



# **Website Performance Analysis of Google Merchandise Store using Google Analytics**

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## Section 1: Analysis of Google Merchandise Store using Google Analytics

This report analyzes the performance of the Google Merchandise Store website from 01st September to 30th October 2022. The discussions and findings are below, and the appropriate recommendations will be provided based on the analytics done at the end of the report in section (2).

### 1.1 Audience Report

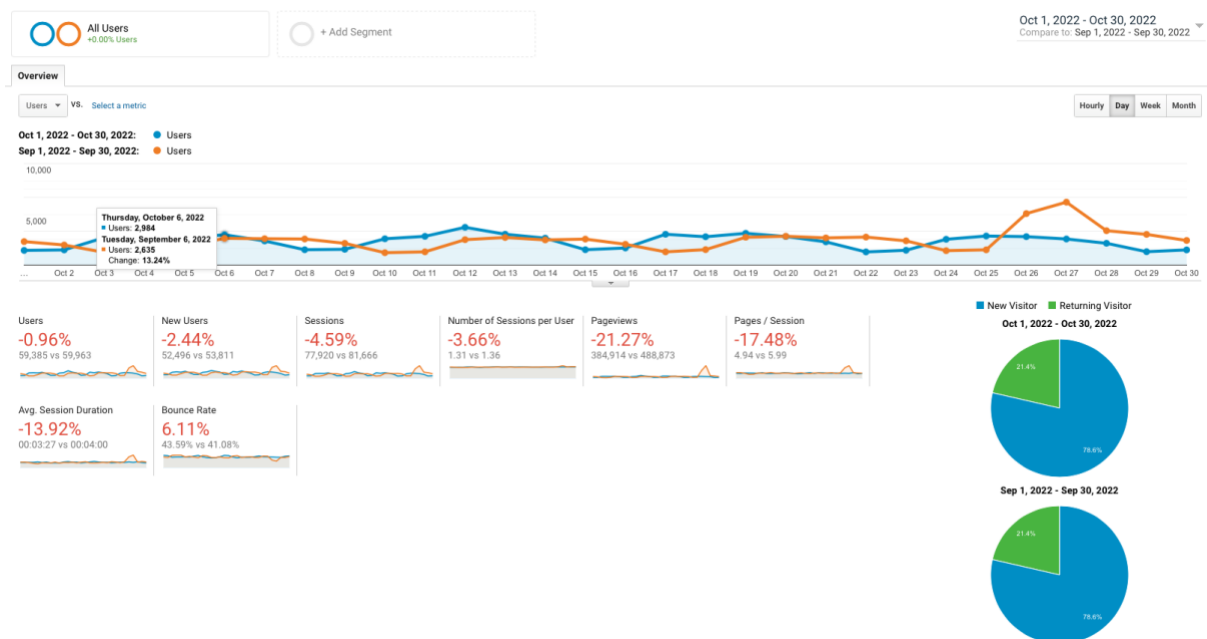


Figure 1: Audience Report Overview

Figure (1) compares the audience overview from September to October 2022. A downward trend is observed in all metrics during the period. There was a slight decrease in the number of users, with a 0.96 % and 2.44 % decrease in that of new users. It can be considered that there was not much difference in both new and returning users. Regarding sessions, 4.59 % and 3.66 % drop in the number of sessions and the number of sessions per user, respectively. The number of pageviews also declined by 21.27 % from 488873 to 384914 pageviews. The average duration per session went down by 13.92% from 4m to 3 min 27sec. The bounce rate increased from 41.08% to 43.59% as well.



Figure 2: Age and Gender Overview

Figure (2) illustrates the changes in demographic data regarding age and gender during the period. There were only slight changes in age groups and gender categories. The most dominant age group was 25-34, almost the same for both months. The number of male users visited the website more than the number of female users, which account for about 58 % and 42 %, respectively. It means that male users are more interested in buying the products from the store.

Age	Acquisition			Behavior			Conversions eCommerce		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Transactions	Revenue	Ecommerce Conversion Rate
	1.52% 26,827 vs 27,241	4.19% 22,458 vs 23,384	7.65% 35,851 vs 36,603	9.43% 40.13% vs 36.66%	21.22% 5.53 vs 7.01	17.77% 00:03:59 vs 00:04:39	11.23% 933 vs 1,001	13.45% \$105,203.62 vs \$121,356.29	3.88% 2.62% vs 5.72%
1. 25-34									
Oct 1, 2022 - Oct 30, 2022	8,766 (32.96%)	7,274 (32.47%)	11,996 (33.65%)	37.79%	5.75	00:03:57	322 (34.51%)	\$35,970.44 (34.19%)	2.68%
Sep 1, 2022 - Sep 30, 2022	9,159 (33.72%)	7,832 (33.49%)	13,220 (34.25%)	35.61%	7.21	00:04:40	368 (35.01%)	\$34,979.77 (28.78%)	2.78%
% Change	-4.29%	-7.12%	-9.26%	6.13%	-20.25%	-15.54%	-12.50%	2.83%	-3.57%
2. 18-24									
Oct 1, 2022 - Oct 30, 2022	7,624 (28.67%)	6,469 (28.87%)	9,927 (27.84%)	42.68%	4.95	00:03:33	214 (22.94%)	\$25,634.47 (24.37%)	2.16%
Sep 1, 2022 - Sep 30, 2022	7,519 (27.69%)	6,567 (28.08%)	10,455 (27.08%)	38.62%	6.25	00:04:13	232 (22.07%)	\$24,037.68 (19.77%)	2.22%
% Change	1.40%	-1.49%	-5.05%	10.51%	-20.71%	-15.89%	-7.76%	6.64%	-2.85%
3. 35-44									
Oct 1, 2022 - Oct 30, 2022	5,239 (19.70%)	4,369 (19.50%)	7,194 (20.18%)	39.19%	5.91	00:04:01	224 (24.01%)	\$22,799.35 (21.67%)	3.11%
Sep 1, 2022 - Sep 30, 2022	5,454 (20.08%)	4,608 (19.71%)	7,879 (20.41%)	34.40%	7.51	00:05:05	245 (23.31%)	\$33,485.30 (27.55%)	3.11%
% Change	-3.94%	-5.19%	-8.69%	13.93%	-21.21%	-20.84%	-8.57%	-31.91%	0.13%

Figure 3: Top (3) Age Group

Although the number of users saw a marginal decline from September to October, the revenue increased by 2.83% for the 25-34 age group and 6.64 % for the 18-24 age group, as in Figure (3). However, the age group of 35-44 fell to 31.91 %.

Affinity Category (reach)	Acquisition			Behavior			Conversions eCommerce		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Transactions	Revenue	Ecommerce Conversion Rate
	1.54% 29,499 vs 29,950	4.74% 24,715 vs 25,946	7.90% 38,963 vs 42,304	9.58% 39.10% vs 35.68%	22.25% 5.58 vs 7.18	17.85% 00:03:52 vs 00:04:43	13.07% 918 vs 1,148	14.53% \$116,739.26 vs \$136,588.44	5.54% 2.69% vs 2.85%
1. Shoppers/Value Shoppers									
Oct 1, 2022 - Oct 30, 2022	19,314 (4.10%)	15,920 (4.05%)	26,197 (4.12%)	37.63%	5.75	00:03:57	712 (3.16%)	\$79,559.74 (4.08%)	2.72%
Sep 1, 2022 - Sep 30, 2022	19,673 (4.05%)	16,578 (3.99%)	28,459 (4.11%)	33.89%	7.56	00:04:56	867 (4.39%)	\$100,569.11 (4.19%)	3.05%
% Change	-1.82%	-3.97%	-7.95%	11.03%	-23.92%	-19.88%	-17.88%	-20.89%	-10.79%
2. Technology/Technophiles									
Oct 1, 2022 - Oct 30, 2022	19,268 (4.09%)	15,704 (3.99%)	25,855 (4.07%)	37.99%	5.72	00:03:55	668 (3.90%)	\$74,756.86 (3.83%)	2.58%
Sep 1, 2022 - Sep 30, 2022	19,351 (3.99%)	16,316 (3.92%)	28,014 (4.04%)	34.08%	7.53	00:04:53	839 (4.25%)	\$91,908.64 (3.82%)	2.99%
% Change	-0.43%	-3.75%	-7.71%	11.46%	-24.03%	-19.91%	-20.38%	-18.66%	-13.73%
3. Media & Entertainment/Movie Lovers									
Oct 1, 2022 - Oct 30, 2022	16,033 (3.40%)	13,274 (3.38%)	21,856 (3.44%)	37.88%	5.62	00:03:53	587 (3.43%)	\$63,881.27 (3.27%)	2.69%
Sep 1, 2022 - Sep 30, 2022	16,642 (3.43%)	14,118 (3.40%)	24,131 (3.48%)	34.04%	7.40	00:04:51	746 (3.78%)	\$86,741.27 (3.61%)	3.09%
% Change	-3.66%	-5.98%	-9.43%	11.28%	-24.12%	-19.99%	-21.31%	-26.35%	-13.12%

Figure 4: Top (3) Affinity Categories

Most of the visitors to the store are value shoppers, followed by technophiles and movie lovers. All three affinity categories experienced a drop in October.

