



official merchandise store

# Digital Analytics Report

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# General Overview

- Overall, we can see that in between June 1st and November 30th of 2022, the overall revenue from the Google Merchandise Store was \$1 360 170.06 with an average order value of \$119.46 and a conversation rate of 2.29%.
- In comparison with the same period from the previous year we can see that the overall revenue generated was up by 17.39% with an average order value of 43.68% despite the conversion rate being down by 27.39%.

## Revenue & Conversion Rate

Revenue

**17.39%**

\$1,360,170.06 vs  
\$1,158,666.89



Ecommerce Conversion Rate

**-27.39%**

2.29% vs 3.15%



## Transactions

Transactions

**-18.30%**

11,386 vs 13,936



Avg. Order Value

**43.68%**

\$119.46 vs \$83.14



## Revenue & Conversion Rate

Revenue

**\$1,360,170.06**



Ecommerce Conversion Rate

**2.29%**



## Transactions

Transactions

**11,386**

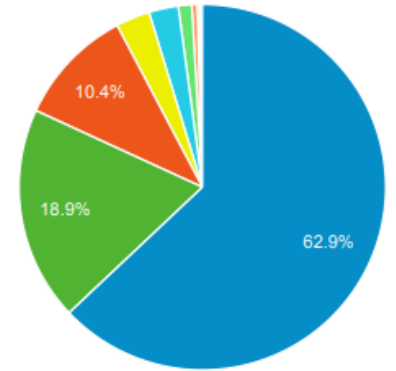


Avg. Order Value

**\$119.46**



| Product Brand  | Product Revenue  | Product Revenue  | Contribution to total: Product Revenue |
|--|--|--|--|
|  | <b>\$1,358,821.06</b><br>% of Total: 100.00%<br>(\$1,358,821.06) | <b>\$1,358,821.06</b><br>% of Total: 100.00%<br>(\$1,358,821.06) |  |
| 1. <span style="color: blue;">■</span> Google              | <b>\$855,340.32</b>  | <b>62.95%</b>  |  |
| 2. <span style="color: green;">■</span> (not set)          | <b>\$257,287.23</b>  | <b>18.93%</b>  |  |
| 3. <span style="color: orange;">■</span> Google Cloud      | <b>\$141,492.64</b>  | <b>10.41%</b>  |  |
| 4. <span style="color: yellow;">■</span> Chrome Dino       | <b>\$40,762.00</b>   | <b>3.00%</b>   |  |
| 5. <span style="color: cyan;">■</span> YouTube             | <b>\$35,262.50</b>   | <b>2.60%</b>   |  |
| 6. <span style="color: lightgreen;">■</span> Android       | <b>\$16,044.37</b>   | <b>1.18%</b>   |  |
| 7. <span style="color: peachpuff;">■</span> GFiber         | <b>\$6,449.60</b>  | <b>0.47%</b>   |  |
| 8. <span style="color: yellow;">■</span> Super G           | <b>\$3,217.60</b>  | <b>0.24%</b>   |  |
| 9. <span style="color: lightblue;">■</span> #IamRemarkable | <b>\$2,964.80</b>  | <b>0.22%</b>   |  |



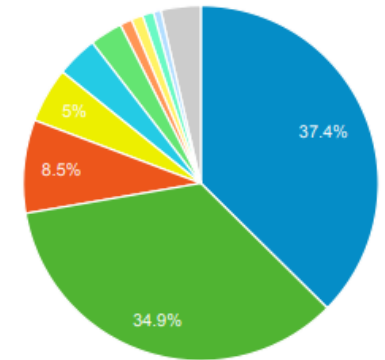
## Product Performance by Brand

- After exploring the performance of products by brand, the analysis revealed us that 62.9% of GMS's revenue is coming from Google's brand products which amounts to 855.340 dollars between Jun 1 to November 30, 2022.
- This information shows that most of GMS users are accessing the page to buy products from Google.

# Product Performance by Category

- In analyzing sales performance, we came across two main categories that sold more. The first, 'New,' contributed 37.4% of total revenue, while the second, 'Apparel,' accounted for 34.9% of revenue from June 1 to November 30, 2022, almost the same percentage.
- The total revenues of the two categories amounted to 72.28% of sales during that period.

|   | \$1,358,821.06<br>% of Total: 100.00%<br>(\$1,358,821.06) | \$1,358,821.06<br>% of Total: 100.00%<br>(\$1,358,821.06) |
|---|---|---|
| 1. <span style="color: blue;">■</span> New                          | \$508,112.08  | 37.39%  |
| 2. <span style="color: green;">■</span> Apparel                     | \$474,033.46  | 34.89%  |
| 3. <span style="color: red;">■</span> Collections                   | \$115,350.16  | 8.49%   |
| 4. <span style="color: yellow;">■</span> Men's                      | \$68,112.88   | 5.01%   |
| 5. <span style="color: cyan;">■</span> Lifestyle                    | \$51,032.14   | 3.76%   |
| 6. <span style="color: green;">■</span> Shop by Brand               | \$40,468.94   | 2.98%   |
| 7. <span style="color: orange;">■</span> Bags                       | \$14,891.60   | 1.10%   |
| 8. <span style="color: yellow;">■</span> View All-Campus Collection | \$14,417.40   | 1.06%   |
| 9. <span style="color: cyan;">■</span> Google Bike                  | \$13,864.26   | 1.02%   |
| 10. <span style="color: blue;">■</span> Stationery                  | \$9,264.90  | 0.68%   |



# Most Sold Products

- The most sold products are from the Google brand, which means that consumers go to the GMS less for products from other brands (e.g., YouTube or Android).
- Consumers buy more low-value products than medium- or high-value products: the 10 best-selling products account for about 21% of the total amount sold.
- Nevertheless, the 10 best-selling products are responsible for only about 7% of GMS's total product sales.

| Product                          | Sales Performance   |   |   |   |   |   |
|----------------------------------|---|---|---|---|---|---|
|                                  | Product Revenue   | Unique Purchases                                    | Quantity ↓  | Avg. Price  | Avg. QTY  | Product Refund Amount                                       |
|                                  | <b>\$1,358,821.06</b><br>% of Total:<br>100.00%<br>(\$1,358,821.06) | <b>35,599</b><br>% of Total:<br>100.00%<br>(35,599) | <b>103,541</b><br>% of Total:<br>100.00%<br>(103,541) | <b>\$13.12</b><br>Avg for View:<br>\$13.12<br>(0.00%) | <b>2.91</b><br>Avg for View:<br>2.91<br>(0.00%) | <b>\$2,220.00</b><br>% of Total:<br>100.00%<br>(\$2,220.00) |
| 1. Google Cloud Sticker          | \$5,862.00<br>(0.43%)   | 303<br>(0.85%)                                      | 4,592<br>(4.43%)                                      | \$1.28  | 15.16   | \$0.00<br>(0.00%)   |
| 2. Google Pen White              | \$5,126.10<br>(0.38%)   | 264<br>(0.74%)                                      | 3,451<br>(3.33%)                                      | \$1.49  | 13.07   | \$0.00<br>(0.00%)   |
| 3. Google Black Wheat Pen        | \$4,596.20<br>(0.34%)   | 265<br>(0.74%)                                      | 3,075<br>(2.97%)                                      | \$1.49  | 11.60   | \$0.00<br>(0.00%)   |
| 4. Google Sticker                | \$3,225.30<br>(0.24%)   | 256<br>(0.72%)                                      | 2,500<br>(2.41%)                                      | \$1.29  | 9.77  | \$0.00<br>(0.00%)   |
| 5. Google Unisex Eco Tee Black   | \$38,251.20<br>(2.82%)  | 1,201<br>(3.37%)                                    | 1,758<br>(1.70%)                                      | \$21.76   | 1.46  | \$0.00<br>(0.00%)   |
| 6. Google Large Tote White       | \$14,430.00<br>(1.06%)  | 230<br>(0.65%)                                      | 1,330<br>(1.28%)                                      | \$10.85   | 5.78  | \$0.00<br>(0.00%)   |
| 7. Google Light Pen Green        | \$2,275.98<br>(0.17%)   | 191<br>(0.54%)                                      | 1,287<br>(1.24%)                                      | \$1.77  | 6.74  | \$0.00<br>(0.00%)   |
| 8. Google Recycled Gray Notebook | \$8,304.00<br>(0.61%)   | 109<br>(0.31%)                                      | 1,237<br>(1.19%)                                      | \$6.71  | 11.35   | \$0.00<br>(0.00%)   |
| 9. Maze Pen                      | \$1,038.40<br>(0.08%)   | 105<br>(0.29%)                                      | 1,209<br>(1.17%)                                      | \$0.86  | 11.51   | \$0.00<br>(0.00%)   |
| 10. Super G Bamboo Lid Bottle    | \$10,569.60<br>(0.78%)  | 174<br>(0.49%)                                      | 1,064<br>(1.03%)                                      | \$9.93  | 6.11  | \$0.00<br>(0.00%)   |

# Most Profitable Products

- In line with the best sold products, the most profitable items are also from the brand Google;
- These products largely correspond to men's/unisex clothing, with simple styling and predominantly in the color black;
- The top 10 most profitable products represent approximately 15% of GMS's total product sales and approximately 6% of the total volume sold.

