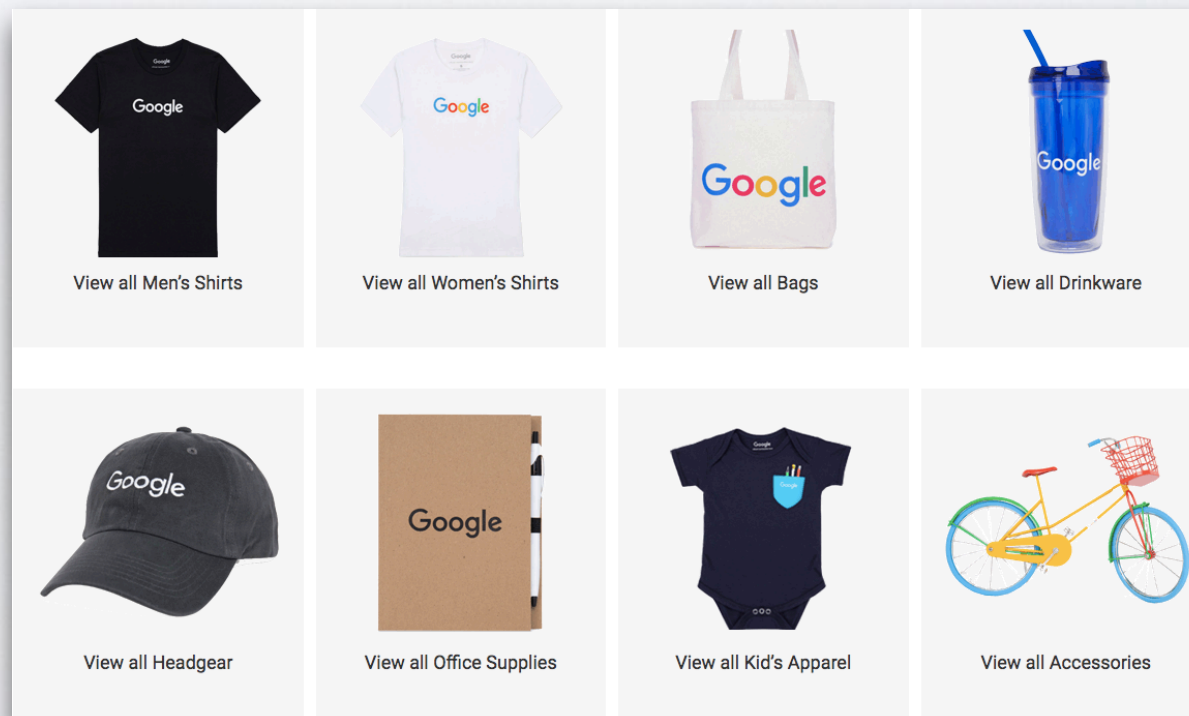


GOOGLE MERCHANDISE STORE ANALYSIS REPORT

Michael Golden
Boston University
AD 688 Web Analytics for Business

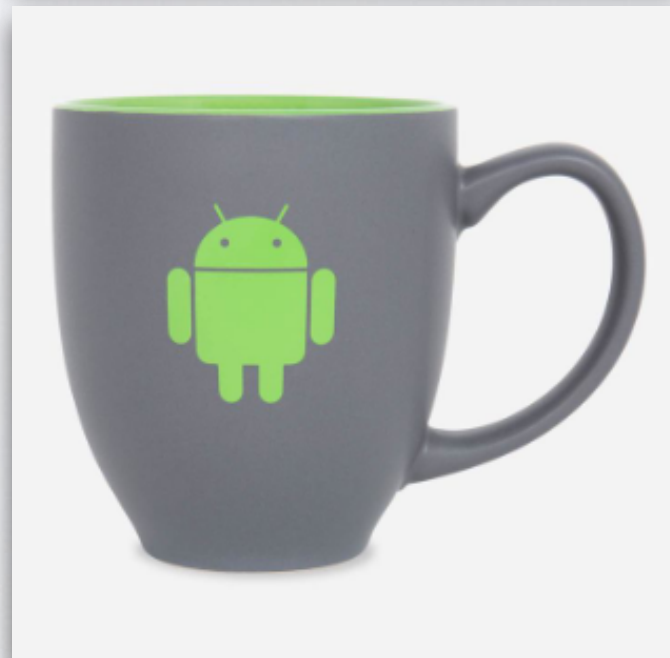
STORE OVERVIEW

- Apparel
- Bags
- Drinkware
- Accessories
- Office



