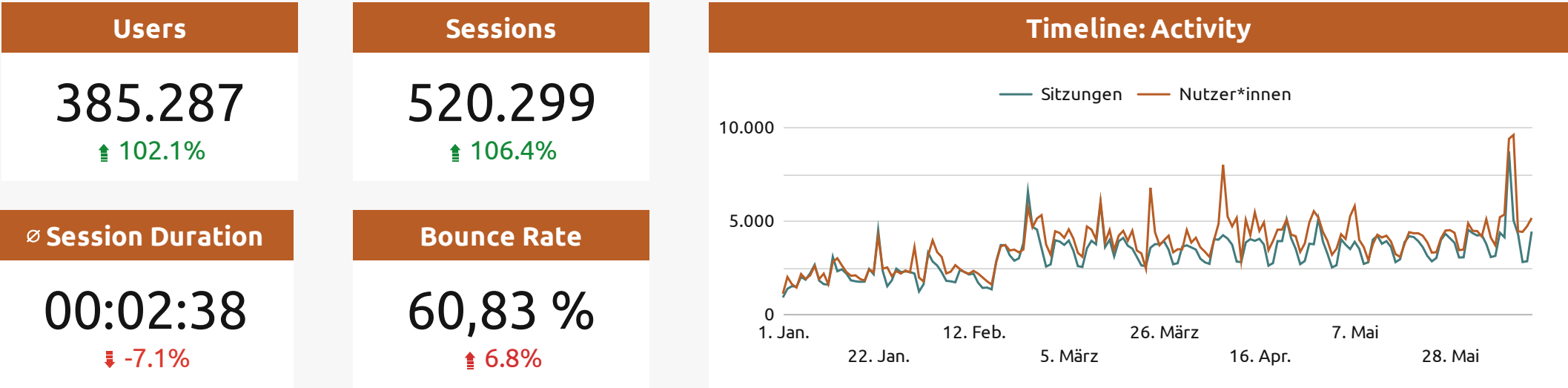




Disclaimer: The data in this dashboard comes from a public Google GA4 demo account („[Google Merchandise Store](#)“).

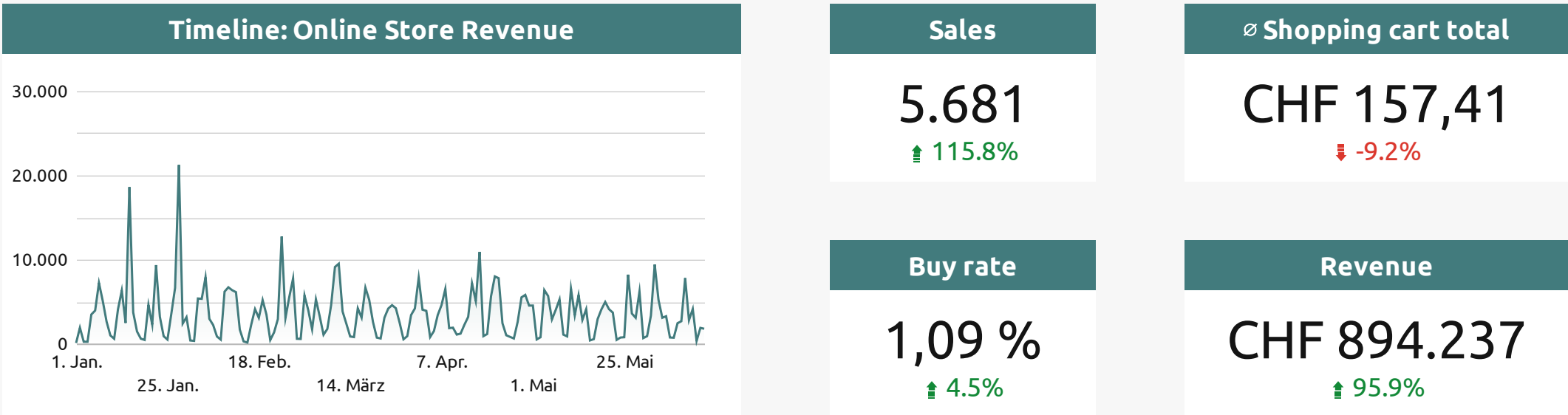
User Activity & Engagement

The following section shows **how many users visit the store and how they behave**. Visitors indicate how many unique users access the store, while sessions track the number of individual visits: a single person can therefore generate multiple sessions. The average session duration is an indicator of how deeply users engage with the website. In e-commerce, two to three minutes is considered a solid duration. The bounce rate measures the percentage of sessions without significant interaction: values below 40% are very good, 40–60% is normal, and significantly higher values usually indicate problems with UX, loading times, or landing pages. Translated with DeepL.com (free version)



