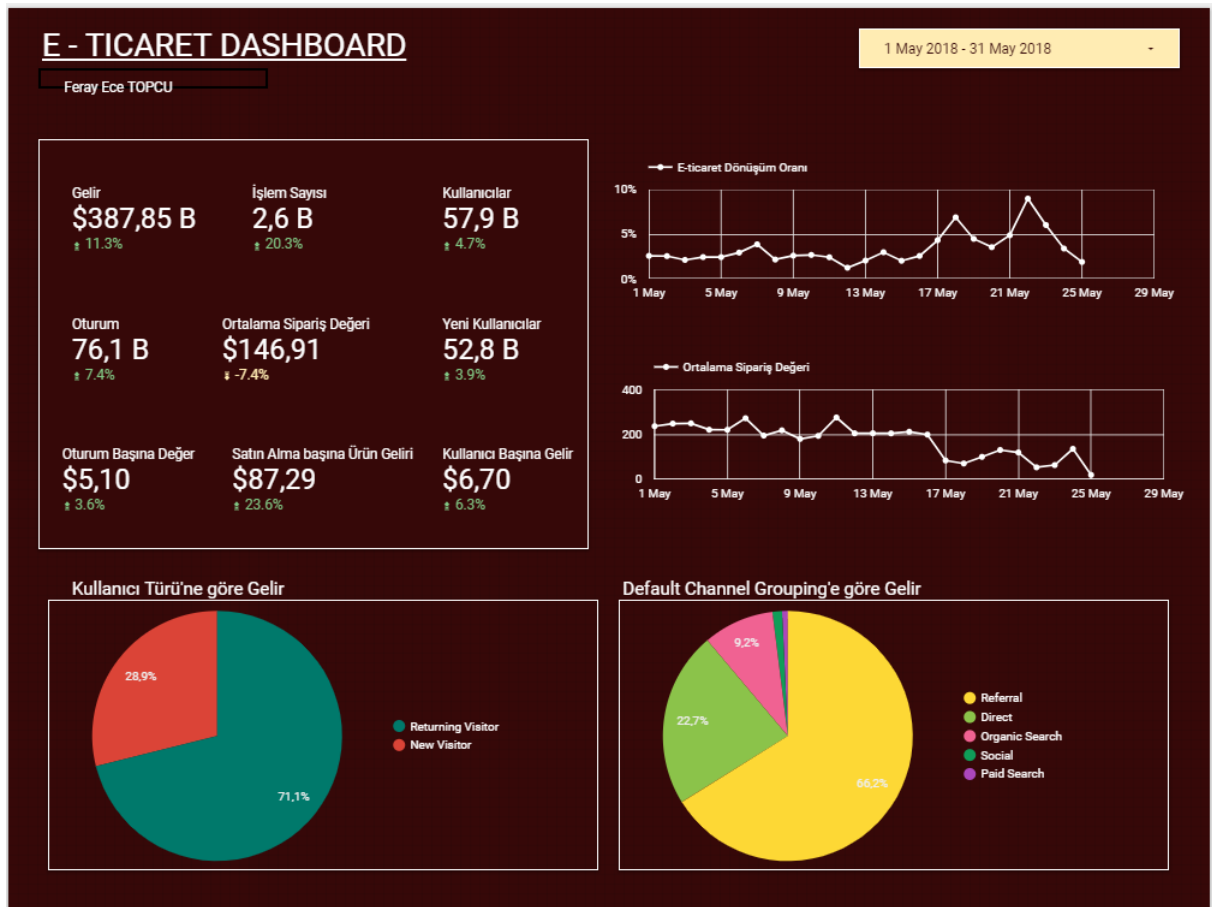# BDA 547 – WEB ANALYTICS

ASSIGNMENT 2

FERAY ECE TOPCU

This assignment includes three report pages generated on Google Data Studio and the report uses Google Analytics data of Google Merchandise Store as data source.

Report is available on this URL:

https://datastudio.google.com/open/17te3S4Pcg3AlBURxjzOIZAmzgtddgsW7

Page 1: E-COMMERCE DASHBOARD

On this page of the report, I try to understand e-commerce metrics for whole May 2018. I put revenue, transactions, users and etc. as metrics and compared with May 2017. Although average order value decreased, other metrics increased. When we consider revenue has 11% rise between two period, we can say that the website gets more often order than last year but average basket amount decreased.

When we look at the graphs about conversion rate and average order value, between 21 May 2018 and 25 May 2018, there is a pick point. Pick point of conversion rate and low point of avg order value are overlapped on this time interval, so; I have gotten visitors but they shopped less. Maybe, website should offer some discounts.

Thirdly, when we examine user type and default channel grouping pie chart; It is seen that our revenue mostly come from returning visitors and referral channel. So, website should offer some discounts to returning users which come from referral channel.

In summary, we discover where revenue come from country by country and can find special targets for campaigns from this dashboard.

Page 2: E – COMMERCE DASHBOARD

This page includes some product details about the website.

