

Google Merchandise Store Analytics With Google Analytics

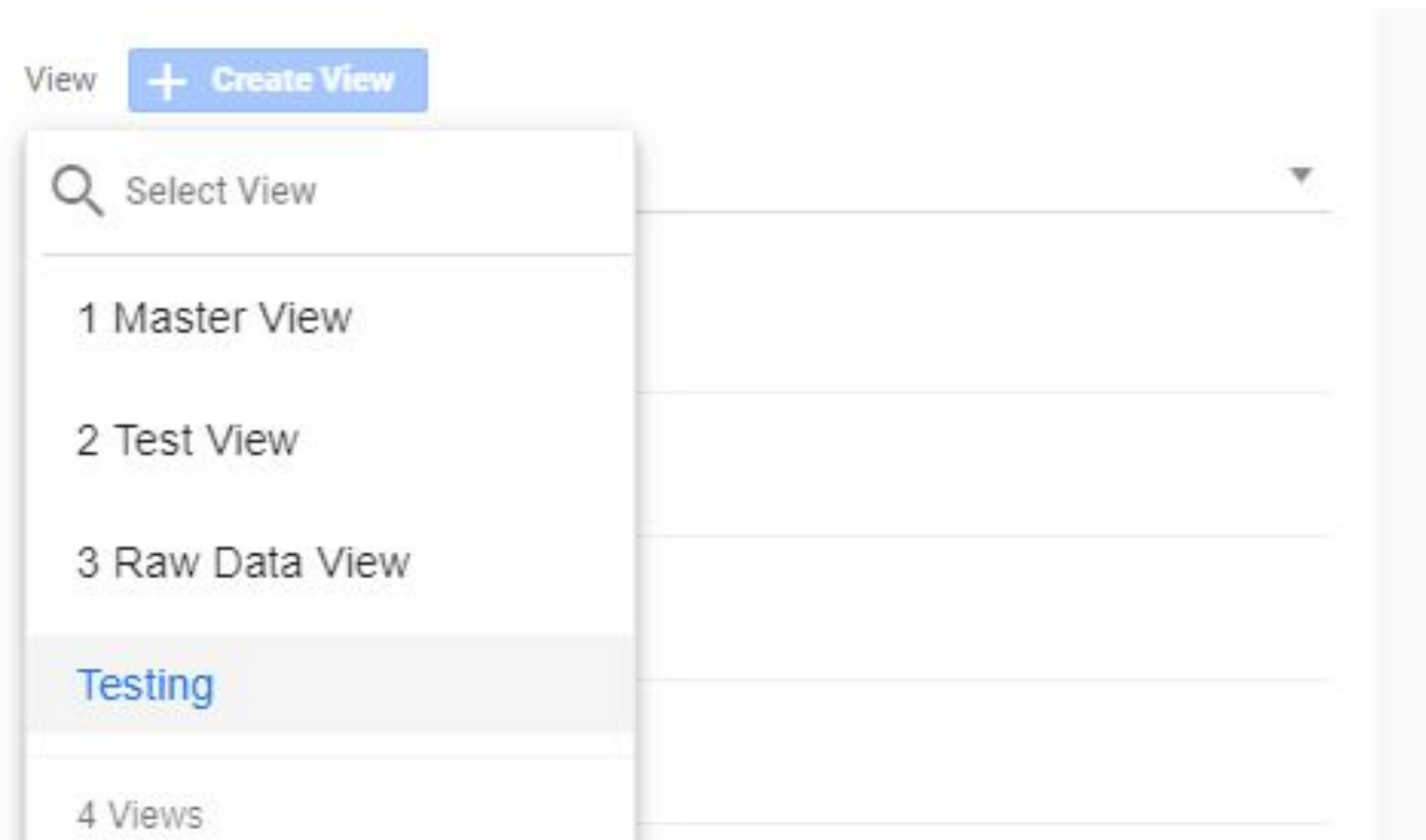


Advanced Displays,
Segmentation & Filtering

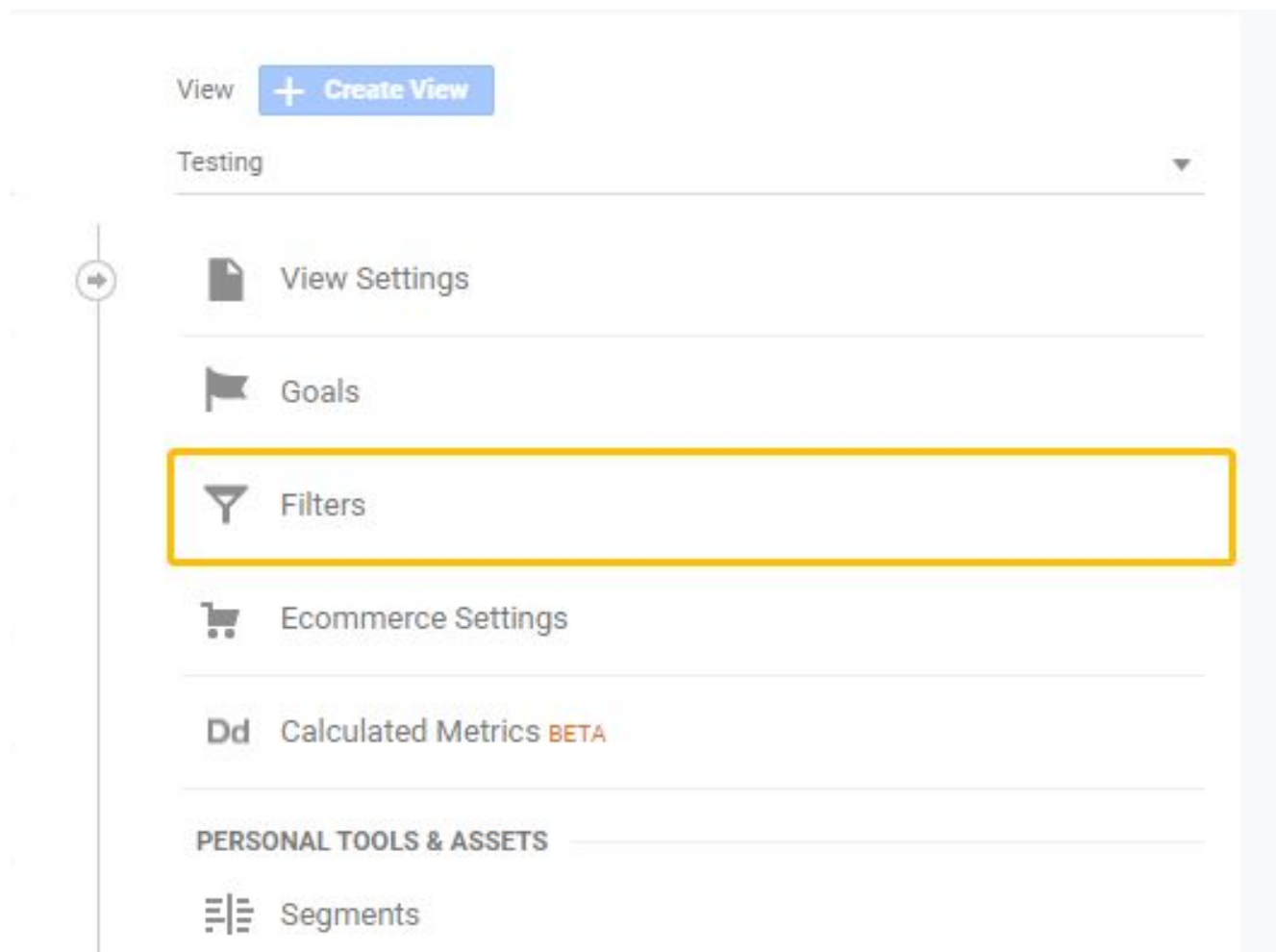


Part One: Primary Views & Filters

1. Best Practice Check: Three Primary Views

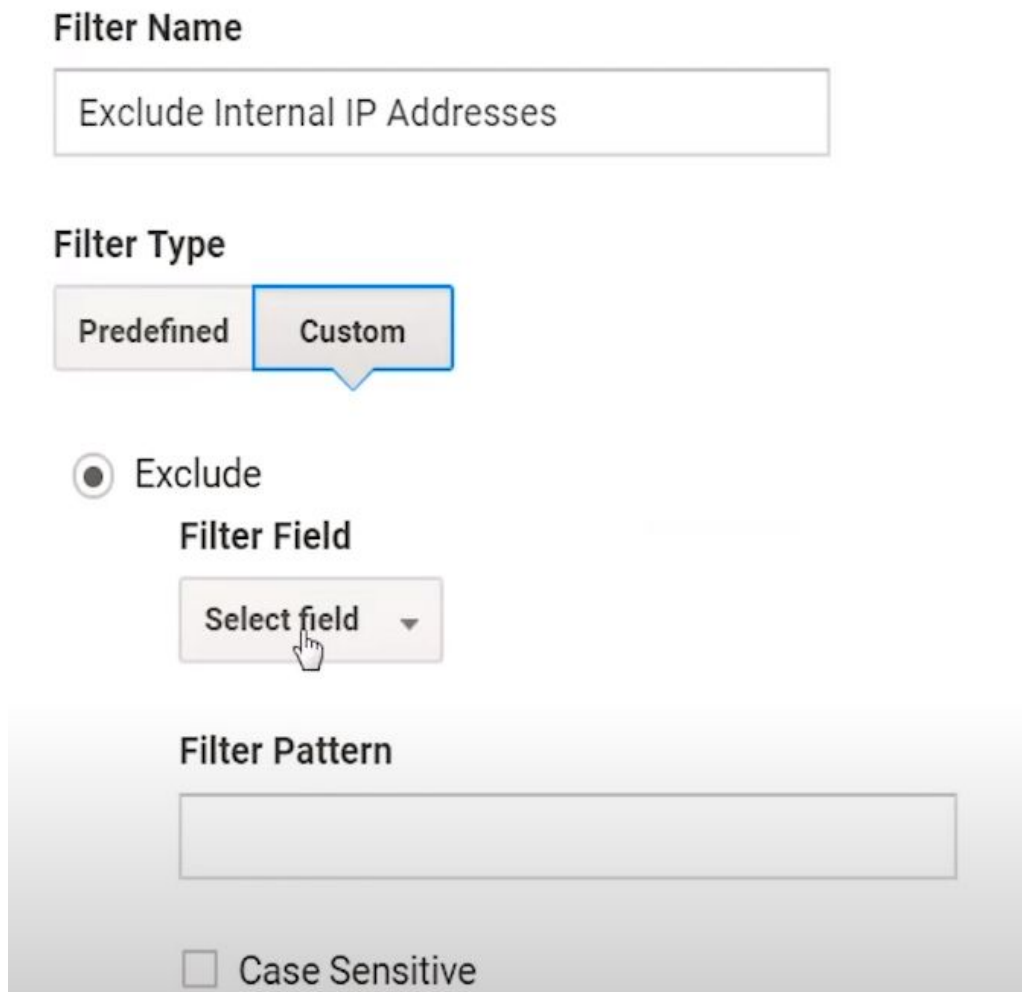


2. Best Practice Check: Filtering Internal Traffic



- Admin -> Filters

2. Best Practice Check: Filtering Internal Traffic



The screenshot shows the Google Analytics Filter configuration interface. It includes a 'Filter Name' field with the text 'Exclude Internal IP Addresses'. Below this is the 'Filter Type' section with 'Predefined' and 'Custom' buttons, where 'Custom' is selected. Under 'Custom', the 'Exclude' radio button is selected. The 'Filter Field' section has a dropdown menu labeled 'Select field' with a hand cursor pointing to it. The 'Filter Pattern' section has an empty text input field. At the bottom, there is a 'Case Sensitive' checkbox which is unchecked.

Filter Name

Exclude Internal IP Addresses

Filter Type

Predefined Custom

☒ Exclude

Filter Field

Select field ▼

Filter Pattern

☐ Case Sensitive

- Add new filter
- Custom-> Exclude-> Select field-> IP Address-> Filter Pattern

2. Best Practice Check: Filtering Internal Traffic

regexip



Generate a Regular Expression for an IP Range to Exclude Internal Traffic from Google Analytics

Enter the lowest IP address in your organization's IP range. Example: 162.78.253.1

231 . 88 . 156 . 1

Enter the highest IP address in your organization's IP range. Example: 162.78.253.15

231 . 88 . 156 . 15

Reset

Generate Regex

Create an IP address exclude filter based on the regular expression below.

```
^231\.88\.156\.([1-9]|1[0-5])$
```

- Use this website <http://www.regexip.com/> to convert your IP address range to regular expression

