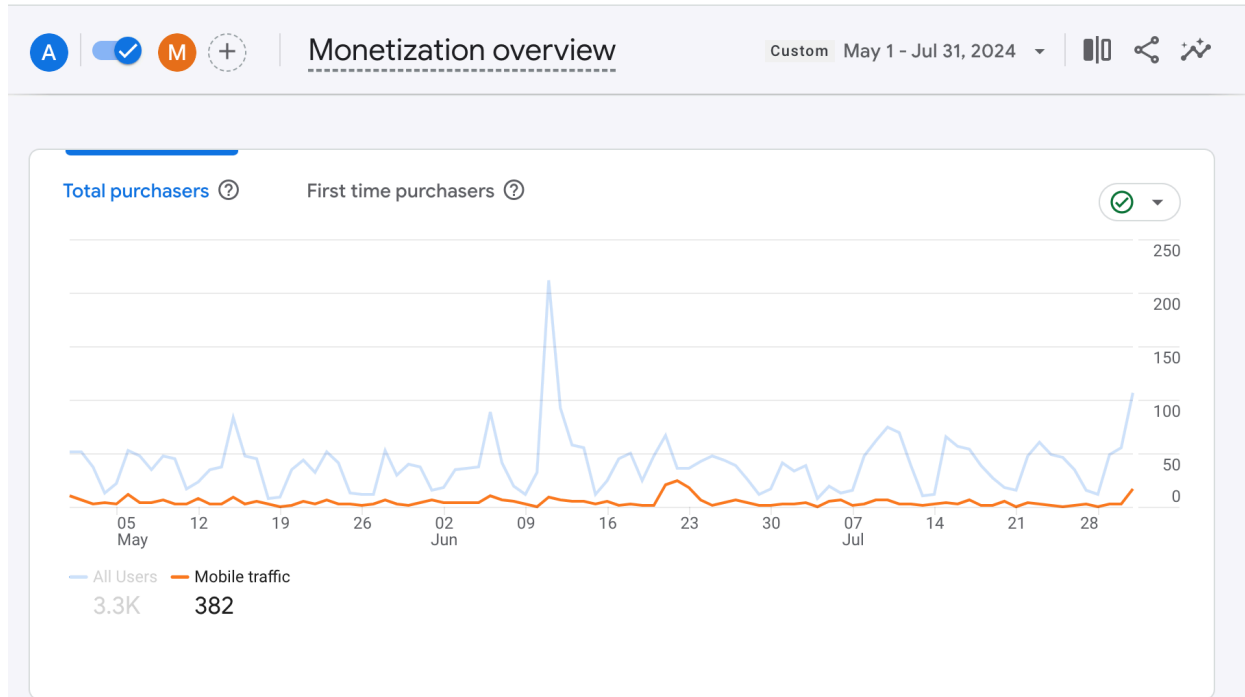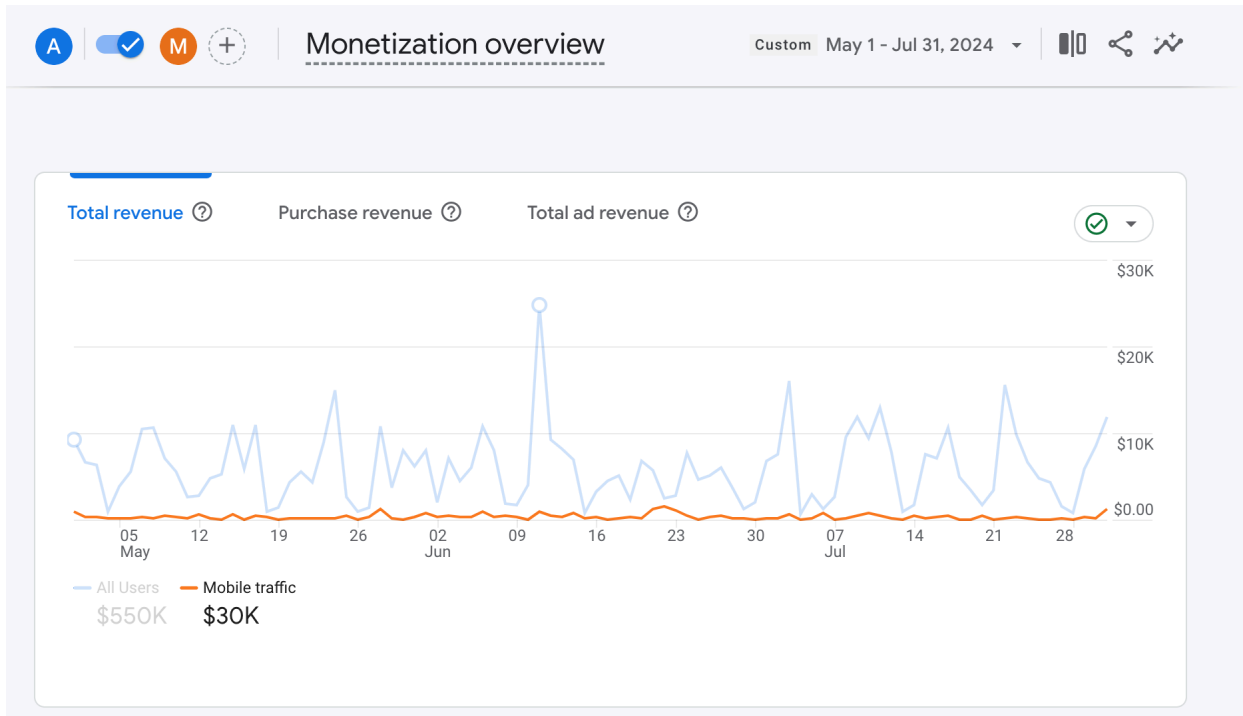Nikita Belii

