

# CIS 3650 Final Group 4 Project

Tristan Ly, Sherleen Lee, Pravina Kumar, Paul Kwiatkowski



# Audience

1. Which age and gender does the Google Merchandise Store benefit the most?
2. Compare between new and returning visitors that benefit the Google Merchandise Store the most?
3. What is the Frequency & Recency within the Google Merchandise Store?
4. Which geo location benefits the most to the Google Merchandise Store?

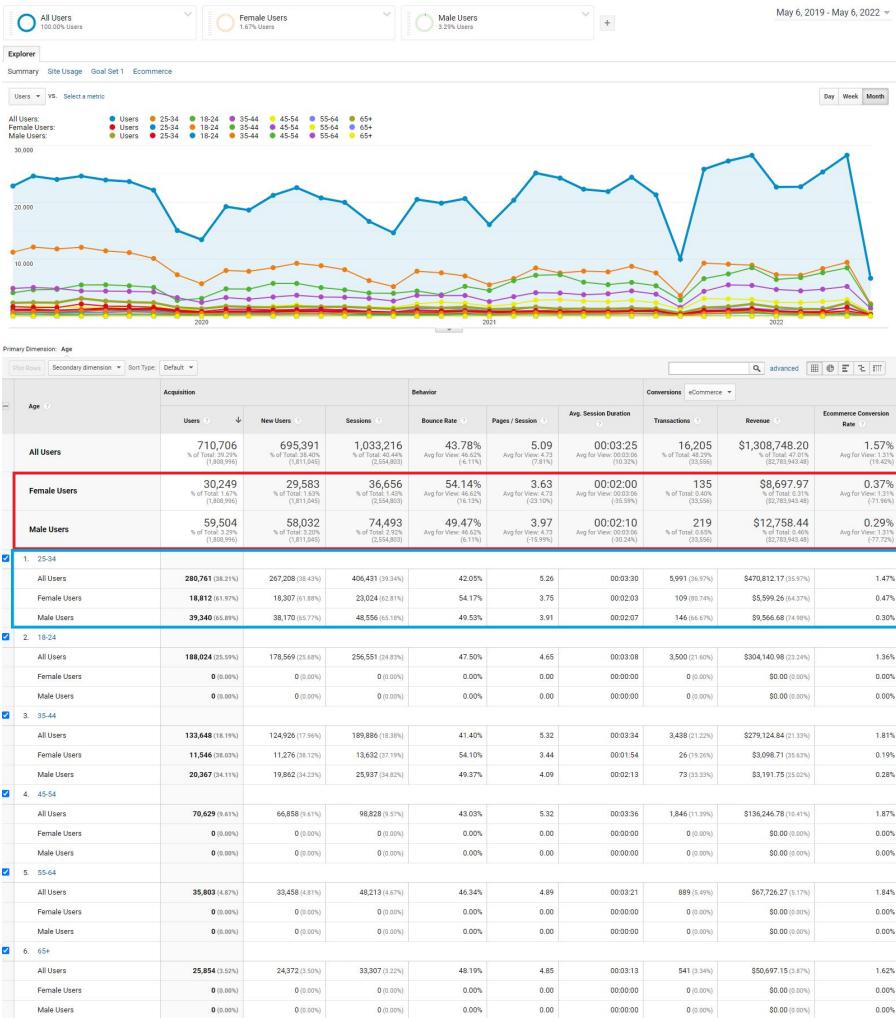
May 6, 2019 - May 6, 2022

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Which age and gender does the Google Merchandise Store benefit the most?



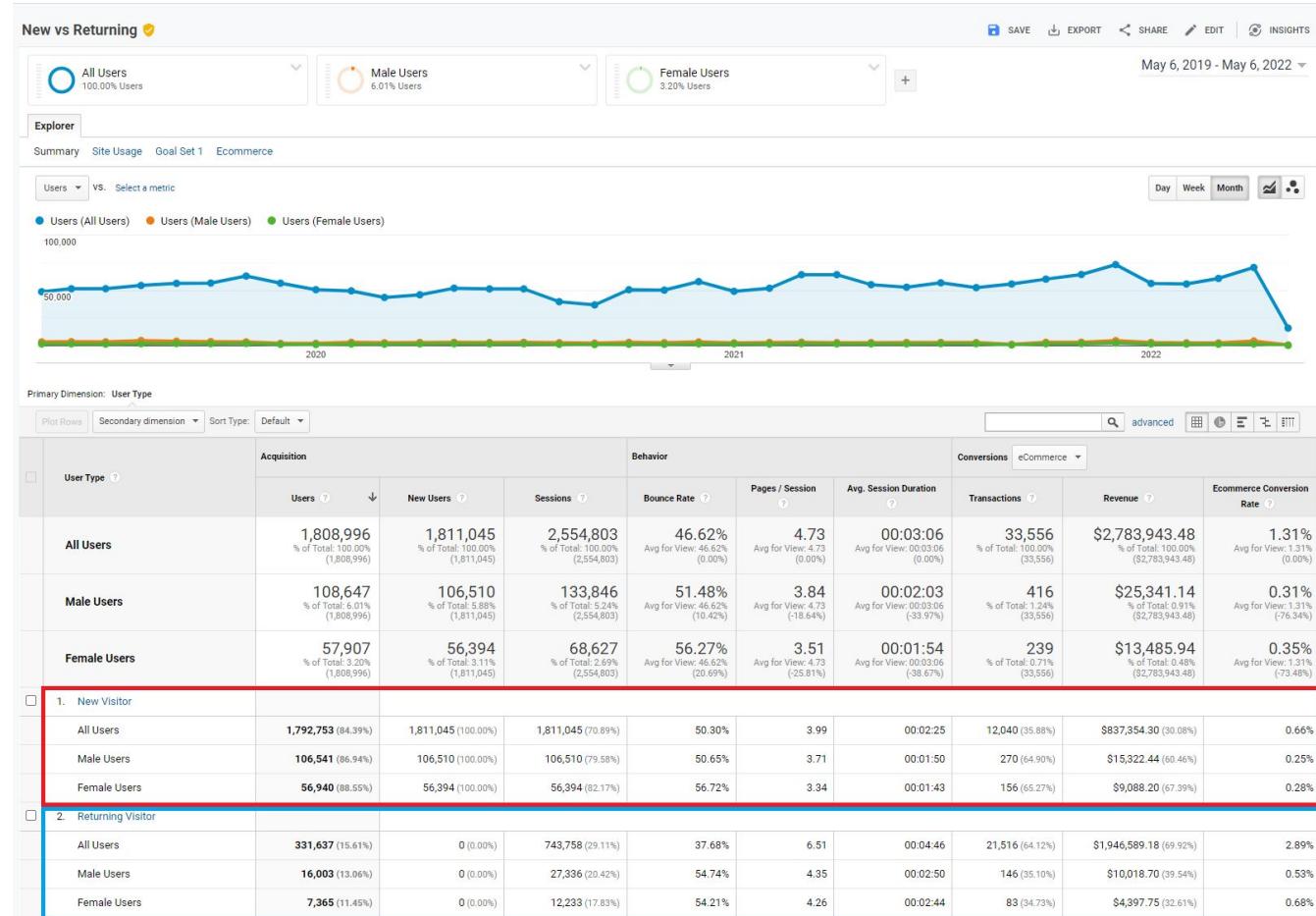
- **Age group 25-34 has the most**
  - Most users
  - New users
  - Sessions
  - Transactions
  - Pages/ sessions
  - Revenue
- **Males**
  - Users: 39,340
  - Revenue: \$9,567 / 74.9%
  - New Users: 38,170
- **Females**
  - Users: 18,812
  - Revenue: \$5,599 / 64.39%
  - New Users: 18,307



## Comparison between new and returning visitors that visit the Google Merchandise Store?



- **New Users**
  - 1,792,753 / 84.39%
  - Revenue: 30.08%
- **Returning Users**
  - 331,637 / 15.61%
  - Revenue: 69.22%



