

First get access to the **Demo Google Analytics 4 Property** by using the **link below** and then **use the data** within the **Demo property** to find the answers below

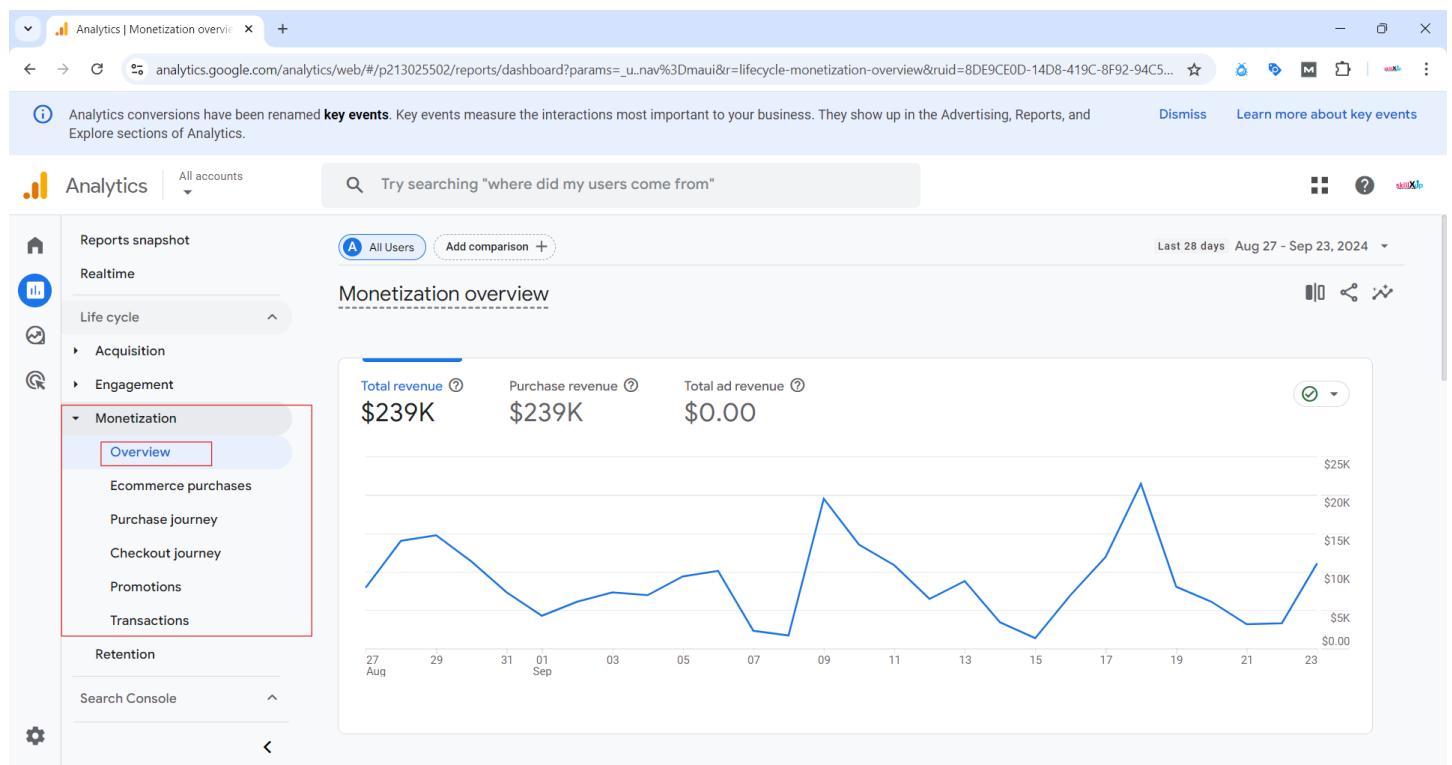
<https://analytics.google.com/analytics/web/demoAccount?appstate=/p213025502>

