WEB ANALYTICS

LIVE PROJECT

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SAMPLE SLIDE

It is now time to implement what you have learnt from the Web Analytics module.
From the real-time reports, find out which data will be required to solve the following questions.

Your Answer:

This space should contain the answer to the question.

Screenshot of relevant data:

This space should contain the screenshot of the report from which you will derive the answer.

1. Real-Time Report

- How many users are currently on the Google Merchandise Store? How many of them are desktop users and how many are mobile phone users?
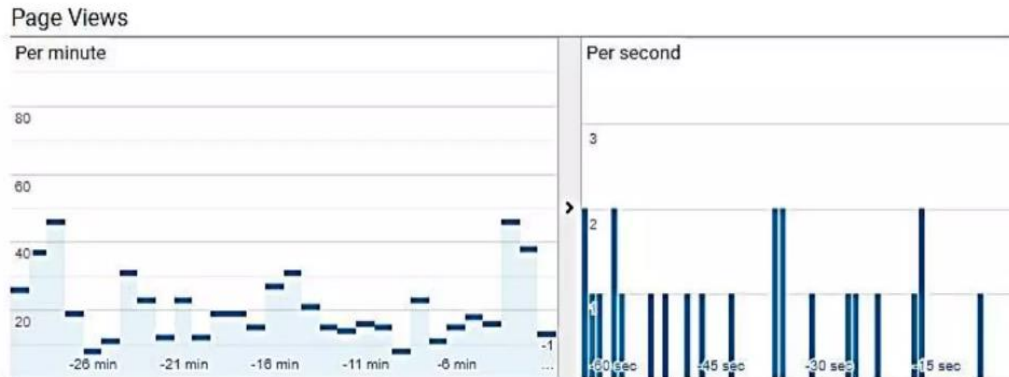
Your Answer:

There are a total of 62 users currently on the google merchandise store
1- mobile user: out of 62 users 44% i.e. 27 users are mobile user
2- Desktop user: out of 62 users 56% i.e. 35 users are desktop user.

Screenshot of relevant data:

1. Real-Time Report

- Which pages are the most active and what percentage of users are present on these pages at that time?

Your Answer:

The most active pages are as follow:
1) Home – 18.92% user present on the home page
2) Google Redesign and Clearance – 5.41%
3) Lifestyle and small goods – 5.41%
4) Lifestyle and order discount – 5.41%
5) New and Newest description – 5.41%
6) Basket – 5.41%
7) Drinkware and google NYC campus mug – 2.70%
8) Apparel and google dino game tee – 2.70%
9) Apparel and land and sea unisex Tee – 2.70%
10) Apparel , n& sortci = order discount and description – 2.70%

upGrad Campus

Screenshot of relevant data:

Top Active Pages:

	Active Page	Active Users ↓	
1.	/home	7	18.92%
2.	/Google+Redesign/Clearance	2	5.41%
3.	/Google+Redesign/Lifestyle/Small+Goods	2	5.41%
4.	/Google+Redesign/Lifestyl...n&sortci=orderscount+desc	2	5.41%
5.	/Google+Redesign/New?tpt=...me1_en&sortci=newest+desc	2	5.41%
6.	/basket.html	2	5.41%
7.	/Google Redesign/Drinkware/Google NYC Campus Mug	1	2.70%
8.	/Google+Redesign/Apparel/Google+Dino+Game+Tee	1	2.70%
9.	/Google+Redesign/Apparel/...e+Land+and+Sea+Unisex+Tee	1	2.70%
10.	/Google+Redesign/Apparel/...n&sortci=orderscount+desc	1	2.70%

1. Real-Time Report

- List the three locations from which the GMS receives the highest traffic.

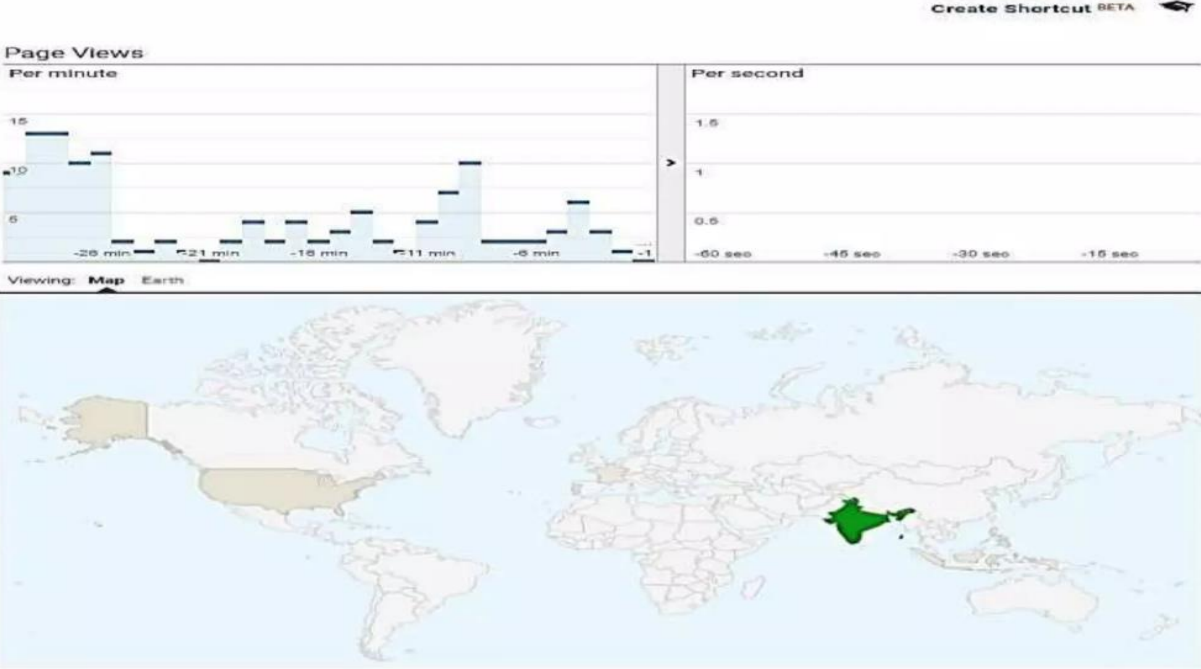The three location from which GMS receives the highest traffic are.
1) India: 88.31% traffic is from india
2) United states: 5.19% traffic is from united states
3) Austria: 1.30% traffic is from austria