Country	Acquisition			Behavior			Conversions eCommerce		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Transactions	Revenue	Ecommerce Conversion Rate
	0.96% 59,385 vs 59,943	2.42% 52,570 vs 53,871	4.59% 77,920 vs 81,866	6.11% 43.59% vs 41.08%	17.48% 4.94 vs 5.99	13.92% 00:03:27 vs 00:04:00	9.38% 1,514 vs 1,781	7.12% \$190,677.33 vs \$205,803.20	5.02% 2.07% vs 2.18%
1. United States									
Oct 1, 2022 - Oct 30, 2022	27,461 (45.78%)	22,426 (42.60%)	37,641 (48.31%)	36.22%	6.37	00:03:57	1,486 (92.07%)	\$170,644.07 (89.49%)	3.95%
Sep 1, 2022 - Sep 30, 2022	29,579 (48.83%)	25,054 (46.51%)	42,922 (52.56%)	33.13%	7.96	00:04:55	1,642 (92.20%)	\$185,505.52 (90.36%)	3.83%
% Change	-7.16%	-10.49%	-12.30%	9.33%	-19.97%	-19.83%	-9.50%	-8.01%	3.20%
2. India									
Oct 1, 2022 - Oct 30, 2022	5,004 (8.34%)	4,788 (9.11%)	5,875 (7.54%)	52.15%	3.03	00:02:21	1 (0.06%)	\$35.25 (0.02%)	0.02%
Sep 1, 2022 - Sep 30, 2022	4,853 (8.01%)	4,643 (8.62%)	5,861 (7.18%)	51.97%	3.17	00:02:19	2 (0.11%)	\$84.95 (0.04%)	0.03%
% Change	3.11%	3.12%	0.24%	0.35%	-4.49%	1.19%	-50.00%	-58.51%	-50.12%
3. United Kingdom									
Oct 1, 2022 - Oct 30, 2022	3,422 (5.71%)	2,858 (5.44%)	4,186 (5.37%)	40.73%	4.20	00:02:59	51 (3.16%)	\$6,926.40 (3.63%)	1.22%
Sep 1, 2022 - Sep 30, 2022	3,179 (5.25%)	2,573 (4.78%)	3,931 (4.81%)	38.13%	5.11	00:03:15	61 (3.43%)	\$7,439.28 (3.62%)	1.55%
% Change	7.64%	11.08%	6.49%	6.81%	-17.79%	-8.29%	-16.39%	-6.89%	-21.49%
8. Germany									
Oct 1, 2022 - Oct 30, 2022	1,088 (1.81%)	1,016 (1.93%)	1,296 (1.66%)	56.40%	3.03	00:02:09	2 (0.12%)	\$983.04 (0.52%)	0.15%
Sep 1, 2022 - Sep 30, 2022	1,010 (1.67%)	935 (1.74%)	1,245 (1.52%)	55.74%	3.16	00:01:56	1 (0.06%)	\$71.20 (0.03%)	0.08%
% Change	7.72%	8.66%	4.10%	1.19%	-4.20%	10.98%	100.00%	1,280.67%	92.13%

Figure 5: Audience Locations

Figure (5) illustrates the location of the audience. The top location is the United States, followed by India and the United Kingdom. Overall, the revenue and e-commerce conversion rate in the top three places received less in October. But a potential can be seen in the visitors from Germany since it had generated more revenues.

User Type	Acquisition			Behavior			Conversions eCommerce		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Transactions	Revenue	Ecommerce Conversion Rate
	0.96% 59,385 vs 59,963	2.42% 52,570 vs 53,871	4.59% 77,920 vs 81,666	6.11% 43.59% vs 41.08%	17.48% 4.94 vs 5.99	13.92% 00:03:27 vs 00:04:00	9.38% 1,614 vs 1,781	7.12% \$190,677.33 vs \$205,303.20	5.02% 2.07% vs 2.18%
1. New Visitor									
Oct 1, 2022 - Oct 30, 2022	52,743 (78.57%)	52,570 (100.00%)	52,570 (67.47%)	46.79%	4.14	00:02:47	627 (38.85%)	\$59,784.95 (31.35%)	1.19%
Sep 1, 2022 - Sep 30, 2022	53,970 (78.57%)	53,871 (100.00%)	53,871 (65.97%)	45.30%	4.60	00:03:02	645 (36.22%)	\$66,001.24 (32.15%)	1.20%
% Change	-2.27%	-2.42%	-2.42%	3.28%	-10.17%	-8.17%	-2.79%	-9.42%	-0.38%
2. Returning Visitor									
Oct 1, 2022 - Oct 30, 2022	14,383 (21.43%)	0 (0.00%)	25,350 (32.53%)	36.96%	6.61	00:04:50	987 (61.15%)	\$130,892.38 (68.65%)	3.89%
Sep 1, 2022 - Sep 30, 2022	14,721 (21.43%)	0 (0.00%)	27,795 (34.03%)	32.90%	8.66	00:05:54	1,136 (63.78%)	\$139,301.96 (67.85%)	4.09%
% Change	-2.30%	0.00%	-8.80%	12.34%	-23.75%	-18.11%	-13.12%	-6.04%	-4.74%

Figure 6: New Visitor and Returning Visitor trend

Figure (6) illustrates that the revenue brought by new and returning visitors also fell by 9.42% and 6.04% each. It is also noticeable that the revenue generated by the returning users is higher than the new users. It is better to pay more attention to returning users.

Browser	Acquisition			Behavior			Conversions eCommerce		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Transactions	Revenue	Ecommerce Conversion Rate
	0.96% 59,385 vs 59,963	2.42% 52,570 vs 53,871	4.59% 77,920 vs 81,666	6.11% 43.59% vs 41.08%	17.48% 4.94 vs 5.99	13.92% 00:03:27 vs 00:04:00	9.38% 1,614 vs 1,781	7.12% \$190,677.33 vs \$205,303.20	5.02% 2.07% vs 2.18%
1. Chrome									
Oct 1, 2022 - Oct 30, 2022	46,514 (78.02%)	39,766 (75.64%)	62,194 (79.82%)	41.83%	5.28	00:03:41	1,505 (93.25%)	\$179,744.93 (94.27%)	2.42%
Sep 1, 2022 - Sep 30, 2022	47,374 (79.00%)	41,493 (77.02%)	66,643 (81.60%)	38.89%	6.51	00:04:22	1,683 (94.50%)	\$195,095.55 (95.03%)	2.53%
% Change	-1.82%	-4.16%	-6.68%	7.55%	-18.96%	-15.47%	-10.58%	-7.87%	-4.18%
2. Safari									
Oct 1, 2022 - Oct 30, 2022	9,040 (15.16%)	8,891 (16.91%)	10,857 (13.93%)	49.72%	3.74	00:02:29	81 (5.02%)	\$5,919.25 (3.10%)	0.75%
Sep 1, 2022 - Sep 30, 2022	8,780 (14.64%)	8,682 (16.12%)	10,444 (12.79%)	50.23%	3.78	00:02:18	72 (4.04%)	\$6,039.40 (2.94%)	0.69%
% Change	2.96%	2.41%	3.95%	-1.02%	-1.07%	7.73%	12.50%	-1.99%	8.22%
3. Edge									
Oct 1, 2022 - Oct 30, 2022	1,785 (2.99%)	1,707 (3.25%)	2,261 (2.90%)	49.00%	3.69	00:02:59	16 (0.99%)	\$3,949.20 (2.07%)	0.71%
Sep 1, 2022 - Sep 30, 2022	1,560 (2.60%)	1,498 (2.78%)	2,020 (2.47%)	47.72%	3.60	00:03:09	16 (0.90%)	\$1,972.25 (0.96%)	0.79%
% Change	14.42%	13.95%	11.93%	2.69%	2.70%	-5.09%	0.00%	100.24%	-10.66%

Figure 7: Top (3) Browser of visitors

As seen in Figure (7), the users used different browsers to access the store's website. The top browser was Chrome and Safari, and Edge followed as second and third.

