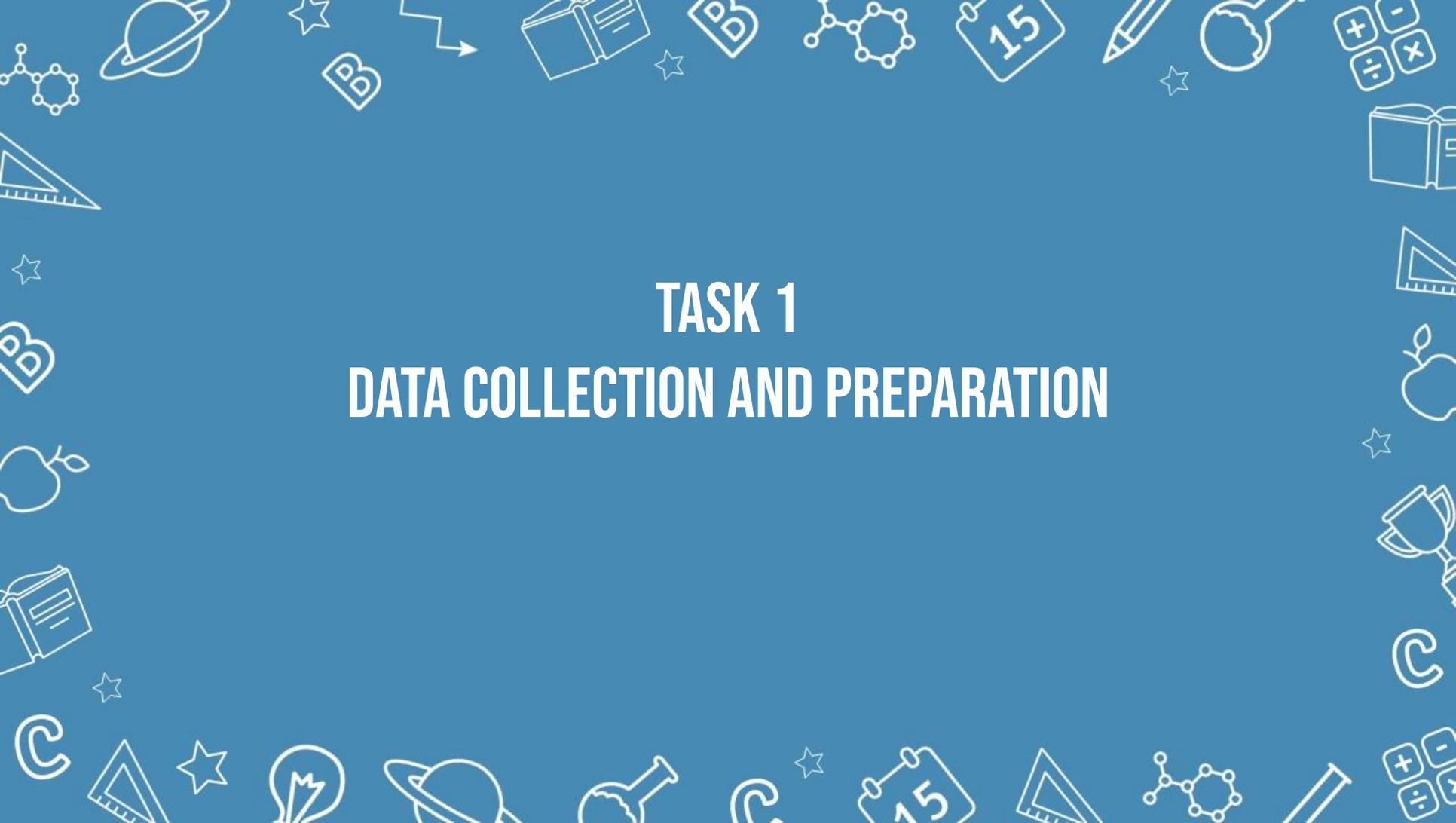




ANALYTICAL ASSESSMENT AND PERFORMANCE ENHANCEMENT IN DIGITAL MARKETING



TASK 1

DATA COLLECTION AND PREPARATION

MOST VISITED PAGES FROM JAN 1 2024 TO MARCH 31 2024

Pages and screens: Page path and screen class Custom 1 Jan - 31 Mar 2024

Total /Google+Redesign/Stationery /basket.html /Google+Redesign/Apparel/Mens /Google+Redesign/New /Google+Redesign/Clearance

