

## Exercise 1

By click the URL <https://analytics.google.com/analytics/web/demoAccount>, add the Google online Merchandise Store (<https://shop.googlemerchandisestore.com/>) to your Google Analytics. Then read the data from 1-28 February 2018 to answer the following question.

1. Which age group and gender are the most popular visitor to Merchandise store?
2. Which is the popular country visitor come from?
3. What is the most popular mobile device visit Merchandise store?
4. What is the most popular channel to visit Merchandise store?
5. what is the most popular Search Query to visit Merchandise store?
6. What was the most popular site search term?
7. Which product brought in the most revenue?