
GOOGLE MERCHANDISE STORE:

2019 TOP SELLING PRODUCTS

*Google Merchandise
Store website top
product sale analysis*

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GMS 2019 Top 10 Selling Products

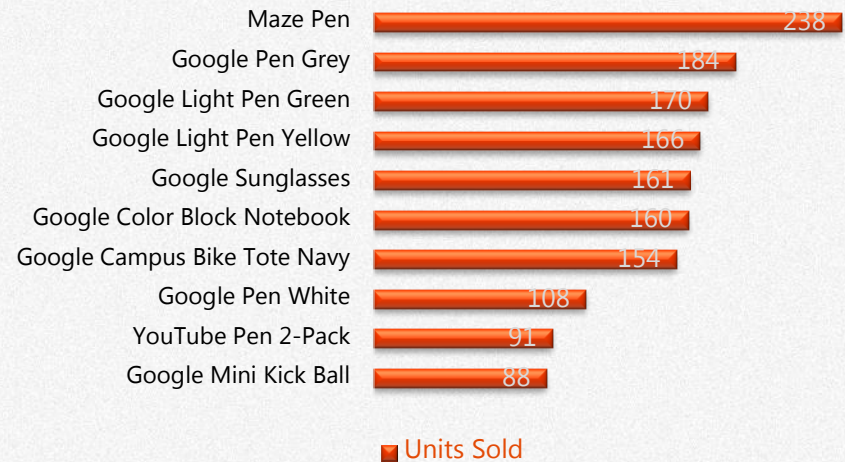
*In the year 2019, the **most sold** product was **Maze Pen** (238 units) while the **highest revenue** generating product was **Google Utility Backpack** (\$2039.87)*

Maze Pen was the top-selling product with 238 units sold but still **did not generate enough revenue** to be among the top revenue-generating products. The reason could be that its average price was \$1, making it **one of the cheapest** items in the store. There is also a possibility that customers may be purchasing this as an **add-on item** to increase the cart value to get the advantage of better shipping rates.

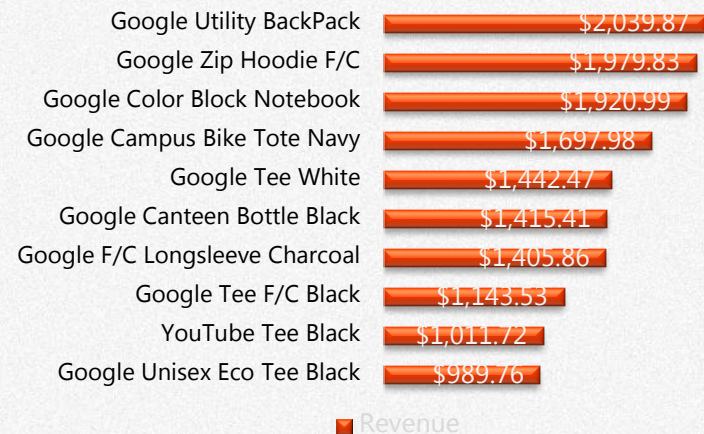
Conversely, **Utility Backpack**, which **generated the most revenue**, was not the top-selling product. Because with the average price of \$119.99, it was **one of the most expensive products** in the store, and only 17 units were sold.

The only two items among the top-10 selling products by the number of units sold and also by revenue were **Color Block Notebook** and **Campus Bike Tote Navy**.

Top 10 Selling Products in 2019 By Units Sold



Top 10 Selling Products in 2019 By Revenue



**THANK
YOU**