



COM5940 NEW MEDIA BUSINESS MODEL & INNOVATION:

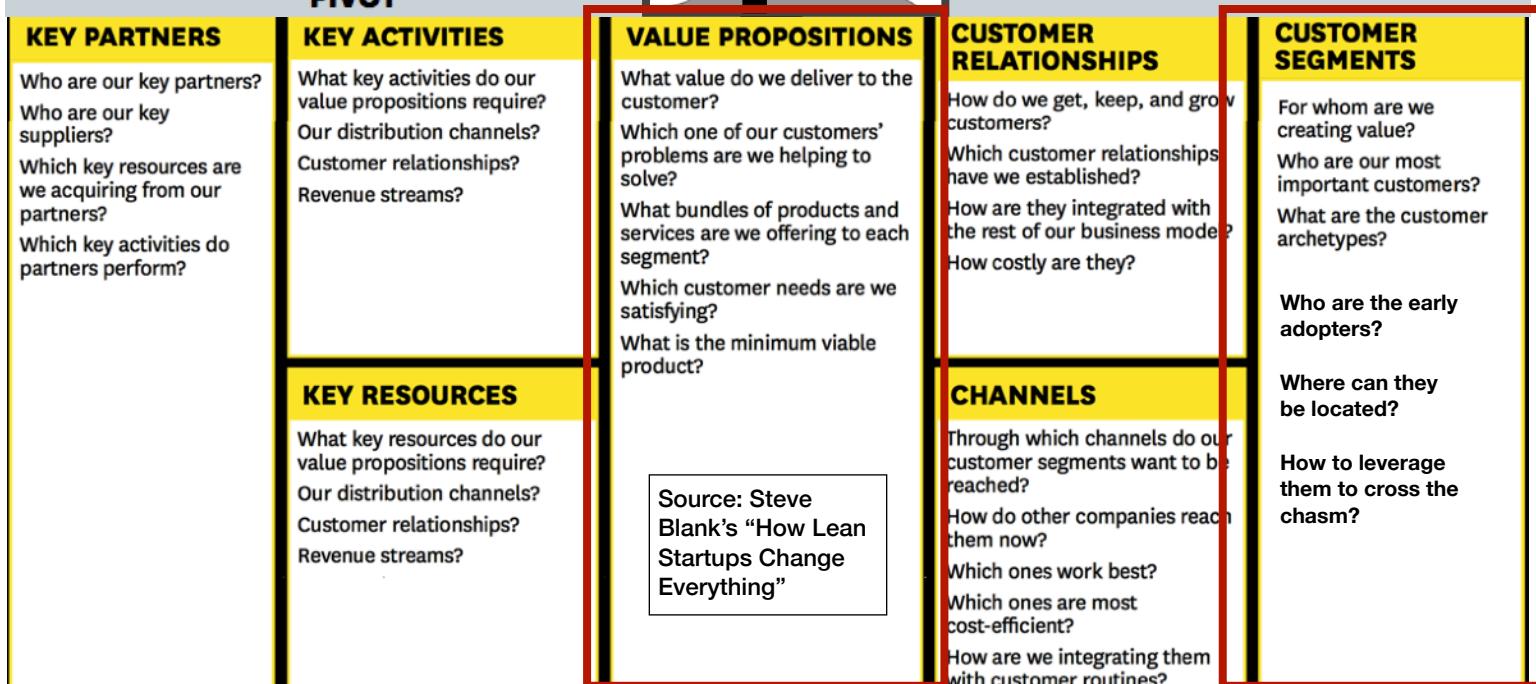
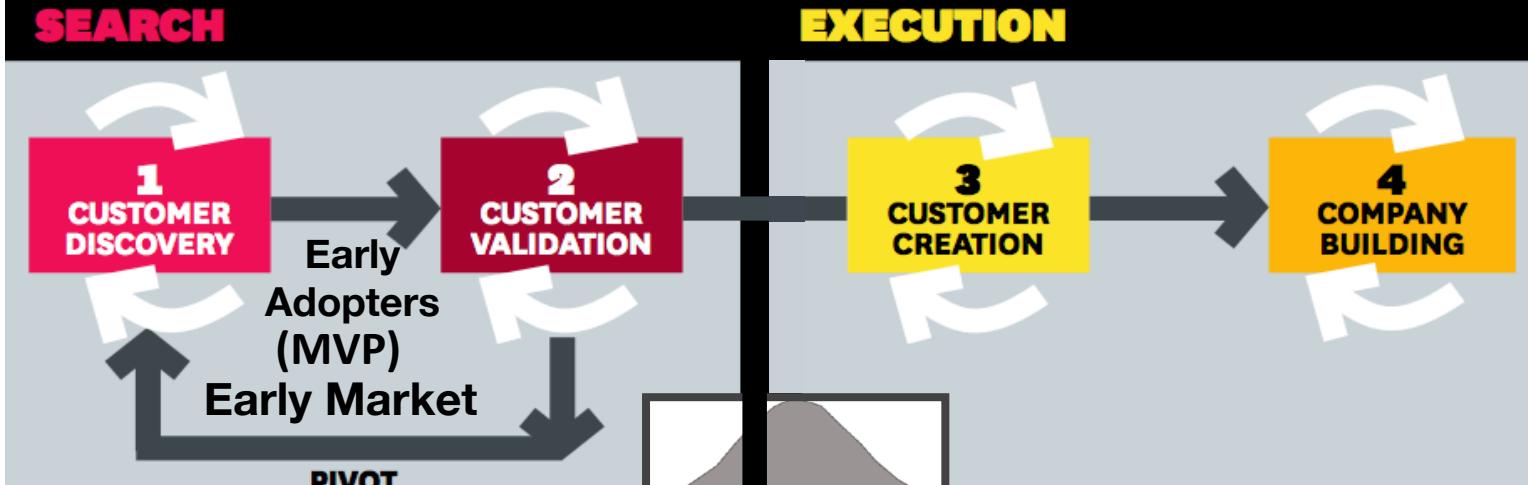
LESSON 5 - GOTO MARKET STRATEGY & GROWTH HACKING

Bernard Suen
Center for Entrepreneurship
Chinese University of Hong Kong

Today's agenda.

1. Review of **Airtable** Automation through **Flask API** request.
2. **TREND** Analysis for planning product roadmap and release timing.
3. Crafting Go-to-market strategy with **Pirate Metrics** (**2A3R**) and **3C** (content, community, and commercialisation).
4. Key metrics for financial analysis — **burn rate**, total addressable market (**TAM**) and **break-even point**.
5. **Google Analytics** for acquisition and conversion tracking.

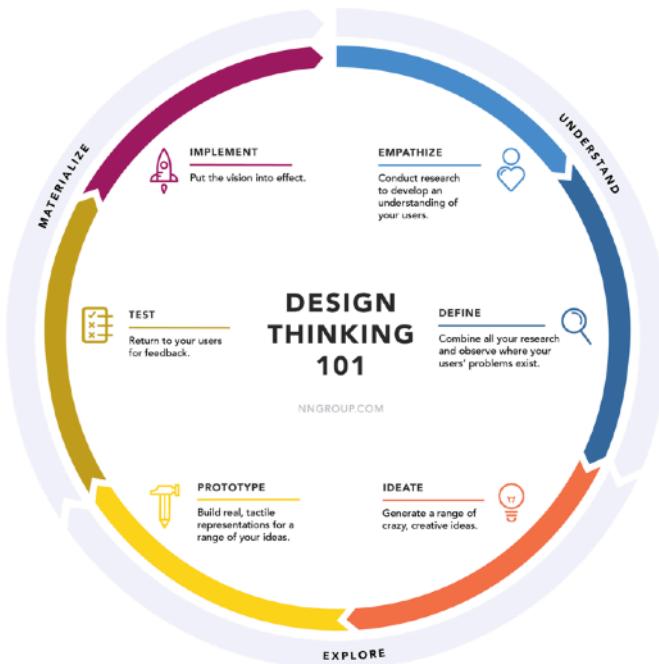
Recap of Lean/Agile Concepts in Product Development.



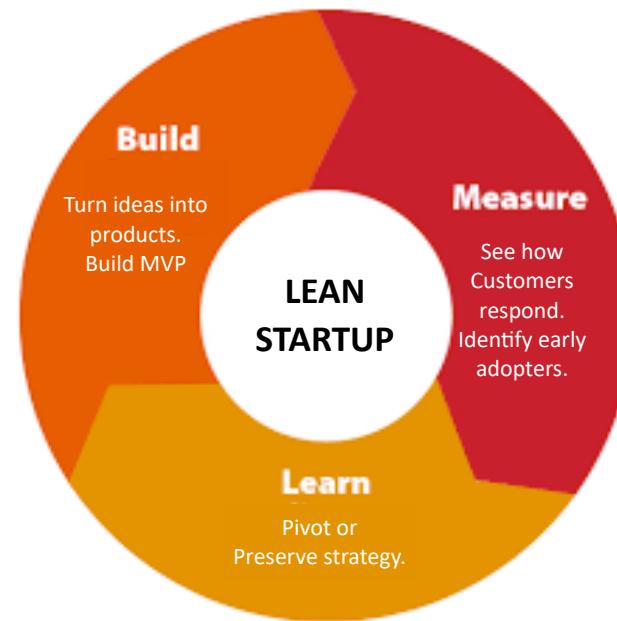
Business Model Canvas

COST STRUCTURE	REVENUE STREAMS	
What are the most important costs inherent to our business model? Which key resources are most expensive? Which key activities are most expensive?	For what value are our customers really willing to pay? For what do they currently pay? What is the revenue model? What are the pricing tactics?	Source: "Why Lean Start-up Changes Everything" by Steve Blank, Harvard Business Review May 2013

USER EXPERIENCE EVALUATION



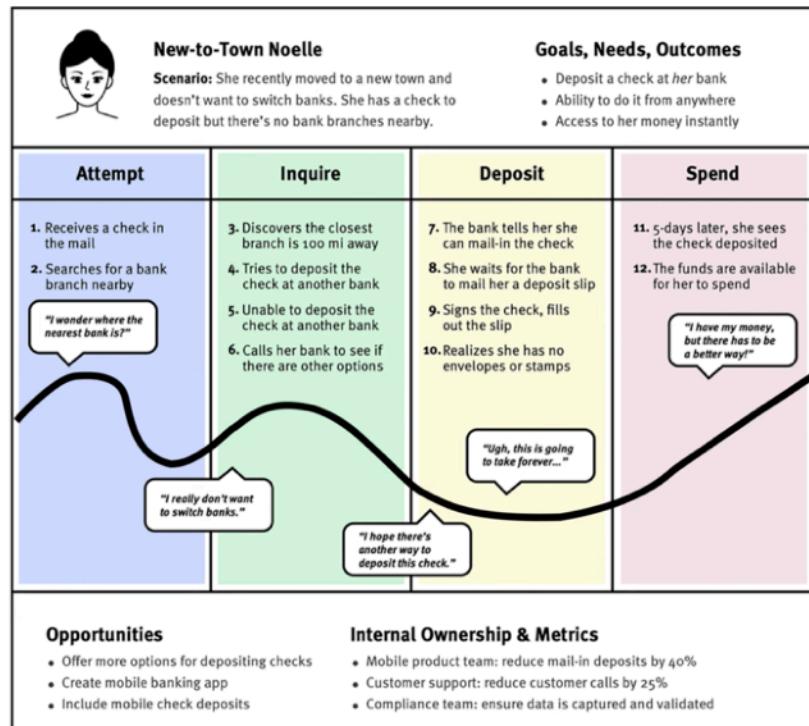
BUSINESS MODEL EVALUATION



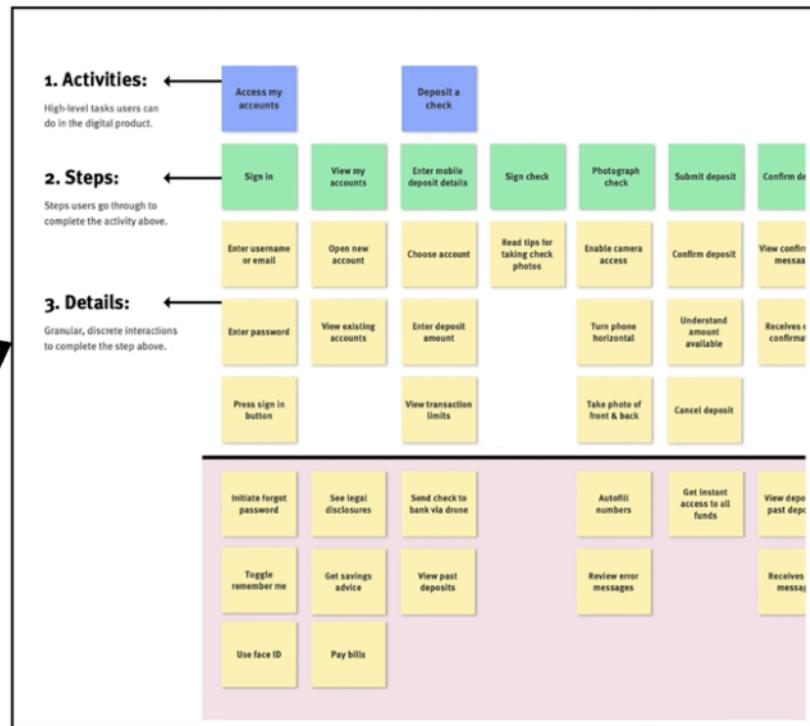
VS.

Can the UX be monetized (变现)?

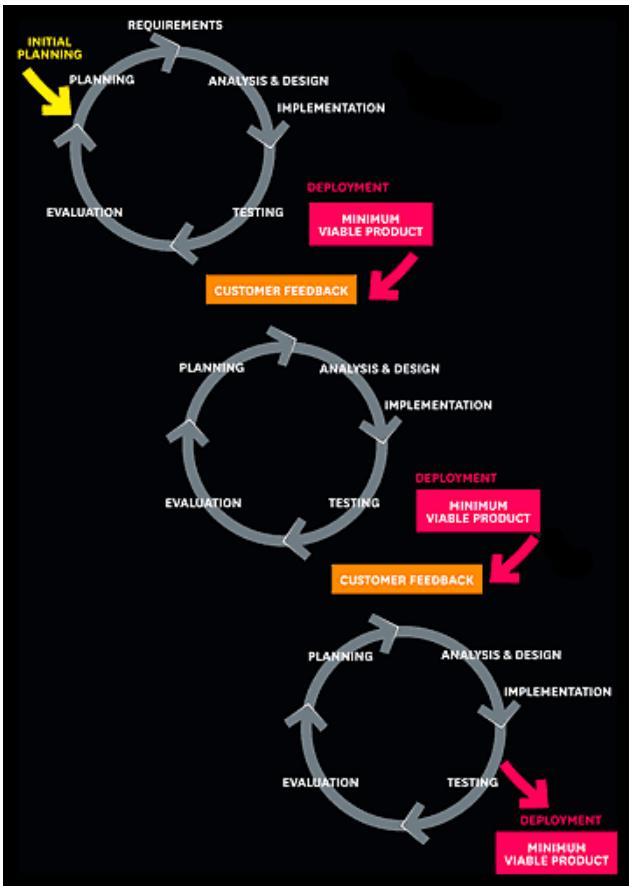
Customer Journey Map: Depositing a Check



User Story Map: Mobile App for Depositing Checks

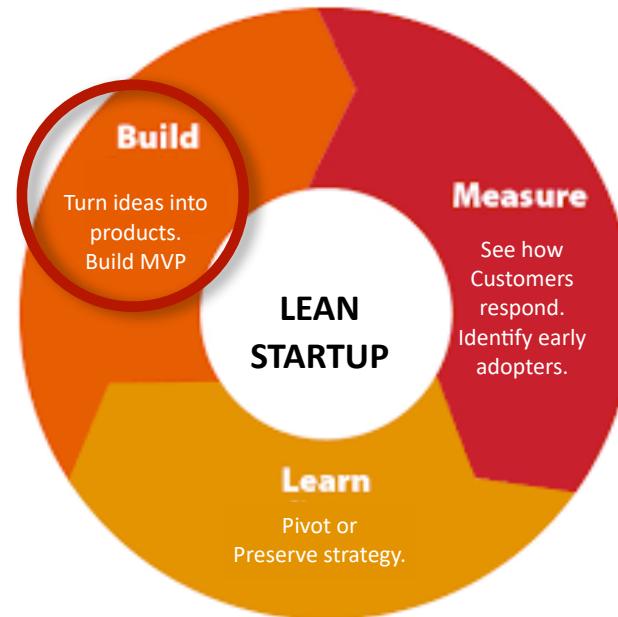


Source: NNGroup



Source: "Why Lean Start-up Changes Everything"
by Steve Blank

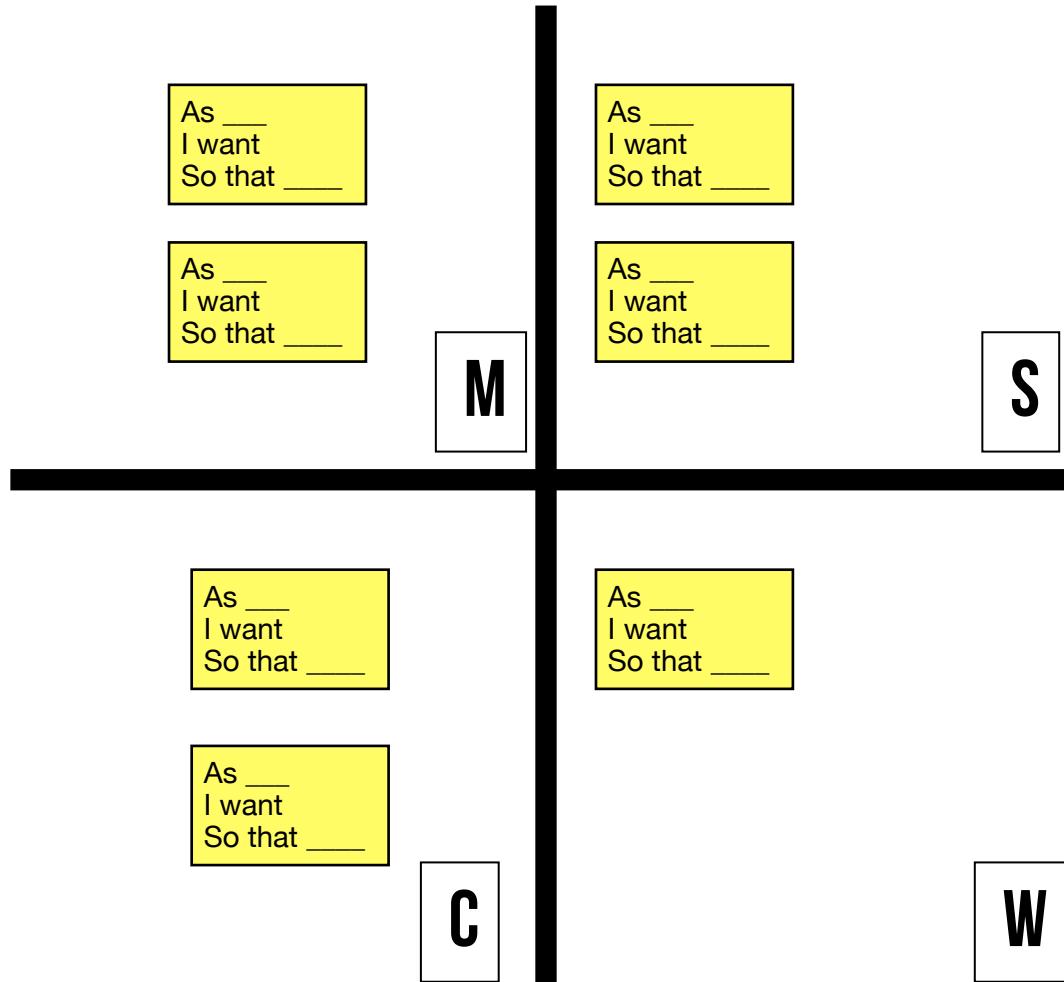
The Lean Startup Approach



Source: Eric Ries

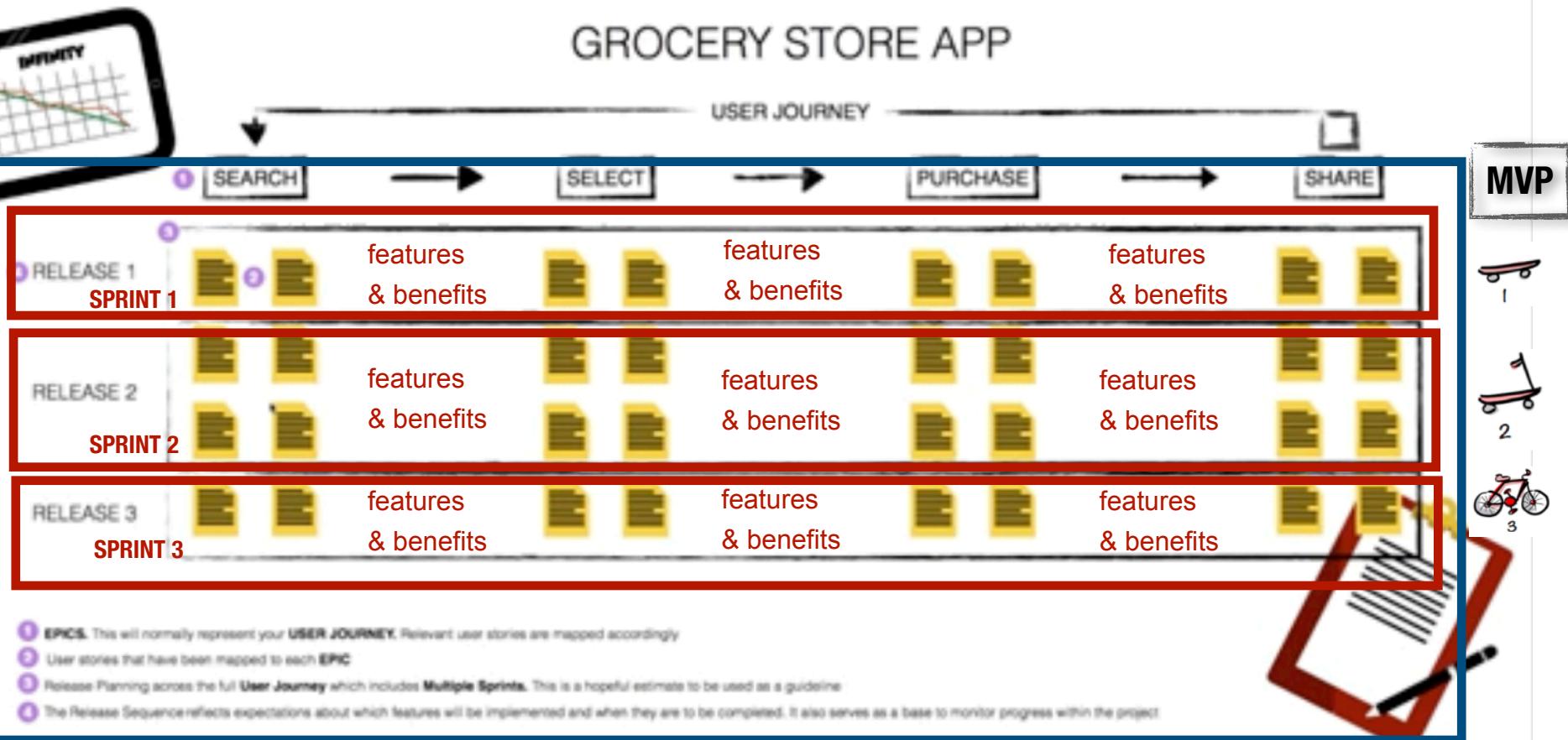
故兵貴勝，不貴久。
孫子兵法《作戰篇》

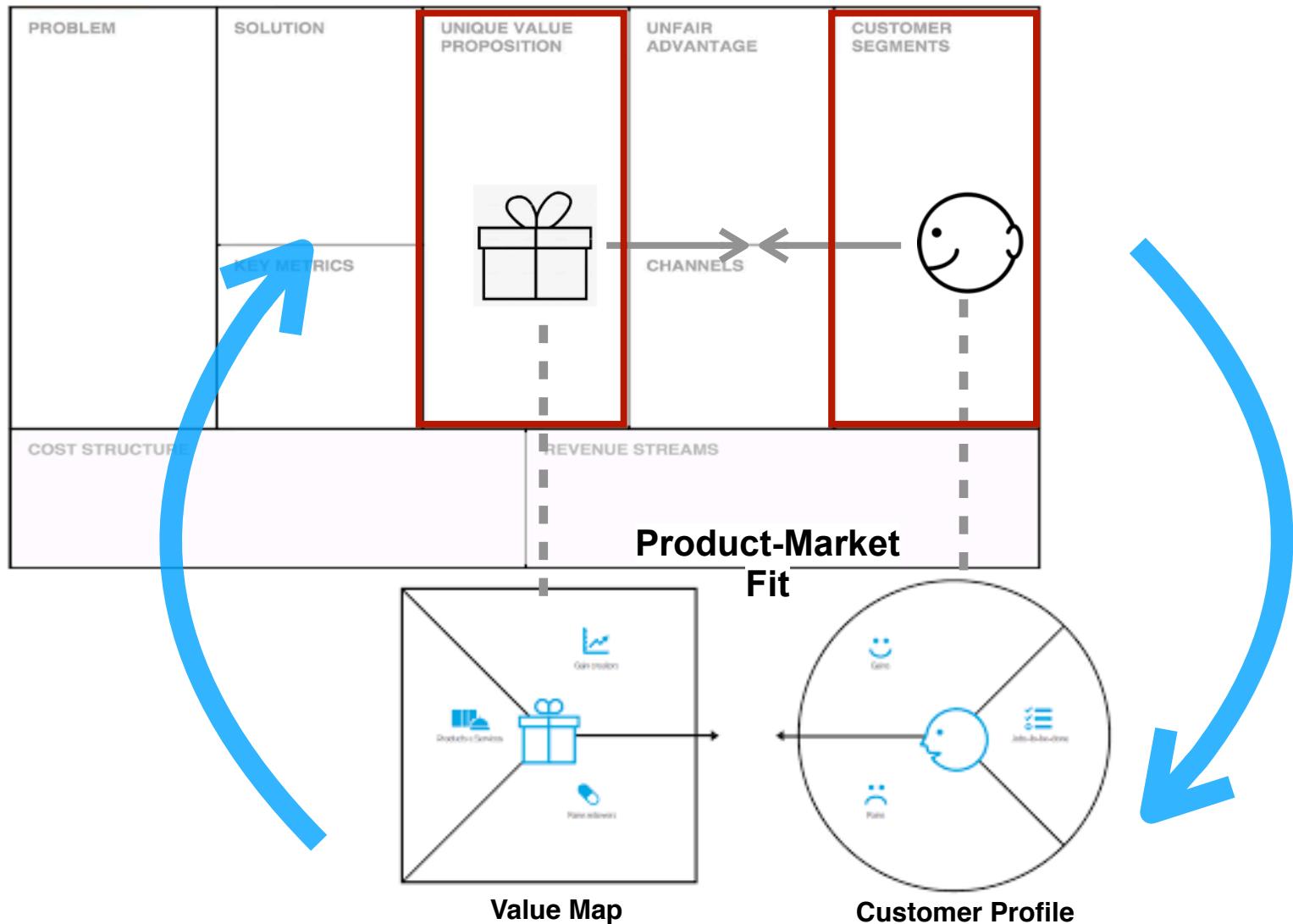
80/20 Rule



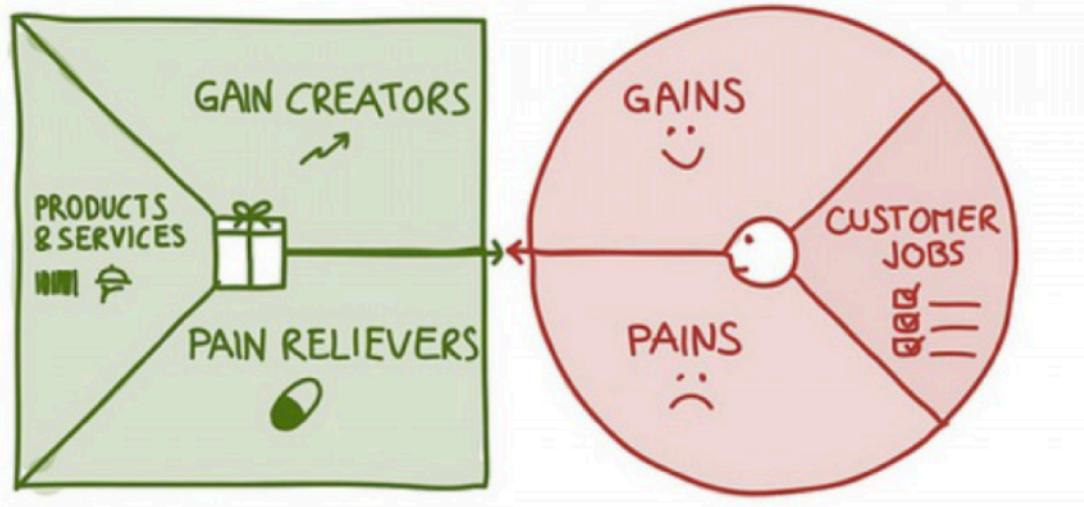
**2 x 2
Matrix**

GROCERY STORE APP





Story Card



I want <some goal> ...

so that <some reason>."

