



ANALYTICS REPORT

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INTRODUCTION

The purpose of this report is to investigate the current performance of the Google Merchandise Store using Google Analytics in the context of three objectives Google aims to achieve within six months. These objectives are:

1. Increase website traffic by 30%
2. Increase sales by 15%
3. Increase sales of “men’s t-shirts” product line by 10%

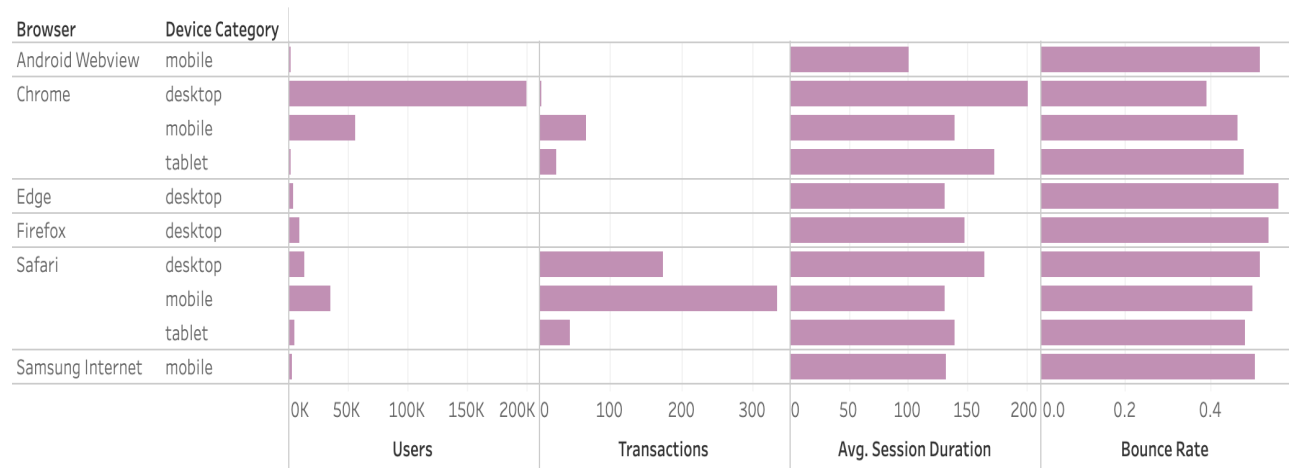
Custom reports were generated using Google Analytics for each objective by utilising various metrics. This data was further analysed and interpreted to recommend ways in which digital strategy can be refined to attain these objectives.

GOOGLE MERCHANDISE STORE ANALYTICS REPORT

REPORT 1: AUDIENCE, TECHNOLOGY: BROWSER AND DEVICE CATEGORY REPORT (Objective 1)

This report categorizes the users based on the web browsers and the devices they use to surf the website of Google Merchandise Store. It determines the overall engagement level and

the average time users spend on the site by observing the average session duration metric. It gives a better understanding on how the user behaviour differs based on the browsers and the devices they use. Analysis of this data and the strategies accordingly to improve user experience will help us attain the first objective of increasing the website traffic.



