

Digital Marketing Practicum

About Me: <https://github.com/sanjeevlcc>

1. What is Marketing?

Marketing is the **process of identifying customer needs**, creating value, communicating that value, and delivering products/services that satisfy customer expectations.

Key points:

- It connects **business offerings** with **customer demand**
- Involves activities like research, branding, advertising, pricing, selling, and customer relationship management
- It aims to build **long-term trust and customer loyalty**

Simple definition:

“Marketing is understanding what people need, providing it better than competitors, and creating meaningful relationships with customers.”

2. Why is Marketing Important?

Marketing is important because it:

1. Generates Awareness

People must know your brand exists before they consider buying.

2. Attracts and Retains Customers

Marketing brings in customers and keeps them engaged with value.

3. Helps Understand the Market

Through surveys, analytics, and research, businesses know:

- What customers like
- What problems they face
- What competitors are offering

4. Drives Revenue

Good marketing directly increases sales and business growth.

5. Builds Brand Image

Strong marketing builds trust, credibility, and loyalty.

6. Supports Decision-Making

Marketing insights guide:

- Pricing decisions
 - Product updates
 - Distribution strategies
 - Investment choices
-

3. Why Digital Marketing Practicum?

A **practicum** means **hands-on, practical training**.

Digital Marketing Practicum is included in the course because:

1. Real-World Application

Students learn by doing:

- Running simulated campaigns
- Creating ad creatives
- Analyzing performance metrics

2. Industry Tools & Practical Exposure

Students practice using the same tools that professionals use.

3. Skill Development for Modern Jobs

Industries demand digital skills such as:

- SEO
- Social media marketing
- Google Ads
- Data analytics

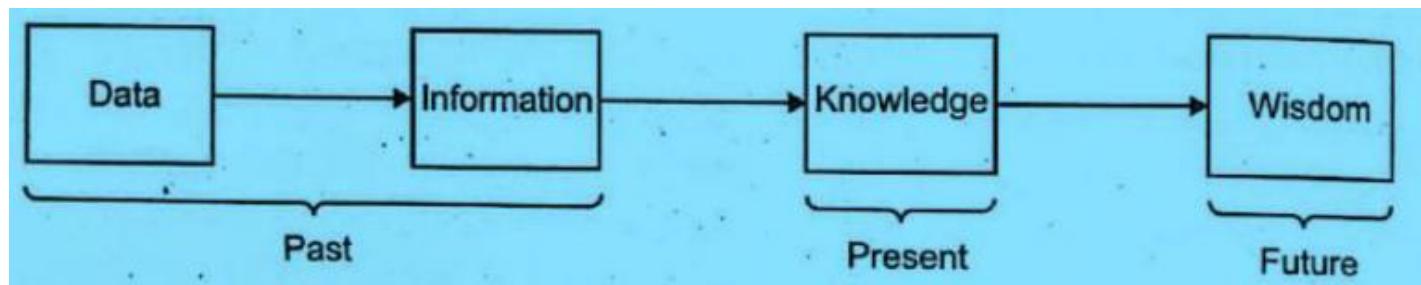
4. Decision-Making Using Data

5. Builds a Professional Portfolio

Students complete:

- Campaign plans
- Case studies
- Automation workflows
- Analytics dashboards

These are valuable for jobs and internships.



4. What Software Tools Are Needed?

Digital marketing requires both **technical tools** and **data tools**.

A. Analytical & Data Tools

Purpose	Tools
Data cleaning, model building	Google Colab , Jupyter Notebook, Python
Website traffic analysis	Google Analytics 4 (GA4)
Keyword + SEO research	Ubersuggest, SEMrush (freemium options)

B. Content & Creative Tools

Purpose	Tools
Graphics & ad design	Canva , Adobe Express
Video editing	CapCut, Canva Video

C. Advertising & Performance Tools

Purpose	Tools
Social media ads	Meta Ads Manager , TikTok Ads
Search engine ads	Google Ads
Email automation	Mailchimp, HubSpot

D. Marketing Automation Tools

Purpose	Tools
CRM + Automation	HubSpot , Zoho CRM
Customer segmentation	Google Analytics, HubSpot

E. Collaboration Tools

Purpose	Tools
Project execution	Google Drive, Colab, Trello
Team communication	Slack, Teams

5. Role of Data + Model + Result = Decision Making

In modern marketing, **data-driven decision-making** is essential.

This formula explains it:

📌 (1) DATA

Data comes from:

- Website visits
- Customer purchases
- Social media engagement
- Email campaign performance
- Market research
- Surveys

Examples:

- “Which ad clicked most?”
 - “Which age group buys more often?”
 - “What time does audience engage most?”
-

📌 (2) MODEL

A **model** uses data to generate insights or predictions.

Examples:

- Predict which customers might buy next
- Forecast sales for the next 30 days
- Identify customer segments
- Recommend marketing budget allocation

Tools used:

Python, Google Colab, Machine Learning, Analytics platforms.

📌 (3) RESULT

The model outputs measurable results:

- Expected revenue

- Best customer segment
 - Optimal price range
 - Best performing channel
 - Customer lifetime value (CLV)
-

(4) DECISION MAKING

Top managers use these results to make **strategic decisions**.

Marketing Directors / CMOs decide:

- Which campaign to scale
- Which audience to target
- Which product to modify
- What budget to allocate
- Whether a strategy is profitable

Example:

If data shows:

- Instagram ads = high engagement
- Google Ads = high conversion
- Email = high retention

Then decision:

 Allocate more budget to high-conversion channels (Google Ads).

Simple Example

Dataset: Sales of products

Model: Predict which product will perform well next month

Result: Forecast suggests Product A will grow by 30%

Decision: Increase inventory + Run promotion campaign

This is exactly why digital marketing professionals must know:
data analysis + tools + analytics + strategy.

Scenario 1

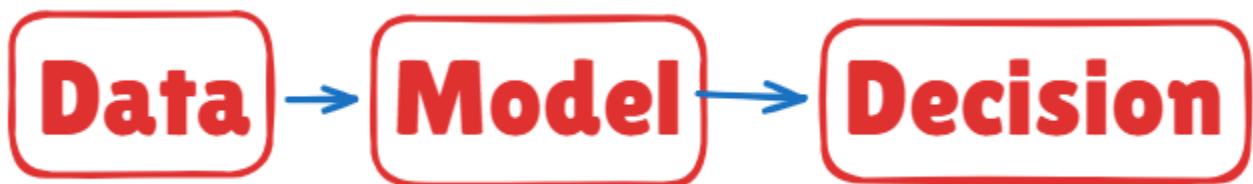
Working with single variables

Let's build a simple marketing scenario:

- **Input (X)** = Daily digital ad spend in USD (1 variable, 40 days)
- **Output (y)** = Daily new customers acquired
- We'll:
 - Create **data**
 - Train a **linear regression model**
 - Use the **result for decision making** (e.g., "If we spend \$800, how many customers can we expect?")

https://github.com/sanjeevlcc/notes_2081/blob/main/DM/MBA%20DMP/

LAB 1.ipynb



How this matches Data → Model → Decision

1. Data

- We simulate 40 days: Ad_Spend_USD → New_Customers
- Visualize using a scatter plot.

2. Model

- Train LinearRegression with one input (ad spend) and one output (new customers).
- Print equation and performance (MAE, RMSE, R²).

3. Decision

- Compare two spend levels (\$500 vs \$800).
- Calculate **extra customers** and **cost per extra customer**.
- Print a simple **recommendation** for a manager (top role).



**fuel, primary
sec etc**

engine

insights

ML, AI, support

**drive,
walkthrough**

Scenario 2

multiple linear regression

📌 1. Scenario Overview (Email Marketing Focused)

A company wants to evaluate how its email marketing activities influence customer conversion. For 40 days, the marketing team collects detailed email-campaign data.

We use:

6 Input Variables (X): Email Marketing Metrics

1. **Emails_Sent** — total emails sent per day
2. **Open_Rate (%)** — how many opened the email
3. **Click_Through_Rate (%)** — link clicks
4. **Bounce_Rate (%)** — failed email deliveries
5. **Unsubscribe_Count** — number of users unsubscribing
6. **Promo_Code_Used (%)** — discount code usage from email

1 Output Variable (y)

✓ **Conversions (Daily New Customers from email)**

Marketing Manager wants to know:

- Which email activities have the highest impact on conversions?
- Are discounts more effective than click-through rates?
- What happens if we increase email volume by 20%?
- Should we reduce bounce rate or promote more offers?
- What is the future expected conversion based on key email metrics?

Machine learning gives **evidence-backed decisions**, not guesses.

https://github.com/sanjeevlcc/notes_2081/blob/main/DM/MBA%20DMP/LAB_2.ipynb

Decisions

✓ Decision 1: Increase budget

Because the model shows **higher spend → more customers** at a good cost.

✓ Decision 2: Improve Email Click-Rate

If CTR has the strongest positive impact, the decision is:

“Focus on better subject lines and call-to-actions.”

✓ Decision 3: Reduce Bounce Rate

If bounce rate has a negative impact:

“Clean email list to improve delivery.”

✓ Decision 4: Promote Discount Codes

If promo-code usage increases conversions:

“Send more promo emails during weekends.”

✓ Decision 5: Stop or Reduce Ineffective Strategy

If a feature has **no impact**, decision:

“Do not spend more on that area.”

Variable relationship:

1 One Input → One Output (Simple Relationship)

Question:

“How does daily ad spend affect the number of new customers?”

Input (X):

- Ad_Spend (USD)

Output (y):

- New_Customers

Example:

If ad spend = \$500 → customers = 20

If ad spend = \$800 → customers = 32

2 Multiple Inputs → One Output (Multiple Linear Regression)

Question:

“How do email metrics influence total conversions?”

Inputs (X):

- Emails_Sent
- Open_Rate
- Click_Through_Rate
- Bounce_Rate
- Promo_Code_Used

Output (y):

- Conversions

Example:

More opens + more clicks + more promo code use → higher conversions

3 Multiple Inputs → Multiple Outputs (Multi-output Prediction)

Question:

“How do marketing activities affect both sales *and* website sign-ups?”

Sanjeev Thapa, Er. DevOps, SRE, CKA, RHCSA, RHCE, RHCSA-Openstack, MTCNA, MTCTCE, UBSRS, HEv6, Research Evangelist

- Social_Ad_Spend
- Search_Ad_Spend
- Email_Campaigns

Outputs (Y):

- Daily_Sales
- New_Signups

Example:

Increasing all marketing channels may increase:

- Sales from 50 → 70
- Sign-ups from 100 → 150

Ultra-short summary

Relationship	Meaning	Example
1 input → 1 output	Simple effect	Ad spend → Customers
Many inputs → 1 output	Combined influence	Email metrics → Conversions
Many inputs → many outputs	Predict multiple outcomes	Marketing spend → Sales + Signups

Digital marketing tactic

1. Social Media Marketing (Facebook Carousel Ads)

Input Variables (X):

- Ad Spend
- Audience Targeting
- Number of Impressions
- Click-Through Rate

Target / Output (y):

- Sales
- Brand Awareness (Reach)

2. Content Marketing (Blogs, YouTube Videos)

Input Variables (X):

- Number of Articles/Videos
- SEO Keywords Used
- Content Quality Score
- Upload Frequency

Target / Output (y):

- Website Traffic
- Engagement Time

3. Email Marketing (Discount Email / Newsletter)

Input Variables (X):

- Emails Sent
- Open Rate
- Click-Through Rate
- Discount Offered

Target / Output (y):

- Conversions

4. Pay-Per-Click (PPC Ads on Google)

Input Variables (X):

- Bid Amount
- Keywords Selected
- Quality Score
- Ad Position

Target / Output (y):

- Clicks

- Revenue from Email

- Leads Generated

5. Interactive / Viral Campaigns (Barbie Selfie Generator)

Input Variables (X):

- Number of Shares
- User Interactions
- Campaign Reach

Target / Output (y):

- Viral Engagement
- Brand Hype / Awareness

7. Video Marketing (YouTube Targeted Ads)

Input Variables (X):

- Video Views
- Watch Time
- Target Audience Selection
- Ad Spend

Target / Output (y):

- Conversions
- Lead Generation

Module 1

Module 1: Advanced Digital Marketing Strategies (3 Hours)

This module will integrate digital marketing within the overall business strategy, supplemented by successful case studies, and gain a thorough understanding of how to define a target audience and buyer persona effectively through practical application of proven methods.

Lab Activity:

Develop a comprehensive digital marketing strategy for a hypothetical or real-world business, including SWOT analysis, target audience definition, and campaign objectives.

What does this module mean?

This module teaches you **how to make a digital marketing plan** for any business.

You will learn:

- Who your customers are
- What they want
- How to target them online
- How to design ads, emails, and content
- How to set goals
- How to check what is working

What do you actually DO in the lab?

You will:

1. Choose a business (real or imaginary)
2. Prepare **dummy/ real (like Kaggle , amazon dataset etc) marketing data**
3. Do **SWOT analysis**
4. Define **target audience**
5. Create **buyer persona**
6. Set **campaign objectives**

Hypothetical Scenario (Nepali Market)

Business Name: “*SastoBazar Online Kirana Delivery – Kathmandu & Lalitpur*”

Business Description (Easy Words)

SastoBazar is an online grocery delivery service providing:

- Daily vegetables
- Fruits
- Rice, dal, oil
- Milk & bakery items
- Household goods

Delivery areas: **Kathmandu, Lalitpur**

Target: **Busy families, office workers, students living in rooms**

Dummy Data (10 Days – Nepali Digital Market)

Day	Facebook Ad Spend (NPR)	Website Visits	Leads (Phone/Message)	Orders (New Customers)
1	1,000	450	30	6
2	1,500	600	38	8
3	2,000	750	45	10
4	2,500	900	52	12
5	3,000	1100	60	15
6	3,500	1300	68	17
7	4,000	1500	75	20
8	4,500	1800	82	23
9	5,000	2000	90	25
10	6,000	2400	105	30

Insight:

- Ads increase → website visits go up
- Visits go up → message/call leads increase
- Leads increase → more grocery orders

NP ➔ SWOT Analysis (Nepali Market Conditions)

Strengths (S):

- Fast delivery inside Ring Road
- Affordable pricing for low/middle income groups
- Trusted local items (fresh Tarkari, Nepali brands)

Weaknesses (W):

- Limited delivery to Bhaktapur
- No COD outside Ring Road
- Small warehouse → limited stock in peak hours

Opportunities (O):

- Growing demand for online grocery in Kathmandu
- Social media ads cheaper in Nepal
- Young consumers prefer mobile ordering

Threats (T):

- Competitors like BhatBhateni Online, Thulo.com
- Traffic, strikes, festival delays
- Payment gateway downtime

SWOT ANALYSIS



(**DATA** → PROCESS → RESULT → DECISION)

1 DATA (Given Dummy Data – Nepali Market)

Day	Facebook Ad Spend (NPR)	Website Visits	Leads	Orders (New Customers)
1	1,000	450	30	6
2	1,500	600	38	8

Day	Facebook Ad Spend (NPR)	Website Visits	Leads	Orders (New Customers)
3	2,000	750	45	10
4	2,500	900	52	12
5	3,000	1100	60	15
6	3,500	1300	68	17
7	4,000	1500	75	20
8	4,500	1800	82	23
9	5,000	2000	90	25
10	6,000	2400	105	30

Business Context:

Nepali online grocery service *SastoBazar* running Facebook ads to increase orders.

