

# Google merchandize store case study

## Business problem:

Google merchandise store is an eCommerce site that sells Google-branded merchandise. My new manager would like to understand how the campaigns have been performing over time to make recommendations to senior leadership on what campaign(s) and product(s) to focus on next.

**\* I selected the period from 1<sup>st</sup> of January 2022 to today.**

## Purpose:

- To unlock sales insights and evaluate the store performance for decision support and visualize the findings in an appealing way.

## Key stakeholders could be involved:

- Sales, marketing, product, technology & finance, Director of Marketing & Sales Analytics, Marketing Data Science.

## End result:

- Gaining insights into store performance to support data driven decision making.
- Give recommendation based on the campaigns and products to improve sales.

## Success criteria:

- **Channel Engagement Metrics**
  - Number of engaged sessions (engagement rate).
  - Acquisition per channel.
- **Financial Metrics:**
  - Revenue.
  - Return on ads spend (ROAS).

## 1<sup>st</sup> Descriptive Analysis

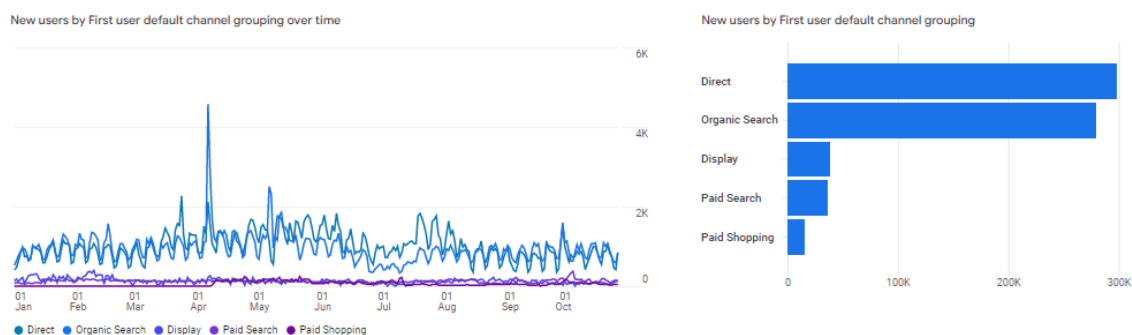
- How many total unique users does the business have?
- Which channel is more responsible for acquiring new users across different platforms?
- What are the most visited pages and screens?
- What are top 5 selling products?
- Where do users enter the funnel and when do they drop off?
- What's the ROAS by default channel grouping?
- What's the most successful campaign?

1) The number of users come in our store from January 2022 till today.



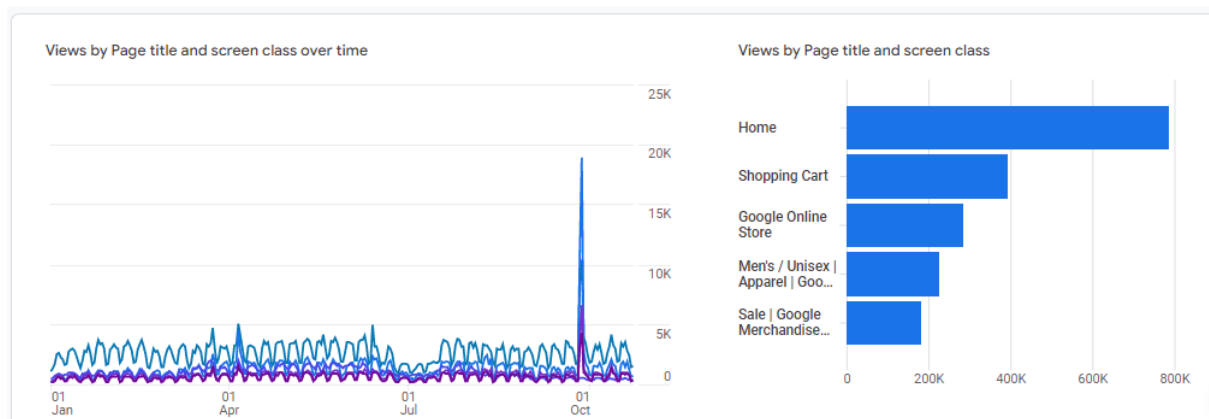
- The number of users gradually increased in the 1<sup>st</sup> quarter of the year; a decline occurred in February week 20-26.
- In the beginning of the 2<sup>nd</sup> quarter in April, the number of visitors reach to the highest level of 30,411, after that the number of users **fall drastically at the end of June and beginning of July reached to 14,356**.
- A raise in the beginning of the third quarter up to 22,905 visitors followed by small decline in august then a noticeable raise in September reach to 24,619.