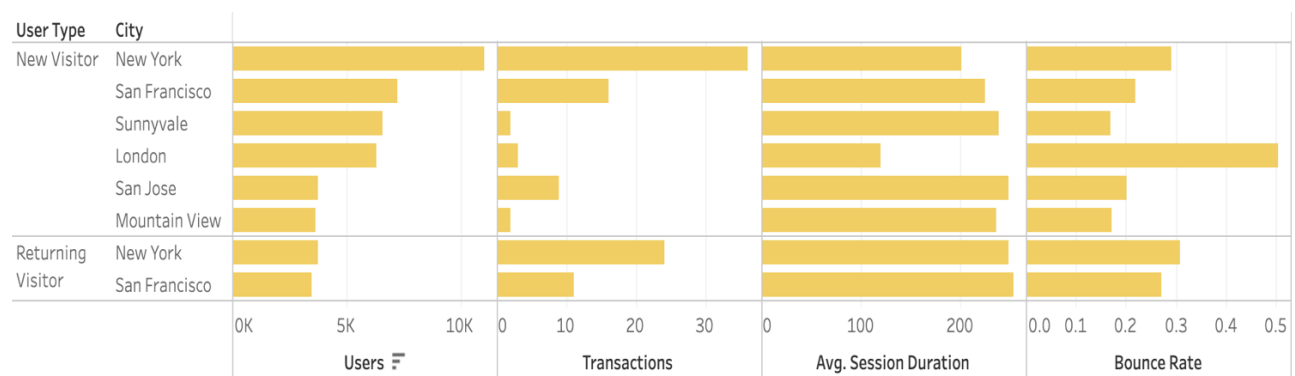
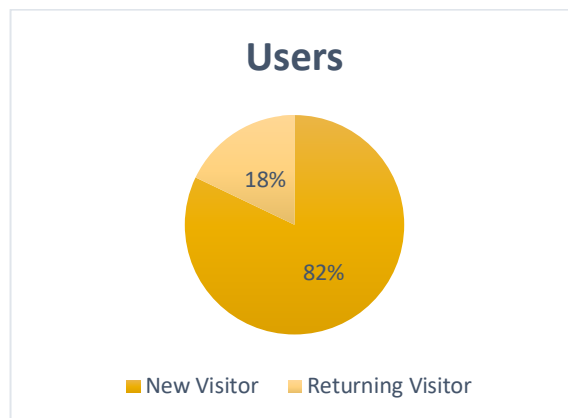
The report displays that, for the last six months, the number of website users were 338,208. To attain the objective 1 of increasing the website traffic by 30% within 6 months, we need to increase the users of our website by 1000 per month, whether through Chrome, Safari, desktop, mobile or tablet.

The report shows that chrome desktop users are the highest, approximately 200k, however, we can see that very few transactions take place when users visit the website through this browser. The total mobile users (considering all the browsers) sum up to approximately 94k. It is distinctively observed that maximum conversions (335) happen through Safari browsers of the mobile customers. But at the same time, we see that bounce rate of these users is also high (0.4 = approx. 40%), which is a bad performance. Higher bounce rate means that the website is less mobile-friendly and so the customers opt to end its use, which ultimately affects the sales of the products on the site. It can also be observed that the average time mobile users spend on the site is comparatively lower than that on the desktops. This observation adds to the mentioned drawback of less mobile-friendly website. This shows that the website performs poorly on mobile phones unlike that on desktops, which means that the website is not optimized for mobile use. [1] This aspect needs improvisation keeping in mind the fact that the number of mobile users are increasing [2] and the highest number of sales happen through mobile phones (from our analysis of the report). This recommendation will help us achieve our objectives of increase in website traffic as well as increase in sales.

REPORT 2: AUDIENCE, BEHAVIOUR: NEW VS RETURNING USER, CITY REPORT (Objective 1)

This report analyses the visitors on the website based on the fact whether they were first time visitors or not and also from the city they belonged to, which is a helpful information for marketing. It distinctively helps us know the percentage of users returning back to the site.

The report exhibits that out of the total of 296,631 visitors on the site in the past six months (March 2019 to August 2019), 82% of them (288,345) were new users. Among them, large amount of people belonged to the city of New York, United States of America. However, returning visitors from this city were comparatively low (4k). This tells us that the number of visitors need to be increased by up to 140,000 per month to attain the first objective of increase in website traffic by 30% within 6 months.

