Google Analytic

ICT For Business

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Google merchandise Store-Google Analytic
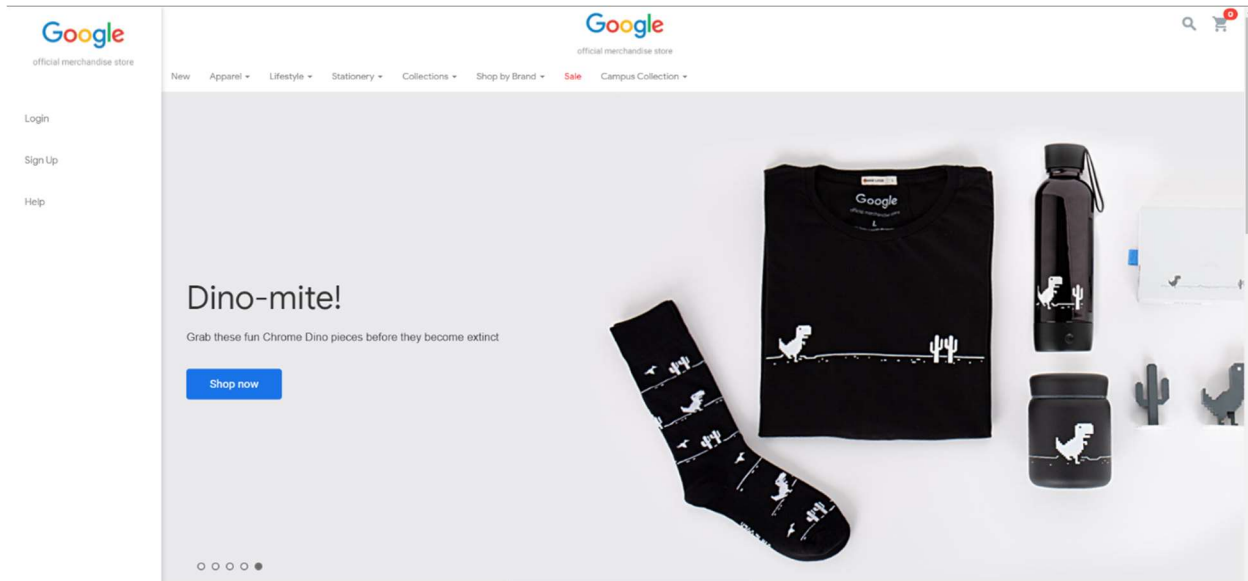
Overview

The Google Merchandise Store is an e-commerce website that sells Google branded products. The e-commerce website is based on both Universal Analytics and Google Analytics.

In today's day and age, nearly everyone uses a mobile device to quickly lookup reliable information or buy products; if the website is slow or hard to use, people will find a different place to look. The Mobile Overview Report is an important Google Analytics report that helps website owners see where pain points are on their mobile site. If your website isn't mobile-friendly, users won't stay long to read about your company or offerings. Not only that, but Google will penalize you by lowing your ranking if your website is not mobile-compatible. Another interesting aspect of this report is that Google Analytics gives you the ability to see what kind of device people are using to view your mobile site, as well as what channel they're entering from. The mobile overview report will show you mobile improvement opportunities, which may lead to increased traffic and ranking

User Behavior Analysis

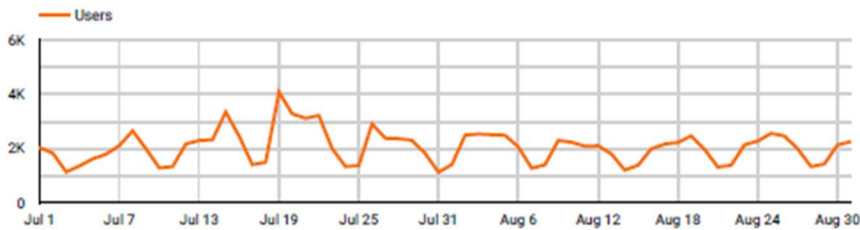## Google Mechandise Store Analytics Audience Overview

| Continent ▾ | Region ▾ | Device ▾ | Channel ▾ | Jul 1, 2021 - Aug 31, 2021 ▾ |

Your audience at a glance

New Visitor ● Returning Visitor ●

30.1%
69.9%

Users	New Users	Number of Sessions per User	Sessions
101,008	97,730	1.39	139,990

Pageviews	Pages / Session	Avg. Session Duration	Bounce Rate
751,780	5.37	00:03:15	45.57%
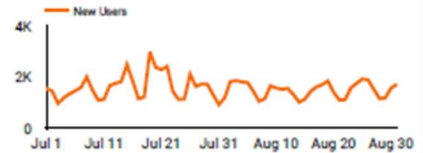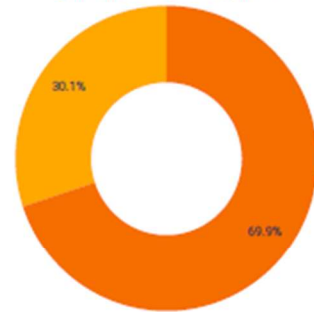
New Users

Let's learn a bit more about your users!

Language breakdown
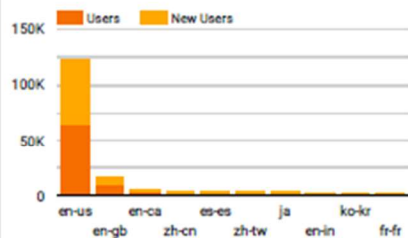
	Language	Users	New Users
1.	en-us	63,799	59,148
2.	en-gb	9,164	8,889
3.	en-ca	2,966	2,917
4.	zh-cn	2,204	2,182
5.	es-es	2,000	1,914
6.	zh-tw	1,859	1,827
7.	ja	1,805	1,768
8.	en-in	1,630	1,605
9.	ko-kr	1,627	1,589
...	fr-fr	1,200	1,141

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Country breakdown

Google — Keyboard shortcuts — Map data ©2021 — Terms of Use

	Continent	Users	New Users
1.	Americas	58,560	54,807
2.	Asia	26,189	25,702
3.	Europe	15,425	14,606
4.	Oceania	1,619	1,591
5.	Africa	1,155	1,115
6.	(not set)	50	50

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What device are people using?

