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

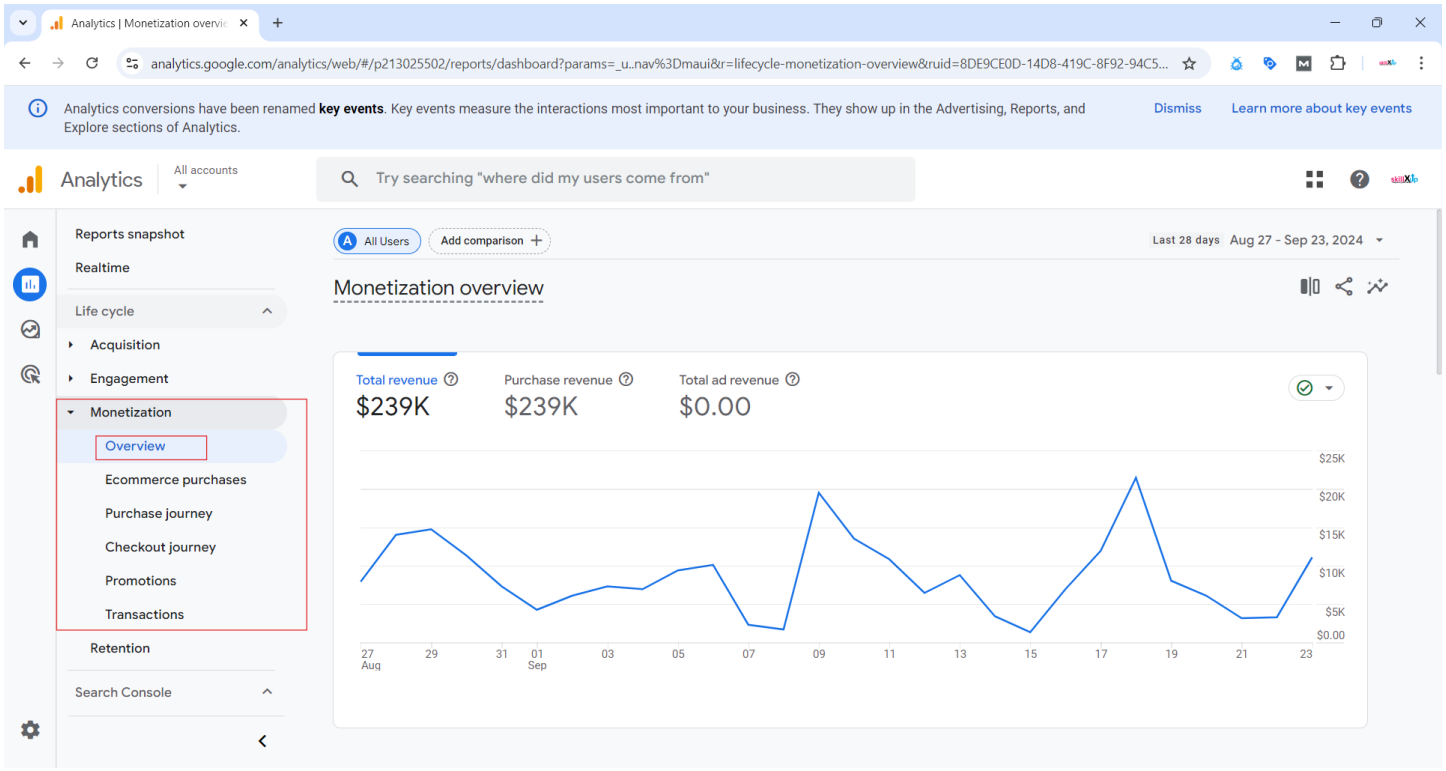
https://analytics.google.com/analytics/web/demoAccount?appstate=/p213025502

