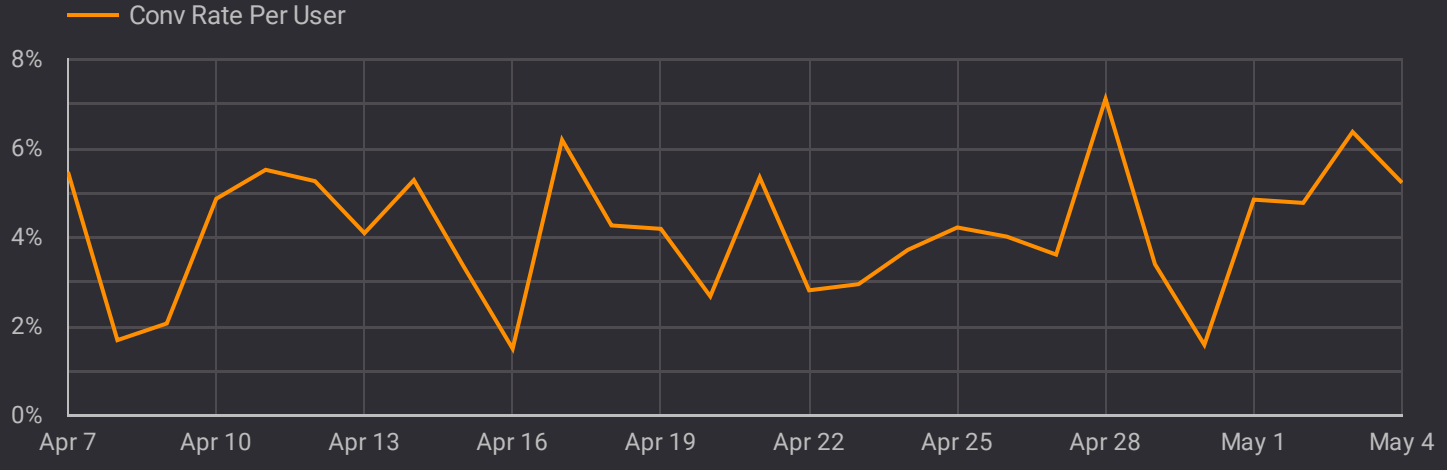# Cohort Analysis of Google Merchandise Store
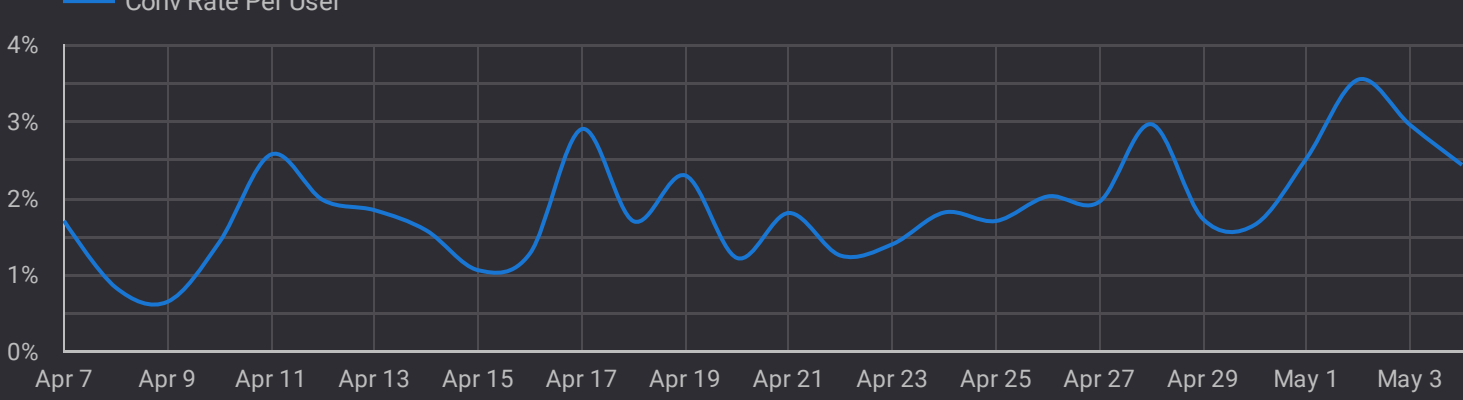
Select date range ▾