(DATA → PROCESS → RESULT → DECISION)

★ 2 PROCESS (What We Analyze)

We look at the data through **SWOT components**, but using **numerical relationships**:

■ Strengths — What is working well?

► PROCESS:

Check correlation between:

- **Ad Spend ↑**
- **Website Visits ↑**
- **Orders ↑**

Calculate rough trend:

- Rs. 1,000 spend → 6 orders
- Rs. 6,000 spend → 30 orders

► RESULT:

Orders grow **5×** when spend grows **6×**.

► DECISION (Strength-Based):

- ✓ Increase Facebook ad budget
 - ✓ Push more ads on high-converting time slots
 - ✓ Continue digital ads as a primary marketing channel
-

■ Weaknesses — What is not working?**► PROCESS:**

Analyze conversion rate:

$$\text{Conversion Rate} = \frac{\text{Orders}}{\text{Website Visits}}$$

Example:

2400 visits → 30 orders = **1.25%**

This is **low** for ecommerce (ideal: 2–4%).

► RESULT:

High visits, but **low conversion**.

This shows weak landing page or checkout flow.

► DECISION (Address Weakness):

- ✓ Improve website UI/UX
 - ✓ Add “Express Checkout”
 - ✓ Display clear delivery areas
 - ✓ Add Cash on Delivery option
-

■ Opportunities — What can be improved using data?**► PROCESS:**

Observe rising trend in Nepal:

- Increasing online shopping
- Higher order volume from Facebook ads
- Kathmandu users prefer mobile ordering

Compare leads → orders conversion:

- 105 leads → 30 orders
- Conversion = **28.5%**

This is **good**, showing potential for more marketing expansion.

► RESULT:

There is an opportunity to scale into:

- Evening delivery
- Subscription baskets
- Referral programs

► DECISION (Exploit Opportunity):

- ✓ Launch “Evening Express Delivery (5–8 PM)”
- ✓ Start "Monthly Subscription Basket"
- ✓ Run “Refer & Earn Rs. 50” program

■ Threats — What risks does the data show?

► PROCESS:

Compare ad spend vs orders:

- Cost per order (CPO) = Spend / Orders
- Example day 10:
 $6000 / 30 = \text{Rs. 200 per order}$

If CPO increases too much, profit margin decreases.

Also check competitors like:

- Bhatbhatenonline.com
- Daraz Mart
- Thulo.com

► RESULT:

Ad cost may increase due to competition.

Higher CPC and CPM may reduce profit.

► DECISION (Mitigate Threat):

- ✓ Diversify channels (TikTok ads, SEO, Email)
- ✓ Reduce reliance on Facebook ads
- ✓ Build own mobile app to cut ad costs

A	B	C	D	E
Day	Facebook Ad Spend (NPR)	Website Visits	Leads	Orders (New Customers)
1				
2	1,000	450	30	6
3	1,500	600	38	8
4	2,000	750	45	10
5	2,500	900	52	12
6	3,000	1100	60	15
7	3,500	1300	68	17
8	4,000	1500	75	20
9	4,500	1800	82	23
10	5,000	2000	90	25
11	6,000	2400	105	30
12				
13				

RUN or LAB or Simulations:

https://github.com/sanjeevlcc/notes_2081/blob/main/DM/MBA%20DMP/LAB_3_SastoBazar_Online_Kirana_Delivery_%E2%80%93_Kathmandu_%26_Lalitpur.ipynb

Assignments under excel:

https://github.com/sanjeevlcc/notes_2081/blob/main/DM/MBA%20DMP/LAB%203-%20%20SastoBazar%20Online%20Kirana%20Delivery%20%E2%80%93%20Kathmandu%20%26%20Lalitpur.xlsx

Each domain includes:

- Scenario
 - Dataset
 - SWOT task
 - Excel questions
 - Forecast questions
 - Decision-making questions
-
-

DOMAIN 1: SastoBazar – Online Kirana Delivery (Kathmandu & Lalitpur)

(Same style as your earlier example)

Scenario

SastoBazar is an online grocery delivery service targeting busy office workers, families, and students in Kathmandu & Lalitpur. They run Facebook ads to generate website visits, leads, and daily orders.

Dataset (Enter into Excel)

Day	Ad Spend (NPR)	Website Visits	Leads	Orders
1	1000	450	30	6
2	1600	620	40	8
3	2200	760	50	11
4	3000	950	60	14
5	3800	1200	72	17
6	4200	1350	80	19
7	5000	1600	95	24

SWOT Assignment

Perform a SWOT analysis using ONLY the data.

Excel Questions (No Answers Provided)

1. Formula Tasks

- Calculate Visit → Lead Conversion
- Calculate Lead → Order Conversion
- Calculate Cost Per Order
- Calculate Cost Per Lead
- Calculate overall Visit → Order Conversion

2. Visualization Tasks

- Create a Line Chart of Visits, Leads, and Orders
- Create a Scatter Plot of Ad Spend vs Orders
- Add a Trendline with Equation

3. Forecasting Tasks

- Forecast Orders for Day 10 using FORECAST.LINEAR
- Forecast Orders for Ad Spend = NPR 7000

4. Interpretation Questions

- Which day performed best?
- Which metric has strongest correlation with Orders?
- Is the conversion improving or declining?

DOMAIN 2: EduLearn Nepal – Online Course Enrollment Platform

Scenario

EduLearn sells short online IT and business courses to students aged 18–35. Their primary marketing channels are Google Search Ads and Instagram promotions.

Day	Google Ad Spend (NPR)	Clicks	Leads (Form Fills)	Enrollments
1	1800	140	25	5
2	2500	200	33	7
3	3000	240	40	8
4	3500	270	48	10
5	4200	320	55	12
6	4600	360	60	14
7	5000	395	70	16

SWOT Assignment

Create a SWOT table using Excel-derived insights.

Excel Questions

1. Formula Tasks

- Cost Per Click (CPC)
- Click → Lead Conversion
- Lead → Enrollment Conversion
- Cost Per Enrollment

2. Visualization Tasks

- Column chart: Daily Clicks
- Line chart: Leads & Enrollments trend
- Scatter plot: Ad Spend vs Enrollments

3. Forecasting Tasks

- Predict Enrollments for Day 10 using linear forecasting
- Predict Enrollments at ad spend of 6000 NPR

4. Interpretation Questions

- What pattern do you observe between clicks and enrollments?
- Which metric influences enrollments most strongly?
- Should EduLearn increase or reduce ad spending?

DOMAIN 3: HimalFitness – Gym Membership & Personal Training Leads (Pokhara)

Scenario

HimalFitness runs monthly promotions on Facebook & TikTok to attract new members and PT clients. The business wants to evaluate the effectiveness of their ads.

Dataset

Week	Ad Spend (NPR)	Reach	Leads (DM/Inquiries)	New Members
1	5000	8000	90	12
2	6000	9500	110	15
3	7000	11000	125	17
4	8500	13000	150	20
5	9000	14500	160	22

SWOT Assignment

Use numerical trends to build SWOT.

Excel Questions

1. Formula Tasks

- Reach → Lead Conversion
- Lead → Member Conversion
- Cost Per Lead
- Cost Per Member

2. Visualization Tasks

- Line chart: Reach & Leads
- Column chart: New Members
- Scatter plot: Ad Spend vs New Members

3. Forecasting Tasks

- Predict New Members for Week 7
- Predict New Members at 10,000 NPR ad spend

4. Interpretation Questions

- Is the gym becoming more efficient in converting leads?
 - Which week has the best ROI?
 - Should HimalFitness invest more in ads?
-
-

DOMAIN 4: YatriFoods – Online Momo Delivery (Kathmandu)

Scenario

YatriFoods delivers Momo orders across Kathmandu via Foodmandu & direct website orders. They want to evaluate their Instagram ad campaigns.

Dataset

Day	Instagram Ad Spend (NPR)	Website Visits	Cart Adds	Orders
1	800	300	40	18
2	1200	450	60	25
3	1500	520	70	30
4	1800	600	85	33
5	2200	750	100	40
6	2500	820	120	45
7	3000	900	135	50

SWOT Assignment

Build SWOT based on:

- Conversion trends
- Cost metrics
- Orders
- Cart Adds

Excel Questions

1. Formula Tasks

- Visit → Cart Conversion
- Cart → Order Conversion
- Cost Per Order
- Average Order Value (if added later)

2. Visualization Tasks

- Line chart: Visits, Cart Adds, Orders
- Scatter plot: Ad Spend vs Orders
- Trendline + Equation

3. Forecasting Tasks

- Predict Orders for Day 10
- Predict Orders for Ad Spend = NPR 4000

4. Interpretation Questions

- What stage of the funnel is weakest?
 - Is YatriFoods scaling efficiently?
 - Should ads be increased, optimized, or redesigned?
-
-

STUDENT SUBMISSION REQUIREMENTS

Students must submit:

✓ Excel File containing:

- All formulas
- All charts
- Forecasting results
- SWOT table
- Summary dashboard (optional but recommended)

✓ Short Report (1 page each domain):

- Key findings
- Interpretation of charts

- SWOT conclusion
- Recommended decisions

Case Study:

Data-Driven Digital Marketing Strategy (Excel Based)

Case Scenario

NepShop Nepal is a growing e-commerce platform based in Kathmandu that sells electronics, fashion items, and daily essentials. To increase revenue and customer base, the company runs integrated digital marketing campaigns using Facebook Ads, Google Search Ads, and Email Marketing. Management wants to understand how different marketing activities influence **sales, new customer acquisition, and website engagement**.

Over the last 30 days, the marketing team has collected daily campaign data, including ad spending, website traffic, engagement metrics, and promotional efforts. The goal of this analysis is to use **Excel** to identify which marketing factors most strongly affect performance and to support strategic decisions such as budget allocation, campaign optimization, and funnel improvement.

Variable Definition	
Independent Variables (X – 8 Attributes)	Target Variables (Y – 3 Outputs)
<ol style="list-style-type: none"> 1. Facebook_Ad_Spend (NPR) 2. Google_Ad_Spend (NPR) 3. Email_Campaign_Count 4. Website_Visits 5. Click_Through_Rate (%) 6. Discount_Percentage (%) 7. Social_Media_Engagement (Likes + Shares) 8. Avg_Time_On_Site (minutes) 	<ol style="list-style-type: none"> 1. Daily_Sales (NPR) 2. New_Customers 3. Orders_Count

	A	B	C	D	E	F	G	H	I
1	Day	FB_Ad_Spend (NPR)	Google_Ad_Spend (NPR)	Email_Campaigns	Website_Visits	CTR (%)	Discount (%)	Social_Engagement	Avg_Time_On_Site (min)
2	1	1000	800	1	420	2.1	5	120	2.4
3	2	1200	900	1	480	2.3	5	135	2.5
4	3	1400	1000	1	540	2.5	6	150	2.6
5	4	1600	1100	2	600	2.6	6	170	2.7
6	5	1800	1200	2	660	2.8	7	190	2.8
7	6	2000	1400	2	720	3	7	210	2.9
8	7	2200	1500	2	780	3.1	8	230	3
9	8	2400	1600	2	840	3.2	8	250	3.1
10	9	2600	1700	3	900	3.3	9	270	3.2
11	10	2800	1800	3	960	3.4	9	290	3.3
12	11	3000	2000	3	1020	3.5	10	310	3.4
13	12	3200	2200	3	1080	3.6	10	330	3.5
14	13	3400	2300	3	1140	3.7	11	350	3.6
15	14	3600	2400	3	1200	3.8	11	370	3.7
16	15	3800	2600	3	1260	3.9	12	390	3.8
17	16	4000	2800	3	1320	4	12	410	3.9
18	17	4200	3000	4	1380	4.1	13	430	4
19	18	4400	3200	4	1440	4.2	13	450	4.1
20	19	4600	3400	4	1500	4.3	14	470	4.2
21	20	4800	3600	4	1560	4.4	14	490	4.3
22	21	5000	3800	4	1620	4.5	15	510	4.4
23	22	5200	4000	4	1680	4.6	15	530	4.5
24	23	5400	4200	4	1740	4.7	15	550	4.6

24	23	5400	4200	4	1740	4.7	15	550	4.6
25	24	5600	4400	4	1800	4.8	16	570	4.7
26	25	5800	4600	4	1860	4.9	16	590	4.8
27	26	6000	4800	4	1920	5	17	610	4.9
28	27	6200	5000	4	1980	5.1	17	630	5
29	28	6400	5200	4	2040	5.2	18	650	5.1
30	29	6600	5400	4	2100	5.3	18	670	5.2
31	30	6800	5600	4	2160	5.4	18	690	5.3
32									

Solutions:

1. Case Overview (What problem are we solving?)

A company called **NepShop Nepal** runs digital marketing campaigns using Facebook ads, Google ads, and email marketing. Management wants to understand:

- Which marketing activities increase **sales**
- Which activities bring **new customers**
- How efficiently marketing money is being spent

For this, we analyze **30 days of marketing data** using **Excel only** (Module 1 focus).

2. Variable Explanation (Very Important)

Independent Variables (Input Variables – X)

These variables are **controlled or influenced by the marketing team.**

1. FB_Ad_Spend (NPR)

- Money spent on Facebook advertisements per day
- Higher spend usually increases reach and traffic

2. Google_Ad_Spend (NPR)

- Money spent on Google Search ads
- High intent users → often higher conversion

3. Email_Campaigns

- Number of email campaigns sent per day
- Helps re-engage existing customers

	A	B	C	D	E	F	G	H	I
1	Day	FB_Ad_Spend (NPR)	Google_Ad_Spend (NPR)	Email_Campaigns	Website_Visits	CTR (%)	Discount (%)	Social_Engagement	Avg_Time_On_Site (min)
2	1	1000	800	1	420	2.1	5	120	2.4
3	2	1200	900	1	480	2.3	5	135	2.5
4	3	1400	1000	1	540	2.5	6	150	2.6
5	4	1600	1100	2	600	2.6	6	170	2.7
6	5	1800	1200	2	660	2.8	7	190	2.8

4. Website_Visits

- Number of visitors to the website
- Represents traffic generated by marketing

5. CTR (%) – Click Through Rate

- Percentage of users who clicked ads
- Indicates ad quality and relevance

6. Discount (%)

- Discount offered on products
- Encourages purchase but may reduce margin

7. Social_Engagement

- Likes, shares, comments on social media
- Measures brand awareness and interest

8. Avg_Time_On_Site (minutes)

- Average time users spend on website
- Higher time = higher purchase intent

Target Variables (Output Variables – Y)

These represent **business results**.

