Data Analysis of the Google Merchant Center website

Best paid keyword - Looking at the conversion rate - May 2022

We have to search the best paid keyword by analyzing the conversion rate in **May 2022**. First, we have to select at the top right of the google analytics page, **the period** ("1 May 2022 – 31 May 2022"). Secondly, we have to click on "**Acquisitions**" - Campaigns – Paid Keywords. Finally, we have to click on "**E-Commerce conversation rate**" to have the descending order of Conversion rate. We can see that the highest one is "**+Google +Merchandise**" with a Conversion rate equal to **20.66%**.

Users navigating through the website with an Iphone - Last october 2022

We have to check how many users are navigating through the website **with an Iphone last octobre**. First, we have to select at the top right of the google analytics page, the **period** ("1 October 2022 – 31 October 2022"). Secondly, we have to click on "**Audiences**" - "**Mobile**" - "Devices". Finally, we can see that **8003 Users** (**40,75%**) are navigating through the website with an Iphone last Octobre.