

Weekly Performance Report

Stable reach. Softer engagement. Distinct store-level gains.

Week 31 traffic was only slightly lower: 317 sessions (▼3.1%), 239 active users (▼2.4%) and 212 new users (▼1.9%). Engagement quality was more concerning: average active-user engagement declined 37.4% to 52s, and Click-to-Shop fell 16.5% to 86 events across 59 users. Organic Search still supplied 75.71% of visits. Revelstoke, Vernon and Glenmore were positive store-page exceptions.

1) Executive Snapshot

Area	Leadership reading
Reach	Slightly lower: sessions -3.1%; active users -2.4%.
Shopping intent	Watch: Click-to-Shop -16.5% to 86 events.
Organic Search	Dominant at 240 sessions, 75.71% of visits.
Store visibility	Revelstoke +138.9%; Vernon +16.3%.
Engagement time	Watch: 52 seconds, down 37.4%.

2) KPI Scorecard

Metric	Week 31	WoW
Sessions	317	▼ 3.1%
Active users	239	▼ 2.4%
New users	212	▼ 1.9%
Engaged sessions	313	▼ 4.3%
Page views	606	▼ 5.8%
Avg. engagement / active user	52s	▼ 37.4%
Total users	247	Not shown
Total events	1,878	▼ 8.0%
Click-to-Shop	86	▼ 16.5%
Click-to-Product	Not shown	Not shown
Key events	1,709	Not shown

GA4 comparison cards provide week-on-week changes. Not shown means that a comparison is not present, rather than no change.

Store visibility & acquisition

3) Store & Content Page Performance

Page	Views	Users	Avg time	WoW
Harvey Avenue	69	47	48s	▼ 24.2%
ARC Liquor All Stores	63	37	1s	▼ 11.3%
Glenmore	55	30	1s	▲ 3.8%
Vernon 58th Avenue	50	40	22s	▲ 16.3%
Revelstoke	43	26	54s	▲ 138.9%
Vernon Square Mall	40	28	23s	▼ 18.4%
Guisachan	35	23	15s	▼ 42.6%
Home Deliveries Revelstoke	20	11	36s	Not shown
Google Analytics - Oct 05-11	15	4	36s	Not shown
Beers	13	12	11s	Not shown

Six store homepages recorded 292 views. Together with the All Stores gateway, these pages contributed 355 views, or 58.6% of site page views. Page-level user counts may overlap.

4) Traffic Sources

Channel	Sessions	Share	Engaged	WoW
Organic Search	240	75.71%	240	▼ 1.6%
Direct	53	16.72%	53	▲ 6.0%
AI Assistant	12	3.79%	12	▼ 40.0%
Referral	8	2.52%	8	▼ 42.9%
Unassigned	4	1.26%	0	Not shown

All channel rows sum to 317 sessions, matching the report total. Organic Search remained the largest source. AI Assistant had 12 sessions and 2m 29s average engagement per session.

Customer actions & intent

5) Events Snapshot

Event	Count	Users	WoW
page_view	606	244	▼ 5.8%
user_engagement	399	148	▼ 11.9%
session_start	315	243	▼ 4.0%
first_visit	212	212	▼ 1.9%
click	106	70	▼ 23.7%
click_to_shop	86	59	▼ 16.5%
scroll	71	42	▼ 22.0%
form_submit	38	25	Not shown
form_start	28	25	Not shown
click_to_call	8	2	Not shown

Click-to-Shop had 86 events across 59 users. Click-to-Product is not in the first 10 displayed events; no count can be established from this screenshot.

6) Intent Tracking (ARC to Barnet)

Measure	Week 31	Interpretation
Click-to-Shop	86 / 59 users	-16.5%; not completed purchases
Click-to-Call	8 / 2 users	Phone-related action
Key events	1,709	Routine events included; not sales
Session key-event rate	100%	Not a purchase conversion rate
GA4 revenue	\$0	Other revenue not established

Sessions (317) and session_start (315) count different GA4 metrics. Form submit events (38) exceed form start events (28); do not infer a completion rate.