## E-commerce and Conversion Analysis

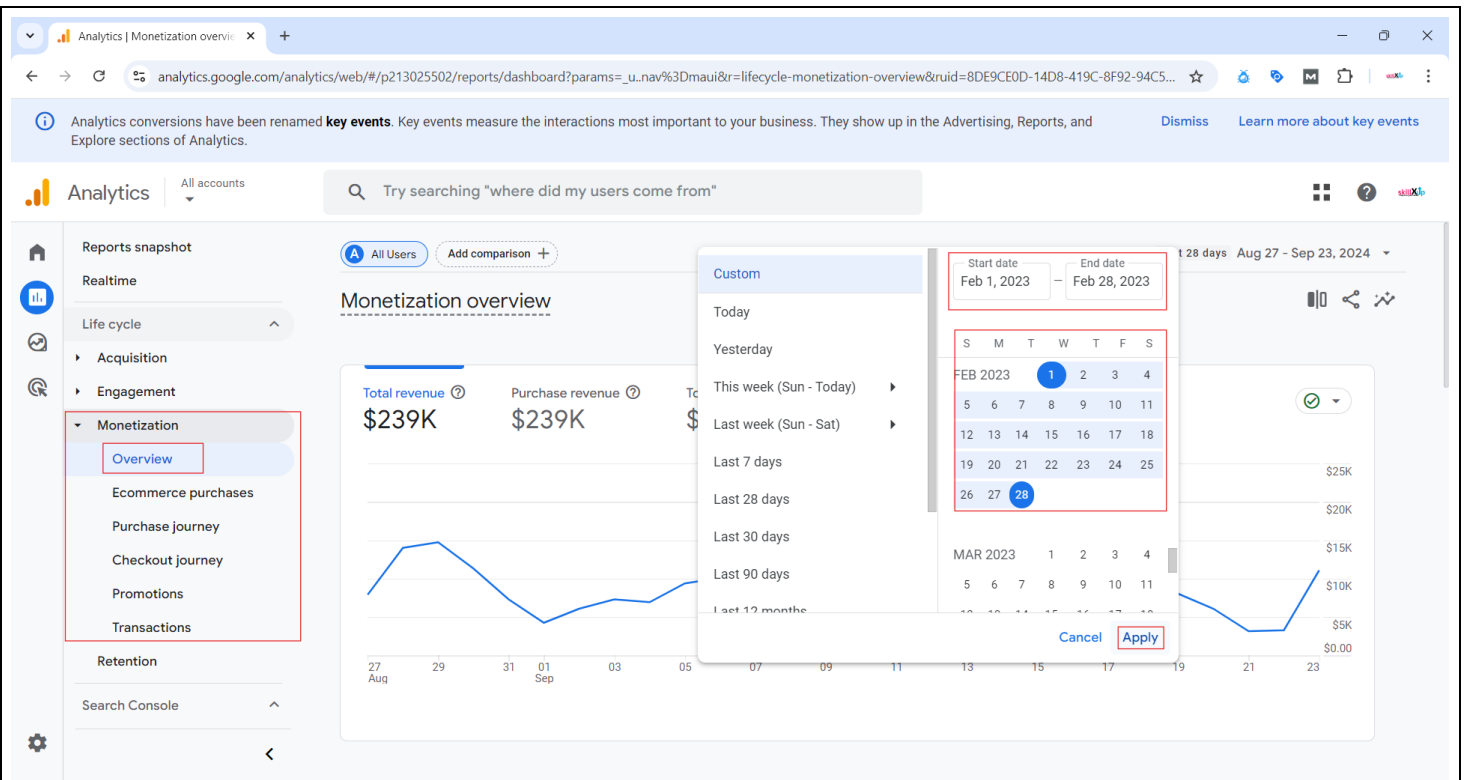
- What was the Total revenue for transactions in February 2023?
- Identify the Item name with the highest sales in August 2023.
- How many abandoned shopping carts were there in September 2023?

- What was the Total revenue for transactions in February 2023?

