

# Google Analysis

Select date range

Sessions

59,844

⬇️ -25.8%

Transactions

1,042

⬇️ -37.7%

Ecommerce Conversion Rate

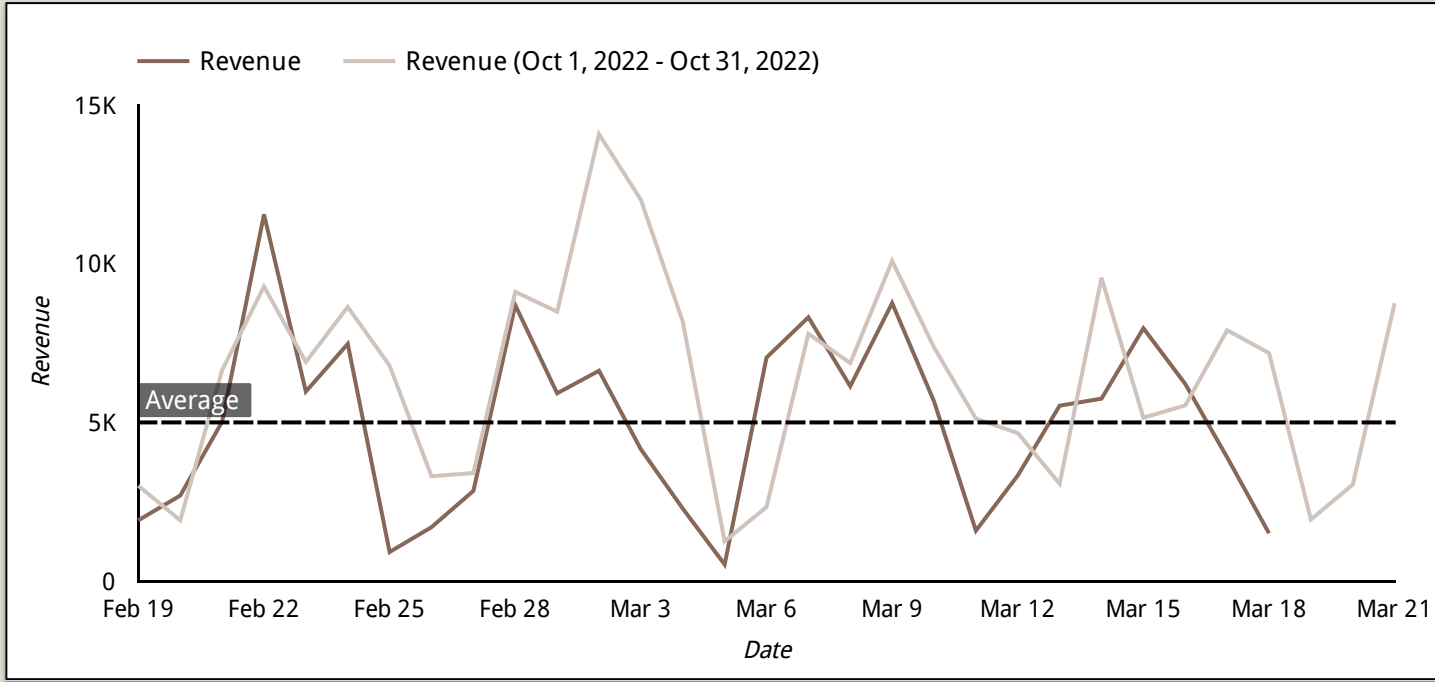
