

Nikita Belii

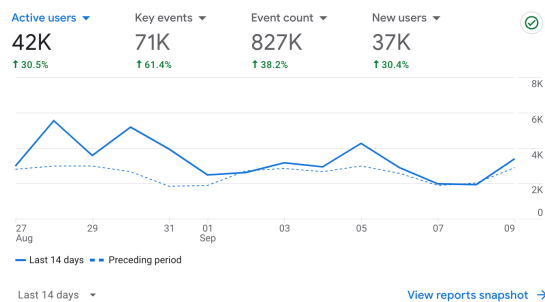
ISM 4420

09/10/2024

Google Analytics on Google Merchandise Store

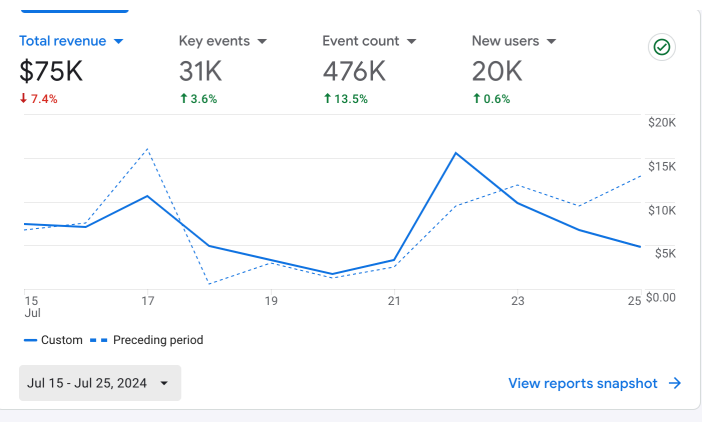
a. How many users visited the site during the last 2 weeks? (1 point)

Around 42,000



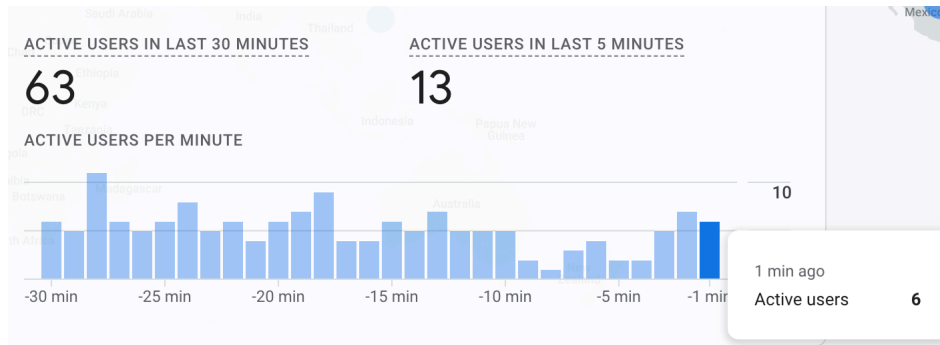
b. What was the total revenue created between July 15 and 25, 2024? (1 point)

75k



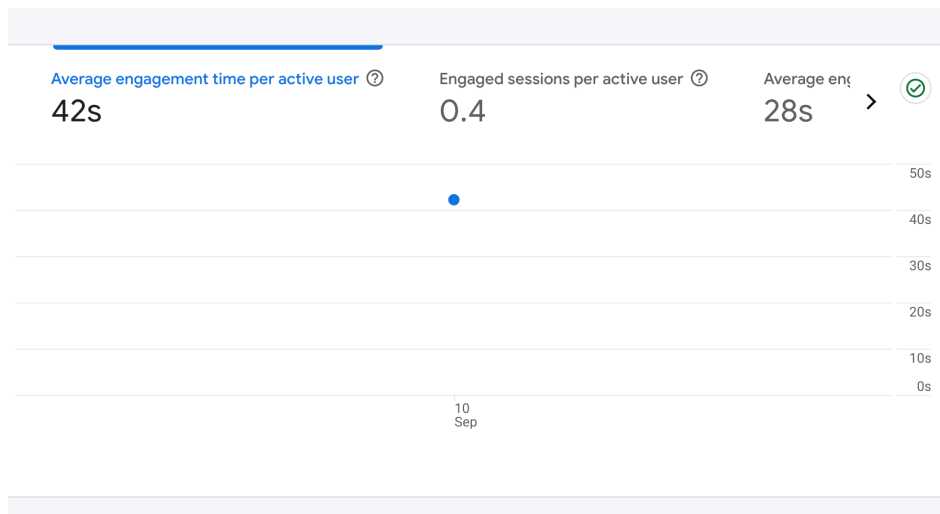
c. How many people are 'currently (real-time)' visiting the website? (1 point)

