

Weekly Performance Report

Near-flat traffic. Store-page gains. Engagement needs validation.

ARC recorded 316 sessions, essentially flat against 317 last week, while page views increased to 619. Harvey (+53.5%), Vernon (+40.0%) and Guisachan (+62.2%) improved. However, Organic Search declined 13.9% and Click-to-Shop fell to 75 actions. The 8m 27s average engagement figure needs validation: Harvey's 34m 05s per active user strongly suggests internal development and testing activity may influence the headline.

1) Executive Snapshot

Area	Leadership reading
Reach	Sessions 316; almost flat versus last week
Store pages	Harvey, Vernon and Guisachan gained
Shopping intent	Click-to-Shop 75; down 12.8%
Search	Organic Search down 13.9%
Engagement	8m 27s likely influenced by internal testing

2) KPI Scorecard

Metric	Week 32	WoW
Sessions	316	▼ 0.3%
Engaged sessions	314	▼ 4.0%
Active users	238	▼ 4.8%
New users	211	▼ 5.0%
Page views	619	▲ 2.1%
Avg engagement / active user	8m 27s	▲ 876.7%
Total users	249	Not shown
Event count	1,868	▼ 0.5%
Click-to-Shop	75	▼ 12.8%
Click-to-Product	10	Not shown
Key events	1,720	Not shown

Store visibility & acquisition

3) Store & Content Page Performance

Page	Views	Users	Avg time	WoW
Harvey Avenue	109	50	34m 05s	▲ 53.5%
Vernon 58th Avenue	70	50	44s	▲ 40.0%
Guisachan	60	41	1m 10s	▲ 62.2%
ARC Liquor All Stores	51	30	0s	▼ 23.9%
Vernon Square Mall	43	29	21s	▲ 4.9%
Glenmore	42	24	0s	▼ 23.6%
Beers	21	14	14s	Not shown
Revelstoke	20	13	1m 27s	▼ 55.6%
GA4 Oct 12–18	13	4	42s	Not shown
Featured Emily's Wine Selects	11	9	3m 27s	Not shown

Six store pages supplied 344 views; the All Stores hub contributed another 51, for 395 views across these pages (63.8% of 619 total). Harvey 34m 05s engagement requires an internal-traffic review.

4) Traffic Sources

Channel	Sessions	Share	Engaged	WoW
Organic Search	216	68.35%	216	▼ 13.9%
Direct	80	25.32%	80	▲ 45.5%
Referral	13	4.11%	13	▲ 44.4%
Unassigned	11	3.48%	1	▲ 175.0%
AI Assistant	4	1.27%	4	▼ 66.7%

Displayed channel rows sum to 324 versus 316 headline sessions. Engaged rows sum to 314. Investigate the discrepancy before interpreting shares as a reconciled channel distribution.

Customer actions & intent

5) Events Snapshot

Event	Count	Users	WoW
page_view	619	247	▲ 2.1%
user_engagement	412	138	▲ 3.3%
session_start	314	247	▼ 0.3%
first_visit	211	211	▼ 0.5%
click	105	77	▼ 0.9%
click_to_shop	75	56	▼ 12.8%
scroll	59	30	▼ 16.9%
form_submit	33	27	Not shown
form_start	28	27	Not shown
click_to_product	10	5	Not shown

Page views rose while shopping actions softened. The report lists the first 10 of 12 event types. Form events are not verified enquiries.

6) Intent Tracking (ARC to Barnet)

Measure	Week 32	Interpretation
Click-to-Shop	75 / 56 users	Down 12.8%; shopping intent
Click-to-Product	10 / 5 users	Product selection actions
Key events	1,720	Not a sales count
Revenue	\$0	Not proof of no store sales

Routine activity is configured as key events, inflating the reported 100% session key-event rate. Do not treat that rate as purchases.

Leadership priorities

7) Recommended Next Steps

1. Exclude staff/developer testing from customer engagement analysis.
2. Audit Organic Search landing pages behind the 13.9% decline.
3. Review shop-click pathways to improve the 75-action result.
4. Reconcile the 324 channel sessions against the 316 headline.
5. Build on Harvey, Vernon and Guisachan page gains.
6. Separate true intent events from routine GA4 key events.

