

Weekly Performance Report

Lower reach. Deeper engagement. Stronger AI Assistant acquisition.

October 5-11, 2026 | Comparison: September 28-October 4

Week 30 recorded 327 sessions (-24.0%), 245 active users (-27.5%), 216 new users (-29.9%) and 643 page views (-18.8%). Average engagement per active user increased to 1m 24s (+46.5%).

1) Executive Snapshot

Area	Leadership reading
Reach	Lower: sessions -24.0%; active users -27.5%.
Shopping intent	Click-to-Shop down 8.8% to 103 actions.
Search visibility	Organic Search down 5.8%; Direct down 65.0%.
Engagement time	Improving: average per active user +46.5%.
AI Assistant	20 sessions (+66.7%), 6m 48s avg. session engagement.

2) KPI Scorecard

Metric	Week 30	WoW change
Sessions	327	- 24.0%
Active users	245	- 27.5%
New users	216	- 29.9%
Engaged sessions	327	- 23.8%
Page views	643	- 18.8%
Avg. engagement / active user	1m 24s	+ 46.5%
Total users	249	Not shown
Total events	2,042	Not shown
Click-to-Shop	103	- 8.8%
Click-to-Product	10	Not shown
Key events	1,870	Not shown

Changes are supplied by GA4 comparison cards. "Not shown" means a comparable figure was not displayed.

Store visibility & acquisition

3) Store & Content Page Performance

Page	Views	Users	Avg time	Views WoW
Harvey Avenue	91	53	26s	+ 18.2%
ARC Liquor All Stores	71	48	0s	- 19.3%
Guisachan	61	43	35s	- 6.2%
Glenmore	53	29	31s	+ 20.5%
Vernon Square Mall	49	29	1m 06s	+ 14.0%
Vernon 58th Avenue	43	34	29s	- 18.9%
Andrew Scott2	33	1	49m 24s	Not shown
Revelstoke	18	17	20s	- 63.3%
Google Analytics - Sept28-Oct04	16	1	13m 51s	Not shown
ARC's Monthly Discounted Offers - Vernon Square Mall	11	4	56s	Not shown

Six store homepages: 315 views; with All Stores gateway: 386 views, or 60.0% of page views. The Andrew Scott2 page had 33 views from one user and may reflect testing.

4) Traffic Sources

Channel	Sessions	Share	Engaged	WoW
Organic Search	244	74.62%	244	- 5.8%
Direct	50	15.29%	50	- 65.0%
AI Assistant	20	6.12%	20	+ 66.7%
Referral	14	4.28%	14	0.0%

The displayed rows total 328 sessions against a 327-session headline. Verify the one-session difference with a fresh GA4 export.

Customer actions & intent

5) Events Snapshot

Event	Count	Total users	Count WoW
page_view	643	249	- 18.8%
user_engagement	453	157	- 3.8%
session_start	328	249	- 23.4%
first_visit	216	216	- 29.9%
click	139	87	0.0%
click_to_shop	103	61	- 8.8%
scroll	91	45	- 35.5%
form_submit	30	22	Not shown
form_start	25	24	Not shown
click_to_product	10	7	Not shown

Page views fell 18.8%, while user_engagement events fell only 3.8%. Shopping-path actions remain distinct from actual completed purchases.

6) Intent Tracking (ARC to Barnet)

Measure	Week 30	Interpretation
Click-to-Shop	103 / 61 users	-8.8%; shopping-path actions
Click-to-Product	10 / 7 users	Previously 7 events
Key events	1,870	Broadly configured; not sales
GA4 revenue	\$0	Sales elsewhere not established

Routine page_view and session_start are configured as key events. The 100% session key-event rate is not a purchase conversion rate.

Leadership priorities

7) Recommended Next Steps

1. Review the sharp drop in Direct sessions and audit campaign/referral tagging.
2. Protect Organic Search and identify queries and landing pages behind the decline.
3. Monitor AI Assistant sessions and downstream shop or product actions.
4. Review Revelstoke store-page performance and local search visibility.
5. Continue improving Harvey, Glenmore and Vernon Square Mall customer journeys.
6. Separate Anderru / Andrew Scott2 internal testing from genuine external traffic.
7. Verify the one-session traffic-source discrepancy and key-event definitions.