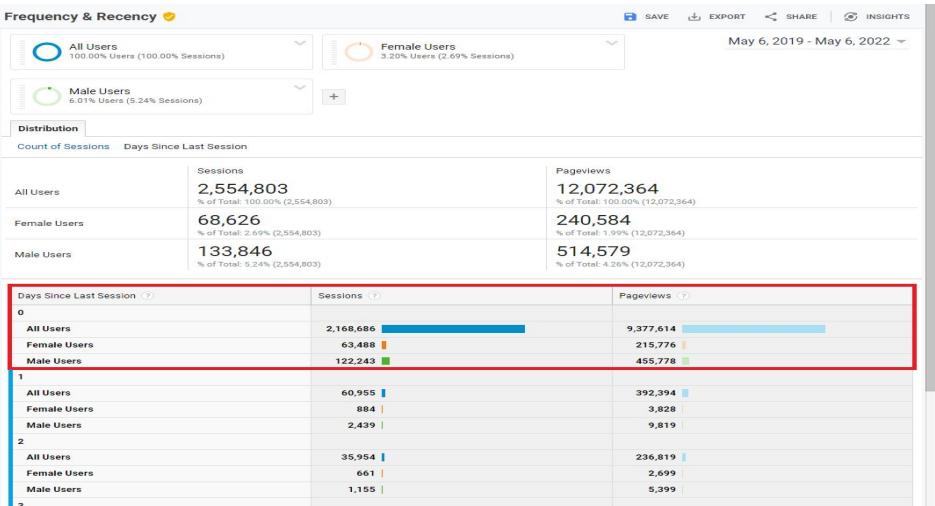
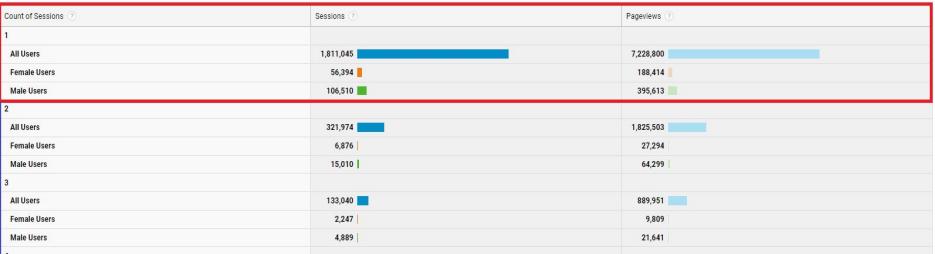
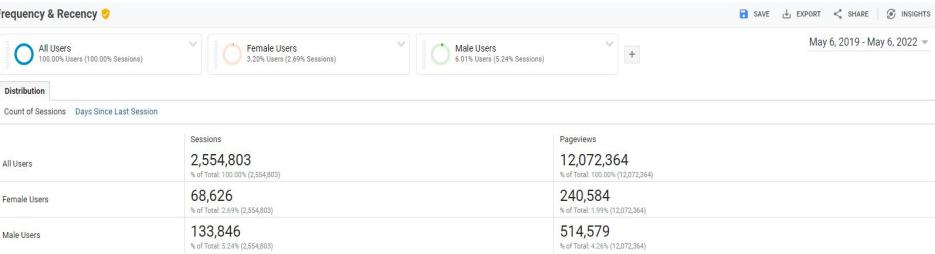
# What is the Frequency & Recency within the Google Merchandise Store?

## ● Frequency

- Most count of sessions
  - One
    - Users: 1,811,045
    - Page Views: 7,228,800

## ● Recency

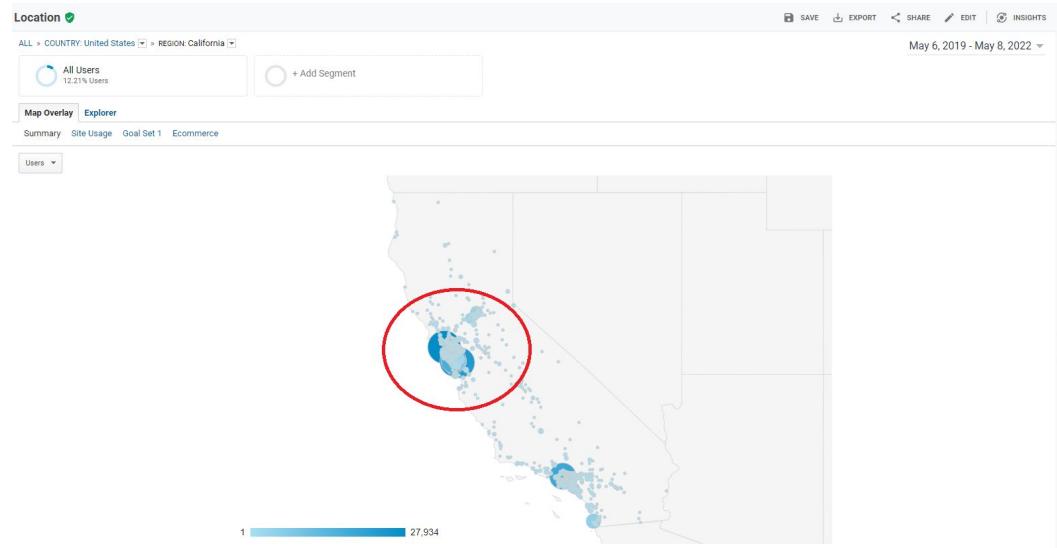
- Most days since the last session
  - Zero days
    - Users: 2,168,686
    - Page Views: 9,377,614



# Which geo location benefits the most to the Google Merchandise Store?



- **United States**
  - Users: 47.25%
  - Revenue: \$2,766,397
- **California**
  - Users: 28.03%
  - Revenue: 39.27%
- **San Francisco**
  - Users: 11.98%
  - Revenue: 13.8%



City	Acquisition			Behavior			Conversions			eCommerce	
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Transactions	Revenue	Ecommerce Conversion Rate		
1. San Francisco	27,934 (11.98%)	25,113 (11.84%)	44,321 (11.91%)	27.22%	7.50	00:04:36	1,667 (13.00%)	\$149,936.34 (13.80%)	3.76%		
2. Sunnyvale	24,625 (10.96%)	21,870 (10.31%)	42,406 (11.39%)	21.83%	7.78	00:04:40	896 (6.98%)	\$72,412.05 (6.67%)	2.11%		
3. San Jose	23,221 (9.96%)	21,188 (9.99%)	41,123 (11.05%)	25.02%	8.10	00:05:04	2,128 (16.59%)	\$159,346.31 (14.67%)	5.17%		
4. Los Angeles	18,238 (7.82%)	17,109 (8.07%)	26,265 (7.06%)	37.40%	6.26	00:03:44	805 (6.28%)	\$69,325.03 (6.38%)	3.06%		
5. Mountain View	16,272 (6.98%)	14,222 (6.71%)	27,826 (7.42%)	22.97%	7.74	00:04:38	695 (5.42%)	\$61,012.15 (5.62%)	2.52%		
6. Santa Clara	7,530 (3.23%)	6,864 (3.24%)	12,655 (3.40%)	24.27%	8.45	00:05:05	407 (3.17%)	\$33,852.40 (3.12%)	3.22%		
7. Fremont	4,685 (2.10%)	4,565 (2.19%)	8,382 (2.29%)	24.80%	8.54	00:05:01	227 (1.77%)	\$18,455.62 (1.70%)	2.71%		
8. San Diego	4,624 (2.07%)	4,502 (2.12%)	6,990 (1.88%)	34.59%	6.61	00:04:06	214 (1.67%)	\$19,406.33 (1.79%)	3.06%		
9. Redwood City	4,123 (1.77%)	3,781 (1.78%)	6,278 (1.69%)	32.48%	7.04	00:04:04	188 (1.47%)	\$14,464.56 (1.33%)	2.99%		
10. Oakland	4,088 (1.75%)	3,710 (1.75%)	6,610 (1.78%)	27.47%	7.71	00:04:48	308 (2.40%)	\$24,443.50 (2.25%)	4.66%		

# Google Data Studio Report: Audience



## Google Merchandise Store

Default Data  
Click to select your data

May 6, 2019 - May 6, 2022

Device Category

Country

Source / Medium

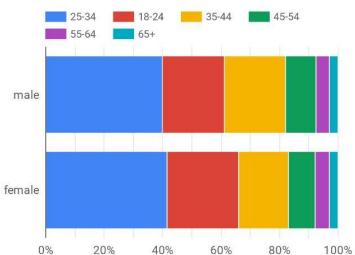
User Type

### Audience

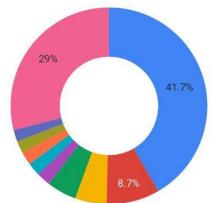
	Age	Gender	Country	Sessions	Pageviews	Revenue
1.	25-34	male	United States	110,857	827,086	\$280,657.76
2.	25-34	female	United States	75,363	562,697	\$222,080.17
3.	35-44	male	United States	61,378	450,362	\$171,052.65
4.	18-24	male	United States	57,303	389,466	\$143,257.29
5.	18-24	female	United States	45,362	312,666	\$155,549.86
6.	35-44	female	United States	33,151	232,345	\$114,007.35
7.	45-54	male	United States	30,846	230,011	\$96,091.46
8.	18-24	male	India	22,285	64,791	\$40.8
9.	25-34	male	India	21,621	63,878	\$695.04
10.	45-54	female	United States	18,744	126,958	\$70,848.68