Week 32 in perspective

ARC recorded 316 sessions, essentially flat against 317 last week, while page views increased to 619. Harvey (+53.5%), Vernon (+40.0%) and Guisachan (+62.2%) improved. However, Organic Search declined 13.9% and Click-to-Shop fell to 75 actions. The 8m 27s average engagement figure needs validation: Harvey's 34m 05s per active user strongly suggests internal development and testing activity may influence the headline.

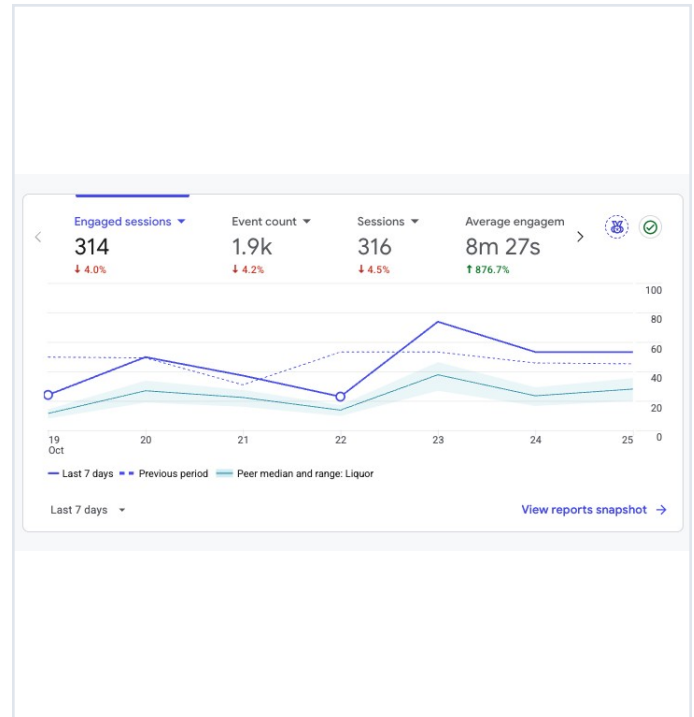
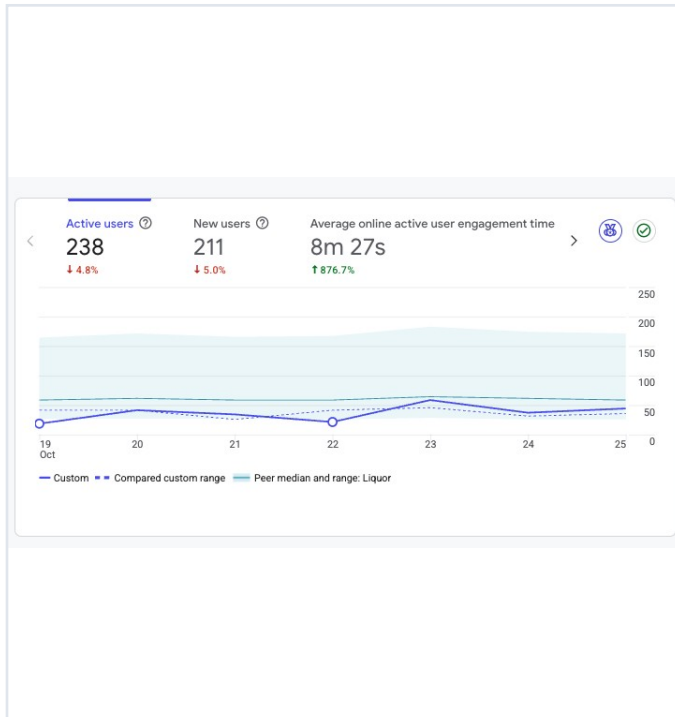
"The audience held nearly steady, store-page interest strengthened in Harvey, Vernon and Guisachan, but internal testing must be separated from true customer engagement."

Source & method

Source: ARC GA4 screenshots for Oct 19–25, 2026. GA4 comparison cards and prior-week table totals show some differences. Session/channel rows do not reconcile; the engagement spike may reflect developer and QA activity. Values retained as reported.

Supporting evidence | weekly comparisons

Home, audience, store page and shopping action comparisons.



