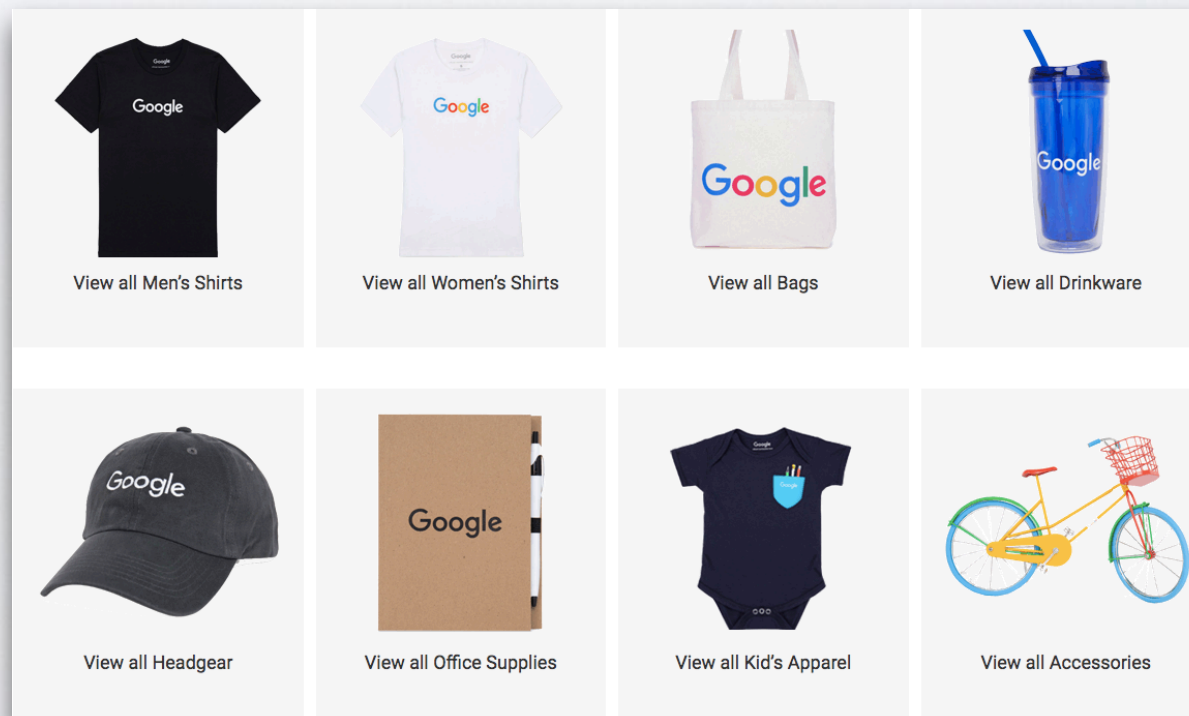# GOOGLE MERCHANDISE STORE ANALYSIS REPORT

Michael Golden
Boston University
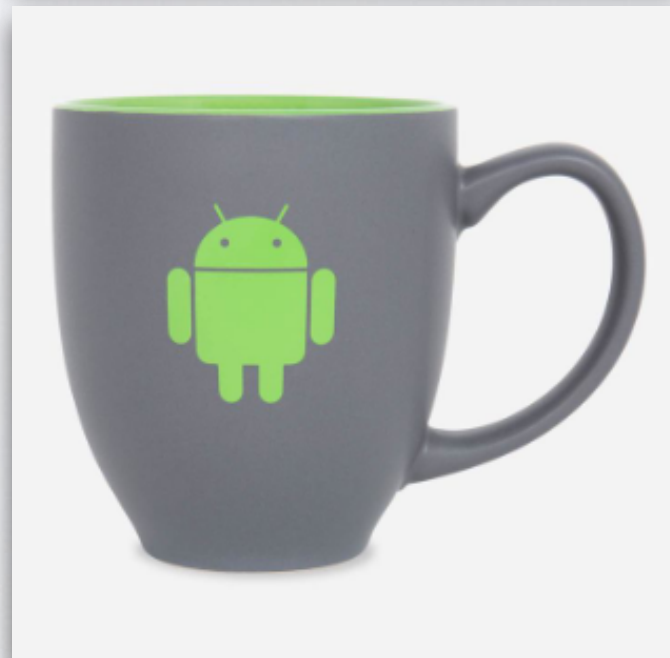AD 688 Web Analytics for Business