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### Age / Genders



### Most user by countries



### New vs. Returning user's revenue



### New vs. Returning users



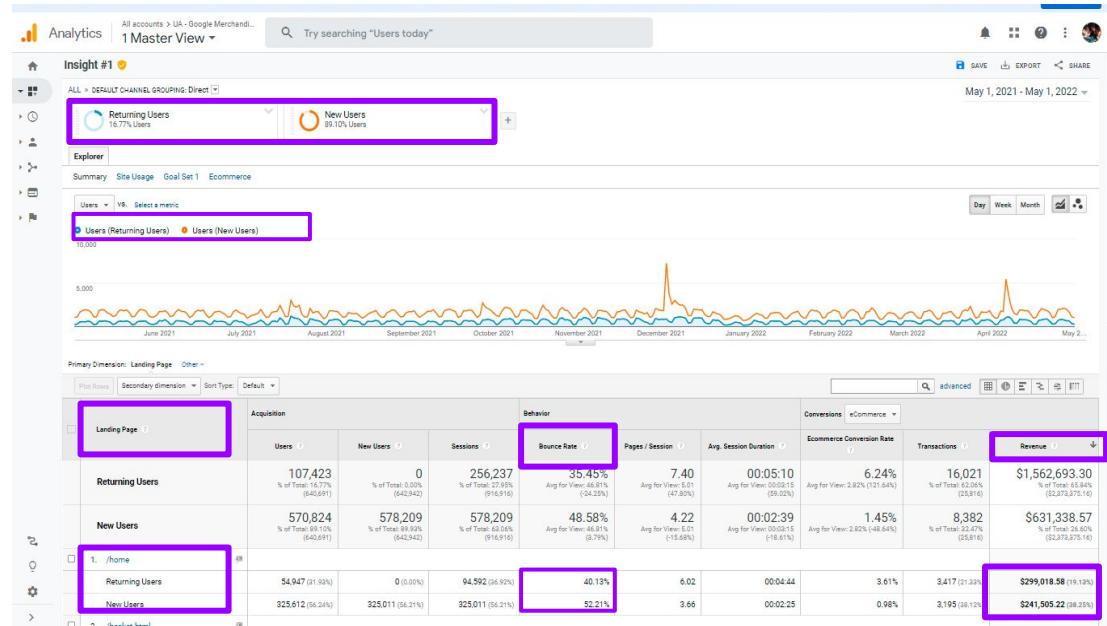


# Acquisition

1. For users within direct traffic, which landing page was the most successful?
2. What Paid Keywords had the most new users for mobile and tablet traffic?
3. What time and country are desktop users popular?
4. How do clicks vs. impressions differ when comparing the top 4 search queries?

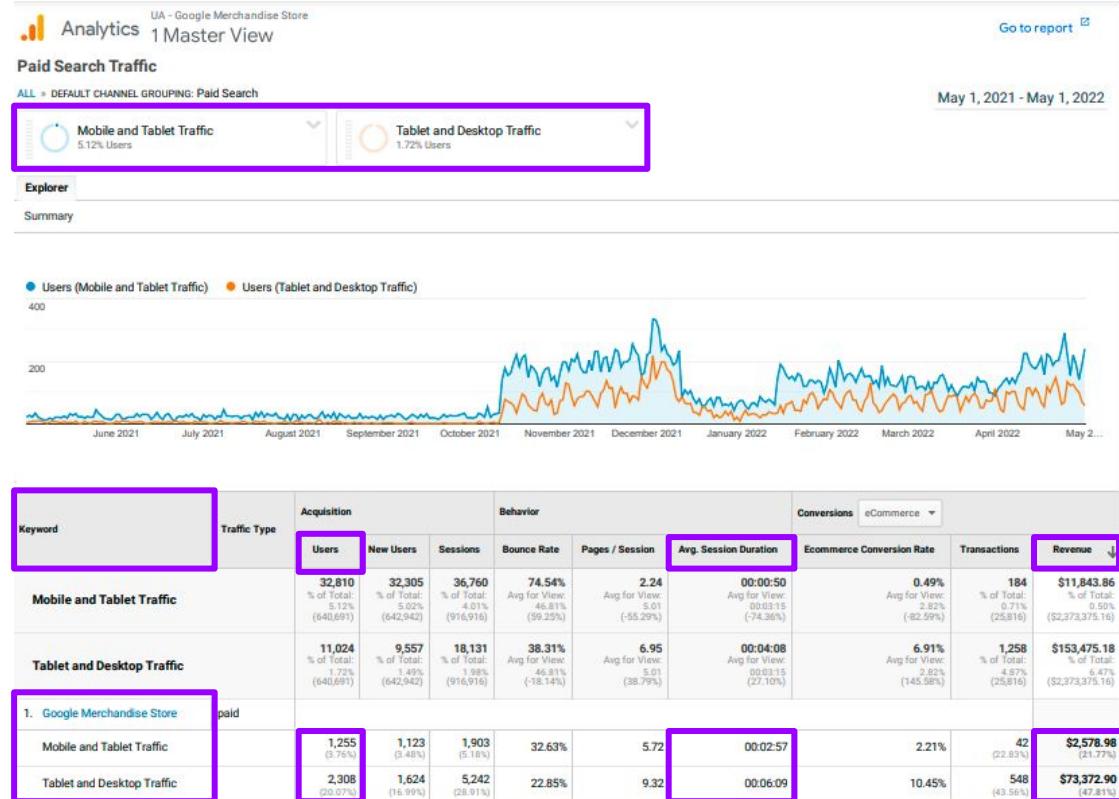
# For users within direct traffic, which landing page was the most successful?

- **Successful Landing Page: /home**
- **Returning Users**
  - Revenue: \$299,018.58
  - Bounce Rate: 40.13%
- **New Users**
  - Revenue: \$241,505.22
  - Bounce Rate: 52.21%



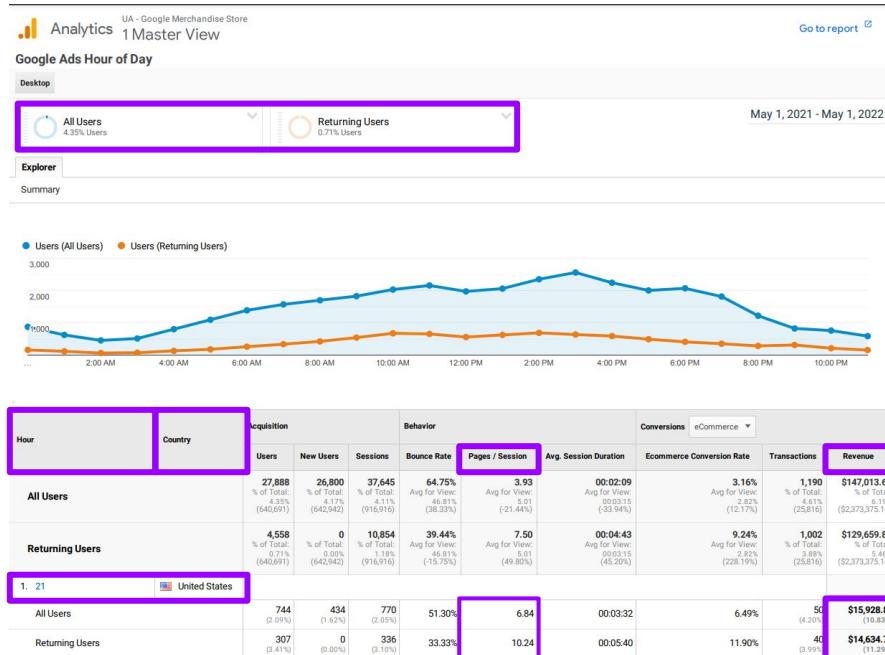
# What Paid Search Keyword had the most new users for mobile and tablet traffic?

- **Keyword:** Google Merchandise Store
- **Mobile and Tablet Traffic**
  - **Users:** 1,255
  - **Avg. Session Duration:** 00:02:57
  - **Revenue:** \$2,578.98
- **Tablet and Desktop Traffic**
  - **Users:** 2,308
  - **Avg. Session Duration:** 00:06:09
  - **Revenue:** \$73,372.90



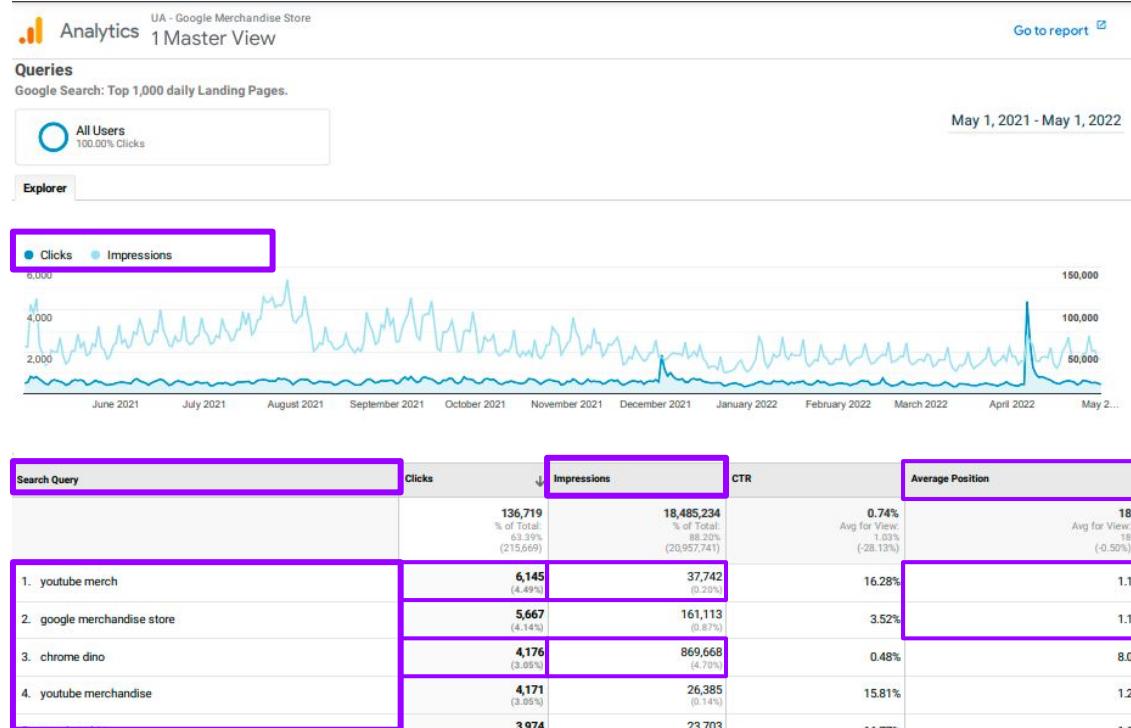
# What time and country are desktop users popular?