Views by Page title and screen class

PAGE TITLE AND SCREEN ...	VIEWS
Home-Harvey Ave	109 ↑ 53.5%
Home-Vernon	70 ↑ 40.0%
ARC Liquor All Stores	51 ↓ 23.9%
Home-Glenmore	42 ↓ 23.6%
Home-Guisachan	60 ↑ 62.2%
Home-Vernon Square Mall	43 ↑ 4.9%
Home-Revelstoke	20 ↓ 55.6%

[View pages and screens →](#)

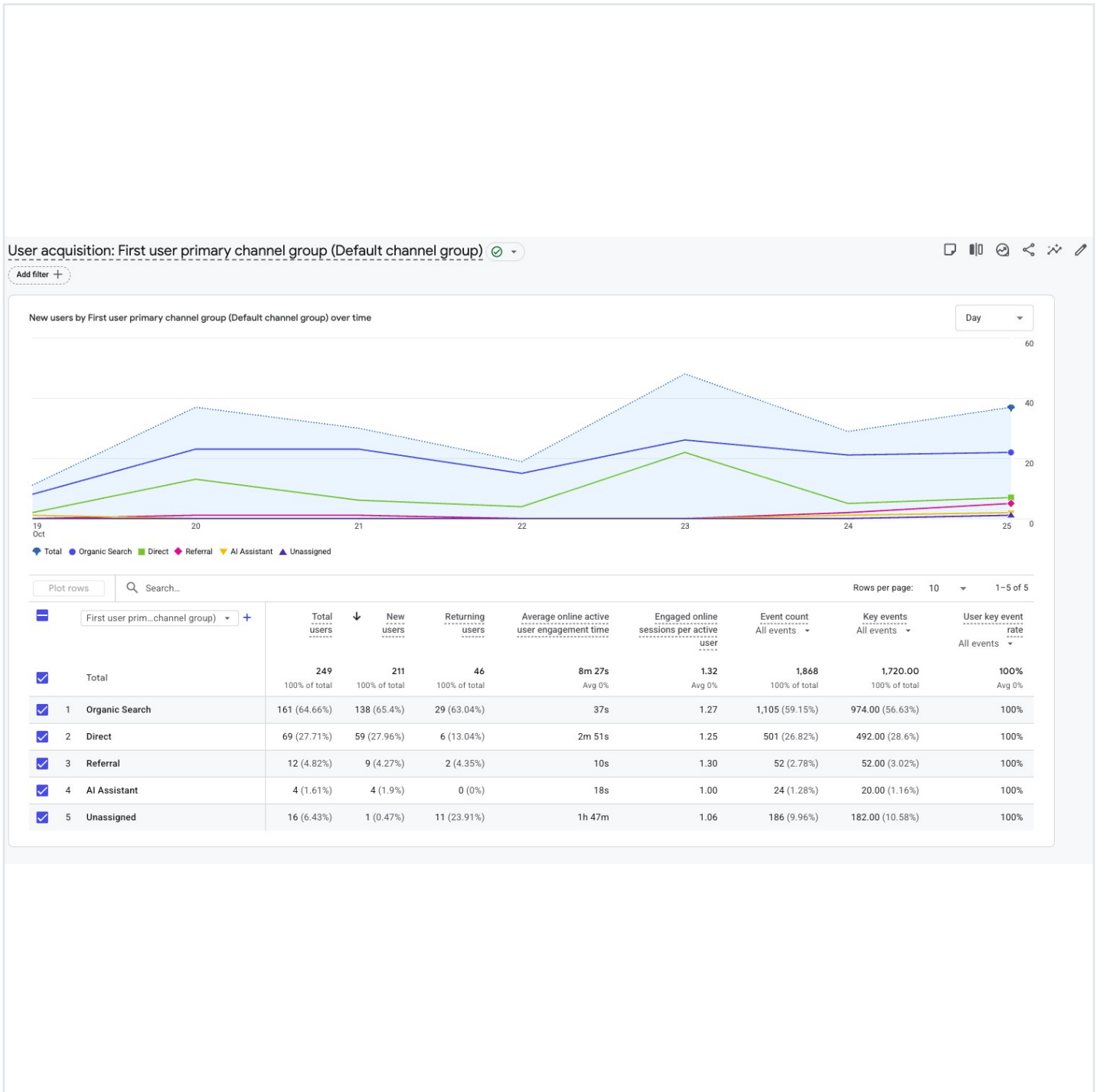
Event count by Event name

EVENT NAME	EVENT COUNT
page_view	619
user_engagement	412
session_start	314
first_visit	211
click	105
click_to_shop	75
scroll	59

[View events →](#)

GA4 User Acquisition

Reporting window: October 19–25, 2026. Screenshot retained for review.



