Individual Research Paper: Instructions What to Do: You will work on your own alone, to execute the research project in 4 phases. You will submit your Final Report by the due date, Sunday 11/20/22 (before midnight EST), on Blackboard as a Word file attachment under the tab: “Individual Research Paper Dropbox.” You must title each section and subsection of your report according to their titles given below, or else you will lose points! The 4 phases of the research project are as follows: Phase 1- Literature Review: Do a literature review of FIVE past studies (articles) on Consumer Online Shopping behavior, using APA standard to correctly cite them within your text. You must begin the review of each study (article) on a different paragraph or else you will lose points! (15 points) Phase 2 - Analyses: Go to Google Analytics Demo Account and conduct extensive web-based research on UA-Google Merchandise Store (Master view) performance, answering the questions under the five sets of analyses given below. “UA-Google Merchandise Store” (i.e., “Universal Analytics-Google Merchandise Store”) will henceforth be referred to as GMS Company. You should use the name GMS Company in all your submitted analyses and report or else you will lose points! You must begin each analysis under a new subsection and label it accordingly (as Analysis 1, Analysis 2, etc.) or else you will lose points! Analysis 1 (15 points) (a) Find the number of active users (1 Day, 7 Day, 14 Day, and 28 Day) during October 2021. Calculate the ratio of 1 Day Active Users to 28 Day Active Users, expressed as a percentage. Typically, this ratio is considered a measure of your website’s “stickiness” or retention of users. It should be 10% or higher for sites where content is refreshed daily, like news sites, or where the site derives its revenue primarily from advertising. The ratio could be a lot higher for social sites like Facebook and WhatsApp (> 50%). For Ecommerce sites like GMS Company, where usage is less frequent but of higher monetary value, the ratio is typically lower than 10%. Also, compare the graphs for 1 Day Active Users to 28 Day Active Users. What conclusions can you derive? Please provide a screenshot to support your analysis. Note: Active Users refer to the number of users who visited the GMS Company website within the last 1, 7, 14, or 28 days looking back from the last day of the period, which in this case is October 31, 2021. The metrics in the report are relative to the last day in the date range. For example, given that your date range is October 1 to October 31: 1 Day Active Users: the number of unique users who initiated sessions on your site or app on October 31 (the last day of your date range). 7 Day Active Users: the number of unique users who initiated sessions on your site or app from October 25 through October 31 (the last 7 days of your date range). 14 Day Active Users: the number of unique users who initiated sessions on your site or app from October 18 through October 31 (the last 14 days of your date range). 28 Day Active Users: the number of unique users who initiated sessions on your site or app from October 4 through October 31 (the entire 28 days of your date range). (b) Plot graphs of 1 Day Active Users for the third quarter in 2021 and the third quarter in 2020. Compare the number of active users for both periods from the two plots. What do you conclude about the change in marketing effectiveness, if any, from the third quarter in 2020 and the third quarter of 2021? Please provide a screenshot to support your analysis. Analysis 2 (15 points) (a) GMS Company wants to focus on younger users (18-24 and 25-34) who shopped during the first six months of 2021. Has the share of younger users changed from the first six months in 2020? How about changes in the proportions of older users during the same period? Please provide screenshots to support your answer. (b) What about gender? GMS Company’s objective was to attract a larger proportion of female visitors to their online store during the first six months of 2021 compared to the same period in 2020. Was that objective met? Please provide a screenshot to support your answer. Analysis 3 (15 points) (a) What were the top three countries which sent users to the GMS Company online store from August 2020 to July 2021? (b) When analyzing the percentage change in the number of new users by country of residence, which one of the three countries identified in (a) had the best percentage change in new users from August 2020 to July 2021? Which one of the same three countries showed the least improvement? Please provide a screenshot to support your answer. (c) What were the top five U.S. states which sent users to the GMS Company online store from August 2020 to July 2021? Analysis 4 (15 points) GMS Company wishes to understand its site visitors better to fine-tune its future marketing efforts. Understanding audience composition regarding gender, age, and interests will allow GMS Company to develop the right creative content and decide the media buys to make. Google Analytics has over 100 affinity categories such as: • Shoppers/Value Shoppers • Lifestyles & Hobbies/Business Professionals • Sports & Fitness/Health & Fitness Buffs • Technology/Technophiles • Banking & Finance/Avid Investors • Travel/Travel Buffs • Travel/Business Travelers • Media & Entertainment/Movie Lovers • Lifestyles & Hobbies/Art & Theater Aficionados • Media & Entertainment/Music Lovers • and many more … Identify the top three affinity categories for GMS Company by gender, separately for (a) male and (b) female, from August 2020 to July 2021 in terms of the revenue from each affinity category. Please provide screenshots to support your answer. Analysis 5 (15 points) Every online business, like GMS Company, cares about two things: users who convert (purchase a product) and users who don’t. Understanding users who convert (Converters) will help GMS Company refine successful aspects of their marketing and show them where they can improve their efforts to reach users who demonstrate untapped potential (Non- Converters). Developing insights into why certain users aren’t converting lets them address the weak spots in approaching them. For this analysis, GMS Company wishes to focus on the Back-to-School shopping season (July 15, 2021, to September 15, 2021). For this season, GMS Company wishes to obtain statistics of users, sessions, sessions per user, page views, average session duration, and bounce rate for these two segments separately (a) Converters and (b) Non-Converters. Provide these statistics for each segment, and comment on them. Provide screenshots to support your analysis. Finally, evaluate the differences in user conversion by gender, separately for (a) male, and (b) female. Provide screenshots to support your analysis. Phase 3 – Conclusion and Recommendations: Based on your literature review and results of your extensive web-based research on GMS Company, summarize your conclusions and make pertinent recommendations that can help any online marketer like the GMS Company. (5 points) Phase 4- References: Using APA standard provide a complete list of references for the articles you reviewed at the end of your report. (5 points)