33.8%
64.3%

● desktop ● mobile ● tablet
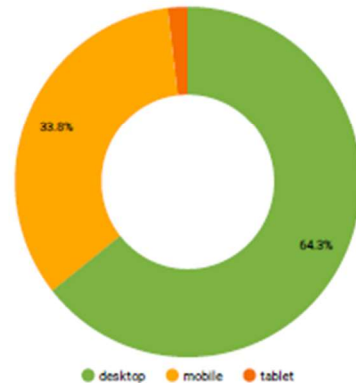
	Device	Users	New Users
1.	desktop	65,720	61,292
2.	mobile	34,582	34,690
3.	tablet	1,910	1,889

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Page Views
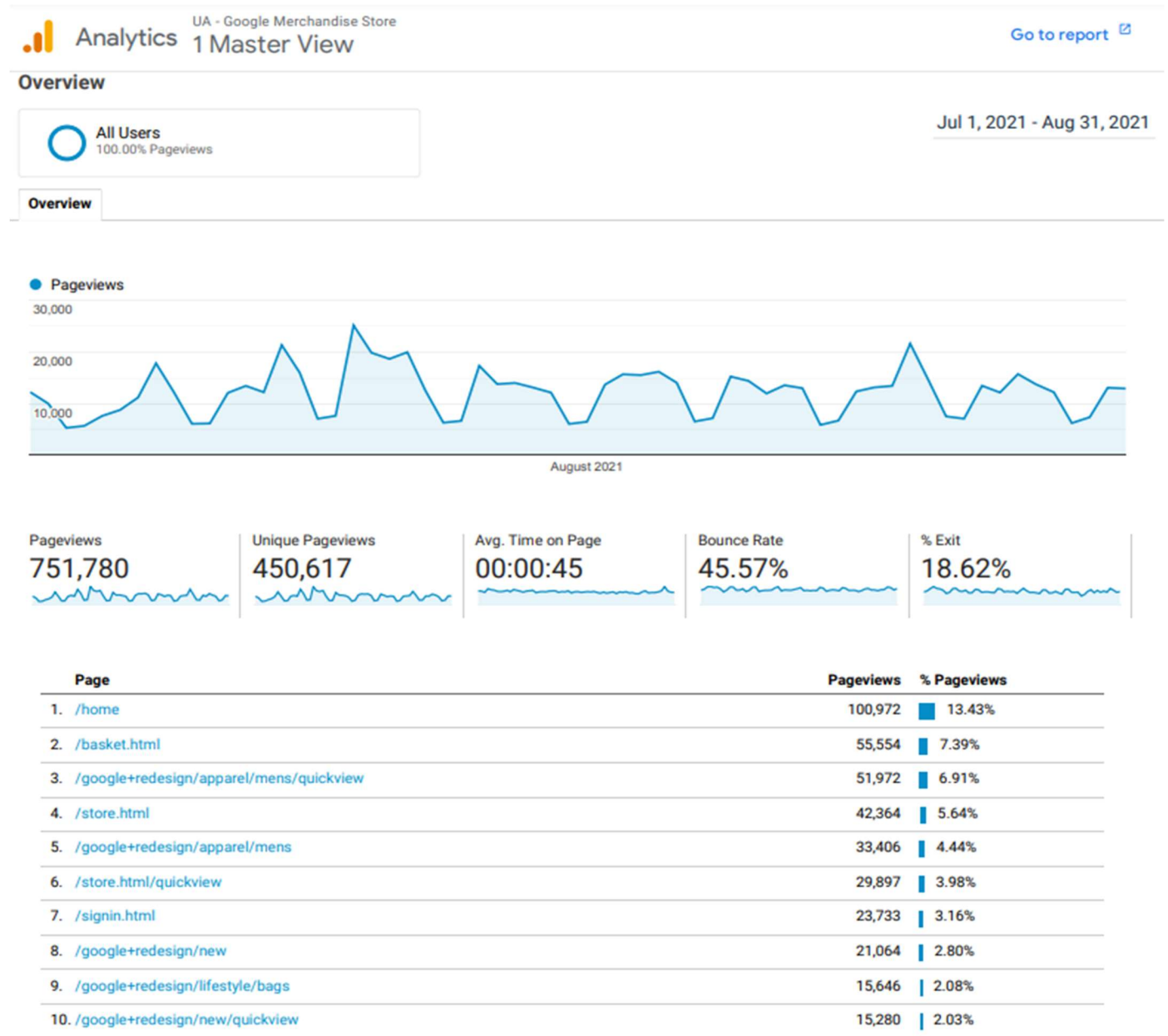
Page Viewers by Page title

Page Title	Pageviews	% Pageviews
1. Men's / Unisex | Apparel | Google Merchandise Store	100,887	13.42%
2. Home	94,543	12.58%
3. Shopping Cart	55,074	7.33%
4. New | Google Merchandise Store	37,066	4.93%
5. Womens | Apparel | Google Merchandise Store	31,008	4.12%
6. Bags | Lifestyle | Google Merchandise Store	28,883	3.84%
7. The Google Merchandise Store - Log In	28,554	3.80%
8. Drinkware | Lifestyle | Google Merchandise Store	24,118	3.21%
9. Apparel | Google Merchandise Store	24,113	3.21%
10. YouTube | Shop by Brand | Google Merchandise Store	23,794	3.17%

Page Views By Product Category

Product Categories (Content Group)	Pageviews	% Pageviews
1. (not set)	375,499	49.95%
2. Apparel	202,866	26.98%
3. Lifestyle	81,814	10.88%
4. Brands	54,195	7.21%
5. New	36,409	4.84%
6. Electronics	997	0.13%

Google Merchandise Store Analytics Acquisition Overview

Continent ▾	Region ▾	Channel ▾	Device ▾	Jul 1, 2021 - Aug 31, 2021 ▾

Users	Sessions	Bounce Rate	Goal Completions	Avg. Time on Page
101,008	139,990	45.57%	34,694	00:00:44

