EcomLabs

STEP-BY-STEP GUIDE

The Monday analysis after Black Friday

The analysis template: five metrics with their formula and where to get each number in Shopify and GA4, the three periods to compare against, the ShopifyQL queries and the action list for December.

FOR	Shopify stores that want to review their Black Friday 2026 weekend with a method
TESTED WITH	Node 22.22.3 (the article's comparison script) · report names checked in the Shopify and GA4 help centers
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BEFORE YOU START

The three periods

Read every metric against two baselines, always with the same days of the week. Write the dates down before you open a single report:

PERIOD	DATES	WHAT IT IS FOR
Black Friday	Fri 27 – Sun 29 Nov 2026	The weekend you are analyzing.
Normal weekend	Fri 13 – Sun 15 Nov 2026	How the store performs without promotions. Not the week right before Black Friday, nor one with a campaign.
Last year	Fri 28 – Sun 30 Nov 2025	Black Friday 2025 was November 28. Only for metrics that do not depend on sessions.

> **CAUTION**
> Shopify rolled out a session measurement update from September 21 to 23, 2026, and warns that sessions, conversion rate and other session-based metrics can move without any change in traffic. Do not compare 2026 conversion with 2025; compare it with the normal weekend.

STEP 01

The five-metric template

Fill the three right-hand columns with your numbers. Keep counts (sessions, orders, searches), not just rates, so the formula is the same in all three periods.

METRIC	FORMULA	WHERE TO GET IT	BF	NORMAL	2025
1. Conversion (by device)	completed checkout ÷ sessions	*Sessions by device*, *Conversion rate breakdown*			n/c
2. Average order value	(gross sales – discounts) ÷ orders	*Average order value over time*, with gross sales and discounts			
3. Checkout completion	completed ÷ reached checkout	*Conversion rate breakdown*; by step, the GA4 funnel			n/c
4. Zero-result searches	searches with no results ÷ searches	*Top online store searches with no results* (up to 72 h lag)			
5. Payment errors	failed payments ÷ orders × 100	*Abandoned checkouts*, in the *Timeline* (no order created)			

Flag rule: a metric goes on the list if it came out more than 10% worse against the normal weekend or against 2025. Worse means lower for 1, 2 and 3, and higher for 4 and 5. With low volume, raise the threshold: at 100 orders,

three extra failed payments already move the rate a lot. The ShopifyQL queries for metrics 1, 2 and 3, and the script that applies this rule, are in the article.

STEP 02

The checkout funnel in GA4

In *Explore*, create a funnel exploration with these settings:

- **Steps:** `begin_checkout`, `add_shipping_info`, `add_payment_info`, `purchase`. First confirm in the events report that all four arrive; which ones your store sends depends on your integration.
- **Make open funnel:** off, so it only counts people who enter at the first step.
- **Breakdown:** *Device category*.
- **Show elapsed time:** on, to see how long people take between steps.
- **Dates:** the Black Friday weekend, then the normal weekend. Write down each step's abandonment rate for both.

GA4 counts users and Shopify counts sessions: do not mix their numbers in one formula.

STEP 03

Count the failed payments

Open each abandoned checkout from the weekend, expand the failed payment event and read the *Message* field. Keep the tally like this:

REASON	HOW TO SPOT IT	BF	NORMAL
Bank decline	A message from the bank: funds, expired card, wrong details.		
Provider error	Several failures in the same hour. Check Shopify's status page.		
Fraud block	"Blocked due to high risk of fraud" in the *Timeline*.		

A checkout counts as abandoned only after more than 10 minutes incomplete: attempts from the last few minutes do not show yet.

STEP 04

The December action list

For each flagged metric, start with the most common cause and check it before changing anything:

IF IT GOT WORSE	CHECK FIRST	TYPICAL ACTION
Mobile conversion	Promo popups, product page weight, payment methods visible on a phone.	Remove or delay the popup; trim banners; place a full test order on a phone.
Average order value	Gross sales per order against discount per order.	Adjust bundles, cart recommendations or the free shipping threshold.
Checkout completion	The step with the highest abandonment in the GA4 funnel.	Shipping: show cost and time earlier. Payment: see Step 03.
Zero-result searches	The ten most common terms with no results.	Synonyms, a redirect for "deals" or "black friday", alternatives on sold-out products.
Failed payments	The pile that grew most in Step 03.	Review fraud rules, talk to the provider, set up alerts.

Move each action into this table. Three or four rows are enough:

TASK	OWNER	DATE	METRIC THAT CONFIRMS IT

If the store is still in a code freeze, each task goes through the exception process. In mid-December, measure again with the same formulas.

WHEN YOU FINISH

Checklist

- [ ] The three periods are written down, with the same days of the week.
- [ ] Conversion is compared only against the normal weekend.
- [ ] The GA4 funnel uses events that actually arrive, with the funnel closed.
- [ ] Searches are checked once the data is complete (72 h).
- [ ] Failed payments are grouped by reason.
- [ ] The list has three or four tasks with an owner, a date and a metric.