BDA 547 – WEB ANALYTICS
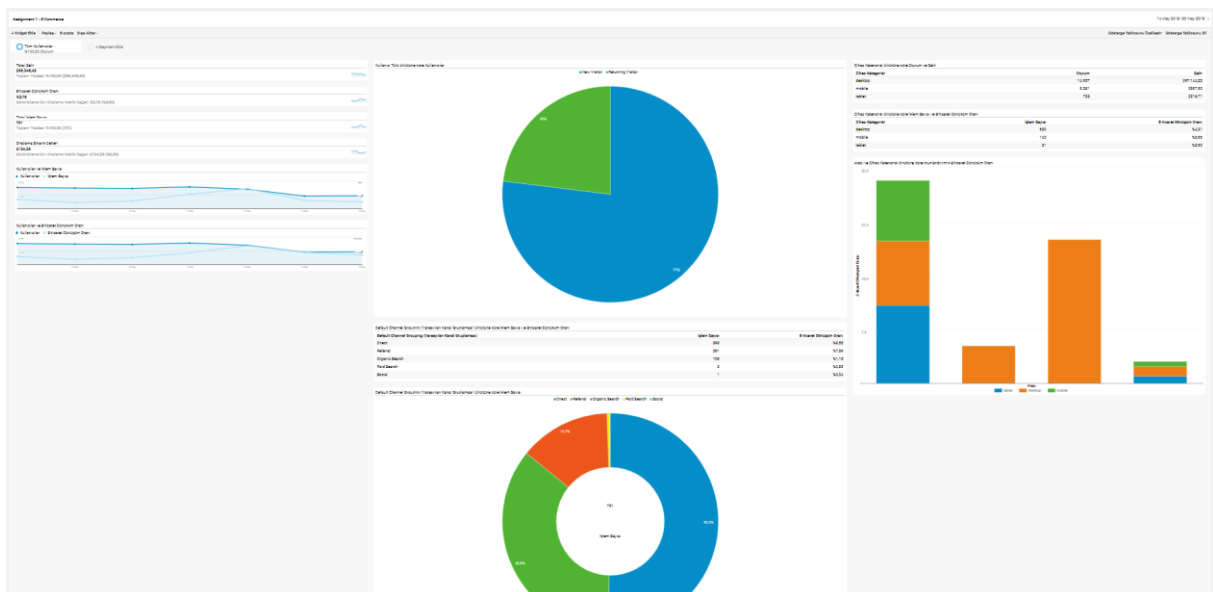
ASSIGNMENT 1

FERAY ECE TOPCU

1. E – COMMERCE DASHBOARD EXAMPLE

I wonder the general situation of Google Merchandise Store as an e-commerce website. So, I have examined "All-in-one Ecommerce Dashboard" generated by Paolo Margari on Gallery. After that, I have generated my own dashboard for Google Merchandise Store as follow:

General View of Dashboard:

- **Part 1:** Total Revenue, Conversion Rate, total transactions, average order value as metrics. Users vs transactions and users vs conversion rate as time series graphs.