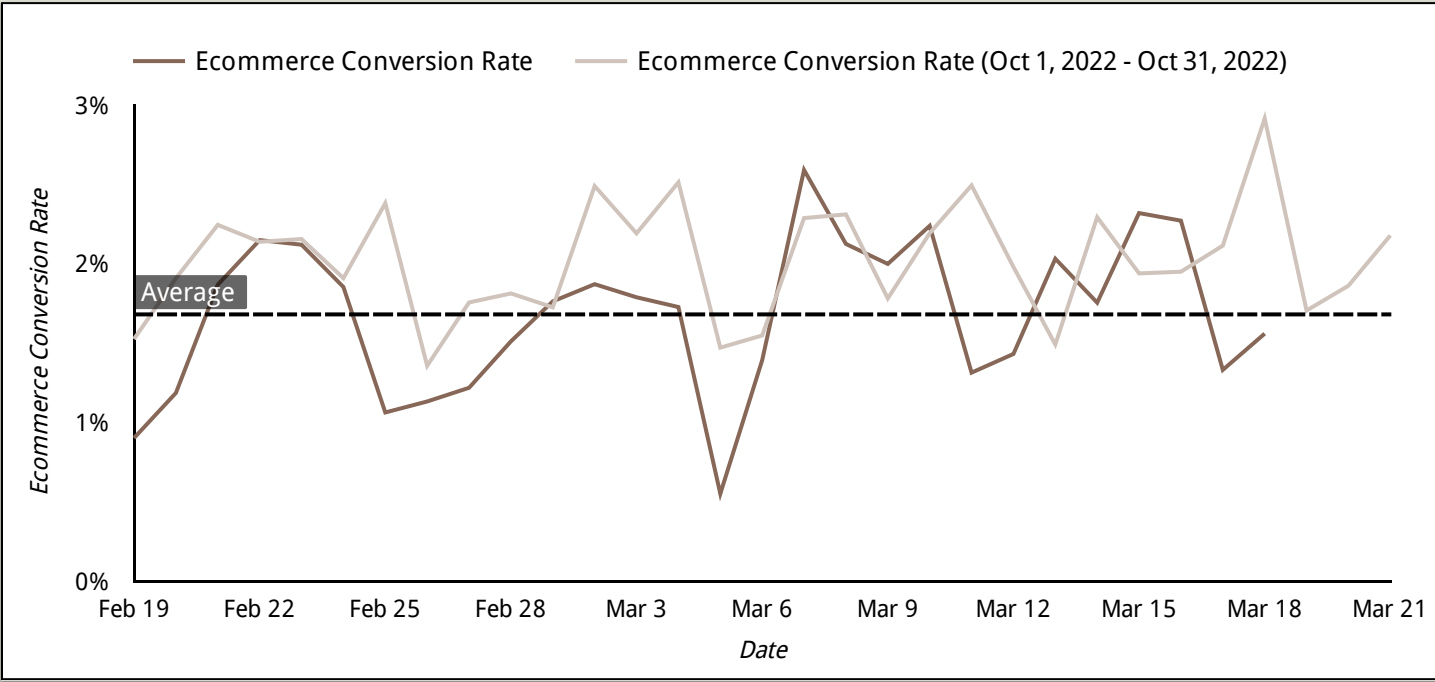
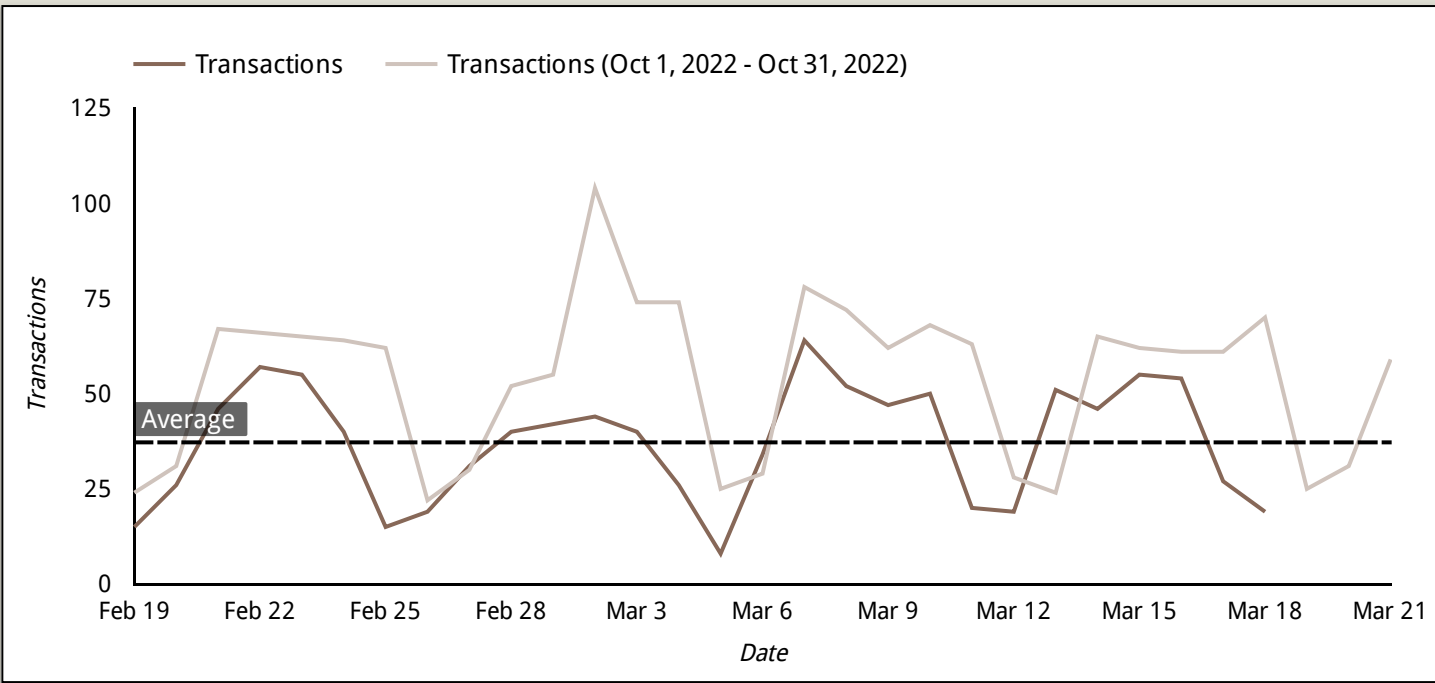
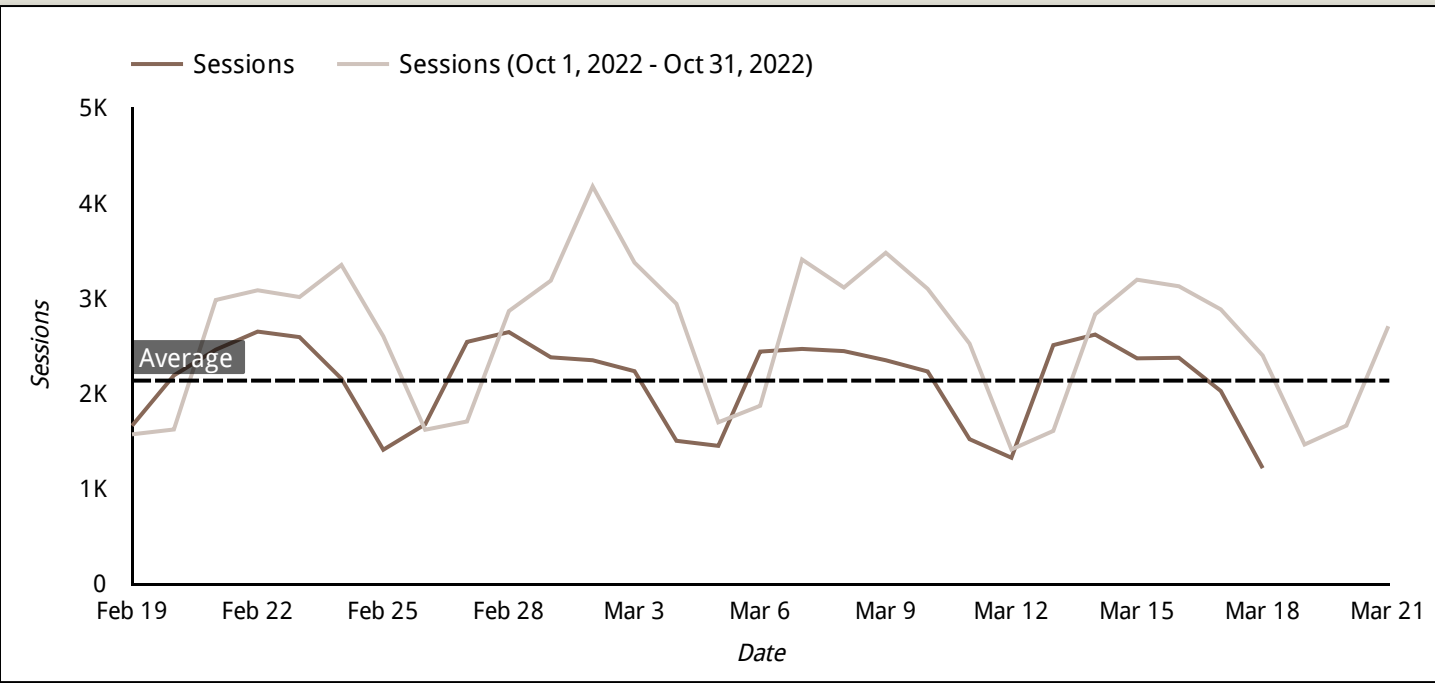
1.74%