| Product   | Sales Performance   |   |   |   |   |   |
|---|---|---|---|---|---|---|
|   | Product Revenue ↓   | Unique Purchases                                    | Quantity  | Avg. Price  | Avg. QTY  | Product Refund Amount                                       |
|   | <b>\$1,358,821.06</b><br>% of Total:<br>100.00%<br>(\$1,358,821.06) | <b>35,599</b><br>% of Total:<br>100.00%<br>(35,599) | <b>103,541</b><br>% of Total:<br>100.00%<br>(103,541) | <b>\$13.12</b><br>Avg for View:<br>\$13.12<br>(0.00%) | <b>2.91</b><br>Avg for View:<br>2.91<br>(0.00%) | <b>\$2,220.00</b><br>% of Total:<br>100.00%<br>(\$2,220.00) |
| 1. <a href="#">Google Unisex Eco Tee Black</a>          | <b>\$38,251.20</b><br>(2.82%)                                       | <b>1,201</b><br>(3.37%)                             | <b>1,758</b><br>(1.70%)                               | <b>\$21.76</b>  | <b>1.46</b>                                     | <b>\$0.00</b><br>(0.00%)                                    |
| 2. <a href="#">Google Black Eco Zip Hoodie</a>          | <b>\$28,303.80</b><br>(2.08%)                                       | <b>438</b><br>(1.23%)                               | <b>496</b><br>(0.48%)                                 | <b>\$57.06</b>  | <b>1.13</b>                                     | <b>\$0.00</b><br>(0.00%)                                    |
| 3. <a href="#">Google Crewneck Sweatshirt Black</a>     | <b>\$23,883.00</b><br>(1.76%)                                       | <b>343</b><br>(0.96%)                               | <b>481</b><br>(0.46%)                                 | <b>\$49.65</b>  | <b>1.40</b>                                     | <b>\$0.00</b><br>(0.00%)                                    |
| 4. <a href="#">Google Cloud Unisex Onyx Zip Hoodie</a>  | <b>\$19,692.60</b><br>(1.45%)                                       | <b>275</b><br>(0.77%)                               | <b>349</b><br>(0.34%)                                 | <b>\$56.43</b>  | <b>1.27</b>                                     | <b>\$0.00</b><br>(0.00%)                                    |
| 5. <a href="#">Google Cloud Unisex Onyx Tee</a>         | <b>\$17,169.60</b><br>(1.26%)                                       | <b>371</b><br>(1.04%)                               | <b>722</b><br>(0.70%)                                 | <b>\$23.78</b>  | <b>1.95</b>                                     | <b>\$0.00</b><br>(0.00%)                                    |
| 6. <a href="#">Google Adventure Backpack Black</a>      | <b>\$16,120.00</b><br>(1.19%)                                       | <b>104</b><br>(0.29%)                               | <b>157</b><br>(0.15%)                                 | <b>\$102.68</b>                                       | <b>1.51</b>                                     | <b>\$0.00</b><br>(0.00%)                                    |
| 7. <a href="#">Google Cloud Desktop Neon Sign</a>       | <b>\$15,872.00</b><br>(1.17%)                                       | <b>122</b><br>(0.34%)                               | <b>127</b><br>(0.12%)                                 | <b>\$124.98</b>                                       | <b>1.04</b>                                     | <b>\$0.00</b><br>(0.00%)                                    |
| 8. <a href="#">Google Voyager Bottle</a>                | <b>\$15,595.80</b><br>(1.15%)                                       | <b>232</b><br>(0.65%)                               | <b>578</b><br>(0.56%)                                 | <b>\$26.98</b>  | <b>2.49</b>                                     | <b>\$0.00</b><br>(0.00%)                                    |
| 9. <a href="#">Google Classic White Organic F/C Tee</a> | <b>\$14,862.40</b><br>(1.09%)                                       | <b>449</b><br>(1.26%)                               | <b>621</b><br>(0.60%)                                 | <b>\$23.93</b>  | <b>1.38</b>                                     | <b>\$0.00</b><br>(0.00%)                                    |
| 10. <a href="#">Google Land &amp; Sea Sock</a>          | <b>\$14,590.80</b><br>(1.07%)                                       | <b>57</b><br>(0.16%)                                | <b>897</b><br>(0.87%)                                 | <b>\$16.27</b>  | <b>15.74</b>                                    | <b>\$0.00</b><br>(0.00%)                                    |

# User Profiles

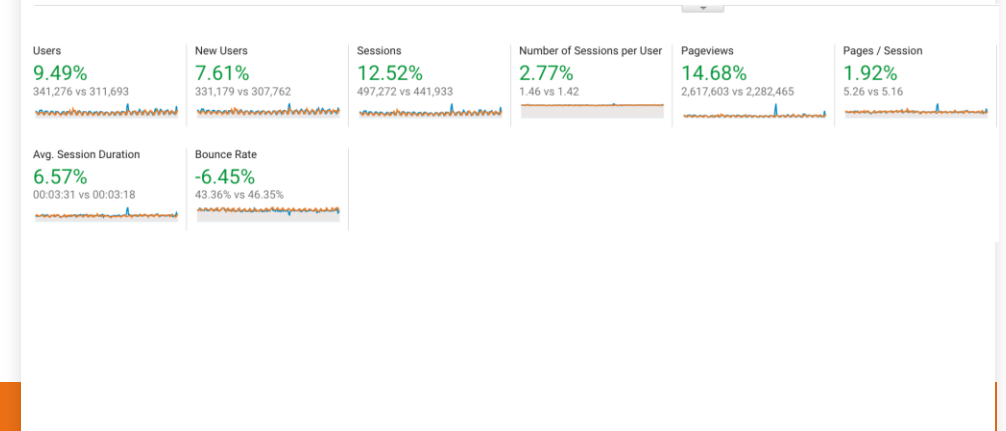
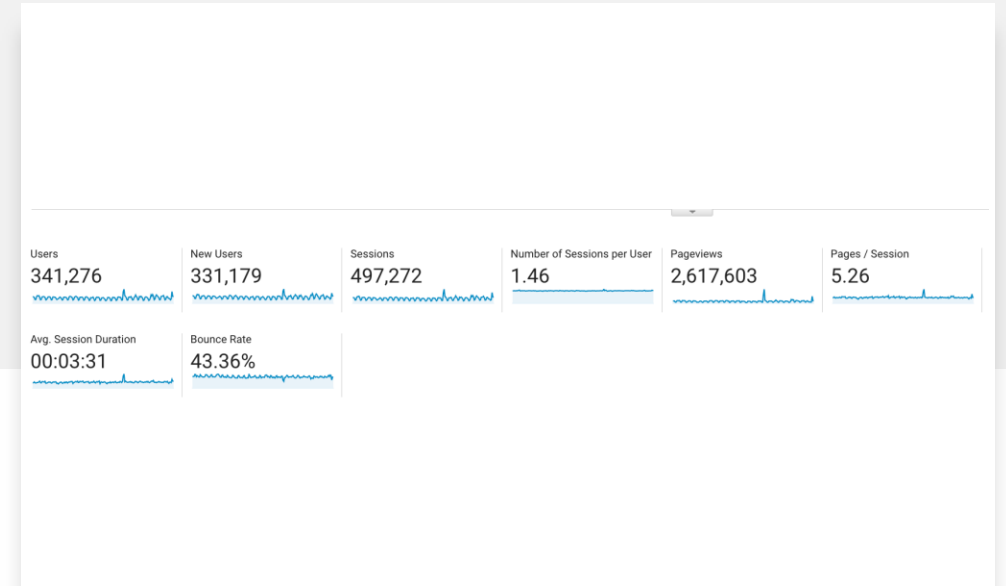
## General Overview

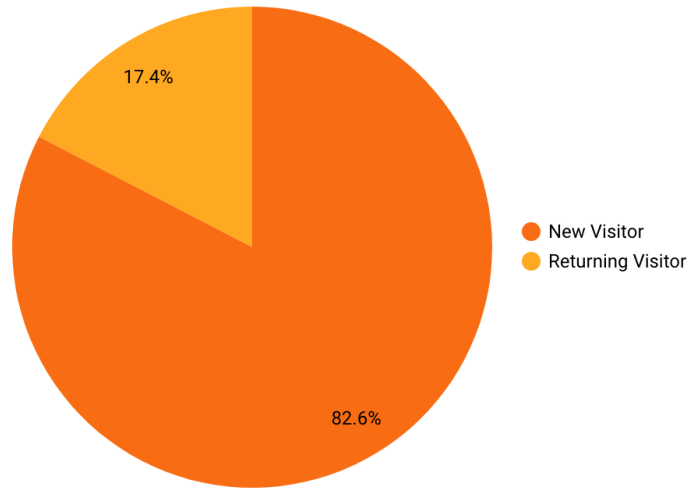


Between June 1st and November 30th of 2022 the total number of users was 341 276 of which 331 179 were new users. The average sessions of the users was 3:31 minutes and total of 497 272 sessions were accessed, with an average of .46 sessions per users and 5.26 pages per sessions.



In comparison to the same period of the previous year 2021, we can see a positive increase in all aspects such as users increasing by 9.49%, and bounce rate decreasing by 6.45%.





|    | User Type         | Users ▾ | Avg. Session Duration | Revenue      | Bounce Rate | Ecommerce Conversion Rate |
|----|-------------------|---------|-----------------------|--------------|-------------|---------------------------|
| 1. | New Visitor       | 333,101 | 00:02:44              | \$406,860.31 | 47.28%      | 1.23%                     |
| 2. | Returning Visitor | 70,279  | 00:05:05              | \$953,309.75 | 35.51%      | 4.4%                      |

# User Profiles

New Users vs Returning Users











New visitors make up 82.6% of the total users. Despite the new visitors being higher in value compared to returning visitors, we can see that returning visitors generate more revenue, and new visitors have a bounce rate of 47.28% which is something that needs to be analyzed further in order better the experience of new users.