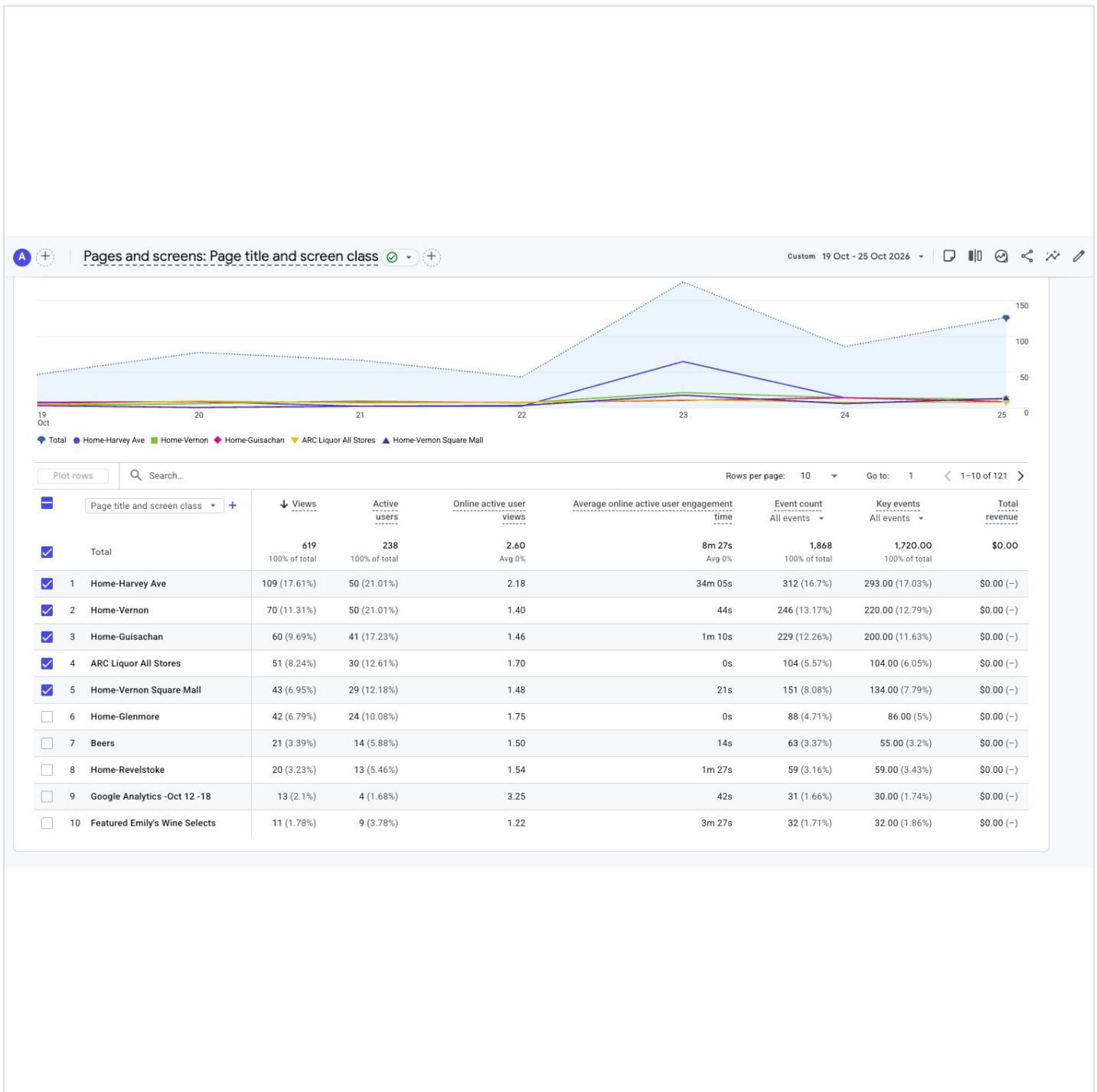
GA4 Traffic Acquisition

Reporting window: October 19–25, 2026. Screenshot retained for review.



