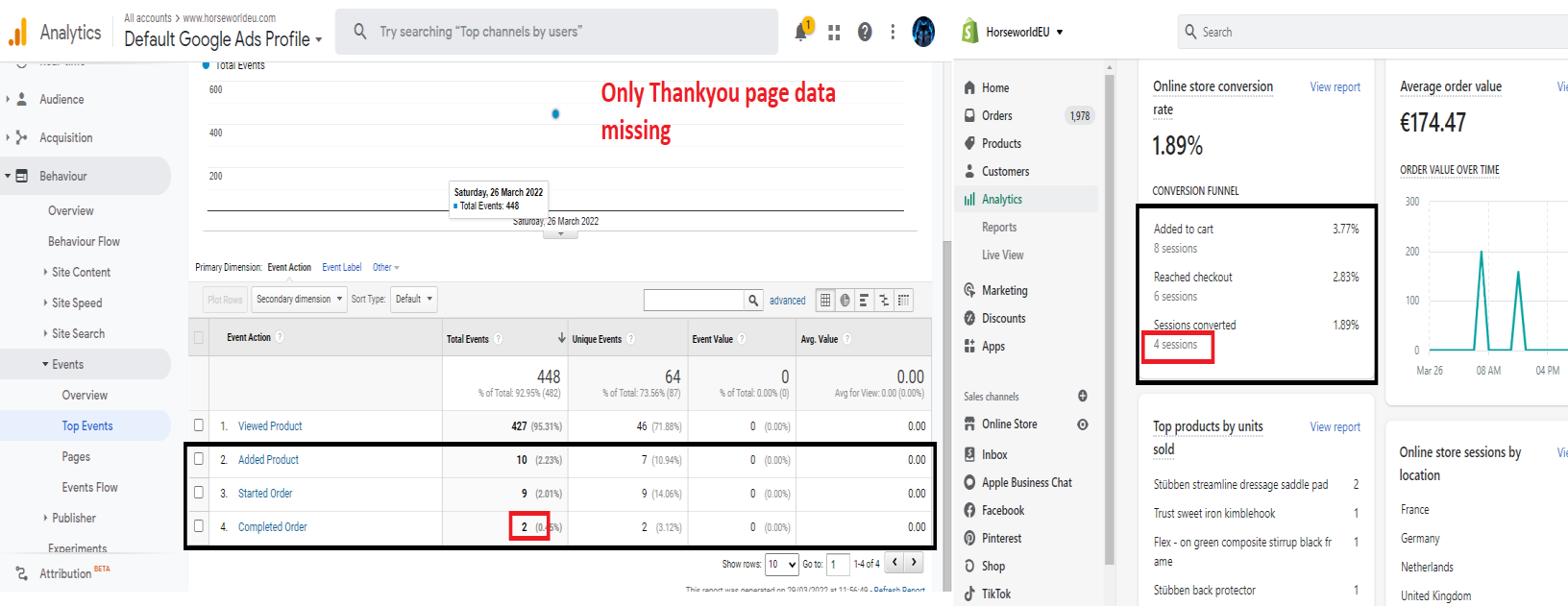


Discrepancies between Google Analytics and Shopify Analytics

So here's my detailed report on this issue, I have made a deep research on your Google Analytics account and Shopify Stats, so basically it's officially said by Shopify that there would be discrepancies between Google Analytics and Shopify Stats due to multiple reasons, so we have to find what can be a reason for that, as I have gone through your entire stats, Look at this screenshot:




This is sales Data of 26th March, so while comparing I saw that Add to carts, Checkouts are almost same everyday the issue comes with the Final Thank you page, so here comes my Analysis why Google Analytics would be missing them as your Entire Tracking Setup is perfectly working:



1. There would be a case that users might be leaving the thank you page immediately after Purchasing which might be causing the Google Analytics code not to be loaded properly, as it takes some time for Google Analytics script to load and track the Data In Thank you page (Revenue etc)
2. Most probably the users are blocking cookies and Javascripts, this is the case with most of the Shopify Store owners, as some users disable the




Cookies and Javascripts and then Google won't be able to track any of actions being performed on the Store


3. Some users might have any Extensions which might be Blocking Google Analytics to track the sessions and Purchases, this will also cause the issue with Google Analytics being not able to track the final purchase data

These are some of my Personal Analysis and Shopify has also discussed such issues very long ago, here is what they have said about this issue:

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 Julie
Shopify Staff

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 07-02-2020 03:35 PM

Hey, everyone!

Julie here from Shopify Support.

Generally speaking, discrepancies between Google Analytics and Shopify Analytics are to be expected. This is because both platforms gather and manage data quite differently. Because you're seeing a higher number of orders in Shopify, as opposed to Google Analytics, it's likely that some of your customers may not be allowing cookies or Javascript. Google can only count visitors with JavaScript and cookies enabled, so if the customer doesn't allow this, then Google won't record the sale. They may also have browser extensions that block Google Analytics from tracking sessions and purchases, in which case these sales would also not be recorded in Google Analytics.

Another potential cause for the discrepancy could be due to the fact that both Google Analytics

So this is not just you facing this issue with the Data, it's probably happening with Almost every Shopify Store owner and there are quite reasonable points which might be happening at the Backend, However I have made an extensive look on the Current tracking setup and it's working perfectly as expected...

Feel free to ask any queries, if you have. I am here to answer them all...

Thanks & Regards,

saneah