Top Acquisition Channels

97.5%

- Direct
- Paid Search
- Display
- Affiliates
- (Other)
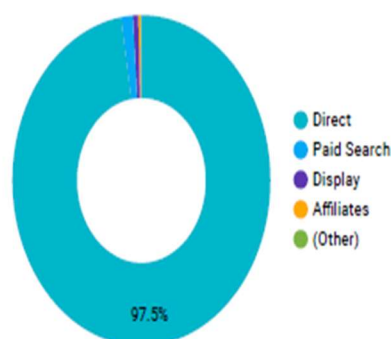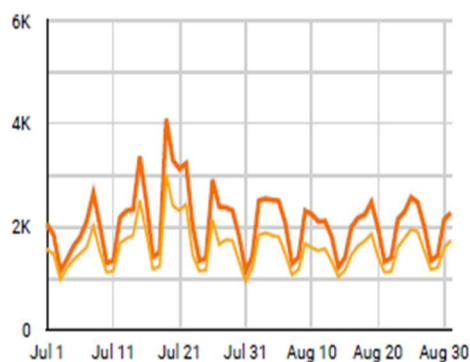
Users (vs. New Users)

Conversions
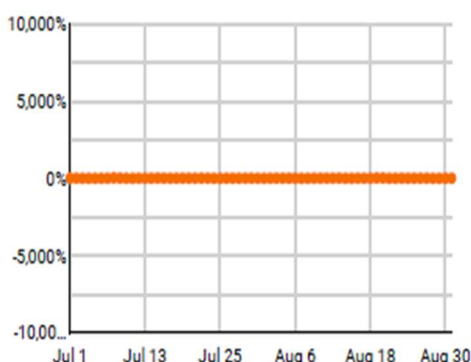
	Acquisition			Behavior			Conversions		
	Sessions	Users	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	140.0K	101.0K	97.7K	45.6%	5.4	03:15	24.8%	34.7K	No data
Source / Medium	Sessions	Users	New Users	Bounce Rate	Pages / Session	Avg Session Dura...	Goal Conversion ...	Goal Completions	Goal Value
(direct) / (none)	137,032	98,658	95,429	44.87%	5.44	00:03:18	25.23%	34,573	$0
google / cpc	1,542	1,468	1,430	79.96%	1.69	00:00:25	2.85%	44	$0
dfa / cpm	880	674	656	81.14%	2.23	00:00:53	2.61%	23	$0
Partners / affiliate	432	357	321	73.84%	2.6	00:01:46	6.25%	27	$0
(not set) / (not s...	101	59	32	37.62%	7.45	00:03:57	25.74%	26	$0
Partners / (not s...	2	2	2	0%	4	00:04:34	50%	1	$0
yandex / (not set)	1	1	1	100%	1	00:00:00	0%	0	$0

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Google Mechandise Analytics Behaviors Overview

Continent ▾	Region ▾	Channel ▾	Device ▾	Jul 1, 2021 - Aug 31, 2021 ▾

Overview of your user behaviors

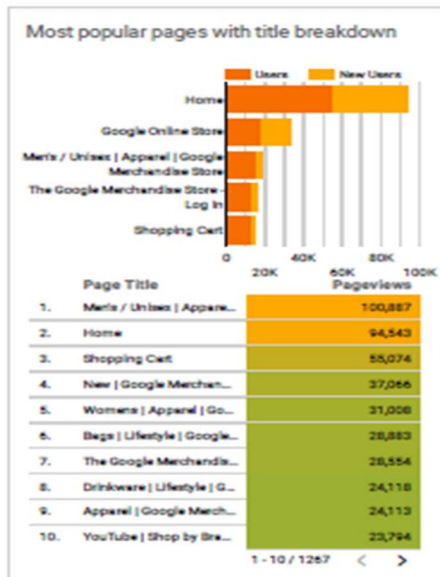Legend: Pageviews, Unique Pageviews

Legend: Bounce Rate, % Exit

Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit	Pages / Session
751,780	450,617	00:00:44	45.57%	18.62%	5.37

What do users see when they are in your website?

Which page is the most popular?

50.2%, 13.4%, 7.4%, 6.9%, 5.6%

Legend: /home, /basket.html, /google+redesign/apparel/mens/qui..., /store.html, /google+redesign/apparel/mens, /store.html/quickview, /signin.html, /google+redesign..., /google+redesign..., others

	Page	Pageviews
1.	/home	100,972
2.	/basket.html	55,554
3.	/google+redesign/app...	51,972
4.	/store.html	42,364
5.	/google+redesign/app...	33,406
6.	/store.html/quickview	29,897
7.	/signin.html	23,733
8.	/google+redesign/new	21,064
9.	/google+redesign/lifest...	15,646
10.	/google+redesign/new/...	15,280

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Most popular pages with title breakdown

Legend: Users, New Users

Home, Google Online Store, Men's / Unisex | Apparel | Google Merchandise Store, The Google Merchandise Store - Log In, Shopping Cart

	Page Title	Pageviews
1.	Men's / Unisex	Appare...	100,887
2.	Home	94,543
3.	Shopping Cart	55,074
4.	New	Google Merchan...	37,066
5.	Womens	Apparel	Go...	31,008
6.	Bags	Lifestyle	Google...	28,883
7.	The Google Merchandis...	28,554
8.	Drinkware	Lifestyle	G...	24,118
9.	Apparel	Google Merch...	24,113
10.	YouTube	Shop by Bre...	23,794

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Which content group is the most popular?

(not set), Google, YouTube, Android

	Brands (Content Gr...	Pageviews
1.	(not set)	716,332
2.	Google	21,637
3.	YouTube	12,403
4.	Android	1,408

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What do users search on the site?

Search Term

Search Term	Pageviews
No data	
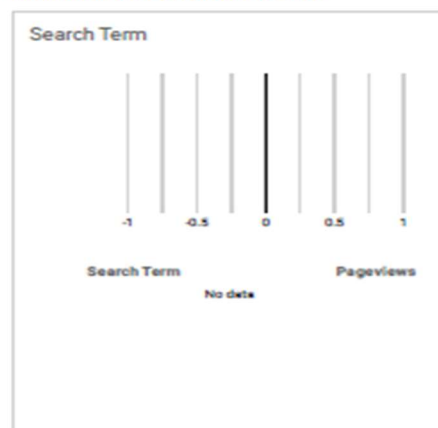
Event category breakdown

Event Category

Enhanced Ecommerce, Contact Us

	Event Category	Pageviews
1.	Enhanced Ecommerce	526,633
2.	Contact Us	7,500

1 - 2 / 2 < >

How does your website perform?