2. Best Practice Check: Filtering Internal Traffic

Filter Field

IP Address ▼

Filter Pattern

`^231\..88\..156\..([1-9]|1[0-5])$`

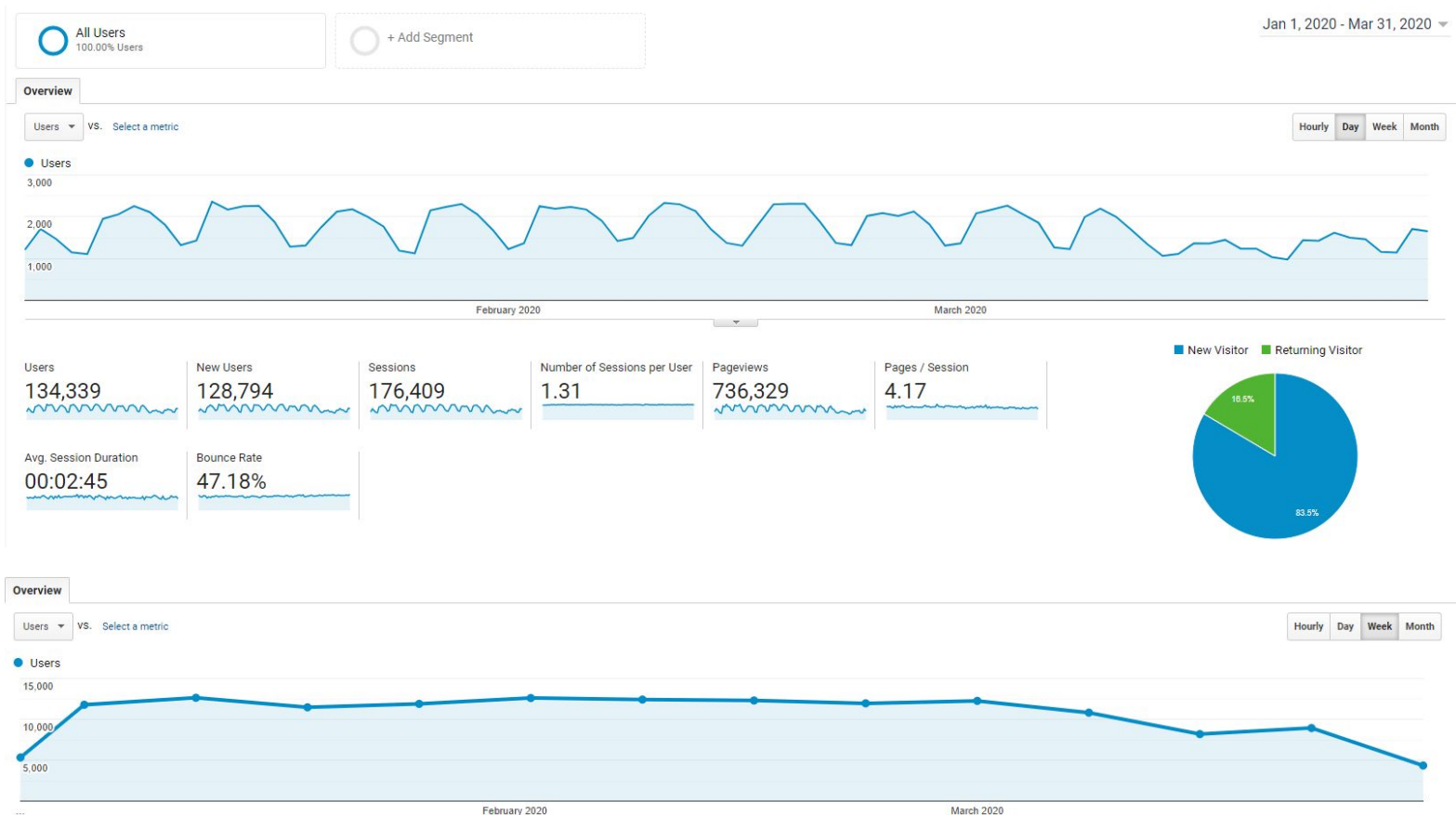
☐ Case Sensitive

- Copy and paste the regular address to Filter Pattern and save the filter

Part Two: Data Exploration

Standard Display - Audience

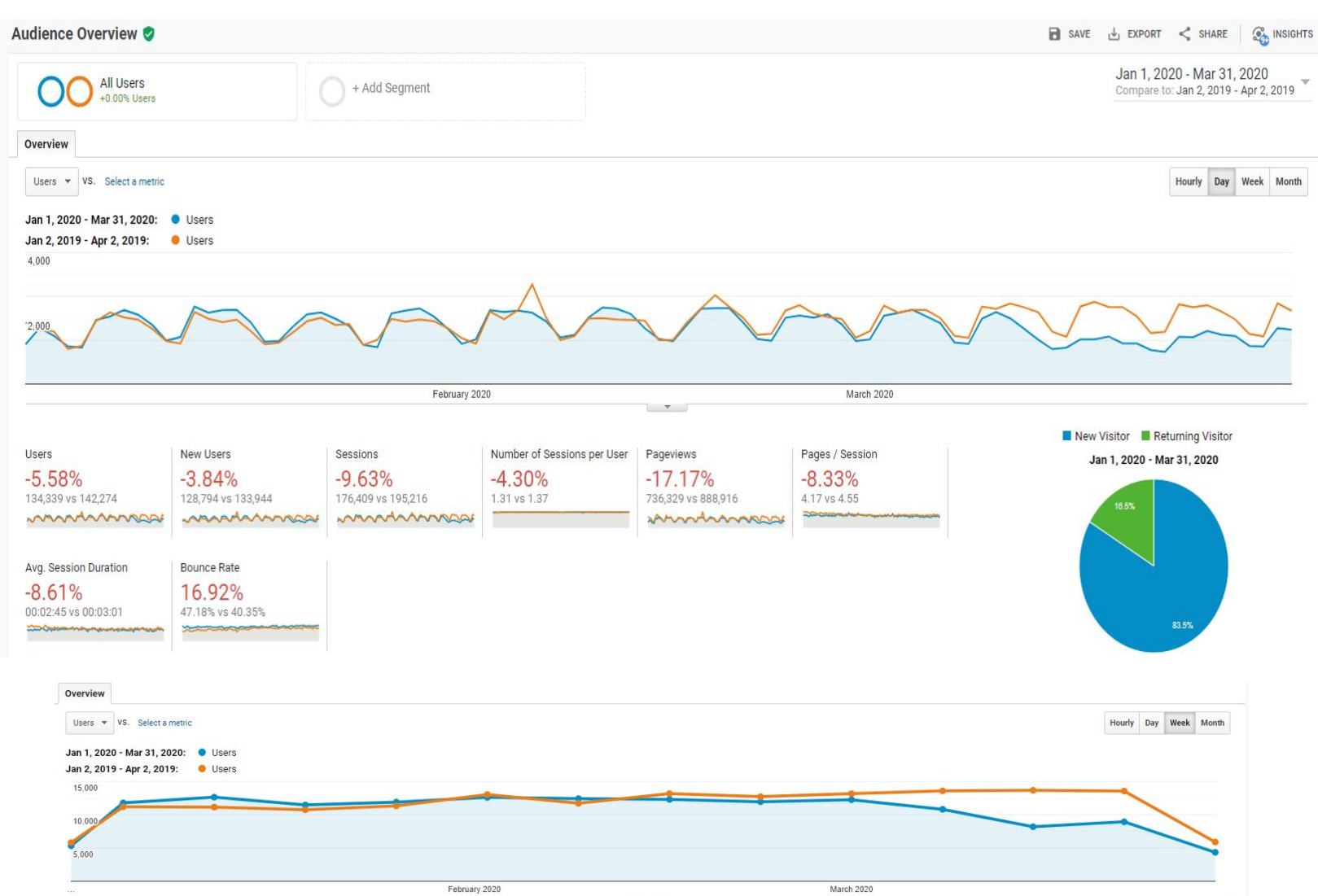
It seems that from mid March, 2020, there was a drop in the number of users. Is it normal?



Except the first and last week (incomplete), the third to last week of march has the least users, 8,191. The third week of January has the most users which is 12,629.

Standard Display - Audience

Compared with the same season last year, Does the number of users of the first season, 2020 increase or decrease? To match days in a week, offset the date by one day.



Obviously seen as it is from the line chart, the amount of users dropped a lot from mid March when quarantine was announced to put into practice during Covid-19. The coincidence is that the second to last week of March 2019 happened to have most users, which is 13663. The fourth week of January, 2019 has the least users.

Performance Display: Acquisition

Were all channels of acquisition negatively influenced by Covid-19? What should we do to minimize the loss?

	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Ecommerce Conversion Rate	Transactions	Revenue
	5.58% ↓	3.84% ↓	9.63% ↓	16.92% ↑	8.33% ↓	8.61% ↓	1.96% ↑	7.86% ↓	8.57% ↓
1 Organic Search	4.45% ↑			18.68% ↑			11.02% ↓		
2 Direct	9.72% ↓			17.87% ↑			64.34% ↑		
3 Referral	10.96% ↓			21.08% ↑			23.22% ↑		
4 Social	34.39% ↓			3.59% ↓			131.14% ↑		
5 Affiliates	29.27% ↓			14.65% ↑			100.00% ↓		
6 (Other)	56.40% ↑			1.32% ↑			15.47% ↓		
7 Paid Search	63.65% ↓			11.97% ↓			20.85% ↓		
8 Display	29.94% ↓			0.79% ↑			0.00%		

First, only for 2020, paid search has the lowest bounce rate and Display has the highest bounce rate. Display is just image or label Display that could show up anywhere no matter the user is interested in or not. Paid search is somewhat very related to the search words.

Paid search also has highest conversion rate 0.3%. Conversion rate of Affiliates and Display is zero. It'd better not rely on these channels for now.

