

Web Analytics

Data Analysis and Presentation

Group 4

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Data Analysis of the Google Merchant Center Website

IV

Best Paid Keywords Based On Conversion Rate (E Commerce).

| Mot clé ? | Acquisition | | | Comportement | | | Conversions | | | E-commerce ▾ |
|--------------------------------|--------------------------------------|--------------------------------------|--------------------------------------|---|--|--|--|----------------------------------|--|--------------|
| | Utilisateurs ? | Nouveaux utilisateurs ? | Sessions ? | Taux de rebond ? | Pages/session ? | Durée moyenne des sessions ? | Taux de conversion de l'e-commerce ↓ | Transactions ? | Revenu ? | |
| | 11876 % du total: 16,23 % (73172) | 11250 % du total: 16,70 % (67378) | 14440 % du total: 15,26 % (94629) | 70,15 % Valeur moy. pour la vue: 51,18 % (37,05 %) | 3,07 Valeur moy. pour la vue: 4,54 (-32,23 %) | 00:01:30 Valeur moy. pour la vue: 00:02:57 (-49,28 %) | 1,31 % Valeur moy. pour la vue: 2,10 % (-37,54 %) | 189 % du total: 9,53 % (1983) | 22860,08 \$US % du total: 8,32 % (274756,15 \$US) | |
| 1. +Google +Merchandise | 93 (0,76 %) | 69 (0,61 %) | 121 (0,84 %) | 30,58 % | 8,04 | 00:03:35 | 20,66 % | 25 (13,23 %) | 2874,70 \$US (12,58 %) | |
| 2. +Google +Clothing | 33 (0,27 %) | 30 (0,27 %) | 41 (0,28 %) | 51,22 % | 5,88 | 00:02:57 | 7,32 % | 3 (1,59 %) | 100,80 \$US (0,44 %) | |
| 3. Google Apparel | 209 (1,72 %) | 169 (1,50 %) | 294 (2,04 %) | 30,27 % | 7,73 | 00:04:26 | 7,14 % | 21 (11,11 %) | 1811,46 \$US (7,92 %) | |
| 4. Google T Shirt | 164 (1,35 %) | 144 (1,28 %) | 224 (1,55 %) | 32,59 % | 7,45 | 00:03:29 | 6,70 % | 15 (7,94 %) | 1025,75 \$US (4,49 %) | |
| 5. Google apparel | 13 (0,11 %) | 10 (0,09 %) | 15 (0,10 %) | 13,33 % | 9,07 | 00:08:15 | 6,67 % | 1 (0,53 %) | 31,50 \$US (0,14 %) | |
| 6. +Google +Swag | 25 (0,21 %) | 19 (0,17 %) | 32 (0,22 %) | 34,38 % | 7,16 | 00:05:01 | 6,25 % | 2 (1,06 %) | 356,00 \$US (1,56 %) | |
| 7. Google Tote Bag | 8 (0,07 %) | 7 (0,06 %) | 17 (0,12 %) | 29,41 % | 4,59 | 00:02:57 | 5,88 % | 1 (0,53 %) | 13,00 \$US (0,06 %) | |
| 8. Official Google Merchandise | 13 (0,11 %) | 11 (0,10 %) | 17 (0,12 %) | 35,29 % | 9,59 | 00:04:14 | 5,88 % | 1 (0,53 %) | 64,40 \$US (0,28 %) | |
| 9. Google Merchandise Store | 940 (7,72 %) | 654 (5,81 %) | 1517 (10,51 %) | 25,05 % | 7,83 | 00:04:49 | 4,22 % | 64 (33,86 %) | 7742,55 \$US (33,87 %) | |
| 10. Google Swag | 62 (0,51 %) | 50 (0,44 %) | 98 (0,68 %) | 33,67 % | 5,86 | 00:03:32 | 4,08 % | 4 (2,12 %) | 410,40 \$US (1,80 %) | |

Best Paid Keywords Based On Conversion Rate (All Objectives).

| Mot clé ? | Acquisition | | | Comportement | | | Conversions | | | Tous les objectifs ▾ |
|--------------------------------|--------------------------------------|--------------------------------------|--------------------------------------|---|--|--|--|----------------------------------|--|----------------------|
| | Utilisateurs ? | Nouveaux utilisateurs ? | Sessions ? | Taux de rebond ? | Pages/session ? | Durée moyenne des sessions ? | Taux de conversion par objectif ↓ | Objectifs réalisés ? | Valeur de l'objectif ? | |
| | 11876 % du total: 16,23 % (73172) | 11250 % du total: 16,70 % (67378) | 14440 % du total: 15,26 % (94629) | 70,15 % Valeur moy. pour la vue: 51,18 % (37,05 %) | 3,07 Valeur moy. pour la vue: 4,54 (-32,23 %) | 00:01:30 Valeur moy. pour la vue: 00:02:57 (-49,28 %) | 1,31 % Valeur moy. pour la vue: 2,10 % (-37,54 %) | 189 % du total: 9,53 % (1983) | 22860,08 \$US % du total: 8,32 % (274756,15 \$US) | |
| 1. YouTube Sweater | 1 (0,01 %) | 1 (0,01 %) | 1 (0,01 %) | 0,00 % | 28,00 | 00:29:28 | 300,00 % | 3 (0,19 %) | 0,00 \$US (0,00 %) | |
| 2. +Google +Branded +Products | 1 (0,01 %) | 1 (0,01 %) | 1 (0,01 %) | 0,00 % | 13,00 | 00:06:08 | 100,00 % | 1 (0,06 %) | 0,00 \$US (0,00 %) | |
| 3. Google Tumbler | 2 (0,02 %) | 2 (0,02 %) | 3 (0,02 %) | 33,33 % | 4,67 | 00:00:46 | 66,67 % | 2 (0,13 %) | 0,00 \$US (0,00 %) | |
| 4. Google apparel | 13 (0,11 %) | 10 (0,09 %) | 15 (0,10 %) | 13,33 % | 9,07 | 00:08:15 | 60,00 % | 9 (0,58 %) | 0,00 \$US (0,00 %) | |
| 5. Official Google Merchandise | 13 (0,11 %) | 11 (0,10 %) | 17 (0,12 %) | 35,29 % | 9,59 | 00:04:14 | 47,06 % | 8 (0,51 %) | 0,00 \$US (0,00 %) | |
| 6. Google Apparel | 209 (1,72 %) | 169 (1,50 %) | 294 (2,04 %) | 30,27 % | 7,73 | 00:04:26 | 45,24 % | 133 (8,54 %) | 0,00 \$US (0,00 %) | |
| 7. Google T Shirt | 164 (1,35 %) | 144 (1,28 %) | 224 (1,55 %) | 32,59 % | 7,45 | 00:03:29 | 43,75 % | 98 (6,29 %) | 0,00 \$US (0,00 %) | |
| 8. tumblers for sale | 7 (0,06 %) | 7 (0,06 %) | 7 (0,05 %) | 57,14 % | 3,00 | 00:01:08 | 42,86 % | 3 (0,19 %) | 0,00 \$US (0,00 %) | |
| 9. +Google +Clothing | 33 (0,27 %) | 30 (0,27 %) | 41 (0,28 %) | 51,22 % | 5,88 | 00:02:57 | 39,02 % | 16 (1,03 %) | 0,00 \$US (0,00 %) | |
| 10. Google Branded Merchandise | 27 (0,22 %) | 21 (0,19 %) | 36 (0,25 %) | 22,22 % | 9,03 | 00:05:10 | 38,89 % | 14 (0,90 %) | 0,00 \$US (0,00 %) | |