Screenshot of relevant data:

2. Audience Report

- Create a user persona for the audience that is engaging the most with the Google Merchandise Store. To create the user persona, assess the most engaging demographics such as age, gender, etc., from the 'Demographics' report. Also, build on the interests of the user persona by deriving details from the 'Interest' report.

Screenshot of 'Demographics':

	Gender	Age	Users	New Users	Sessions	Bounce Rate	Pages/Session	Avg. Session Duration	Purchase Completed (Goal 1 Conversion Rate)	Purchase Completed (Goal 1 Completions)	Purchase Completed (Goal 1 Value)
			21,887 % of Total: 42.98% (50,922)	20,138 % of Total: 42.07% (47,863)	29,051 % of Total: 43.67% (66,525)	46.90% Avg for View: 48.57% (-3.42%)	4.59 Avg for View: 4.40 (4.44%)	00:03:10 Avg for View: 00:02:56 (8.26%)	0.07% Avg for View: 0.15% (-57.34%)	19 % of Total: 18.63% (102)	US$0.00 % of Total: 0.00% (US$0.00)
1.	male	25-34	5,336 (24.53%)	4,948 (24.57%)	7,093 (24.42%)	45.79%	4.72	00:03:07	0.01%	1 (5.26%)	US$0.00 (0.00%)
2.	female	25-34	3,582 (16.47%)	3,290 (16.34%)	5,003 (17.22%)	46.45%	4.76	00:03:36	0.10%	5 (26.32%)	US$0.00 (0.00%)
3.	male	18-24	3,482 (16.01%)	3,289 (16.33%)	4,427 (15.24%)	49.72%	4.01	00:02:35	0.00%	0 (0.00%)	US$0.00 (0.00%)
4.	female	18-24	2,248 (10.34%)	2,090 (10.38%)	3,120 (10.74%)	50.67%	3.87	00:03:04	0.00%	0 (0.00%)	US$0.00 (0.00%)
5.	male	35-44	2,195 (10.09%)	2,026 (10.06%)	3,014 (10.37%)	43.80%	4.96	00:03:18	0.03%	1 (5.26%)	US$0.00 (0.00%)
6.	female	35-44	1,206 (5.54%)	1,097 (5.45%)	1,631 (5.61%)	44.39%	4.85	00:03:28	0.25%	4 (21.05%)	US$0.00 (0.00%)
7.	male	45-54	1,080 (4.97%)	989 (4.91%)	1,443 (4.97%)	44.14%	5.10	00:03:22	0.21%	3 (15.79%)	US$0.00 (0.00%)
8.	female	45-54	753 (3.46%)	682 (3.39%)	964 (3.32%)	47.10%	4.70	00:03:27	0.21%	2 (10.53%)	US$0.00 (0.00%)
9.	male	55-64	601 (2.76%)	547 (2.72%)	773 (2.66%)	43.47%	5.17	00:03:12	0.26%	2 (10.53%)	US$0.00 (0.00%)
10.	female	55-64	450 (2.07%)	419 (2.08%)	574 (1.98%)	50.17%	4.92	00:03:00	0.00%	0 (0.00%)	US$0.00 (0.00%)

2. Audience Report

- Create a user persona for the audience that is engaging with Google Merchandise Store the most. To create the user persona, assess the most engaging demographics such as age, gender, etc., from the 'Demographics' report. Also, build on the interests of the user persona by deriving details from the 'Interest' report.
  Screenshot of 'Interests':