Average Page Load Time (second)

	Page Title	Avg Load Time
1.	Google Pen White	23.38
2.	CÃfÃ¡c bÃ¡Ã»Ã©c tÃ†Ã...	22.25
3.	Stainless Straight Stra...	21.54
4.	Ã Ã¥Ã¥Ã¢Ã Ã¾Ã Ã¾Ã Ã¸...	20.32
5.	Google Email Sticker P...	19.33

1 - 100 / 271 < >
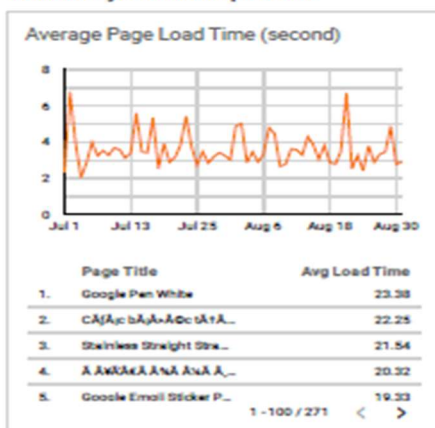
User Behavior in Website
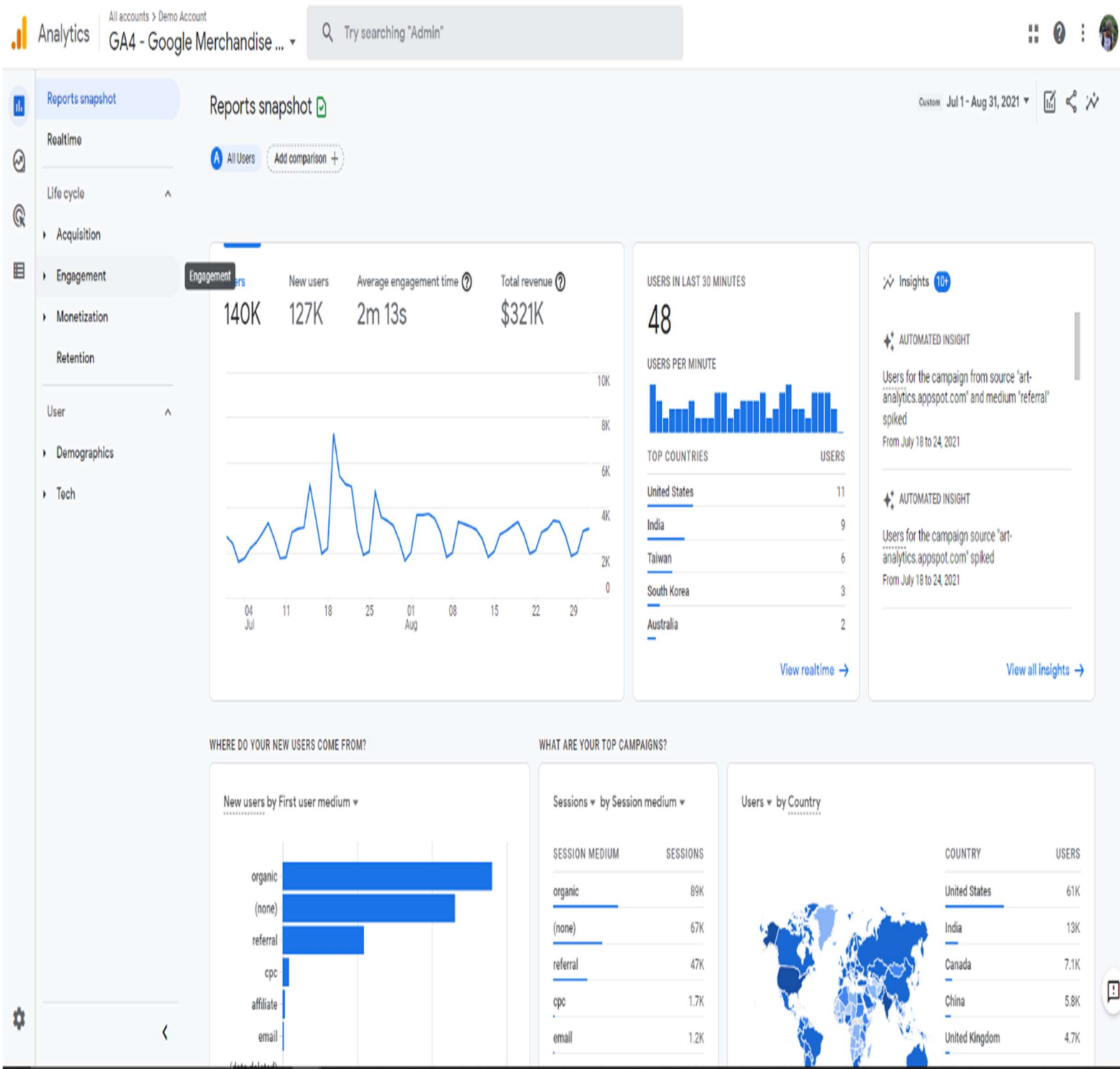
HOW ARE ACTIVE USERS TRENDING?

User activity over time

● 30 DAYS	**69K**
● 7 DAYS	**17K**
● 1 DAY	**3K**

100K
80K
60K
40K
20K
0

04 11 18 25 01 08 15 22 29
Jul   Aug
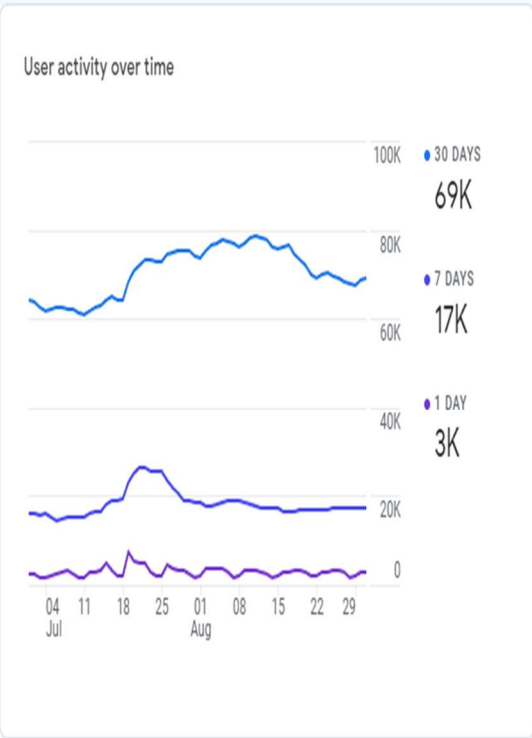
HOW WELL DO YOU RETAIN YOUR USERS?