Standard Display: Acquisition

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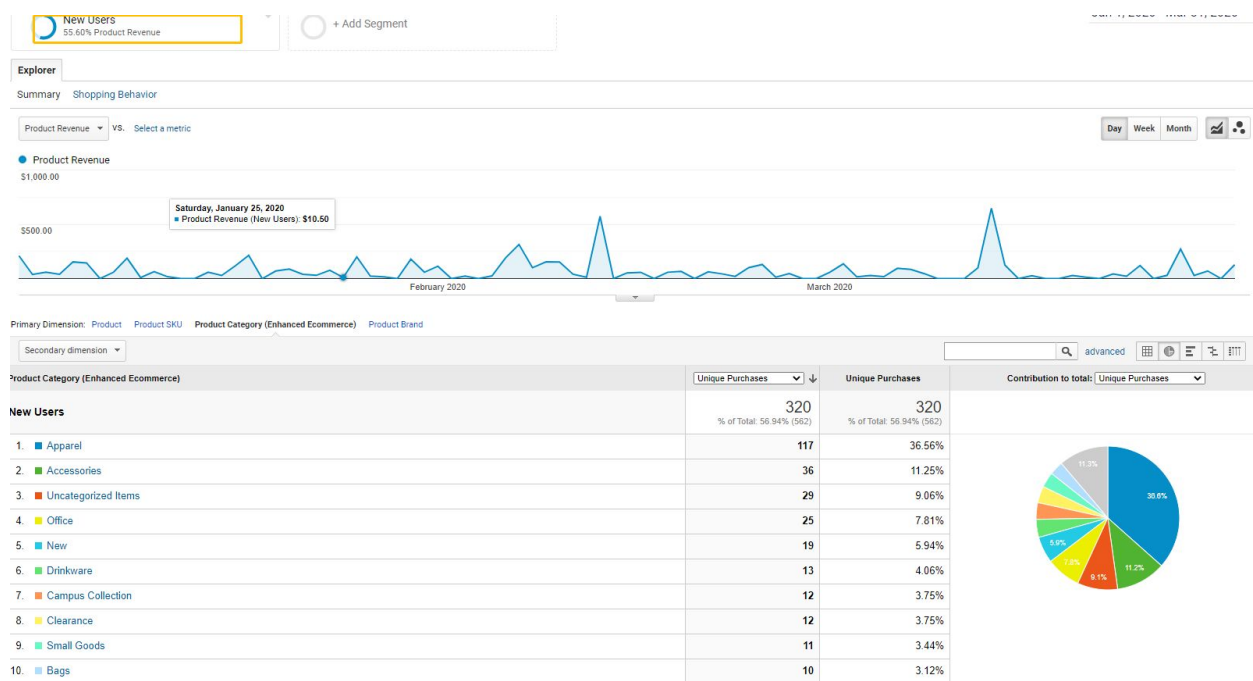
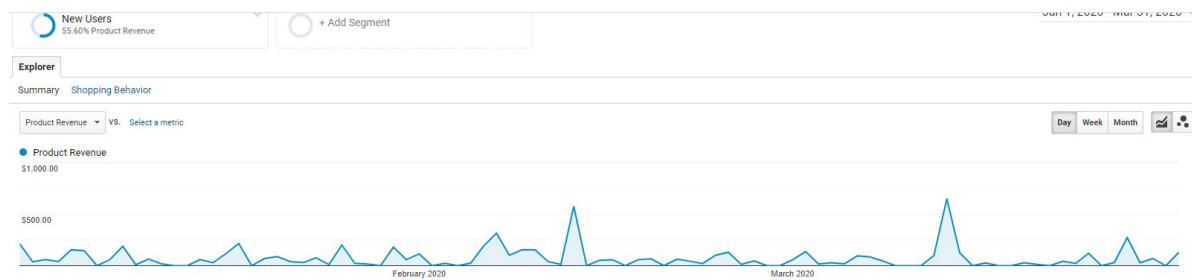
There still were some channels that gave us hope. Some channels like Organic search, direct and social channel showed increase either in number of users or conversion rate. We should focus on that.

For instance, the conversion rate for direct channel increased by 64% which could mean that more people started remembering GMS website and bookmarking the url. We may come up with the idea of setting a sign to remind people to bookmark the site.

Another channel of which the conversion rate increased is social, which is 131%. The only thing we could take advantage of is trying to increasing the number of users from social. This could including increasing ads investment on social channel.

Percentage Display: Conversion

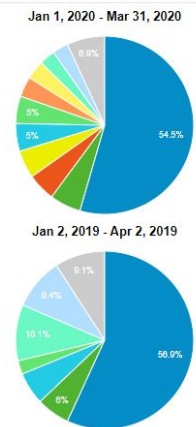
During the three month period you've selected, which Product Category contributed the highest number of unique purchases for New Users and which Product Category was responsible for the largest percentage of revenue for New Users? (Screenshot(s) only; no elaboration required.)



Percentage Display: Conversion

To be specific, what product category lost most money, what contributed to much more revenue?

Product Category (Enhanced Ecommerce)	Product Revenue	Product Revenue	Contribution to total: Product Revenue
	8.57% ▼ \$12,014.79 vs \$13,140.62	8.57% ▼ \$12,014.79 vs \$13,140.62	
1. ■ Apparel			Jan 1, 2020 - Mar 31, 2020
Jan 1, 2020 - Mar 31, 2020	\$6,546.50	54.49%	
Jan 2, 2019 - Apr 2, 2019	\$7,472.29	56.86%	
2. ■ Accessories			Jan 1, 2020 - Mar 31, 2020
Jan 1, 2020 - Mar 31, 2020	\$680.10	5.66%	
Jan 2, 2019 - Apr 2, 2019	\$794.24	6.04%	
3. ■ Uncategorized Items			Jan 1, 2020 - Mar 31, 2020
Jan 1, 2020 - Mar 31, 2020	\$608.60	5.07%	
Jan 2, 2019 - Apr 2, 2019	\$0.00	0.00%	
4. ■ New			Jan 1, 2020 - Mar 31, 2020
Jan 1, 2020 - Mar 31, 2020	\$607.50	5.06%	
Jan 2, 2019 - Apr 2, 2019	\$0.00	0.00%	
5. ■ Office			Jan 1, 2020 - Mar 31, 2020
Jan 1, 2020 - Mar 31, 2020	\$603.75	5.03%	
Jan 2, 2019 - Apr 2, 2019	\$775.13	5.90%	
6. ■ Lifestyle			Jan 1, 2020 - Mar 31, 2020
Jan 1, 2020 - Mar 31, 2020	\$597.00	4.97%	
Jan 2, 2019 - Apr 2, 2019	\$325.65	2.48%	
7. ■ Campus Collection			Jan 1, 2020 - Mar 31, 2020
Jan 1, 2020 - Mar 31, 2020	\$441.00	3.67%	
Jan 2, 2019 - Apr 2, 2019	\$0.00	0.00%	
8. ■ Clearance			Jan 1, 2020 - Mar 31, 2020
Jan 1, 2020 - Mar 31, 2020	\$411.04	3.42%	
Jan 2, 2019 - Apr 2, 2019	\$0.00	0.00%	



It is very reasonable that outdoor products like bags and office products showed decreased percentage. Indoor products like lifestyle and clearance showed increased percentage.

Comparison Display: Behavior

For traffic from All Users between the start and end of your three month period, please provide a comparison report showing Site Speed Page timings for our top ten pages (based on pageviews) and identify any potential troublespots.

Secondary dimension		Sort Type: Default			advanced	grid	table	print
Page			Pageviews		Avg. Page Load Time (sec) (compared to site average)			
			736,329		4.14			
			% of Total: 100.00% (736,329)		Avg for View: 4.14 (0.00%)			
1. /home			149,195		-5.11%			
2. /store.html			54,027		18.51%			
3. /basket.html			35,803		-29.72%			
4. /store.html/quickview			32,829		45.82%			
5. /google+redesign/apparel/mens/quickview			29,677		-45.76%			
6. /google+redesign/apparel/mens			25,270		-9.90%			
7. /google+redesign/new			24,668		-14.28%			
8. /google+redesign/shop+by+brand/youtube			21,409		40.27%			
9. /google+redesign/apparel			19,610		-20.98%			
10. /signin.html			18,127		-45.63%			

The load time of basket and login page is way lower than average. These two pages are very important for purchase conversion. Google Merchandise Store should fix this problem.