Revenue & E-Commerce

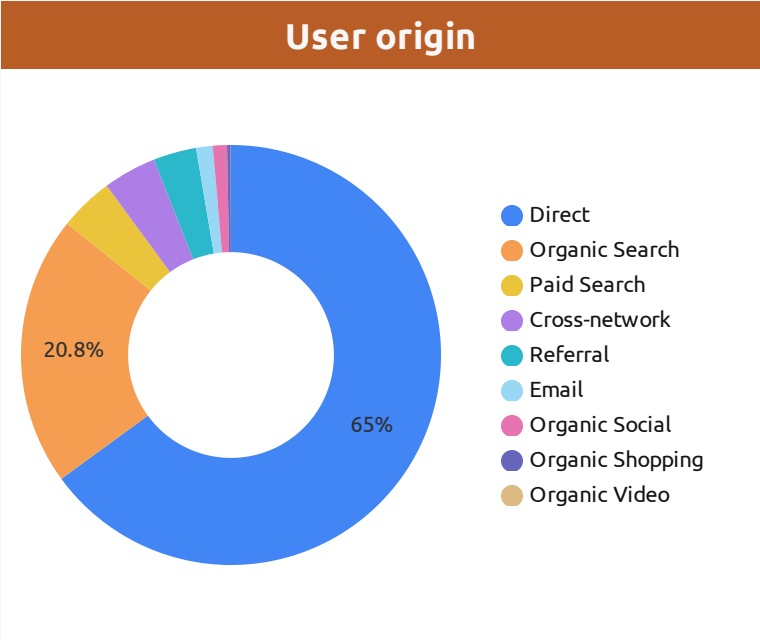
This section shows **how store traffic translates into revenue**. Sales track the number of completed orders, while revenue is the total sum of these orders. The average cart value indicates the average amount spent per order. The purchase rate indicates what percentage of sessions result in a purchase: In e-commerce, one to three percent is considered typical; values above that indicate a shop with good conversion rates.



Acquisition & Origin

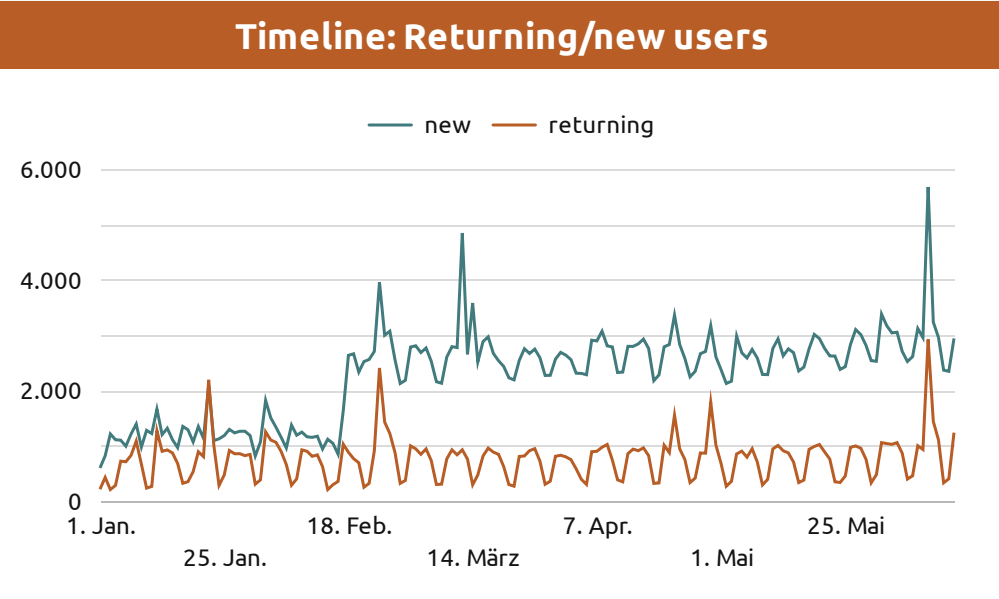
This section shows **where visitors come from and where they enter the site**. The channel overview categorizes traffic by source, such as Direct (direct visits or bookmarks), Organic Search (unpaid results on Google & Co.), Paid Search (paid ads), or Referral (links from other sites).

