↑ 21.2%

Users

713.0K

↑ 72.4%

Cart Conversion

26.1%

↑ 38.6%

Purchase revenue

\$2.07M

↑ 52.7%

Average purchase

\$116.30

↑ 48.2%

Engagement rate

60.58%

↑ N/A

Revenue per channel



Revenue over time



Top profitable items

	Item name	Item purchase qu...	Item revenue ▾
1.	Google Unisex Eco Tee Black	2,370	\$51,204.4
2.	Google Crewneck Sweatshirt Black	679	\$33,094.2
3.	Google Black Cloud Zip Hoodie	524	\$29,135.94
4.	Google Black Eco Zip Hoodie	522	\$28,700.4
5.	Google Large Tote White	2,426	\$26,137.8

Top profitable regions