Device Category	Acquisition			Behavior			Conversions eCommerce		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Transactions	Revenue	Ecommerce Conversion Rate
	0.96% 59,385 vs 59,943	2.42% 52,570 vs 53,871	4.59% 77,950 vs 81,666	6.11% 43.59% vs 41.08%	17.48% 4.94 vs 5.99	13.92% 00:03:27 vs 00:04:00	9.38% 1,614 vs 1,781	7.12% \$190,677.33 vs \$205,302.20	5.02% 2.97% vs 2.18%
1. desktop									
Oct 1, 2022 - Oct 30, 2022	40,273 (87.87%)	33,988 (64.65%)	55,228 (70.88%)	39.33%	5.53	00:04:01	1,439 (89.16%)	\$175,992.43 (92.30%)	2.61%
Sep 1, 2022 - Sep 30, 2022	40,583 (87.88%)	35,259 (85.45%)	58,823 (72.03%)	35.99%	6.90	00:04:46	1,625 (91.24%)	\$195,339.17 (95.15%)	2.76%
% Change	-0.76%	-3.60%	-6.11%	9.28%	-19.90%	-15.56%	-11.45%	-9.90%	-5.68%
2. mobile									
Oct 1, 2022 - Oct 30, 2022	18,141 (38.57%)	17,675 (33.62%)	21,616 (27.74%)	53.49%	3.52	00:02:03	172 (10.66%)	\$13,718.60 (7.19%)	0.80%
Sep 1, 2022 - Sep 30, 2022	18,327 (38.68%)	17,751 (32.95%)	21,855 (26.76%)	53.74%	3.66	00:02:05	152 (8.53%)	\$9,863.38 (4.80%)	0.70%
% Change	-1.01%	-0.43%	-1.09%	-0.45%	-3.99%	-1.53%	13.16%	39.09%	14.41%
3. tablet									
Oct 1, 2022 - Oct 30, 2022	921 (1.55%)	907 (1.73%)	1,076 (1.38%)	63.20%	3.36	00:02:13	3 (0.19%)	\$966.30 (0.51%)	0.28%
Sep 1, 2022 - Sep 30, 2022	880 (1.47%)	861 (1.60%)	988 (1.21%)	64.17%	2.95	00:01:40	4 (0.22%)	\$100.65 (0.05%)	0.40%
% Change	4.66%	5.34%	8.91%	-1.52%	14.04%	33.06%	-25.00%	860.06%	-31.13%

Figure 8: Device Categories

Many users visited the website with their desktop computers. The second and third device category was mobile and tablets. At a closer look, the visitors who used mobile and tablet devices generated more revenue than desktop users in October.



Figure 9: Users' flow by country

From Figure (9), it is clear that the audience from the US started their first pages from different links, whereas the users from other locations started their section only from the store's home page. It means that the US visitors are more familiar with the website and loyal to the stores since they directly came from the exact link of the products. It also noted that the store, apparel, and new product pages are popular among the users.

## 1.2 Acquisition Report

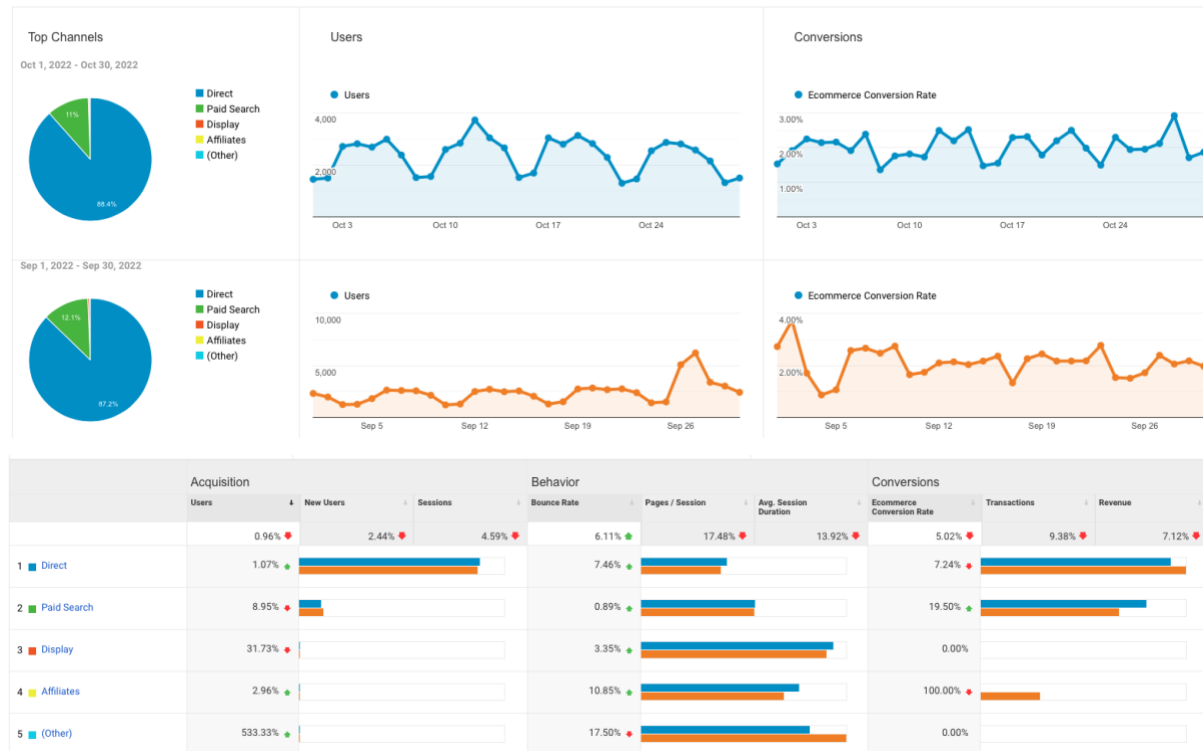


Figure 10: Acquisition Overview

Figure (10) overviews the top channels that brought visitors to the website. Most people assessed the website using the direct website link that composed of around 88%. The second channel was paid search, which accounted for about 11%. The remaining channels, such as display, affiliates, and others, did not bring substantial traffic to the store.



