

## **InnoVision Business Review**

Website

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### **Google Analytics**

This article explains how Google Analytics can be used to improve the performance of an online store

**Author: Dr. Amit Bhadra**

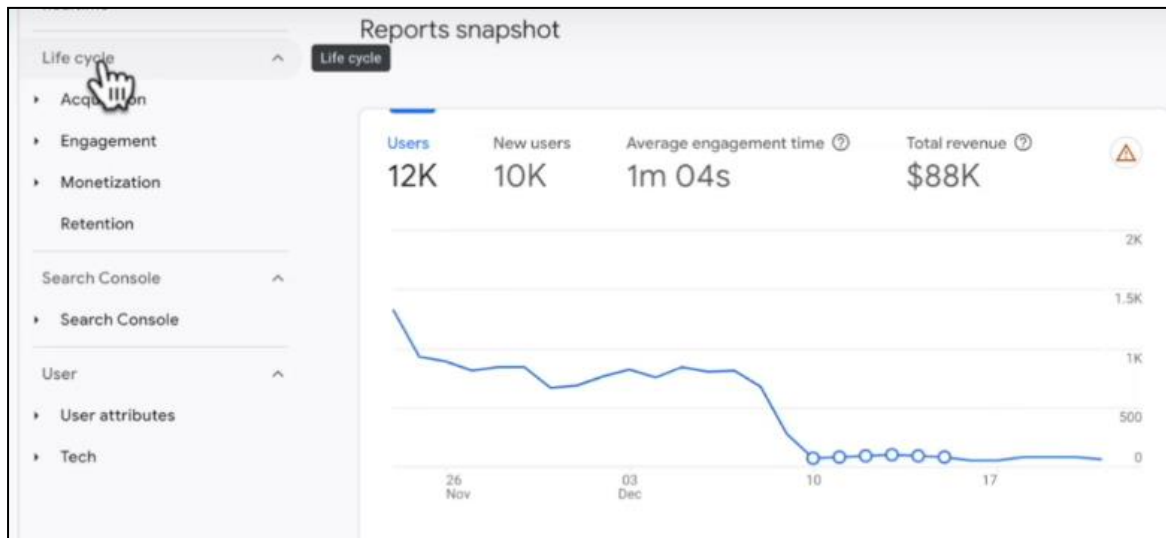
## Google Analytics for an Online Store

### About Google Analytics

Google Analytics is a free tool provided by Google. It is a little piece of code that sits in the back of your website, tracks all the movements on your website and provides metrics for a range of activities performed by users accessing the website.

Let us examine how Google Analytics can be used to improve the functioning of an online or e-commerce store.

### Tracking Activities on your store



The Google Analytics dashboard tracks the number of Users who visited your store, number of New Users, their average engagement time and revenues generated if it is an e-commerce site. It tracks what people click, where they go, if they buy something, where they come from. We can find out where someone has found your link. It might be Facebook or your Blog. We can then work out whether where they came from was worth examining and also look at what's working on your website and what's not.

We can find out where people leave, where they are engaging and all the things that help you optimise your site and your traffic so that you can really grow your business.

Let's explore Google Analytics and look around.

### Acquisition overview

This tells you where we are getting our visitors from, the traffic sources or where people click out on the web before they come to your site.

We can dig a little bit deeper, so we go into something called traffic acquisition. We break traffic to something called channels.

Google Analytics breaks them up into paid channels and organic channels.

Paid channels are those for which we pay for people to come to our store.

Organic traffic is people who come from our own channels, or they could be a referral if they are linked from somewhere else, and direct when they log into your site directly.

For paid channels we like to find out a little bit more information because if we are paying for traffic, we want to make sure that we understand if we are getting traffic from Google, TikTok, Facebook or some other source.

### Tracking Source and Medium

In Google Analytics 4 we can click on Source/ Medium on the page. The source is Google, and the medium is the way they got there.

It can be Google CPC, which is paid, Google/Organic, Direct, Facebook (CPC), Facebook (Paid), Meta (CPC), E-mail.

For each category you can get data on users, sessions, Engaged sessions, Session Conversion rate, total revenues and bounce rate.

