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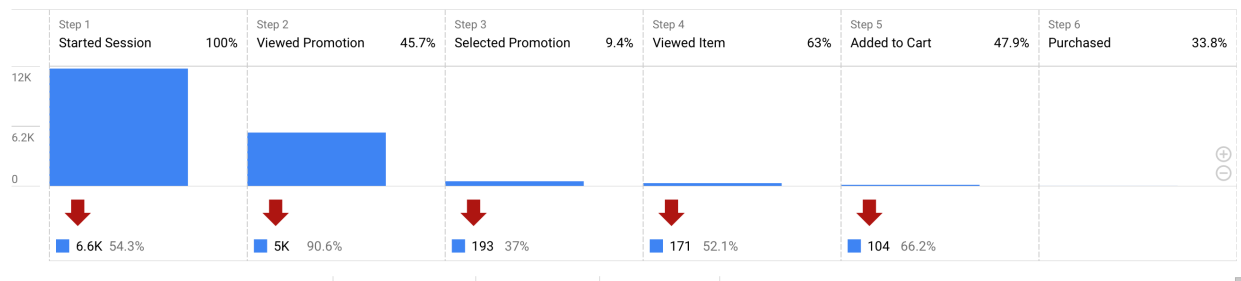
### Final Research Project: Insights from Google Merchandise Store Data

Google Analytics is a web analytics platform that tracks and reports website traffic. In this report we will analyze and study Google Merchandise Store user traffic. Below are the two analyses:

#### Analysis 1

Objective - Study shopping trends of customer who joined organically or through referral in United States.

Findings -



Step	First user medium	Users (% of Step 1)	Completion rate	Abandonments	Abandonment rate
1. Started Session	Total	12,075 (100%)	45.67%	6,560	54.33%
	organic	8,224 (100%)	32.88%	5,520	67.12%
	referral	3,877 (100%)	72.5%	1,066	27.5%
2. Viewed Promotion	Total	5,515 (45.67%)	9.45%	4,994	90.55%
	organic	2,704 (32.88%)	9.02%	2,460	90.98%
	referral	2,811 (72.5%)	9.85%	2,534	90.15%
3. Selected Promotion	Total	521 (4.31%)	62.96%	193	37.04%
	organic	244 (2.97%)	53.69%	113	46.31%
	referral	277 (7.14%)	71.12%	80	28.88%

<b>4. Viewed Item</b>	<b>Total</b>	<b>328 (2.72%)</b>	<b>47.87%</b>	<b>171</b>	<b>52.13%</b>
	organic	131 (1.59%)	39.69%	79	60.31%
	referral	197 (5.08%)	53.3%	92	46.7%
<b>5. Added to Cart</b>	<b>Total</b>	<b>157 (1.3%)</b>	<b>33.76%</b>	<b>104</b>	<b>66.24%</b>
	organic	52 (0.63%)	13.46%	45	86.54%
	referral	105 (2.71%)	43.81%	59	56.19%
<b>6. Purchased</b>	<b>Total</b>	<b>53 (0.44%)</b>	<b>-</b>	<b>-</b>	<b>-</b>
	organic	7 (0.09%)	-	-	-
	referral	46 (1.19%)	-	-	-

The figure above shows the funnel exploration visual. It represents different subsequent events and how the user traffic varies with each event in United States.

There are five events involved:

1. Started Session - User initiated a session on the website
2. Viewed Promotion - User encounters the promotion on the site
3. Selected Promotion - User selects the product promotion
4. Viewed Item - User views the promote product
5. Added to Cart - User adds the product to the cart
6. Purchased - User purchases the product

Initially, there are 12,075 users who started a session, but only 53 users completed their purchases with a conversion rate of only 0.44%.

Out of total users who initiated the sessions, there is a large chunk of users (8,224 out of 12,075) who joined organically in comparison to people who joined through referrals. Additionally, with every subsequent event it can be observed that people who joined through referrals have a higher conversion rate in comparison to people who joined organically.

