

# Customer journey report

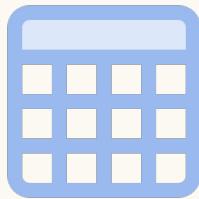
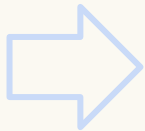
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# Case study set-up

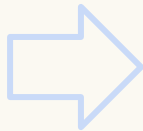
Creating a customer journey mapping report based off behavioural data from an e-Commerce retail site



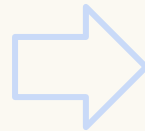
Utilized GA4 [public sample data](#) provided by Google based on their [merchandise website](#)



Explored dataset and created summary dataset using CTE and window functions to map customer journeys



Connected data to Looker Studio [report](#) to visualise data and allow for more granular insights



Summarized insights into one-pager for key takeaways and next steps

# Navigation the key driver for volume, but Search drives the best conversion and value

Search is driving strongest conversion rate, over double the other discovery methods, and the strongest revenue per unit

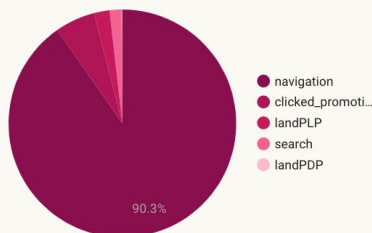
The majority of volume across all metrics is still coming from users navigating through the top menu.

Users landing and converting from a PDP is showing small volume, but relatively high revenue per unit, indicating potential opportunity.

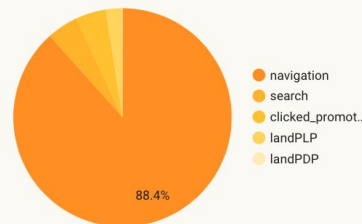
Discovery method ▾	Clicks	pdp Views	Add to bags	ATB rate	Units purchased	Conversion rate	Revenue	Revenue per unit
1. search	4,149	46,855	17,370	37.07%	742	1.58%	\$178,339	\$240.35
2. navigation	299,313	2,485,007	588,727	23.69%	14,163	0.57%	\$2,275,731	\$160.68
3. landPLP	6,988	60,500	16,867	27.88%	382	0.63%	\$41,104	\$107.6
4. landPDP	269	3,096	1,229	39.7%	16	0.52%	\$2,745	\$171.56
5. clicked_promotion	19,036	156,636	44,493	28.41%	715	0.46%	\$91,451	\$127.9

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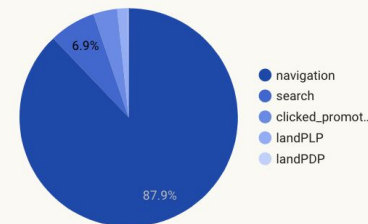
Pdp views by discovery method



Units purchased by discovery method



Revenue by discovery method



# Next steps

## Recommendations:

- Encourage engagement with search functionality to drive better conversion.
- As navigation is the key area of discovery, ensuring that navigation is robust enough to gather user intent and all products are placed in the relevant categories.
- Building out recommendations in product detail page to encourage further engagement and layering into customer journey mapping to capture conversions.
- Data showed irregularities in collection from certain events (impressions, missing SKUs, etc), so a full data audit is recommended to ensure data quality.

## Further analysis:

- Drilling down on product level granularity can show additional impact for certain product types / categories
- Further exploration of users landing on PDP and PLP to identify channel drivers
- Promotions drive the 3rd highest volume of product detail pages with the worst conversion, further analysis into which promotions are driving behaviour and if any are overperforming