⬇️ -16.1%

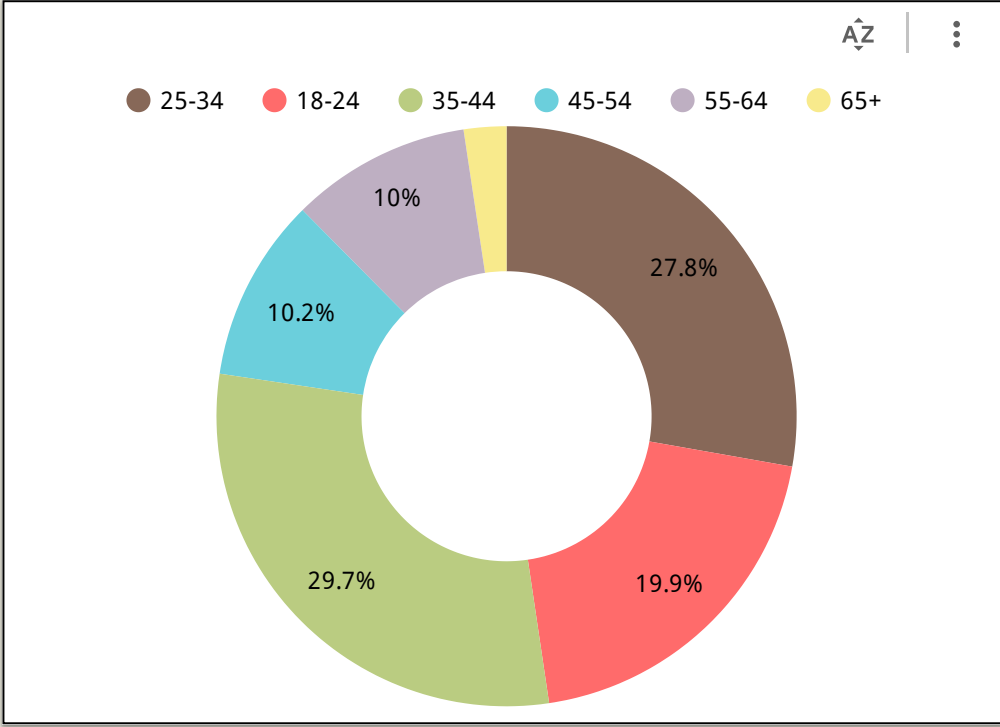
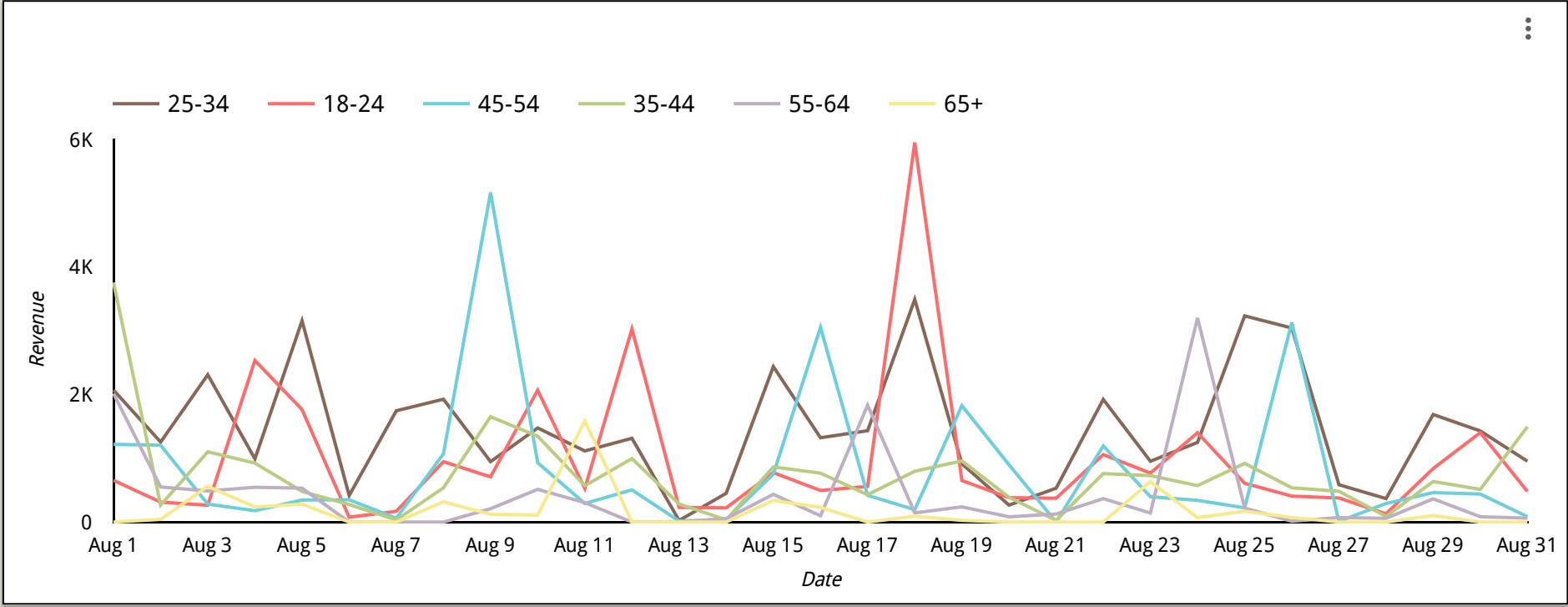
Revenue

