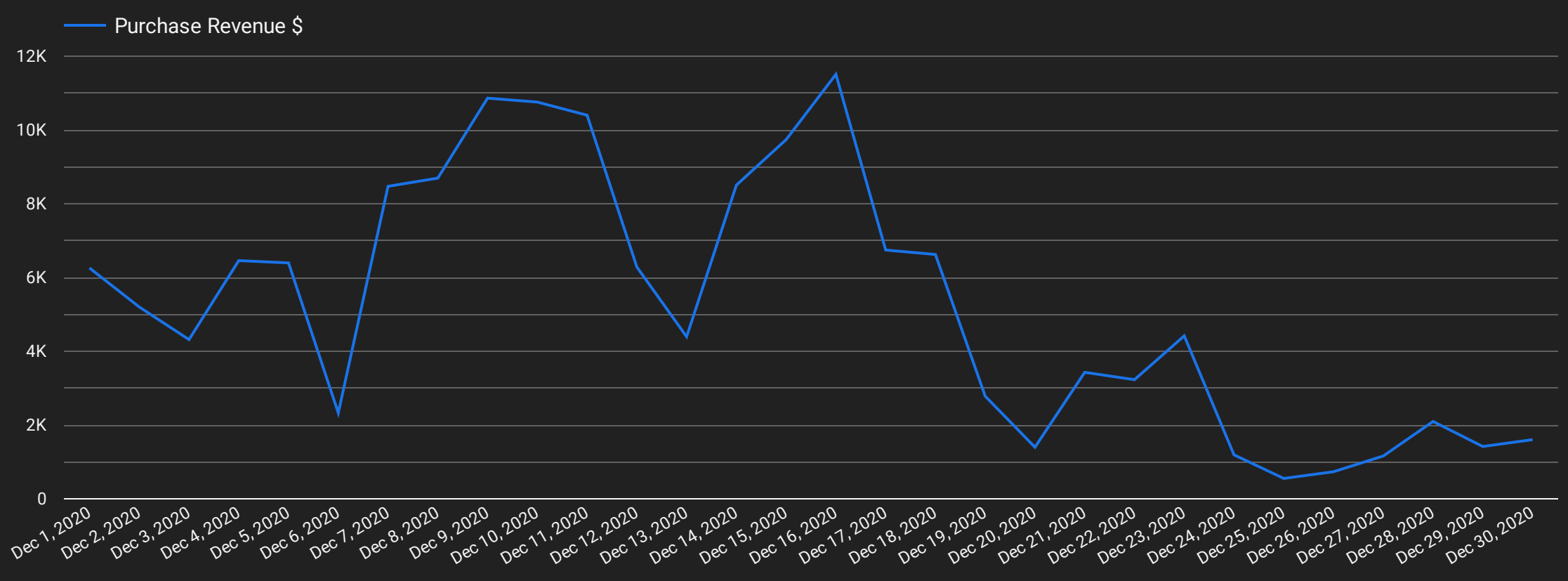
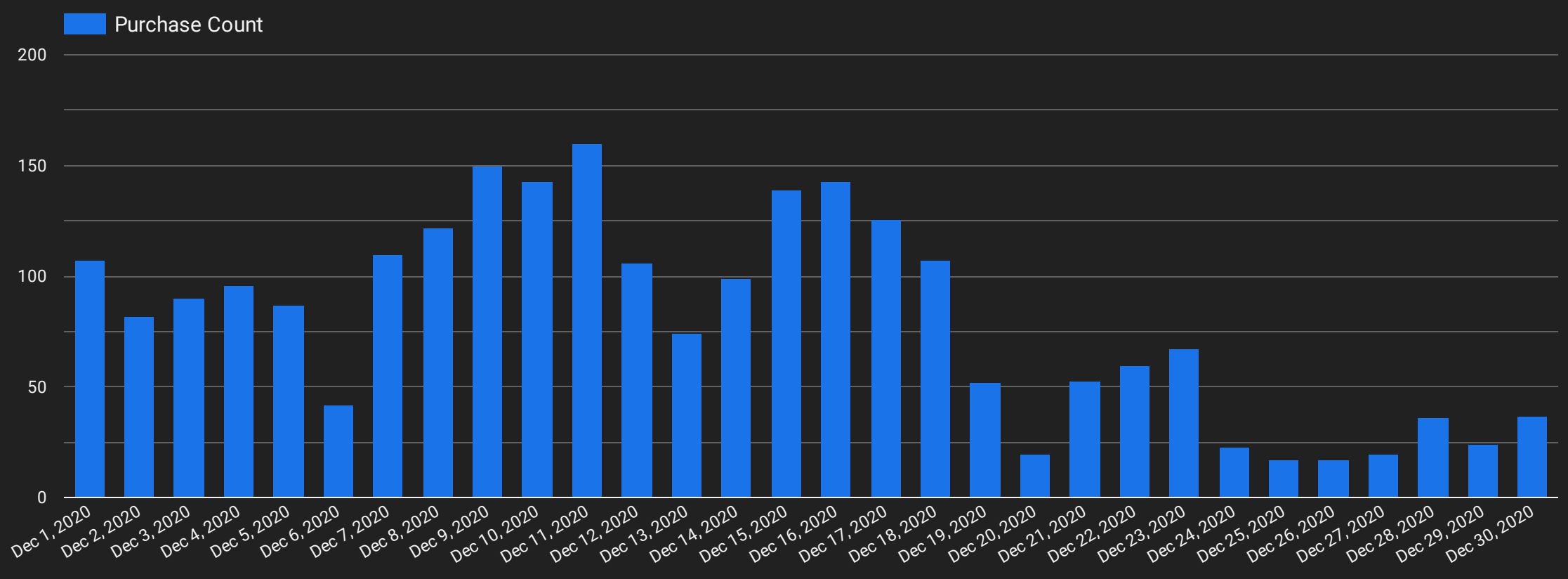
Google Merchandise Shop Overview