ISM 4420

10/01/2024

Homework Assignment #2

1. How many 'mobile' users did a purchase in the last three months?

How much is the total revenue made by those mobile users?

Monetization overview

Custom May 1 – Jul 31, 2024

Total revenue **Purchase revenue** **Total ad revenue**
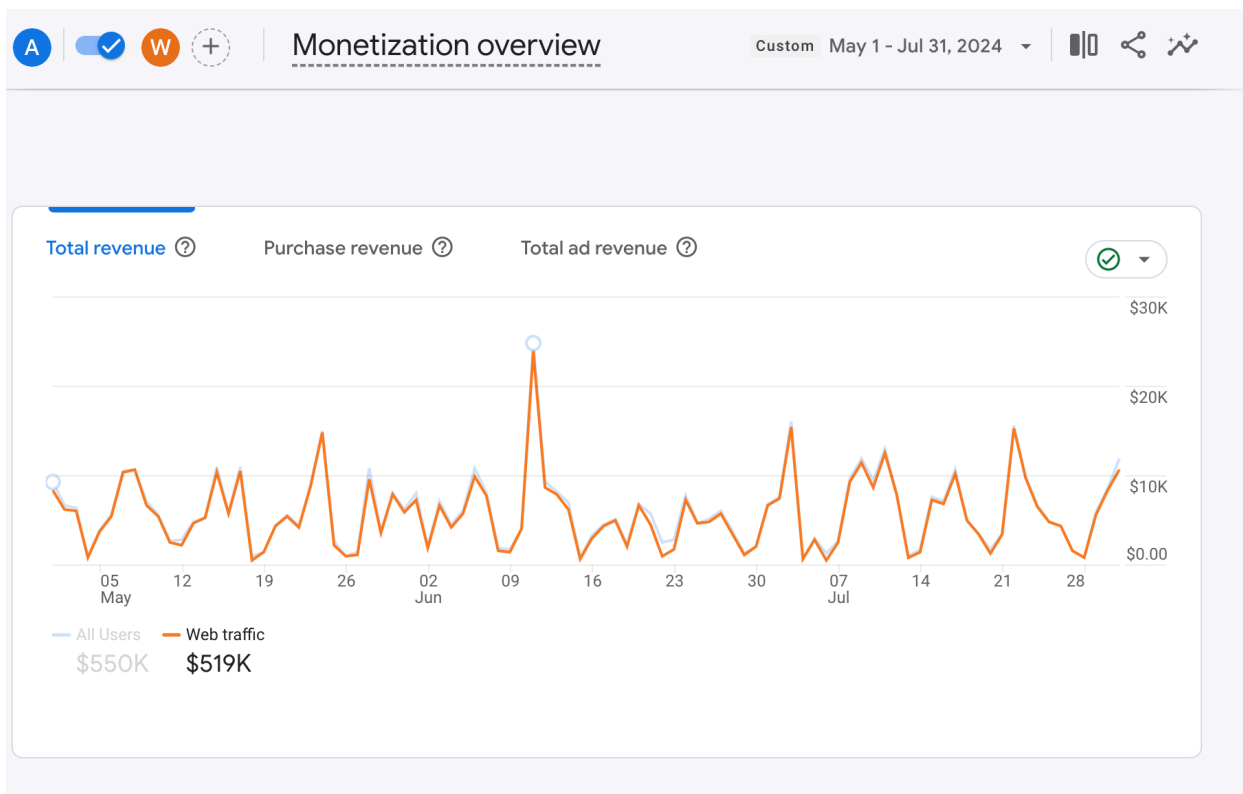
All Users — Mobile traffic
$550K $30K