\$140,045.07

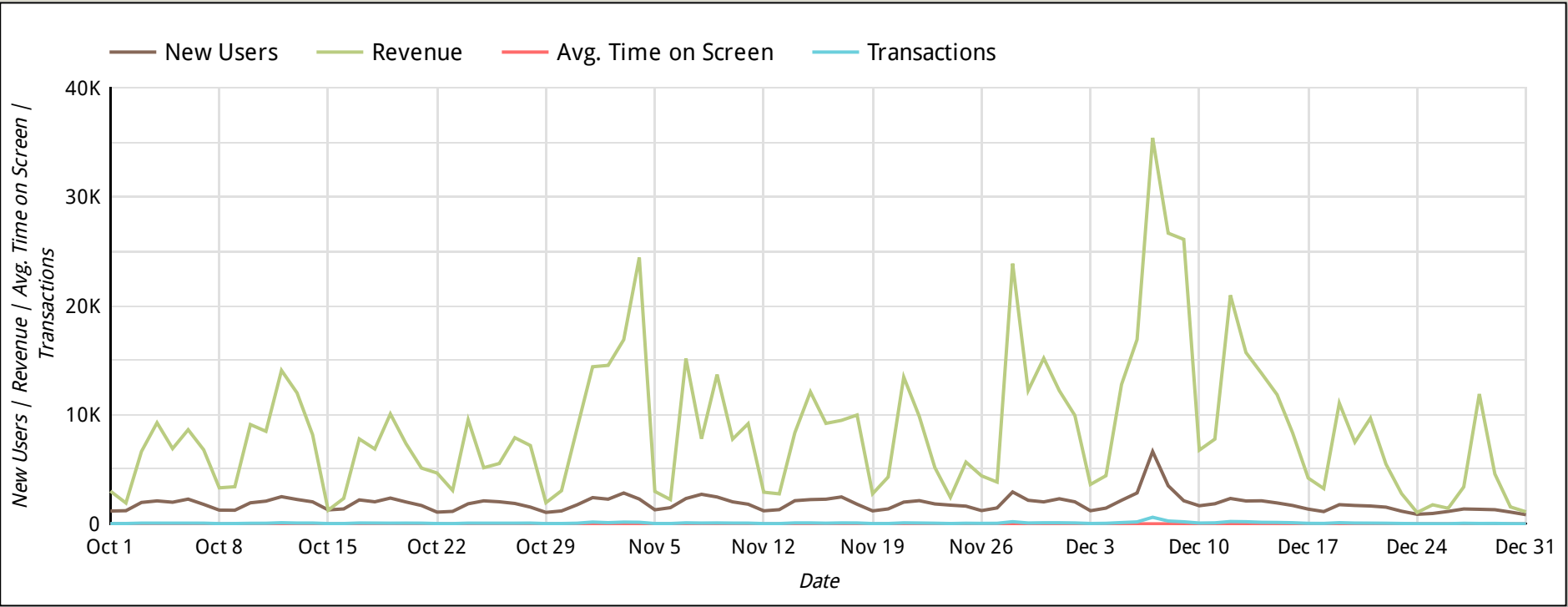
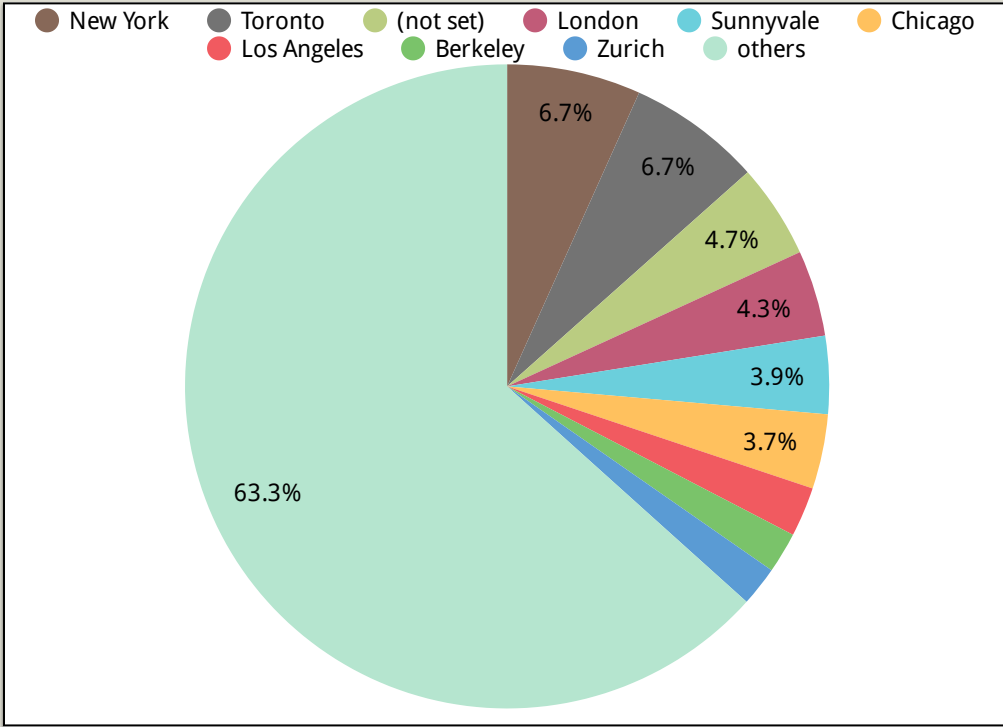
⬇️ -29.8%

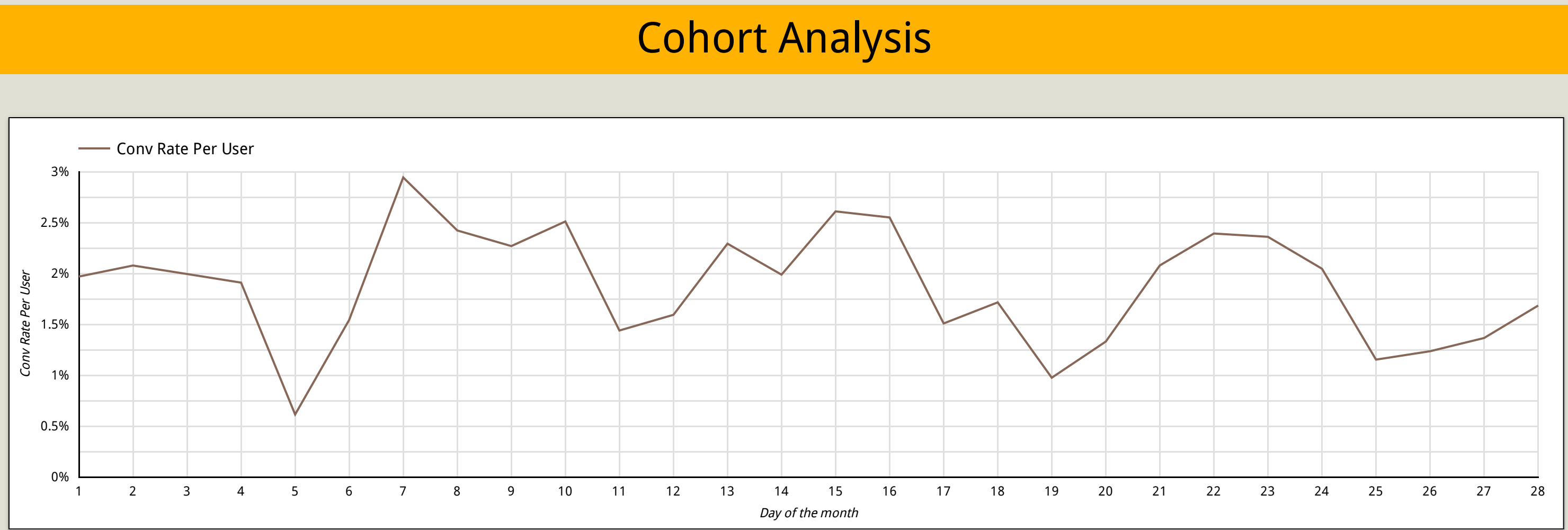


	Default Channel Grouping	Sessions	% Δ	Transactions	% Δ	Ecommerce Conversio...	% Δ	Revenue	% Δ
1.	Paid Search	8,152	-4.7% ⬇️	162	6.6% ⬆️	1.99%	11.9% ⬆️	\$18,728.99	7.9% ⬆️
2.	Direct	51,379	-28.3% ⬇️	879	-42.2% ⬇️	1.71%	-19.4% ⬇️	\$121,259.28	-33.4% ⬇️
3.	Display	147	-39.0% ⬇️	1	-	0.68%	-	\$56.8	-
4.	(Other)	3	-92.7% ⬇️	0	-	0%	-	\$0	-
5.	Affiliates	163	-4.7% ⬇️	0	-	0%	-	\$0	-
1 - 5 / 5 < >									