BRANDS

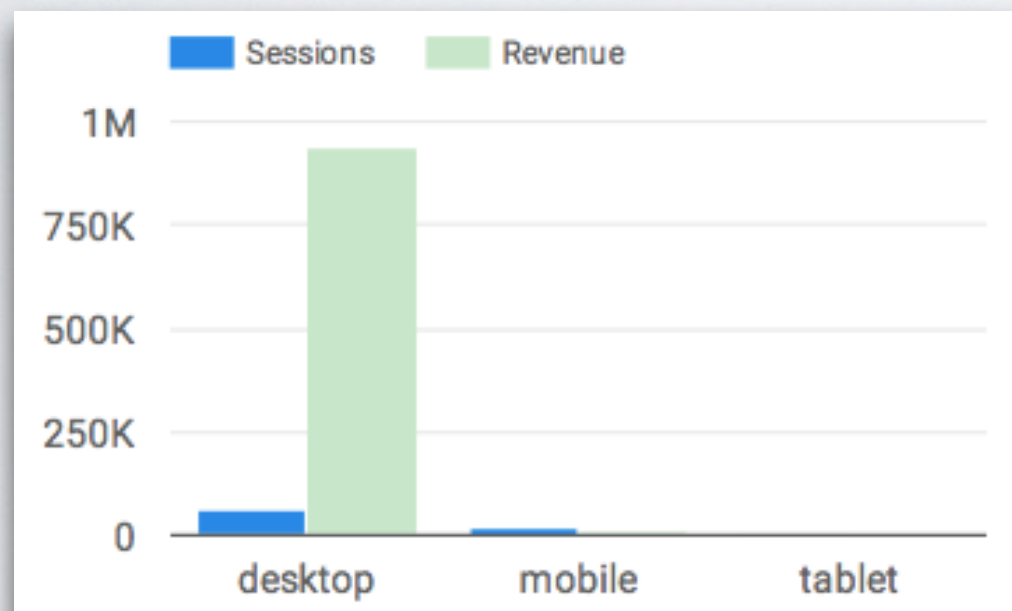
- Google
- YouTube
- Android
- Waze



ANALYSIS PLAN

- Timeframe: Jan 1 - March 1, 2019 (60 days)
- US Customer Region
- Device Categories: Desktop, Mobile, Tablet
- Focus On: Products, Customer Types, Activity

