

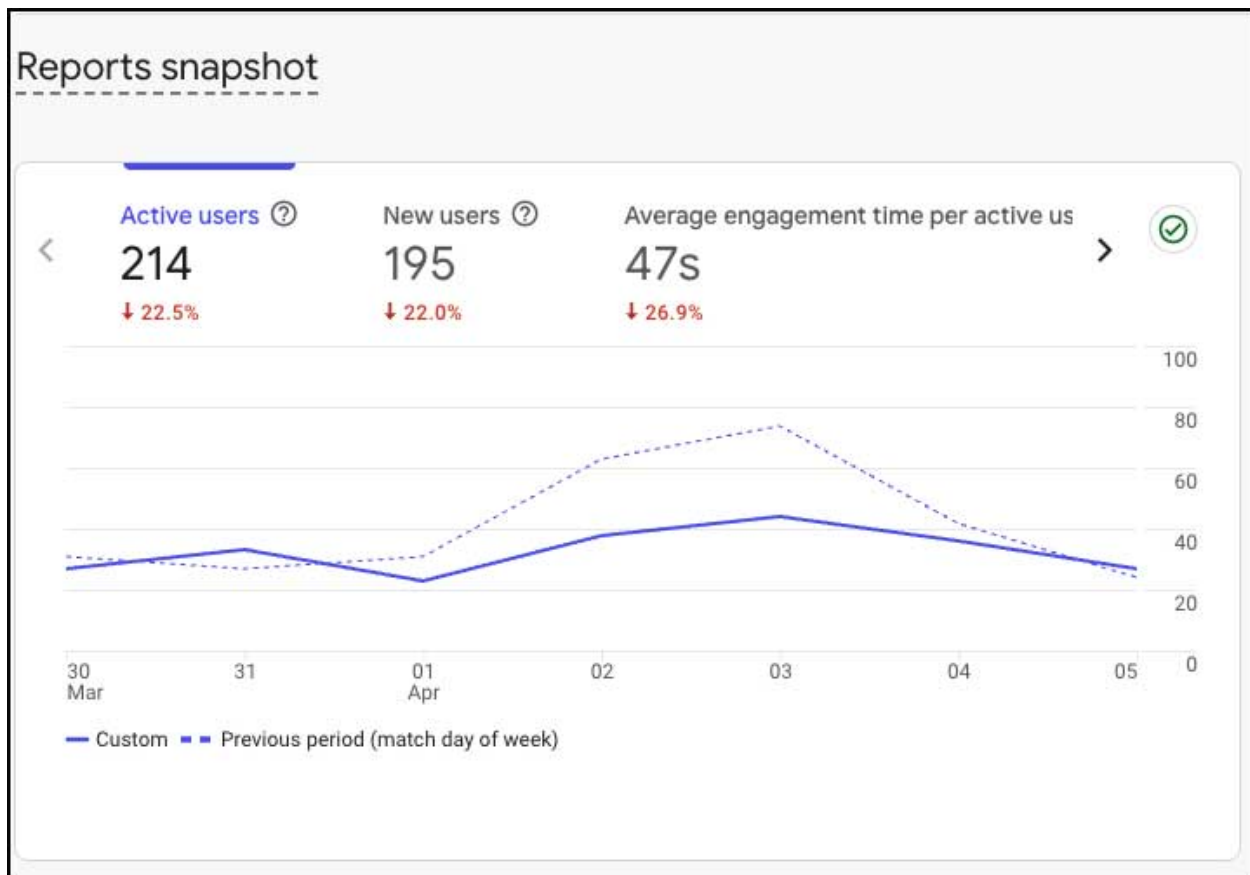


From Mar 30–Apr 05

Executive Snapshot (Leadership Summary)

This week was a **cool-down period** after last week’s lift. Traffic and on-site activity were **down week-over-week**, but the most important piece remains intact: **high-intent tracking is live**, and we can now see **how many people ARC is sending into Barnet** (plus which store they chose).