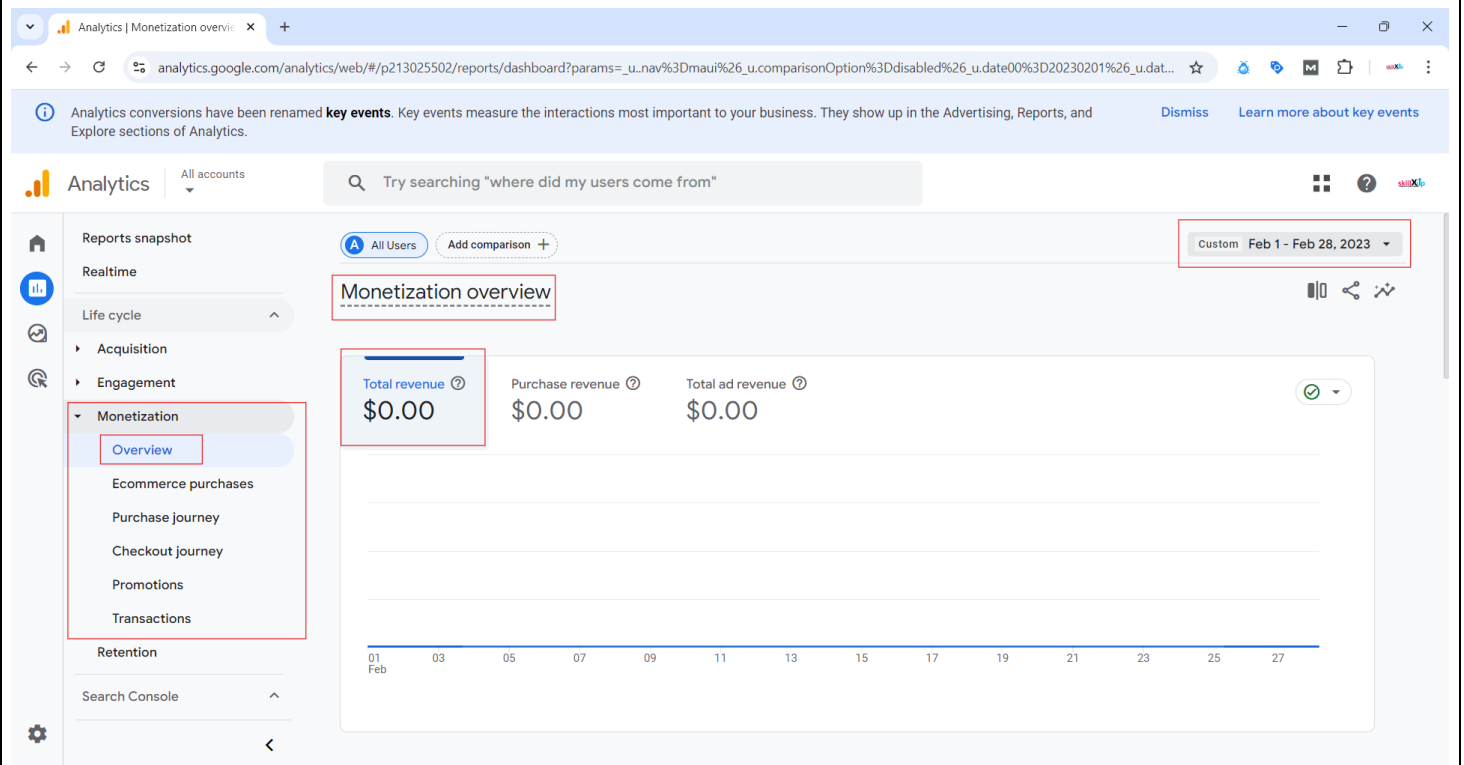
Step 1 – Select the ‘Monetization’ -> ‘Overview’ (Reload the Demo Google Account)