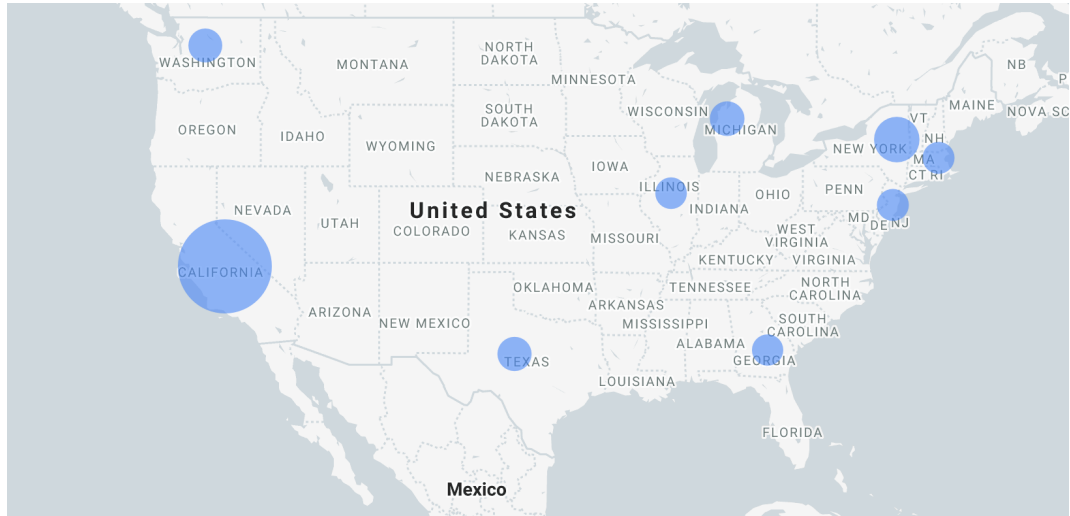
Therefore, out of 53 users who completed their purchases there are 46 (1.19% of total referred users) users who joined through referrals as compared to 7 (0.09% of total organic users) users who joined organically.

Conclusion - The big picture here is that large section of users who visit the website do not purchase anything. In addition to that, people who have been referred to the promotions have a greater tendency to purchase the product as compared to organic users.

## Analysis 2

Objective - Study the demographics of referred users across the United States and the associated revenue in United States.

### Findings -



Segment		US & Referred User		
First user medium		referral		
Region		Purchase revenue	Active users	Transactions per purchaser
<b>Totals</b>		<b>\$39,735.82</b> 100% of total	<b>2,677</b> 100% of total	<b>1</b> Avg 0%
1	California	\$22,760.40	1,366	1
2	New York	\$5,957.12	280	1
3	Michigan	\$2,221.38	61	2
4	Texas	\$2,047.60	261	1
5	Washington	\$1,956.12	213	1
6	Massachusetts	\$1,292.35	143	1
7	New Jersey	\$1,290.43	151	1
8	Illinois	\$1,153.68	126	1
9	Georgia	\$1,056.74	101	1

The table above represents the state-wise referred users and associated purchase revenue in the United States. Only states who have contributed more than \$1000 are considered. A total revenue of \$ 39.7k has been earned through 2,677 users.

State of California has contributed the most followed by New York. California's contribution is almost four times the contribution made by New York. Except the top five states, the purchase revenue contribution of rest of the states is almost saturated at ~ \$1000.

Michigan State has the least number of active users in the group and still manages to be the third largest contributor.

The table above displays an additional column representing Transactions done per purchaser and it is observed that Michigan is the only state with 2 Transactions per purchaser.

Conclusion - Firstly, California has a large referred-user base and a strong referral network which is the main reason behind generating a large portion of purchase revenue for the company.

Secondly, Michigan has managed to be a part of top three contributor states even though it's user base is small because it's transaction per user is almost double in comparison to other states.