Default Channel Grouping	Acquisition			Behavior			Conversions eCommerce		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Ecommerce Conversion Rate	Transactions	Revenue
	0.96% 59,383 vs 59,963	2.42% 52,570 vs 53,871	4.59% 72,920 vs 81,666	6.11% 43.59% vs 41.98%	17.48% 4.94 vs 5.99	13.92% 00:03:27 vs 00:04:00	5.02% 2.87% vs 2.18%	9.38% 1,614 vs 1,781	7.12% \$190,677.33 vs \$205,363.30
1. Direct									
Oct 1, 2022 - Oct 30, 2022	52,852 (88.40%)	46,487 (88.43%)	69,231 (88.85%)	41.89%	5.06	00:03:37	2.11%	1,462 (90.58%)	\$173,321.87 (90.90%)
Sep 1, 2022 - Sep 30, 2022	52,290 (87.24%)	47,034 (87.31%)	71,946 (88.10%)	38.98%	6.22	00:04:13	2.28%	1,638 (91.97%)	\$191,759.91 (93.40%)
% Change	1.07%	-1.16%	-3.77%	7.46%	-18.65%	-14.26%	-7.24%	-10.74%	-9.62%
2. Paid Search									
Oct 1, 2022 - Oct 30, 2022	6,592 (11.03%)	5,768 (10.97%)	8,282 (10.63%)	55.74%	4.10	00:02:11	1.84%	152 (9.42%)	\$17,355.46 (8.10%)
Sep 1, 2022 - Sep 30, 2022	7,240 (12.06%)	6,472 (12.01%)	9,246 (11.32%)	55.25%	4.37	00:02:31	1.54%	142 (7.97%)	\$13,522.49 (6.59%)
% Change	-8.95%	-10.88%	-10.43%	0.89%	-6.22%	-13.21%	19.50%	7.04%	28.35%
3. Display									
Oct 1, 2022 - Oct 30, 2022	185 (0.31%)	171 (0.33%)	204 (0.26%)	93.63%	1.09	00:00:11	0.00%	0 (0.00%)	\$0.00 (0.00%)
Sep 1, 2022 - Sep 30, 2022	271 (0.45%)	244 (0.45%)	319 (0.39%)	90.60%	1.17	00:00:19	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	-31.73%	-29.92%	-36.05%	3.35%	-6.76%	-43.48%	0.00%	0.00%	0.00%
4. Affiliates									
Oct 1, 2022 - Oct 30, 2022	139 (0.23%)	127 (0.24%)	163 (0.21%)	77.30%	1.48	00:00:39	0.00%	0 (0.00%)	\$0.00 (0.00%)
Sep 1, 2022 - Sep 30, 2022	135 (0.23%)	118 (0.22%)	152 (0.19%)	69.74%	2.51	00:01:42	0.66%	1 (0.06%)	\$20.80 (0.01%)
% Change	2.96%	7.63%	7.24%	10.85%	-40.77%	-61.35%	-100.00%	-100.00%	-100.00%
5. (Other)									
Oct 1, 2022 - Oct 30, 2022	19 (0.03%)	17 (0.03%)	40 (0.05%)	82.50%	1.22	00:00:25	0.00%	0 (0.00%)	\$0.00 (0.00%)
Sep 1, 2022 - Sep 30, 2022	3 (0.01%)	3 (0.01%)	3 (0.00%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	533.33%	466.67%	1,233.33%	-17.50%	22.50%	∞%	0.00%	0.00%	0.00%

Figure 11: Channel traffic details

Looking up the bounce rate, there were slight increases in most channels except 'other'. This is not a good sign that users showed less interest in October than last month. Regarding the e-commerce conversion rate, paid search channel showed an increase of 19.5 %.

Source / Medium	Acquisition			Behavior			Conversions eCommerce		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Ecommerce Conversion Rate	Transactions	Revenue
	0.96% 59,383 vs 59,963	2.42% 52,570 vs 53,871	4.59% 72,920 vs 81,666	6.11% 43.59% vs 41.98%	17.48% 4.94 vs 5.99	13.92% 00:03:27 vs 00:04:00	5.02% 2.87% vs 2.18%	9.38% 1,614 vs 1,781	7.12% \$190,677.33 vs \$205,363.30
1. (direct) / (none)									
Oct 1, 2022 - Oct 30, 2022	52,852 (88.39%)	46,487 (88.43%)	69,231 (88.85%)	41.89%	5.06	00:03:37	2.11%	1,462 (90.58%)	\$173,321.87 (90.90%)
Sep 1, 2022 - Sep 30, 2022	52,290 (87.20%)	47,034 (87.31%)	71,946 (88.10%)	38.98%	6.22	00:04:13	2.28%	1,638 (91.97%)	\$191,759.91 (93.40%)
% Change	1.07%	-1.16%	-3.77%	7.46%	-18.65%	-14.26%	-7.24%	-10.74%	-9.62%
2. google / cpc									
Oct 1, 2022 - Oct 30, 2022	6,502 (10.87%)	5,686 (10.82%)	8,138 (10.44%)	57.25%	4.00	00:02:08	1.76%	143 (8.86%)	\$16,338.06 (8.57%)
Sep 1, 2022 - Sep 30, 2022	7,252 (12.09%)	6,454 (11.98%)	9,225 (11.30%)	56.87%	4.25	00:02:25	1.46%	135 (7.58%)	\$12,876.24 (6.27%)
% Change	-10.34%	-11.90%	-11.78%	0.67%	-5.94%	-12.00%	20.07%	5.93%	26.89%
3. bing / cpc									
Oct 1, 2022 - Oct 30, 2022	272 (0.45%)	246 (0.47%)	339 (0.44%)	42.18%	4.74	00:02:19	2.65%	9 (0.56%)	\$1,017.40 (0.53%)
Sep 1, 2022 - Sep 30, 2022	279 (0.47%)	259 (0.48%)	336 (0.41%)	43.75%	4.64	00:03:06	2.08%	7 (0.39%)	\$646.25 (0.31%)
% Change	-2.51%	-5.02%	0.89%	-3.58%	2.23%	-25.21%	27.43%	28.57%	57.43%

Figure 12: Top (3) Source/Medium

Figure (12) represents the top three sources and mediums that drove website traffic. The direct (none) brought traffic the highest, then followed by Google (CPC) and Bing (CPC). Among them, the Bing (CPC) traffic generated a 27.4 % increase in the e-commerce conversion rate.

Account	Acquisition					Behavior		Conversions eCommerce		
	Clicks	Cost	CPC	Users	Sessions	Bounce Rate	Pages / Session	Ecommerce Conversion Rate	Transactions	Revenue
	1.25% 13,967 vs 13,794	0.58% \$9,503.95 vs \$9,449.05	0.66% \$0.68 vs \$0.69	10.34% 4,675 vs 4,262	11.78% 6,233 vs 5,225	0.67% 57.23% vs 56.67%	5.94% 4.50 vs 4.35	20.07% 1.76% vs 1.46%	5.93% 143 vs 123	26.89% \$16,338.06 vs \$12,879.34
1. analytics.googlestore_NA										
Oct 1, 2022 - Oct 30, 2022	13,967 (100.00%)	\$9,503.95 (100.00%)	\$0.68	4,675 (72.40%)	6,233 (76.59%)	49.01%	4.67	2.17%	135 (94.41%)	\$15,845.26 (96.98%)
Sep 1, 2022 - Sep 30, 2022	13,794 (100.00%)	\$9,449.05 (100.00%)	\$0.69	4,460 (61.66%)	5,932 (64.30%)	51.28%	4.78	1.69%	100 (74.07%)	\$8,291.46 (64.39%)
% Change	1.25%	0.58%	-0.66%	4.82%	5.07%	-4.42%	-2.31%	28.48%	35.00%	91.10%

Figure 13: Google Ads spending

The information from Figure (13) reveals that the store spent 9449 \$ in September and 9504 \$ in October. At a closer look at the revenue and transactions, it improved up to 35 % and 91.1%, respectively. It could be concluded that the strategy with Google Ads worked well for the website.