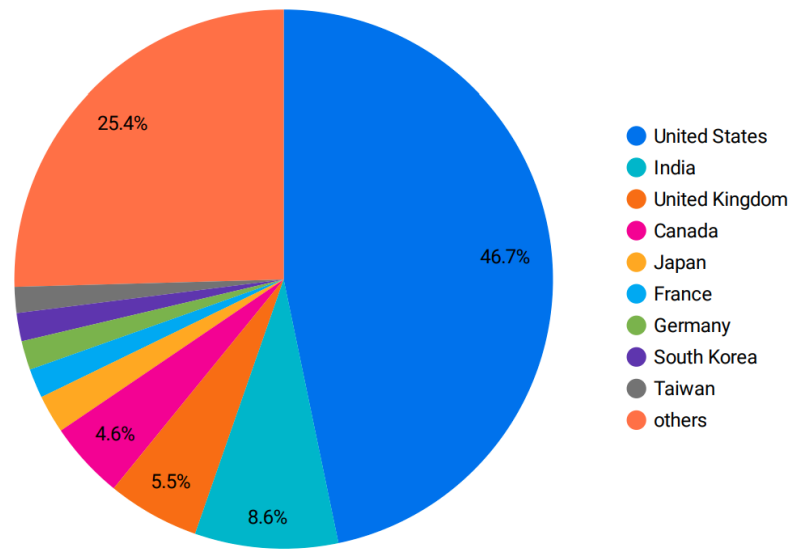


# User Profiles

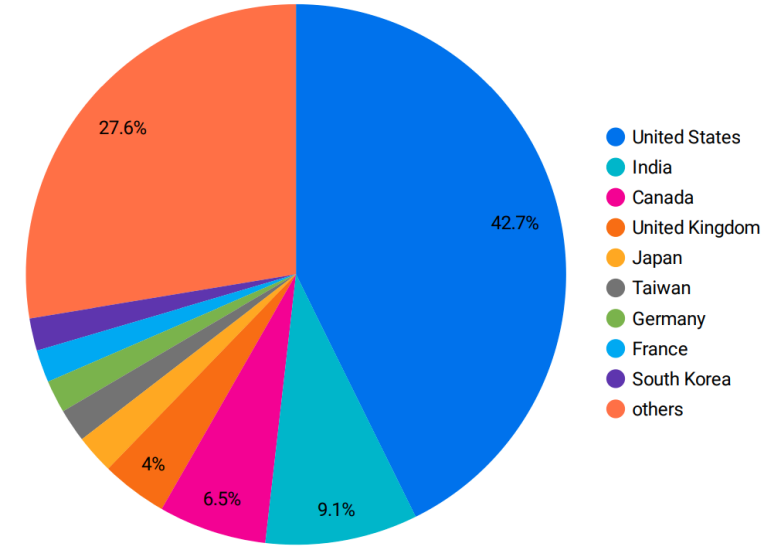
## Location

Illustrated below can see the top 10 countries of the user profiles, and we can conclude that the united states is the country where most of the users are located and that generates the highest revenue. Despite India being the country with the second highest number of users, it is one of the lowest countries in terms of generating revenue and making it the country with the lowest conversion rate of 0.04%.

| Country ?   | Acquisition                                 |   |   | Behavior                                  |                                       |   | Conversions <span>eCommerce ▾</span>      |   |                                      |
|---|---|---|---|---|---------------------------------------|---|---|---|--------------------------------------|
|   | Users ?<br>↓                                | New Users ?                                 | Sessions ?                                  | Bounce Rate ?                             | Pages / Session ?                     | Avg. Session Duration ?                       | Transactions ?                            | Revenue ?   | Ecommerce Conversion Rate ?          |
|   | 341,276<br>% of Total: 100.00%<br>(341,276) | 331,666<br>% of Total: 100.15%<br>(331,179) | 497,272<br>% of Total: 100.00%<br>(497,272) | 43.36%<br>Avg for View: 43.36%<br>(0.00%) | 5.26<br>Avg for View: 5.26<br>(0.00%) | 00:03:31<br>Avg for View: 00:03:31<br>(0.00%) | 11,386<br>% of Total: 100.00%<br>(11,386) | \$1,360,170.06<br>% of Total: 100.00%<br>(\$1,360,170.06) | 2.29%<br>Avg for View: 2.29% (0.00%) |
| 1.  United States    | 161,544 (46.62%)                            | 152,513 (45.98%)                            | 256,952 (51.67%)                            | 36.26%                                    | 6.82                                  | 00:04:08                                      | 10,568 (92.82%)                           | \$1,232,453.59 (90.61%)                                   | 4.11%                                |
| 2.  India            | 29,725 (8.58%)                              | 29,166 (8.79%)                              | 36,733 (7.39%)                              | 52.05%                                    | 3.05                                  | 00:02:23                                      | 14 (0.12%)                                | \$1,740.20 (0.13%)  | 0.04%                                |
| 3.  United Kingdom | 19,131 (5.52%)                              | 17,057 (5.14%)                              | 25,521 (5.13%)                              | 41.54%                                    | 4.47                                  | 00:02:56                                      | 342 (3.00%)                               | \$47,196.86 (3.47%)                                       | 1.34%                                |
| 4.  Canada         | 16,038 (4.63%)                              | 15,793 (4.76%)                              | 22,326 (4.49%)                              | 48.89%                                    | 4.93                                  | 00:03:27                                      | 203 (1.78%)                               | \$34,151.53 (2.51%)                                       | 0.91%                                |
| 5.  Japan          | 7,929 (2.29%)                               | 7,711 (2.32%)                               | 10,123 (2.04%)                              | 54.53%                                    | 3.54                                  | 00:03:06                                      | 8 (0.07%)                                 | \$1,686.05 (0.12%)  | 0.08%                                |
| 6.  France         | 6,087 (1.76%)                               | 5,889 (1.78%)                               | 8,043 (1.62%)                               | 60.19%                                    | 2.73                                  | 00:02:25                                      | 12 (0.11%)                                | \$3,832.70 (0.28%)  | 0.15%                                |
| 7.  Germany        | 6,024 (1.74%)                               | 5,881 (1.77%)                               | 7,579 (1.52%)                               | 57.32%                                    | 3.03                                  | 00:01:59                                      | 10 (0.09%)                                | \$2,056.64 (0.15%)  | 0.13%                                |
| 8.  South Korea    | 5,853 (1.69%)                               | 5,758 (1.74%)                               | 8,198 (1.65%)                               | 48.33%                                    | 3.38                                  | 00:03:14                                      | 9 (0.08%)                                 | \$702.50 (0.05%)  | 0.11%                                |
| 9.  Taiwan         | 5,387 (1.55%)                               | 5,246 (1.58%)                               | 7,591 (1.53%)                               | 45.67%                                    | 4.74                                  | 00:03:58                                      | 16 (0.14%)                                | \$2,108.74 (0.16%)  | 0.21%                                |
| 10.  Spain         | 5,381 (1.55%)                               | 5,234 (1.58%)                               | 7,113 (1.43%)                               | 56.29%                                    | 2.88                                  | 00:02:54                                      | 6 (0.05%)                                 | \$1,560.40 (0.11%)  | 0.08%                                |



2022



2021

In 2022 the US made up 46.7% of total users on the Google Merchandise store, which was up by 4% compared to 2021.

# User Profiles

## Top 5 Countries

Taking a closer look at the top 5 countries we can see that overall, most of the countries had a positive increase compared to the same period the previous year except for Canada, which decreased by 21.12% in users and 8.04% in revenue. We could take a closer look at Canada to understand why the decrease and perhaps target them to gain back those users and revenue. Another interesting country to look at is the United Kingdom, which had an increase of 53.75% in users but better yet an increase of 236.95% in revenue, making it a good option to target further with marketing to keep building on that audience.