➤ **Affinity Categories:**

Affinity Category (reach)	Acquisition			Behaviour			Conversions Goal 1: Purchase Completed ▼		
	Users ↓	New Users	Sessions	Bounce Rate	Pages/Session	Avg. Session Duration	Purchase Completed (Goal 1 Conversion Rate)	Purchase Completed (Goal 1 Completions)	Purchase Completed (Goal 1 Value)
	24,867 % of Total: 48.83% (50,922)	22,811 % of Total: 47.66% (47,863)	32,604 % of Total: 49.01% (66,525)	46.39% Avg for View: 48.57% (-4.48%)	4.59 Avg for View: 4.40 (4.40%)	00:03:09 Avg for View: 00:02:56 (7.60%)	0.06% Avg for View: 0.15% (-61.30%)	22 % of Total: 21.57% (102)	US$0.00 % of Total: 0.00% (US$50.00)
1. Shoppers/Value Shoppers	15,593 (3.66%)	14,194 (3.60%)	20,591 (3.64%)	44.91%	4.84	00:03:20	0.07%	14 (4.17%)	US$0.00 (0.00%)
2. Media & Entertainment/Movie Lovers	14,971 (3.52%)	13,703 (3.48%)	20,066 (3.54%)	45.27%	4.70	00:03:15	0.07%	14 (4.17%)	US$0.00 (0.00%)
3. Technology/Technophiles	14,864 (3.49%)	13,490 (3.42%)	19,517 (3.45%)	44.31%	4.91	00:03:21	0.06%	11 (3.27%)	US$0.00 (0.00%)
4. Media & Entertainment/Music Lovers	11,305 (2.66%)	10,438 (2.65%)	14,916 (2.63%)	48.04%	4.34	00:03:05	0.05%	7 (2.08%)	US$0.00 (0.00%)
5. Travel/Business Travelers	10,461 (2.46%)	9,541 (2.42%)	14,314 (2.53%)	44.08%	4.83	00:03:24	0.04%	6 (1.79%)	US$0.00 (0.00%)
6. Travel/Travel Buffs	9,897 (2.32%)	9,071 (2.30%)	13,680 (2.42%)	44.13%	4.96	00:03:32	0.08%	11 (3.27%)	US$0.00 (0.00%)
7. Lifestyles & Hobbies/Shutterbugs	9,697 (2.28%)	8,967 (2.28%)	13,004 (2.30%)	46.97%	4.63	00:03:14	0.04%	5 (1.49%)	US$0.00 (0.00%)
8. Beauty & Wellness/Frequently Visits Salons	9,450 (2.22%)	8,695 (2.21%)	12,607 (2.23%)	47.21%	4.48	00:03:06	0.06%	8 (2.38%)	US$0.00 (0.00%)
9. Sports & Fitness/Health & Fitness Buffs	9,411 (2.21%)	8,684 (2.20%)	13,016 (2.30%)	43.32%	5.02	00:03:26	0.04%	5 (1.49%)	US$0.00 (0.00%)
10. Lifestyles & Hobbies/Business Professionals	9,388 (2.21%)	8,654 (2.20%)	12,654 (2.23%)	44.77%	4.86	00:03:19	0.08%	10 (2.98%)	US$0.00 (0.00%)

2. Audience Report

- Create a buyer persona for the audience that is engaging the most with Google Merchandise Store. To create the buyer persona, assess the most engaging demographics such as age, gender, etc., from the 'Demographics' report. Also, build on the interests of the buyer persona by deriving details from the 'Interest' report.

User Persona:

1) The traffic is coming mainly from united state i.e. out of total 50,922 users (37.78%) are from united state .The top three cities from where most of the traffic is coming from are California: 5216 user (26.93%), New York: 1381 user (7.13%) and texas: 1328 user (6.86%)
2) The majority of buyers are English speaking buyers i.e. 25,551 buyers (50.16%)
3) The majority of the buyer fall in between the age group of 25-34 years i.e. out of total 21,887 buyers, 8926 buyer (41.02%) belong to this group. The percentage of male buyer are 60.70% and that of female buyer are 39.30%
4) In the affinity category buyers are mainly interested in shopping (3.66%) , media and entertainment or movies lovers (3.56%) and The technology and technophiles (3.49%).

2. Audience Report

- How many users are using Chrome, Firefox and Safari respectively? What are the bounce rates of each of these three browsers? What is the revenue generated from each of them?

Your Answer:

Number of users using Chrome, firefox and safari are
1) Chrome: 38892 (75.84%)
2) Safari: 8320 (16.22%)
3) Firefox: 1377 (2.69%)
 BOUNCE RATE :
1) Firefox: 55.78%
2) Safari: 51.66%
3) Chrome: 47.10%
REVENUE GENERATED:
1) Safari: US$ 4190.09 (85.41%)
2) Chrome: US$ 715.80 (14.59%)
3) Firefox: US$ 0.00

Screenshot of relevant data:

Browser	Acquisition			Behaviour			Conversions E-commerce ▾	
	Users ⬇	New Users	Sessions	Bounce Rate	Pages/Session	Avg. Session Duration	Transactions	Revenue
	50,922 % of Total: 100.00% (50,922)	47,906 % of Total: 100.09% (47,863)	66,525 % of Total: 100.00% (66,525)	48.57% Avg for View: 48.57% (0.00%)	4.40 Avg for View: 4.40 (0.00%)	00:02:56 Avg for View: 00:02:56 (0.00%)	96 % of Total: 100.00% (96)	US$4,905.89 % of Total: 100.00% (US$4,905.89)
1. Chrome	38,892 (75.84%)	35,693 (74.51%)	51,417 (77.29%)	47.10%	4.59	00:03:08	16 (16.67%)	US$715.80 (14.59%)
2. Safari	8,320 (16.22%)	8,259 (17.24%)	10,176 (15.30%)	51.66%	3.97	00:02:20	80 (83.33%)	US$4,190.09 (85.41%)
3. Firefox	1,377 (2.69%)	1,324 (2.76%)	1,712 (2.57%)	55.78%	3.06	00:02:11	0 (0.00%)	US$0.00 (0.00%)
4. Edge	923 (1.80%)	894 (1.87%)	1,188 (1.79%)	56.40%	3.51	00:02:42	0 (0.00%)	US$0.00 (0.00%)
5. Samsung Internet	570 (1.11%)	559 (1.17%)	703 (1.06%)	54.05%	4.40	00:01:59	0 (0.00%)	US$0.00 (0.00%)
6. Android Webview	441 (0.86%)	439 (0.92%)	478 (0.72%)	61.30%	3.35	00:01:05	0 (0.00%)	US$0.00 (0.00%)
7. Opera	227 (0.44%)	219 (0.46%)	286 (0.43%)	58.74%	2.89	00:01:41	0 (0.00%)	US$0.00 (0.00%)
8. Safari (in-app)	225 (0.44%)	219 (0.46%)	232 (0.35%)	66.38%	2.04	00:00:36	0 (0.00%)	US$0.00 (0.00%)
9. Internet Explorer	121 (0.24%)	116 (0.24%)	133 (0.20%)	65.41%	2.70	00:01:37	0 (0.00%)	US$0.00 (0.00%)
10. Amazon Silk	69 (0.13%)	69 (0.14%)	76 (0.11%)	69.74%	1.91	00:01:06	0 (0.00%)	US$0.00 (0.00%)

3. Acquisition Report

- Which channel is bringing the most amount of traffic (number of users) to the GMS? What is the percentage of new users in this channel (%) and what is the bounce rate (%)?

Your Answer:

The channel which is bringing the most amount of traffic (number of users) to the GMS is organic search bring 30085 users (56.36%) out of total 50922 users

~ Percentage of new users in organic search :
The percentage of new user in the organic search are 57.24% (27419 new users out of a total 47906 new user).

~ Bounce rate :
The bounce rate of organic search is 53.76%

Screenshot of relevant data:

Default Channel Grouping	Acquisition			Behaviour			Conversions E-commerce ▾		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages/Session ?	Avg. Session Duration ?	E-commerce Conversion Rate ?	Transactions ?	Revenue ?
	50,922 % of Total: 100.00% (50,922)	**47,906** % of Total: 100.09% (47,863)	**66,525** % of Total: 100.00% (66,525)	**48.57%** Avg for View: 48.57% (0.00%)	**4.40** Avg for View: 4.40 (0.00%)	**00:02:56** Avg for View: 00:02:56 (0.00%)	**0.14%** Avg for View: 0.14% (0.00%)	**96** % of Total: 100.00% (96)	**US$4,905.89** % of Total: 100.00% (US$4,905.89)
1. Organic Search	30,085 (56.36%)	27,419 (57.24%)	36,927 (55.51%)	53.76%	3.77	00:02:30	0.21%	77 (80.21%)	US$4,023.89 (82.02%)
2. Direct	8,659 (16.22%)	8,333 (17.39%)	10,799 (16.23%)	36.24%	5.17	00:03:41	0.12%	13 (13.54%)	US$686.95 (14.00%)
3. Referral	6,766 (12.67%)	5,095 (10.64%)	9,799 (14.73%)	32.83%	6.80	00:04:50	0.00%	0 (0.00%)	US$0.00 (0.00%)
4. Display	2,454 (4.60%)	2,369 (4.95%)	2,840 (4.27%)	75.28%	2.57	00:00:56	0.04%	1 (1.04%)	US$42.00 (0.86%)
5. Social	2,415 (4.52%)	2,319 (4.84%)	2,557 (3.84%)	57.45%	3.55	00:01:17	0.00%	0 (0.00%)	US$0.00 (0.00%)
6. Affiliates	1,598 (2.99%)	1,418 (2.96%)	1,890 (2.84%)	57.99%	2.55	00:02:06	0.00%	0 (0.00%)	US$0.00 (0.00%)
7. (Other)	1,023 (1.92%)	707 (1.48%)	1,206 (1.81%)	35.57%	5.51	00:03:11	0.33%	4 (4.17%)	US$107.55 (2.19%)
8. Paid Search	383 (0.72%)	246 (0.51%)	507 (0.76%)	38.07%	6.11	00:03:37	0.20%	1 (1.04%)	US$45.50 (0.93%)

4. Behaviour Report

- Which landing page has the highest number of sessions? Determine the percentage of new users (%) and the bounce rate (%) for this landing page.