STORE OVERVIEW

- Apparel

- Bags

- Drinkware

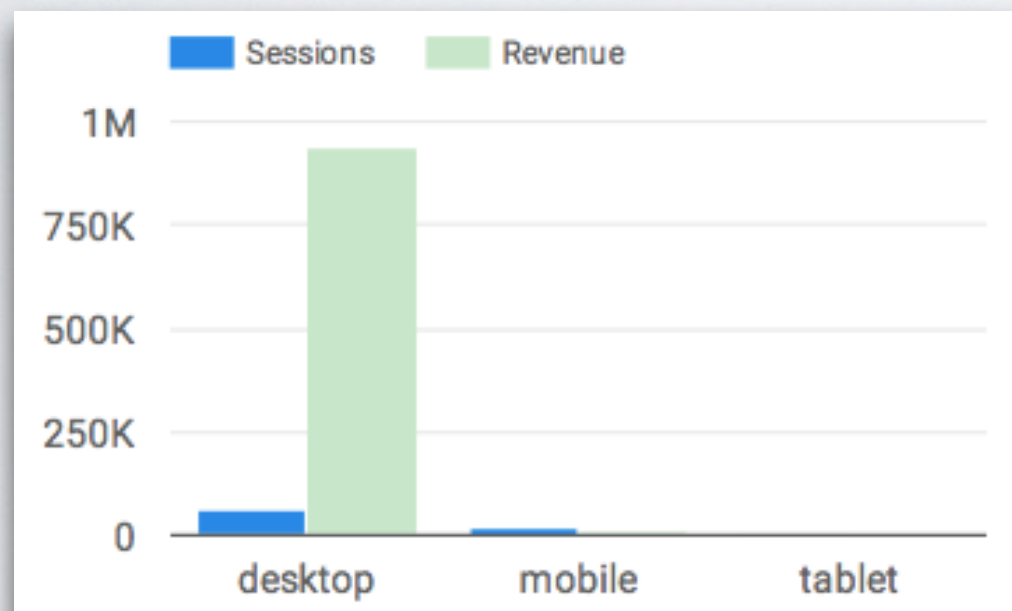- Accessories

- 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