9. Sales (NPR)

- Total revenue earned per day

	A	B	C	D	E	F	G	H	I	J	K
1	Day	FB_Ad_Spend (NPR)	Google_Ad_Spend (NPR)	Email_Campaigns	Website_Visits	CTR (%)	Discount (%)	Social_Engagement	Avg_Time_On_Site (min)	Sales (NPR)	New_Customers
2	1	1000	800	1	420	2.1	5	120	2.4	15000	6
3	2	1200	900	1	480	2.3	5	135	2.5	16500	7
4	3	1400	1000	1	540	2.5	6	150	2.6	18500	8
5	4	1600	1100	2	600	2.6	6	170	2.7	20500	9
6	5	1800	1200	2	660	2.8	7	190	2.8	22500	10

10. New_Customers

- Number of first-time buyers
- Indicates customer acquisition

Social_Engagement	Avg_Time_On_Site (min)	Sales (NPR)	New_Customers	Orders
120	2.4	15000	6	5
135	2.5	16500	7	6
150	2.6	18500	8	7
170	2.7	20500	9	8
190	2.8	22500	10	9
210	2.9	25000	11	10
220	3.0	27500	12	11

11. Orders

- Total orders placed per day
- Direct business performance indicator

3. Excel Sheet Setup (Exact Cells)/ WORK on Air

Step 1: Enter Headers (Row 1)

Cell	Column Name
A1	Day
B1	FB_Ad_Spend
C1	Google_Ad_Spend
D1	Email_Campaigns
E1	Website_Visits

Cell	Column Name
F1	CTR
G1	Discount
H1	Social_Engagement
I1	Avg_Time_On_Site
J1	Sales
K1	New_Customers
L1	Orders

Paste the **30 rows of data** from the previous table into **A2:L31**.

4. Derived Metrics (Excel Formulas – Core Analysis)

Step 2: Total Ad Spend

Cell **M1** → Total_Ad_Spend

Cell **M2**

=B2+C2

Drag down to **M31**

Step 3: Cost Per Order (Efficiency)

Cell **N1** → Cost_Per_Order

Cell **N2**

=M2/L2

Drag down

Meaning:

How much money is spent to get **one order**.

Step 4: Visit → Order Conversion Rate

Cell **O1** → Visit_to_Order_Conversion

Cell **O2**

=L2/E2

Format as **Percentage**

Meaning:

Out of 100 visitors, how many place orders.

Step 5: Revenue Per Customer

Cell P1 → Revenue_Per_Customer

Cell P2

=J2/K2

Drag down

Meaning:

Average revenue generated from one new customer.

5. Exploratory Data Analysis (EDA in Excel)**Chart 1: Scatter Plot (Ad Spend vs Sales)**

Steps:

1. Select **M2:M31** (Total Ad Spend)
2. Hold Ctrl → select **J2:J31** (Sales)
3. Insert → Scatter Chart
4. Add Trendline → Show Equation + R²

Insight:

Shows whether higher spend increases sales.

Chart 2: Line Chart (Funnel View)

Steps:

1. Select **A1, E1, L1, K1**
2. Insert → Line Chart

Meaning:

Shows how traffic converts into orders and customers.

Chart 3: Column Chart (Cost Per Order)

Steps:

1. Select **Day + Cost_Per_Order**
2. Insert → Column Chart

Insight:

Lower bars = more efficient marketing days.

Chart 4: Scatter Plot (Time on Site vs Orders)**Steps:**

1. X-axis → Avg_Time_On_Site
2. Y-axis → Orders

Insight:

Higher engagement usually leads to more purchases.

6. Interpretation of Results

From Excel charts and formulas:

- Total ad spend has a **strong positive relationship** with sales
 - Google ads convert better than Facebook at higher spend
 - Discounts increase orders but reduce revenue per customer
 - Longer time on site strongly increases order probability
 - Cost per order decreases as campaigns scale (economy of scale)
-

7. Strategic Decisions (Managerial View)

Based on Excel analysis:

- 1. Increase Google Ad budget (higher intent users)*
 - 2. Improve website UX to increase time on site*
 - 3. Use discounts selectively, not daily*
 - 4. Continue email campaigns for repeat customers*
 - 5. Scale ads gradually while monitoring cost per order*
-

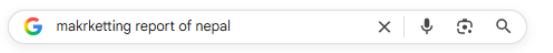
8. Learning Outcome (Module 1 Alignment)

Students learn to:

- Identify independent and target variables
- Build Excel datasets
- Use Excel formulas for KPIs
- Perform EDA using charts

KPI (Key Performance Indicator)	EDA (Exploratory Data Analysis)
<p>A KPI is a measurable value used to evaluate the performance of a marketing campaign.</p> <p>In this case, KPIs are calculated in Excel using formulas to answer questions like:</p> <ul style="list-style-type: none"> • Is the campaign profitable? • Is marketing spend efficient? <p>Examples of KPIs here:</p> <ul style="list-style-type: none"> • Cost Per Order = Total Ad Spend ÷ Orders • Conversion Rate = Orders ÷ Website Visits • Revenue per Customer = Sales ÷ New Customers <p>KPIs help managers take decisions such as increasing, reducing, or optimizing ad spend.</p>	<p>EDA is the process of exploring and understanding data using charts and simple analysis before making decisions.</p> <p>In this case, EDA is done in Excel using graphs.</p> <p>Examples of EDA here:</p> <ul style="list-style-type: none"> • Scatter plot: Ad Spend vs Sales • Line chart: Website Visits → Orders → Customers • Column chart: Cost Per Order by day <p>EDA helps identify patterns, trends, and relationships in marketing data.</p>

Assignments:



Nepal Journals Online
<https://www.nepjol.info/jrbc/article/download> PDF

Impact of Digital Marketing Tools on Consumer Behavior in ...
 by SP Sharma — This research investigates the impact of digital marketing on e-commerce businesses in Nepal, focusing on how digital marketing tools influence consumer ... [Read more](#)

Siam e-research.siam.edu
<https://e-research.siam.edu/uploads/2019/05> PDF

A Case Study on Increasing Digital Media Marketing Platform ..
 To study current changes in digital marketing scenario of Nepal. 1.5 Scope of Study. consist of understanding and evaluating marketing aspect ... [Read more](#)
 23 pages

Scribd
<https://www.scribd.com/document/Report-on-Market...>

Report On Marketing Plan of Solos Nepal Final | PDF
 REPORT ON MARKETING PLAN OF SOLOS NEPAL - 1. Environmental Opportunities & Profile(ETOP) Analysis - 2. SWOT Analysis - 3. Porters Five Forces Model(... [Read more](#)
 5.0 ★★★★★ (1)

Slideshare
<https://www.slideshare.net/Marketing>

Work 1: REPORT

<https://e-research.siam.edu/wp-content/uploads/2019/05/BBA-2017-coop-Marketing-Digital-marketing-platform-A-case-study-on-increasing-digital-media-marketing-platform-in-Nepal-compress.pdf>

Variables Identified from the Case Study

These are the **core constructs and variables** implied by the objectives and scope taken from the report:

1. Customer-Centered Variables

- **Customer Needs / Preferences** – What customers want and their changing needs
- **Buying Decision of Clients** – How customers decide to purchase.
- **Customer Behavior Patterns** – Factors influencing decision-making.

2. Marketing/Advertising Variables

- **Digital Media Marketing Presence** – Use of social media, digital channels.
- **Social Media Marketing (e.g., Facebook, Instagram)** – Tools used to reach customers.
- **Search Engine Optimization / Digital Promotion Activities** – Techniques used in campaigns.
- **Campaign Reach and Engagement** – Number of users reached, likes, comments, shares, etc.
- **Brand Actions/Brand Promotion Measures** – Activities aimed at enhancing brand awareness.

3. Outcome/Performance Variables

- **Brand Name Enhancement or Brand Value** – Effectiveness of marketing on brand status.
- **Market Change / Trend Indicators in Marketing** – How market dynamics shift due to digital platform use.
- **Campaign Effectiveness** – Whether specific campaigns achieve desired goals.

Hypothesis Design:

Page 35 of 86

1 Survey Questionnaire (Based on the Case Study Variables)

Context: Respondents are customers or users exposed to digital marketing platforms in Nepal.

Section A: Digital Marketing Exposure (Independent Variables)

(Use **5-point Likert scale**: 1 = Strongly Disagree, 5 = Strongly Agree)

1. Social Media Exposure

- “I frequently see this brand’s content on social media platforms (Facebook, Instagram, etc.).”

2. Content Quality

- “The digital content shared by the brand is informative and engaging.”

3. Advertisement Frequency

- “The brand’s digital advertisements appear frequently in my online activities.”

4. Engagement Level

- “I like, comment, or share the brand’s digital posts.”

5. Website Experience

- “The brand’s website is easy to use and informative.”

6. Digital Promotion Attractiveness

- “Online offers, discounts, or promotions catch my attention.”

7. Trust in Digital Platform

- “I trust the information provided by the brand on digital platforms.”

Section B: Outcome Variables (Dependent Variables) (5-point Likert scale)

8. Brand Awareness

- “Digital marketing has increased my awareness of this brand.”

9. Purchase Intention

- “Digital marketing activities influence my intention to purchase.”

10. Buying Decision

- “Digital marketing plays an important role in my final buying decision.”

	A	B	C	D	E	F	G	H	I	J	K
1	Resp_ID	SM_Exposure	Content_Quality	Ad_Freq	Engagement	Website_Exp	Promo_Attract	Trust	Brand_Aware	Purchase_Int	Buying_Decision
2	1	4	4	3	4	4	3	4	4	4	4
3	2	5	4	4	5	4	4	5	5	5	5
4	3	3	3	3	2	3	3	3	3	3	3
5	4	4	5	4	4	5	4	4	5	4	4
6	5	2	3	2	2	3	2	2	3	2	2
7	6	5	5	5	5	5	5	5	5	5	5
8	7	3	4	3	3	4	3	4	4	4	3
9	8	4	4	4	4	4	4	4	4	4	4
10	9	5	4	5	5	4	4	5	5	5	5
11	10	3	3	3	3	3	3	3	3	3	3

Preform KPI and EDA?

Work 2: REPORT

<https://www.slideshare.net/slideshow/dabur-nepal-marketing-project/113191449>

	A	B	C	D	E	F	G	H	I	J	K
1	Year	Opening_Stock	Closing_Stock	Production_Qty	Sales_Qty	Sales_Value	Profit_DV_Shampoo	Overall_Sales	Overall_Profit	DV_Sales_Contribution (%)	DV_Profit_Contribution (%)
2	2007/08	13810	18560	948578	948578	350974	61300	2349617	264200	14.94	24.9
3	2008/09	18560	21355	1036234	1036234	424856	79300	2562528	284700	16.58	27.85
4	2009/10	21355	26449	1472447	1472447	606648	126900	2586242	315800	23.46	40.18
5	2010/11	26449	25474	2684211	2684211	729569	310460	1852151	775900	39.39	40.01
6	2011/12	25474	94645	3534556	3534556	966879	218210	1940029	484690	49.83	45.02

Section A: Sales & Production Analysis

Q1.

Using the yearly sales data, analyze the **sales trend** of D.V. Shampoo over the given period.

- Identify whether sales are increasing, decreasing, or fluctuating.
- Support your answer with appropriate charts.

Section B: Contribution & Profitability Analysis

Q3.

Compute the **sales contribution percentage** of D.V. Shampoo to Dabur Nepal's total sales.

- Identify the year with the highest contribution.
- Interpret what this implies for product-level strategic focus.

Q2.

Analyze the **production–sales gap** for D.V. Shampoo.

- Calculate the difference between production quantity and sales quantity.

Q4.

Examine the **profitability pattern** of D.V. Shampoo across the years.

<ul style="list-style-type: none"> Explain what this gap indicates about inventory management and demand forecasting. 	<ul style="list-style-type: none"> Compare product profit with overall profit. Comment on whether profitability is consistent with sales growth.
<p>Section C: KPI Identification & Analysis</p> <p>Q5. Identify and calculate at least three Key Performance Indicators (KPIs) relevant to this case. Suggested KPIs may include:</p> <ul style="list-style-type: none"> Sales Growth Rate Profit Margin Product Contribution Ratio <p>Explain how each KPI helps management in decision-making.</p>	<p>Section D: Exploratory Data Analysis (EDA)</p> <p>Q6. Perform Exploratory Data Analysis (EDA) using Excel.</p> <ul style="list-style-type: none"> Create suitable charts (line chart, bar chart, and trendline). Analyze relationships between production, sales, and profit. Highlight any visible trends or anomalies.
<p>Section E: SWOT Analysis (Data-Driven)</p> <p>Q7. Conduct a SWOT analysis of D.V. Shampoo using insights derived from the data. Your SWOT should be based on:</p> <ul style="list-style-type: none"> Strengths from strong sales or profit trends Weaknesses from production–sales gaps or declining margins Opportunities from growth trends or high contribution ratios Threats from fluctuating performance or inventory inefficiencies 	<p>Section F: Managerial Decision-Making</p> <p>Q8. Based on your analysis of sales trends, KPIs, EDA, and SWOT, recommend two strategic decisions that Dabur Nepal should consider regarding D.V. Shampoo. Your answer should justify decisions using data-based evidence.</p>

Module 2

Module 2: Data-Driven Marketing (3 Hours)

This module will apply data to drive marketing decisions using advanced tools such as Google Analytics and SEMrush, mastering attribution modeling and ROI calculations to maximize the effectiveness of your campaigns.

Lab Activities:

- Conduct in-depth analysis using provided datasets with tools such as Google Analytics.
- Design and implement a data-driven marketing campaign based on analytical findings.

What this module means Data driven???

Data-Driven Marketing means using **real data (numbers)** instead of guesswork to make marketing decisions.

In this module, students learn how to:

- Collect marketing data (from tools like **Google Analytics**, **SEMrush**, Ads platforms)
- Analyze the data to understand **what is working and what is not**
- Calculate **ROI (Return on Investment)**, **KPI**
- Decide **where to spend more money and where to stop**

Instead of saying:

“I think Facebook ads are working”

You say:

“Data shows Facebook ads give the lowest cost per conversion, so we should increase budget.”