Step 2 – Select the Date Range Feb 1, 2023 – Feb 28, 2023

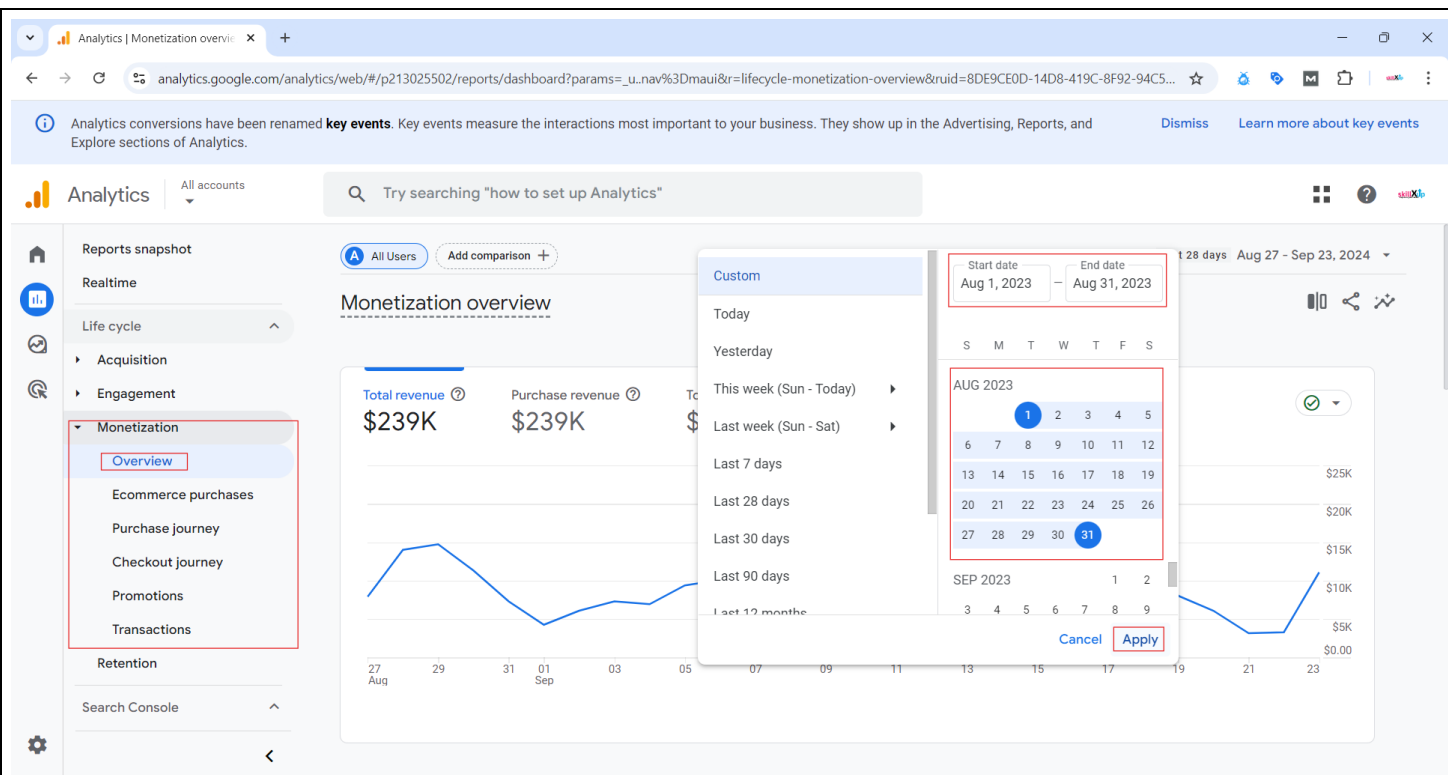


Step 3 – Based upon the Date Range Selection, You will get ‘Total Revenue’, here the ‘Total Revenue’ is ‘0’

