PROJECT: GOOGLE MERCHANDISE STORE

EXECUTIVE SUMMARY

UNDERSTAND THE SITE

The Google Merchandise store is an eCommerce website for selling Google and Android branded merchandise including clothes, bags, drinkware, small goods and stationery. It also includes a separate Campus Collection page which features merchandise branded with the logos of various Google corporate campuses around the world. Visitors to the store are presented with a landing page in which they may click on their region, before being taken to the selected site. There are also brick and mortar merchandise stores located on Google's various campuses, but the focus here will on the online store.

The site appears to be part of Google's overall branding strategy to maintain its advantage over its competitors, by appealing to the emotional connection people have with the Google brand and building a relationship with its target customers.

UNDERSTAND THE USER

The merchandise on this site appears to be targeting a younger audience. The products being sold on the site, such as hoodies, children's clothing and cell phone accessories are products younger people would be more interested in purchasing these items

For the month of March 2020, the demographics report shows that out of 42.25% of total visitors to the site with recorded age data, 67.5% were age 18-34, and 41.26% were 25-34:
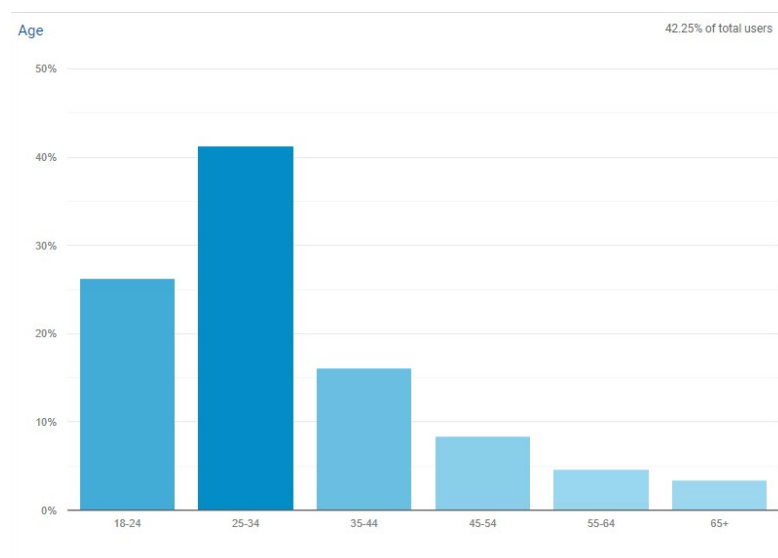

Figure 1

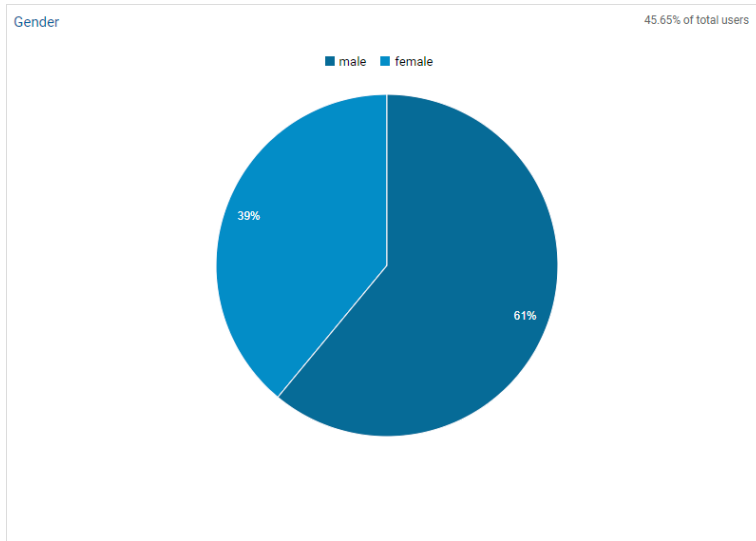Out of 45.56% of total users with recorded gender data, 61% were male:

Figure 2

The most popular affinities were value shopping, movies, and technology. Green living, travel, and hobbies also ranked in the top 10 among users of the site:

Affinity Category (reach)	Users ↓	Sessions
	20,530 % of Total: 48.54% (42,299)	26,599 % of Total: 49.86% (53,352)
1. Shoppers/Value Shoppers	13,390 (3.79%)	17,553 (3.82%)
2. Media & Entertainment/Movie Lovers	12,422 (3.51%)	16,572 (3.61%)
3. Technology/Technophiles	12,395 (3.51%)	16,279 (3.55%)
4. Media & Entertainment/Music Lovers	9,345 (2.64%)	12,173 (2.65%)
5. Lifestyles & Hobbies/Green Living Enthusiasts	8,702 (2.46%)	11,494 (2.50%)
6. Travel/Business Travelers	8,455 (2.39%)	11,196 (2.44%)
7. Lifestyles & Hobbies/Shutterbugs	8,047 (2.28%)	10,560 (2.30%)
8. Media & Entertainment/Light TV Viewers	8,006 (2.26%)	10,623 (2.31%)
9. Lifestyles & Hobbies/Business Professionals	7,835 (2.22%)	10,152 (2.21%)
10. Sports & Fitness/Health & Fitness Buffs	7,832 (2.22%)	10,251 (2.23%)

Figure 3

Geographically, 35.86% of users were in the United States. The was overwhelmingly the majority of users. India was second at 8.22%

In terms of technology usage, desktop users dominated. 72.26% of users were desktop, with Windows and Mac making up over 65% of the operating systems.

KEY PERFORMANCE INDICATORS

Key performance indicators used in this report are:

1. *Goal conversion rate* – if visitors are performing the top three conversion goals for the site:
    a. Goal 1 – Purchase Completed
    b. Goal 2 – Engaged Users
    c. Goal 3 – Registrations
2. *New vs. returning users* – whether people are coming back to the site.
3. *Cart abandonment rate* – engaged users with items in their carts who left the site without making a purchase.
4. *Channel traffic* – how people are finding the site and when engagements and conversions are happening.
5. A*verage order value* – how much revenue is being generated per order.

ANALYSIS OF DATA

GOAL CONVERSION RATE

The Goal 1 conversion rate for March 2020 was .11% (Figure 4), with 60 purchases completed. March was down 9.92% compared to .12% from the previous period (Feb 1-Feb 29), and -15.94% (.13%) from same period in 2019 (Figure 5). An average conversion rate is 2%, and a good conversion rate is below 5%, so the site is performing below average and declining.
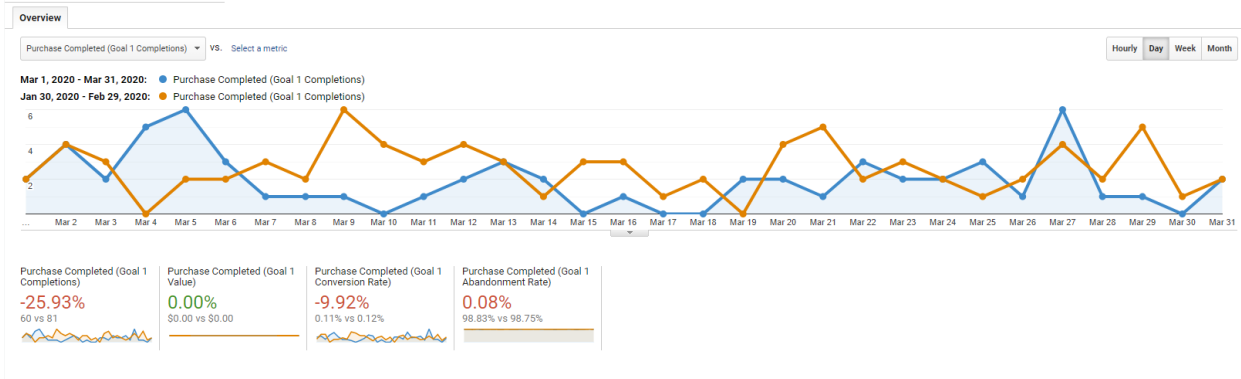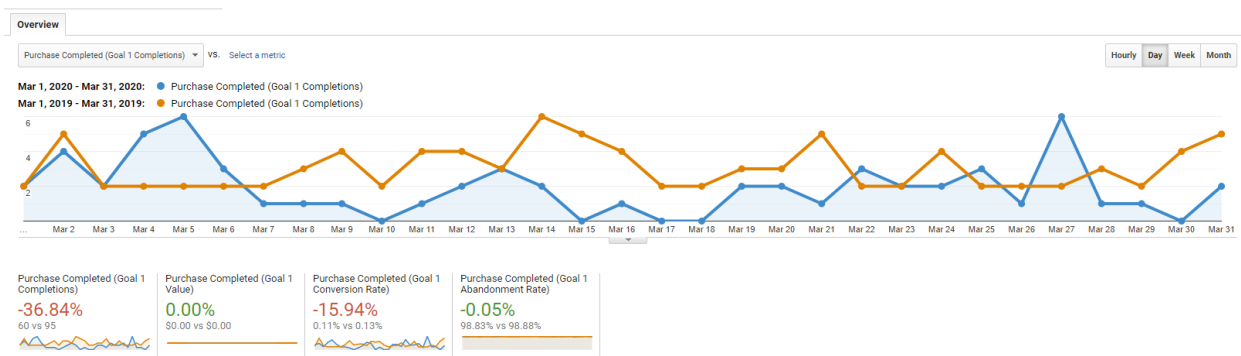
Figure 4