Headline takeaway: fewer visitors overall, but the **“proof-of-impact” tracking is working** and continuing to generate measurable shopping-path actions.



ARC Liquor Stores – Weekly Performance Report

Reporting window: Mar 30–Apr 5, 2026

Comparison: vs previous 7 days (Mar 23–29, 2026) (match day of week)

GA4 Property: ARC Liquor Stores

Purpose: Weekly leadership snapshot + “intent” tracking (Barnet outbound clicks + calls)

KPI Scorecard (This Week)

Growth + Quality (vs previous 7 days):

- **Active users:** 214 (↓ 22.5%)
- **Sessions:** 267 (↓ 23.9%)
- **Engaged sessions:** 264 (↓ 24.1%)
- **Avg engagement time per active user:** 47s (↓ 26.9%)

Interpretation: This was a **lower-volume week** across reach + engagement. The drop is consistent across metrics (not a tracking error pattern) and looks like **normal weekly fluctuation** (less content/promo lift, fewer spikes, less “event-driven” traffic).

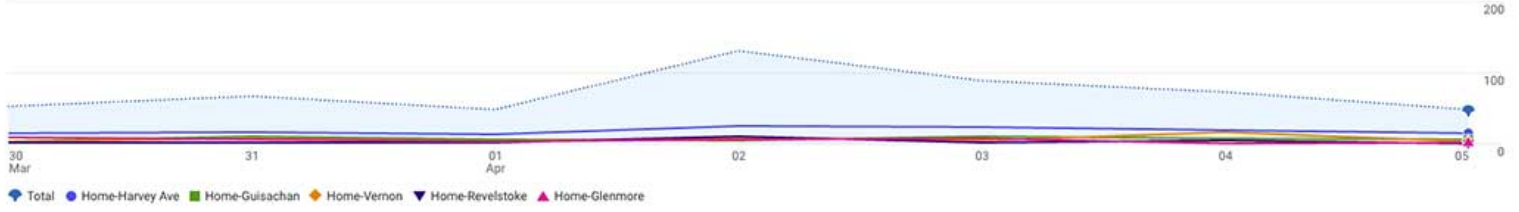
Total Site Usage (All Pages)

From Pages & Screens totals (Mar 30–Apr 5 vs Mar 23–29):

- **Views:** 508 (↓ 31.4%)
- **Active users:** 214 (↓ 22.5%)
- **Views per active user:** 2.37 (↓ 11.6%)
- **Avg engagement time:** 47s (↓ 26.9%)
- **Event count:** 1,563 (↓ 29.3%)
- **Key events:** 1,404 (↓ 30.2%)

Report wording (1–2 lines):

“Overall site traffic cooled off this week. Views and events dropped ~30% week-over-week, which aligns with the decrease in users and sessions.”



