

Gulf Bank Datathon 2022

Digital Analytics Track Challenges

GA4 Google Merchandise Store

Setup:

- Create a demo Google Analytics account using the data from the “Google Analytics 4 property: Google Merchandise Store (web data)”. You can find instructions for that [here](#).
- After creating the demo account, **Set the time period to be 2022, Q1**.

Level 1: Exploring (1 point per task)

NOTE: Use the Google Analytics demo account to answer the below questions.

User Acquisition:

- Which Channel Grouping brought in the most number of users? Which Channel Grouping brought in the least number of users?
- Which Channel Grouping has the highest engaged sessions? How many sessions does it have?
- Find the channel grouping with the highest engagement rate. How does this compare to how many engaged sessions it has?
- Which channel grouping has the lowest engagement rate? How much is its average engagement time?
- Which channel grouping has the highest engagement time? Which channel grouping has the lowest engagement time? What is the difference from highest to lowest? Is this significant?
- Find the top 3 channel grouping with the highest conversions. How much is each of them bringing in revenue?
- Bring together all of your findings and summarize your analysis of the data. What recommendations can you make? **(3 points)**

Traffic Acquisition:

- Which Channel Grouping has the highest number of sessions, and how many of those sessions were engaged?
- Which Channel Grouping has the lowest number of sessions, and how many of those sessions were engaged?
- Which channel grouping had the highest average engagement time per session? Who has the lowest?
- What channel group has the highest engagement rate? How many engaged sessions does it have?
- What are the top 3 channel groupings with the highest conversions? How much revenue do they each bring in?



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- Bring together all of your findings and summarize your analysis of the data. What recommendations can you make? **(3 points)**

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E-commerce Purchases:

- Which item has the highest item views? How many Add-to-carts does this item have? How many items have 0 item views?
- Which item has the highest e-commerce purchases? How many items have 0 purchases?
- Which item has the most quantity purchased? How does this item compare to the item with the most e-commerce purchases?
- What are the Top 3 items that brought in the most revenue? How many items brought in 0 revenue?
- Bring together all of your findings and summarize your analysis of the data. What recommendations can you make? **(3 points)**

Demographics:

- Which country has the most new users? And how many active users does this country have?
- What are the top 3 cities that have the most users? (Ignore not set)
- What is the second most common language used by website users?
- How many countries have a 100% Engagement rate? Why do you think they have a 100% engagement rate?
- Which country has the highest number of conversions and how much revenue did it bring in?
- How many countries brought in 0 conversions? What are some possible reasons for the 0 conversions?
- Bring together all of your findings and summarize your analysis of the data. What recommendations can you make? **(3 points)**

Tech:

- Which OS has the highest number of active users? How many new users does this OS have?
- Which OS brought in the most revenue? And how much revenue did this OS bring in? How does the revenue of this OS compare to the revenue of the OS with the highest conversions?
- How many users visit the website from a computer vs how many users visit the website from their phone?
- What is the most commonly used browser?
- Which screen resolution should the website be most optimized for?
- Which browser has the highest number of engaged sessions and what is its engagement rate?
- Which browser has the highest number of conversions? How much revenue is this browser bringing in? And how does this revenue compare to the revenue of the other browsers?
- Which OS has the highest number of engaged sessions? What is its engagement rate? How does it compare to the OS ranked 2nd in the number of engaged sessions?
- Which OSs have less than 5 engaged sessions?
- Bring together all of your findings and summarize your analysis of the data. What recommendations can you make? **(3 points)**



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Level 2: Visualization (3 point per task)

NOTE: Connect your GA4 demo account to google data studio and create your visualizations there

- Create visualizations that summarize or describe your answers from the “**User Acquisition**” section
- Create visualizations that summarize or describe your answers from the “**Traffic Acquisition**” section
- Create visualizations that summarize or describe your answers from the “**E-commerce Purchases**” section
- Create visualizations that summarize or describe your answers from the “**Demographics**” section
- Create visualizations that summarize or describe your answers from the “**Tech**” section

Level 3: Summary (5 point per task)

- Create a dashboard to summarize all of your findings from all of the sections
- Gather your findings and recommendations and prepare to present them

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GA4 Google Flood it!

