

Analytical Assessment and Performance Enhancement in Digital Marketing





Task 1: Data Collection and Preparation

MOST VISITED PAGE BETWEEN (JAN 1 2025 TO MARCH 31 2025)

A +		Pages and screens: Page title and screen class ✓ +		Custom 1 Jan - 31 Mar 2025 ▾	
[-] Page title and screen class +		↓ Views	Active users	Views per active user	Average engagement time per active user
<input checked="" type="checkbox"/>	Total	825,645 100% of total	149,511 100% of total	5.52 Avg 0%	1m 23s Avg 0%
<input checked="" type="checkbox"/>	1 Home	201,069 (24.35%)	101,606 (67.96%)	1.98	20s
<input checked="" type="checkbox"/>	2 Google Merch Shop	66,052 (8%)	22,302 (14.92%)	2.96	55s
<input checked="" type="checkbox"/>	3 New Google Merch Shop	31,275 (3.79%)	15,125 (10.12%)	2.07	53s
<input checked="" type="checkbox"/>	4 Men's / Unisex Google Merch Shop	29,776 (3.61%)	12,103 (8.1%)	2.46	1m 12s
<input checked="" type="checkbox"/>	5 Apparel Google Merch Shop	29,436 (3.57%)	15,987 (10.69%)	1.84	54s
<input type="checkbox"/>	6 Bags Google Merch Shop	26,884 (3.26%)	14,630 (9.79%)	1.84	32s
<input type="checkbox"/>	7 Sale Google Merch Shop	24,401 (2.96%)	11,832 (7.91%)	2.06	41s

Home Page Views: 201,069 (24.35%)

MOST FREQUENT EVENT OCCURRING (JAN 1 2025 TO MARCH 31 2025)

A

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Events: Event name

Custom 1 Jan - 31 Mar 2025

Plot rows		Search...		Rows per page: 10	Go to: 1	< 1-10 of 26 >	
<div>-</div>	Event name	<div>↓</div> Event count	Total users	Event count per active user	Total revenue		
<div>✓</div>	Total	3,195,195 100% of total	152,732 100% of total	21.37 Avg 0%	\$387,265.30 100% of total		
<div>✓</div>	1 page_view	825,645 (25.84%)	149,812 (98.09%)	5.54	\$0.00 (0%)		
<div>✓</div>	2 view_item_list	773,975 (24.22%)	66,444 (43.5%)	11.66	\$0.00 (0%)		
<div>✓</div>	3 session_start	239,946 (7.51%)	146,799 (96.12%)	1.65	\$0.00 (0%)		
<div>✓</div>	4 view_promotion	177,900 (5.57%)	94,159 (61.65%)	1.90	\$0.00 (0%)		
<div>✓</div>	5 user_engagement	172,248 (5.39%)	95,636 (62.62%)	1.86	\$0.00 (0%)		

Most frequent event occurring:page_view,825,645(25.84%)

LEAST FREQUENT EVENT OCCURRING (JAN 1 2025 TO MARCH 31 2025)

Events: Event name		Custom 1 Jan - 31 Mar 2025				
Event name		↑ Event count	Total users	Event count per active user	Total revenue	
Total		3,195,195 100% of total	152,732 100% of total	21.37 Avg 0%	\$387,265.30 100% of total	
<input type="checkbox"/>	1 errors	45 (<0.01%)	43 (0.03%)	1.05	\$0.00 (0%)	
<input type="checkbox"/>	2 view_search_results	1,713 (0.05%)	1,309 (0.86%)	1.34	\$0.00 (0%)	
<input type="checkbox"/>	3 san_francisco_users	2,115 (0.07%)	2,091 (1.37%)	1.06	\$0.00 (0%)	
<input checked="" type="checkbox"/>	4 add_to_wishlist	2,476 (0.08%)	494 (0.32%)	5.01	\$0.00 (0%)	
<input type="checkbox"/>	5 purchase	2,538 (0.08%)	2,105 (1.38%)	1.21	\$387,265.30 (100%)	

Least frequent event occurring: Errors,Event count-45(<0.01%)

FUNNEL DATA CREATION (MARCH 1 2025 TO MARCH 31 2025)

Analytics

GA4 - Google Merch Shop

GA4 - Google Merch Shop

Try searching "compare conversions from organic vs direct channels"

Variables

Settings

EXPLORATION NAME:
Funnel

Custom
1 Mar - 31 Mar 2025

SEGMENTS

US

Direct traffic

Paid traffic

Mobile traffic

Tablet traffic

DIMENSIONS

Event name

VISUALISATION
Standard funnel

MAKE OPEN FUNNEL

SEGMENT COMPARISONS

Drop or select segment

STEPS

Screen/Page view

View item

Add to cart

Payment

Purchase

Funnel explor...

