## Acquisition metrics

Your manager asked you to find the number and percentage of new users who arrive at the Google Merchandise Store after using one of four search engines. Find the data in Google Analytics and record the metrics in the table below.

| **Search engine** | **Total new users** | **Number of new users**  **(each search engine)** | **Percent of new users =**  **[(Number of new users /  Total new users)] x 100** |
| --- | --- | --- | --- |
| **Google** | 24811 | 8187 | 33% |
| **Bing** | 24811 | 180 | 0.7% |
| **YouTube** | 24811 | 3 | .008% |
| **Baidu** | 24811 | 201 | 0.8% |

Did you observe anything interesting, in particular, with the metrics from YouTube or Baidu?

| Baidu and Youtube have the worst engagement metrics but interesting enough Baidu out performed Bing in generating new users. |
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## Engagement metrics

Your manager asked you to find the total users for the following events:

* session\_start
* begin\_checkout
* remove\_from\_cart
* purchase

Additionally, your manager asked you to calculate the number of users with cart abandonment and the sales conversion rate.

Find the data in Google Analytics and record the metrics in the table below. Then, perform the required calculations and record your results.

| **Events** | **Total users** |
| --- | --- |
| **session\_start** | 29588 |
| **begin\_checkout** | 1471 |
| **remove\_from\_cart** | 782 |
| **purchase** | 757 |

Number of users with cart abandonment: 714

Sales conversion rate: 2.6%

## Monetization metrics

Your manager asked you to find the total revenue, the number of first-time buyers, and the top three best-selling items. Find the data in Google Analytics and record the metrics in the table below.

| **Total revenue** | **Number of first-time purchasers** | **#1 item sold** | **#2 item sold** | **#3 item sold** |
| --- | --- | --- | --- | --- |
| 94000 | 678 | Google Sticker  Qty Sold: 1072 | Google Cloud Sticker  Qty Sold: 591 | Google Pen White  Qty Sold: 552 |