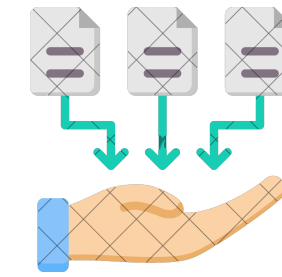


# Analytical Assessment and Performance Enhancement in Digital Marketing

PRESENTED BY  
**ISHA SINGH**



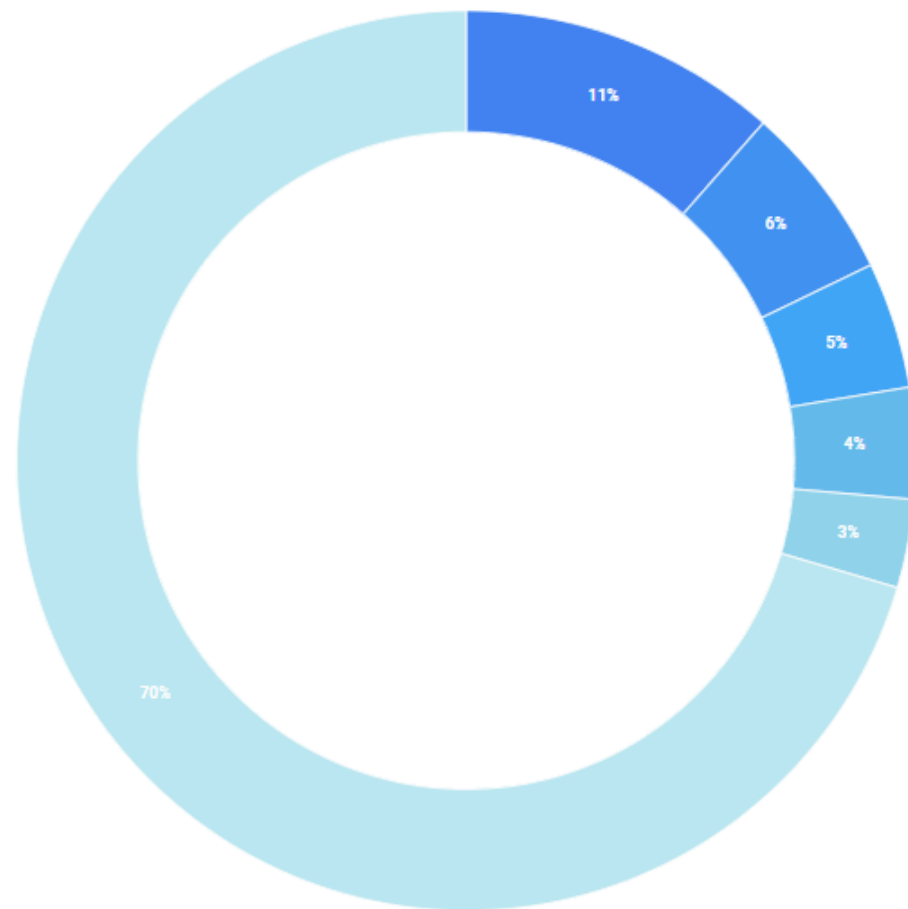
# Task- 1



## Data Collection and Preparation

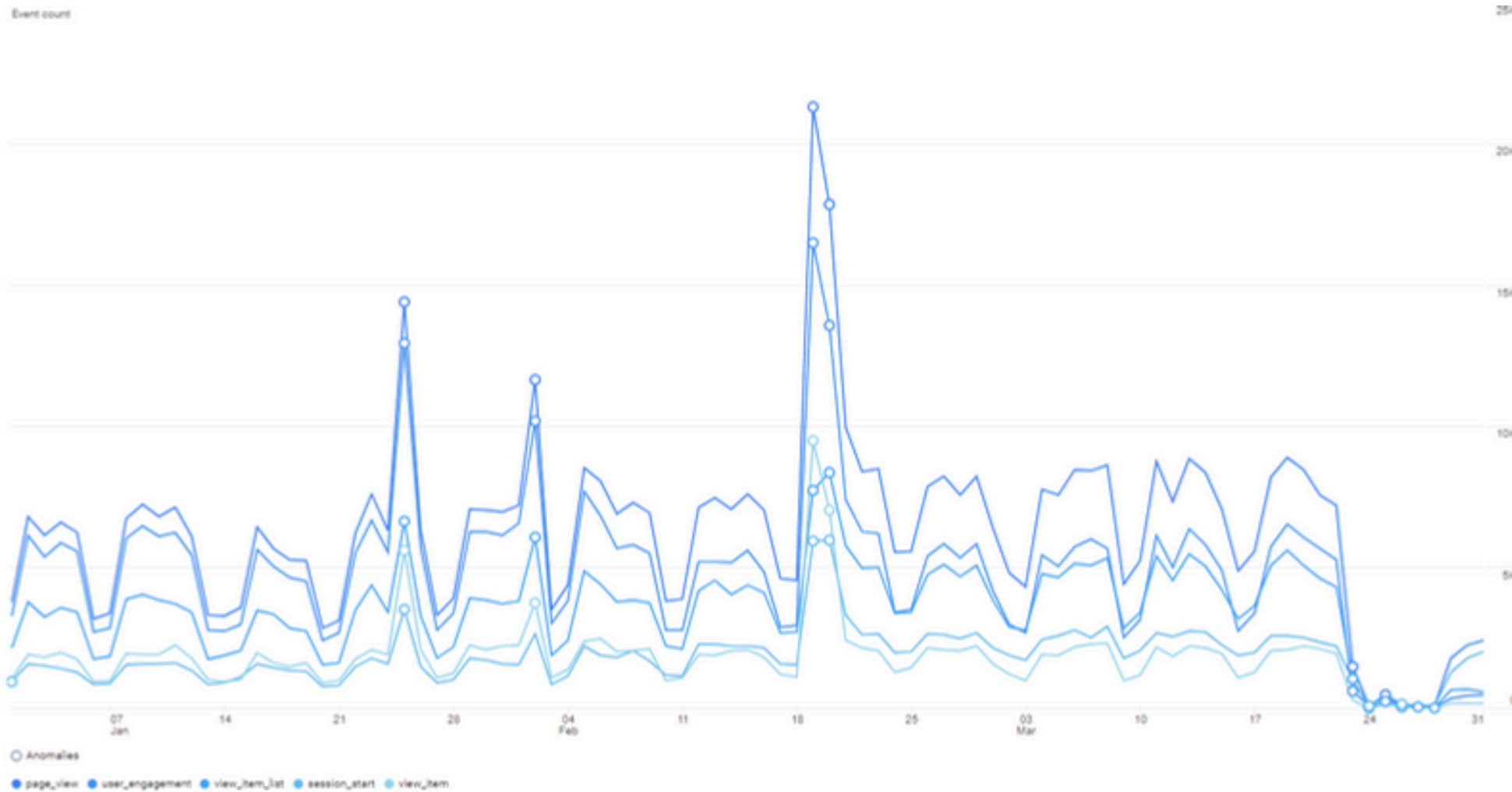
- Identify the most visited pages between January 1st, 2024 and March 31st, 2024.
- Identify significant events occurring on your website, including both the most frequent and least frequent occurrences.
- Create a funnel to explain the dropout rate at each stage of the user journey from March 1st to March 31st, 2024.
- Suggest ways for Google Merchandise store to improve these metrics. Provide detailed suggestions.
- Give audience insights (demographics and interest) for the store based on GA4 data

● most visited pages between January 1st, 2024 and March 31st, 2024.