- Hour: 21:00 (9pm)
- Country: United States
- All Users
  - Page/Session: 6.84
  - Revenue: \$15,928.85
- Returning Users
  - Page/Session: 10.24
  - Revenue: \$14,634.71

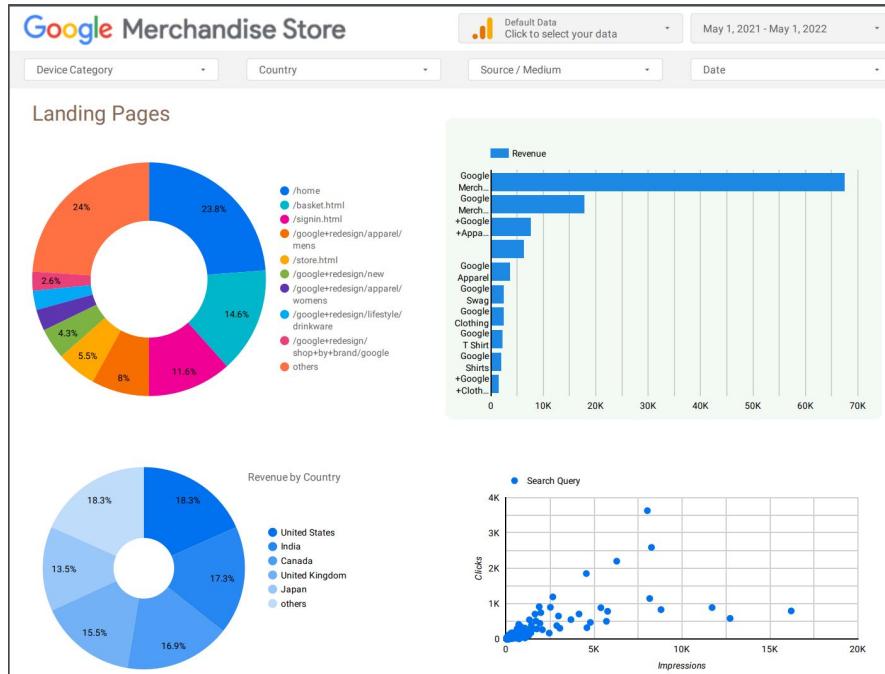


# How do clicks vs. impressions differ when comparing the top 4 search queries?

- **Top 4 Search Queries:** youtube merch, google merchandise store, chrome dino, youtube merchandise
- **YouTube Merch**
  - **Clicks:** 6,145
  - **Impressions:** 37,742
  - **Average Position:** 1.1
- **Chrome Dino**
  - **Clicks:** 4,176
  - **Impressions:** 869,668
  - **Average Position:** 8.0



# Google Data Studio Report: Acquisition



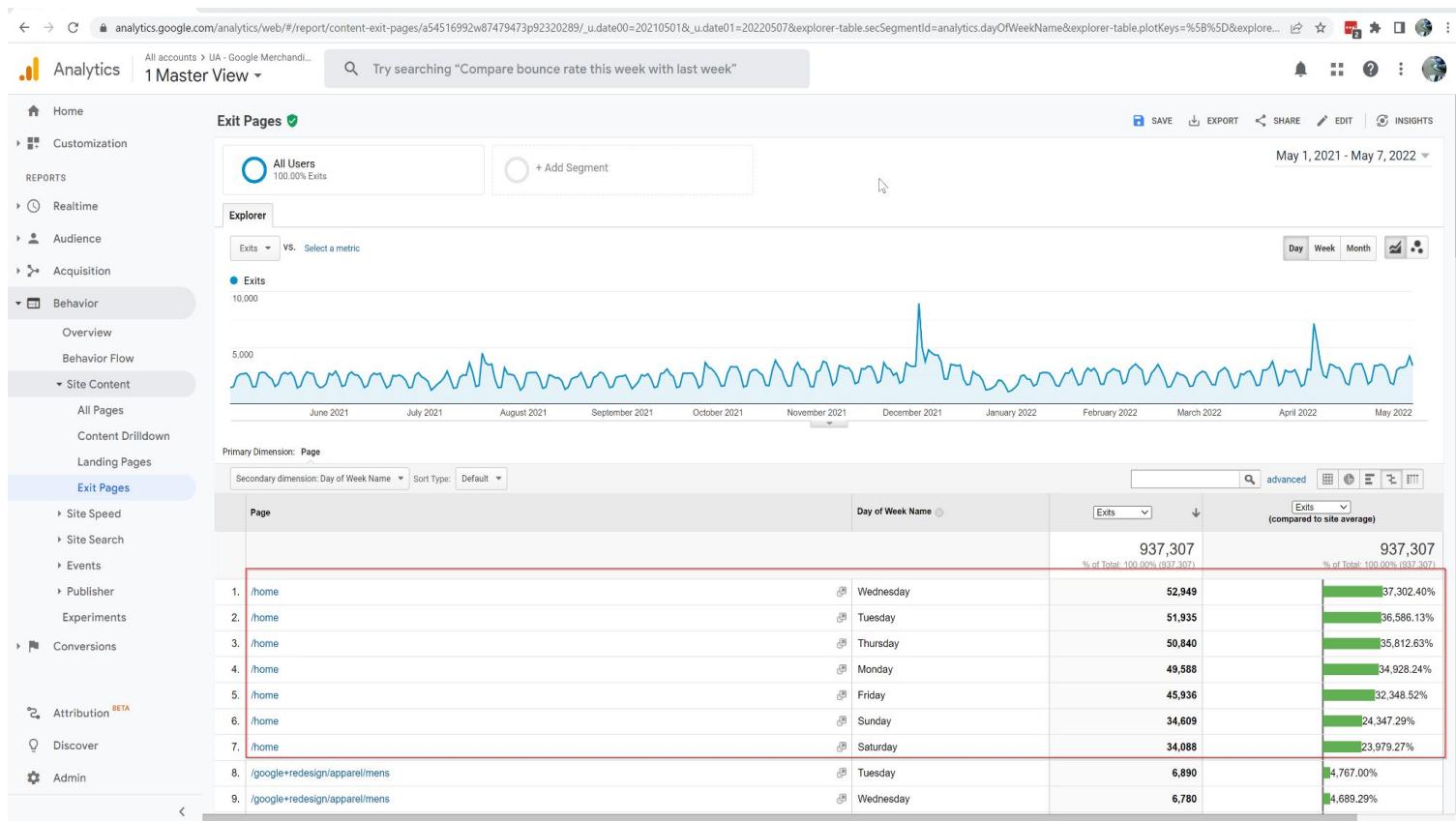
# Behavior

1. Which page within the entire site will see the highest exit rate? Is there a major difference between days of the week?
2. Does the gender of the user affect the Avg. Time of Page?
3. Do returning users stay Avg. Time on Page differ from new users in any noticeable way?
4. Does the device type affect the bounce rate?