Plot rows Search... Rows per page: 10 Go to: 1 1-10 of 1450

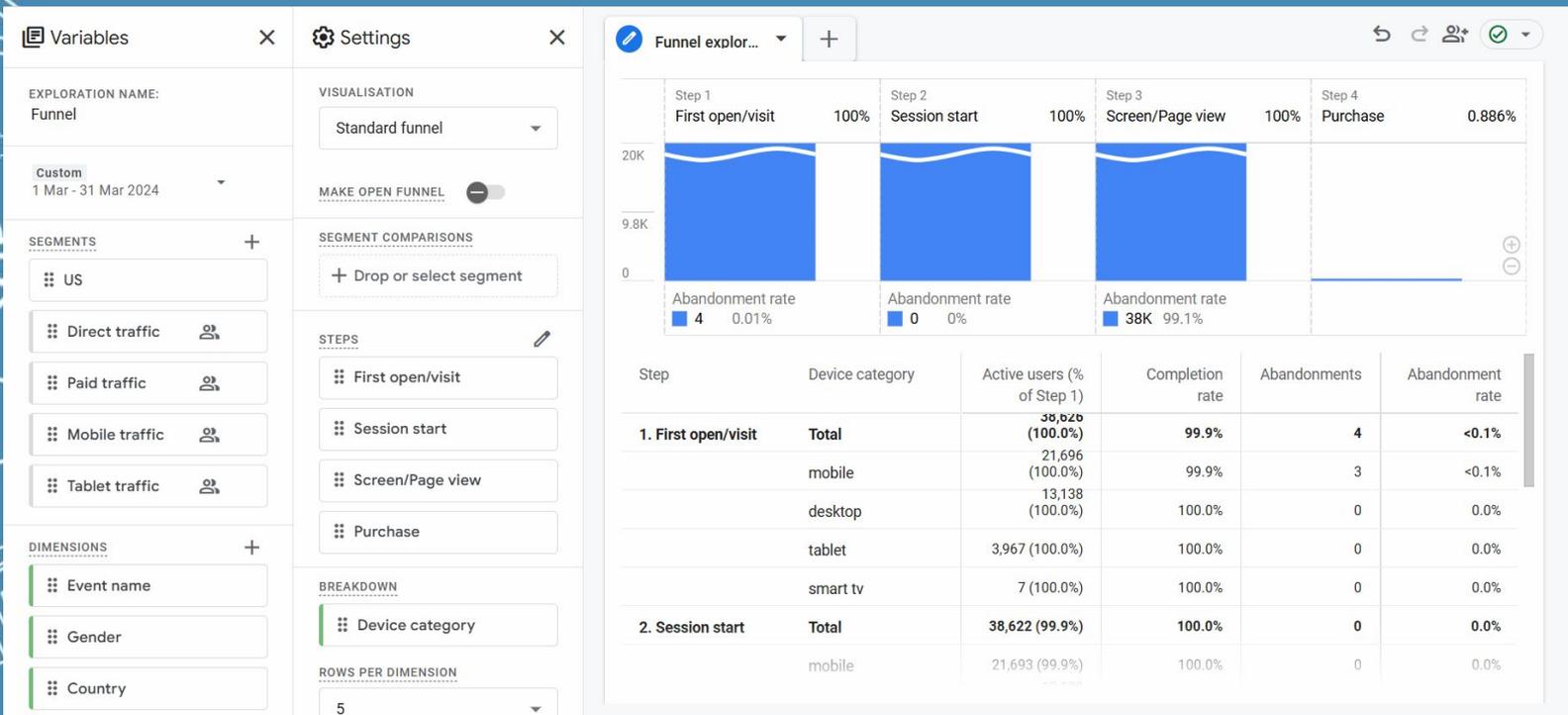
	Page path and screen class	Views	Active users	Views per active user	Average engagement time per active user	Event count
<input checked="" type="checkbox"/>	Total	505,173 100% of total	109,175 100% of total	4.63 Avg 0%	1m 10s Avg 0%	1,994,446 100% of total
<input checked="" type="checkbox"/>	1 /Google+Redesign/Stationery	63,937 (12.66%)	34,149 (31.28%)	1.87	4s	203,405 (10.2%)
<input checked="" type="checkbox"/>	2 /basket.html	31,276 (6.19%)	9,285 (8.5%)	3.37	39s	113,844 (5.71%)
<input checked="" type="checkbox"/>	3 /Google+Redesign/Apparel/Mens	22,269 (4.41%)	11,547 (10.58%)	1.93	49s	79,522 (3.99%)
<input checked="" type="checkbox"/>	4 /Google+Redesign/New	19,969 (3.95%)	10,885 (9.97%)	1.83	48s	71,618 (3.59%)
<input checked="" type="checkbox"/>	5 /Google+Redesign/Clearance	15,730 (3.11%)	10,393 (9.52%)	1.51	23s	55,140 (2.76%)
<input type="checkbox"/>	6 /store.html	15,211 (3.01%)	5,328 (4.88%)	2.85	56s	48,123 (2.41%)
<input type="checkbox"/>	7 /Google+Redesign/Apparel	13,397 (2.65%)	8,232 (7.54%)	1.63	43s	48,585 (2.44%)
<input type="checkbox"/>	8 /Google+Redesign/Android+Classic+Collectible	11,907 (2.36%)	7,717 (7.07%)	1.54	14s	46,293 (2.32%)
<input type="checkbox"/>	9 /Google+Redesign/Lifestyle/Drinkware	11,702 (2.32%)	7,327 (6.71%)	1.60	32s	43,643 (2.19%)

