Example #1 of the GA4 Reporting: Looker report for E-commerce

Case: Looker Report for E-commerce

The business goal

We started our work with this client by conducting a [Google Analytics Audit,](#) followed by fixing issues in E-commerce tracking.

Later, the client requested the development of a simple dashboard for stakeholders, featuring key Google Analytics metrics and funnel visualizations.

The solution

We proposed Looker (formerly Google Data Studio) as a solution.

This tool is free and has a built-in connection with Google Analytics.

We discussed which dimensions, metrics, and charts should be included in the dashboard, and then built it. On the following pages, you can see how this might look.

In the examples, we used test data instead of real data to ensure client privacy. The visual structure of the dashboard remains unchanged.
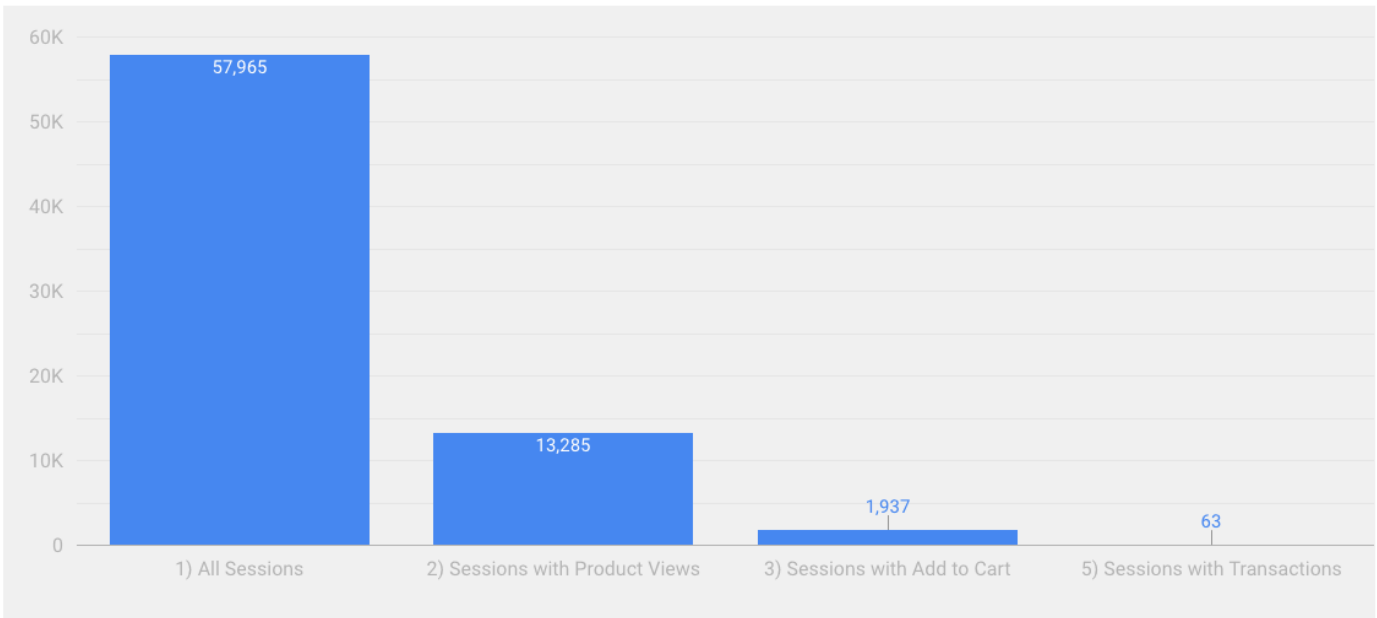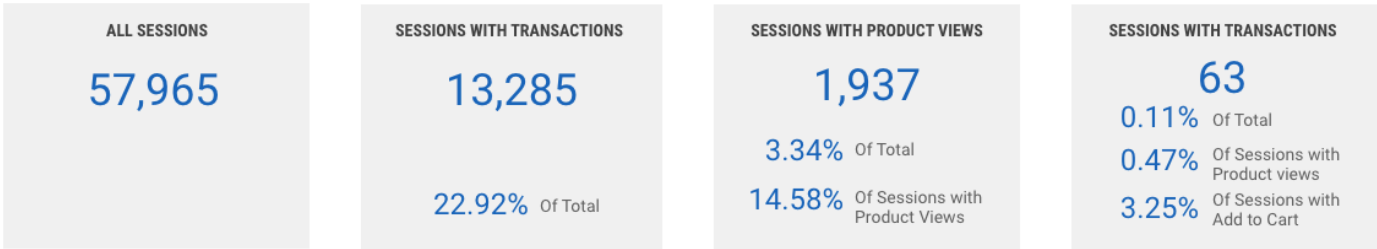
Page 1: Top Product pages