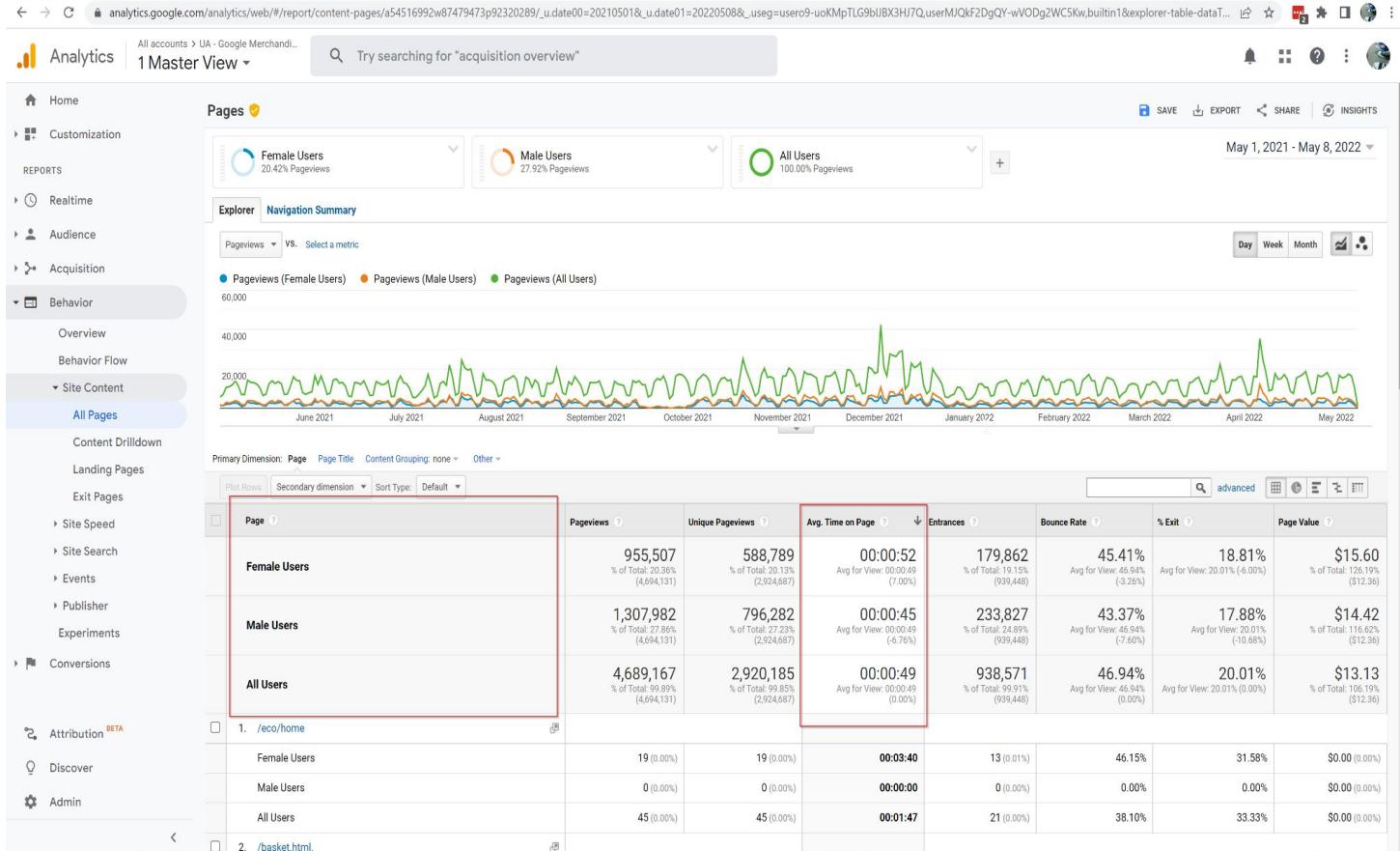
# Which page within the entire site will see the highest exit rate? Is there a major difference between days of the week?

- Wednesday has the highest amount of exits by roughly 18,000
- /home has the most amount of exits
- Recommend to review the /home page for any potential reasons for high exit rate



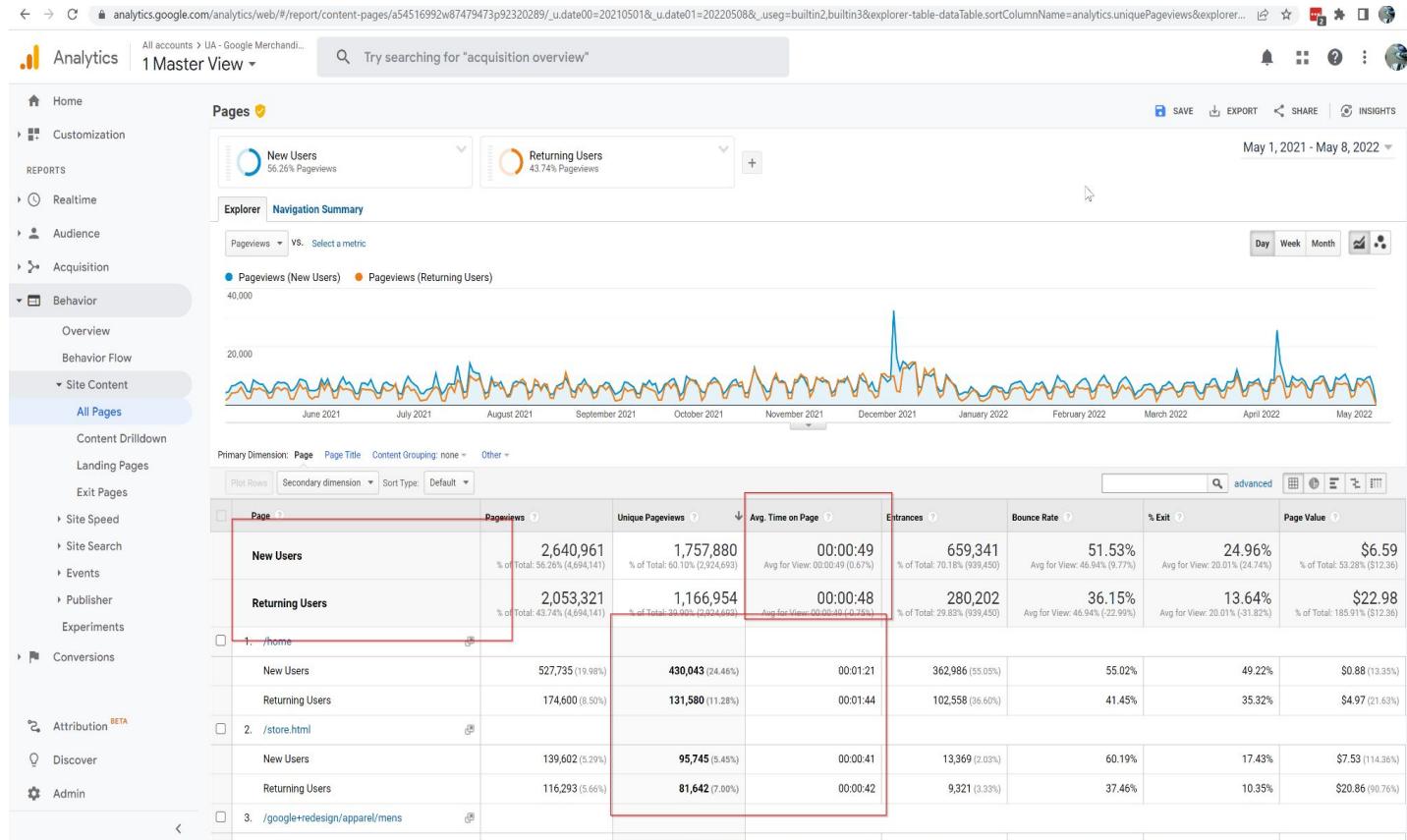
# Does the gender of the user affect the Avg. Time of Page?

- The Avg. Time on Page for each gender does not show a significant difference
- No major recommendations due to difference being so small



