Weekly Performance Report

Better reach, stronger store discovery and improved shopping actions

Week 34 recorded 382 sessions (+7.3%), 305 active users, 275 new users, 832 page views and 98 Click-to-Shop actions from 71 users. Direct sessions climbed from 103 to 155, while Organic Search eased to 220.

1) Executive Snapshot

Area	Leadership reading
Reach	Improving: sessions +7.3%, active users up.
Shopping intent	Improving: 98 Click-to-Shop actions.
Direct discovery	Growing: 155 vs 103 sessions.
Organic Search	Watch: 220 vs 243 sessions.
Measurement	Channel rows sum to 385 vs 382 total.

2) KPI Scorecard

Metric	Week 34	Change
Sessions	382	▲ 7.3%
Engaged sessions	382	▲ 7.3%
Active users	305	▲ 10.1%*
New users	275	▲ 12.2%*
Page views	832	▲ 14.4%*
Avg engagement / active user	2m 03s	▼ 2.6%
Total users	309	▲ 10.0%*
Total events	2,521	▲ 10.6%
Click-to-Shop	98	▲ 6.5%*
Key events	2,366	▲ 11.8%*

* Change calculated from supplied Week 33 and Week 34 exact figures where no GA4 comparison card was shown.

Store visibility & acquisition

3) Store & Content Page Performance

Page	Views	Users	Avg time	WoW
ARC Liquor All Stores	102	63	11s	▲ 47.8%*
Harvey Avenue	97	48	1m 03s	▲ 10.2%*
Vernon 58th Avenue	76	44	1m 19s	▲ 26.7%*
Guisachan	67	40	52s	▲ 11.7%*
Glenmore	56	25	0s	▲ 3.7%*
Revelstoke	42	20	1m 33s	▲ 16.7%*
Vernon Square Mall	34	22	23s	▼ 30.6%*
Monthly Flyer	33	9	0s	Not shown
Helen	20	7	2m 43s	Not shown
Monthly Discounted Offers – Vernon	16	10	1m 06s	Not shown

Six store homepages totalled 372 views; with the All Stores gateway, 474 views (57.0% of 832). The gateway led at 102. Helen: 20 views from seven users; internal testing may contribute.

4) Traffic Sources

Channel	Sessions	Share	Engaged	WoW
Organic Search	220	57.59%	220	▼ 9.5%*
Direct	155	40.58%	155	▲ 50.5%*
Referral	4	1.05%	4	▼ 42.9%*
Unassigned	4	1.05%	0	▼ 33.3%*
AI Assistant	2	0.52%	2	▼ 33.3%*

The five channel rows sum to 385 sessions, three above the headline of 382. Direct gained sharply while Organic Search declined. Do not interpret these channel shares as reconciled until verified.

First-user acquisition: 275 new users; 150 Organic, 121 Direct, two AI Assistant and two Referral. Total users: 309; returning users: 50.

Customer actions & intent

5) Events Snapshot

Event	Count	Users	WoW
page_view	832	309	▲ 14.4%*
user_engagement	636	191	▲ 15.8%*
session_start	382	309	▲ 7.3%*
first_visit	275	275	▲ 12.2%*
scroll	132	60	▲ 3.9%*
click	109	80	▼ 2.7%*
click_to_shop	98	71	▲ 6.5%*
form_submit	33	21	▼ 10.8%*
form_start	23	21	▼ 28.1%*
file_download	1	1	Not shown

Page views, user-engagement events and shopping actions rose. Click-to-Shop increased to 98 from 71 users. Clicks and forms softened. Actions are not verified purchases or confirmed leads.

6) Intent Tracking (ARC to Barnet)

Measure	Week 34	Meaning
Click-to-Shop	98 / 71 users	Shopping intent +6.5%*
Click-to-Product	Not shown	Not equivalent to zero
Key events	2,366	Broad configuration
Session key-event rate	100%	Not purchase conversion
GA4 revenue	$0	External sales not established

Form submissions: 33 actions across 21 users; form starts: 23 across 21 users. These are activity counts, not a validated completion funnel.