Leadership priorities

7) Recommended Next Steps

1. Review changes to Click-to-Shop and placement of store shopping calls-to-action.
2. Examine source/landing-page and content patterns behind reduced engagement time.
3. Study Revelstoke and Vernon page increases; distinguish new customer interest from changes in navigation or testing.
4. Review Guisachan, Harvey and Vernon Square Mall search visibility and page performance.
5. Track AI Assistant sessions alongside duration and meaningful shopping actions; do not infer outcomes from session totals.
6. Validate form events: 38 submits versus 28 starts do not support a reliable completion rate.
7. Review key-event setup to distinguish ordinary website activity from commercial intent.

Week 31 in perspective

The visit count is close to the previous week, but engagement and shopping-intent actions need attention. Revelstoke and Vernon are encouraging positive exceptions worth investigating.

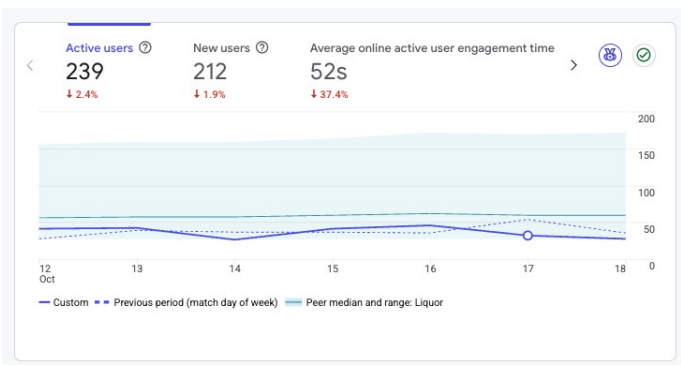
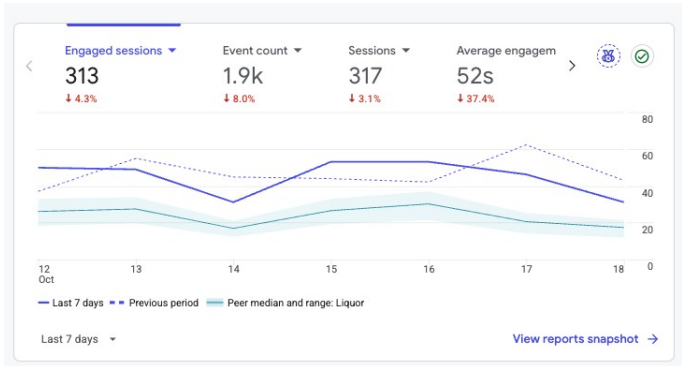
"Week 31 held close to last week in visitor numbers, while Revelstoke, Vernon and Glenmore gained visibility; the priority now is restoring engagement and shopping intent."

Source & method

ARC GA4 screenshots October 12-18, compared with October 5-11. Exact detailed figures take priority over rounded home-card values. Key-event totals are not sales. Zero GA4 revenue is not proof of zero external or in-store revenue.

Supporting evidence | weekly comparisons

Home and audience summaries, page and event comparisons.