Keyword	Acquisition					Behavior		Conversions eCommerce		
	Clicks	Cost	CPC	Users	Sessions	Bounce Rate	Pages / Session	Ecommerce Conversion Rate	Transactions	Revenue
	10.29% 4,096 vs 3,714	2.83% \$7,703.57 vs \$7,491.89	6.76% \$1.88 vs \$2.02	10.63% 5,614 vs 6,282	13.42% 6,999 vs 8,084	1.58% 55.57% vs 54.70%	6.96% 4.14 vs 4.45	14.56% 1.74% vs 1.52%	0.81% 122 vs 123	24.64% \$14,989.51 vs \$12,626.59
1. Google Merchandise Store										
Oct 1, 2022 - Oct 30, 2022	620 (15.14%)	\$58.16 (0.75%)	\$0.09	994 (17.41%)	1,553 (22.19%)	24.47%	7.16	4.19%	65 (53.28%)	\$7,506.54 (50.08%)
Sep 1, 2022 - Sep 30, 2022	585 (15.79%)	\$39.12 (0.52%)	\$0.07	962 (15.11%)	1,561 (19.31%)	27.35%	7.52	3.65%	57 (46.34%)	\$5,443.37 (45.26%)
% Change	5.98%	48.67%	40.28%	3.33%	-0.51%	-10.55%	-4.75%	14.62%	14.04%	37.90%
2. hoodies										
Oct 1, 2022 - Oct 30, 2022	454 (11.08%)	\$973.24 (12.63%)	\$2.14	335 (5.87%)	352 (5.03%)	90.34%	1.23	0.00%	0 (0.00%)	\$0.00 (0.00%)
Sep 1, 2022 - Sep 30, 2022	377 (10.15%)	\$895.78 (11.96%)	\$2.38	286 (4.49%)	299 (3.70%)	88.29%	1.22	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	20.42%	8.65%	-9.78%	17.13%	17.73%	2.32%	0.72%	0.00%	0.00%	0.00%
3. YouTube Merchandise Store										
Oct 1, 2022 - Oct 30, 2022	233 (5.69%)	\$241.88 (3.14%)	\$1.04	199 (3.48%)	239 (3.41%)	51.05%	3.89	1.26%	3 (2.46%)	\$293.80 (1.96%)
Sep 1, 2022 - Sep 30, 2022	186 (5.01%)	\$238.56 (3.18%)	\$1.28	158 (2.48%)	188 (2.33%)	47.34%	4.77	1.06%	2 (1.63%)	\$10.00 (0.08%)
% Change	25.27%	1.39%	-19.06%	25.95%	27.13%	7.83%	-18.53%	17.99%	50.00%	2,838.00%

Figure 14: Keywords

The three main keywords in Figure (14) drove traffic to the store, including "Google Merchandise Store", "hoodies", and "YouTube Merchandise Store". The first and third keywords helped boost the revenue and e-commerce conversion rate in October. The bounce rate for these keywords showed just a slight increase. Therefore, it might be wise to use those keywords for further promotional activities to gain more awareness and engagement. Even though the "hoodie" keyword was in second place, it did not generate any revenue, and even the bounce rate went up by 2.32% in both September and October 2022.

Search Query	Acquisition					Behavior		Conversions		
	Clicks	Cost	CPC	Users	Sessions	Bounce Rate	Pages / Session	Ecommerce Conversion Rate	Transactions	Revenue
	18.32% <span>1,227 vs 1,037</span>	22.70% <span>\$796.15 vs \$648.94</span>	7.58% <span>\$1.74 vs \$1.89</span>	0.50% <span>4,218 vs 4,239</span>	16.57% <span>2,794 vs 3,277</span>	9.08% <span>47.15% vs 43.23%</span>	10.88% <span>4.88 vs 5.46</span>	6.75% <span>2.14% vs 2.91%</span>	12.77% <span>62 vs 94</span>	19.37% <span>\$10,769.95 vs \$9,022.05</span>
1. google merchandise store										
Oct 1, 2022 - Oct 30, 2022	563 (45.88%)	\$43.33 (5.44%)	\$0.08	904 (47.28%)	1,439 (52.63%)	24.39%	7.27	4.38%	63 (76.83%)	\$7,194.70 (66.80%)
Sep 1, 2022 - Sep 30, 2022	529 (51.01%)	\$34.53 (5.32%)	\$0.07	879 (41.74%)	1,429 (43.61%)	27.22%	7.55	3.71%	53 (56.38%)	\$4,682.17 (51.90%)
% Change	6.43%	25.49%	17.91%	2.84%	0.70%	-10.40%	-3.66%	18.04%	18.87%	53.66%
2. youtube store										
Oct 1, 2022 - Oct 30, 2022	109 (8.88%)	\$77.05 (9.68%)	\$0.71	91 (4.76%)	104 (3.80%)	50.00%	3.86	0.96%	1 (1.22%)	\$53.00 (0.49%)
Sep 1, 2022 - Sep 30, 2022	86 (8.29%)	\$70.68 (10.89%)	\$0.82	62 (2.94%)	81 (2.47%)	51.85%	5.37	2.47%	2 (2.13%)	\$10.00 (0.11%)
% Change	26.74%	9.01%	-13.99%	46.77%	28.40%	-3.57%	-28.20%	-61.06%	-50.00%	430.00%
3. youtube merch										
Oct 1, 2022 - Oct 30, 2022	106 (8.64%)	\$146.79 (18.44%)	\$1.38	75 (3.92%)	92 (3.37%)	43.48%	3.98	2.17%	2 (2.44%)	\$94.50 (0.88%)
Sep 1, 2022 - Sep 30, 2022	99 (9.55%)	\$158.67 (24.45%)	\$1.60	69 (3.28%)	77 (2.35%)	44.16%	3.49	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	7.07%	-7.49%	-13.60%	8.70%	19.48%	-1.53%	13.88%	∞%	∞%	∞%
4. google merchandise										
Oct 1, 2022 - Oct 30, 2022	73 (5.95%)	\$5.70 (0.72%)	\$0.08	80 (4.18%)	112 (4.10%)	31.25%	6.49	2.68%	3 (3.66%)	\$2,820.95 (26.19%)
Sep 1, 2022 - Sep 30, 2022	52 (5.01%)	\$4.78 (0.74%)	\$0.09	68 (3.23%)	130 (3.97%)	30.77%	6.33	1.54%	2 (2.13%)	\$180.20 (2.00%)
% Change	40.38%	19.25%	-15.06%	17.65%	-13.85%	1.56%	2.53%	74.11%	50.00%	1,465.46%

Figure 15: Search Queries

In addition to the keywords above, the search queries shown in Figure (15) also displayed a growth in revenue and conversion rates in October, except for the query "youtube store". They can also be incorporated for search intent purposes.

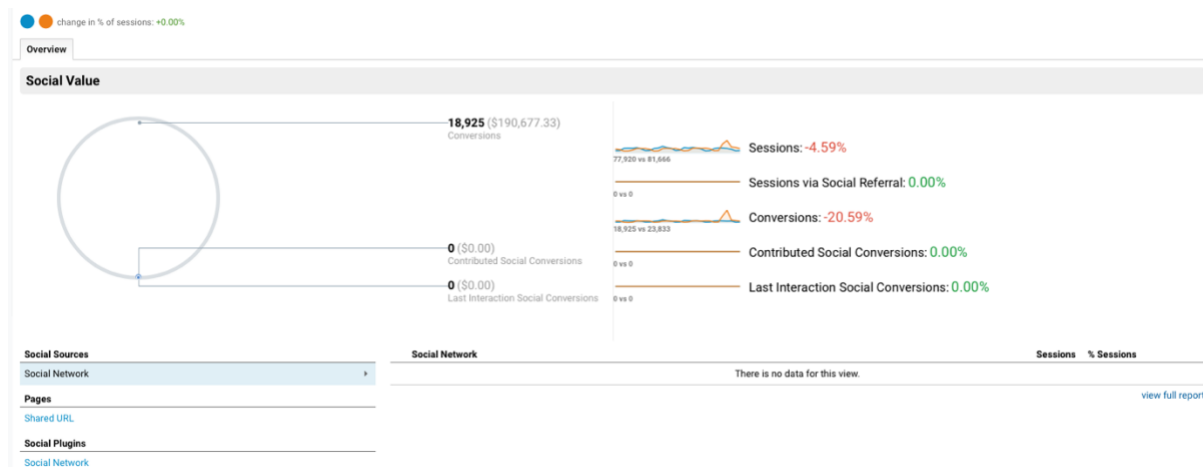


Figure 16: Social Media Channel

Figure (16) provides insight that the store is not utilizing social media marketing. It could be better to leverage this channel to improve awareness and the profits for the store.