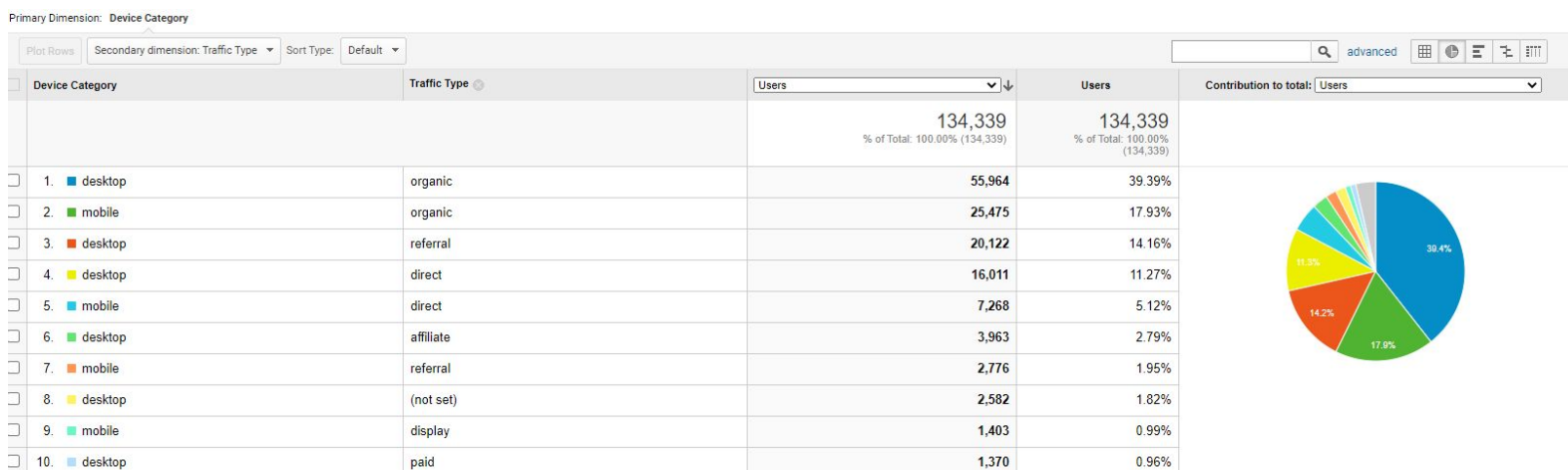
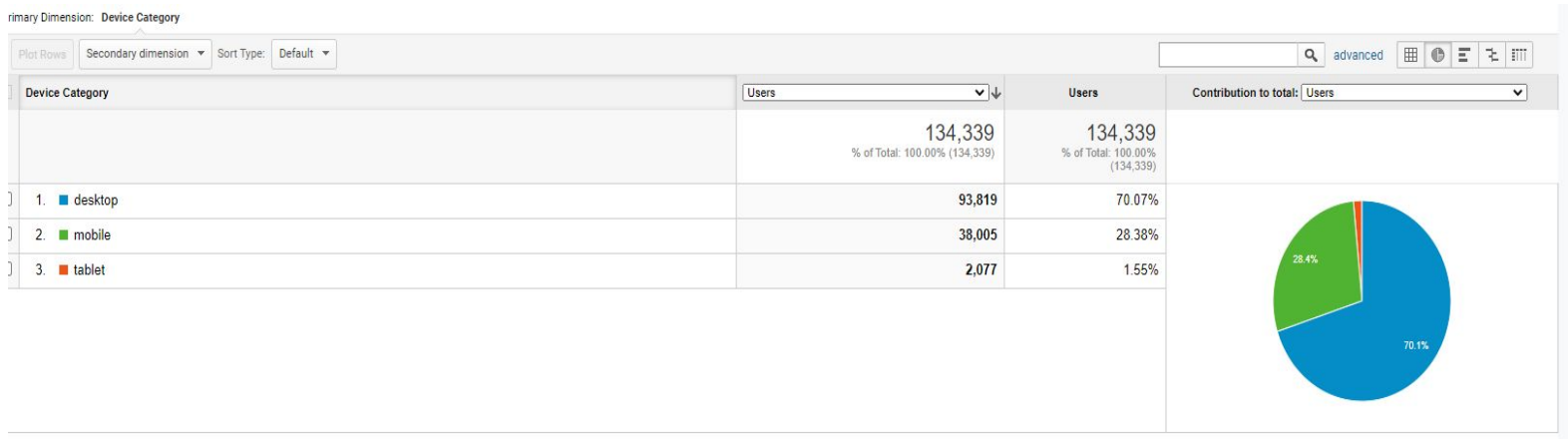
Comparison Display: Behavior

Another insight we could see from landing page report is that sign in page contributed to more revenue than site average.

Secondary dimension		Sort Type: Default	advanced		[Grid] [Pie] [Bar] [Line] [Table]	
Landing Page			Revenue	Revenue (compared to site average)		
			8.57% ▼	8.57% ▼		
			\$12,014.79 vs \$13,140.62	\$12,014.79 vs \$13,140.62		
1.	/home					
	Jan 1, 2020 - Mar 31, 2020		\$4,131.74		<div></div>	28,408.30%
	Jan 2, 2019 - Apr 2, 2019		\$4,233.45		<div></div>	26,607.49%
2.	/signin.html					
	Jan 1, 2020 - Mar 31, 2020		\$1,022.10		<div></div>	6,952.32%
	Jan 2, 2019 - Apr 2, 2019		\$141.03		<div></div>	789.71%
3.	/google+redesign/apparel					
	Jan 1, 2020 - Mar 31, 2020		\$870.55		<div></div>	5,906.65%
	Jan 2, 2019 - Apr 2, 2019		\$1,081.48		<div></div>	6,722.71%
4.	/store.html					
	Jan 1, 2020 - Mar 31, 2020		\$853.85		<div></div>	5,791.42%
	Jan 2, 2019 - Apr 2, 2019		\$1,944.21		<div></div>	12,165.40%

Percentage Display: Audience

Please go into the Audience → Overview → Mobile report and provide a screenshot or screenshots that show the following: Between the start and end of the three month period you've chosen, please provide percentage charts (pie charts) that show what percentage of All Users came from mobile, desktop, and tablet devices and what percentage of Paid Traffic Users came from mobile, desktop, and tablet devices.

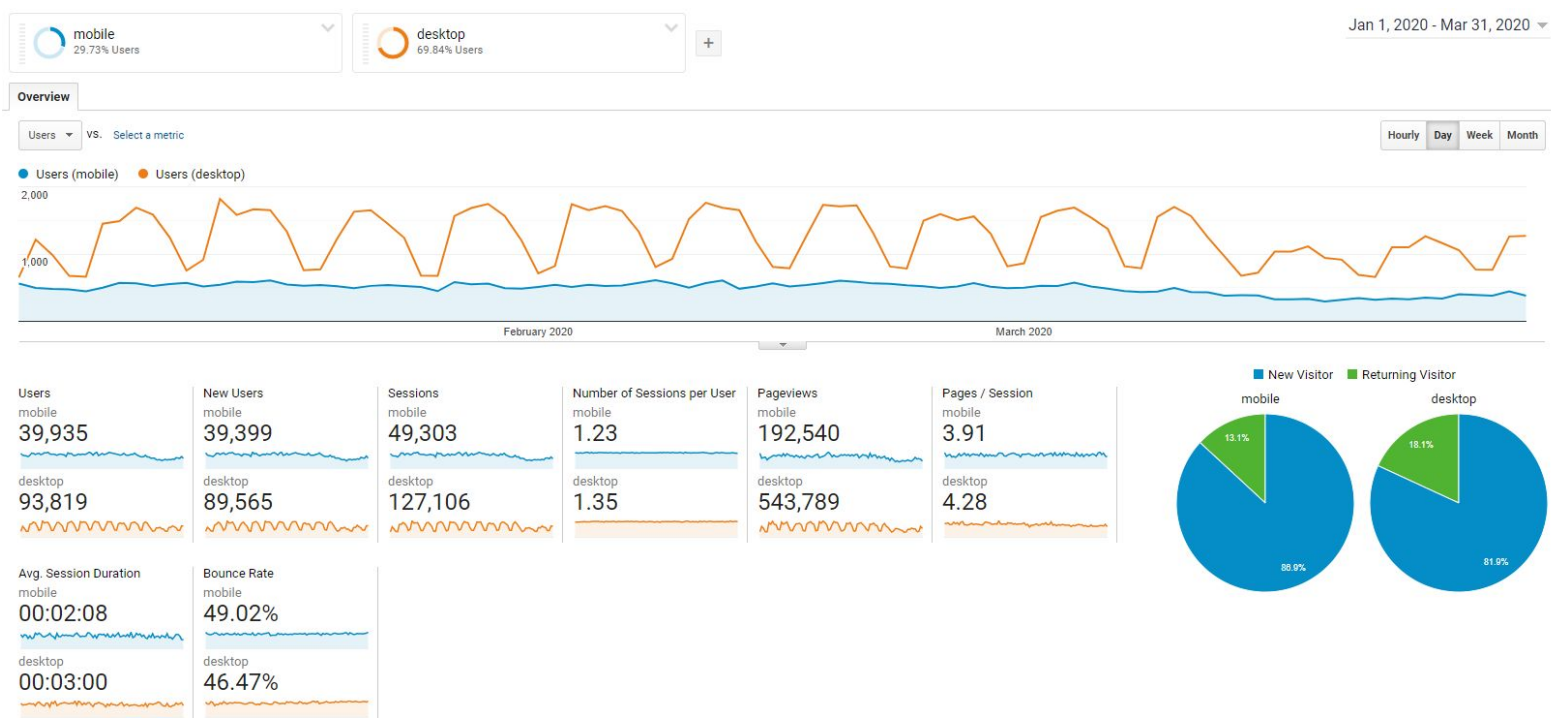




Part Three: Segmentation

Audience Segment: Characteristic

After creating a mobile segment and a desktop segment, we found an interesting phenomenon that desktop users number is periodic while mobile users number is quite static. And the decrease of desktop users contributed more to the drop.