Your Answer:

~ Landing page having the highest number of sessions:
The landing page which is having the highest number of sessions in the home page i.e. 33018 (49.63%) sessions out of total sessions of 66525 sessions

~ Percentage of new user :
Home page has the highest percentage of new user i.e. 50.78% (24329 new user out of total 47906 new user)

~Bounce rate :
The bounce rate of home page is 48.13%

Screenshot of relevant data:

Landing Page	Acquisition			Behaviour			Conversions E-commerce ▼		
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages/Session ?	Avg. Session Duration ?	Transactions ?	Revenue ?	E-commerce Conversion Rate ?
	66,525 % of Total: 100.00% (66,525)	72.01% Avg for View: 71.95% (0.09%)	47,906 % of Total: 100.09% (47,863)	48.57% Avg for View: 48.57% (0.00%)	4.40 Avg for View: 4.40 (0.00%)	00:02:56 Avg for View: 00:02:56 (0.00%)	96 % of Total: 100.00% (96)	US$4,905.89 % of Total: 100.00% (US$4,905.89)	0.14% Avg for View: 0.14% (0.00%)
1. /home	33,018 (49.63%)	73.68%	24,329 (50.78%)	48.13%	4.37	00:03:02	35 (36.46%)	US$2,233.15 (45.52%)	0.11%
2. /google+redesign/shop+by+brand/youtube	6,668 (10.02%)	92.07%	6,139 (12.81%)	55.89%	3.21	00:01:24	8 (8.33%)	US$365.40 (7.45%)	0.12%
3. /store.html	5,522 (8.30%)	59.22%	3,270 (6.83%)	42.92%	5.09	00:03:31	6 (6.25%)	US$275.10 (5.61%)	0.11%
4. /google+redesign/apparel/mens/mens+t+shirts	2,807 (4.22%)	85.57%	2,402 (5.01%)	37.76%	5.80	00:03:04	8 (8.33%)	US$349.60 (7.13%)	0.29%
5. /google+redesign/apparel	1,910 (2.87%)	68.53%	1,309 (2.73%)	37.43%	5.60	00:03:53	5 (5.21%)	US$397.15 (8.10%)	0.26%
6. /google+redesign/lifestyle/bags	1,747 (2.63%)	82.14%	1,435 (3.00%)	72.41%	2.28	00:01:13	0 (0.00%)	US$0.00 (0.00%)	0.00%
7. /google+redesign/new	1,476 (2.22%)	57.52%	849 (1.77%)	42.41%	4.90	00:03:49	1 (1.04%)	US$42.00 (0.86%)	0.07%
8. /basket.html	1,113 (1.67%)	37.02%	412 (0.86%)	39.17%	5.77	00:04:34	8 (8.33%)	US$352.40 (7.18%)	0.72%
9. /google+redesign/apparel/mens	995 (1.50%)	62.41%	621 (1.30%)	38.99%	5.67	00:03:37	2 (2.08%)	US$115.00 (2.34%)	0.20%
10. /store-policies/frequently-asked-questions/home	979 (1.47%)	82.33%	806 (1.68%)	76.20%	1.72	00:01:28	0 (0.00%)	US$0.00 (0.00%)	0.00%

5. Conversion Report

- From the goal visualisation, identify the goal conversion rate (%) at each stage of the funnel.

Your Answer:

Goal conversion rate (%) at each stage of funnel are as follow:
1) Cart Stage:
    Goal conversion rate (%) = 18.93%
2) Billing and Shopping stage:
Goal conversion rate (%) = 48.39%
3) Payment stage:
Goal conversion rate (%) =26.83%
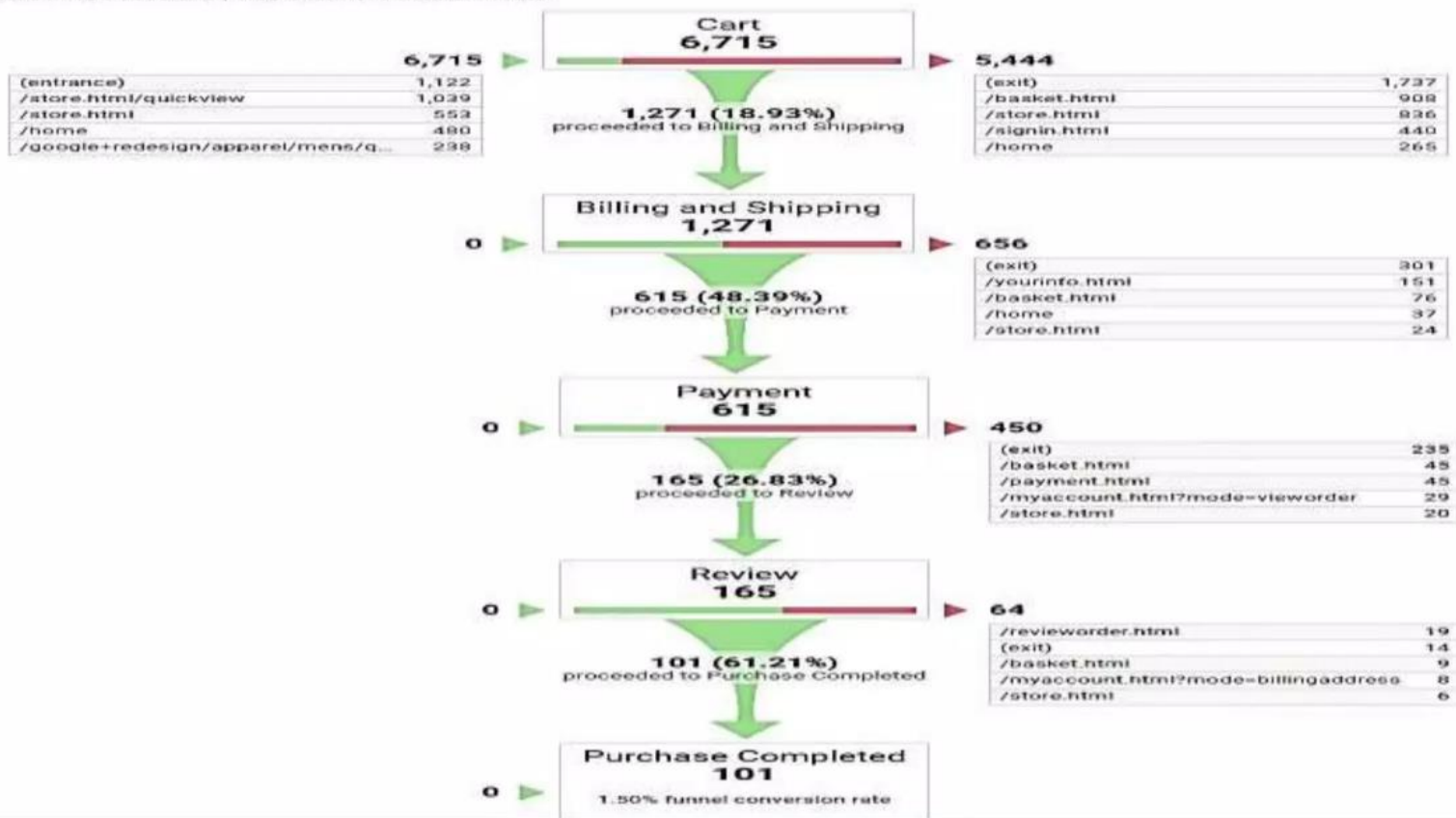4) Review stage :
Goal conversion rate (%) = 61.21%
5) Purchase completed stage :
Goal conversion rate (%) = 1.50%

Screenshot of relevant data:

Purchase Completed

This Goal was completed in 101 sessions | 1.50% funnel conversion rate

	Cart 6,715	
6,715		5,444
(entrance)	1,122	(exit)	1,737
/store.html/quickview	1,039	/basket.html	908
/store.html	553	/store.html	836
/home	480	/signin.html	440
/google+redesign/apparel/mens/q...	238	/home	265

1,271 (18.93%)
proceeded to Billing and Shipping

	Billing and Shipping 1,271	
0		656
		(exit)	301
		/yourinfo.html	151
		/basket.html	76
		/home	37
		/store.html	24

615 (48.39%)
proceeded to Payment

	Payment 615	
0		450
		(exit)	235
		/basket.html	45
		/payment.html	45
		/myaccount.html?mode=vieworder	29
		/store.html	20

165 (26.83%)
proceeded to Review

	Review 165	
0		64
		/revieworder.html	19
		(exit)	14
		/basket.html	9
		/myaccount.html?mode=billingaddress	8
		/store.html	6

101 (61.21%)
proceeded to Purchase Completed

Purchase Completed 101

0

1.50% funnel conversion rate

5. Conversion Report

- Find out the conversion path that had the highest $ value of conversion.

Your Answer:

Organic search (Direct) has the highest $ value of conversion i.e. US$ 356.60

Screenshot of relevant data:

Secondary dimension ▼		advanced
MCF Channel Grouping Path ②	**Conversions** ② ↓	**Conversion Value** ②
1. Organic Search ▷ Direct	413 (13.45%)	US$356.60
2. Direct × 2	315 (10.26%)	US$260.05
3. Referral ▷ Direct	298 (9.70%)	—
4. Referral ▷ Direct × 2	160 (5.21%)	—
5. Organic Search ▷ Direct × 2	158 (5.14%)	US$43.00
6. Direct × 3	138 (4.49%)	—
7. Direct ▷ Organic Search	82 (2.67%)	US$277.50
8. Organic Search ▷ Direct × 3	78 (2.54%)	US$88.00
9. Referral ▷ Direct × 3	75 (2.44%)	—
10. Direct ▷ Referral	49 (1.60%)	—

Campus

6. Final Report

- Present your data in the form of a story.