TOP-20 PRODUCT PAGES

	Page Title	Pageviews ▼
1.	Home	113,220
2.	Men's / Unisex	Apparel	Google Merchandise Store	99,692
3.	New	Google Merchandise Store	80,738
4.	Google Online Store	73,239
5.	Shopping Cart	46,068
6.	Apparel	Google Merchandise Store	42,143
7.	YouTube	Shop by Brand	Google Merchandise Store	36,868
8.	Bags	Lifestyle	Google Merchandise Store	32,049
9.	Store search results	30,220
10.	Womens	Apparel	Google Merchandise Store	30,089
11.	Drinkware	Lifestyle	Google Merchandise Store	28,957
12.	Google	Shop by Brand	Google Merchandise Store	26,555
13.	The Google Merchandise Store - Log In	24,196
14.	Small Goods	Lifestyle	Google Merchandise Store	23,789
15.	Men's T-Shirts	Apparel	Google Merchandise Store	23,295
16.	Lifestyle	20,076
17.	Hats	Apparel	Google Merchandise Store	15,156
18.	Kids	Apparel	Google Merchandise Store	14,733
19.	The Google Merchandise Store - My Account	13,253
20.	Shop by Brand	Google Merchandise Store	9,821

TOP-20 EDITORIAL PAGES

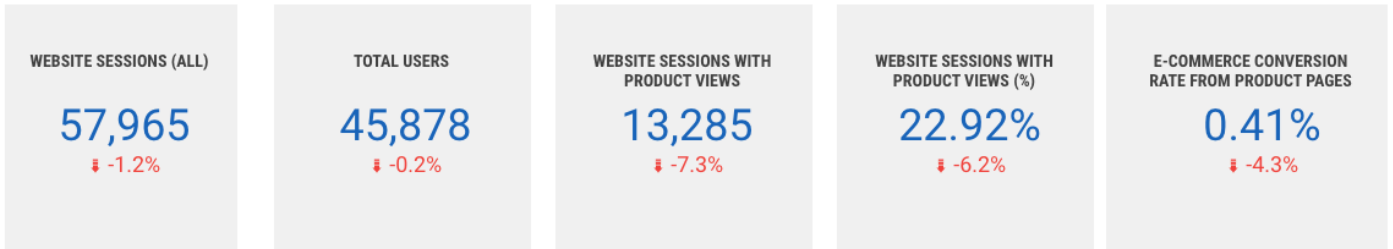|	Page Title	Pageviews ▼
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Page 2: E-commerce funnel

ALL SESSIONS	SESSIONS WITH TRANSACTIONS	SESSIONS WITH PRODUCT VIEWS	SESSIONS WITH TRANSACTIONS
57,965	**13,285**	**1,937**	**63**
	22.92% Of Total	**3.34%** Of Total	**0.11%** Of Total
		14.58% Of Sessions with Product Views	**0.47%** Of Sessions with Product views
			3.25% Of Sessions with Add to Cart

Bar chart:
- 1) All Sessions: 57,965
- 2) Sessions with Product Views: 13,285
- 3) Sessions with Add to Cart: 1,937
- 5) Sessions with Transactions: 63

Page 3: Common metrics, devices, users

WEBSITE SESSIONS (ALL)	TOTAL USERS	WEBSITE SESSIONS WITH PRODUCT VIEWS	WEBSITE SESSIONS WITH PRODUCT VIEWS (%)	E-COMMERCE CONVERSION RATE FROM PRODUCT PAGES
57,965	**45,878**	**13,285**	**22.92%**	**0.41%**
⬇ -1.2%	⬇ -0.2%	⬇ -7.3%	⬇ -6.2%	⬇ -4.3%

DEVICES: THIS WEEK

Device Categ...	Sessions ▾	Transactions	Revenue
desktop	72.28%	25.4%	23.85%
mobile	26.47%	68.25%	70.62%
tablet	1.25%	6.35%	5.53%

NEW USERS vs. RETURNING VISITORS

- 18%
- 82%

● New Visitor ● Returning Visitor
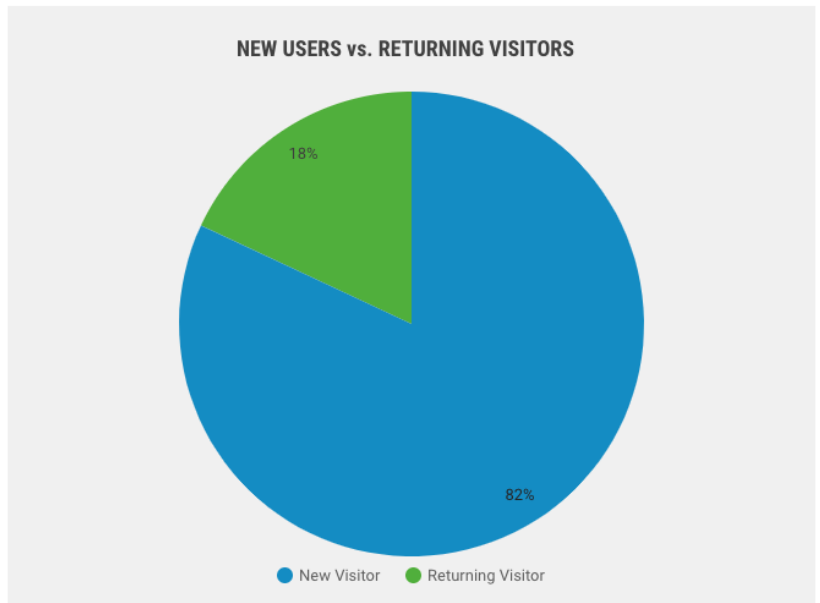
Page 4: Top traffic sources