EVENTS AND MOST FREQUENT AND LEAST FREQUENT OCCURRENCES

A + Pages and screens: Page path and screen class + Custom 1 Jan - 31 Mar 2024

<input checked="" type="checkbox"/>	Page path and screen class	Views per active user	Average engagement time per active user	Event count page_view	Key events add_to_cart	Total revenue
<input checked="" type="checkbox"/>	Total	4.63 Avg 0%	1m 10s Avg 0%	505,173 25.33% of total	24,003.00 14.8% of total	\$259,047.11 100% of total
<input checked="" type="checkbox"/>	1 /Google+Redesign/Stationery	1.87	4s	63,937 (12.66%)	0.00 (0%)	\$0.00 (0%)
<input checked="" type="checkbox"/>	2 /basket.html	3.37	39s	31,276 (6.19%)	693.00 (2.89%)	\$0.00 (0%)
<input checked="" type="checkbox"/>	3 /Google+Redesign/Apparel/Mens	1.93	49s	22,269 (4.41%)	0.00 (0%)	\$0.00 (0%)
<input checked="" type="checkbox"/>	4 /Google+Redesign/New	1.83	48s	19,969 (3.95%)	0.00 (0%)	\$0.00 (0%)
<input checked="" type="checkbox"/>	5 /Google+Redesign/Clearance	1.51	23s	15,730 (3.11%)	0.00 (0%)	\$0.00 (0%)
<input type="checkbox"/>	6 /store.html	2.85	56s	15,211 (3.01%)	0.00 (0%)	\$0.00 (0%)
<input type="checkbox"/>	7 /Google+Redesign/Apparel	1.63	43s	13,397 (2.65%)	0.00 (0%)	\$0.00 (0%)
<input type="checkbox"/>	8 /Google+Redesign/Android+Classic+Collectible	1.54	14s	11,907 (2.36%)	2,349.00 (9.79%)	\$0.00 (0%)
<input type="checkbox"/>	9 /Google+Redesign/Lifestyle/Drinkware	1.60	32s	11,702 (2.32%)	0.00 (0%)	\$0.00 (0%)
<input type="checkbox"/>	10 /Google+Redesign/Lifestyle/Bags	1.46	20s	11,255 (2.23%)	0.00 (0%)	\$0.00 (0%)

CREATING A FUNNEL FROM MAR 1 2024 TO MAR 31ST DATA



CREATING A FUNNEL FROM MAR 1 2024 TO MAR 31ST DATA

Stages of the Funnel:

1. **First Open/Visit** – Users land on the website (Total: 38,626).
2. **Session Start** – Users engage with the site (Completion Rate: 99.9%).
3. **Screen/Page View** – Users view product pages (Completion Rate: 100%).
4. **Purchase** – Users complete the transaction (Completion Rate: **0.886%**).

Key Findings:

- **Major Drop-off (99.1%)** occurs between **Page View** and **Purchase**.
- Users browse but don't convert to buyers.

Possible Reasons for Dropout:

- Complicated checkout process.
- Lack of trust signals (reviews, secure payment options).
- High product prices or unexpected costs.
- Page load time or technical issues.

CREATING A FUNNEL FROM MAR 1 2024 TO MAR 31ST DATA

Stages of the Funnel:

1. **First Open/Visit** – Users land on the website (Total: 38,626).
2. **Session Start** – Users engage with the site (Completion Rate: 99.9%).
3. **Screen/Page View** – Users view product pages (Completion Rate: 100%).
4. **Purchase** – Users complete the transaction (Completion Rate: **0.886%**).

Key Findings:

- **Major Drop-off (99.1%)** occurs between **Page View** and **Purchase**.
- Users browse but don't convert to buyers.

Possible Reasons for Dropout:

- Complicated checkout process.
- Lack of trust signals (reviews, secure payment options).
- High product prices or unexpected costs.
- Page load time or technical issues.

WAYS TO IMPROVE GOOGLE MERCHANDISE STORE'S METRICS

1. Increase User Engagement

- Optimize landing pages with engaging visuals & offers.
- Personalize recommendations & use exit-intent popups.
- Improve site speed & mobile responsiveness.

2. Enhance Product Page Experience

- High-quality images, detailed descriptions, and user reviews.
- AI-powered recommendations & live chat support.
- Clear CTAs to encourage deeper exploration.

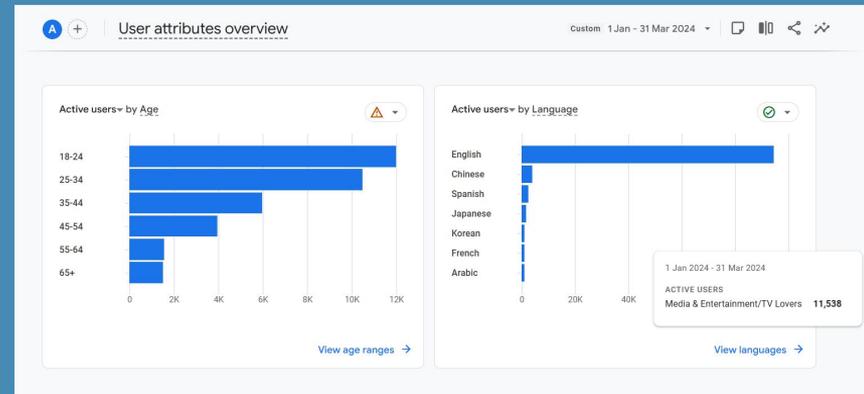
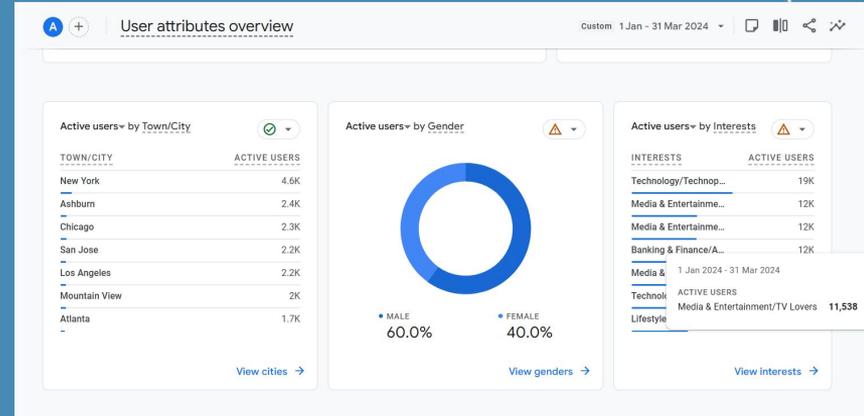
3. Reduce Cart Abandonment

- Simplify checkout with fewer steps & guest checkout.
- Show transparent pricing & secure payment options.
- Retarget abandoned carts with reminders & discounts.