What percentage of the total revenue was made by mobile phone users?

5.45%

2. How many 'desktop' users did a purchase in the last three months?

Total purchasers ⑦ **First time purchasers** ⑦

250
200
150
100
50
0

05 May   12   19   26   02 Jun   09   16   23   30   07 Jul   14   21   28

— All Users — Web traffic
3.3K   2.9K
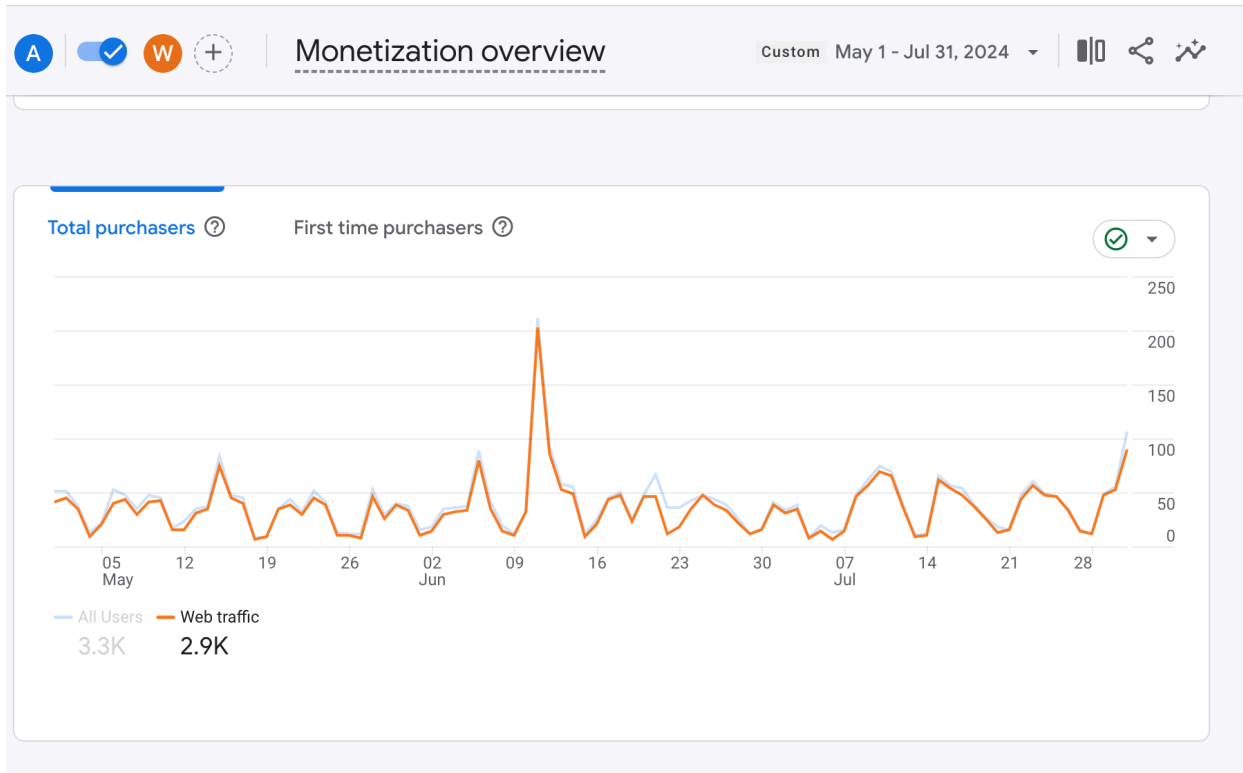
How much is the total revenue made by those desktop users?