Setup:

- Create a demo Google Analytics account using the data from the “Google Analytics 4 property: GFloodit! (app data)”. You can find instructions for that [here](#).
- After creating the demo account. **Set the time period to be 2022, Q1.**

Level 1: Exploring (1 point per task)

NOTE: Use the Google Analytics demo account to answer the below questions.

User Acquisition:

- How many new users Flood It! mobile app have?
- How many returning users Flood It! mobile app have?
- What was the average engagement time per active user ?
- What was the average engagement sessions per active user?
- Which channel grouping has the highest engagement time ? Which channel grouping has the lowest engagement time? What is the difference from highest to lowest? Is this significant?
- Find the top 3 channel grouping with the highest conversions . How much is each of them bringing in revenue?
- Bring together all of your findings and summarize your analysis of the data. What recommendations can you make? **(3 points)**

Traffic Acquisition:

- Which Channel Grouping has the highest number of sessions, and how many of those sessions were engaged?
- Which Channel Grouping has the lowest number of sessions, and how many of those sessions were engaged?
- Which channel grouping had the highest average engagement time per session? Who has the lowest?
- What channel group has the highest engagement rate? How many engaged sessions does it have?
- What are the top 3 channel groupings with the highest conversions? How much revenue do they each bring in?
- Bring together all of your findings and summarize your analysis of the data. What recommendations can you make? **(3 points)**

App developer-Firebase:

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- What is the latest app release for Floodit! Android ?
- What is the latest app release for Floodit! iOS ?
- Which device category had the highest number of users , and which device category had the lowest number of users?
- What are the Top 2 device categories that brought in the most revenue? How many brought in 0 revenue?
- Bring together all of your findings and summarize your analysis of the data. What recommendations can you make? **(3 points)**

Demographics:

- Which country has the most new users? And how many active users does this country have?
- What are the top 3 cities that have the most users? (Ignore not set)
- What is the second most common language used by users?
- How many countries have a 100% Engagement rate? Why do you think they have a 100% engagement rate?
- Which country has the highest number of conversions and how much revenue did it bring in?
- What interests your active users?
- Bring together all of your findings and summarize your analysis of the data. What recommendations can you make? **(3 points)**

Tech:

- Which OS has the highest number of active users? How many new users does this OS have?
- Which OS brought in the most revenue? And how much revenue did this OS bring in? How does the revenue of this OS compare to the revenue of the OS with the highest conversions?
- How many users visit the app from a computer vs how many users visit the app from their phone?
- What is the most commonly used browser?
- Which screen resolution should the website be most optimized for?
- Which browser has the highest number of engaged sessions and what is its engagement rate?(Ignore not set)
- Which browser has the highest number of conversions? How much revenue is this browser bringing in? And how does this revenue compare to the revenue of the other browsers?
- Which OS has the highest number of engaged sessions? What is its engagement rate? How does it compare to the OS ranked 2nd in the number of engaged sessions?
- Which OSs have less than 5 engaged sessions? (Ignore not set)
- Bring together all of your findings and summarize your analysis of the data. What recommendations can you make? **(3 points)**

Level 2: Visualization (3 point per task)

NOTE: Connect your GA4 demo account to google data studio and create your visualizations there

- Create visualizations that summarize or describe your answers from the “User Acquisition” section

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- Create visualizations that summarize or describe your answers from the “**Traffic Acquisition**” section
- Create visualizations that summarize or describe your answers from the “**App developer-Firebase**” section
- Create visualizations that summarize or describe your answers from the “**Demographics**” section
- Create visualizations that summarize or describe your answers from the “**Tech**” section

Level 3: Summary (5 point per task)

- Create a dashboard to summarize all of your findings from all of the sections
- Gather your findings and recommendations and prepare to present them