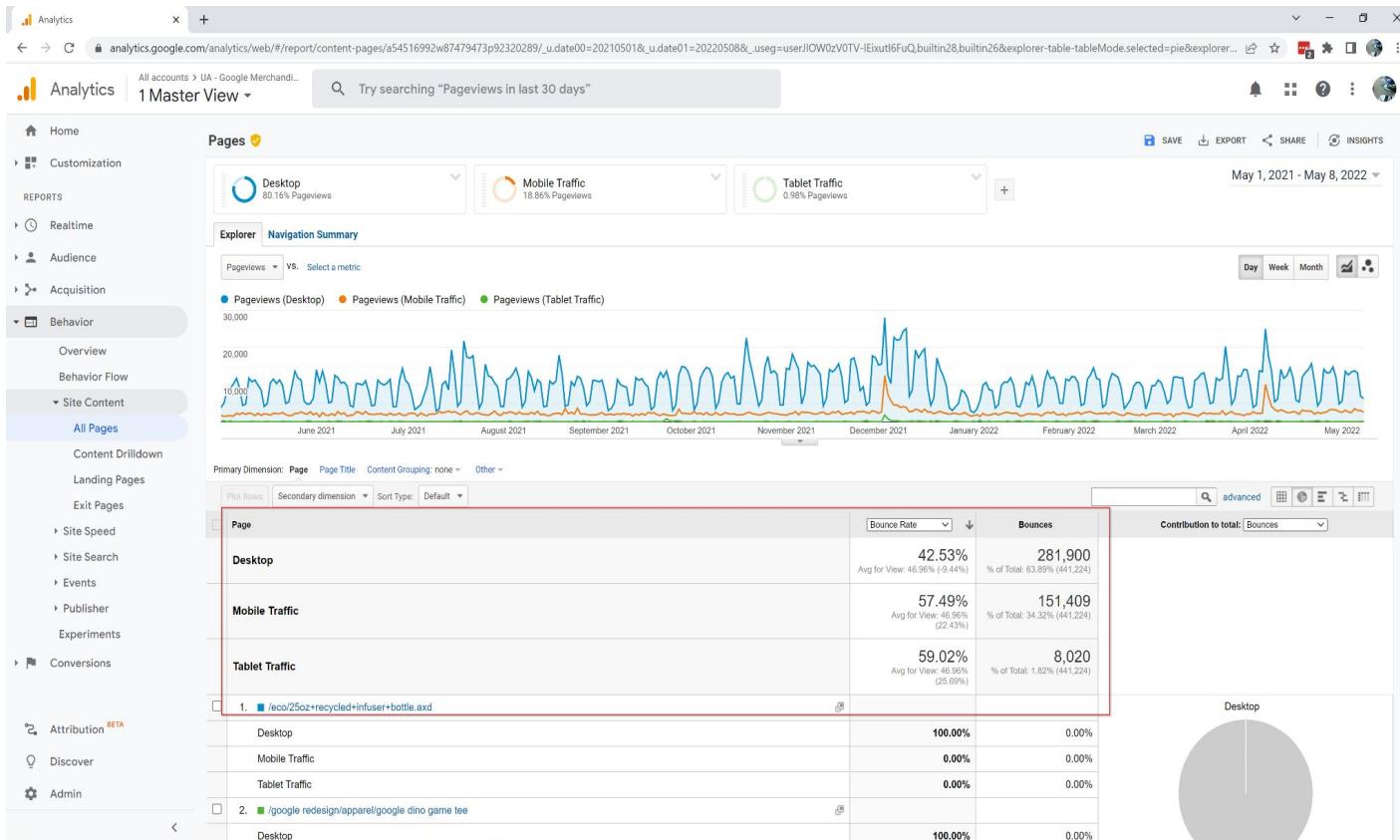
# Do returning users stay Avg. Time on Page differ from new users in any noticeable way?

- New and returning user spend almost exactly the same amount of time on each page they visit
- Recommend implementing autofill options to speed up returning users time on page

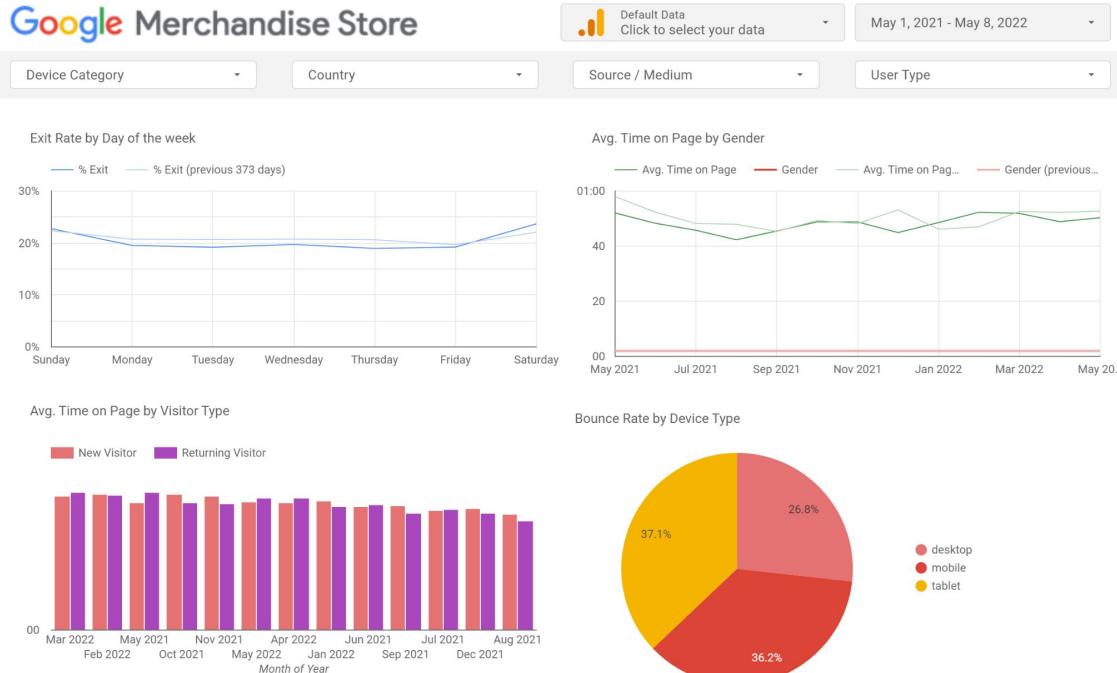


# Does the device type affect the bounce rate?

- Desktops have the lowest bounce rate by 15-17% as compared to Mobile and Tablet
- Recommend finding way to increase retention on Mobile devices by making site easier to user on phones and Tablets



# Google Data Studio Report: Behavior





# Conversion

May 1 2021 - May 1 2022

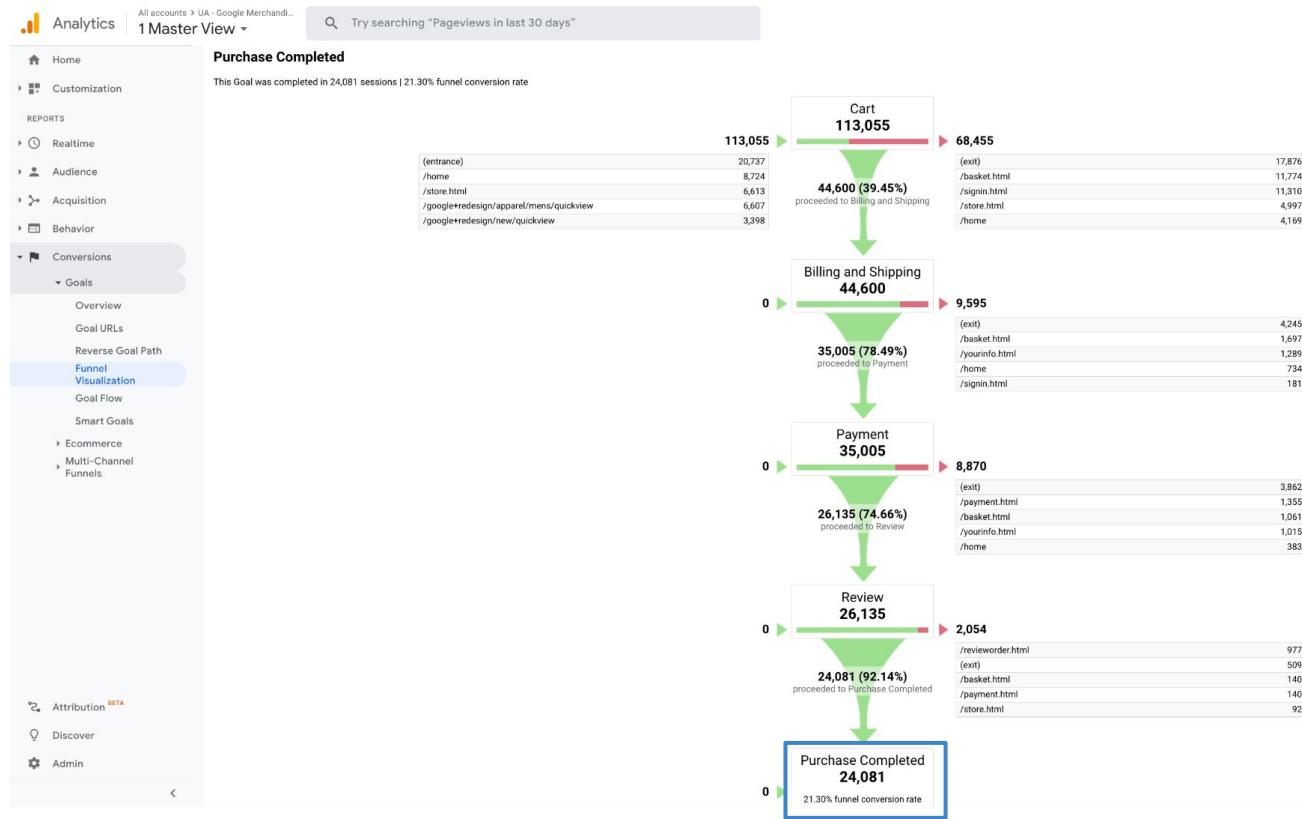
1. What is the funnel conversion rate?
2. Which user type has more sessions with transactions?
3. Which product brand generates the most revenue? Within the brand, which product category contributes most to the revenue?
4. What dates were most revenue generated, and what was device mainly used for purchase?