Page path and screen class		+ Views	Active users	Views per user		Event count	Key events	Total revenue
Totals		568,949	119,135	4.78		2,253,411	162,445	\$292,228.22
1	/Google+Redesign/Stationery	65,397	35,062	1.87		208,350	5	\$0.00
2	/basket.html	36,105	10,593	3.41		134,504	694	\$0.00
3	/Google+Redesign/Apparel/Mens	25,839	13,185	1.96		91,978	0	\$0.00
4	/Google+Redesign/New	22,688	12,278	1.85		81,291	0	\$0.00
5	/Google+Redesign/Clearance	18,089	11,855	1.53		63,354	0	\$0.00
6	/store.html	17,853	6,224	2.87		56,469	0	\$0.00
7	/Google+Redesign/Apparel	15,273	9,317	1.64		55,314	33	\$0.00
8	/Google+Redesign/Lifestyle/Drinkware	13,734	8,517	1.61		51,227	0	\$0.00
9	/Google+Redesign/Lifestyle/Bags	13,032	8,806	1.48		48,692	0	\$0.00
10	/Google+Redesign/Android+Classic+Collectible	11,907	7,717	1.54		46,293	10,716	\$0.00

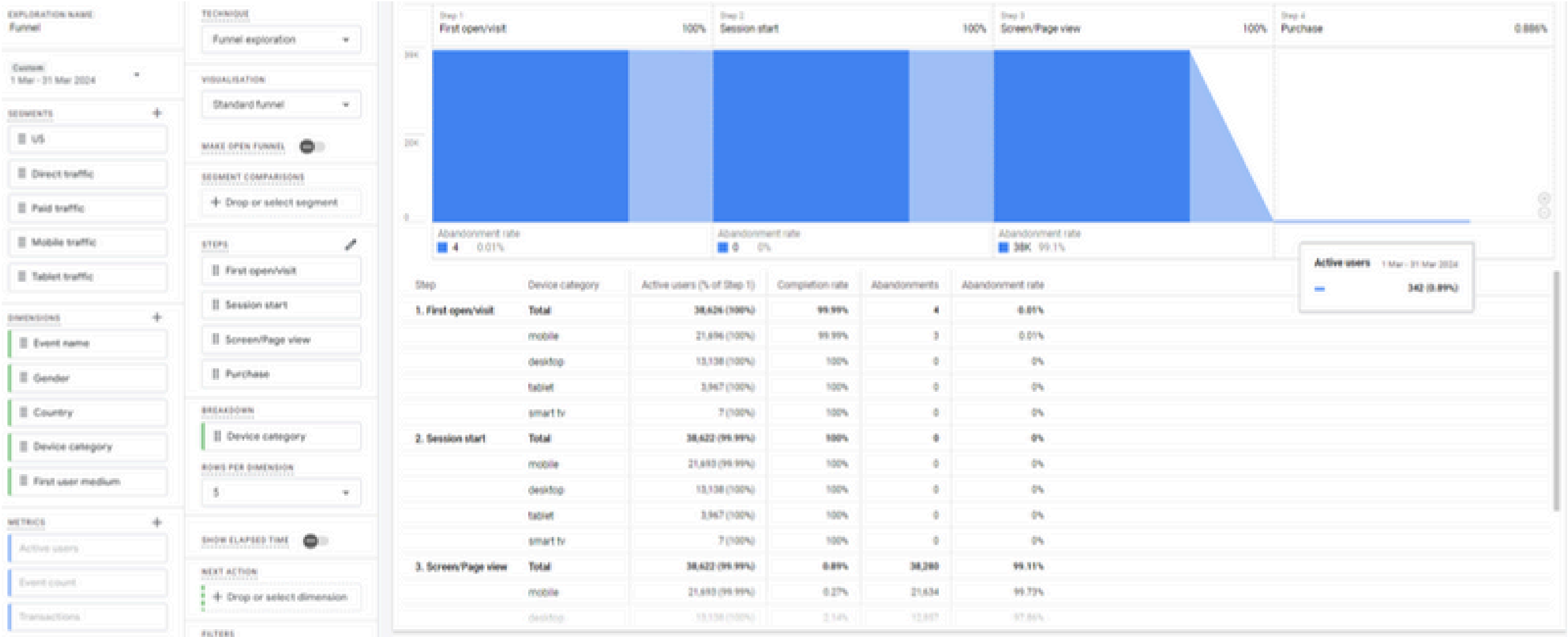
# ● significant events occurring on your website, including both the most frequent and least frequent occurrences.



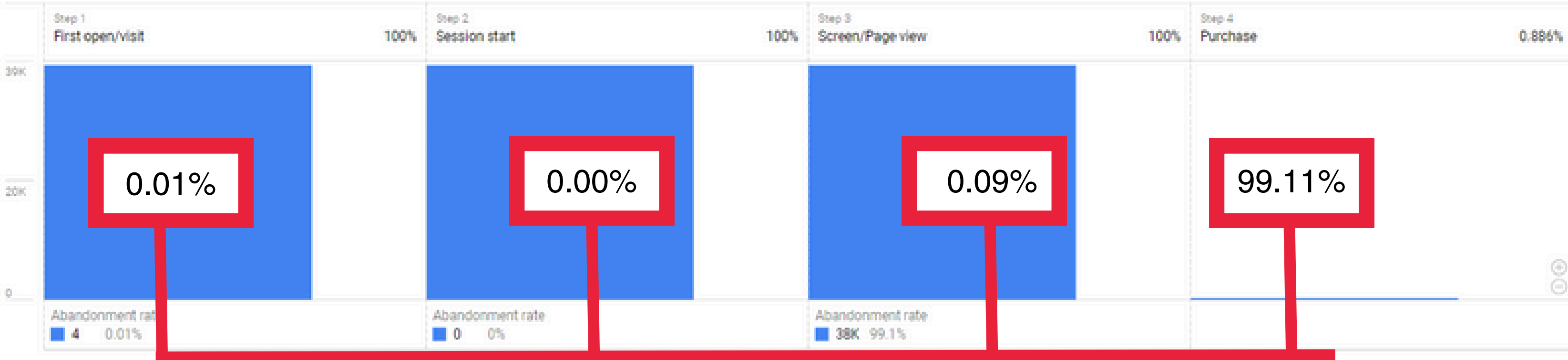
Event name		↓ Event count	Total users	Event count per user	Total revenue
Totals		2,253,411	125,207	18.91	\$292,228.22
1	page_view	568,949	120,023	4.78	\$0.00
2	user_engagement	436,338	74,335	5.95	\$0.00
3	view_item_list	319,007	85,221	3.77	\$0.00
4	session_start	167,447	117,250	1.44	\$0.00
5	view_item	161,129	52,317	3.09	\$0.00
6	first_visit	108,631	108,181	1	\$0.00
7	new_recent_active_user	87,805	76,892	1.22	\$0.00
8	predicted_top_spenders	66,680	32,397	33.47	\$0.00
9	top_spenders	66,680	32,397	33.47	\$0.00
10	scroll	53,298	13,709	3.9	\$0.00

● Creating a funnel to explain the dropout rate at each stage of the user journey from March 1st to March 31st, 2024.

this funnel is mannually created as i will conduct the dropout in the next page. further this screen provide u the information as i have been putting in my GA 4 for intergrating information for using on my funnel, with the information of given time of march.