Search... Rows per page: 10 Go to: 1 < 1-10 of 227 >

| Page title and screen class | Views | Active users | Views per active user | Average engagement time per active user | Event count All events | Key events All events | Total revenue |
|-----------------------------|------------------------------------|------------------------------------|--------------------------------------|---|--|--|-----------------------------|
| Total | 508 vs. 741 ↓ -31.44% | 214 vs. 276 ↓ -22.46% | 2.37 vs. 2.68 ↓ -11.58% | 47s vs. 1m 05s ↓ -26.9% | 1,563 vs. 2,212 ↓ -29.34% | 1,404.00 vs. 2,010.00 ↓ -30.15% | \$0.00 vs. \$0.00 |
| 1 Home-Harvey Ave | | | | | | | |
| 30 Mar - 5 Apr 2026 | 124 (24.41%) | 80 (37.38%) | 1.55 | 10s | 376 (24.06%) | 331.00 (23.58%) | \$0.00 (-) |
| 23 Mar - 29 Mar 2026 | 122 (16.46%) | 80 (28.99%) | 1.53 | 25s | 332 (15.01%) | 295.00 (14.68%) | \$0.00 (-) |
| % change | 1.64% | 0% | 1.64% | -56.49% | 13.25% | 12.2% | 0% |
| 2 Home-Guisachan | | | | | | | |
| 30 Mar - 5 Apr 2026 | 47 (9.25%) | 38 (17.76%) | 1.24 | 19s | 183 (11.71%) | 159.00 (11.32%) | \$0.00 (-) |
| 23 Mar - 29 Mar 2026 | 59 (7.96%) | 47 (17.03%) | 1.26 | 35s | 237 (10.71%) | 194.00 (9.65%) | \$0.00 (-) |
| % change | -20.34% | -19.15% | -1.47% | -44.81% | -22.78% | -18.04% | 0% |
| 3 Home-Vernon | | | | | | | |
| 30 Mar - 5 Apr 2026 | 46 (9.06%) | 31 (14.49%) | 1.48 | 38s | 166 (10.62%) | 142.00 (10.11%) | \$0.00 (-) |
| 23 Mar - 29 Mar 2026 | 42 (5.67%) | 33 (11.96%) | 1.27 | 21s | 170 (7.69%) | 138.00 (6.87%) | \$0.00 (-) |
| % change | 9.52% | -6.06% | 16.59% | 83.45% | -2.35% | 2.9% | 0% |
| 4 Home-Glenmore | | | | | | | |
| 30 Mar - 5 Apr 2026 | 32 (6.3%) | 24 (11.21%) | 1.33 | 0s | 81 (5.18%) | 79.00 (5.63%) | \$0.00 (-) |
| 23 Mar - 29 Mar 2026 | 29 (3.91%) | 24 (8.7%) | 1.21 | 0s | 72 (3.25%) | 72.00 (3.58%) | \$0.00 (-) |
| % change | 10.34% | 0% | 10.34% | -42.11% | 12.5% | 9.72% | 0% |
| 5 Monthly Flyer | | | | | | | |
| 30 Mar - 5 Apr 2026 | 23 (4.53%) | 6 (2.8%) | 3.83 | 0s | 31 (1.98%) | 31.00 (2.21%) | \$0.00 (-) |
| 23 Mar - 29 Mar 2026 | 12 (1.62%) | 11 (3.99%) | 1.09 | 0s | 21 (0.95%) | 21.00 (1.04%) | \$0.00 (-) |
| % change | 91.67% | -45.45% | 251.39% | 0% | 47.62% | 47.62% | 0% |
| 6 Home-Revelstoke | | | | | | | |
| 30 Mar - 5 Apr 2026 | 21 (4.13%) | 16 (7.48%) | 1.31 | 42s | 80 (5.12%) | 73.00 (5.2%) | \$0.00 (-) |
| 23 Mar - 29 Mar 2026 | 65 (8.77%) | 34 (12.32%) | 1.91 | 1m 10s | 214 (9.67%) | 197.00 (9.8%) | \$0.00 (-) |
| % change | -67.69% | -52.94% | -31.35% | -39.07% | -62.62% | -62.94% | 0% |

Store Page Performance (Views by Location)

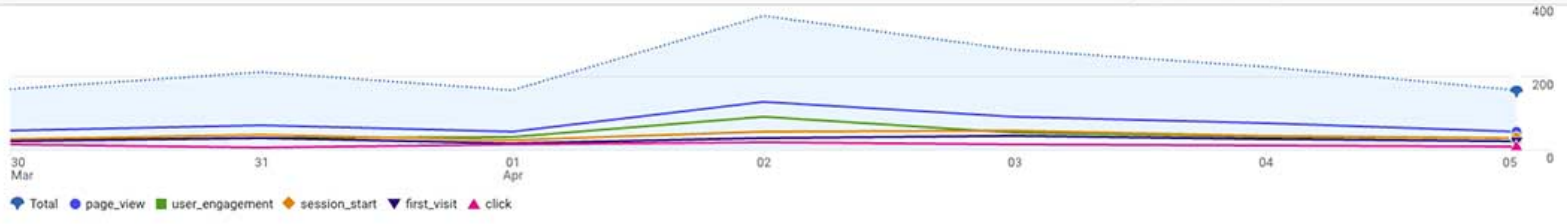
Store pages still function as the **primary decision hubs**. This week's story is **mix shift**: Harvey held steady; Revelstoke cooled sharply; Vernon/Glenmore nudged upward.