### 1.3 Behavior Report

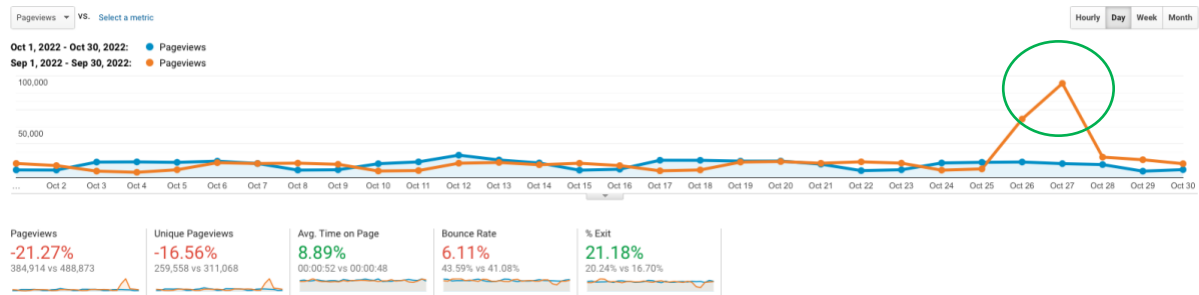


Figure 17: Behavior Overview

The number of page views and unique pageviews saw a decline of 21.27 % and 16.56 %, whereas the bounce and exit rates climbed to 8.89 % and 21.18 % in October, respectively. They all indicate that users showed less interest in the content compared to September.



Figure 18: Behavior Flow

The behavior flow in Figure (18) illustrates how the users navigate after reaching the landing pages. Most visitors dropped off just after visiting the not set page. The interactions with other sites, such as Google, also descended in first and third interactions, with 15% and 25% in October. It could be considered that the users usually hang around with other google sites, such as YouTube, after visiting the store.

Page Title	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	21.27% <span style="color:red">▲</span> 384,914 vs 488,873	16.56% <span style="color:red">▲</span> 259,558 vs 311,968	8.89% <span style="color:green">▲</span> 00:00:52 vs 00:00:48	4.59% <span style="color:red">▲</span> 77,913 vs 81,662	6.11% <span style="color:red">▲</span> 43.59% vs 41.08%	21.18% <span style="color:green">▲</span> 20.24% vs 16.70%	20.05% <span style="color:green">▲</span> \$11.78 vs \$9.81
1. Home							
Oct 1, 2022 - Oct 30, 2022	51,607 (13.41%)	40,352 (15.55%)	00:01:17	27,277 (35.01%)	43.00%	33.12%	\$4.28 (36.32%)
Sep 1, 2022 - Sep 30, 2022	55,938 (11.44%)	43,511 (13.99%)	00:01:11	27,008 (33.07%)	42.88%	30.49%	\$4.32 (44.00%)
% Change	-7.74%	-7.26%	7.81%	1.00%	0.27%	8.63%	-0.89%
2. Shopping Cart							
Oct 1, 2022 - Oct 30, 2022	40,317 (10.47%)	11,119 (4.28%)	00:00:42	2,297 (2.95%)	30.78%	8.81%	\$16.99 (144.26%)
Sep 1, 2022 - Sep 30, 2022	64,938 (13.28%)	14,098 (4.53%)	00:00:41	2,596 (3.18%)	26.10%	7.07%	\$14.54 (148.18%)
% Change	-37.91%	-21.13%	2.38%	-11.52%	17.93%	24.65%	16.88%
3. Men's / Unisex   Apparel   Google Merchandise Store							
Oct 1, 2022 - Oct 30, 2022	34,610 (8.99%)	19,937 (7.68%)	00:00:43	4,166 (5.35%)	33.22%	13.80%	\$9.27 (78.70%)
Sep 1, 2022 - Sep 30, 2022	48,802 (9.98%)	24,800 (7.97%)	00:00:39	4,748 (5.81%)	29.13%	11.04%	\$6.50 (66.24%)
% Change	-29.08%	-19.61%	9.60%	-12.26%	14.05%	24.99%	42.63%
4. Apparel   Google Merchandise Store							
Oct 1, 2022 - Oct 30, 2022	18,144 (4.71%)	12,326 (4.75%)	00:00:56	4,432 (5.69%)	46.73%	23.20%	\$4.51 (38.26%)
Sep 1, 2022 - Sep 30, 2022	19,222 (3.93%)	13,311 (4.28%)	00:00:53	5,079 (6.22%)	43.23%	22.40%	\$2.85 (29.02%)
% Change	-5.61%	-7.40%	5.83%	-12.74%	8.10%	3.55%	58.24%
5. The Google Merchandise Store - Log In							
Oct 1, 2022 - Oct 30, 2022	15,790 (4.10%)	13,108 (5.05%)	00:00:28	2,851 (3.66%)	13.30%	8.31%	\$16.78 (142.41%)
Sep 1, 2022 - Sep 30, 2022	19,233 (3.93%)	16,489 (5.30%)	00:00:24	4,092 (5.01%)	9.85%	7.09%	\$14.12 (143.96%)
% Change	-17.90%	-20.50%	14.00%	-30.33%	35.03%	17.16%	18.76%

Figure 19: Site Contents (All Pages)

Figure (19) exhibits the top five pages users visited the most on the store website. It makes sense that the home page was ranked first. The average time spent on these pages rose by 8.89 % in October. The overall bounce rates went up by 6.11%, which seems acceptable. Additionally, the average exit rates percentage on all pages increased by 21.18 % in October.

Page	Exits	Pageviews	% Exit
	4.59% <span style="color:red">▲</span> 77,913 vs 81,662	21.27% <span style="color:red">▲</span> 384,914 vs 488,873	21.18% <span style="color:green">▲</span> 20.24% vs 16.70%
1. /home			
Oct 1, 2022 - Oct 30, 2022	24,270 (31.15%)	55,075 (14.31%)	44.07%
Sep 1, 2022 - Sep 30, 2022	23,829 (29.18%)	55,415 (11.34%)	43.00%
% Change	1.85%	-0.61%	2.48%
2. /google+redesign/apparel/mens			
Oct 1, 2022 - Oct 30, 2022	4,053 (5.20%)	20,806 (5.41%)	19.48%
Sep 1, 2022 - Sep 30, 2022	4,544 (5.56%)	27,882 (5.70%)	16.30%
% Change	-10.81%	-25.38%	19.53%
3. /store.html			
Oct 1, 2022 - Oct 30, 2022	3,625 (4.65%)	27,431 (7.13%)	13.21%
Sep 1, 2022 - Sep 30, 2022	3,773 (4.62%)	32,952 (6.74%)	11.45%
% Change	-3.92%	-16.75%	15.41%
4. /basket.html			
Oct 1, 2022 - Oct 30, 2022	3,604 (4.63%)	40,636 (10.56%)	8.87%
Sep 1, 2022 - Sep 30, 2022	4,632 (5.67%)	65,164 (13.32%)	7.11%
% Change	-22.19%	-37.64%	24.77%
5. /google+redesign/apparel			
Oct 1, 2022 - Oct 30, 2022	3,158 (4.05%)	10,259 (2.67%)	30.78%
Sep 1, 2022 - Sep 30, 2022	3,144 (3.85%)	10,714 (2.19%)	29.34%
% Change	0.45%	-4.25%	4.90%

Figure 20: Exit Pages

The details of the top exit pages are presented in Figure (20). Among them, the increase in exit rates on the basket page is considered serious since the conversion will be completed after passing through this page.