In this part, I try to look at general situation of acquisition due to ordered metrics. Secondly, I try to show the relationship between users and transactions day by day. Also, the relationship between users and conversion rate is important for e-commerce; So I just add this relationship.
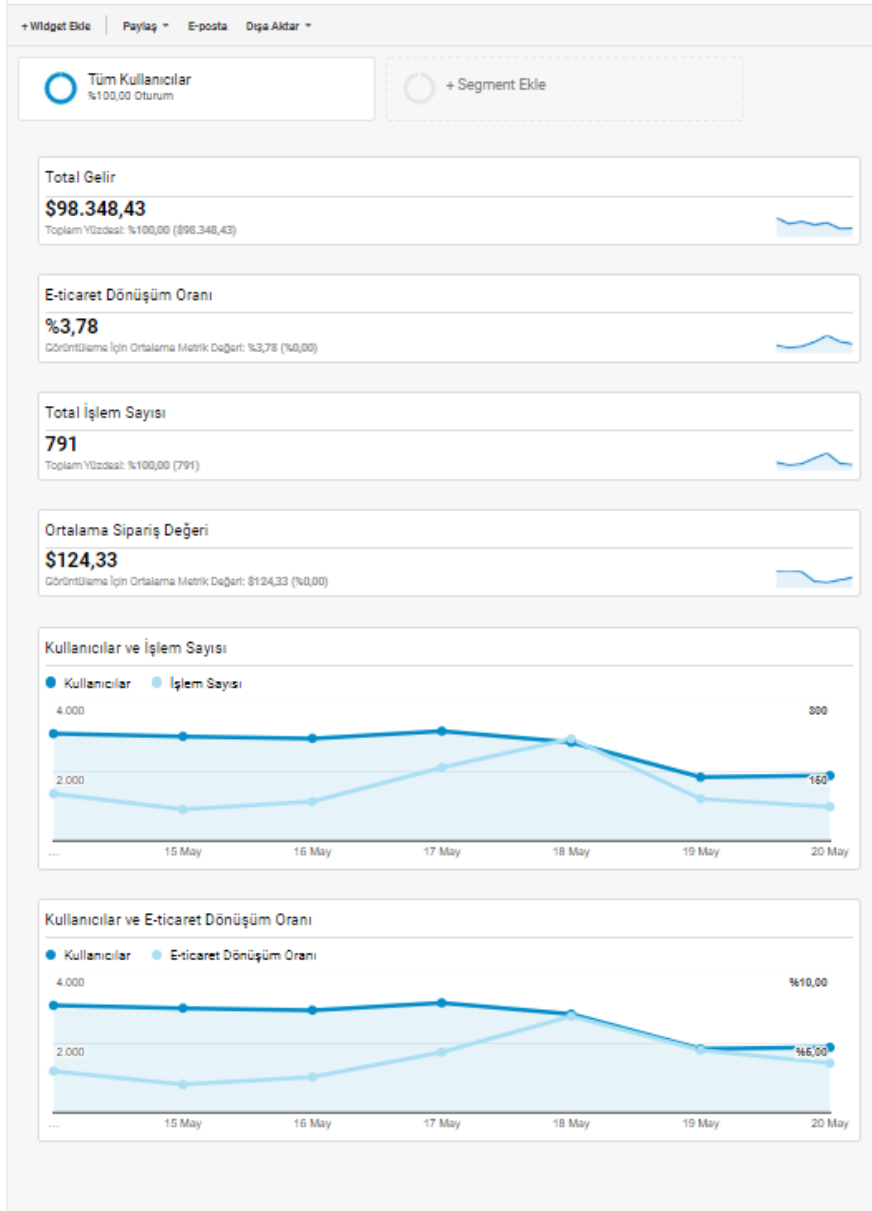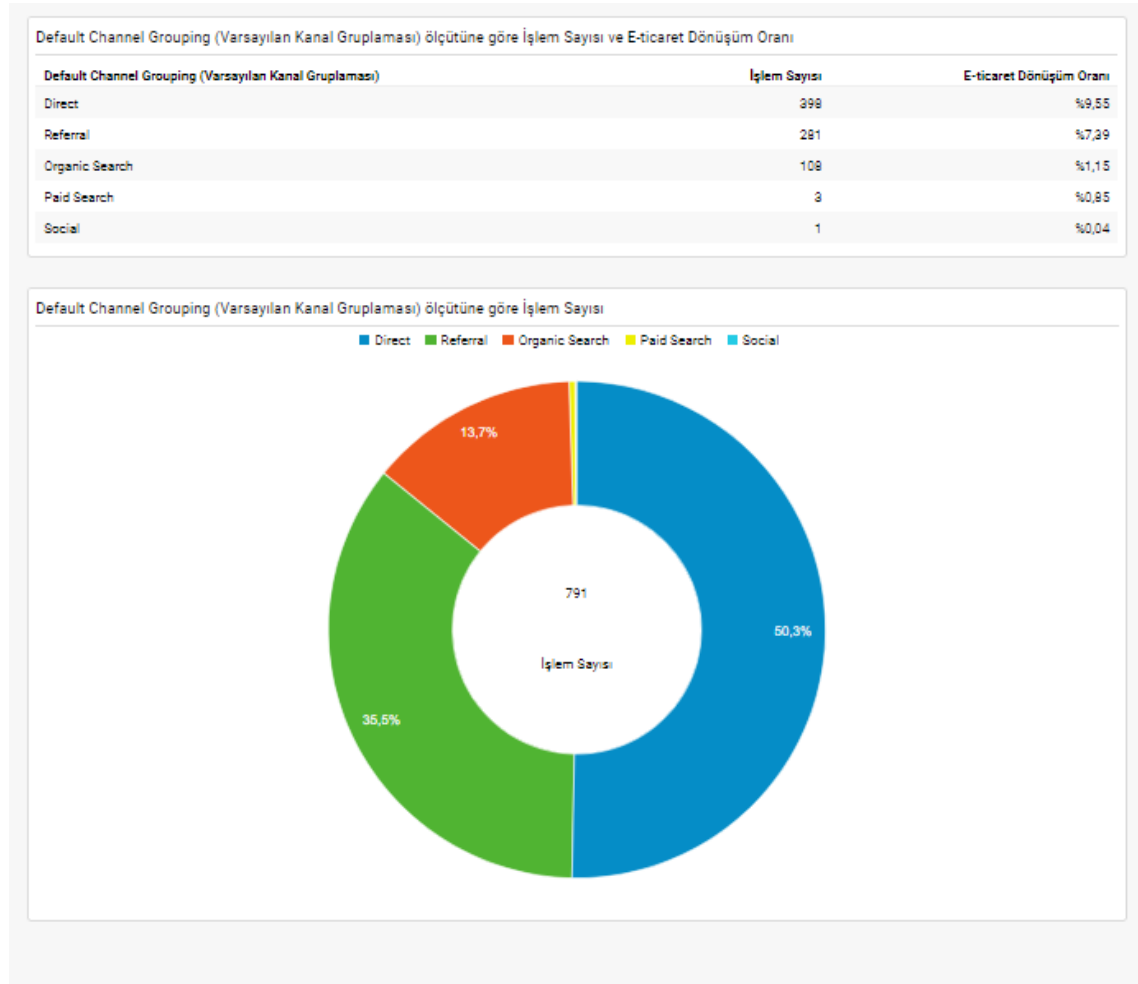
- **Part 2:** Distribution of users due to user types.