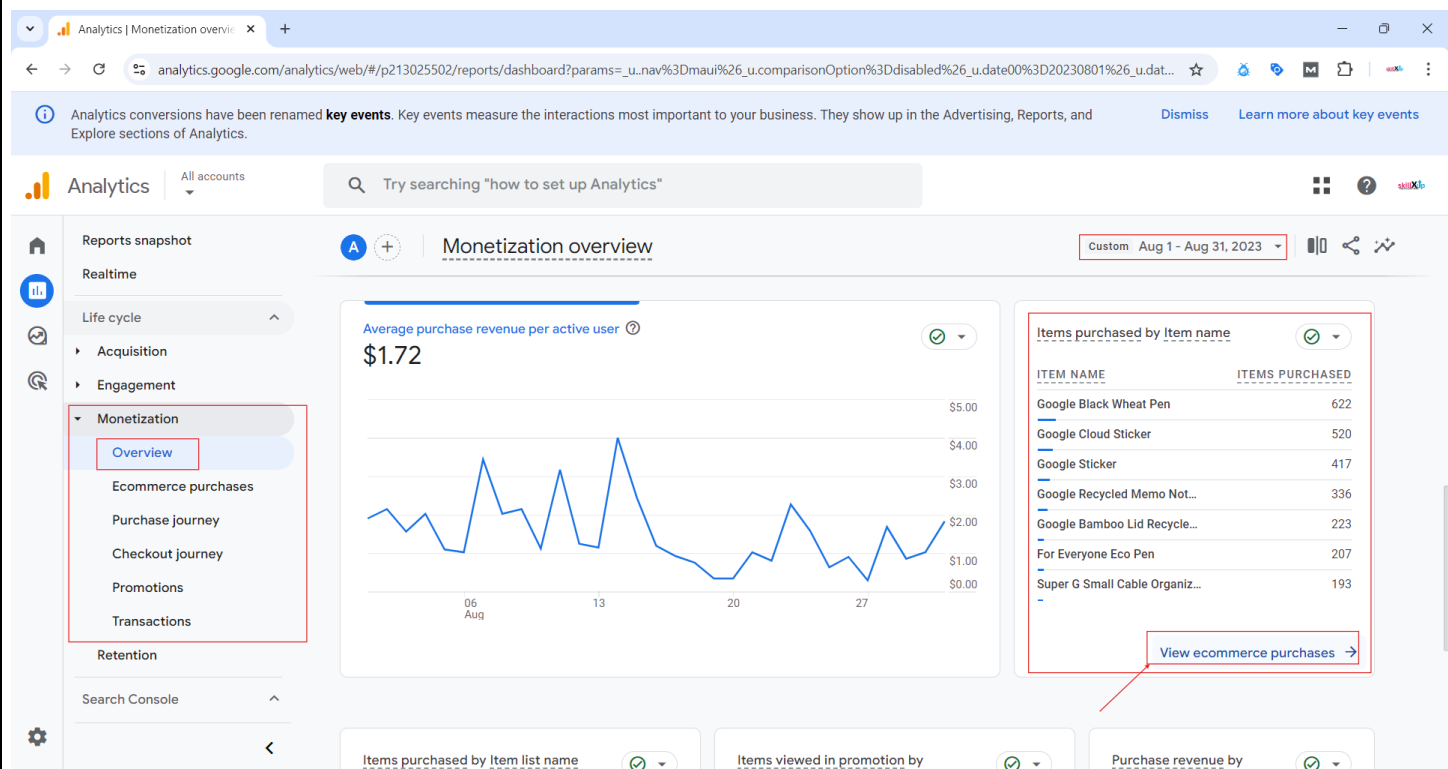


- Identify the Item name with the highest sales in August 2023.

Step 1 – According to the Question, Just Refresh or Reload the Google Demo Account (if you are some-where or confused), Now, select the ‘Monetization’; select the Date Range Aug 1, 2023 – Aug 31, 2023



Step 2 – With the Result which we get based upon the above selection, scroll down a bit, You can find at right-hand side the box 'Items purchased by ...', in that box click on 'View ecommerce purchases' link



Step 3 – based on that, you will get a Table, at right – hand side the last column 'Item revenue',

Analytics | Ecommerce purchases: x +

analytics.google.com/analytics/web/#/p213025502/reports/explorer?params=\_u.nav%3Dmaui%26\_u.comparisonOption%3Ddisabled%26\_u.date00%3D20230801%26\_u.date0...

