

Acquisition metrics

Your manager asked you to find the number and percentage of new users who arrive at the Google Merchandise Store after using one of four search engines. **Find the data in Google Analytics and record the metrics in the table below.**

Search engine	Total new users <u>16,440</u>	Number of new users (each search engine)	Percent of new users = [(Number of new users / Total new users)] x 100
Google	–	13,795	83.9%
Bing	–	383	2.3%
YouTube	–	11	.1%
Baidu	–	2,251	13.7%

Did you observe anything interesting, in particular, with the metrics from YouTube or Baidu?

YouTube accounted for barely any of the new users, while Baidu was the second highest after Google. Take a look at engagement metrics as well.

Engagement metrics

Your manager asked you to find the total users for the following events:

- session_start
- begin_checkout
- remove_from_cart
- purchase

Additionally, your manager asked you to calculate the number of users with cart abandonment and the sales conversion rate.

Find the data in Google Analytics and record the metrics in the table below. Then, perform the required calculations and record your results.

Events	Total

	users
session_start	52,795
begin_checkout	1,618
remove_from_cart	819
purchase	756

Number of users with cart abandonment: 862 (begincheckout - purchase)

Sales conversion rate: 1.4% (purchase/sessionstart)

Monetization metrics

Your manager asked you to find the total revenue, the number of first-time buyers, and the top three best-selling items. Find the data in Google Analytics and record the metrics in the table below.

Total revenue	Number of first-time purchasers	#1 item sold	#2 item sold	#3 item sold
126,000	650	Google Bamboo Lid Recycled Bottle	Google Sticker	Google Pen Red