## What is the funnel conversion rate?

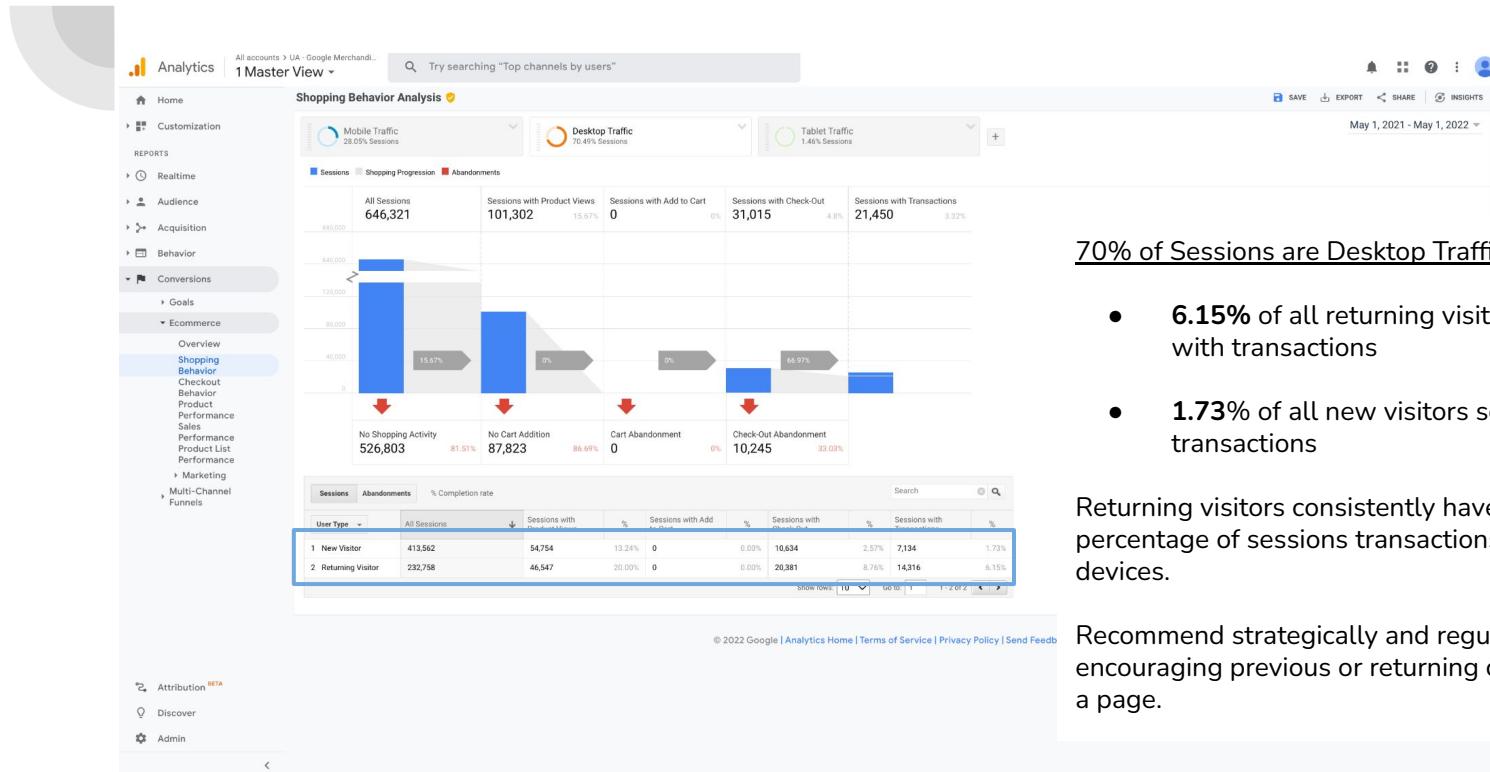
24,081 Purchases / 113,055 in Cart  
= 21.30%

Recommend “buy now with one-click” option to help customers speed through the billing and shipping to the purchase completed process.

Offer time sensitive deals to urge customers to complete the purchase.



# Which user type has more sessions with transactions?



## 70% of Sessions are Desktop Traffic

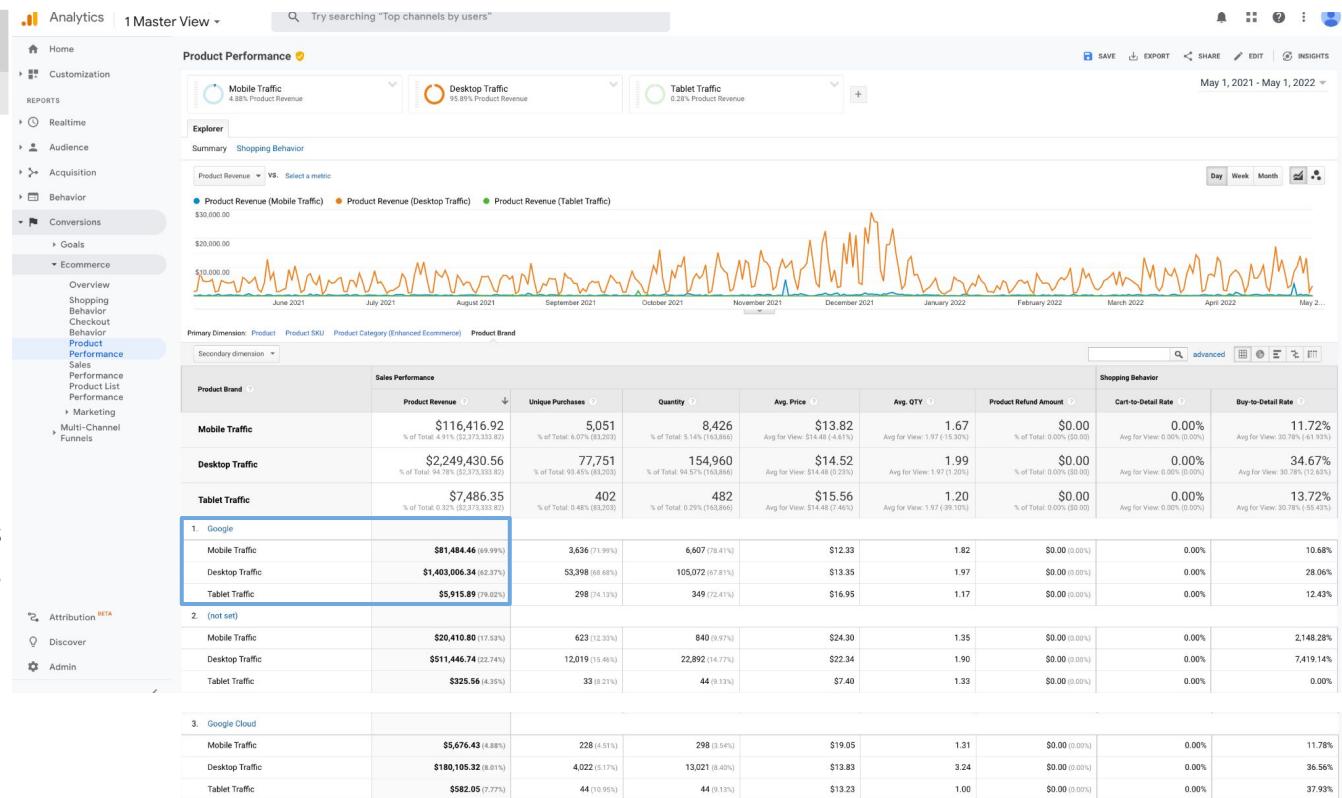
- **6.15%** of all returning visitors sessions are with transactions
- **1.73%** of all new visitors sessions are with transactions

Returning visitors consistently have a higher percentage of sessions transactions across all devices.

Recommend strategically and regularly encouraging previous or returning customers to visit a page.

# Which product brand generates the most revenue? Within the brand, which category contributes most to the revenue?

Recommend holiday ads to be made for desktops before September, and ads for Veterans Day to be made for mobile devices before Nov 10, 2021.