● Creating a funnel to explain the dropout rate at each stage of the user journey from March 1st to March 31st, 2024.



Step	Device category	Active users (% of Step 1)	Completion rate	Abandonments	Abandonment rate
	desktop	13,138 (100%)	100%	0	0%
	tablet	3,967 (100%)	100%	0	0%
	smart tv	7 (100%)	100%	0	0%
	Total	38,622 (99.99%)	0.89%	38,280	99.11%
3. Screen/Page view	mobile	21,693 (99.99%)	0.27%	21,634	99.73%
	desktop	13,138 (100%)	2.14%	12,857	97.86%
	tablet	3,967 (100%)	0.05%	3,965	99.95%
	smart tv	7 (100%)	0%	7	100%
4. Purchase	Total	342 (0.89%)	-	-	-
	mobile	59 (0.27%)	-	-	-
	desktop	281 (2.14%)	-	-	-
	tablet	2 (0.05%)	-	-	-
	smart tv	0 (0%)	-	-	-

● **Suggesting ways for Google Merchandise store to improve these metrics.**  
**Provide detailed suggestions.**

**Increase Traffic:** Optimize SEO, run targeted ads, and boost social media engagement.  
**Improve Conversion Rates:** A/B test pages, enhance product details, simplify checkout, and display trust signals.

**Boost AOV:** Implement cross-selling, offer product bundles, set free shipping thresholds, and introduce a loyalty program.

**Enhance Retention:** Personalize email marketing, provide excellent customer support, run retargeting campaigns, and consider subscription models.

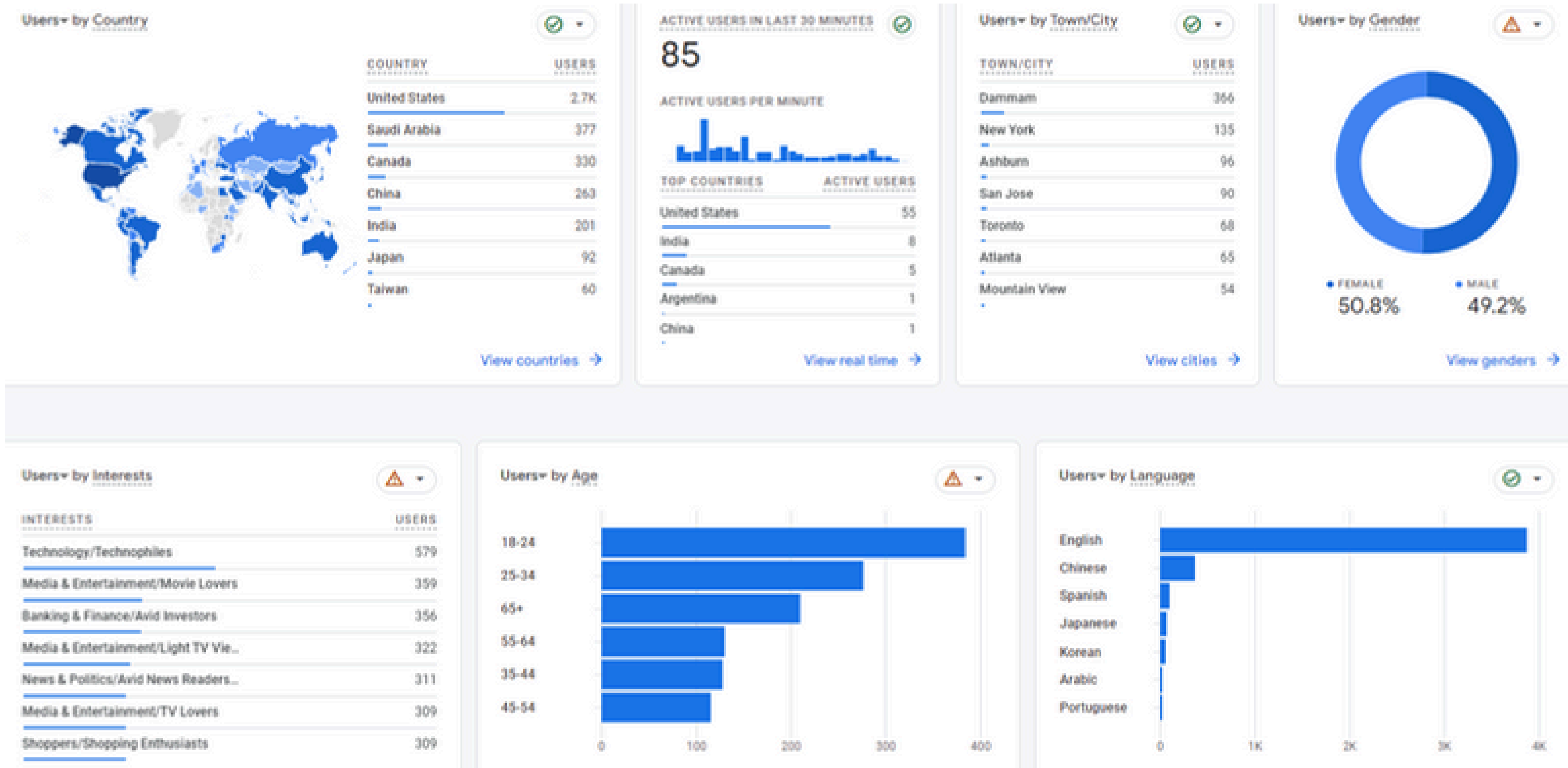
**Optimize for Mobile:** Ensure mobile-friendly design, offer mobile payment options, and consider a dedicated app.

**Use Analytics:** Leverage data, gather customer feedback, and use heatmaps to improve the user experience.

**Expand Product Range:** Introduce new products and collaborate with brands or influencers.

**Leverage Social Proof:** Encourage user-generated content and partner with influencers.

● Giving audience insights (demographics and interest) for the store based on GA4 data.