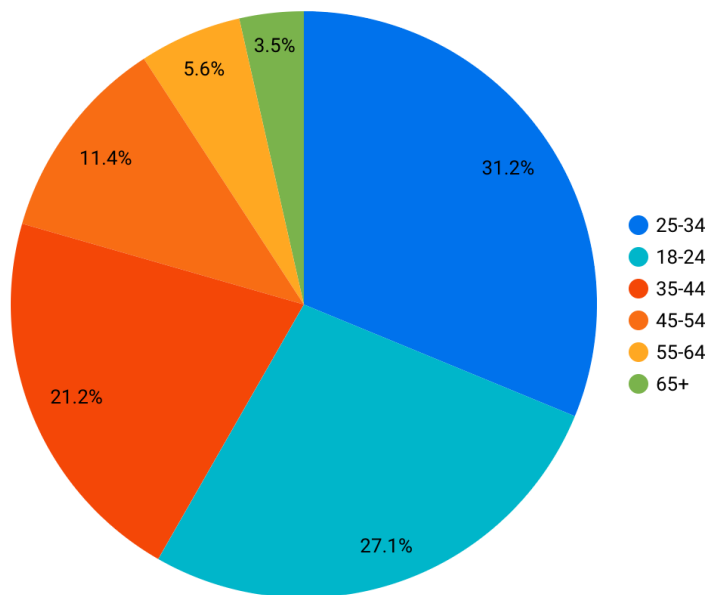
| Country                    | Acquisition                 |                             |                              | Behavior                  |                       |                               | Conversions                |  |                           |
|----------------------------|-----------------------------|-----------------------------|------------------------------|---------------------------|-----------------------|-------------------------------|----------------------------|--|---------------------------|
|                            | Users                       | New Users                   | Sessions                     | Bounce Rate               | Pages / Session       | Avg. Session Duration         | Transactions               | Revenue                                    | Ecommerce Conversion Rate |
|                            | 9.49%<br>341,276 vs 311,693 | 7.63%<br>331,666 vs 308,154 | 12.52%<br>497,272 vs 441,933 | 6.45%<br>43.36% vs 46.35% | 1.92%<br>5.26 vs 5.16 | 6.57%<br>00:03:31 vs 00:03:18 | 18.30%<br>11,386 vs 13,936 | 17.39%<br>\$1,360,170.06 vs \$1,158,666.89 | 27.39%<br>2.29% vs 3.15%  |
| 1.  United States          |                             |                             |                              |                           |                       |                               |                            |  |                           |
| Jun 1, 2022 - Nov 30, 2022 | 161,544 (46.62%)            | 152,513 (45.98%)            | 256,952 (51.67%)             | 36.26%                    | 6.82                  | 00:04:08                      | 10,568 (92.82%)            | \$1,232,453.59 (90.61%)                    | 4.11%                     |
| Jun 1, 2021 - Nov 30, 2021 | 134,247 (42.55%)            | 130,253 (42.27%)            | 211,839 (47.93%)             | 35.94%                    | 7.09                  | 00:04:07                      | 13,305 (95.47%)            | \$1,086,115.76 (93.74%)                    | 6.28%                     |
| % Change                   | 20.33%                      | 17.09%                      | 21.30%                       | 0.89%                     | -3.88%                | 0.51%                         | -20.57%                    | 13.47%                                     | -34.52%                   |
| 2.  India                  |                             |                             |                              |                           |                       |                               |                            |  |                           |
| Jun 1, 2022 - Nov 30, 2022 | 29,725 (8.58%)              | 29,166 (8.79%)              | 36,733 (7.39%)               | 52.05%                    | 3.05                  | 00:02:23                      | 14 (0.12%)                 | \$1,740.20 (0.13%)                         | 0.04%                     |
| Jun 1, 2021 - Nov 30, 2021 | 28,692 (9.09%)              | 28,520 (9.26%)              | 33,728 (7.63%)               | 56.22%                    | 3.11                  | 00:01:56                      | 30 (0.22%)                 | \$2,435.48 (0.21%)                         | 0.09%                     |
| % Change                   | 3.60%                       | 2.27%                       | 8.91%                        | -7.42%                    | -2.16%                | 23.18%                        | -53.33%                    | -28.55%                                    | -57.15%                   |
| 3.  United Kingdom         |                             |                             |                              |                           |                       |                               |                            |  |                           |
| Jun 1, 2022 - Nov 30, 2022 | 19,131 (5.52%)              | 17,057 (5.14%)              | 25,521 (5.13%)               | 41.54%                    | 4.47                  | 00:02:56                      | 342 (3.00%)                | \$47,196.86 (3.47%)                        | 1.34%                     |
| Jun 1, 2021 - Nov 30, 2021 | 12,443 (3.94%)              | 11,706 (3.80%)              | 16,126 (3.65%)               | 49.25%                    | 3.85                  | 00:02:33                      | 133 (0.95%)                | \$14,007.23 (1.21%)                        | 0.82%                     |
| % Change                   | 53.75%                      | 45.71%                      | 58.26%                       | -15.65%                   | 15.94%                | 14.65%                        | 157.14%                    | 236.95%                                    | 62.48%                    |
| 4.  Canada                 |                             |                             |                              |                           |                       |                               |                            |  |                           |
| Jun 1, 2022 - Nov 30, 2022 | 16,038 (4.63%)              | 15,793 (4.76%)              | 22,326 (4.49%)               | 48.89%                    | 4.93                  | 00:03:27                      | 203 (1.78%)                | \$34,151.53 (2.51%)                        | 0.91%                     |
| Jun 1, 2021 - Nov 30, 2021 | 20,331 (6.44%)              | 19,988 (6.49%)              | 25,322 (5.73%)               | 57.99%                    | 3.98                  | 00:02:26                      | 244 (1.75%)                | \$37,135.69 (3.21%)                        | 0.96%                     |
| % Change                   | -21.12%                     | -20.99%                     | -11.83%                      | -15.69%                   | 23.66%                | 42.34%                        | -16.80%                    | -8.04%                                     | -5.64%                    |
| 5.  Japan                  |                             |                             |                              |                           |                       |                               |                            |  |                           |
| Jun 1, 2022 - Nov 30, 2022 | 7,929 (2.29%)               | 7,711 (2.32%)               | 10,123 (2.04%)               | 54.53%                    | 3.54                  | 00:03:06                      | 8 (0.07%)                  | \$1,686.05 (0.12%)                         | 0.08%                     |
| Jun 1, 2021 - Nov 30, 2021 | 7,318 (2.32%)               | 7,186 (2.33%)               | 9,118 (2.06%)                | 53.63%                    | 3.74                  | 00:02:52                      | 8 (0.06%)                  | \$712.96 (0.06%)                           | 0.09%                     |
| % Change                   | 8.35%                       | 7.31%                       | 11.02%                       | 1.68%                     | -5.35%                | 7.95%                         | 0.00%                      | 136.49%                                    | -9.93%                    |

# User Profiles

## Gender

In 2022 57.76% of users were male and 42.24% were female users, in comparison to the previous year we saw a growth in male users of 24.33% and growth in female users of 19.39%. Despite the male users bringing in more of the revenue over both years, in 2022 we saw a higher increase in revenue for female users of 40.88%, which is 17.64% higher increased compared to male users. This change indicates that the average transaction amount for females is higher than for males which is valuable when understanding our consumers purchasing behavior and launching new campaigns.

| Gender ?                   | Acquisition                                 |   |   | Behavior                                 |                                      |  | Conversions eCommerce ▾                |   |   |
|----------------------------|---|---|---|--|--------------------------------------|--|--|---|---|
|                            | Users ? ↓                                   | New Users ?                                 | Sessions ?                                  | Bounce Rate ?                            | Pages / Session ?                    | Avg. Session Duration ?                      | Transactions ?                         | Revenue ?   | Ecommerce Conversion Rate ?             |
|                            | 22.61% <span>▲</span><br>158,538 vs 129,305 | 22.50% <span>▲</span><br>149,040 vs 121,666 | 26.76% <span>▲</span><br>238,879 vs 188,444 | 6.17% <span>▼</span><br>40.09% vs 42.73% | 1.06% <span>▲</span><br>5.83 vs 5.76 | 5.42% <span>▲</span><br>00:03:55 vs 00:03:43 | 7.65% <span>▼</span><br>6,878 vs 7,448 | 31.17% <span>▲</span><br>\$814,373.20 vs \$620,843.14 | 27.15% <span>▼</span><br>2.88% vs 3.95% |
| 1. male                    |   |   |   |  |                                      |  |  |   |   |
| Jun 1, 2022 - Nov 30, 2022 | 92,751 (57.76%)                             | 86,782 (58.23%)                             | 138,021 (57.78%)                            | 39.29%                                   | 5.89                                 | 00:03:48                                     | 3,848 (55.95%)                         | \$420,986.75 (51.69%)                                 | 2.79%                                   |
| Jun 1, 2021 - Nov 30, 2021 | 74,602 (56.77%)                             | 69,301 (56.96%)                             | 105,461 (55.96%)                            | 42.19%                                   | 5.90                                 | 00:03:36                                     | 4,136 (55.53%)                         | \$341,605.83 (55.02%)                                 | 3.92%                                   |
| % Change                   | 24.33%                                      | 25.22%                                      | 30.87%                                      | -6.87%                                   | -0.22%                               | 5.57%  | -6.96%                                 | 23.24%  | -28.91%                                 |
| 2. female                  |   |   |   |  |                                      |  |  |   |   |
| Jun 1, 2022 - Nov 30, 2022 | 67,820 (42.24%)                             | 62,258 (41.77%)                             | 100,858 (42.22%)                            | 41.19%                                   | 5.74                                 | 00:04:05                                     | 3,030 (44.05%)                         | \$393,386.45 (48.31%)                                 | 3.00%                                   |
| Jun 1, 2021 - Nov 30, 2021 | 56,807 (43.23%)                             | 52,365 (43.04%)                             | 82,983 (44.04%)                             | 43.42%                                   | 5.59                                 | 00:03:52                                     | 3,312 (44.47%)                         | \$279,237.31 (44.98%)                                 | 3.99%                                   |
| % Change                   | 19.39%                                      | 18.89%                                      | 21.54%                                      | -5.13%                                   | 2.66%                                | 5.55%  | -8.51%                                 | 40.88%  | -24.73%                                 |



|    | Age   | Users ▾ | New Users | Avg. Session Duration | Revenue      | Revenue Per User | Ecommerce Conversion Rate | Bounce Rate |
|----|-------|---------|-----------|-----------------------|--------------|------------------|---------------------------|-------------|
| 1. | 25-34 | 49,771  | 45,147    | 00:04:03              | \$253,616.99 | \$5.1            | 2.98%                     | 37.95%      |
| 2. | 18-24 | 43,205  | 39,293    | 00:03:44              | \$160,779.1  | \$3.72           | 2.39%                     | 41.66%      |
| 3. | 35-44 | 30,058  | 26,935    | 00:04:06              | \$174,915.74 | \$5.82           | 3.31%                     | 38.2%       |
| 4. | 45-54 | 16,259  | 14,491    | 00:04:05              | \$96,207.64  | \$5.92           | 3.25%                     | 38.73%      |
| 5. | 55-64 | 7,559   | 6,927     | 00:03:58              | \$49,414.93  | \$6.54           | 3.12%                     | 41.78%      |
| 6. | 65+   | 4,528   | 4,163     | 00:03:40              | \$22,994.86  | \$5.08           | 2.48%                     | 45.44%      |

# User Profiles

## Age Groups

In 2022 the highest age group of the users on the Google Merchandise store was between 25-34 years old. They account for 31.2% of the total users, and they are also the highest revenue generating age group. Despite the second highest age group in users being between 18-24, we can see that in revenue they are lower than the third highest age group in terms of users. This could be because despite the interest being higher in that age group the purchasing power is not as high as 35–44-year-olds, and this must be noted when it comes to targeting consumers in marketing campaigns.