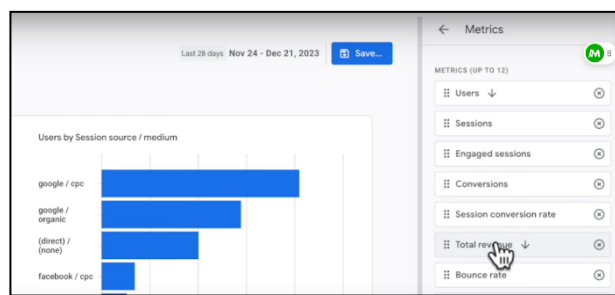
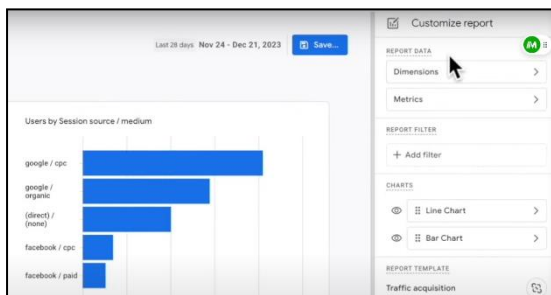
Session source / medium	Users	Sessions	Engaged sessions	Conversions	Session conversion rate	Total revenue	Bounce rate
	100% of total	100% of total	100% of total	100% of total	Avg 0%	100% of total	Avg 0%
1 google / cpc	4,102	5,901	3,909	199.00	3.37%	\$39,025.76	33.76%
2 google / organic	2,894	4,009	2,454	77.00	1.92%	\$18,763.78	38.79%
3 (direct) / (none)	2,011	3,266	1,487	91.00	2.79%	\$18,090.18	54.47%
4 facebook / cpc	694	800	379	3.00	0.38%	\$409.81	52.63%
5 facebook / paid	519	660	324	2.00	0.3%	\$243.95	50.91%
6 meta / cpc	482	556	272	5.00	0.9%	\$654.85	51.08%
7 email / campaign	404	607	340	8.00	1.32%	\$923.74	43.99%
8 (not set)	223	185	0	45.00	2.7%	\$7,669.93	100%
9 Facebook / cpc	208	242	92	1.00	0.41%	\$274.90	61.98%

The difference between users and sessions is that users are unique persons and sessions are the total number of times someone visits the site.

**Customising your report**

You can customise this report to see important metrics such as how engaged people are and how much money are those pages generating for you.

In order to customize these pages we go to the right hand side and click customize.



**Customising by Metrics**

You have all the different metrics you want in this report such as Users, Sessions, Engaged sessions, Conversions, Session completion rate, Total Revenues and Bounce rate.

We can understand which channel is performing and which channel is not performing and then we can go into those channels, and we can have a look to see what we need to do with it.

Do we need to increase ads if it is performing well, do we need to optimise the ad campaign, do we need to send emails?

If we compare this to the analytics in an ecommerce platform like Shopify, we only see an overview of what's happening on your store, say total sessions and average conversion rate.

In Google Analytics you can see performance at the channel level, and it is much more informative. It can help scale businesses.

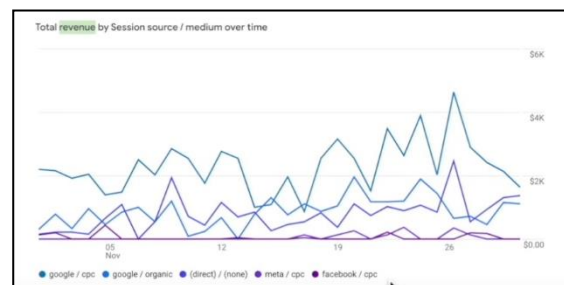
**Trend Lines**

We can see trend lines to see how things going.

We already know how many sessions we got by source and medium and how much revenue we got from each channel and total revenue we got.

We want to know what happened when we changed things over time.

Google Analytics highlights the trend lines by channel so we can see whether the changes we made in the campaigns had an impact over time.





**Engagement**

Let's have a look to say how people are behaving on our site and what they are doing. We can click on Engagement and then Pages and Screens.

Page path and screen class	Views	Users	Views per user	Average engagement time	Event count All events	Conversions All events	Total revenue	Engagement rate
Landing page: Landing page	81,359	18,128	4.49	1m 09s	271,700	653.00	\$137,176.77	61.14%

Page path and screen class	Views	Users	Views per user	Average engagement time	Event count All events	Conversions All events	Total revenue	Engagement rate
	81,359 100% of total	18,128 100% of total	4.49 Avg 0%	1m 09s Avg 0%	271,700 100% of total	653.00 100% of total	\$137,176.77 100% of total	61.14% Avg 0%
1 /collections/boxing-gloves	5,488	1,921	2.86	44s	13,826	0.00	\$0.00	72.74%
2 /collections/muay-thai-shorts-australia	5,138	1,623	3.17	57s	12,126	0.00	\$0.00	83.56%
3 /search	4,273	1,596	2.68	44s	14,187	0.00	\$0.00	90.68%
4 /	4,172	2,643	1.58	15s	12,919	0.00	\$0.00	82.98%
5 /collections/muay-thai-gear-equipment	4,066	1,805	2.25	29s	11,261	0.00	\$0.00	57.5%
6 /products/twins-boxing-gloves-muay-thai-bgv1-3	3,794	882	4.30	48s	10,470	0.00	\$0.00	75.15%
7 /products/fairtex-muay-thai-boxing-gloves-bgv1	3,629	1,114	3.26	42s	11,743	0.00	\$0.00	74.86%
8 /collections/big-bag-black-friday-sale	2,300	1,545	1.49	22s	8,934	0.00	\$0.00	77.67%

We can say how many views this page had, how many users visited that page how many views per user, how long they stayed on the page. It tells you the event count, conversions, total revenue and engagement rate.