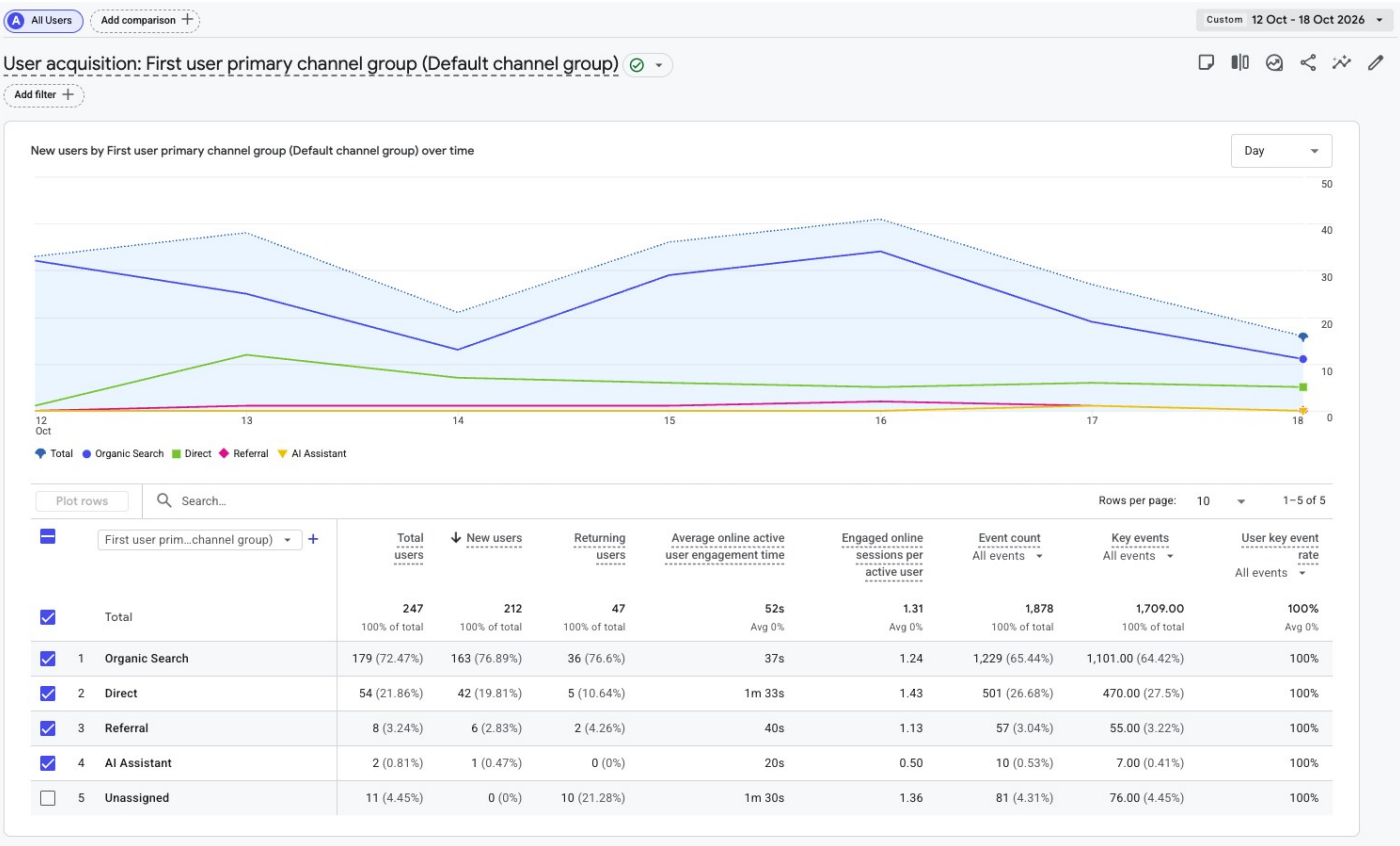


Views by Page title and screen class		
PAGE TITLE AND SCREEN CLASS	VIEWS	
Home-Harvey Ave	69	↓ 24.2%
ARC Liquor All Stores	63	↓ 11.3%
Home-Glenmore	55	↑ 3.8%
Home-Guisachan	35	↓ 42.6%
Home-Vernon	50	↑ 16.3%
Home-Vernon Square Mall	40	↓ 18.4%
Home-Revelstoke	43	↑ 138.9%

Event count by Event name		
EVENT NAME	EVENT COUNT	
page_view	606	↓ 5.8%
user_engagement	399	↓ 11.9%
session_start	315	↓ 4.0%
first_visit	212	↓ 1.9%
click	106	↓ 23.7%
click_to_shop	86	↓ 16.5%
scroll	71	↓ 22.0%