# Traffic Analysis Acquisition

- According to research, direct traffic is the most important source of traffic to the website (296,464). It indicates that brand has a strong presence and familiarity among its target audience. Organic sources, on the other hand, bring the least traffic to the site.
- Second, CPC (45,316) is another channel that accounts for more traffic, however, with CPC, the higher the number of users, the higher the costs.

| Source / Medium       | Users   | New Users | Sessions |
|-----------------------|---------|-----------|----------|
|                       | 343,939 | 331,666   | 497,272  |
| (direct) / (none)     | 296,464 | 287,121   | 435,279  |
| google / cpc          | 45,316  | 42,524    | 59,295   |
| bing / cpc            | 1,156   | 1,097     | 1,455    |
| Partners / affiliate  | 876     | 801       | 1,071    |
| dfa / cpm             | 87      | 86        | 106      |
| (not set) / (not set) | 32      | 29        | 58       |
| Partners / (not set)  | 6       | 6         | 6        |
| google / organic      | 2       | 2         | 2        |

# Organic vs Paid Performance

| Session medium ▾ + | ↓ Users<br>-----         | Conversions<br>All events ▾ | Total revenue<br>-----          |
|--------------------|--------------------------|-----------------------------|---------------------------------|
|                    | 351,265<br>100% of total | 645,432.00<br>100% of total | \$1,202,487.65<br>100% of total |
| 1 (none)           | 133,636                  | 218,414.00                  | \$475,161.22                    |
| 2 organic          | 121,175                  | 193,217.00                  | \$370,192.50                    |
| 3 cpc              | 51,071                   | 57,588.00                   | \$24,432.93                     |
| 4 referral         | 32,127                   | 51,345.00                   | \$108,553.81                    |
| 5 (not set)        | 29,312                   | 112,055.00                  | \$75,475.61                     |
| 6 email            | 7,088                    | 11,990.00                   | \$148,671.58                    |
| 7 affiliate        | 770                      | 823.00                      | \$0.00                          |

- When we examine the website's performance, we can see that organic is one of the best source of revenue (\$370,192.50) for this store. Furthermore, not only does this medium bring in ore user, but it also has the highest conversion rate (\$193,217).
- We can now state with certainty that CPC contributed only a small portion of the total revenue (424,432.93). When compared to organic this sum is not so good with its output. Besides conversion rate is also not up to mark(57,588)
- A third source (direct/none) is the most incredible one, bringing in even more revenue(\$475,161.22) than organic search and resulting in amazing site conversions(218,414)
- Above all discussion, we can conclude that this store performs best with direct and organic way and poorly with paid performance. Even email, referrals performed better than CPC. We strongly advise them to improve their paid strategy to boost performance even further. We strongly advise them to improve their paid strategy to boost performance even further.

# Technology and Device

- We can clearly distinguish between two times when it comes to technology and devices.
- Tablet, desktop and mobile users are all growing quickly.
- Respectively desktop users' makeup 31.5%, mobile user 30.4% and tablet user reach 23.62% engagement rate.
- Most of the revenue (\$1,310,019.57) comes from desktop user, followed by \$68,160.17 in total revenue from mobile users.

| Device category + |                      | ↓ Users                            | Engagement rate                   | Conversions<br>All events                | Total revenue                                   |
|-------------------|----------------------|------------------------------------|-----------------------------------|--|---|
| SHOW ALL ROWS     |                      |                                    |                                   |  |   |
|                   |                      | 427,317<br>vs. 78,610<br>↑ 443.59% | 62.56%<br>vs. 28.79%<br>↑ 117.32% | 722,080.00<br>vs. 76,373.00<br>↑ 845.47% | \$1,381,781.79<br>vs. \$285,476.10<br>↑ 384.03% |
| 1                 | desktop              |                                    |                                   |  |   |
|                   | Jun 1 - Nov 30, 2022 | 240,280                            | 67.01%                            | 501,878.00                               | \$1,310,019.57                                  |
|                   | Jun 1 - Nov 30, 2021 | 51,102                             | 29.5%                             | 49,473.00                                | \$268,758.69                                    |
|                   | % change             | 370.2%                             | 127.16%                           | 914.45%                                  | 387.43%   |
| 2                 | mobile               |                                    |                                   |  |   |
|                   | Jun 1 - Nov 30, 2022 | 168,701                            | 55%                               | 198,845.00                               | \$68,160.17                                     |
|                   | Jun 1 - Nov 30, 2021 | 25,591                             | 24.65%                            | 25,105.00                                | \$16,590.41                                     |
|                   | % change             | 559.22%                            | 123.13%                           | 692.05%                                  | 310.84%   |
| 3                 | tablet               |                                    |                                   |  |   |
|                   | Jun 1 - Nov 30, 2022 | 19,725                             | 41.14%                            | 21,310.00                                | \$3,602.05                                      |
|                   | Jun 1 - Nov 30, 2021 | 1,979                              | 17.53%                            | 1,789.00                                 | \$127.00  |
|                   | % change             | 896.72%                            | 134.68%                           | 1,091.17%                                | 2,736.26%                                       |
| 4                 | smart tv             |                                    |                                   |  |   |
|                   | Jun 1 - Nov 30, 2022 | 59                                 | 56.92%                            | 47.00                                    | \$0.00  |
|                   | Jun 1 - Nov 30, 2021 | 8                                  | 12.5%                             | 6.00                                     | \$0.00  |
|                   | % change             | 637.5%                             | 355.38%                           | 683.33%                                  | 0%  |



# Page Analysis

Pages that the users visited

- During the analysis period, the Google Merchandise Store website recorded a total of 2,617,603 page views, which corresponds to an average of approximately 436,267 page views per month. Compared to the same period (June 1, 2021 - November 30, 2021), there was a 14.68% increase in page views. The average time spent on the page increased by 4.10 % and the bounce rate improved by 6.45 %.
- Although page views and average time spent on the page improved, the bounce rate is still high at 43.36%. This could be because the ideal target group is not being properly addressed.

Bounce Rate

**-6.45%**

43.36% vs 46.35%



Avg. Time on Page

**4.10%**

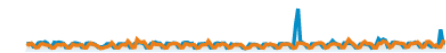
00:00:50 vs 00:00:48



Page Views

**14.68%**

2,617,603 vs 2,282,465



| Page   | Pageviews ↓                        | Unique Pageviews                   | Avg. Time on Page               | Entrances |
|--|------------------------------------|------------------------------------|---------------------------------|-----------|
|  | 14.68% ↑<br>2,617,603 vs 2,282,465 | 24.47% ↑<br>1,728,570 vs 1,388,749 | 4.10% ↑<br>00:00:50 vs 00:00:48 | 497,2     |
| 1. <a href="#">/home</a>                         |                                    |                                    |                                 |           |
| Jun 1, 2022 - Nov 30, 2022                       | 342,221<br>(13.07%)                | 270,583<br>(13.65%)                | 00:01:27                        |           |
| Jun 1, 2021 - Nov 30, 2021                       | 330,855<br>(14.50%)                | 266,314<br>(19.18%)                | 00:01:26                        |           |
| % Change   | 3.44%                              | 1.60%                              | 0.90%                           |           |
| 2. <a href="#">/basket.html</a>                  |                                    |                                    |                                 |           |
| Jun 1, 2022 - Nov 30, 2022                       | 301,225<br>(11.51%)                | 75,791<br>(4.38%)                  | 00:00:41                        |           |
| Jun 1, 2021 - Nov 30, 2021                       | 164,532<br>(7.21%)                 | 54,399<br>(3.92%)                  | 00:00:44                        |           |
| % Change   | 83.08%                             | 39.32%                             | -7.53%                          |           |
| 3. <a href="#">/store.html</a>                   |                                    |                                    |                                 |           |
| Jun 1, 2022 - Nov 30, 2022                       | 170,985<br>(6.53%)                 | 110,454<br>(6.39%)                 | 00:00:40                        |           |
| Jun 1, 2021 - Nov 30, 2021                       | 123,802<br>(5.42%)                 | 87,377<br>(6.29%)                  | 00:00:43                        |           |
| % Change   | 38.11%                             | 26.41%                             | -7.21%                          |           |
| 4. <a href="#">/google+redesign/apparel/mens</a> |                                    |                                    |                                 |           |
| Jun 1, 2022 - Nov 30, 2022                       | 142,226<br>(5.43%)                 | 84,201<br>(4.87%)                  | 00:01:00                        |           |
| Jun 1, 2021 - Nov 30, 2021                       | 104,544<br>(4.58%)                 | 67,931<br>(4.89%)                  | 00:00:56                        |           |
| % Change   | 36.04%                             | 23.95%                             | 7.73%                           |           |
| 5. <a href="#">/signin.html</a>                  |                                    |                                    |                                 |           |
| Jun 1, 2022 - Nov 30, 2022                       | 86,137<br>(3.29%)                  | 70,964<br>(4.11%)                  | 00:00:26                        |           |
| Jun 1, 2021 - Nov 30, 2021                       | 70,773<br>(3.10%)                  | 57,913<br>(4.17%)                  | 00:00:28                        |           |
| % Change   | 21.71%                             | 22.54%                             | -9.35%                          |           |

# Page Analysis

## Top 5 visited Pages

- The top 5 most visited pages are home page, basket, store, google redesign men section and sign in. The home page was visited 342.221 times, followed by the basket page with 301.225 visits.

