

# E-commerce Data Analytics



Web Analytics Plan for gelma.store  
2021-2022

**The Client and Its Needs**

**Measurement Plan**

**Technical Implementation**

**Results**

**Suggestions for Improvement**

**Actions Taken**

**Final Words**

# The Client and its Needs

## Description

**Gelma.Store** (Barcelona, march 2021) is a unisex fashion e-commerce that has a direct impact on the design, production and logistics processes of the garments.

The strategic goal of the brand is the online sale of its clothes. To achieve this, its value proposition and competitive advantage is:

- Local Made production process



## Needs

One year after its creation and on March 23, 2022, the founder of the project, Carla Gelmà, wants to have an assessment of the state of the business. To do so, an analysis of its digital presence will be carried out based on:

- Knowing the Sales Funnel
- Analyze traffic sources
- To know the web conversion rate



# Measurement Plan

# Digital Ecosystem

## Hosting, Analytics and Advertising Tools

The online store is hosted on the CMS **Shopify**

Embedded in its source code it has a **Tag Manager container**

To dump the data into the data.Layer it uses the plugin **Analyzify**

Hits are sent to the property **GA4**

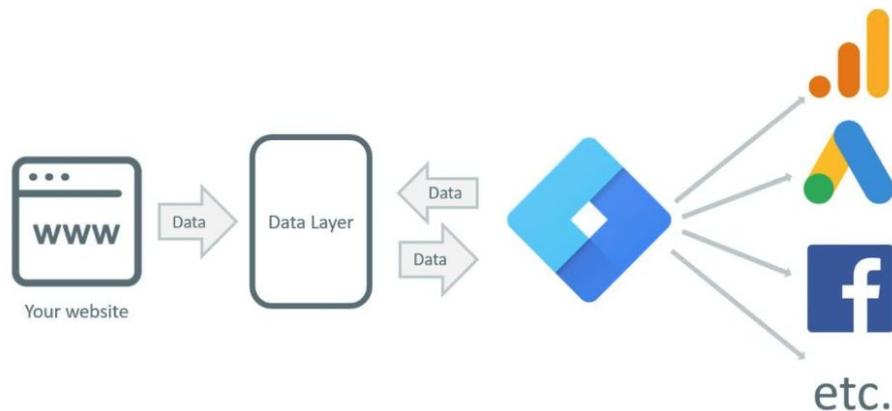
GA4 data is crossed with CMS Data on **BigQuery**

Data visualization and KPI's are reported on **Data Studio**

**Facebook Business Manager** account

**Google Ads** account

**Youtube** Channel (in process of creation)



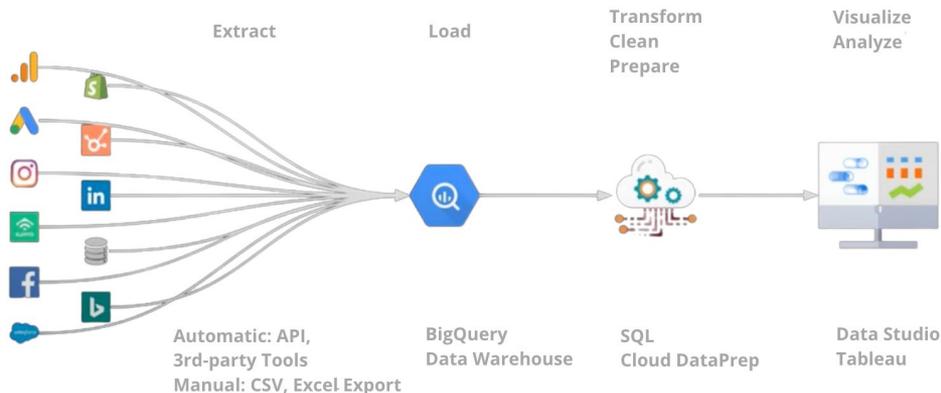
# Data PipeLine

## Process

As users browse the web page, Tag Manager collects the events and sends them to the GA4 property, where they are grouped according to metrics and dimensions in a process known as **extract**.

The GA4 property is synchronized with the BigQuery database on the **load** process. In order to obtain customized data, queries are formulated using SQL language in a process of **transformation** and **data cleaning**.