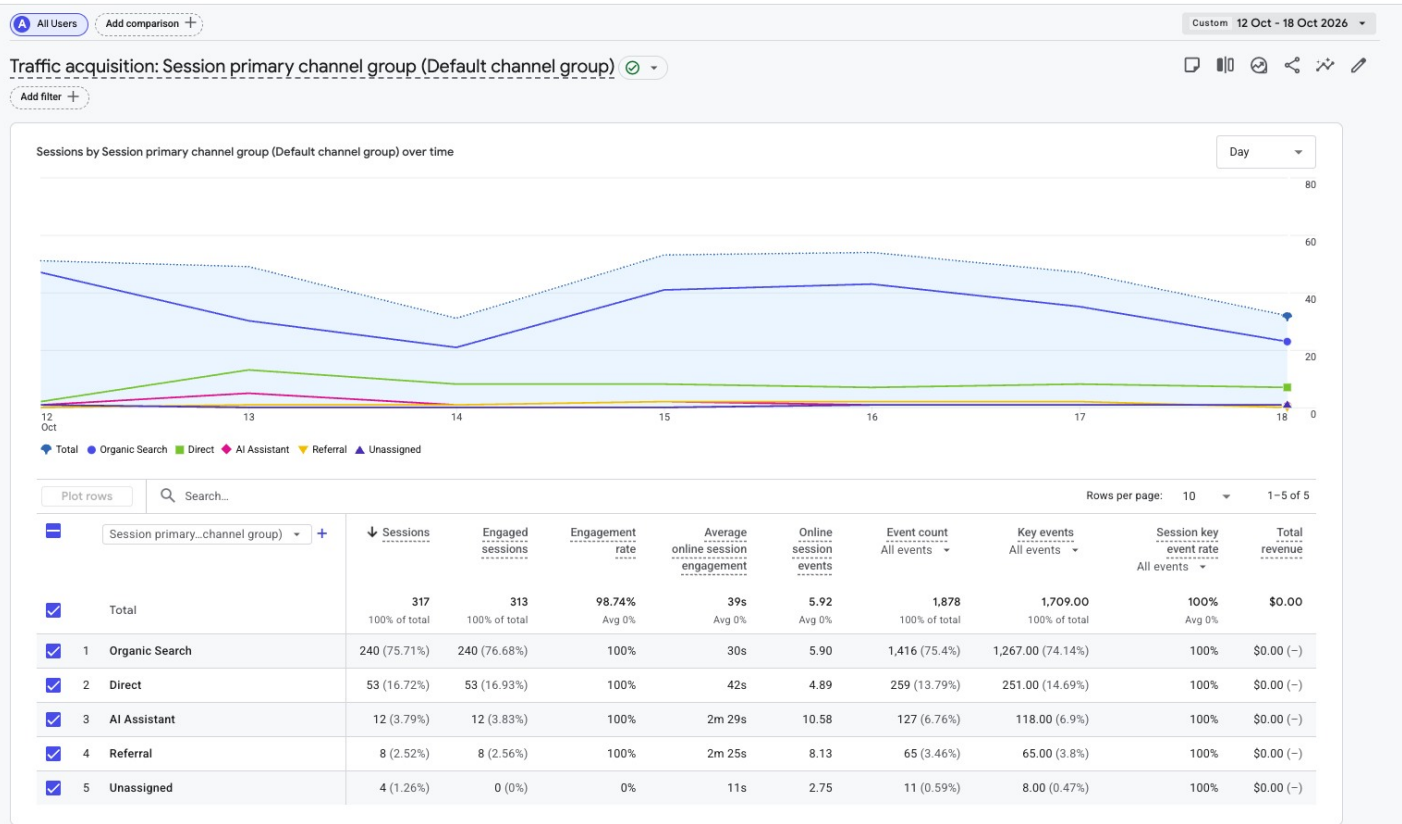
GA4 User Acquisition

212 new users, 247 total users and 47 returning users.