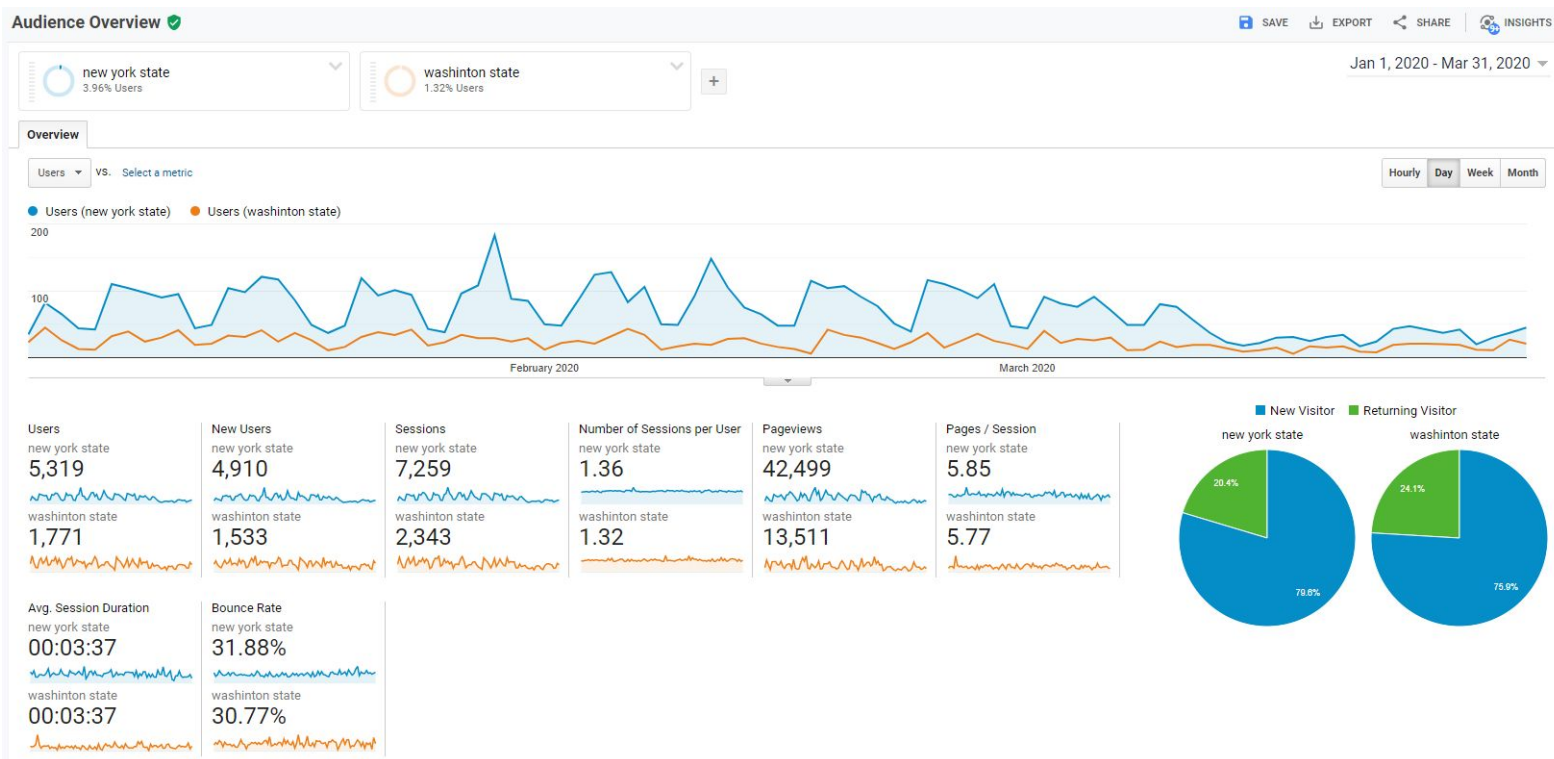


Audience Segment: Geography

Compare data from New York State and Washington State. Which region contributed more to the decrease of loss to users number?

(The reason why I pick these two states out is that they are most serious regions during Covid-19)

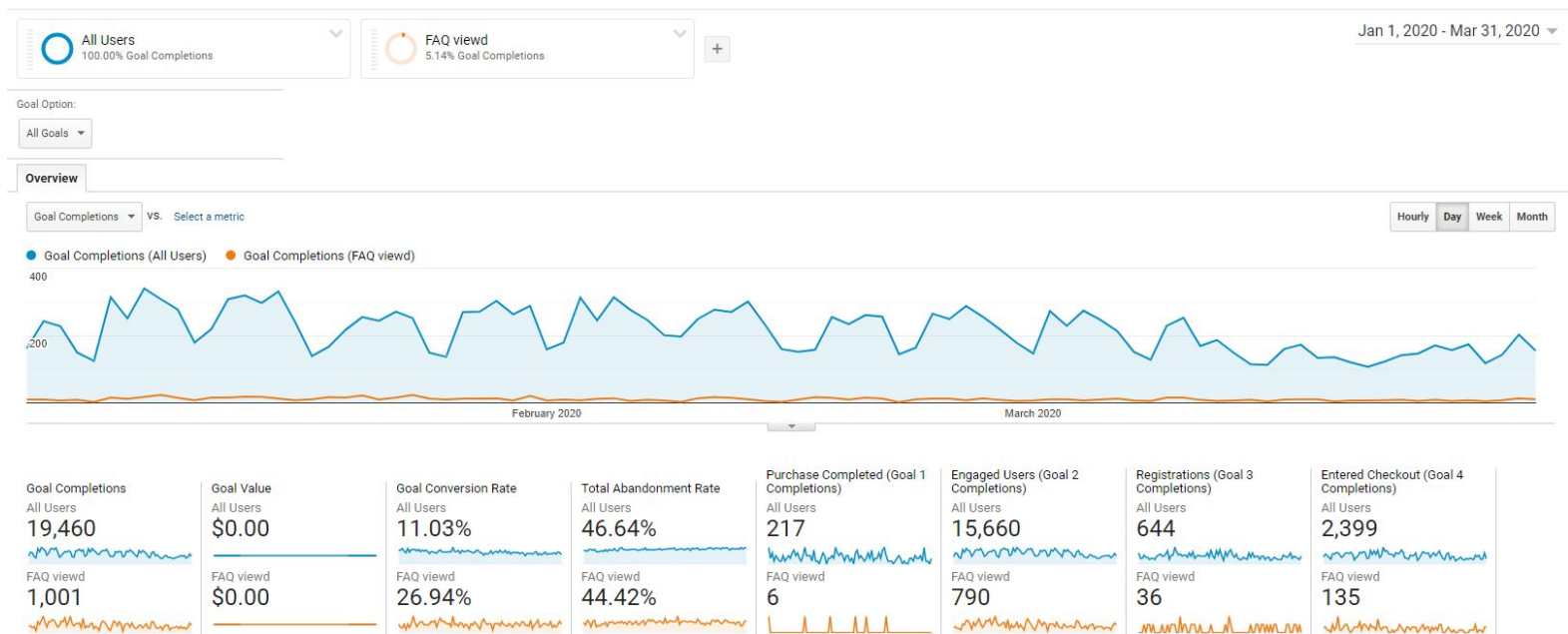
Both segments show periodic change. New York State decrease more sharply than Washington State.



Audience Segment: User Behavior

We noticed that Help link (FAQ) appears on left side of the homepage. During Covid-19, people may care about the delivery issues. Does this link really help conversion rate?

Comparing all users and FAQ viewed segment, we found that the conversion rate is 27%, much higher than 11% and bounce rate is a little lower. So this FAQ link is of great help.