Your Answer:

Google merchandise store is an online store of google where google sells it's merchandise online . Looking at the real time report out of 62 user 44% i.e. 27 people are mobile user and 56% people are desktop user . Home page of GMS is most active page in the top 10 active pages with 18.92% users present on the home page . In the top 3 location most traffic is from india 88.31% traffic

Coming to the audience report it can be set in month of may , the traffic is coming mainly from United state i.e. out of total 50922 user 19200 user (37.78%) are from united state. The top three cities from where most of the traffic is coming from California 5216 user (26.93%) New York 1381 user (7.13%) and texas 1328 users (6.86%). Male users were 60.70% and females were 39.30%. Looking at this data it can be said that it's mostly the male who visit GMS the most . The maximum is of age group ranging between 25-34 years male users (24.53%)

7. Optimisations

- Among the top 10 landing pages according to sessions, which ones' content should the GMS optimise? (Hint: The highest bounce rates indicate that the number of people moving away is the highest for these pages as compared with the others, and hence, their content can be optimised to make them more engaging/relevant.)

Your Answer:

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Among the top 10 landing pages according to session , GMS should optimise two of it's landing page i.e. store policies / frequently asked question /home which has bounce rate of 76.20% and google redesign / lifestyle / bags which has a bounce rate of 72.41% . But these pages have a high bounce rate as compared to the landing pages of the GMS.

Screenshot of relevant data:

Landing Page	Acquisition			Behaviour			Conversions Goal 1: Purchase Completed ▼		
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages/Session ?	Avg. Session Duration ?	Purchase Completed (Goal 1 Conversion Rate) ?	Purchase Completed (Goal 1 Completions) ?	Purchase Completed (Goal 1 Value) ?
	66,525 % of Total: 100.00% (66,525)	72.01% Avg for View: 71.95% (0.09%)	47,906 % of Total: 100.09% (47,863)	48.57% Avg for View: 48.57% (0.00%)	4.40 Avg for View: 4.40 (0.00%)	00:02:56 Avg for View: 00:02:56 (0.00%)	0.15% Avg for View: 0.15% (0.00%)	102 % of Total: 100.00% (102)	US$0.00 % of Total: 0.00% (US$0.00)
1. /home	33,018 (49.63%)	73.68%	24,329 (50.78%)	48.13%	4.37	00:03:02	0.11%	35 (34.31%)	US$0.00 (0.00%)
2. /google+redesign/shop+by+brand/youtube	6,668 (10.02%)	92.07%	6,139 (12.81%)	55.89%	3.21	00:01:24	0.13%	9 (8.82%)	US$0.00 (0.00%)
3. /store.html	5,522 (8.30%)	59.22%	3,270 (6.83%)	42.92%	5.09	00:03:31	0.13%	7 (6.86%)	US$0.00 (0.00%)
4. /google+redesign/apparel/mens/mens+t+shirts	2,807 (4.22%)	85.57%	2,402 (5.01%)	37.76%	5.80	00:03:04	0.32%	9 (8.82%)	US$0.00 (0.00%)
5. /google+redesign/apparel	1,910 (2.87%)	68.53%	1,309 (2.73%)	37.43%	5.60	00:03:53	0.31%	6 (5.88%)	US$0.00 (0.00%)
6. /google+redesign/lifestyle/bags	1,747 (2.63%)	82.14%	1,435 (3.00%)	72.41%	2.28	00:01:13	0.00%	0 (0.00%)	US$0.00 (0.00%)
7. /google+redesign/new	1,476 (2.22%)	57.52%	849 (1.77%)	42.41%	4.90	00:03:49	0.07%	1 (0.98%)	US$0.00 (0.00%)
8. /basket.html	1,113 (1.67%)	37.02%	412 (0.86%)	39.17%	5.77	00:04:34	0.81%	9 (8.82%)	US$0.00 (0.00%)
9. /google+redesign/apparel/mens	995 (1.50%)	62.41%	621 (1.30%)	38.99%	5.67	00:03:37	0.20%	2 (1.96%)	US$0.00 (0.00%)
10. /store-policies/frequently-asked-questions/home	979 (1.47%)	82.33%	806 (1.68%)	76.20%	1.72	00:01:28	0.00%	0 (0.00%)	US$0.00 (0.00%)

7. Optimisations

- Your brand has the option of either running an SEM campaign or investing in Search Engine Optimisation. Based on the channels of acquisition, which one should GMS focus on and why?

Your Answer:

GMS should focus on search engine optimisation (organic search) because most of the traffic is coming from organic search i.e. 30085 (56.36%) existing users and 27419 (57.24%) new user are from organic search . Also organic search has the highest number of sessions i.e. 36927 (55.51%) sessions.