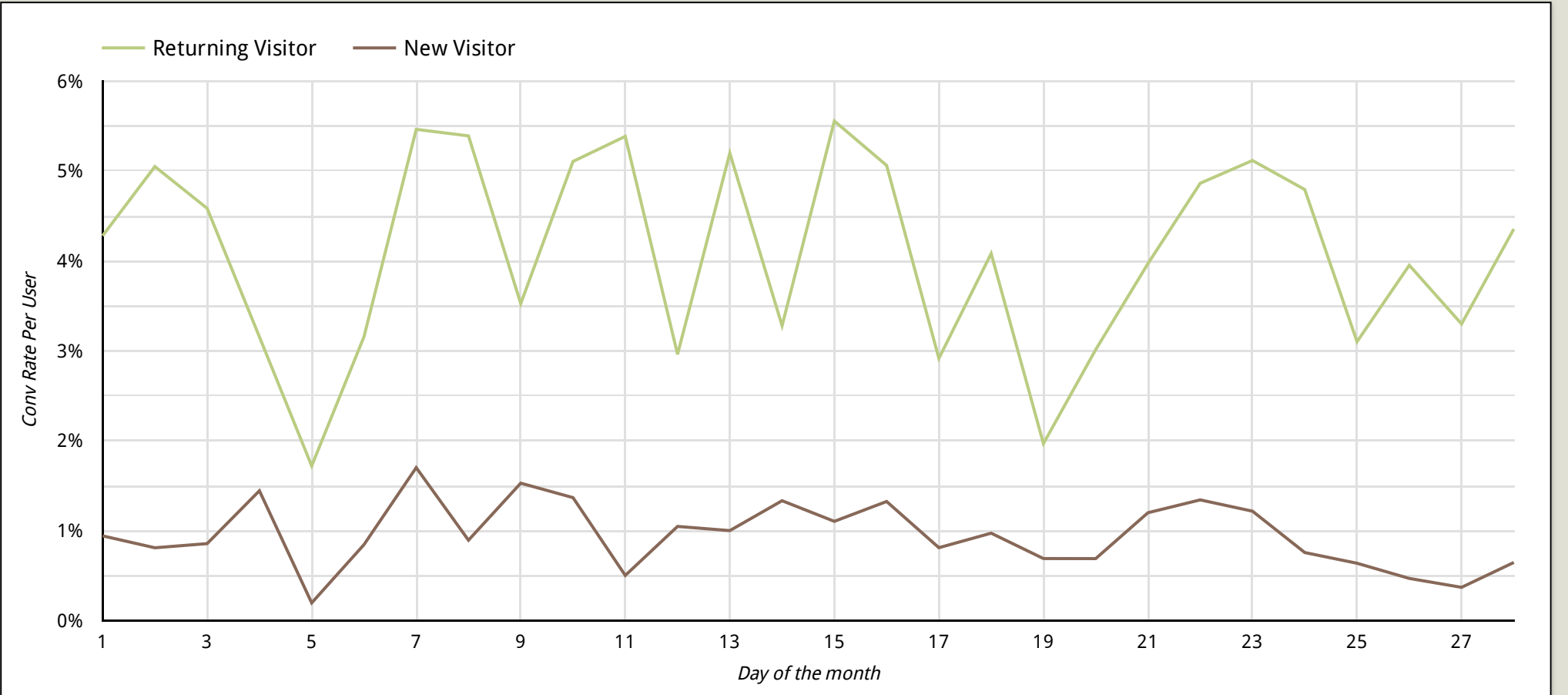
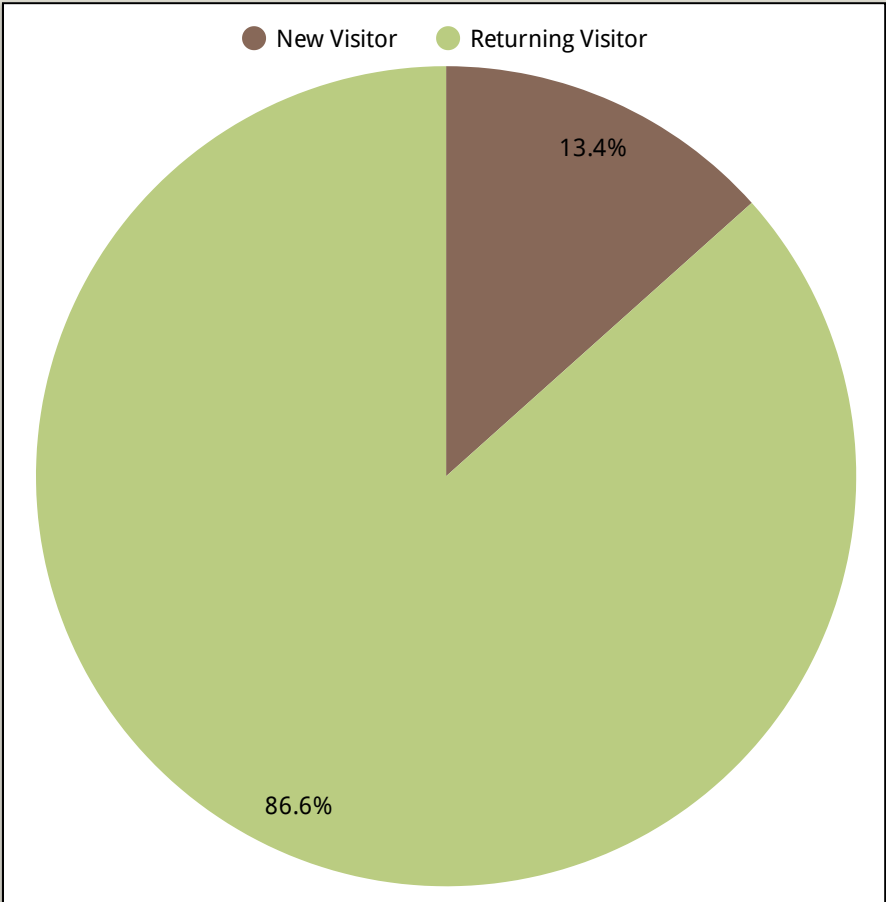


	Landing Page	Sessions	% Δ	Transactions	% Δ	Ecommerce Conversio...	% Δ	Revenue	% Δ
1.	/basket.html	1,409	-0.1% ⬇️	152	29.9% ⬆️	10.79%	30.0% ⬆️	\$27,048.03	33.4% ⬆️
2.	/signin.html	1,860	-2.0% ⬇️	133	31.7% ⬆️	7.15%	34.3% ⬆️	\$18,904.48	64.9% ⬆️
3.	/home	29,047	-3.5% ⬇️	126	11.5% ⬆️	0.43%	15.5% ⬆️	\$16,805.14	44.5% ⬆️
4.	/store.html	1,750	-11.4% ⬇️	79	17.9% ⬆️	4.51%	33.1% ⬆️	\$10,615.64	32.9% ⬆️
5.	/google+redesign/apparel	4,579	12.3% ⬆️	76	76.7% ⬆️	1.66%	57.4% ⬆️	\$10,307.03	87.7% ⬆️
6.	/google+redesign/apparel/mens	2,288	-4.3% ⬇️	99	-7.5% ⬇️	4.33%	-3.3% ⬇️	\$9,560.2	-5.4% ⬇️
7.	/google+redesign/lifestyle/drinkware	1,239	-4.3% ⬇️	32	23.1% ⬆️	2.58%	28.5% ⬆️	\$6,031.56	141.7% ⬆️
8.	/google+redesign/new	1,647	-1.3% ⬇️	38	81.0% ⬆️	2.31%	83.4% ⬆️	\$4,772.31	89.7% ⬆️
9.	/google+redesign/apparel/womens	767	0.9% ⬆️	46	119.0% ⬆️	6%	117.0% ⬆️	\$4,589.2	168.6% ⬆️
10.	/myaccount.html?mode=billingaddress	48	-12.7% ⬇️	4	33.3% ⬆️	8.33%	52.8% ⬆️	\$3,039.2	1,252.0% ⬆️
11.	/google+redesign/apparel/kids	424	-13.6% ⬇️	33	10.0% ⬆️	7.78%	27.4% ⬆️	\$2,903.56	49.2% ⬆️
12.	/asearch.html	892	-12.5% ⬇️	27	-12.9% ⬇️	3.03%	-0.5% ⬇️	\$2,439.68	2.4% ⬆️
13.	/google+redesign/lifestyle/bags	958	-8.8% ⬇️	18	-5.3% ⬇️	1.88%	3.8% ⬆️	\$1,888.4	-71.1% ⬇️
1 - 100 / 391 < >									