Part Two:

Connecting a Data Source and Creating a Custom Dashboard



official merchandise store



1. Merchandise Store Draft Dashboard: Built on the Master View

Data Studio

Search Data Studio

Create

Recent

Reports

Data sources

Explorer

	Name	Owned by anyone	Last opened by me	
1 Master View		Kaiwen Liu	—	

Shared with me

Owned by me

Trash

Recent

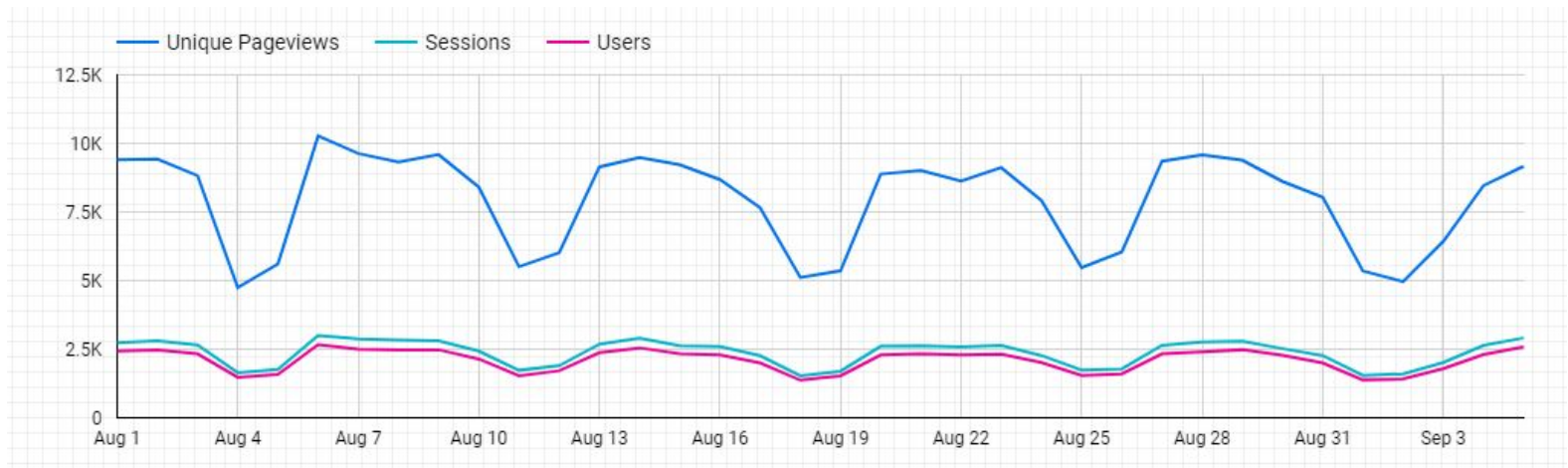
Reports

Data sources

Explorer

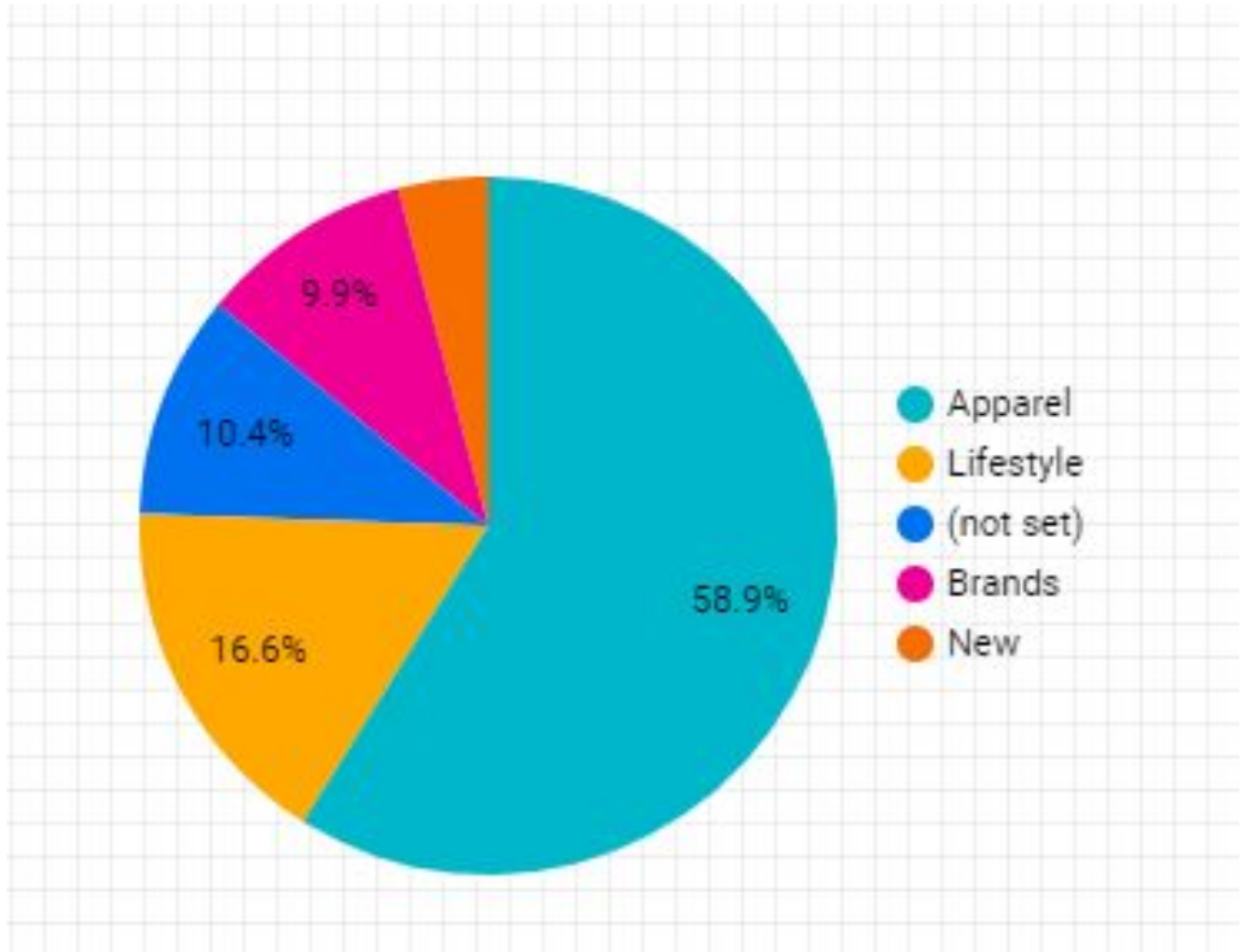
Name	Owned by anyone	Last opened by me	
1 Master View	Kaiwen Liu	—	