	Step 1 Screen...	100%	Step 2 View it...	45.9%	Step 3 Add to ...	14.5%	Step 4 Payment	0%	Step 5 Purcha...	0%
53K										
27K										
0										
Abandonment rate	28K 54.1%		Abandonment rate 20K 85.5%		Abandonment rate 3.5K 100%		Abandonment rate 0			

Step	Device category	Completion rate	Abandonments	Abandonment rate
1. Screen/Page view	Total	45.94%	28,201	54.06%
	desktop	50.32%	17,177	49.68%
	mobile	37.48%	10,430	62.52%

DROPOUT RATE FUNNEL EXPLANATION (MARCH 1 2025 TO MARCH 31 2025)

<u>Funnel Stages</u>	<u>Total Users</u>	<u>Dropout Rate</u>
Screen/Page view	52,163	
View Item	23,962	45.94%
Add to cart	3,400	6.52%
Payment	1,672	3.21%
Purchase	733	1.41%

SUGGESTIONS TO IMPROVE:

- 1.Improve Product Pages: The sharp drop between “View Item” and “Add to Cart” shows users are not convinced to add products. This could be due to unclear product descriptions, lack of reviews, or poor visuals. Add high-quality images, detailed descriptions, and user reviews. Include videos or 360-degree views where applicable.
- 2.Streamline Checkout Process:Nearly 56% drop after payment indicates cart abandonment or checkout friction.Simplify checkout with fewer steps, offer guest checkout, and ensure mobile optimization.
- 3.Add Exit-Intent Offers:Use exit-intent popups with discount codes to reduce dropout during checkout.Trigger a popup offering 10% off when users attempt to leave the cart or payment page.
4. Personalize Homepage Content: Use dynamic content based on user behavior (e.g., show products based on past views or geographic preferences).

AUDIENCE INSIGHTS (DEMOGRAPHICS AND INTEREST)

Demographic details: Age		Custom 1 Jan - 31 Mar 2025				
Age		Active users	New users	Engaged sessions	Engagement rate	Engaged sessions per active user
<input checked="" type="checkbox"/>	Total	149,511 100% of total	158,467 100% of total	126,262 100% of total	56.35% Avg 0%	0.84 Avg 0%
<input type="checkbox"/>	1 unknown	108,757 (72.74%)	122,879 (77.54%)	80,262 (63.57%)	53.12%	0.74
<input checked="" type="checkbox"/>	2 18-24	17,368 (11.62%)	14,106 (8.9%)	17,524 (13.88%)	61.27%	1.01
<input checked="" type="checkbox"/>	3 25-34	12,759 (8.53%)	9,497 (5.99%)	14,126 (11.19%)	65.8%	1.11
<input checked="" type="checkbox"/>	4 35-44	7,192 (4.81%)	5,564 (3.51%)	7,568 (5.99%)	66.54%	1.05
<input checked="" type="checkbox"/>	5 45-54	5,201 (3.48%)	3,946 (2.49%)	5,632 (4.46%)	66.08%	1.08
<input checked="" type="checkbox"/>	6 55-64	1,883 (1.26%)	1,454 (0.92%)	1,978 (1.57%)	62.4%	1.05
<input type="checkbox"/>	7 65+	1,338 (0.89%)	1,021 (0.64%)	1,252 (0.99%)	57.56%	0.94

Demographic:Gender

A

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Demographic details: Gender

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Custom 1 Jan - 31 Mar 2025

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📈

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 Total  male  female

Plot rows

Search...

Rows per page: 10

1-3 of 3

Gender

+

↓

Active users

New users

Engaged sessions

Engagement rate

Engaged sessions per active user

Total

149,511

100% of total

158,467

100% of total

126,262

100% of total

56.35%

Avg 0%

0.84

Avg 0%

1

unknown

102,387 (68.48%)

117,828 (74.35%)

72,857 (57.7%)

52.67%

0.71

2

male

29,549 (19.76%)

23,876 (15.07%)

32,790 (25.97%)

66.09%

1.11

3

female

20,923 (13.99%)







16,763 (10.58%)

22,883 (18.12%)