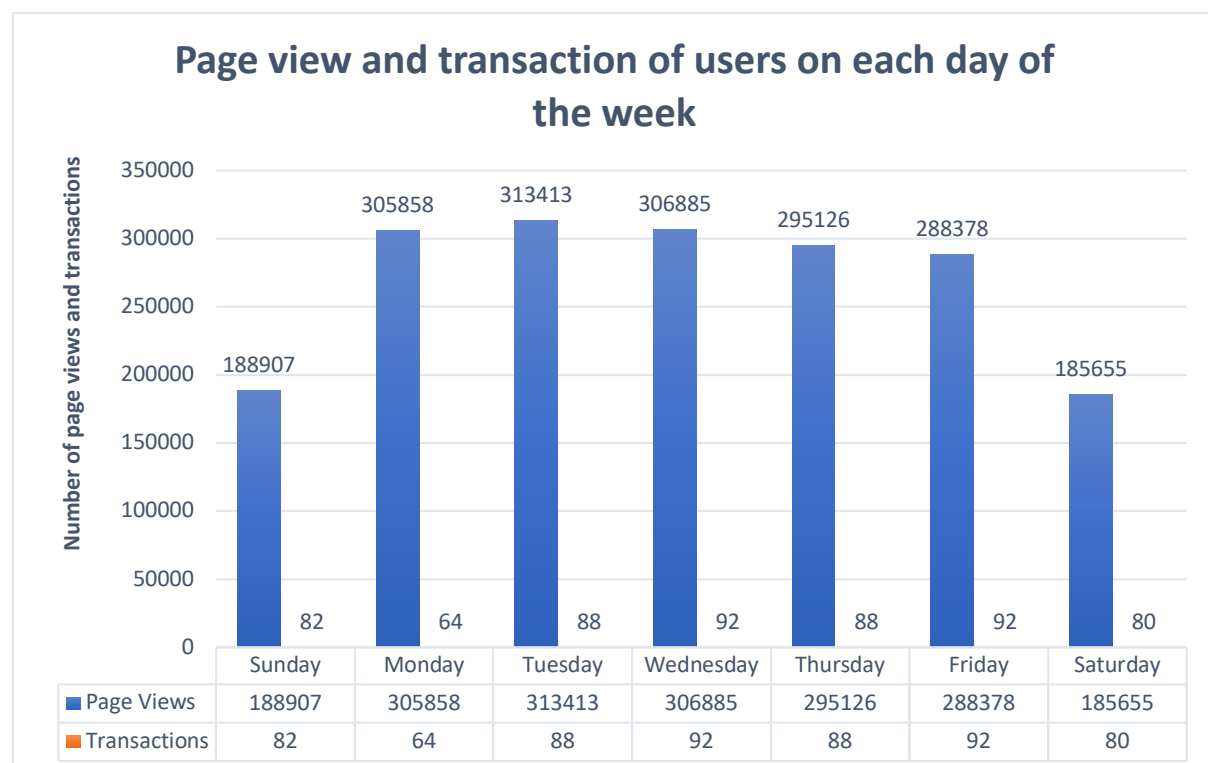


It can be noticed from the above data visualization that the returning customers are very low (18%) which means that the users aren't happy enough to return. The reason for this behaviour can be anything from poor design to difficulty in using to poor speed. [source]. This behaviour of the users is a bad performance as most of the times, it is the returning visitor that generates the highest profit. [3]. However, it can be observed that the cities of New York, San Francisco, Sunnyvale and London have high numbers of new visitors on the site with high transactions happening from the city of New York. This is a good performance on part of the site as it shows that the popularity of the website is high enough. Hence, from the report we can conclude that increasing the number of returning customers is important to achieve the objective. Also, increasing the new visitors to the site is essential to attain our first objective to increase the website traffic by 30% in 6 months and also the second objective to increase the sales.

REPORT 3: DAY OF THE WEEK, TRANSACTION REPORT (Objective 1 and 2)

In this report, the user traffic on the site is tracked on individual days of the week and the number of transactions happening on that particular day for the past six months. Comparing day of the week analytics data will help determine when to make updates to get the highest traffic numbers on that particular day to entice more people to browse the site. It is useful as it helps us identify which days have the highest number of sales.