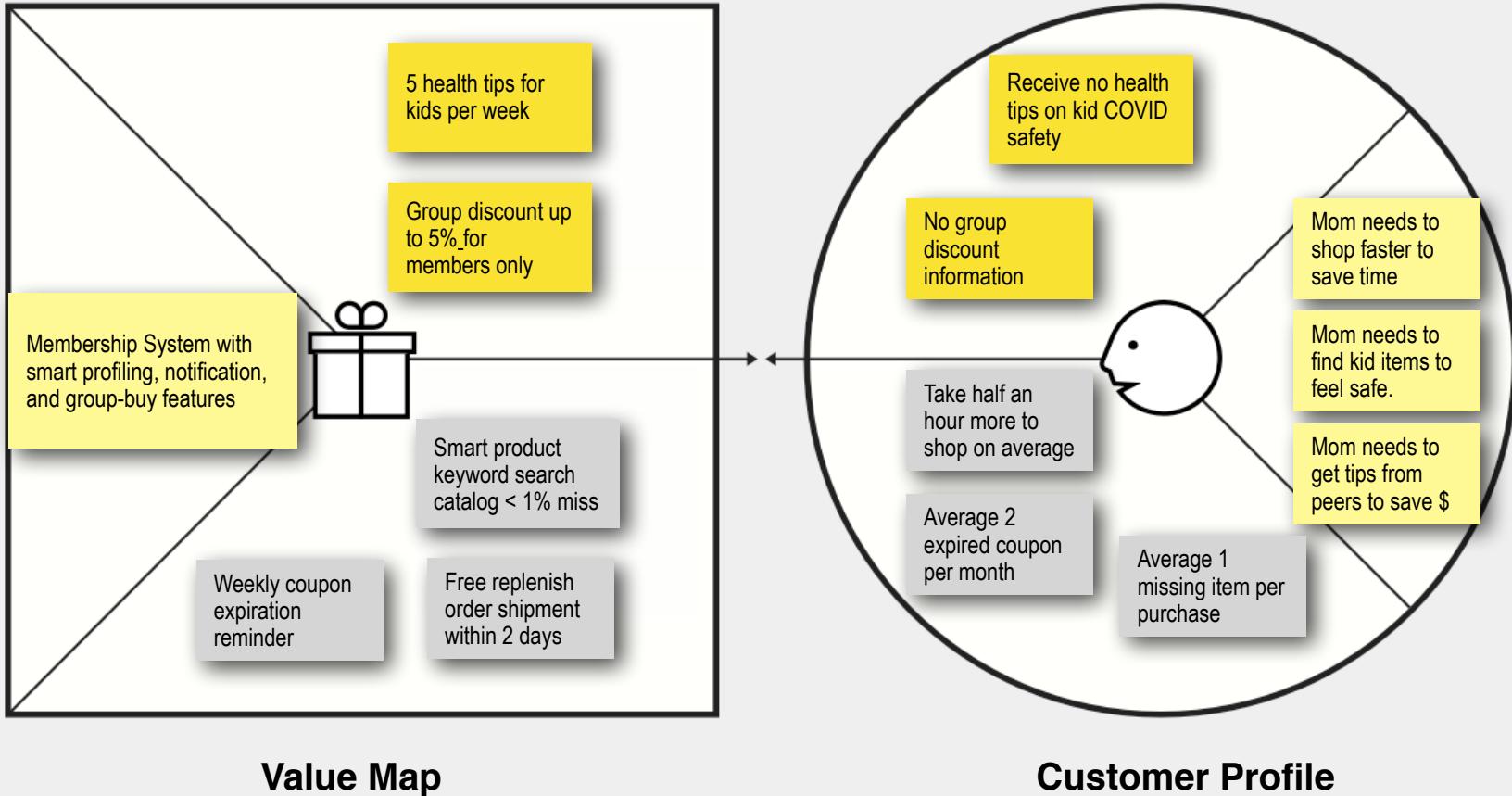
Source: How to: Link User Stories to the Value Proposition Canvas by Stefan Haas

As a
<certain persona>
I want
<this feature>
so that I can enjoy
<this benefit>

Feature = Gain Creators &
Pain Relievers

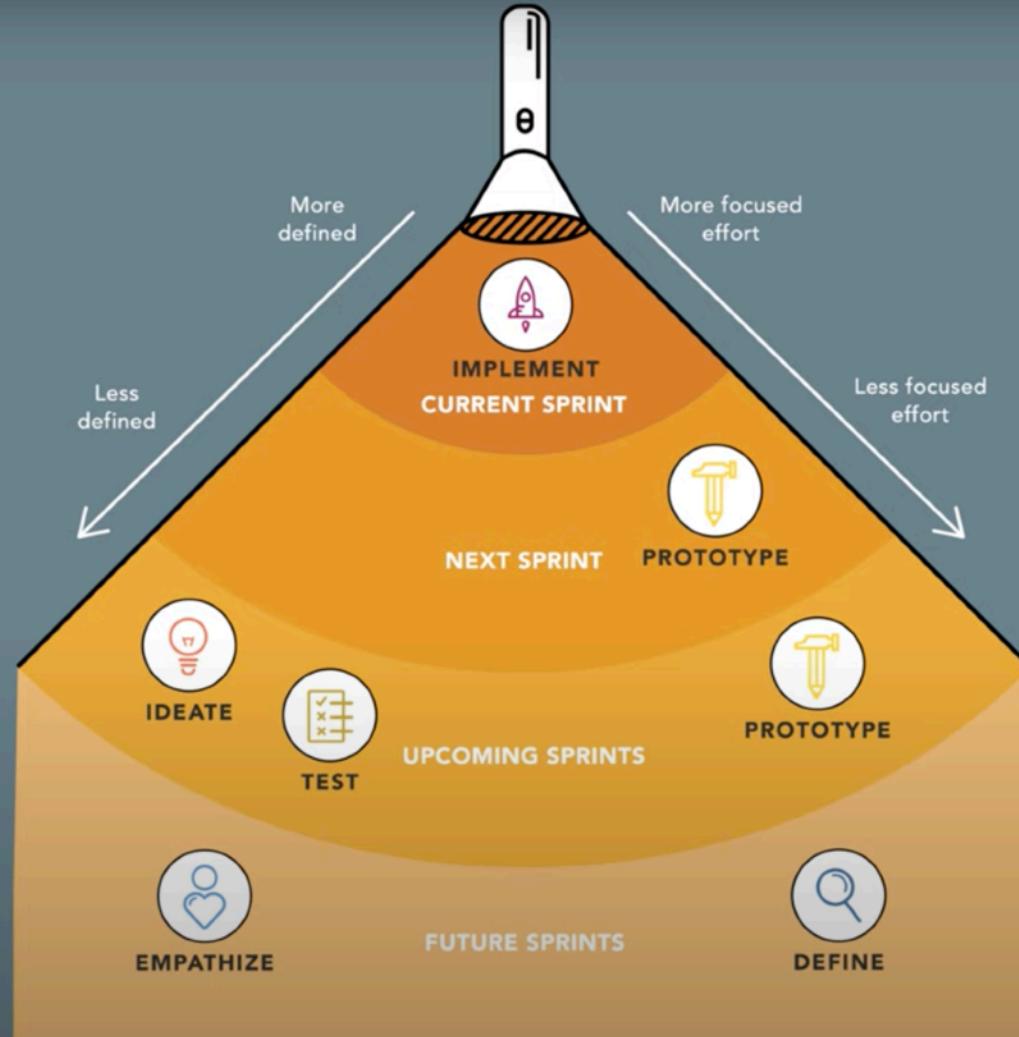
Benefit = Increase gain &
Reduce pain

The Value Proposition Canvas

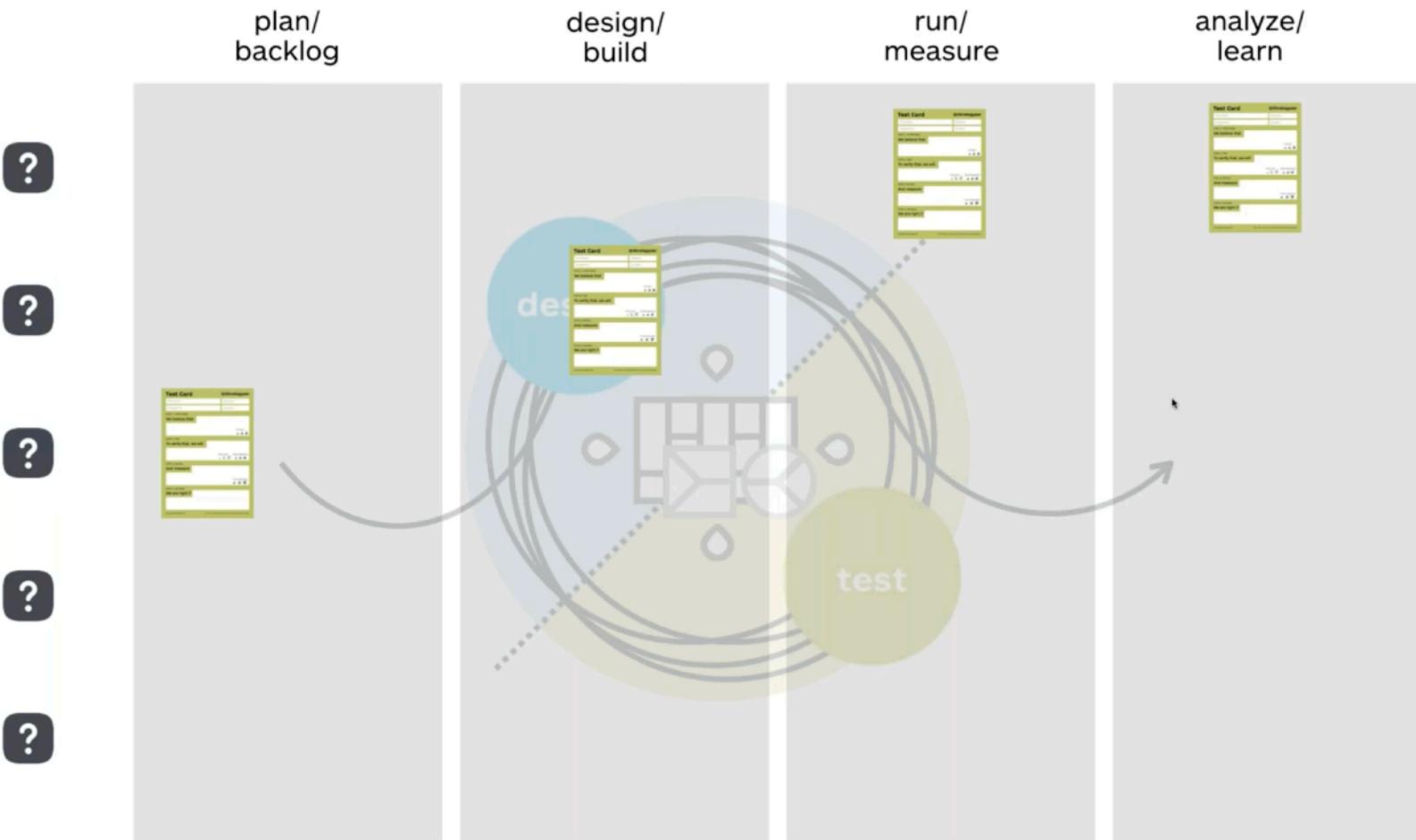


Value Map

Customer Profile

[MORE VIDEOS](#)

Source: <https://www.nngroup.com/videos/design-thinking-agile/>



Source: Strategyzer

Test Card

Surgeon's interest	Feb 1
Alex	1 month

STEP 1: HYPOTHESIS

We believe that

surgeons prefer our new medical device over older technology.

STEP 2: TEST

To verify that, we will

get surgeons to sign a recommendation letter to their hospital administrators.

STEP 3: METRIC

And measure

the percentage of surgeons who are interested AND sign the letter

STEP 4: CRITERIA

We are right if

the percentage of surgeons who sign = the percentage of surgeons who already bought devices from us

Strategyzer

Copyright Strategyzer AG

The makers of Business Model Generation and Strategyzer

Source: Strategyzer



Hypothesis

An assumption that would have to be true for your idea to work.

surgeons prefer our new medical device over older technology.



Experiment

Outline of the experiment to investigate the validity of your hypothesis.

get surgeons to sign a recommendation letter to their hospital administrators.



Metrics

Outline of the data you will measure.

measure the percentage of surgeons who are interested AND sign the letter



Criteria

Target threshold to support or refute your hypothesis.

percentage of surgeons who sign = the percentage of surgeons who already bought devices from us

Source: Strategyzer

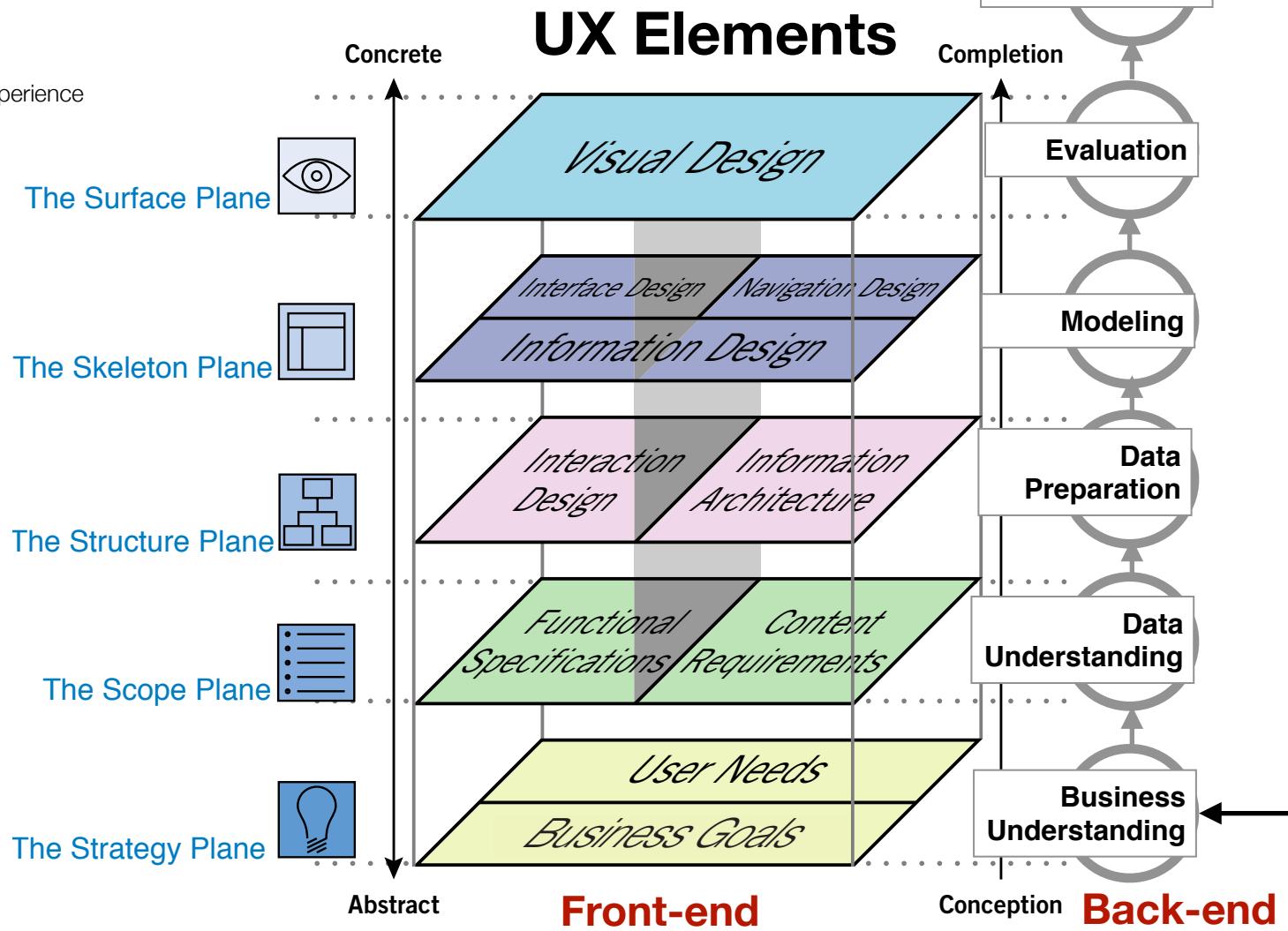
Solution Space

how and
how much

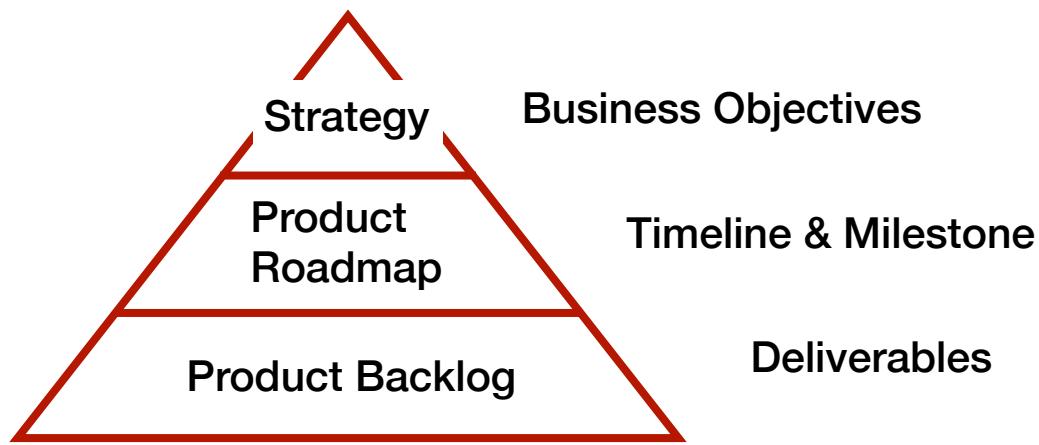
Problem Space

who, what,
and why

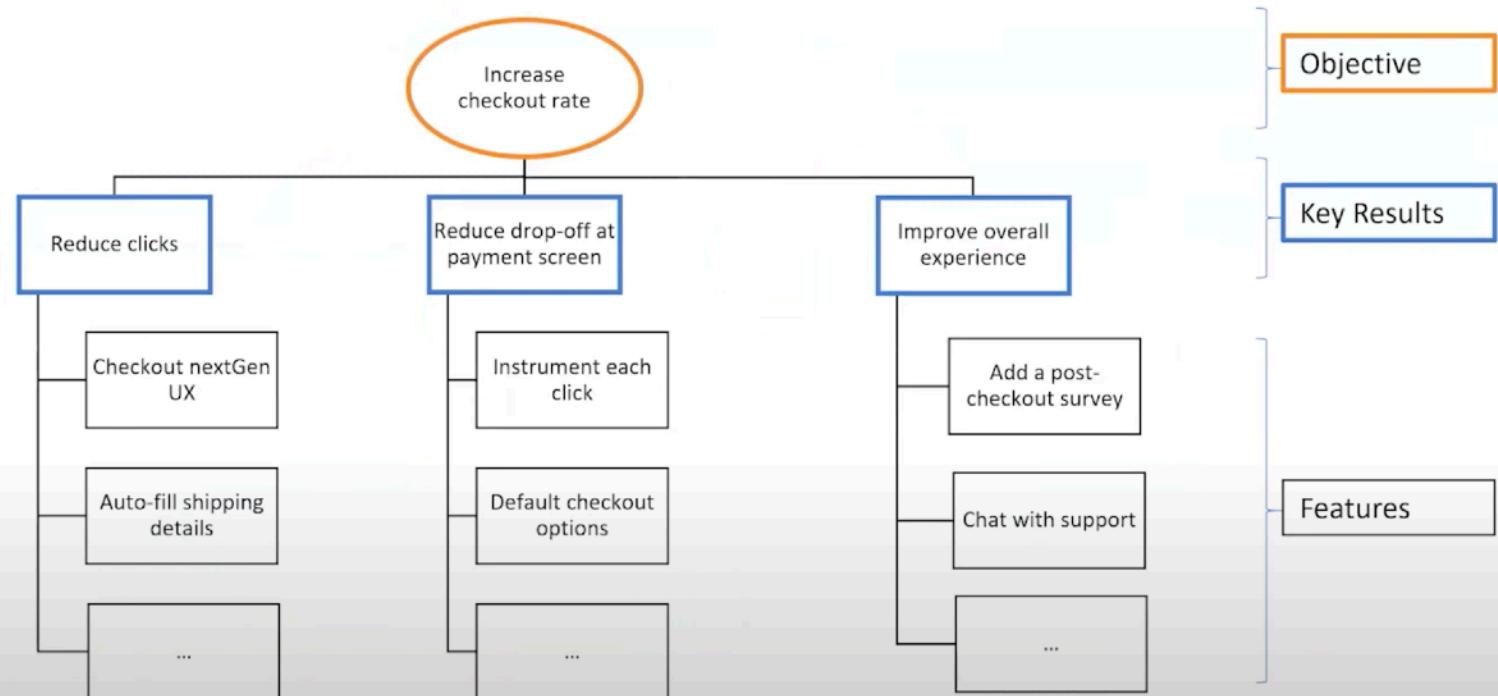
Source: Elements of User Experience
by Jesse James Garrett



Business Goals



Backlog building



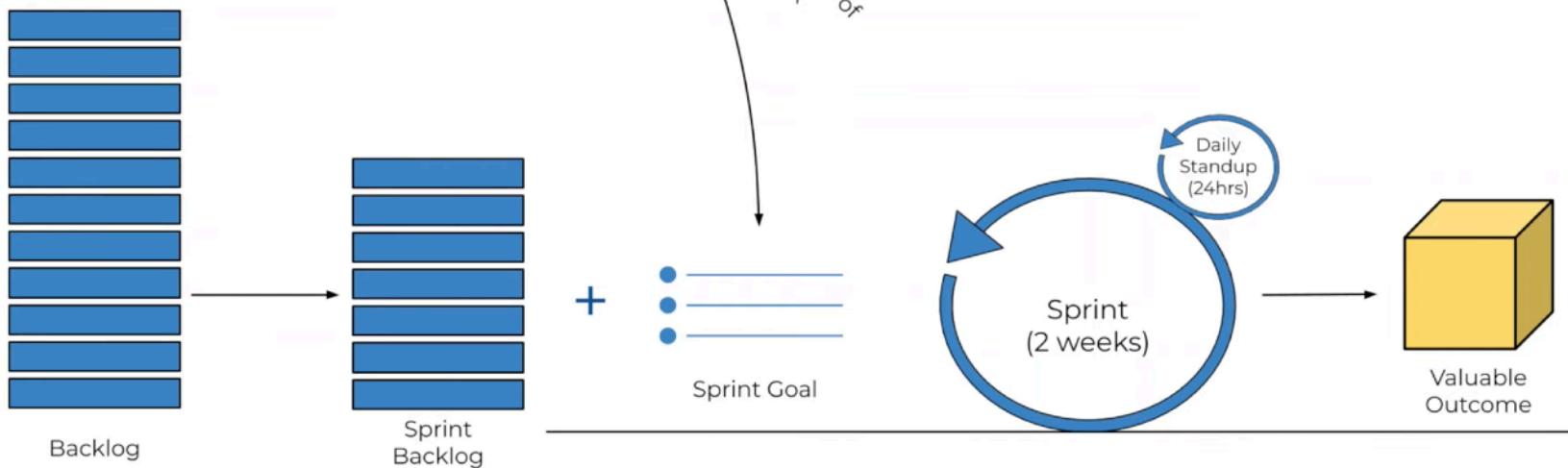
Source: OKR-Driven Product Roadmaps by Microsoft

Principal PM, Yogesh Ratnaparkhi

<https://www.youtube.com/watch?v=S5PgJFhakKw>

Objective: Make our checkout feel like butter

- KR 1: Increase customer satisfaction from 3.5 to 4.5
- KR 2: Speed up checkout by 2:10 min to 1:00 min
- KR 3: Increase value add rate from 2% to 10%



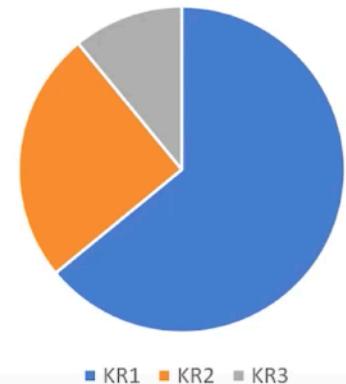
Source: How to: OKR with Scrum and Sprint Goals (<https://www.youtube.com/watch?v=4h3B7wiNMas>)

Product Roadmap Plan

Sample: Semester plan

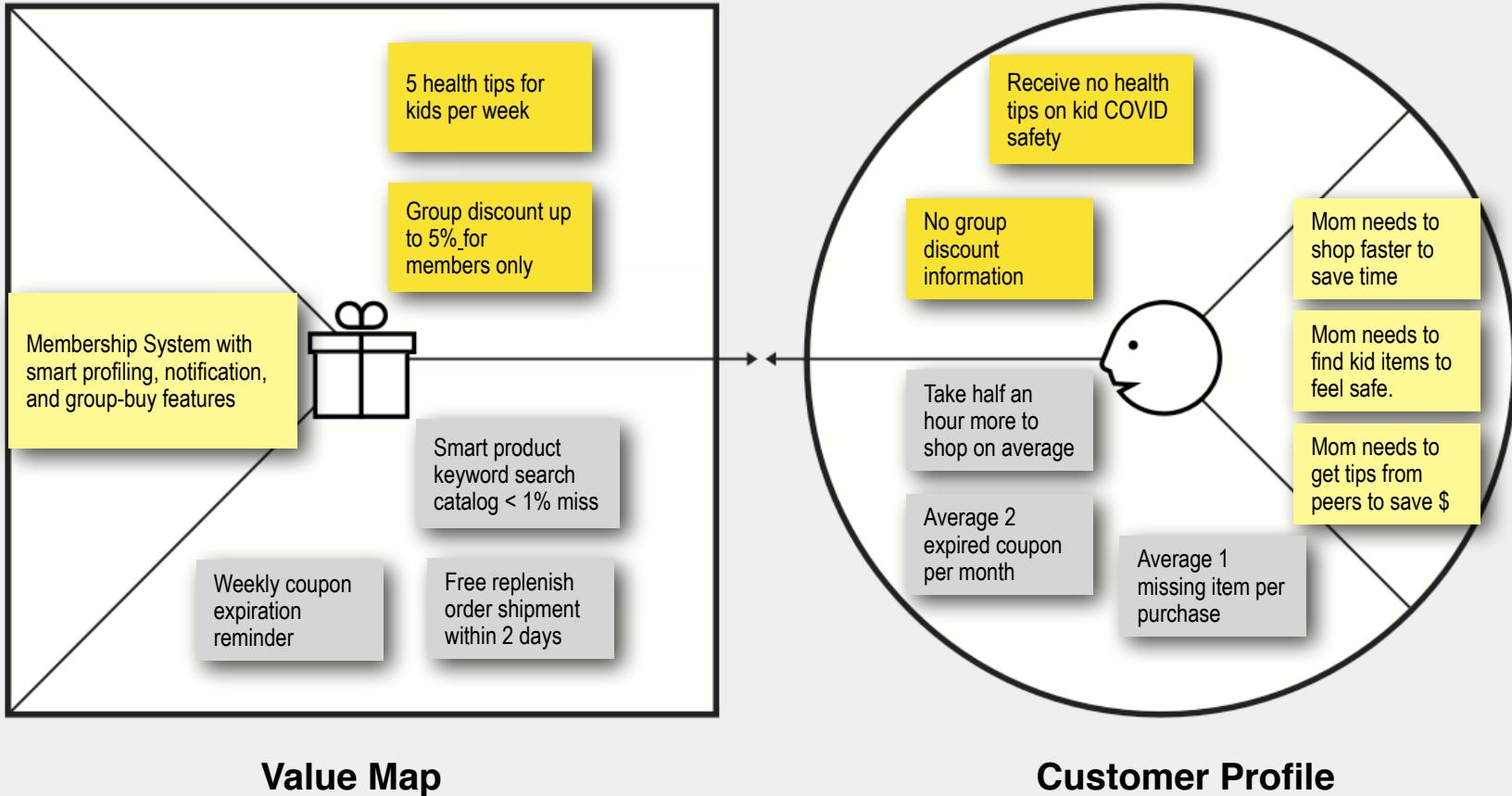
	Quarter1	Quarter 2
Key Results	<ol style="list-style-type: none">1. Reduce clicks by x%2. Reduce drop-off at payment screen by y%3. Improve checkout experience by z%	<ol style="list-style-type: none">1. Reduce clicks by xx%2. Reduce drop-off at payment screen by yy%3. Improve checkout experience by xz%
Features	NextGen Checkout UX MVP Auto-fill shipping details	TBA

Sample: Q1 story points report



Source: OKR-Driven Product Roadmaps by Microsoft
Principal PM, Yogesh Ratnaparkhi
<https://www.youtube.com/watch?v=S5PgJFhakKw>

The Value Proposition Canvas

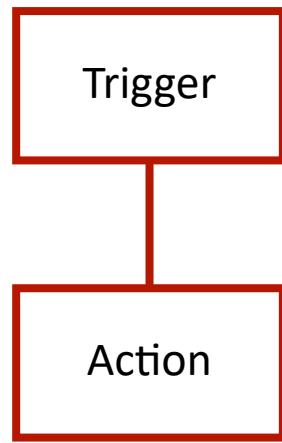


Value Map

Customer Profile

Airtable Automation

**If this
happens**
then
do this.



**The conditions such as change of
a field status or a form submitted
for triggering an action.**

**Action such as updating
a field or sending out an
email notification.**

To Do List Data Automations

Tasks People Confidential Views Grid view Hide fields Find a view Grid view

Create... Grid Form Calendar Gallery Kanban Timeline Gantt New section

**Click “Automation” button
to begin setting up
automation workflow.**

Total Income Over 25000

Total Income	Over 25000
\$5,500.00	Over
\$4,500.00	Over
\$3,000.00	-

Sum \$13,000.00 Sum 76000

Help Notifications Share S Extensions

Automations List



Let Airtable do the work for you by automating your most common tasks. [Learn More](#)

Send an email

When Status is Done, send an email

Send a Slack message

When Status is Done, send a Slack message

Update a record

When Status is Done, set Status to Todo

Send a weekly digest

At 10:00 pm Monday, email records where Status is Done

Generate a weekly digest in Google ... Pro

Automation 1*

TRIGGER

+ Add trigger

Suggested triggers for you:

- When a record matches conditions
- When a form is submitted
- When a record is created
- When a record is updated
- At a scheduled time
- When a record enters a view

See all...

Pick a trigger out of the list of options. In this example, “when a record matches conditions” is picked.

To Do List Data Automations Interfaces

Automation 1 OFF Automation 1 OFF Run History Test Automation Properties

Automations List

Automation 1 No description

TRIGGER When a record matches conditions

ACTIONS Run actions This group is empty--no actions will run when triggered + Add action

CONDITIONAL ACTIONS +

CREATE... Create automation Create section Suggested for you

Trigger type When record matches conditions

This trigger will fire when a record in the chosen table starts matching the provided conditions. This does not include records that already match the conditions. [Learn more](#)

CONFIGURATION * Table Select a table Find a table Tasks People Confidentials

Define the table in which the record that matches the conditions can be found.

The screenshot shows a software interface for managing automations. On the left, there's a sidebar with options like 'Create...', 'Create automation', and 'Create section'. The main area displays an automation named 'Automation 1' which is currently off. It has sections for 'TRIGGER' (highlighted with a red box) and 'ACTIONS'. The 'TRIGGER' section contains the 'When a record matches conditions' option. The 'ACTIONS' section is empty. On the right, there's a 'Properties' panel with a 'Trigger type' dropdown set to 'When record matches conditions'. Below it, a note explains that the trigger fires when a record in the chosen table starts matching the conditions. The 'CONFIGURATION' section on the far right includes a 'Table' dropdown with options like 'Select a table', 'Find a table', 'Tasks', 'People', and 'Confidential'. A large red box highlights the 'Table' dropdown and its options. A callout text on the right side reads: 'Define the table in which the record that matches the conditions can be found.'

To Do List Data Automations Interfaces

All changes saved Help Notifications Share

Automations List

Automation 1 No description OFF

TRIGGER When a record matches conditions

ACTIONS

CONDITIONAL ACTIONS

Identify the field within the table that matches the condition(s) specified. In this example, the “Completed” field is used for testing the condition.

Properties

Trigger type When record matches conditions

This trigger will fire when a record in the chosen table starts matching the provided conditions. This does not include records that already match the conditions. [Learn more](#)

Configuration

* Table Tasks

* Conditions

When Name contains Find a field
+ Add cond A condition A Name
Completed

TEST STEP

Test this trig from th Date
table should Priority
conditions. People involved
Comments

Choose record

Create...
Create automation
Create section
Suggested for you

To Do List Data Automations Interfaces

All changes saved Help Notifications Share

Automations List

Automation 1 OFF

TRIGGER

When a record matches conditions
If Completed is checked

ACTIONS

Run actions
This group is empty—no actions will run when triggered
+ Add action

CONDITIONAL ACTIONS

The matching condition is when the “Completed” field is checked.

Properties

Trigger type When record matches conditions

This trigger will fire when a record in the chosen table starts matching the provided conditions. This does not include records that already match the conditions. [Learn more](#)

Configuration

* Table Tasks

* Conditions When Completed is

+ Add condition

Test Step

Test this trigger to confirm its configuration is correct. The data from this test can be used in later steps. The selected table should have records that match the configured conditions.

Use suggested record Choose record

Create...
Create automation
Create section
Suggested for you

To Do List Data Automations Interfaces

Automation 1 OFF

Review test results

When a record matches conditions
If Completed is checked

Run actions
This group is empty—no actions will run when triggered
+ Add action

Test the condition with existing records.

Properties

Tasks

Conditions When Completed is checked

+ Add condition

TEST STEP

Test this trigger to confirm its configuration is correct. The data from this test can be used in later steps. The selected table should have records that match the configured conditions.

Use suggested record Choose record

RESULTS

Step successful

Step run a few seconds ago.

Input

Table Tasks

Conditions

Found 1 record:

Airtable Record Urgent task 1

Airtable record ID recCGsZIPeJrD81lr

Field values

Airtable record URL https://airtable.com/appZ...

The screenshot shows the Airtable Automations interface. On the left, there's a sidebar with options like 'Create...', 'Create automation', 'Create section', and 'Suggested for you'. The main area displays 'Automation 1' which is currently off. It has a 'TRIGGER' section with a checkmark next to 'Review test results' and a 'When a record matches conditions' step where 'Completed' is checked. Below that is an 'ACTIONS' section with a 'Run actions' step that is currently empty. A red box highlights this 'Run actions' section. To the right is a 'Properties' panel with tabs for 'Tasks', 'Conditions' (which shows 'Completed' is checked), 'TEST STEP' (with a note about testing the trigger), and 'RESULTS' (showing a successful step run). The 'RESULTS' section also lists the found record: an Airtable record for 'Urgent task 1' with ID 'recCGsZIPeJrD81lr'.

The screenshot shows a user interface for creating automations. On the left, there's a sidebar with options like 'Create...', 'Create automation', 'Create section', and 'Suggested for you'. The main area has tabs for 'Data', 'Automations' (which is selected), and 'Interfaces'. A top navigation bar includes 'Help', 'Notifications', 'Share', and a search icon.