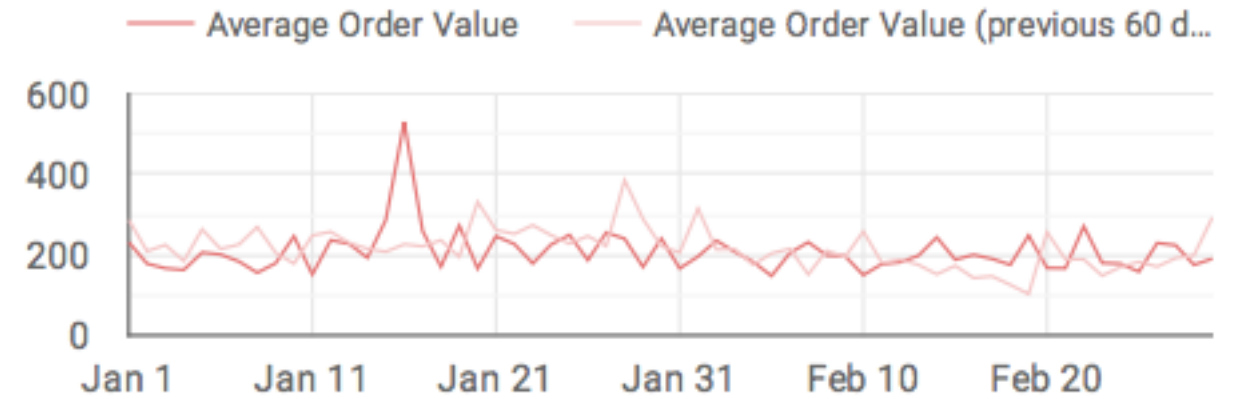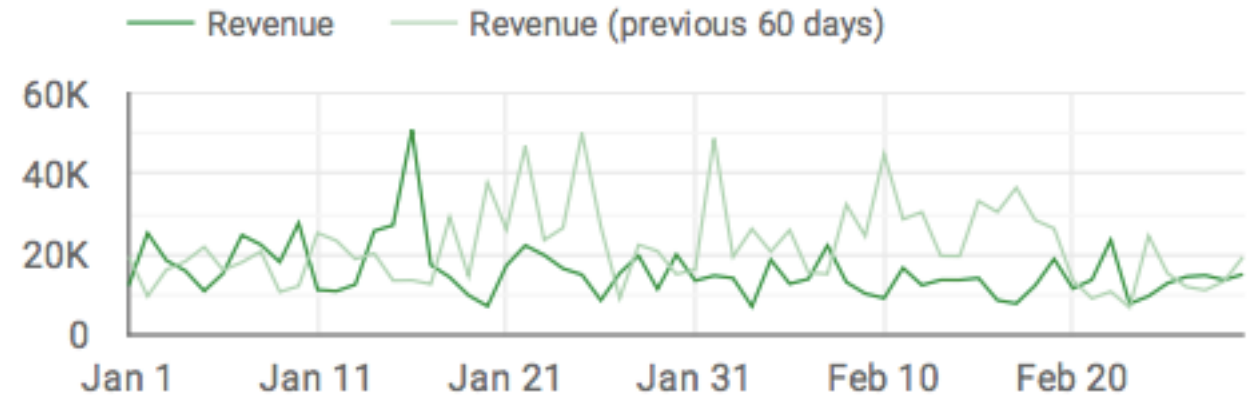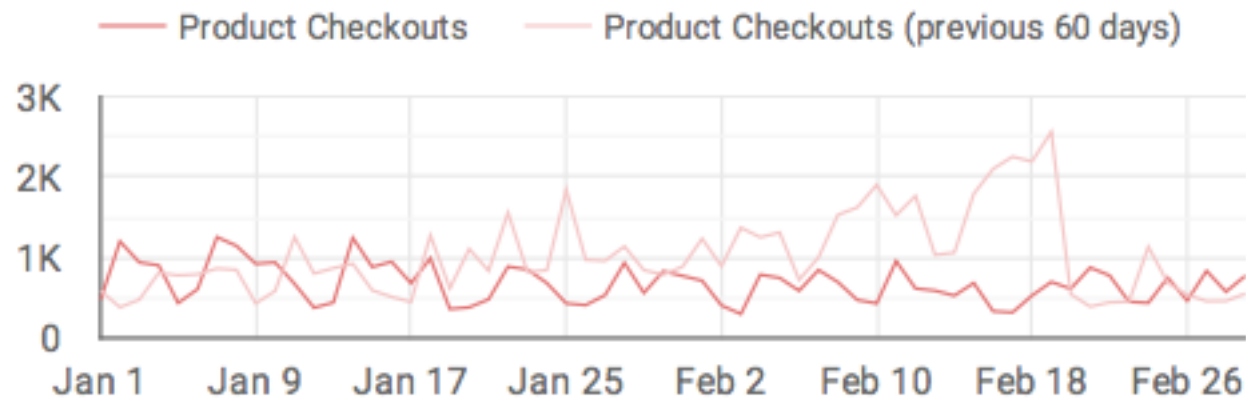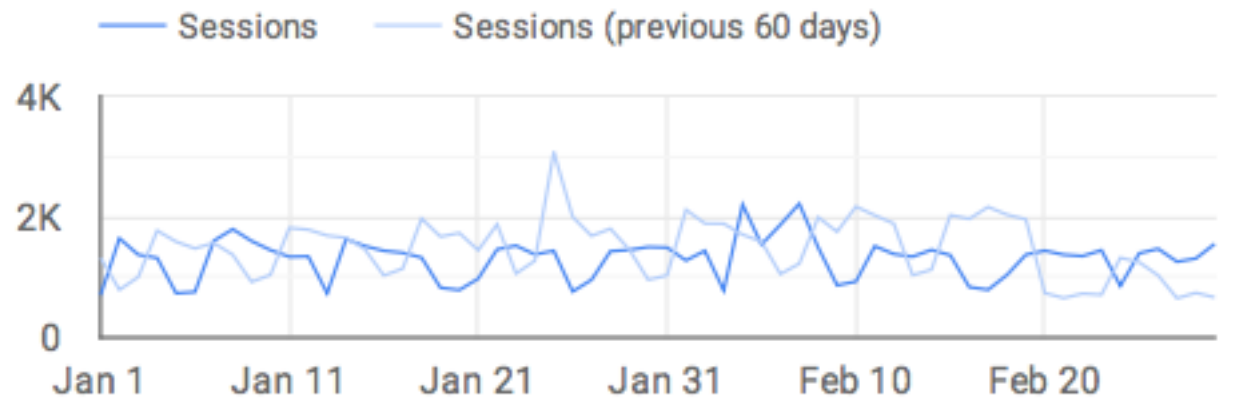
Product Checkouts
40.9K