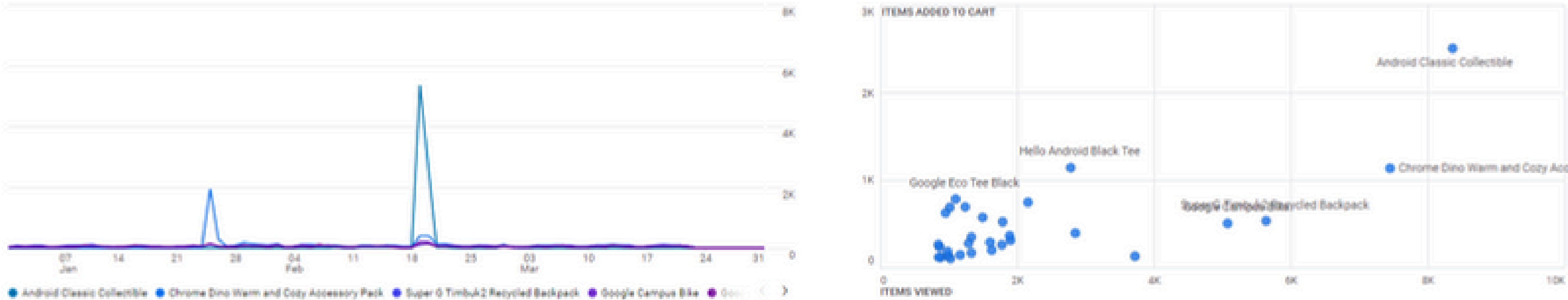
# Task- 2



## Sales Analysis

- Analyze sales patterns from January 1st to March 31st, 2024, considering revenue, sales volume, and average order value (AOV) over this period.
- Create visualizations (charts, graphs) to illustrate data.
- Interpret key insights from the sales data.
- Identify 3 top performing and 3 worst performing products.
- Suggest detailed strategies to improve the sales of poor-performing products.

● Analyzing sales patterns from January 1st to March 31st, 2024, considering revenue, sales volume, and average order value (AOV) over this period.



Search...		Rows per page: 10 Go to: 1 1-10 of 496			
Item name		Items viewed	Items added to cart	Items purchased	Item revenue
		140,634 100% of total	273,158 100% of total	27,291 100% of total	\$291,587.04 100% of total
1	Android Classic Collectible	8,367	2,505	184	\$2,835.20
2	Chrome Dino Warm and Cozy Accessory Pack	7,449	1,134	209	\$2,394.00
3	Super Q Timbuk2 Recycled Backpack	5,638	532	98	\$10,750.00
4	Google Campus Bike	5,078	504	82	\$3,861.00
5	Google Sensory Support Event Kit	3,723	128	16	\$787.50
6	Chrome Dino Collectible Figurines	2,851	393	81	\$2,046.00
7	Hello Android Black Tee	2,785	1,141	24	\$593.60
8	Google Canyonlands Sweatshirt	2,160	745	60	\$3,381.00
9	For Everyone Google Tee	1,903	311	73	\$1,952.00
10	Google RPL Forest Green Bottle	1,891	361	10	\$462.00

- **sales average order value (AOV) over this period.**

Total revenue \$291,587.04

Total transactions are 27,291

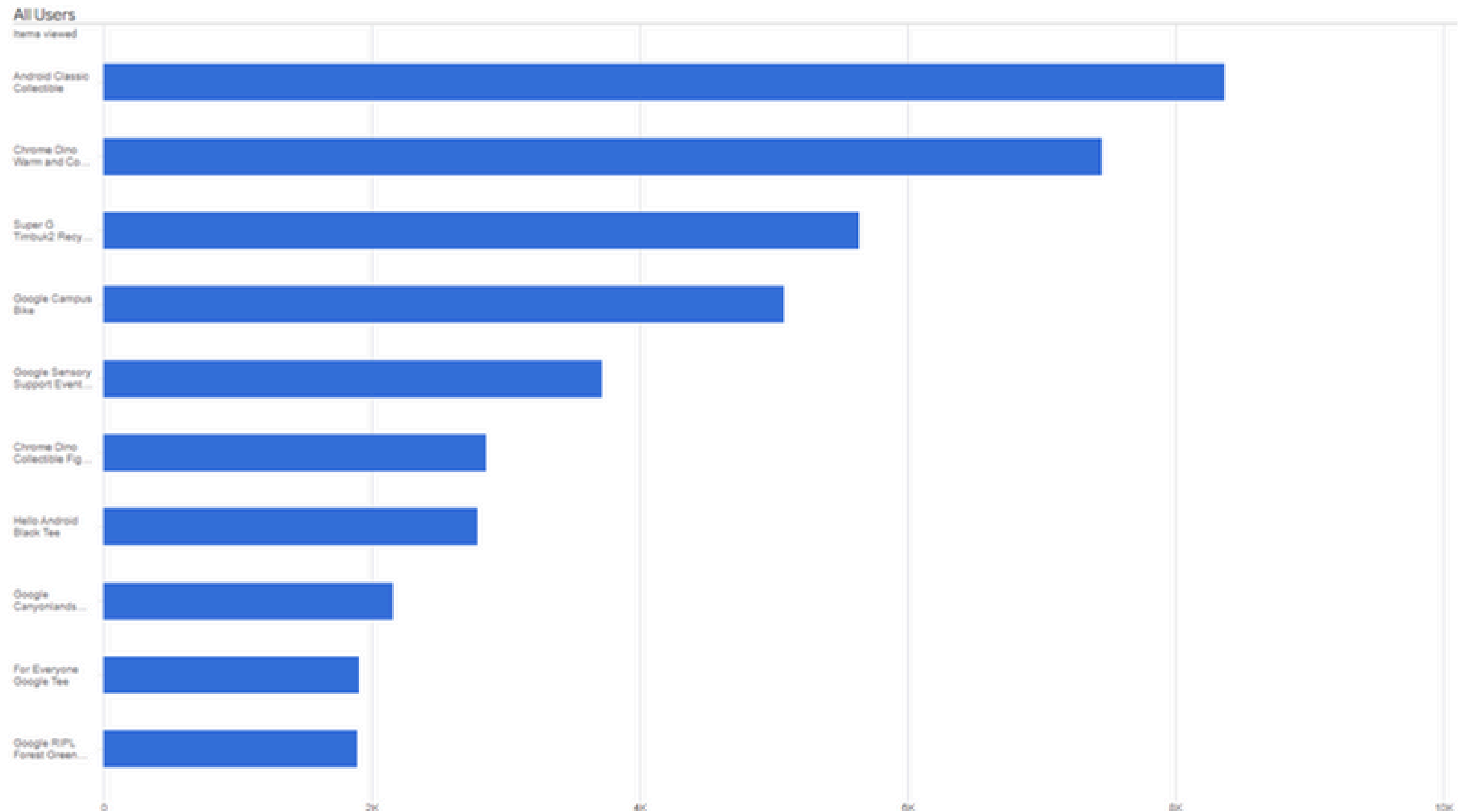
To calculate the Average Order Value (AOV)

$$\text{AOV} = \frac{\text{Total Revenue}}{\text{Total Number of Transactions}}$$