2. Merchandise Store Draft Dashboard: Time Series chart

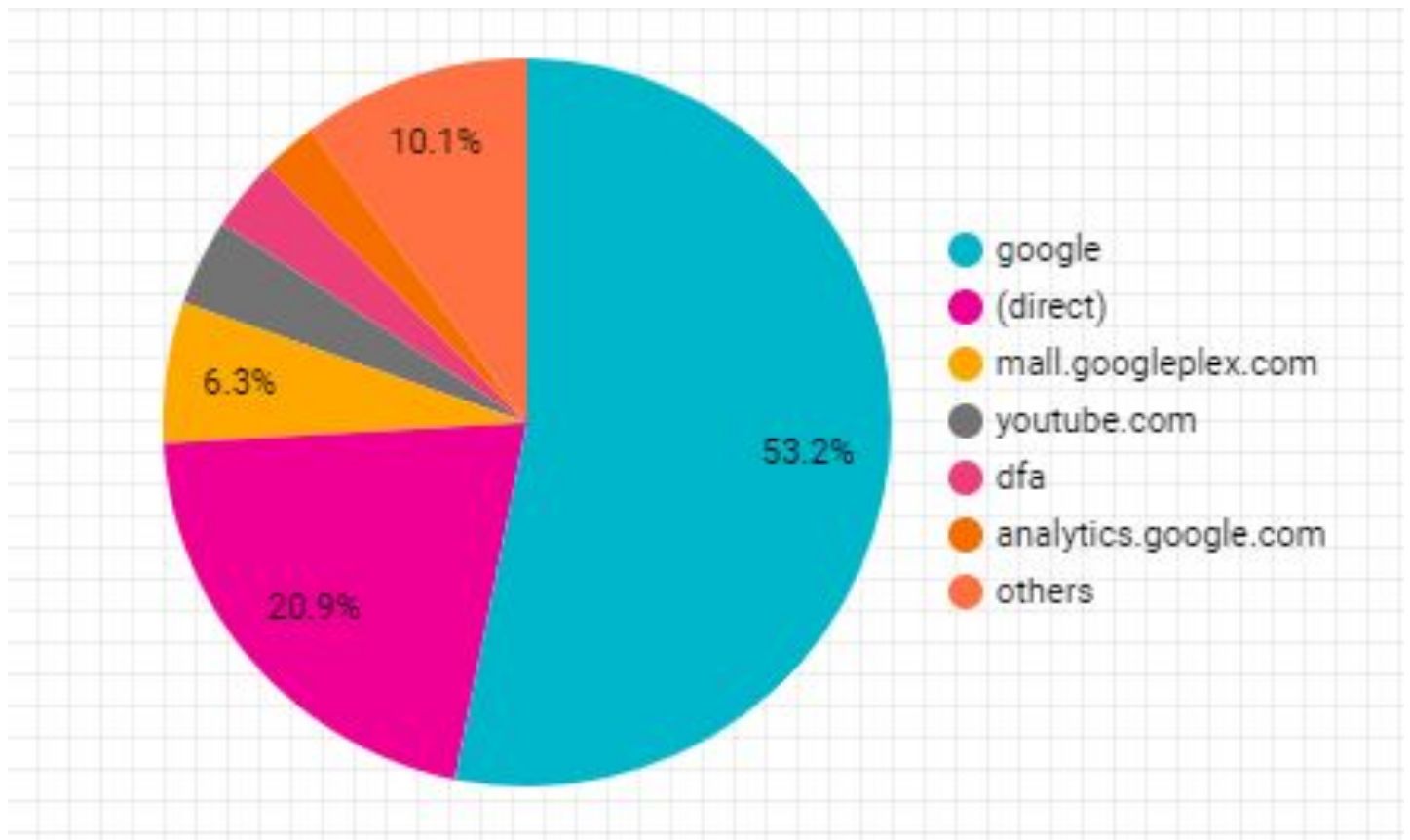


3. Merchandise Store Draft

Dashboard: Pie chart, 5 slices



4. Merchandise Store Draft Dashboard: Pie chart, 7 slices



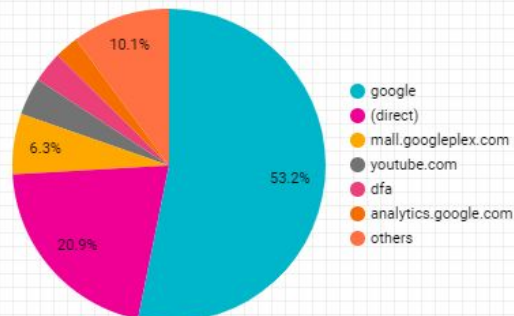
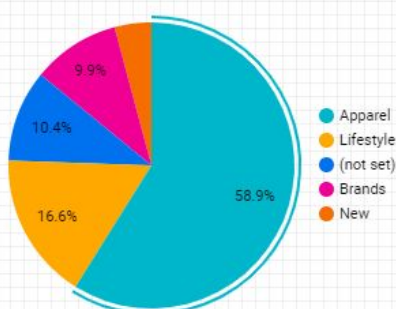
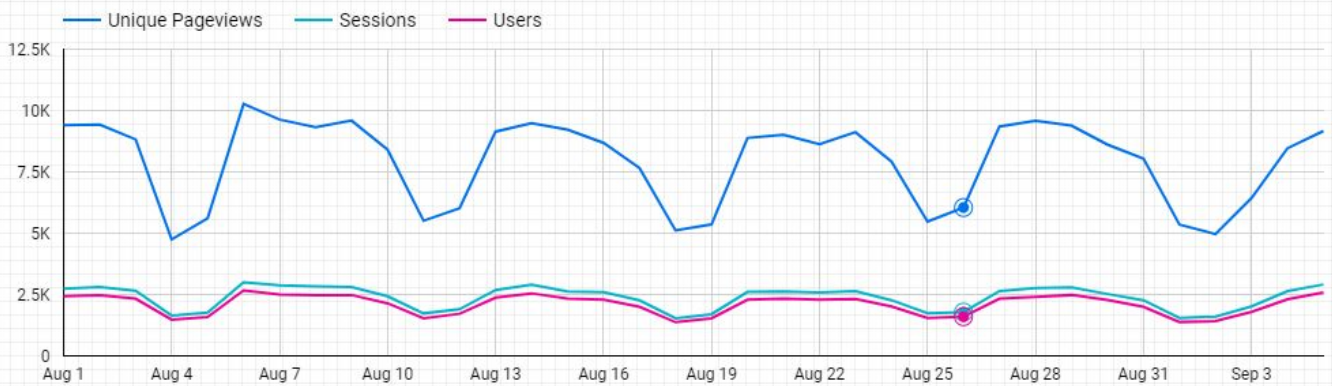
5. Merchandise Store Draft Dashboard: Scorecard

Product Revenue per Purchase
\$34.30

6. Merchandise Store Draft Dashboard: Date Range Control

Aug 1, 2018 - Sep 5, 2018

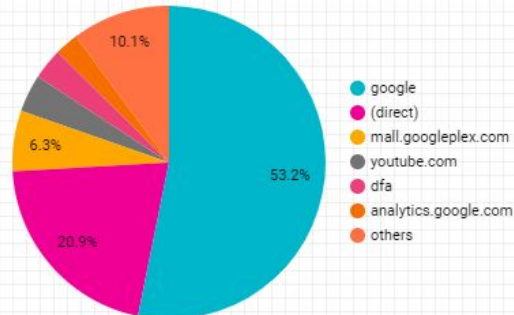
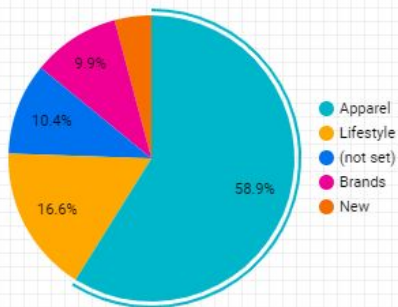
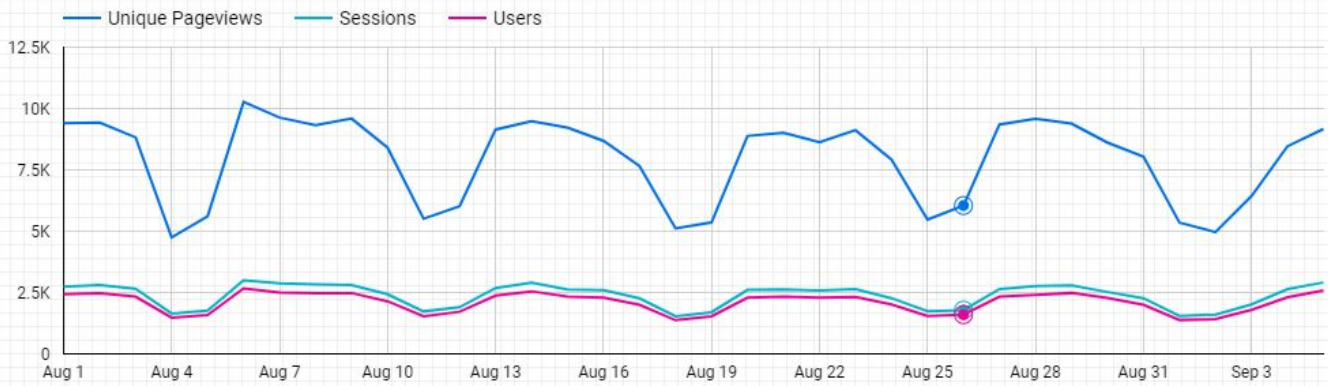
Aug 1, 2018 - Sep 5, 2018



Product Revenue per Purchase
\$34.30

Dashboard

Aug 1, 2018 - Sep 5, 2018



Product Revenue per Purchase
\$34.30

ANND Portfolio

Advanced Displays,
Segmentation & Filtering