Week 30 in perspective

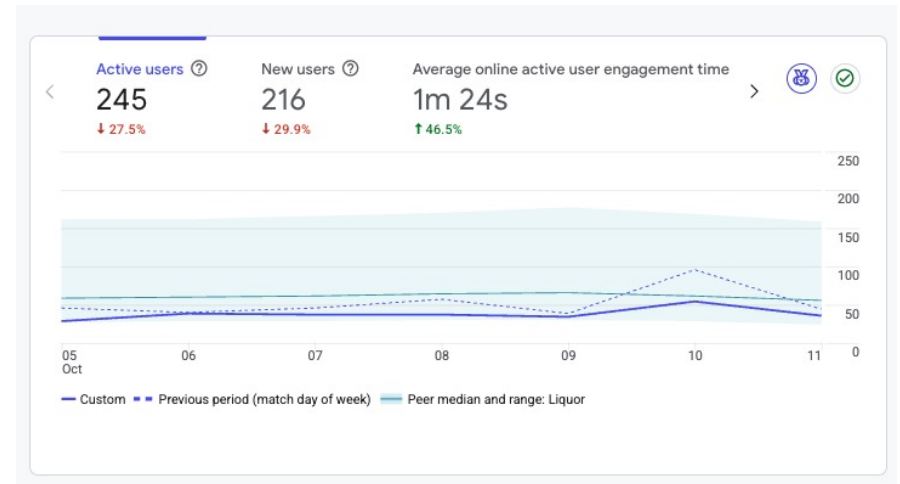
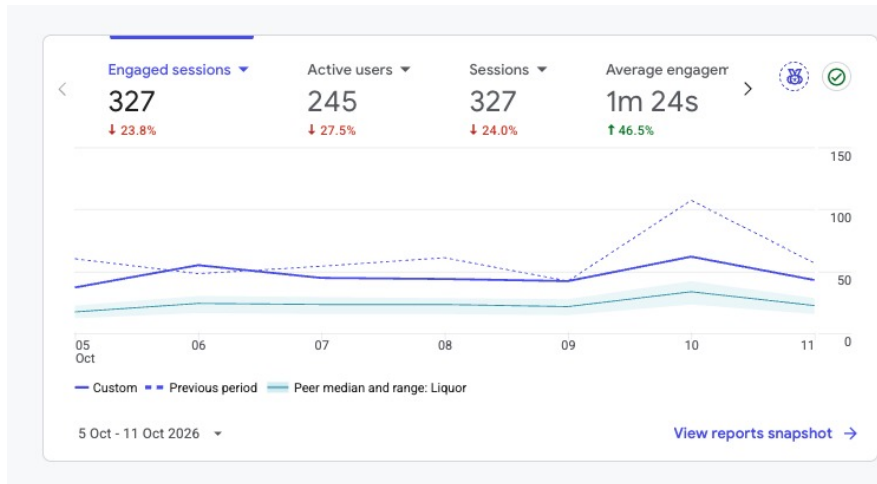
Week 30 reached fewer users, but average engagement time improved meaningfully and AI Assistant sessions rose. Focus next on recovering Direct traffic without losing engagement quality.

"Fewer visitors arrived this week, but those who engaged stayed longer - and AI Assistant traffic continued to show its value."

Source & method

Source: supplied ARC GA4 screenshots, October 5-11, 2026. Comparison: September 28-October 4. Exact GA4 counts are preserved. Channel rows total 328 vs 327 headline. Sales are not verifiable from this report.