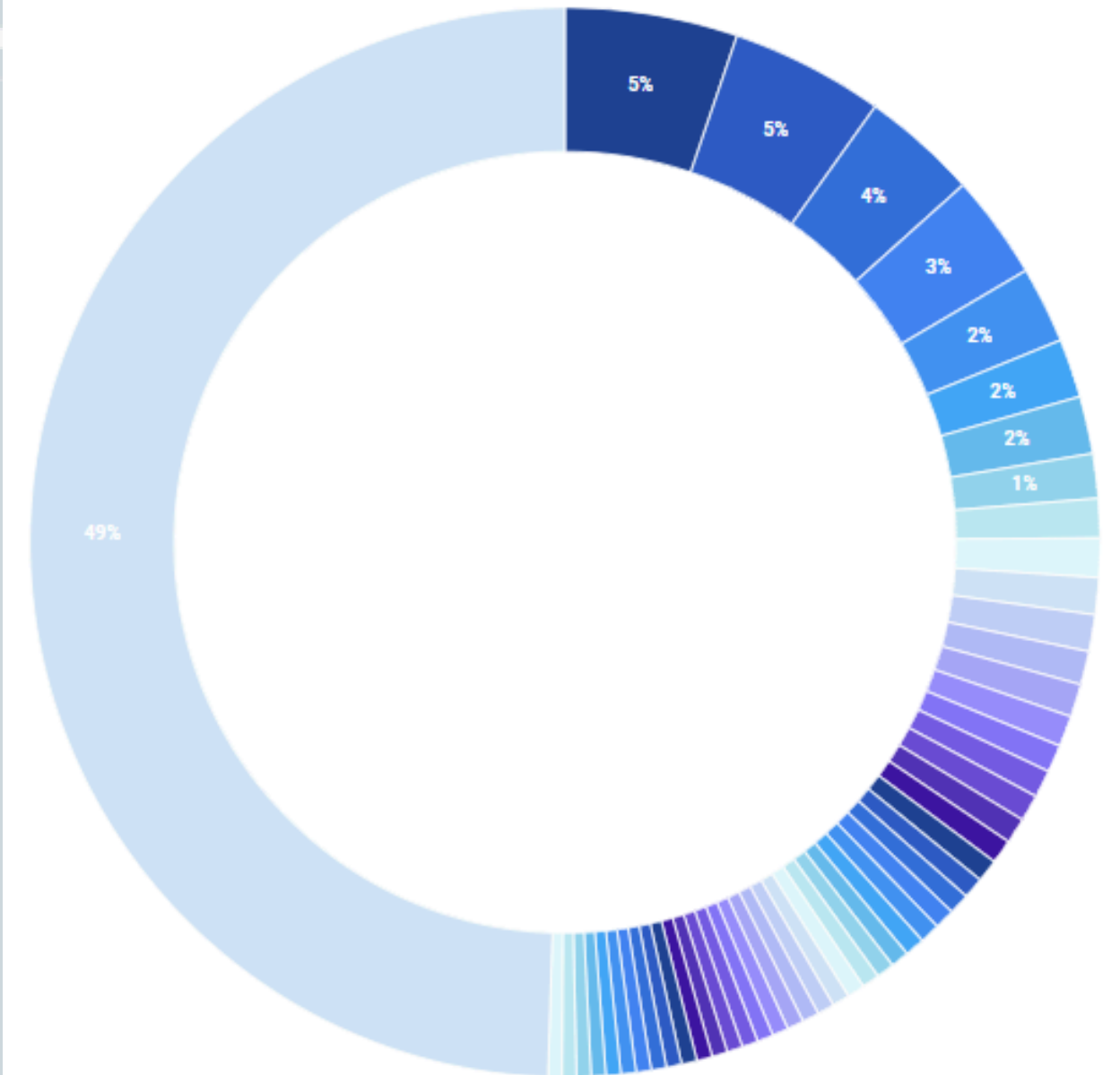
$$\text{AOV} = \frac{291,587.04}{27,291}$$

**So, the Average Order Value (AOV) is approximately \$10.69.**

● **Creating visualizations (charts, graphs) to illustrate data of products sold.**



- **Creating visualizations (charts, graphs) to illustrate data of products sold.**



## ● **Interpreting key insights from the sales data.**

- Revenue Growth: For instance, if there was steady growth from January to March, it indicates a positive trend.
- Product Popularity: Products with consistently high sales should be highlighted as best sellers.
- Low Performers: Products that consistently underperform might need re-evaluation, potential discounting, or better marketing strategies.
- Traffic-Conversion Alignment: If certain traffic sources are generating a lot of visits but not converting, there may be a need to optimize those channels.

# 3 top performing products

1	Android Classic Collectible	8,367	2,505	184	\$2,835.20
2	Chrome Dino Warm and Cozy Accessory Pack	7,449	1,134	209	\$2,394.00
3	Super G Timbuk2 Recycled Backpack	5,638	532	98	\$10,750.00
4	Google Campus Bike	5,078	504	82	\$3,861.00

Android classic collectibles

Chrome dino warm and cozy acessory park

Super g timbuk2 recycled backpack

# 3 worst performing products

197	Google Vintage Washed Forest Pullover	229	20	3	\$195.00
244	Android Pocket Toddler Tee White	170	44	2	\$37.26
219	Google Pocket Tee Grey	197	20	0	\$0.00

Google vintage washed forest pullover

Android pocket toddler tee white

Google pocket tee grey

# ● strategies to improve the sales of poor-performing products.

## 1. Product Positioning and Rebranding

- Revise and optimize product descriptions.
- Improve product images and add videos.
- Consider rebranding if necessary.

## 2. Price Adjustments and Promotions

- Offer discounts or bundle with top sellers.
- Adjust prices to be more competitive.
- Introduce subscription options if applicable.

## 3. Enhanced Marketing Efforts

- Launch targeted ad campaigns.
- Collaborate with influencers.
- Develop and share content marketing materials.



## ● **strategies to improve the sales of poor-performing products.**

### **4. Customer Feedback and Product Development**

- Collect and act on customer feedback.
- Update and improve the product based on insights.

### **5. Cross-Selling and Upselling**

- Cross-sell underperforming products on popular product pages.
- Upsell with higher-value or complementary items.

### **6. Improve Website User Experience (UX)**

- Optimize product pages for speed and mobile.
- Enhance filters and sorting options.

### **7. Leverage Email Marketing**

- Send personalized product recommendations.
- Use abandoned cart emails with special offers.

# ● strategies to improve the sales of poor-performing products.

## **7. Leverage Email Marketing**

- Send personalized product recommendations.
- Use abandoned cart emails with special offers.

## **8. Social Proof and Reviews**

- Encourage customer reviews and showcase them.
- Share user-generated content to build trust.

## **9. Expand Distribution Channels**

- List products on popular online marketplaces.
- Explore international markets for new demand.

## **10. Analyze and Iterate**

- Monitor performance and adjust strategies as needed.
- Use A/B testing to find the most effective tactics.

