



# Merchandise Store Web Traffic Analysis



New Users

836K

Returning Users

446K

Peak Hour

10 AM

Least Traffic Hour

11 PM

Average New Users by Month/Week



Sessions

1M

Average Bounce Rate

46.80%

Peak Day

Wednesday

Least Users Day

Saturday

Average Returning Users by Month/Week



Top 5 Countries by Users



Bounce Rate by Date



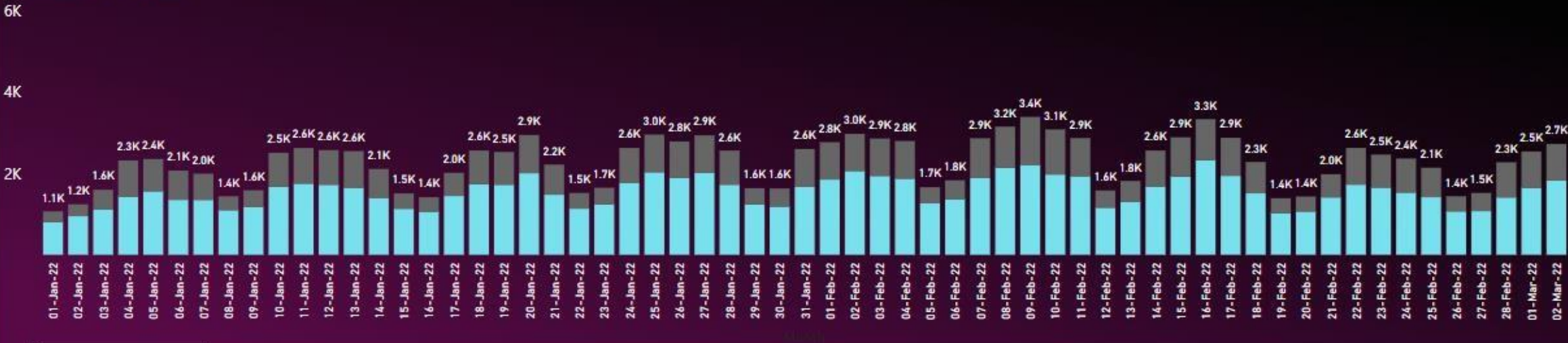


# Merchandise Store Web Traffic Analysis



Hourly Traffic

● New Users ● Returning Users



Yearly Traffic

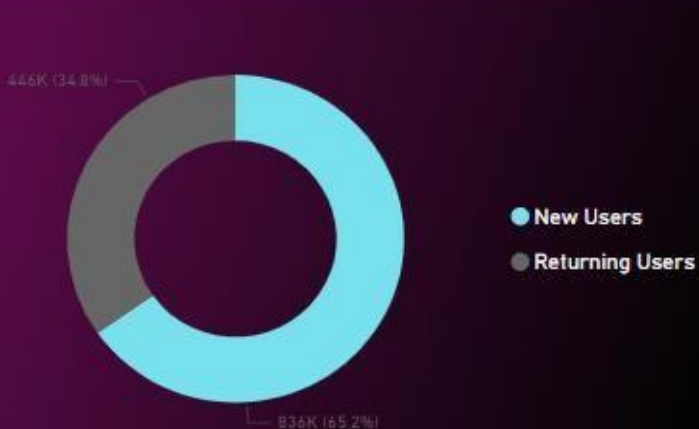
● New Users ● Returning Users



Average Bounce Rate by Year/Month/Week



New vs Returning Users







# Merchandise Store Web Traffic



Users by Continent\Country\City



Year	New Users	Returning Users
2022	330309	134114
Jan	24136	7837
Africa	177	27
Americas	12848	5605
Asia	5900	959
Europe	4747	1174
Oceania	464	72
Feb	25380	8159
Africa	167	27
Americas	13711	5669
Asia	6099	1167
Europe	4977	1225
Oceania	426	71
Mar	27557	9789
Africa	158	43
Total	529052	194638