61.59%

1.09

Demographic:Country

A +		Demographic details: Country 			Custom 1 Jan - 31 Mar 2025					
	Country +	↓ Active users	New users	Engaged sessions	Engagement rate	Engaged sessions per active user				
<input checked="" type="checkbox"/>	Total	149,511 100% of total	158,467 100% of total	126,262 100% of total	56.35% Avg 0%	0.84 Avg 0%				
<input checked="" type="checkbox"/>	1 United States	74,929 (50.12%)	66,223 (41.79%)	67,790 (53.69%)	58.64%	0.90				
<input checked="" type="checkbox"/>	2 India	12,683 (8.48%)	12,111 (7.64%)	11,205 (8.87%)	62.47%	0.88				
<input checked="" type="checkbox"/>	3 Canada	9,861 (6.6%)	9,117 (5.75%)	8,664 (6.86%)	55.72%	0.88				
<input checked="" type="checkbox"/>	4 China	9,077 (6.07%)	10,932 (6.9%)	5,894 (4.67%)	50.92%	0.65				
	5 (not set)	7,787 (5.21%)	27,415 (17.3%)	2,717 (2.15%)	34.85%	0.35				
<input checked="" type="checkbox"/>	6 Japan	3,749 (2.51%)	3,454 (2.18%)	3,489 (2.76%)	54.44%	0.93				
<input type="checkbox"/>	7 Taiwan	2,726 (1.82%)	2,458 (1.55%)	3,089 (2.45%)	63.6%	1.13				
<input type="checkbox"/>	8 South Korea	2,464 (1.65%)	2,228 (1.41%)	2,500 (1.98%)	53.49%	1.01				

Demographic: Town/City

A + Demographic details: Town/City ✓ +

Custom 1 Jan - 31 Mar 2025



−	Town/City +	↓ Active users	New users	Engaged sessions	Engagement rate	Engaged sessions per active user
<input checked="" type="checkbox"/>	Total	149,511 100% of total	158,467 100% of total	126,262 100% of total	56.35% Avg 0%	0.84 Avg 0%
	1 (not set)	18,863 (12.62%)	38,035 (24%)	10,044 (7.95%)	44.27%	0.53
<input checked="" type="checkbox"/>	2 Aspen	13,744 (9.19%)	13,727 (8.66%)	4,314 (3.42%)	30.7%	0.31
<input checked="" type="checkbox"/>	3 New York	4,118 (2.75%)	3,444 (2.17%)	4,619 (3.66%)	67.72%	1.12
<input checked="" type="checkbox"/>	4 Mountain View	3,131 (2.09%)	2,082 (1.31%)	4,514 (3.58%)	74.8%	1.44
<input checked="" type="checkbox"/>	5 San Francisco	2,253 (1.51%)	1,687 (1.06%)	2,578 (2.04%)	70.04%	1.14
<input checked="" type="checkbox"/>	6 Sunnyvale	2,152 (1.44%)	1,396 (0.88%)	2,708 (2.14%)	74.72%	1.26
<input type="checkbox"/>	7 Toronto	2,122 (1.42%)	1,882 (1.19%)	2,077 (1.64%)	58.33%	0.98
<input type="checkbox"/>	8 Austin	2,040 (1.36%)	1,827 (1.15%)	2,223 (1.76%)	83.35%	1.09

Demographic:Language



Demographic details: Language



Custom

1 Jan - 31 Mar 2025



Language



↓ Active users

New users

Engaged
sessions

Engagement
rate

Engaged
sessions
per active
user



Total

149,511

100% of total

158,467

100% of total

126,262

100% of total

56.35%

Avg 0%

0.84

Avg 0%



1

English

109,570 (73.29%)

118,152 (74.56%)

98,534 (78.04%)

58.22%

0.90



2

Chinese

13,502 (9.03%)

15,135 (9.55%)

9,799 (7.76%)

53.17%

0.73

3

(other)

9,743 (6.52%)

8,160 (5.15%)

2,975 (2.36%)

36.13%

0.31



4

Spanish

4,722 (3.16%)

4,288 (2.71%)

3,806 (3.01%)

49.53%

0.81



5

Japanese

3,141 (2.1%)

2,902 (1.83%)

3,034 (2.4%)

53.48%

0.97



6

French

2,379 (1.59%)

2,035 (1.28%)

1,690 (1.34%)

46.52%

0.71



7

Korean

2,237 (1.5%)

2,030 (1.28%)

2,259 (1.79%)

53.79%

1.01



8

Portuguese

1,489 (1%)

1,381 (0.87%)

1,288 (1.02%)

56.42%

0.87

Demographic:Interests

Demographic details: Interests

Custom 1 Jan - 31 Mar 2025

Interests +		↓ Active users	New users	Engaged sessions	Engagement rate	Engaged sessions per active user	Engagement rate per active user
<input checked="" type="checkbox"/>	Total	20,145 100% of total	81,159 100% of total	21,382 100% of total	63.85% Avg 0%	1.06 Avg 0%	
<input checked="" type="checkbox"/>	1 Technology/Tech nophiles	8,061 (40.01%)	6,204 (7.64%)	8,591 (40.18%)	64.62%	1.07	
<input checked="" type="checkbox"/>	2 Banking & Finance/Avid Investors	4,626 (22.96%)	3,596 (4.43%)	5,126 (23.97%)	67.56%	1.11	
<input checked="" type="checkbox"/>	3 Lifestyles & Hobbies/Shutterbugs	4,005 (19.88%)	3,246 (4%)	4,150 (19.41%)	61.36%	1.04	
<input checked="" type="checkbox"/>	4 News & Politics/Avid News Readers/Avid Business News Readers	3,999 (19.85%)	3,057 (3.77%)	4,475 (20.93%)	67.6%	1.12	