Store pages (Mar 30–Apr 5 vs Mar 23–29):

- **Home – Harvey: 124 vs 122 (↑ 1.6%)**
- **Home – Guisachan: 47 vs 59 (↓ 20.3%)**
- **Home – Vernon: 46 vs 42 (↑ 9.5%)**
- **Home – Glenmore: 32 vs 29 (↑ 10.3%)**
- **Home – Revelstoke: 21 vs 65 (↓ 67.7%)**
- **Monthly Flyer: 23 vs 12 (↑ 91.7%)** (worth watching: small-volume, but growing interest)

What this says (plain English):

- **Harvey remains the anchor** (highest store hub, stable week-over-week).
- **Revelstoke's spike from last week normalized** (likely last week was boosted by something local/seasonal/share-driven).
- **Vernon + Glenmore show steady incremental lift** (good candidates to keep feeding with internal links/features).
- **Monthly Flyer growth** suggests promo browsing is becoming more common.



Search... Rows per page: 10 Go to: 1 < 1-10 of 12 >

| Event name | Event count | Total users | Event count per active user | Total revenue |
|--------------------------|--|---------------------------------|-------------------------------------|-----------------------------|
| Total | 1,563 vs. 2,212 ↓ -29.34% | 222 vs. 281 ↓ -21% | 7.30 vs. 8.01 ↓ -8.87% | \$0.00 vs. \$0.00 |
| 1 page_view | | | | |
| 30 Mar - 5 Apr 2026 | 508 (32.5%) | 221 (99.55%) | 2.38 | \$0.00 (-) |
| 23 Mar - 29 Mar 2026 | 741 (33.5%) | 281 (100%) | 2.68 | \$0.00 (-) |
| % change | -31.44% | -21.35% | -11.17% | 0% |
| 2 user_engagement | | | | |
| 30 Mar - 5 Apr 2026 | 300 (19.19%) | 120 (54.05%) | 2.54 | \$0.00 (-) |
| 23 Mar - 29 Mar 2026 | 512 (23.15%) | 173 (61.57%) | 2.99 | \$0.00 (-) |
| % change | -41.41% | -30.64% | -15.09% | 0% |
| 3 session_start | | | | |
| 30 Mar - 5 Apr 2026 | 265 (16.95%) | 221 (99.55%) | 1.24 | \$0.00 (-) |
| 23 Mar - 29 Mar 2026 | 348 (15.73%) | 279 (99.29%) | 1.27 | \$0.00 (-) |
| % change | -23.85% | -20.79% | -2.04% | 0% |
| 4 first_visit | | | | |
| 30 Mar - 5 Apr 2026 | 195 (12.48%) | 194 (87.39%) | 1.01 | \$0.00 (-) |
| 23 Mar - 29 Mar 2026 | 250 (11.3%) | 250 (88.97%) | 1.00 | \$0.00 (-) |
| % change | -22% | -22.4% | 0.52% | 0% |
| 5 click | | | | |
| 30 Mar - 5 Apr 2026 | 88 (5.63%) | 74 (33.33%) | 1.19 | \$0.00 (-) |
| 23 Mar - 29 Mar 2026 | 96 (4.34%) | 71 (25.27%) | 1.35 | \$0.00 (-) |
| % change | -8.33% | 4.23% | -12.05% | 0% |
| 6 click_to_shop | | | | |
| 30 Mar - 5 Apr 2026 | 66 (4.22%) | 57 (25.68%) | 1.16 | \$0.00 (-) |
| 23 Mar - 29 Mar 2026 | 75 (3.39%) | 57 (20.28%) | 1.32 | \$0.00 (-) |
| % change | -12% | 0% | -12% | 0% |
| 7 scroll | | | | |
| 30 Mar - 5 Apr 2026 | 48 (3.07%) | 31 (13.96%) | 1.55 | \$0.00 (-) |
| 23 Mar - 29 Mar 2026 | 63 (2.85%) | 55 (19.57%) | 1.15 | \$0.00 (-) |
| % change | -23.81% | -43.64% | 35.18% | 0% |

Traffic Sources (How People Are Finding ARC)

This week, the mix shifted: **Organic grew**, while **Direct dropped hard** (often Direct is driven by “brand/known destination” behavior like bookmarks/typed URL/QR).