The result of the queries are sent to data **visualization** tools such as Data Studio, which are in charge of converting the information into understandable graphics for the audience.



# Sales Funnel

## Description

The Sales Funnel defines the steps that a visitor must take on a website to achieve a specific goal. For an E-commerce is the sale of a product.

## Events

In the case of Gelma.Store a total of seven events are being tracked:

- `view_item_list` (product impressions from list)
- `select_item` (product click from list)
- `view_item` (see product detail)
- `add_to_cart`
- `remove_from_cart`
- `begin_checkout`
- `purchase`



# Measurement Model

Adaptation: [Digital Marketing and Measurement Model: Web Analytics](#)

	Awareness	Consideration	Conversion	Loyalty
Goals	Traffic sources	view_item add_to_cart begin_checkout	Purchase	Re-customers Super visits
KPI's	N° Sessions	Events Sales Funnel Data Drops	Transactions Conversion Rate Avg Ticket Value Revenue	<b>Coupons</b> NW Subscriptions Challenge Blog
Segments	source/medium	mobile/desktop	location gender	

# Channel Acquisition and UTM's

UTM parameters: [Campaign Builder](#)

Channels	Media Plan	Source	Medium	Campaign	Content
Google Ads	Red Display	Automatic tagging of campaigns using Google Ads			
Social Ads	Paid Campaign	facebook_ads	blog product_ads	May_2022	Unicorn
Offline	Business Cards	offline	QR	"	"
SEO Youtube	Youtube	youtube	article_title	"	"
SEO Mentions	Third Party Webs	name_portal	article_title	"	"
Display Ads	Third Party Webs	name_portal	banners	"	"
Email CM	Envíos	email_cm	BD_newsletter	"	"
Social CM	Community manager	facebook_cm linkedin_cm	social_cm	"	"

# Technical Implementation

# Variables, Dimensions and Metrics

dataLayers in Tag Manager



Manual Implementation

Raw code `window.dataLayer.push ()` for [E-commerce Events](#)

Plugin Analyzify

The team proposes standard data.Layers for web data collection. Although all the values [required by google](#) are dumped, the support team is available to make any changes to the variables.

Custom Dimensions in GA4



Custom definitions Quota information

[Custom dimensions](#) Custom metrics Create custom dimensions

Dimension name ↑	Description	Scope	User Property/Param	Last changed	
click_text		Event	click_text	Sep 20, 2021	⋮
coupon		Event	coupon	Sep 20, 2021	⋮
currency		Event	currency	Sep 20, 2021	⋮
items		Event	items	Sep 20, 2021	⋮
shipping		Event	shipping	Sep 20, 2021	⋮
tax		Event	tax	Sep 20, 2021	⋮
transaction_id		Event	transaction_id	Sep 20, 2021	⋮
user_f order count		User	user_f	Sep 20, 2021	⋮
user_ID		User	user_id_dimension	Sep 28, 2021	⋮
user_m total spend		User	user_m	Sep 20, 2021	⋮
user_r last order		User	user_r	Sep 20, 2021	⋮
value		Event	value	Sep 20, 2021	⋮

Items per page: 50 1 - 12 of 12 |< < > >|

# DDBB Customization

SQL Queries in BigQuery



**Traffic Sources** → [see raw](#)

**Traffic Sources + Purchase** → [see raw](#)

**Sales Funnel** → [see raw](#)

**Sales Funnel items** (view\_item, add\_to\_cart and purchase) → [see raw](#)

## Query Example

```
SELECT
  event_name,
  (CASE
    WHEN traffic_source.source LIKE '%instagram%' THEN 'instagram'
    WHEN traffic_source.source LIKE '%facebook%' THEN 'facebook'
    WHEN traffic_source.source LIKE 'IGShopping' THEN 'instagram'
    WHEN traffic_source.source LIKE 'google' THEN 'google'
    WHEN traffic_source.source LIKE '(direct)' THEN 'direct_traffic'
    ELSE 'other browsers' END) AS sources,
  COUNT(event_name) AS count,
  COUNT(event_name) / SUM(COUNT(event_name)) OVER () * 100 AS
  event_percent,
  SUM(COUNT(event_name)) OVER () AS total
FROM `xxxxxxx.analytics_xxxxxxx.events_*`
WHERE
  event_name = 'first_visit' --- session_start is every 30'
  AND traffic_source.source != 'tagassistant.google.com'
  AND traffic_source.source != 'trustedshops.lightning.force.com'
GROUP BY
  event_name,
  sources
ORDER BY
  count DESC
```