User activity by cohort
Based on device data only

	Week 0	Week 1	Week 2	Week 3	Week 4	Week 5
All Users	100.0%	5.0%	2.3%	1.5%	1.2%	0.9%
Aug 8 - Aug 14						
Aug 15 - Aug 21						
Aug 22 - Aug 28						
Aug 29 - Sep 4						
Sep 5 - Sep 11						
Sep 12 - Sep 18						

6 weeks ending Aug 31

View retention →
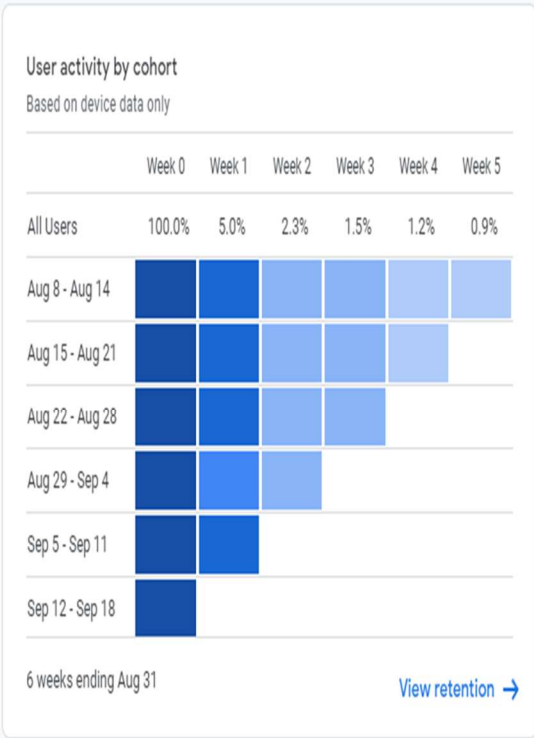
WHICH PAGES AND SCREENS GET THE MOST VIEWS?

Views by Page title and screen class

PAGE TITLE AND SCREEN…	VIEWS
Home	216K
Shopping Cart	78K
Google Online Store	71K
Men's / Unisex…chandise Store	65K
Sale	Google …chandise Store	56K
The Google Mer…Store - Log In	55K
New	Google M…handise Store	37K

View pages and screens →

WHAT ARE YOUR TOP EVENTS?

Event count by Event name

EVENT NAME	EVENT COUNT
page_view	1.3M
user_engagement	685K
view_promotion	431K
scroll	395K
view_item_list	372K
view_item	349K

WHAT ARE YOUR TOP CONVERSIONS?

Conversions by Event name

EVENT NAME	CONVERSIONS
first_visit	127K
begin_checkout	6.8K
purchase	4.8K

WHAT ARE YOUR TOP SELLING PRODUCTS?

Ecommerce purchases by Item name

ITEM NAME	ECOMMERCE PUR…
TYCTWE And…ag DIY Kit	646
Google Cha…Badge Tee	268
Google Uni… Tee Black	254
Super G Unisex Joggers	245
Google F/C… Charcoal	238
Google Lap…e Stickers	231

HOW DOES ACTIVITY ON YOUR PLATFORMS COMPARE?

Conversions ▾ by Platform

● WEB
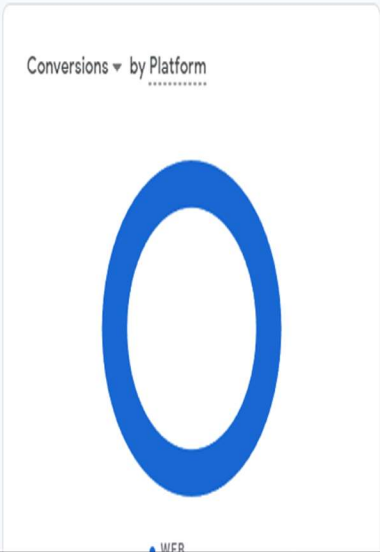
Analyze Traffic of the website's performance