1. By analysing the conversion rate in May 2022 (for the E Commerce objective) the best paid keyword was : "Google Merchandise" with **93** users and a conversion rate of **20,66%**.
2. The paid keyword : " Google Apparel" is also performing well with **209** users and a conversion rate of **7,14%**.

1. By analysing the conversion rate in May 2022 (For all conversion objectives), the best paid keyword was : "Youtube Sweater" but with only **1** user and a conversion rate of **300%**. As this paid keyword only got 1 user this data should not be relevant for our analysis.
2. The paid keyword : " Google Apparel" is again showing up with **209** users but with a conversion rate (for all objectives) of **47,06%**

III

Number Of Users Visting The website Based On The Mobile Platform

| Infos sur l'appareil mobile ? | Acquisition | | | Comportement | | | Conversions | | | E-commerce ▾ |
|---------------------------------|---------------------------------------|---------------------------------------|---------------------------------------|--|---|--|-----------------------------------|--|---|--------------|
| | Utilisateurs ? | Nouveaux utilisateurs ? | Sessions ? | Taux de rebond ? | Pages/session ? | Durée moyenne des sessions ? | Transactions ? | Revenu ? | Taux de conversion de l'e-commerce ? | |
| | 19 512 % du total: 31,82 % (61311) | 19 066 % du total: 35,15 % (54240) | 23 275 % du total: 28,87 % (80628) | 54,00 % Valeur moy. pour la vue: 4,94 (43,62 % (23,80 %)) | 3,50 Valeur moy. pour la vue: 4,94 (29,03 %) | 00:02:04 Valeur moy. pour la vue: 00:02:27 (-40,28 %) | 178 % du total: 10,64 % (1673) | 15 204,15 \$US % du total: 7,62 % (199 434,25 \$US) | 0,76 % Valeur moy. pour la vue: 2,07 % (63,14 %) | |
| 1. Apple iPhone | 8 003 (40,75 %) | 7 855 (41,20 %) | 9 816 (42,17 %) | 49,24 % | 3,89 | 00:02:19 | 95 (53,37 %) | 8 567,10 \$US (56,35 %) | 0,97 % | |
| 2. Google Pixel 6 Pro | 844 (4,30 %) | 745 (3,91 %) | 1 110 (4,77 %) | 43,51 % | 4,82 | 00:02:33 | 24 (13,48 %) | 1 481,85 \$US (9,75 %) | 2,16 % | |
| 3. (not set) | 693 (3,53 %) | 683 (3,58 %) | 842 (3,62 %) | 52,61 % | 3,64 | 00:02:05 | 7 (3,93 %) | 879,60 \$US (5,79 %) | 0,83 % | |
| 4. Apple iPad | 570 (2,90 %) | 564 (2,96 %) | 685 (2,94 %) | 60,58 % | 3,40 | 00:02:20 | 2 (1,12 %) | 949,50 \$US (6,25 %) | 0,29 % | |
| 5. Google Pixel 6 | 487 (2,48 %) | 461 (2,42 %) | 594 (2,55 %) | 41,75 % | 4,68 | 00:02:34 | 7 (3,93 %) | 259,80 \$US (1,71 %) | 1,18 % | |
| 6. Google Pixel 5 | 325 (1,65 %) | 298 (1,56 %) | 376 (1,62 %) | 41,49 % | 4,44 | 00:02:52 | 8 (4,49 %) | 649,00 \$US (4,27 %) | 2,13 % | |
| 7. Google Pixel 6a | 181 (0,92 %) | 178 (0,93 %) | 214 (0,92 %) | 43,93 % | 4,14 | 00:02:27 | 0 (0,00 %) | 0,00 \$US (0,00 %) | 0,00 % | |
| 8. Google Pixel 4a | 119 (0,61 %) | 110 (0,58 %) | 133 (0,57 %) | 54,14 % | 2,80 | 00:01:23 | 0 (0,00 %) | 0,00 \$US (0,00 %) | 0,00 % | |
| 9. Motorola moto g pure | 100 (0,51 %) | 99 (0,52 %) | 102 (0,44 %) | 79,41 % | 1,84 | 00:00:38 | 0 (0,00 %) | 0,00 \$US (0,00 %) | 0,00 % | |
| 10. Huawei BMH-AN20 Honor 30 5G | 82 (0,42 %) | 82 (0,43 %) | 83 (0,36 %) | 74,70 % | 1,99 | 00:00:33 | 0 (0,00 %) | 0,00 \$US (0,00 %) | 0,00 % | |

Last October, **8003** users (**40,75 %**) users are navigating through the website with an Iphone.



Social Media Data Analysis

Posts with the most engagement amongst the last 10 tweets by EMLYON

6 retweets - 11 likes - 0 comments

emlyon business school ✅ @EMLYON · Nov 23
NEW emlyon business school annonce la nomination de Guillaume Pepy à la Présidence du Conseil de surveillance de l'Ecole.
Lire le communiqué de presse : em-lyon.com/nomination-gui...