E-commerce and Conversion Analysis

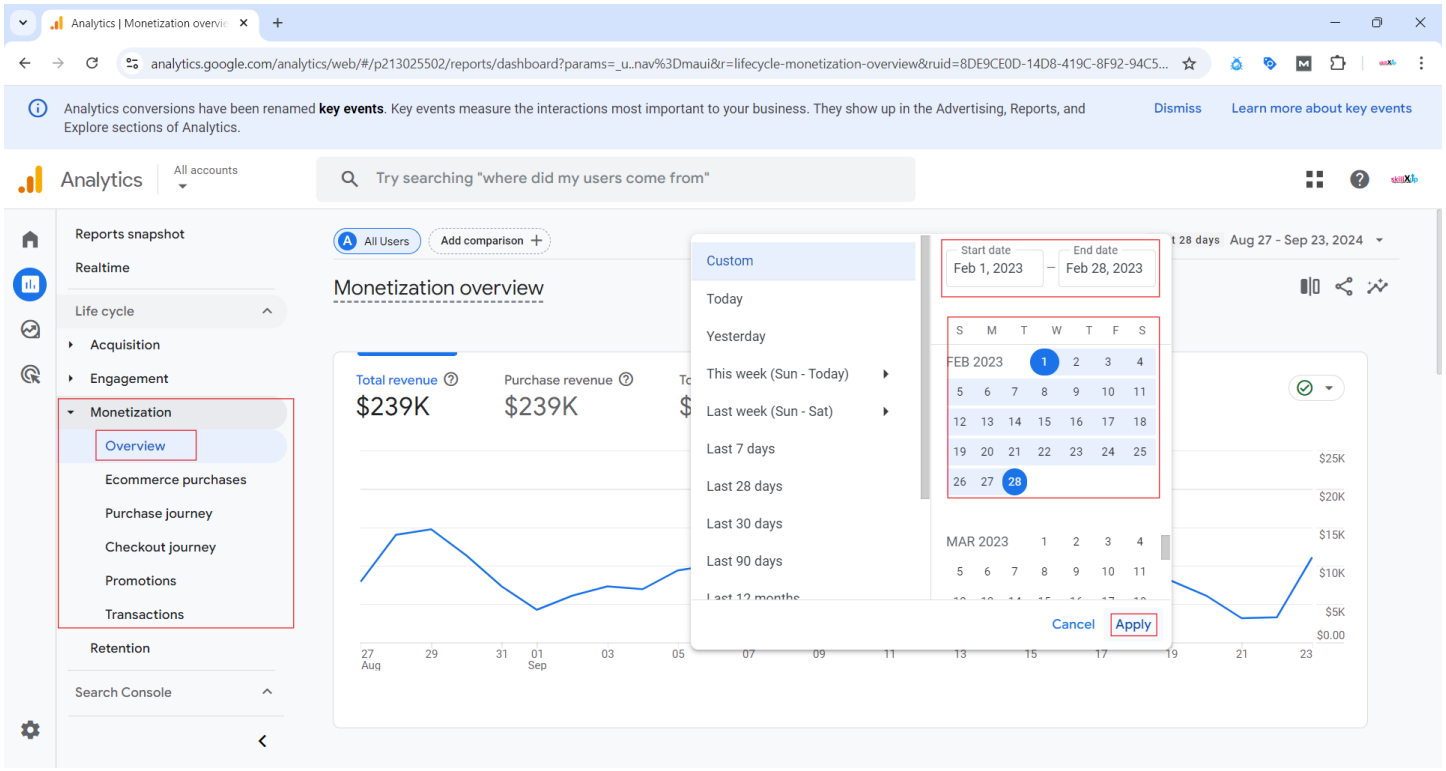
- What was the Total revenue for transactions in February 2023?
- Identify the Item name with the highest sales in August 2023.
- How many abandoned shopping carts were there in September 2023?

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

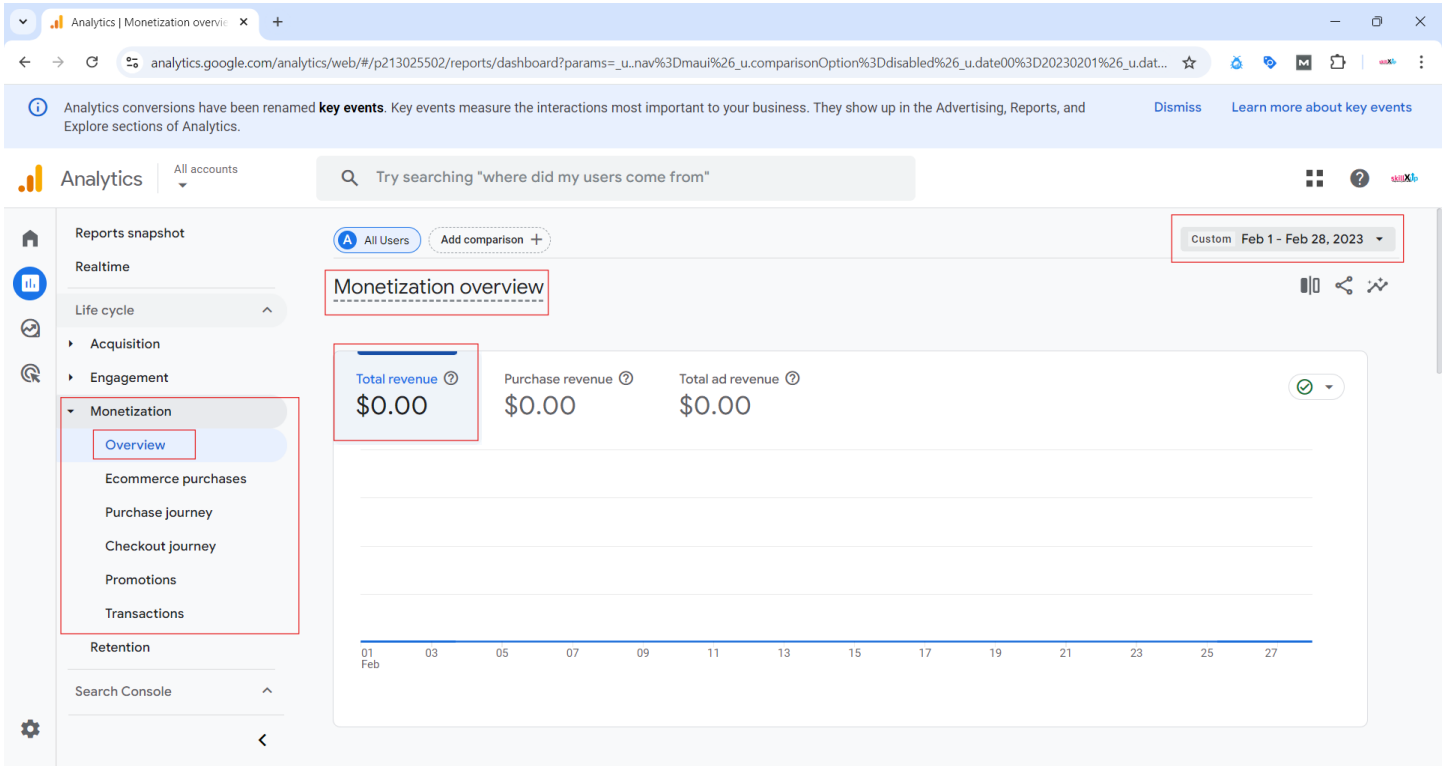
Step 1 – Select the 'Monetization' -> 'Overview' (Reload the Demo Google Account)