What’s interesting here is not so much the sheer volume as **the conversion rate per channel**: A small channel with a high conversion rate is often more valuable than a large one with many visits but few purchases. The ratio of new to returning users reveals how well the store is building a loyal customer base, and the entry pages show which content typically brings visitors to the store.



Origin (Channel Groups)		Users ▼	Sessions	Sales	Conversion Rate
1.	Direct	257.591	315.516	8.380	3,25 %
2.	Organic Search	65.955	100.972	4.851	7,36 %
3.	Cross-network	15.223	19.924	1.460	9,59 %
4.	Paid Search	13.122	20.215	1.223	9,32 %
5.	Referral	8.073	16.093	1.046	12,96 %
6.	Organic Social	3.435	5.304	325	9,46 %
7.	Email	2.187	6.190	491	22,45 %
8.	Organic Shopping	930	1.365	164	17,63 %
9.	Organic Video	47	84	10	21,28 %
Gesamtsumme		352.754	483.245	17.950	5,09 %

Landing Pages		Sessions	Sales
1.	/	344.795	10.234
2.	/shop/shop-by-brand/youtube	7.301	149
3.	/shop/new	10.192	664
4.	/shop/lifestyle/bags	7.377	194
5.	/shop/family-day	5.495	234
6.	/shop/apparel	5.904	343
7.	/canada	5.730	194
8.	/product/shop-by-brand/google/nano-banana...	5.362	358
9.	/shop/lifestyle/drinkware	2.564	216
Gesamtsumme		479.822	19.011



Devices

This section compares **how visitors behave depending on their device type**. On desktop, longer sessions and lower bounce rates are the norm: users conduct research at their leisure, often in preparation for a purchase. Mobile usage, on the other hand, is typically shorter and more sporadic: short session durations and high bounce rates are partly normal here and not a cause for alarm. It only becomes noticeable in comparison: If mobile lags far behind desktop in terms of session duration and bounce rate, this indicates poor optimization for smartphones or inadequate responsive design.