The central workspace displays an automation named 'Automation 1' (status: OFF). It shows a trigger: 'When a record matches conditions' (specifically 'If Completed is checked'). Below the trigger is a section titled 'Run actions' which is currently empty. A list of available actions is shown, with 'Update record' highlighted by a red box. Other actions listed include 'Send email', 'Create record', 'Find records', and 'Run script'. Below this is a section for 'INTEGRATIONS' with links to Slack, Microsoft Teams, Gmail, Google Calendar, Google Forms, and Google Sheets.

GROUP LABELS

Add a custom name or description for this group of actions that will always run when triggered.

Name
Enter a name

Description
Enter a description

Specify the action that responds to the trigger. In this example, a record from a chosen table will be updated.

To Do List Data Automations Interfaces

Automation 1 OFF Automation 1 Run History Test Automation

Properties

LABELS

Description Enter a description

CONFIGURATION

Action will run... Always

Table Tasks Record ID

D of the record to update. To update a record from a previous step, use the + menu to choose the step and its Record ID.

Airtable record ID +

* Fields

Priority Done + Choose field

TEST STEP

Test this action to confirm its configuration is correct. The data from this test can be used in later steps.

Generate a preview Run as configured

Generate a preview

Automations List

Automation 1 When a record matches conditions, update a re... OFF

TRIGGER

When a record matches conditions If Completed is checked

ACTIONS

Test step

Conditional Actions

Update record

Update record Priority

+ Add action

The “Priority” field within the “Tasks” table will be changed to “Done” when “Completed” status is checked.

Create... Create automation Create section Suggested for you

To Do List Data Automations Interfaces

Automation 1 When a record matches conditions, update a re... OFF

Run History Test Automation

Properties

LABELS

Description Enter a description

CONFIGURATION

Action will run... Always

- * Table Tasks
- * Record ID Airtable record ID +
- * Fields Priority Done + Choose field

TEST STEP

Test this action to confirm its configuration is correct. The data from this test can be used in later steps.

Generate a preview Run as configured

Generate a preview

RESULTS

Automations List

TRIGGER When a record matches conditions

Record updated PREVIEW 10/28/2022 at 11:20 PM

PEOPLE INVOLVED Brad

PRIORITY Done Urgent

A NAME Urgent task 1

COMPLETED ✓

Create... Create automation Create section

Suggested for you

The screenshot shows the Zapier interface for creating an automation. The top navigation bar includes 'To Do List', 'Data', 'Automations' (selected), and 'Interfaces'. Below the navigation is a list of automations, with 'Automation 1' selected. The main workspace shows the trigger 'When a record matches conditions' and a preview of the action 'Record updated'. The preview details show a task named 'Urgent task 1' with priority 'Done'. On the right side, the configuration pane is open, showing sections for 'Properties', 'LABELS', 'Description', 'CONFIGURATION' (with 'Action will run...' set to 'Always'), and 'TEST STEP' (with a note about testing the configuration). At the bottom right of the configuration pane, there is a prominent blue 'Generate a preview' button, which is also highlighted with a red box.

Enable the Automation button (Turn green for on).

The screenshot shows the Airtable Automations interface. At the top, there's a navigation bar with tabs: To Do List, Data, Automations (which is selected and highlighted in blue), and Interfaces. Below the navigation bar, there's a sidebar with options like Create..., Create automation, Create section, and Suggested for you. The main workspace displays an automation named "Automation 1". The automation has a green "ON" button at the top, which is highlighted with a red box. The automation flowchart shows a trigger "When a record matches conditions" (If Completed is checked) leading to an action "Update record" (Priority). The "Update record" step is also highlighted with a blue box. A "Review test results" button is visible next to the action. On the right side, there's a detailed view of the "Automation 1" properties, including Action type (Update record), Labels (Description), Configuration (Action will run... Always, Table: Tasks, Record ID: Airtable record ID, Fields: Priority Done), and Test Step.

All changes saved

Automation

Properties

ACTION DETAILS

Action type

Update record

Update any record in this base by choosing the table and ID of that record, and which fields to update.

LABELS

Description

Enter a description

CONFIGURATION

Action will run...

Always

Table

Tasks

Record ID

ID of the record to update. To update a record from a previous step, use the + menu to choose the step and its Record ID.

Airtable record ID

Fields

Priority

Done

+ Choose field

TEST STEP

To Do List Data Automations Interfaces

Tasks People Confidentials + Add or import

Views Priority Rated Hide fields Filter Grouped by 2 fields Sort Color Share view

Find a view

Priority Rated By date Completed Tasks Kanban by Priority

Create... Grid Form Calendar Gallery Kanban Timeline Pro Gantt Pro New section Pro

Priority

- On Hold Count 1
- Completed 1
- On Hold task 1

PRIORITY

- Done Count 1
- Completed 1
- Urgent task 1 ✓ Done Brad

The result as shown in the grid view.

Name	Completed	Date	Priority	People involved	Comments	Attachments
Low priority task 1			Low			
Low priority task 2			Low			
Low priority task 3			Low			
On Hold task 1			On Hold			
Urgent task 1	✓		Done	Brad		

To Do List Data Automations Interfaces

All changes saved ⚡ Help Notifications Share

Automations List

ON Automation 1 ON

Run History Test Automation Properties

TRIGGER DETAILS

Trigger type When record matches conditions

This trigger will fire when a record in the chosen table starts matching the provided conditions. This does not include records that already match the conditions. [Learn more](#)

CONFIGURATION

* Table Tasks

* Conditions

When Completed is checked

+ Add condition

TEST STEP

Test this trigger to confirm its configuration is correct. The data from this test can be used in later steps. The selected table should have records that match the configured conditions.

Use suggested record Choose record

RESULTS

Step successful Step run an hour ago.

Input Table Tasks

The screenshot shows a low-code automation builder interface. At the top, there's a navigation bar with 'To Do List', 'Data', 'Automations' (which is the active tab), and 'Interfaces'. On the right, there are buttons for 'All changes saved', 'Help', 'Notifications', and 'Share'. Below the navigation is a toolbar with a 'Run History' button, a 'Test Automation' button, and a 'Properties' panel. The main workspace is titled 'Automations List' and contains a single automation named 'Automation 1'. This automation has a green 'ON' switch and a blue 'ON' button. It consists of a trigger and an action. The trigger is 'When a record matches conditions' (If Completed is checked). The action is 'Update record' (Priority). There's also a button to '+ Add action'. Below the trigger and action are sections for 'CONDITIONAL ACTIONS' and a button to '+ Add a group of conditional actions'. A large callout box in the center-right of the workspace area contains the following text:

Conditional actions allow separate actions taken in response to different conditions.

To Do List Data Automations Interfaces

Automation 1 When a record matches conditions, update a re... OFF

TRIGGER When a record matches conditions If Completed is checked

ACTIONS Update record Update record Priority + Add action

CONDITIONAL ACTIONS If Name contains Urgent Send an email using Gmail Gmail: Send email + Add action

Properties CONFIGURATION This group of actions will run if the conditions defined below are met at the time the automation is triggered.

Conditions If Name contains Urgent Edit conditions

Description Enter a description

TEST STEP Test the conditions of this group of conditional actions to see if they match the data from earlier steps. Test conditions

RESULTS The conditions of this group of conditional actions or its used inputs have been updated since it was last tested. Results may be out of date. [Test the conditions again](#) for the most accurate results.

Step successful Step run 20 minutes ago. Group of conditional actions chosen.

In this example, if the task name contains “urgent”, email will send to a specific email recipient.

The screenshot shows a user interface for creating and managing automations. On the left, there's a sidebar with options like 'Create...', 'Create automation', 'Create section', and 'Suggested for you'. The main area displays 'Automation 1' which triggers when a record matches certain conditions (e.g., 'Completed is checked'). It includes an 'Update record' step (Priority) and a conditional step for 'If Name contains Urgent'. This conditional step leads to an 'Email' action using Gmail. The right side of the screen shows the 'Properties' panel with sections for 'Configuration' (conditions), 'Description', 'Test Step' (with a 'Test conditions' button), and 'Results' (status message). A large callout box in the bottom right provides a summary of how the automation works: if a task name contains 'urgent', an email will be sent to a specific recipient.

To Do List Data Automations Interfaces

Automation 1 When a record matches conditions, update a re... OFF Automation 1 Run History Test Automation Properties

TRIGGER When a record matches conditions If Completed is checked

ACTIONS Update record Update record Priority + Add action

CONDITIONAL ACTIONS If Name contains Urgent Send an email using Gmail Gmail: Send email + Add action

Review test results

Action type Send email

LABELS

CONFIGURATION Action will run... If Name contains Urgent

* Gmail account Gmail account

* To Separate multiple emails with commas bernard@cuhk.edu.hk

Show more options >

* Subject Name

* Message

Urgent task completed. Please review.

```
graph TD; Trigger[When a record matches conditions] --> Action1[Update record]; Action1 --> Condition[If Name contains Urgent]; Condition --> Action2[Gmail: Send email]
```

In this example, if the task name contains “urgent”, email will send to a specific email recipient.

To Do List Data Automations Interfaces

Automations List

OFF Automation 1

Run History Test Automation Properties

Automation 1 When a record matches conditions, update a re... OFF

TRIGGER When a record matches conditions If Completed is checked

ACTIONS Update record

Update record Priority + Add action

CONDITIONAL ACTIONS If Name contains Urgent

Send an email using Gmail

Gmail: Send email + Add action

Review test results

bernard@cuhk.edu.hk

Show more options >

* Subject A Name +

* Message Use markdown or HTML for rich text formatting: **bold**, *italics*, # Headings, * Bullets,
 for line breaks, and more

Urgent task completed. Please review. +

Attachments + Add

TEST STEP

Test this action to confirm its configuration is correct. The data from this test can be used in later steps.

Generate a preview Run as configured

Generate a preview

Click the “Generate a preview” button to see what the result will show.

```
graph TD; Trigger[When a record matches conditions] --> Action1[Update record]; Action1 --> Condition[If Name contains Urgent]; Condition --> Action2[Gmail: Send email]
```

To Do List Data Automations Interfaces

Automation 1 OFF Automation 1 Run History Test Automation Properties

Automation 1 When a record matches conditions, update a re... Show more options >

TRIGGER When a record matches conditions If Completed is checked

Email sent PREVIEW 10/29/2022 at 12:30 AM To bernard@cuhk.edu.hk Subject Urgent task 1 Urgent task completed. Please review.

+ Add action

Attachments + Add

TEST STEP Test this action to confirm its configuration is correct. The data from this test can be used in later steps.

Generate a preview Run as configured Generate a preview

RESULTS

This screenshot shows a workflow automation interface. At the top, there are tabs for 'To Do List', 'Data', 'Automations' (which is selected), and 'Interfaces'. Below the tabs, a sidebar on the left contains buttons for 'Create...', 'Create automation', 'Create section', and 'Suggested for you'. The main workspace displays an automation named 'Automation 1' which is currently off. The trigger for this automation is 'When a record matches conditions If Completed is checked'. A preview window shows an email sent to 'bernard@cuhk.edu.hk' with the subject 'Urgent task 1' and the message 'Urgent task completed. Please review.' A red box highlights the message body. On the right side, there are sections for 'Properties' (with a 'Subject' field set to 'Name'), 'Message' (containing the email content), 'Attachments' (with a '+ Add' button), 'TEST STEP' (with a note to test the configuration), and 'RESULTS' (with buttons for 'Generate a preview' and 'Run as configured').

Enable the Automation button (Turn green for on).

The screenshot shows a user interface for managing automations. At the top, there's a navigation bar with tabs for "To Do List", "Data", "Automations" (which is selected and highlighted in blue), and "Interfaces". Below the navigation, there's a "Automations List" section with a single item named "Automation 1". A red box highlights the "ON/OFF" switch for "Automation 1", which is currently set to "ON".

The main workspace displays the configuration of "Automation 1". It starts with a "TRIGGER" section: "When a record matches conditions" (with a sub-condition "If Completed is checked"). This leads to the "ACTIONS" section, which contains an "Update record" step (Priority) and a "+ Add action" button. Below that is a "CONDITIONAL ACTIONS" section: "If Name contains Urgent" followed by a "Send an email using Gmail" step (using the "Gmail: Send email" action). There's also a "Review test results" button.

On the right side, there's a "Properties" panel for the "Automation 1" configuration. It includes fields for "Subject" (set to "Name") and "Message" (containing the text "Urgent task completed. Please review."). There are also sections for "Attachments" and "TEST STEP". The "TEST STEP" section includes buttons for "Generate a preview" and "Run as configured".

Jupyter Notebook Demo

Airtable Automation Trigger

```
In [10]: 1 # Intalling the pyairtable package (https://pyairtable.readthedocs.io/en/latest/getting-started.html)
2 #!pip install pyairtable

Collecting pyairtable
  Downloading pyairtable-1.4.0-py2.py3-none-any.whl (23 kB)
Requirement already satisfied: requests>=2 in /Users/suen/Documents/anaconda3/lib/python3.9/site-packages (from pyairtable) (2.28.1)
Requirement already satisfied: urllib3<1.27,>=1.21.1 in /Users/suen/Documents/anaconda3/lib/python3.9/site-packages (from requests>=2->pyairtable) (1.26.11)
Requirement already satisfied: charset-normalizer<3,>=2 in /Users/suen/Documents/anaconda3/lib/python3.9/site-packages (from requests>=2->pyairtable) (2.0.4)
Requirement already satisfied: idna<4,>=2.5 in /Users/suen/Documents/anaconda3/lib/python3.9/site-packages (from requests>=2->pyairtable) (3.3)
Requirement already satisfied: certifi>=2017.4.17 in /Users/suen/Documents/anaconda3/lib/python3.9/site-packages (from requests>=2->pyairtable) (2022.12.7)
Installing collected packages: pyairtable
Successfully installed pyairtable-1.4.0
```

Crafting Go-to Market Strategy with 3C and 2A3R.

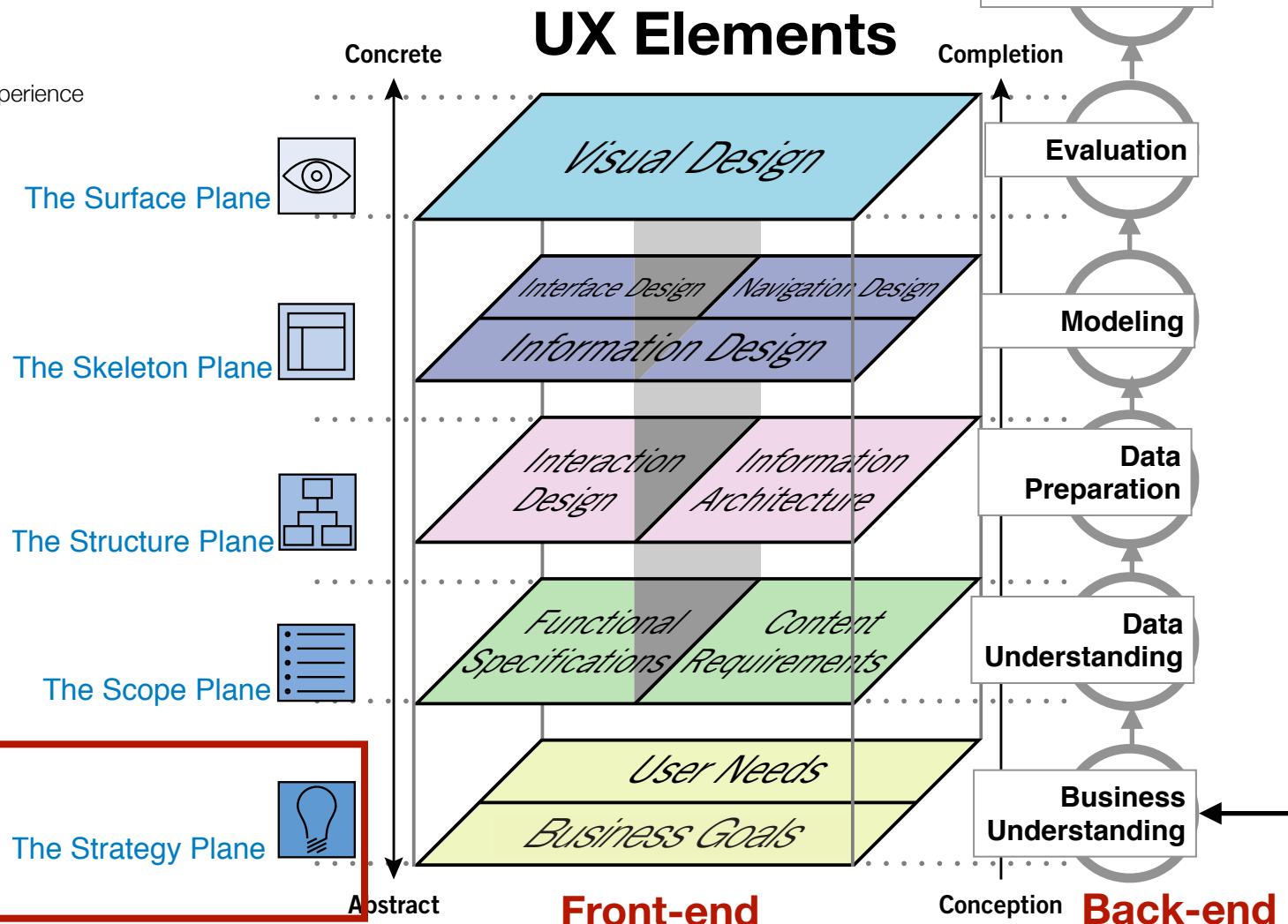
Solution Space

how and
how much

Problem Space

who, what,
and why

Source: Elements of User Experience
by Jesse James Garrett

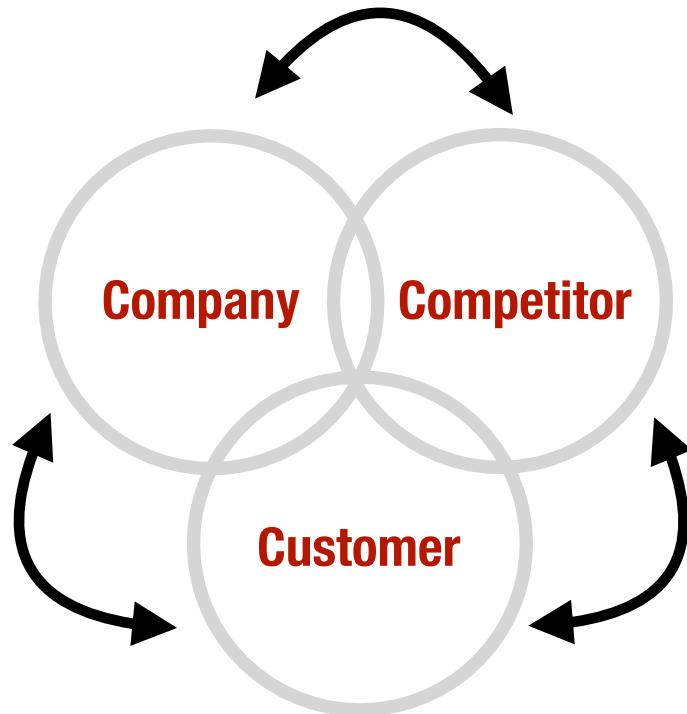


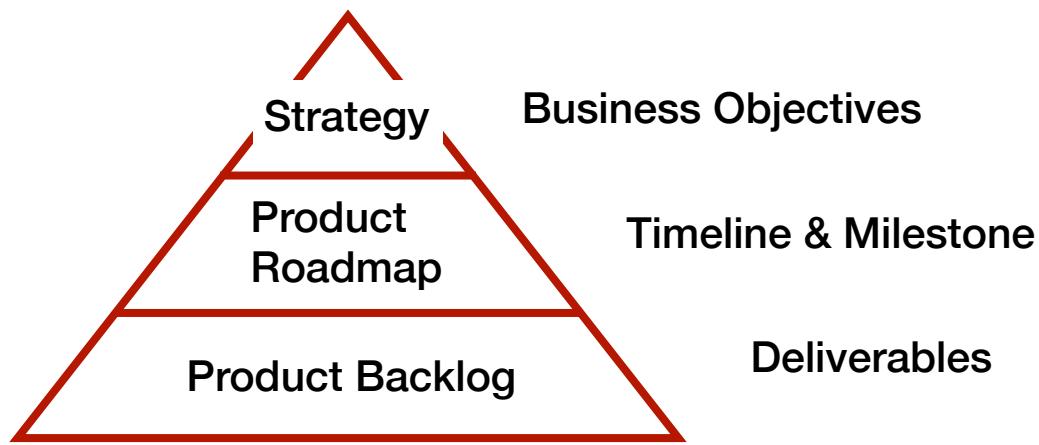
Business Goals

What is a “business strategy”?

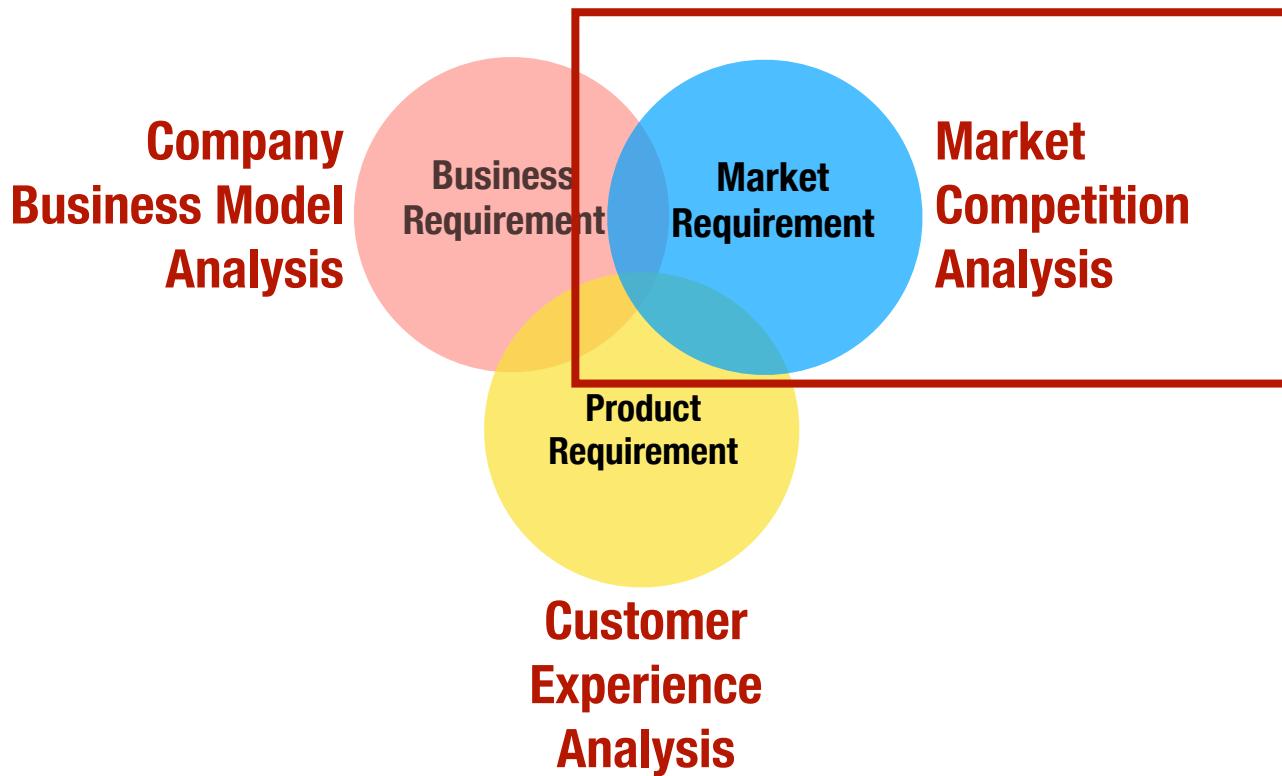
“A business strategy is a plan for a **company to create sustainable advantages over the **competitors** to deliver unique values to **customers**”.**

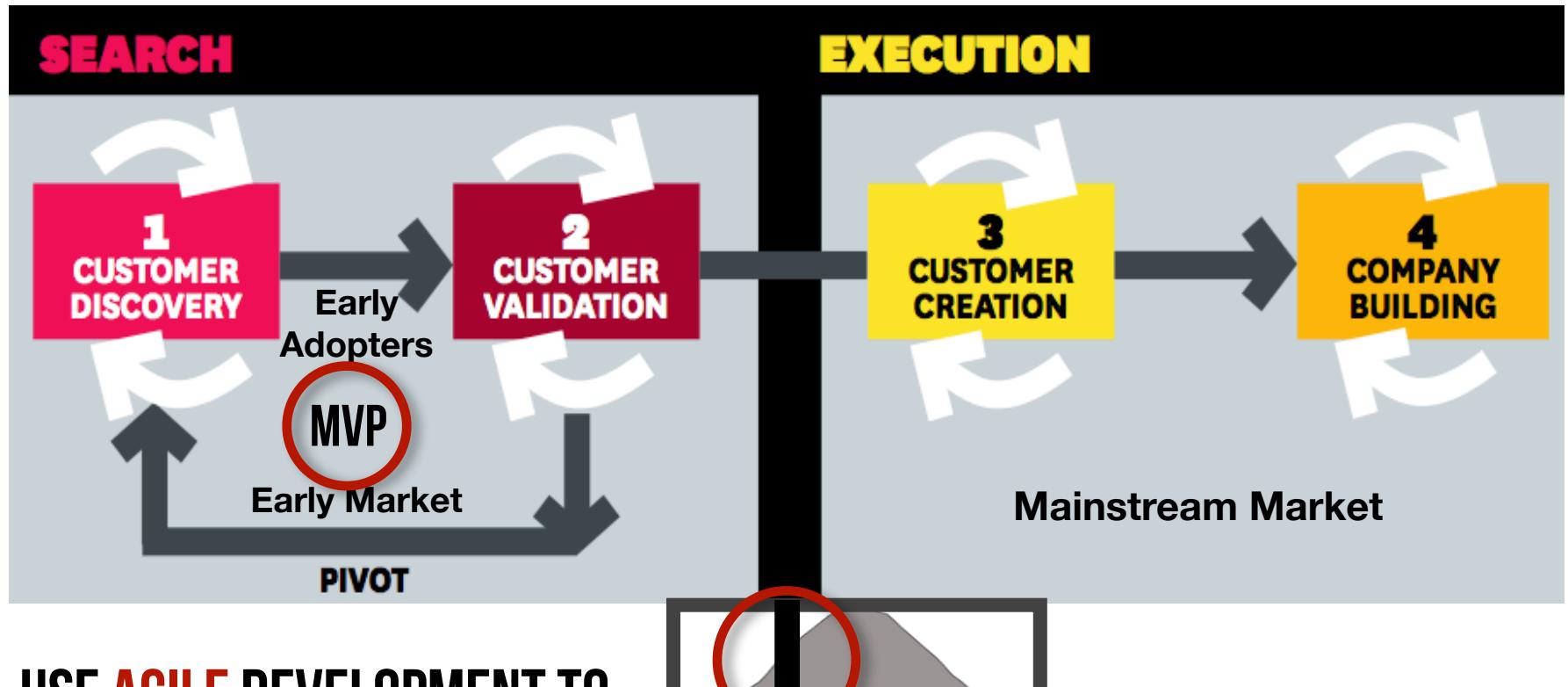
Adapt from “The Mind of the Strategist” by Kenichi Ohmae



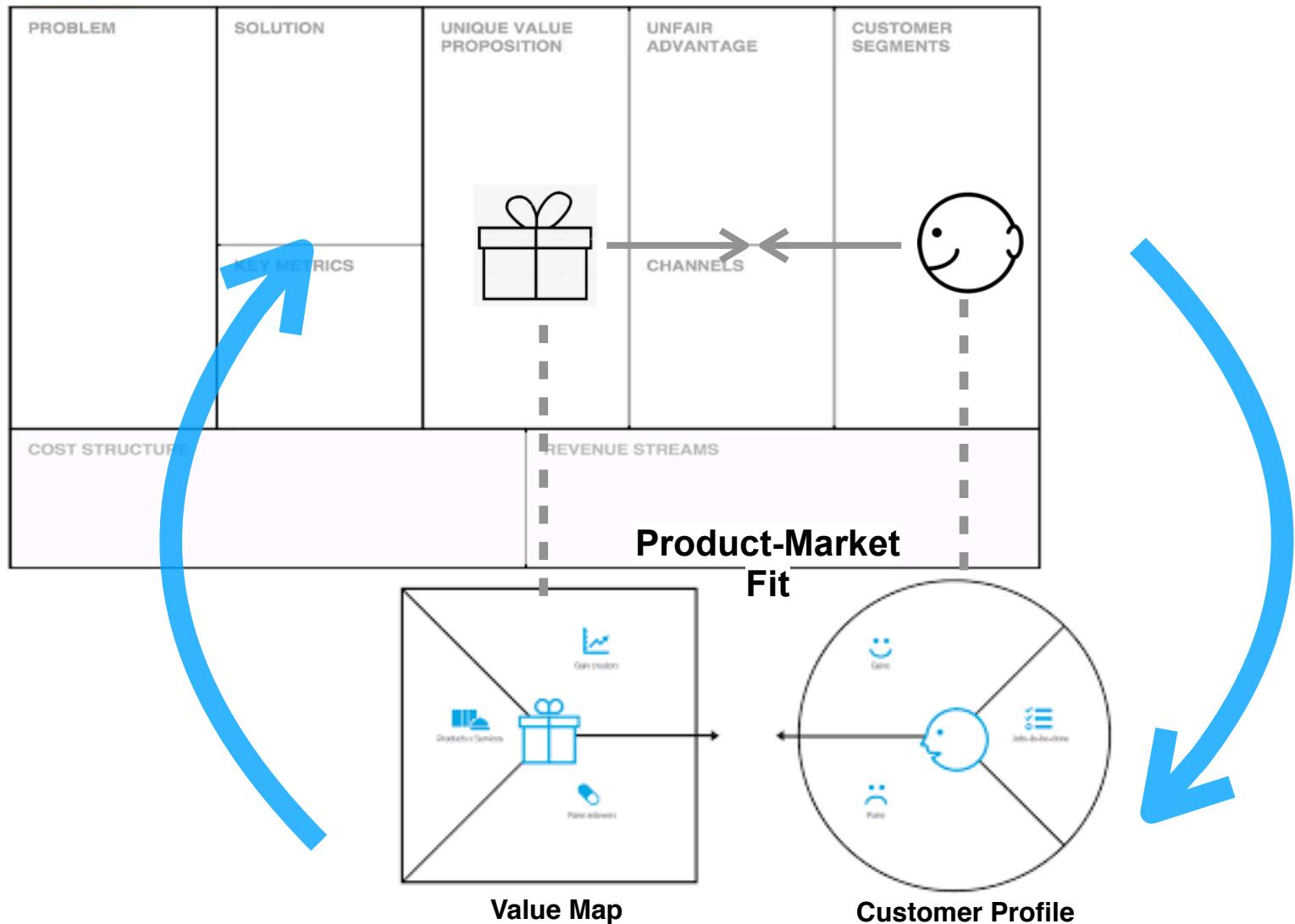


Requirement Analysis





USE **AGILE DEVELOPMENT** TO
ACCELERATE **CUSTOMER DISCOVERY**
SPEED IS KING.