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

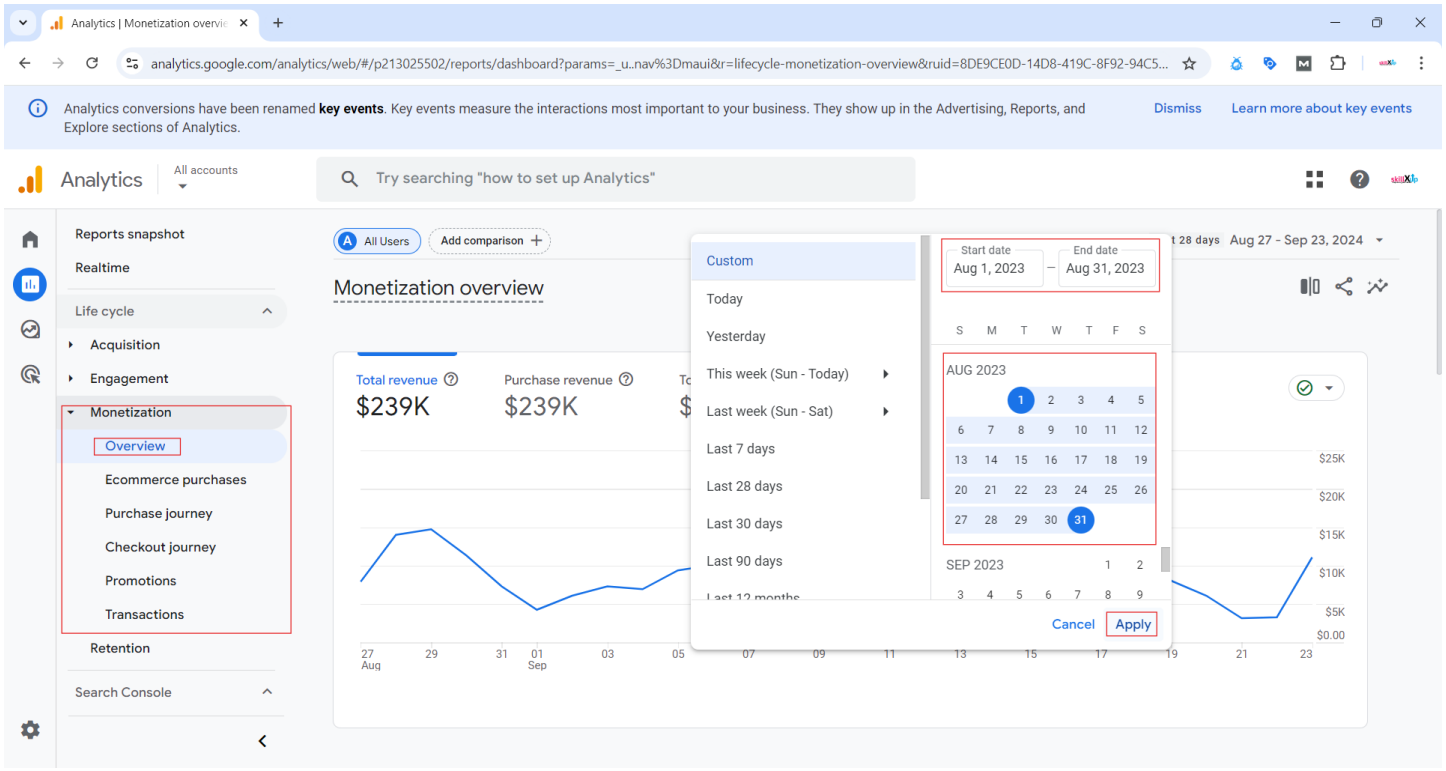


Step 3 – Based upon the Date Range Selection, You will get 'Total Revenue', here the 'Total Revenue' is '0'

