E-commerce Analytics – Understanding Shopping Behavior

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Understanding Customers

Traffic Source Analysis

When looking at traffic source data we want to know information about what happens in sessions initiated by each traffic source, like:

- Which traffic sources bring in the most revenue?
- Which have the highest conversion rates?
- Which have the lowest conversion rates?
- Which sources drive the highest-value transactions?
- And which generate the highest user engagement?

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Action Data

Action Data

Represents information about an ecommerce related action that has taken place. It is referred to as an `actionFieldObject` and contains the following values:

Key	Value Type	Required	Description
`id`	text	Yes*	The transaction ID (e.g. T1234). ***Required if the action type is `purchase` or `refund`.**
`affiliation`	text	No	The store or affiliation from which this transaction occurred (e.g. Google Store).
`revenue`	currency	No	Specifies the total revenue or grand total associated with the transaction (e.g. 11.99). This value may include shipping, tax costs, or other adjustments to total revenue that you want to include as part of your revenue calculations. **Note:** if revenue is not set, its value will be automatically calculated using the product quantity and price fields of all products in the same hit.
`tax`	currency	No	The total tax associated with the transaction.
`shipping`	currency	No	The shipping cost associated with the transaction.
`coupon`	text	No	The transaction coupon redeemed with the transaction.
`list`	text	No	The list that the associated products belong to. Optional.
`step`	integer	No	A number representing a step in the checkout process. Optional on `checkout` actions.
`option`	text	No	Additional field for `checkout` and `checkout_option` actions that can describe option information on the checkout page, like selected payment method.

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Product Actions

Product and Promotion Actions

Actions specify how to interpret product and promotion data that you send to Google Analytics.

Action	Description
`click`	A click on a product or product link for one or more products.
`detail`	A view of product details.
`add`	Adding one or more products to a shopping cart.
`remove`	Remove one or more products from a shopping cart.
`checkout`	Initiating the checkout process for one or more products.
`checkout_option`	Sending the option value for a given checkout step.
`purchase`	The sale of one or more products.
`refund`	The refund of one or more products.
`promo_click`	A click on an internal promotion.

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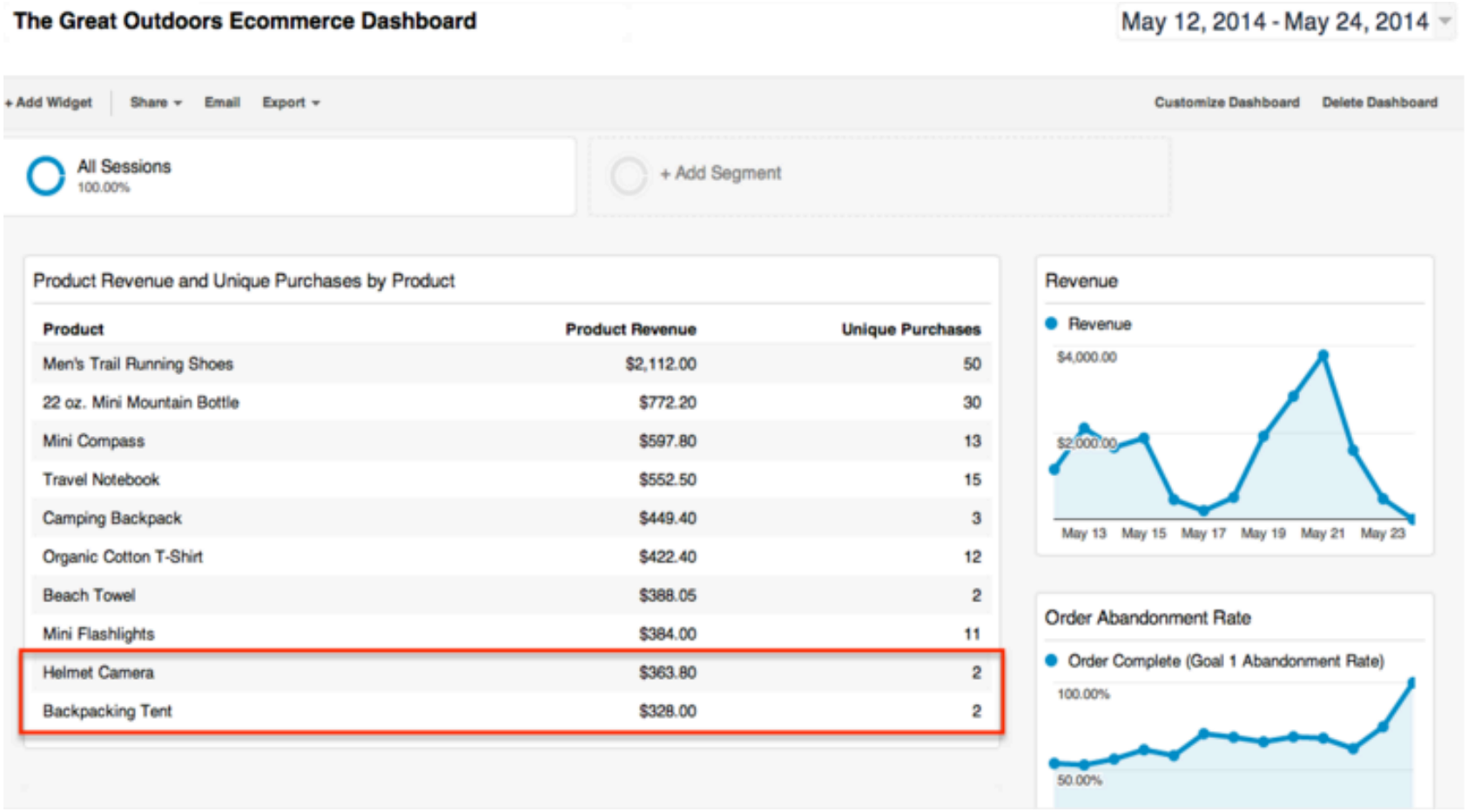
Shopping Behavior Analysis