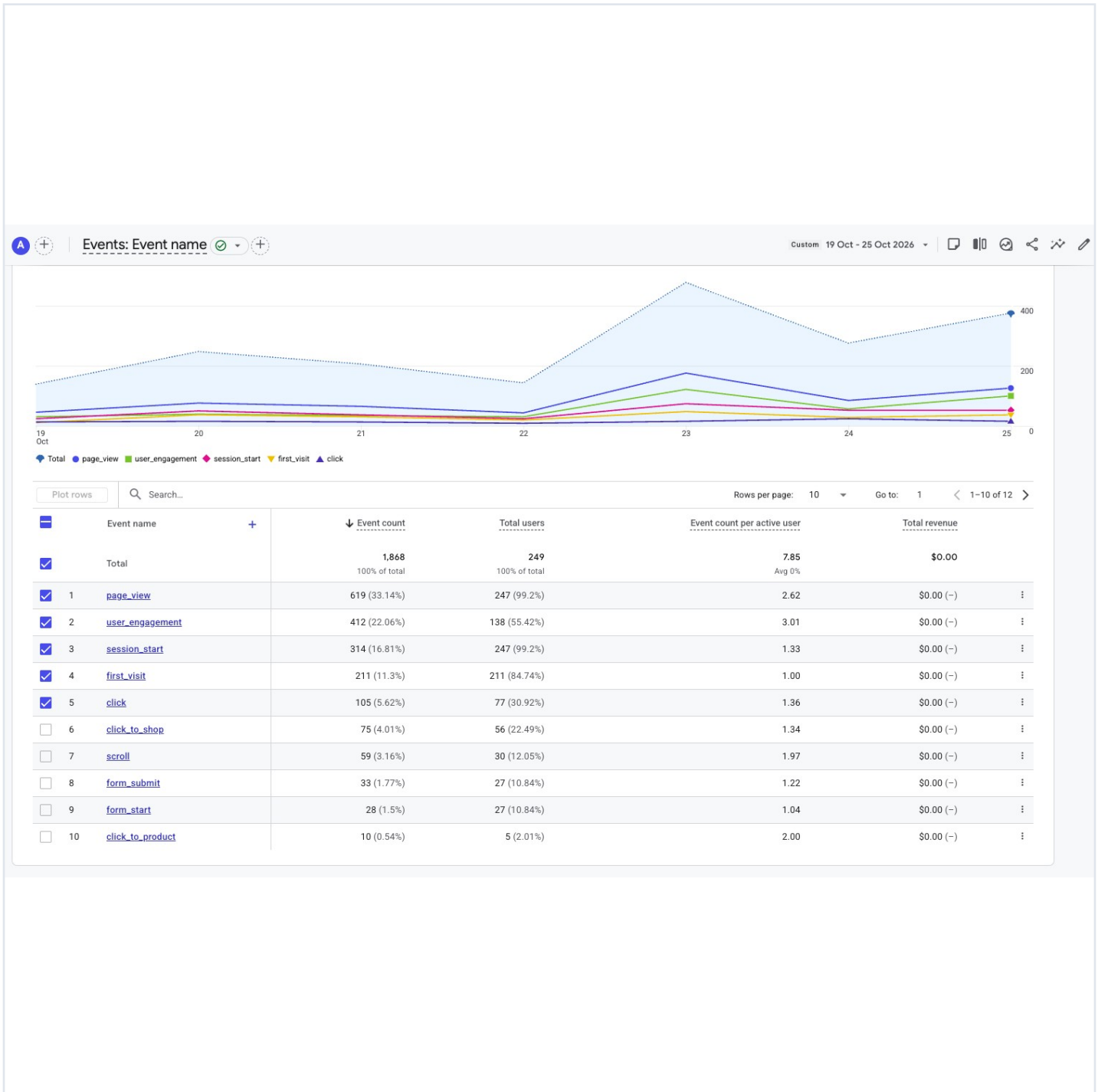
GA4 Pages & Screens

Reporting window: October 19–25, 2026. Screenshot retained for review.



GA4 Events

Reporting window: October 19–25, 2026. Screenshot retained for review.



GA4 key-event configuration

Reporting window: October 19–25, 2026. Screenshot retained for review.

Key events by Event name	
EVENT NAME	KEY EVENTS
page_view	619
user_engagement	412
session_start	314
first_visit	211
click	105
scroll	59

Routine events are counted as key events; 1,720 is not a confirmed sales total.