

Northstar Home - GA4

Deep Dive | Last 12 months | Parse the noise. Find what matters. parsora.ai

Executive Summary

Revenue grew 18% over the last 12 months (£842,600), but almost all of the £128,600 increase came from Paid Search, whose contribution to revenue rose from 25% to 36%. Organic Search moved in the opposite direction, losing £52,400 in revenue, with £31,600 of that decline concentrated around a previously high-converting product that lost 62% of its Organic landing traffic. Mobile attracted 68% of sessions but generated only 43% of revenue, with the clearest weakness appearing between basket and checkout. Meanwhile, Lighting generated 29% more revenue despite 8% fewer sessions.

What changed beneath the headline numbers

PERFORMANCE DIRECTION

How the recent quarter compares

Revenue strengthened across the latest three complete months (£76.4k average revenue, +10% vs the previous three months, +14% vs the same months last year).

ACQUISITION SHAPE

Where the audience comes from

Traffic remains concentrated in three channels (82% of sessions), led by Direct (31%) and Organic Search (27%). Paid Search is close behind (24%).

CONVERSION EFFICIENCY

Who converts most effectively

Returning visitors converted much more efficiently than new visitors (4.1% vs 1.9%), despite accounting for only 22% of sessions.

CUSTOMER JOURNEY

Where shopping intent narrows

The journey narrows most before checkout (8.3% view-to-basket, 47% basket-to-checkout, 58% checkout-to-purchase).

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ACQUISITION / REVENUE CONCENTRATION

Paid Search now generates 36% of revenue - and accounted for almost all of this year's growth.

Paid Search revenue increased from £181,400 to £304,900 (+68%), while its share of total revenue rose from 25% to 36%. It contributed £123,500 of additional revenue against £128,600 of overall revenue growth, meaning almost all net growth came from this single channel.

Why it matters: Overall revenue growth looks broad at headline level, but the business has become materially more dependent on Paid Search. Future performance is therefore more exposed to changes in paid acquisition efficiency or cost.

PRODUCT × ORGANIC SEARCH

Organic Search lost £52,400 in revenue - with the decline concentrated around one of the site's best-converting products.

Organic Search revenue fell from £249,700 to £197,300 (-21%), while sessions declined only 6%.

Beneath that overall movement, the Oakridge Storage Bench - previously the site's highest-converting meaningful product - lost 62% of its Organic landing traffic and recorded 58% fewer purchases. The product had historically converted at 4.8%, compared with 2.4% across the site. Its decline accounted for £31,600 of the £52,400 reduction in Organic revenue.

Why it matters: The Organic decline is not simply a broad loss of search traffic. Much of the commercial impact is concentrated around a previously high-performing product, making its availability, search visibility and replacement journey more important investigation points than Organic Search generally.

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ECOMMERCE JOURNEY / DEVICE

Mobile generated 68% of sessions but only 43% of revenue, with the largest loss occurring after customers added to basket.

Mobile and desktop product-view-to-basket rates were similar (8.1% vs 8.6%), but only 39% of mobile baskets progressed to checkout compared with 61% on desktop. Mobile Conversion Rate was 1.6%, versus 3.7% on desktop.

Why it matters: Mobile visitors are showing comparable initial purchase intent, but substantially fewer progress after adding a product to their basket. That narrows the investigation from 'mobile performs poorly' to the basket-to-checkout transition specifically.

PRODUCT OPPORTUNITY

Lighting generated 29% more revenue despite receiving 8% fewer sessions.

Lighting generated £176,800 from 42,600 sessions, compared with £137,100 from 46,200 sessions in the previous period. Conversion Rate improved from 2.3% to 3.0%, while revenue per session increased 40%. The category now contributes 21% of ecommerce revenue from only 14% of product-category sessions.

Why it matters: Lighting is producing disproportionately strong commercial returns without corresponding traffic growth, making it a candidate for additional merchandising or acquisition attention.

Data Health

Connection and data quality

Data Health is usable, with a few items worth checking. **GOOD WITH WARNINGS**



Data collection

The property is actively collecting data.



Data stream setup

1 stream detected - 1 web.



Data retention

Configured as FOURTEEN_MONTHS.



Conversions

1 configured conversion detected with activity.



Conversion tracking

Some valuable tracked actions may not yet be included in conversion reporting.



Daily continuity

No recent daily collection gaps were detected.



Ecommerce tracking

Core shopping journey coverage is present.



Tracking consistency

Active event names follow consistent formatting conventions.



Data coverage

Audit evidence is strong: 15 of 15 prior capability checks were assessable.



Tracking changes

No configuration differences were detected between the two most recent audit snapshots.

DETAIL TO REVIEW

Consider tracking form submissions as a conversion

201 form submissions were detected. Confirm whether a submission represents a valuable business action and, if so, include it in conversion reporting.

What would Parsora find in your data?

Find out with your [Free Deep Dive on parsora.ai](https://parsora.ai)

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Sample Deep Dive using a fictional ecommerce business and representative data. Findings vary with available data history and coverage.