Total revenue ⑦   **Purchase revenue** ⑦   **Total ad revenue** ⑦

$30K
$20K
$10K
$0.00

05 May   12   19   26   02 Jun   09   16   23   30   07 Jul   14   21   28

— All Users — Web traffic
$550K $519K

What percentage of the total revenue was made by desktop users?

94.36%

3. What percentage of the 'mobile' users are coming to the website through 'paid search' in the last three months?

0.99%

	Unassigned	Mobile traffic	344	5
5	Email	All Users	2,513	2,119
	Email	Mobile traffic	247	228
6	Organic Social	All Users	1,744	1,224
	Organic Social	Mobile traffic	593	474
7	Paid Search	All Users	1,572	641
	Paid Search	Mobile traffic	981	394
8	Organic Shopping	All Users	846	746
	Organic Shopping	Mobile traffic	463	416
9	Paid Other	All Users	243	97
	Paid Other	Mobile traffic	92	14
10	Organic Video	All Users	41	16
	Organic Video	Mobile traffic	14	7

4. What percentage of the 'mobile' users are coming to the website through 'organic search' in the last three months?

16.79%

	Session primary...Channel Group) ▾ +	Comparison	↓ Sessions	Engaged sessions	En
	All Users		302,562 100% of total	157,672 100% of total	
	Mobile traffic		98,791 32.65% of total	46,379 29.41% of total	
1	Direct	All Users	226,904	108,504	
	Direct	Mobile traffic	73,946	29,091	
2	Organic Search	All Users	46,756	33,570	
	Organic Search	Mobile traffic	16,596	11,934	
3	Referral	All Users	14,365	10,516	
	Referral	Mobile traffic	5,594	3,888	

Search... Rows per page: 10 ▾ 1-10 of 10

5. What percentage of the 'desktop' users are coming to the website through 'paid search' in the last three months?

0.34%

3	Referral	All Users	14,365	10,516
	Referral	Web traffic	8,842	6,689
4	Unassigned	All Users	4,338	2
	Unassigned	Web traffic	3,205	0
5	Email	All Users	2,513	2,119
	Email	Web traffic	2,269	1,894
6	Organic Social	All Users	1,744	1,224
	Organic Social	Web traffic	1,143	746
7	Paid Search	All Users	1,572	641
	Paid Search	Web traffic	513	217
8	Organic Shopping	All Users	846	746
	Organic Shopping	Web traffic	366	313
9	Paid Other	All Users	243	97
	Paid Other	Web traffic	125	77
10	Organic Video	All Users	41	16

6. What percentage of the 'desktop' users are coming to the website through 'organic search' in the last three months?

19.31%

Search…			Rows per page: 10 ▾	1-10 of 10	
Session primary…Channel Group) ▾ +	Comparison		↓ Sessions	Engaged sessions	Eng
All Users			302,562 100% of total	157,672 100% of total	
Web traffic			152,115 50.28% of total	99,720 63.25% of total	A
1	Direct	All Users	226,904	108,504	
	Direct	Web traffic	104,309	67,801	
2	Organic Search	All Users	46,756	33,570	
	Organic Search	Web traffic	29,369	21,332	
3	Referral	All Users	14,365	10,516	
	Referral	Web traffic	8,842	6,689	

7. What percentage of 'male' users use 'desktop'?

66.76%

What percentage of 'male' users use 'mobile'?