E - TICARET DASHBOARD
Feray Ece TOPCU

Ülke · | Şehir · | 1 May 2018 - 31 May 2018 ·

	Default Channel Grouping ...	Conv. Rate	Ürün Geliri	İşlem Sayısı –
1.	Direct	%7,77	$90.799,21	1.199
2.	Referral	%8,29	$266.081,91	1.160
3.	Organic Search	%0,96	$37.672,95	342
4.	Social	%0,14	$4.797,52	14
5.	Paid Search	%1,11	$2.882,18	12
6.	Affiliates	%0,06	$0	1

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	Şehir	Conv. Rate	Ürün Geliri	İşlem Sayısı –
1.	New York	%8,75	$44.296,69	224
2.	Mountain View	%5,51	$46.641	213
3.	San Francisco	%6,25	$35.603,68	188
4.	Sunnyvale	%7,04	$31.401,26	155
5.	San Jose	%7,14	$17.329,44	90
6.	Seattle	%9,66	$11.816,67	60

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Ürün Geliri Miktar

Top 5 Products   Default Chan... ·

|	Ürün	Miktar	Ürün Geliri ▾	Ürün Ayrıntısı -...	Benzersiz Satın Al...	Ort. Fiyat	Ürün Geri Öde...
1.	Nest Hello Doorbell - USA	352	$59.488	773	328	$169	0
2.	Nest® Cam IQ Outdoor - USA	95	$26.505	368	66	$279	0
3.	Nest® Cam Indoor Security Camera - USA	189	$22.491	441	133	$119	0
4.	Nest® Cam Outdoor Security Camera - USA	188	$22.372	445	117	$119	0
5.	Nest® Learning Thermostat 3rd Gen-USA - Stainl...	146	$21.754	183	110	$149	0

On this page, we can see that product revenue mostly come from Direct channel. It means visitors know the website and products. They visit and buy directly even conversion rate is lower than Referral channel. On first table says that Social channel is weak for the website due to conversion rate, product revenue and transactions. Maybe, the website should improve social media advertisements.

Examining middle graph and Top 5 Products table shows that some products are expensive but still preferable.

Page 3: DEVICE ANALYSIS

This page of report includes device category analysis due to country. It aims to find which device is more preferable for the website.
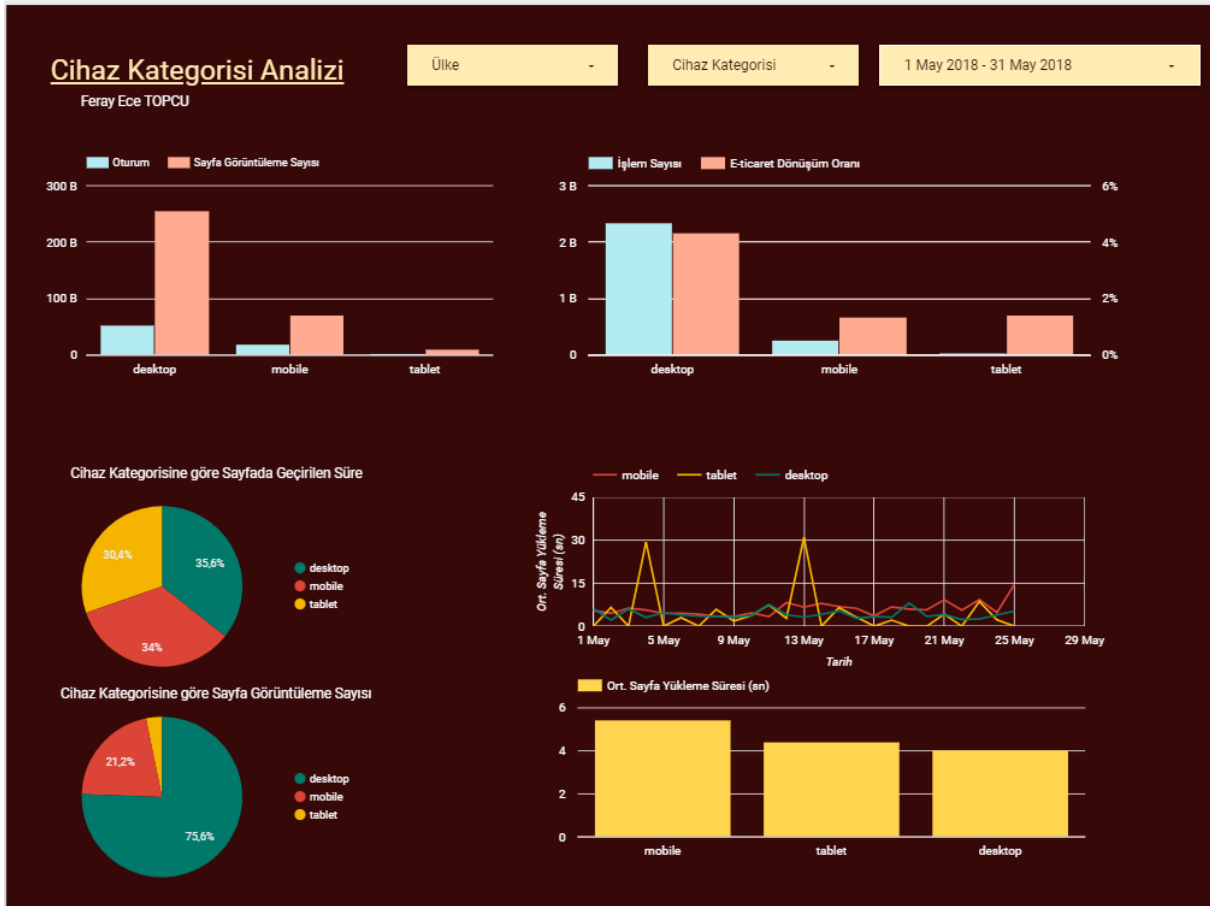
As we can see on top graphs; most visitors visit by desktop and number of page view is the highest on desktop. When we compare mobile and desktop, we can see there is huge gap between them due to session, page view and conversion rate. The website may try to improve mobile version.

When we look at average page load time, the first graph support first evidence; mobile version of website may be crashed on some days of May. Second graph also shows same thing; average page load time of tablet version is higher than others. So, there may be a problem on mobile version.