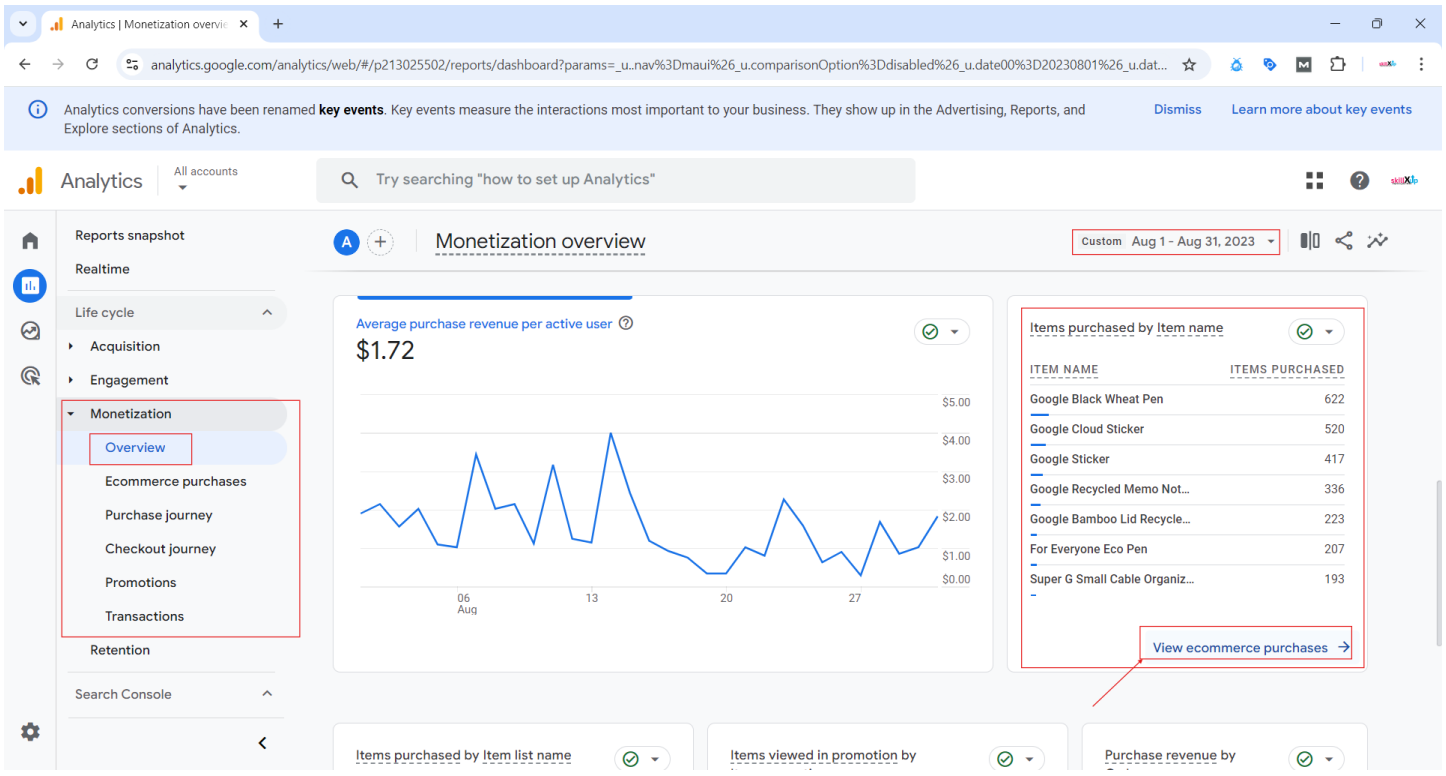


- Identify the Item name with the highest sales in August 2023.