PERIOD OVERVIEW



Sessions

78.7K

Product Detail Views

54.3K

Unique Purchases

9.4K

Product Checkouts

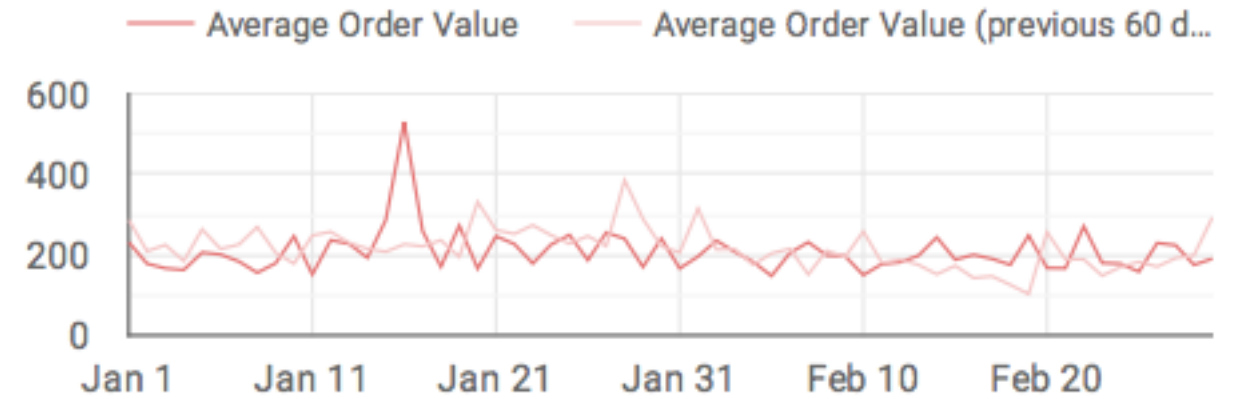