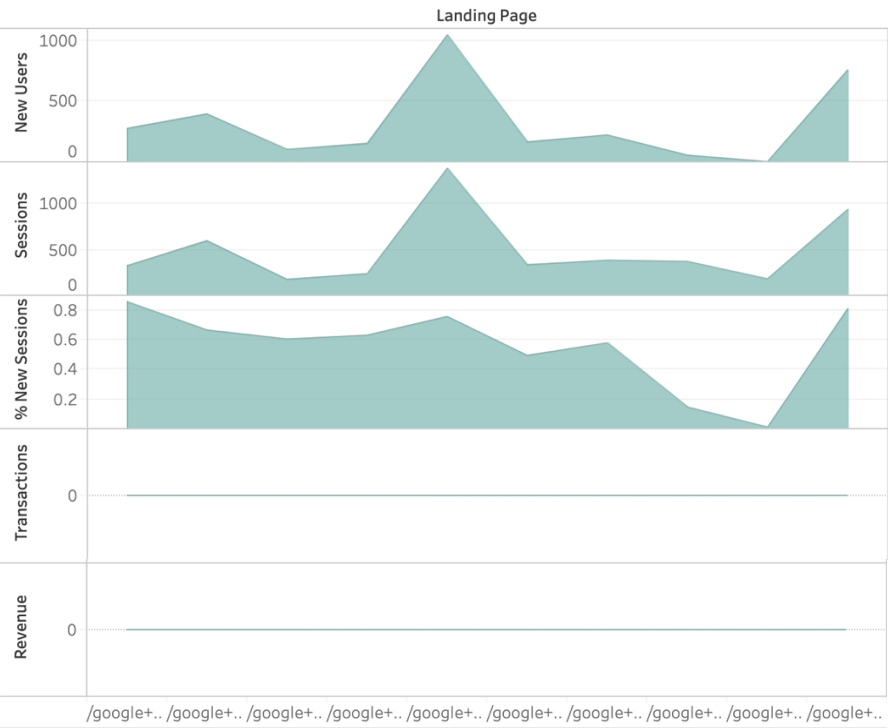
The day of the week, transaction report states that there was a total of 1,884,222 page views for the past six months having 582 transactions during the whole period. This can be used as a future performance indicator to achieve objectives 1 and 2. To attain a rise in website traffic by 30% within 6 months, we will need to increase the number of page views by up to 94,000 per month. And to gain an inflation in the sales by 15% within the same period, we will need to have 87 successful transactions each month.



The report depicts that Tuesday has the highest number (313,413) of page views with 88 conversions, followed by Wednesday with slightly less page views of 306,885 views but higher transactions (92). Number of people visiting the site is observed to be less on weekends as it revolves around 186,000 as compared to high page views of approximately 300,000 during the weekdays. This shows that there is constant engagement of users with the website, which indicates good performance. However, we need to increase the number of transactions happening.

REPORT 4: LANDING PAGE, ADD TO CART, BUT NOT PURCHASED REPORT (Objective 2)

The landing page, add to cart, but not purchased report consist of the product pages visited by the users, where the products were added to the shopping cart by the user, but that had not resulted into a successful transaction. Users who add items to their shopping cart indicate a strong intent to purchase. Not all users buy the first time they land on the website.



Landing Page	% New Sessions	New Users	Revenue	Sessions	Transactions
/google+redesign/apparel/mens/mens+t+shirts	0.753069	1,043	0	1,385	0
/google+redesign/shop+by+brand/youtube	0.804278	752	0	935	0
/google+redesign/apparel	0.662162	392	0	592	0
/google+redesign/bags	0.577023	221	0	383	0
/google+redesign/nest/nest-usa	0.145946	54	0	370	0
/google+redesign/apparel/mens/mens+warm+gear	0.490909	162	0	330	0
/google+redesign/accessories/stickers+and+decals/home	0.853125	273	0	320	0
/google+redesign/apparel/mens	0.627119	148	0	236	0
/google+redesign/nest/nest-usa/quickview	0.011111	2	0	180	0
/google+redesign/apparel/headgear	0.602339	103	0	171	0

Showing first 10 rows.