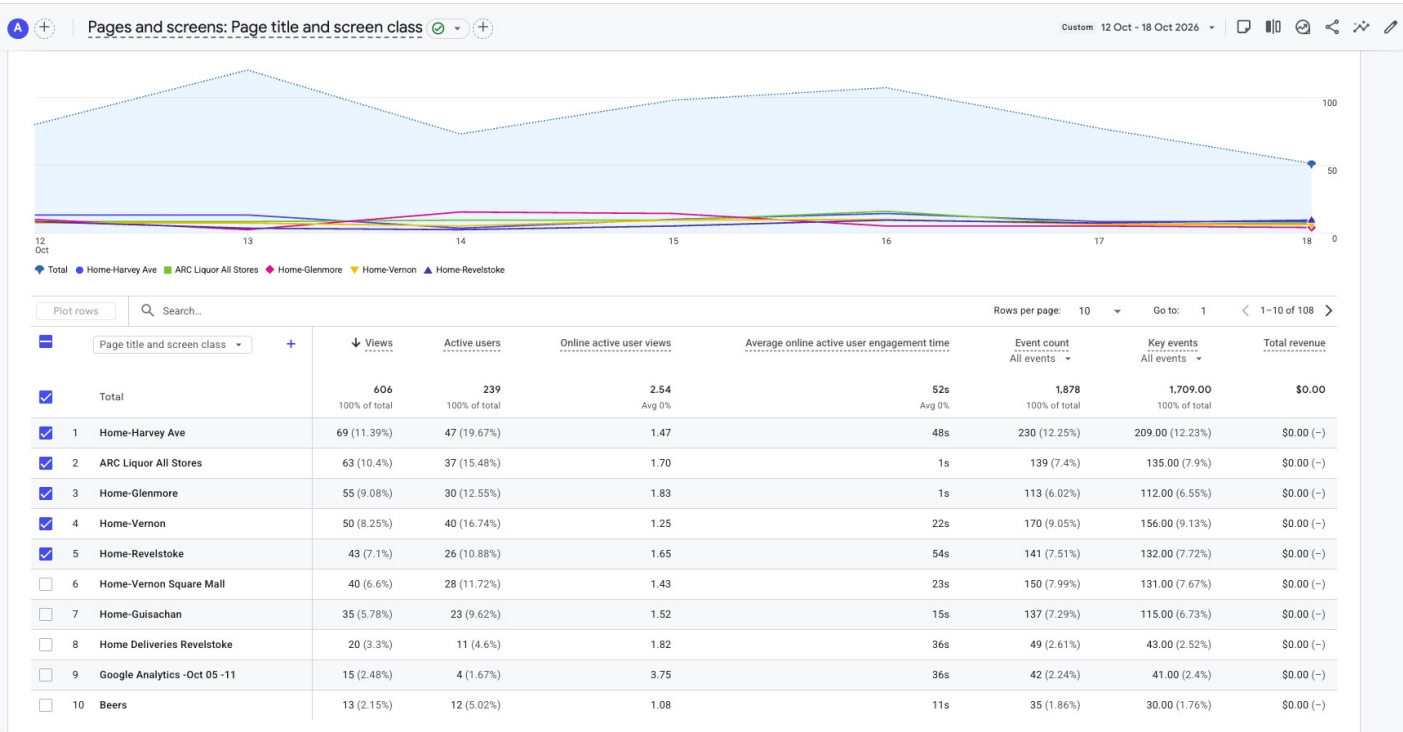
GA4 Traffic Acquisition

317 sessions; channel rows reconcile to the headline.