Analytics conversions have been renamed **key events**. Key events measure the interactions most important to your business. They show up in the Advertising, Reports, and Explore sections of Analytics. [Dismiss](#) [Learn more about key events](#)

Analytics All accounts Try searching "how to set up Analytics"

Reports snapshot Realtime Life cycle Acquisition Engagement Monetization Overview Ecommerce purchases Purchase journey Checkout journey Promotions Transactions Retention Search Console

Ecommerce purchases: Item name Custom Aug 1 - Aug 31, 2023

Item name	Items viewed	Items added to cart	Items purchased	Item revenue
Total	81,891 100% of total	151,916,612,976,446 100% of total	11,080 100% of total	\$143,962.00 100% of total
1 Google Black Wheat Pen	152	1,792	622	\$1,122.80
2 Google Cloud Sticker	267	1,871	520	\$627.90
3 Google Sticker	312	3,176	417	\$506.70
4 Google Recycled Memo Notebook Set	247	867	336	\$2,067.80
5 Google Bamboo Lid Recycled Bottle	269	529	223	\$1,614.60
6 For Everyone Eco Pen	110	661	207	\$333.20
7 Super G Small Cable Organizer	203	1,615	193	\$465.00
8 Google Recycled Canvas Tote	278	451	186	\$3,081.60
9 Google Cloud Lanyard	331	346	178	\$1,156.80

Step 4 – Just mouse over on the column ‘Item revenue’, you will see a small down arrow, click on it.,

Analytics | Ecommerce purchases: x +

analytics.google.com/analytics/web/#/p213025502/reports/explorer?params=\_u.nav%3Dmaui%26\_u.comparisonOption%3Ddisabled%26\_u.date00%3D20230801%26\_u.date0...

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Step 5 – Finally, you will be able to see the highest item ., the Result is ‘Super G..’ with value ‘\$6,275.00’

Analytics | Ecommerce purchases: x

analytics.google.com/analytics/web/#/p213025502/reports/explorer?params=\_u.nav%3Dmaui%26\_u.comparisonOption%3Ddisabled%26\_u.date0%3D20230801%26\_u.date0...

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Analytics All accounts Try searching "how to set up Analytics"