2) Which channel is acquiring more users across



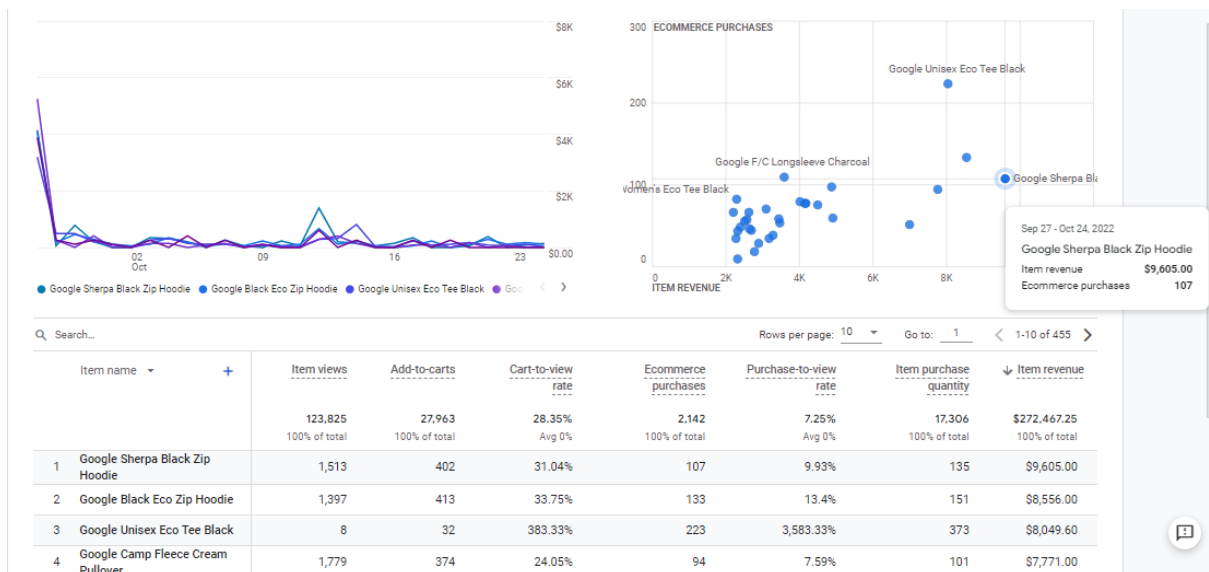
- Most of the new acquisitions came through direct channel and organic search with 298,612 and 279,436 respectively ahead by far the rest of the channels.
- Organic social and Email channels acquired small number of users with 6,349 and 3,447, while they have the highest engagement rates 68.81% and 75.16% respectively.

### 3) Pages and screens



**(Men's / Unisex | Apparel | Google Merchandise Store)** achieved one of the highest views with 227,278 and good engagement time of 1m,25s. while those two products **(Bags | Lifestyle | Google Merchandise Store)**, **(Bags | Lifestyle | Google Merchandise Store)** need further investigation as their average engagement time are 41s, 48s respectively.