Figure 5

In terms of the devices visitors viewed the site on, users on mobile devices had a higher conversion rate by 2-1:
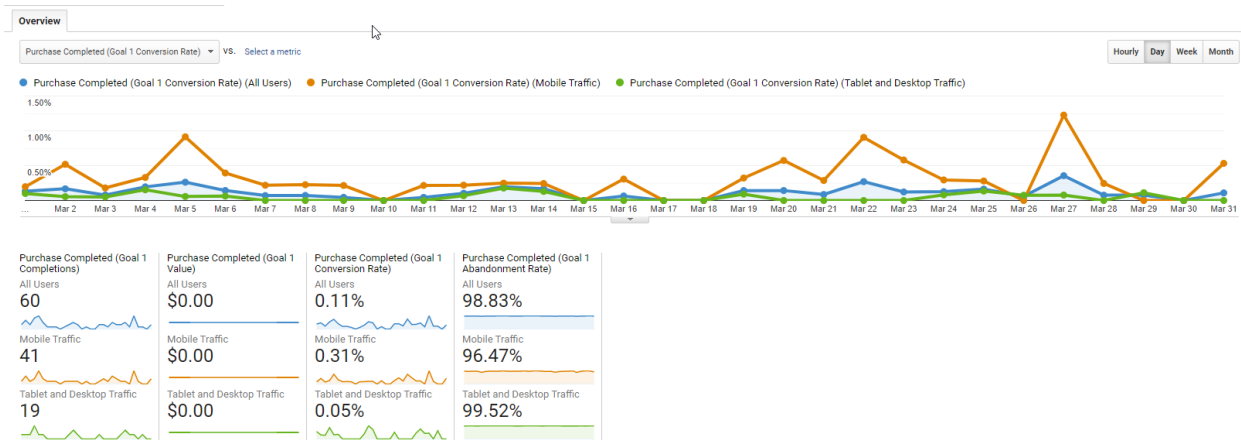

Figure 6

The site had 4338 engaged users in March, a Goal 2 conversion rate of 8.13%, down 12.31% from February.

Of those, 186 users completed registrations in March, a Goal 3 conversion rate of .35%, down 5.36% from February.

CART ABANDONMENT RATE

Site abandonment for March 2020 was 98.83%. The shopping behavior report shows the shopping progression and abandonment rates (Figure 7). The highest rate of abandonment is at checkout, with 92.61% of abandonments occurring during checkout. 80.45% occur prior to checkout. Returning visitors had almost double the number of conversions, while new visitors had a higher add to cart percentage (Figure 8).
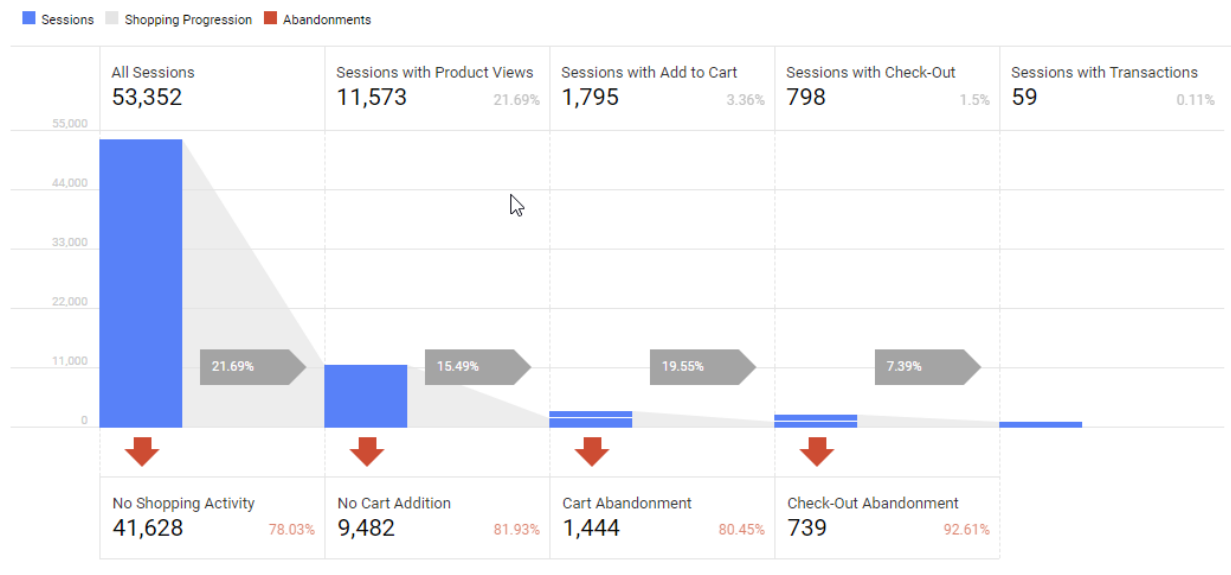