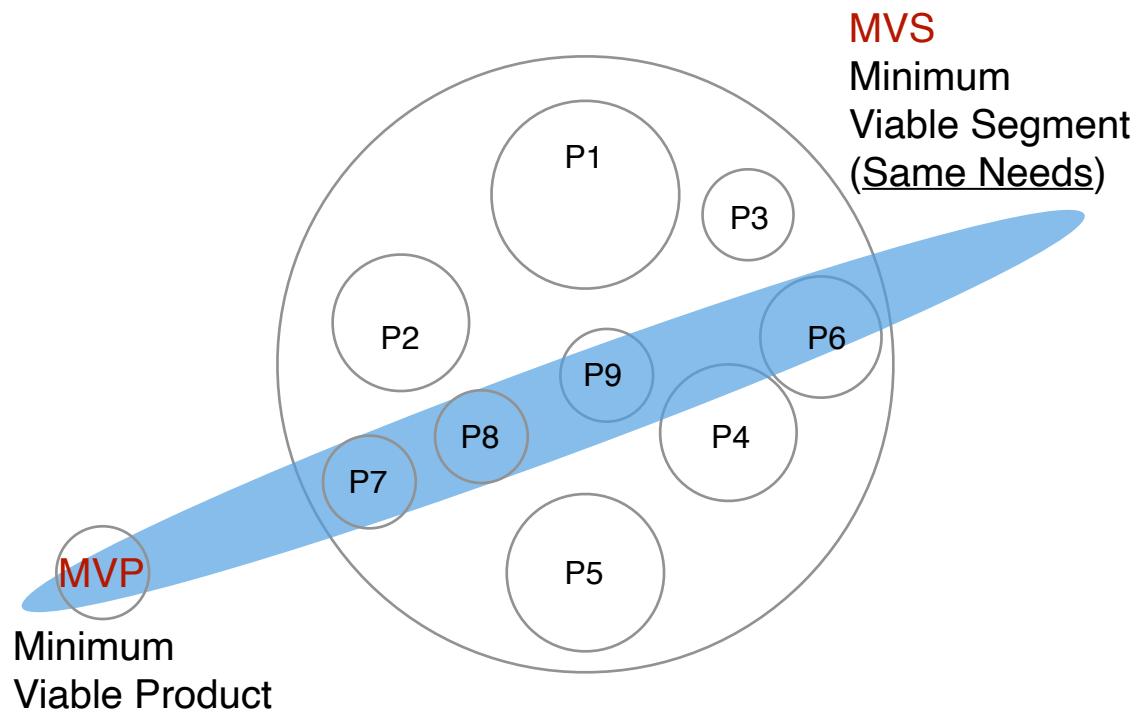




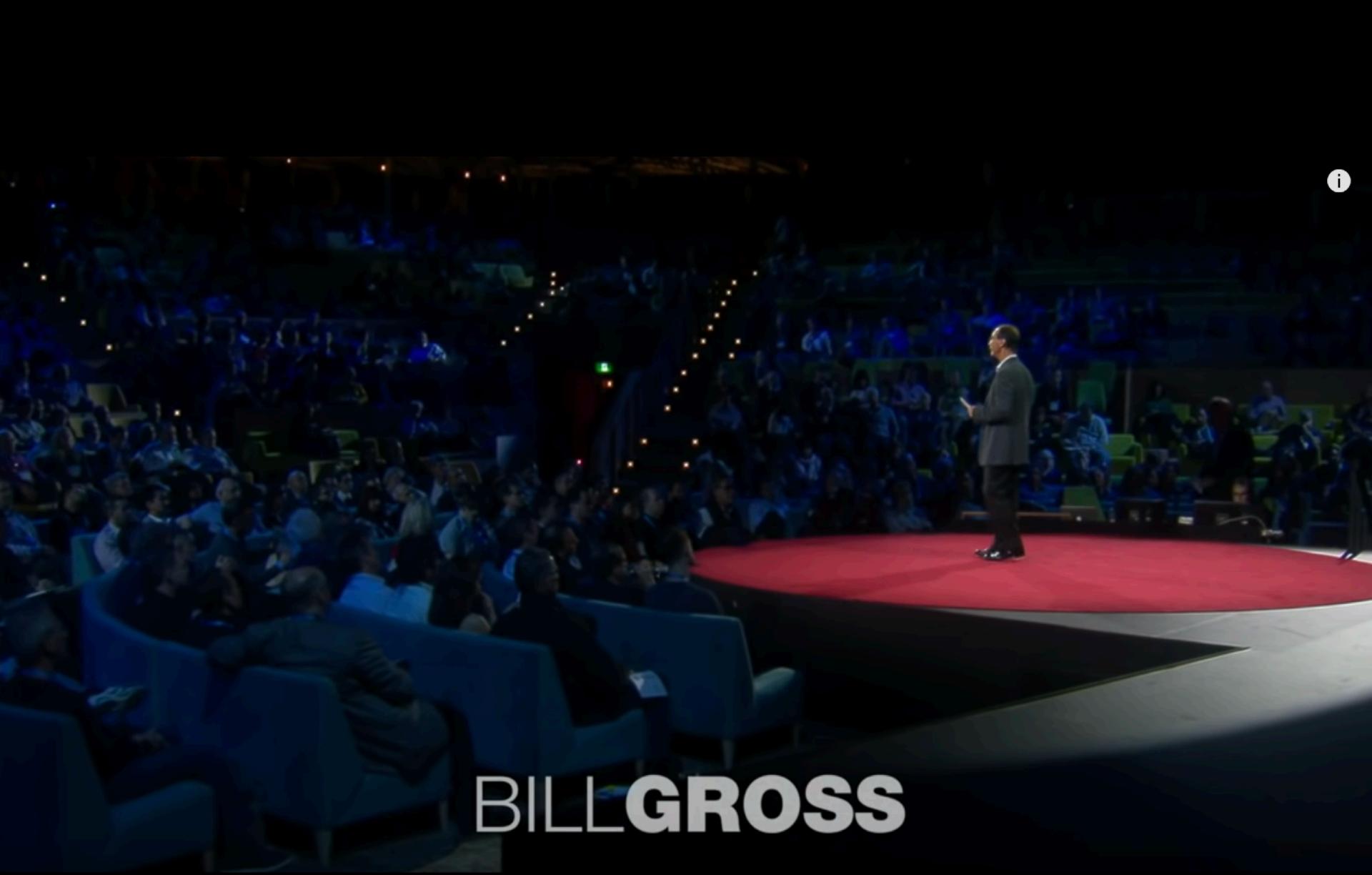
Minimum
Viable Segment

Time Saving Shopper (MVS)

- Long work hrs office worker
- Mom with kids
- Domestic helper



What factors matter most for Startup success?

A wide-angle photograph of a TED Talk stage. A man in a dark suit stands on a red circular carpet, facing a large audience seated in rows of blue theater-style seats. The stage is illuminated by spotlights, and the background shows the dark auditorium and a green exit sign above a door.

i

BILLGROSS

Source: Bill Gross, TED Talk 2015



About | Our Companies | Team | Careers | Contact

[Idealab Studio >](#)

From Ideas to Successful Companies



Founded in 1996, Idealab is the longest running technology incubator. We have created over 150 companies with more than 45 IPOs and acquisitions.



Since then: 5,000+ ideas, started 150+ companies, 50+ IPO's/M&A



What Factors Matter Most for Company Success?



Source: Bill Gross, CEO IdeaLab

Looked at factors of success/failure
across 250 companies.



Idea

- Novelty/Differentiation
- “Truth” that no one else sees
- Competitive Moats



Team / Execution

- Efficiency/Effectiveness
- Adaptability



Business Model

- Clear Path to Generating Customer Revenues



Funding

- Raising Money for Initial Funding, Follow-on & Growth

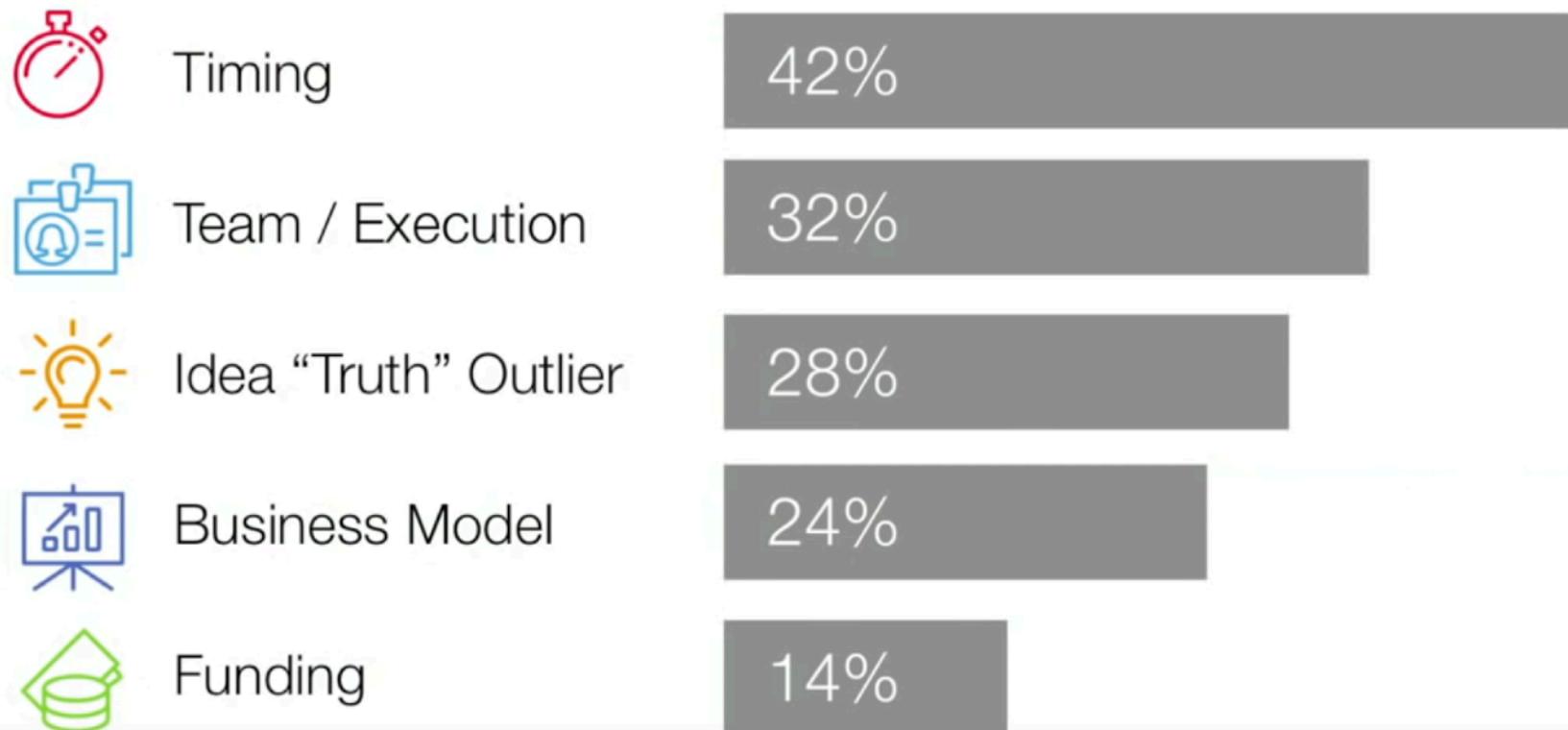


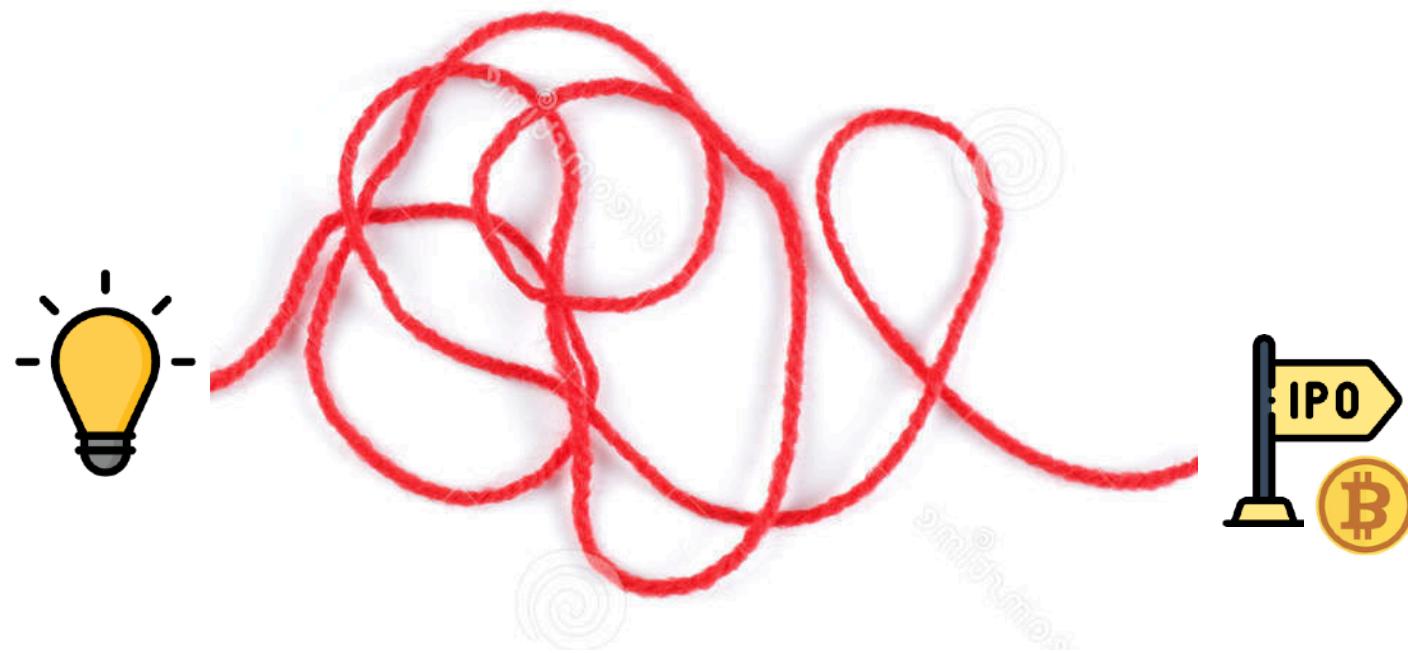
Timing

- Way Too Early
- Early
- Late

Source: Bill Cross, CEO at IdeaLab

Top 5 Factors in Success Across More Than 200 Companies





Riding the wave.





CORONAVIRUS



zoom

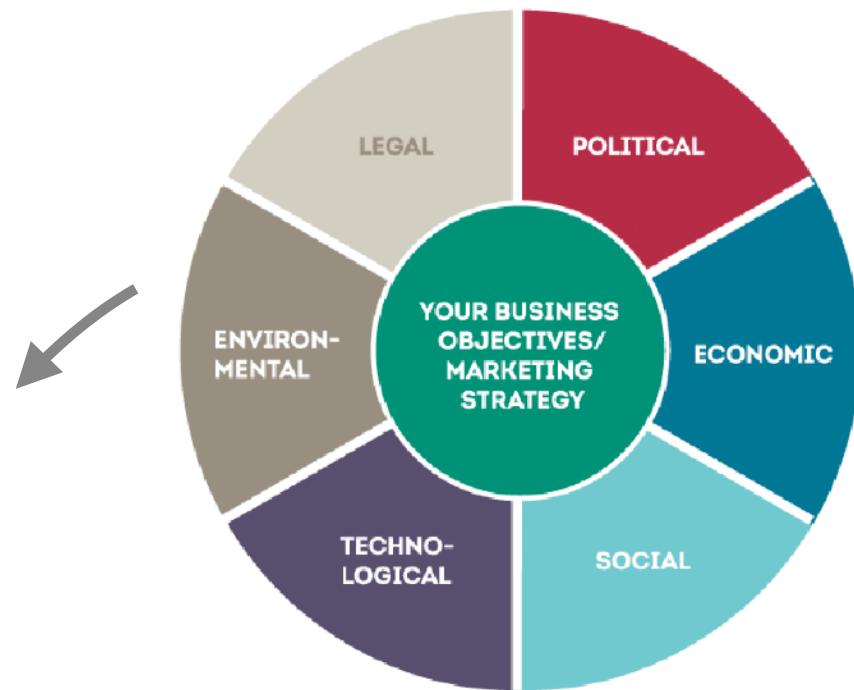
Understand the prevailing and emerging external forces that can undermine/drive the success potential of the venture and have the skills to validate the opportunity.

SWOT ANALYSIS



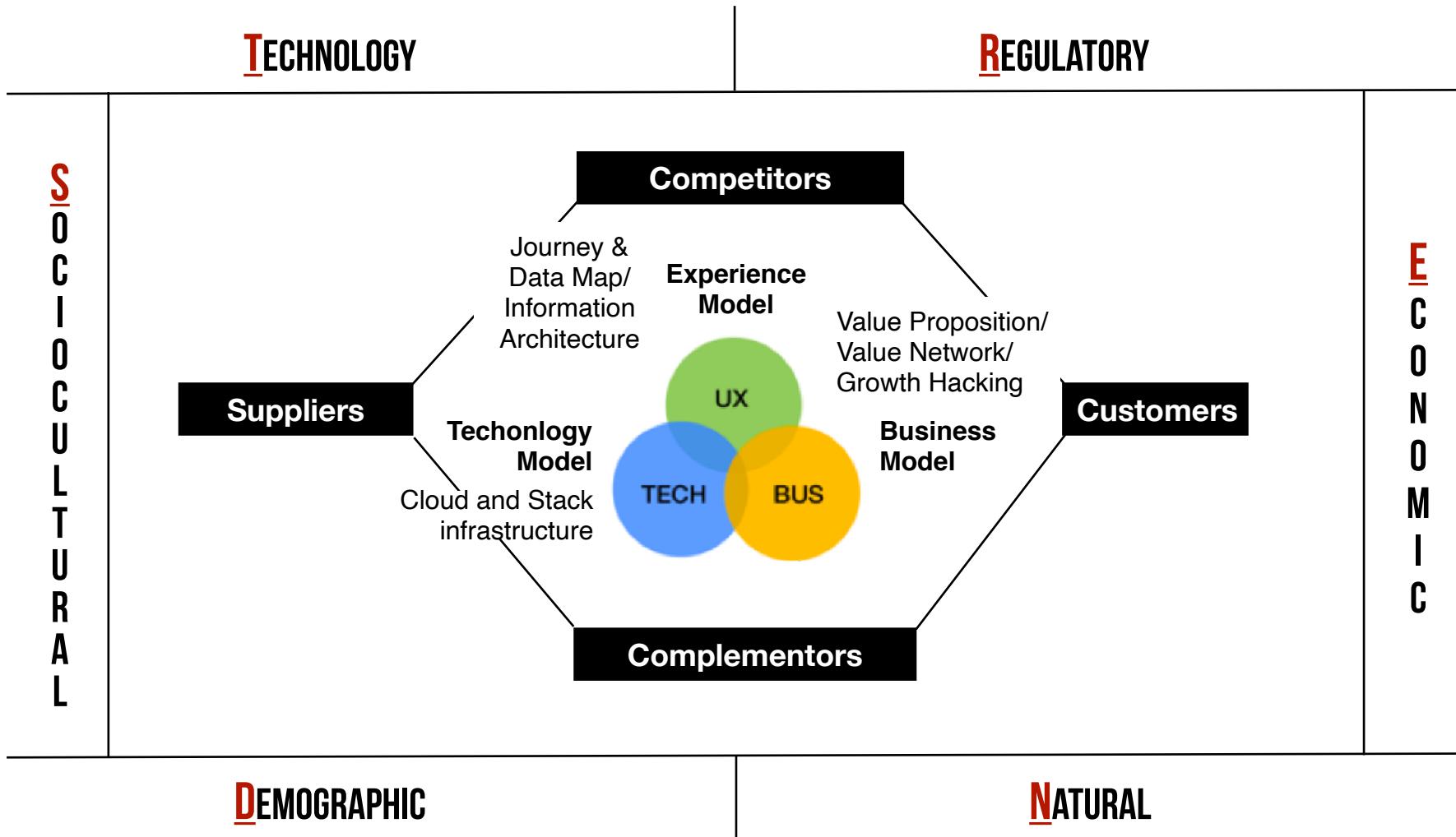
Source: Wikipedia

PESTEL ANALYSIS

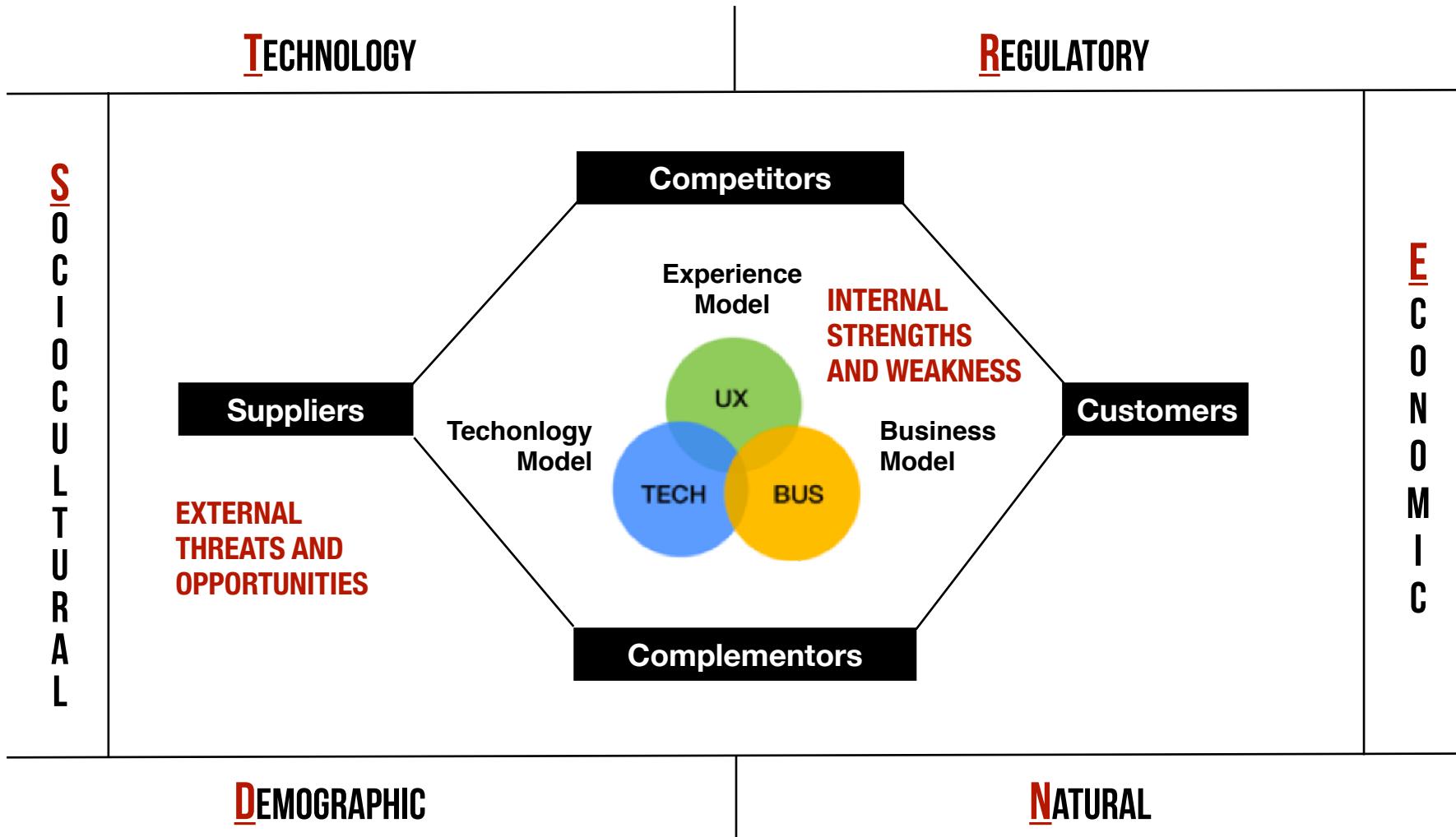


Source: Research Gate

EXTERNAL FORCES	EXAMPLES	THREATS	OPPORTUNITIES
POLITICAL	<ul style="list-style-type: none"> - Regional tension - Global challenges 	<ul style="list-style-type: none"> - War and outflow of talents and capital 	<ul style="list-style-type: none"> - Military industry, gold, and US\$ rise.
ECONOMIC	<ul style="list-style-type: none"> - Business cycle - Fiscal/Monetary policies - Foreign trade/Currency Exchange - Consumption/Investment sentiment 	<ul style="list-style-type: none"> - Inflation/supply chain - New industry policy leading to some rise and other decline 	<ul style="list-style-type: none"> - Basic commodities will be in demand - Domestic market rise - Export drop
SOICAL	<ul style="list-style-type: none"> - Change in demographics - Aging and birth control - Socio-cultural conflicts/Wealth gaps - Life-style/Media and education 	<ul style="list-style-type: none"> - Two-three Child policy - Aging challenges - Job shift due to AI - Work from home 	<ul style="list-style-type: none"> - Aging and health tech - Lifelong training - Property market shift - E-biz/virtual world
TECHNOLOGICAL	<ul style="list-style-type: none"> - Digital disruption - Data security and privacy - AI enabled job shift 	<ul style="list-style-type: none"> - Datamation and automation add unemployment. 	<ul style="list-style-type: none"> - New job types and training opportunities. - Electric car.
ENVIRONMENTAL	<ul style="list-style-type: none"> - Extreme weather/Natural disaster - Pandemic - Energy/resources shortages 	<ul style="list-style-type: none"> - Agricultural production uncertain - Insurance protection 	<ul style="list-style-type: none"> - New insurance types - Green tech, Health tech - Agile lifestyle
LEGAL	<ul style="list-style-type: none"> - Sector regulation - National security/Social security - Anti-monopoly/rent control/wage 	<ul style="list-style-type: none"> - Some industries will be heavily regulated - Money control 	<ul style="list-style-type: none"> - Blockchain/ web 3.0 - Diversify capital



Adapted From Co-opetition, Adam Brandenburger & Barry Nalebuff



Adapted From Co-opetition, Adam Brandenburger & Barry Nalebuff

S O C I O C U L T U R A L

TECHNOLOGY

REGULATORY

E C O N O M I C

社會行為、組織、文化影響銷費和生產行為

科技改變生產力及銷費模式，影響社會及經濟發展

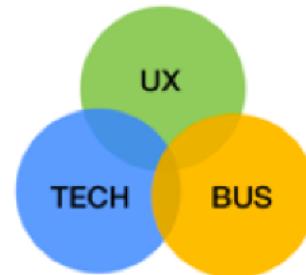
Suppliers

了解社會行為、組織、文化如何建構及傳播有助開拓業務

人口變化會直接及間接影響勞動力及各種市場的供求情況

Competitors

Experience Model



Complementors

Business Model

產業及市場的運作有賴政府立法，司法及行政的表現。了解政策有助掌握業務發展方向

Customers

地球資源有限，無節制的消耗不但會使資源短缺，更會使生態失衡，導致各種惡果，也會影響供求價格

任何經濟體的表現都會受到外圍及內部因素影響包括市場供應和需求條件的變化

DEMOGRAPHIC

NATURAL

Adapted From Co-opetition, Adam Brandenburger & Barry Nalebuff

SOCIOCULTURAL

TECHNOLOGY

- 網絡文化
- 城市化
- 全球化
- 本土運動
- 環保觀念
- 宗教運動
- 品牌文化
- 環境能源技術
- 交通運輸技術
- 雲計算/大數據
- 人工智能
- Blockchain
- 物聯網
- VR/AR/MR/XR
- 生物科技
- 物料創新

Suppliers

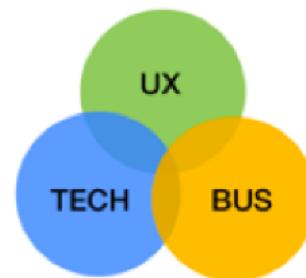
- 80/90/00後
- 兩性關係
- 隔代關係
- 工作模式
- 生活模式
- 學習模式

Techonlogy Model

- 人口老化
- 兩性比例
- 出生率下降
- 人口遷移
- 人口失衡

Competitors

Experience Model



Complementors

- 產業政策, 政制發展
- 人口政策, 教育政策
- 文化政策, 科技政策
- 社福政策, 房屋政策
- 運輸政策, 金融政策
- 外交/軍事/維穩政策
- 公共衛生/環保政策