Demographics:

- Age: A largest known group is 18-24 then followed by 25-34, then 35-44, 45-54, 55-64 and 65+
- Gender: Male users are slightly more than female users.
- Country: The major users come from United States, India, Canada and China
- Town/City: Major users are from Aspen, New York, Mountain View, San Francisco.
- Language: Major Audience speaks English, Chinese and Spanish.

Interests:

Users are interested in many of things like Technology/Technophiles, Banking & Finance/Avid Investors, Lifestyles & Hobbies/Shutterbugs, News & Politics/Avid News Readers/Avid Business News Readers, Travel/Travel Buffs.

Task 2: Sales Analysis

ANALYZE SALES PATTERNS (JAN 1 2025 TO MARCH 31 2025)

A All Users

Add comparison +

Custom 1 Jan - 31 Mar 2025

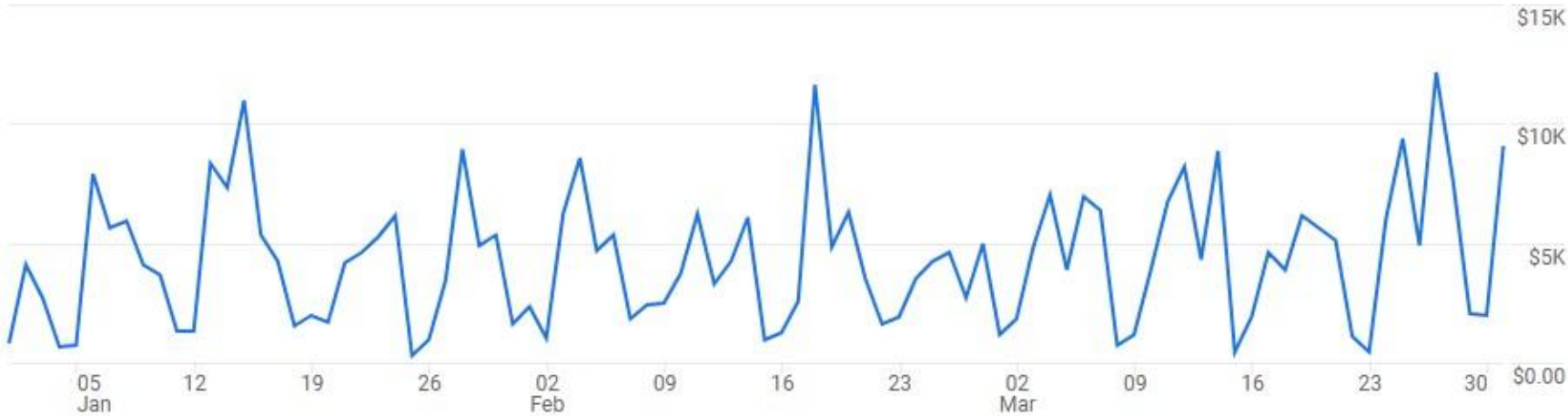
Monetisation overview



Total revenue ?
\$387K

Purchase revenue ?
\$387K

Total ad revenue ?
\$0.00



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E-commerce purchases: Item name

✓

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Custom 1 Jan - 31 Mar 2025

Plot rows

🔍

Search...