REVENUE BY TRAFFIC SOURCE

Pie chart segments:
- 56.9%
- 27.7%
- 8.7%
- 4%

Legend:
- Organic Search
- Direct
- (Other)
- Paid Search
- Social
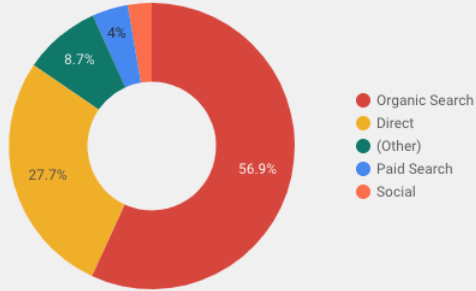
Default Channel Group...	Revenue ▾	% Δ	Transactions	% Δ
Organic Search	$2,417.69	11.4% ↑	36	-21.7% ↓
Direct	$1,177.25	31.0% ↑	20	5.3% ↑
(Other)	$369.4	790.1% ↑	3	50.0% ↑
Paid Search	$172	-44.8% ↓	3	-40.0% ↓
Social	$115	-34.8% ↓	1	-50.0% ↓

TOP REFERRALS

	Source	Sessions ▾	Transactions	Revenue
1.	mall.googleplex.com	1,311	0	$0
2.	analytics.google.com	1,198	0	$0
3.	google.com	723	0	$0
4.	support.google.com	46	0	$0
5.	qiita.com	31	0	$0
6.	mail.google.com	30	0	$0
7.	blog.golang.org	27	0	$0
8.	baidu.com	19	0	$0
9.	go.mail.ru	7	0	$0
10.	m.sogou.com	7	0	$0

TOP SOCIAL REFERRALS

	Social Network	Sessions ▾	Transactions	Revenue
1.	YouTube	486	0	$0
2.	Facebook	116	1	$115
3.	Quora	23	0	$0
4.	Twitter	23	0	$0
5.	Google Groups	18	0	$0
6.	wikiHow	15	0	$0
7.	reddit	10	0	$0
8.	Pinterest	1	0	$0

Page 5: Products Performance

PRODUCT PERFORMANCE

| Device Category ▾ | Country ▾ | Source ▾ | User Type ▾ |

	Product	Product Detail Views	Product Adds To Cart	Product Revenue	Cart-to-Detail Rate	Product Checkouts	Checkout / Add to Cart
1.	Google Mouse Pad Navy	449	49	$5	10.91%	14	28.57%
2.	YouTube Kids Onesie White	303	30	$23.4	9.9%	26	86.67%
3.	Android Skate Kids Tee	401	52	$17.5	12.97%	11	21.15%
4.	Google Super G Tumbler (Red Lid)	1,522	140	$28	9.2%	31	22.14%
5.	Google NYC Campus Sticker	70	4	$4	5.71%	29	725%
6.	Google Twill Cap	38	4	$0	10.53%	0	0%
7.	Google SF Campus Ladies Tee	21	0	$0	0%	3	null
8.	Google Large Tote White	609	131	$127.4	21.51%	65	49.62%
9.	Google Women's White Tee	41	2	$15.4	4.88%	15	750%
10.	Google Tonal Tee Spearmint	589	12	$11	2.04%	6	50%
11.	Google Campus Bike Grid Task Pad	111	3	$0	2.7%	3	100%
12.	Google Women's Grid Zip-Up	251	35	$0	13.94%	14	40%
13.	Google Picnic Blanket	298	7	$60	2.35%	10	142.86%
14.	Google Tee Grey	2,112	91	$11	4.31%	36	39.56%
15.	Google Green YoYo	30	5	$0	16.67%	7	140%
16.	Google Kirkland Campus Mug	5	1	$0	20%	0	0%
17.	Google Emoji Magnet Set	48	4	$20	8.33%	7	175%
18.	Google Large Standard Journal Grey	15	2	$0	13.33%	32	1,600%
19.	Google SF Campus Sticker	18	4	$0	22.22%	1	25%
20.	Google Medium Pet Collar (Red/Yellow)	19	0	$0	0%	0	null

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- Or simply send an email to ceo@triodox.com