Supporting evidence | weekly comparisons



Views by Page title and screen class

PAGE TITLE AND SCREEN ...	VIEWS
Home-Harvey Ave	91 ↑ 18.2%
ARC Liquor All Stores	71 ↓ 19.3%
Home-Guisachan	61 ↓ 6.2%
Home-Glenmore	53 ↑ 20.5%
Home-Vernon	43 ↓ 18.9%
Home-Vernon Square Mall	49 ↑ 14.0%
Home-Revelstoke	18 ↓ 63.3%

View pages and screens →

Event count by Event name

EVENT NAME	EVENT COUNT
page_view	643 ↓ 18.8%
user_engagement	453 ↓ 3.8%
session_start	328 ↓ 23.4%
first_visit	216 ↓ 29.9%
click	139 0.0%
scroll	91 ↓ 35.5%
click_to_shop	103 ↓ 8.8%

View events →

GA4 User Acquisition

New users: 216. Total users: 249.



GA4 Traffic Acquisition

327 headline sessions; displayed channel rows sum to 328.

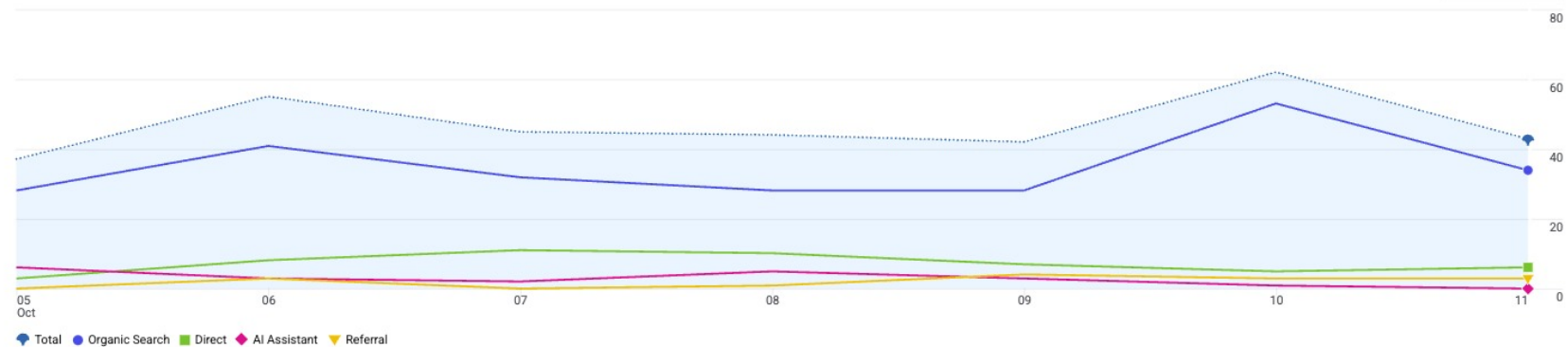
Traffic acquisition: Session primary channel group (Default channel group)