4. Improve Customer Retention

- Loyalty programs & personalized email marketing.
- Subscription-based offers & exclusive deals.
- Fast customer support & easy return policies.
-

AUDIENCE INSIGHTS (DEMOGRAPHICS & INTERESTS) IN GA4



AUDIENCE INSIGHTS (DEMOGRAPHICS & INTERESTS) IN GA4

Demographic details: Country

Custom 1 Jan - 31 Mar 2024

Plot rows Search... Rows per page: 10 Go to: 1 < 1-10 of 168 >

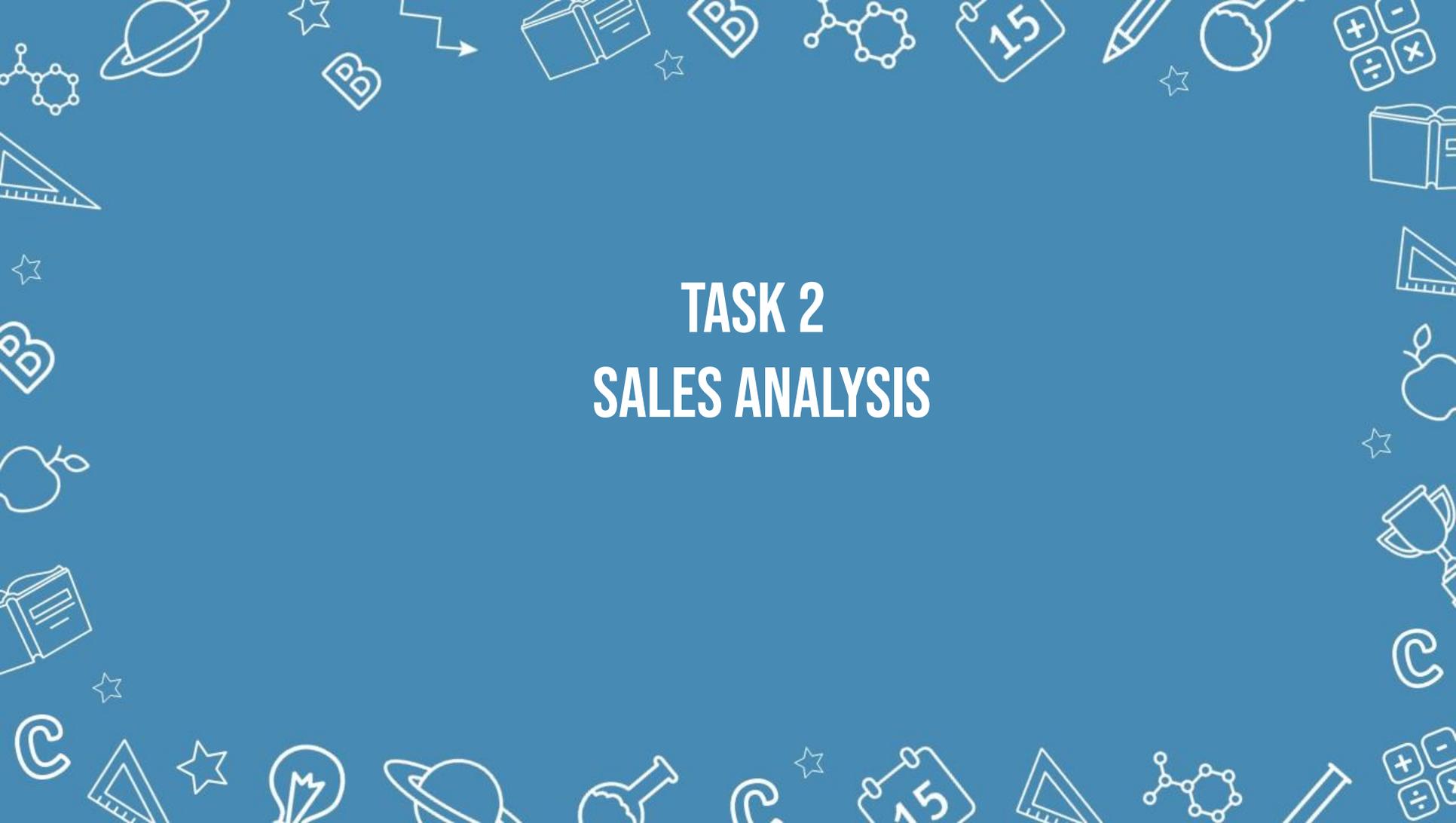
Country	Active users	New users	Engaged sessions	Engagement rate	Engaged sessions per active user	Average engagement time per active user	Ever
Total	109,175 100% of total	100,192 100% of total	93,080 100% of total	59.46% Avg 0%	0.85 Avg 0%	1m 10s Avg 0%	11
1 United States	70,065 (64.18%)	63,399 (63.28%)	59,105 (63.5%)	57.49%	0.84	1m 16s	1,307,370
2 India	9,577 (8.77%)	8,935 (8.92%)	8,777 (9.43%)	72.25%	0.92	44s	122,560
3 Canada	7,013 (6.42%)	6,375 (6.36%)	4,852 (5.21%)	46.78%	0.69	51s	101,140
4 China	2,264 (2.07%)	2,198 (2.19%)	896 (0.96%)	37.46%	0.40	13s	12,840
5 Japan	1,899 (1.74%)	1,643 (1.64%)	1,925 (2.07%)	66.06%	1.01	1m 49s	43,740
6 (not set)	1,397 (1.28%)	1,394 (1.39%)	793 (0.85%)	56.32%	0.57	2s	98,140
7 Taiwan	1,246 (1.14%)	958 (0.96%)	1,258 (1.35%)	64.88%	1.01	2m 07s	31,840
8 Australia	1,233 (1.13%)	1,148 (1.15%)	1,172 (1.26%)	69.19%	0.95	1m 05s	20,640
9 South Korea	1,156 (1.06%)	1,025 (1.02%)	1,123 (1.21%)	61.23%	0.97	1m 08s	20,140
10 Brazil	1,070 (0.98%)	974 (0.97%)	1,031 (1.11%)	68.83%	0.96	1m 23s	20,140