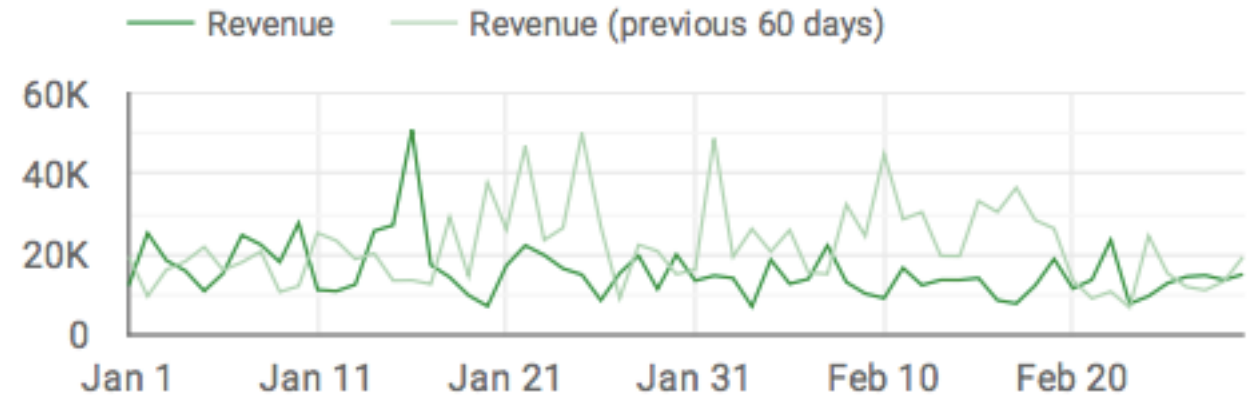
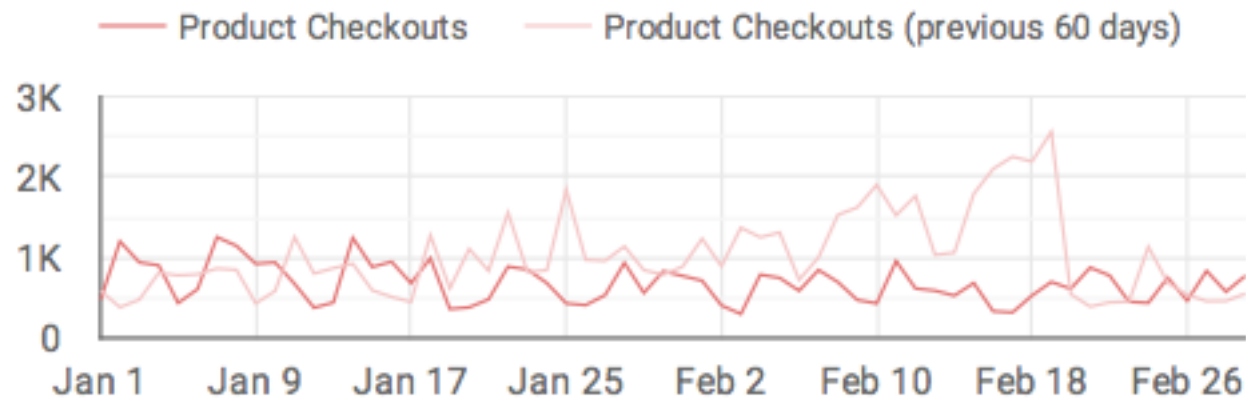
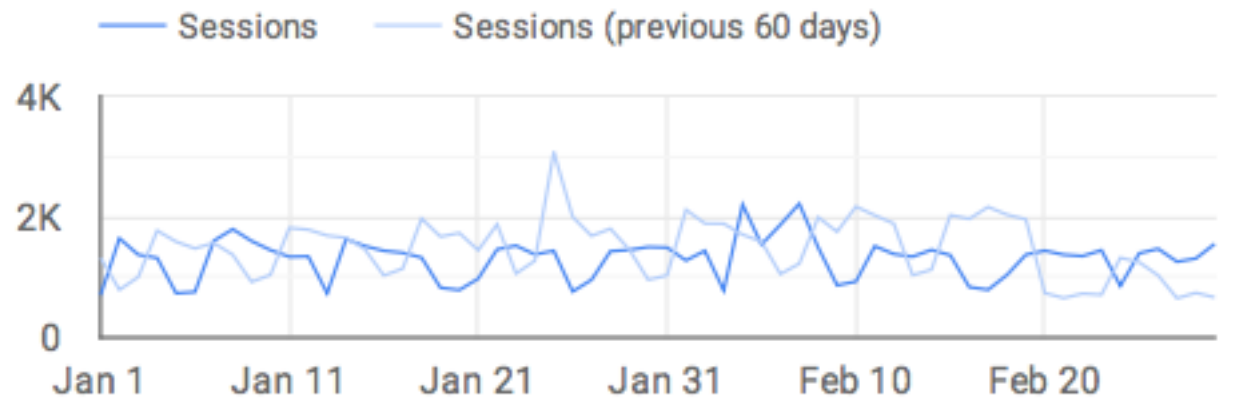
40.9K