Add filter +

Sessions by Session primary channel group (Default channel group) over time

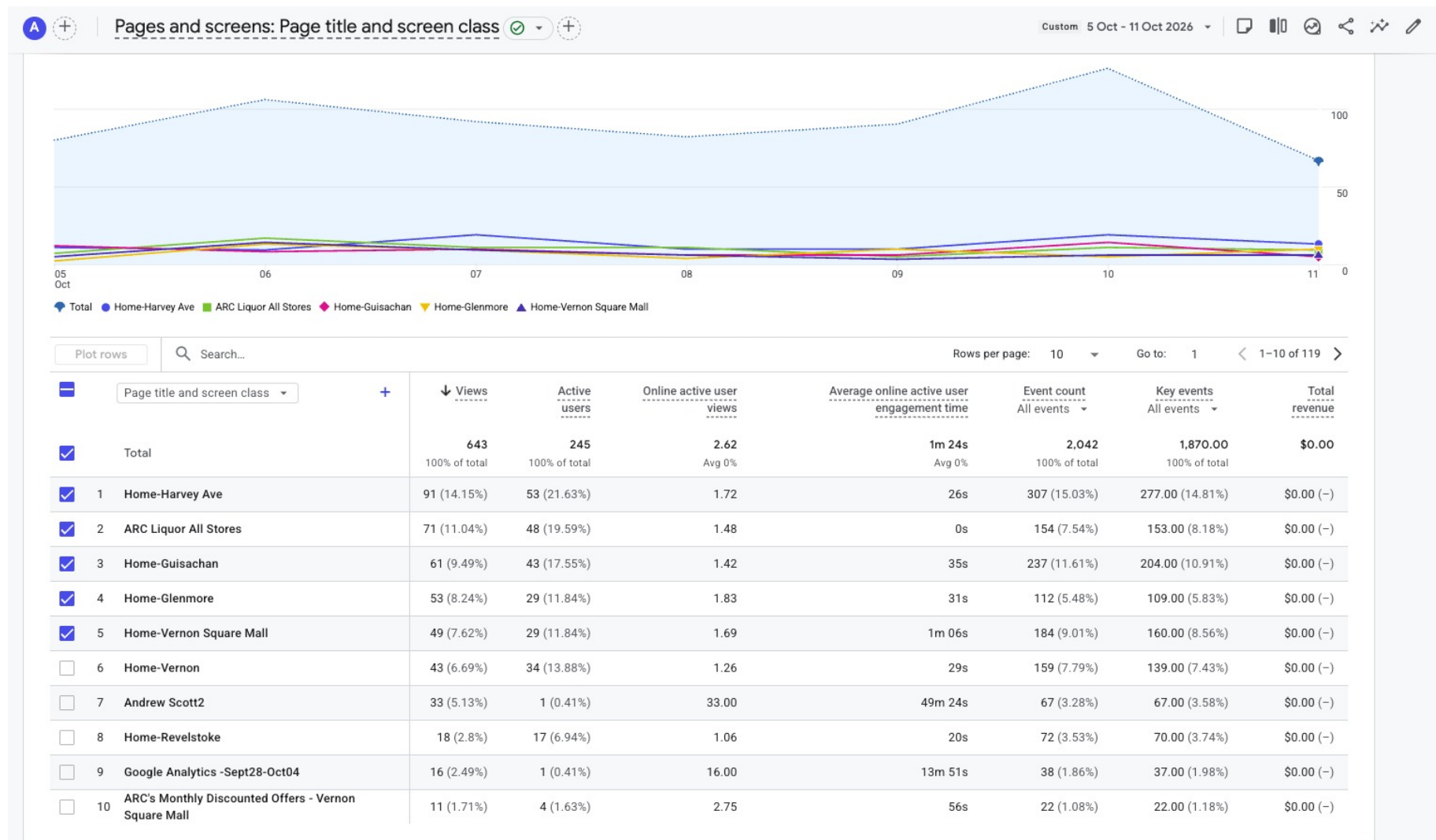
Day



Plot rows		Search...							Rows per page: 10		1-4 of 4	
☐	Session primary...channel group) +	☐ Sessions	☐ Engaged sessions	☐ Engagement rate	☐ Average online session engagement	☐ Online session events	☐ Event count All events	☐ Key events All events	☐ Session key event rate All events	☐ Total revenue		
☒	Total	327 100% of total	327 100% of total	100% Avg 0%	1m 02s Avg 0%	6.24 Avg 0%	2,042 100% of total	1,870.00 100% of total	100% Avg 0%	\$0.00		
☒	1 Organic Search	244 (74.62%)	244 (74.62%)	100%	28s	6.11	1,490 (72.97%)	1,325.00 (70.86%)	100%	\$0.00 (-)		
☒	2 Direct	50 (15.29%)	50 (15.29%)	100%	1m 12s	5.38	269 (13.17%)	263.00 (14.06%)	100%	\$0.00 (-)		
☒	3 AI Assistant	20 (6.12%)	20 (6.12%)	100%	6m 48s	10.65	213 (10.43%)	212.00 (11.34%)	100%	\$0.00 (-)		
☒	4 Referral	14 (4.28%)	14 (4.28%)	100%	2m 18s	5.00	70 (3.43%)	70.00 (3.74%)	100%	\$0.00 (-)		