# Results

# Which are the Main Traffic Sources?

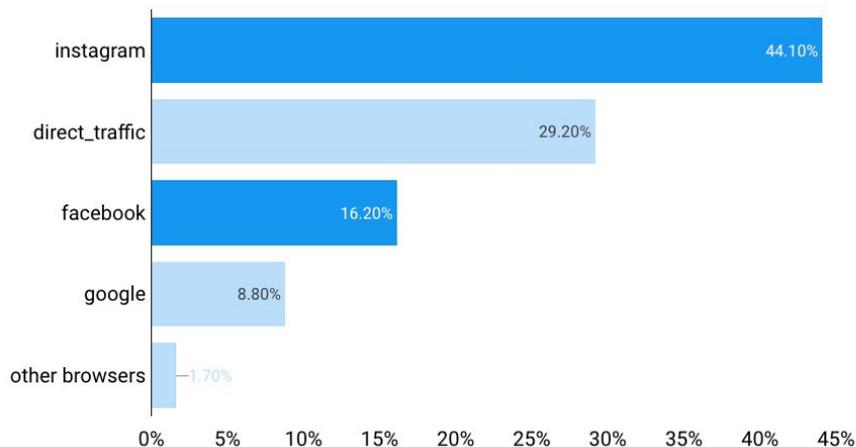
## Traffic

Event\_name:

(From 20/07/2021 to 24/3/2021)

## Sources

first\_visit



## Interpretation

60% of traffic to the website originates from social media, with **Instagram accounting for 44%** and Facebook for 16%. In practice, IG is the **main acquisition channel**, as only a few posts are shared on FB.

Direct traffic represents 30% and is generated when users type the domain directly in the browser or when the source of origin is not properly tagged with UTM\* parameters. For more information read this [article](#).

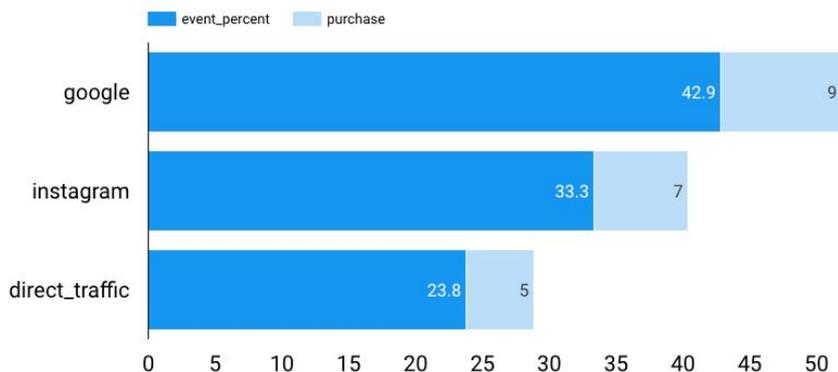
The remaining 10% of traffic is generated when users search for the brand on Google or other search engines (not in the browser, but from the search engine).

\* A UTM tagging strategy makes sense when the website receives visits from different traffic sources. For example: social\_ads, social\_cm, email\_db, banner\_display, offline\_qr, etc.

\*\* This is not being done at the moment because the main source of traffic is a single social network. A multichannel strategy, already defined in this presentation on page 8, will be considered in a next phase.

# Which Traffic Sources end up in a Purchase?

**Traffic Sources** + **Purchase**  
Event\_name: purchase  
(From 20/07/2021 to 24/3/2021)



## Interpretation

Of a total of 5 traffic sources, sales have been achieved from these Google, Instagram and direct traffic.

**Google**, means that before making any purchase, visitors have used the google search engine. Probably by typing the name Gelma Store, since, for the moment, there is no SEO strategy to make blog pages appear on Google Search.

**Instagram**, indicates that purchase was made directly after clicking on an Instagram post. That is, after publishing a content, the visitor was redirected to the website where he ended up buying.