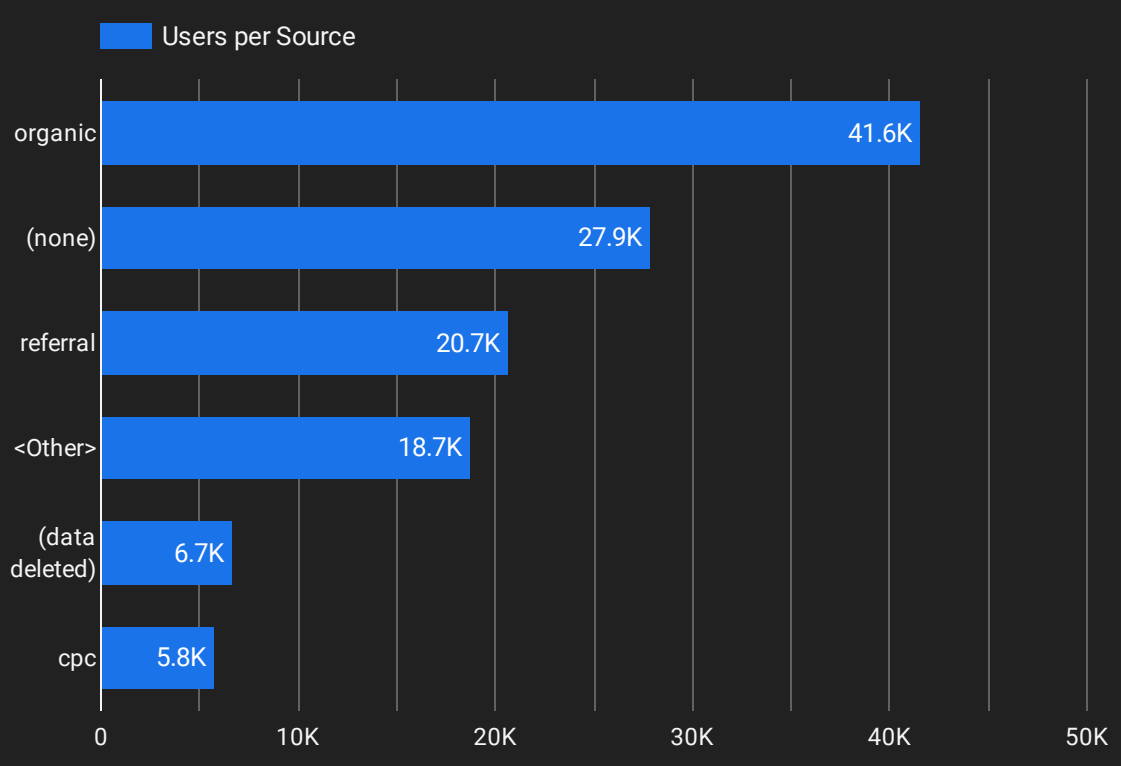
Dec 1, 2020 - Dec 31, 2020

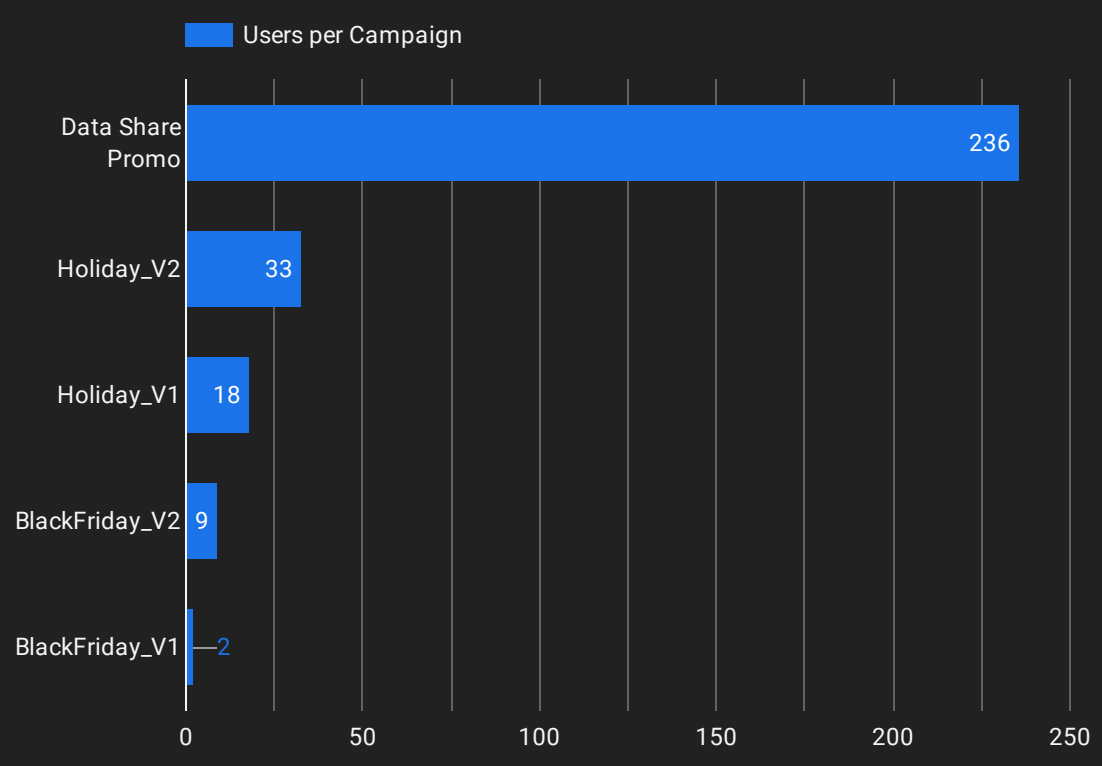