REGULATORY

- 基礎產業
- 產業發展
- 中小企創業
- 失業就業率
- 生產指數
- 投資營商環境
- 貿易消費額
- 汇市/樓市
- 股市/債市

Customers

- 全球經濟
- 區域經濟
- 本土經濟
- 新興經濟
- 去美元化
- 資本市場
- 網絡經濟

ECONOMIC

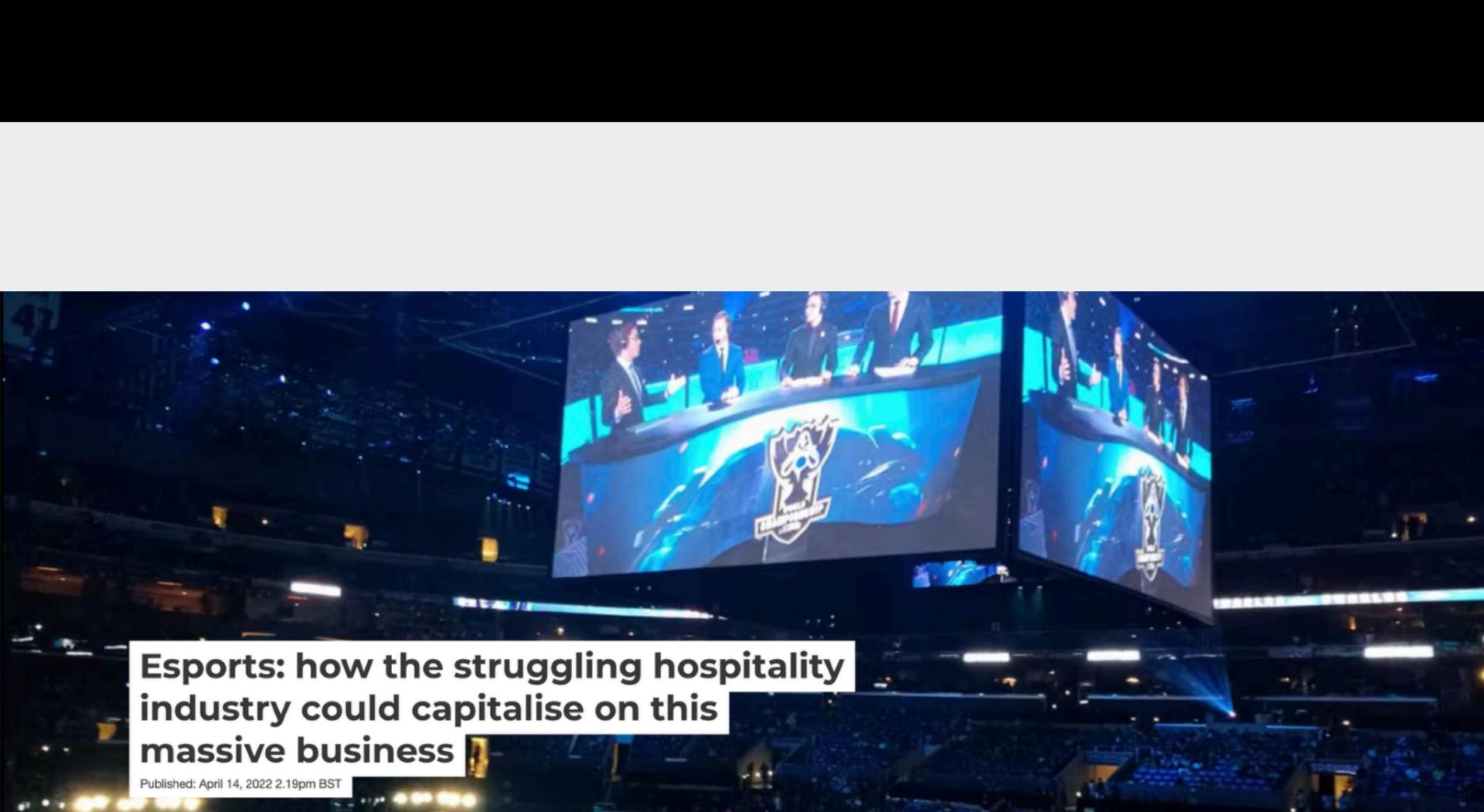
DEMOGRAPHIC

Adapted From Co-opetition, Adam Brandenburger & Barry Nalebuff

NATURAL

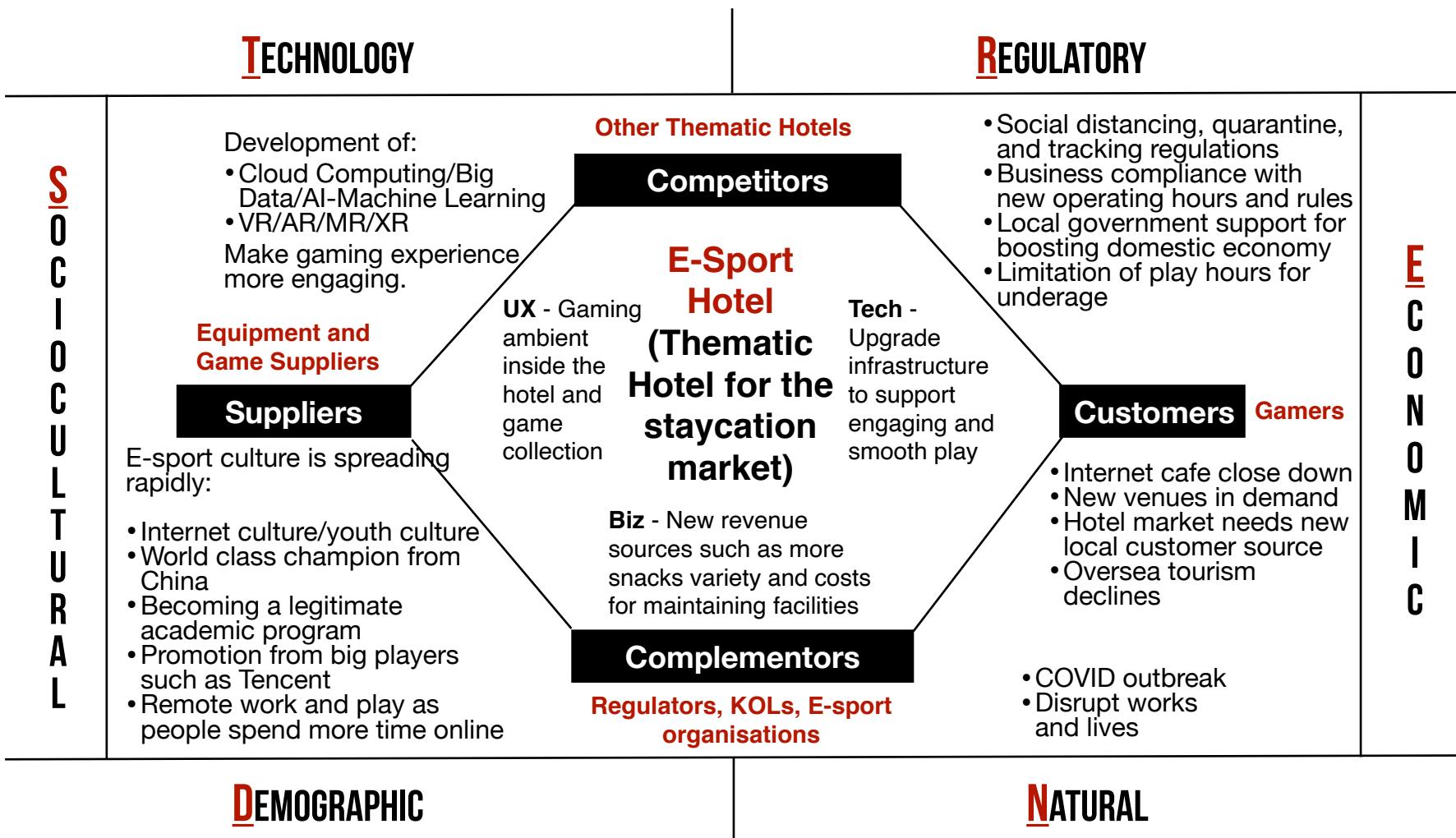


Direct impact of COVID-19



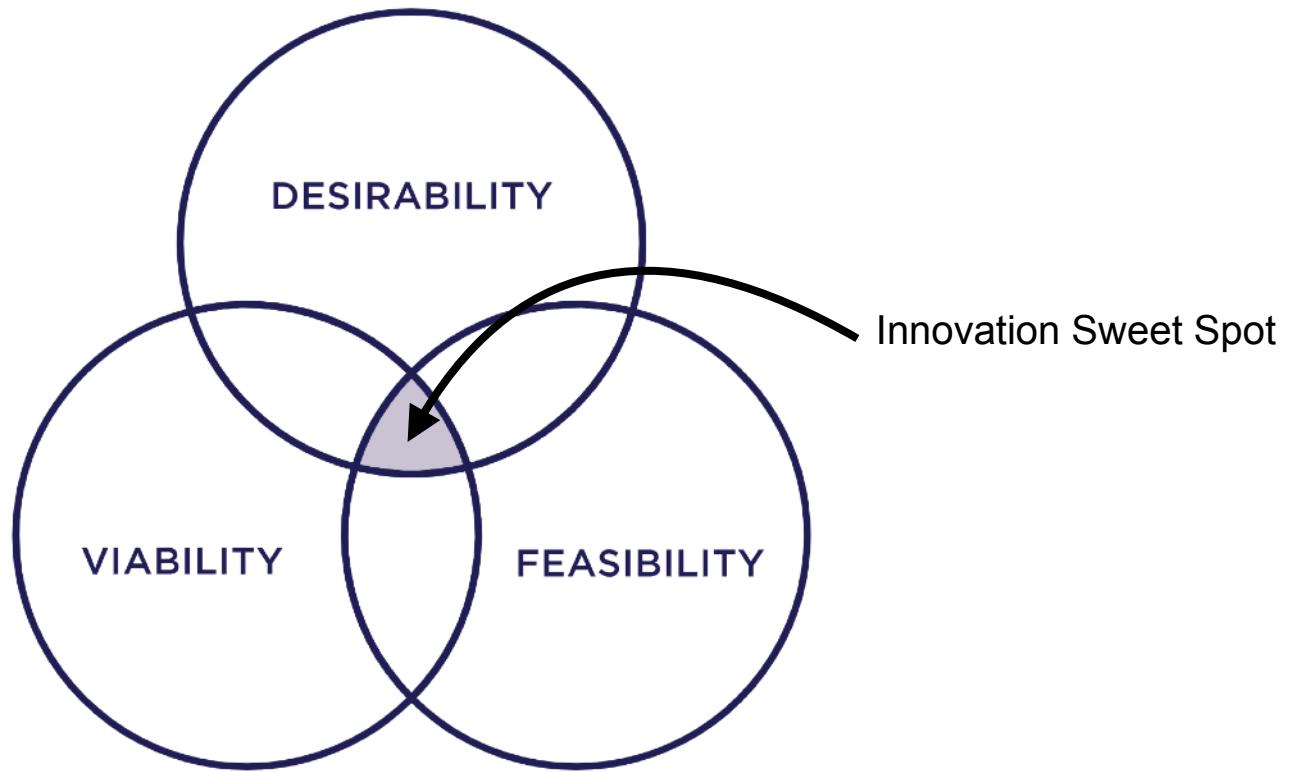
Esports: how the struggling hospitality industry could capitalise on this massive business

Published: April 14, 2022 2.19pm BST

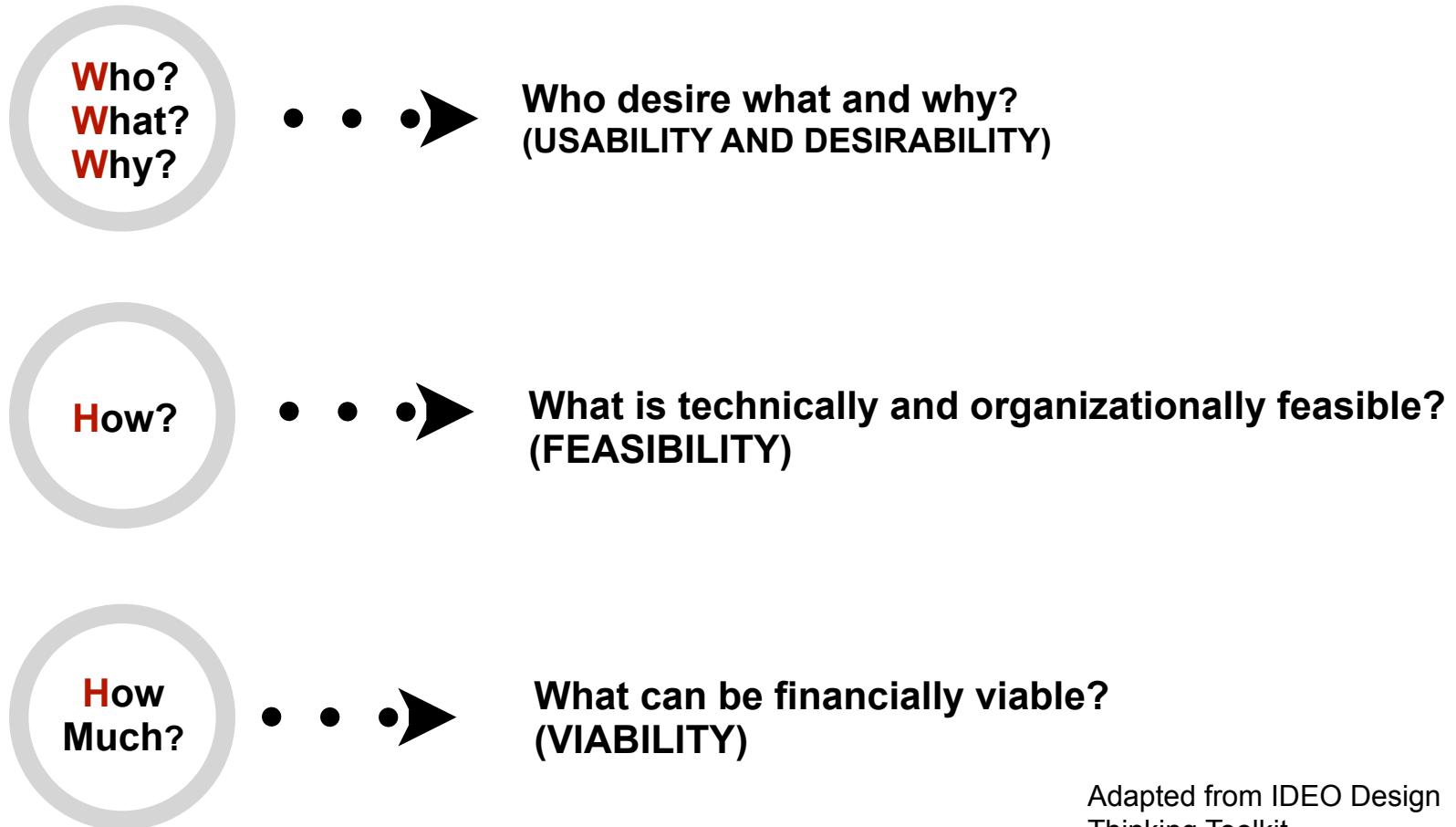


The IDEO 3 Pillars of Innovation

+ Timing



Source: IDEO (<https://designtinking.ideo.com/>)



Adapted from IDEO Design Thinking Toolkit



**Who desire what and
why?
(USABILITY AND
DESIRABILITY)**



**What is technically and
organizationally
feasible?
(FEASIBILITY)**



**What can be
financially viable?
(VIABILITY)**



**When is the right time to
deploy the MVP releases
(versions)?
(ADAPTABILITY)**

Adapted from IDEO Design
Thinking Toolkit



CASE STUDY: REDESIGNING THE SHOPPING CART



Source: Flickr ([mliu92](#))

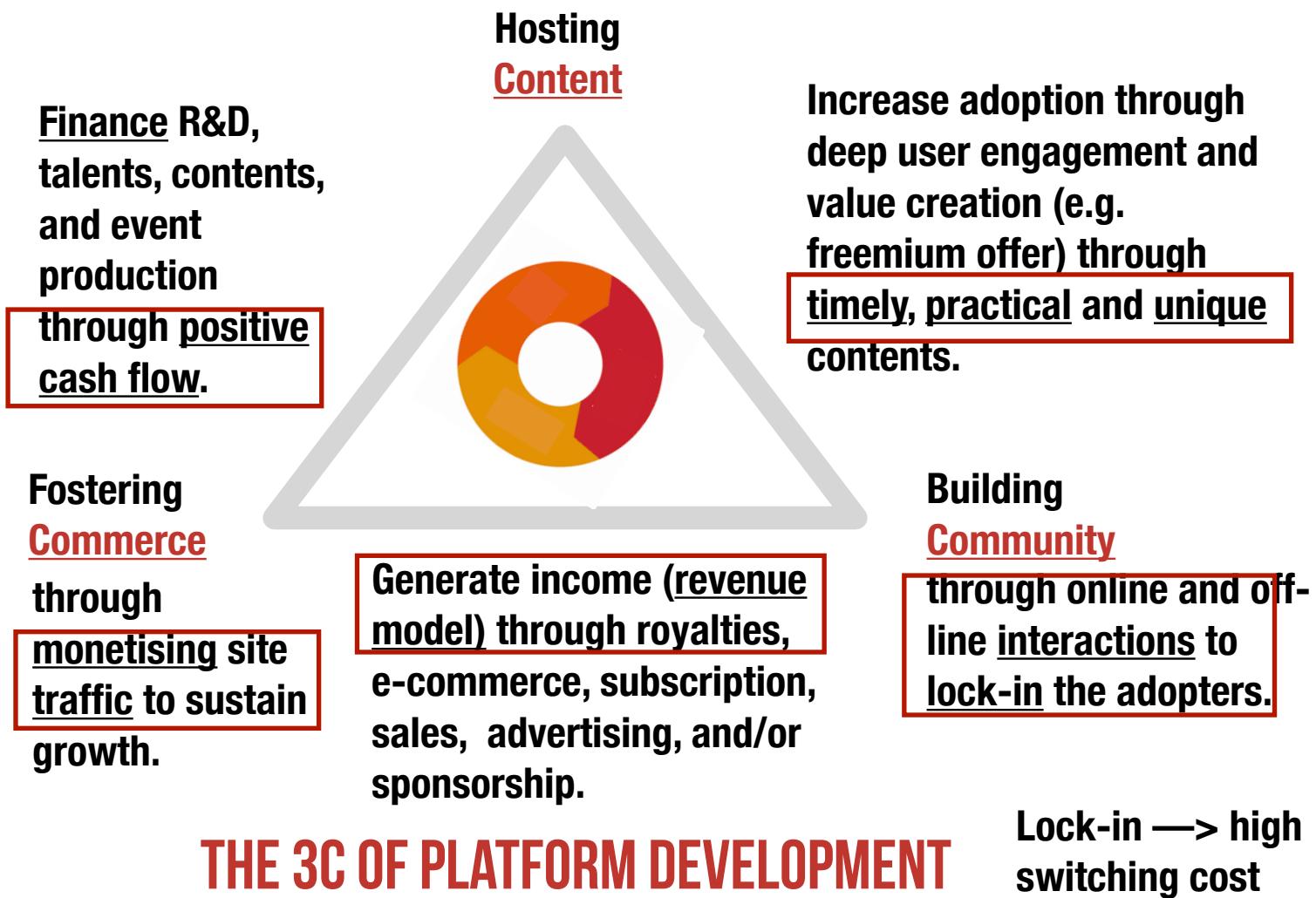
Hypothesis to be validated - Priority and timing.

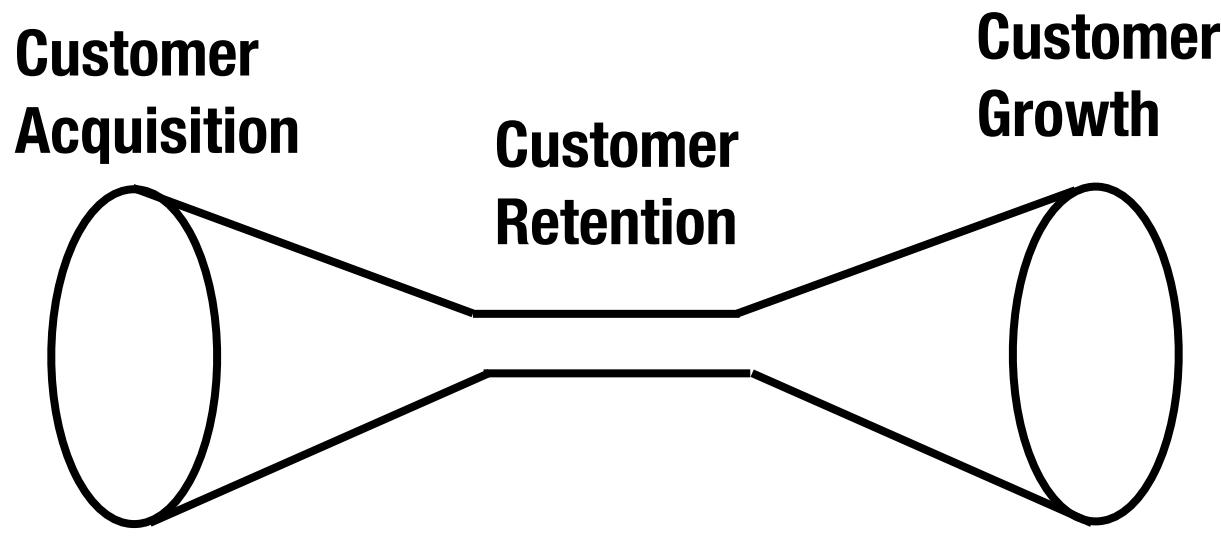
- ✓ Hard to find shopping items.**
- ✓ Take a long time to checkout.**
- ✓ Take care of kids while shopping.**
- ✓ Not knowing availability of items at the shop.**
- ✓ Not knowing what is lacking at home.**
- ✓ Take time to check stocks at home.**
- ✓ Too many things to carry.**
- ✓ Forget to buy some of the items.**



The Airbnb Customer Discovery Story

3C strategy for transforming a product or service into a platform.





The Conversion Funnel Through the 3C

USING 3C TO DRIVE CUSTOMER DEVELOPMENT (2A3R)

1. Acquisition
2. Activation
3. Retention
4. Revenue
5. Referral



Source: "Why Lean Start-up Changes Everything" by Steve Blank,
Harvard Business Review May 2013

Source: Dave McClure 《Startup Metrics for Pirates》

**Digital marketers call this:
“Growth Hacking”**



USING 3C TO DRIVE CUSTOMER DEVELOPMENT (2A3R)

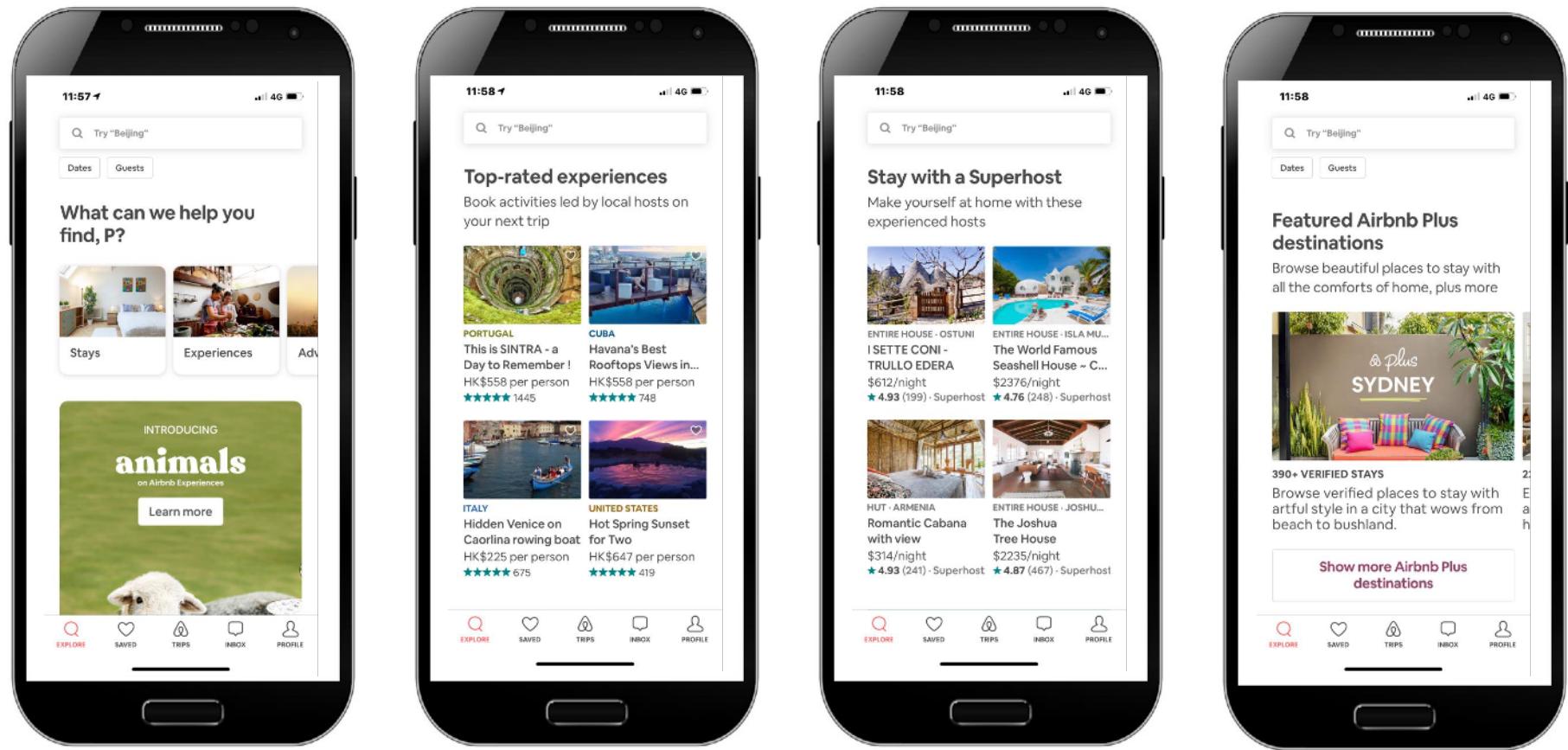
- 1. Acquisition**
 - Website stories, testimonials, viral TikTok videos, KOL Instagrams, FB Ads, SEO/SEM, events, media, gamification, etc.
- 2. Activation**
 - Free offer for becoming member
- 3. Retention**
 - Email subscription marketing and retargeting
- 4. Revenue**
 - Personalised products and services
- 5. Referral**
 - Social media sharing, affiliation, recommendations, events, etc.

KEY METRICS (Quantifiable Measures)

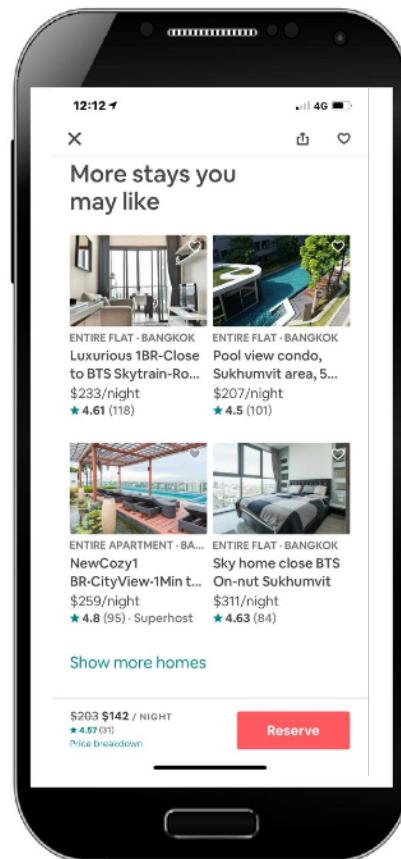
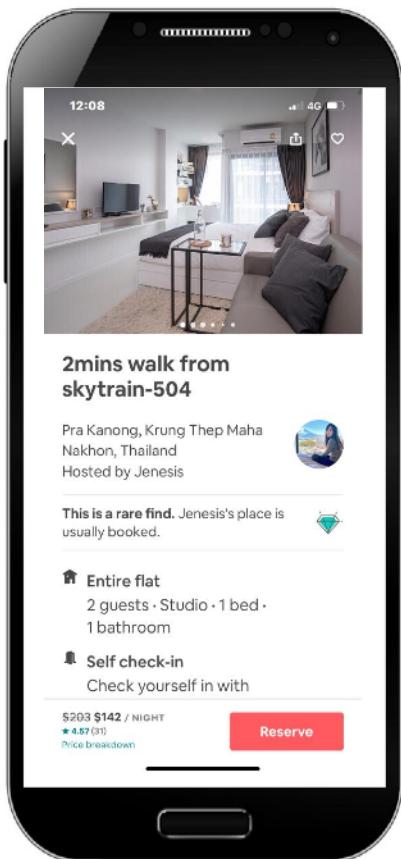
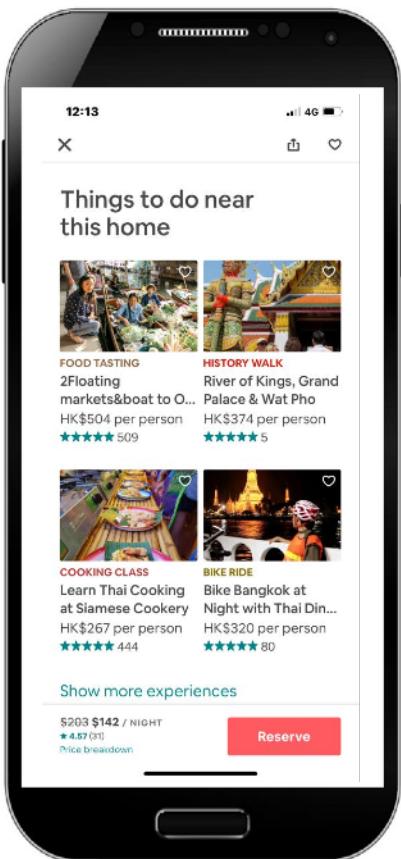
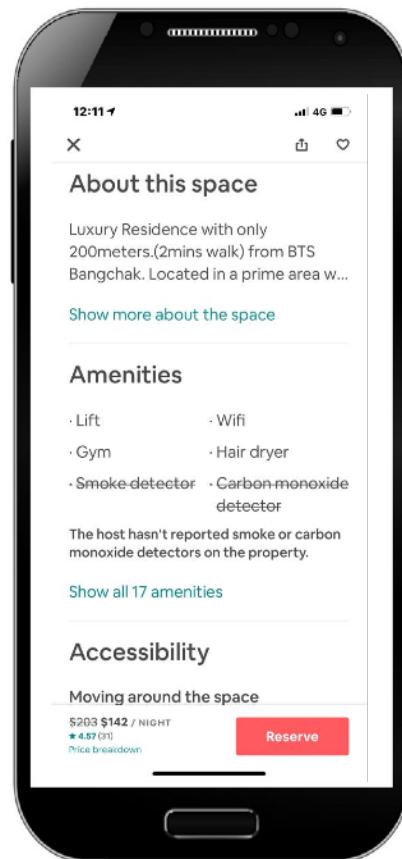
FOR EACH STAGE (2A3R)

- 1. Acquisition** – # of returned site visits, FB Ads counts, Email opt-in, Google AdWord search counts...
- 2. Activation** – # of sign-up for offerings, qualified leads
– percentage of user profile completion
- 3. Retention** – # of returns from profiled users
- 4. Revenue** – # and values of transactions
- 5. Referral** – # of sharing of social media contents and offerings, referred leads, etc.

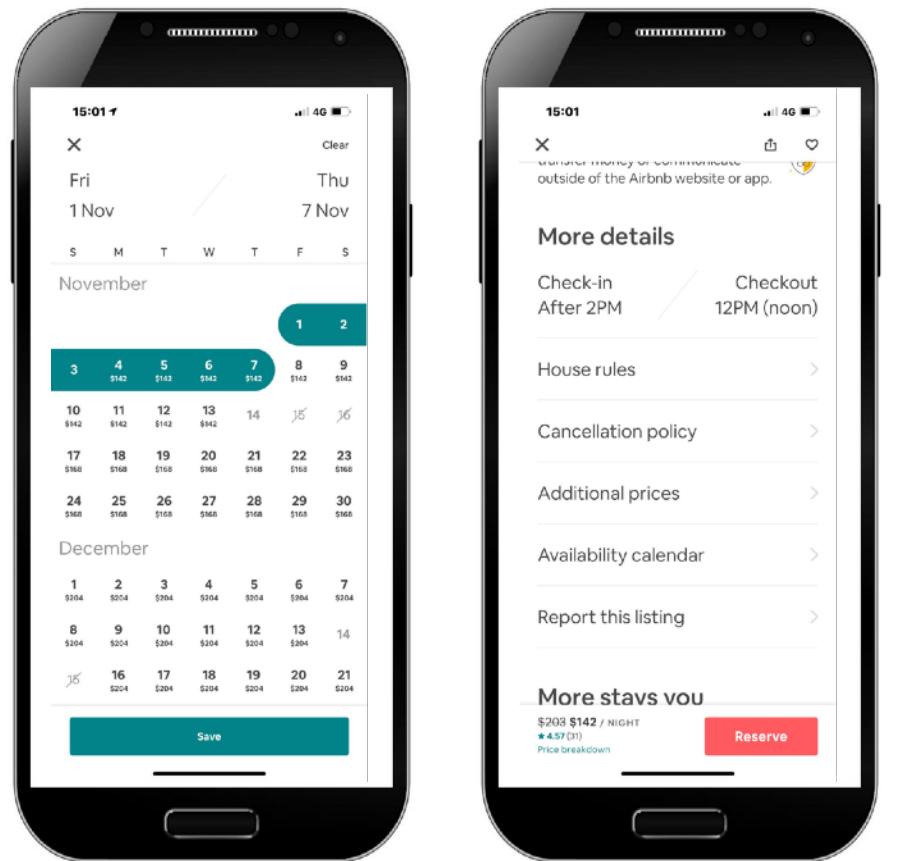
Content



Source: Airbnb



Source: Airbnb



Source: Airbnb

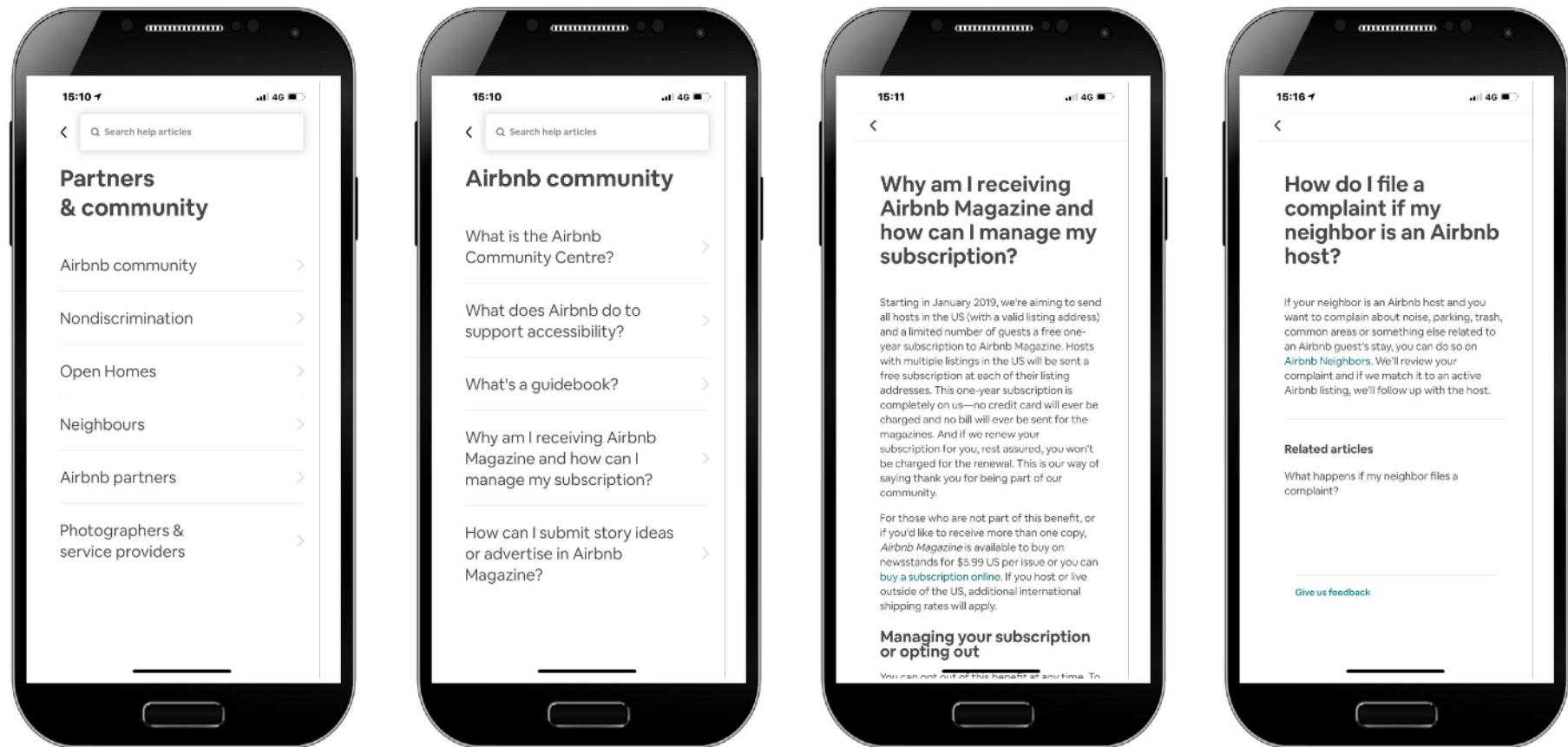
Issues Related to Content

- 1. Is content creation a core competence?**
- 2. How to solve the seeding problem?**
- 3. How to solve the privacy problem?**
- 4. How to solve the mis-information problem?**
- 5. Standards for content creation and circulation**
- 6. Versioning and windowing**
- 7. Freemium vs Premium**

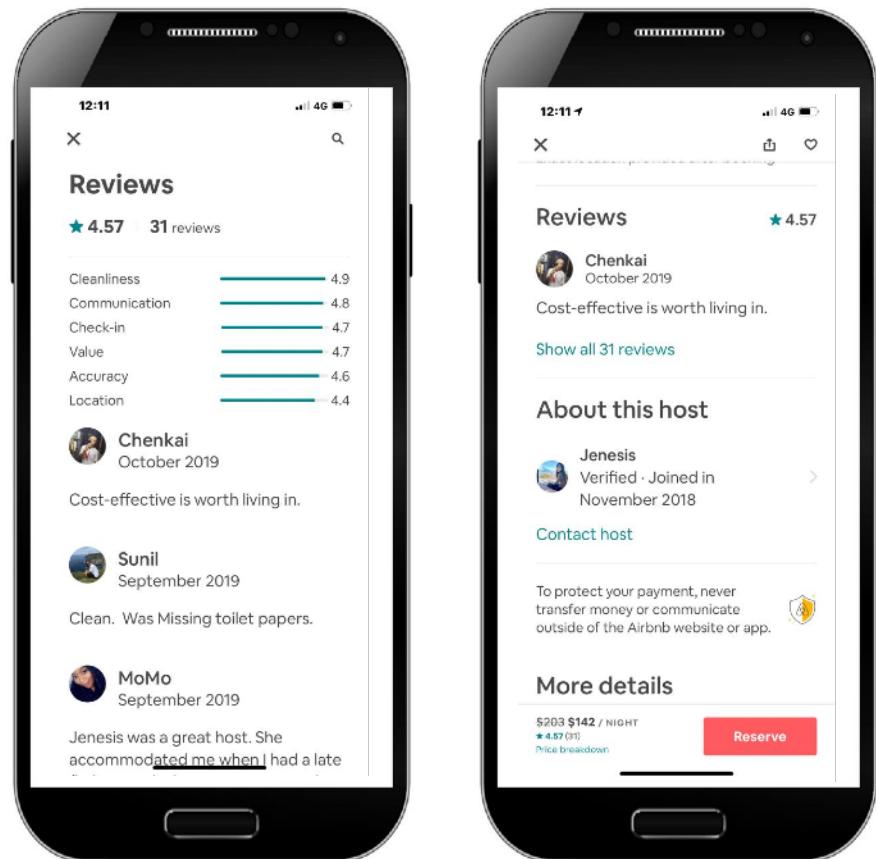
Major takeaway:
Content is part of the UX.