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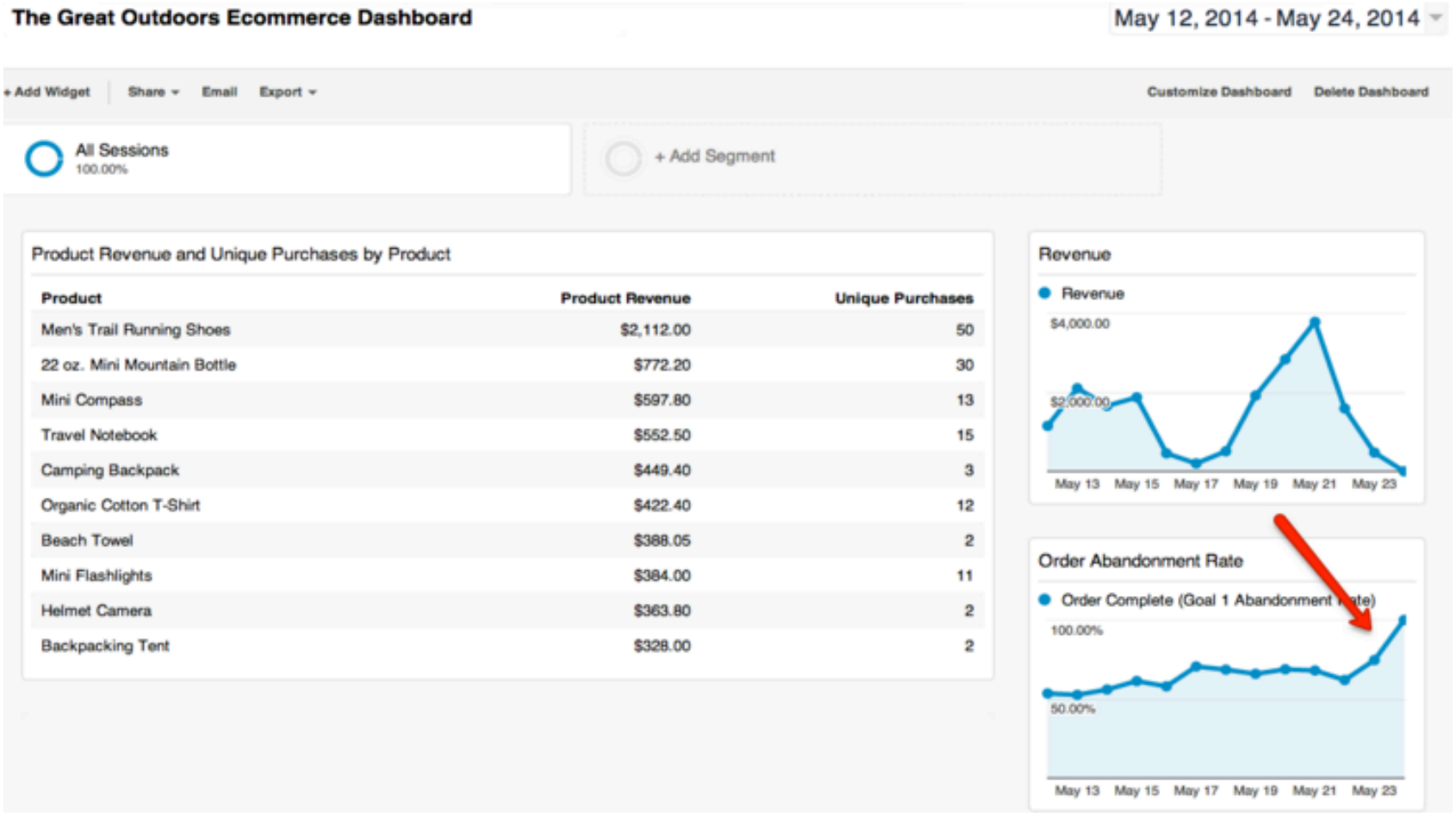
Checkout Analysis