Default Channel Grouping	Acquisition			Behaviour			Conversions Goal 1: Purchase Completed		
	Users	New Users	Sessions	Bounce Rate	Pages/Session	Avg. Session Duration	Purchase Completed (Goal 1 Conversion Rate)	Purchase Completed (Goal 1 Completions)	Purchase Completed (Goal 1 Value)
	50,922 % of Total: 100.00% (50,922)	47,906 % of Total: 100.09% (47,863)	66,525 % of Total: 100.00% (66,525)	48.57% Avg for View: 48.57% (0.00%)	4.40 Avg for View: 4.40 (0.00%)	00:02:56 Avg for View: 00:02:56 (0.00%)	0.15% Avg for View: 0.15% (0.00%)	102 % of Total: 100.00% (102)	US$0.00 % of Total: 0.00% (US$0.00)
1. Organic Search	30,085 (56.36%)	27,419 (57.24%)	36,927 (55.51%)	53.76%	3.77	00:02:30	0.22%	81 (79.41%)	US$0.00 (0.00%)
2. Direct	8,659 (16.22%)	8,333 (17.39%)	10,799 (16.23%)	36.24%	5.17	00:03:41	0.13%	14 (13.73%)	US$0.00 (0.00%)
3. Referral	6,766 (12.67%)	5,095 (10.64%)	9,799 (14.73%)	32.83%	6.80	00:04:50	0.01%	1 (0.98%)	US$0.00 (0.00%)
4. Display	2,454 (4.60%)	2,369 (4.95%)	2,840 (4.27%)	75.28%	2.57	00:00:56	0.04%	1 (0.98%)	US$0.00 (0.00%)
5. Social	2,415 (4.52%)	2,319 (4.84%)	2,557 (3.84%)	57.45%	3.55	00:01:17	0.00%	0 (0.00%)	US$0.00 (0.00%)
6. Affiliates	1,598 (2.99%)	1,418 (2.96%)	1,890 (2.84%)	57.99%	2.55	00:02:06	0.00%	0 (0.00%)	US$0.00 (0.00%)
7. (Other)	1,023 (1.92%)	707 (1.48%)	1,206 (1.81%)	35.57%	5.51	00:03:11	0.33%	4 (3.92%)	US$0.00 (0.00%)
8. Paid Search	383 (0.72%)	246 (0.51%)	507 (0.76%)	38.07%	6.11	00:03:37	0.20%	1 (0.98%)	US$0.00 (0.00%)

7. Optimisations

- GMS is trying to get 'new' users to their website by using an email campaign. If they were to target a particular demographic, then which age group and gender should they focus on? *(Hint: To understand which demographic to focus on, you can refer to the audience report to see where GMS is getting the maximum percentage of 'new' users from, as opposed to repeat users.)*

Your Answer:

GMS should target males of the age group between 25-34 years because this category has the maximum number of user i.e. 4948 (24.57%) new users out of total new user of 20138 (42.07%)

Screenshot of relevant data:

Gender ?	Age ?	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages/Session ?	Avg. Session Duration ?	Purchase Completed (Goal 1 Conversion Rate) ?	Purchase Completed (Goal 1 Completions) ?	Purchase Completed (Goal 1 Value) ?
		21,887 % of Total: 42.98% (50,922)	20,138 % of Total: 42.07% (47,863)	29,051 % of Total: 43.67% (66,525)	46.90% Avg for View: 48.57% (-3.42%)	4.59 Avg for View: 4.40 (4.44%)	00:03:10 Avg for View: 00:02:56 (8.26%)	0.07% Avg for View: 0.15% (-57.34%)	19 % of Total: 18.63% (102)	US$0.00 % of Total: 0.00% (US$0.00)
1. male	25-34	5,336 (24.53%)	4,948 (24.57%)	7,093 (24.42%)	45.79%	4.72	00:03:07	0.01%	1 (5.26%)	US$0.00 (0.00%)
2. female	25-34	3,582 (16.47%)	3,290 (16.34%)	5,003 (17.22%)	46.45%	4.76	00:03:36	0.10%	5 (26.32%)	US$0.00 (0.00%)
3. male	18-24	3,482 (16.01%)	3,289 (16.33%)	4,427 (15.24%)	49.72%	4.01	00:02:35	0.00%	0 (0.00%)	US$0.00 (0.00%)
4. female	18-24	2,248 (10.34%)	2,090 (10.38%)	3,120 (10.74%)	50.67%	3.87	00:03:04	0.00%	0 (0.00%)	US$0.00 (0.00%)
5. male	35-44	2,195 (10.09%)	2,026 (10.06%)	3,014 (10.37%)	43.80%	4.96	00:03:18	0.03%	1 (5.26%)	US$0.00 (0.00%)
6. female	35-44	1,206 (5.54%)	1,097 (5.45%)	1,631 (5.61%)	44.39%	4.85	00:03:28	0.25%	4 (21.05%)	US$0.00 (0.00%)
7. male	45-54	1,080 (4.97%)	989 (4.91%)	1,443 (4.97%)	44.14%	5.10	00:03:22	0.21%	3 (15.79%)	US$0.00 (0.00%)
8. female	45-54	753 (3.46%)	682 (3.39%)	964 (3.32%)	47.10%	4.70	00:03:27	0.21%	2 (10.53%)	US$0.00 (0.00%)
9. male	55-64	601 (2.76%)	547 (2.72%)	773 (2.66%)	43.47%	5.17	00:03:12	0.26%	2 (10.53%)	US$0.00 (0.00%)
10. female	55-64	450 (2.07%)	419 (2.08%)	574 (1.98%)	50.17%	4.92	00:03:00	0.00%	0 (0.00%)	US$0.00 (0.00%)