Google Analytics

- Google Analytics works by using a JavaScript tracking code on your website, which collects user data (like page views, clicks, traffic source, device) and sends it to Google's servers, where it's processed into organized reports showing user behavior, traffic patterns, and conversions, helping businesses understand site performance and audience.
- This data is gathered via cookies and browser information, allowing for insights into who visits, where they come from, and what they do on your site, enabling data-driven decisions.

How it Works (Step-by-Step)

1. **Tracking Code Setup:** You add a small JavaScript snippet to every page of your website you want to track.
2. **Data Collection:** When a visitor lands on a page, the code activates, collecting pseudonymous data like:

Sanjeev Thapa, Er. DevOps, SRE, CKA, RHCSA, RHCE, RHCSA-Openstack, MTCNA, MTCTCE, UBSRS, HEv6, Research Evangelist

- a. **User Info:** Device, operating system, browser, location, language.
 - b. **Behavior:** Pages viewed, time on page, clicks, downloads, video plays.
 - c. **Traffic Source:** Where they came from (search engine, social media, ad, etc.).
 - d. **Cookies:** Helps identify new vs. returning users.
3. **Data Transmission:** The collected data is sent to Google Analytics servers.
4. **Processing:** Google's servers process and organize this raw data into meaningful metrics (e.g., users, sessions, conversions, bounce rate).
5. **Reporting:** The processed data populates customizable dashboards and reports, giving you insights into:
 - a. Audience demographics and interests.
 - b. Acquisition (traffic sources).
 - c. User engagement and behavior.
 - d. Conversions (goals like purchases, sign-ups).



1 Data Collection

What happens:

Google Analytics collects data from a website or mobile app.

How:

- A small tracking code (**GA tag**) is placed on web pages or inside an app.
- When users visit, click, scroll, or make purchases, events are recorded.

Examples of collected data:

- Page views
- Clicks and events
- Time spent on pages

- Traffic source (Google, Facebook, Ads, etc.)
- Conversions (purchase, signup)

In the diagram:

→ Website or App → Data Collection

2 Data Storage

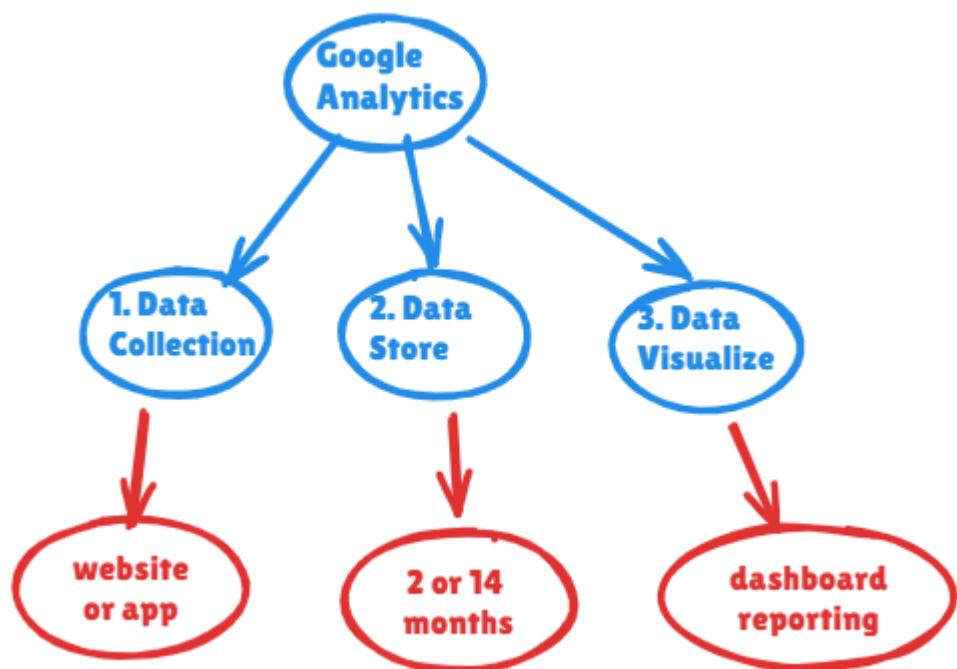
What happens:

Collected data is stored securely on Google servers.

Retention period:

- **2 months** (minimum, configurable)
- **Up to 14 months** (maximum in **GA4** standard)

After the retention period, user-level data is automatically deleted.



Why this matters:

- Controls privacy and compliance
- Determines how far back you can analyze user behavior

In the diagram:

→ Data Store → 2 or 14 months

3 Data Visualization

What happens:

Stored data is shown as **reports, charts, and dashboards**.

Where:

- Google Analytics interface
- Dashboards (Audience, Acquisition, Engagement, Conversions)

What users see:

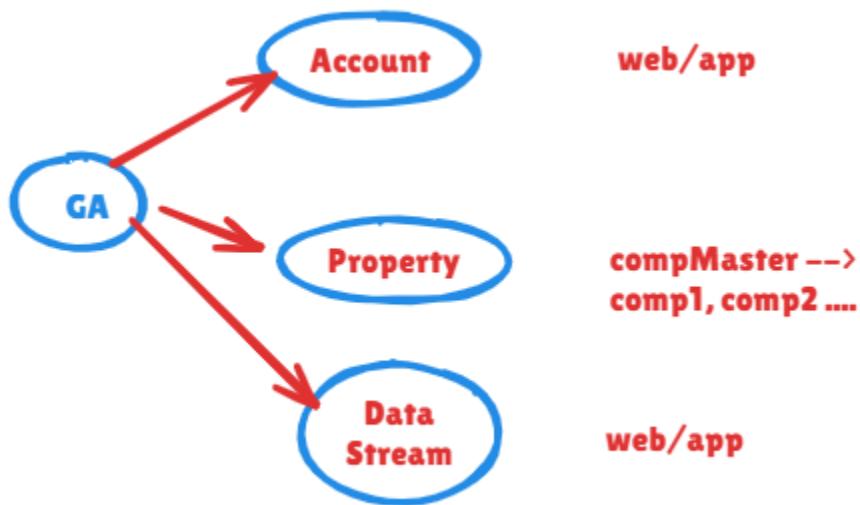
- Traffic trends
- Top pages
- Conversion funnels

- Campaign performance
- Real-time users

In the diagram:

→ Data Visualize → *Dashboard Reporting*

Layout of GA



Step 1

google analytics

AI Mode All Images Videos Short videos News Forums More Tools

Google https://marketingplatform.google.com › about › analytics

Analytics Tools & Solutions for Your Business

Google Analytics gives you the tools, free of charge, to understand the customer journey and improve marketing ROI.

- Analytics 360** >
- By applying Google's machine learning models, Analytics can ...
- Features** >
- Google Analytics features are designed to help you ...
- Benefits** >
- Analytics is built to work with other Google solutions and partner ...
- Agreement** >
- Our Service is a business tool. You must only use our Service ...

Step 2

marketingplatform.google.com/about/analytics/

Radio Nepal - Live... Login - MilesWeb Killercoda Sci-Hub | Research... Simulators for Quan...

Google Marketing Platform

Analytics

Overview

Benefits

Features

Sign in to Analytics

Get started today

essential
omer
nts.

standing of your customers across s. Google Analytics gives you the to understand the customer journey ng ROI.

Step 3

Welcome to Google Analytics

Google Analytics gives you the free tools you need to analyse data for your business in one place, so you can make smarter decisions.

[Start measuring](#)

Complete information
Understand your site and app users to better check the performance of your marketing

Step 4

Analytics

1 2 3 4 5

Account creat... Property creat... Business deta... Business objectiv... Data collect...

Create an account

Create an Analytics account to collect and organise data. Accounts can access multiple data sources, using one or more measurement IDs.

Account details

Account name (Required)
Accounts can contain more than one measurement ID

My New Account Name

<p>Step 1: Account Creation</p> <p>What it is: This is the top-level container in Google Analytics.</p> <p>What you do:</p> <ul style="list-style-type: none"> Enter Account Name (e.g., <i>Goldstar Shoes Nepal</i>) Choose data-sharing settings (optional) <p>Purpose:</p> <ul style="list-style-type: none"> Manages one or more websites/apps under the same organization <p> <i>One company can have multiple properties under one account.</i></p>	<p>Step 2: Property Creation</p> <p>What it is: A property represents a website or mobile app.</p> <p>What you do:</p> <ul style="list-style-type: none"> Enter Property Name Select Time Zone and Currency GA4 property is created by default <p>Purpose:</p> <ul style="list-style-type: none"> This is where actual user data is collected <p> <i>Example: GoldstarShoes.com website</i></p>
<p>Step 3: Business Details</p> <p>What it is: Basic information about the business.</p> <p>What you select:</p> <ul style="list-style-type: none"> Industry category (e.g., Retail, E-commerce) Business size (Small, Medium, Large) <p>Purpose:</p> <ul style="list-style-type: none"> Helps Google provide relevant reports and recommendations 	<p>Step 4: Business Objectives</p> <p>What it is: Defines what you want to measure.</p> <p>Common objectives:</p> <ul style="list-style-type: none"> Generate leads Increase sales Drive website traffic Analyze user behavior <p>Purpose:</p> <ul style="list-style-type: none"> GA customizes dashboards and metrics based on goals <p> <i>Example: Track online shoe sales and campaign performance</i></p>
<p>Step 5: Data Collection</p> <p>What it is: Connecting GA to a data source.</p> <p>Options:</p> <ul style="list-style-type: none"> Web (website) Android app iOS app <p>What happens:</p> <ul style="list-style-type: none"> A tracking ID / tag is generated Tag is added to website or app <p>Purpose:</p> <ul style="list-style-type: none"> Starts real-time data collection 	



Create an account

Create an Analytics account to collect and organise data. Accounts can access multiple data sources, using one or more measurement IDs.

Account details

Account name (Required)

Accounts can contain more than one measurement ID.



Google Analytics is a business tool. Use it exclusively for purposes related to your trade, business, craft or profession.

Account Data Sharing Settings ?

Google processes your Google Analytics data only as required to [maintain and protect](#) the Google Analytics service, as set out in the [Google Ads Data Processing Terms](#). The data sharing settings below allow you to customise

Property details

Property name (Required)

test_kshitiz

Reporting time zone ?

Nepal ▾ (GMT+05:45) Nepal Time ▾

Currency

Nepalese Rupee (Rs) ▾

You can edit these property details later in Admin

[Back](#) [Next](#)

The screenshot shows a 'Property details' form. At the top, it says 'Property name (Required)' with a placeholder 'test_kshitiz'. A large green arrow points to this field. Below it is a 'Reporting time zone' section with a dropdown set to 'Nepal' and '(GMT+05:45) Nepal Time'. Another green arrow points to this dropdown. To the right of the time zone section is a 'Currency' dropdown set to 'Nepalese Rupee (Rs)'. A third green arrow points to this dropdown. At the bottom of the form, there's a note: 'You can edit these property details later in Admin'. At the very bottom are two buttons: a white 'Back' button and a blue 'Next' button.

Business details

Industry category (Required)

Shopping ▾

Business size (Required)

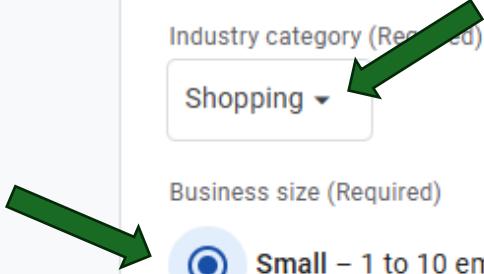
Small – 1 to 10 employees

Medium – 11 to 100 employees

Large – 101 to 500 employees

Very Large - 501+ employees

[Back](#) [Next](#)



Choose your business objectives

To get recommendations personalised for your business, select the objective most relevant to you. You can select more than one objective, but a maximum of two is recommended.

Generate leads 
Measure actions that indicate potential customers, such as completing contact form or requesting a quote

Drive sales 
Analyse and optimise sales and any financial transactions on your website or app

Understand web and/or app traffic 
Measure your website or app visitors and the channels that drive their visits

View user engagement and retention 
Learn how people explore the products or services on your website or app

Other business objectives 
If your business is in a category not listed above

[Back](#) [Create](#)

Choose your business objectives

Google Analytics Terms of Service Agreement 

To use Google Analytics you must first accept the Terms of Service Agreement for your country/region.

United Kingdom ▼

Google Workspace

Google

Privacy [Terms](#) [About Google](#) [Google Products](#)

[Help](#)

I also accept the [Data Processing Terms](#) as required by GDPR. [Learn more](#)

[I Accept](#) [I Do Not Accept](#)

[Back](#) [Create](#)

Account creati...

Property creati...

Business detai...

Business objectiv...

Data collecti...

5

Start collecting data

1. Be sure that you're in the relevant Analytics account and property.
2. Choose the source of your data below.
3. Next, you'll view instructions for adding a data collection tag to the data source.
4. You can add additional data sources by returning to Data Streams and clicking Add stream.

[Learn more about data collection](#)

Choose a platform

 Web

 Android app

 iOS app

Step 5 : Website - WEB



Set up your web stream

Website URL: http... Stream name: My Website

Valid website URL is required.

Enhanced measurement

Automatically measure interactions and content on your sites in addition to standard page view measurement.

Data from on-page elements such as links and embedded videos may be collected with relevant events. You must ensure that no personally identifiable information will be sent to Google. [Learn more](#)

Measuring:

- Page views
- Scrolls
- Outbound clicks
- Site search
- Video engagement
- File downloads
- Form interactions

Show less

Platform	Works with GA?	Notes
WordPress.com free plan	Partially	Doesn't allow custom scripts on free plan → GA may not work unless you upgrade
Blogger (free)		Supports GA
Netlify (free static hosting)		Full support
GitHub Pages		Works with GA
000Webhost (free WP hosting)		Yes
InfinityFree		Yes
Free subdomain + cPanel sites		Yes

The screenshot shows a search results page with the query "github pages". The top navigation bar includes "AI Mode", "All", "Images", "Videos", "Short videos", "News", "Forums", "More", and "Tools". The first result is the "GitHub Pages documentation" from GitHub Docs, with a link to <https://pages.github.com>. A green arrow points to the title "Creating a GitHub Pages site". Below the title is a snippet: "You can create a GitHub Pages site in a new or existing ...". Other results include "Quickstart", "Who can use this feature?", and "Configure a custom domain".