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Two Important Concepts use to measure Customers Journey:

Conversion

Conversion Attribution

One of the most important Idea of Digital Analytics is the idea of **Macro** and **Micro Conversions**

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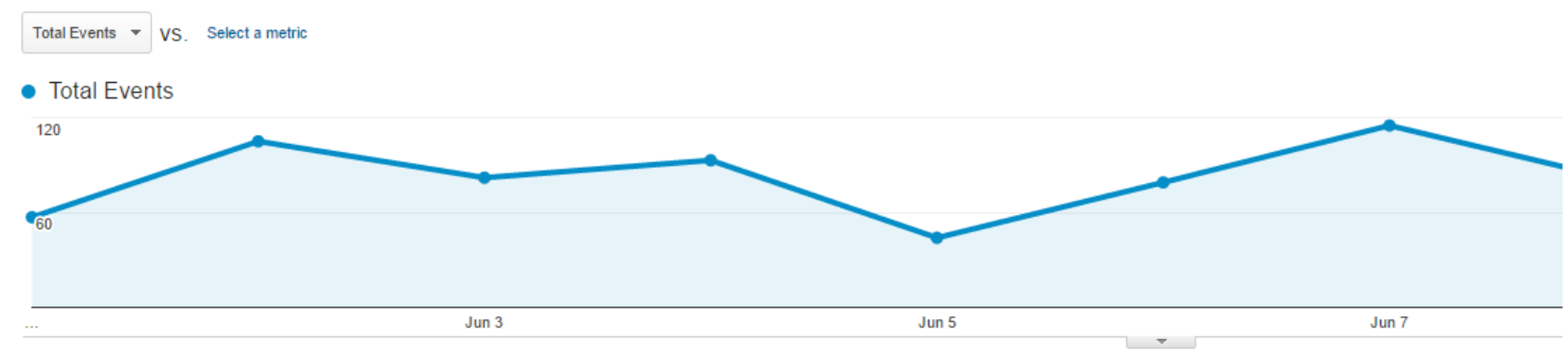
Micro Conversions



Primary Dimension: **Event Category** Event Action Event Label

Plot Rows | Secondary dimension | Sort Type: Default

Event Category	Total Events ↓	Unique Events
	776 % of Total: 100.00% (776)	427 % of Total: 12.55% (3,402)
1. Click Add to Cart Button	562 (72.42%)	297 (15.83%)
2. Search Queries	149 (19.20%)	83 (4.42%)
3. Click To Call Links	33 (4.25%)	25 (1.33%)
4. Form submission	12 (1.55%)	5 (0.27%)
5. Click To Email Links	10 (1.29%)	8 (0.43%)

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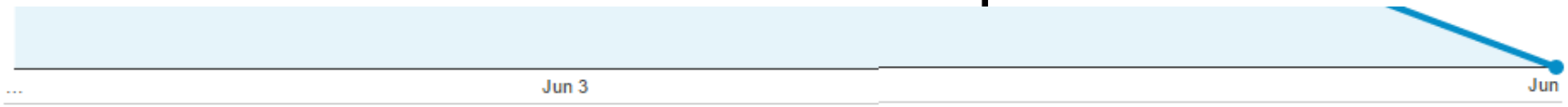
Checkout Micro Steps



rimary Dimension: Page

Plot Rows | Secondary dimension | Sort Type: Default | vanced

	Page	Unique Pageviews
		757 % of Total: 8.54% (8,868)
1.	/checkout/onepage/	184 (24.31%)
2.	/checkout/cart/	161 (21.27%)
3.	/index.php/checkout/onepage/billing/	121 (15.98%)
4.	/index.php/checkout/onepage/shipping_method/	77 (10.17%)
5.	/index.php/checkout/onepage/payment/	50 (6.61%)
6.	/checkout/onepage/success/	31 (4.10%)
7.	/index.php/checkout/cart/	30 (3.96%)
8.	/index.php/checkout/onepage/	20 (2.64%)
9.	/index.php/checkout/onepage/shipping/	14 (1.85%)

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Checkout Fallouts

Checkout	Billing	C-Out to Bill Fall-Out	Shipping	Bill to Ship Fall-Out	Payment	Ship to Pay Fall-Out	Purchase	Pay to Purchase Fall-Out	C-Out to Purchase Fall-Out
185	121	-34.59%	77	-36.36%	50	-35.06%	31	-38.00%	-83.24%

THANK YOU

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