| Page ?   | Page Views ?                                    | Unique Page Views ?                             | Avg. Time on Page ?                           | Entrances ?                                    | Bounce Rate ?                             |
|--|---|---|---|--|---|
|  | 2,617,603<br>% of Total: 100.00%<br>(2,617,603) | 1,728,570<br>% of Total: 100.00%<br>(1,728,570) | 00:00:50<br>Avg for View:<br>00:00:50 (0.00%) | 497,242<br>% of Total:<br>100.00%<br>(497,242) | 43.36%<br>Avg for View:<br>43.36% (0.00%) |
| 1. /eco/youtube+organic+cotton+t-shirt+-+grey.axd  | 1 (0.00%)                                       | 1 (0.00%)                                       | 00:00:00                                      | 1 (0.00%)                                      | 100.00%                                   |
| 2. /eco/youtube+organic+cotton+t-shirt+-+white.axd   | 2 (0.00%)                                       | 2 (0.00%)                                       | 00:02:08                                      | 1 (0.00%)                                      | 100.00%                                   |
| 3. /google redesign/apparel/headgear   | 13 (0.00%)                                      | 11 (0.00%)                                      | 00:00:52                                      | 4 (0.00%)                                      | 100.00%                                   |
| 4. /google redesign/apparel/women s t shirts/google wom<br>ens 3 4 sleeve baseball raglan hb.axd | 3 (0.00%)                                       | 3 (0.00%)                                       | 00:00:17                                      | 1 (0.00%)                                      | 100.00%                                   |
| 5. /google redesign/apparel/womens outerwear/google w<br>omens fleece hoodie.axd                 | 7 (0.00%)                                       | 7 (0.00%)                                       | 00:00:39                                      | 1 (0.00%)                                      | 100.00%                                   |
| 6. /google+redesign/accessories/android+cardboard+scul<br>pture                                  | 5 (0.00%)                                       | 5 (0.00%)                                       | 00:00:13                                      | 1 (0.00%)                                      | 100.00%                                   |
| 7. /google+redesign/accessories/bags/heritage+computer<br>+backpack.axd                          | 3 (0.00%)                                       | 3 (0.00%)                                       | 00:00:00                                      | 2 (0.00%)                                      | 100.00%                                   |
| 8. /google+redesign/accessories/bags/home  | 5 (0.00%)                                       | 4 (0.00%)                                       | 00:00:07                                      | 1 (0.00%)                                      | 100.00%                                   |
| 9. /google+redesign/accessories/drinkware/google+range<br>r+water+bottle.axd/quickview           | 4 (0.00%)                                       | 4 (0.00%)                                       | 00:00:23                                      | 2 (0.00%)                                      | 100.00%                                   |
| 10. /google+redesign/accessories/google+blue+yoyo  | 1 (0.00%)                                       | 1 (0.00%)                                       | 00:00:00                                      | 1 (0.00%)                                      | 100.00%                                   |

# Page Analysis

## Bounce Rate

- Regarding the inquiry of the Bounce Rate per page, the analysis showed that there are 103 pages that have a 100% of bounce rate, most of them are the pages which refer to products from different brands and divisions.
- Even though there are more than 100 pages with a 100% of bounce rate, they represent just around the 7% of the total amount of pages.

# Page Analysis

## Top Entrance Pages

- The table shows the top 10 entrance pages, having the Home Page as the first one which has most of the entrances with a total of 342 221 followed by the apparel men's page with 142 226 entrances.

| <input type="checkbox"/> | Page ?  | Pageviews ?                                     | Unique Pageviews ?                              | Avg. Time on Page ?                           | Entrances ?                                 | Bounce Rate ?                             | % Exit ?                                  | Page Value ?                                |
|--------------------------|---|---|---|---|---|---|---|---|
|                          |   | 2,617,603<br>% of Total: 100.00%<br>(2,617,603) | 1,728,570<br>% of Total: 100.00%<br>(1,728,570) | 00:00:50<br>Avg for View: 00:00:50<br>(0.00%) | 497,242<br>% of Total: 100.00%<br>(497,242) | 43.36%<br>Avg for View:<br>43.36% (0.00%) | 19.00%<br>Avg for View:<br>19.00% (0.00%) | \$12.02<br>% of Total: 106.72%<br>(\$11.26) |
| <input type="checkbox"/> | 1. /home                                      | 342,221 (13.07%)                                | 270,583 (15.65%)                                | 00:01:27                                      | 225,114 (45.27%)                            | 49.99%                                    | 44.38%                                    | \$1.54 (12.84%)                             |
| <input type="checkbox"/> | 2. /google+redesign/apparel/mens              | 142,226 (5.43%)                                 | 84,201 (4.87%)                                  | 00:01:00                                      | 26,007 (5.23%)                              | 30.25%                                    | 18.45%                                    | \$6.49 (53.96%)                             |
| <input type="checkbox"/> | 3. /google+redesign/apparel                   | 62,678 (2.39%)                                  | 44,818 (2.59%)                                  | 00:01:12                                      | 21,200 (4.26%)                              | 48.91%                                    | 29.74%                                    | \$3.22 (26.78%)                             |
| <input type="checkbox"/> | 4. /signin.html                               | 86,137 (3.29%)                                  | 70,964 (4.11%)                                  | 00:00:26                                      | 20,073 (4.04%)                              | 11.84%                                    | 8.83%                                     | \$18.33(152.47%)                            |
| <input type="checkbox"/> | 5. /google+redesign/shop+by+brand/yo<br>utube | 48,251 (1.84%)                                  | 36,884 (2.13%)                                  | 00:01:03                                      | 19,596 (3.94%)                              | 45.60%                                    | 31.75%                                    | \$2.34 (19.50%)                             |
| <input type="checkbox"/> | 6. /basket.html                               | 301,225 (11.51%)                                | 75,791 (4.38%)                                  | 00:00:41                                      | 15,256 (3.07%)                              | 28.54%                                    | 7.94%                                     | \$17.86(148.59%)                            |
| <input type="checkbox"/> | 7. /google+redesign/new                       | 75,891 (2.90%)                                  | 54,110 (3.13%)                                  | 00:01:24                                      | 15,243 (3.07%)                              | 37.73%                                    | 25.72%                                    | \$5.77 (48.02%)                             |
| <input type="checkbox"/> | 8. /store.html                                | 170,985 (6.53%)                                 | 110,454 (6.39%)                                 | 00:00:40                                      | 13,701 (2.76%)                              | 41.94%                                    | 12.42%                                    | \$11.13 (92.56%)                            |
| <input type="checkbox"/> | 9. /google+redesign/shop+by+brand/go<br>ogle  | 38,074 (1.45%)                                  | 28,760 (1.66%)                                  | 00:01:21                                      | 11,590 (2.33%)                              | 27.62%                                    | 22.94%                                    | \$6.00 (49.90%)                             |
| <input type="checkbox"/> | 10. /google+redesign/lifestyle/drinkware      | 57,238 (2.19%)                                  | 41,029 (2.37%)                                  | 00:01:02                                      | 10,138 (2.04%)                              | 35.12%                                    | 19.24%                                    | \$9.28 (77.23%)                             |

# Top Exit Pages Page Analysis

- The following table shows the Top 10 exit pages, having the Home Page as the one which has more exits with a total of 151.864 exits followed by the apparel men's page with a 26.237 exits.
- The average page load time of GMS is 3.91 seconds, which is longer than the default. The expected average load time is 1 second. Longer loading times lead to user losses.

| Page                                      | Exits  | ↓ | Pageviews  |
|---|--|---|--|
|   | 497,242<br>% of Total:<br>100.00%<br>(497,242) |   | 2,617,603<br>% of Total:<br>100.00%<br>(2,617,603) |
| 1. /home                                  | 151,864<br>(30.54%)                            |   | 342,221<br>(13.07%)                                |
| 2. /google+redesign/apparel/mens          | 26,237<br>(5.28%)                              |   | 142,226<br>(5.43%)                                 |
| 3. /basket.html                           | 23,929<br>(4.81%)                              |   | 301,225<br>(11.51%)                                |
| 4. /store.html                            | 21,230<br>(4.27%)                              |   | 170,985<br>(6.53%)                                 |
| 5. /google+redesign/new                   | 19,516<br>(3.92%)                              |   | 75,891<br>(2.90%)                                  |
| 6. /google+redesign/apparel               | 18,638<br>(3.75%)                              |   | 62,678<br>(2.39%)                                  |
| 7. /google+redesign/shop+by+brand/youtube | 15,320<br>(3.08%)                              |   | 48,251<br>(1.84%)                                  |
| 8. /asearch.html                          | 13,615<br>(2.74%)                              |   | 70,409<br>(2.69%)                                  |
| 9. /google+redesign/lifestyle/drinkware   | 11,015<br>(2.22%)                              |   | 57,238<br>(2.19%)                                  |
| 10. /google+redesign/lifestyle/bags       | 10,498<br>(2.11%)                              |   | 56,381<br>(2.15%)                                  |

Avg. Page Load Time (sec)