Reports snapshot

Realtime

Life cycle

Acquisition

Engagement

Monetization

Overview

Ecommerce purchases

Purchase journey

Checkout journey

Promotions

Transactions

Retention

Search Console

Ecommerce purchases: Item name

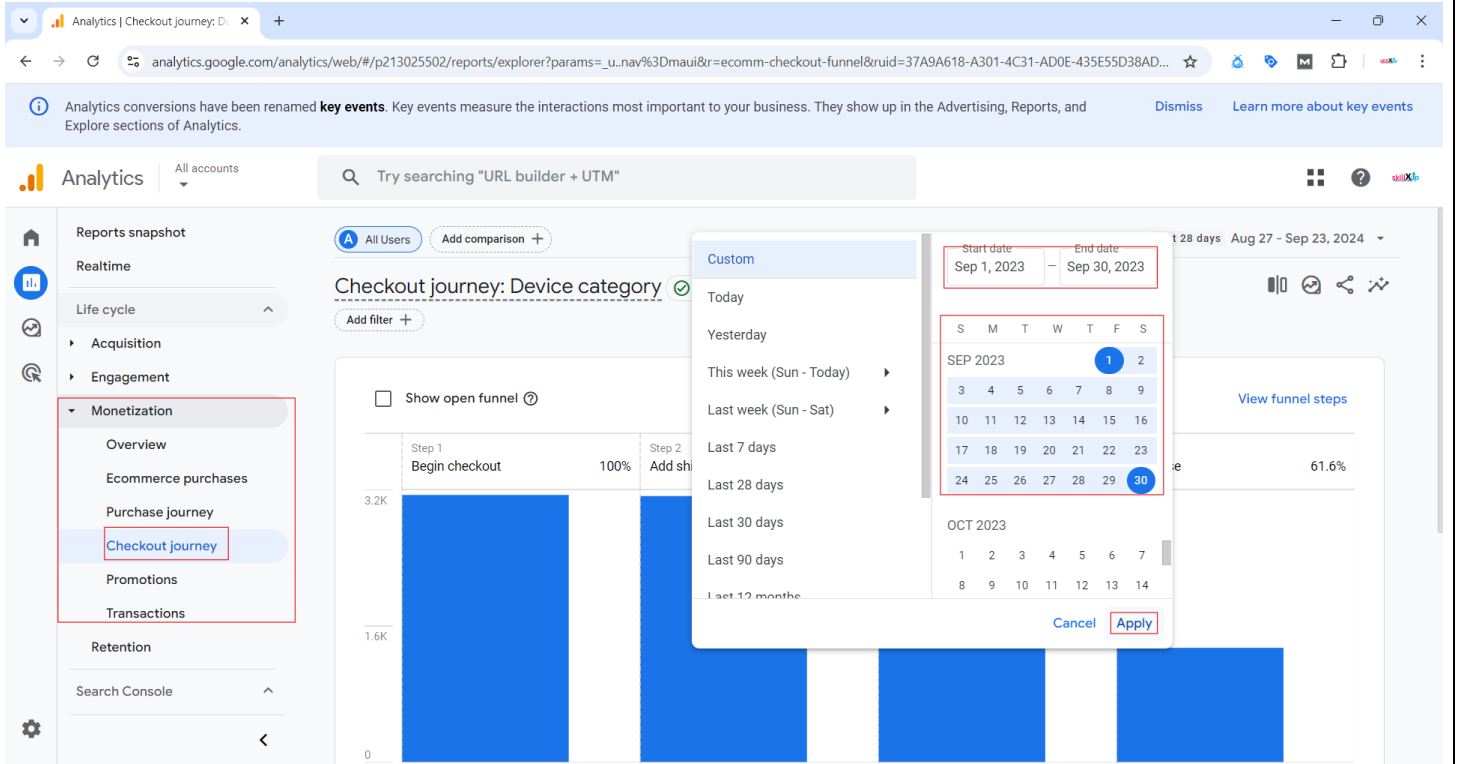
Custom Aug 1 - Aug 31, 2023

Plot rows Search... Rows per page: 10 Go to: 1 1-10 of 453

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1 Super G Timbuk2 Recycled Backpack	3,816	1,810	61	\$6,275.00
2 Google Cloud Desktop Neon Sign	377	72	29	\$4,092.00
3 Google Recycled Canvas Tote	278	451	186	\$3,081.60
4 Google Unisex Eco Tee Black	0	5	127	\$2,956.80
5 Google Large Wave Tumbler	310	180	98	\$2,923.00
6 Google Seashell French Terry Pullover	619	216	59	\$2,684.00
7 Google Campus Bike	2,382	3,736	49	\$2,387.00
8 Super G 2-in-1 Bottle	800	192	77	\$2,177.00
9 Google Cloud Heather Grey Polo	216	128	48	\$2,123.00

• How many abandoned shopping carts were there in September 2023?

Step 1 – Select the ‘Checkout Journey’ under ‘Monetization’ and as well the Date Range Sep 1, 2023 – Sep 30, 2023



Step 2 – Based upon the above selection, you will be able to see the ‘abandoned shopping carts’, below is the Result, - Abandoned Rate is 0

Analytics | Checkout journey: Device category

analytics.google.com/analytics/web/#/p213025502/reports/explorer?params=\_u.nav%3Dmaui%26\_u.comparisonOption%3Ddisabled%26\_u.date00%3D20230901%26\_u.date0...

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Analytics

All accounts

Try searching "URL builder + UTM"

Custom Sep 1 - Sep 30, 2023

Checkout journey: Device category

Reports snapshot

Realtime

Life cycle

Acquisition

Engagement

Monetization

Overview

Ecommerce purchases

Purchase journey

Checkout journey

Promotions

Transactions

Retention

Search Console

Show open funnel

View funnel steps

Step 1	Step 2	Step 3	Step 4
Begin checkout100%	Add shipping0%	Add payment0%	Purchase0%
Abandonment rate0	Abandonment rate0	Abandonment rate0	

Search...