● Users

6,000

4,000

2,000

August 2021

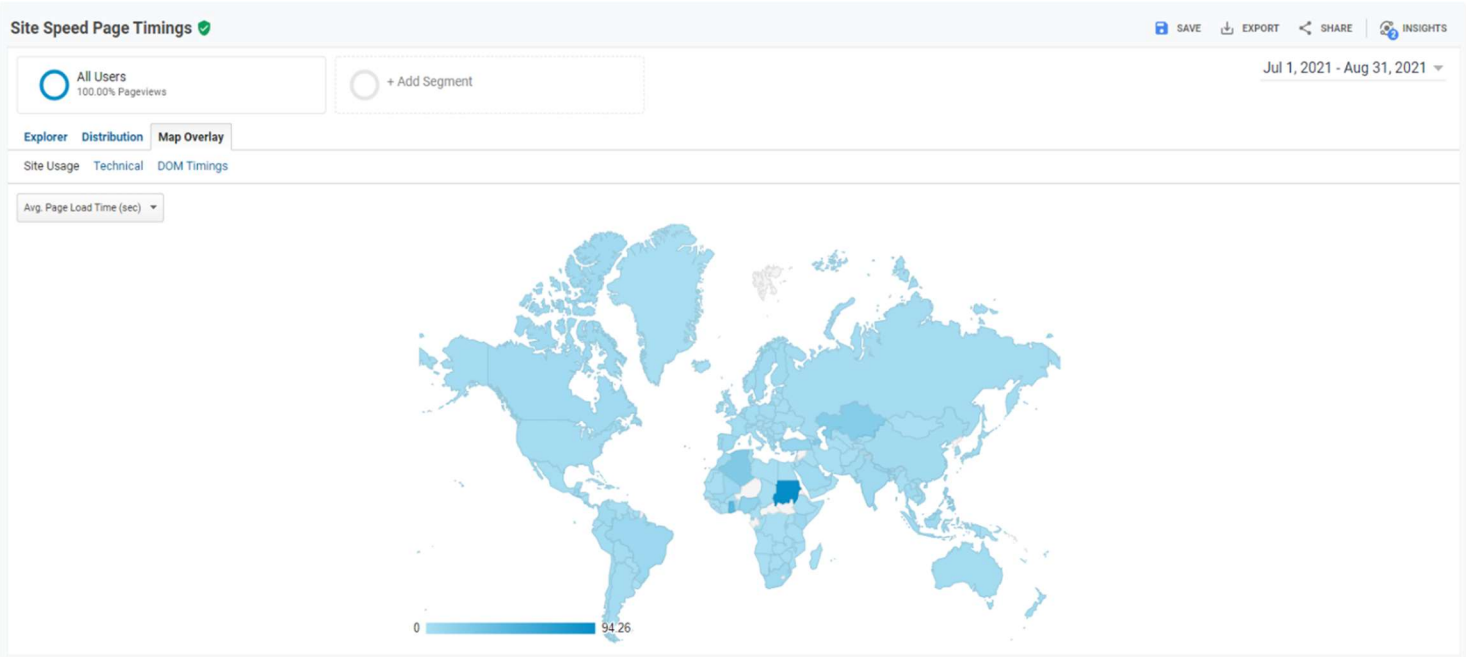| Source / Medium	Acquisition			Behavior			Conversions eCommerce		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Ecommerce Conversion Rate	Transactions	Revenue
	101,008 % of Total: 100.00% (101,008)	97,871 % of Total: 100.14% (97,730)	139,990 % of Total: 100.00% (139,990)	45.57% Avg for View: 45.57% (0.00%)	5.37 Avg for View: 5.37 (0.00%)	00:03:15 Avg for View: 00:03:15 (0.00%)	3.35% Avg for View: 3.35% (0.00%)	4,693 % of Total: 100.00% (4,693)	$317,569.68 % of Total: 100.00% ($317,569.68)
1. (direct) / (none)	98,658 (97.47%)	95,429 (97.50%)	137,032 (97.89%)	44.87%	5.44	00:03:19	3.42%	4,680 (99.72%)	$313,578.50 (98.74%)
2. google / cpc	1,468 (1.45%)	1,430 (1.46%)	1,542 (1.10%)	79.96%	1.69	00:00:26	0.52%	8 (0.17%)	$3,401.32 (1.07%)
3. dfa / cpm	674 (0.67%)	656 (0.67%)	880 (0.63%)	81.14%	2.23	00:00:54	0.00%	0 (0.00%)	$0.00 (0.00%)
4. Partners / affiliate	357 (0.35%)	321 (0.33%)	432 (0.31%)	73.84%	2.60	00:01:46	0.46%	2 (0.04%)	$377.62 (0.12%)
5. (not set) / (not set)	59 (0.06%)	32 (0.03%)	101 (0.07%)	37.62%	7.45	00:03:58	2.97%	3 (0.06%)	$212.24 (0.07%)
6. Partners / (not set)	2 (0.00%)	2 (0.00%)	2 (0.00%)	0.00%	4.00	00:04:35	0.00%	0 (0.00%)	$0.00 (0.00%)
7. yandex / (not set)	1 (0.00%)	1 (0.00%)	1 (0.00%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	$0.00 (0.00%)

Rows 1 - 7 of 7

Site Speed

Site Speed Overview ✓

○ **All Users** 100.00% Pageviews	○ + Add Segment	Jul 1, 2021 - Aug 31, 2021 ▾

SAVE   EXPORT   SHARE   INSIGHTS

Overview

Avg. Page Load Time (sec) ▾   VS.   Select a metric   Hourly | **Day** | Week | Month

● Avg. Page Load Time (sec)

10

5

August 2021

6,854 of pageviews sent page load sample

Avg. Page Load Time (sec)	Avg. Redirection Time (sec)	Avg. Domain Lookup Time (sec)	Avg. Server Connection Time (sec)	Avg. Server Response Time (sec)	Avg. Page Download Time (sec)
3.42	0.18	0.01	0.03	0.99	0.13

Browser Speed

	Browser	Pageviews ▾ ↓	Avg. Page Load Time (sec) ▾ (compared to site average)
		751,780 % of Total: 100.00% (751,780)	**3.42** Avg for View: 3.42 (0.00%)
1.	Chrome	655,110	-0.85%
2.	Safari	71,330	-2.15%
3.	Edge	10,820	26.66%
4.	Firefox	6,508	-8.39%
5.	Samsung Internet	3,257	132.39%
6.	Android Webview	1,700	476.28%
7.	Opera	1,297	-51.02%
8.	Safari (in-app)	878	0.16%
9.	YaBrowser	253	-100.00%
10.	Internet Explorer	210	244.83%

Show rows: 10 ▾   Go to: 1   1 - 10 of 20   ‹ ›

Speed Order By Country

Site Speed Page Timings ✓   SAVE   EXPORT   SHARE   INSIGHTS

All Users   + Add Segment   Jul 1, 2021 - Aug 31, 2021
100.00% Pageviews

Explorer **Distribution** **Map Overlay**

Site Usage   Technical   DOM Timings

Avg. Page Load Time (sec) ▼

0 ▬▬▬▬▬▬ 94.26

	Country	Pageviews ▼	Avg. Page Load Time (sec) ▼ (compared to site average)
		751,780 % of Total: 100.00% (751,780)	**3.42** Avg for View: 3.42 (0.00%)
1.	🇺🇸 United States	515,193	-15.73%
2.	🇮🇳 India	36,021	89.75%
3.	🇨🇦 Canada	30,588	33.64%
4.	🇬🇧 United Kingdom	16,707	27.00%
5.	🇰🇷 South Korea	9,865	-0.35%
6.	🇹🇼 Taiwan	9,790	8.23%
7.	🇯🇵 Japan	9,744	9.69%
8.	🇸🇬 Singapore	7,624	74.15%
9.	🇲🇽 Mexico	6,775	-26.33%
10.	🇩🇪 Germany	6,290	-20.38%

Page Visits

Avg. Page Load Time (sec) ▼   VS.   Select a metric

Day | Week | Month

● Avg. Page Load Time (sec)