6 11

9 retweets - 18 likes - 0 comments

emlyon business school ✅ @EMLYON · Nov 23
#Ranking #GEURS 2022 by @EmergingLab
Employers ranked the 250 best schools and universities in the World. Like in 2021, @EMLYON ranks as the 2nd best French business school regarding its students' employability.
Read the full list here: [#businessschool](http://employability-ranking.com/2022-ranking)



12th Annual Global Employability University Ranking


9 18

Posts with the least engagement amongst the last 10 tweets by EMLYON

0 retweets - 1 like - 0 comments

emlyon business school ✅ @EMLYON · 10h
Dans @FR_Conversation, le professeur Vincent Giolito examine le leadership involontaire et l'influence des stars du football. [@vgiolito](#)



theconversation.com
Les footballeurs, ces « leaders involontaires » (mais leaders quand même...) Les sportifs, considérés comme doués de capacités hors normes, sont généralement pour cette raison également perçus comme dotés d'une...

1

1 retweet - 2 likes - 0 comments

emlyon business school ✅ @EMLYON · Nov 29
#GivingTuesday 🎉 La fondation emlyon agit grâce aux dons pour l'égalité des chances, l'ouverture sociale et la diversité à emlyon business school.
Faites un don aujourd'hui pour aider les étudiants [dons.fondationdefrance.org/page/je-donne-...](#)
#égalitédeschances #enseignementsupérieur



Grâce au soutien des donateurs, la fondation emlyon agit à travers trois programmes prioritaires.

58 views 0:06 / 0:28

1 2

Social Media Data Analysis

The last 10 EMLYON posts on Twitter have no comments. The post with the most engagement would be the one about the GEURS ranking with 9 retweets and 18 likes posted on November 23rd , followed by the post about Guillaume Pepy's nomination to the chairmanship of the supervisory board of the school with 6 retweets and 11 likes, also posted on November 23rd. The common point between these two posts is that both have a link to read more about what was posted. All 10 posts have on average 7.3 likes, no comments, and 2.3 retweets. Some videos on the posts have hundreds of views but the engagement is still very low.

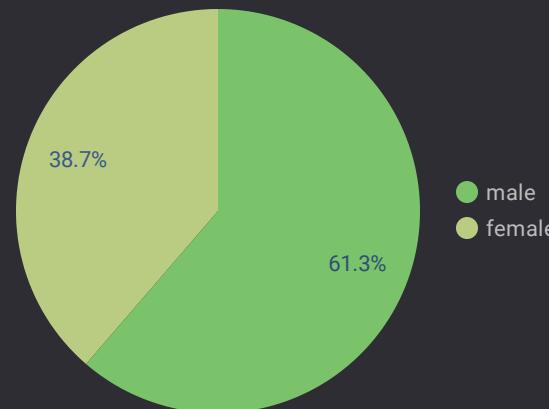
Comparing these posts to those of ESSEC Business School and HEC Paris Business School, we notice the same pattern. All these accounts have thousands of followers, post regularly, and still have a very low level of engagement. The posts are approximately the same in terms of content since they all concern news regarding the schools and are mostly written in a professional tone of voice.

Recommendations:

- Tone and voice: In order to increase engagement for EMLYON, we believe it should start speaking its followers language. Posts can become more relevant if the tone and voice resonate with people and make them see that there actually is another real person tweeting on the other side. Trying out different tones through different tweets can help them see which one gets the most engagement.
- Engaging content: EMLYON can start using some more engaging content such as GIFs and videos, or even memes when they are relevant. It will not be taking away from their professional status but merely helping them make their content resonate with the younger generation and their way of speaking their minds. Another way that can help in increasing engagement is for the school to engage with other people's content. It can start retweeting or commenting on students' and professors' posts and build an actual community that will be more likely to do the same later on. Moreover, EMLYON only posts about news with regards to the school. However, it can broaden its content by posting about other relevant topics that are trending in the moment and start conversations about different issues.
- Hashtags: Last but not least, hashtags are Twitter's own language. Tweets with relevant and/or trending hashtags can have up to 1.065% increase in terms of engagement, making them very important to use. They can even create their own hashtag which will also help users find other posts by the school and anything related to it.

Website Audience

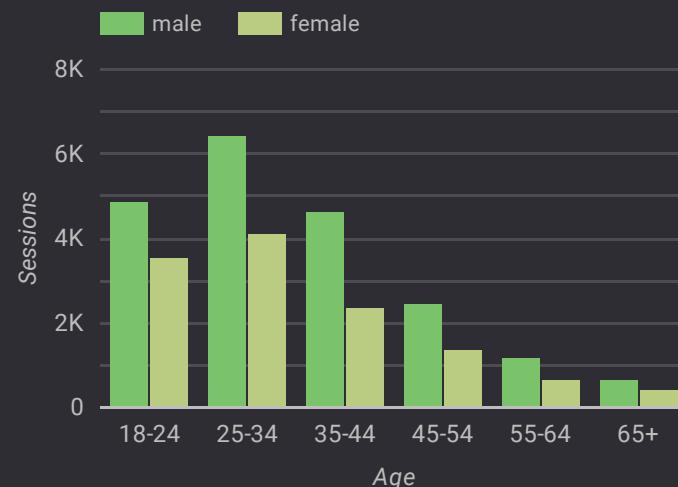
Gender by Sessions



Globally we can see that there are more males visitors (56.3%) than female visitors (43.7%).

Meaning that our brand attracts slightly more men than women.

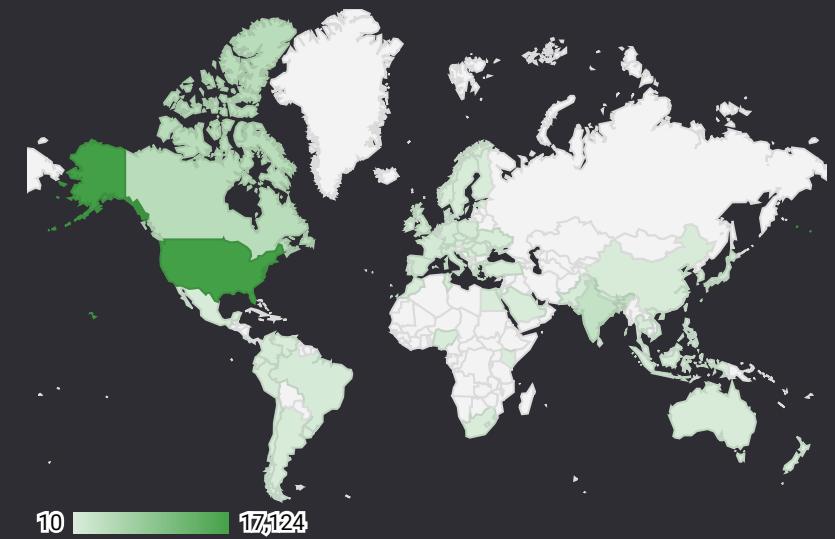
Age & Gender by Sessions



Most of our viewers are in the age range 18-44 but the large majority of visitors are aged 25-34.