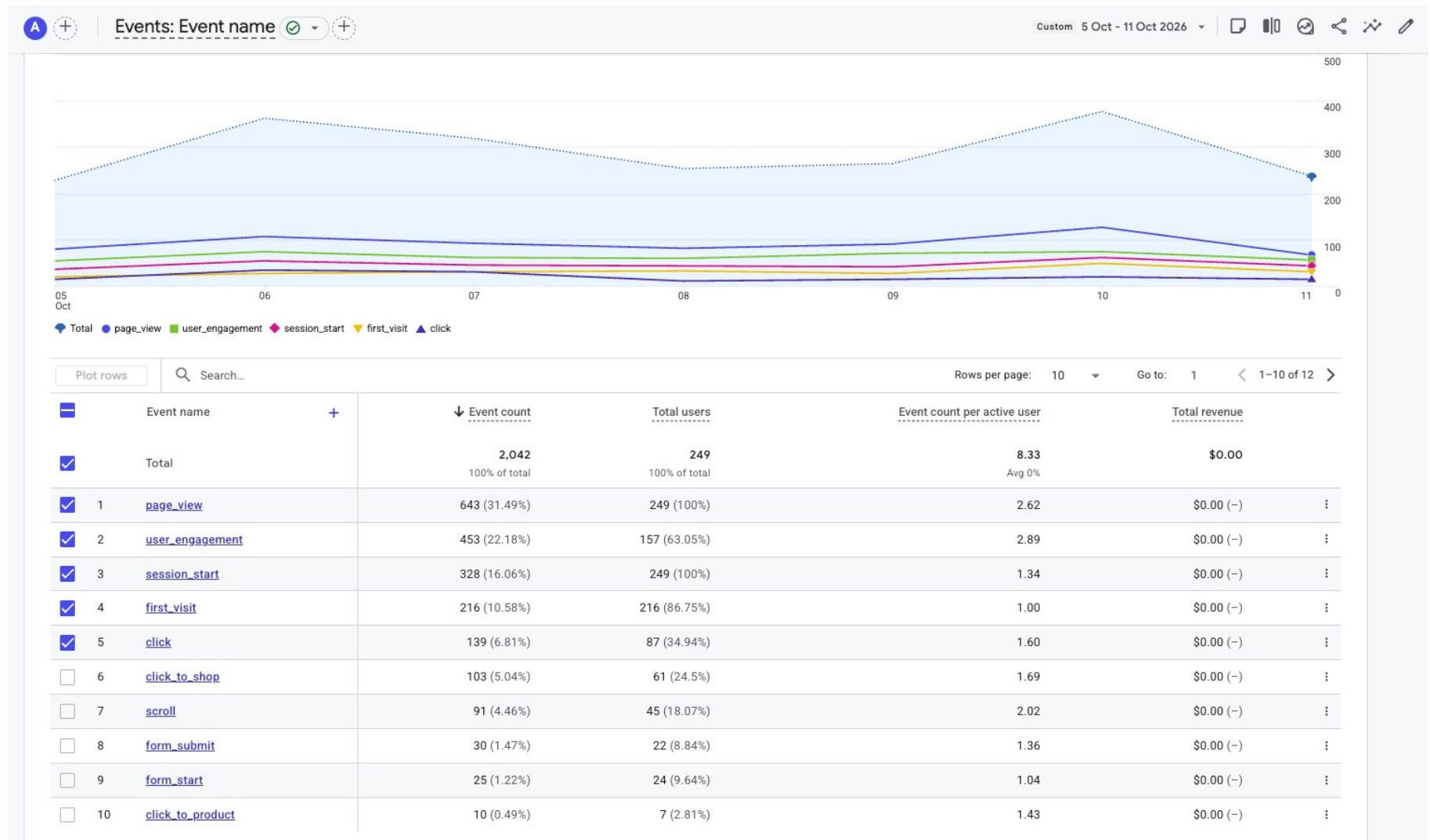
GA4 Pages & Screens

Store-page and development traffic with exact engagement values.



GA4 Events

First 10 of 12 event types; shop and product actions shown.



GA4 key-event configuration

Routine events are included among key events; 1,870 is not a sales total.

Key events by Event name		
EVENT NAME	KEY EVENTS	
page_view	643	↓ 18.8%
user_engagement	453	↓ 3.8%
session_start	328	↓ 23.4%
first_visit	216	↓ 29.9%
click	139	0.0%
scroll	91	↓ 35.5%