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## **ONLINE STORE ANALYTICS: KEY METRICS AND SERVICES**

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Data analytics services play a crucial role in the successful operation of an online store. Analytical data provides information about the clients, their actions on the website, and the results of advertising campaigns. You can change your promotion strategy and increase your online store's sales by concluding the information received.

Analytical tools measure numerous indicators, and it is not always clear which ones to pay attention to. Several main areas of analytics are essential for online store owners to study [1].

1. Traffic. The site owner needs to know the volume and nature of traffic. Analytics shows traffic sources and devices customers use to access the online store. For instance, if many customers visit your store's website from smartphones, it is essential to make the mobile version of the site fast and functional.

2. Audience. Analyse information about your customers – their age, gender, social status, location, etc. The business owner will better understand their target audience and improve store promotion.

3. Behaviour. Website visitors' actions need to be studied – how they navigate pages, what they click on, etc. Dynamic remarketing can be set up by collecting information about specific actions, such as adding a product to a cart.

4. Promotion results. After launching an advertising campaign, it is vital to adjust its settings to achieve better results – analytics show how successful the advertising is and how profitable it is to use the current promotion channel.

5. Trading results. Information about the most popular products, brands, and categories will help you understand how to develop your business. It is also essential to assess the frequency of transactions and the size of the average spend to forecast the revenue and plan future development of the online store.

Let's conduct a brief analysis of the leading online store analytics services.

Google Analytics is the primary analytical tool for an online store owner. With its help, you can get a complete picture of traffic, audience, and everything else happening on the website. Often, Google Analytics is enough because it has everything you need. The service is entirely free, and its capabilities make it indispensable [2].

All information in Google Analytics is presented in detailed reports generated for any period or as of the current moment. For example, reports will show which traffic channel is more effective or how users interact with content. Based on the information collected, you can construct graphs, charts, tables, etc. Google Analytics divides engaged users into groups and makes tracking their activity on the website possible. It is thus vital to correctly adjust the tracking goals to allow the service to collect information about customer actions.

Facebook Pixel is not an analytics service but an essential tool for collecting data about a store's customers and their actions. The site owner should install the Facebook Pixel script and configure the events to track. For example, going to a product page or adding it to the cart. The script will collect information and send it to Facebook. Afterward, the store owner will be able to run targeted advertising on Facebook or advertising on Instagram. The data collected using Pixel will allow you to use dynamic remarketing and show advertising to a "warm" audience that has already visited the online store [3].

Google Search Console is an analytical service that allows you to characterize the position of a site in the Google search engine. The service is free to use after a simple registration process and confirmation of your rights to the domain. Using Search Console, you can find out the amount of organic traffic a site receives, the key queries for which the site and its pages are ranked, which sites link to the online store pages, the number of indexed pages, and whether the site has any indexing problems [4].

Google Search Console is essential if the owner of an online store is engaged in SEO promotion and, for example, maintains a blog. The service builds traffic reports for different periods, devices, queries, pages, and countries. The report will show the number of clicks and impressions, average position in the search results, and Click-Through-Rate for a specific page in a graph. In addition, Google Search Console evaluates the loading speed of indexed pages and their mobile-

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friendliness. From the analysis, you can learn about problems on the site and upgrades needed to improve it.

CRM systems are programs for automating sales and working with customers. It is impossible to name just one specific system because there are many worthy offers on the market, and choosing a CRM is up to the online store owner. CRM systems generate analytical reports based on sales results. The reports show the number and amount of products sold, the number of sales over a certain period, statistics on the most popular product categories, site traffic, and much more [4].

Along with reports on products and orders, CRM allows you to analyze your clients' type and managers' work. For example, you can conduct RFM analysis and segment customers into groups based on their loyalty level. The system takes information for analysis directly from the online store.

Thus, the successful operation of an online store is only possible with analytics tools. Only reports will show the actual state of the business and help adjust the work to improve results.

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