1. In December 2021, how many total unique users did the Google Merchandise Store have?

72,189 users

1. In December 2021, what were the Top 5 Affinity Categories contributed the most Revenue to the Google Merchandise Store? Please list the Affinity Categories and the Revenue for each.

* Shoppers/Value Shoppers - $140,879.43
* Technology/Technophiles - $130,773.71
* Sports & Fitness/Health & Fitness Buffs - $130,139.59
* Banking & Finance/Avid Investors - $129,465.59
* Travel/Travel Buffs - $127,833.15

1. In December 2021, what were the Top 5 Channels brought the highest rate of New Users to the Google Merchandise Store? Please list the Channels and the rate of New User traffic for each.

* Direct - 88.15% (57,863)
* Paid Search – 8.06% (5,289)
* Display – 3.63% (2,385)
* Affiliates – 0.14% (90)
* Other – 0.02% (10)

1. In December 2021, what were the Top 5 pages of Site Content that contributed the most Page Value to the Google Merchandise Store? Please list the pages and the Page Value for each.

* </google+redesign/gift+cards/quickview> - $182.76
* </google+redesign/gift+cards/gift+card++100.00.axd> - $143.91
* </google+redesign/bags/google+seaport+tote> - $139.10
* </google+redesign/accessories/iamremarkable+lapel+pin> - $131.36
* </ordercompleted.html> - $124.55

1. How does the amount of Revenue lost as a result of Check-out Abandonment in December 2021 compare to December of 2020 for the Google Merchandise Store?

I believe this is how revenue lost will be calculated:

Revenue lost = # of checkout abandonment sessions \* Avg. Order Value

* December 2021 revenue lost = 1109 \* 105.77 = $117,298.93
* December 2020 revenue lost = 1027 \* 63.43 = $65,142.61

The loss in revenue has increased by $52,156.32 when comparing December 2020 to December 2021. This might be because of increase in average order value as well as increase in checkout abandonment rate by 7.98%.