Desktop

Bounce Rate

41,87 %

⬆ 0.5%

⌀ Session Duration

00:04:18

⬆ 9.4%

Mobile

Bounce Rate

81,23 %

⬆ 9.4%

⌀ Session Duration

00:00:49

⬇ -52.1%

Tablet

Bounce Rate

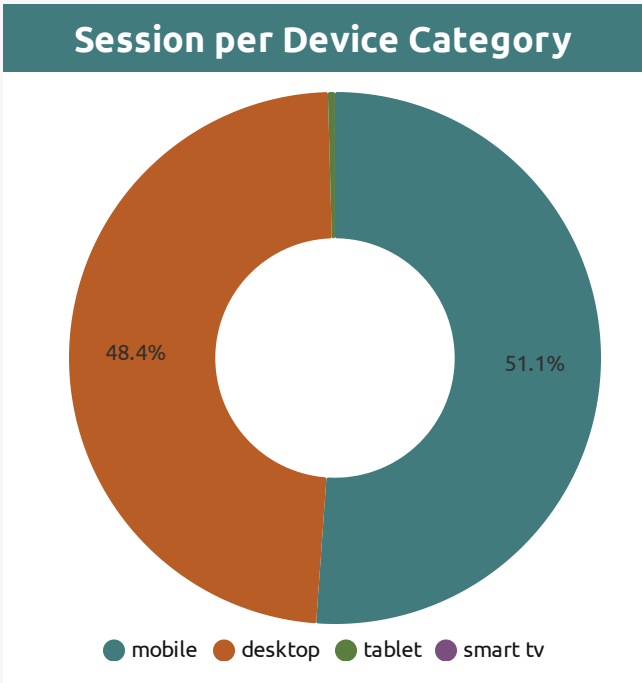
44,51 %

⬇ -1.8%

⌀ Session Duration

00:03:34

⬆ 134.0%

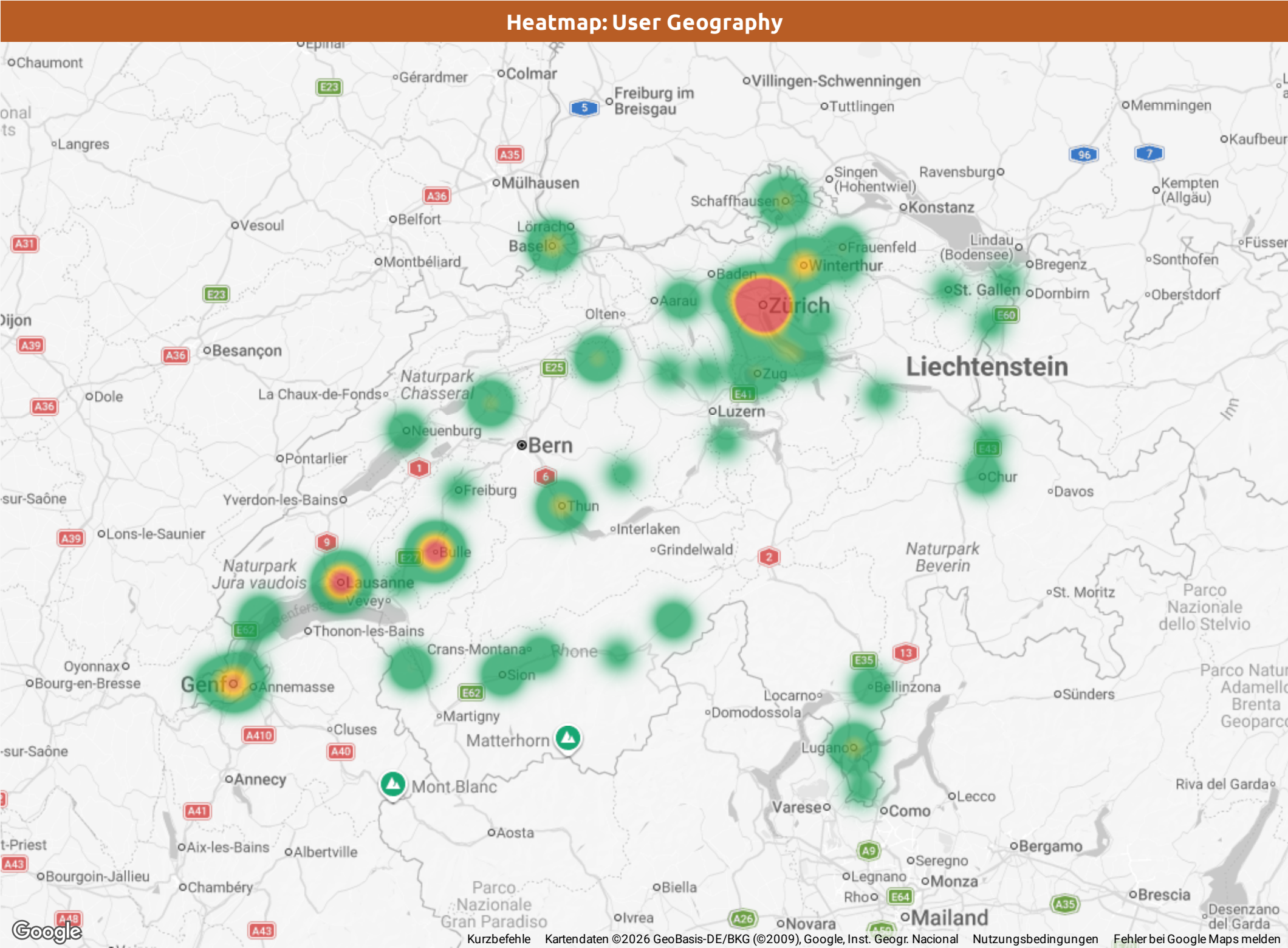
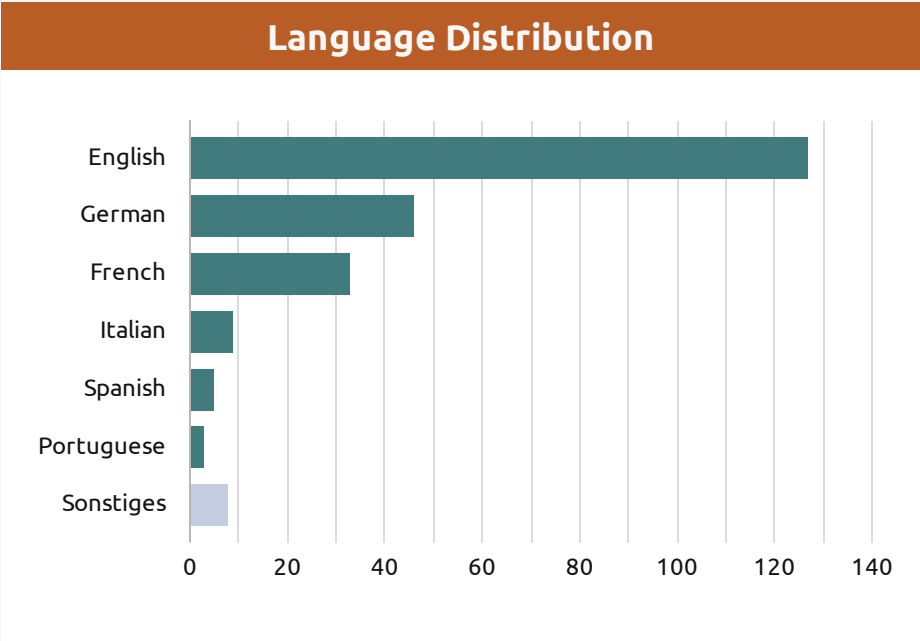