Unique Users	Even Count	Average Engagement Time	Conversion Rate
102,155	1,588,188	00:28:02	2.36%
134.0%	113.3%	81.7%	93.9%
76,210	1,402,099	00:34:19	2.51%

Total Revenue $	Orders Count	Average Time to Purchase	Average Revenue $
157,960	2,409	01:18:55	1.55
↑ 19.4%	125.9%	↑ 10.5%	89.1%
	1,913		1.74

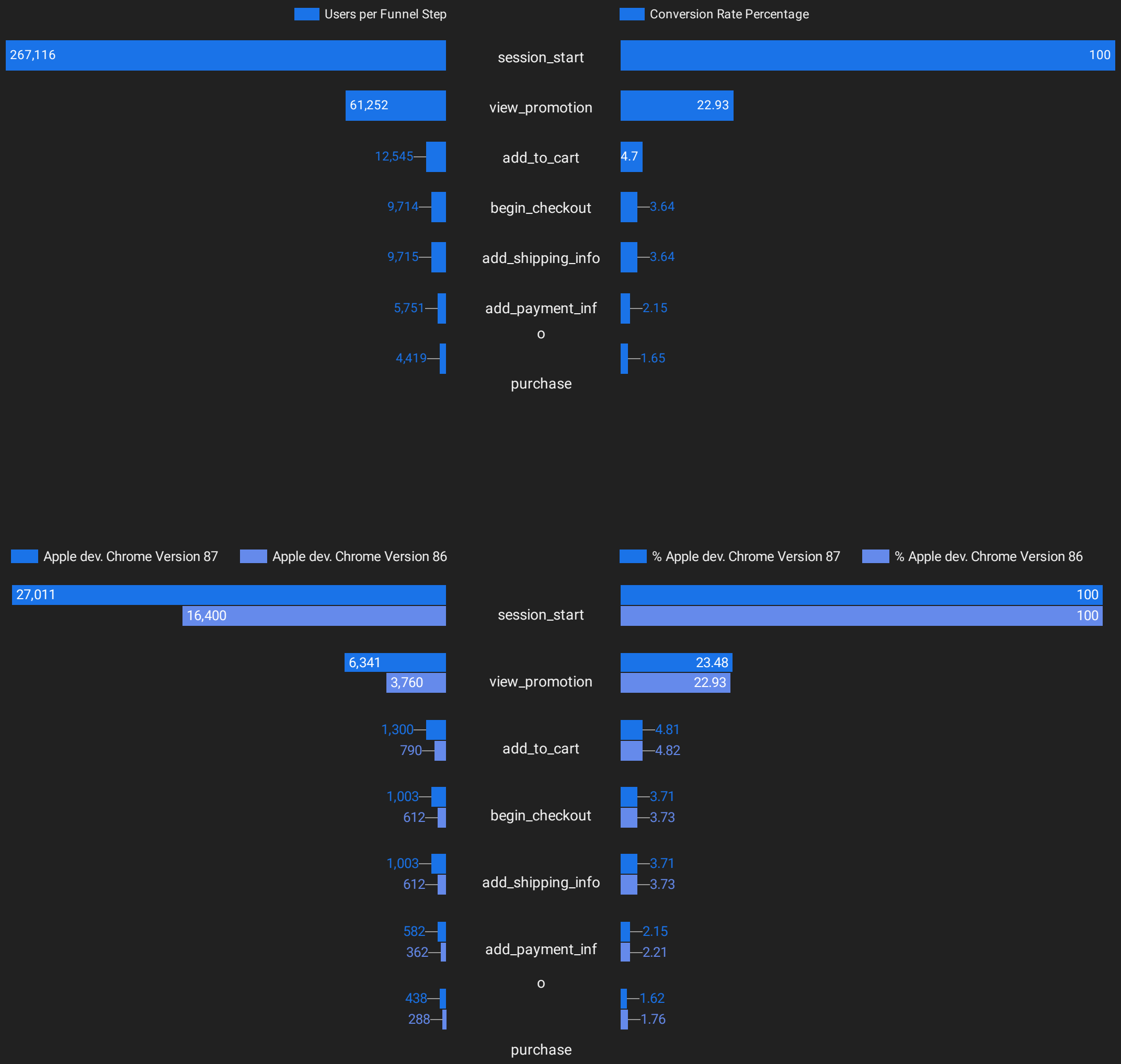