Leadership priorities

7) Recommended Next Steps

1. Review the growth in Direct traffic and ensure campaign links use consistent attribution.
2. Protect Organic Search: investigate the decline from 243 to 220 sessions.
3. Measure which store destinations visitors select from the All Stores gateway.
4. Review Vernon Square Mall, which declined to 34 views from 49.
5. Filter internal development and Sommelier testing traffic from leadership GA4.
6. Reconcile the five channel rows (385 sessions) against the 382 headline.
7. Validate form actions and shopping clicks against downstream business outcomes.

Week 34 in perspective

A second consecutive week of positive audience momentum, stronger Direct acquisition and more customer shopping-path activity. The improvements are encouraging without overstating commercial conversions.

"A stronger audience, wider store discovery and more shopping actions give ARC positive momentum entering November."

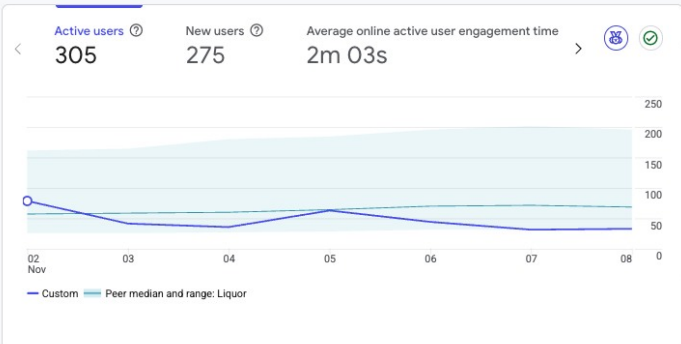
Source & method

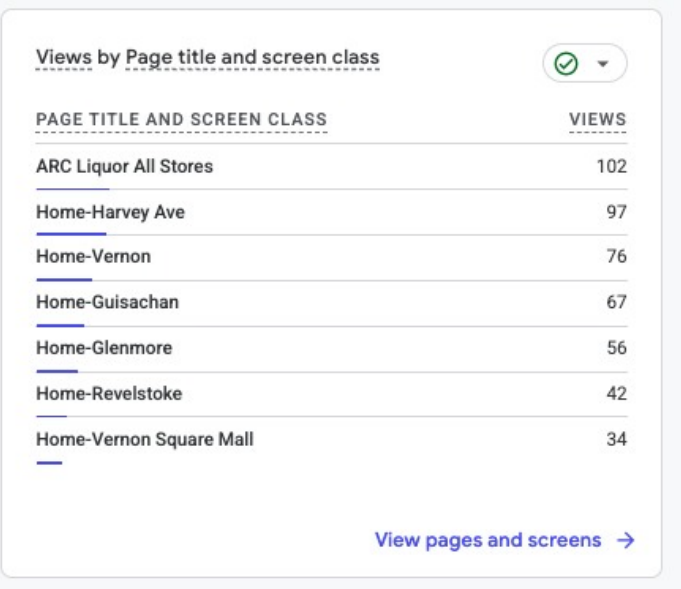
GA4 screens for November 2-8 versus October 26-November 1. Changes marked * were calculated from the exact weekly values. Channels total 385 against a 382 headline. Routine key events are not sales. Helen activity may include development/testing.

Supporting evidence | weekly comparisons

Top: Home and Audience. Bottom: Page and Event summaries.



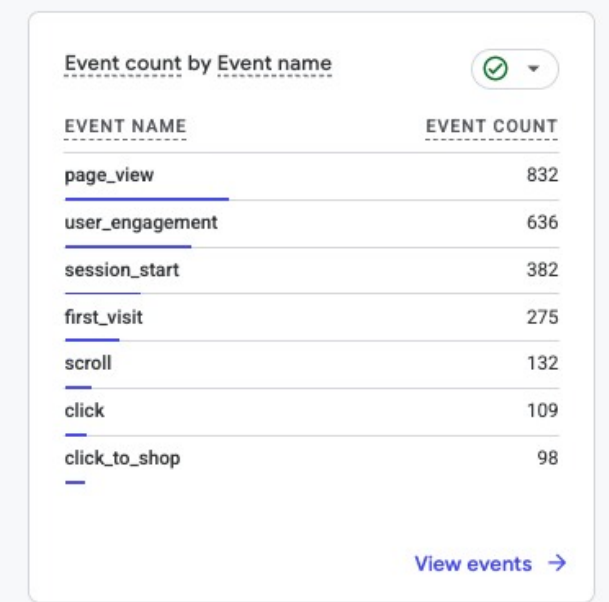




Views by Page title and screen class

PAGE TITLE AND SCREEN CLASS	VIEWS
ARC Liquor All Stores	102
Home-Harvey Ave	97
Home-Vernon	76
Home-Guisachan	67
Home-Glenmore	56
Home-Revelstoke	42
Home-Vernon Square Mall	34