Meaning we attract mainly Millenials and Gen Z.

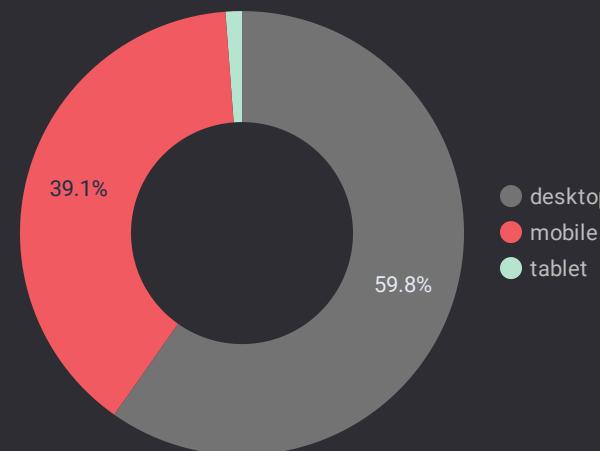
Country by Sessions



Our visitors are mainly coming from the US (21,615 sessions) then India (3,500), followed by the UK (2,228), European/Asian and South American countries.

We should thus continue to target and create content/ads geared to the american population (but of course not forget our other markets).

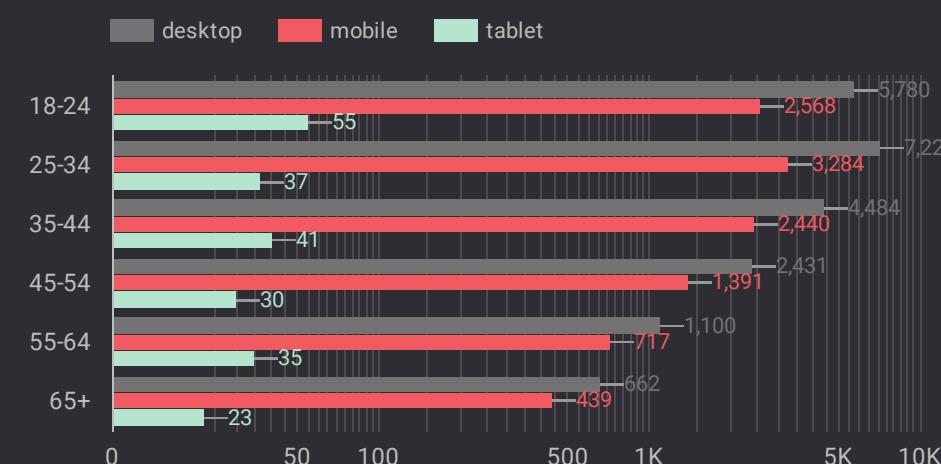
Device Category by Sessions



From the table above we can conclude that the majority of users come from desktop (73.9%) followed by mobile (23.8%) then tablet (2.2%).

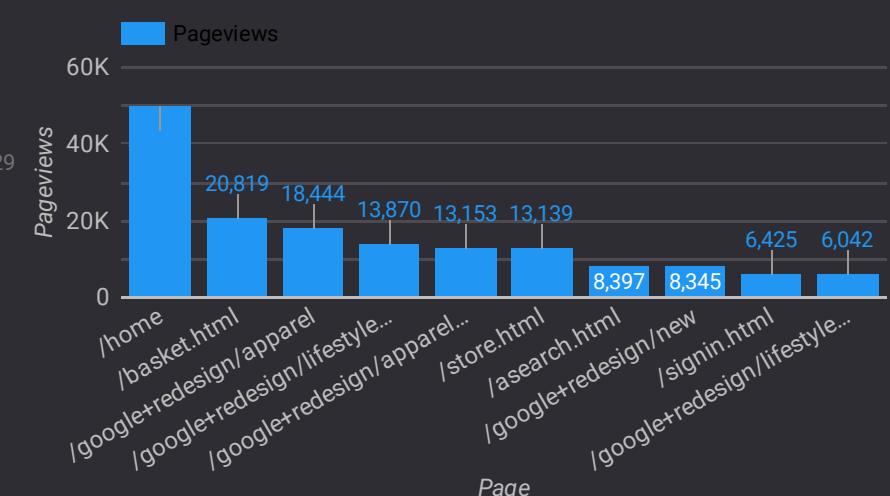
It is thus highly important for the website interface to be desktop and mobile friendly.

Device Category by Sessions & Age



Additionally adding the breakdown dimension "Age" we are able to see that if we are to target people older than 44 y/o it would be best to consider that they will come to our website through desktop. Seeing as though a very small amount of them use mobile and tablet compared to the other age ranges.

Pageviews



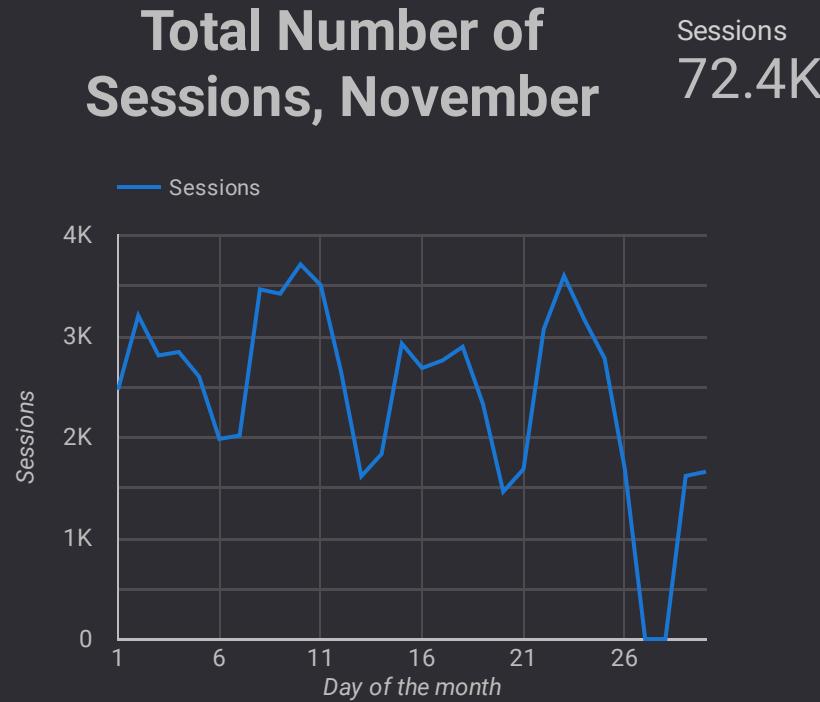
The table above shows that about 58,872 users visited the home page.