I try to figure the distribution of users due to user types: new users or returning users? The pie chart show that 77% of users are new visitors.

Kullanıcı Türü ölçütüne göre Kullanıcılar

New Visitor   Returning Visitor

23%

77%
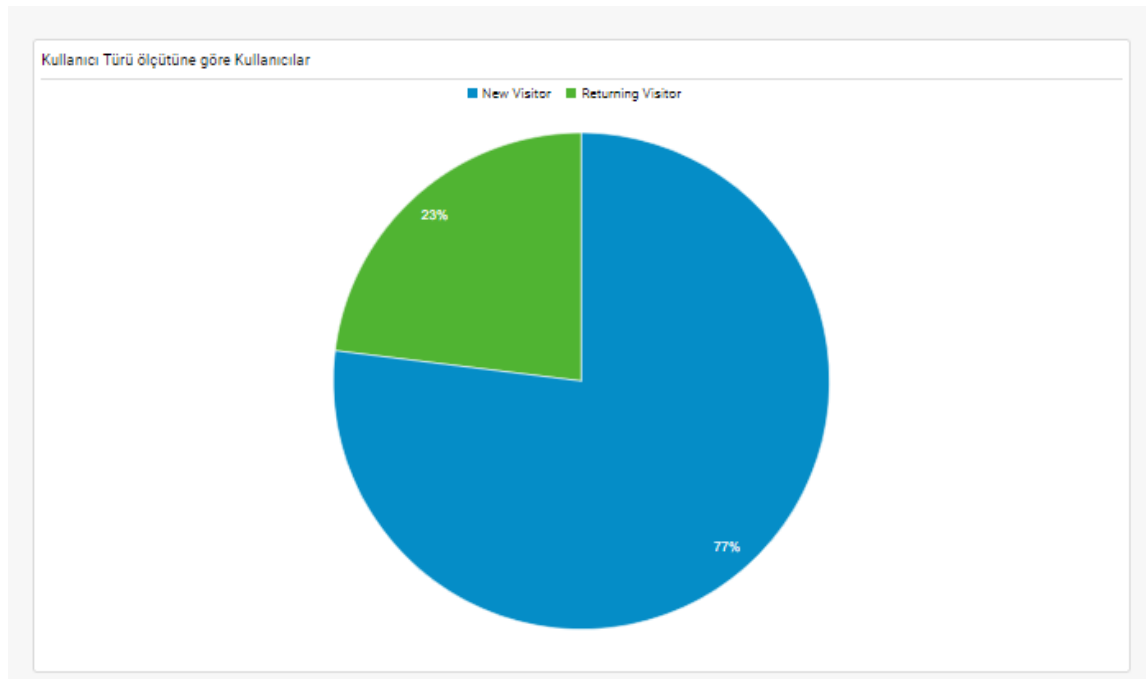
- Part 3: Transactions and Conversion Rate due to Default Channel Grouping.