View pages and screens →



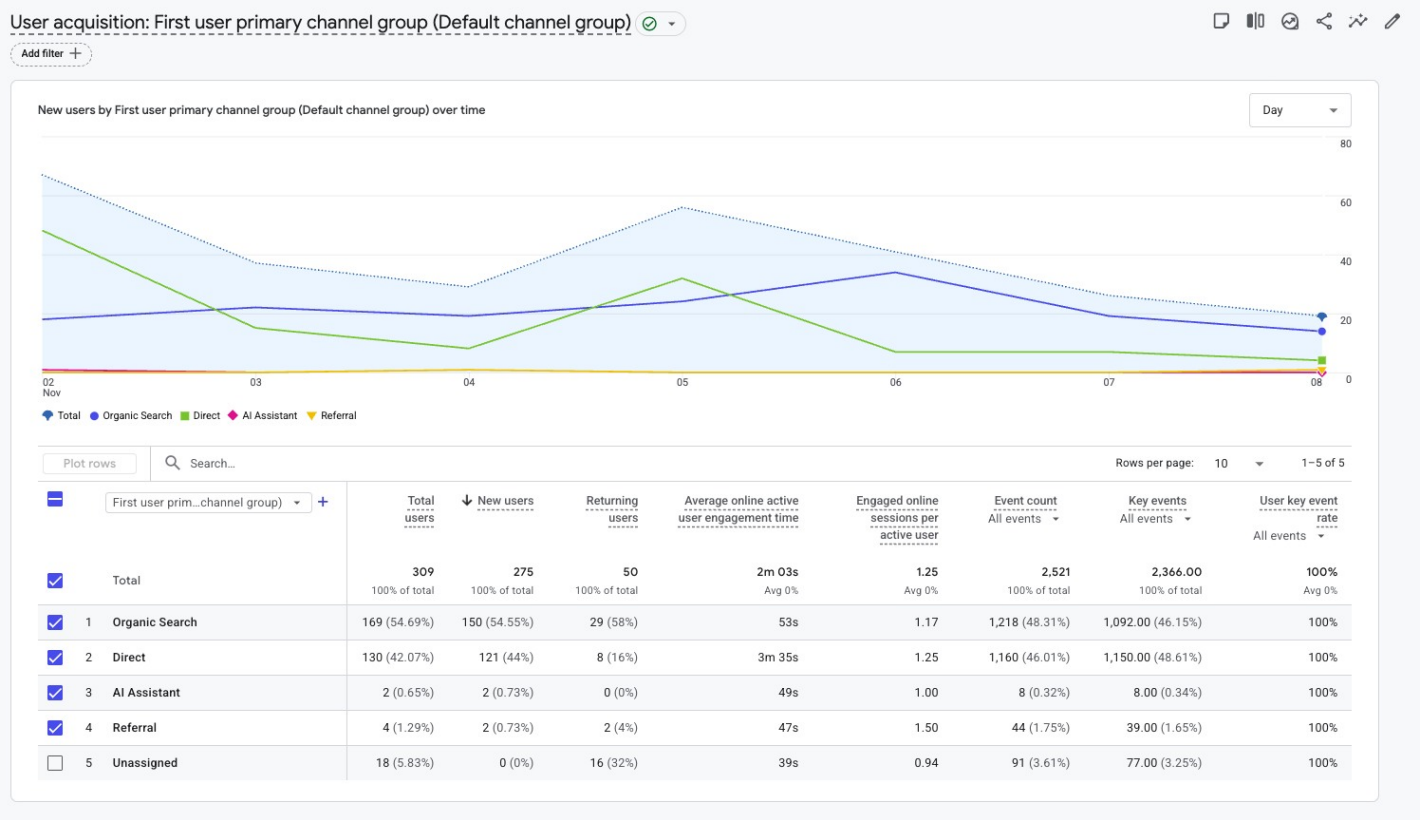
Event count by Event name

EVENT NAME	EVENT COUNT
page_view	832
user_engagement	636
session_start	382
first_visit	275
scroll	132
click	109
click_to_shop	98