<https://docs.github.com/en/pages/getting-started-with-github-pages/creating-a-github-pages-site>

<p><input checked="" type="checkbox"/> What is GitHub Pages?</p> <p>GitHub Pages is a free static website hosting service provided by GitHub.</p> <p>You can host a website at a URL like: https://yourusername.github.io</p> <p>✓ Free ✓ Public URL</p>	<p> Useful Official Links</p> <ul style="list-style-type: none">• GitHub Pages official docs 👉 https://pages.github.com/• GitHub (sign up / login) 👉 https://github.com/• Google Analytics 👉 https://analytics.google.com/
---	--

- ✓ Supports Google Analytics
- ✓ No credit card required

 STEP 1: Create a GitHub Account <ol style="list-style-type: none"> 1. Go to  https://github.com/ 2. Click Sign up 3. Create a username (example: goldstar-lab) 4. Verify email 	 STEP 2: Create a New Repository <ol style="list-style-type: none"> 1. Login to GitHub 2. Click “+” → New repository 3. Repository name: 4. yourusername.github.io (⚠ must be exact) 5. Set Public 6. Check Add a README file 7. Click Create repository
 STEP 3: Add Website Files GitHub Pages uses simple HTML files. Create index.html <ol style="list-style-type: none"> 1. Inside the repository → click Add file → Create new file 2. File name: index.html Paste this sample code: <pre><!DOCTYPE html> <html> <head> <title>Goldstar Shoes – Analytics Lab</title> </head> <body> <h1>Welcome to Goldstar Shoes</h1> <p>This site is created for Google Analytics practice.</p> </body> </html></pre> Click Commit changes	 STEP 4: Enable GitHub Pages <ol style="list-style-type: none"> 1. Go to Repository → Settings 2. Click Pages (left menu) 3. Under Source <ul style="list-style-type: none"> ○ Branch: main ○ Folder: / (root) 4. Click Save <p> After 1–2 minutes, your site will be live at:</p> <p>https://yourusername.github.io</p>
 STEP 5: Create Google Analytics (GA4) <ol style="list-style-type: none"> 1. Go to  https://analytics.google.com/ 2. Click Start measuring 3. Create: <ul style="list-style-type: none"> ○ Account name ○ Property name 4. Choose Web 5. Enter website URL: 6. https://yourusername.github.io 	 STEP 6: Add Google Analytics to GitHub Pages Edit index.html and paste this inside <head> : <pre><!-- Google Analytics --> <script async src="https://www.googletagmanager.com/gtag/js?id=G-XXXXXX"></script> <script> window.dataLayer = window.dataLayer []; function gtag(){dataLayer.push(arguments);} </pre>

7. Copy the **Measurement ID** (looks like G-XXXXXX)

```
gtag('js', new Date());
gtag('config', 'G-XXXXXXXXXX');
</script>
```

- Replace G-XXXXXXXXXX with your real GA ID
- Commit changes

STEP 7: Verify Analytics is Working

1. Open your website in a browser
2. Go to Google Analytics → Reports → Realtime
3. You should see **1 active user**

Google Analytics is now working on a **free GitHub Pages site**

Create a new repository

Repositories contain a project's files and version history. Have a project elsewhere? [Import a repository](#).

Required fields are marked with an asterisk (*).

1 General

Owner *	Repository name *
sanjeevlcc	/ meropalpa
<input checked="" type="checkbox"/> meropalpa is available.	

Great repository names are short and memorable. How about [improved-guacamole](#)?

Description

0 / 350 characters

2 Configuration

Choose visibility *	Public
Choose who can see and commit to this repository	

Add README	On
READMEs can be used as longer descriptions. About READMEs	

Add .gitignore	No .gitignore
.gitignore tells git which files not to track. About ignoring files	

Add license	No license
Licenses explain how others can use your code. About licenses	

Create repository

sanjeevlcc / meropalpa

Code Issues Pull requests Actions Projects Wiki Security

meropalpa Public

Pin Watch 0

main Go to file + <> Code Create new file Upload files

sanjeevlcc Initial commit

README.md Initial commit now

README

meropalpa

sanjeevlcc / meropalpa

Code Issues Pull requests Actions Projects Wiki Security Insights Settings

meropalpa / index.html in main

Cancel changes Commit changes...

Edit Preview

Copy code

```

1  html
2  Copy code
3  <!DOCTYPE html>
4  <html>
5  <head>
6    <title>Goldstar Shoes - Analytics Lab</title>
7  </head>
8  <body>
9    <h1>Welcome to Goldstar Shoes</h1>
10   <p>This site is created for Google Analytics practice.</p>
11  </body>
12 </html>
13

```

Spaces 2 No wrap

main / meropalpa /

sanjeevlcc Create index.html 4d4219a · now

Name	Last commit message	Last commit date
README.md	Initial commit	3 minutes ago
index.html	Create index.html	now
README.md		

meropalpa

sanjeevlcc / meropalpa

Code Issues Pull requests Actions Projects Wiki Security Insights Settings

meropalpa Public

Pin Watch 0 Fork 0 Star

main / Go to file + <> Code About

sanjeevlcc Update index.html 0172a91 · 1 minute ago

README.md	Initial commit	5 minutes ago
index.html	Update index.html	1 minute ago

README

meropalpa

About

No description, website, or topics provided.

Readme Activity 0 stars 0 watching 0 forks

Releases

No releases published Create a new release

sanjeevlcc / meropalpa

Code Issues Pull requests Actions Projects Wiki Security Insights Settings

General GitHub Pages

Access Collaborators Moderation options

Code and automation

- Branches
- Tags
- Rules
- Actions
- Models
- Webhooks
- Copilot
- Environments
- Codespaces

Pages

GitHub Pages is designed to host your personal, organization, or project pages from a GitHub repository.

Build and deployment

Source

Deploy from a branch ▾

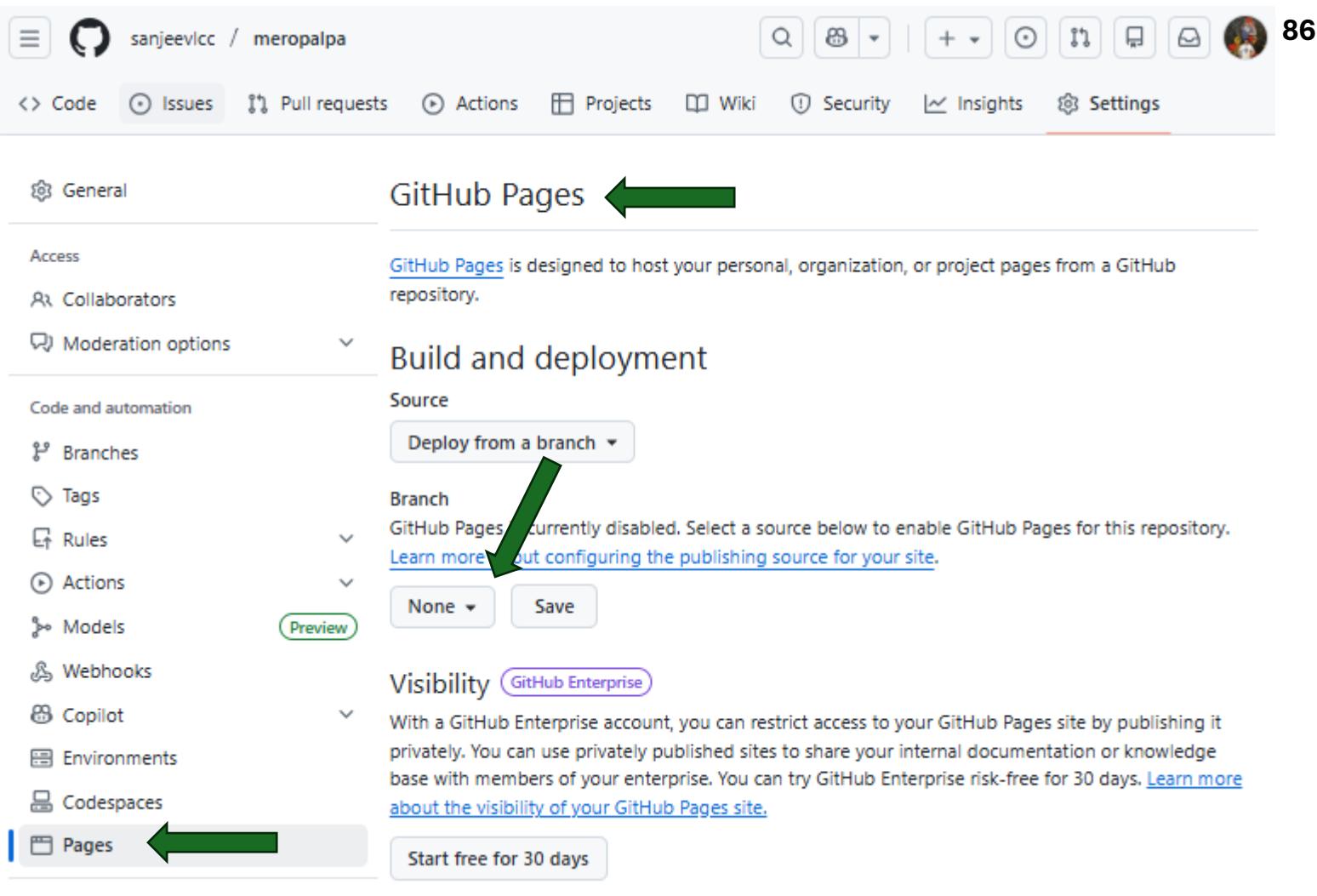
Branch GitHub Pages is currently disabled. Select a source below to enable GitHub Pages for this repository.
[Learn more about configuring the publishing source for your site.](#)

None ▾ Save

Visibility GitHub Enterprise

With a GitHub Enterprise account, you can restrict access to your GitHub Pages site by publishing it privately. You can use privately published sites to share your internal documentation or knowledge base with members of your enterprise. You can try GitHub Enterprise risk-free for 30 days. [Learn more about the visibility of your GitHub Pages site.](#)

Start free for 30 days



GitHub Pages source saved.

General GitHub Pages

Access GitHub Pages is designed to host your personal, organization, or project pages from a GitHub repository.

Moderation options Build and deployment

Code and automation

Branches Deploy from a branch ▾

Tags

Rules

Actions

Models

Webhooks

Copilot

Environments

Codespaces

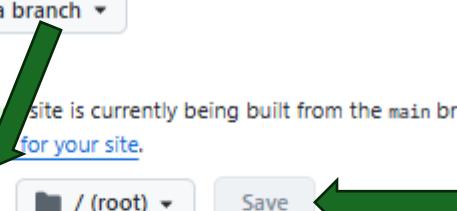
Pages

Source Branch Your GitHub Pages site is currently being built from the main branch. [Learn more about configuring publishing sources for your site.](#)

main / (root) Save

Custom domain Custom domains allow you to serve your site from a domain other than sanjeev1cc.github.io. [Learn more about configuring custom domains.](#)

Save Remove



sanjeevlcc / meropalpa

Code Issues Pull requests Actions Projects Wiki Security Insights Settings

General Access Collaborators Moderation options

Branches Tags Rules Actions Models Webhooks Copilot Environments Codespaces Pages

GitHub Pages

GitHub Pages is designed to host your personal, organization, or project pages from a GitHub repository.

Your site is live at <https://sanjeevlcc.github.io/meropalpa/>
Last deployed by [sanjeevlcc](#) 1 minute ago

[Visit site](#) [Unpublish site](#)

Build and deployment

Source

Deploy from a branch

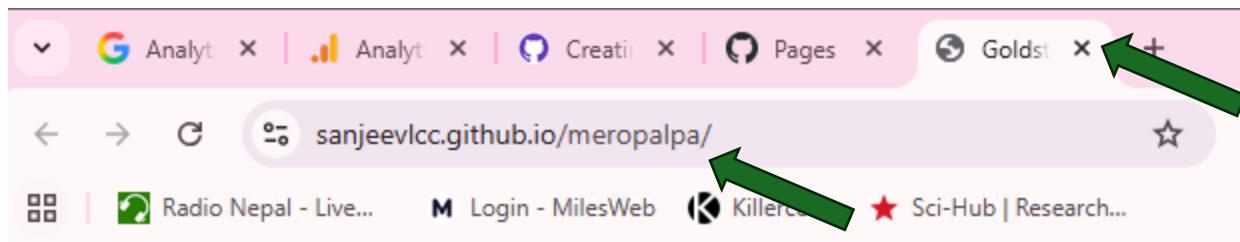
Branch

Your GitHub Pages site is currently being built from the main branch. [Learn more about configuring the publishing source for your site.](#)

main / (root) Save

Learn how to [add a Jekyll theme](#) to your site.

Your site was last deployed to the [github-pages](#) environment by the [pages build and deployment workflow](#).
[Learn more about deploying to GitHub Pages using custom workflows](#)



Welcome to Goldstar Shoes

This site is created for Google Analytics practice.

Step 7 : GA

<https://sanjeevlcc.github.io/meropalpa/>

Set up your web stream

Website URL: sanjeevlcc.github.io/meropalpa/

Stream name: mero palpa demo

Enhanced measurement

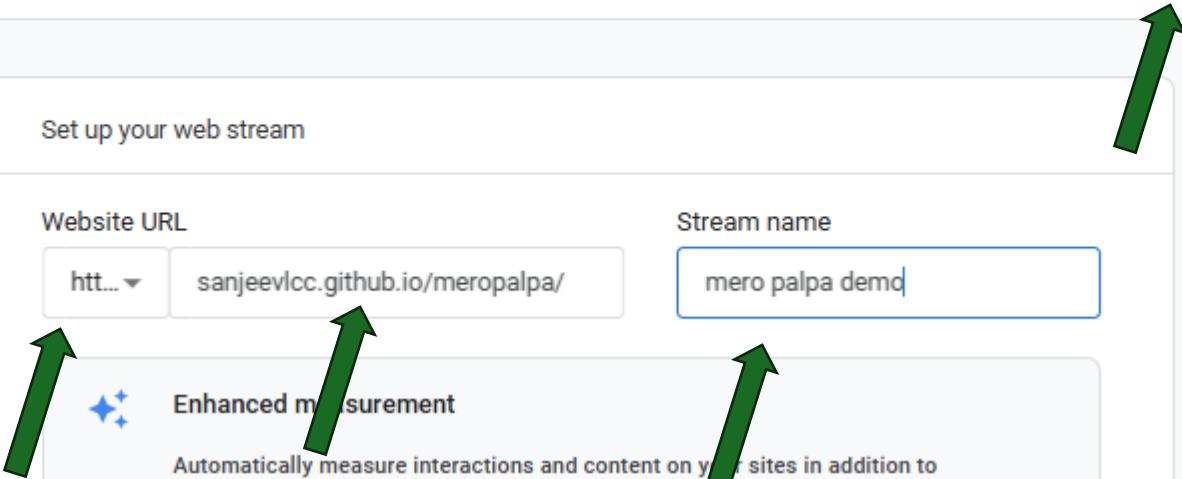
Automatically measure interactions and content on your sites in addition to standard page view measurement.