Revenue

\$946.90K

- Desktop users lead the pack
- Overall checkout-to-detail rate 75%

PERIOD OVERVIEW



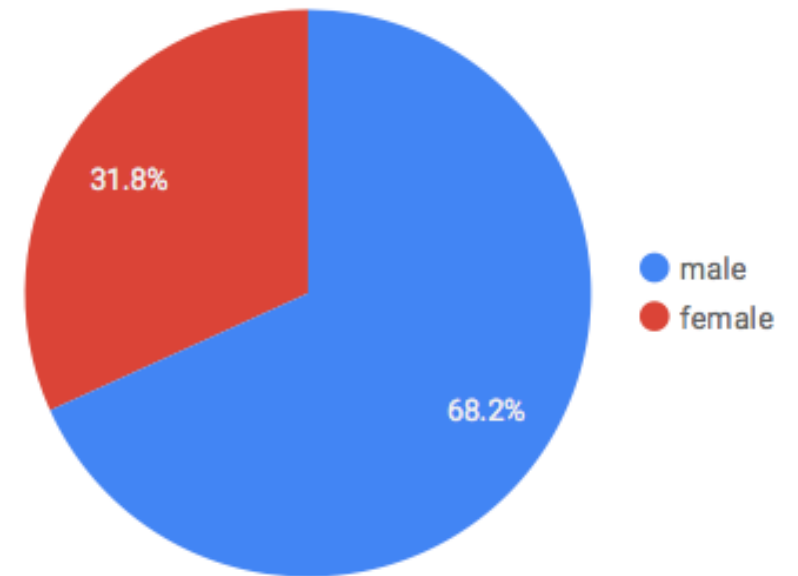
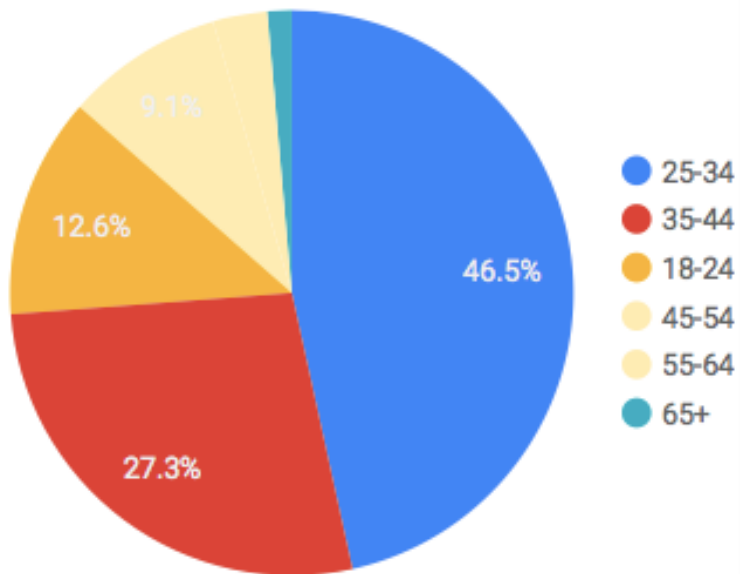
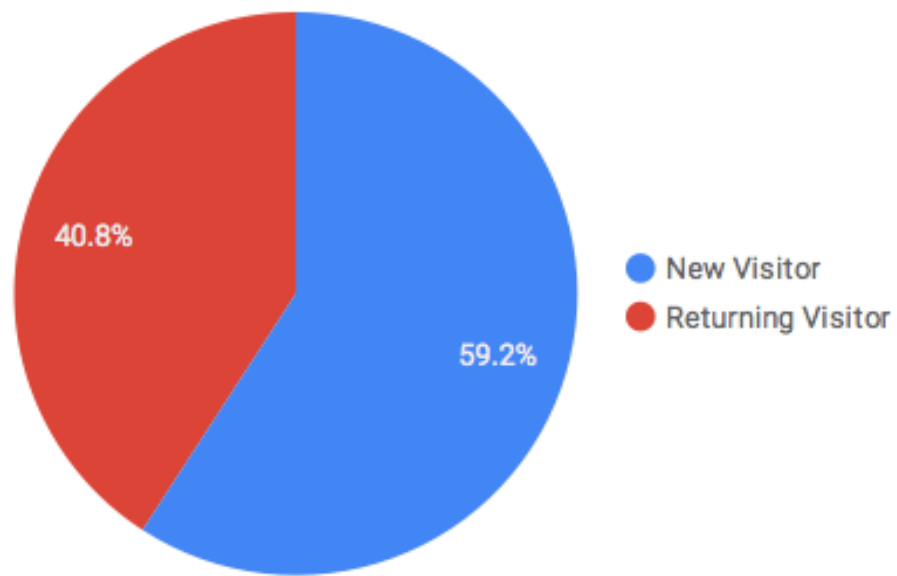
- Previous period was 2018 holiday season!

PRODUCTS: TOP 10 BY REVENUE

Product	Product Detail Views	Product Adds To Cart	Cart-to-Detail Rate	Buy-to-Detail Rate	Unique Purchases	Product Revenue per Purchase	Product Revenue ▼
Hello Doorbell - USA	209	112	53.59%	224.4%	469	\$179.09	\$83,993
Learning Thermostat 3rd Gen-USA ...	912	498	54.61%	40.35%	368	\$182.61	\$67,199
Cam IQ Outdoor - USA	838	287	34.25%	21%	176	\$378.87	\$66,681
x Yale Lock Satin Nickel- USA	181	59	32.6%	152.49%	276	\$227.93	\$62,909
Cam Indoor Security Camera - USA	972	468	48.15%	34.47%	335	\$161.98	\$54,264
Protect Smoke + CO White Wired A...	627	351	55.98%	37.96%	238	\$224.39	\$53,404
Cam Outdoor Security Camera - U...	1,135	487	42.91%	24.32%	276	\$179.79	\$49,623
Cam IQ - USA	828	264	31.88%	23.43%	194	\$248.24	\$48,158
Protect Smoke + CO White Battery ...	769	382	49.67%	33.29%	256	\$169.73	\$43,450
Learning Thermostat 3rd Gen-USA ...	748	333	44.52%	29.28%	219	\$196.63	\$43,061

- Top 10 items are all home hardware
- Revenue total: \$572,742 — 60% of period total