10

5

Monday, July 5, 2021
■ Avg. Page Load Time (sec): 2.86

August 2021

▼

Primary Dimension: Page   Page Title   Content Grouping: none ▼   Other ▼

Secondary dimension ▼   Sort Type: Default ▼

advanced
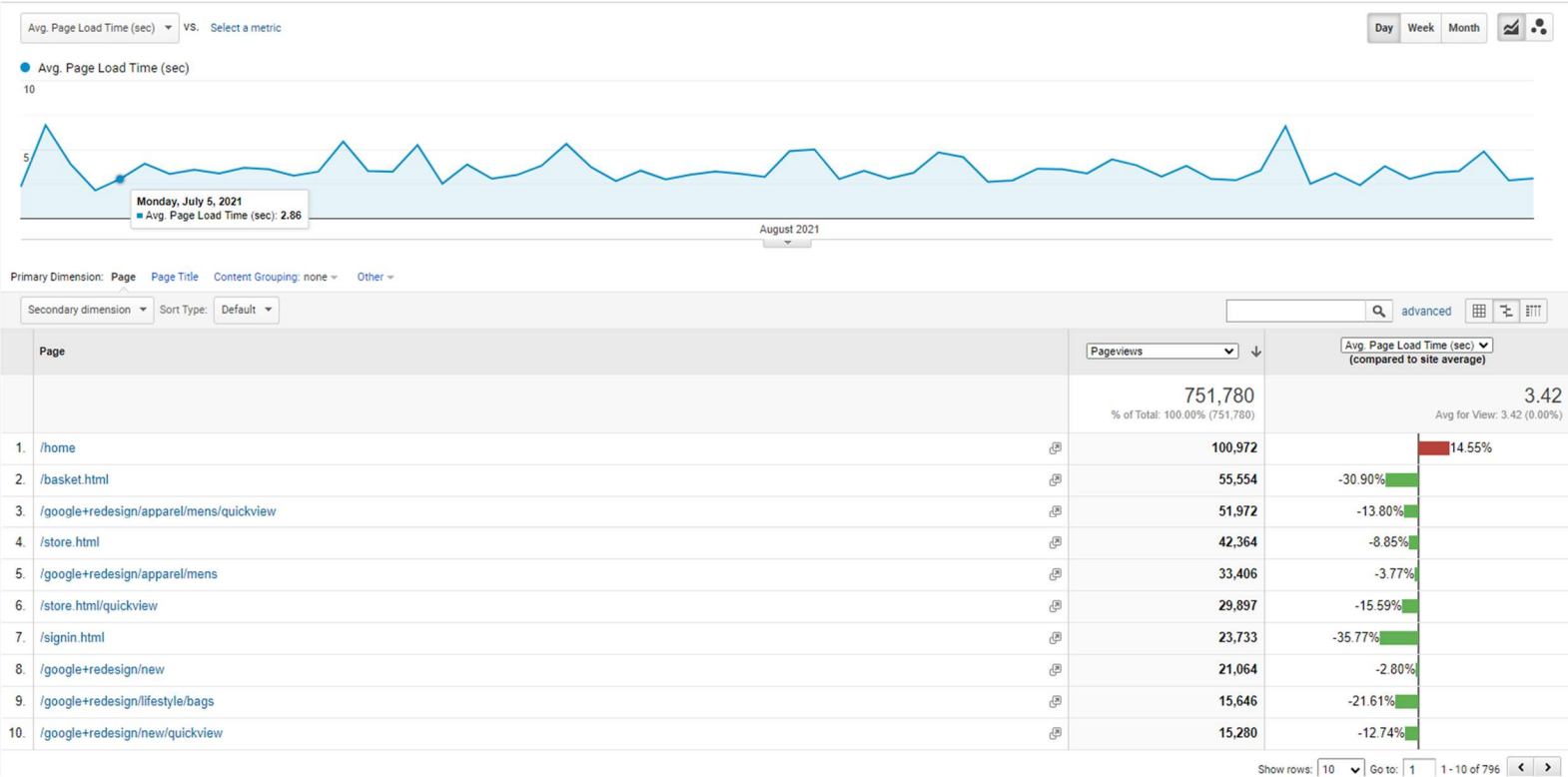
	Page		Pageviews ↓	Avg. Page Load Time (sec) (compared to site average)
			751,780 % of Total: 100.00% (751,780)	3.42 Avg for View: 3.42 (0.00%)
1.	/home		100,972	14.55%
2.	/basket.html		55,554	-30.90%
3.	/google+redesign/apparel/mens/quickview		51,972	-13.80%
4.	/store.html		42,364	-8.85%
5.	/google+redesign/apparel/mens		33,406	-3.77%
6.	/store.html/quickview		29,897	-15.59%
7.	/signin.html		23,733	-35.77%
8.	/google+redesign/new		21,064	-2.80%
9.	/google+redesign/lifestyle/bags		15,646	-21.61%
10.	/google+redesign/new/quickview		15,280	-12.74%

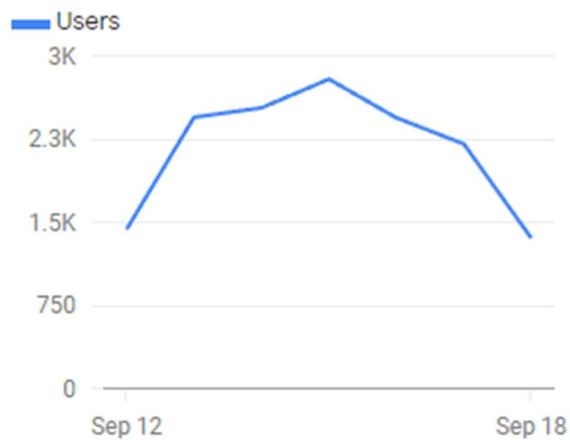Show rows: 10 ▼   Go to: 1   1 - 10 of 796   < >

Insights & Recommendation

How many users did I have last week?