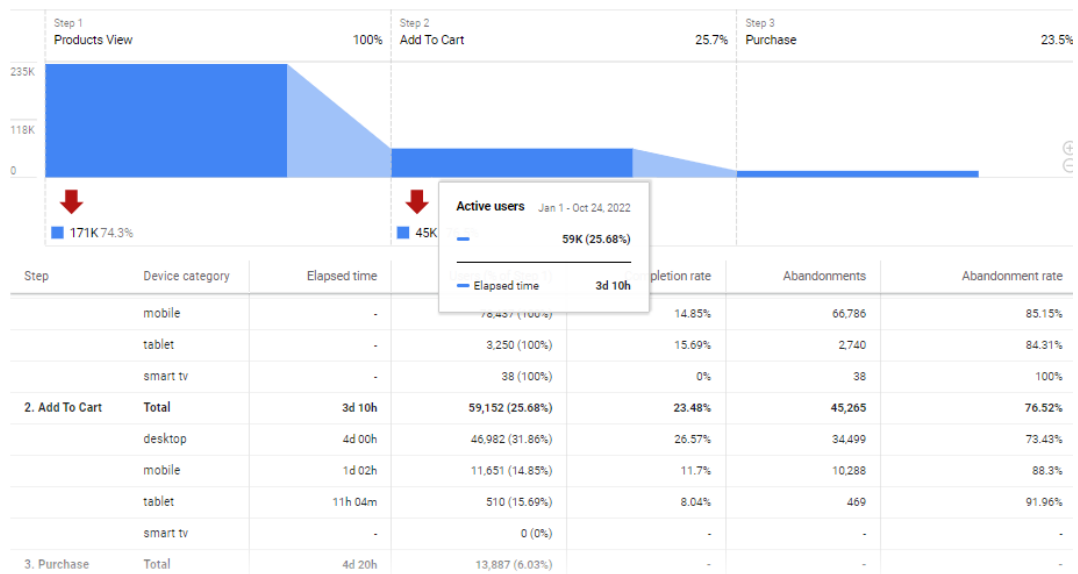
### 4) products



The top 5 selling items in terms of revenue are: -

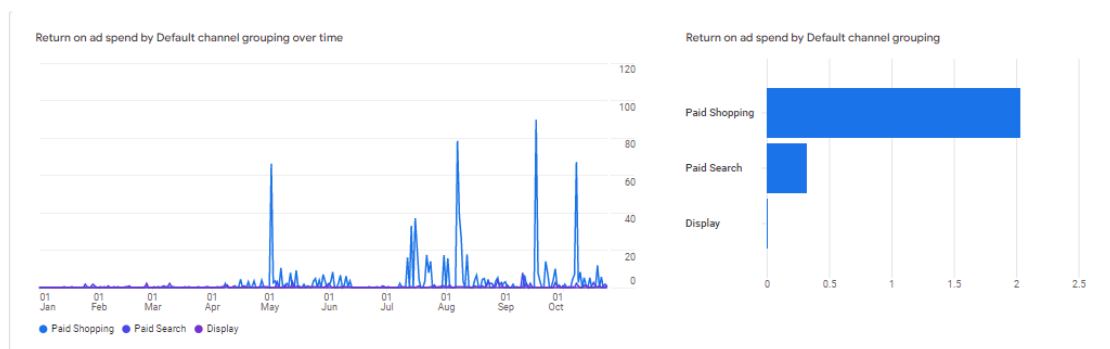
- I. Google Sherpa Black Zip Hoodie
- II. Google Black Eco Zip Hoodie
- III. Google Unisex Eco Tee Black
- IV. Google Camp Fleece Cream Pullover
- V. Google Cloud Desktop Neon Sign

## 5) Funnel exploration



The Purchase conversion is 23.5%, while the abandon rate is 76.52%. Users usually takes **3days and 10 hours** to move from viewing items to Add to Cart and take **4days and 20h** to take purchase action.

## 6) Top performing ads based on return on ad spend by google ads campaign



- The average ROAS of all channels is **15.12**
- 7) By exploring the data at campaign level, we figured out that the campaign “1009693 | Google Analytics Demo | DR | joelf | NA | US | en | Hybrid | SEM | BKWS - MIX | Txt ~ AW-Brand (US/Cali)” achieved the best performance.
  - The above-mentioned campaign achieved ROAS of **2.95** followed by “1009693 | Google Analytics Demo | DR | joelf | NA | US | en | Hybrid | SHOP | SMART | Product ~ Test” with ROAS **2.03**, both campaigns have higher ROAS by far than the other campaigns where the nearest well performing campaign achieved 0.73.
  - The cost per conversion and the ads cost could be other successful metrics come in to play, scaling the highest ROAS campaigns can lead to more profit.

## 2nd Recommendations:

- ✓ The time series doesn't have a specific trend or seasonality; however, we had the highest traffic in April-May while the lowest in June-July. The traffic usually slightly drops at the end of each month. More creative ads should be placed at the end of each month selling specific items, more investigation required for June-July to figure out what aspects cause the decline.
- ✓ We have good brand standout in terms of direct channel and organic channel; however, we need to pump more ads in organic social & email channels as they achieved high engagement rate 68.81% and 75.16% respectively.
- ✓ Improve the average engagement time sessions of (Bags | Lifestyle | Google Merchandise Store), (Bags | Lifestyle | Google Merchandise Store) as their average engagement time are 41s, 48s respectively. Marketing team should audit the content, images alongside the technical audit (pages load, UI/UX).
- ✓ Leverage the top performing products by applying up-selling and cross-selling strategies to raise the average transaction size, while check the prices, features and demand of the poor performing products.
- ✓ We need to decrease the current abandon rate percentage by more than 6.5%, from 76.5% to below 70%.
- ✓ Analyse the highest ROAS good AdWords campaign and apply the approach for low performing campaigns.
- Applying such recommendations with creative functional departments (IT, Sales, product development, marketing) could achieve sales growth of 5-10%

Name: Ahmed Attaalla

Dashboard link: <https://datastudio.google.com/reporting/e18c1dea-d51d-40dd-a55b-8d758378c922>