Figure 7

Figure 8

A deeper look at checkout behavior shows a 90.38% dropoff during cart review (Figure 9). This is when the most users are abandoning their carts. However, this report also shows that

returning visitors have a slightly higher abandonment rate during checkout, despite having a higher conversion rate than new visitors (Figure 10). So overall, new visitors are abandoning the site sooner, and more returning visitors are abandoning the site during checkout, though not at a significantly higher rate.
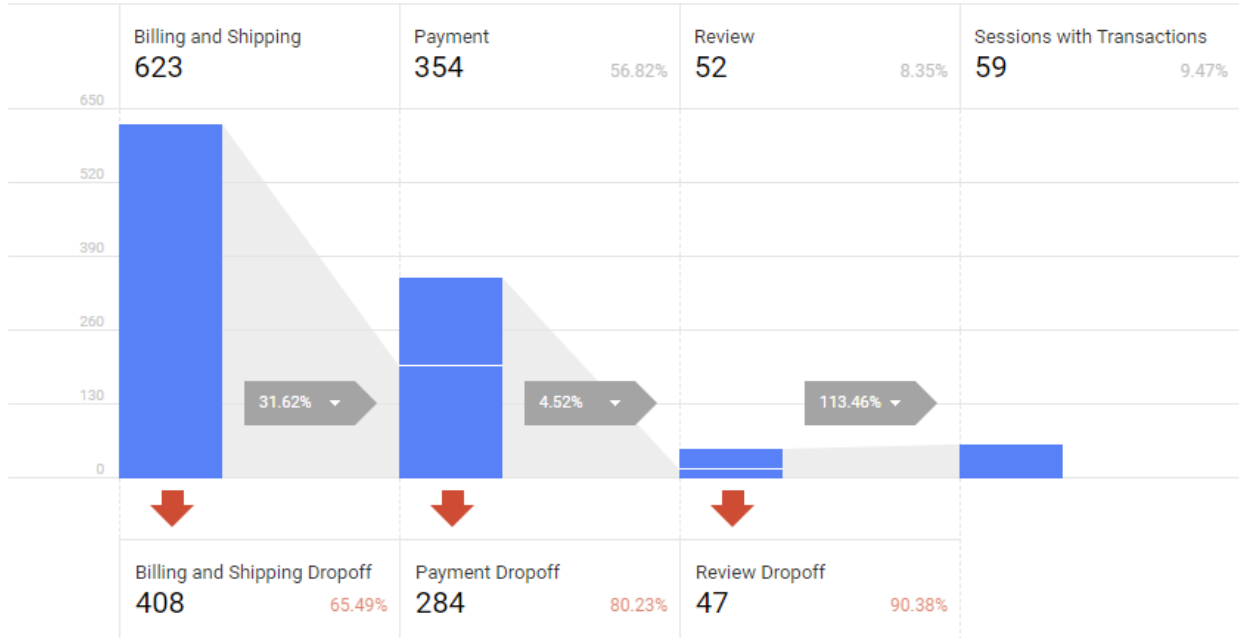

Figure 9

Figure 10

The funnel shows the most significant drop offs occur during billing & shipping and final review:

Figure 11

NEW VS. RETURNING USERS
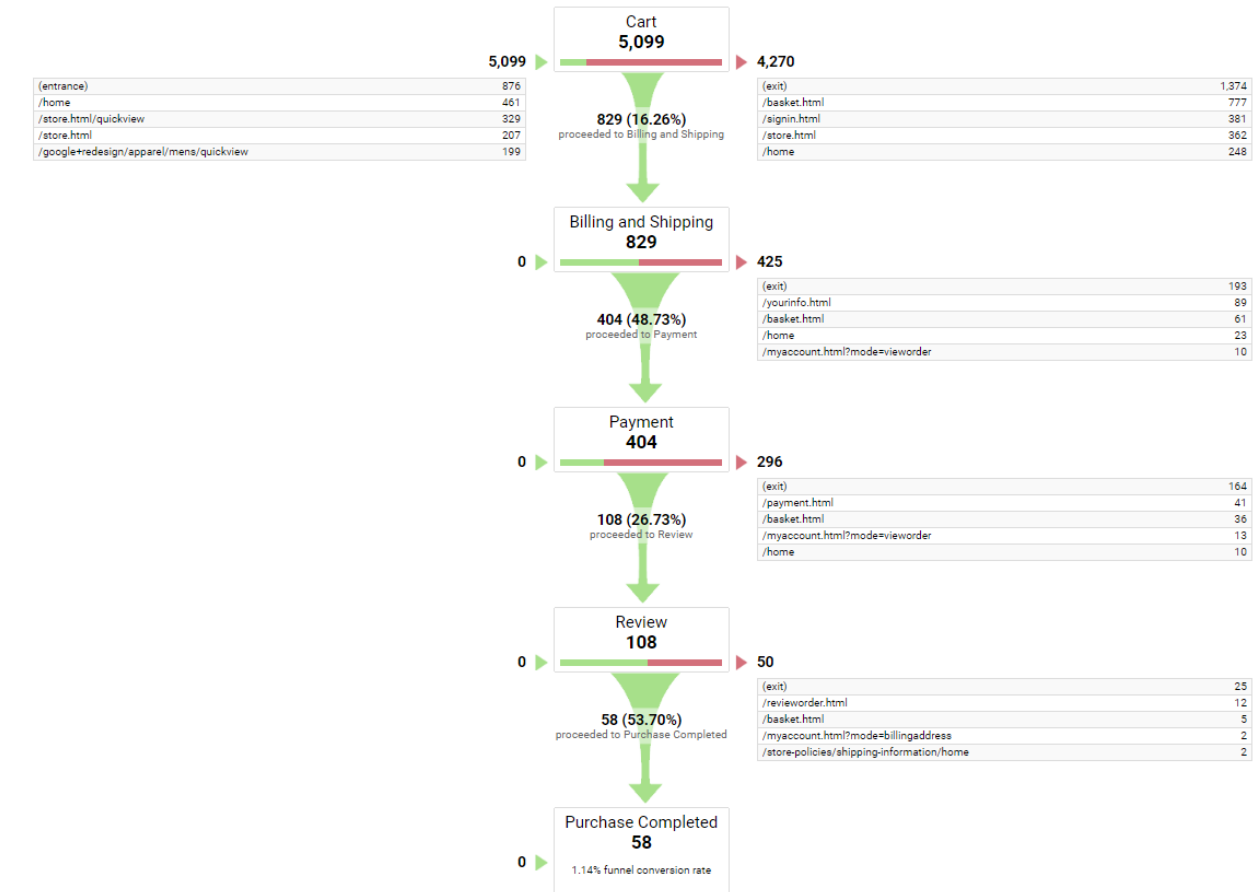
The audience overview report shows a higher average session duration and a lower bounce rate for the month of March (Figure 12). The number sessions per returning user is 1.71 vs .99 for new users, and the number of pages per session is also higher. Returning users are viewing more pages and staying longer, but there are 39,487 new users for March vs only 8260 returning users (Figure 13).
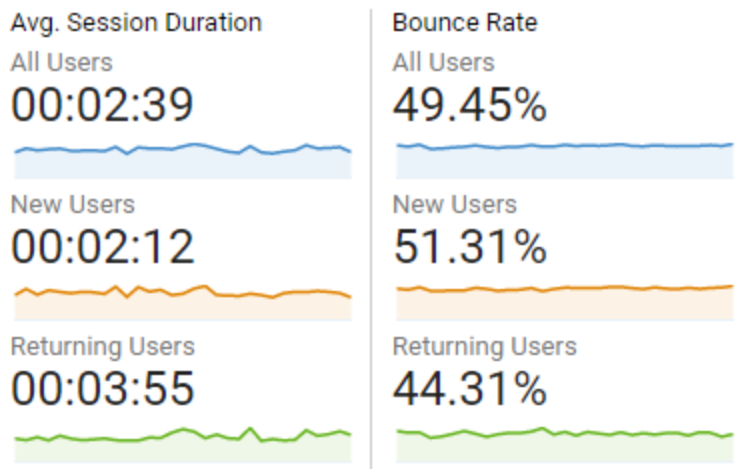
Figure 12

