

Analytics

Steps:

1. Access Analytics:

- Log in to Shopify.
- Click *Analytics* from the left-hand menu.

2. Use the Overview Dashboard:

- Review key metrics:
 - **Total sales**
 - **Online store sessions**
 - **Conversion rate**
 - **Average order value**
 - **Top products** and **traffic sources**
- Adjust the date range (top right) for specific periods.

3. Access Detailed Reports:

- Click *View reports* under the overview section.
- Key reports:
 - **Sales by product**
 - **Sales by channel**
 - **Sessions over time**
 - **Customer behaviour** (new vs returning)

4. Use Live View (Optional):

- Click *Live View* (top right under Analytics).
- Monitor real-time visitors, sessions, and orders.

5. Export Reports:

- Open any report.
- Click *Export* (top right) to download as a CSV.

Best Practices:

- Review analytics **weekly or monthly** to spot trends.
 - Focus on:
 - **Conversion rate** (how well traffic turns into sales).
 - **Average order value** (look for ways to increase this).
 - **Traffic sources** (identify top-performing channels).
 - Use **customer reports** to understand retention and repeat purchase behaviour.
 - Integrate **Google Analytics** for deeper insights on traffic and user behaviour.
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