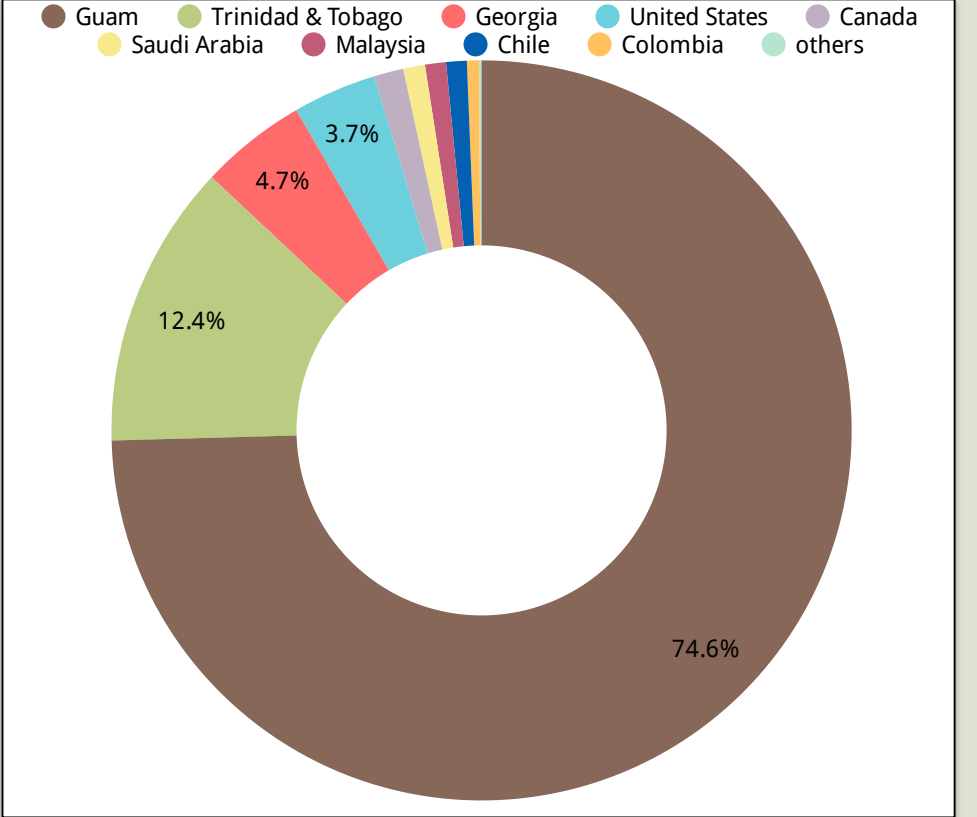
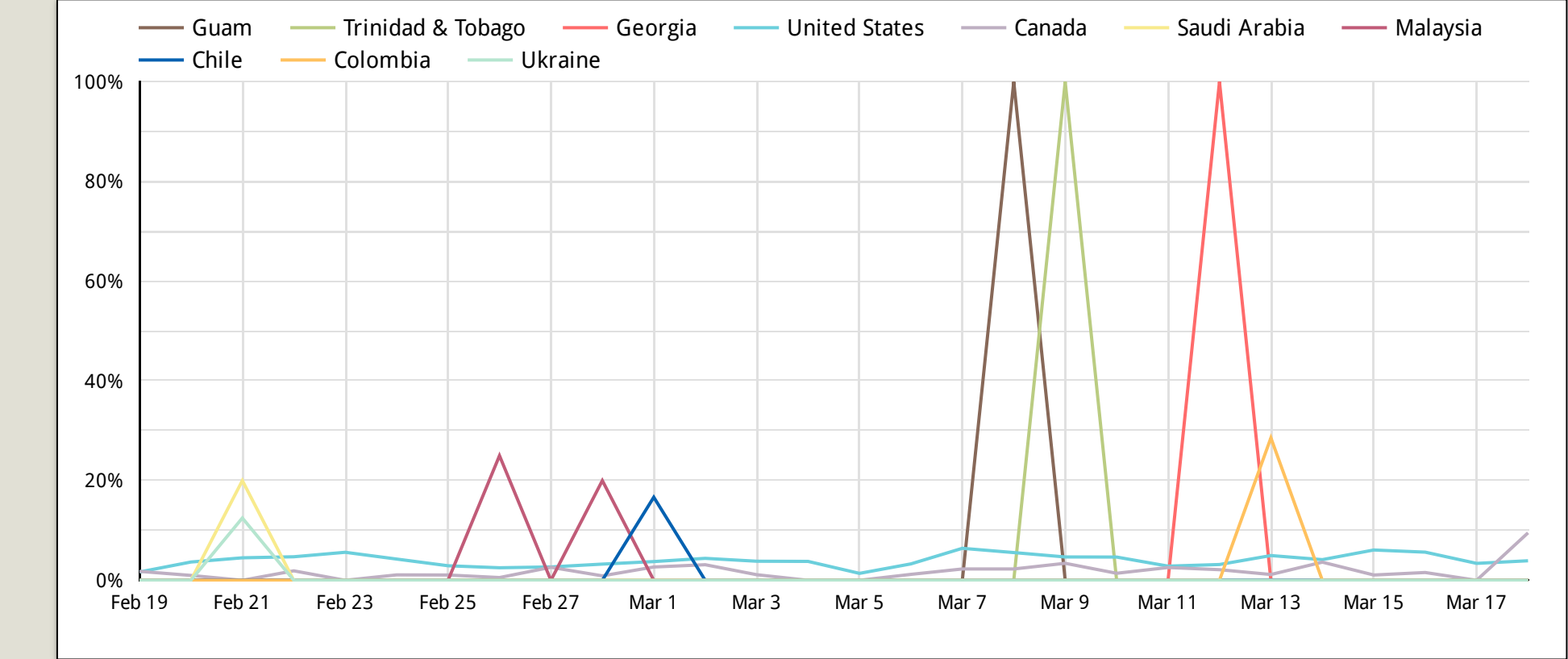