# Task- 3



## Identification of Underperforming Products

- Identify products that have shown consistent underperformance over the above mentioned three months (January 1st, 2024 to March 31st, 2024).
- A week-by-week breakdown for Feb last week to March last week 2024.
- Suggest actionable recommendations to improve the performance of underperforming products.

# 3 under-performing products

- Identifying products that have shown consistent underperformance over the above mentioned three months (January 1st, 2024 to March 31st, 2024).

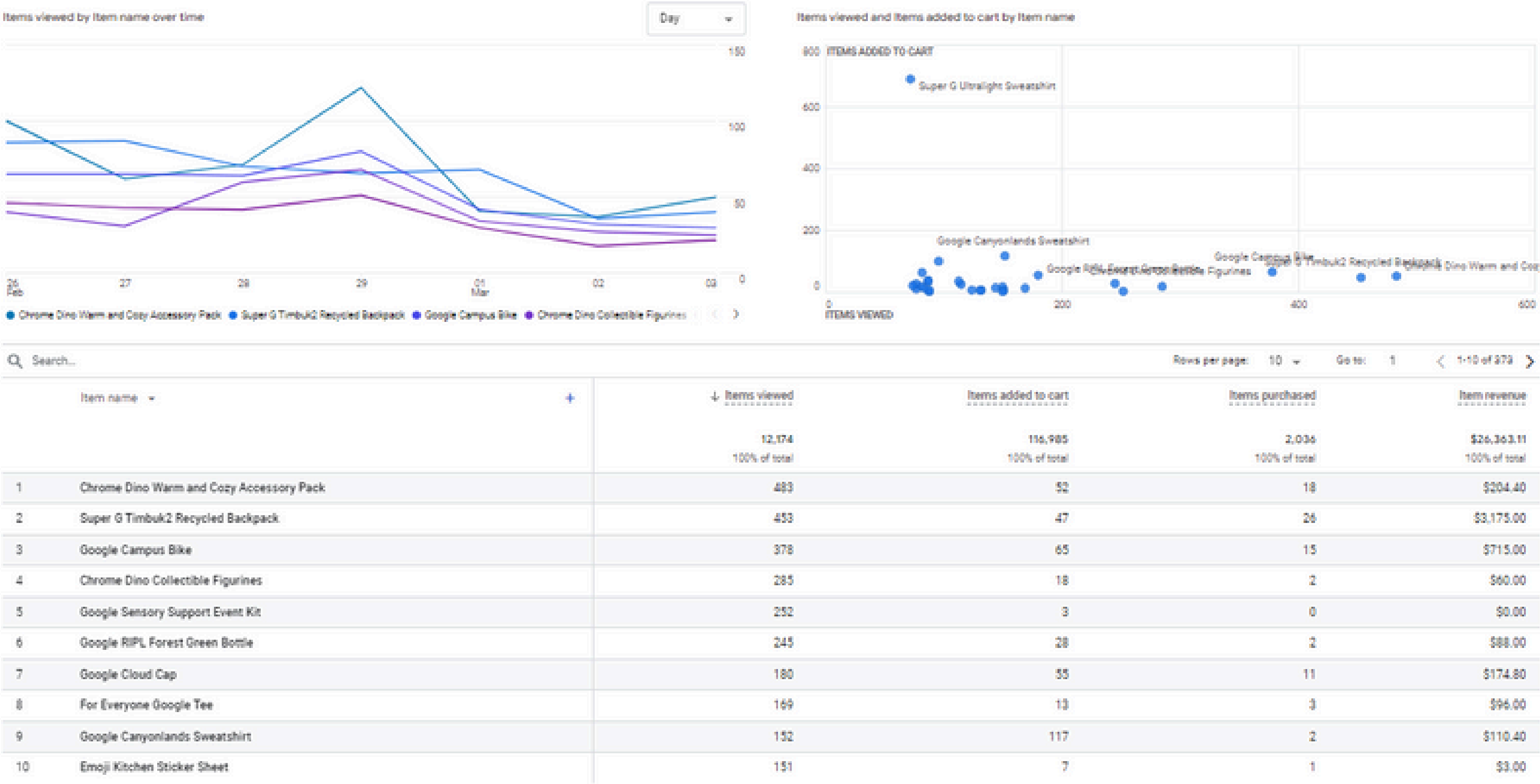
Item name		* Items viewed	Items added to cart	Items purchased	Item revenue
Totals		160,634	273,158	27,291	\$291,587.04
1	Android Classic Collectible	8,367	2,505	184	\$2,835.20
2	Chrome Dino Warm and Cozy Accessory Pack	7,449	1,134	209	\$2,394.00
3	Super G Timbuk2 Recycled Backpack	5,638	532	98	\$10,750.00
4	Google Campus Bike	5,078	504	82	\$3,861.00
5	Google Sensory Support Event Kit	3,723	128	16	\$787.50
6	Chrome Dino Collectible Figurines	2,851	393	81	\$2,046.00
7	Hello Android Black Tee	2,785	1,141	24	\$593.60
8	Google Canyonlands Sweatshirt	2,160	745	60	\$3,381.00
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10	Google RIPL Forest Green Bottle	1,891	361	10	\$462.00

- Google sensory support event kit
- Hello android black Tee
- Google RIPL forest green bottle

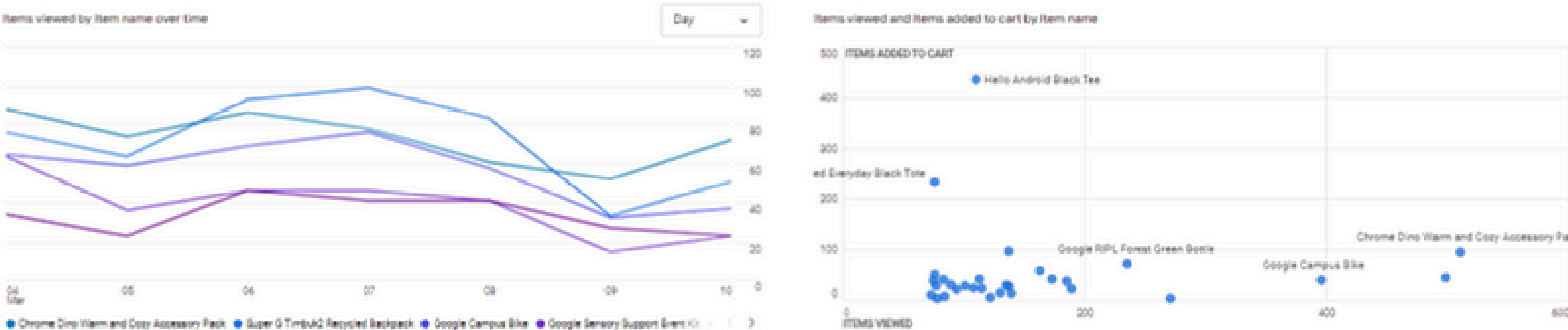
- **A week-by-week breakdown for Feb last week to March last week 2024.**

Over the past several weeks, our product sales have shown distinct trends and changes. In the first week, sales figures were relatively steady, but we noticed a gradual rise in the following weeks. From Week 1 to Week 2, there was a slight increase in sales, suggesting a favorable impact from our recent marketing efforts. Week 3 experienced a substantial surge in sales. However, in Week 4, sales saw a slight decrease, which aligned with a seasonal drop in consumer activity. This decline became more pronounced in Week 5, leading to a significant downturn in sales.