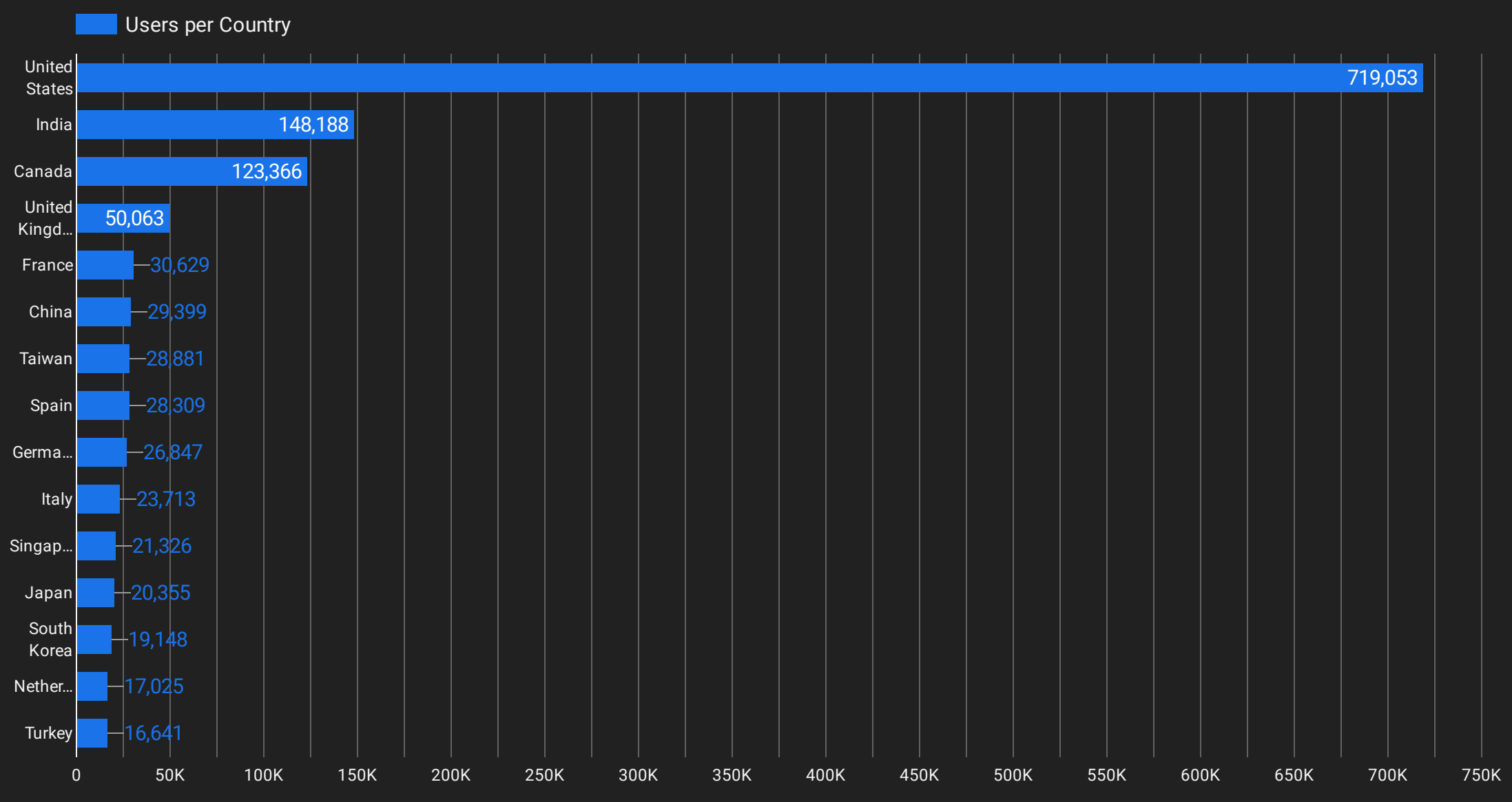
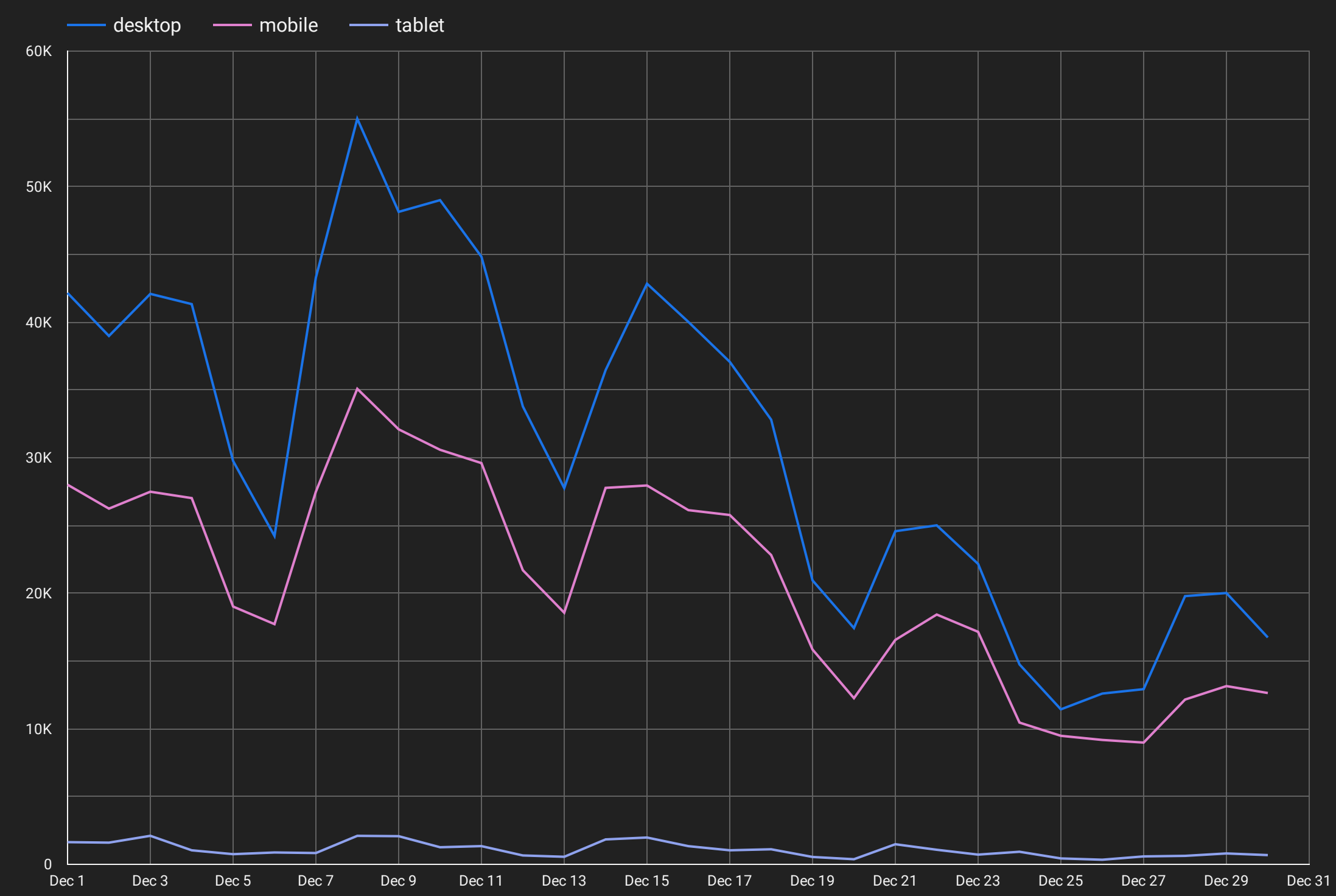
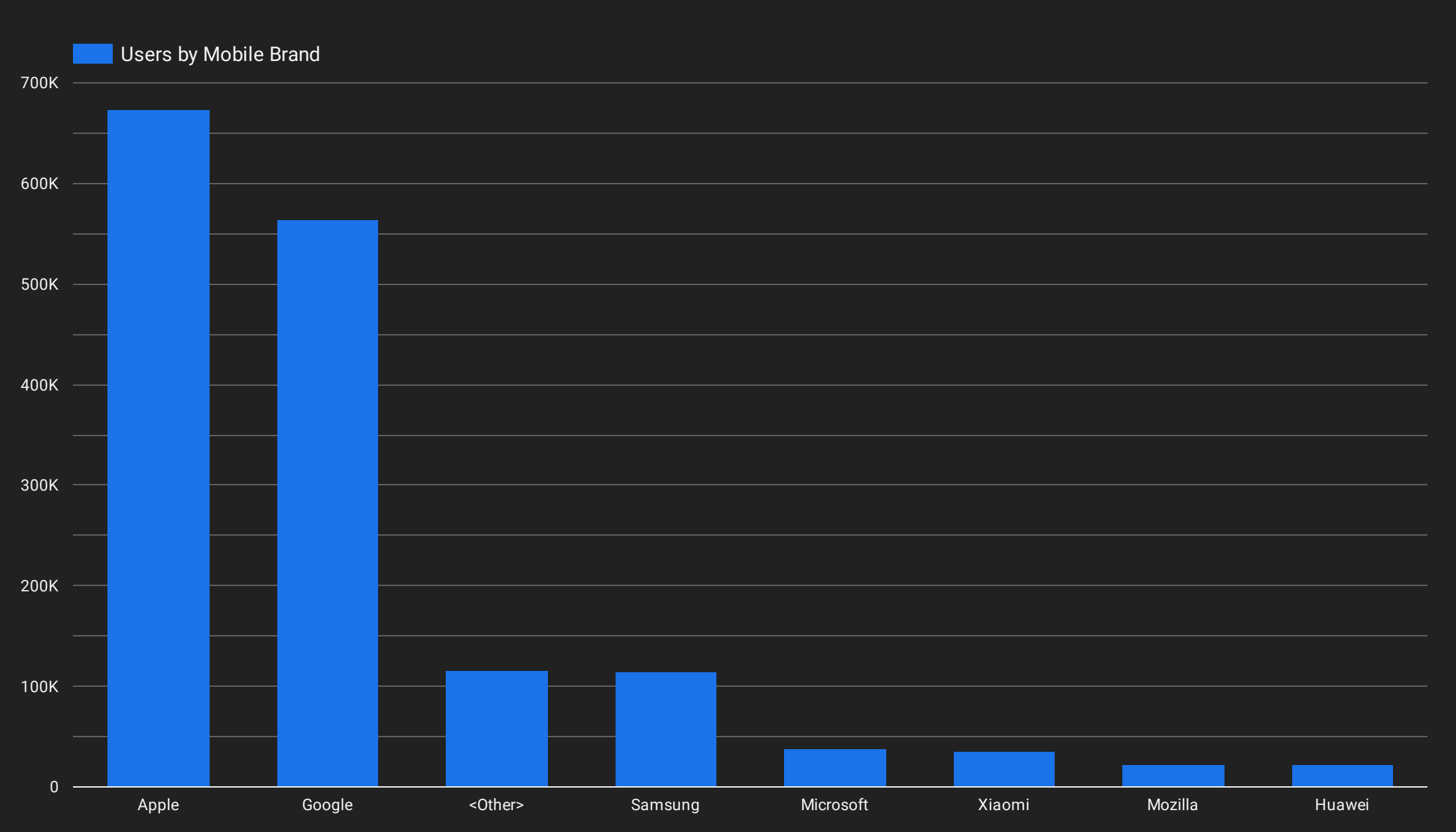






User Journey Funnel Analysis



User Interaction by Country and Device

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