Figure 13

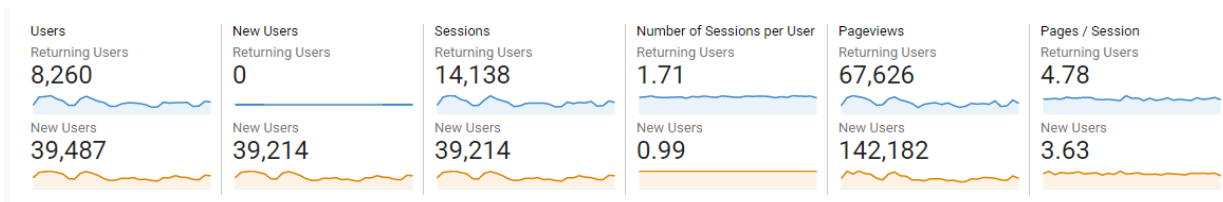The behavior overview report shows the bounce rate is higher for new users at 51.31% vs 44.31% for returning users:
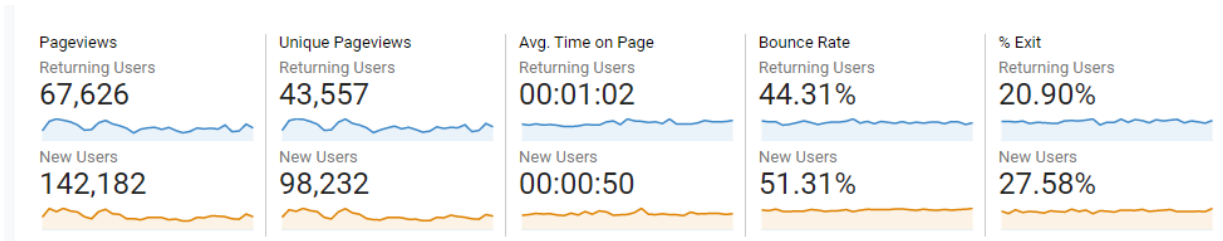

Figure 14

Finally, the number pageviews are down significantly compared to February. Average time on page, bounce rate and exit percent are all slightly lower, but still stable in comparison (Figure 15). Overall, fewer users are coming back to the site, but those who do return are staying longer.
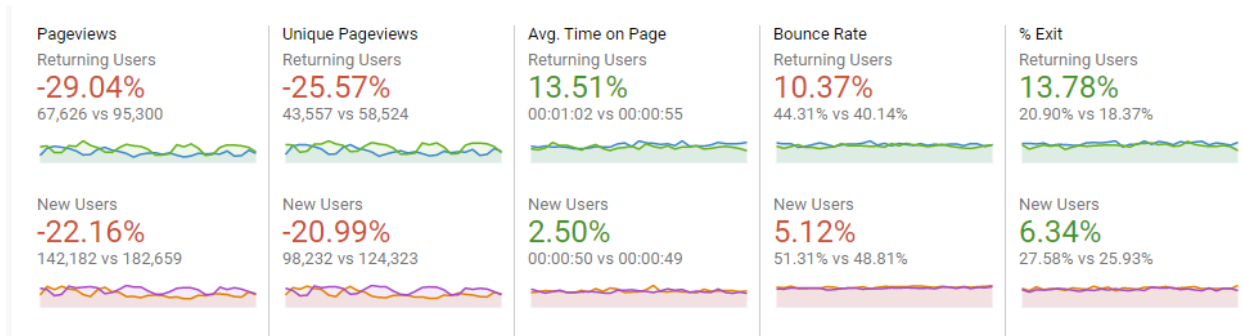
Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit
Returning Users	Returning Users	Returning Users	Returning Users	Returning Users
-29.04%	-25.57%	13.51%	10.37%	13.78%
67,626 vs 95,300	43,557 vs 58,524	00:01:02 vs 00:00:55	44.31% vs 40.14%	20.90% vs 18.37%
New Users	New Users	New Users	New Users	New Users
-22.16%	-20.99%	2.50%	5.12%	6.34%
142,182 vs 182,659	98,232 vs 124,323	00:00:50 vs 00:00:49	51.31% vs 48.81%	27.58% vs 25.93%

Figure 15

CHANNEL TRAFFIC

A look at the acquisition overview reports for February 1-March 31 shows that over half (58.7% of users are finding the site using search engines (organic searches); other significant acquisition channels come from links to the site in other sites (referrals – 12.7%) and users typing the URL into a browser (direct – 16%):