Audiences

Custom 1 Jan - 31 Mar 2024

Plot rows Search... Rows per page: 10 Go to: 1 < 1-10 of 11 >

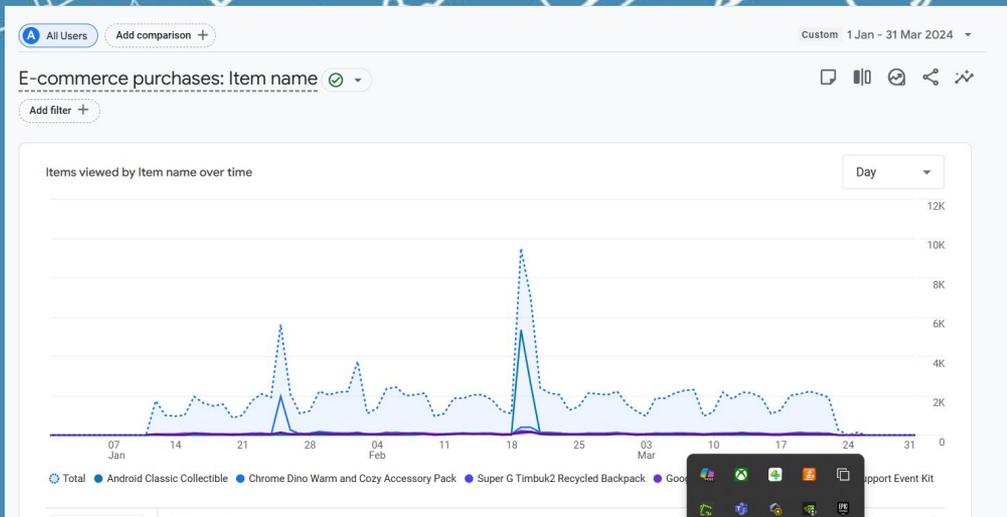
Audience name	New users	Sessions	Views per session	Average session duration	Total revenue	Total users
Total	273,046 100% of total	156,552 100% of total	13.46 Avg 0%	13m 40s Avg 0%	\$1,298,828.41	116,226 100% of total
1 All Users	100,192 (36.69%)	156,552 (100%)	3.23	3m 18s	\$259,047.11 (19.94%)	116,226 (100%)
2 Non-purchasers	100,192 (36.69%)	156,552 (100%)	3.23	3m 18s	\$0.00 (0%)	116,101 (99.89%)
3 Recently active users	56,977 (20.87%)	101,554 (64.87%)	4.25	4m 20s	\$259,017.12 (19.94%)	73,085 (62.88%)
4 Engaged Users	14,262 (5.22%)	51,843 (33.12%)	6.61	6m 22s	\$257,718.64 (19.84%)	26,029 (22.4%)
5 Users in San Francisco	1,206 (0.44%)	3,224 (2.06%)	4.39	4m 30s	\$20,703.38 (1.59%)	1,953 (1.68%)
6 Likely 7-day purchasers	79 (0.03%)	19,461 (12.43%)	3.96	4m 20s	\$107,033.92 (8.24%)	20,734 (17.84%)
7 Predicted 28-day top spenders	54 (0.02%)	10,691 (6.83%)	4.29	4m 45s	\$66,472.01 (5.12%)	28,697 (24.69%)
8 Top spenders: Top 5% of users	54 (0.02%)	10,691 (6.83%)	4.29	4m 45s	\$66,472.01 (5.12%)	28,697 (24.69%)
9 Added to cart & no purchase	28 (0.01%)	17,398 (11.11%)	7.26	6m 44s	\$0.00 (0%)	10,547 (9.07%)
10 Purchasers	2 (<0.01%)	3,930 (2.51%)	3.01	3m 35s	\$259,047.11 (19.94%)	2,486 (2.14%)