Rows per page: 10

Go to: 1

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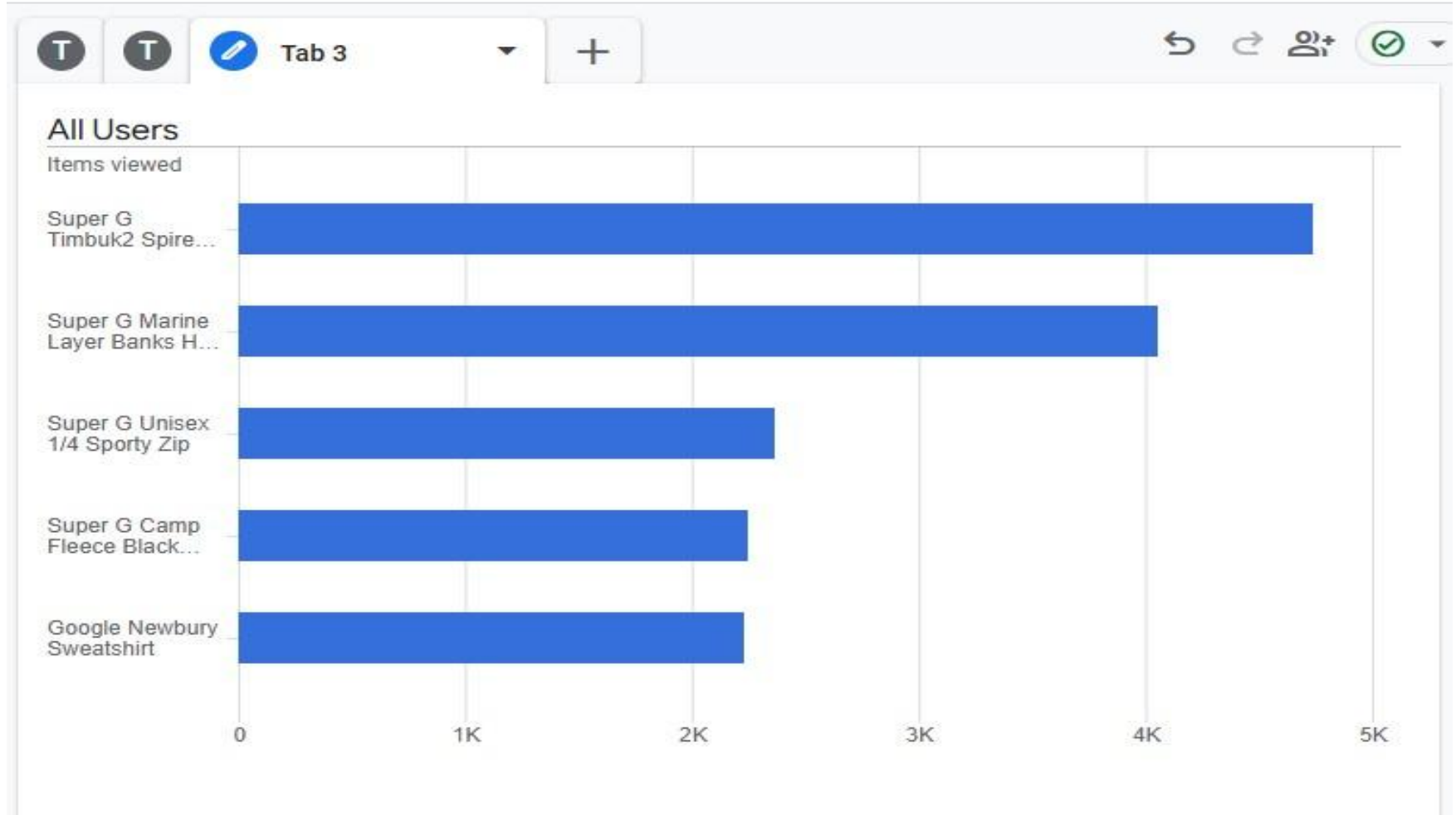
<div><div>−</div></div>	<div>Item name</div>	<div>+</div>	<div>↓</div>	<div>Items viewed</div>	<div>Items added to cart</div>	<div>Items purchased</div>	<div>Item revenue</div>
<div>✓</div>	Total			148,479 100% of total	99,532 100% of total	36,399 100% of total	\$444,145.03 100% of total
<div>✓</div>	1 Super G Timbuk2 Spire Jet Backpack			4,737 (3.19%)	1,014 (1.02%)	107 (0.29%)	\$9,592.00 (2.16%)
<div>✓</div>	2 Super G Marine Layer Banks Hoodie			4,052 (2.73%)	667 (0.67%)	95 (0.26%)	\$9,575.00 (2.16%)
<div>✓</div>	3 Super G Unisex 1/4 Sporty Zip			2,368 (1.59%)	160 (0.16%)	21 (0.06%)	\$1,214.40 (0.27%)
<div>✓</div>	4 Super G Camp Fleece Black Pullover			2,244 (1.51%)	164 (0.16%)	91 (0.25%)	\$7,030.00 (1.58%)
<div>✓</div>	5 Google Newbury Sweatshirt			2,232 (1.5%)	809 (0.81%)	106 (0.29%)	\$6,003.00 (1.35%)
<div></div>	6 Google Harbor Backpack			1,959 (1.32%)	378 (0.38%)	85 (0.23%)	\$4,253.20 (0.96%)
<div></div>	7 Android Classic Plushie			1,829 (1.23%)	2,179 (2.19%)	281 (0.77%)	\$8,222.40 (1.85%)
	Google Year of the Snake						

Total item purchased-36,399

Average Order Value = Total Revenue/Items Purchased= \$444,145.03/36399= \$12.202

Total revenue- \$444,145.03

E-Commerce Purchases Visualization



TOP 3 BEST PERFORMING PRODUCT (JAN 1 2025 TO MARCH 31 2025)

A

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E-commerce purchases: Item name

✓

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Custom 1 Jan - 31 Mar 2025

Plot rows

🔍

Search...