Google generates the most revenue.  
->

# Which category within Google contributes most to the revenue?

**Sales Performance**

Product Category (Enhanced Ecommerce)	Product Revenue	Unique Purchases	Quantity	Avg. Price	Avg. QTY	Product Refund Amount	Cart-to-Detail Rate	Buy-to-Detail Rate
<b>Mobile Traffic</b>	<b>\$81,484.46</b> % of Total: 3.45% (\$5,373,333.82)	<b>3,636</b> % of Total: 4.37% (83,203)	<b>6,608</b> % of Total: 4.93% (163,864)	<b>\$12.33</b> Avg for View: \$14.46 (+14.95%)	<b>1.82</b> Avg for View: 1.97 (-7.74%)	<b>\$0.00</b> % of Total: 0.00% (\$0.00)	<b>0.00%</b> Avg for View: 0.00% (0.00%)	<b>10.69%</b> Avg for View: 30.78% (+5.11%)
<b>Desktop Traffic</b>	<b>\$1,403,006.34</b> % of Total: 59.12% (\$2,373,333.82)	<b>53,401</b> % of Total: 64.18% (83,203)	<b>105,072</b> % of Total: 64.12% (163,864)	<b>\$13.35</b> Avg for View: \$14.48 (+1.09%)	<b>1.97</b> Avg for View: 1.97 (-0.09%)	<b>\$0.00</b> % of Total: 0.00% (\$0.00)	<b>0.00%</b> Avg for View: 0.00% (0.00%)	<b>28.06%</b> Avg for View: 30.78% (+8.83%)
<b>Tablet Traffic</b>	<b>\$5,915.89</b> % of Total: 0.25% (\$4,527,333.82)	<b>299</b> % of Total: 0.36% (83,203)	<b>350</b> % of Total: 0.21% (163,864)	<b>\$16.95</b> Avg for View: \$14.46 (-11.64%)	<b>1.17</b> Avg for View: 1.97 (-46.54%)	<b>\$0.00</b> % of Total: 0.00% (\$0.00)	<b>0.00%</b> Avg for View: 0.00% (0.00%)	<b>12.43%</b> Avg for View: 30.78% (+5.11%)
<b>1. Apparel</b>	<b>\$27,842.56</b> (34.17%)	<b>825</b> (22.69%)	<b>882</b> (13.39%)	<b>\$31.57</b>	<b>1.07</b>	<b>\$0.00</b> (0.00%)	<b>0.00%</b>	<b>28.83%</b>
Mobile Traffic	\$471,390.77 (33.40%)	14,220 (26.63%)	16,445 (15.65%)	\$28.66	1.16	\$0.00 (0.00%)	0.00%	137.32%
Desktop Traffic	\$1,697.64 (28.70%)	53 (17.73%)	62 (17.71%)	\$27.38	1.17	\$0.00 (0.00%)	0.00%	28.04%
<b>2. Collections</b>	<b>\$14,772.25</b> (18.13%)	<b>739</b> (20.32%)	<b>1,056</b> (19.98%)	<b>\$13.99</b>	<b>1.43</b>	<b>\$0.00</b> (0.00%)	<b>0.00%</b>	<b>9.27%</b>
Mobile Traffic	\$290,253.71 (20.49%)	11,255 (21.08%)	21,372 (20.34%)	\$13.98	1.90	\$0.00 (0.00%)	0.00%	42.36%
Desktop Traffic	\$1,197.90 (20.25%)	96 (32.11%)	97 (27.71%)	\$12.35	1.01	\$0.00 (0.00%)	0.00%	11.96%
<b>3. Bags</b>	<b>\$9,218.33</b> (11.31%)	<b>88</b> (2.42%)	<b>581</b> (8.79%)	<b>\$15.87</b>	<b>6.60</b>	<b>\$0.00</b> (0.00%)	<b>0.00%</b>	<b>1.85%</b>
Mobile Traffic	\$118,014.55 (8.41%)	1,714 (3.21%)	4,285 (4.08%)	\$27.54	2.50	\$0.00 (0.00%)	0.00%	6.70%
Desktop Traffic	\$2,021.73 (34.17%)	42 (14.05%)	42 (12.00%)	\$48.14	1.00	\$0.00 (0.00%)	0.00%	19.91%
<b>4. New</b>	<b>\$5,623.41</b> (6.90%)	<b>412</b> (11.33%)	<b>621</b> (8.40%)	<b>\$9.06</b>	<b>1.51</b>	<b>\$0.00</b> (0.00%)	<b>0.00%</b>	<b>23.15%</b>
Mobile Traffic	\$147,390.34 (10.31%)	5,209 (9.75%)	12,784 (12.17%)	\$11.53	2.45	\$0.00 (0.00%)	0.00%	45.67%
Desktop Traffic	\$282.94 (4.78%)	11 (3.68%)	13 (3.71%)	\$21.76	1.18	\$0.00 (0.00%)	0.00%	9.32%
<b>5. Uncategorized Items</b>	<b>\$4,345.88</b> (5.33%)	<b>180</b> (4.95%)	<b>224</b> (3.99%)	<b>\$19.40</b>	<b>1.24</b>	<b>\$0.00</b> (0.00%)	<b>0.00%</b>	<b>0.00%</b>
Mobile Traffic	\$56,696.06 (4.04%)	2,032 (3.81%)	2,945 (3.89%)	\$19.25	1.45	\$0.00 (0.00%)	0.00%	0.00%
Desktop Traffic	\$135.96 (2.30%)	6 (2.01%)	6 (1.71%)	\$22.66	1.00	\$0.00 (0.00%)	0.00%	0.00%
<b>6. Office</b>	<b>\$3,906.96</b> (4.79%)	<b>123</b> (3.38%)	<b>737</b> (11.19%)	<b>\$5.30</b>	<b>5.99</b>	<b>\$0.00</b> (0.00%)	<b>0.00%</b>	<b>19.52%</b>
Mobile Traffic	\$33,349.91 (2.38%)	1,219 (2.47%)	8,025 (7.64%)	\$4.16	6.08	\$0.00 (0.00%)	0.00%	85.59%

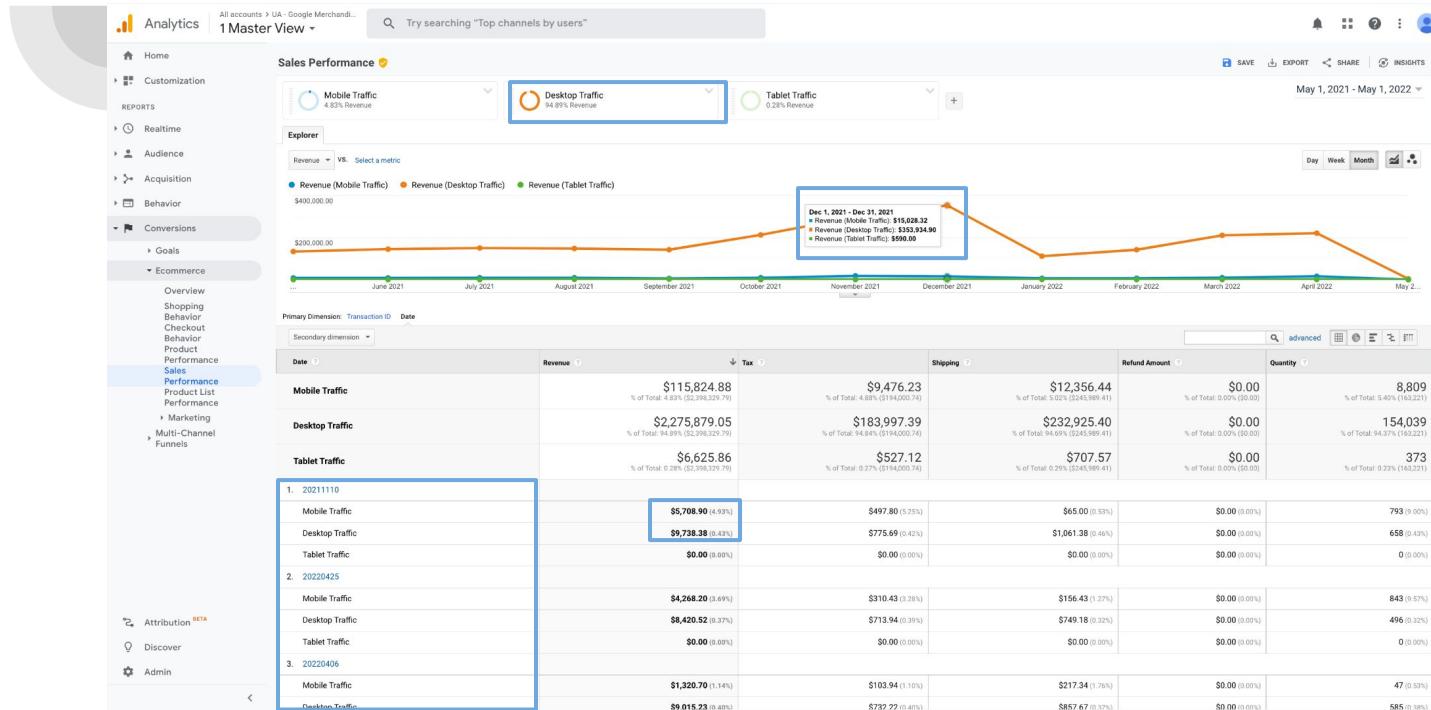
More than 30% of tablet conversions can be seen in the sale of Bags

Google Apparel alone generates

- over \$500,000 in revenue
- Or close to 35% of Google's total revenue.

Recommend increasing the sales for Apparel and Collections by using Mobile and Desktop ads

# What dates were most revenue generated, and what device was mainly used for the purchase?



Recommend increased promotion for holiday season starting September. Anticipate high sales volume in December.

About 95% of total revenue is made on Desktops.

Monthly sales from desktops peaked in December 2021, totaling \$370,000.

The top 3 dates that generated the most revenue were

- Nov 10, 2021,
- Apr 25 2022,
- Apr 6, 2022.

Over \$15,000 was generated on Nov 10, 2021.

# Google Data Studio Report: Conversion



Google Merchandise Store

UA - Google Merchandise Store  
1 Master View

May 1, 2021 - May 1, 2022