TASK 2

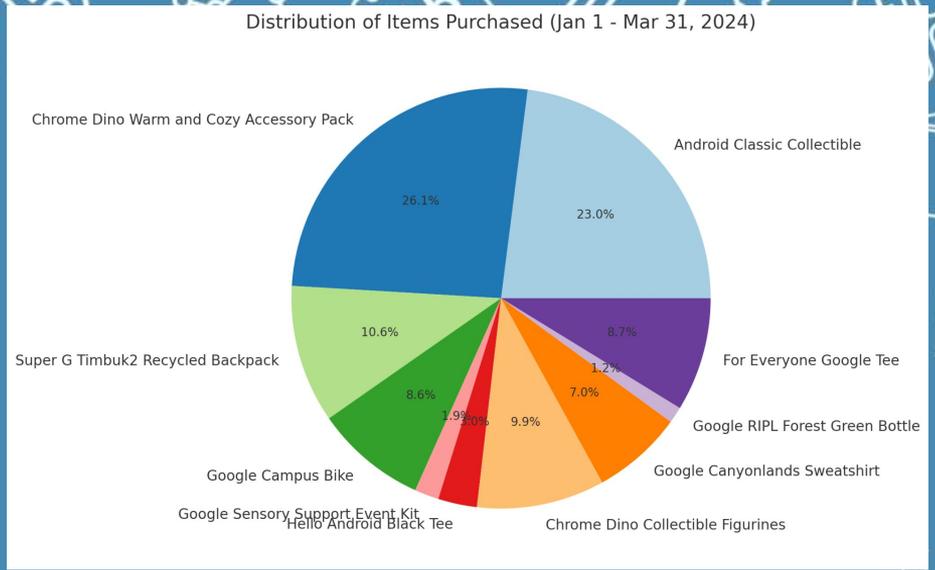
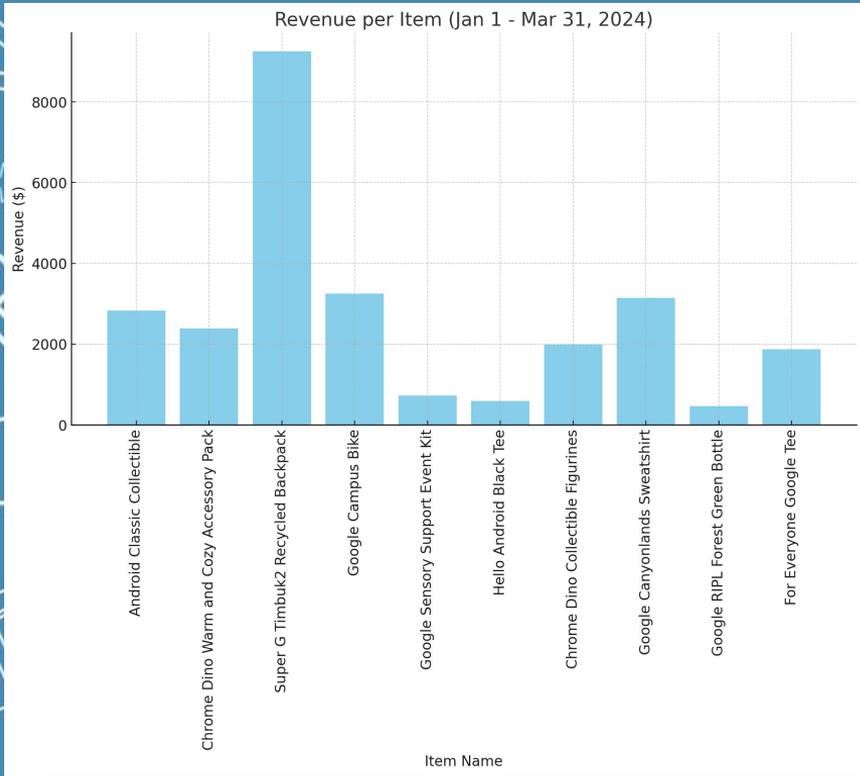
SALES ANALYSIS

