

**Assignment 3**

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MGS 659 - SEMINAR ON E-COMMERCE

**What are the five most important reported metrics in Google Analytics’ Event Tracking and why? Also Report the actual Data Associated with these Metrics.**

I. E-Commerce Tracking

It is of utmost importance to identify the source of your customers. Connecting ecommerce site of the website to google analytics and gather all the important data such as number of repetitive customers, time-frame during which purchasing of products in maximums, profit margin per customer, etc.

II. Page Views by Source

It helps us identify which marketing medium is best at attracting visits to our content pieces, and help in figure out the improvements on existing pieces to attract more traffic.

Performance of individual content pieces can be tracked using unique pageviews, bounce rate, average time on page, page value, etc as we would have the list of URLS and the corresponding marketing mediums.

III. Page Views by Source

Weighted sort takes statistically irrelevant data and transforms it into something more useful and actionable information.

Using Bounce Rate as a KPI, we can utilize a content grouping to get all our content pieces into the table data. After that we can sort the bounce rate and use the weighted sort option.

Once the above step is done, we can view by highest bounce rate to figure out improvements on those pieces and see which pieces are actually moving people to subsequent pages.

IV. Social Referrals

It’s always interesting to know what kind of data gets shared across different channels. If we get to know what’s really picking on other networks, it can help us target and segment our content even further.

Under acquisition -> social reports, we can make use of Network Referrals and

Landing pages metrics.

More insights are provided by drilling down each data row

Additionally, we can use primary and secondary dimensions also.

V. Referral Visits

Other than utilizing our own marketing channels, it’s always of interest to know how many visits are we receiving from other websites. This can help us measure value of our content pieces since others are willing to share it.

We can use Acquisition -> All Referrals report and then set the primary dimension to landing page. Then we can use a table filter above the tabular data to exclude the homepage and other non content pieces.