View events →

GA4 User Acquisition

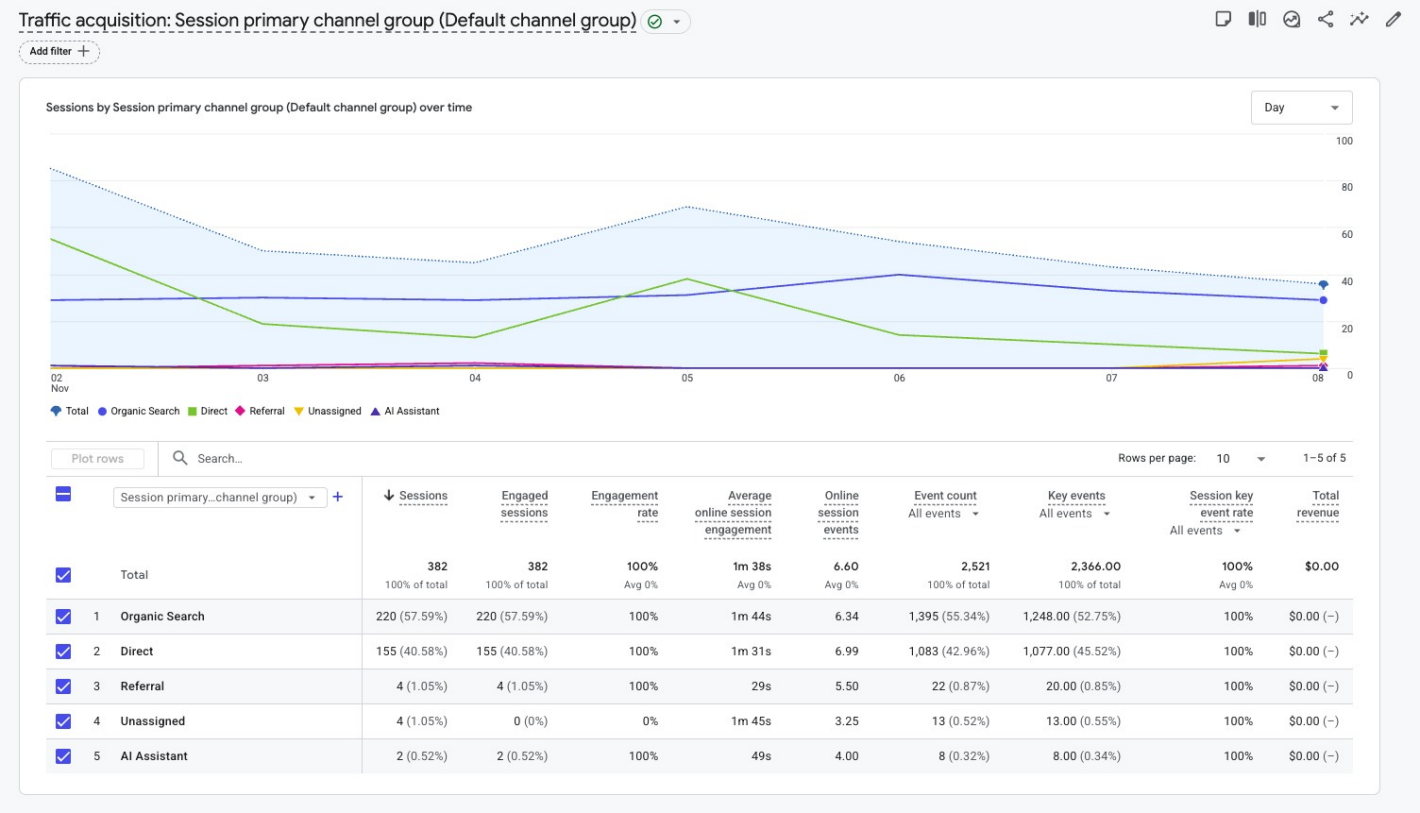
275 new users; Organic and Direct lead first-user acquisition.