**Direct**, the purchase of the product was made by typing directly in the browser's browser.

# Where are the Main Data Drops in the Funnel?

## Sales

E-commerce

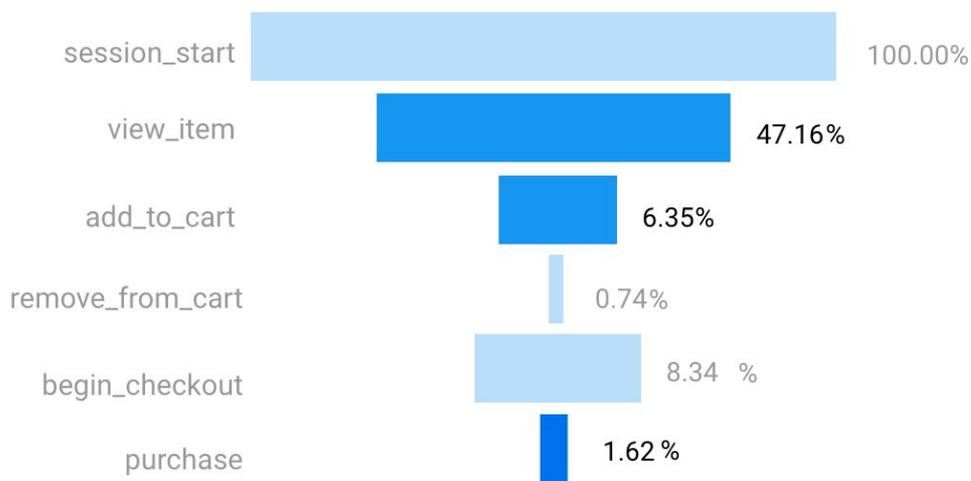
(From 20/07/2021 to 24/3/2021)

## Funnel

## Overview

Events

## Interpretation



**view\_item:** Number of times a user has viewed a product in detail. The event occurs on the page where the photographs, description, colors and sizes of a product are viewed.

**add\_to\_cart:** This event measures the products that have been added to the cart. The more products are added to the cart, the more likely they will be purchased.

**purchase:** It counts the number of transactions and is measured by the conversion rate of the online store. **The average in Spain E-commerce Retail is between 1% and 3%.**

- Gelma.store → 1.62%

Conversion Rate:  $(\text{count session\_start} / \text{count purchase}) * 100$

# Which Items Perform Better in each Event?

Sales

Funnel

+

Items

(From 20/07/2021 to 24/3/2021)

Event\_name: view\_item

item_name	percentage
Hoodie Crop	16.16%
Patch Jogger	11.11%
Sweater Zip	11.11%
Jogger	10.1%
Crewneck	8.08%
Zipper	7.07%
Straight	6.06%
Short Skirt	5.05%
Long Sleeve Crop	5.05%
Long Skirt	5.05%
Crop t-shirt	4.04%
Top Seams	3.03%
Short	3.03%
Top Waist	3.03%
Bermuda	2.02%

Event\_name: add\_to\_cart

item_name	percentage
Jogger	20.79%
Patch Jogger	13.86%
Zipper	8.91%
Hoodie Crop	7.92%
Sweater Zip	7.92%
Top Waist	7.92%
Crewneck	7.92%
Bermuda	5.94%
Long Skirt	4.95%
Crop t-shirt	3.96%
Short	2.97%
Straight	2.97%
Short Skirt	1.98%
Long Sleeve Crop	1.98%

Event\_name: purchase

item_name	percentage
Jogger	23%
Zipper	20%
Crewneck	17%
Bermuda	7%
Hoodie Crop	7%
Short Skirt	7%
Patch Jogger	7%
Hoodie Crop	3%
Patch Jogger	3%
Sweater Zip	3%
Straight	3%

# How Conversion Fluctuates along the Year?

## Conversion

Event Name: Session\_start / Rate Purchase

(From 20/07/2021 to 24/3/2021)

## Interpretation

**view\_item:** Veces que un usuario ha visualizado en detalle un producto. El evento se produce en la página donde se ven las fotografías, descripción, colores y tallas de un producto.

**add\_to\_cart:** Este evento mide los productos que se han añadido al carrito. Contra más productos se añaden al carrito, más probabilidades hay que se acaben comprando.