In this part, I try to examine default channel grouping because I wonder where my transactions and conversion come from exactly. Due to results, the most transaction come from direct channel which is good. (Visitors know my website 😊)

Default Channel Grouping (Varsayılan Kanal Gruplaması) ölçütüne göre İşlem Sayısı ve E-ticaret Dönüşüm Oranı

Default Channel Grouping (Varsayılan Kanal Gruplaması)	İşlem Sayısı	E-ticaret Dönüşüm Oranı
Direct	398	%9,55
Referral	281	%7,39
Organic Search	108	%1,15
Paid Search	3	%0,85
Social	1	%0,04

Default Channel Grouping (Varsayılan Kanal Gruplaması) ölçütüne göre İşlem Sayısı

**- Part 4:** Sessions and Revenue due to Device category

In this part, I try to examine sessions and revenue due to device type; desktop, mobile and tablet. Surprisingly, sessions and revenue of website come from desktop mostly.

Cihaz Kategorisi ölçütüne göre Oturum ve Gelir

Cihaz Kategorisi	Oturum	Gelir
desktop	14.957	$97.144,22
mobile	5.261	$987,50
tablet	723	$216,71

Cihaz Kategorisi ölçütüne göre İşlem Sayısı ve E-ticaret Dönüşüm Oranı

Cihaz Kategorisi	İşlem Sayısı	E-ticaret Dönüşüm Oranı
desktop	630	%4,21
mobile	140	%2,66
tablet	21	%2,90

-**Part 5:** Medium, Device Category and Conversion Rate

Shown as below; I grouped the data by Device Category. All **cpc** and **referral** traffic come from Desktop.

Araçı ve Cihaz Kategorisi ölçütüne göre gruplandırılmış E-ticaret Dönüşüm Oranı
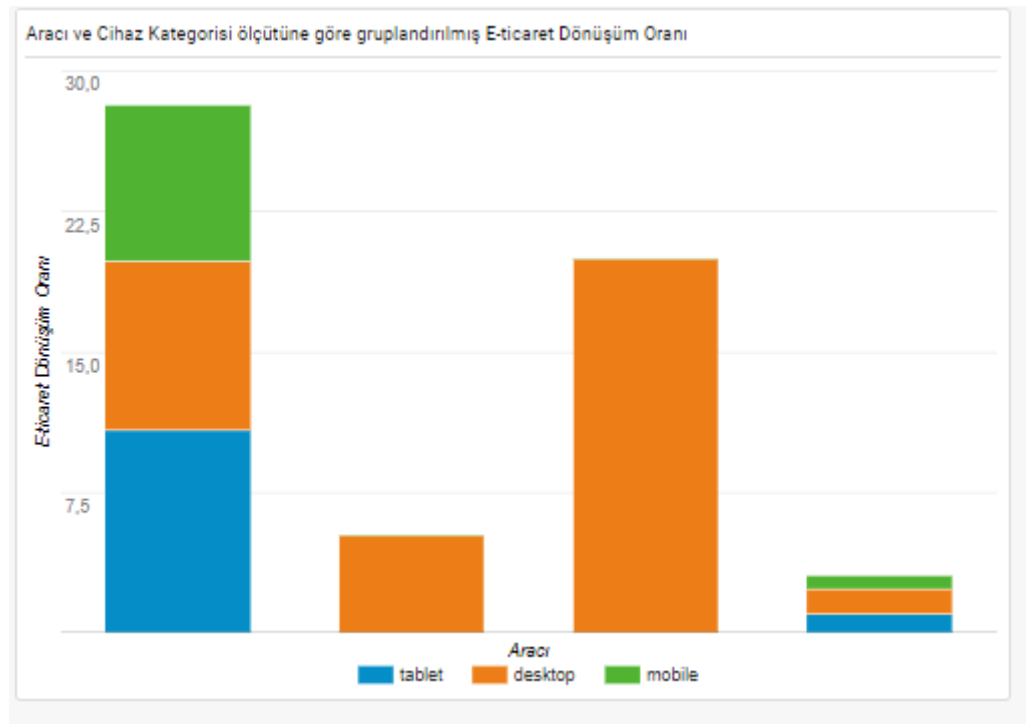
2. Custom Reports

