

GA4 Web Analytics & Persona Analysis

Filming Rover Marketing | Simulated 360-User Dataset | April 1 – June 29, 2026

Overview

360	1,084	\$2,549	22	2.03%
Total Users	Sessions	Revenue	Purchases	Conv. Rate

The dataset is clean with no missing values — all internal funnel logic (views → cart → checkout → purchase) checks out with zero inconsistencies. GA4-style placeholders such as *(not set)* Campaign (64% of rows) and *(direct)* Source (16%) are expected, not errors — they simply reflect traffic types that don't carry that dimension. Revenue outliers (\$150–\$177 orders) reflect real high-ticket purchases, not data errors.

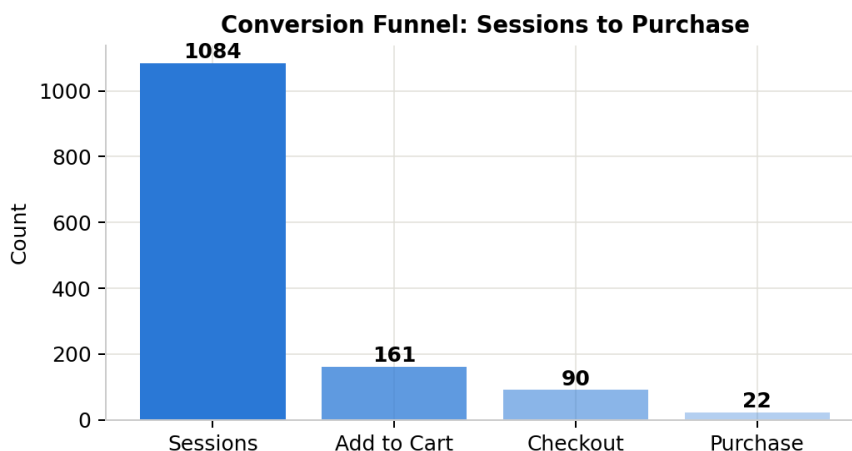


Figure 1. The funnel shows the steepest drop-off between Session and Add to Cart — only 15% of sessions add an item, and just 14% of those complete a purchase.

Acquisition Channel Performance

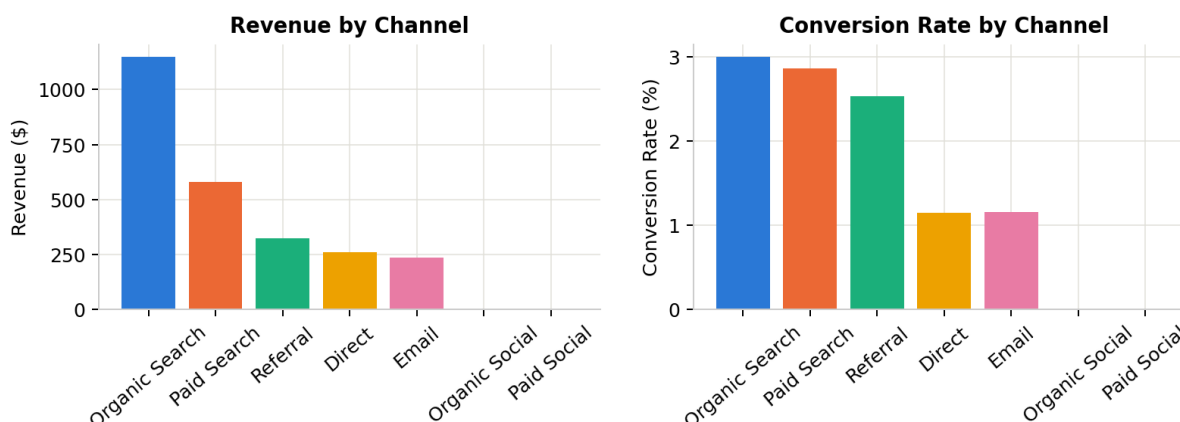


Figure 2. Organic Search leads on both revenue and conversion. Paid and Organic Social generated zero revenue despite real traffic.

Best performers: Organic Search drives the most revenue and volume; Paid Search converts efficiently (\$3.31 revenue/session, the top paid channel); Referral has the highest revenue-per-session of any channel (\$4.08) despite low volume. **Underperformers:** Direct and Email have decent traffic but weak conversion (~1.15%); Social channels (Paid +

Organic) produced \$0 in revenue across 116 sessions.