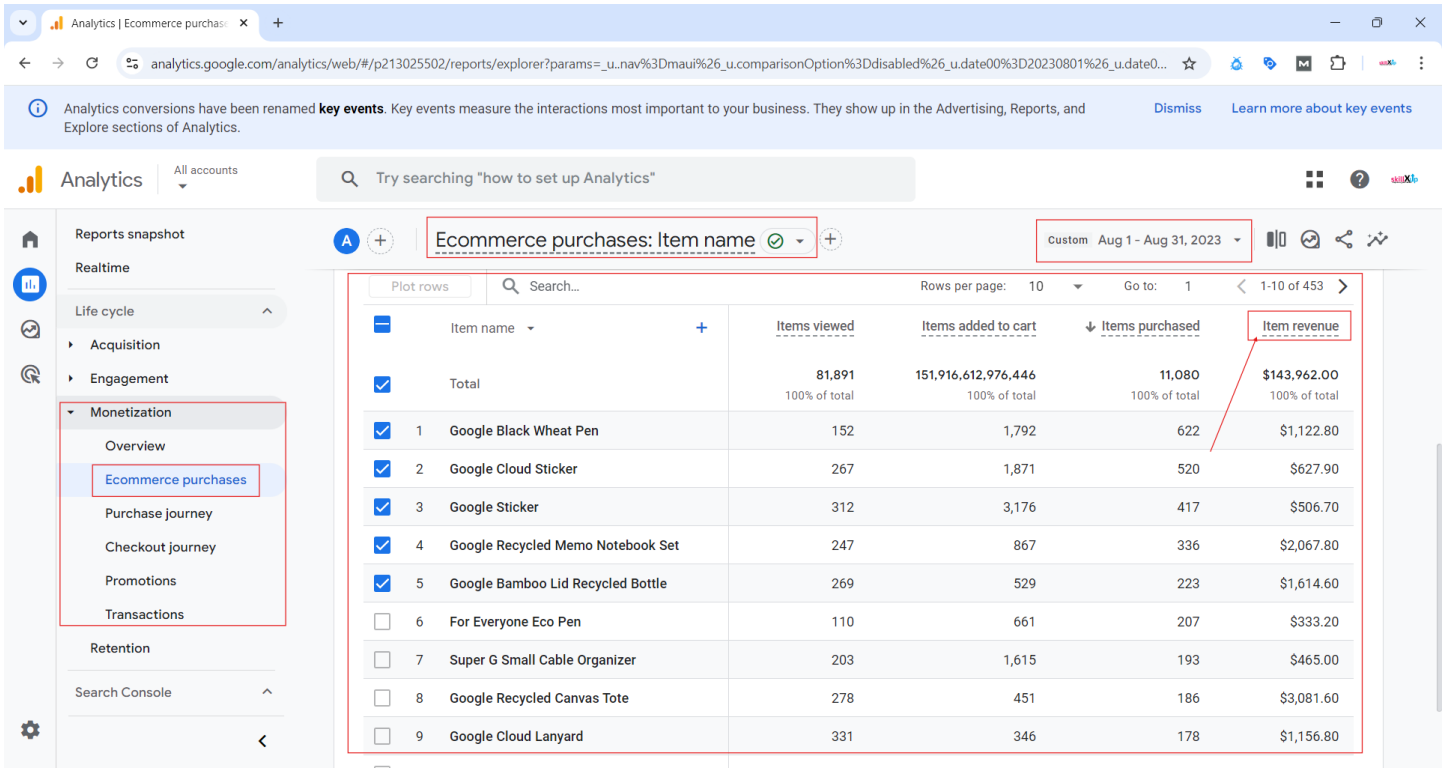
Step 1 – According to the Question, Just Refresh or Reload the Google Demo Account (if you are some-where or confused), Now, select the 'Monetization'; select the Date Range Aug 1, 2023 – Aug 31, 2023