2.1. Visits - Day by Day

I have created a flat table to see visits day by day. Tuesday is the best day for the website because number of sessions is good, average session time is more than other days and bounce rate is lower.
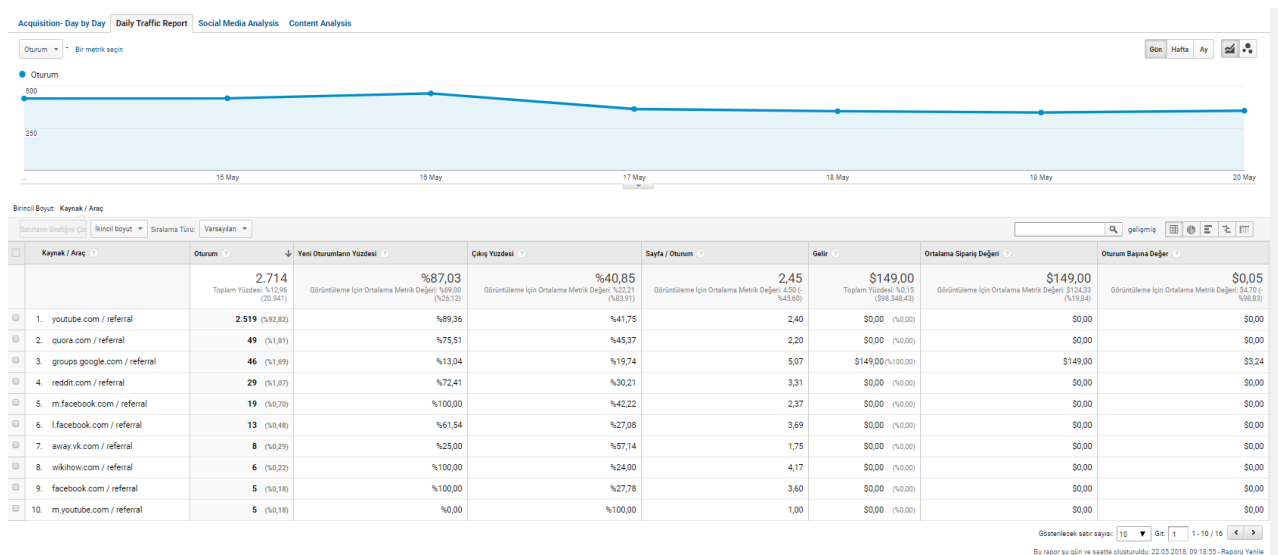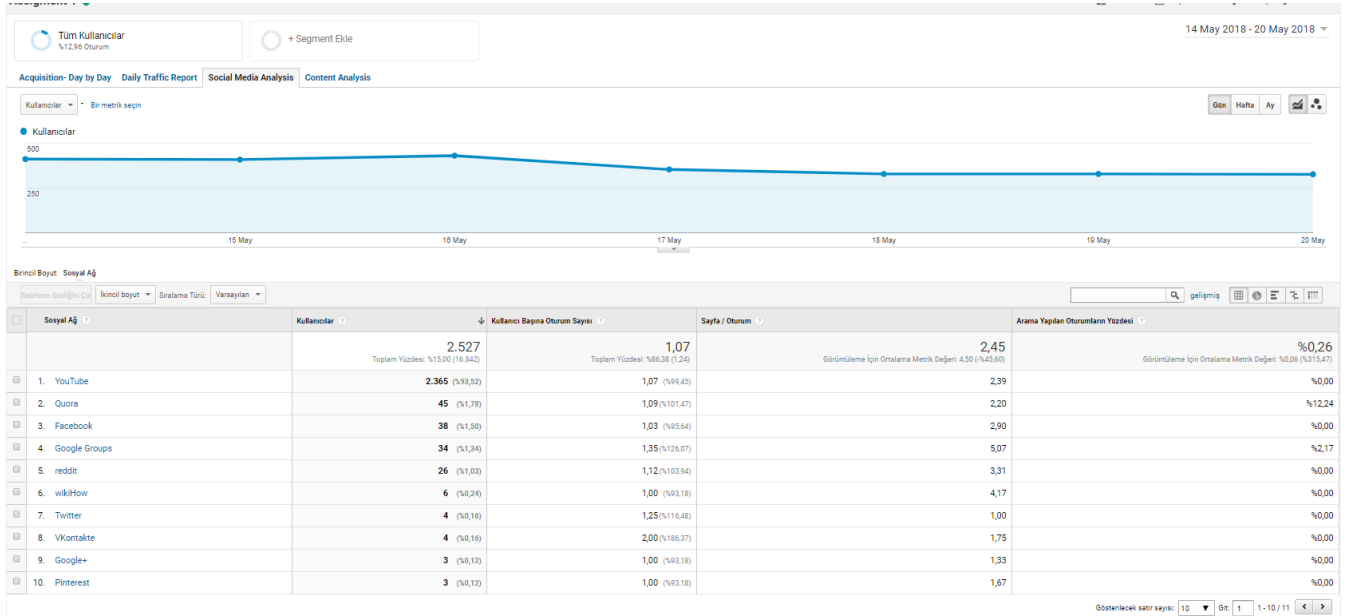