Device Comparison

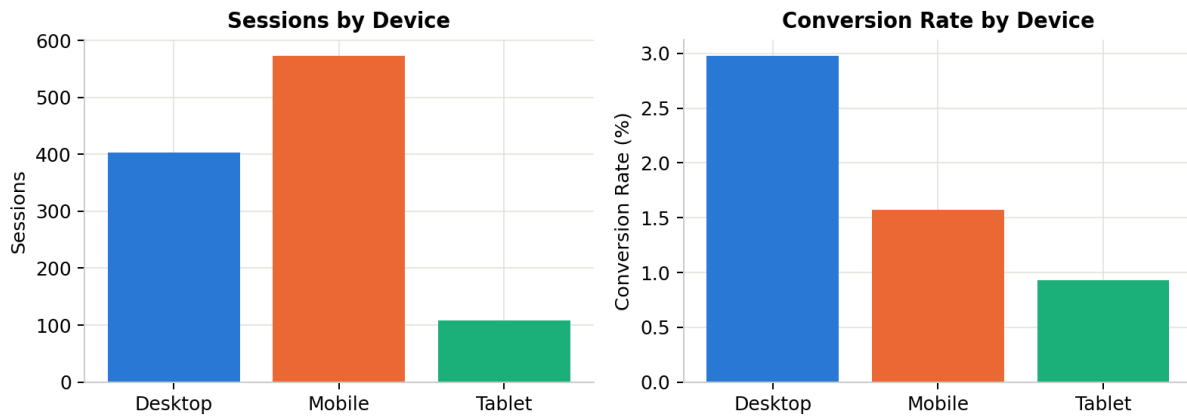


Figure 3. Mobile brings the most sessions but converts at roughly half the rate of Desktop, with the highest bounce rate.

Desktop converts best (2.98%) and generates the most revenue per session (\$3.44). Mobile carries the most volume (573 sessions, 53% of traffic) but converts at only 1.57% with a 22.2% bounce rate — the largest single optimization opportunity on the site given its scale. Tablet has the highest engagement rate (86.1%) but the lowest conversion (0.93%), suggesting a layout/checkout mismatch rather than a disinterest problem.

New vs. Returning Users

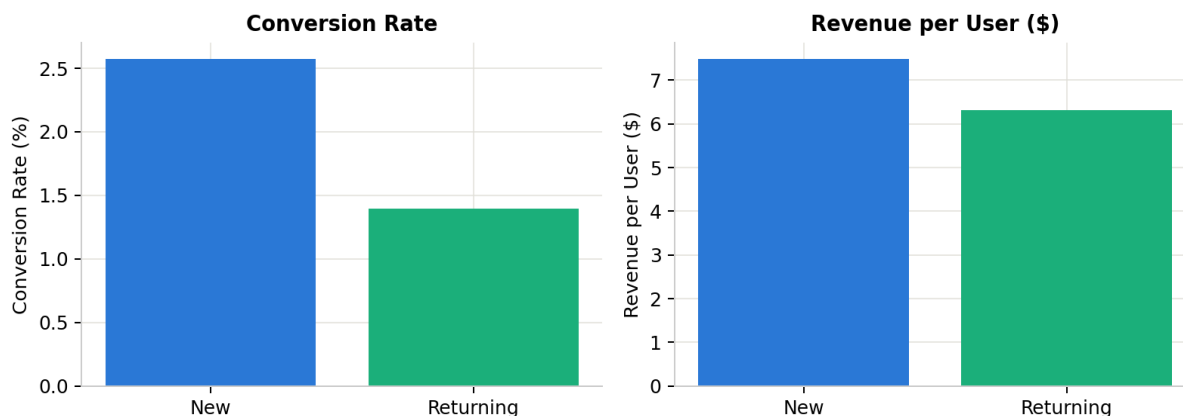


Figure 4. New users convert nearly 2x better and generate more revenue per user than Returning users.

New users (66% of the base) are more commercially valuable: 2.57% conversion vs. 1.40% for Returning, and \$7.48 revenue/user vs. \$6.30. Returning users engage slightly longer per session but bounce more — a pattern consistent with browsing/comparing rather than repurchasing. This suggests retention marketing (email, retargeting, loyalty incentives) is currently under-leveraged.