For Airbnb, it's the **makeover pictures of the host's place that provide the insights for go-to market strategy in achieving **product-market fit**.**

Community



Source: Airbnb



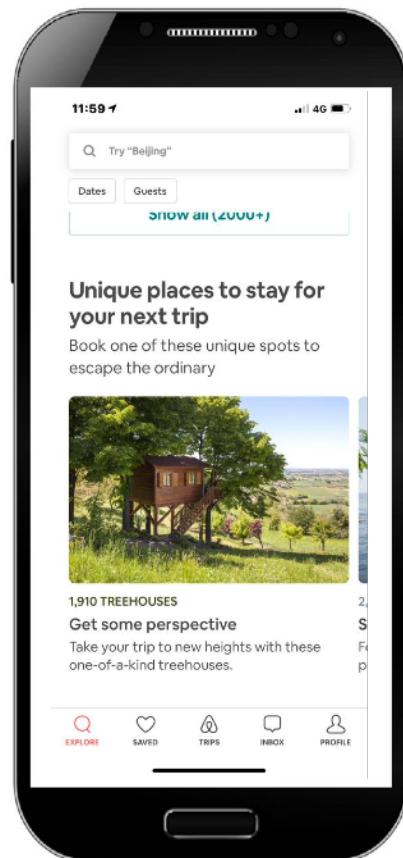
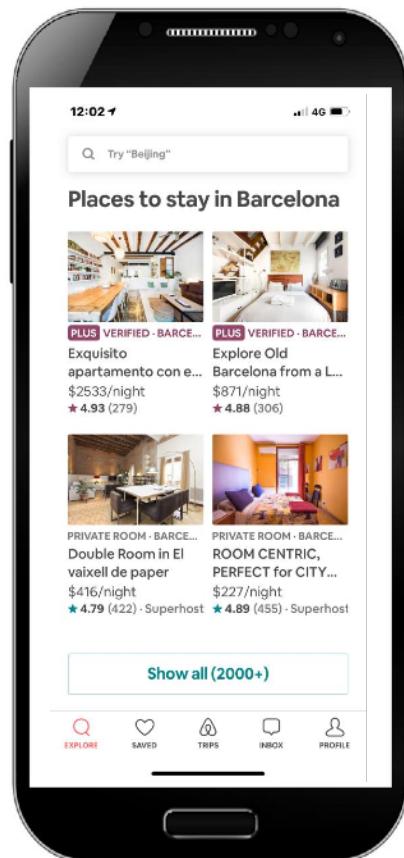
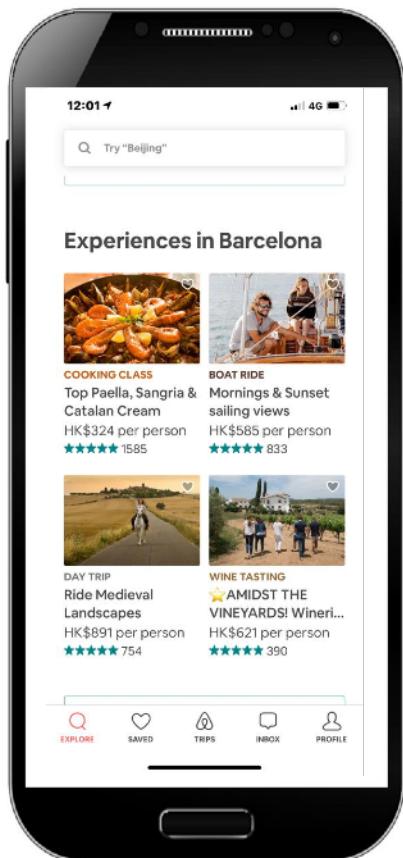
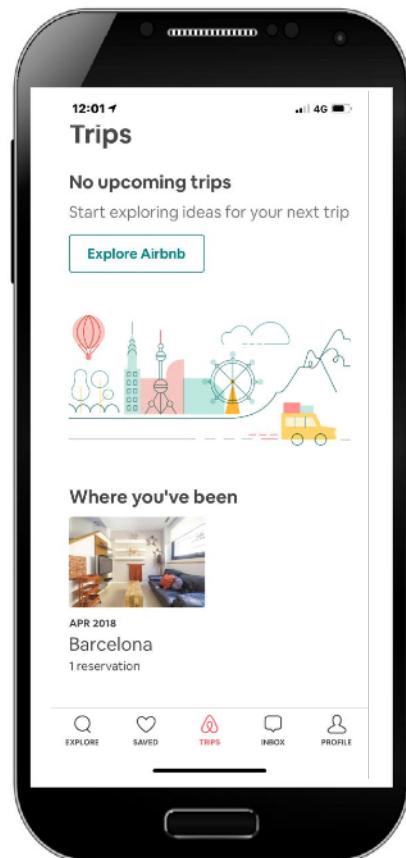
Source: Airbnb

Issues Related to Community

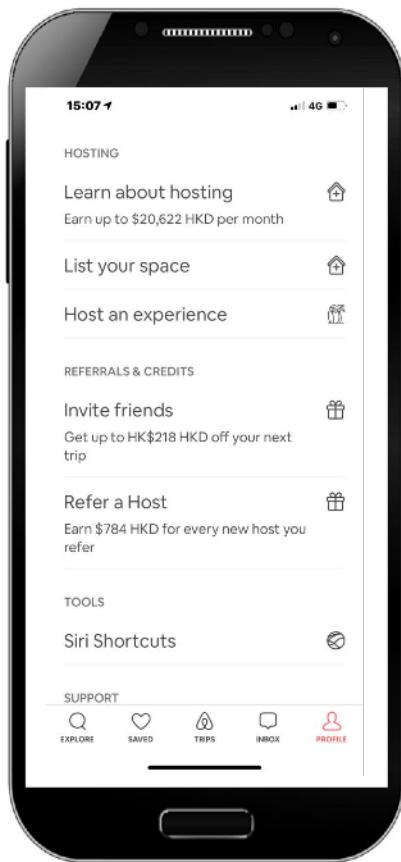
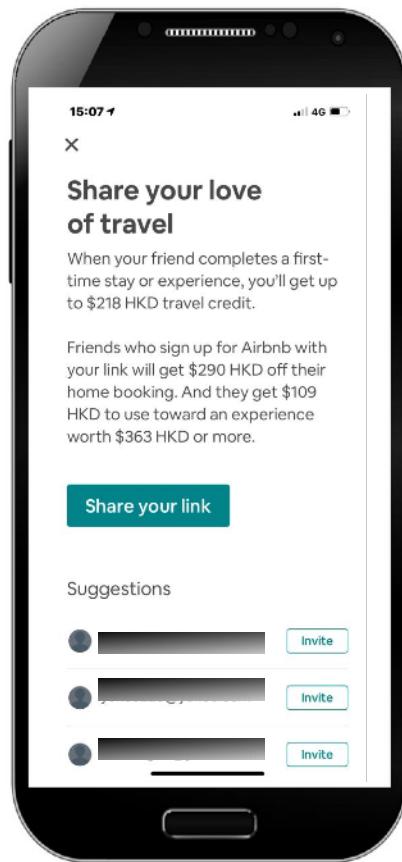
- 1. Onboarding, scaffolding, mastery, and termination.**
- 2. Customers become sales force (Groupon).**
- 3. Platform becomes channel for accessing goods and services within eco-system (WeChat).**
- 4. Co-creation of values with complimentors (Apple).**
- 5. Rules to live by (e.g. Likes, Comments, and Share/ Yellow Label. Points, Badges, and Leaderboard).**

Major takeaway:
Not just technology but media channel.

Commerce



Source: Airbnb



Source: Airbnb

Issues Related to Commerce

- 1. Switching costs (lock-in effect)**
- 2. Recurring revenue (SaaS)**
- 3. Prepaid-revenue (Subscription)**
- 4. Leverage shared resources (Multi-side market)**
- 5. Make tool for others to bring in revenue (User generated content)**
- 6. Flexible to scale (low fixed cost)**
- 7. Entry barrier (Ecosystem defence — Total Cost of Ownership)**

Major takeaway:
Capture values through monetising community interactions

- Location/city search
- Date/number of guests
- host info/amenities
- Guest info (Very little under new policy)
- Pics/price, lifestyle info
- Digital marketing (e.g. email, social media)
- Airbnb API

Content

- Evaluation/comment system
- Experience provider (photographer)
- Detailed info to complete booking
- Referral service
- 3rd party developers and business partners

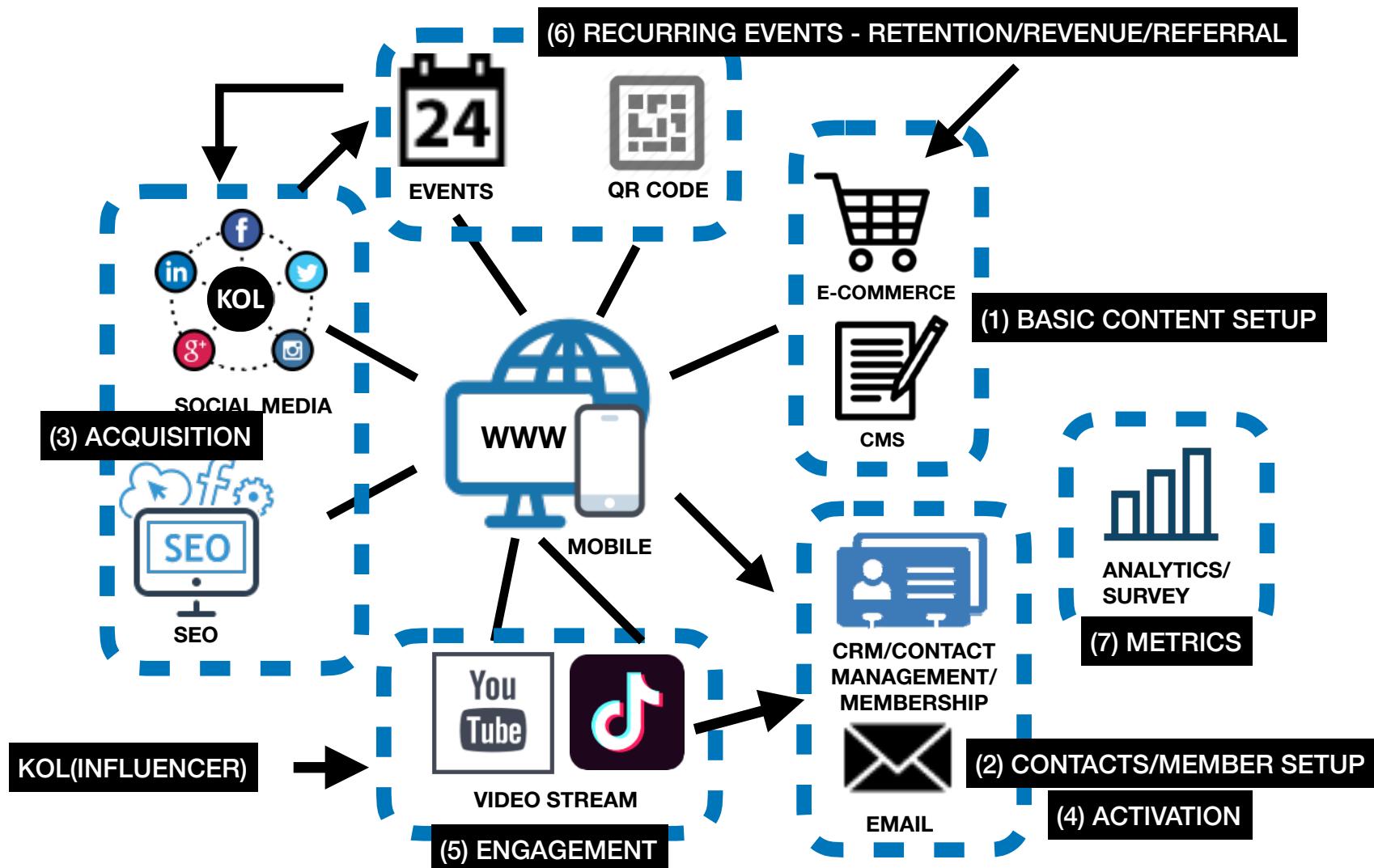
Community

- Host insurance
- Photo-shooting expenses
- Content production/ promotion costs
- Receipt of an average of 10% service commission from guests
- Receipt of 3% transaction fee from the host

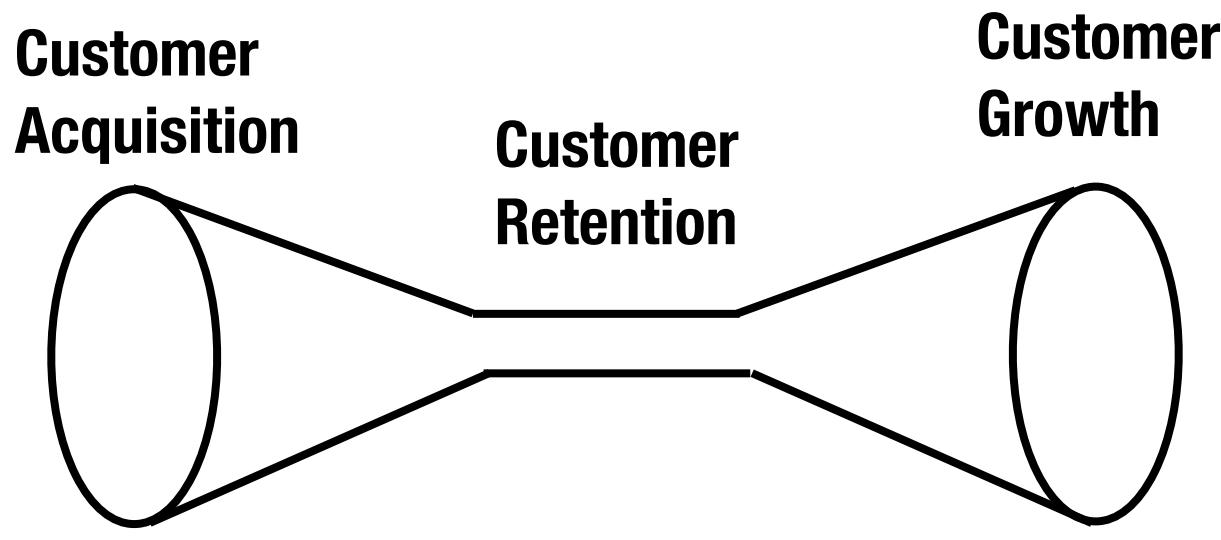
Commerce

Key Problem and Solution

- Trust issues between hosts and guests
- Retaining guests, long-term growth problems



Designing UX for Conversion Tracking



The Conversion Funnel Through the 3C

Transformation of a hotel business into a platform through 3C Conversion

- Generate **contents** through **user profiling** and **interests, destinations** tracking, **rating** and **reviews**
- Build **community stickiness** by **matching** profiles and interests, rewarding ratings and reviews
- Increase **membership** by implementing a **point system** to build loyalty and reinforce recurring guest visits and spending.

From Business Model to Financials

Source: <https://www.youtube.com/watch?v=V5QNp57xael&t=22s>

BUSINESS MODEL
FORMULA :



Financial Budget: Financials Tracking Tool for Product Manager



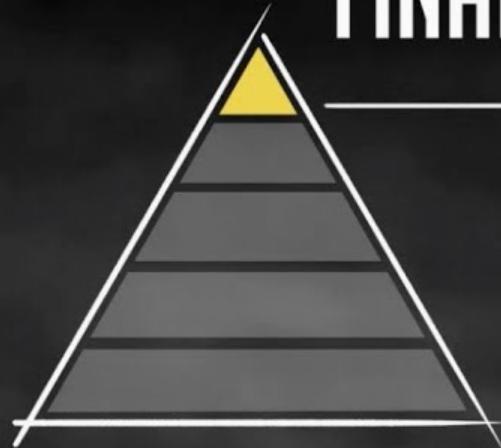
FINANCIAL BUDGETING:



OPERATING
BUDGET

Monitoring: Comparing Budget Plan with Actual Figures

FINANCIAL MONITORING:



PERFORMANCE
METRICS

Source: <https://www.youtube.com/watch?v=Aqz03ne5quw&t=20s>

Interfaces Saving... ○

SCRUM Kanban New ▾ Legacy plan

SHARE HELP ? 🔔 🔍 AUTOMATIONS APPS

Stories Epics Releases Team Tasks +

VIEWS All Tasks 2 hidden fields Filter Group Sort Color Share view

Find a view

All Tasks Costs By Sprint/Story

	TaskName	Task Description	Sprint	Stories	TaskType	Status	StartDate	DueDate	Team
1	(XKE-28)-1	Agreement from business partner	Sprint 00	(XKE-28) Create key scenarios for design	UXD	Done	1/24/2022	1/31/2022	UXD-B Suen
2	(XKE-28)-2	Cloud vendor cost quotation	Sprint 00	(XKE-28) Create key scenarios for design	ENG	In progress	2/1/2022	1/10/2022	ENG-bernard@cuhk.edu.hk
3	(XKE-1)-3	Begin Figma design		(XKE-1) Design new navigation	UXD	Todo	1/24/2022	1/31/2022	UXD-B Suen

Create... ▾

Grid +

Form +

Calendar +

Gallery +

Kanban +

Timeline Pro +

Gantt Pro +

New section Pro +

3 records

Interfaces

SCRUM Kanban New · Legacy plan

SHARE HELP ? 🔔 APPS

Stories Epics Releases Team Tasks +

VIEWS Budget Tracking Filter Group Sort Color Share view

Find a view

All Tasks

Budget Tracking

Costs By Sprint/Story

Create...

Grid

Form

Calendar

Gallery

Kanban

Timeline Pro

Gantt Pro

New section

3 records

BillingRates PlanHours PlanCosts ActualHours ActualCosts

	TaskName	Task Description	Sprint	TaskType	Status	BillingRates	PlanHours	PlanCosts	ActualHours	ActualCosts
1	(XKE-28)-1	Agreement from business partner	Sprint 00	UXD	Done	\$300.00	8.0	\$2,400.00	10.0	\$3,000.00
2	(XKE-28)-2	Cloud vendor cost quotation	Sprint 00	ENG	In progress	\$350.00	7.0	\$2,450.00	7.0	\$2,450.00
3	(XKE-1)-3	Begin Figma design		UXD	Todo	\$300.00	10.0	\$3,000.00	0.0	\$0.00

Sum \$950.00 Sum 25.0 Sum \$7,850.00 Sum 17.0 Sum \$5,450.00

Monitoring Dashboard

In Interface / Plan vs. Actual Edit

Share feedback Share

Tasks Filter

Reset

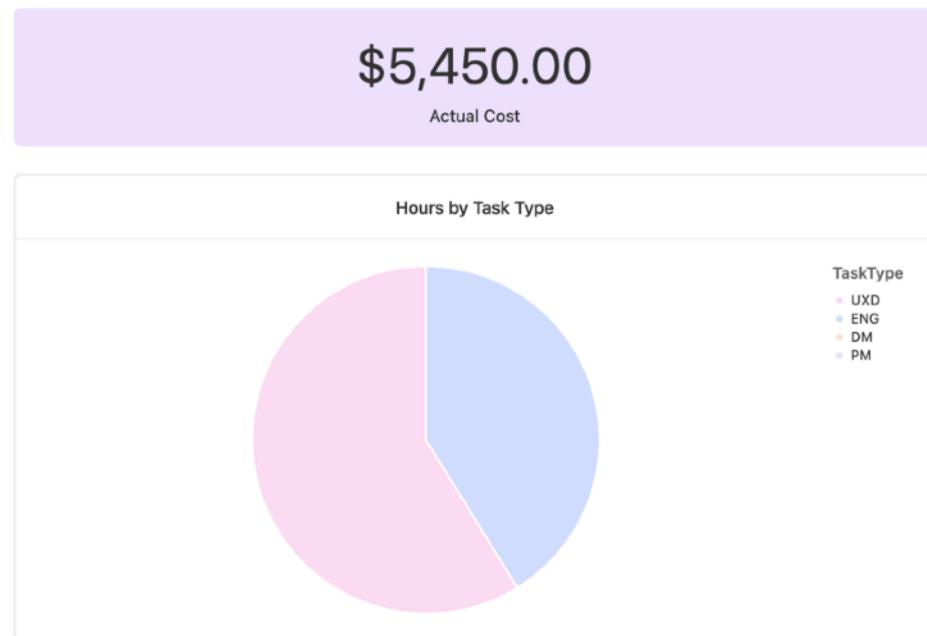
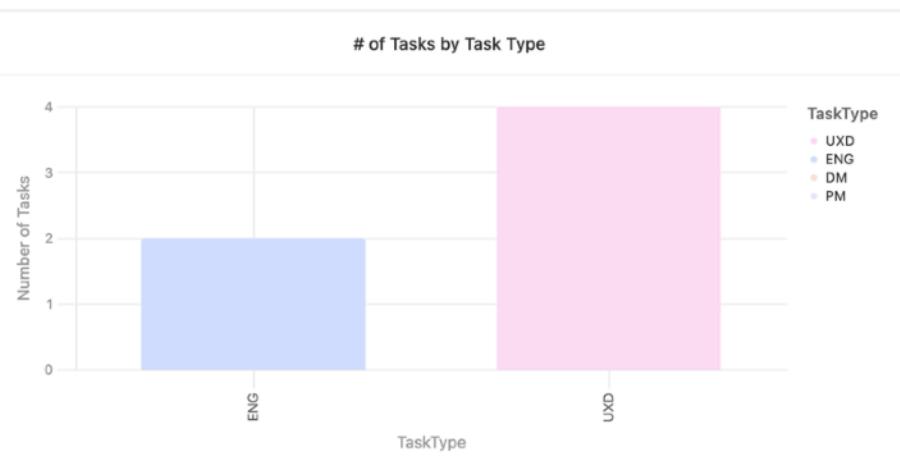
No filter conditions are configured yet.

\$7,850.00

Plan Cost

\$5,450.00

Actual Cost



TOTAL AVAILABLE MARKET

How BIG IS THE PIE?



How DO I FIND OUT?

- How many people need/can use the product?
- How many have the money to buy?

4 Key Financial Metrics

- 1. Burn Rate**
- 2. Break-even Point (e.g. number of units sold, number of subscription)**
- 3. ROI (Return on Investment)**
- 4. NPV (Net Present Value) or IRR (Internal Rate of Return)**

Burn Rate 燃烧率

**Burn Rate = monthly
negative cash flow**

Development Cost

开发成本

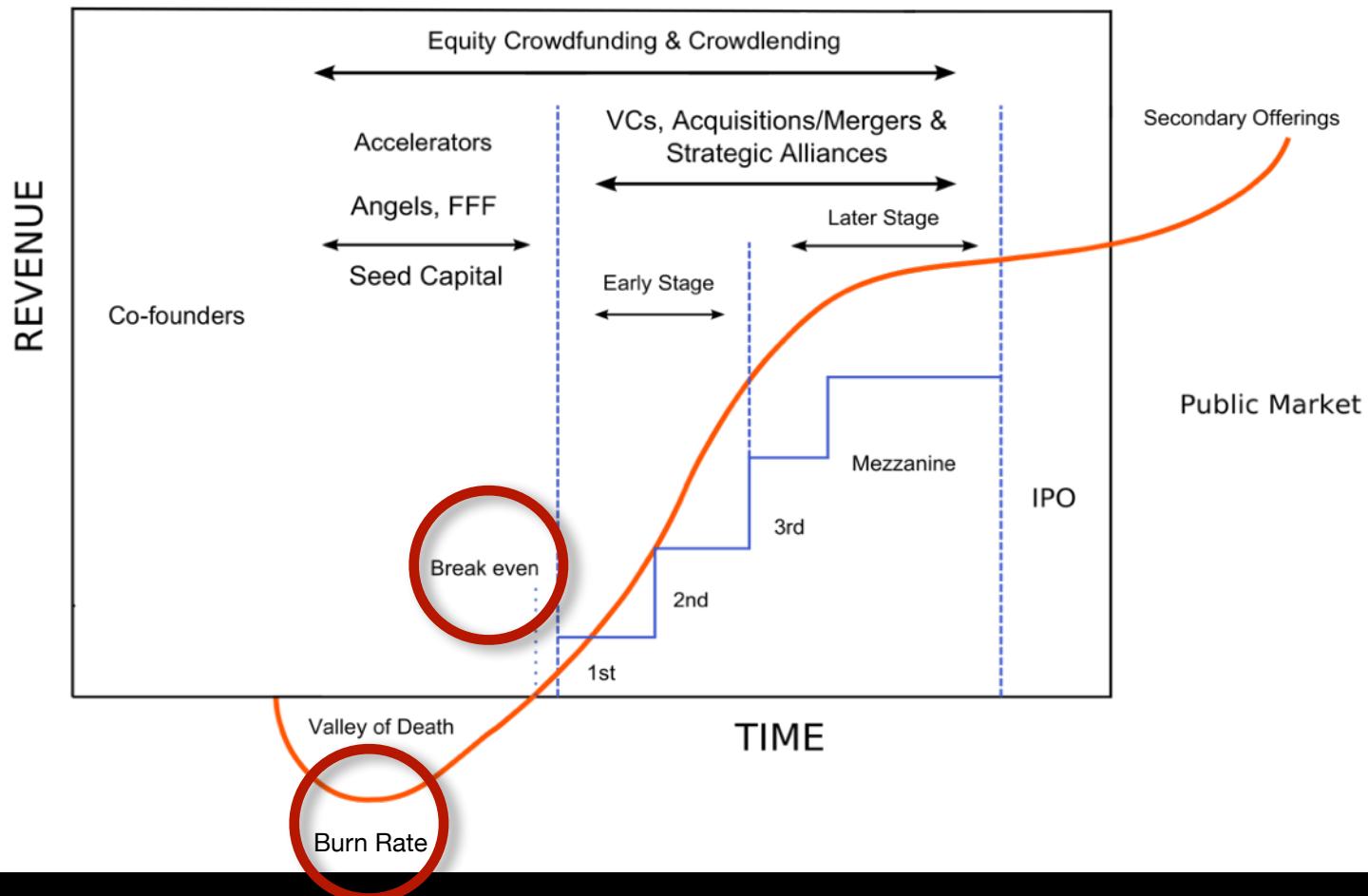
Operating Cost

运营成本

Acquisition Cost

顾客取得成本

Startup Financing Cycle





1. START-UP
1h 24m



9. Risk
1h 21m



2. FAMILY,
FRIENDS, FOOLS
1h 23m



10. Demo Day
1h 24m



3. Angel
1h 23m



11. Exit
1h 17m



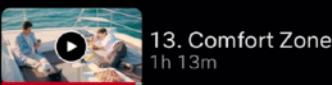
4. Sandbox
1h 20m



12. Acqhire
1h 26m



5. Hackathon
1h 22m



13. Comfort Zone
1h 13m



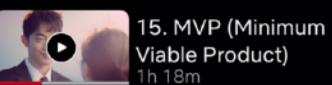
6. Key Man
1h 21m



14. Elevator
Speech
1h 21m



7. Burn Rate
1h 17m



15. MVP (Minimum
Viable Product)
1h 18m



8. Backup
1h 21m



16. Scale Up
1h 21m

新創
家人、朋友、傻瓜
天使投資人
沙盒
駭客松
關鍵人物
燃燒率
備份
風險
演示日
退場
併購聘用
舒適圈
電梯簡報
最簡可行產品
規模化



Break Even Point 盈亏平衡分析

例子：

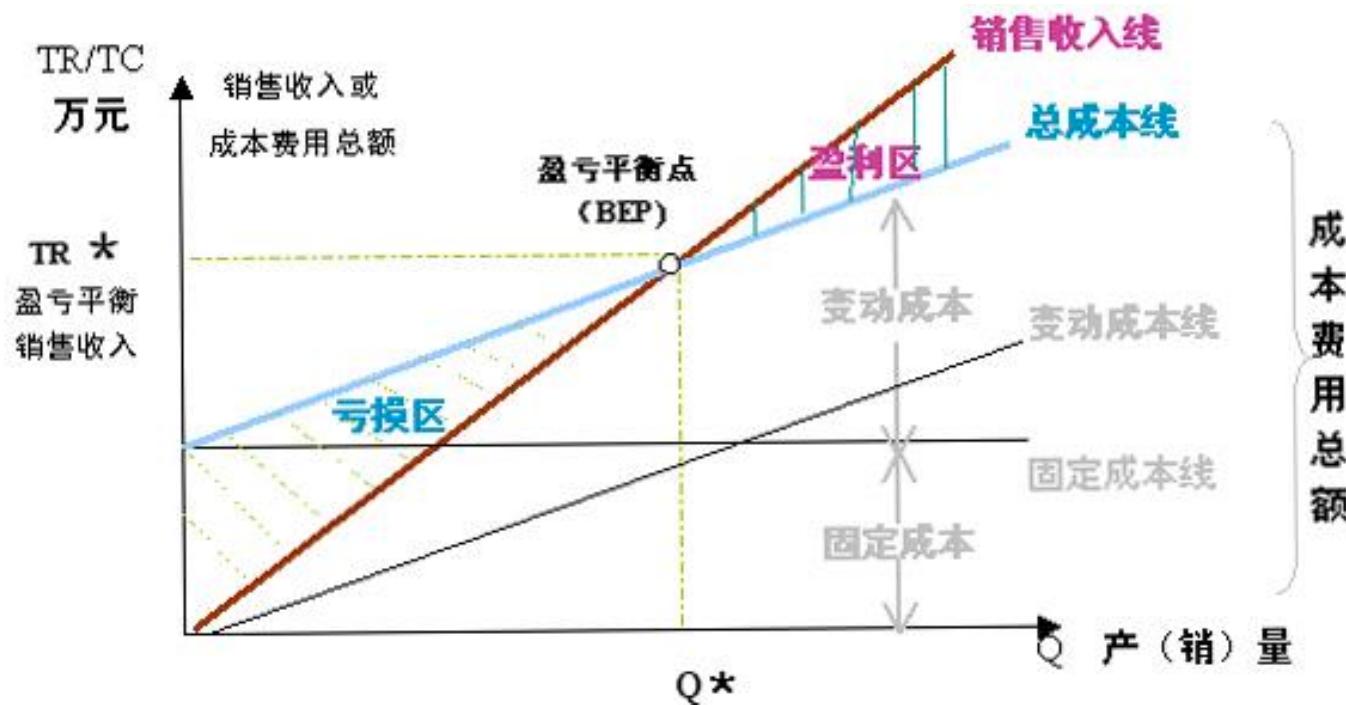
固定成本

租金

變動成本

物料

盈亏平衡分析



沒有固定成本(生產1件)

總固定成本 = \$0

分攤單位固定成本 = 0

單位變動成本 = \$300

總單位成本 = \$300

有固定成本(生產1件)

總固定成本 = \$6000

分攤單位固定成本 = \$6000

單位變動成本 = \$300

總單位成本 = \$6300

沒有固定成本(生產10件)

總固定成本 = \$0

分攤單位固定成本 = 0

單位變動成本 = \$300

總單位成本 = \$3000

總固定成本 = \$6000

分攤單位固定成本 = \$600

單位變動成本 = \$300

總單位成本 = \$900

盈亏平衡定价?