Figure 16
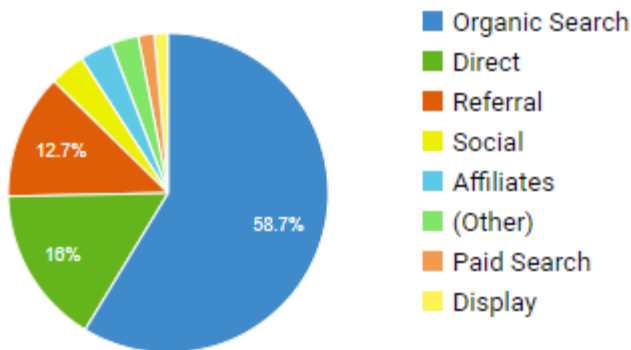
As for when such activity occurred. The report showed that the site had the most users on the Tuesdays through Thursdays, between 10:00 AM and 2:00 PM, from Feb 1st through Tuesday, March 10, after which there was a dropoff in site traffic (Figure 17). Overall, time of day was not a consistent indicator activity, however activity levels did consistently peak during the middle of the week.
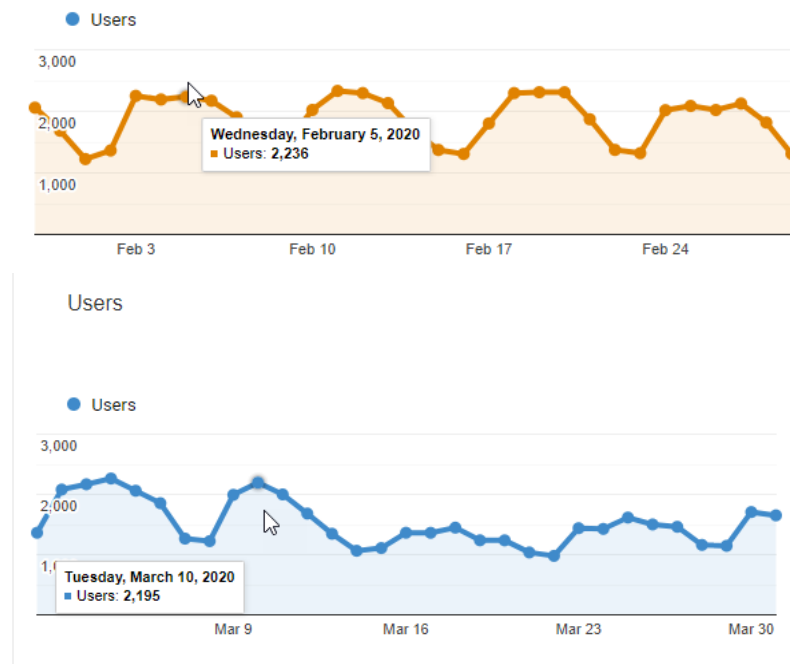
Figure 17

AVERAGE ORDER VALUE

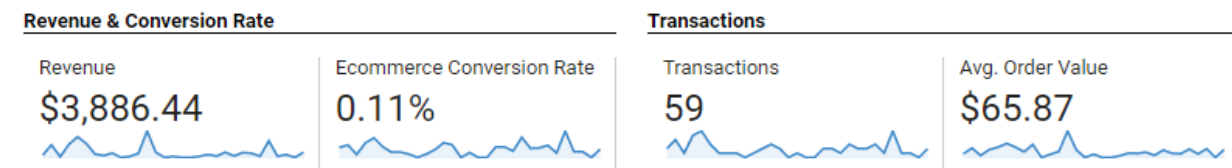Average order value for March was $65.87 for 59 completed transactions, for a total site revenue of $3,886.44:

Figure 18

Transactions compared to February were down, however average order value increased (Figure 19). A look at product performance shows this this may be attributable to an increase in sales of some apparel items (Figure 20).
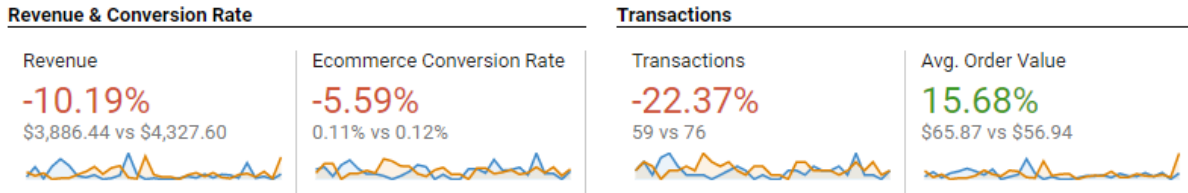
Revenue & Conversion Rate