**Landing Page**

The next thing that we need to look up is the Landing page.

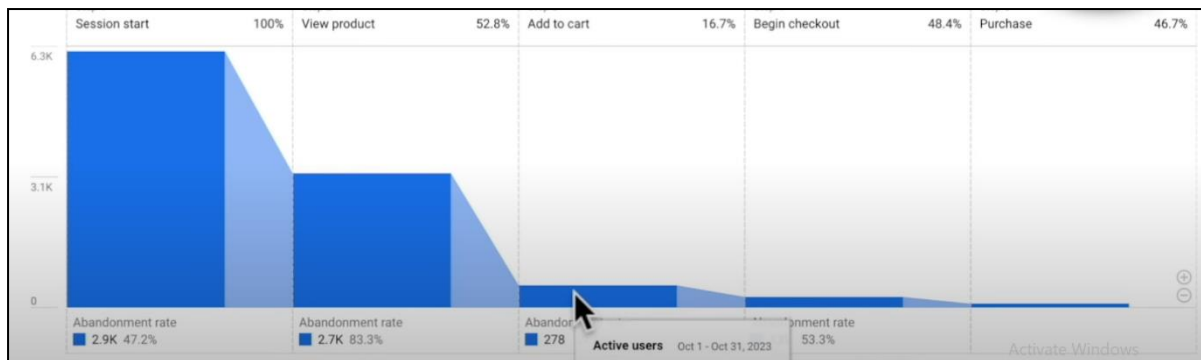
Page path and screen class	Sessions	New users	Users	Add to carts	Ecommerce purchases	Average engagement time per session	Engagement rate	Session conversion rate All events	Total revenue
Landing page: Landing page	23,527 100% of total	14,870 100% of total	16,395 100% of total	3,445 100% of total	517 100% of total	50s Avg 0%	59.64% Avg 0%	1.97% Avg 0%	\$110,447.15 100% of total
1 /	2,779	1,714	2,191	622	90	1m 19s	79.99%	3.24%	\$19,030.03
2 /collections/muay-thai-gear-equipment	1,840	1,464	1,602	159	7	40s	53.04%	0.38%	\$1,045.90
3 /collections/boxing-gloves	1,613	1,060	1,306	134	13	51s	61.19%	0.81%	\$2,318.93
4 /collections/big-bag-black-friday-sale	1,257	849	1,089	67	5	42s	70.17%	0.4%	\$817.85
5 (not set)	1,082	13	795	10	58	4s	2.87%	0.28%	\$10,744.71
6 /products/fairtex-heavy-punching-bag-lift-banana-hb6-5-colours-available	889	626	714	223	24	51s	63.44%	2.7%	\$5,874.85
7 /products/fairtex-muay-thai-boxing-gloves-bgv1	877	487	631	238	24	45s	62.1%	2.74%	\$4,840.10
8 /collections/muay-thai-shorts-australia	817	493	669	174	15	1m 02s	64.01%	1.94%	\$3,309.16

We have a look to say how many people are engaging with this page are they leaving from there and why they are leaving.

If people move on to other pages from the landing page, engagement is high. The same metrics can be obtained for other pages as well.

You can get metrics like Sessions, New Users, Users, add to cart, E Commerce Purchases, Average engagement time per person, Session conversion rate, Total Revenue.

### Purchase Journey



The next thing to do is that understand the Purchase Journey.

The ecommerce purchase journey is an important way to help us increase our ecommerce volumes.

Conversion is when someone visits the store and makes a purchase.

The steps that go into getting someone towards sale is called the purchase journey.

People visit the home page and proceed to the collection page then from collection page to the product page then from product page add to cart from there to check out.

That is the perfect ecommerce journey. But what happens is people fall off that funnel.

Let's take an example. Of the people who visited the home page, only 53% viewed the product from the collection page, they went through the product detail page from there of the 53%, 16.7% added to the cart from there we got that 48% of the 16.7 % started check out and then only 46.7% of people actually made the purchase.

By looking at this we can understand where we need to improve.

If we got more people to view our products, and of these more people to visit the product page, our sales would improve.

#### **Cross Platform Review**

With the cross platform feature of Google Analytics we can analyse this data at the mobile, desktop and tablet level and improve the performance in all three devices.