● A week-by-week breakdown for Feb last week to March last week 2024.  
26 feb - 3 march



● A week-by-week breakdown for Feb last week to March last week 2024.  
3 march - 9 march

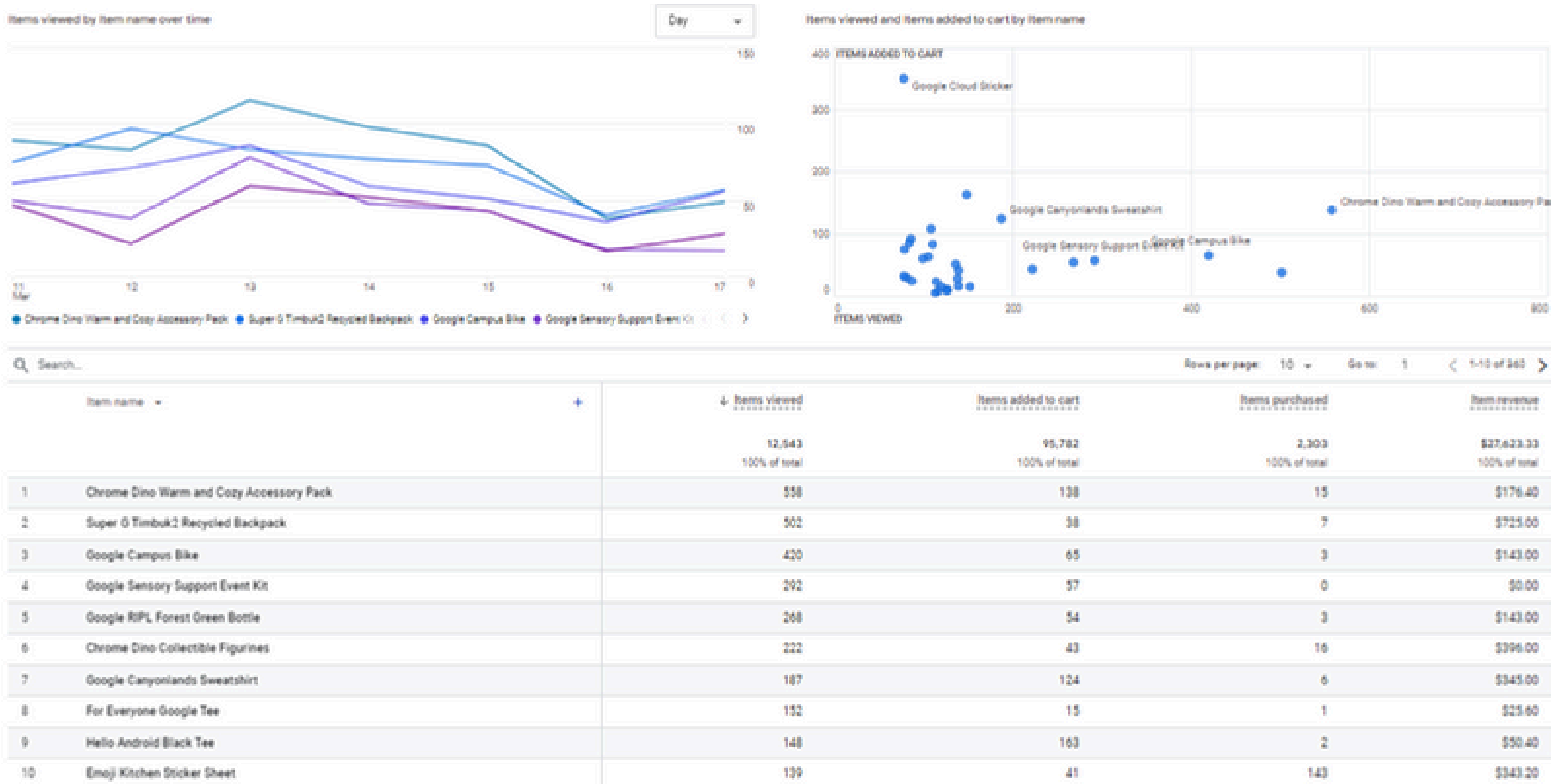


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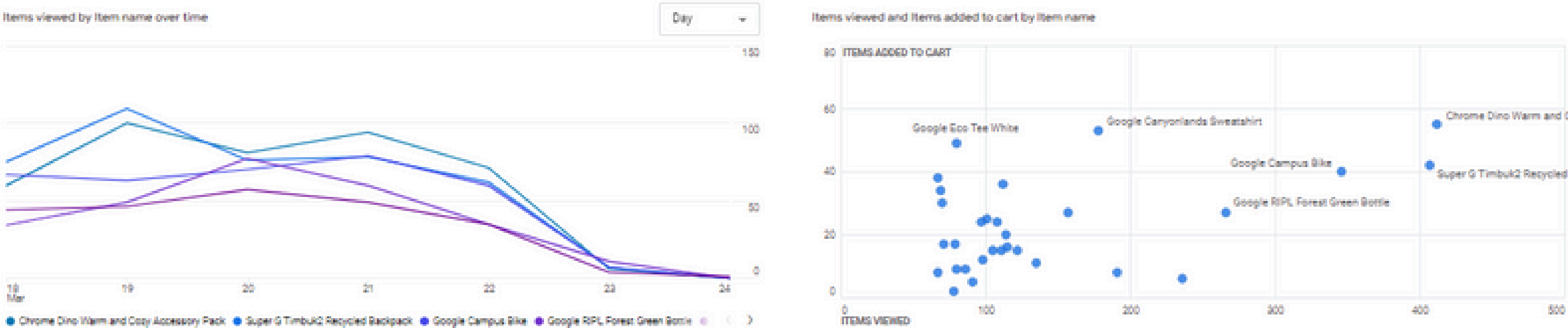
	Item name	Items viewed	Items added to cart	Items purchased	Item revenue
		12,677 100% of total	7,429 100% of total	2,322 100% of total	\$27,656.99 100% of total
1	Chrome Dino Warm and Cozy Accessory Pack	511	95	18	\$204.40
2	Super Q Timbuk2 Recycled Backpack	499	44	7	\$750.00
3	Google Campus Bike	396	39	6	\$275.00
4	Google Sensory Support Event Kit	271	3	0	\$0.00
5	Google RIPL Forest Green Bottle	235	71	2	\$99.00
6	For Everyone Google Tee	189	22	5	\$153.60
7	Google Canyonlands Sweatshirt	185	37	7	\$400.20
8	Chrome Dino Collectible Figurines	173	41	11	\$264.00
9	Google Cloud Unisex Onyx Zip Hoodie	163	58	4	\$248.40
10	Google Recycled Black Backpack	129	13	0	\$0.00