Return on Investment (ROI) 投资回报率

ROI = Profit / Investment

= (Revenue - Investment) / Investment

Investment -> Development cost

Customer acquisition cost

Operating cost

Limitation: time value of money

Project A (,000)

Revenue = \$1,000

Cost = \$800

ROI = \$200/\$800 = .25 = 25%

10 years

Project B (,000)

Revenue = \$1,000

Cost = \$900

ROI = \$100/\$800 = .125 = 12.5%

1 year

Net Present Value (NPV) 净现值

$$NPV = NFV / (1+r)^n$$

- **NPV** is Net Present Value
- **NFV** is Net Future Value
- **r** is the interest rate (as a decimal, so 0.10, not 10%)
- **n** is the number of years

Project A (,000)

Revenue = \$1,000

Cost = \$800

ROI = \$200/\$800 = .25 = 25%

10 years (10% interest)

**NPV = \$200/(1+.1)^10
≈ \$77.10**

Project B (,000)

Revenue = \$1,000

Cost = \$900

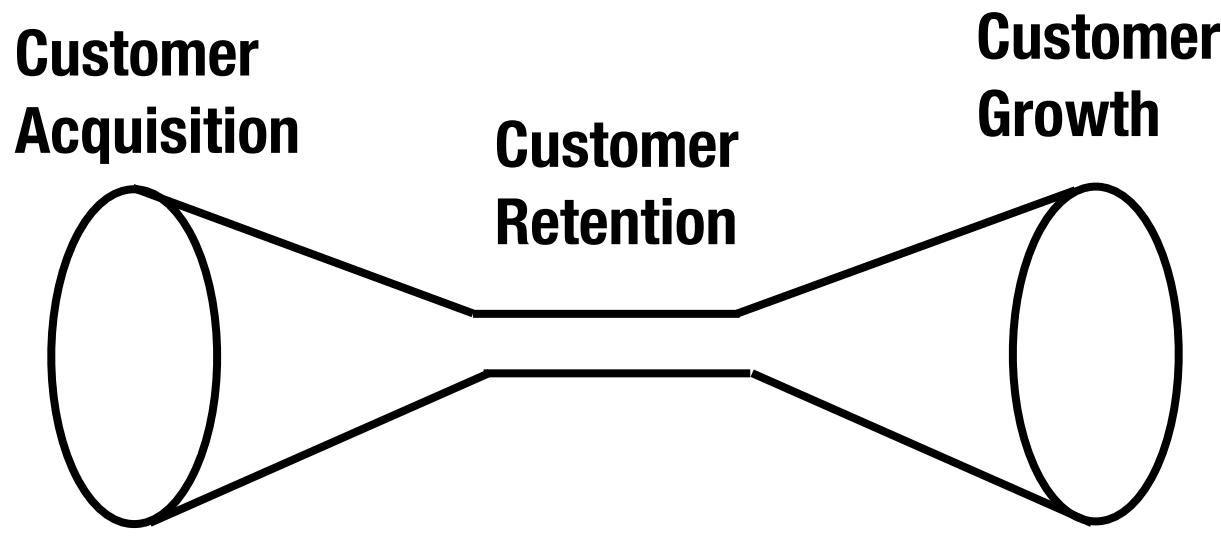
ROI = \$100/\$800 = .125 = 12.5%

1 year (10% interest)

**NPV = \$100/(1+.1)^1
≈ \$90.9**

IRR = Internest rate when NPV = 0 (Break-even)

**Google Analytics 4 for tracking
customer acquisition, retention,
and conversion.**



The Conversion Funnel Through the 3C

ADMIN USER

Property + Create Property
com5961-2022-demo01 (342190263)

Setup Assistant Property Settings Property Access Management

Data Streams

All iOS Android Web Add stream

supint
https://supint.pythonanywhere.com 4279730139

Receiving traffic in past 48 hours.

Data Streams (highlighted with a red box)
Events
Conversions
Audiences
Custom definitions
Data Settings
Data Import
Reporting Identity
Attribution Settings
Property Change History
Data Deletion Requests
DebugView

PRODUCT LINKS
Google Ads Links
Ad Manager Links
BigQuery Links

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ADMIN USER

Property [+ Create Property](#)
com5961-2022-demo01 (342190263)

Setup Assistant
 Property Settings
 Property Access Management
 Data Streams
 Events
 Conversions
 Audiences
 Custom definitions
 Data Settings
 Data Import
 Reporting Identity
 Attribution Settings
 Property Change History
 Data Deletion Requests

Data Streams

All iOS Android **Web** Add stream ▾

	supint https://supint.pythonanywhere.com	4279730139	Receiving traffic in past 48 hours.	>
--	---	------------	-------------------------------------	---

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Analytics All accounts > com5961

ADMIN USER

Property + Create com5961-2022-demo01

Setup Assistant Property Settings Property Access Management Data Streams Events Conversions Audiences Custom definitions Data Settings Data Import Reporting Ideas Attribution Settings Property Changes Data Deletion

Web stream details

Data collection is active in the past 48 hours.

Stream details

STREAM NAME	supint	STREAM URL	https://supint.pythonanywhere.com
		STREAM ID	4279730139
		MEASUREMENT ID	G-71MPLN17T8

Events

Enhanced measurement

Automatically measure interactions and content on your sites in addition to standard page view measurement. Data from on-page elements such as links and embedded videos may be collected with relevant events. You must ensure that no personally-identifiable information will be sent to Google. [Learn more](#)

Measuring: Page views Scrolls Outbound clicks Site search Video engagement File downloads Form interactions [Show less](#) [⚙️](#)

Modify events
Modify incoming events and parameters. [Learn more](#) [›](#)

Create custom events
Create new events from existing events. [Learn more](#) [›](#)

Measurement Protocol API secrets
Create an API secret to enable additional events to be sent into this stream through the Measurement Protocol. [Learn more](#) [›](#)

Google tag

Configure tag settings
Configure your Google tag behavior, including cross-domain linking and internal traffic. [Learn more](#) [›](#)

```

/home/supint/mysite/templates/base.html
Keyboard shortcuts: Normal Share Save Save as... 
<title>{% if title %}{% title %}{% else %}Suentze blogs{% endif %}</title>
{% if meta_desc %}<meta name="DESCRIPTION" content="{{meta_desc}}"/>{% endif %}
{% if meta_keywords %}<meta name="KEYWORDS" content="{{meta_keywords}}"/>{% endif %}
<meta name="viewport" content="width=device-width, initial-scale=1.0, viewport-fit=cover">
<link rel="icon" sizes="192x192" href="{{ url_for('static', filename='assets/icon.png') }}">
<link rel="manifest" href="{{ url_for('static', filename='manifest.json') }}">
<meta name="apple-mobile-web-app-capable" content="yes" />
<meta name="apple-mobile-web-app-status-bar" content="#fafafa" />

<script>(function(w,d,s,i){w[l]=w[l]||[];w[l].push({'gtm.start':
new Date().getTime(),event:'gtm.js'});var f=d.getElementsByTagName(s)[0],
j=d.createElement(s),dl=!w['dataLayer']?'l':'';j.async=true;j.src=
'https://www.googletagmanager.com/gtm.js?id='+i+dl;parentNode.insertBefore(j,f)
})(window,document,'script','dataLayer','GTM-T7BS97V');
<link href="https://fonts.googleapis.com/css?family=Open+Sans:300italic,400italic,600italic,700italic" rel="stylesheet">
<!-- Core theme CSS (includes Bootstrap)--&gt;
&lt;link rel="stylesheet" href="{{url_for('static', filename='css/style.css')}}"&gt;
&lt;link rel="stylesheet" href="{{url_for('static', filename='css/custom.css')}}"&gt;
</pre>

```

All accounts > com5961-2022 supint.pythonanywhere.com

Search workspace

Workspace Versions Admin GTM-T7BS97V Preview

CURRENT WORKSPACE

Default Workspace >

Tags

Name ↑	Type	Firing Triggers	Last Edit
GA4 Config Tag	Google Analytics: All Pages	GA4 Configuration	3 months ago
GA4 Registration Form Tag	Google Analytics: Registration Form Submitted	GA4 Event	3 months ago
GA4 Registration Link Tag	Google Analytics: Registration Link	GA4 Event	3 months ago

Overview Tags Triggers Variables Folders Templates

Terms of Service · Privacy Policy

/home/supint/mysite/templates/base.html

```

1   <title>{% if title %}{{title}}{% else %}Suentze blogs!{% endif %}</title>
2   {% if meta_desc %}<meta name="DESCRIPTION" content="{{meta_desc}}"/>{% endif %}
3   {% if meta_keywords %}<meta name="KEYWORDS" content="{{meta_keywords}}"/>{% endif %}
4   <meta name="viewport" content="width=device-width, initial-scale=1.0, viewport-fit=cover" />
5   <link rel="icon" sizes="192x192" href="{{ url_for('static', filename='assets/favicon.ico') }}"/>
6   <link rel="manifest" href="{{ url_for('static', filename='manifest.json') }}"/>
7   <meta name="apple-mobile-web-app-capable" content="yes" />
8   <meta name="apple-mobile-web-app-status-bar" content="#fafafa" />
9
10  <!-- Apple Touch Icon 152x152 -->
11  <link rel="apple-touch-icon" sizes="152x152" href="{{url_for('static', filename='assets/apple-touch-icon.png')}}"/>
12  <meta name="theme-color" content="#fffffff" />
13  <link rel="shortcut icon" type="image/x-icon" href="{{url_for('static', filename='favicon.ico')}}"/>
14  <!-- Font Awesome icons (free version) -->
15  <!-- Google Tag Manager -->
16  <script>(function(w,d,s,l,i){w[l]=w[l]||[];w[l].push({'gtm.start':new Date().getTime(),event:'gtm.js'});var f=d.getElementsByTagName(s)[0],j=d.createElement(s),dl=!l?'dataLayer':'';j.async=true;j.src='https://www.googletagmanager.com/gtm.js?id='+i+dl;f.parentNode.insertBefore(j,w)})(window,document,'script','dataLayer','GTM-T7BS97V');
17  <!-- End Google Tag Manager -->
18  <script src="https://use.fontawesome.com/releases/v5.15.3/js/all.js" crossorigin>
19  <!-- Google fonts-->
20  <link href="https://fonts.googleapis.com/css?family=Lora:400,700,400italic,700italic" type="text/css"/>
21  <link href="https://fonts.googleapis.com/css?family=Open+Sans:300italic,400italic,600italic,700italic,800italic,400,600,700,800" type="text/css"/>
22  <!-- Core theme CSS (includes Bootstrap)-->
23  <link rel="stylesheet" href="{{url_for('static', filename='css/style.css')}}"/>
24  <link rel="stylesheet" href="{{url_for('static', filename='css/custom.css')}}"/>
25
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49
50

```

Tag Manager

All accounts

Below is a list of Tag Manager Accounts and Google tags to which you have access.

Container Name	Container Type	Container ID
com5961-2022		
supint.pythonanywhere.com	Web	GTM-T7BS97V

```

/home/supint/mysite/templates/base.html
Keyboard shortcuts: Normal Share Save Save as... ⌘
<title>{% if title %}{{title}}{% else %}Suentze blogs{% endif %}</title>
{% if meta_desc %}<meta name="DESCRIPTION" content="{{meta_desc}}"/>{% endif %}
{% if meta_keywords %}<meta name="KEYWORDS" content="{{meta_keywords}}"/>{% endif %}
<meta name="viewport" content="width=device-width, initial-scale=1.0, viewport-fit=cover" />
<link rel="icon" sizes="192x192" href="{{ url_for('static', filename='assets/favicon.png') }}"/>
<link rel="manifest" href="{{ url_for('static', filename='manifest.json') }}"
<meta name="apple-mobile-web-app-capable" content="yes" />
<meta name="apple-mobile-web-app-status-bar" content="#fafafa" />

<link rel="apple-touch-icon" sizes="152x152" href="{{url_for('static', filename='apple-touch-icon.png')}}"/>
<meta name="theme-color" content="#ffffff" />
<link rel="shortcut icon" type="image/x-icon" href="{{url_for('static', filename='apple-touch-icon.png')}}"/>
<!-- Font Awesome icons (free version) -->
<!-- Google Tag Manager -->
<script>(function(w,d,s,l,i){w[l]=w[l]||[];w[l].push({'gtm.start':
new Date().getTime(),event:'gtm.js'});var f=d.getElementsByTagName(s)[0],
j=d.createElement(s),dl=l!='dataLayer'?'&l='+l:'';j.async=true;j.src=
'https://www.googletagmanager.com/gtm.js?id='+i+dl;j.parentNode.insertBefore(
j,(window,document,'script','dataLayer','GTM-T7BS97V'));</script>

<script src="https://use.fontawesome.com/releases/v5.15.3/js/all.js" crossorigin="anonymous">

<link rel="stylesheet" href="{{url_for('static', filename='css/style.css')}}"/>
<link rel="stylesheet" href="{{url_for('static', filename='css/custom.css')}}"/>

```

All accounts > com5961-2022 supint.pythonanywhere.com

Search workspace

Workspace Versions Admin GTM-T7BS97V Preview

CURRENT WORKSPACE Default Workspace >

Tags

Name ↑	Type	Firing Triggers	Last Edited
GA4 Config Tag	Google Analytics: All Pages	GA4 Configuration	3 months ago
GA4 Registration Form Tag	Google Analytics: Registration Form Submitted	GA4 Event	3 months ago
GA4 Registration Link Tag	Google Analytics: Registration Link	GA4 Event	3 months ago