Customer Segments

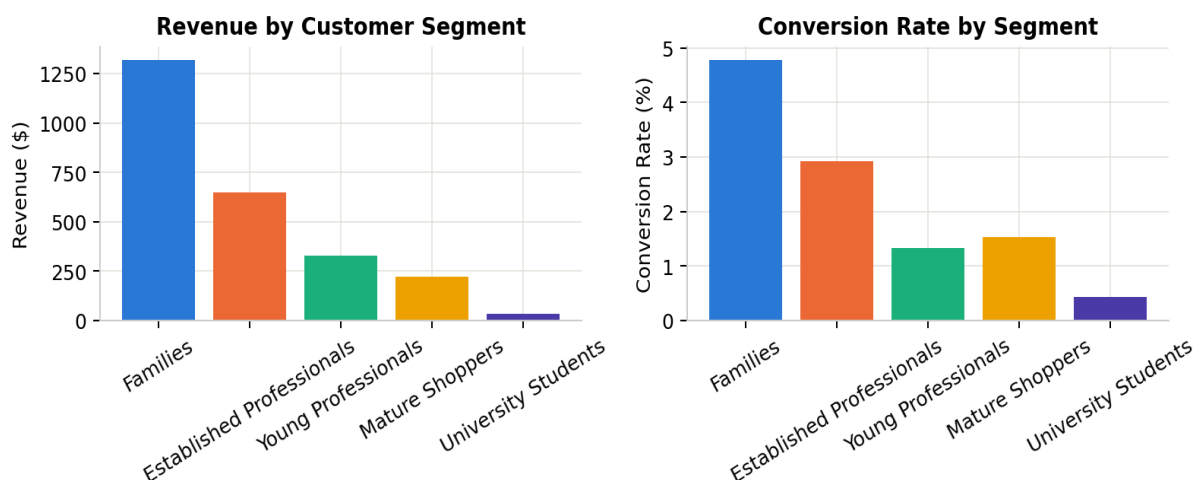


Figure 5. Families and Established Professionals combine for 77% of total revenue from just 33% of users.

Families (67 users) is the top segment: highest conversion rate (4.78%) and revenue (52% of total), buying Family Bundles and Gifts via Organic Search on Desktop. **Established Professionals** (50 users) has the highest average order value (\$162), favoring Premium Gifts via Referral traffic, but loses the most value at the checkout step specifically. Young Professionals and University Students bring volume but very little conversion.

Customer Personas

Priya, the Planning Parent

Segment: Families | Top revenue segment (52% of total)

Demographics	Age 35–44, mostly Female (66%), based in Delta, Richmond, Vancouver
Preferred Device	Desktop (40 of 67 users)
Preferred Channel	Organic Search (\$538 of segment revenue)
Product Interests	Family Bundles, Gifts
Buying Behavior	4.78% conversion rate (2x site avg), \$132 AOV, strongest full-funnel completion on the site (45.5% checkout→purchase)
Goals	Find good-value bundles covering multiple family needs in one purchase; save time.
Needs	Clear bundle pricing and contents, trust signals (reviews/guarantees) for a higher-consideration purchase.
Pain Points	Limited browsing time; may abandon if pricing/contents aren't transparent upfront.
Recommended Message: “Everything your family needs, in one bundle — see exactly what's included and save.”	

Marcus, the Established Professional

Segment: Established Professionals | Highest AOV on site (\$162)

Demographics	Age 45–54, balanced gender split, concentrated in West Vancouver, Victoria
Preferred Device	Desktop, with notable Tablet use
Preferred Channel	Organic Search and Referral (highest reliance on Referral of any segment)
Product Interests	Premium Gifts, Business Travel
Buying Behavior	2.92% conversion, \$162 AOV, strong cart→checkout rate (56.7%) but only 23.5% of checkouts complete — drop-off is at final step
Goals	Buy premium, well-made products reflecting quality/status without extensive shopping around.
Needs	Confidence in quality/exclusivity messaging; a fast, frictionless checkout.
Pain Points	Checkout abandonment — something at the final step (cost surprises, forced signup, payment friction) is losing the sale.
Recommended Message: “Premium quality, delivered without the hassle.”	

Recommended Actions

Marketing Actions

- **Shift budget toward Referral, away from Social.** Referral has the best revenue/session (\$4.08); Social channels generated \$0 across 116 sessions.
- **Build a retention campaign for Returning users.** They engage longer but convert at less than half the rate of New users — an untapped opportunity for email/retargeting.
- **Concentrate spend on age 35–54, Gifts/Family Bundles/Premium Gifts.** This combination drives the large majority of revenue; other groups/categories generate very little.

Website Optimization Actions

- **Fix the Mobile conversion gap.** Mobile carries 53% of traffic but converts at 1.57% with 22.2% bounce — the highest-leverage fix given its volume.
- **Audit checkout completion for high-AOV shoppers.** Established Professionals reach checkout well but only 23.5% complete — check for hidden costs or payment friction.
- **Overhaul or remove five zero-converting categories.** Home & Kitchen, Premium Accessories, Lifestyle Accessories, Student Essentials, and Wellness have 400+ sessions but zero purchases.

Prepared using GA4 simulated dataset (360 users) · Filming Rover Marketing