● A week-by-week breakdown for Feb last week to March last week 2024.  
10 march - 16 march





● A week-by-week breakdown for Feb last week to March last week 2024.  
17 march - 23 march

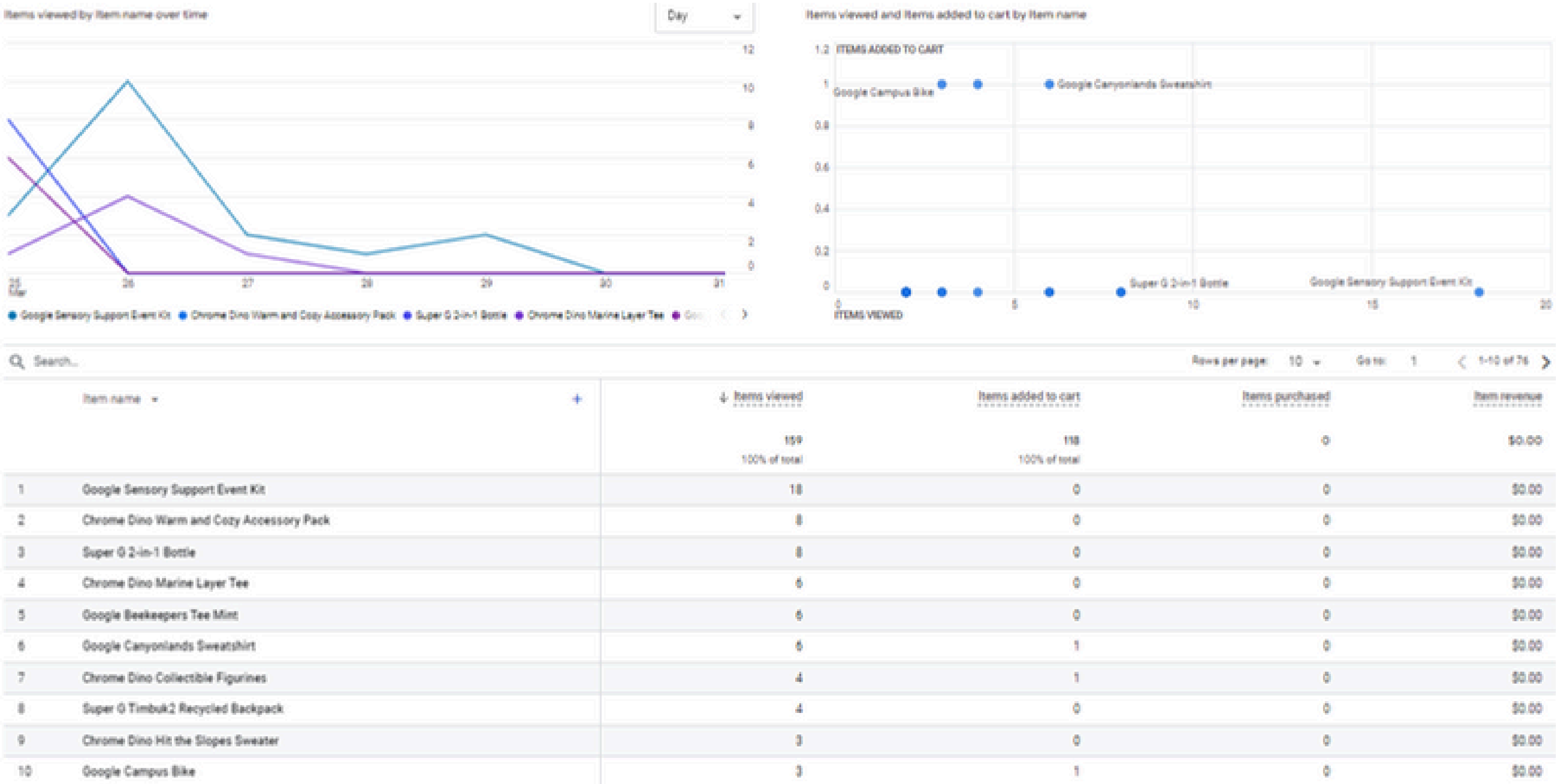


Search...

Rows per page: 10 Go to: 1 1-10 of 340

Item name		Items viewed	Items added to cart	Items purchased	Item revenue
		10,546 100% of total	5,434 100% of total	1,874 100% of total	\$21,670.00 100% of total
1	Chrome Dino Warm and Cozy Accessory Pack	412	55	5	\$58.80
2	Super G Timbuk2 Recycled Backpack	407	42	7	\$725.00
3	Google Campus Bike	346	40	4	\$187.00
4	Google RIFL Forest Green Bottle	266	27	0	\$0.00
5	Google Sensory Support Event Kit	236	6	0	\$0.00
6	Chrome Dino Collectible Figurines	191	8	2	\$48.00
7	Google Canyonlands Sweatshirt	178	53	1	\$55.20
8	For Everyone Google Tee	157	27	6	\$160.00
9	Chrome Dino Dark Mode Collectible	135	11	4	\$108.00
10	Google Cloud Unisex Onyx Tee	122	15	2	\$50.40

● A week-by-week breakdown for Feb last week to March last week 2024.  
24 march - 31 march



Search...

Rows per page: 10 Go to: 1 < 1-10 of 76 >

Item name	Items viewed	Items added to cart	Items purchased	Item revenue
	159 100% of total	118 100% of total	0	\$0.00
1 Google Sensory Support Event Kit	18	0	0	\$0.00
2 Chrome Dino Warm and Cozy Accessory Pack	8	0	0	\$0.00
3 Super Q 2-in-1 Bottle	8	0	0	\$0.00
4 Chrome Dino Marine Layer Tee	6	0	0	\$0.00
5 Google Beekeepers Tee Mint	6	0	0	\$0.00
6 Google Canyonlands Sweatshirt	6	1	0	\$0.00
7 Chrome Dino Collectible Figurines	4	1	0	\$0.00
8 Super Q Timbuk2 Recycled Backpack	4	0	0	\$0.00
9 Chrome Dino Hit the Slopes Sweater	3	0	0	\$0.00
10 Google Campus Bike	3	1	0	\$0.00

## ● Suggest actionable recommendations to improve the performance of underperforming products.

**Enhance Visibility:** Optimize SEO, feature products prominently, and promote on social media.

**Improve Descriptions and Images:** Update product descriptions and images, and add product videos.

**Bundle with Best-Sellers:** Pair with popular products and offer discounts on bundles.

**Offer Special Promotions:** Run flash sales, BOGO deals, and discounted upsells.

**Encourage Reviews:** Collect and display customer reviews to build trust.

**Personalized Recommendations:** Use email campaigns and AI-driven suggestions.

**Adjust Pricing:** Analyze competitor pricing and test different pricing strategies.

**Leverage Influencers:** Partner with influencers for endorsements and encourage user-generated content.

**Optimize Placement:** Reorganize categories and improve navigation.

**Gather Feedback:** Conduct surveys and iterate on products based on customer insights.

*Thank You*