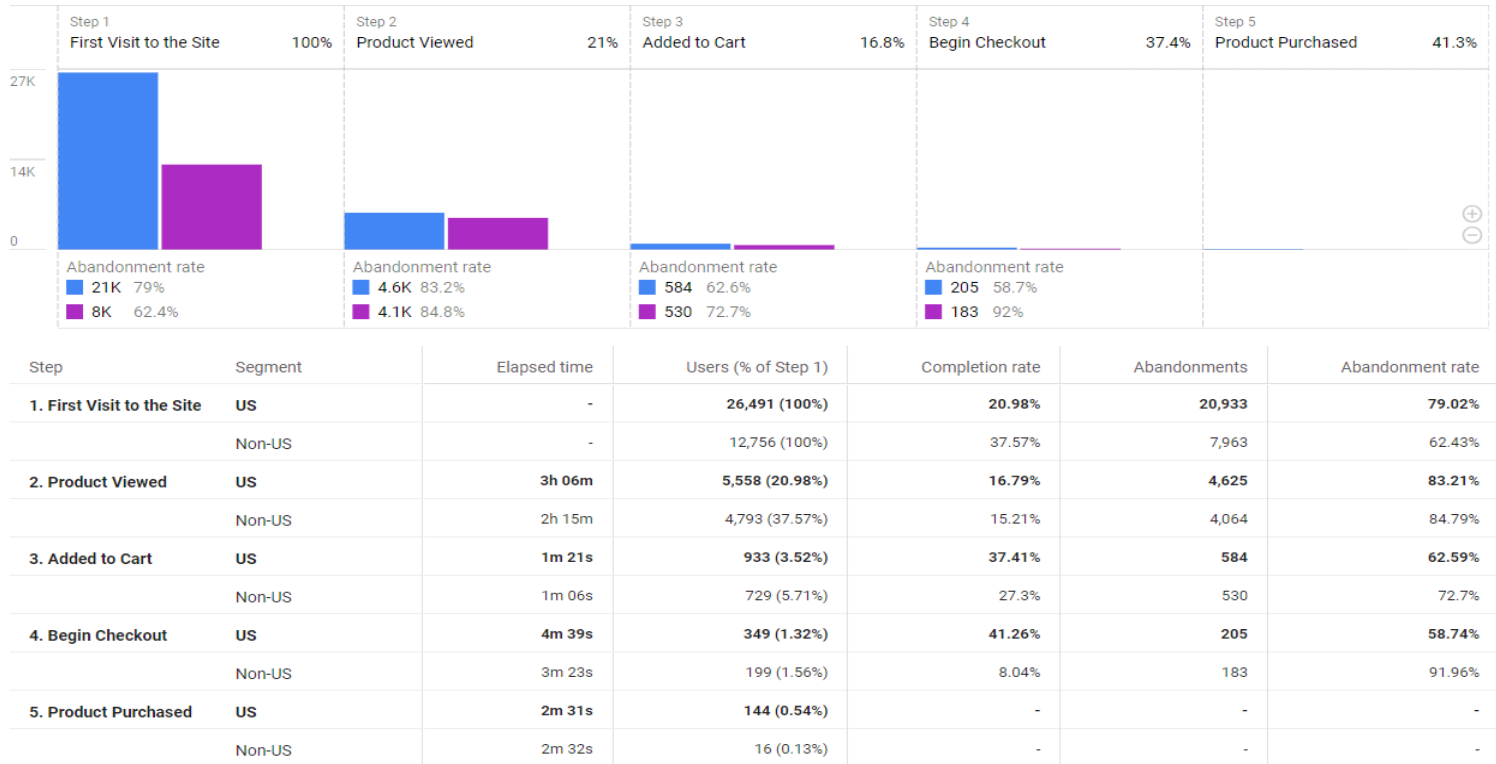


Question: Pretend that you are the Business Manager for Google Merchandise Store. You are tasked with creating a comprehensive GA dashboard for one of the Google Merchandise Store team members. The team manager can be someone of your choosing, for example, your supervisor, a VP, the CEO, etc.



I'm a Business Manager for Google Merchandise Store. I'm reporting to my supervisor to explain about conversion rate happening in the online store. Here I have considered the following –

- Analyzing real-time data with date range – March 1, 2024 – March 31, 2024
- Created two segments namely US & Non – US. These are the two groups of people who purchased a product in the US and outside of the US.
- I have analyzed the number of people who visited the online store for the first time and how many people purchased a product within 45 minutes of visiting the site.
- I have created a 5-step analysis namely –
 - Number of users who visited the site for the first time.
 - Number of people who viewed any product/s in 10 mins of visiting the site.
 - Number of people who added any product to the cart in 10 mins of viewing products.
 - Number of people who began to checkout in 20 mins of adding products to the cart.
 - Number of people who purchased a product within 5 mins of checking out.
- Here, from the results I understand that the people in US, the conversion rate is 0.48%. That is, out of 26,491 people visiting the site for the first time only 128 users are purchasing a product within 45 minutes. And, similarly for people outside of the US, the conversion rate is just 0.11%.
- With this data, we can analyze the conversion rate and take specific actions to make the website and products more catchy where people don't change their mind and make those purchases quickly.
- Digging deep into the analysis, we can also make more segments or add more breakdowns like "product category", "product sub-category", "gender", "age" etc to make more informed decisions.