Data from on-page elements such as links and embedded videos may be collected with relevant events. You must ensure that no personally identifiable information will be sent to Google. [Learn more](#)

Page views Scrolls

Measuring: Outbound clicks 

+ 4 more



Account

All

New

Choose how to set up a Google tag

Install manually RECOMMENDED

Below is the Google tag for this account. Copy and paste it in the code of every page of your website, immediately after the <head> element. Don't add more than one Google tag to each page.

```
<!-- Google tag (gtag.js) -->
<script async src="https://www.googletagmanager.com/gtag/js?id=G-B6BPXYJ9JF"></script>
<script>
  window.dataLayer = window.dataLayer || [];
  function gtag(){dataLayer.push(arguments);}
  gtag('js', new Date());

  gtag('config', 'G-B6BPXYJ9JF');
</script>
```



Use Google Tag Manager

For additional features including multiple tag management and enterprise workflows, install and manage with Google Tag Manager. [Learn more about Google Tag Manager](#)

i If you have end users in the European Economic Area (EEA), set up consent [Get started](#) mode so that you can continue to benefit from ads personalisation and

```
<!-- Google tag (gtag.js) --> <script async src="https://www.googletagmanager.com/gtag/js?id=G-B6BPXYJ9JF"></script> <script> window.dataLayer = window.dataLayer || []; function gtag(){dataLayer.push(arguments);} gtag('js', new Date()); gtag('config', 'G-B6BPXYJ9JF'); </script>
```



sanjeevcc / meropalpa

Type to search

Code Issues Pull requests Actions Projects Wiki Security Insights Settings

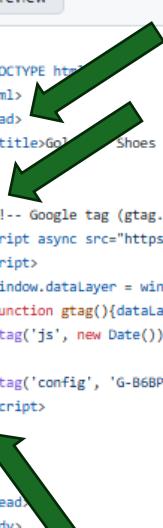
meropalpa / index.html in main

Cancel changes Commit changes...

Edit Preview Spaces 2 No wrap

```
1 <!DOCTYPE html>
2 <html>
3   <head>
4     <title>Goldstar Shoes - Analytics Lab</title>
5   |
6   |   <!-- Google tag (gtag.js) -->
7   |   <script async src="https://www.googletagmanager.com/gtag/js?id=G-B6BPXYJ9JF"></script>
8   |   <script>
9     window.dataLayer = window.dataLayer || [];
10    function gtag(){dataLayer.push(arguments);}
11    gtag('js', new Date());
12
13    gtag('config', 'G-B6BPXYJ9JF');
14  </script>
15
16
17
18
19
20 </head>
21 <body>
22   <h1>Welcome to Goldstar Shoes</h1>
23   <p>This site is created for Google Analytics practice.</p>
24 </body>
25 </html>
```

Use **Control + Shift + m** to toggle the **tab** key moving focus. Alternatively, use **esc** then **tab** to move to the next interactive element on the page.



immediately after the <head> element. Don't add more than one Google tag to each page.

```
<!-- Google tag (gtag.js) -->
<script async src="https://www.googletagmanager.com/gtag/js?id=G-B6BPXYJ9JF"></script>
<script>
  window.dataLayer = window.dataLayer || [];
  function gtag(){dataLayer.push(arguments);}
  gtag('js', new Date());

  gtag('config', 'G-B6BPXYJ9JF');
</script>
```

Test your website (optional):

https://sanjeevlcc.github.io/meropalpa/

Use Google Tag Manager

For additional features including multiple tag management and enterprise workflows, install and manage with Google Tag Manager. [Learn more about Google Tag Manager](#)

 If you have end users in the European Economic Area (EEA), set up consent mode so that you can continue to benefit from ads personalisation and measurement. [Get started](#)

Analytics | All accounts | Web stream details

⚠️ Data collection isn't active for your website. If you installed tags more than 48 hours ago, make sure that they are set up correctly.

View tag instructions

Stream details

STREAM NAME: mero palpa 2

STREAM URL: <https://sanjeevlcc.github.io/meropalpa/>

MEASUREMENT ID: G-B6BPXYJ9JF copy

STREAM ID: 13224764149

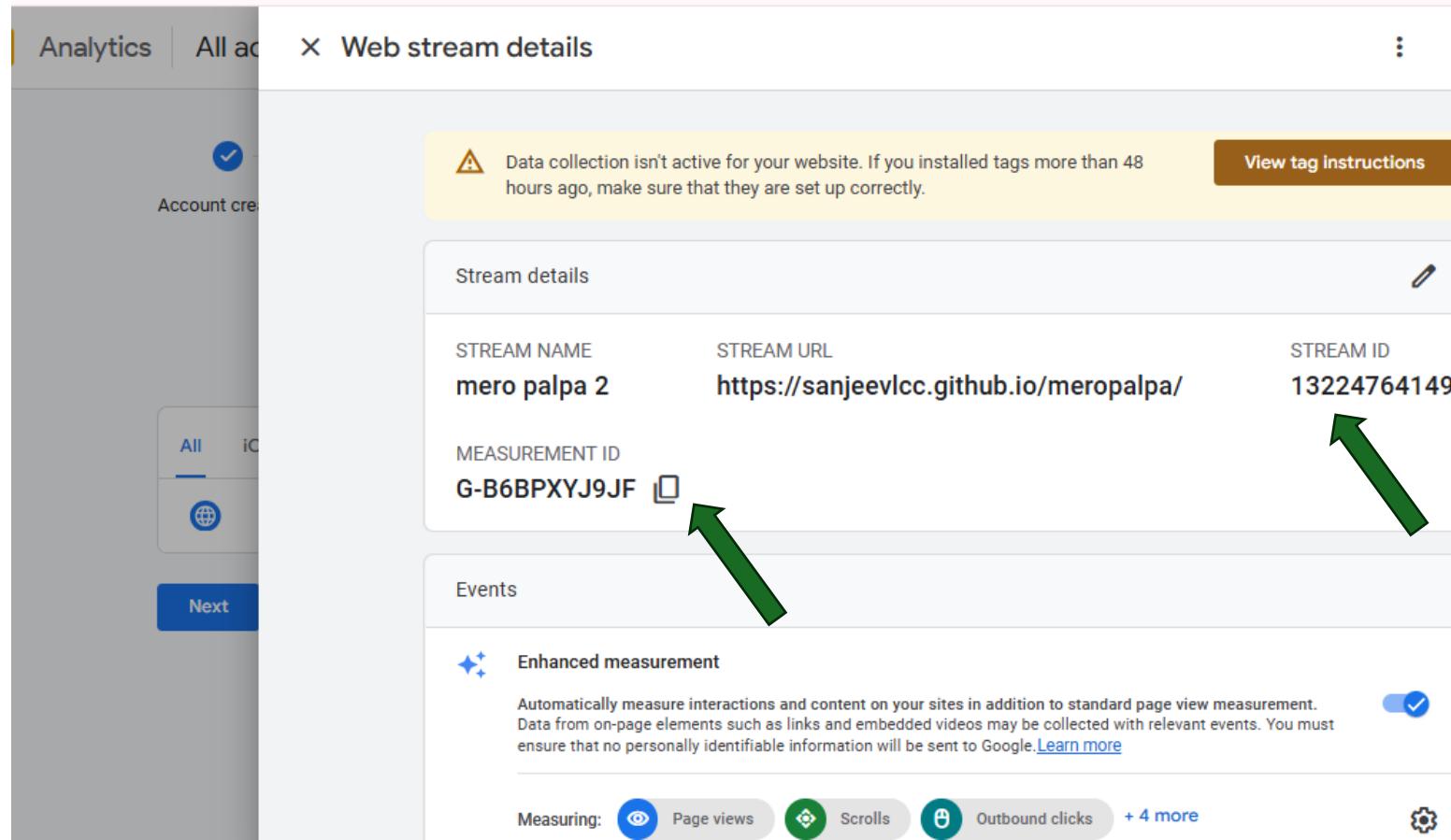
Events

Enhanced measurement

Automatically measure interactions and content on your sites in addition to standard page view measurement. Data from on-page elements such as links and embedded videos may be collected with relevant events. You must ensure that no personally identifiable information will be sent to Google. [Learn more](#)

Measuring: Page views Scrolls Outbound clicks + 4 more

Next



Analytics | All accounts | Web stream details

⚠️ Data collection isn't active for your website. If you installed tags more than 48 hours ago, make sure that they are set up correctly.

View tag instructions

Stream details

STREAM NAME: mero palpa 2

STREAM URL: <https://sanjeevlcc.github.io/meropalpa/>

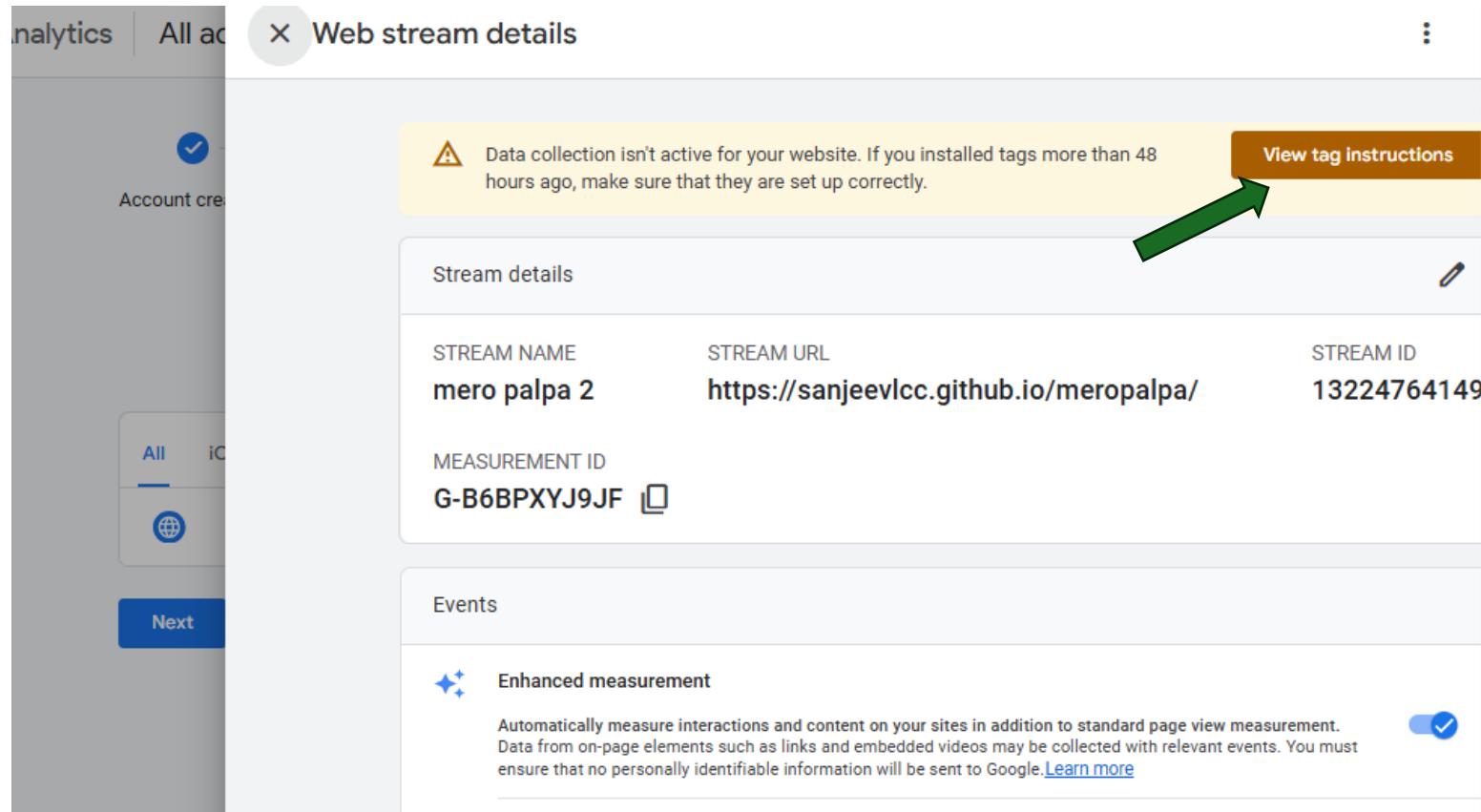
MEASUREMENT ID: G-B6BPXYJ9JF copy

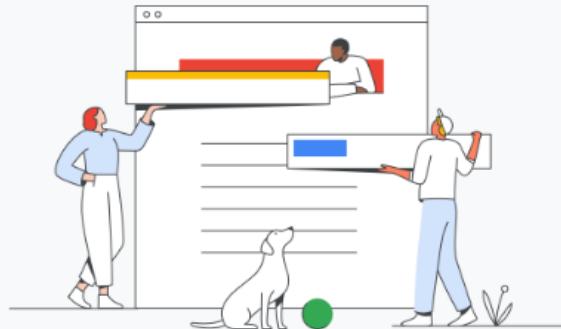
STREAM ID: 13224764149

Events

Enhanced measurement

Automatically measure interactions and content on your sites in addition to standard page view measurement. Data from on-page elements such as links and embedded videos may be collected with relevant events. You must ensure that no personally identifiable information will be sent to Google. [Learn more](#)





