

Introduction to E-commerce Analytics

Jun Baranggan

Chief Digital Marketing Strategist
Cebu Digital Hub

Using the Measurement Plan - I

Getting good analytics data begins with designing a measurement plan that identifies:

- The company's business objectives
 - revenue, newsletter signups, blog readership
- The strategies and tactics that support the objectives
 - marketing channels
- The key performance indicators (KPIs) to measure success
 - average order value, cost per conversion, conversion rate
- Segments to better understand what drives success
 - channel performance, device performance
- Targets for each KPI to understand if the business is reaching its goals
 - ROI, ROAS

Ecommerce Setup – Step 1

Administration

Iyah / Iyah's Oven / All Web Site Data

VIEW

All Web Site Data

- View Settings
- User Management
- Goals
- Content Grouping
- Filters
- Channel Settings
- Ecommerce Settings**
- Calculated Metrics BETA

PERSONAL TOOLS & ASSETS

- Segments
- Annotations
- Attribution Models
- Custom Channel Groupings BETA

Ecommerce set-up

✓ Enable Ecommerce [Edit](#)

Status: ON
Related Products: OFF

2 Enhanced Ecommerce Settings

Enable Enhanced Ecommerce Reporting

Checkout Labeling OPTIONAL

Create labels for the checkout-funnel steps you identified in your ecommerce tracking code. Use easily understood, meaningful names as these will appear in your reports.

FUNNEL STEPS

- 1. Add to Cart [Edit](#) [X](#)
 - 2. View Cart [Edit](#) [X](#)
 - 3. Check-out [Edit](#) [X](#)
- + Add funnel step

Ecommerce Setup – Step 2

Fundamentals

- Adding analytics.js to Your Site
- How analytics.js Works
- Creating Trackers
- Getting and Setting Tracker Data
- Sending Data to Google Analytics
- Using Plugins
- Debugging

Tracking common user interactions

- Page Tracking
- Event Tracking
- Social Interactions
- App / Screen Tracking
- User Timings
- Exception Tracking

Advanced Topics

- Cookies and User Identification
- Cross-domain Tracking
- Custom Dimensions and Metrics
- Renaming the Global (ga) Object
- Writing Plugins
- Tasks
- IP Anonymization
- User Opt-out

Official Plugins

- Display Features
- [Ecommerce](#)
- Enhanced Ecommerce
- Enhanced link attribution
- Linker

Transaction Data

A transaction represents the entire transaction that occurs on your site, and contains the following values:

Key	Value Type	Required	Description
id	text	Yes	The transaction ID. (e.g. 1234)
affiliation	text	No	The store or affiliation from which this transaction occurred (e.g. Acme Clothing).
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.
shipping	currency	No	Specifies the total shipping cost of the transaction. (e.g. 5)
tax	currency	No	Specifies the total tax of the transaction. (e.g. 1.29)

Item Data

An item represents the individual products that were in the shopping cart, and contains the following values:

Key	Value Type	Required	Description
id	text	Yes	The transaction ID. This ID is what links items to the transactions to which they belong. (e.g. 1234)
name	text	Yes	The item name. (e.g. Fluffy Pink Bunnies)
sku	text	No	Specifies the SKU or item code. (e.g. SKU47)
category	text	No	The category to which the item belongs (e.g. Party Toys)
price	currency	No	The individual, unit, price for each item. (e.g. 11.99)
quantity	integer	No	The number of units purchased in the transaction. If a non-integer value is passed into this field (e.g. 1.5), it will be rounded to the closest integer value.

Ecommerce Setup – Adding the Codes

Adding a Transaction

You add transaction data to the shopping cart using the `ecommerce:addTransaction` command:

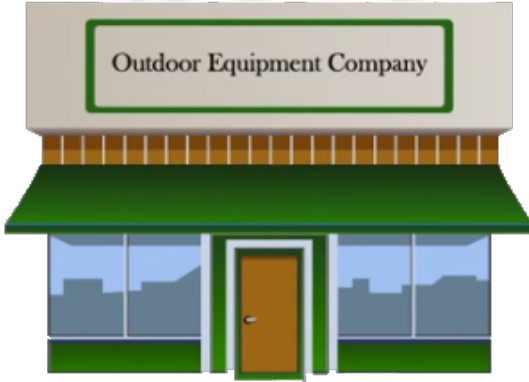
```
ga('ecommerce:addTransaction', {  
  'id': '1234', // Transaction ID. Required.  
  'affiliation': 'Acme Clothing', // Affiliation or store name.  
  'revenue': '11.99', // Grand Total.  
  'shipping': '5', // Shipping.  
  'tax': '1.29' // Tax.  
});
```