That 52,397 visitors visited a product page and added it to their basket.

We can also see from /store.html the amount of store visits

Website Acquisition

Total Number of Sessions, November



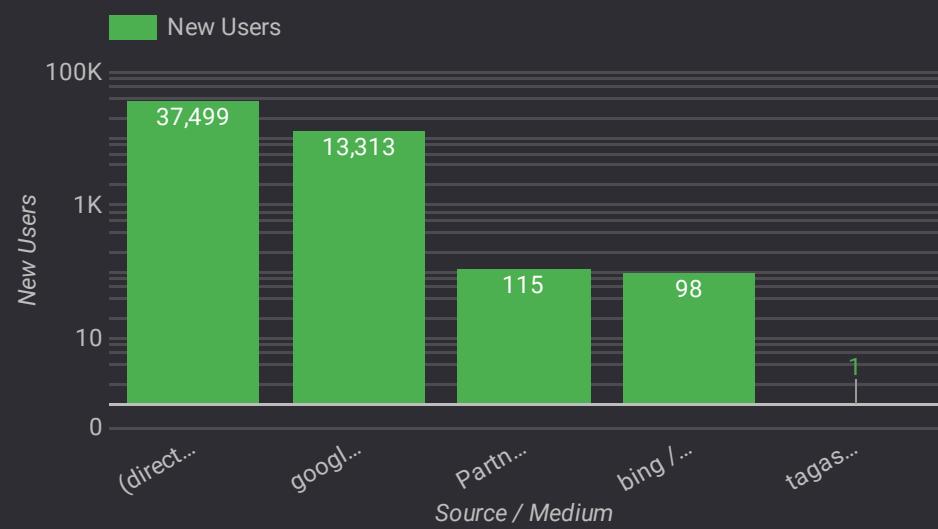
Over the period of November, we can see that the amount of sessions per day has been unstable. Every 4-6 days there is an increase followed by a slow drop.

Furthermore, on every Saturday there was a significant drop in the number of sessions.

Additionally, on the 28th of November there was a large increase of the number of sessions (a growth of 3 898 sessions compared to the day before).

Thanks to the graph we can analyse if campaigns have led to an increase in sessions. For example, an ad or campaign may have led to the highest increase of sessions, of this month, from the 27th to the 28th.

Source/Medium by New Users



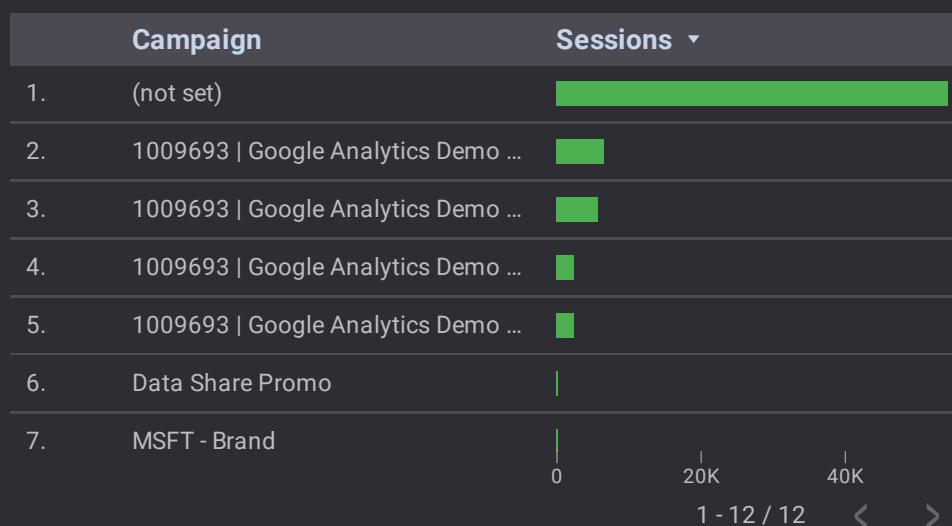
From the chart we are able to gather that "direct/none" is where our top users come from. Unfortunately direct/none means that we don't have a defined source or referring site that the new users came from. This is quite unfortunate because we therefore cannot identify which source to put more efforts in to increase the number of users coming to our website.

The next top source/medium is "google/cpc" meaning that 11.6% of new users come from a google ad they clicked on.

We can also see that merely 0.2% of new users came from partners/affiliates suggesting that the partnerships aren't as effective as the other sources. Maybe we should thus consider reevaluating our partnerships or optimizing our backlinks.

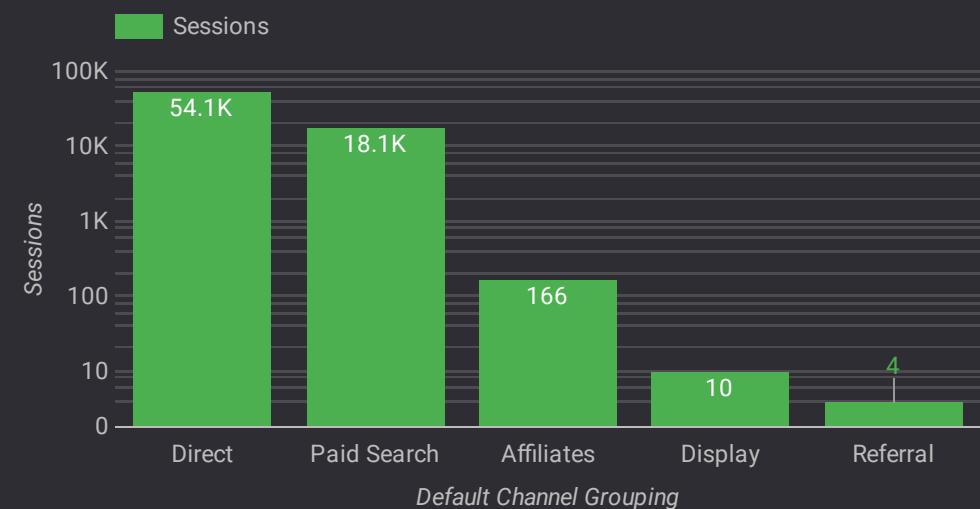
This chart is quite interesting as it allows us to identify which paid search engine / paid source is bringing in new users.

