

**Running Head: ANALYTICS AND STRATEGY FOR GOOGLE ANALYTICS
MERCHANDISE STORE**

Analytics and Strategy for Google Analytics Merchandise Store

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Introduction

The Google Merchandise store is looking for answers to five major business questions – is the UX of the website user-friendly, is the mobile website helping traffic based on sessions and active users, which acquisition channels are working, cart abandonment rate and what is the conversion rate of the store. To answer these questions, three dashboards with have been created for the previous quarter (April'17-June'17)

Data visualizations

To answer the business questions, three dashboards have been created – marketing, IT and product management. The marketing dashboard is split into two groups. The first group focuses on the amount of time a user spends on the website and the page via they reach the website. To represent these, we have used a combination of pie charts and tables. A pie chart of referral channels, along with the top landing pages will help the marketing team decide where to allocate its resources. The second group of the marketing dashboard focuses on conversion and revenue based on multiple dimensions. We have segregated conversion rate by device, age and gender. This information is represented by tables for easy understanding and will give the team insights on which group of users need to be tapped into and which group is responding well. Revenue of the store is represented by pie charts and a timeline, which will assist the team to understand the channel source of the revenue and the revenue generated per day.

The IT dashboard focuses on the UX of the website and how users respond to the same. Here, we focus on which browser or device do our users use the most and how long does it take for a page to load on a particular browser. This type of information will help the IT team fix any responsiveness issues of the website. We also generate data on sessions, conversions and revenue. These are further segregated by browser, per user and mobile device info. We also get

insights about the step where users are exiting the sales funnel. This data is represented using pie charts to help the team understand which device and browser are seeing users leave in large numbers. The IT dashboard, like the marketing dashboard is evaluated for the previous quarter. However, to keep the website functionality as seamless as possible, the team should study these stats month on month.

The last dashboard, which is the product management dashboard focuses on six topics. The per sessions value by Age and User Type shows which customers have generated the most revenue per session for the company. To study the cart abandonment rate, we analyze products added to cart and unique purchases. This is segregated by age to understand which behaviors of the various age groups. By adding another table on quantity removed from cart based on age and user type, we can make further inferences about the behavior of age groups. The table representing the Product List CTR and Ecommerce Conversion Rate by age shows the percentage of sessions that actively click through a product list along with the ecommerce conversion rate by age.

Business Questions

Our dashboards help to answer the following questions

- 1) Is the UX of my website user-friendly?
 - IT dashboard
 - Operating system
 - Browser popularity
 - % exit by browser
 - Screen resolution
 - Visit and goal conversion by browser
 - % exit by device

- Avg load time by browser
- 2) Is the mobile website helping traffic based on sessions and active users?
- IT Dashboard
 - Sessions and Revenue Per User by Country
 - Sessions and Revenue Per User by Browser
 - Mobile device info by sessions and conversion rate
 - Product management dashboard
 - Per Session Value by Age and User Type
 - Marketing Dashboard
 - Sessions by Default Channel Grouping
 - Revenue per User and Sessions by Default Channel Grouping
 - Revenue by Default Channel Grouping
- 3) Which acquisition channels are working?
- Marketing Dashboard
 - Visits by Default channel grouping
 - Revenue per User and Sessions by Default Channel Grouping
 - Revenue by Default Channel Grouping
 - Top referrers
 - Top landing pages
- 4) Cart abandonment rate
- Product management dashboard
 - Checkout to purchase rate by age
 - Products adds to cart and unique purchases by age

- Quantity removed from cart by age and gender
- 5) What is the conversion rate of the store?
- Marketing dashboard
 - Total revenue
 - Revenue and ecommerce conversion rate by device
 - Transactions by city
 - Ecommerce conversion rate by age and gender
 - Product management dashboard
 - Product List CTR and Ecommerce Conversion Rate by age
 - Quantity Removed from Cart by Age and User Type

Dashboard

To be presented in the PowerPoint

Explanations

To analyze the dashboards, we have used several visualizations to represent the data. These include bar graphs, pie charts, time lines, and tables. In places where we have to analyze two metrics across one dimension (Sessions and Revenue per user by Default Channel Grouping) we have used a table. To analyze a percentage of a whole (Sessions by Default Channel Grouping) and to create a comparison within the whole, we have used a pie chart. A bar graph is used in instances where the goal is to represent one metric across two dimensions (E-commerce conversion rate by age and gender). Lastly, we have used time lines to represent one metric across time (Revenue).

References

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