Adding Items

Next, to add items to the shopping cart, you use the `ecommerce:addItem` command:

```
ga('ecommerce:addItem', {  
  'id': '1234', // Transaction ID. Required.  
  'name': 'Fluffy Pink Bunnies', // Product name. Required.  
  'sku': 'DD23444', // SKU/code.  
  'category': 'Party Toys', // Category or variation.  
  'price': '11.99', // Unit price.  
  'quantity': '1' // Quantity.  
});
```

Using the Measurement Plan - II



Business Objectives:
Help people enjoy the outdoors through innovative products and cultivate their love of the outdoors.



Using the Measurement Plan - III

Business Objective

"Promote customers' appreciation of outdoor activity through the acquisition of camping and sporting goods."

Strategy: Sell high-quality camping and sporting equipment that helps customers be comfortable in the outdoors.

Web Tactic: Sell via Website	Web Tactic: Drive Store Visits	Mobile Tactic: Sell via App
KPI Revenue	KPI Find store location	KPI Revenue
KPI Avg order Value	KPI Downloaded Coupons	KPI Avg order Value
KPI Membership Signup	Segments	KPI Assisted Revenue
KPI Revenue/Customer	Traffic Sources	Segments
Segments	Geographic Location	Product Category
Product Category		Traffic Sources
Traffic Sources		Customer Type
Customer Type		

Reporting vs Analysis

A good way to measure a success of a business is to start with a high level of daily overview using a:

- Dashboard
- Custom Report

A **Dashboard** has:

- all the KPIs to defined in the measurement plan
- is a good way to monitor the daily health of the business

It can help you spot the anomalies need to be investigated or corected

A **custom report analysis** can:

- segment your data the way you want it to.

Analysis Preparation - I

Sessions and Users can be built using

- Dimensions
- Metrics
- Session dates
- User actions

Google Analytics offers a number of helpful default segments

But you can also make your custom segments

Analysis Preparation - II

One of the most important Google Analytics tools you can use for in-depth analysis is: segmentation

When applying segments:

- you are essentially filtering your data in real time

Segmentation lets you:

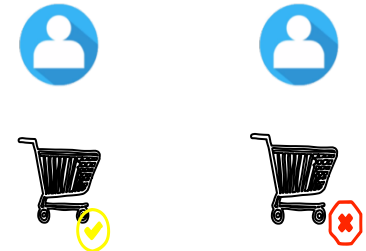
- isolate and compare subsets of Analytics data so that you will know what is **under-performing**

You can segment :



User Session

You can segment of users who:



In **session**, the data is confined to user behavior within a single session.

You can segment sessions based on their traffic source



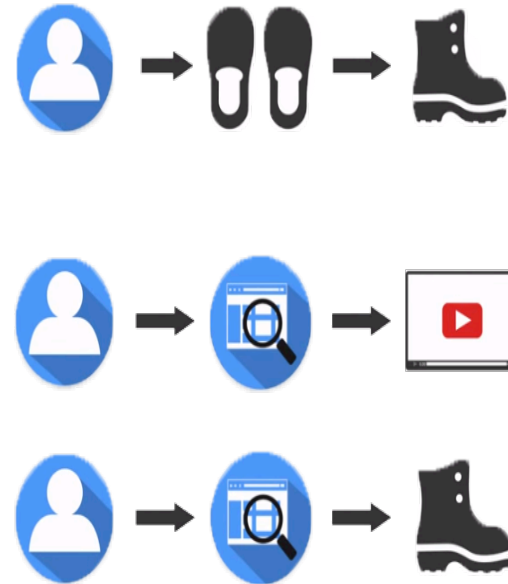
Analysis Preparation - II

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THANK YOU

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