Campaigns by Sessions



Unfortunately from the chart above we cannot gather which campaign brought the most sessions to our website as "(not set)" means that Google Analytics cannot define exactly what the source is.

Default Channel Grouping by Sessions

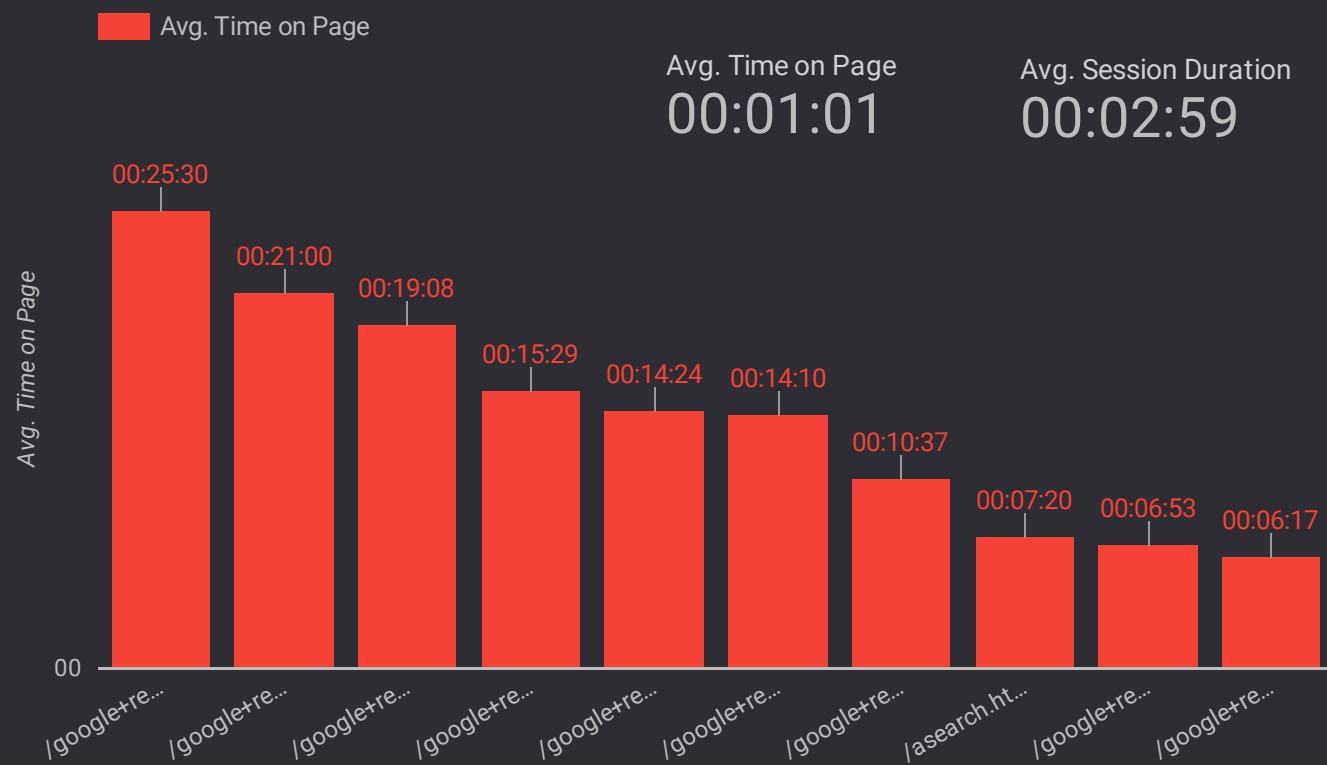


After observing the chart we are able to determine that "Direct" is the channel driving a large majority of our users to our website. Meaning, 75.1k sessions are originating from either direct URL searches, or unspecified sources. This may be due to visitors being returning visitors, direct marketing efforts or brand recognition.

Moreover, 7.7k sessions are generated thanks to "Paid search". In addition, 1.8k sessions come from display ads such as banner-style adverts ran across other websites. The company could thus think about increasing its paid search budget and display ad budget.

User Behavior

Average time on page by page



We can see that users usually spend **51 seconds** on a web page for an average duration of **3 min 34 seconds**.

The page with the longest average time on page is the White Thermostat 3rd Gen which has an average page time of 00:26:40 seconds and the page with the lowest average time on page is the Bojack Horsman brand page.

We can thus presume that users are less interested in the Bojack Horsman products and the product that attracts the most interest is the Thermostat product page. This may be due to the product itself or the layout of the page (if they have different layouts).