Trend of User Retention
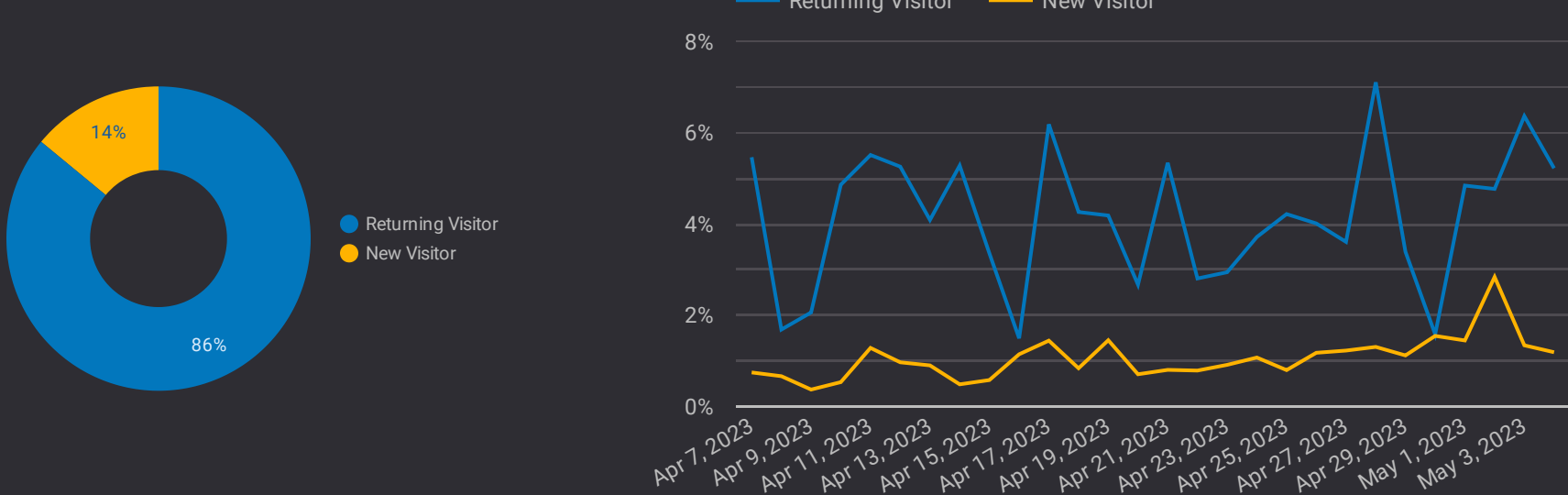

— Conv Rate Per User

Conversion Rate Per User

— Conv Rate Per User

Conversion Rate Per User w.r.t User Type

		Day Index / Conv Rate Per User							
Date	User Type	0000	0001	0002	0003	0004	0005	0006	Grand total
Apr 7, 2023	Returning Visi...	5.46%	-	-	-	-	-	-	5.46%
	New Visitor	0.74%	-	-	-	-	-	-	0.74%
Apr 8, 2023	Returning Visi...	-	1.68%	-	-	-	-	-	1.68%
	New Visitor	-	0.66%	-	-	-	-	-	0.66%
Apr 9, 2023	Returning Visi...	-	-	2.06%	-	-	-	-	2.06%
	New Visitor	-	-	0.37%	-	-	-	-	0.37%
Apr 10, 2023	Returning Visi...	-	-	-	4.86%	-	-	-	4.86%
	New Visitor	-	-	-	0.62%	-	-	-	0.62%
Grand total		1.7%	0.83%	0.65%	1.42%	2.57%	1.98%	1.84%	2.24%