		First user prim…channel group)	Total users	New users	Returning users	Average online active user engagement time	Engaged online sessions per active user	Event count All events	Key events All events	User key event rate All events
☑		Total	309 100% of total	275 100% of total	50 100% of total	2m 03s Avg 0%	1.25 Avg 0%	2,521 100% of total	2,366.00 100% of total	100% Avg 0%
☑	1	Organic Search	169 (54.69%)	150 (54.55%)	29 (58%)	53s	1.17	1,218 (48.31%)	1,092.00 (46.15%)	100%
☑	2	Direct	130 (42.07%)	121 (44%)	8 (16%)	3m 35s	1.25	1,160 (46.01%)	1,150.00 (48.61%)	100%
☑	3	AI Assistant	2 (0.65%)	2 (0.73%)	0 (0%)	49s	1.00	8 (0.32%)	8.00 (0.34%)	100%
☑	4	Referral	4 (1.29%)	2 (0.73%)	2 (4%)	47s	1.50	44 (1.75%)	39.00 (1.65%)	100%
☐	5	Unassigned	18 (5.83%)	0 (0%)	16 (32%)	39s	0.94	91 (3.61%)	77.00 (3.25%)	100%

GA4 Traffic Acquisition

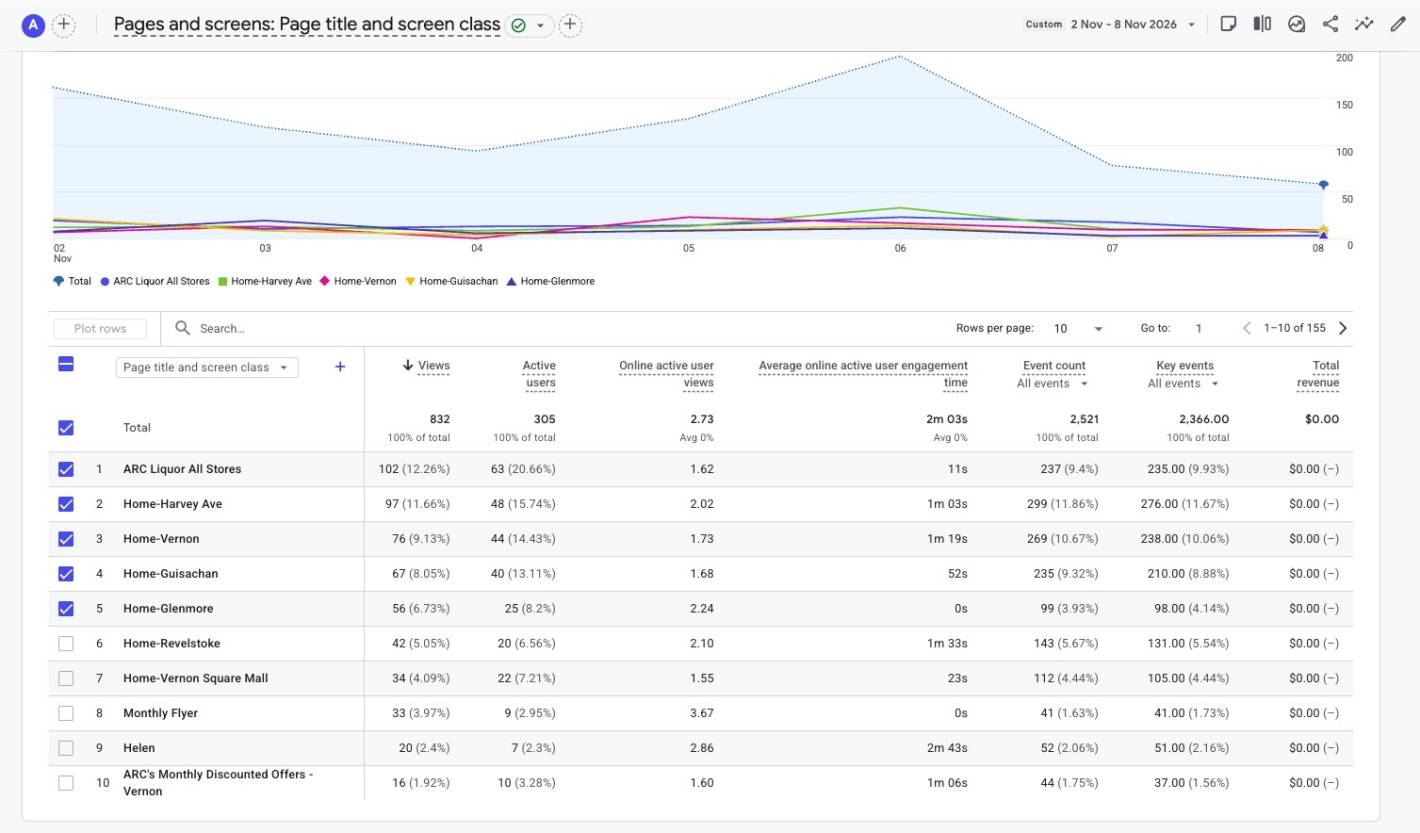
Note: channel rows total 385 vs 382 headline.