26.74%

			41.01% of total	42.38% of total	29.41% of total	Avg -9
	Web traffic		**82,558** 45.31% of total	**75,910** 44.01% of total	**99,720** 63.25% of total	**65.** Avg +2
1	unknown	All Users	116,249	110,354	81,540	48
	unknown	Mobile traffic	59,449	57,649	34,511	44.
	unknown	Web traffic	41,442	37,749	40,581	62.
2	male	All Users	38,820	34,086	42,340	64.
	male	Mobile traffic	10,382	10,052	8,090	56.
	male	Web traffic	25,915	21,995	33,157	71.
3	female	All Users	32,862	28,045	31,833	49.
	female	Mobile traffic	5,557	5,391	3,699	47.
	female	Web traffic	19,245	16,166	23,576	64.

8. What percentage of 'female' users use 'desktop'?

58.56%

What percentage of 'female' users use 'mobile'?

16.91%

Mobile traffic			41.01% of total	42.38% of total	29.41% of total	Avg -9
Web traffic			**82,558** 45.31% of total	**75,910** 44.01% of total	**99,720** 63.25% of total	**65.!** Avg +2
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9. Do you find any preference among males and females to use desktop or mobile while shopping at the Google Merchandise store, according to the reports for questions 7 and 8? (1 point)

According to the reports, both male and female users prefer to use desktop devices over mobile devices while shopping at the Google Merchandise store.

10. Which device (Mobile or Desktop) 'new users' usually use?
New users use Desktop slightly more often than Mobile.
 Does this preference have any relations with whether those users are acquired through Organic Search or Paid Search?

Search…   Rows per page: 10 ▾   1-10 of 10

First user prim…Channel Group) ▾ +	Comparison	New users	Returning users	en... a --
All Users		172,485 100% of total	40,614 100% of total	
Mobile traffic		73,092 42.38% of total	10,200 25.11% of total	A
Web traffic		75,910 44.01% of total	24,517 60.37% of total	A
1 Direct	All Users	134,144	34,020	
Direct	Mobile traffic	55,097	8,081	
2 Organic Search	All Users	26,396	4,643	
Organic Search	Mobile traffic	11,715	1,517	
Organic Search	Web traffic	14,155	3,114	
3 Referral	All Users	8,086	1,412	
Referral	Mobile traffic	4,508	396	
Referral	Web traffic	3,406	1,005	
4 Organic Social	All Users	1,151	139	
Organic Social	Mobile traffic	543	25	
Organic Social	Web traffic	604	114	
5 Email	All Users	953	250	
Email	Mobile traffic	176	27	
Email	Web traffic	777	223	
6 Paid Search	All Users	858	68	
Paid Search	Mobile traffic	595	45	
Paid Search	Web traffic	224	19	

11. What are the top two 'interest' categories of 'female' users?

1 - Technology/Technophiles 2 - Lifestyles & Hobbies/Shutterbugs

How much 'revenue' did 'female' users make in those two categories?

It didn't let me remove age categorization without removing Interests

	Gender ▾	Interests ▾ ✕	Age ▾ ✕	↓ Active users
	Total			60,887 100% of total 10
1	male	Technology/Technophiles	18-24	7,073
2	male	Technology/Technophiles	25-34	5,430
3	male	Banking & Finance/Avid Investors	25-34	3,929
4	female	Technology/Technophiles	18-24	3,730
5	male	Lifestyles & Hobbies/Shutterbugs	18-24	3,533
6	male	News & Politics/Avid News Readers/Avid Business News Readers	25-34	3,397
7	male	Technology/Technophiles	35-44	3,349
8	male	Media & Entertainment/Gamers/Hardcore Gamers	18-24	3,241

Demographic details: Gender ⚠ ▾ Custom May 1 - Jul 31, 2024 ▾

12. What are the top two 'interest' categories of 'male' users?

1 - Technology/Technophiles 2 - Banking & Finance/Avid Investors

 How much 'revenue' did 'male' users make in those two categories?

It didn't let me remove age categorization without removing Interests

01
May
01
Jun
01
Jul

2K
0

◌ Total ● male ● female

Plot rows		🔍 Search...	Rows per page:	250 ⌄	Go to:	1	‹ 1-250 of 1649 ›

Gender ⌄	Interests ⌄ ✕	Age ⌄ ✕	↓ Active users
Total			60,887 100% of total 10
1 male	Technology/Technophiles	18-24	7,073
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	News & Politics/Avid News		