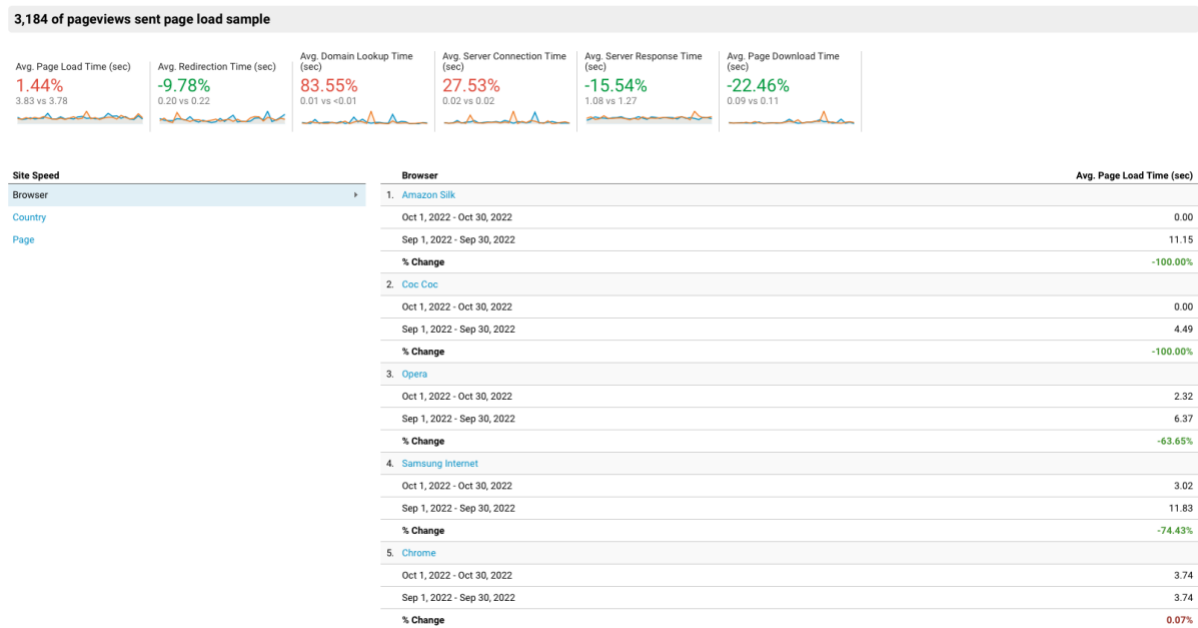


Figure 21: Sites Speed

In accordance with Figure (21), there were decreases in the average page load time by 1.44%, the average domain lookup time by 83.55%, and the average server time by 27.53%, indicating a good sign in the overall page loading times. However, the average time for redirection, response, and downtimes increases with acceptable differences. It is noted that the most popular browser used by the users was the fifth, and there is no improvement in terms of site speed.

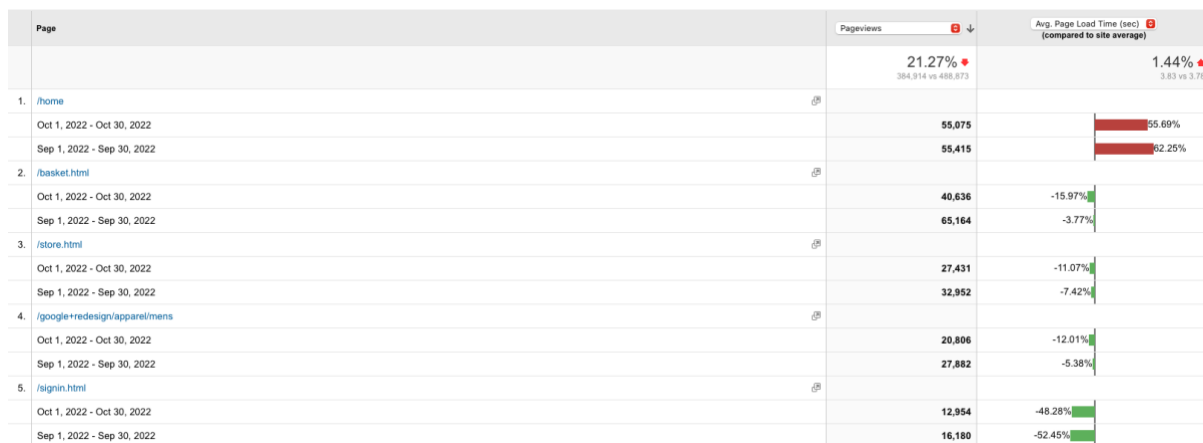


Figure 22: Page Timing

It is clear from Figure (22) that the page timing for the home page is the highest among other pages in the store. It might be due to the presence of high-resolution pictures or heavy

content on the page. Since it is the home page and the most visited page, it should be improved to increase the customer experience once they have landed.

## 1.4 Conversion Report

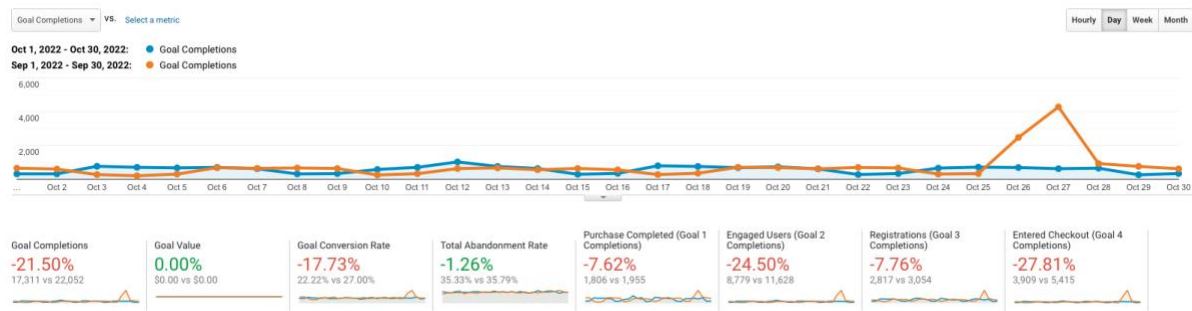


Figure 23: Goal Overview

As seen in Figure (23), most goals went down in October, such as purchase completion, user engagement, registrations, total abandonment, and entering the checkout. The only thing that showed a positive indication was a decrease in the total abandonment rate of 1.26%.