		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	382 100% of total	382 100% of total	100% Avg 0%	1m 38s Avg 0%	6.60 Avg 0%	2,521 100% of total	2,366.00 100% of total	100% Avg 0%	$0.00
☑	1	Organic Search	220 (57.59%)	220 (57.59%)	100%	1m 44s	6.34	1,395 (55.34%)	1,248.00 (52.75%)	100%	$0.00 (–)
☑	2	Direct	155 (40.58%)	155 (40.58%)	100%	1m 31s	6.99	1,083 (42.96%)	1,077.00 (45.52%)	100%	$0.00 (–)
☑	3	Referral	4 (1.05%)	4 (1.05%)	100%	29s	5.50	22 (0.87%)	20.00 (0.85%)	100%	$0.00 (–)
☑	4	Unassigned	4 (1.05%)	0 (0%)	0%	1m 45s	3.25	13 (0.52%)	13.00 (0.55%)	100%	$0.00 (–)
☑	5	AI Assistant	2 (0.52%)	2 (0.52%)	100%	49s	4.00	8 (0.32%)	8.00 (0.34%)	100%	$0.00 (–)

GA4 Pages & Screens

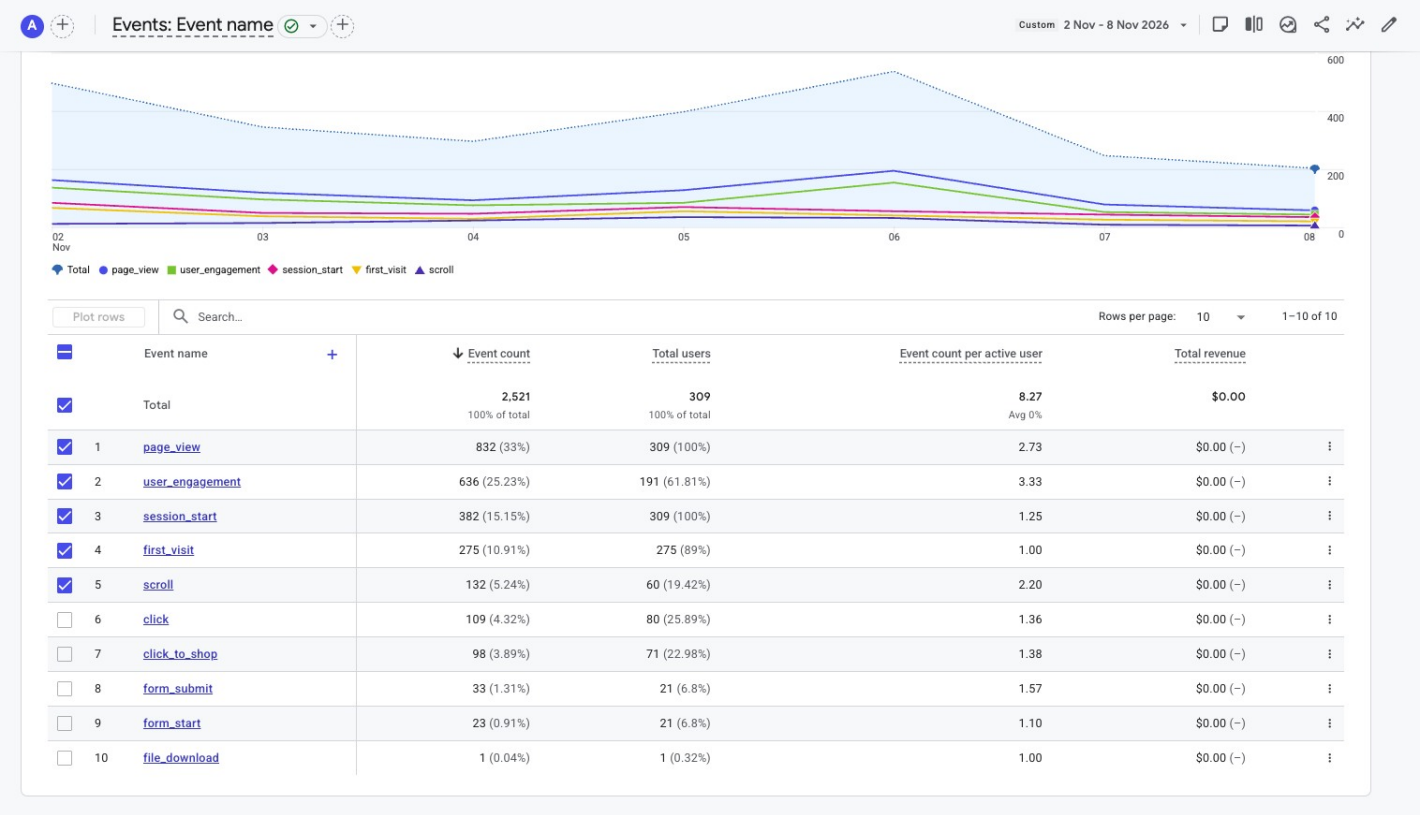
832 views; All Stores gateway led with 102.