Sessions by channel (Mar 30–Apr 5 vs Mar 23–29):

- **Organic Search: 190 vs 178 (↑ 6.7%)**
- **Direct: 48 vs 128 (↓ 62.5%)**
- **Referral: 26 vs 40 (↓ 35%)**
- **Unassigned: 3 vs 5 (↓ 40%)**

Interpretation:

“Organic Search carried the week and actually increased, which is strong. The overall drop is mostly explained by a large decline in Direct traffic.”

Engagement by channel (quick read):

- **Referral still shows the deepest sessions (~1m 57s, slightly down).**
- **Organic engagement time per session dropped (31s vs 54s) — consistent with more ‘find and go’ behavior.**
- **Direct engagement time increased (24s vs 18s) but volume fell sharply.**

| | 30 Mar - 5 Apr 2026 | 23 Mar - 29 Mar 2026 | % change | 30 Mar - 5 Apr 2026 | 23 Mar - 29 Mar 2026 | % change | 30 Mar - 5 Apr 2026 | 23 Mar - 29 Mar 2026 | % change | 30 Mar - 5 Apr 2026 | 23 Mar - 29 Mar 2026 | % change | | | | | | |
|-------------------------|---------------------|----------------------|----------|---------------------|----------------------|----------------|---------------------|----------------------|----------|---------------------|----------------------|------------|---------|----------|-----------|--------------|----------|---------|
| Total | 267 | 264 | 98.88% | 38s | 5.85 | 1,563 | 1,404.00 | 100% | \$0. | vs. 351 | vs. 348 | vs. 99.15% | vs. 51s | vs. 6.30 | vs. 2,212 | vs. 2,010.00 | vs. 100% | vs. \$0 |
| | ↓ -23.93% | ↓ -24.14% | ↓ -0.27% | ↓ -25.49% | ↓ -7.11% | ↓ -29.34% | ↓ -30.15% | | | | | | | | | | | |
| 1 Organic Search | | | | | | | | | | | | | | | | | | |
| 30 Mar - 5 Apr 2026 | 190 (71.16%) | 190 (71.97%) | 100% | 31s | 5.76 | 1,095 (70.06%) | 953.00 (67.88%) | 100% | \$0.00 | | | | | | | | | |
| 23 Mar - 29 Mar 2026 | 178 (50.71%) | 178 (51.15%) | 100% | 54s | 5.77 | 1,027 (46.43%) | 870.00 (43.28%) | 100% | \$0.00 | | | | | | | | | |
| % change | 6.74% | 6.74% | 0% | -42.52% | -0.11% | 6.62% | 9.54% | 0% | | | | | | | | | | |
| 2 Direct | | | | | | | | | | | | | | | | | | |
| 30 Mar - 5 Apr 2026 | 48 (17.98%) | 48 (18.18%) | 100% | 24s | 4.63 | 222 (14.2%) | 212.00 (15.1%) | 100% | \$0.00 | | | | | | | | | |
| 23 Mar - 29 Mar 2026 | 128 (36.47%) | 128 (36.78%) | 100% | 18s | 6.13 | 785 (35.49%) | 757.00 (37.66%) | 100% | \$0.00 | | | | | | | | | |
| % change | -62.5% | -62.5% | 0% | 35.39% | -24.59% | -71.72% | -71.99% | 0% | | | | | | | | | | |
| 3 Referral | | | | | | | | | | | | | | | | | | |
| 30 Mar - 5 Apr 2026 | 26 (9.74%) | 26 (9.85%) | 100% | 1m 57s | 9.35 | 243 (15.55%) | 236.00 (16.81%) | 100% | \$0.00 | | | | | | | | | |
| 23 Mar - 29 Mar 2026 | 40 (11.4%) | 40 (11.49%) | 100% | 2m 05s | 9.03 | 361 (16.32%) | 348.00 (17.31%) | 100% | \$0.00 | | | | | | | | | |
| % change | -35% | -35% | 0% | -6.14% | 3.56% | -32.69% | -32.18% | 0% | | | | | | | | | | |
| 4 Unassigned | | | | | | | | | | | | | | | | | | |
| 30 Mar - 5 Apr 2026 | 3 (1.12%) | 0 (0%) | 0% | 0s | 1.00 | 3 (0.19%) | 3.00 (0.21%) | 100% | \$0.00 | | | | | | | | | |
| 23 Mar - 29 Mar 2026 | 5 (1.42%) | 2 (0.57%) | 40% | 3m 09s | 7.80 | 39 (1.76%) | 35.00 (1.74%) | 100% | \$0.00 | | | | | | | | | |
| % change | -40% | -100% | -100% | -99.65% | -87.18% | -92.31% | -91.43% | 0% | | | | | | | | | | |