Geography & Language

This section shows **where visitors are located and which language they use**. Useful for tailoring marketing or language versions of the website to actual demand. Language data helps assess whether, for example, an additional language version or localized campaigns are worthwhile; the map shows regional hotspots at a glance

Note: The underlying demo data is global. This view has been intentionally filtered to show Switzerland. The absolute numbers are therefore smaller and are for illustrative purposes only.

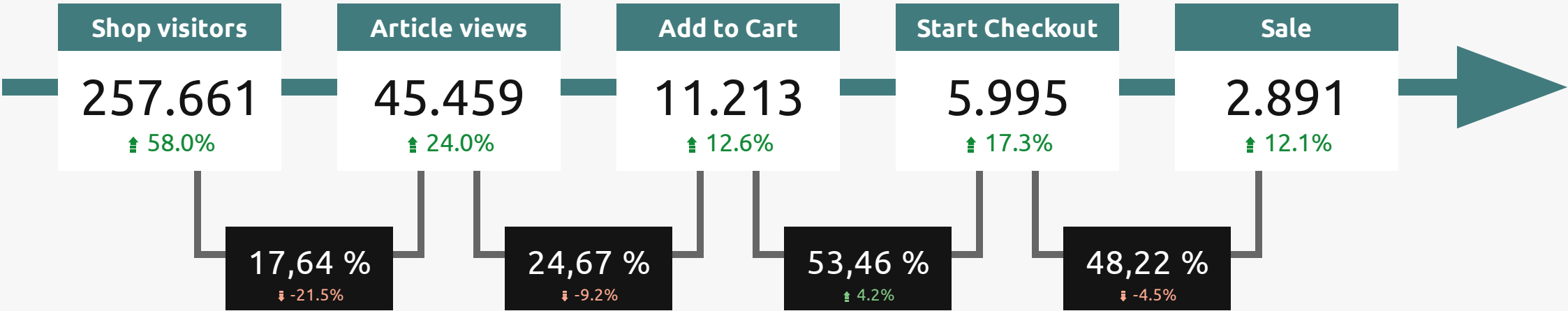
	Region	City	Language	Users ▾	Sessions
1.	Zurich	Zurich	English	70	86
2.	Zurich	Zurich	German	21	35
3.	Vaud	Lausanne	French	11	19
4.	Fribourg	Bulle	English	11	13
5.	Geneva	Geneva	French	8	11
6.	Basel City	Basel	English	6	7
7.	Vaud	Lausanne	English	5	6
8.	Canton of Bern	Thun	English	5	5
9.	Zurich	Zurich	French	5	5
10.	Zurich	Zurich	Italian	4	7





Conversion Funnel & Products

This section shows **the path from visit to purchase, step by step**. In addition to the number of users per e-commerce step, the conversion rates between them are also listed here. The product table below breaks down the same behavior by item and shows which products are performing well and at which products the funnel breaks down in a step.



Event / Users				
Artikelname	view_item	add_to_cart	begin_checkout	purchase
Nano Banana Sweatshirt	4.109	594	289	133
Google Recycled Black Hoodie	3.006	702	364	237
Google Timbuk2 Tuck Backpack	2.187	185	81	45
Google Timbuk2 City Backpack	2.018	183	101	47
Google Eco Tee White	1.283	447	265	164
Gemini Eco Black Tee	1.741	163	91	55
Google Wellfleet 1/2 Zip	1.375	280	143	84
Google Eco Tee Black	1.310	488	-	-
Android Classic Collectible	1.303	288	152	49
Google Super G Spectra Tumbler	1.317	261	137	75
Android Classic Plushie	1.405	202	102	51
Google Kyoto Tee	1.091	308	180	130
Google Harbor Backpack	1.400	166	82	47
Chrome Dino Keychain	1.358	140	79	32
Mommy Works at Google Book	1.188	193	109	71
Super G Camp Fleece Black Pullover	1.412	49	19	12
Google Conductor Bottle	1.120	219	109	42
Chrome Dino Encore Sweatshirt	1.126	209	83	53