		Page title and screen class	Views	Active users	Online active user views	Average online active user engagement time	Event count All events	Key events All events	Total revenue
☑		Total	832 100% of total	305 100% of total	2.73 Avg 0%	2m 03s Avg 0%	2,521 100% of total	2,366.00 100% of total	$0.00
☑	1	ARC Liquor All Stores	102 (12.26%)	63 (20.66%)	1.62	11s	237 (9.4%)	235.00 (9.93%)	$0.00 (–)
☑	2	Home-Harvey Ave	97 (11.66%)	48 (15.74%)	2.02	1m 03s	299 (11.86%)	276.00 (11.67%)	$0.00 (–)
☑	3	Home-Vernon	76 (9.13%)	44 (14.43%)	1.73	1m 19s	269 (10.67%)	238.00 (10.06%)	$0.00 (–)
☑	4	Home-Guisachan	67 (8.05%)	40 (13.11%)	1.68	52s	235 (9.32%)	210.00 (8.88%)	$0.00 (–)
☑	5	Home-Glenmore	56 (6.73%)	25 (8.2%)	2.24	0s	99 (3.93%)	98.00 (4.14%)	$0.00 (–)
☐	6	Home-Revelstoke	42 (5.05%)	20 (6.56%)	2.10	1m 33s	143 (5.67%)	131.00 (5.54%)	$0.00 (–)
☐	7	Home-Vernon Square Mall	34 (4.09%)	22 (7.21%)	1.55	23s	112 (4.44%)	105.00 (4.44%)	$0.00 (–)
☐	8	Monthly Flyer	33 (3.97%)	9 (2.95%)	3.67	0s	41 (1.63%)	41.00 (1.73%)	$0.00 (–)
☐	9	Helen	20 (2.4%)	7 (2.3%)	2.86	2m 43s	52 (2.06%)	51.00 (2.16%)	$0.00 (–)
☐	10	ARC's Monthly Discounted Offers - Vernon	16 (1.92%)	10 (3.28%)	1.60	1m 06s	44 (1.75%)	37.00 (1.56%)	$0.00 (–)