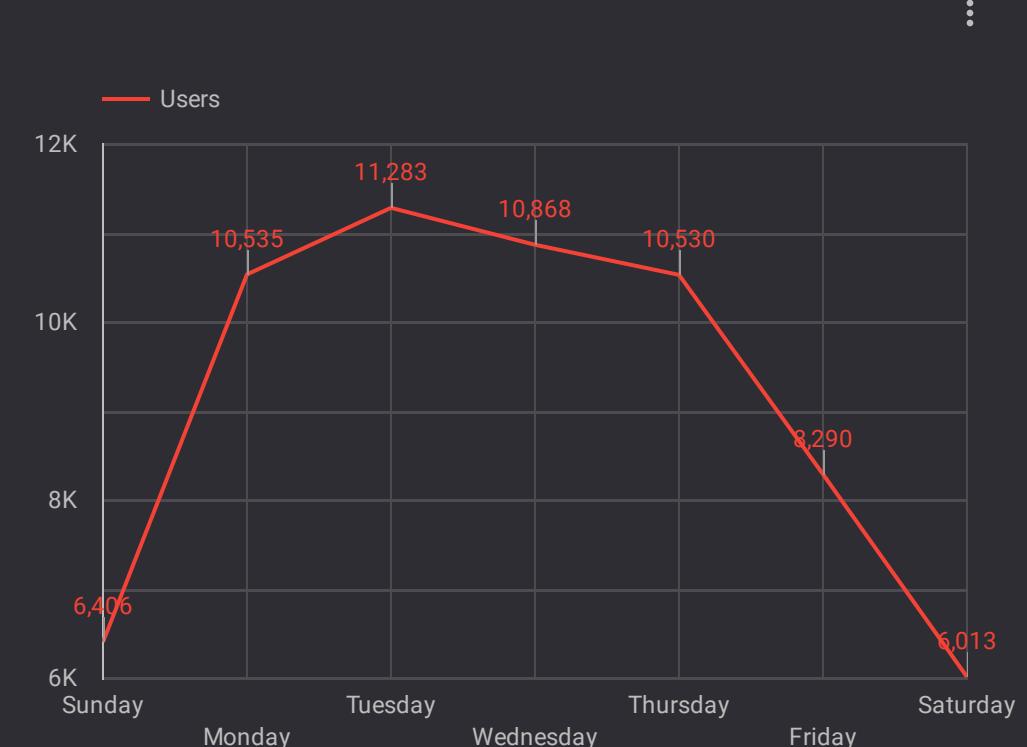
Best pages by number of users

| Page | Users |
|------------------------------------|---------------|
| 1. /home | 29,088 |
| 2. /google+redesign/apparel | 12,749 |
| 3. /google+redesign/lifestyle/d... | 9,837 |
| 4. /google+redesign/apparel/... | 7,308 |
| 5. /basket.html | 6,357 |
| 6. /store.html | 5,075 |
| 7. /google+redesign/new | 4,881 |
| 8. /signin.html | 4,321 |
| Grand total | 55,524 |

1 - 100 / 459



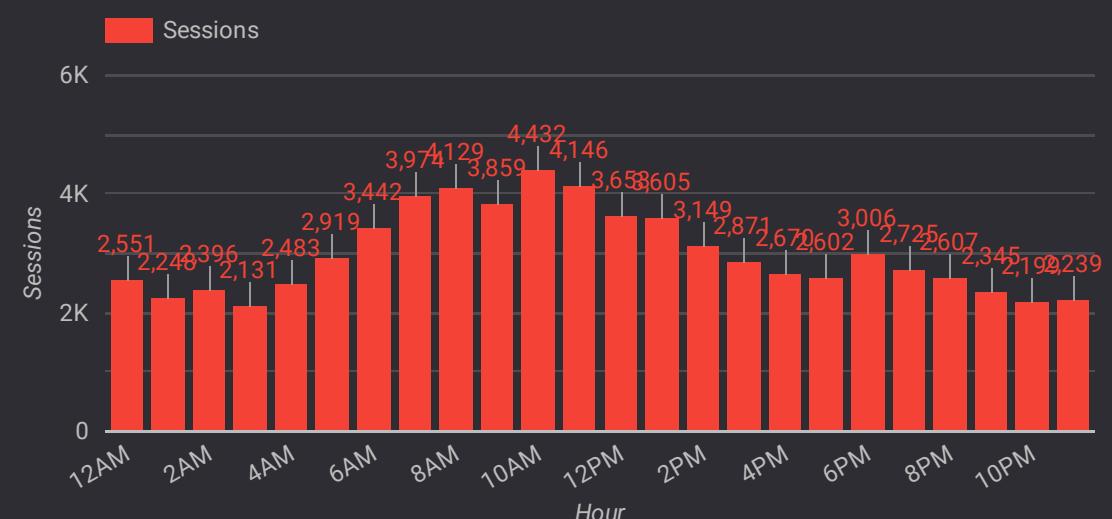
Number of users by day of the week



With the graph above we can conclude that Monday is the day with the most users on our website and the day with the least amount of traffic is Saturday.

Additionally, we can observe that the traffic is highest during the weekdays.

Number of sessions by hours



We can observe that the hour with the most traffic on our website is 10am and the hour with the least is 2am. In addition, the peak hours are from 8am to 1pm.

Knowing the peak hours allows us to know when the website should:

- Be able to handle increased traffic
- Allocate customer service resources the most
- Deploy ad campaigns
- Analyse customer behavior

Conversions

Revenue by Product



Total Product Revenue

Product Revenue
\$123.33K

The product that creates the most revenue is the **Google Black Eco Zip Hoodie** with **7,962\$**, followed by the **Google Unisex Eco Tee Black** with **6,104\$**.

The others product are much more similar in term of revenues, generating about **5k \$** revenue each.

This analysis allows us to aquire insights on customers preferences and trends.

| User Type | Users | Conv Rat... | Ecommerce Co... | Avg. Order Value | Revenue |
|----------------------|---------------|--------------|-----------------|------------------|---------------------|
| 1. New Visitor | 50,507 | 0.87% | 0.86% | \$80.21 | \$35,132.23 |
| 2. Returning Visitor | 12,113 | 4.82% | 2.73% | \$151.03 | \$88,200.59 |
| Grand total | 55,524 | 1.84% | 1.41% | \$120.68 | \$123,332.82 |

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Ecommerce Conversion Rate

Ecommerce Conversion Rate
1.41%

Our website's revenue is \$257.642k. This is composed of \$175k from 16,388 returning visitors and \$81k from 54,381 new visitors. Meaning that we are generating more revenue from returning visitors.

The company should thus make their CRM strategy one of their top priorities in order to strengthen relationships with returning customers and keep profits up.

Additionally, we can see that the conversion rate for the returning visitors is much higher than the one from new visitors (more than 7%). Furthermore, we have a high number of new visitors 54,381, yet a very small conversion rate per user (1.3%) meaning that the company needs to improve its conversion tactics for new visitors.