CUSTOMERS




- User type
- Age
- Gender

CUSTOMERS: USER TYPE AND GENDER



User Type	Sessions	Avg. Session Duration	Average Order Value	Per Session Value	Buy-to-Detail Rate	Revenue ▾
Returning Vis...	32,148	00:04:09	\$220.39	\$23.36	26.36%	\$751,080.84
New Visitor	46,571	00:02:51	\$166.94	\$4.2	8.34%	\$195,819.36



Gender	Sessions	Avg. Session Duration	Average Order Value	Per Session Value	Revenue ▾
male	26,058	00:03:50	\$203.05	\$15.18	\$395,532.53
female	12,132	00:03:38	\$206.53	\$14.18	\$172,038.15



- Returning visitors 41% of period visits
- Male customers 68% of period visits

CUSTOMERS: AGE

Age ^	Sessions	Avg. Session Duration	Average Order Value	Per Session Value	Revenue
18-24	4,624	00:03:29	\$163.86	\$6.84	\$31,624.11
25-34	17,042	00:03:51	\$203.15	\$15.2	\$259,015.56
35-44	9,979	00:04:02	\$220.05	\$20.33	\$202,881.89
45-54	3,319	00:03:58	\$194.6	\$14.77	\$49,038.15
55-64	1,142	00:03:10	\$188.05	\$9.72	\$11,094.99
65+	509	00:02:25	\$151.47	\$3.87	\$1,969.08

- Top groups by revenue: 25 -34 and 35-44
- 55 - 64, and 65+, special population group

CUSTOMER SEGMENTATION BY REVENUE

Gender	Age	Sessions	Avg. Session Duration	Average Order Value	Per Session Value	Revenue ▾
male	25-34	11,239	00:03:50	\$196.44	\$14.16	\$159,115.34
male	35-44	7,636	00:04:00	\$222.73	\$20.59	\$157,248.31
female	25-34	5,745	00:03:50	\$215.84	\$17.13	\$98,422.82
female	35-44	2,331	00:04:09	\$210.8	\$19.44	\$45,321.6
male	45-54	2,448	00:03:56	\$195.46	\$15.57	\$38,113.85
male	18-24	2,776	00:03:44	\$173.52	\$8.56	\$23,772.07
female	45-54	866	00:04:04	\$192.42	\$12.44	\$10,775.3
male	55-64	713	00:03:21	\$186.14	\$10.96	\$7,818
female	18-24	1,828	00:03:06	\$141.89	\$4.27	\$7,804.05
female	55-64	428	00:02:51	\$192.76	\$7.66	\$3,276.99
male	65+	308	00:03:00	\$134.52	\$3.49	\$1,076.14
female	65+	201	00:01:32	\$178.59	\$4.44	\$892.94

BOUNCE RATES



User Type	Bounce Rate ▲
Returning Visit...	24.32%
New Visitor	35.53%



Gender	Bounce Rate ▲
male	22.93%
female	28.46%



Age ▲	Bounce Rate
18-24	27.03%
25-34	23.08%
35-44	22.19%
45-54	25.37%
55-64	33.19%
65+	45.38%

- Bounce Rate: Percentage of single-page sessions
- Excellent: 25 - 40%, Average: 41 - 55%
- Top groups are also top by revenue

SOURCE BY PRODUCT REVENUE

Source	Unique Purchases	Sessions	Avg. Session Duration	Product Checkouts	Product Revenue ▾
mall.googleplex.com	2,973	12,213	00:04:49	12,538	\$251,453.69
sites.google.com	1,281	4,984	00:05:08	4,995	\$224,091.62
google.passportcorporate.com	816	2,917	00:05:38	3,182	\$145,488.45
(direct)	1,060	15,223	00:02:41	4,805	\$111,258.87
google	1,587	30,428	00:03:07	9,319	\$108,378.38

- Top 5: Revenue total \$840,671 — 89% of period total

KEY FINDINGS

- Top 10 items sold are all home hardware
- Top 10 items sold have highest revenue per purchase
- Male and Returning Customers Bring Highest Revenue
- Average Session Duration is Low

RECOMMENDATIONS

- Focus on Marketing Halo Products
- Cut Out Some “Middle Man”
- Don’t Forget Special Populations
- Market Basket Analysis
- Increase Visit Time