Plot Rows

Secondary dimension

Sort Type: Default

Advanced Filter ON

edit

Landing Page	Acquisition			Behaviour			Conversions	E-commerce	
	Sessions	% New Sessions	New Users	Bounce Rate	Pages/Session	Avg. Session Duration	Transactions	Revenue	E-commerce Conversion Rate
Add to cart	7,779 % of Total: 1.86% (417,944)	55.23% Avg for View: 69.05% (-20.02%)	4,296 % of Total: 1.49% (288,584)	0.00% Avg for View: 42.63% (-100.00%)	14.18 Avg for View: 4.51 (214.62%)	00:10:58 Avg for View: 00:02:59 (266.93%)	0 % of Total: 0.00% (586)	US\$0.00 % of Total: 0.00% (US\$31,342.98)	0.00% Avg for View: 0.14% (-100.00%)
1. /google+redesign/apparel/mens/mens+t+shirts	1,385 (17.80%)	75.31%	1,043 (24.28%)	0.00%	14.89	00:10:58	0 (0.00%)	US\$0.00 (0.00%)	0.00%
2. /google+redesign/shop+by+brand/youtube	935 (12.02%)	80.43%	752 (17.50%)	0.00%	12.74	00:07:57	0 (0.00%)	US\$0.00 (0.00%)	0.00%
3. /google+redesign/apparel	592 (7.61%)	66.22%	392 (9.12%)	0.00%	15.61	00:12:52	0 (0.00%)	US\$0.00 (0.00%)	0.00%
4. /google+redesign/bags	383 (4.92%)	57.70%	221 (5.14%)	0.00%	13.55	00:11:14	0 (0.00%)	US\$0.00 (0.00%)	0.00%
5. /google+redesign/nest/nest-usa	370 (4.76%)	14.59%	54 (1.26%)	0.00%	10.15	00:10:42	0 (0.00%)	US\$0.00 (0.00%)	0.00%
6. /google+redesign/apparel/mens/mens+warm+gear	330 (4.24%)	49.09%	162 (3.77%)	0.00%	12.56	00:10:53	0 (0.00%)	US\$0.00 (0.00%)	0.00%
7. /google+redesign/accessories/stickers+and+decals/home	320 (4.11%)	85.31%	273 (6.35%)	0.00%	12.23	00:08:14	0 (0.00%)	US\$0.00 (0.00%)	0.00%
8. /google+redesign/apparel/mens	236 (3.03%)	62.71%	148 (3.45%)	0.00%	15.37	00:12:23	0 (0.00%)	US\$0.00 (0.00%)	0.00%
9. /google+redesign/nest/nest-usa/quickview	180 (2.31%)	1.11%	2 (0.05%)	0.00%	9.56	00:08:47	0 (0.00%)	US\$0.00 (0.00%)	0.00%
10. /google+redesign/apparel/headgear	171 (2.20%)	60.23%	103 (2.40%)	0.00%	12.91	00:08:55	0 (0.00%)	US\$0.00 (0.00%)	0.00%

Show rows:

10

Go to:

1

1-10 of 264

Show rows: 10 Go to: 1 1-10 of 264

The report shows that 6.39% of the total users carried out this practice of adding products to their carts but not buying them. This clearly depicts their interest in the product. The first item in the list, men's t-shirt, was added to the cart by 75.31% of the first-time visitors of the website in the specified period of six months. The report consists of 264 products experiencing the similar situation of unsuccessful conversions over the past 6 months. This data tells us that we need to retarget these 4296 users by selling products to approximately 644 users per month to achieve the objective to boost the sales by 15% within 6 months.

Unsuccessful transactions are a loss, but this loss can be turned around by adapting an adequate digital strategy. The successful landing of users on these product pages and their action of adding these products to their cart, for obvious reasons, indicates the good performance of the site. It clearly indicates their willingness to buy it. But zero transactions and zero revenue show us the poor performance. This is a barrier to the high number on the sales chart. The findings from this data is helpful as it will help us know the popular products on our e-commerce site, which will ultimately help us to find ways to sell these products to the interested customers by leveraging them.