**purchase:** Cuenta el número de transacciones y se mide con la tasa de conversión de la tienda online. **La media en España E-commerce Retail está entre 1% y 3%**

- Gelma.store → 1.62%

Conversion Rate:  $(\text{count session\_start} / \text{count purchase}) * 100$

# Suggestions for Improvement

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## Proposals for Traffic Sources

### Existing Traffic on Social Media

- Renewal of the Social Media Plan
  - Revise audience and target
  - Add brand colors
  - Enhance the Highlights
  - Longer posts' copies
  - Frequent publications
  - Post by topics
- Get collaborations
  - Complementary brands

### New Traffic Sources

- Newsletter creation (source = email\_cm)
- Advertising on social networks (source = portal\_ads)
- Display Advertising (source = portal\_banner)
- QR and leaflet creation (source = offline\_qr)

## Comments

In order to attract a mixed audience, the renovation of the Social Media Plan consists of an improvement of the content and design on Instagram.

Once a quality standard is achieved, we will start looking for collaborations that complement the profile. For example: accounts of sneakers, bracelets and other projects alike.

At the moment IG is the only channel for acquiring traffic to the website. It is recommended to start evaluating other traffic sources such as: email\_marketing, offline\_qr, social\_cm, social\_ads, etc

A multichannel strategy is of paramount importance so as to assign a proportional budget to each of them according to the purchases each achieve.

# Suggestions for Improvement

## Proposals for the Sales Funnel

### view\_item

- Replace the original body images (old ones)
- Allocate a few highlighted products
- Add a banner benefits (free shipping or offers)

### add\_to\_cart

- Improve product detail page
  - Social Proof (Product Reviews)
  - WhatsApp Support
  - Trust Seals (norton, trusted...)
  - Original Descriptions
  - Size guide
  - Return Policy
  - A/B testing on CTA Button

### purchase

- Using best-selling products to create content

## Comments

The products that appear in the body of the homepage are, inevitably, the ones that are most visible in detail. However, These do not match the best sellers.

The detail page has a basic design and can be improved. Although a **6.35% add\_to\_cart** rate is not very low (see article), we can increase it by focusing on the design and customer support apps.

Taking into account the ADT rate and a the CRT, we conclude that the problem is that the original home-page products do not meet the customer's expectations. It is not a question of price (the best-selling products are equally or more expensive) but of doubts that customers have or the target audience.

Adding more information to detail page, we could change that trend.

Actions Already Taken

# Actions Taken So far (24 May 2022)

## Proposals Done

Social Media Traffic  
**Renewal of the Social Media Plan**  
Get collaborations

### New Traffic Sources

Newsletter creation

### **Advertising on social networks**

Display Advertising

### **QR and leaflet creation**

Sales Funnel  
**Replace the original body images (old ones)**  
**Allocate a few highlighted products**  
**Add a banner benefits (free shipping or offers)**  
**Social Proof (Product Reviews)**  
**WhatsApp Seals (norton, Support trusted...)**  
**Trust Original Size Return**  
**Descriptions guide Policy**  
A/B testing on CTA Button

Using best-selling products to create content

## Expectations

Traffic and Sources

We want to achieve greater engagement on Social Networks (sum of comments, likes, profile visits, reach, etc).

The new traffic sources already implemented (QR and Ads) will allow us to attract more people to the website. With more traffic, we get better percentages in the Sales Funnel.

### Sales Funnel

With the improvements made on March 24, 2022, we expect to improve both the rate of adding products to the cart and the conversion rate.

- **Add\_to\_cart**
  - From current 6.35% to 10.00%
- **Conversion\_rate**
  - From current 1.62% to 2.5%

# Final Words

# Final Words

## Resume

Gelma.Store is an online store that wanted to have an overview of its current status after its first year of life. At the moment, the business is still in a very early stage, and we could affirm that it is still in the MVP phase.

From its offset, the founder of the project wanted to take data-driven decisions. That's why, we've used Tag Manager, GA4 and BigQuery to customize tracking events.

Still, the data collected shows an acceptable conversion rate. And, as the study has revealed, with a wide range of improvement that will be updated from now on.

Made by



[see website](#)