6 users



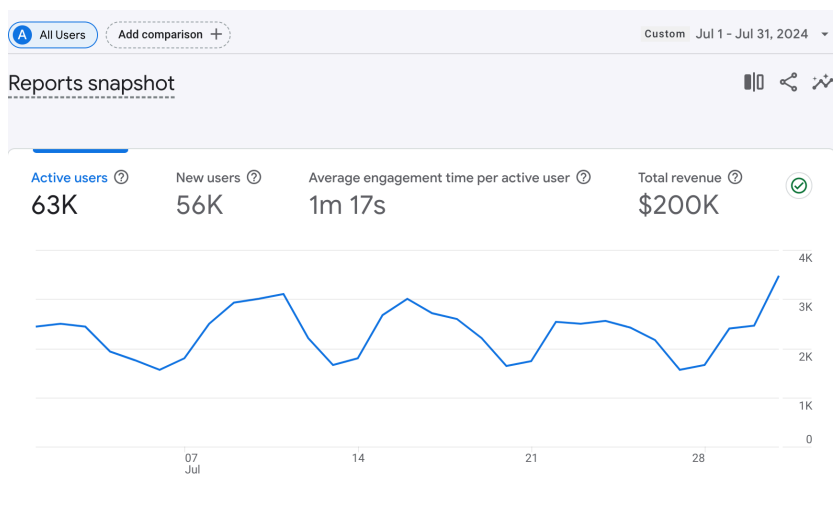
d. From the people who are currently visiting the website - how many 'engaged users' are there? (1 point)

I could only get this information. 40% out of active users are engaged users



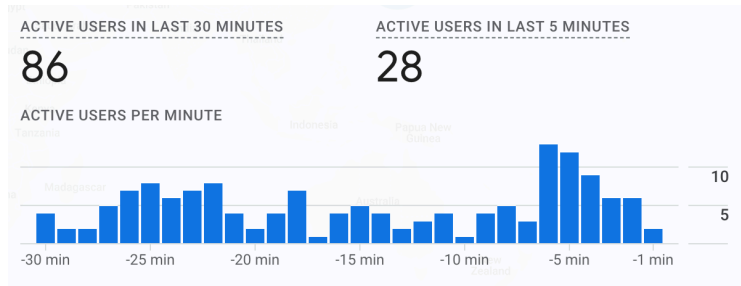
e. What was the total number of views over the month of July 2024? (1 point)

63k



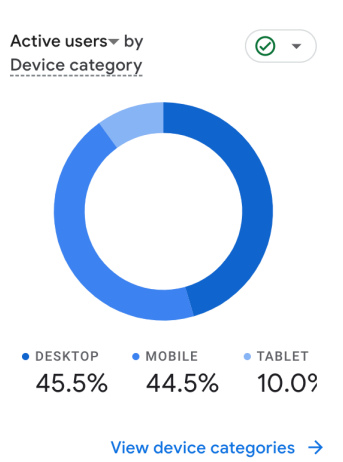
f. How many users are actively visiting the website (i.e., within the last 30 minutes)?
(1point)

86



g. What percentage of devices (desktops, mobile etc) are the active users (people in above question) using? (1 point)

45.5 - desktop, 44.5 - mobile, 10.0 - tablet



h. From which country 'currently' is the most traffic coming from? (1 point)

United States

Active users▼ by Country



i. What percentage of the active users (i.e., users within the last 30 minutes) have completed a purchase (percentage of purchasers)? (1 point)

1.02%

Active users▼ by Audience

#1 All Users

89

30.17%



AUDIENCE	ACTIVE USERS
Predicted 28-day top spende...	5
Top spenders: Top 5% of users	5
Purchasers	3
Users i	2

ACTIVE USERS

Purchasers 3 (1.02%)

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j. Which is the most frequent 'event' that the 'current' users are using? (1 point)

page_view

Event count by Event name

#1 page_view

327
26.91%



EVENT NAME	EVENT COUNT
page_view	327
view_item_list	225
view_promotion	97
session_start	92
user_engagement	70
view_item	70

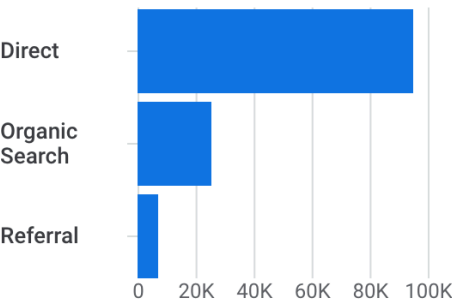
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k. Which top 3 channels were driving the most traffic during the last 2 months? (1 point)

Direct, Organic Search, Referral

Top 3 Session default channel group
by Users

Jul 1–Aug 31, 2024



l. Which channel has the highest engaged sessions during the last 2 months? (1 point)

Direct

Top Session default channel group
by Engaged sessions

Jul 1–Aug 31, 2024

SESSION DEFAULT...	ENGAGED SESSIO...
Direct	63K
Organic Search	27K
Referral	9.1K
Email	4.5K
Cross-network	936
Organic Social	735
Paid Search	579
Organic Shopping	364
Paid Other	139
Organic Video	78