Rows per page: 10

Go to: 1

< 1-10 of 494 >

<div><div>−</div><div>Item name</div><div>+</div></div>	Items viewed	Items added to cart	Items purchased	↓ Item revenue
<div><div>✓</div><div>Total</div></div>	148,479 100% of total	99,532 100% of total	36,399 100% of total	\$444,145.03 100% of total
<div><div>✓</div><div>1 Google Cloud Brick Puzzle Set</div></div>	593 (0.4%)	488 (0.49%)	340 (0.93%)	\$11,160.00 (2.51%)
<div><div>✓</div><div>2 Super G Timbuk2 Spire Jet Backpack</div></div>	4,737 (3.19%)	1,014 (1.02%)	107 (0.29%)	\$9,592.00 (2.16%)
<div><div>✓</div><div>3 Super G Marine Layer Banks Hoodie</div></div>	4,052 (2.73%)	667 (0.67%)	95 (0.26%)	\$9,575.00 (2.16%)

Top performing product according to revenue generated in the said time period:

- 1. Google cloud brick puzzle set
- 2. Super G Timbuk2 Spire Jet Backpack
- 3. Super G Marine Layer Banks Hoodie

Three Worst Performing Products(JAN 1 2025 TO MARCH 31 2025)

E-commerce purchases: Item name		Custom 1 Jan - 31 Mar 2025			
Item name		Items viewed	Items added to cart	Items purchased	Item revenue
Total		148,479 100% of total	99,532 100% of total	36,399 100% of total	\$444,145.03 100% of total
1	(not set)	0 (0%)	2 (<0.01%)	56 (0.15%)	\$0.00 (0%)
2	AGN Carry-All Tote	2 (<0.01%)	0 (0%)	0 (0%)	\$0.00 (0%)
3	AGN Classic Tee	12 (<0.01%)	0 (0%)	0 (0%)	\$0.00 (0%)
4	AGN Classic Zip Hoodie	9 (<0.01%)	2 (<0.01%)	0 (0%)	\$0.00 (0%)

Worst performing product according to revenue generated in the said time period:

1. AGN Carry-All Tote
2. AGN Classic Tee
3. AGN Classic Zip Hoodie

STRATEGY TO IMPROVE THE SALES OF POOR-PERFORMING PRODUCT

AGN Carry-All Tote:

- Update product photography with lifestyle shots (e.g., people using the tote in travel, office, gym scenarios).
- Emphasize versatility and capacity in product description.
- Add short customer testimonial clips or quotes.
- Use comparisons: “Lighter than traditional totes” or “Holds 30% more.”
- On the product page, add a short video showing someone packing for a weekend using the tote. Highlight its capacity, compartments, and portability.

AGN Classic Tee & AGN Zip Hoodie:

- Offer as part of a “Google Basics Pack” bundle with a slight discount.
- Introduce Buy 2 Get 1 Free or tiered discounts to increase volume.
- Launch limited-time bundles with best-sellers like the Hoodie + Puzzle Set.
- Bundle AGN Classic Tee + Super G Hoodie + Cap at 15% off. Market it as “Weekend Ready Pack – Save on Style.”

Improve Visibility Through Cross-Selling and Recommendations:

- Add these items in “You Might Also Like” carousels on high-traffic product pages (e.g., the Backpack or Puzzle Set).
- Use post-purchase email flows to promote underperformers to buyers of related products.
- Example: A customer who buys the Timbuk2 Backpack receives an email: “Looking for more gear? Our AGN Tote fits right in – carry everything in style. 10% off for the next 24 hours!”

Refine Product Page SEO & On-site Search:

- Optimize product titles and meta descriptions with high-volume keywords like “durable tote bag,” “tech travel hoodie,” or “everyday essentials tee.”
- Improve internal site search tagging (ensure tags like “casual,” “travel,” and “Google merch” are linked to these items).