Events Snapshot (What People Did)

Event totals are down in line with traffic, but the signal is clear: **site usage decreased**, not “broken tracking.”

Key event movements (Mar 30–Apr 5 vs Mar 23–29):

- **page_view:** 508 (↓ 31.4%)
- **user_engagement:** 300 (↓ 41.4%)
- **session_start:** 265 (↓ 23.9%)
- **first_visit:** 195 (↓ 22.0%)
- **click:** 88 (↓ 8.3%)
- **scroll:** 48 (↓ 23.8%)
- **form_submit:** 45 (↓ 27.4%)
- **form_start:** 42 (↓ 22.2%)

Report wording (1–2 lines):

“Engagement events fell more sharply than traffic this week, suggesting fewer deep-browsing sessions. This aligns with the drop in Direct and overall site volume.”

Intent Tracking (Barnet) — Still the Big Win

Even in a down week, we now have a clean, measurable signal of **customers entering Barnet from ARC**.

Barnet click events (Mar 30–Apr 5 vs Mar 23–29):

- **click_to_shop:** 66 vs 75 (↓ 12%)
 - **Users:** 57 vs 57 (flat)
- **click_to_product:** 4 vs 4 (flat) (still early-stage volume)

Interpretation:

“Even with traffic down, ARC still sent **57 unique users** into Barnet via Shop clicks. This is exactly the ‘proof-of-impact’ metric leadership has been asking for.”

Why this matters:

These events let leadership answer (weekly, cleanly):

- ✓ Which store pages generate the most Barnet clicks?
- ✓ Which Barnet store is receiving the most outbound traffic from ARC?
- ✓ Which buttons are working best (Shop vs Buy)?
- ✓ How intent shifts week-to-week even when traffic fluctuates.

Implications (for Leadership)

What's good

- **Organic Search increased (+6.7%)** even while total sessions fell — that's a strong foundation signal.
- **Intent tracking remains stable enough to trust:** Shop-click users held steady at 57.

What to watch

- The week's decline appears driven mainly by **Direct traffic falling** (brand/return/typed behavior). If this repeats, it's worth checking:
 - Was there less promo activity / fewer social posts / fewer QR-driven visits?
 - Did anything change in store-level sharing that fueled Direct last week?
- **Revelstoke's prior spike normalized** — not bad, but worth noting so leadership doesn't misread it as "loss of demand."

In Summary

Mar 30-Apr 5 (vs Mar 23-29) was a **down week in volume**: active users, sessions, and engagement decreased ~20-30%. The key positive is that **Organic Search grew** and the new **Barnet intent tracking continues to generate measurable shopping-path actions** (66 shop clicks from 57 users).