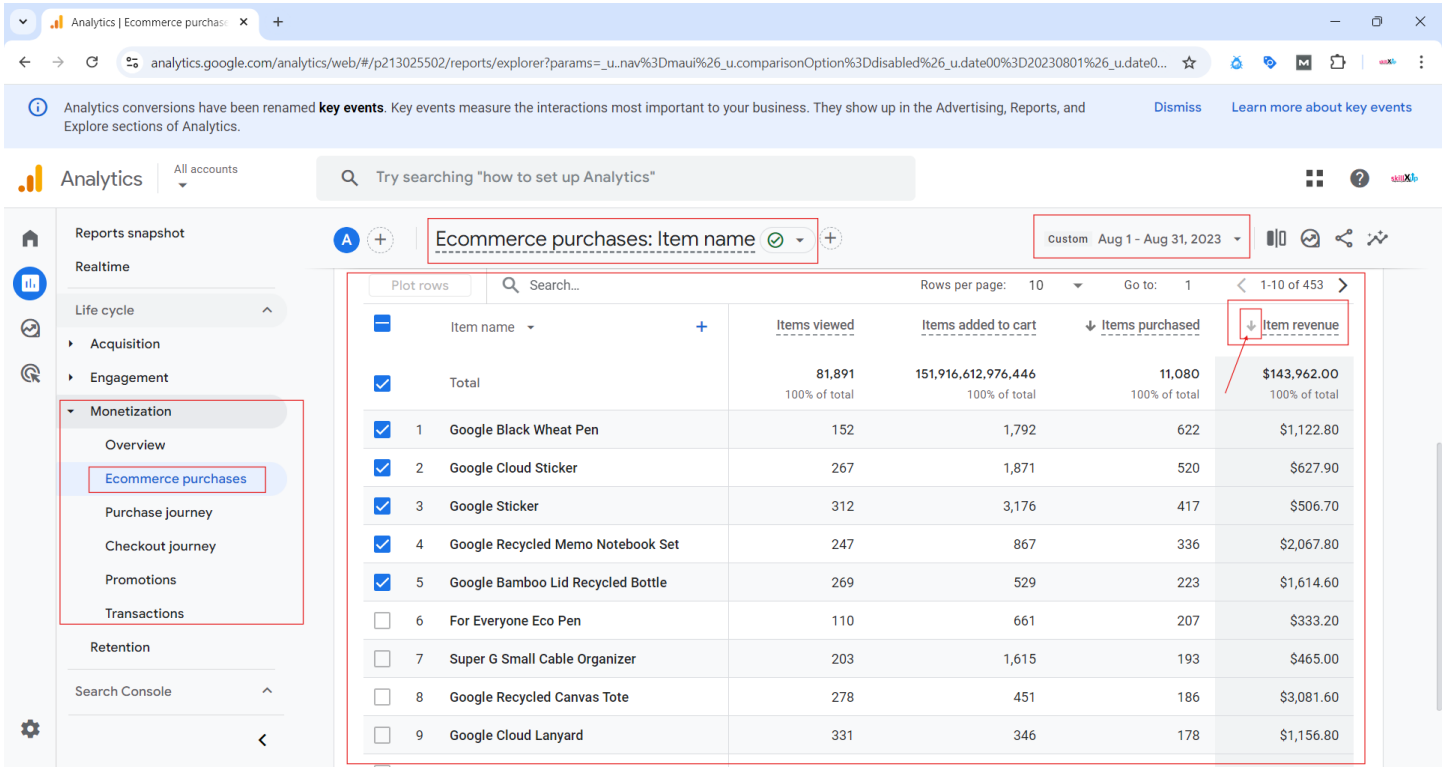
Step 2 – With the Result which we get based upon the above selection, scroll down a bit, You can find at right-hand side the box 'Items purchased by …', in that box click on 'View ecommerce purchases' link



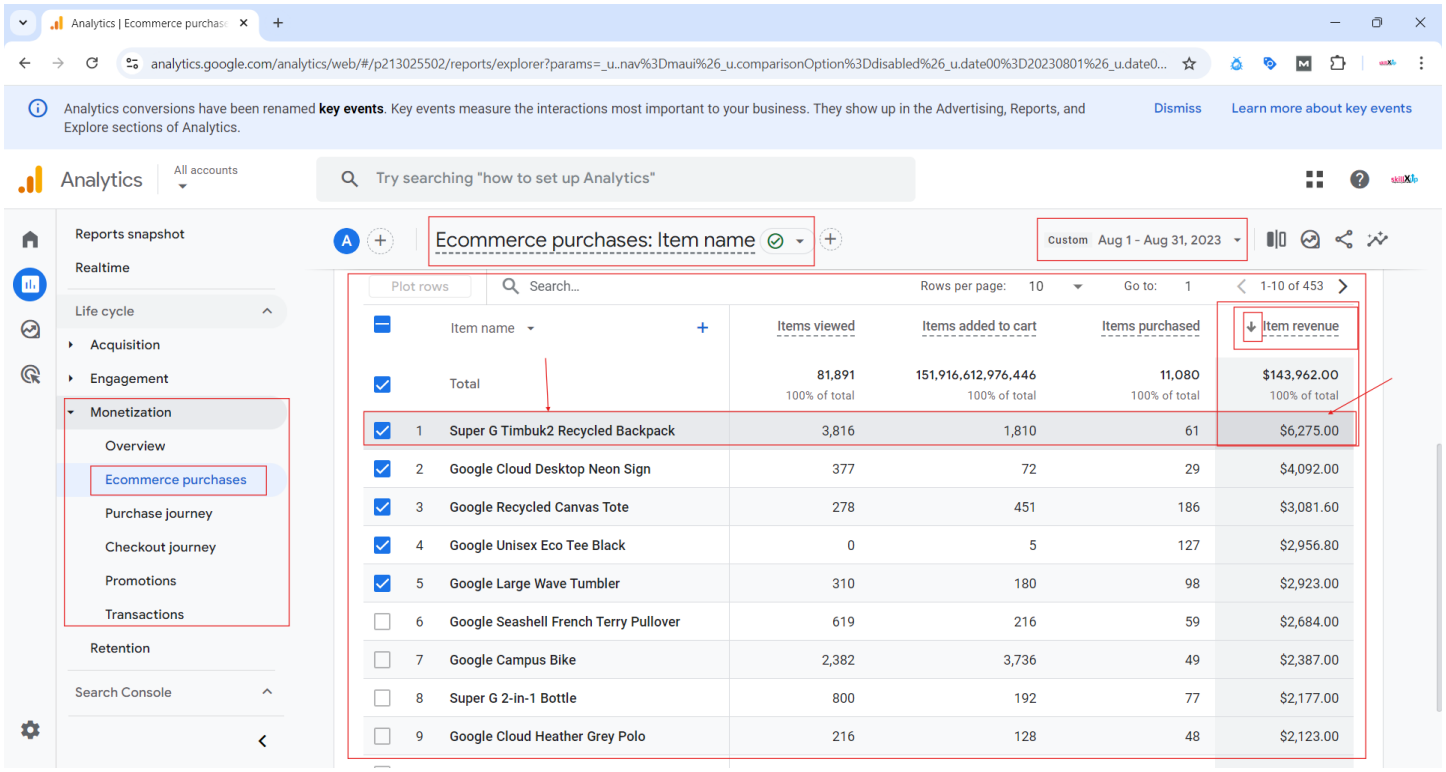
Step 3 – based on that, you will get a Table, at right – hand side the last column 'Item revenue',