GA4 Events

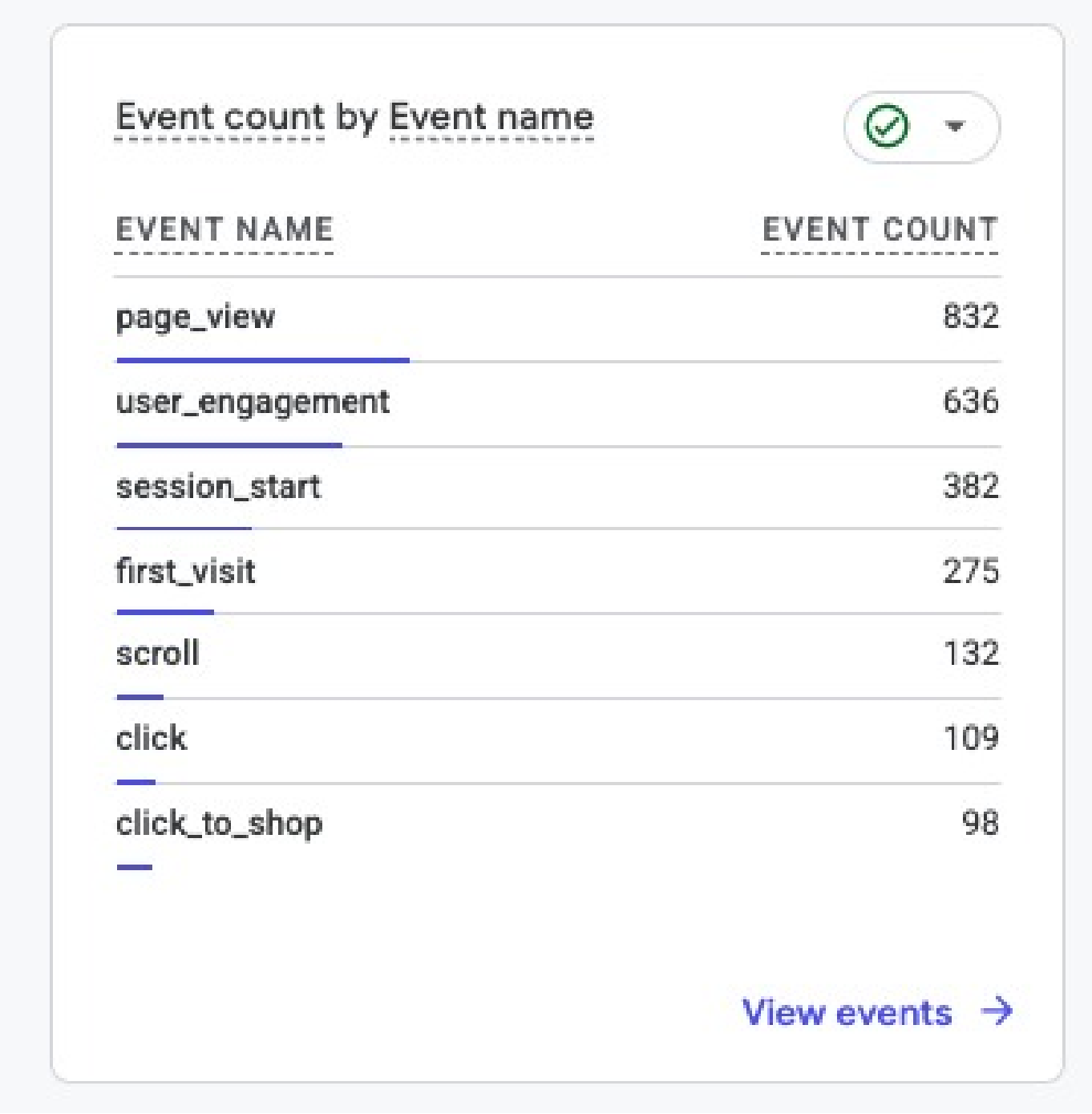
2,521 events; 98 Click-to-Shop actions.



		Event name	Event count	Total users	Event count per active user	Total revenue
☑		Total	2,521 100% of total	309 100% of total	8.27 Avg 0%	$0.00
☑	1	page_view	832 (33%)	309 (100%)	2.73	$0.00 (–)
☑	2	user_engagement	636 (25.23%)	191 (61.81%)	3.33	$0.00 (–)
☑	3	session_start	382 (15.15%)	309 (100%)	1.25	$0.00 (–)
☑	4	first_visit	275 (10.91%)	275 (89%)	1.00	$0.00 (–)
☑	5	scroll	132 (5.24%)	60 (19.42%)	2.20	$0.00 (–)
☐	6	click	109 (4.32%)	80 (25.89%)	1.36	$0.00 (–)
☐	7	click_to_shop	98 (3.89%)	71 (22.98%)	1.38	$0.00 (–)
☐	8	form_submit	33 (1.31%)	21 (6.8%)	1.57	$0.00 (–)
☐	9	form_start	23 (0.91%)	21 (6.8%)	1.10	$0.00 (–)
☐	10	file_download	1 (0.04%)	1 (0.32%)	1.00	$0.00 (–)

GA4 key-event interpretation

Routine actions are included: 2,366 key events is not a sales figure.



Key-event configuration remains broad. Use Click-to-Shop and verified enquiries as directional measures, and confirm downstream purchases separately.