Data collection is pending

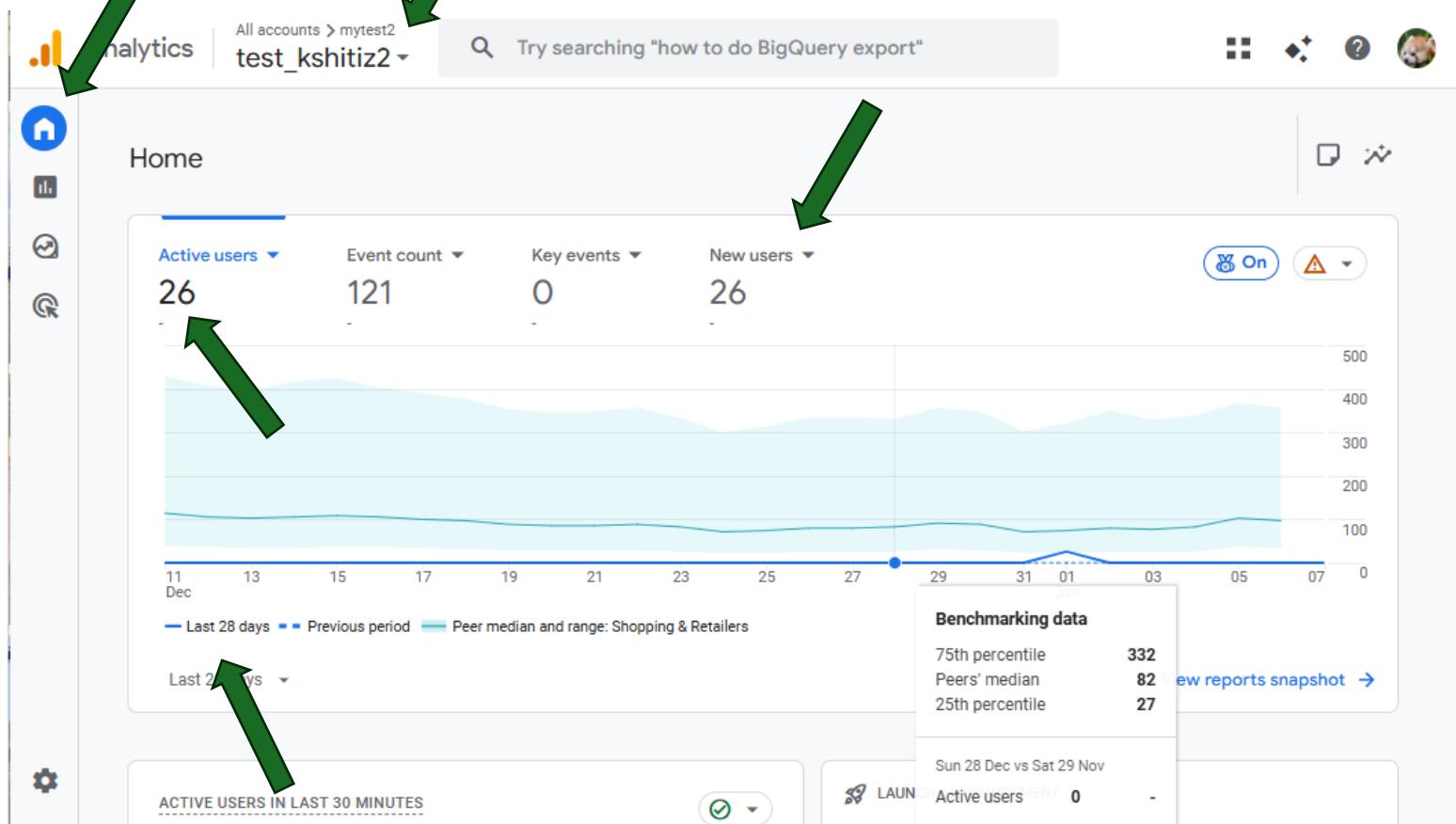
You successfully created your account and property. It may take up to 48 hours before your property starts collecting data. [Learn more](#)

[Learn top GA4 tasks](#)

[Download the Android mobile app](#)

©2026 Google | [Analytics home](#) | [Terms of Service](#) | [Privacy policy](#) | [Send feedback](#)

As my previous website





Reports snapshot

The Reports snapshot helps you monitor the performance metrics of your choice. To get started, choose one of these templates.



Reports snapshot



Realtime overview



Realtime pages

Business objective

Generate leads

Drive sales

Understand web and/or app t...

View user engagement and r...

User

User attributes

Tech

Library



Create your Reports snapshot

Choose a template that shows the performance metrics that you want to see

User behaviour

Get an overview of your website and app's top screens, user counts and engagement metrics at a glance



Sales and revenue

Identify top-performing products and what drives the most revenue



← → ⌛ google.com/search?q=google+demo+website+ga4&lsc_a_512b3b0f1298b71e&sxsrf=AE...
Radio Nepal - Live... Login - MilesWeb Killercoda Sci-Hub | Research... Simulators for Qu...

Google X |

AI Mode All Images Videos News Short videos Forums More Tools

 Google Help
<https://support.google.com> > analytics > answer ::

Demo account - Analytics Help
The Google Analytics demo account is a fully functional Google Analytics account that any Google user can access. It contains 2 Google Analytics properties. [Read more](#)

[Access the demo account](#) [Ways to use the demo account](#)

Videos ::

 GA4 Demo Step-by-Step: Mastering Google Analytics with ...
YouTube - Loves Data :: Apr 8, 2024

Google Analytics demo account offers a great way to explore J4 reports and configuration options, but has limitations like missing data, no exports, and incorrect e-commerce metrics.



Demo account

Learn by experimenting with data from the Google Merchandise Store and Flood-It!

The Google Analytics demo account is a fully functional Google Analytics account that any Google user can access. It contains 2 Google Analytics properties. The demo account is a great way to look at real business data and experiment with Google Analytics features.

In this article:

[Access the demo account](#)

[Where the data comes from](#)

The demo account is available from the [account selector](#) in Analytics where you select organization and account links.

The demo account counts against the maximum number of Analytics accounts you're permitted to create under a single Google account. The current maximum for Google Analytics is 2000 Analytics accounts per Google account.

Access the demo account, which contains three properties, by clicking one of the following links based on the property you would like to access first. You can change to the other properties at any time by using the [account selector](#).

- [Google Analytics property: Google Merchandise Store \(web data\)](#) ↗
- [Google Analytics property: Flood-It! \(app and web data\)](#) ↗

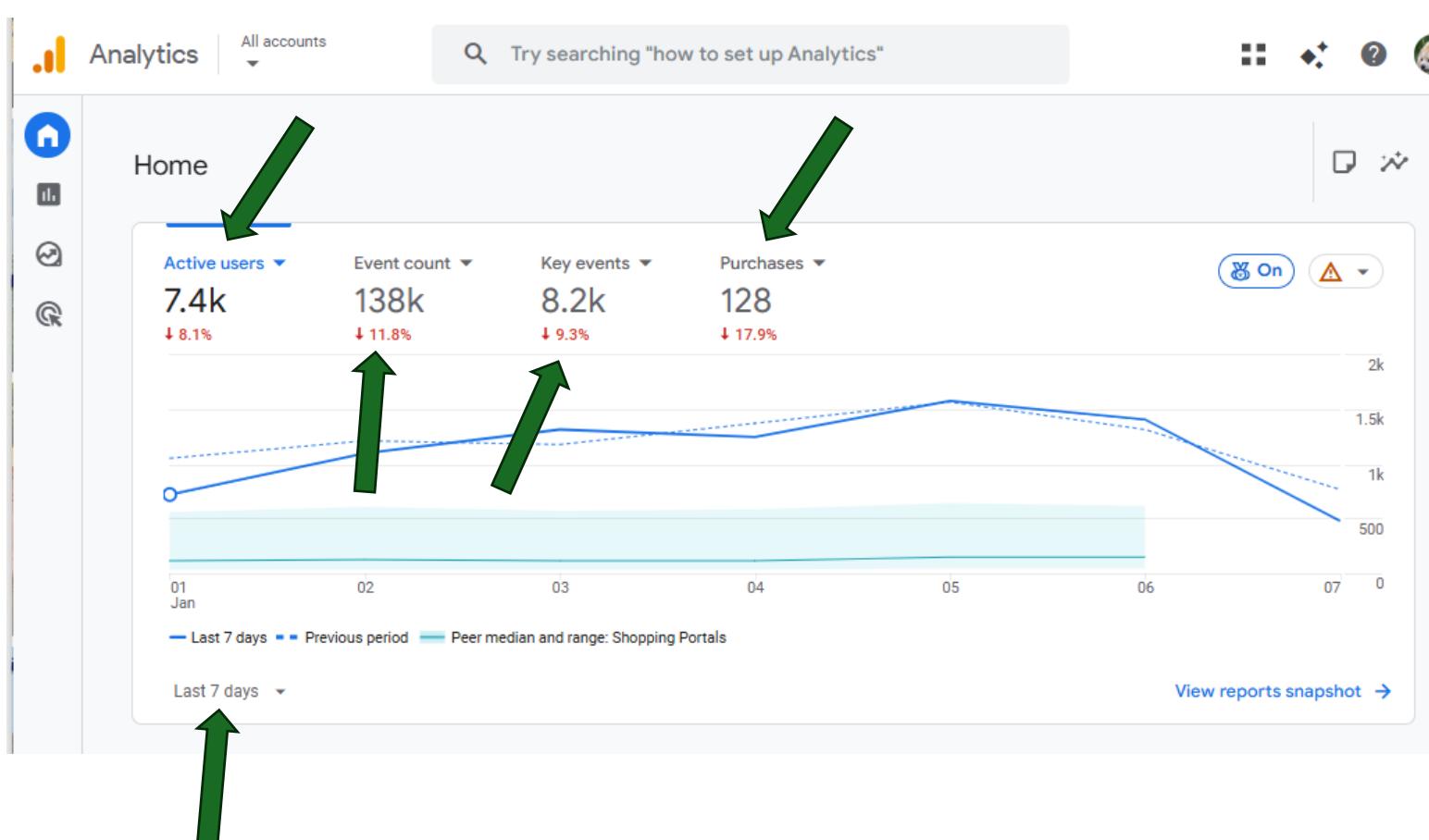
You can [remove the demo account](#) at any time.

Where the data comes from

The data in the Google Analytics demo account is from the [Google Merchandise Store](#) ↗ and [Flood-It!](#) ↗.

The Google Merchandise Store is an ecommerce site that sells Google-branded merchandise.

These 2 properties contain data in the account that is typical of what you would see for an ecommerce site, and include the following kinds of information:



Analytics | Try searching "how to set up Analytics"

Home

ACTIVE USERS IN LAST 30 MINUTES
67

ACTIVE USERS PER MINUTE



COUNTRY ▾ ACTIVE USERS ▾

COUNTRY	ACTIVE USERS
United States	54
China	3
India	3
Canada	2

[View real time →](#)

RECOMMENDATION (New)

To access lost behavioral metrics, reconfigure consent mode



Your Analytics reports are currently not receiving data for users who decline Analytics cookies. Behavioral modeling fills this data gap. To be eligible for modeling, you need to reconfigure consent mode to ensure that Google tags load in all cases.

[Learn more](#)

Bar Chart

The screenshot shows the Google Analytics interface. The top navigation bar includes the 'Analytics' logo, a dropdown for 'All accounts', a search bar, and a 'Try' button. The left sidebar has links for Home, Reports (which is highlighted in blue), Explore, Advertising, and Admin. The main content area displays a summary card for 'Active' users (351) and a 'Top pages' section with a list of URLs. A large green arrow points from the bottom left towards the Admin link in the sidebar.

Analytics

All accounts

Try

Home

Reports

Explore

Advertising

Admin

A All User

Reports

Active

351

name

PAGE TITLE

Top pages

Home

Google N

New | Go

Men's / L

Apparel |

Sale | Go

Bags | Go

Audiences

Audience name	Description	Users	% Change	Created On
purchase event		2,115	↓ 38.5%	6 Nov...
purchase > 0		2,712	↓ 37.7%	6 Nov...
purchase > 0 in the past 30 days		2,534	↓ 39.4%	6 Nov...
Users scrolled 75%+		26,675	↓ 42.5%	27 Au...
LTV > 10	Users that have mad...	2,652	↓ 35.0%	10 Ap...
Low Average Purchase Value - Family Day	Family Day shop visi...	230	↓ 50.5%	15 M...

Account settings

- Property settings
- Property
- Data collection and modification
- Data display
- Product links

Admin

My preferences

Setup Assistant

Create

Last 28 days 11 Dec 2025 - 7 Jan 2026
Compare: 13 Nov - 10 Dec 2025

Data streams

All iOS Android Web Add stream

	North America & Canada Website https://shop.merch.google	1600198309	Receiving traffic in past 48 hours.	
--	---	------------	-------------------------------------	--

Account settings

- Property settings
- Property
- Data collection and modification
- Data streams**
- Data collection
- Data import
- Data retention

Admin

My preferences

Setup Assistant

Create

Account

Account settings

Property settings

Property

Data collection and modification

Data streams

Data collection

Data import

Data retention

Help

©2026 Google | [Analytics home](#) | [Terms of Service](#) | [Privacy policy](#) | [Send feedback](#)

X Web stream details

Details

Diagnostics

 Data collection is active in the past 48 hours.

Stream details

STREAM NAME

North America & Canada Website

STREAM URL

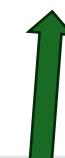
<https://shop.merch.google>

STREAM ID

1600198309

MEASUREMENT ID

G-PSW1MY7HB4 



Events

Enhanced measurement

Automatically measure interactions and content on your sites in addition to standard page view measurement.



Data from on-page elements such as links and embedded videos may be collected with relevant events. You must ensure that no personally identifiable information will be sent to Google. [Learn more](#)

A screenshot of a web browser showing the Google Merchandise Store at shop.merch.google. The page features a large banner with the text "Quilted. Polished. Ready." and a "Shop New" button. A green arrow points from the top right towards the "Shop New" button. Another green arrow points from the bottom left towards the "Shop New" button. The banner also includes the text "Light layers big style." and two dark blue quilted jackets. The top navigation bar shows various Google services like Analytics, Platform, and Demo.

Quilted. Polished. Ready.

Light layers big style.