Total Conversion w.r.t User Type

14% — New Visitor
86% — Returning Visitor

— Returning Visitor — New Visitor

Conversion Rates of Different Countries

— Senegal — Honduras — United States
— Ecuador — Hungary — Puerto Rico

Senegal 46.6%
Honduras 17%
United States 8.1%
Ecuador 6.8%
Hungary 5.7%
Puerto Rico 5.7%
Estonia
Thailand
Colombia
others
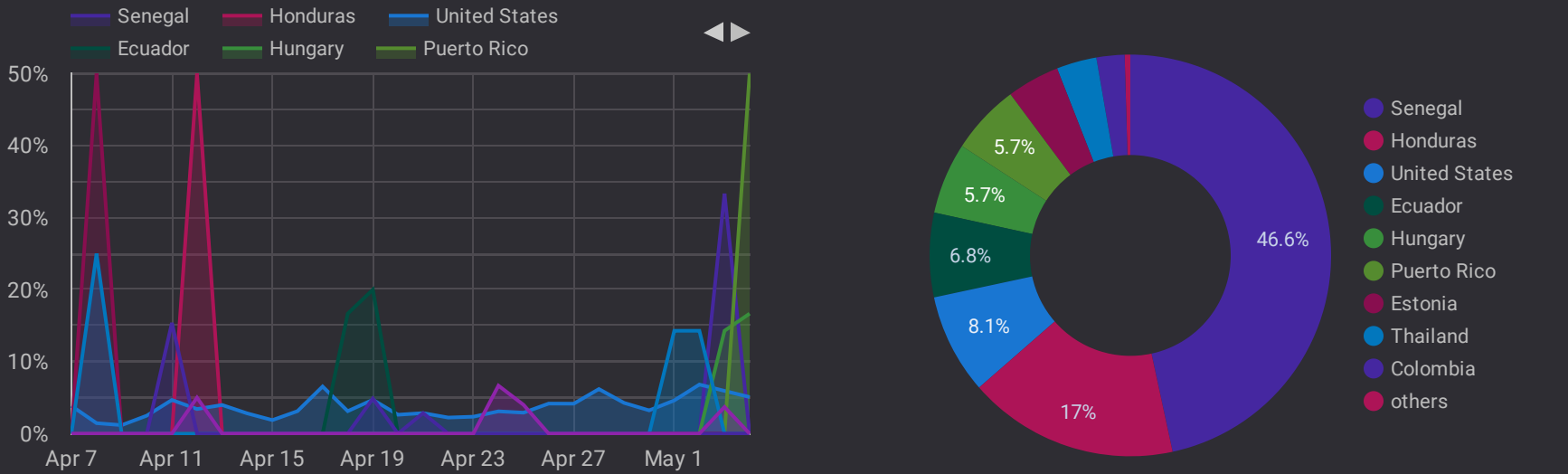
	Country	Users	% Δ	Conv Rate Per User	% Δ	Bounce Rate	% Δ	New Users	% Δ	Time on Screen	% Δ
1.	Senegal	4	100.0%	25%	-	20%	-60.0%...	3	50.0%	00:00:00	-
2.	Honduras	11	-8.3%	9.09%	-	40%	-36.0%...	11	0.0%	00:00:00	-
3.	United States	28,260	48.1%	4.33%	-8.8%	42.84%	6.8%	25,476	54.8%	00:00:00	-
4.	Ecuador	55	111.5%	3.64%	-	46.39%	-0.1%	53	112.0%	00:00:00	-
5.	Hungary	65	8.3%	3.08%	-	49.32%	20.0%	62	6.9%	00:00:00	-
6.	Puerto Rico	33	65.0%	3.03%	-	26.32%	-27.6%...	29	52.6%	00:00:00	-
7.	Estonia	44	12.8%	2.27%	-	61.29%	25.5%	38	5.6%	00:00:00	-
8.	Thailand	173	-8.5%	1.73%	227.7%...	52.81%	28.2%	164	-5.2%	00:00:00	-
9.	Colombia	413	62.6%	1.21%	-48.7%	47.96%	3.4%	390	57.9%	00:00:00	-
10.	Mexico	391	1.6%	1.02%	-1.5%	42.28%	-9.6%	358	1.7%	00:00:00	-

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	Country	Avg. Price	% Δ	Avg. Order Value	% Δ	Count of Sessions	% Δ	Session Duration	% Δ
1.	United States	$807.35	13.3%	$5,851.79	-1.9%	215	36.1%	1934:53:55	35.0%
2.	Canada	$275.88	-1.9%	$3,611.04	3.5%	24	-36.8%	167:22:18	-17.6%
3.	United Kingdom	$139.97	-11.0%	$317.39	-63.6%	38	-51.9%	116:23:24	-15.7%
4.	Hungary	$104.80	-	$154.4	-	4	33.3%	01:36:19	-48.4%
5.	Taiwan	$65.90	-	$464.4	-	19	26.7%	56:24:04	92.4%
6.	Germany	$57.68	42.6%	$186.4	-69.7%	11	-38.9%	45:17:24	7.2%
7.	Thailand	$55.84	-3.7%	$251.2	116.6%	7	-30.0%	12:10:19	-16.4%
8.	South Korea	$48.23	77.7%	$57.4	-81.2%	18	-18.2%	45:09:10	-60.3%
9.	Mexico	$46.62	152.1%	$151.4	-5.6%	21	61.5%	31:19:45	-23.9%
10.	Ecuador	$41.80	-	$81	-	7	250.0%	08:10:01	428.8%

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Different Countries & Sessions

53.2%
23.3%
6.9%

— United States — India — Canada — United Kingdom — Spain — Japan — France — China — Taiwan — others

— United States — Canada — India
— United Kingd... — Japan — Spain — Poland