Overview Tags Triggers Variables Folders Templates

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```

/home/supint/mysite/templates/base.html
Keyboard shortcuts: Normal Share Save Save as... ⌘S
1 <title>{% if title %}{{title}}{% else %}Suentze blogs{% endif %}</title>
2 {% if meta_desc %}<meta name="DESCRIPTION" content="{{meta_desc}}"/>{% endif %}
3 {% if meta_keywords %}<meta name="KEYWORDS" content="{{meta_keywords}}"/>{% endif %}
4 <meta name="viewport" content="width=device-width, initial-scale=1.0, viewport-fit=cover" />
5 <link rel="icon" sizes="192x192" href="{{ url_for('static', filename='assets/favicon.ico') }}"/>
6 <link rel="manifest" href="{{ url_for('static', filename='manifest.json') }}"
7 <meta name="apple-mobile-web-app-capable" content="yes" />
8 <meta name="apple-mobile-web-app-status-bar" content="#fafafa" />
9 <!-- Apple Touch Icon 152x152 -->
10 <link rel="apple-touch-icon" sizes="152x152" href="{{url_for('static', filename='apple-touch-icon.png')}}"/>
11 <meta name="theme-color" content="#ffffff" />
12 <link rel="shortcut icon" type="image/x-icon" href="{{url_for('static', filename='apple-touch-icon.png')}}"/>
13 <!--link rel="icon" type="image/x-icon" href="{{ url_for('static', filename='apple-touch-icon.png') }}"/>
14 <!-- Font Awesome icons (free version)-->
15 <!-- Google Tag Manager -->
16 <script>(function(w,d,s,l,i){w[l]=w[l]||[];w[l].push({'gtm.start':
17 new Date().getTime(),event:'gtm.js'});var f=d.createElement(s)[0],
18 j=d.createElement(s),dl=!l?'dataLayer':l+'';j.async=true;j.src=
19 'https://www.googletagmanager.com/gtm.js?id='+i+dl;f.parentNode.insertBefore(
20 j,(window,document,'script','dataLayer',GTM-T7BS97V'));</script>
21 <!-- End Google Tag Manager -->
22 <script src="https://use.fontawesome.com/releases/v5.15.3/js/all.js" crossorigin>
23 <!-- Google fonts-->
24 <link href="https://fonts.googleapis.com/css?family=Lora:400,700,400italic,700italic" rel="stylesheet"/>
25 <link href="https://fonts.googleapis.com/css?family=Open+Sans:300italic,400it
26 <!-- Core theme CSS (includes Bootstrap)-->
27 <link rel="stylesheet" href="{{url_for('static', filename='css/style.css')}}"/>
28 <link rel="stylesheet" href="{{url_for('static', filename='css/custom.css')}}"/>
29 </head>
30 <body>
31     <!-- Google Tag Manager (noscript) -->
32     <noscript><iframe src="https://www.googletagmanager.com/ns.html?id=GTM-T7BS97V"
33 height="0" width="0" style="display:none;visibility:hidden"></iframe></noscript>
34     <!-- End Google Tag Manager (noscript) -->
35     <!-- Navigation-->
36     <nav class="navbar navbar-expand-lg navbar-light fixed-top" id="mainNav">
37         <div class="container">
38             <a class="navbar-brand" href="/">About Hong Kong</a>
39             <button class="navbar-toggler navbar-toggler-right" type="button" data-
40                 menu
41                 <i class="fas fa-bars"></i>
42             </button>
43             <div class="collapse navbar-collapse" id="navbarResponsive">
44

```

GA4 Config Tag

Tag Configuration

Tag Type: Google Analytics: GA4 Configuration (Google Marketing Platform)

Measurement ID: G-71MPLN17T8

Triggering

Firing Triggers: All Pages (Page View)

Web stream details

Data collection is active in the past 48 hours.

Stream details			
STREAM NAME: supint	STREAM URL: https://supint.pythonanywhere.com	STREAM ID: 4279730139	MEASUREMENT ID: G-71MPLN17T8

Events

Enhanced measurement: Automatically measure interactions and content on your sites in addition to standard page view measurement. Data from on-page elements such as links and embedded videos may be collected with relevant events. You must ensure that no personally-identifiable information will be sent to Google. Learn more

Measuring: Show less



Domains

[Add domain](#)

This browser is not actively debugging any domains.

[Click here to start debugging a new domain.](#)

History

 supint.pythonanywhere.com https://supint.pythonanywhere.com/register	GTM-T7BS97V G-71MPLN17T8 2/12/23 3:18 PM	More Edit
 google.com https://support.google.com/	G-H30R9PNQFN UA-175894890-5 11/21/22 7:31 PM	More Edit
 yiusin.pythonanywhere.com https://yiusin.pythonanywhere.com/	GTM-5HNDDP7 G-BDXP4QJWDN 11/14/22 9:15 PM	More Edit

[Terms of Service](#) • [Privacy Policy](#)

**Explore GA 4 using Google Demo
Merchant site.**

Access the demo account

To access the demo account, click one of the three links at the end of this section. When you click a link:

- If you already have a Google account, you're prompted to log in to that account.
- If you don't have a Google account, you're prompted to create an account and then log in.

When you click a link below, you agree to let Google perform one of two actions related to your Google account:

- If you already have a Google Analytics account, we will add the demo account to your Analytics account.
- If you don't have a Google Analytics account, we will create one for you in association with your Google account, and then add the demo account to your new Analytics account.

The demo account is available from the [account selector](#) in Analytics where you select organization and account links.

The demo account counts against the maximum number of Analytics accounts you're permitted to create under a single Google account. The current maximum for Google Analytics is 100 Analytics accounts per Google account.

Access the demo account, which contains three properties, by clicking one of the following links based on the property you would like to access first. You can change to the other properties at any time by using the [account selector](#).

- [Google Analytics 4 property: Google Merchandise Store \(web data\)](#)
- [Google Analytics 4 property: Flood-It! \(app and web data\)](#)

[Help](#)

 [Demo account](#)

<https://support.google.com/analytics/answer/6367342?hl=en#access&zippy=%2Cin-this-article>



official merchandise store

Login

Sign Up

Help



official merchandise store

New Apparel ▾ Lifestyle ▾ Stationery ▾ Collections ▾ Shop by Brand ▾ Sale Campus Collection ▾

For Everyone

A new classic for your closet!

Shop now



Source: <https://shop.googlemerchandise.com/>

All accounts > Demo Account
GA4 - Google Merchandise ...

Try searching "how to set up Analytics"

Last 28 days: Jan 15 - Feb 11, 2023

Analytics ALPHA

Home Reports Explore Advertising Configure

Reports snapshot

Users: 69K New users: 58K Average engagement time: 1m 30s

Users in last 30 minutes: 63

Users per minute

Top countries: United States (25), India (9), China (6), Canada (5), South Korea (4)

Insights:

- IN SIGHT: Users for the screen class "Stationery | Google Merchandise Store" spiked From January 8 to 14, 2023
- CUSTOM INSIGHT: Revenue was \$12,498.28 From January 29 to February 4, 2023
- CUSTOM INSIGHT: New

Where do your new users come from?

New users by First user default channel group:

Channel Group	Value
Direct	20K
Organic Search	18K
Paid Search	8K
Cross-network	5K
Display	3K
Unassigned	1K
Referral	1K

View user acquisition

What are your top campaigns?

Sessions by Session medium:

Session Medium	Sessions
(none)	32K
organic	29K
cpc	22K
referral	5.8K
email	1.5K
affiliate	255
cpm	70

View traffic acquisition

Users by Country

World map showing user distribution by country.

Country: United States (41K), India (6.4K), Canada (6K), China (1.7K), Japan (1.1K), South Korea (878), Indonesia (855)

View countries

How are active users trending?

User activity over time:

30 DAYS: 74K
7 DAYS: 19K
1 DAY: 847

15 Jan 22 29 05 Feb

Admin



Analytics

ALPHA

All accounts > Demo Account

GA4 - Google Merchandise ...



Try searching "users today"



Reports snapshot



Realtime



Life cycle

- ▶ Acquisition
- ▶ Engagement
- ▶ Monetization

Overview



User

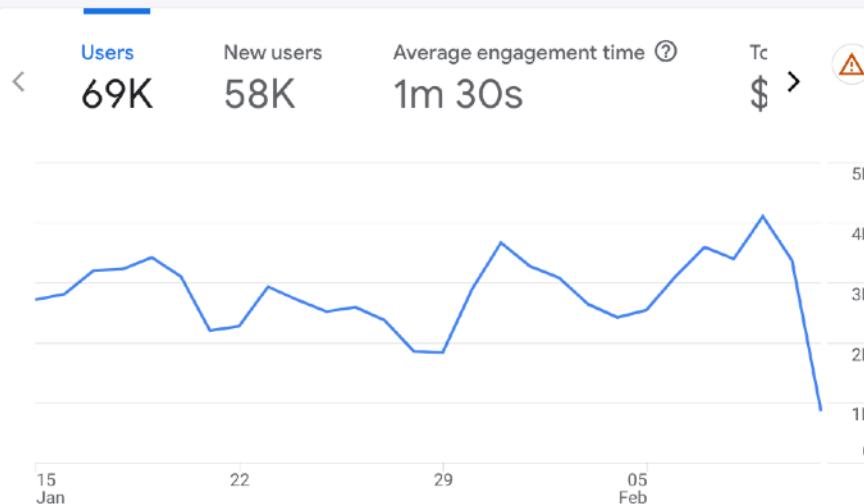
- ▶ Demographics
- ▶ Tech

A All Users

Add comparison +

Last 28 days Jan 15 - Feb 11, 2022

Reports snapshot



USERS IN LAST 30 MINUTES

59

USERS PER MINUTE



TOP COUNTRIES

COUNTRY	USERS
United States	22
India	9
Canada	5
China	5
South Korea	4

View realtime →

Analytics ALPHA All accounts > Demo Account GA4 - Google Merchandise ... Try searching "how to set up Analytics"

Reports snapshot Reports snapshot

Last 28 days Jan 15 - Feb 11, 2023

Realtime

Life cycle

- Acquisition
- Engagement
- Monetization
- Overview

User

- Demographics
- Tech

Users 69K New users 58K Average engagement time 1m 30s

Users in last 30 minutes 57

Users per minute

Top Countries

COUNTRY	USERS
United States	25
India	8
Canada	5
China	5
South Korea	4

View realtime →

Insights 1

Users for the screen class "Stationery | Google Merchandise Store" spiked From January 8 to 14, 2023

Revenue was \$12,498.28 From January 29 to February 4, 2023

New users by First user default channel group

CHANNEL	USERS
Direct	20K
Organic Search	18K
Paid Search	8K
Cross-network	5K
Display	5K
Unassigned	1K
Referral	1K

View user acquisition →

WHAT ARE YOUR TOP CAMPAIGNS?

Sessions by Session medium

SESSION MEDIUM	SESSIONS
(none)	32K
organic	29K
cpc	22K
referral	5.8K
email	1.5K
affiliate	255
cpm	70

View traffic acquisition →

Users by Country

COUNTRY USERS

COUNTRY	USERS
United States	41K
India	6.4K
Canada	6K
China	1.7K
Japan	1.1K
South Korea	878
Indonesia	855

View countries →

HOW ARE ACTIVE USERS TRENDING?

User activity over time

30 DAYS 74K
7 DAYS 19K
1 DAY 847

HOW WELL DO YOU RETAIN YOUR USERS?

User activity by cohort

COHORT	Week 0	Week 1	Week 2	Week 3	Week 4	Week 5
All Users	100.0%	0.6%	0.0%	0.0%	0.0%	0.0%

Based on device data only

WHICH PAGES AND SCREENS GET THE MOST VIEWS?

Views by Page title and screen class

PAGE TITLE AND SCREEN CLASS	VIEWS
Home	66K

WHAT ARE YOUR TOP EVENTS?

Event count by Event name

EVENT NAME	EVENT COUNT
view_promotion	627K

WHAT ARE YOUR TOP CONVERSIONS?

Conversions by Event name

EVENT NAME	CONVERSIONS
page_view	302K

Library

Analytics ALPHA All accounts > Demo Account GA4 - Google Merchandise ... Try searching "how to set up Analytics"

Reports snapshot A + Reports snapshot

Last 28 days Jan 15 - Feb 11, 2023 View traffic acquisition → View countries →

Realtime Life cycle Acquisition Engagement Monetization Overview

User Demographics Tech

HOW WELL DO YOU RETAIN YOUR USERS?

User activity by cohort Based on device data only

	Week 0	Week 1	Week 2	Week 3	Week 4	Week 5
All Users	100.0%	0.6%	0.0%	0.0%	0.0%	0.0%
Jan 1 - Jan 7						
Jan 8 - Jan 14						
Jan 15 - Jan 21						
Jan 22 - Jan 28						
Jan 29 - Feb 4						
Feb 5 - Feb 11						

6 weeks ending Feb 11 View retention →

WHICH PAGES AND SCREENS GET THE MOST VIEWS?

Views by Page title and screen class

PAGE TITLE AND SCREEN CLASS	VIEWS
Home	66K
Shopping Cart	14K
Meris / Unisex A... Merchandise Store	13K
Apparel Google Merchandise Store	11K
The Google Merchandise Store - Log In	10K
Sale Google Merchandise Store	10K
Stationery Google Merchandise Store	9.1K

[View pages and screens →](#)

WHAT ARE YOUR TOP EVENTS?

Event count by Event name

EVENT NAME	EVENT COUNT
view_promotion	627K
page_view	302K
view_item_list	295K
user_engagement	237K
scroll	122K
session_start	92K
view_cart	65K
begin_checkout	2.4K
add_payment_info	2.3K

[View events →](#)

WHAT ARE YOUR TOP CONVERSIONS?

Conversions by Event name

EVENT NAME	CONVERSIONS
page_view	302K
view_item	65K
first_visit	59K
predicted_top_spenders	34K
view_cart	14K
begin_checkout	2.4K
add_payment_info	2.3K

[View conversions →](#)

WHAT ARE YOUR TOP SELLING PRODUCTS?

Items purchased by Item name

ITEM NAME	ITEMS PURCHASED
Google Pen White	276
Google Light Pen Green	181
Google Bike...avel Bottle	121
Google Cloud Sticker	103
Google Uni... Tee Black	103
Google Bike Socks	100
Google Ony...er Bottle	89

[View items →](#)

HOW DOES ACTIVITY ON YOUR PLATFORMS COMPARE?

Conversions by Platform

WEB 100.0%

[View tech details →](#)

Library

Analytics ALPHA All accounts > Demo Account GA4 - Google Merchandise ... Try searching "users today"

Realtime Realtime overview View user snapshot

Users by First user source

FIRST USER SOURCE	USERS
(direct)	11 78.57%
google	3

Users by Audience

AUDIENCE	USERS
All Users	60 32.61%
Non-purchasers	60
Recently active users	41
Engaged Users	11
Organic Users	3
Credit Card Pa...Selected Card	2

Views by Page title and screen

PAGE TITLE AND SCREE...	VIEWS
Home	46 27.22%
Men's / Un...dise Store	14
Sale Goo...dise Store	13
The Google...e - Log In	10
Shopping Cart	9
Apparel ...se Store	7

Event count by Event name

EVENT NAME	EVENT COUNT
view_promotion	229 21.96%
view_item_list	183
page_view	173
user_engagement	133
scroll	65
predicted_top_spenders	58

Conversions by Event name

EVENT NAME	CONVERSIONS
page_view	173 57.1%
predicted_top_spenders	58
first_visit	40
view_item	20
view_cart	9
add_payment_info	1

Keyboard shortcuts Map data ©2023

https://analytics.google.com/analytics/web/?authuser=1#_dismiss_

Analytics ALPHA All accounts > Demo Account GA4 - Google Merchandise ... Try searching "users today"

Reports snapshot Realtime

Life cycle

- Acquisition
- Engagement
- Monetization

Overview

User

- Demographics
- Tech

Apple Unknown

USER SNAPSHOTS CAN BE NARROWED DOWN BY LOCATION AND APP VERSION ONLY

LOCATION Hong Kong

APP VERSION

USER SNAPSHOT View a snapshot of a random user's activity stream

Exit snapshot

The screenshot shows the Google Analytics Realtime interface. On the left, there's a sidebar with navigation links like Reports snapshot, Realtime, Life cycle, Overview, and User. The main area displays a timeline of user activity. A specific user's session is highlighted with a blue circle containing the number '0'. The timeline shows events such as 'new', 'click', 'page_view', 'view_item_list', 'user_engagement', 'view_cart', and 'session_start'. The location is set to Hong Kong, and the app version is Apple. A search bar at the top says 'Try searching "users today"'. On the right, there are cards for 'TOP EVENTS' (last 30 mins) and 'USER PROPERTIES ACTIVE NOW'. A red box highlights the 'USER SNAPSHOT' card, which shows a detailed timeline of a user's activity from 10:07 PM to 10:02:29 PM.

TOP EVENTS LAST 30 MINS 38 TOTAL

Event	Count
page_view	9
user_engagement	9
click	5
view_item_list	5
view_promotion	4
first_visit	1
new_engaged_user	1
new_recent_active_user	1
scroll	1
session_start	1
view_cart	1

USER PROPERTIES ACTIVE NOW

Analytics ALPHA All accounts > Demo Account GA4 - Google Merchandise ... Try searching "users today"

Last 28 days Jan 15 - Feb 11, 2023

Acquisition overview

Reports snapshot

Realtime

Life cycle

Acquisition (highlighted)

Overview

User acquisition

Traffic acquisition

Engagement

Monetization

Overview

User

Demographics

Tech

Users New users 69K 58K

USERS IN LAST 30 MINUTES 58

USERS PER MINUTE

TOP COUNTRIES

COUNTRY	USERS
United States	29
Canada	3
China	3
India	3
Hong Kong	2

New users by

Source	NEW USERS
Direct	21K
Organic Search	19K
Paid Search	7.4K
Cross-network	4.8K
Display	4.8K
Unassigned	482
Referral	408

Sessions by

Source	SESSIONS
Direct	32K
Organic Search	32K
Paid Search	9.9K
Display	6.5K
Unassigned	5.3K
Cross-network	4.9K
Referral	1.6K

Sessions by

Session Google Adwords	SESSIONS
1009693 Google ~ Test	6.5K
1009693 Google, PMax Test	4.9K
1009693 Google (US/Cali)	788
1009693 Google - Hoodies	682
1009693 Google - Test	618
1009693 Google - Apparel	400
1009693 Google - T-shirts	277

Lifetime value

Day	Lifetime Value (\$)
Day 1	\$0.50
Day 2	\$1.00
Day 3	\$1.10
Day 4	\$1.10

Analytics ALPHA All accounts > Demo Account GA4 - Google Merchandise ... Try searching "users today"

Last 28 days Jan 15 - Feb 11, 2023

Acquisition overview

Users New users 69K 58K

USERS IN LAST 30 MINUTES 62

TOP COUNTRIES

COUNTRY	USERS
United States	33
Canada	3
India	3
China	2
Hong Kong	2

New users by First user default ...

Source	NEW USERS
Direct	21K
Organic Search	19K
Paid Search	7.4K
Cross-network	4.8K
Display	4.8K
Unassigned	482
Referral	408

Sessions Session default c... Sessions

Session	SESSIONS
1009693 G...inner ~ Test	6.5K
1009693 G...d (US/Cal)	4.9K
1009693 ... ~ Hoodies	788
1009693 G...duct ~ Test	682
1009693 G... - Apparel	618
1009693 G... - T-shirts	400
1009693 G... - T-shirts	277

Lifetime value

Last 120 days ending Feb 11

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Analytics ALPHA All accounts > Demo Account GA4 - Google Merchandise ... Try searching "users today"

Reports snapshot Realtime Life cycle Acquisition Overview User acquisition Traffic acquisition Engagement Monetization Overview User Demographics Tech

Last 28 days Jan 15 - Feb 11, 2023

Acquisition overview

Users New users 69K 58K

15 Jan 22 29 05 Feb

USERS IN LAST 30 MINUTES 63

USERS PER MINUTE

TOP COUNTRIES USERS

COUNTRY	USERS
United States	34
Canada	3
India	3
China	2
Hong Kong	2

[View realtime](#)

New users by

First user default channel group

CATEGORY	SESSIONS
First user source	32K
First user medium	32K
First user source / medium	9.9K
First user source platform	6.5K
First user campaign	5.3K
Referral	4.9K
Unassigned	1.6K

[View user acquisition](#)

Sessions by

Session Google Ad... SESSION GOOGLE...

SESSION	SESSIONS
1009693 G...nner ~ Test	6.5K
1009693 G... PMax Test	4.9K
1009693 G...d (US/Cali)	788
1009693 G... - Hoodies	682
1009693 G...duct ~ Test	618
1009693 G... - Apparel	400
1009693 G... - T-shirts	277

[View Google Ads campaigns](#)

Lifetime value

Day 17 Day 47 Day 78 Day 109

Last 120 days ending Feb 11

Analytics ALPHA All accounts > Demo Account GA4 - Google Merchandise ... Try searching "users today"

Last 28 days Jan 15 - Feb 11, 2023

User acquisition: First user default channel group

New users by First user default channel group over time

New users by First user default channel group

First user default channel group	New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time	Event count	Conversions	Total revenue
1 Direct	20,688	33,142	80.41%	1.17	1m 50s	978,264	218,209.00	\$54,543.36
2 Organic Search	18,644	25,509	89.06%	1.26	1m 46s	621,309	145,033.00	\$17,320.14
3 Paid Search	7,416	9,412	96.64%	1.21	0m 37s	92,293	28,842.00	\$1,278.55
4 Cross-network	4,780	5,227	97.19%	1.09	0m 35s	54,923	22,324.00	\$886.45
5 Display	4,761	6,072	96.21%	1.26	0m 49s	86,558	15,273.00	\$0.00

Analytics ALPHA All accounts > Demo Account GA4 - Google Merchandise ... Try searching "users today"

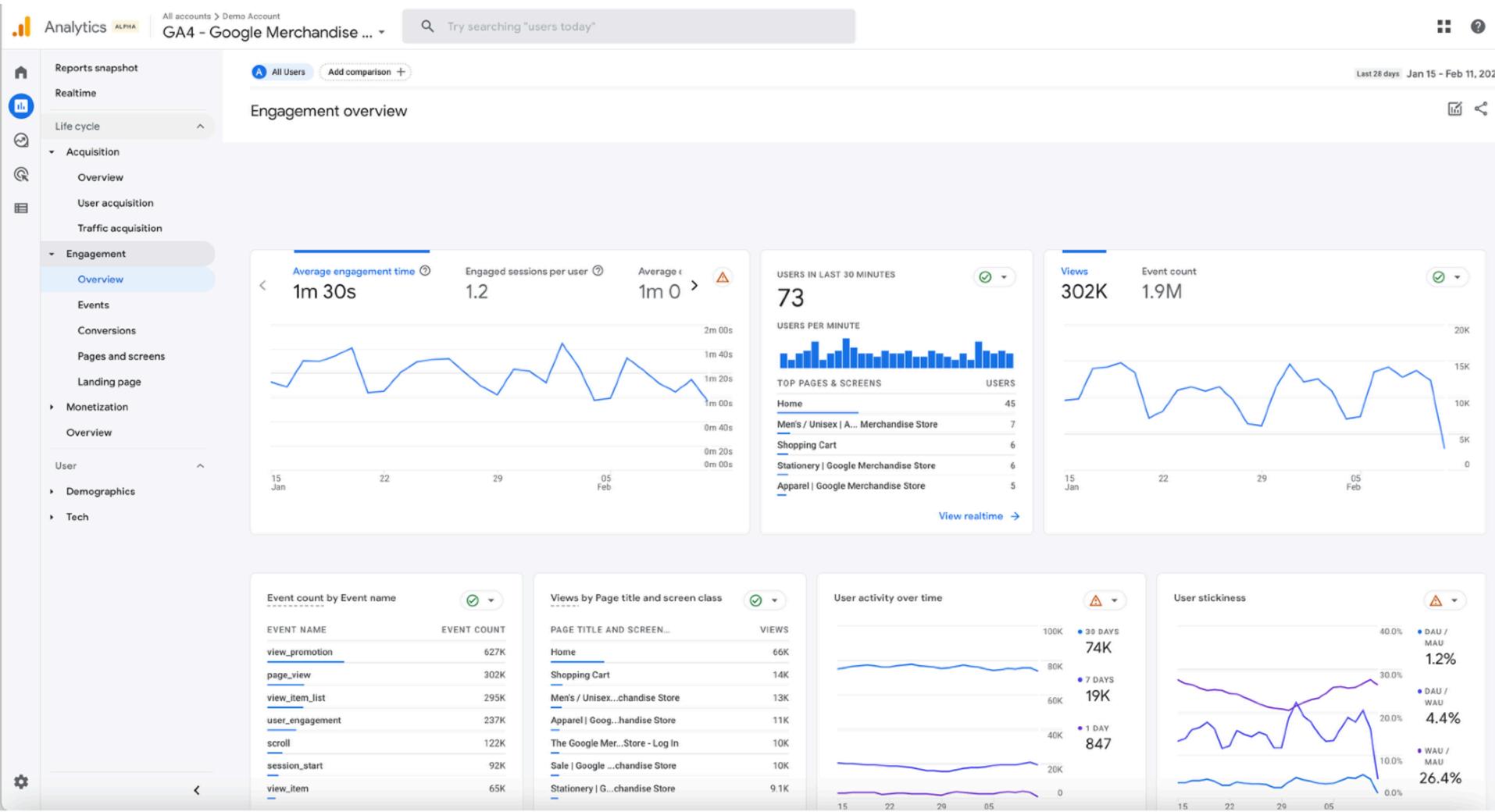
Last 28 days Jan 15 - Feb 11, 2023

Pages and screens: Page title and screen class

Views by Page title and screen class over time

Views by Page title and screen class

Page title and screen class	Views	Users	Views per user	Average engagement time	Event count	Conversions	Total revenue
Home	298,282 100% of total	68,782 100% of total	4.34 Avg 0%	1m 28s Avg 0%	1,923,501 100% of total	472,596.00 100% of total	\$78,855.14 100% of total
Shopping Cart	65,651	39,079	1.68	0m 30s	790,910	95,514.00	\$0.00
Men's / Unisex Apparel Google Merchandise Store	14,184	4,750	2.99	0m 52s	51,786	28,734.00	\$0.00
Apparel Google Merchandise Store	13,322	6,287	2.12	1m 05s	79,566	14,002.00	\$0.00
The Google Merchandise Store - Log In	10,792	6,628	1.63	0m 46s	62,987	13,359.00	\$0.00
Sale Google Merchandise Store	10,498	5,276	1.99	0m 17s	22,086	10,866.00	\$0.00
(not set)	10,219	4,996	2.05	0m 58s	55,902	10,326.00	\$0.00
Stationery Google Merchandise Store	9,737	39,613	0.25	0m 04s	130,869	48,677.00	\$0.00
Drinkware Lifestyle Google Merchandise Store	9,128	6,240	1.46	0m 11s	37,051	14,230.00	\$0.00
Store search results	8,409	5,554	1.51	0m 27s	38,556	10,771.00	\$0.00
	7,686	3,294	2.33	0m 41s	35,279	7,775.00	\$0.00



Analytics ALPHA All accounts > Demo Account GA4 - Google Merchandise ... Try searching "users today"

Last 28 days Jan 15 - Feb 11, 2023

Reports snapshot

Realtime

user_engagement

Engagement

- Overview
- Events
- Conversions
- Pages and screens
- Landing page

Monetization

Overview

User

Demographics

Tech

Event count 237K **Total users** 41K **Event count per user** 5.9 **Event value** 0

15K
10K
5K
0

15 Jan 22 29 05 Feb

EVENTS IN LAST 30 MINUTES 156

PARAMETER NAME: all_data
PARAMETER VALUE: True COUNT: 156 %: 100%

Event count by Country

COUNTRY	EVENT COUNT
United States	156K
India	19K
Canada	15K
Japan	4.6K
Indonesia	3.4K
Singapore	3.1K
Taiwan	2.6K

Event count by Gender

58.8% MALE 41.2% FEMALE

EVENT COUNT / SESSIONS 2.5 ↓ 4.3%

4
3
2
1

page_title

CUSTOM PARAMET...	EVENT COUNT	TOTAL USERS
(total) 200 items	231K	40K
Home	35K	21K
Shopping Cart	13K	4.3K
Men's / Uni...ndise Store	12K	5.6K
Sale Goog...ndise Store	10K	4.7K
Apparel G...ndise Store	8.8K	5.5K
	8.4K	5.1K

page_location

CUSTOM PARAMET...	EVENT COUNT	TOTAL USERS
(total) 200 items	213K	34K
https://sho...store.com/	27K	19K
https://sho...basket.html	13K	4.4K
https://sh...ewest+desc	9.3K	5.2K
https://sh.../Clearance	8K	4.7K
https://sho...signin.html	6.5K	4.5K
https://sho...store.html	6.4K	3.5K

Analytics ALPHA All accounts > Demo Account GA4 - Google Merchandise ... Try searching "users today"

Last 28 days Jan 15 - Feb 11, 2023

Reports snapshot Realtime Life cycle Acquisition Overview User acquisition Traffic acquisition Engagement Overview Events Conversions Pages and screens Landing page Monetization Overview User Demographics Tech

Conversions: Event name A All Users Add comparison +

Include Is conversion event ... X

Conversions by Event name over time

Conversions by Event name

Event name	Conversions	Total users	Event revenue
page_view	479,886.00 100% of total	71,827 100% of total	\$78,855.14 100% of total
view_item	302,044.00	68,402	\$0.00
first_visit	65,228.00	22,232	\$0.00
predicted_top_spenders	58,673.00	58,973	\$0.00
view_cart	33,761.00	19,126	\$0.00
begin_checkout	14,197.00	4,743	\$0.00
view_as_purchased	2,354.00	1,278	\$0.00

Analytics ALPHA All accounts > Demo Account GA4 - Google Merchandise ... Try searching "users today"

Last 28 days Jan 15 - Feb 11, 2022

Reports snapshot Realtime Monetization overview

Life cycle ▾

- Acquisition
 - Overview
 - User acquisition
 - Traffic acquisition
- Engagement
 - Overview
 - Events
 - Conversions
 - Pages and screens
 - Landing page
- Monetization
 - Overview
 - Ecommerce purchases
 - In-app purchases
 - Publisher ads
- Overview

Total revenue \$79K Ecommerce revenue \$79K Total ad revenue \$0.00

15 Jan 22 29 05 Feb

Total purchasers 752 First time purchasers 743

15 Jan 22 29 05 Feb

Average purchase revenue per user \$1.14

15 Jan 22 29 05 Feb

Items purchased by item name

ITEM NAME	ITEMS PURCHASED
Google Pen White	276
Google Light Pen Green	181
Google Bike Travel Bottle	121
Google Cloud Sticker	103
Google Unisex Eco Tee Black	103
Google Bike Socks	100
Google Onyx Water Bottle	89

Items purchased by item list name

ITEM LIST NAME	ITEMS PURCHASED
No data available	

Items viewed by item promotion name

ITEM PROMOTION ...	ITEMS VIEWED
No data available	

Analytics ALPHA All accounts > Demo Account GA4 - Google Merchandise ... Try searching "users today"

Reports snapshot Realtime Life cycle Acquisition Overview User acquisition Traffic acquisition Engagement Overview Events Conversions Pages and screens Landing page Monetization Overview Ecommerce purchases In-app purchases Publisher ads Overview User Demographics Tech

Last 28 days Jan 15 - Feb 11, 2023

Monetization overview

Average purchase revenue per user \$1.14

Items purchased by Item name

ITEM NAME	ITEMS PURCHASED
Google Pen White	276
Google Light Pen Green	181
Google Bike Travel Bottle	121
Google Cloud Sticker	103
Google Unisex Eco Tee Black	103
Google Bike Socks	100
Google Onyx Water Bottle	89

View items →

Items purchased by Item list name

ITEM LIST NAME	ITEMS PURCHASED
No data available	

View item lists →

Items viewed by Item promotion name

ITEM PROMOTION ...	ITEMS VIEWED
No data available	

View promotions →

WHAT IS YOUR REVENUE FROM IN-APP PURCHASES?

Ecommerce revenue by Order coupon

ORDER COUPON	ECOMMERCE REV...
No data available	

View order coupons →

Product revenue by Product ID

PRODUCT ID	PRODUCT REVENUE
No data available	

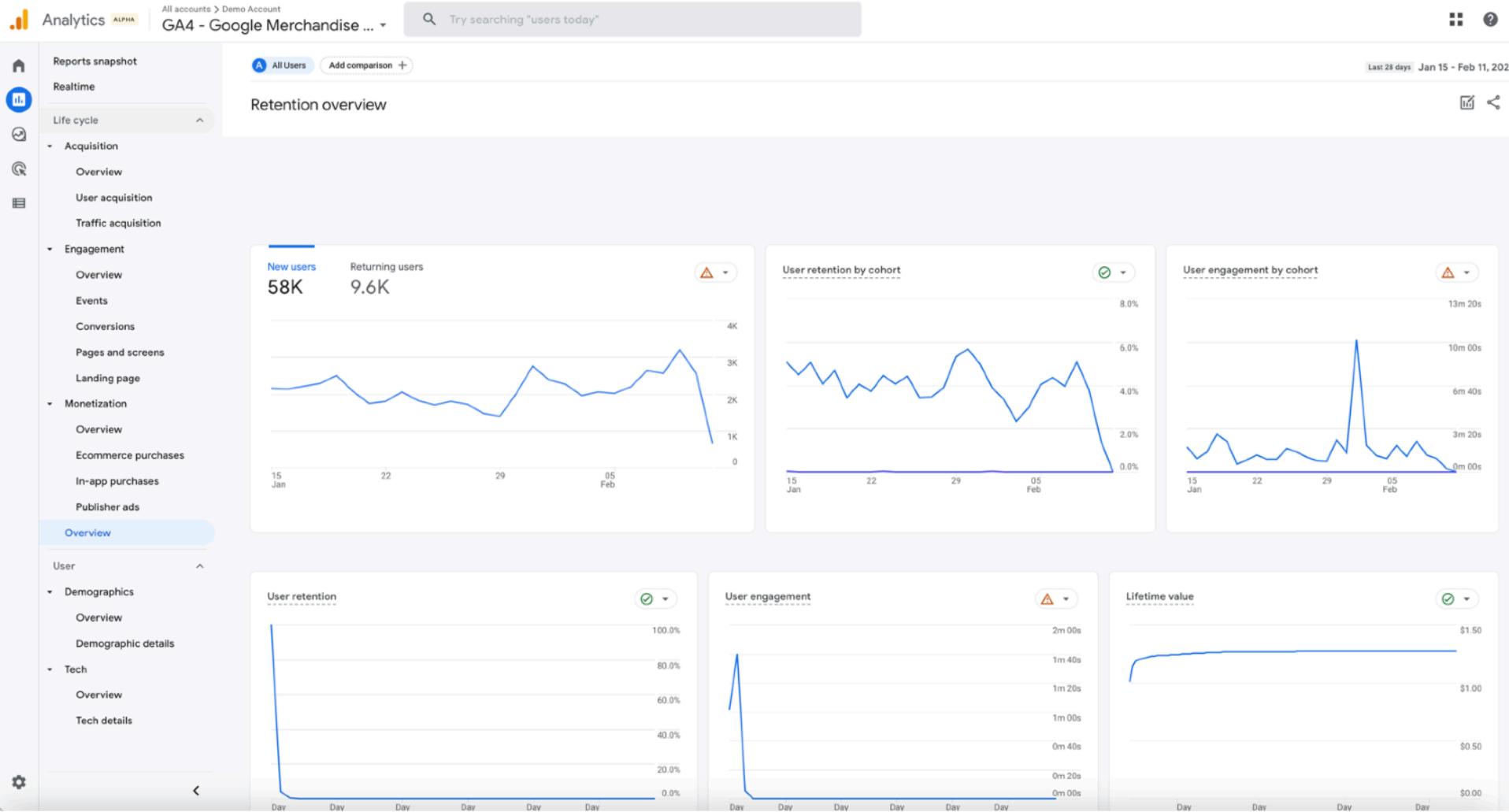
View in-app purchases →

WHAT IS YOUR REVENUE PER AD UNIT?

Publisher ad impressions by Ad unit

AD UNIT	PUBLISHER AD IM...
No data available	

View publisher ads →



Analytics ALPHA All accounts > Demo Account GA4 - Google Merchandise ... Try searching "users today"

Last 28 days Jan 15 - Feb 11, 2023

Demographics overview

Users by Country

COUNTRY USERS

COUNTRY	USERS
United States	41K
India	6.4K
Canada	6K
China	1.7K
Japan	1.1K
South Korea	878
Indonesia	855

Users in Last 30 Minutes

72

USERS PER MINUTE

TOP COUNTRIES USERS

COUNTRY	USERS
United States	43
Canada	4
Brazil	2
China	2
India	2

Users by City

CITY USERS

CITY	USERS
New York	2.4K
Chicago	1.3K
Los Angeles	1.2K
San Jose	1.1K
Toronto	1.1K
Mountain View	925
Atlanta	858

Users by Gender

MALE 58.4% FEMALE 41.6%

Users by Interests

INTERESTS USERS

INTERESTS	USERS
Shoppers/Value Shoppers	9.7K
Technology/Technophiles	8.8K
Media & Entertainment/Movie Lovers	7.7K
Banking & Finance/Avid Investors	6.3K
Travel/Business Travelers	6.3K
Lifestyles & Hobbies/Shutterbugs	6.3K
Lifestyles & Hobbies/less Professionals	6.2K

Users by Age

25-34 18-24 35-44 45-54 55-64 65+

Users by Language

LANGUAGE	USERS
English	50K
Chinese	1K
Spanish	500
French	200
Japanese	100
Korean	100
(other)	100

Analytics ALPHA All accounts > Demo Account GA4 - Google Merchandise ... Try searching "users today"

Reports snapshot Realtime

Life cycle

- Acquisition
 - Overview
 - User acquisition
 - Traffic acquisition
- Engagement
 - Overview
 - Events
 - Conversions
- Pages and screens
 - Landing page
- Monetization
 - Overview
 - Ecommerce purchases
 - In-app purchases
 - Publisher ads

Overview

User Demographics Overview Demographic details

Tech Overview Tech details

Demographic details: Country ▲ +

Last 28 days Jan 15 - Feb 11, 2023

Users by Country over time

15 Jan 22 29 05 Feb

United States ● India ● Canada ● China ● Japan

Users by Country

Country	Users
United States	~40K
India	~6K
Canada	~5K
China	~1K
Japan	~1K

Rows per page: 10 Go to: 1 1-10 of 50

Country	+	↓ Users	New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time	Event count All events	Conversions All events	Total revenue
		67,879 100% of total	57,108 100% of total	80,341 100% of total	86.53% Avg 0%	1.18 Avg 0%	1m 30s Avg 0%	1,916,334 100% of total	473,457.00 100% of total	\$78,766.14 100% of total
1 United States		41,336	35,311	51,510	89.33%	1.25	1m 40s	1,187,045	296,450.00	\$76,264.04
2 India		6,400	5,463	7,760	88.74%	1.21	1m 21s	168,507	36,159.00	\$0.00
3 Canada		5,975	5,306	7,191	88.08%	1.20	0m 57s	108,455	29,066.00	\$585.90
4 China		1,707	1,561	1,634	90.58%	0.96	0m 20s	13,455	4,283.00	\$0.00
5 Japan		1,138	821	1,280	75.74%	1.12	1m 47s	63,544	7,689.00	\$68.80
6 South Korea		878	711	1,030	77.39%	1.17	1m 01s	26,118	4,594.00	\$0.00
7 Indonesia		855	743	1,399	81.34%	1.64	1m 41s	26,963	6,420.00	\$0.00
8 (not set)		783	747	745	94.66%	0.95	0m 09s	42,099	34,492.00	\$0.00
9 Singapore		612	451	804	79.6%	1.31	2m 06s	21,810	4,870.00	\$0.00
10 Taiwan		564	425	711	77.62%	1.26	1m 51s	22,801	4,362.00	\$414.60

Analytics ALPHA All accounts > Demo Account GA4 - Google Merchandise ... Try searching "users today"

Last 28 days Jan 15 - Feb 11, 2023

Tech overview

Reports snapshot

Realtime

Life cycle

- Acquisition
 - Overview
 - User acquisition
 - Traffic acquisition
- Engagement
 - Overview
 - Events
 - Conversions
 - Pages and screens
 - Landing page
- Monetization
 - Overview
 - Ecommerce purchases
 - In-app purchases
 - Publisher ads
- Overview

User

- Demographics
 - Overview
 - Demographic details
- Tech
 - Overview
 - Tech details

All Users Add comparison +

Users by Platform

WEB 100.0%

Users in last 30 minutes

73

Users by Operating system

OPERATING SYSTEM	USERS
Android	17K
Macintosh	17K
Windows	16K
iOS	14K
Chrome OS	2.9K
Linux	1.6K

Users by Platform / device category

PLATFORM / DEVICE CAT...	USERS
web / desktop	37K
web / mobile	27K
web / tablet	4.3K

Users by Browser

Include Platform = Web

BROWSER	USERS
Chrome	~45K
Safari	~18K
Edge	~1K
Samsung Internet	~1K
Firefox	~1K
Android Webview	~1K
Opera	~1K

Users by Device category

DESKTOP 54.3% MOBILE 39.4% TABLET 6.3%

Users by Screen resolution

Include Platform = Web

SCREEN RESOLUTION	USERS
1920x1080	~5.5K
1440x900	~4.5K
390x844	~3.8K
1536x864	~3.5K
1366x768	~3.2K
810x1080	~2.5K
2560x1440	~2.2K

Users by App version

No data available

Analytics ALPHA All accounts > Demo Account GA4 - Google Merchandise ... Try searching "users today"

Home Reports Explore Advertising Configure

Explorations

Start a new exploration

Template gallery

Blank Create a new exploration

Free form What insights can you uncover with custom charts and tables?

Funnel exploration What user journeys can you analyze, segment, and breakdown with multi-step funnels?

Path exploration What user journeys can you uncover with tree graphs? >

Type	Name	Owner	Last modified	Property	⋮
👤	LWGMP CC Funnel	Taylor Abramowitz	Feb 8, 2023	GA4 - Google Merchandise Store	⋮
👤	Transaction IDs	Nikki Vinuya	Jan 28, 2023	GA4 - Google Merchandise Store	⋮
👤	User lifetime Marc	Marc Girod	Nov 18, 2022	GA4 - Google Merchandise Store	⋮
👤	Untitled exploration	Marc Girod	Nov 9, 2022	GA4 - Google Merchandise Store	⋮
👤	marc test	Marc Girod	Nov 9, 2022	GA4 - Google Merchandise Store	⋮
👤	Free form	Brett Sneed	Apr 16, 2022	GA4 - Google Merchandise Store	⋮
👤	My path exploration	Brett Sneed	Jan 12, 2022	GA4 - Google Merchandise Store	⋮
👤	Shopping Behavior Funnel	Demo	Jan 30, 2021	GA4 - Google Merchandise Store	⋮
👤	Mobile / Paid / Direct Segment Overlap Demo	Demo	Jan 30, 2021	GA4 - Google Merchandise Store	⋮
👤	Checkout Behavior Funnel	Demo	Jan 30, 2021	GA4 - Google Merchandise Store	⋮
👤	Behavior Flow Path	Demo	Jan 30, 2021	GA4 - Google Merchandise Store	⋮

Admin

All accounts > com5961-2022
com5961-2022-demo01

Try searching "how to set up Analytics"

Analytics

ADMIN

USER

Account + Create Account

Property + Create Property

com5961-2022-demo01 (342190263)

Account Settings

Account Access Management

All Filters

Account Change History

Trash Can

Events

Conversions

Data Streams

Property Access Management

Property Settings

Setup Assistant

Audiences

Custom definitions

Data Settings

Data Import

Reporting Identity

Attribution Settings

Property Change History

Data Deletion Requests

DebugView

PRODUCT LINKS

Google Ads Links

Ad Manager Links

BigQuery Links

Display & Video 360 Links

Merchant Center



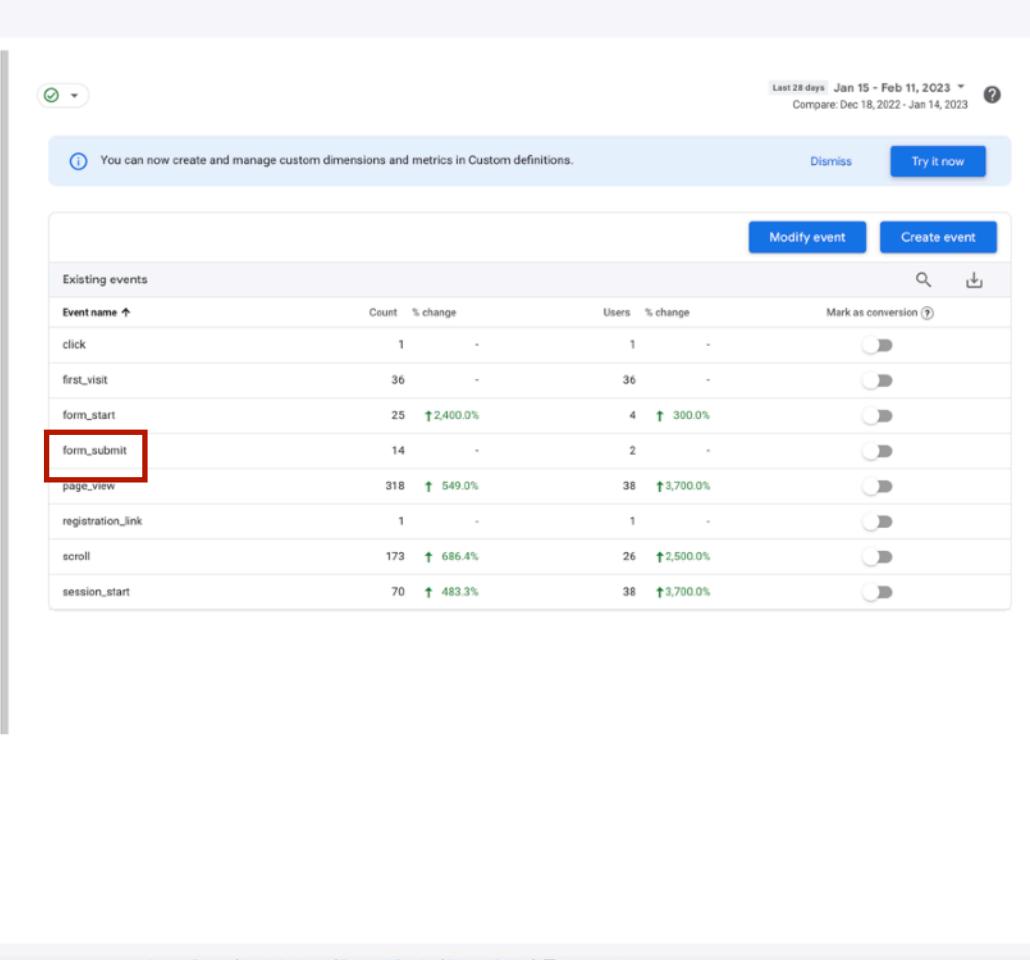
ADMIN USER

Property + Create Property
com5961-2022-demo01 (342190263)

- Setup Assistant
- Property Settings
- Property Access Management
- Data Streams
- Events**
- Conversions
- Audiences
- Custom definitions
- Data Settings
- Data Import
- Reporting Identity
- Attribution Settings
- Property Change History
- Data Deletion Requests
- DebugView

PRODUCT LINKS

- Google Ads Links
- Ad Manager Links
- BigQuery Links
- Display & Video 360 Links
- Merchant Center



Analytics All accounts > com5961-2022.com5961-2022-demo01 ▾ Try searching "how to set up Analytics"

Last 28 days: Jan 15 - Feb 11, 2023

Reports snapshot Realtime Life cycle Acquisition Engagement Overview Events Conversions Pages and screens Landing page Monetization Overview User Demographics Tech

All Users Add comparison + form_submit ▾

Events in last 30 minutes: 0

Event count by Country:

COUNTRY	EVENT COUNT
Hong Kong	14

Event count by Gender: No data available

Event count / Sessions: 0.2

View realtime →

Library

All accounts > com5961-2022
com5961-2022-demo01

Try searching "how to set up Analytics"

Analytics

ADMIN USER

Property + Create Property
com5961-2022-demo01 (342190263)

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Last 28 days Jan 15 - Feb 11, 2023 Compare: Dec 18, 2022 - Jan 14, 2023

You can now create and manage custom dimensions and metrics in Custom definitions. Dismiss Try it now

Existing events

Event name	Count	% change	Users	% change	Mark as conversion
click	1	-	1	-	<input type="checkbox"/>
first_visit	36	-	36	-	<input type="checkbox"/>
form_start	25	↑ 2,400.0%	4	↑ 300.0%	<input type="checkbox"/>
form_submit	14	-	2	-	<input checked="" type="checkbox"/>
page_view	318	↑ 549.0%	38	↑ 3,700.0%	<input type="checkbox"/>
registration_link	1	-	1	-	<input type="checkbox"/>
scroll	173	↑ 686.4%	26	↑ 2,500.0%	<input type="checkbox"/>
session_start	70	↑ 483.3%	38	↑ 3,700.0%	<input type="checkbox"/>

Thank you!