REPORT 5: MEN'S T-SHIRTS PRODUCT REPORT

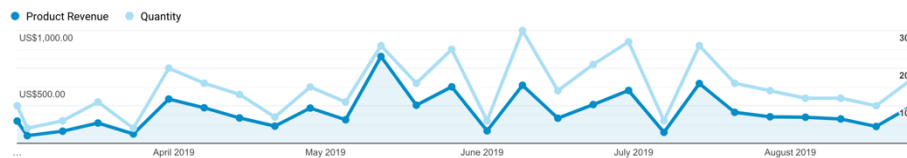
(Objective 3)

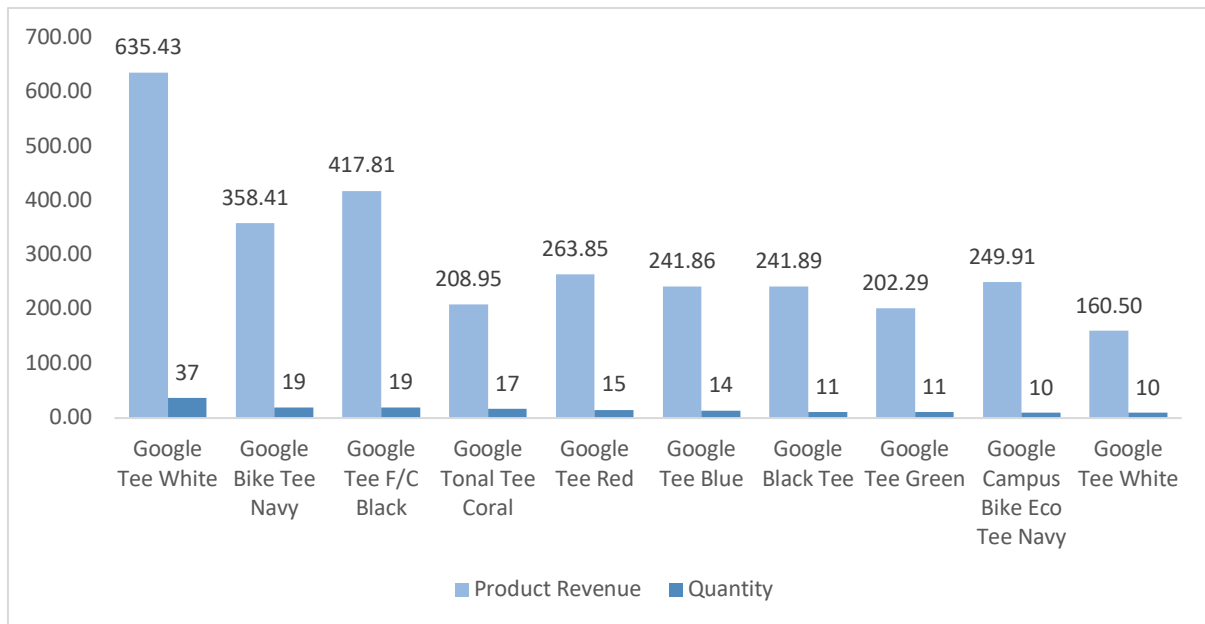
The Men's t-shirts product report consists of all the men's t-shirts and describes the product revenue of each item and the quantities of each product that is sold on the e-commerce website of Google in the past six months. These metrics of the products will help us understand the revenue generated from individual product and how each product contributes to the total revenue. The products are also categorized on the basis of source/medium dimension which tells us more about the incoming traffic on these product

pages. In all, this report will talk about the individual product sale and revenue and hence, the analysed data will help us further in increase the sale of men's t-shirts apparel.