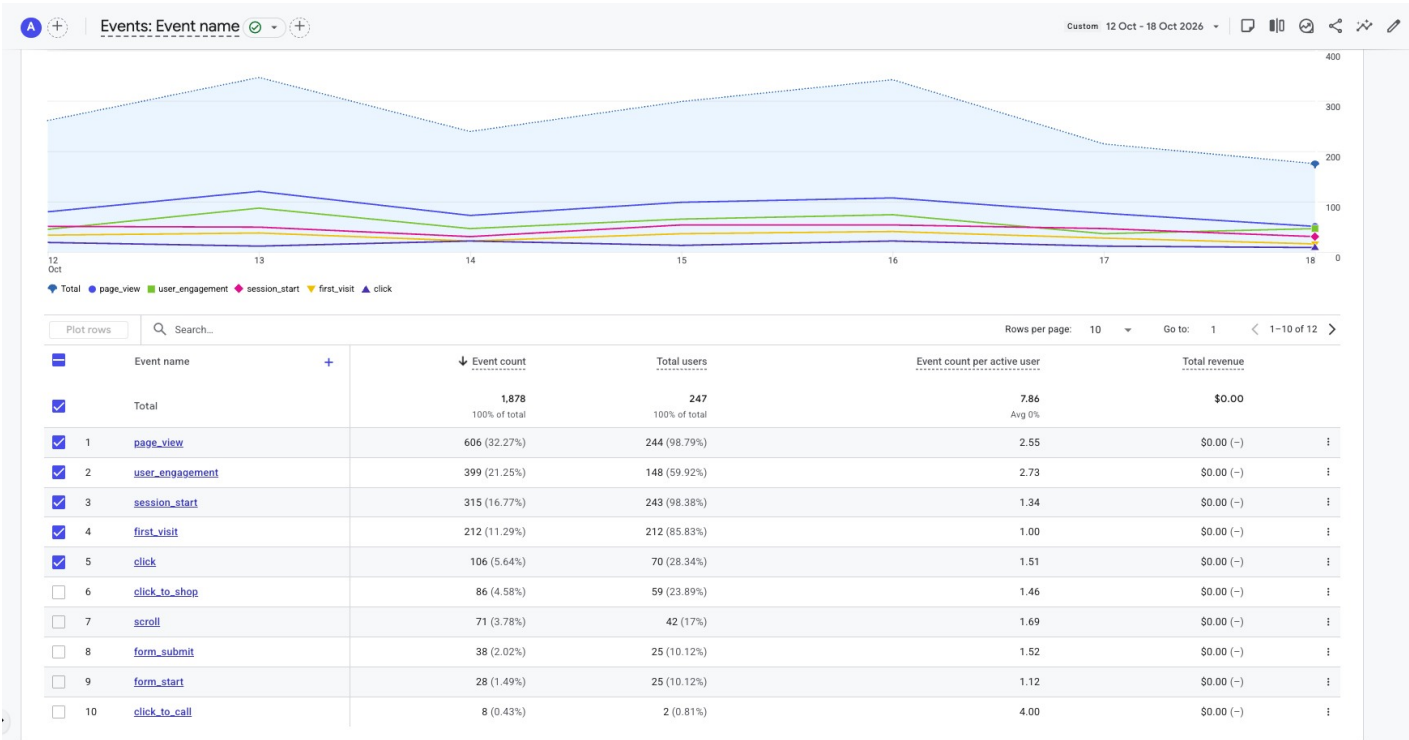
GA4 Pages & Screens

606 total views, including positive Revelstoke and Vernon results.



GA4 Events

1,878 events; Click-to-Shop 86 across 59 users.



GA4 key-event configuration

Routine activity is marked as key events; 1,709 is not sales.

Key events by Event name



EVENT NAME	KEY EVENTS	
page_view	606	↓ 5.8%
user_engagement	399	↓ 11.9%
session_start	315	↓ 4.0%
first_visit	212	↓ 1.9%
click	106	↓ 23.7%
scroll	71	↓ 22.0%