ANALYZING SALES PATTERNS

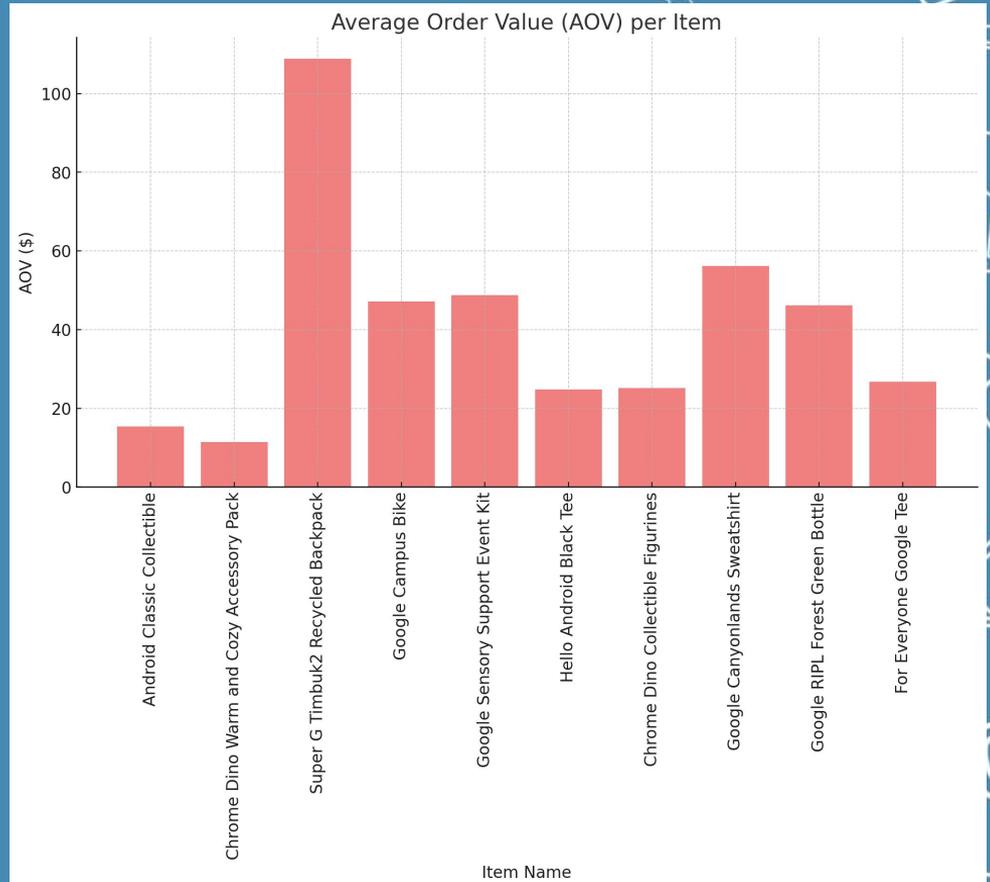


	A	B	C	D	E
1	Item Name	Items Purchased	Item Revenue (\$)	AOV (\$)	
2	Android Classic Collectible	184	2835.2	15.4086956521739	
3	Chrome Dino Warm and Cozy Accessory Pack	209	2394	11.4545454545455	
4	Super G Timbuk2 Recycled Backpack	85	9250	108.823529411765	
5	Google Campus Bike	69	3256	47.1884057971015	
6	Google Sensory Support Event Kit	15	731.25	48.75	
7	Hello Android Black Tee	24	593.6	24.7333333333333	
8	Chrome Dino Collectible Figurines	79	1986	25.1392405063291	
9	Google Canyonlands Sweatshirt	56	3146.4	56.1857142857143	
10	Google RIPL Forest Green Bottle	10	462	46.2	
11	For Everyone Google Tee	70	1875.2	26.7885714285714	
12					
13					

VISUALIZATIONS (CHARTS, GRAPHS)



VISUALIZATIONS (CHARTS, GRAPHS)



KEY INSIGHTS FROM THE SALES DATA

Key Sales Insights (Jan 1 – Mar 31, 2024)

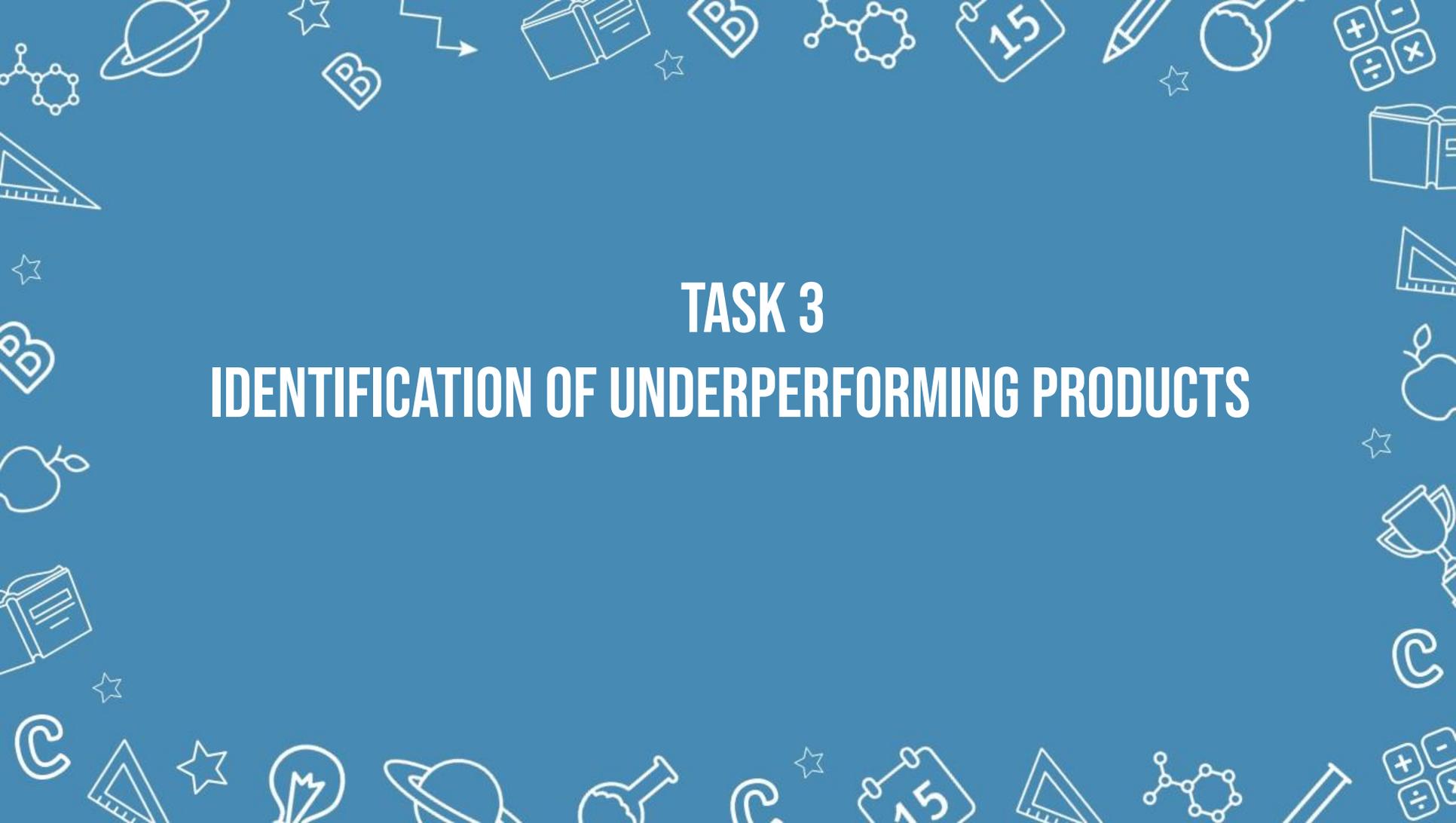
- **Total Revenue:** \$258,405.93 | **Total Sales:** 24,462 | **AOV:** \$10.57
- **Top Revenue Item:** *Super G Timbuk2 Backpack* (\$9,250) despite only 85 purchases.
- **Best-Selling Items:** *Chrome Dino Accessory Pack* & *Android Classic Collectible* (209 & 184 purchases).
- **Cart Abandonment Issue:** 264,064 items added to cart, but only 24,462 purchased (9.26% conversion).
- **Optimization Opportunities:**
 - Reduce cart abandonment with discounts & reminders.
 - Increase AOV through cross-selling.
 - Improve conversion rates for high-traffic, low-sales items.

