

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 66K	Number of new users (each search engine)	Percent of new users $\text{Number of new users} / \text{Total new users} \times 100$
Google	—	32,533	49%
Bing	—	326	.5%
Yahoo	—	29	.04%
Baidu	—	1,952	3%

Did you observe anything interesting, in particular, with the metrics from Yahoo and Baidu?

Both of them had higher engagement rates than Google. Google's at 58% and the others were both slightly above 60%.

Google Analytics also collects the metrics for Baidu searches from mobile users. There were 271 new users from the mobile source, m.baidu.com.

As well as the metrics for Yahoo search services that have been customized and localized for a specific part of the world. For example, there were 6 new users from customized search services in India (in.search.yahoo.com), 5 new users from customized search services in France (fr.search.yahoo.com), and 3 new users from customized search services in Canada (ca.search.yahoo.com).

Engagement metrics

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

- add_to_cart
- begin_checkout
- remove_from_cart
- purchase

Additionally, your manager asked you to calculate the number of users with cart abandonment and the percentage of users with cart reduction.

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
add_to_cart	1,952
begin_checkout	2,171
remove_from_cart	731
purchase	1,221

Number of users with cart abandonment: 950

Percentage of users with cart reduction: 37.4%

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
120K	1K	Google Black Cloud Zip Hoodie	Google Incognito Techpack V2	Google Crewneck Sweatshirt Black