2.2. Daily Traffic Report

This is a general view of website's daily traffic. I added "Average Order Value" and "Per Session Value" because they allow me to understand how buying behavior changes depending upon the traffic source.
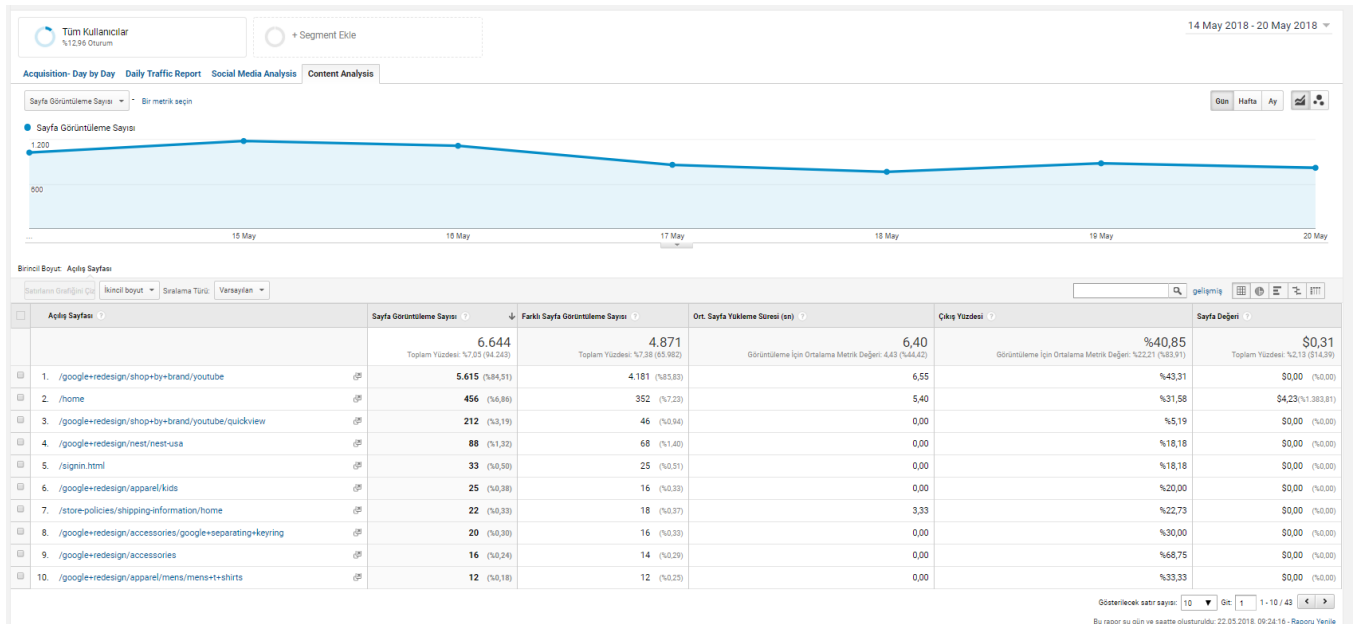
2.3. Social Media Analysis

This report allows me to understand the website's traffic caused by social media. I used filter to do this report.

2.4. Content Analysis

This report tells me what landing pages are most popular, what types of content are the most valuable.

References:

1. Shanelle Mullin. 2017. *12 Google Analytics Custom Reports to Help You Grow Faster*. [ONLINE] Available at: https://conversionxl.com/blog/12-google-analytics-custom-reports/. [Accessed 22 May 2018].

2. KUNLE CAMPBEL. 2014. *10 Essential Google Analytics Dashboards for Ecommerce*. [ONLINE] Available at: https://www.practicalecommerce.com/10-Essential-Google-Analytics-Dashboards-for-Ecommerce. [Accessed 22 May 2018].

3. Nisha Laxminarayan. 2017. *6 essential e-commerce dashboards in Google Analytics*. [ONLINE] Available at: http://www.bestprogramminglanguagefor.me/q. [Accessed 21 May 2018].

4. Google Analytics Academy. 2018. Google Analytics Academy. [ONLINE] Available at: https://analytics.google.com/analytics/academy/. [Accessed 21 May 2018].