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
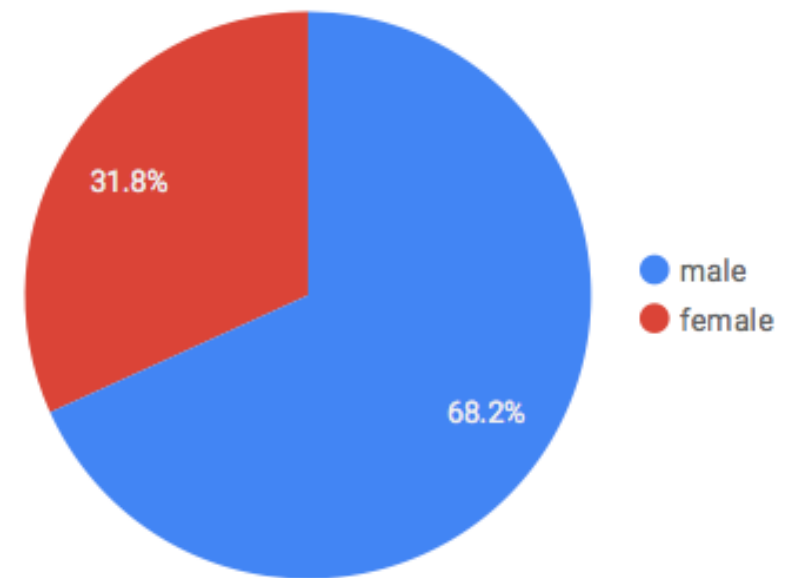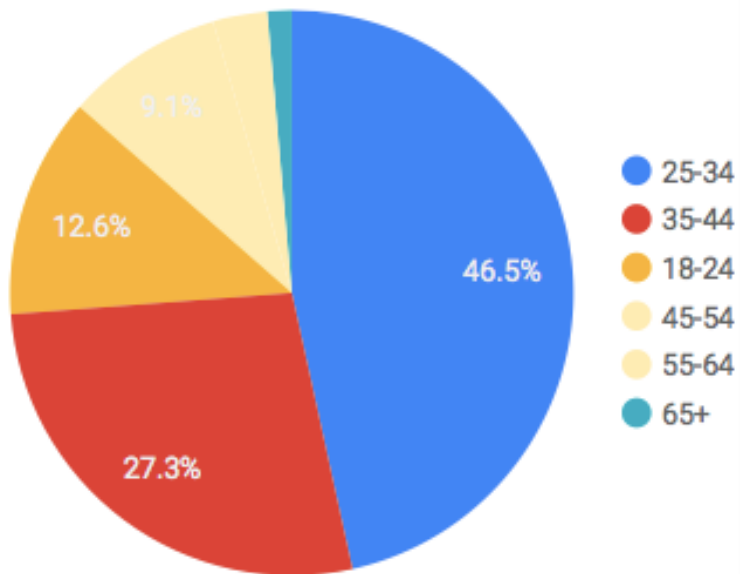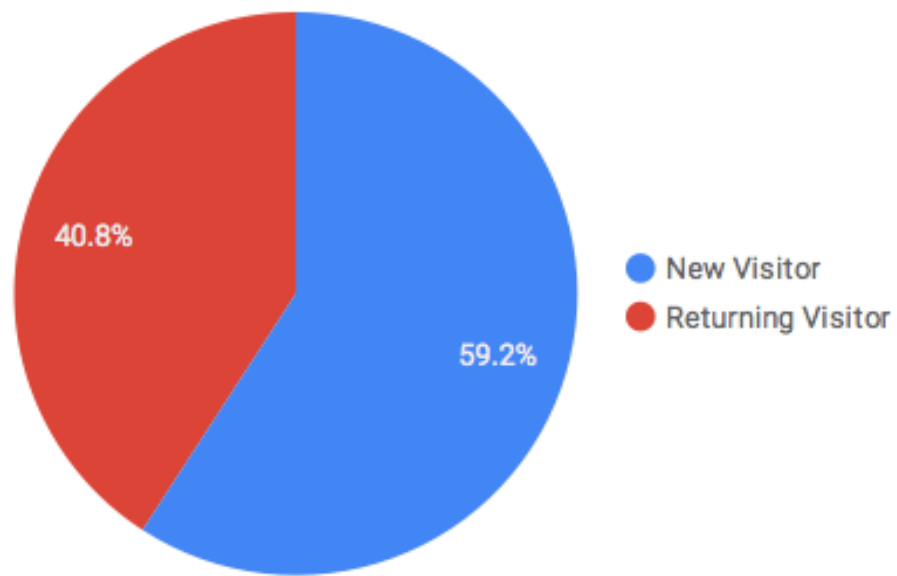
- User type
- Age
- Gender

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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

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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

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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

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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