Task 3: Identification of Underperforming Products

UNDERPERFORMING PRODUCT (JAN 1 2025 TO MARCH 31 2025)

A +		E-commerce purchases: Item name ✓ ▾ +		Custom 1 Jan - 31 Mar 2025 ▾				
	Item name ▾			Items viewed	↓	Items added to cart	Items purchased	Item revenue
	Total			148,479 100% of total		99,532 100% of total	36,399 100% of total	\$444,145.03 100% of total
	1	Google Pen White		281 (0.19%)		3,279 (3.29%)	2,219 (6.1%)	\$3,575.60 (0.81%)
	2	Google Sticker		428 (0.29%)		3,099 (3.11%)	1,318 (3.62%)	\$1,812.60 (0.41%)
	3	Android Classic Plushie		1,829 (1.23%)		2,179 (2.19%)	281 (0.77%)	\$8,222.40 (1.85%)
	4	Google Cloud Sticker		186 (0.13%)		2,179 (2.19%)	989 (2.72%)	\$1,229.40 (0.28%)
	5	Google Ombre Lime Pen		236 (0.16%)		2,138 (2.15%)	1,157 (3.18%)	\$1,938.00 (0.44%)
	6	Google Campus Bike		1,273 (0.86%)		1,810 (1.82%)	173 (0.48%)	\$7,766.00 (1.75%)
	7	Google Ombre Purple Pen		208 (0.14%)		1,763 (1.77%)	866 (2.38%)	\$1,469.20 (0.33%)
	8	Google Bike Floating Pen		261 (0.18%)		1,737 (1.75%)	156 (0.43%)	\$813.80 (0.18%)
	Google Bamboo Lid Recvcled							

WEEK BY WEEK BREAKDOWN OF UNDERPERFORMING PRODUCT (FEB 24 2025 TO MARCH 2 2025)

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E-commerce purchases: Item name

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Custom 24 Feb - 2 Mar 2025

<div><div>−</div></div>	<div>Item name</div> <div>▼</div>	<div>+</div>	<div>Items viewed</div> <div>▼</div>	<div>Items added to cart</div>	<div>Items purchased</div>	<div>Item revenue</div>
<div>✓</div>	Total		10,543 100% of total	6,522 100% of total	2,107 100% of total	\$28,876.60 100% of total
<div>✓</div>	1 Google Campus Bike		109 (1.03%)	313 (4.8%)	8 (0.38%)	\$374.00 (1.3%)
<div>✓</div>	2 Google Pen White		36 (0.34%)	236 (3.62%)	161 (7.64%)	\$259.20 (0.9%)
<div>✓</div>	3 Google Cloud Journal		21 (0.2%)	215 (3.3%)	21 (1%)	\$336.00 (1.16%)
<div>✓</div>	4 Google Cloud Brick Puzzle Set		28 (0.27%)	214 (3.28%)	206 (9.78%)	\$6,632.00 (22.97%)
<div>✓</div>	5 Google Inspired Yellow Notebook		24 (0.23%)	202 (3.1%)	61 (2.9%)	\$392.00 (1.36%)

These 5 products have high number of add to cart items but the purchase are very low in between 24 Feb to 2 March.

MARCH 3 2025 TO MARCH 9 2025

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E-commerce purchases: Item name

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Custom 3 Mar - 9 Mar 2025

<div><div>−</div></div>	<div>Item name</div> <div>▼</div>	<div>+</div>	<div>Items viewed</div> <div>▼</div>	<div>Items added to cart</div>	<div>Items purchased</div>	<div>Item revenue</div>
<div>✓</div>	Total		10,866 100% of total	10,707 100% of total	4,545 100% of total	\$41,120.18 100% of total
<div>✓</div>	1 Google Pen White		48 (0.44%)	1,028 (9.6%)	969 (21.32%)	\$1,555.20 (3.78%)
<div>✓</div>	2 Google Ombre Purple Pen		16 (0.15%)	594 (5.55%)	142 (3.12%)	\$227.20 (0.55%)
<div>✓</div>	3 Google Ombre Lime Pen		25 (0.23%)	551 (5.15%)	161 (3.54%)	\$261.60 (0.64%)
<div>✓</div>	4 YouTube Floating Pen		34 (0.31%)	368 (3.44%)	24 (0.53%)	\$124.80 (0.3%)
<div>✓</div>	5 Google Classic Black Lanyard		24 (0.22%)	365 (3.41%)	1 (0.02%)	\$4.80 (0.01%)

These 5 products have high number of add to cart items but the purchase are very low in between 3 March to 9 March.

MARCH 10 2025 TO MARCH 16 2025

A

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E-commerce purchases: Item name

✓

+

Custom10 Mar - 16 Mar 2025

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<div>−</div>	Item name <div>▼</div>	<div>+</div>	Items viewed <div>↓</div>	Items added to cart	Items purchased	Item revenue
✓	Total		10,995 100% of total	9,254 100% of total	3,826 100% of total	\$41,467.44 100% of total
✓	1 Google Cloud Sticker		41 (0.37%)	837 (9.04%)	477 (12.47%)	\$572.40 (1.38%)
✓	2 YouTube Icon Sticker		27 (0.25%)	686 (7.41%)	284 (7.42%)	\$454.40 (1.1%)
✓	3 YouTube Kids Friends Sticker Sheet		34 (0.31%)	509 (5.5%)	2 (0.05%)	\$4.80 (0.01%)
✓	4 Google Pen White		49 (0.45%)	437 (4.72%)	193 (5.04%)	\$308.80 (0.74%)
✓	5 Google Cloud Biodegradable Pen		32 (0.29%)	271 (2.93%)	142 (3.71%)	\$340.80 (0.82%)

These 5 products have high number of add to cart items but the purchase are very low in between 10 March to 16 March.