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

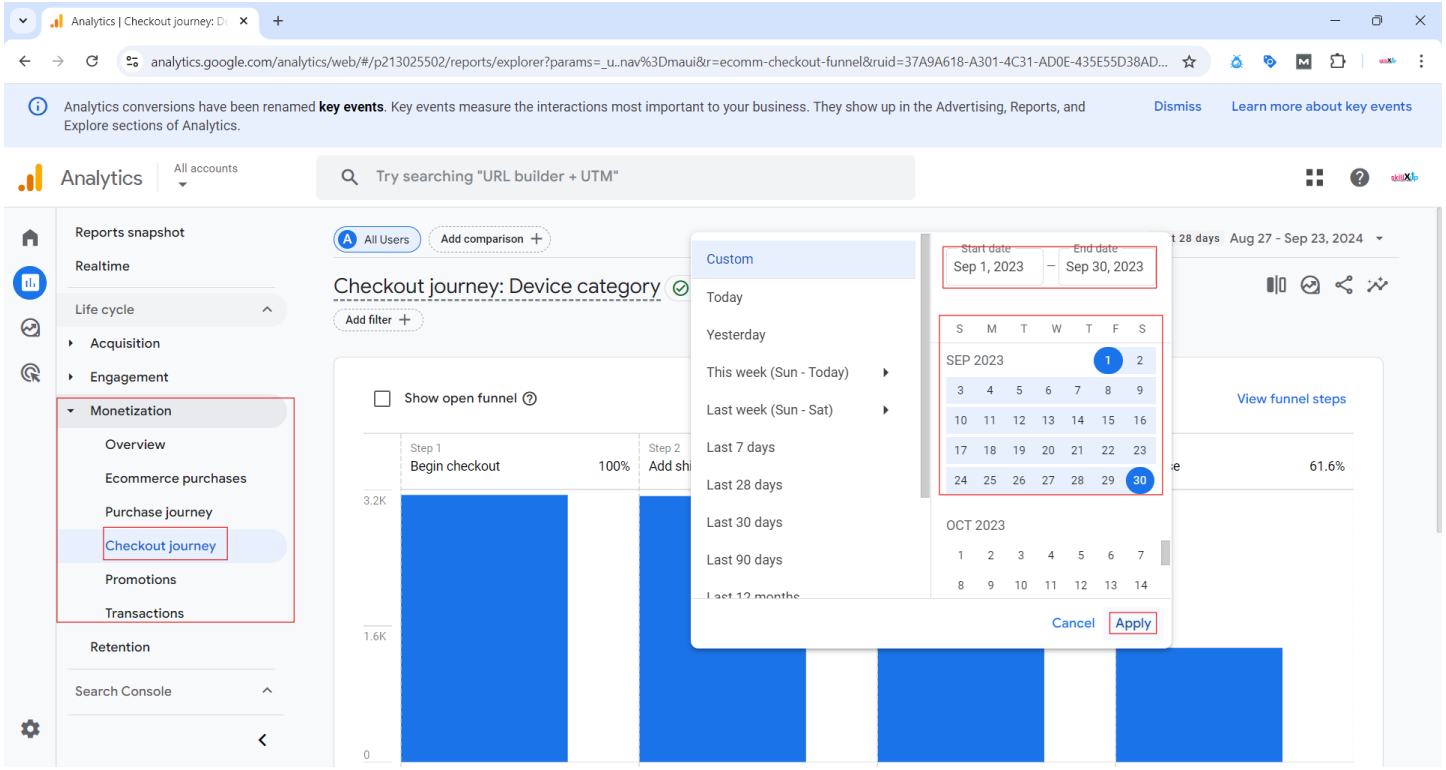


Step 5 – Finally, you will be able to see the highest item ., the Result is 'Super G..' with value '$6,275.00'