Number of Users

Sep 12–18, 2021
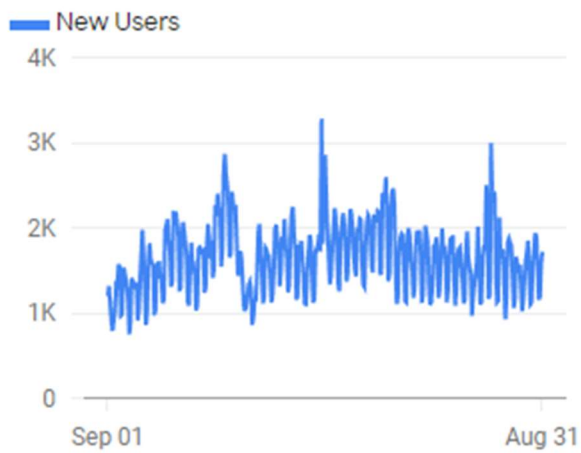
14,067

Top Day of Week Name by Users

Mar 1–Aug 31, 2021

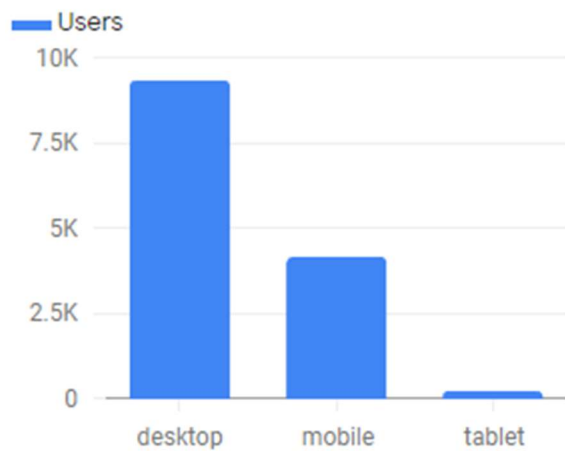**How many total new users did I have in the last 12 months?**

Number of New Users

Sep 1, 2020–Aug 31, 2021

601,003

New Users

Top Device Category by Users

Sep 18–24, 2021

Users

E-Commerce Overview

Ecommerce Overview

◯ **All Users**
100.00% Sessions

Jul 1, 2021 - Aug 31, 2021

Overview

● Revenue ● Ecommerce Conversion Rate

August 2021
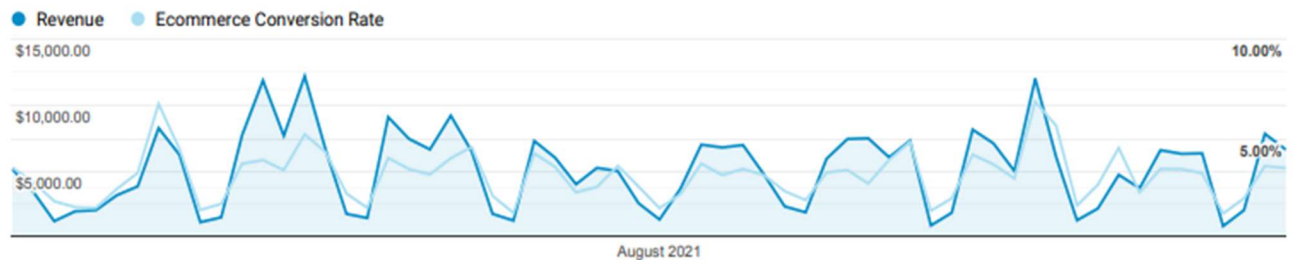
Revenue & Conversion Rate

Revenue	Ecommerce Conversion Rate
$317,569.68	3.35%

Transactions

Transactions	Avg. Order Value
4,693	$67.67

Marketing

Campaigns	Internal Promotion	Order Coupon Code	Affiliation
8 Transactions	**57,412** Impressions	**108** Transactions	**0** Transactions
$3,694.58 Revenue		**$7,997.04** Revenue	**$0.00** Revenue
$461.82 Avg. Order Value		**$74.05** Avg. Order Value	**$0.00** Avg. Order Value

	Product	Product Revenue	% Product Revenue
1.	Google Black Cloud Zip Hoodie	$9,425.40	2.97%
2.	Google Unisex Eco Tee Black	$9,328.00	2.94%
3.	Super G Unisex Joggers	$8,547.00	2.69%
4.	Google Utility BackPack	$7,608.00	2.40%
5.	Google F/C Longsleeve Charcoal	$7,014.00	2.21%
6.	Google Charcoal Unisex Badge Tee	$5,913.60	1.86%
7.	Google Black Cloud Polo	$5,740.80	1.81%
8.	Google Black Cloud Tee	$5,426.40	1.71%
9.	Chrome Dino Marine Layer Tee	$5,418.00	1.71%
10.	Google Campus Unisex Zip Hoodie	$5,328.00	1.68%

Revenue By Product

Product Category (Enhanced Ecommerce)	Product Revenue	% Product Revenue
1. Apparel	$111,386.04	35.07%
2. Collections	$85,008.01	26.77%
3. Shop by Brand	$24,483.08	7.71%
4. Bags	$18,163.80	5.72%
5. Uncategorized Items	$13,364.28	4.21%
6. Drinkware	$9,469.64	2.98%
7. Accessories	$9,280.60	2.92%
8. View All-Campus Collection	$9,213.94	2.90%
9. New	$6,920.40	2.18%
10. Clearance	$5,991.56	1.89%

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Revenue By Product Brand

Product Brand	Product Revenue	% Product Revenue
1. Google	$257,621.42	81.12%
2. Google Cloud	$28,799.10	9.07%
3. Android	$16,082.82	5.06%
4. YouTube	$5,231.44	1.65%
5. (not set)	$4,716.80	1.49%
6. Chrome Dino	$2,568.00	0.81%
7. #IamRemarkable	$2,550.10	0.80%

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Conclusion

Based on the data, We recommended Countries with a lot of traffic should target countries with a lot of customers in the marketing marketing combination. The marketing plan needs to be changed according to the devices that have come a long way.

We need to look at the products and brands that have the highest views revenue and promote them.

Since most people do page views, let's go to an advertisement system like display ads.

The site needs to be optimized to increase performance as it usually gets more views from countries with higher speeds.

Since there are many views in the store, we need to change the marketing plan accordingly

References

Analytics. (n.d.). Retrieved September 25, 2021, from https://analytics.google.com/analytics/web/#/report/conversions-ecommerce-overview-beta/a54516992w87479473p92320289/_u.date00=20210701&_u.date01=20210831&overview-topSellerSummary.selectedGroup=topSellerSummary&overview-topSellerSummary.selectedDimension=analytics.productCategoryHierarchy/