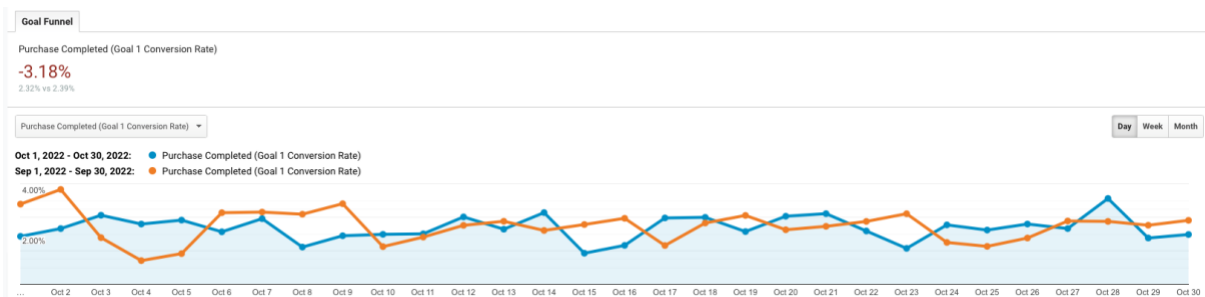


Figure 24: Overall trend of Goal Funnel

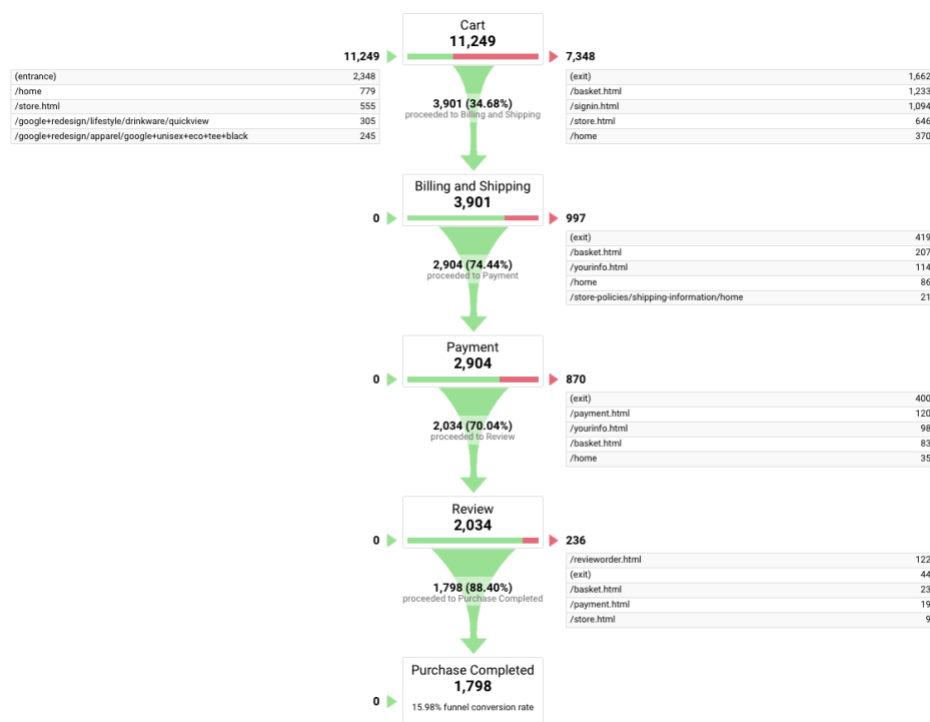


Figure 25: Funnel Visualization



Figures (24) and (25) illustrate the overall goal and the flow of funnel visualization in September and October. Each stage displays the number of customers who went down to the next step in percentage till the bottom, that is the conversion rate. It is clear from the figure that most customers left at the first stage, and only 34.68 people continued to the next step. Following the stages of Billing and Shopping, and Payment, many customers proceeded with over 70%. At the bottom, the conversion was completed with 15.98% during the period. It is also noted that the purchase completed goal dropped by 3.18 % in October.



Figure 26: The flow of funnel by Source

It is prominent that the users who came directly to the website are more likely to be purchased since the flow to the cart is the highest among other sources. The second highest source was Google. However, there were decreases in each source in terms of sections in October compared to September.

Product	Product Revenue	% Product Revenue
1. Google Sherpa Black Zip Hoodie		
Oct 1, 2022 - Oct 30, 2022	\$5,287.00	2.79%
Sep 1, 2022 - Sep 30, 2022	\$3,417.00	1.66%
% Change	54.73%	67.78%
2. Google Black Eco Zip Hoodie		
Oct 1, 2022 - Oct 30, 2022	\$4,830.00	2.55%
Sep 1, 2022 - Sep 30, 2022	\$6,748.20	3.29%
% Change	-28.43%	-22.39%
3. Google Unisex Eco Tee Black		
Oct 1, 2022 - Oct 30, 2022	\$4,794.40	2.53%
Sep 1, 2022 - Sep 30, 2022	\$7,446.40	3.63%
% Change	-35.61%	-30.18%
4. Google Vintage Washed Plum Sweatshirt		
Oct 1, 2022 - Oct 30, 2022	\$3,560.40	1.88%
Sep 1, 2022 - Sep 30, 2022	\$0.00	0.00%
% Change	100.00%	100.00%
5. Google Large Tote White		
Oct 1, 2022 - Oct 30, 2022	\$3,458.00	1.83%
Sep 1, 2022 - Sep 30, 2022	\$5,038.80	2.45%
% Change	-31.37%	-25.58%

Figure 27: Top (5) Bestsellers

Figure (27) lists the top five best sellers in the store. The Google Sherpa Black Zip Hoodie was the best-selling product in both months; even the revenue was generated more in October by about 55 %. Among them, the Google Vintage Washed Plum Sweatshirt soared by 100%, while the rest were low performing in October. It could be concluded that, nonetheless, the Google Merchandise Store has many products to offer, and most customers are willing to purchase the clothing categories. It could be better to develop a cross-selling strategy to boost sales and profits.

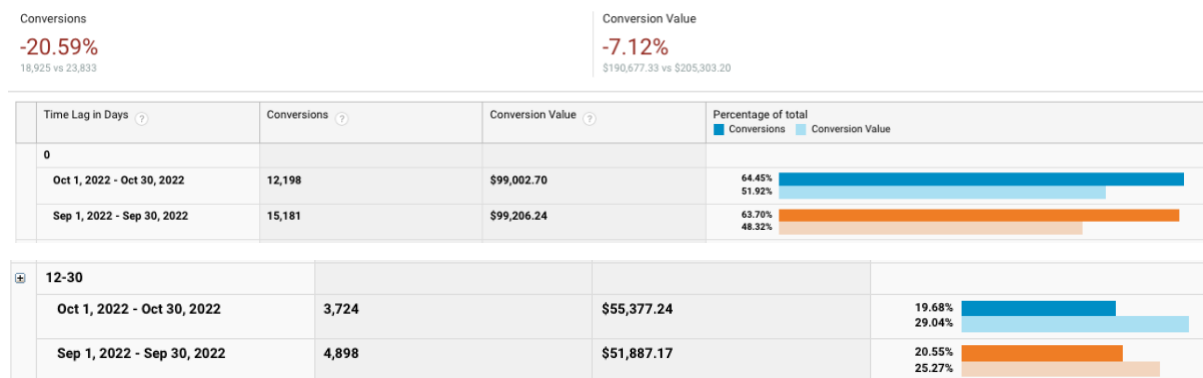


Figure 28: Time Lag

Figure (28) reveals the highest and lowest time lag that contributed the most to conversion. The time lag indicates the number of days customers take to make a purchase since their first interaction with the product. It is apparent that the customer who interacts within zero-day has more chance of completing the purchase. The conversion value in September was \$ 99206, whereas that of October was 99,002, indicating not much difference between the two months. Another interesting customer segment was the time lag between 12 to 30. They generated around 20 % of the total conversion percentage, which is similar in both months. It is required to persuade this customer group to make the purchase faster to maximize conversions.

## **Section 2. Recommendation**

The following recommendations are suggested for improving the Google Merchandise Store in terms of sales and profits.

### **Action (1): Improve the technical aspect of the website**

The analytics shows that people accessing from their mobile and tablet devices generated more revenues than desktop users. Meantime, the most popular browser of the visitors is Chrome; however, no improvement has been observed in terms of page loading time in October. In addition, although the home page is the highest visited page in the store, it is slower than other pages. Therefore, it is recommended to review all the contents on the websites to accommodate more mobile-friendly while reducing the loading time to improve the customer experience.

### **Action (2): Conduct market research for potential markets**

The store is currently offering its product mainly in the US and the UK, and Canada, it is suggested to perform market research on locations such as India and Germany since they showed interest other than the prominent locations.

### **Action (3): Develop a Loyalty Program**

The data proved that the returning users generated more revenue than the new users. Looking up the channel, most customers came directly using the store link and proceeded to the shopping cart and completed conversion than other sources. Based on this, it is recommended to develop a loyalty program for returning users, such as giving points that can be redeemed as a discount in the checkout to boost loyalty and repeat sales.

### **Action (4): Develop a Strategy to entice faster conversion**

The analysis reveals that the customer segment, which has a time lag between 12 to 30, contributed the sales as the second highest group among others. They should be persuaded by developing strategies to complete the purchase sooner. It could be offering a deal with a countdown timer to give a sense of fear of missing out to complete the purchase faster.

**Action (5): Maintain Paid Search Strategy**

The insight of the marketing channel exposed that the traffic came from paid search channels such as Google and Bing completed more conversions. Although the cost allocated was almost the same for October, the paid search generated more than 20% conversion compared to September. Hence, it is recommended to maintain the strategies to improve sales performance.

**Action (6): Develop Social Media Marketing Strategy**

It is observed that there is no channel for social media marketing channel for the store. The store can leverage the advantages of social media marketing to gain more awareness and complete more conversions.

**Action (7): Revise the digital marketing funnel strategy**

The analysis reveals that the store's overall performance experienced a downward trend in terms of traffic, increased exit rates in basket pages, and a decline in goal completion. Thus, reviewing and revising the digital marketing funnel strategy is advised to receive more quality traffic while maximizing sales and profits.