3.91



| <input type="checkbox"/> | Page ?  |  | Total Events ?                          | Unique Events ?                         |
|--------------------------|---|--|---|---|
|                          |   |  | 319,204<br>% of Total: 99.99% (319,250) | 168,951<br>% of Total: 99.99% (168,973) |
| <input type="checkbox"/> | 1. <a href="#">/google+redesign/apparel/mens</a>          |  | 63,225 (19.81%)                         | 29,652 (17.55%)                         |
| <input type="checkbox"/> | 2. <a href="#">/store.html</a>                            |  | 40,526 (12.70%)                         | 20,394 (12.07%)                         |
| <input type="checkbox"/> | 3. <a href="#">/google+redesign/lifestyle/drinkware</a>   |  | 25,998 (8.14%)                          | 12,596 (7.46%)                          |
| <input type="checkbox"/> | 4. <a href="#">/asearch.html</a>                          |  | 23,595 (7.39%)                          | 16,740 (9.91%)                          |
| <input type="checkbox"/> | 5. <a href="#">/google+redesign/new</a>                   |  | 23,052 (7.22%)                          | 12,389 (7.33%)                          |
| <input type="checkbox"/> | 6. <a href="#">/google+redesign/lifestyle/bags</a>        |  | 21,244 (6.66%)                          | 11,659 (6.90%)                          |
| <input type="checkbox"/> | 7. <a href="#">/google+redesign/apparel/womens</a>        |  | 21,236 (6.65%)                          | 9,885 (5.85%)                           |
| <input type="checkbox"/> | 8. <a href="#">/google+redesign/apparel</a>               |  | 16,549 (5.18%)                          | 8,776 (5.19%)                           |
| <input type="checkbox"/> | 9. <a href="#">/google+redesign/shop+by+brand/youtube</a> |  | 13,418 (4.20%)                          | 8,761 (5.19%)                           |
| <input type="checkbox"/> | 10. <a href="#">/google+redesign/shop+by+brand/google</a> |  | 12,450 (3.90%)                          | 5,426 (3.21%)                           |

# Page Analysis

Pages with the most Events

- The table shows the top 10 pages with the most events. Apparel men's page has the most events with 63 225 events followed by store page with 40 526 events. Apparel women's page recorded 21 244 events, 1/3 of apparel men's page.

| Session default channel group ▾ + | Users                              | Sessions ↓                          | Engaged sessions                     |
|-----------------------------------|------------------------------------|-------------------------------------|--------------------------------------|
| ↕ SHOW ALL ROWS                   |                                    |                                     |                                      |
|                                   | 427,317<br>vs. 78,610<br>↑ 443.59% | 690,930<br>vs. 116,489<br>↑ 493.13% | 432,245<br>vs. 33,533<br>↑ 1,189.01% |
| Organic Search                    |                                    |                                     |                                      |
| 1 Jun - 30 Nov 2022               | 157,846                            | 252,039                             | 177,156                              |
| 1 Jun - 30 Nov 2021               | 34,109                             | 52,295                              | 15,924                               |
| % change                          | 362.77%                            | 381.96%                             | 1,012.51%                            |
| Direct                            |                                    |                                     |                                      |
| 1 Jun - 30 Nov 2022               | 167,660                            | 254,081                             | 160,592                              |
| 1 Jun - 30 Nov 2021               | 29,067                             | 40,889                              | 12,527                               |
| % change                          | 476.81%                            | 521.39%                             | 1,181.97%                            |
| Referral                          |                                    |                                     |                                      |
| 1 Jun - 30 Nov 2022               | 14,855                             | 29,316                              | 21,774                               |
| 1 Jun - 30 Nov 2021               | 1,990                              | 3,453                               | 1,109                                |
| % change                          | 646.48%                            | 749%                                | 1,863.39%                            |
| Paid Search                       |                                    |                                     |                                      |
| 1 Jun - 30 Nov 2022               | 24,081                             | 29,478                              | 16,787                               |
| 1 Jun - 30 Nov 2021               | 5,746                              | 6,529                               | 1,777                                |
| % change                          | 319.09%                            | 351.49%                             | 844.68%                              |
| Email                             |                                    |                                     |                                      |
| 1 Jun - 30 Nov 2022               | 7,288                              | 18,809                              | 14,621                               |
| 1 Jun - 30 Nov 2021               | 463                                | 992                                 | 492                                  |
| % change                          | 1,474.08%                          | 1,796.07%                           | 2,871.75%                            |

# Engaged Sessions

- This time we wanted to measure the Engaged Sessions within the period analyzed. That is, the number of sessions that lasted longer than 10 seconds, or had a conversion event, or had 2 or more screen or page views. In this analysis we took the Top 5 and compared with the same period from the year before.
- The channel with a higher engagement was Organic Search with 177.156 engaged session followed by Direct with 160.592 engaged sessions. Within the Top 5 we can see that most of them have a 1000% up increased from the previous period studied.
- This is also reflected in the total increased of the percentage change that showed a 1.189,01% increased from 1 Jun-30 Nov 2021 to 1 Jun-30 Nov 2022.



# Benchmarking

## By Channels

- When analyzing the vertical industry in which the Google Merchandise Store is located, we found some relevant data on acquisition across channels. GMS presents better data than industry average in terms of Sessions, New Sessions and New Users by 6.40%, 20.98% and 28.72% respectively. A large proportion of sessions and new users are gained through direct traffic, while the numbers in all other channels range from -48.20% to -100% compared to competitors. Given this large imbalance between acquisition channels, GMS should invest in more diversified traffic sources.

| Default Channel Grouping | Acquisition                     |                               |                                | Behavior                   |                                    |                               |
|--------------------------|---------------------------------|-------------------------------|--------------------------------|----------------------------|------------------------------------|-------------------------------|
|                          | Sessions ↓                      | % New Sessions                | New Users                      | Pages / Session            | Avg. Session Duration              | Bounce Rate                   |
|                          | 6.40% ↑<br>497,272 vs 467,382   | 20.98% ↑<br>66.60% vs 55.05%  | 28.72% ↑<br>331,179 vs 257,285 | 71.56% ↑<br>5.26 vs 3.07   | 44.82% ↑<br>00:03:31 vs 00:02:26   | 17.01% ↓<br>43.36% vs 52.24%  |
| 1. Direct                | 256.94% ↑<br>435,279 vs 121,948 | 15.49% ↑<br>65.96% vs 57.12%  | 312.22% ↑<br>287,121 vs 69,653 | 76.45% ↑<br>5.50 vs 3.12   | 38.86% ↑<br>00:03:44 vs 00:02:42   | -22.95% ↓<br>40.76% vs 52.90% |
| 2. Paid Search           | -48.20% ↓<br>53,278 vs 102,863  | 20.90% ↑<br>70.13% vs 58.01%  | -37.38% ↓<br>37,366 vs 59,671  | 13.05% ↑<br>4.01 vs 3.55   | 7.54% ↑<br>00:02:13 vs 00:02:03    | 15.94% ↑<br>57.44% vs 49.55%  |
| 3. Display               | -60.81% ↓<br>7,578 vs 19,335    | 30.04% ↑<br>83.68% vs 64.34%  | -49.03% ↓<br>6,341 vs 12,441   | -46.02% ↓<br>1.22 vs 2.27  | -54.21% ↓<br>00:00:25 vs 00:00:54  | 43.71% ↑<br>88.94% vs 61.89%  |
| 4. (Other)               | -99.82% ↓<br>64 vs 35,842       | -6.66% ↓<br>54.69% vs 58.59%  | -99.83% ↓<br>35 vs 21,000      | -37.75% ↓<br>1.64 vs 2.64  | -62.09% ↓<br>00:00:39 vs 00:01:43  | 36.97% ↑<br>76.56% vs 55.90%  |
| 5. Organic Search        | -100.00% ↓<br>2 vs 197,319      | 77.64% ↑<br>100.00% vs 56.29% | -100.00% ↓<br>2 vs 111,075     | -52.43% ↓<br>1.50 vs 3.15  | -99.36% ↓<br>00:00:01 vs 00:02:35  | -0.55% ↓<br>50.00% vs 50.28%  |
| 6. Email                 | -100.00% ↓<br>0 vs 21,837       | -100.00% ↓<br>0.00% vs 43.28% | -100.00% ↓<br>0 vs 9,452       | -100.00% ↓<br>0.00 vs 3.82 | -100.00% ↓<br>00:00:00 vs 00:02:45 | -100.00% ↓<br>0.00% vs 41.74% |
| 7. Other Advertising     | -100.00% ↓<br>0 vs 7,393        | -100.00% ↓<br>0.00% vs 77.71% | -100.00% ↓<br>0 vs 5,745       | -100.00% ↓<br>0.00 vs 1.97 | -100.00% ↓<br>00:00:00 vs 00:00:47 | -100.00% ↓<br>0.00% vs 63.75% |
| 8. Referral              | -100.00% ↓<br>0 vs 35,282       | -100.00% ↓<br>0.00% vs 38.58% | -100.00% ↓<br>0 vs 13,611      | -100.00% ↓<br>0.00 vs 3.40 | -100.00% ↓<br>00:00:00 vs 00:03:11 | -100.00% ↓<br>0.00% vs 46.77% |
| 9. Social                | -100.00% ↓<br>0 vs 51,714       | -100.00% ↓<br>0.00% vs 54.57% | -100.00% ↓<br>0 vs 28,222      | -100.00% ↓<br>0.00 vs 2.01 | -100.00% ↓<br>00:00:00 vs 00:01:09 | -100.00% ↓<br>0.00% vs 64.78% |

As for the behavioral report, the data is more positive and consistent with industry figures. The number of pages per session presented by GMS is 71.56% higher than the others. The average session duration is 44.82% longer and the bounce rate is 17.01% better than the industry.



| Device Category | Acquisition                     |                              |                                 | Behavior                 |                                   |                               |
|-----------------|---------------------------------|------------------------------|---------------------------------|--------------------------|-----------------------------------|-------------------------------|
|                 | Sessions ↓                      | % New Sessions               | New Users                       | Pages / Session          | Avg. Session Duration             | Bounce Rate                   |
|                 | 6.40% ↑<br>497,272 vs 467,382   | 20.98% ↑<br>66.60% vs 55.05% | 28.72% ↑<br>331,179 vs 257,285  | 71.56% ↑<br>5.26 vs 3.07 | 44.82% ↑<br>00:03:31 vs 00:02:26  | 17.01% ↓<br>43.36% vs 52.24%  |
| 1. desktop      | 170.32% ↑<br>351,696 vs 130,104 | 8.51% ↑<br>60.35% vs 55.62%  | 193.32% ↑<br>212,253 vs 72,363  | 60.20% ↑<br>6.02 vs 3.76 | 23.24% ↑<br>00:04:11 vs 00:03:23  | -18.69% ↓<br>38.30% vs 47.10% |
| 2. tablet       | -31.31% ↓<br>7,438 vs 10,828    | 58.94% ↑<br>85.72% vs 53.93% | 9.18% ↑<br>6,376 vs 5,840       | -0.82% ↓<br>3.07 vs 3.10 | -29.17% ↓<br>00:01:48 vs 00:02:33 | 26.05% ↑<br>63.11% vs 50.06%  |
| 3. mobile       | -57.82% ↓<br>138,138 vs 327,483 | 49.04% ↑<br>81.83% vs 54.90% | -37.13% ↓<br>113,037 vs 179,796 | 23.99% ↑<br>3.46 vs 2.79 | -5.20% ↓<br>00:01:56 vs 00:02:03  | 1.49% ↑<br>55.16% vs 54.36%   |

# Benchmarking By Devices

- As for the device category, the data suggests that GMS is better suited for desktop. However, it is not mobile or tablet friendly at all. Users accessed GMS via desktop 170.32% more than its competitors, while it was far behind on tablets and mobile, -31.31% and -57.82% respectively.