This may suggest that:

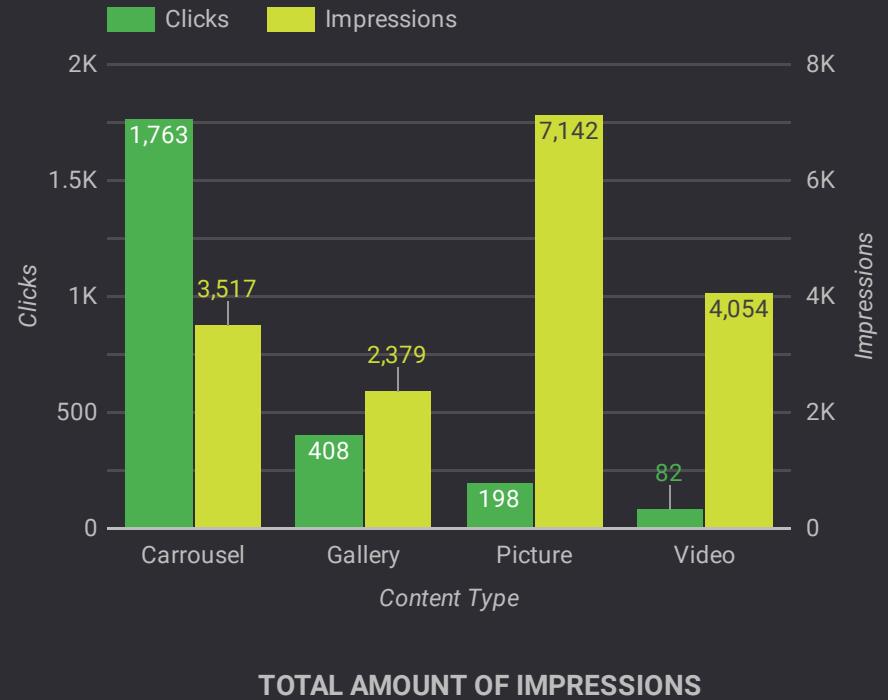
- Our targeting strategy is more focused on retargeting than targeting new customers.
- Our audience needs to have familiarity and trust the brand before purchasing
- Our website needs optimization for new visitors

Conversion Rate per User

Conv Rate Per User
1.84%

Linkedin Data

Content Type by Clicks & Impressions



The total amount of post impressions is 17,092.

For further analysis, we decided to analyse the amount of clicks and impressions per content type.

CONTENT TYPE BY CLICKS

After observing the chart, we are able to conclude that the content type with the most received clicks is "Carousel" and the least is "Video", this may be due to the fact that videos take longer to watch and that carousels are more interactive. We should thus opt for the use of more carousels and less videos (or maybe shorter videos if the problem is the duration of the videos).

IMPRESSIONS PER CONTENT TYPE

Moreover, we can see that pictures were loaded or viewed more than the other types of content.

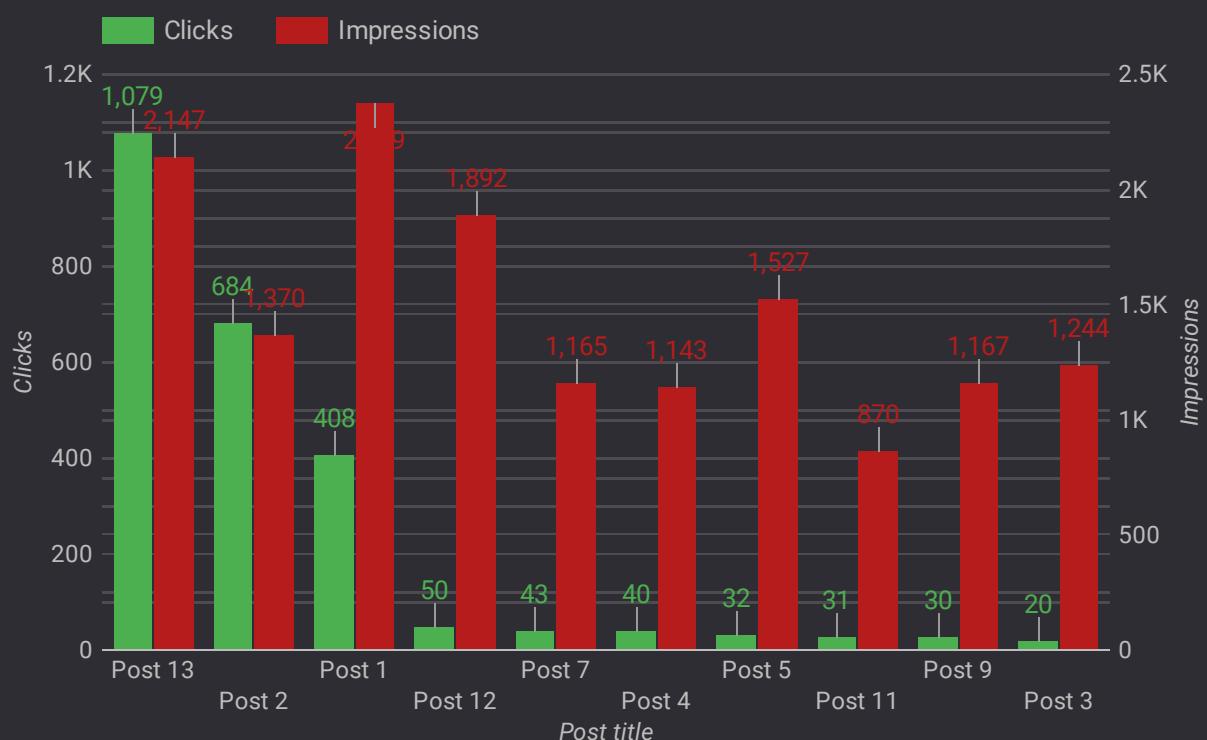
We are able to see that the combined total of impressions for pictures was 7,142. Meaning that in total 7,142 pictures had been seen or loaded on a page such that it could be viewed on someone's newsfeed on LinkedIn.

Most Clicked Posts

| Post title | Content Type | Clicks |
|------------|--------------|--------|
| 1. Post 13 | Carrousel | 1,079 |
| 2. Post 2 | Carrousel | 684 |
| 3. Post 1 | Gallery | 408 |
| 4. Post 12 | Picture | 50 |
| 5. Post 7 | Picture | 43 |
| 6. Post 4 | Video | 40 |
| 7. Post 5 | Picture | 32 |
| 8. Post 11 | Picture | 31 |
| 9. Post 9 | Picture | 30 |
| 10. Post 3 | Video | 20 |

The chart above shows that the most clicked post is Post 13 followed by Post 2 and Post 1. Moreover, the other posts have under 51 clicks.

Clicks and Impressions per Post



This additionally chart is to have a better view of both the amount of clicks and impressions per post.