TOP 3 BEST PERFORMING PRODUCTS

<input checked="" type="checkbox"/>	1	Super G Timbuk2 Recycled Backpack	4,847 (3.4%)	447 (0.17%)	85 (0.35%)	\$9,250.00 (3.58%)
<input checked="" type="checkbox"/>	2	Google Vintage Wash Grey Pullover	1,251 (0.88%)	481 (0.18%)	98 (0.4%)	\$5,975.40 (2.31%)
<input checked="" type="checkbox"/>	3	Google Unisex Eco Tee Black	4 (<0.01%)	8 (<0.01%)	213 (0.87%)	\$5,236.00 (2.03%)

TOP 3 WORST PERFORMING PRODUCTS

<input type="checkbox"/>	11	Chrome Dino Hot Dino Summer Accessory Pack	1 (<0.01%)	0 (0%)	0 (0%)	\$0.00 (0%)
<input type="checkbox"/>	12	Chrome Dino Keyboard Sticker	2 (<0.01%)	0 (0%)	0 (0%)	\$0.00 (0%)
<input type="checkbox"/>	13	Doogler Thanks Dawg Greeting Card	27 (0.02%)	4 (<0.01%)	0 (0%)	\$0.00 (0%)



TASK 3

IDENTIFICATION OF UNDERPERFORMING PRODUCTS

PRODUCTS THAT HAVE SHOWN CONSISTENT UNDERPERFORMANCE

<input type="checkbox"/>	11 Chrome Dino Hot Dino Summer Accessory Pack	1 (<0.01%)	0 (0%)	0 (0%)	\$0.00 (0%)
<input type="checkbox"/>	12 Chrome Dino Keyboard Sticker	2 (<0.01%)	0 (0%)	0 (0%)	\$0.00 (0%)
<input type="checkbox"/>	13 Doogler Thanks Dawg Greeting Card	27 (0.02%)	4 (<0.01%)	0 (0%)	\$0.00 (0%)

PRODUCTS THAT HAVE SHOWN CONSISTENT UNDERPERFORMANCE

Consistently Underperforming Products

These products had **zero revenue** despite being viewed and added to the cart:

1. **Chrome Dino Game Over Cap**
2. **Chrome Dino Hit the Slopes Mug**
3. **Chrome Dino Hot Dino Summer Accessory Pack**
4. **Chrome Dino Recycled Backpack**
5. **Doogler Noogler Greeting Card**
6. **Doogler Thanks Dawg Greeting Card**

RECOMMENDATIONS TO IMPROVE THE PERFORMANCE OF UNDERPERFORMING PRODUCTS.

Better Product Visibility:

- Highlight these items in email campaigns & homepage promotions.
- Feature them in "New Arrivals" or "Trending Now" sections.

✓ Exclusive Discounts & Bundles:

- Offer limited-time discounts (e.g., 10-20% off).
- Bundle slow-moving items with popular products.

✓ Improve Product Descriptions & Images:

- Enhance visuals with lifestyle photos.
- ★ Add compelling descriptions and unique selling points.

✓ Run Targeted Ads & Promotions:

- Use social media ads to boost awareness.
- Offer "Buy One, Get One" or free shipping for first-time buyers.

✓ Improve Checkout & Conversion Rate:

- Reduce friction in the checkout process.
- Offer "Limited Stock" or "Only X Left" urgency tactics.



THANK YOU!