Revenue	Ecommerce Conversion Rate
-10.19%	-5.59%
$3,886.44 vs $4,327.60	0.11% vs 0.12%

Transactions

Transactions	Avg. Order Value
-22.37%	15.68%
59 vs 76	$65.87 vs $56.94

Figure 19

Product	Product Revenue	Product Revenue
	10.19% ⬇ $3,886.44 vs $4,327.60	10.19% ⬇ $3,886.44 vs $4,327.60
1. ■ Google Badge Heavyweight Pullover Black		
Mar 1, 2020 - Mar 31, 2020	$348.00	8.95%
Jan 30, 2020 - Feb 29, 2020	$290.00	6.70%
2. ■ Google Sherpa Vest Black		
Mar 1, 2020 - Mar 31, 2020	$237.00	6.10%
Jan 30, 2020 - Feb 29, 2020	$158.00	3.65%
3. ■ Google Sherpa Zip Hoodie Charcoal		
Mar 1, 2020 - Mar 31, 2020	$213.90	5.50%
Jan 30, 2020 - Feb 29, 2020	$69.00	1.59%
4. ■ Google Raincoat Navy		
Mar 1, 2020 - Mar 31, 2020	$120.00	3.09%
Jan 30, 2020 - Feb 29, 2020	$0.00	0.00%
5. ■ Google Zip Hoodie F/C		
Mar 1, 2020 - Mar 31, 2020	$120.00	3.09%
Jan 30, 2020 - Feb 29, 2020	$420.00	9.71%

Figure 20

INSIGHTS

GOAL CONVERSION RATE

The site numbers for March were down and bounce rate was up. This could be attributable to the effect of social distancing from the Covid-19 pandemic on people's consumer spending choices, especially in the second half of March when there was a drop in overall site traffic that coincided with shelter-in-place protocols starting in many parts of the country. Mobile device users have a higher conversion rate than tablet and desktop users. Out of 60 completed purchases in March, 41 were on mobile devices.

CART ABANDONMENT RATE

People are not completing purchases. They're getting all the way to the cart, but not buying. There was a spike in conversions around Feb 7th, which could have been people buying gifts for Valentine's Day. When users did complete checkout, apparel items like hoodies, vests, and

pullovers had the highest sales. Engagement is higher, but we're losing too many people at the point of sale. This could indicate a user experience issue on the checkout page, particularly in desktop. There may also be a technical issue with billing that is preventing users from completing their transactions.

NEW VS. RETURNING USERS

Fewer people are returning to the site. The site had over 48,000 users in February, and fewer than 3000 came back in March, which means 4.83% of users returned to the site.

CHANNEL TRAFFIC

The referral channel has a higher session duration on average (3:37), but a low conversion rate (.01%), and accounts 12.89% of users.

AVERAGE ORDER VALUE

Mobile device user had a higher conversion rate, but made smaller orders on average:
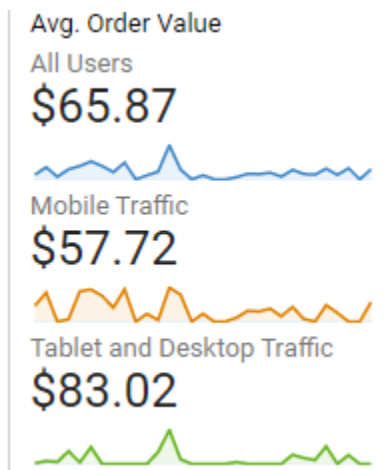

Figure 21

RECOMMENDATIONS

Based on the analysis of the Google Merchandise Store, I recommend the following actions to improve this site:

1. Increase the mobile segment by creating marketing campaigns targeted towards mobile users, since these users have a higher conversion rate. These ads primarily should primarily reach users in the 18-24 and 25-34, within the United States, who are

interested in technology, business, media, and entertainment. Aim to primarily deliver these ads Tuesday through Thursday during late morning and early afternoon when our users have been identified as being most active.

2. Have the web development team Test site speed and performance on different devices and in different resolutions to identify to potential problem areas. This should include testing the checkout page to identify issues that may be preventing users from completing checkout.

3. Keeping in mind the impact that Covid-19 is having on the decline in traffic and revenue, we should look at adding lifestyle and stationery to the site that maybe of interest to individuals in the target group who are now teleworking that weren't before, as well as seasonally appropriate apparel for spring and summer, and increase our online advertising to reach more users.