Shop New

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

Audiences

Create +

my preferences

Setup Assistant

Account settings ▾

- ▶ Account
- Property settings ▾
- ▶ Property
- ▶ Data collection ▾ (a modifica...)
- ▼ Data display

Events

Network settings

Audiences

Annotations

Comparisons

Audience name	Description	Users <small>(?)</small>	% Change	Created On	⋮
purchase event		2,115	↓ 38.5%	6 Nov...	⋮
purchase > 0		2,712	↓ 37.7%	6 Nov...	⋮
purchase > 0 in the past 30 days		2,534	↓ 39.4%	6 Nov...	⋮
Users scrolled 75%+		26,675	↓ 42.5%	27 Au...	⋮
LTV > 10	Users that have mad...	2,652	↓ 35.0%	10 Ap...	⋮
Low Average Purchase Value - Family Day	Family Day shop visi...	230	↓ 50.5%	15 M...	⋮
Likely 7-day churning users (test)	Active users who are...	8,086	↓ 48.2%	27 No...	⋮
Likely first-time 7-day purchasers (test)	Users who are likely ...	8,497	↓ 54.9%	25 No...	⋮

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

Reports snapshot

All Users Add comparison +

Last 28 days 11 Dec 2025 - 7 Jan 2026 ▾

Realtime overview

Realtime pages

Life cycle ▾

- ▶ Acquisition
- Engagement ▾
 - Overview
- Events
- Conversions: Event name
- Pages and screens
- Landing page
- Monetisation ▾
- Retention
- User ▾

Reports snapshot

Active users: 35k New users: 27k Average on...: 1m ... Event count: 842k

Top pages/screens

PAGE TITLE AND ...	VIEWS	ACTIVE USERS	EVENT COUNT	BOUNCE RATE
Home	41k	23k	146k	32.1%
Google Merch Shop	20k	4.7k	50k	28.4%
New Google Merc...	14k	6.7k	64k	15.9%
Men's / Unisex Go...	12k	4.7k	59k	13.0%
Apparel Google M...	6.2k	3.3k	31k	14.8%
Sale Google Merc...	5.5k	3.2k	17k	10.1%
Bags Google Merc...	5k	3.2k	18k	14.3%

A

Reports snapshot

Last 28 days 11 Dec 2025 - 7 Jan 2026

[View pages and screens →](#)

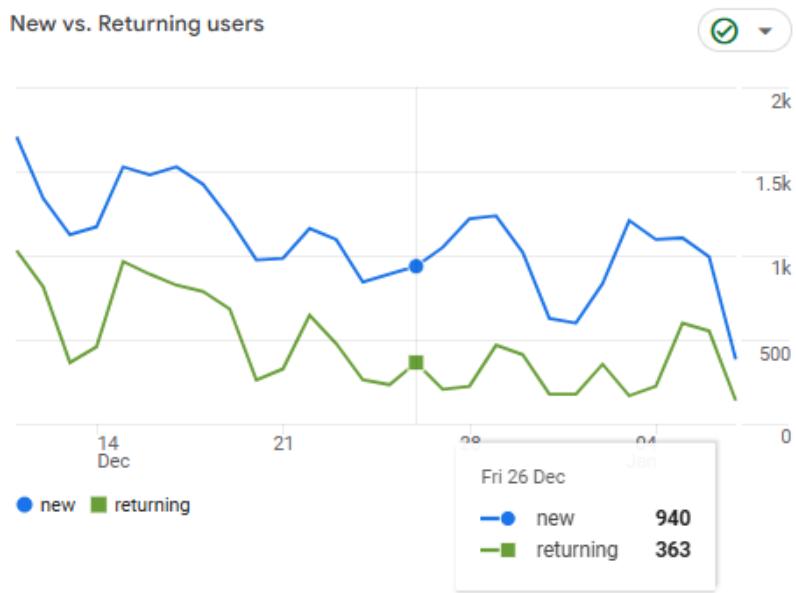
Active users by First user source / medium

FIRST USER SOURCE / MEDIUM	ACTIVE USERS
(direct) / (none)	17k
google / organic	11k
google / cpc	4.4k
(data not available)	734
bing / organic	454
art-analytics.appspot.com / referral	357
support.google.com / referral	257
-	-

Sessions by Session source/medium

SESSION SOURCE/MEDIUM	SESSIONS
(direct) / (none)	17k
google / organic	16k
google / cpc	6.5k
art-analytics.appspot.com / referral	798
Newsletter_November_2024 / email	794
(data not available)	711
bing / organic	607
-	-

New vs. Returning users



Key events by Platform

[View tech details →](#)



Insights 1

RECOMMENDATION New

To access lost behavioral metrics, reconfigure consent mode

[View all insights →](#)

Active users by Town/City	
TOWN/CITY	ACTIVE USERS
New York	1k
San Jose	1k
Mountain View	858
Sunnyvale	808
San Francisco	666
Bengaluru	632
Singapore	553

[View cities →](#)

Active users by Audience name	
AUDIENCE NAME	ACTIVE USERS
All Users	35k
Non-purchasers	34k
Recently active users	24k
Users scrolled 75%+	23k
Engaged Users	11k
Likely 7-day purchas...	5.1k
Likely first-time 7-da...	4.2k

[View audiences →](#)

Analytics All accounts Try searching "how to set up Analytics" ⋮ ? Profile

Reports snapshot Realtime overview Add comparison +

Realtime pages

Life cycle ⋮

- Acquisition
- Engagement ⋮
 - Overview
 - Events
 - Conversions: Event name
 - Pages and screens
 - Landing page
- Monetisation
- Retention

User ⋮

Realtime overview ⋮

ACTIVE USERS IN LAST 30 MINUTES: 54

ACTIVE USERS IN LAST 5 MINUTES: 13

ACTIVE USERS PER MINUTE

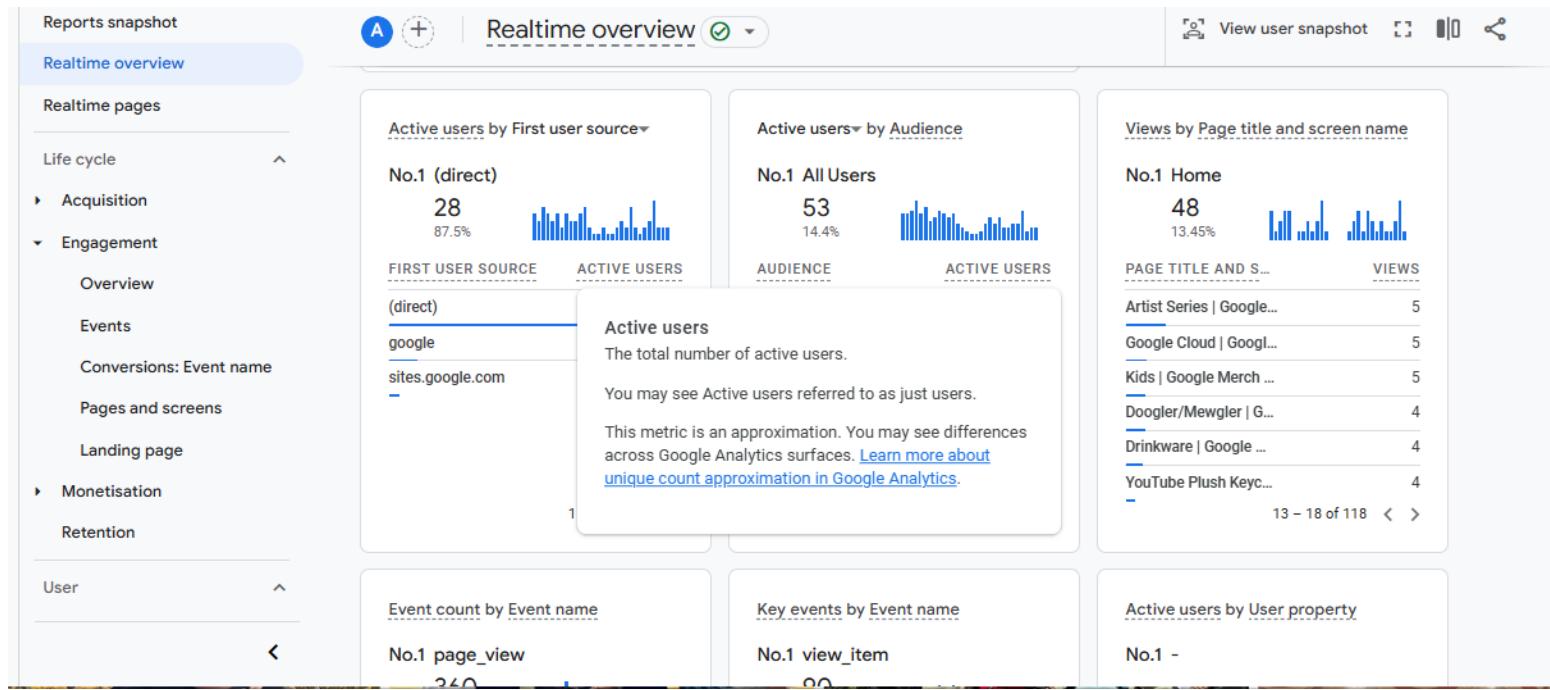
-30 min -25 min -20 min -15 min -10 min -5 min -1 min

Keyboard shortcuts Map data ©2026 Terms

Active users by First user source ⋮

Active users by Audience ⋮

Views by Page title and screen name ⋮



ROI Calculation

ROI measures the **profitability of marketing campaigns**.

Formula:

$$\text{ROI} = (\text{Revenue} - \text{Marketing Cost}) / \text{Marketing Cost} \times 100$$

Example:

- Marketing cost = NPR 50,000
- Revenue generated = NPR 200,000
- ROI = 300%

Q1. Traffic & User Behavior

Question:

Which traffic source brings the **highest number of active users**, and how does its engagement compare with other sources?

Insight:

Organic search usually drives the highest users, but paid traffic often shows higher engagement and conversion, indicating quality traffic.

Q2. New vs Returning Users

Question:

What is the proportion of **new users vs returning users**, and what does this indicate about customer loyalty?

Insight:

A high number of new users indicates strong acquisition, while lower returning users suggests the need for retention strategies such as email marketing and remarketing.

Q3. Top Performing Pages**Question:**

Which pages generate the **highest views and lowest bounce rate?**

Insight:

Product and category pages show lower bounce rates than the homepage, indicating strong purchase intent once users reach product listings.

Q4. Engagement Analysis**Question:**

Which pages have the **highest average engagement time**, and why?

Insight:

Product detail pages have higher engagement time due to browsing product images, prices, and descriptions.

Q5. Conversion Performance**Question:**

Which traffic source contributes most to **purchases and revenue?**

Insight:

Paid search and direct traffic contribute the highest conversion rates, showing users with higher buying intent.

Q6. Device-Based Behavior**Question:**

How does user behavior differ between **mobile and desktop users?**

Insight:

Mobile traffic is higher, but desktop users have higher conversion rates, suggesting checkout optimization is needed for mobile devices.

Q7. Campaign Effectiveness**Question:**

Which campaign has the **best ROI** based on revenue and event count?

Insight:

Campaigns targeting branded keywords show better ROI compared to generic keyword campaigns.

 **KPI-Based Questions****Q8. Key KPIs****Question:**

Identify 5 KPIs to measure e-commerce performance.

Insight:

Users, Conversion Rate, Revenue, Average Engagement Time, Event Count.

Q9. Bounce Rate Interpretation**Question:**

What does a high bounce rate on the homepage indicate?

Insight:

It suggests unclear messaging, slow page load, or poor landing-page relevance.

Q10. ROI Analysis**Question:**

How can ROI be improved using Google Analytics insights?

Insight:

By reallocating marketing budget to high-conversion channels and improving low-performing pages.

Semrush

Search engine marketing company

Semrush Holdings, Inc. is an American public company that has a SaaS platform known as Semrush.

The platform is used for keyword research, competitive analysis, site audits, backlink tracking, domain authority tracking, and online visibility insights.



semrush

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Semrush

<https://www.semrush.com> :

Semrush: Data-Driven Marketing Tools to Grow Your Business

Drive growth in SEO, PPC, content, social media, and traffic with AI-powered marketing tools for every task.

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Semrush's Keyword Magic Tool is a keyword research tool that ...

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Semrush's SEO Checker is a free SEO audit tool that scans your ...

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Get a full overview of a domain and its online visibility. See the ...

The screenshot shows the SEMrush pricing page with three main plan options:

- Starter**: \$165.17/mo (billed annually). Includes SEO Classic, AI Visibility, Traffic & Market, Local, Content, Social, Advertising, and AI PR. Features: Traditional SEO + AI search, AI Visibility Toolkit, up to 5 websites, 50 prompts & 500 keywords (daily tracking), Google + AI visibility tracking, Competitor insights (Google + AI), AI brand insights, AI-ready Site Audit, and Keyword research.
- Pro+**: \$248.17/mo (billed annually). Includes all Starter features plus: Historical SEO data, up to 15 websites, 100 prompts & 1,500 keywords (daily tracking), Content optimization, Keyword cannibalization analysis, and Multi-location/device tracking.
- Advanced**: \$455.67/mo (billed annually). Includes all Pro+ features plus: Share of voice, up to 40 websites, 200 prompts & 5,000 keywords (daily tracking), API data integration, Migration from third-party tools, and MCP Access.

SEMrush is a digital marketing analytics tool mainly used for **SEO, paid advertising, content marketing, and competitor analysis**.

Unlike Google Analytics (which analyzes *your website data*), SEMrush analyzes **search engine and competitor data**.

Simple definition

SEMrush helps marketers understand how a website performs on search engines and how competitors attract traffic.

What SEMrush Is Used For

SEMrush helps in:

- Keyword research
- SEO performance analysis
- Competitor traffic analysis
- Paid advertising (Google Ads) analysis
- Content marketing strategy
- Backlink analysis

Key SEMrush Metrics

Sanjeev Thapa, Er. DevOps, SRE, CKA, RHCSA, RHCE, RHCSA-Openstack, MTCNA, MTCTCE, UBSRS, HEv6, Research Evangelist

Metric	Meaning
Organic Traffic	Estimated visitors from search engines
Keyword Rankings	Position of website keywords in Google
Search Volume	Monthly keyword searches
CPC	Cost per click for ads
Traffic Share	% of market traffic
Backlinks	Number of external links
Domain Authority	Website strength

Module 3

Module 3: Digital Marketing Automation and Tools (3 Hours)

This module will explore a range of marketing automation tools, including HubSpot and Marketo, to understand their functionalities and benefits. Learn how to set up and manage automated marketing campaigns, with a focus on enhancing personalization and segmentation to better meet customer needs.

Lab Activities:

- Gain hands-on experience with marketing automation platforms (HubSpot, Marketo, or similar).
- Develop automated email campaigns and lead nurturing workflows.

- **Marketing automation** is the use of **software tools and technology** to automatically perform marketing tasks and processes that would otherwise be done manually.
- In simple words

Marketing automation helps businesses:

- Send **automatic emails**
 - Track **customer behavior**
 - Segment customers into groups
 - Nurture leads without manual follow-up
 - Personalize marketing messages
 - Measure campaign performance
-

Common marketing automation tasks

- Welcome emails after sign-up
 - Follow-up emails after product viewing
 - Abandoned cart reminders
 - Birthday or offer emails
 - Lead scoring and nurturing
-

Tools used for marketing automation

- **HubSpot**
 - **Marketo**
 - Mailchimp
 - ActiveCampaign
 - Zoho Marketing Automation
-

Example

A customer visits an online shoe store:

1. Signs up for a newsletter
2. Receives a welcome email automatically
3. Views sports shoes
4. Gets a discount email after 3 days

→ All steps happen **automatically** using marketing automation.

Benefits of marketing automation

- Saves time and effort
- Improves customer engagement
- Enables personalization
- Increases sales and conversions
- Supports data-driven marketing

Scenario 3

Scenario 4

Module 4

Module 4: Capstone Project and Presentation (3 Hours)

This module will apply the learned skills in either a real-world scenario or a simulated environment to implement, analyze, and present a digital marketing campaign.

Lab Activities:

- Implement a digital marketing campaign for a real-world client or a simulated business.
- Perform data analysis and report on the campaign's performance.
- Present the campaign results and strategic recommendations.

Scenario 3**Scenario 4**