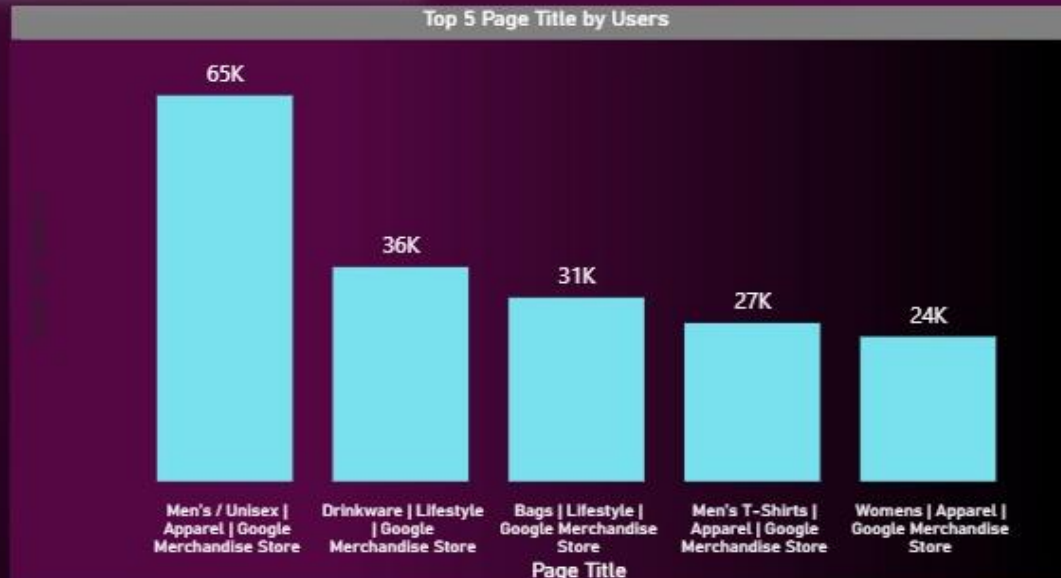




# Merchandise Store Web Traffic



Year	New Users	Returning Users
2022	19675	214510
Men's / Unisex   Apparel   Google Merchandise Store	4	50494
Drinkware   Lifestyle   Google Merchandise Store	4	23255
Bags   Lifestyle   Google Merchandise Store	2	22985
Womens   Apparel   Google Merchandise Store	4	18948
YouTube   Shop by Brand   Google Merchandise Store	7	13726
Google   Shop by Brand   Google Merchandise Store	3	11875
Kids   Apparel   Google Merchandise Store	3	10956
Hats   Apparel   Google Merchandise Store	2	10141
Google Classic White Organic F/C Tee	1783	8773
Google Cloud   Shop by Brand   Google Merchandise Store	0	7215
Men's T-Shirts   Apparel   Google Merchandise Store	13636	6304
Small Goods   Lifestyle   Google Merchandise Store	1	4712
Everything Else   Lifestyle   Google Merchandise Store	0	4253
Page Unavailable	807	3908
Android   Shop by Brand   Google Merchandise Store	0	3073
Socks   Apparel   Google Merchandise Store	0	2822
Google Laptop and Cell Phone Stickers	558	2740
Super G Keyboard Sticker	151	1777
Total	25001	282365



Year	New Users	Returning Users
2022	567534	197652
2023	269674	77580
(direct)	209494	63513
(direct) / (none)	209494	63513
google	58339	13532
google / cpc	58339	13532
bing	1123	300
bing / cpc	1123	300
Partners	700	172
Partners / affiliate	697	172
Partners / (not set)	3	0
dta	15	39
dta / cpm	15	39
(not set)	3	3
(not set) / (not set)	3	3
tagassistant.google.com	0	21
tagassistant.google.com / referral	0	21
Total	837208	275232