Day Index / Conv Rate Per User																		
Date	User Type	0016	0024	0025	0019	0017	0003	0004	0022	0018	0002	0011	0005	0012	0023	0010	0013	Grand total
Mar 7, 2023	Returning Visi...	5.46%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5.46%
	New Visitor	1.7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1.7%
Mar 15, 2023	Returning Visi...	-	5.56%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5.56%
	New Visitor	-	1.1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1.1%
Mar 16, 2023	Returning Visi...	-	-	5.06%	-	-	-	-	-	-	-	-	-	-	-	-	-	5.06%
	New Visitor	-	-	1.32%	-	-	-	-	-	-	-	-	-	-	-	-	-	1.32%
Mar 10, 2023	Returning Visi...	-	-	-	5.11%	-	-	-	-	-	-	-	-	-	-	-	-	5.11%
	New Visitor	-	-	-	1.37%	-	-	-	-	-	-	-	-	-	-	-	-	1.37%
Mar 8, 2023	Returning Visi...	-	-	-	-	5.39%	-	-	-	-	-	-	-	-	-	-	-	5.39%
	New Visitor	-	-	-	-	0.89%	-	-	-	-	-	-	-	-	-	-	-	0.89%
Feb 22, 2023	Returning Visi...	-	-	-	-	-	4.86%	-	-	-	-	-	-	-	-	-	-	4.86%
	New Visitor	-	-	-	-	-	1.34%	-	-	-	-	-	-	-	-	-	-	1.34%
Grand total		2.94%	2.61%	2.55%	2.51%	2.42%	2.39%	2.36%	2.29%	2.27%	2.08%	2.08%	2.05%	2%	1.99%	1.97%	1.91%	2.28%

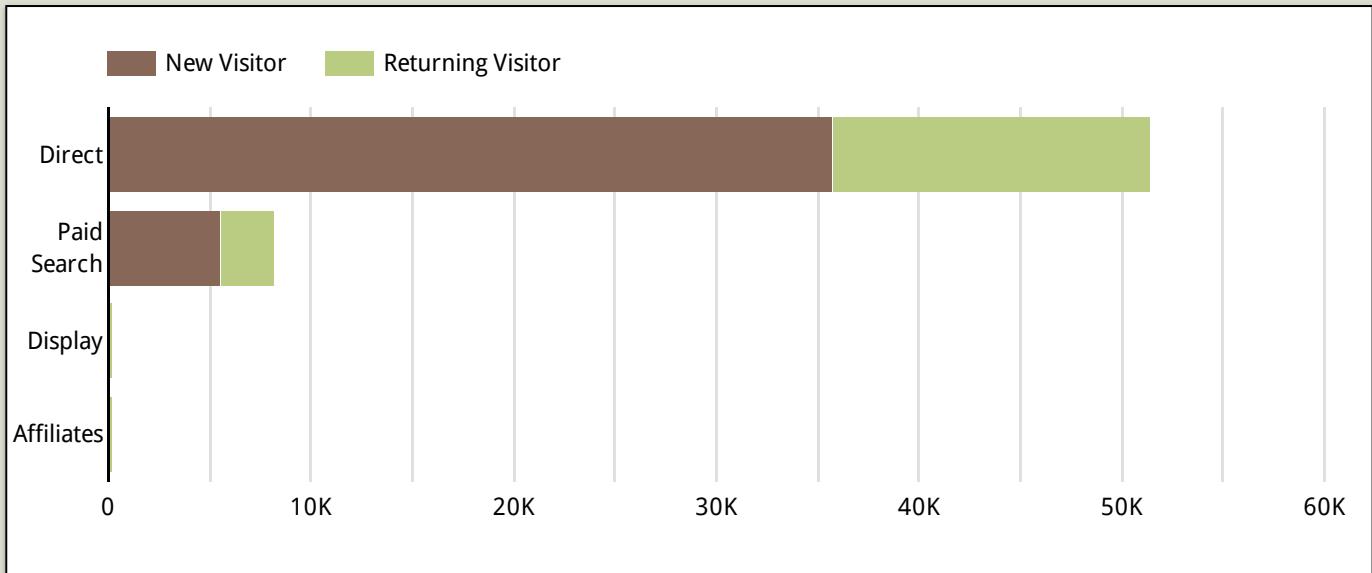


	Country	Sub Continent	Users ▾	New Users	Bounce Rate	Conv Rate Per...	AdX Vi...	Time on Screen	Avg. Price	Avg User D...	Avg. Order ...	Total Value	Total U...
1.	United States	Northern America	19,537	16,573	41.77%	4.9%	0%	00:00:00	\$11.81	00:04:28	\$118.92	\$113,807.09	0
2.	India	Southern Asia	4,486	4,203	56.2%	0%	0%	00:00:00	\$0	00:02:12	\$0	\$0	0
3.	Canada	Northern America	2,305	2,106	55.13%	1.74%	0%	00:00:00	\$13.15	00:03:00	\$312.03	\$12,481.3	0
4.	United King...	Northern Europe	2,198	1,974	45.78%	0.59%	0%	00:00:00	\$13.23	00:03:56	\$473.24	\$6,152.12	0
5.	Spain	Southern Europe	1,171	1,070	46.41%	0.17%	0%	00:00:00	\$17.6	00:05:28	\$35.2	\$70.4	0
6.	Japan	Eastern Asia	1,081	1,012	52.22%	0.19%	0%	00:00:00	\$13.7	00:04:26	\$109.6	\$219.2	0
7.	France	Western Europe	1,058	975	59.12%	0.09%	0%	00:00:00	\$55.2	00:03:23	\$110.4	\$110.4	0
8.	Germany	Western Europe	824	767	49.63%	0.12%	0%	00:00:00	\$4.45	00:02:22	\$182.4	\$182.4	0
9.	South Korea	Eastern Asia	682	645	51.74%	0.29%	0%	00:00:00	\$42.5	00:02:35	\$42.5	\$85	0
1...	Italy	Southern Europe	646	626	50.57%	0.15%	0%	00:00:00	\$20.8	00:02:47	\$62.4	\$62.4	0
1...	Taiwan	Eastern Asia	600	556	55.53%	0.33%	0%	00:00:00	\$13.54	00:03:20	\$67.68	\$135.36	0
1...	Netherlands	Western Europe	582	542	46.86%	0.52%	0%	00:00:00	\$14.13	00:04:16	\$37.67	\$113	0
1...	Hong Kong	Eastern Asia	550	531	64.52%	0.18%	0%	00:00:00	\$44	00:01:41	\$88	\$88	0
1...	Singapore	Southeast Asia	546	510	50.7%	0.37%	0%	00:00:00	\$13.56	00:02:52	\$1,125.4	\$2,250.8	0
1	China	Eastern Asia	542	527	68.82%	0%	0%	00:00:00	\$0	00:00:54	\$0	\$0	0
1 - 100 / 183													< >



Select date range

Default Channel Grouping		Sessions	Bounce Rate
1.	Direct	51,379	46.3%
2.	Paid Search	8,152	53.37%
3.	Affiliates	163	78.53%
4.	Display	147	70.07%
5.	(Other)	3	66.67%
1 - 5 / 5 < >			