# Enhanced Ecommerce

## Overview

- When analyzing the same periods of time taken before in GMS the exploration shows that the E-Commerce Conversion Rate decreased within the two periods in a -27.39%. Even though the Revenue increased in a 17.39%.
- This is most likely to be the result of the decreased of Transactions in a -18.30%, which means that our clients both less but more expensive products since the Average Order Value also increased in a 43.68% within the two periods.

### Transactions

Transactions

**-18.30%**

11,386 vs 13,936



Avg. Order Value

**43.68%**

US\$119.46 vs US\$83.14



### Revenue & Conversion Rate

Revenue

**17.39%**

US\$1,360,170.06 vs  
US\$1,158,666.89



E-commerce Conversion Rate

**-27.39%**

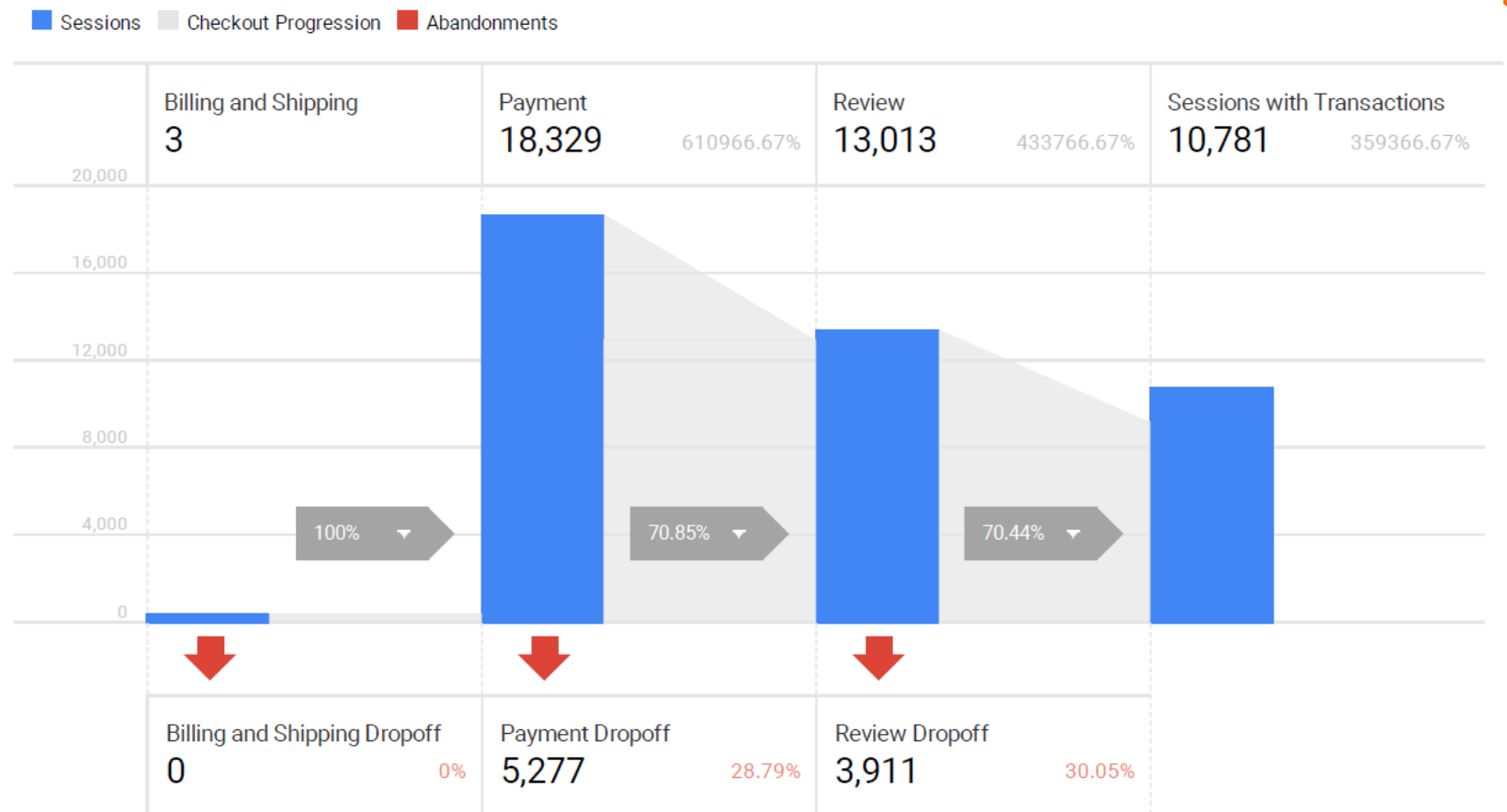
2.29% vs 3.15%



- The dropout rate in the payment phase is 28.79%. To reduce it, the problems that can cause these dropouts should be identified and the payment process should be optimized.
- The dropout rate in the review phase is 30.05%.

# Enhanced Ecommerce

## Checkout Behavior Analysis



| BUSINESS GOALS     | STRATEGIC GOALS   | KPI   | TARGET VALUE   | SEGMENT                       |
|--------------------|---|---|--|-------------------------------|
| Increase awareness | <ul style="list-style-type: none"><li>• Increase new visitors to the site</li><li>• Increase organic traffic</li><li>• Increase paid traffic</li></ul>                          | <ul style="list-style-type: none"><li>• Number of page visits</li><li>• Users by organic search</li><li>• Users by paid search</li><li>• New vs Returning Visitor Ratio</li></ul>                                     | + 30% Traffic  | People who are between 18-65  |
| Create loyalty     | <ul style="list-style-type: none"><li>• Improve the user experience</li><li>• Increase the number of returning visitors</li></ul>   | <ul style="list-style-type: none"><li>• Number of returning visitors</li><li>• Average number of pages viewed during a session</li><li>• Average session duration</li><li>• Average page load time</li></ul>          | <ul style="list-style-type: none"><li>• + 10% Returning Visitors</li><li>• +10% Pageviews and average session duration</li><li>• 1-2 seconds average load time</li></ul> | People who are between 35-64  |
| Increase revenue   | <ul style="list-style-type: none"><li>• Increase sales</li><li>• Improve the product pages</li><li>• Decrease cart abandonment</li><li>• Improve the checkout process</li></ul> | <ul style="list-style-type: none"><li>• Ecommerce Conversion Rate</li><li>• Number of transactions</li><li>• Average order value</li><li>• Funnel Conversion Rate</li><li>• Number of Drop-offs at Checkout</li></ul> | + 20% Revenue  | People who are between 18-65+ |

# Issues on the website

- There are five main issues on the website that need to be addressed:
  - Low conversion rate and high bounce rate for new visitors
  - Low ROI from paid campaigns
  - Checkout process abandonment
  - High average page load time
  - Lack of female-oriented products

# Issues on the website

- **Low conversion rate and high bounce rate for new visitors:** Although new visitors constitute 83% of the total number of visitors, their contribution to the revenue is only 30%. New visitors spend average 2:44 minutes on the website and they have a high bounce rate of 47.28%. This may be happening due to non-user-friendly interface.
- **Low ROI from paid campaigns:** The GMS is investing substantially on paid campaigns but in return generating very little traffic. GMS may be targeting the wrong audience.
- **Checkout process abandonment:** The abandonment rate at the payment phase of the checkout process is almost 30%. This is an alarming number and needs to be addressed urgently. Visitors have the intention of purchase but somehow, they are getting discouraged. This may be again happening due to non-user-friendly interface.

# Issues on the website

- **High average page load time:** The average page load time is 3.91 seconds which is much more than the ideal duration of 1-2 seconds. Longer page load durations result in abandonments. Improving the average page load time is crucial.
- **Lack of female-oriented products:** Most of the GMS products have male-oriented or unisex design. Considering women generate the highest conversion rate, existing offers for female demand should be expanded.

# Recommendations

- Besides females having the highest conversion rate, you can see that from previous year there was a decrease in the conversion rate, but an increase in revenue. Therefore, along with more female-oriented products for women there should also be campaigns targeted specifically at women with promotional offers, because of the potential that the female users have in comparison to male users.
- Campaigns that target 35–45-year-olds as their conversion rate is higher and so is the average transaction amount despite the users being lower than the top 2 age groups.
- Boost paid campaigns in general targeting the right audience.
- Improve overall website performance in terms of user experience and page load time.
- Optimize the checkout process.