17 MARCH 2025 TO 23 MARCH 2025

A + E-commerce purchases: Item name ✓ +		Custom 17 Mar - 23 Mar 2025		📄 📱 📈	
- Item name +		Items viewed ↓	Items added to cart	Items purchased	Item revenue
✓	Total	12,318 100% of total	6,991 100% of total	2,784 100% of total	\$24,581.52 100% of total
✓	1 Google Cloud Sticker	32 (0.26%)	571 (8.17%)	355 (12.75%)	\$456.00 (1.86%)
✓	2 Google Pen White	59 (0.48%)	347 (4.96%)	270 (9.7%)	\$441.60 (1.8%)
✓	3 Google Pen Grass Green	13 (0.11%)	208 (2.98%)	95 (3.41%)	\$156.00 (0.63%)
✓	4 Google Newbury Sweatshirt	489 (3.97%)	207 (2.96%)	18 (0.65%)	\$1,035.00 (4.21%)
✓	5 Google Recycled Canvas Tote	36 (0.29%)	206 (2.95%)	1 (0.04%)	\$14.40 (0.06%)

These 5 products have high number of add to cart items but the purchase are very low in between 17 March to 23 March.

24 MARCH 2025 TO 30 MARCH 2025

E-commerce purchases: Item name		Custom 24 Mar - 30 Mar 2025			
	Item name	Items viewed	Items added to cart	Items purchased	Item revenue
✓	Total	12,329 100% of total	9,544 100% of total	4,263 100% of total	\$47,745.08 100% of total
✓	1 Google Pen White	65 (0.53%)	1,138 (11.92%)	598 (14.03%)	\$966.00 (2.02%)
✓	2 Chrome Dino Collectible Figurines	89 (0.72%)	648 (6.79%)	10 (0.23%)	\$258.00 (0.54%)
✓	3 Google Newbury Sweatshirt	422 (3.42%)	312 (3.27%)	10 (0.23%)	\$565.80 (1.19%)
✓	4 For Everyone Sticker	29 (0.24%)	298 (3.12%)	252 (5.91%)	\$403.20 (0.84%)
✓	5 Super G Eco Wood Magnet	22 (0.18%)	268 (2.81%)	264 (6.19%)	\$1,478.40 (3.1%)

These 5 products have high number of add to cart items but the purchase are very low in between 24 March to 30 March

SUGGESTIONS TO IMPROVE UNDERPERFORMING PRODUCT

1. Optimize Product Pages for Conversion

- **Improve Trust Elements:** Add customer reviews and ratings, Include “Trusted by” badges (e.g., “Used by 1,000+ customers”), Offer a clear return and refund policy near the “Buy Now” button.
- **Enhance Visual Appeal:** Use high-quality lifestyle images showing the product in real-use scenarios. Add video demonstrations highlighting features, use cases, and quality.
- **Clarify Product Value:** Use bold bullet points to show unique features. Show a comparison chart (e.g., “Better than competitors in X, Y, Z”).

2. Incentivize Final Purchase

- **Cart Abandonment Emails:** Set up automated emails for users who added the product but didn’t buy within 24 hours. Include a personalized discount (e.g., 10%) or free shipping in the email.
- **Exit-Intent Popups:** If users attempt to leave the checkout page, trigger a popup like: “Still thinking it over? Get 10% off – today only!”

3. Bundle and Cross-Sell

- **Product Bundling:** Combine underperformers with top-sellers.
Example: “Weekend Essentials Pack” — includes AGN Tee, Hoodie, and Puzzle Set with 15% off.
- **Complete the Look” Recommendations:** Show underperforming items as complementary to best-sellers (e.g., below the Backpack page, recommend the AGN Tote as a matching add-on).

4. Streamline Checkout Experience

- **Reduce Checkout Steps:** Offer guest checkout, one-click payment options, and mobile-friendly forms.
- **Display Delivery Dates Clearly:** Add “Estimated Delivery Date” and shipping options early in checkout to build confidence.

5. Engagement and Feedback Collection

- **Customer Surveys:** Use post-purchase surveys or website pop-ups to gather feedback about why a product may not be appealing.
- **Regular Reviews:** Establish a routine weekly review of underperforming product performance.

The background is a solid dark blue. In the top right corner, there is a decorative pattern of overlapping triangles in various shades of blue, including a lighter sky blue and a darker navy blue.

THANK YOU