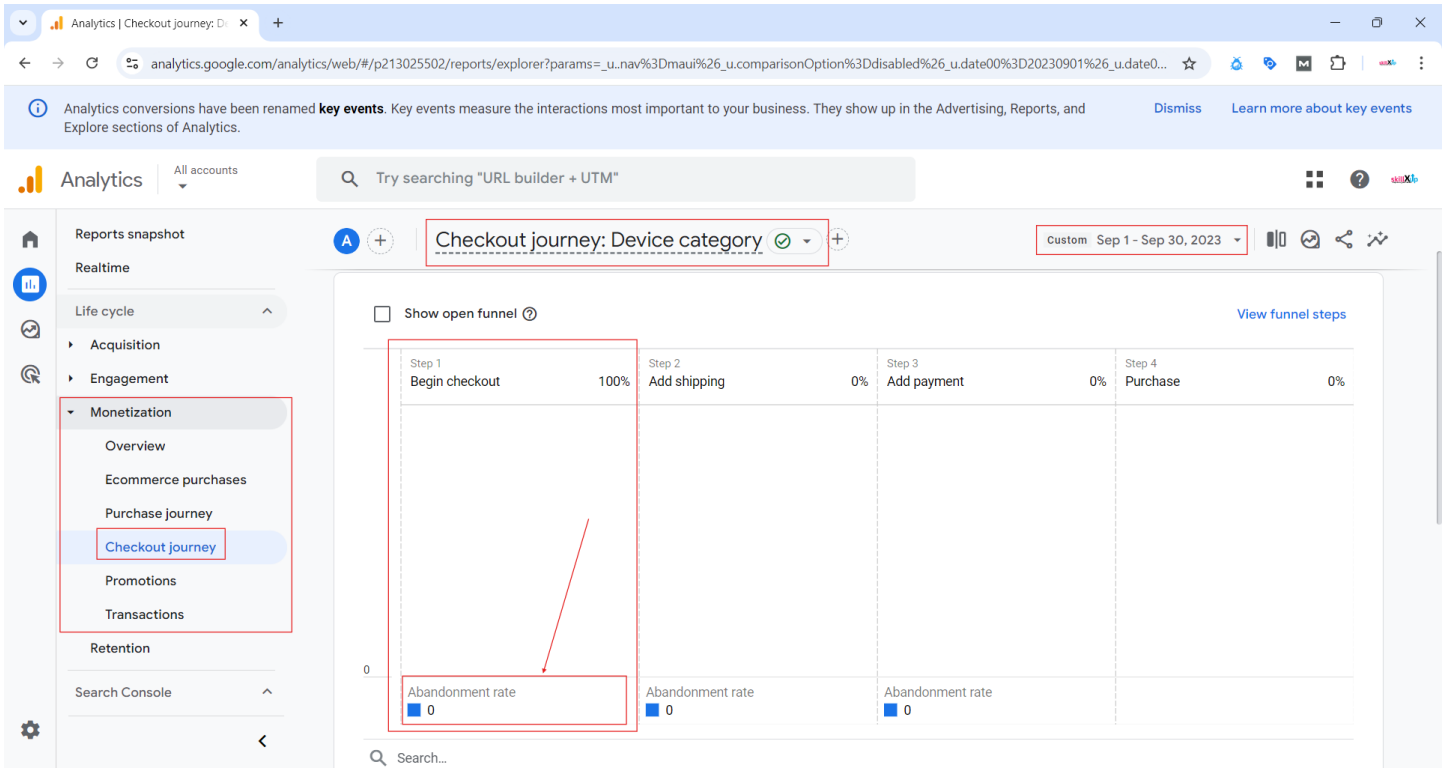


- How many abandoned shopping carts were there in September 2023?

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: D
analytics.google.com/analytics/web/#/p213025502/reports/explorer?params=_u..nav%3Dmaui%26_u.comparisonOption%3Ddisabled%26_u.date00%3D20230901%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 "URL builder + UTM"
Reports snapshot
Realtime
Life cycle
Acquisition
Engagement
Monetization
Overview
Ecommerce purchases
Purchase journey
Checkout journey
Promotions
Transactions
Retention
Search Console
Checkout journey: Device category
Custom Sep 1 - Sep 30, 2023
Show open funnel
View funnel steps
Step 1
Begin checkout
100%
Step 2
Add shipping
0%
Step 3
Add payment
0%
Step 4
Purchase
0%
0
Abandonment rate
0
Abandonment rate
0
Abandonment rate
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Search...