Product ?	Source/Medium ?	Sales Performance		
		Product Revenue ?	Unique Purchases ?	Quantity ? ↓
		US\$7,584.08 % of Total: 24.21% (US\$31,326.60)	374 % of Total: 25.44% (1,470)	395 % of Total: 15.84% (2,493)
1. Google Tee White	google / organic	US\$635.43 (8.38%)	36 (9.63%)	37 (9.37%)
2. Google Bike Tee Navy	google / organic	US\$358.41 (4.73%)	19 (5.08%)	19 (4.81%)
3. Google Tee F/C Black	google / organic	US\$417.81 (5.51%)	19 (5.08%)	19 (4.81%)
4. Google Tonal Tee Coral	google / organic	US\$208.95 (2.76%)	14 (3.74%)	17 (4.30%)
5. Google Tee Red	google / organic	US\$263.85 (3.48%)	15 (4.01%)	15 (3.80%)
6. Google Tee Blue	google / organic	US\$241.86 (3.19%)	14 (3.74%)	14 (3.54%)
7. Google Black Tee	google / organic	US\$241.89 (3.19%)	10 (2.67%)	11 (2.78%)
8. Google Tee Green	google / organic	US\$202.29 (2.67%)	11 (2.94%)	11 (2.78%)
9. Google Campus Bike Eco Tee Navy	google / organic	US\$249.91 (3.30%)	9 (2.41%)	10 (2.53%)
10. Google Tee White	(direct) / (none)	US\$160.50 (2.12%)	7 (1.87%)	10 (2.53%)

The attached screenshot of the report displays that the overall sale of men's t-shirts in the last 6 months from March 2019 to August 2019 was 395. To attain the objective 3 of increasing the sale of "men's t-shirts" product line by 10% within 6 months, we need to sell approximately 39 t-shirts each month.





From the above data visualization and the report, we get that “Google white tee” contributes to 8.38% of the total revenue, that is USD \$ 635.43. It also has the highest units sold in the past six months. It shows that the highest traffic to these product pages lands from Google/organic search.

After analysing, we can conclude that not all products have the equal volume of sales. There will always be some product that will be high in demand. To elevate our sales, we should focus to increase the sales further of the currently good-performing products.

RECOMMENDATIONS FOR DIGITAL STRATEGY OF GOOGLE MERCHANDISE STORE

RECOMMENDATION 1

The first suggestion to improve digital strategy will be to make the necessary changes to the website of Google Merchandise Store so that the site becomes more mobile-friendly. As seen in Report 1, higher bounce rate is observed in mobile users using different browsers. The most probable reason for this can be slow page load times. [2]. Increase in website traffic is directly proportional to the ease in surfing the website on mobile devices as the number of mobile users have increased drastically in the last few years. [2] Adoption of this recommendation will lead to increasing website traffic (objective 1) as users will face less issues on their mobile devices. Increasing website traffic will ultimately lead to increase in sales, as seen in the case of Safari mobile users. Though the number of desktop users are more, larger number of transactions happen through mobile devices. So it is a good move to create a retargeting audience that uses the devices which generate higher conversions.

RECOMMENDATION 2

As observed in Report 2, lower number of returning visitors generate higher conversions in comparison to the higher number of new visitors and their corresponding transactions. Also,

returning visitors contribute to the majority of the profit. So, the recommendation would be to create a retargeting list of “new visitors” and remarket to them to gain maximum conversions and regular website traffic. This will help us attain our first two objectives of increasing website traffic and increase in sales.

RECOMMENDATION 3

As depicted in Report 3, user behaviour varies all round the week. Accordingly, digital strategy can be applied to elevate website traffic and sales on our e-commerce website (objective 1 and 2). The best way to attain this is to run special marketing promotions on low performing days of the week. [5] Strategizing on how to replicate Tuesday’s and Wednesday’s success is also a good move to attain the objectives.

RECOMMENDATION 4

From the Report 4, we get that there are large number of users who land on the product pages on the site, add products to the cart but do not end up buying the products. Users do not buy products the first time they see them. Majority of them compare the products with the competitive sites in hope for a better deal. [3] So, the fourth recommendation is to remarket these added products which didn’t end up to the last stage of the buying process. Offering better deals like free shipping or a discount on the items they were willing to buy will help us achieve our objective 2 of increasing sales by 15% within 6 months.

RECOMMENDATION 5

As mentioned in the Report 5, larger sales of any particular product can contribute extensively to the overall sale of men’s t-shirts clothing line. The recommendation here is to focus on the products that have higher sales rather than putting efforts on low performance products. marketing efforts should be put on products which generate high revenue and have high preference and demand in the market. Selling more of what already sells is a good move. This will ultimately help us achieve our third objective of increasing sales of men’s t-shirts clothing line by 10% within 6 months.