Users  
45,759  
↓ -7.8%

Sessions  
59,844  
↓ -4.6%

Bounce Rate  
**47.41%**  
↓ -4.1%

Pages / Session  
**4.01**  
⬆ 6.7%

## COMPLETIONS

All Goals  
8,756  
-9.9%

Engaged Users  
4,993  
+ 5.7%

Registrations  
349  
-82.0%

Avg. Session Duration  
00:03:04  
↑ 9.0%

## CONVERSION RATE

All Goals  
14.63%  
↓ -5.5%

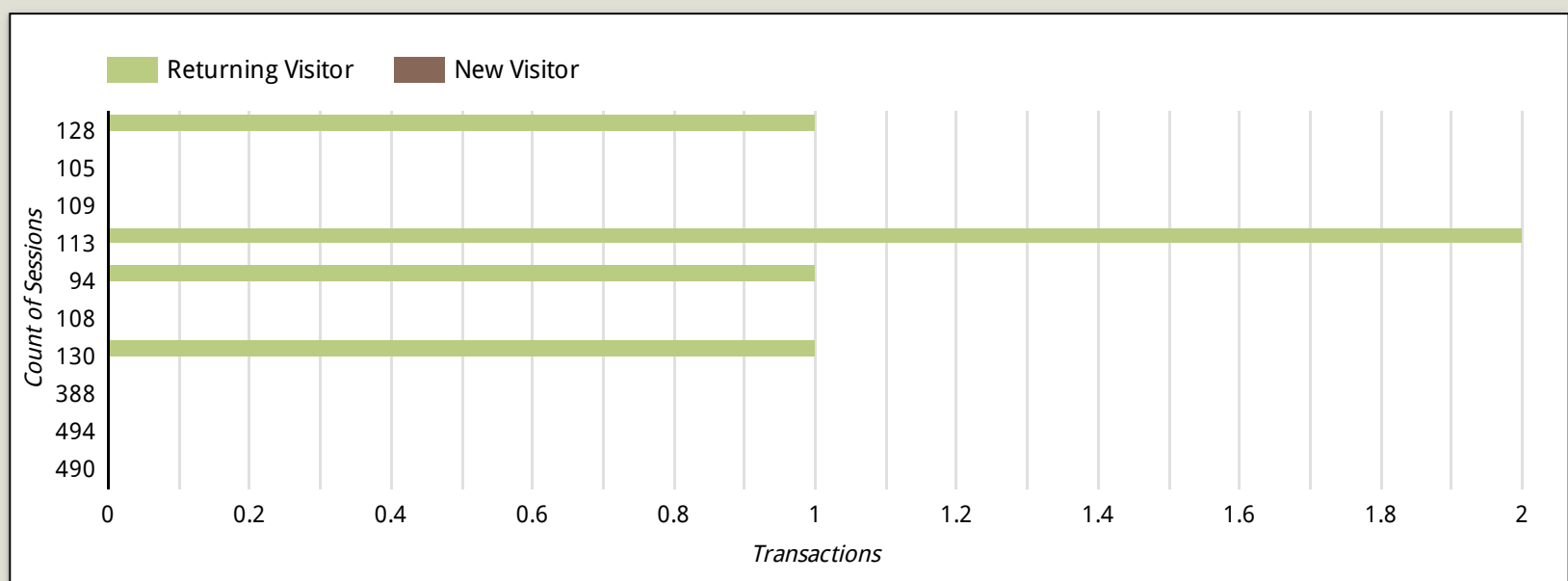
Engaged Users  
8.34%  
↑ 10.8%

Registrations  
0.58%

## VISITORS

Users  
45,759

Bounces  
28,372



Revenue  
\$140,045.07  
↑ 36.1%

Transactions  
1,042  
↑ 18.4%

Revenue Per User  
**\$3.06**  
↑ 47.6%

Ecommerce Conversion Rate

1.74%

📈 24.1%

Product Revenue per Purchase

**\$41.34**

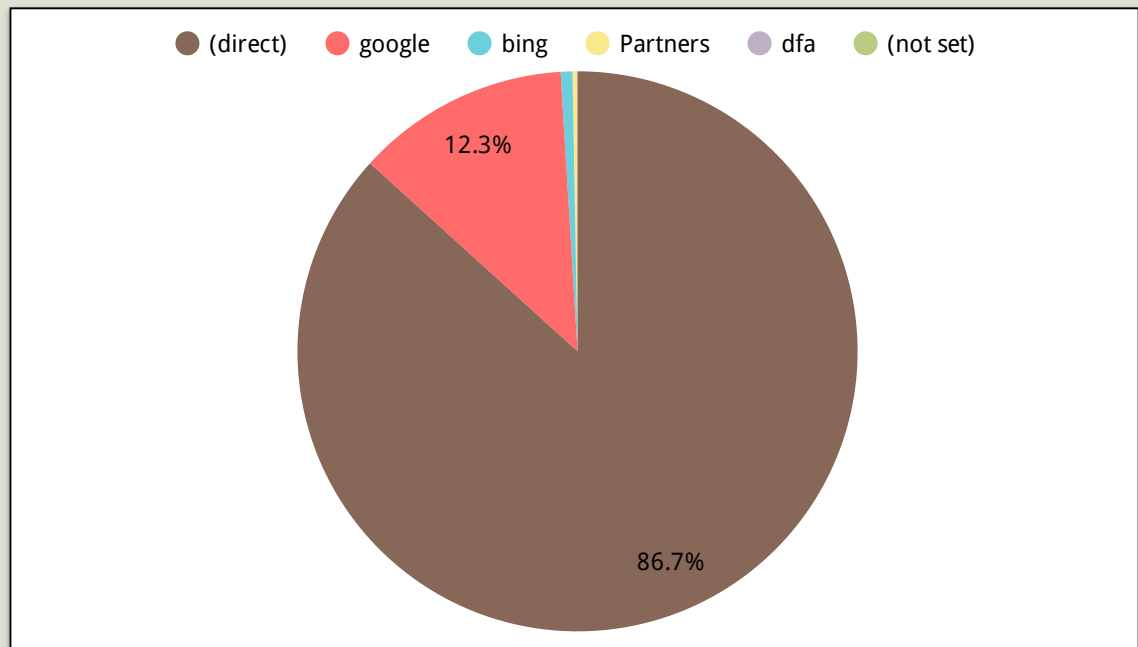
↑ 4.9%

	Product	Quantity ▾
1.	Google Ombre Lime Pen	<div></div>
2.	Google Ombre Purple Pen	<div></div>
3.	Google Sticker	<div></div>
4.	Google Cloud Sticker	<div></div>
5.	Google Ombre Yellow Pen	<div></div>
6.	Google Perk Thermal Tumbler	<div></div>
7.	Google Pen Red	<div></div>
8.	Google Inspired Red Notebook	<div></div>
9.	Google Light Pen Green	<div></div>
		1 - 100 / 389 < >

Sessions  
59,844  
↓ -4.6%

Bounce Rate  
**47.41%**  
↓ -4.1%

Full Referrer		Sessions
1.	(direct)	51,894 <div></div>
2.	google	7,373 <div></div>
3.	bing	404
4.	Partners	165
5.	(not set)	2
6.	dfa	6



Goal	Completion Rate	Count
Engaged Users (Goal 2 Completions)	100%	4,993
Entered Checkout (Goal 4 Completions)	47%	2,336
Registrations (Goal 3 Completions)	7%	349
Purchase Completed (Goal 1 Completions)	22%	1,078